

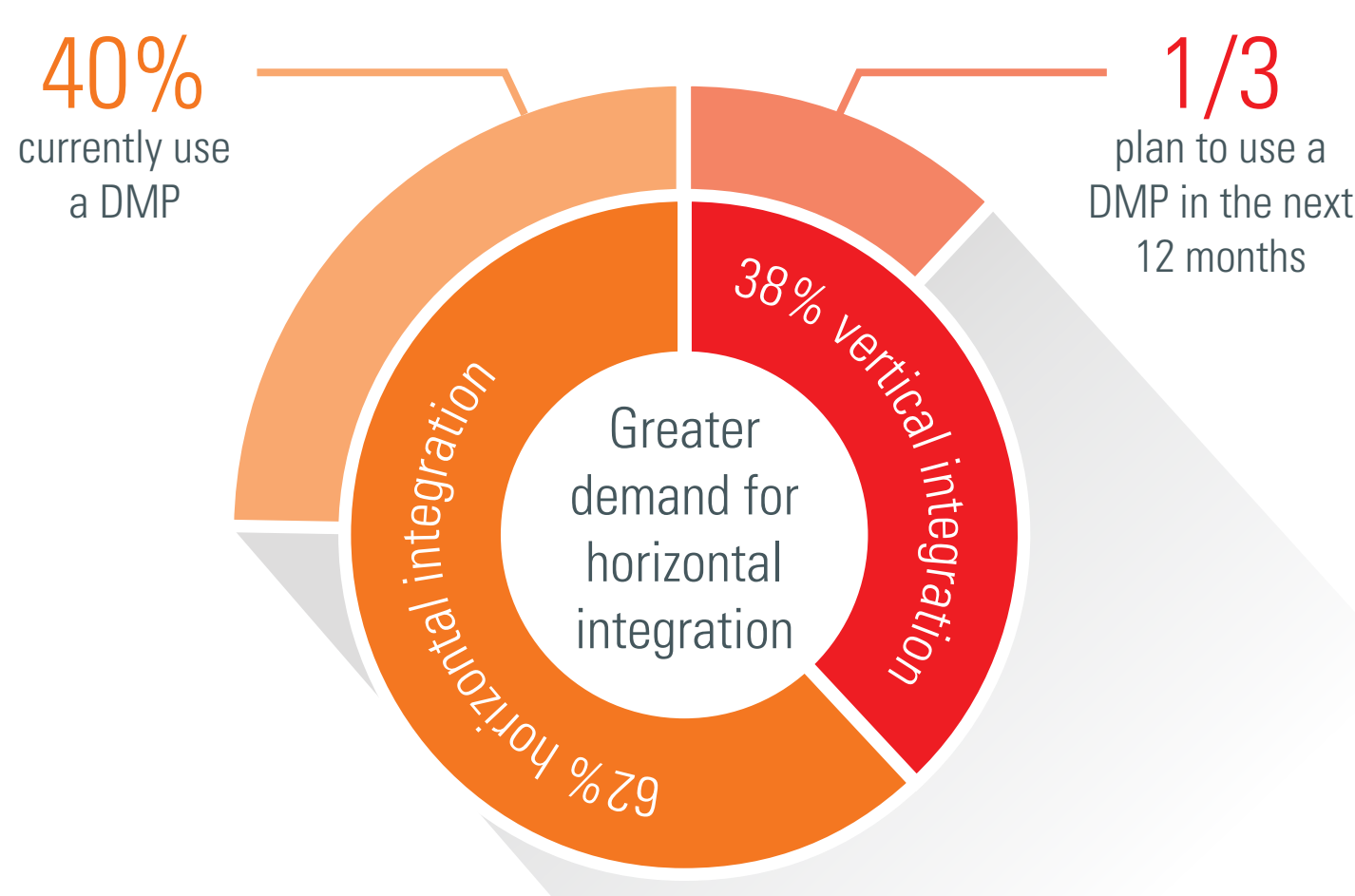


# MODERN MARKETERS USING DATA-DRIVEN STRATEGIES

In an effort to better understand current and future usage of data-driven strategies by Modern Marketers, Radar Research led a research project to uncover key trends around marketing data management.

Here are the highlights...

