

TRUSTED DATA IN MARKETING: FUEL FOR CUSTOMER DISCOVERY

Your customers are a fickle and diverse group, but like any other marketer, you're tasked with finding more of them, and developing deeper relationships with the ones you have. The challenge is that just about every bit and byte in the data infrastructure is related to the customer, but it may not all be clean, relevant, or timely. The process of discovering and acting on customer insights is heavily dependent on an environment of trusted data.



Those with a trusted data environment are:

56%

more likely to see an improvement in customer response time

67%

more likely to have a process for communicating user needs for analytics

85%

more likely to be satisfied with the ease-of-use of their analytical tools

2.1x

more likely to see an increase in revenue greater than 20%

All Others are:



[Read the full report: Trusted Data: A Foundation for Analytical Supremacy, November 2015, Aberdeen Group](#)

52%

less likely to use tools for interactive visualization and discovery

60%

less likely to have strong analytical activity within the marketing department

85%

less likely to be satisfied with the ease-of-use of their analytical solutions

The bottom line: Marketing decisions require more than just marketing data. Having an environment of trusted data could be the difference between a promotional campaign that generates dozens of qualified leads and one that falls flat. Companies that arm their decision makers with clean, relevant, and timely information are rewarded with more efficient decisions, happier customers, and greater revenue growth.