

THE RISE OF THE NEW MARKETING ORGANIZATION

DATA-DRIVEN AND DIGITALLY SAVVY

300 MARKETING EXECUTIVES SURVEYED ON THEIR UNIQUE APPROACH TO DATA-DRIVEN MARKETING REVEAL WHAT A DIGITAL-MARKETING LEADER IS, AND HOW THEY GET AN EDGE ON THE COMPETITION.

THE MAJORITY OF EXECS

55%

SEE DATA AS A KEY ASSET

LAGGARDS

don't collect data or analytics for marketing and don't plan to in the future.

DABBLERS

Have begun to incorporate data into some phases of the marketing process, but lack the skills and vision to see returns.

CONTENDERS

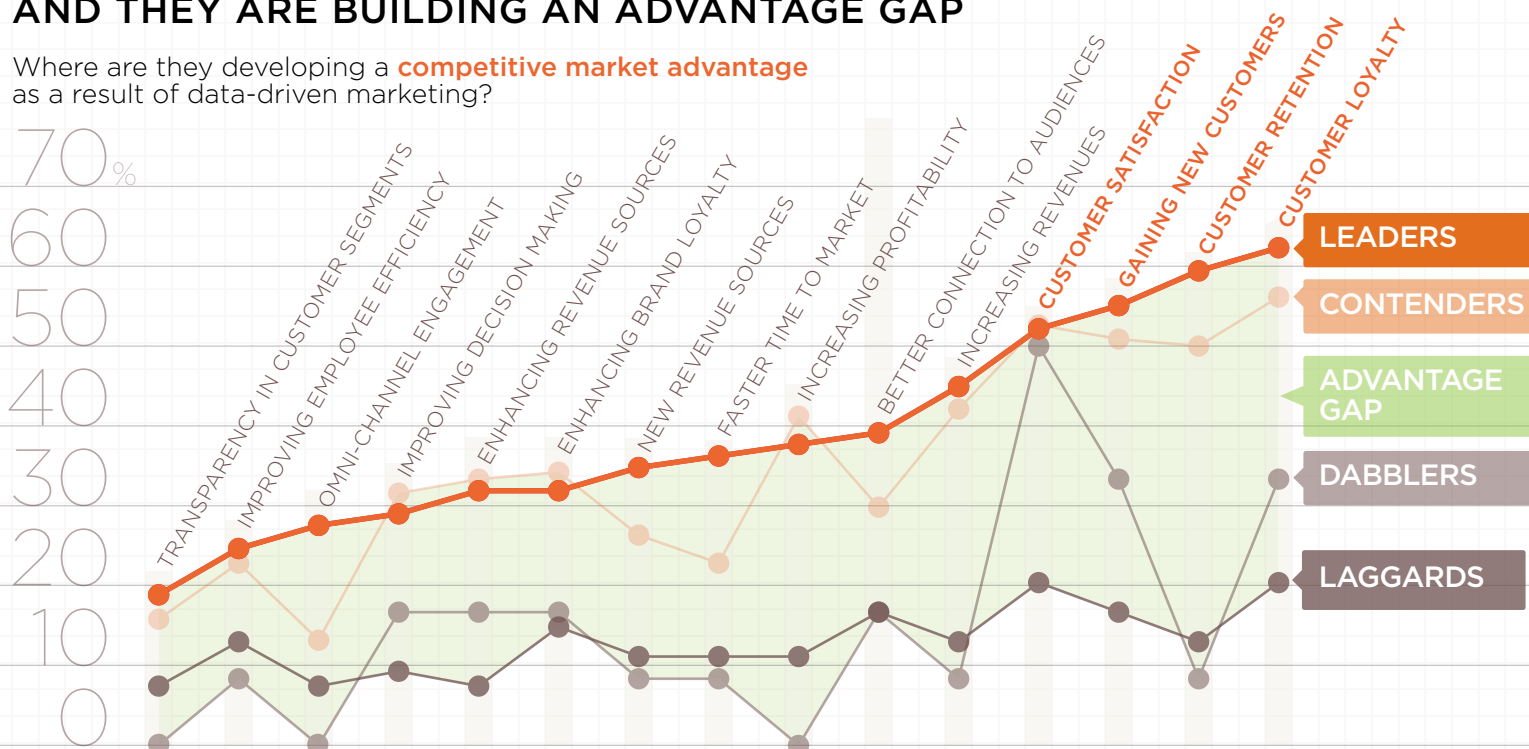
regularly use analytics for making and measuring decisions. They are ready to invest to build a digital-marketing acumen across the team.

LEADERS

always measure results with analytics, strive to make data-driven decisions throughout the process and actively transform personnel roles to be more digitally savvy.

AND THEY ARE BUILDING AN ADVANTAGE GAP

Where are they developing a **competitive market advantage** as a result of data-driven marketing?



SO, WHAT IS **YOUR** ORGANIZATION'S DIGITAL MARKETING ACUMEN?

LEARN HOW ORGANIZATIONS MEASURE UP AND HOW YOU CAN IMPROVE YOUR COMPETITIVE STATURE.

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