

TOP 3 B2B MARKETING DATA CHALLENGES

(AND HOW TO TACKLE THEM)

Enabling modern marketing in B2B requires high quality data, and lots of it! Whether you are using analytics to better understand your audience, trying to deploy account based marketing (ABM), or delivering digital demand generation at scale, every facet of B2B marketing needs a steady stream of rich, clean and meaningful data to make it effective. However B2B marketers today face 3 big challenges with marketing data that stop them being successful:

64%

LACK OF HIGH QUALITY DATA

64% of marketers cited "improving data quality" as the single biggest challenge they encounter when attempting to personalize messaging for audiences. This is compounded by low volumes of good data that is opted-in or fit for analysis.

(Source: Forbes Research)

THE DATA TECHNOLOGY MINEFIELD

Nearly half of businesses struggle with accessibility and availability of data for marketing, analytics and reporting, due to siloed systems and/or fragmented data.

47%

(Source: SMG/CMS Wire Digital Customer Experience Report 2020)

65%

DIFFICULTY DERIVING INSIGHTS

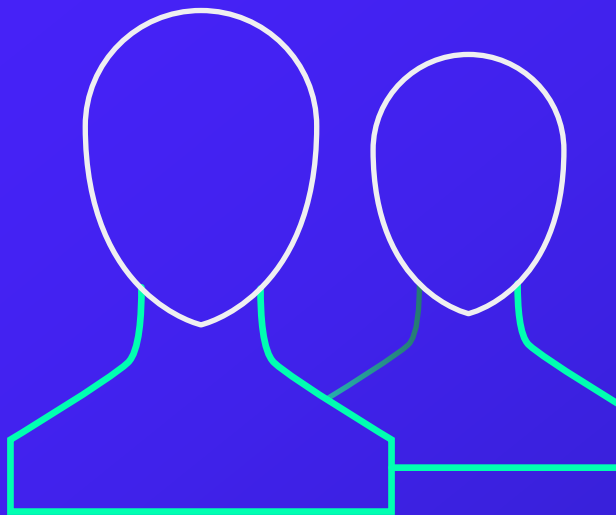
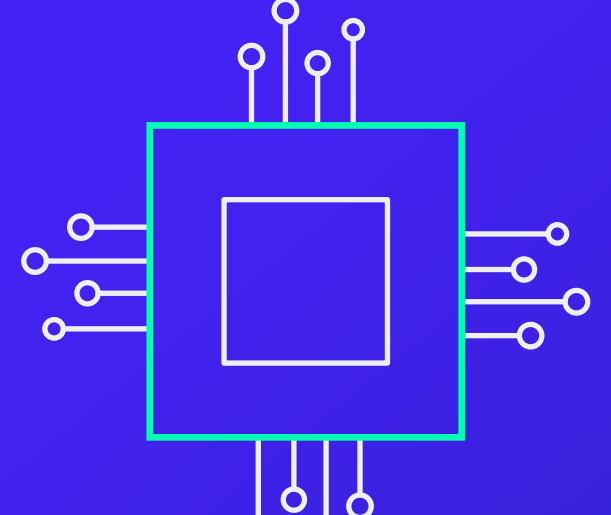
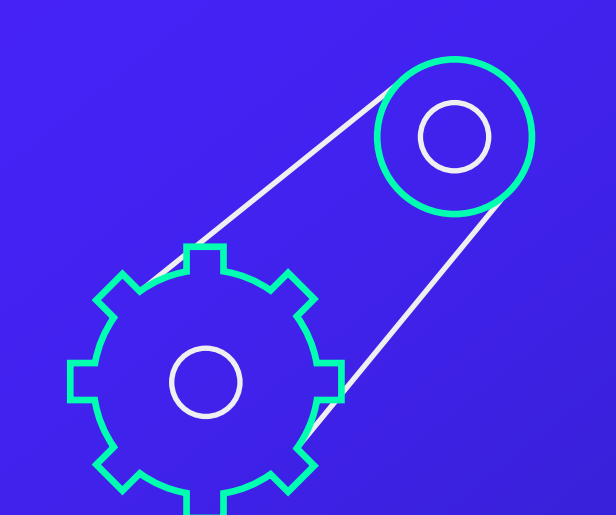
65% of companies are seeking to improve data analysis capabilities to better understand customer experience requirements and drive more informed decisioning.

(Source: Econsultancy)

Everyone from the CMO to marketing executives face these challenges. Marketing leaders need insights to make strategic decisions on budgets, mix and markets. Campaign Managers need data to execute and tune campaigns at speed and scale. Marketing and data operations need to keep data and systems clean, compliant and functioning.

<p>CMO Insights to drive strategy</p> 	<p>Marketers Data to fuel marketing activities</p> 	<p>MarOps Support to manage tools and data</p> 
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TACKLING THE TOP DATA CHALLENGES THROUGH THREE B2B MARKETING DATA FOUNDATIONS

<p>People</p> 	<p>Technology</p> 	<p>Process</p> 
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People

Build a team using a mix of internal and external experts to cover the array of data and technology skills needed

Technology


Choose and connect the right platforms that bust data silos, securely store data, and make data available to surface up data and insights at speed for day to day decisioning and marketing

Process

Develop and maintain processes that manage and optimize data, evaluate data and insights and help put data into action.

GET GOING TODAY

Start by reading the Harte Hanks E-guide on how to establish the 3 B2B marketing data foundations



[HARTEHANKS.CO.UK/dataforb2bmarketing](https://harteHanks.co.uk/dataforb2bmarketing)