## More than half of brands to adopt DMPs to inform cross-platform marketing within the next 12 months



### Cross platform integration is key

80% would like to apply customer intelligence across various channels such as mobile and social



## Data-driven efforts engrained into strategies



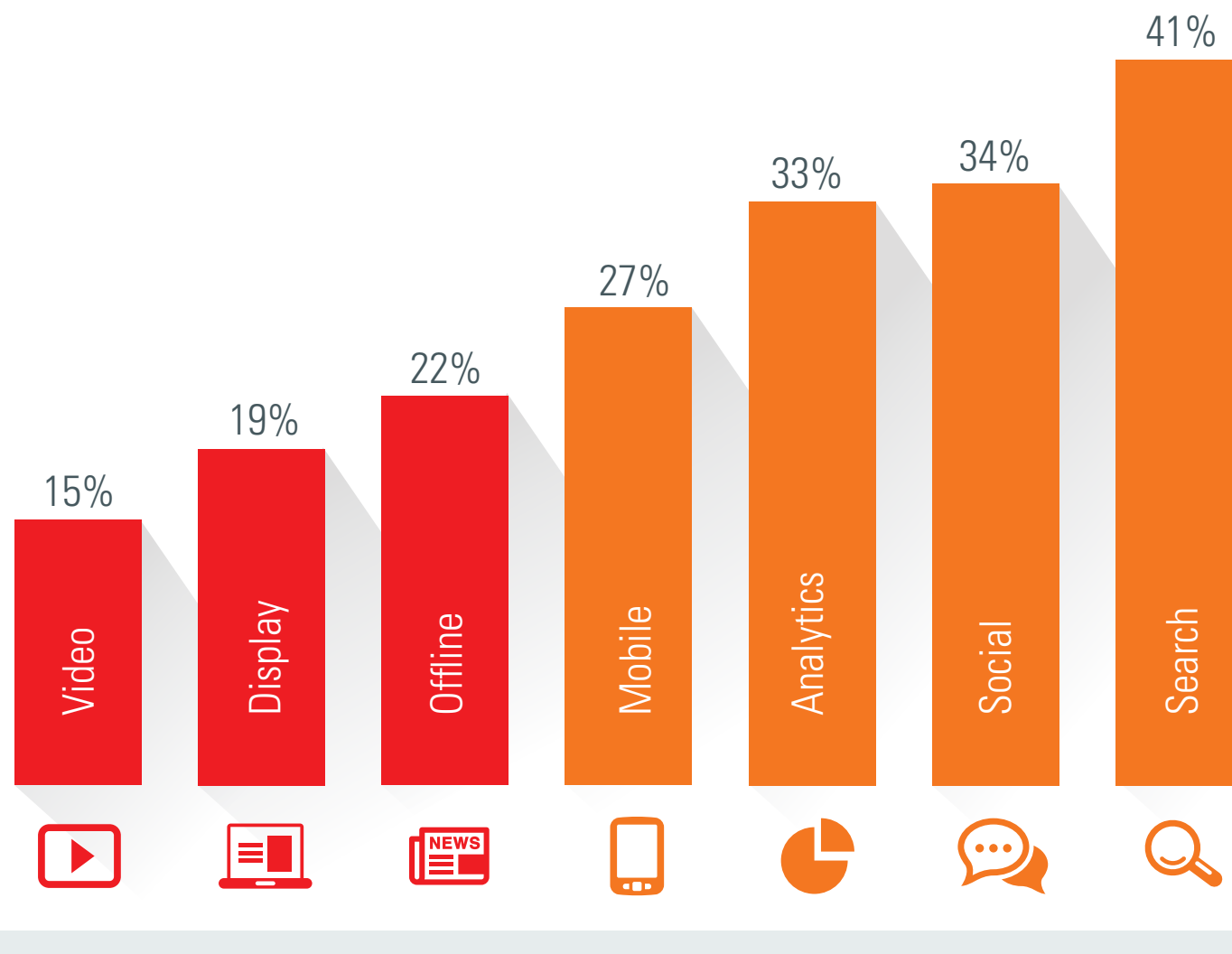
81% of companies said they wish they could lean more on data-driven efforts to remain competitive



