



**DATA INTELLIGENCE:**  
**UNLOCKING THE SECRET**  
**OF IMPACTFUL, RESULTS-**  
**DRIVEN MARKETING**



In fact, according to Gartner, "global revenue in the business intelligence and analytics software market is forecast to reach \$18.3 billion in 2017," and will reach \$22.8 billion by the end of 2020.

Marketing teams typically focus on Data Intelligence (DI), a major subset of BI, which involves all activities that touch marketing (brand strategy, public relations, sales, business development, etc.). While DI has numerous applications and uses across an organization, its power lies in its potential. DI can revolutionize a marketing department and ignite the sales process by aggregating customer behavioral data to provide actionable insights that engage existing audiences while identifying new ones.

Embarking on a DI project may seem overwhelming – and comes with a unique set of challenges.

What do marketers need to understand about DI? What types of technology are available? What does it take to make data actionable – to drive sales and impact the bottom line? How can marketers continuously optimize DI projects to drive ROI for lead generation?

If you're ready to use DI to revolutionize your marketing plan, Anderson Group has created a guide to help you get started. We've identified DI's biggest challenges and outlined a plan to select the right partner, creating a roadmap to ROI.





**EMBRACE THE POWER**

# The Transformative Power of DI for Marketing and Sales

DI can provide actionable insight across all areas of a business, but its ability to transform lead generation efforts to drive sales is invaluable to marketers.

A few ways that a strong DI plan can positively impact your marketing plan:

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management



## WEB OPTIMIZATION

Understanding customer behavioral data and layering it over website analytics can provide insights that will improve the effectiveness of your company's web presence, optimizing everything from the customer journey/user experience to design and content.



## TRADITIONAL/DIGITAL MARKETING

Actionable DI can help marketers make informed choices about their marketing mix – from which events they should attend, to a social media engagement strategy to the best time of day to distribute an email campaign.



## PERSONAL PROSPECT ENGAGEMENT

When it comes to marketing, gone are the days of casting a wide net to attract customers and generate leads. More businesses are focusing on personalized, highly targeted prospect engagement – creating content and communications that are customized based on DI and audience insights.



## CONTENT MARKETING

From social media ads to news alerts to push notifications in mobile apps, consumers are saturated in content – and marketers are more challenged than ever to stand out. DI can help marketers understand how and where their audience consumes content and what they are most interested in viewing.



## STRATEGIC PLANNING

A company's data can be analyzed and interpreted intelligently to build a more integrated strategic plan for customer acquisition. Today, Chief Marketing Officers are being asked to take on a larger leadership role in driving customer relationships – in both the B2B and B2C realms. The use of DI specifically for predictive analytics can help a company to innovate and drive business outcomes.

SEE THE FULL STORY THAT LIVES WITHIN YOUR DATA

# Overcoming Hurdles by Finding the Right DI Solution

A true DI partner will help a business see the full story that lives within their data. Decision makers should look for DI solutions that are:

## **CUSTOMIZABLE**

The right DI solution will allow you to prioritize the exact KPIs and metrics that are important to your organization – so you can get actionable insights from the data that matters the most.

## **CENTRALLY MANAGED**

If resources and infrastructure are a challenge – it's critical to partner with a team that can unify complex data across multiple sources into one centrally managed hub for a complete view of information. This will make it easier for your team to discover actionable insights.

## **POWERED BY HUMAN EXPERTS**

When it comes to DI technology, there are a lot of options, including automated solutions that appear to be easy to install. It's important to select a DI partner that combines technology and team – and has strong, proven experience working in your industry.

## **FULLY INTEGRATED**

Your DI team should be able to seamlessly connect data and analytics with your other business tools and systems, including ERP and CRM applications.

Regardless of what industry you're in or how large or small your company is, it's critical that your DI partner knows your business inside and out. Your DI solution should be an extension of your team, not just a new trend or technology.



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