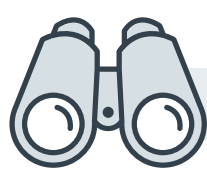


DATA-DRIVEN MARKETING RESEARCH 2022

THE MAJORITY PUTS CUSTOMER FIRST



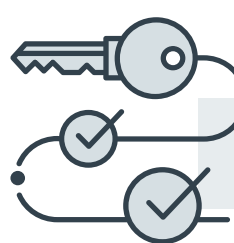
62% have a central customer view

HOWEVER...

MANY OPPORTUNITIES STILL EXIST FOR DATA-DRIVEN APPLICATION



Only **2 in 5** organisations base marketing on data & insights



Only **44%** focus on KPIs to optimise customer experience

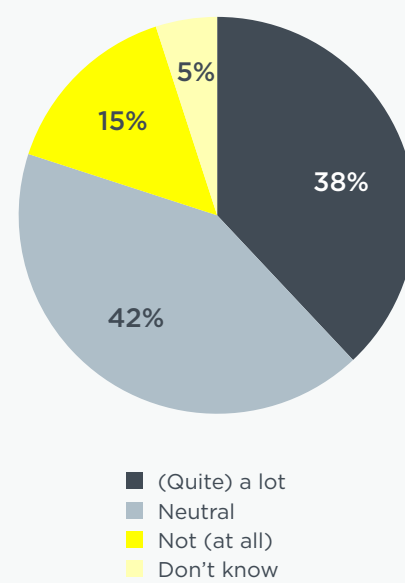
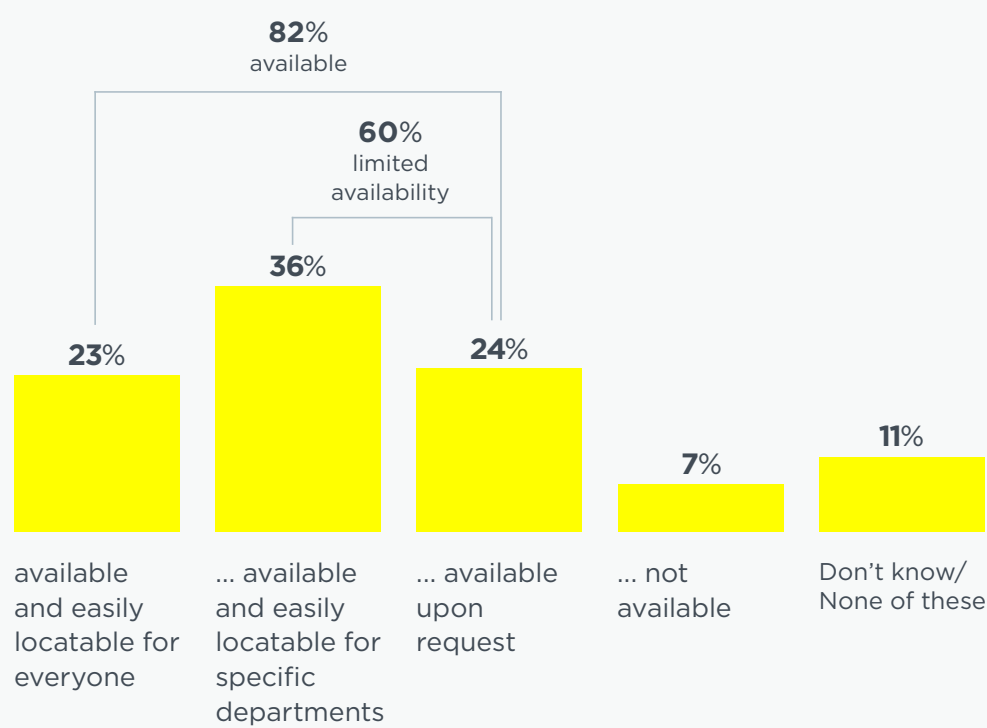


Only **1 in 4** organisations optimise entirely based on data & insights

MOREOVER, DATA IS LIMITED AVAILABLE AND LOCATABLE

Data & insights are...

Question: To what extent are data and insights applied within your organisation by teams engaged in marketing-related activities?



