

Turning Data-Driven Insights into Profit

Intelligent Data Pays for Itself

While data continues to evolve, companies have yet to fully embrace data-centric marketing.

The reason? Data stemming from disconnected providers, inaccurate systems and varying strategies can prevent marketers from reaching the right consumers, at the right time, with the right message. Fortunately, marketers have an opportunity to rethink the way they interact with their customers by building intelligent data-driven marketing campaigns.

Data Goes Beyond Numbers

Give data an alternative definition outside the context of a numerical value. Once your company visualizes how KPI indicators affect goal progression, data can become more than just numbers on a computer screen. Tangibility is the key to making people not only care about data, but convince them to use it strategically.

Three Types of Intelligent Data¹

1. Customer Data

The type of data you're most likely very familiar with. It includes behavioral, attitudinal and transactional metrics. These are created using marketing campaigns, social media, points of sale, websites and surveys.

2. Operational Data

These are your objective metrics that measure the quality of marketing. Operational marketing includes resource allocation, asset management and budgetary controls.

3. Financial Data

Now we're talking sales, revenue, profits and other objective data types that measure the financial health of the organization.

TRANSFORMING CHAOS INTO CLARITY

A catalyst for modern-day marketing, data sits at the foundation of today's megatrends and megacompanies.



Nationwide[®]

Nationwide has designed a highly structured organizational culture around data-marketing. In one department, a group of data analysts centralize data into cloud computing environments and data warehouses. Simultaneously in their marketing department, a group of customer analysts optimize data processes for consumption. By assigning the right tasks to the right people, creating a data-centric culture seems effortless.

Projecting Success and Expediting Growth

With data supporting omni-channel strategy, marketers can deliver faster, better results to a growing customer base.

STEPS FOR SUCCESS

1. Simplify your efforts

Reference the level of sophistication necessary to produce tangible information.

2. Lead—don't follow

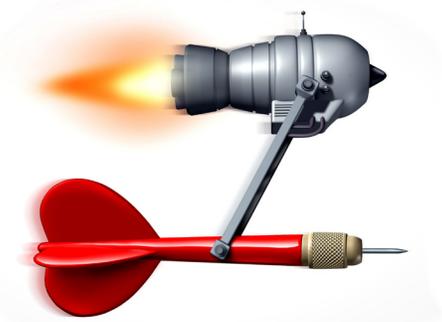
Leverage your strengths for an experience only your company can provide.

3. Target with confidence

Venture beyond the basic areas of knowledge by applying your data to shift culture and activate change.

4. Optimize and prioritize

Rome wasn't built in a day. Establish company-wide goals, identify metrics and build models to predict business outcomes.



References

1. SAS, *Big Data, Bigger Marketing*
2. Forbes Insights by Forbes, *Data Driven and Customer Centric: Marketers Turning Insights into Impact*

New Data, New Opportunities

Companies continue to struggle to keep pace as the customer's journey drastically changes traditional marketing efforts. So where do you begin? Consider this: 25% of respondents in a recent marketing study invested between \$25 million and \$50 million in data analytics from 2014–2016. However, 23% expect to invest between \$50 million and \$100 million from 2016–2018. Data-driven marketing campaigns aren't just created for temporary surface-level success and engagement. The newfound power of data offers an opportunity to skillfully target, stay a few steps ahead and optimize your profit.

ABOUT GMS

Looking for an Intelligent Data marketing solution? GMS is an integrated marketing services partner. We create, execute and manage data and communication across all channels, for all types of enterprises. We'll help you leverage your marketing strategy and work with you to convert your marketing investments into revenue generating, results-driven programs. We create the strategy—you reap the benefits. Visit us at www.2gms.com

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