Today's consumers want brands to know them as individuals. They want product offers tailored to their preferences – at that moment.

Today's savviest marketers rely on data to meet customer expectations. But, they can't create accurate, personalized messaging and targeted offers without one key ingredient: high quality data.

The Marketer's Challenge

High quality data fuels data-driven marketing success. And marketers need accurate data to orchestrate exceptional customer experiences at every touchpoint.

Informatica, in partnership with Dun & Bradstreet, engaged Ascend2 to field the Data-Driven Marketing Trends Survey. Discover how the smartest marketers are overcoming their data challenges to reap the rewards.

The Secret of Successful Data-Driven Marketers

Marketers aren't just utilizing their own company's data. They are relying on external data, which further complicates their data quality initiatives.

58% of companies with high data standards are significantly increasing their budget on data-driven marketing.

What are the most important objectives of data-driven marketers?

How well a company is able to personalize the customer journey is directly related to the quality of its marketing data.

But, many marketers are struggling to achieve data quality.

What do data-driven marketers struggle with the most?

Improving data quality

Integrating data across platforms

What’s the Secret of Successful Data-Driven Marketers?

And they're using several tactics to maintain the quality of their data.

Nearly 1 out of 5 best-in-class companies (19%) use real-time data validation to maintain the highest data quality standards.

The results achieved by successful data-driven marketers and the returns on investment from their data-driven marketing programs are directly tied to the quality of their marketing data.

Learn more about what smart data-driven marketers are doing by DOWNLOADING the Ascend2 Data-Driven Marketing Trends Report TODAY!