

From Marketing Instincts to Insights

Marketing leaders are removing the guesswork from their business decisions. Having once relied heavily on gut feeling and instinct, marketers are moving toward a data-driven approach to marketing. The most critical form of data for marketers is intent data, with the interest in first-party intent data on the rise. But in the digital world of marketing, IT infrastructure can limit insights and getting data in a timely manner remains a challenge.

Pulse and Optimizely surveyed 100 marketing leaders to find out how much they rely on data vs gut feeling, what challenges they face in collecting data, and how intent data helps them hit their marketing targets.

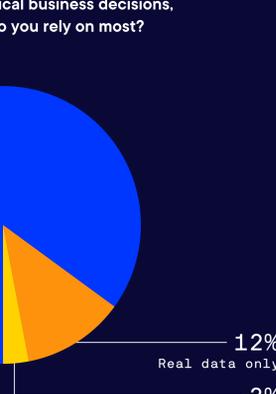
Data collected from March 26 - May 2, 2021

Respondents: 100 Marketing Leaders

Marketing leaders are tying business decisions to real data, rather than gut feeling

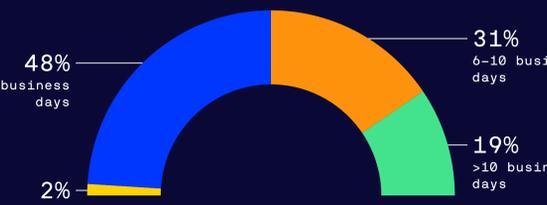
Almost half (48%) of Marketing leaders rely strongly on real data to make decisions.

→ To what extent do you rely on real data to make critical business decisions?



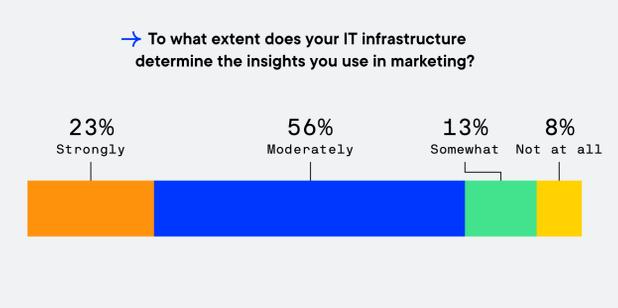
And the inputs they rely on are largely (85%) a combination of data and their gut feeling.

→ When making critical business decisions, what inputs do you rely on most?



But almost 1 in 5 Marketing leaders take more than 10 business days to collect and action real data.

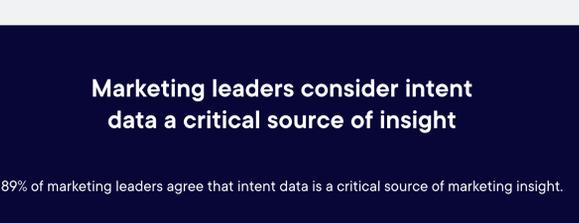
→ How long does it take to collect and action real data in order to make critical business decisions?



IT infrastructure is a limiting factor for getting the best data

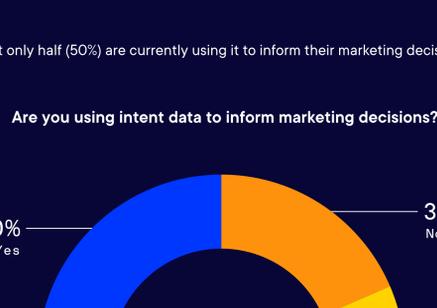
Almost a quarter (23%) of Marketing leaders feel their IT infrastructure plays a strong role in determining the insights they can use in marketing.

→ To what extent does your IT infrastructure determine the insights you use in marketing?



To improve their IT infrastructure, the majority (83%) will invest more than 10% of their budget, with almost one-third (30%) investing 21% or more.

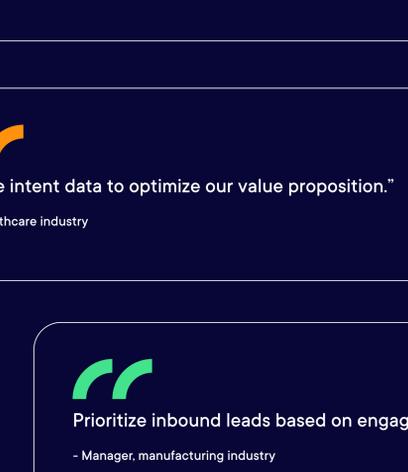
→ How much budget in the next year will be used to improve your IT infrastructure?



Marketing leaders consider intent data a critical source of insight

89% of marketing leaders agree that intent data is a critical source of marketing insight.

→ To what extent do you agree with the following statement: "Intent data is a critical source of marketing insight."



But only half (50%) are currently using it to inform their marketing decisions.

→ Are you using intent data to inform marketing decisions?



Those who are not using intent data to inform their marketing decisions miss out on the ability to enhance user experiences, optimize value propositions, and prioritize leads.

→ How are you using intent data to inform marketing decisions?

Enhance our website user-experience based on demographic analysis. [Segment] inbound & outbound leads into various email marketing list & drip flow automations. [Retarget] traffic with adverts on social media & Google network. Customize our product offering based on client business size, scale & spending capacity."

- C-suite, small software company

We use intent data to optimize our value proposition."

- VP, healthcare industry

Prioritize inbound leads based on engagement."

- Manager, manufacturing industry

By capturing data sourced from target segments we're able to monitor effectiveness of campaigns through outcomes."

- C-suite, small company

First-party intent data is the next key marketing insight

Almost one-third (30%) of marketing leaders feel intent data has a significant impact on their marketing initiatives.

→ To what extent does first-party intent data inform your marketing initiatives?



78% of marketing leaders name first-party intent data as the most useful to their marketing initiatives, as opposed to second- or third-party intent data.

→ In your opinion, what type of intent data would be most useful to your organization's marketing initiatives?



And more than three-quarters (77%) will invest more into first-party intent data collection in the next year.

→ How will investment in first-party intent data change over the next 12 months?



Respondent Breakdown

Location



Title



Company Size



A word from Optimizely

Whenever you commission research, you never know what you're going to get.

Whilst it's no surprise that the best marketers are using data to inform their decisions, the difficulties they're having in getting that data quickly was quite unexpected.

At Optimizely (Episerver), we provide leading B2B and B2C organizations with real-time first-party intent data that drives real business value and can be used to power better personalization, optimization and experimentation.

We've seen firsthand just how useful getting these first party insights into marketers' hands in real-time is - so it's encouraging to see that those surveyed are looking to invest heavily in this area to catch up with their peers.

Jonny Rose
Global Campaigns Manager, Optimizely

About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler.

Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

Learn more at optimizely.com