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

- Data-driven efforts engrained into strategies
  - 62% of companies consider DMPs to go beyond display ad targeting

- Industry executives (marketers and agencies) want DMPs to go beyond display ad targeting
  - 80% would like to apply customer intelligence across various channels such as mobile and social
  - 81% of companies said they wish they could lean more on data-driven efforts to remain competitive

- What data assets do marketers consider the most critical to their efforts?
  - 41% - Video
  - 33% - Analytics
  - 27% - Social
  - 22% - Search
  - 19% - Offline
  - 15% - Display

- Marketing gaining more control of technology purse strings, confirming the emerging rise of the CMTO
  - More than half of brands to adopt DMPs to inform cross-platform marketing within the next 12 months

- Cross platform integration is key
  - 1/3 plan to use a DMP in the next 12 months
  - 40% currently use a DMP
  - 8% say cross-channel intelligence is key

- Data-driven efforts explained into strategies
  - Top 3 reasons for using a DMP
    - Improving ROI
    - Centralising data
    - Ad targeting

- 38% of companies cited display ad targeting as a problem

- Who did we talk to?
  - Over 45% are decision makers and over 40% are influencers of new marketing technology purchases

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...