

CONNECTING MARKETING ANALYTICS AND IMPROVED PERFORMANCE

Marketers face a very challenging environment and, more than ever, they are expected to demonstrate the connection between their activities and financial performance. Aberdeen identified organizations in its survey respondent pool that reported comprehensive analytical activity in their marketing departments. These are organizations where marketers can pull data from multiple sources to analyze and predict customer needs and behaviors. Aberdeen also identified top performers (the Best-in-Class) who exhibit best marketing practices. The results highlight the performance of organizations that have invested in powerful analytics.



Organizations with comprehensive analytics in marketing averaged:

22%

of closed business originating from a marketing-generated lead or prospect

5%

improvement in profit margin per customer year-over-year

85%

customer retention rate

and the Best-in-Class enjoy:

56%

greater return on marketing investments compared to all other organizations

10x

greater year-over-year increases in annual revenue compared to all other organizations



Read the full report: [*Marketing Analytics: The ROI of Insight and the Advantage of the Cloud*](#), October 2015, Aberdeen Group

The bottom line: CEOs demand that CMOs show ROI for their marketing spend. Analytics can be applied to the full-range of marketing functions to both highlight and improve the connection between marketing activities and revenue and profits. Marketing departments with mature analytical capabilities will demonstrate their value and achieve successes that contribute to the performance of the entire organization.