64% of companies said data-driven efforts would be the lynchpin of their plans



## Industry executives (marketers and agencies) want DMPs to go beyond display ad targeting



### Top 3 reasons for using a DMP

1. Improving ROI
2. Centralising data
3. Ad targeting

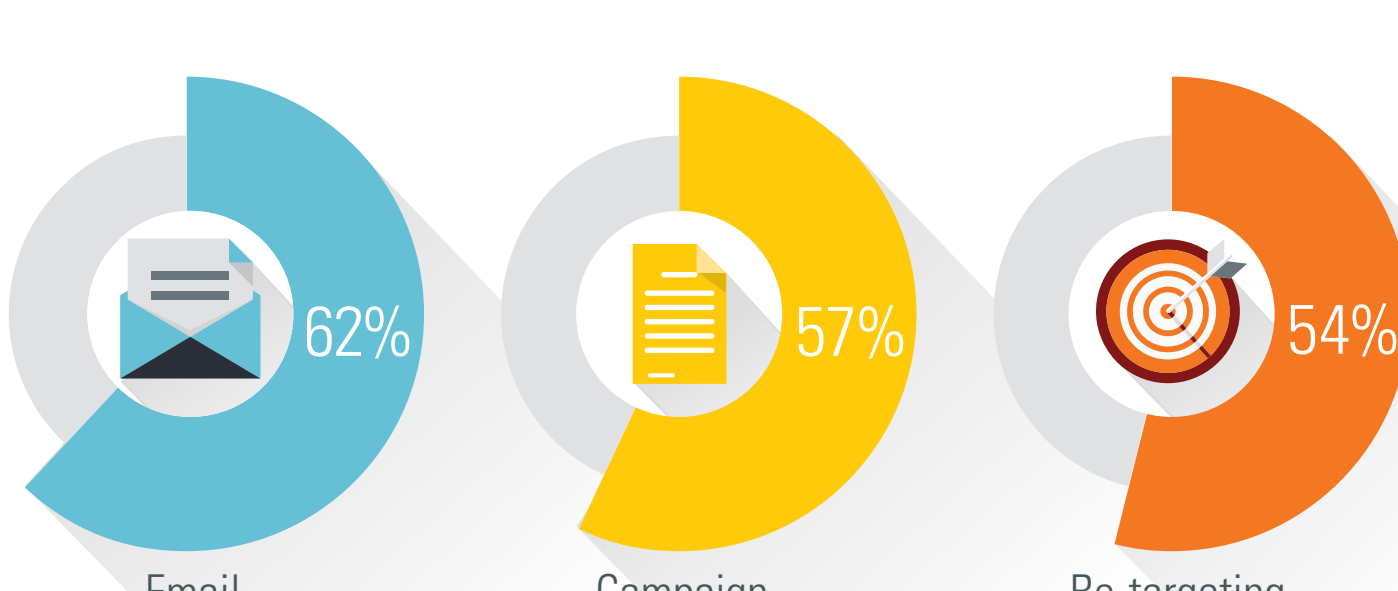
### Cross channel intelligence

across search, analytics, social, and mobile

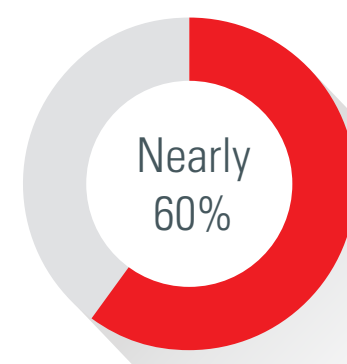


The Future

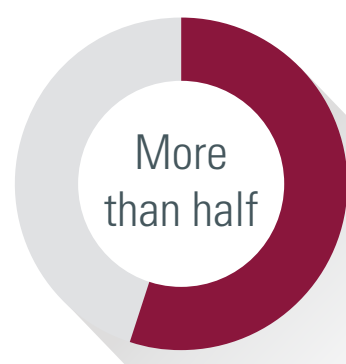
## What data assets do marketers consider the most critical to their efforts?



## Marketing gaining more control of technology purse strings, confirming the emerging rise of the CMTO



Marketing are decision makers or influencers for selecting marketing technology



Cited "budget constraints" as reasons for not adopting a DMP in the next 12 months

## Who did we talk to?

Over 45% are decision makers and over 40% are influencers of new marketing technology purchases