DOUBTS ABOUT THE IMPACT OF DATA, ESPECIALLY AMONG SMALL ORGANISATIONS



23%*

do not utilise data and insights to obtain insight into their customers (<25 employees)



37%*

say they see added value in data-driven working (<25 employees)



47%*

of large organisations (25+ employees) do see merit in applying data & insights (39% are neutral)



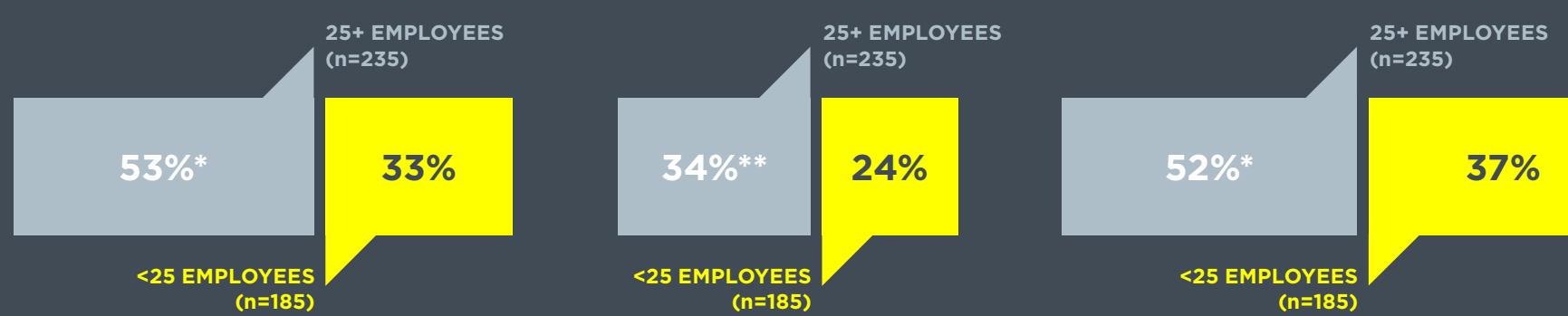
Doubt stems from differences in data availability: much lower in small organizations (<25 employees)

* = significant difference between organisations with <25 and 25+ employees

Control on customer KPIs within the organization

Comprehension of what marketing expenditure generates

Data-driven working is crucial for demonstrating the added value of a product, service or service



* = significant difference between organizations with <25 and 25+ employees
** = indicative significant difference (90%) between organizations with <25 and 25+ employees

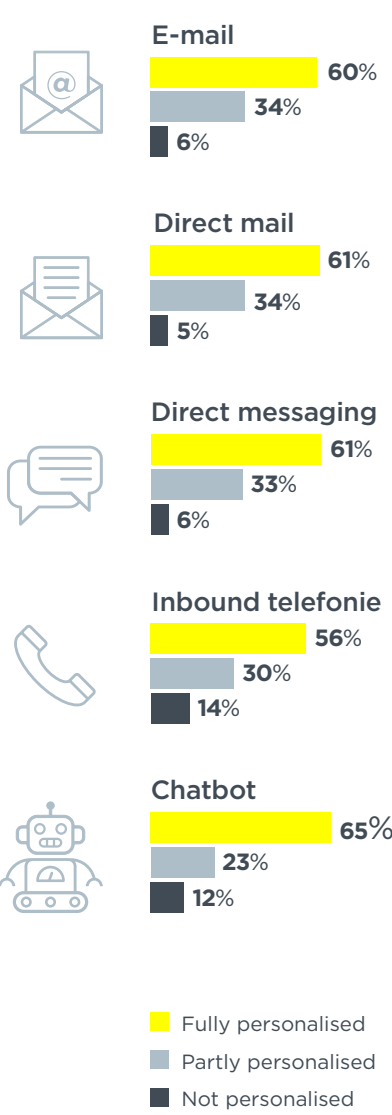
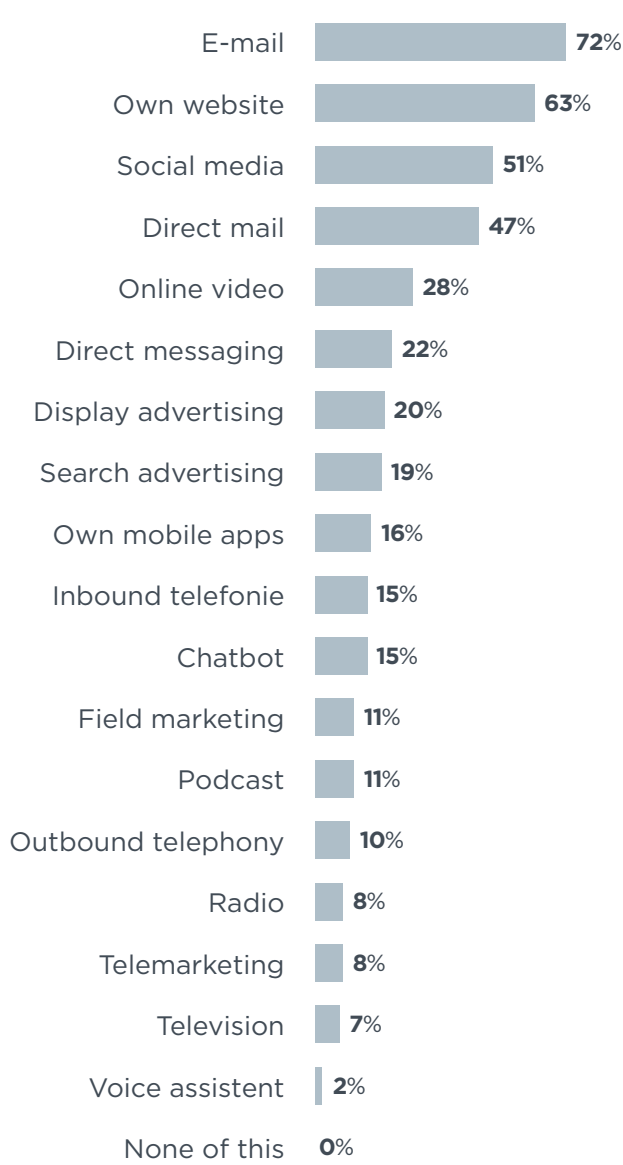
ADDED VALUE PERSONALISATION IS ACKNOWLEDGED; MORE PERSONALISED CUSTOMER CONTACT

Question: Which channels does your organization utilise for contact with (potential) customers?

Question: And is communication personalised through these channels?

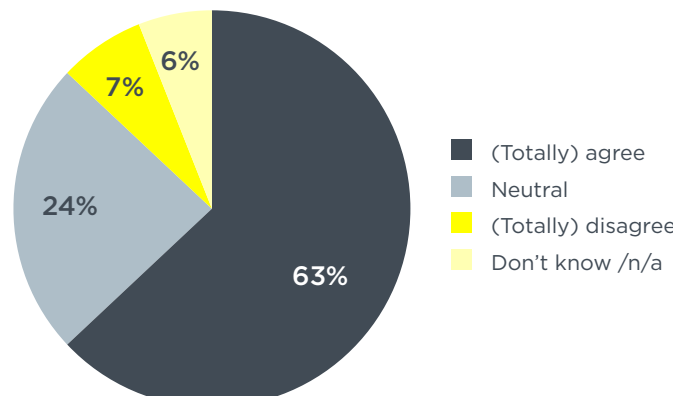
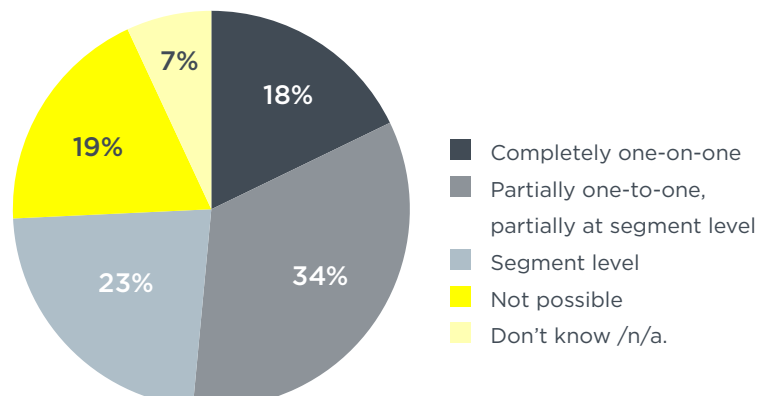
Selection = familiar with the use of media and marketing channels (n=377)

Selection: uses the relevant channel for contact with (potential) customers (minimum n=50)



Question: Is your organisation able to offer a seamless, personalised customer experience across channels?

Position: Personalised customer contact has proven its added value within our organization



RESEARCH ACCOUNTABILITY

The DDMA Data-Driven Marketing Survey (DDMO) was conducted in collaboration with research agency GfK, among 420 Dutch people working in the marketing sector, selected on the basis of the question "Are the activities you perform within your current position largely marketing-related?". In addition, 72 DDMA members participated. The results mentioned are solely based on the study target group (n=420), except where explicitly stated otherwise.

About DDMA

DDMA is the largest industry association for data-driven marketing, sales and service. We are a network of advertisers, non-profit agencies, publishers, agencies and tech suppliers, who use data in an innovative and responsible way to interact with consumers. Through knowledge and advice, we help our members to work in a data-driven and customer-oriented manner, and to develop a vision with regard to data use and dealing with amendments to legislation. We also give our members a voice in The Hague and Brussels, and professionalise the sector through fostering self-regulation. To access all DDMA studies, please go to: Oddma.nl/kennisbank