EVERSTRING

THE 3 KEY BENEFITS OF

DATA-DRIVEN MARKETING

Data-driven marketing is all about analyzing big data to understand and predict customer behavior, then translating that insight into a targeted marketing strategy to lead the way forward.

Good data-driven marketers don't assume they know best about their audience. Instead, they are continually mining customer data—whether company-generated or sourced externally—to revise and refine their understanding of who their target accounts are, where they are, what they're looking for, and what will motivate them to make a purchase.

These marketers aren't simply making assumptions about what worked in the past; they're using **measurable insights** gleaned from market-wide metrics and individual customer interactions to look into the future and make informed predictions about their customers.

This data-driven approach makes it possible to build highly segmented marketing campaigns that put the right creative into the right channels at just the right time. The result is **a more personalized and relevant experience for the customer**, leading to more conversions, greater brand awareness, and ultimately a higher ROI for the marketer.

Next, we'll dive into the three key benefits of data-driven marketing.

#1: AUTOMATED RESEARCH AND PROSPECTING

Now that data-driven marketing has established itself as a must-have dimension of a modern marketing strategy, the tech market has responded by offering automation platforms designed to do at least some of the heavy lifting.

Only a few of these solutions are reliably smart, insightful and accurate; the best of them harnesses the power of AI and machine learning to **constantly discover, profile and monitor** customer data in a "living" database that integrates with existing point solutions.

As a result, processes that were once imperfect and time-consuming (like manual prospecting) are now managed by intelligent systems drawing from millions of data points, freeing the human workforce to focus on activities that nurture and convert customers.

#2: ABILITY TO IDENTIFY BEST FIT ACCOUNTS

Using fit data, data-driven marketers can identify accounts with a high suitability for their product or service. **Fit data reveals which prospects are likeliest to convert based on what worked in the past**, helping marketers eliminate companies that are unlikely to purchase and, instead, target their marketing strategy on companies who fit the profile of an ideal customer.

Fit data is good, but it's even better when layered with intent data and recency data. **Intent data indicates which prospects are showing buying behavior**, while recency data tells you when that behavior took place. For example, you might learn that a prospect has been reading reviews related to your product; knowing that they did this research yesterday can help you prioritize your efforts and get in front of prospects before the competition does.

Layering engagement data into this scenario will further refine your target list; engagement data reveals when and in what ways a prospect has already

interacted with your brand, giving you the opportunity to reach out with a meaningful and contextualized message.

#3: HYPER-PERSONALIZATION

Layering fit, intent, recency and engagement data to understand your target accounts provides highly nuanced insights that you can parlay into personalized messaging.

As everyday technology gets better at anticipating and meeting individual consumers' needs (think of the Netflix recommendation engine), consumers are learning to **expect a highly personal experience whenever they interact with a brand**. By translating customer data into a targeted marketing campaign with personalized messaging, you can take advantage of this expectation and create interactions that feel "sticky" for customers, capturing their attention with relevant and timely brand messaging. The result is a higher likelihood of conversion, and greater customer loyalty over time.

An example of an intensely successful data-driven marketing strategy comes from account-based marketing software solutions provider **Terminus**.

Using customer data pulled from their own CRM, they generated a fit model to help them identify prospects that shared several characteristics with their most advanced opportunities. They used data-driven AI to surface high-fit accounts currently surging on intent topics related to their business, then developed a finely segmented marketing campaign to reach those accounts at the right time, in the right way.

As a result of their data-driven insights and a validated marketing strategy based on fit and intent scores, **Terminus increased their win rate after a first product demo by 125%**. That's because they were targeting accounts who were a good fit for their offering and were demonstrating a recent intent to purchase a product like theirs.

> *"We overlay engagement and intent data to get a clear vision of the buying propensity of our target accounts. Then we trigger unique campaigns based on the level of engagement the target accounts show. By focusing on progressing accounts to the point where the buying committee is showing a meaningful increase in engagement, we create more opportunities and close those opportunities faster."*

Torrey Dye
Director of ABM
Terminus

ARE YOU A DATA-DRIVEN MARKETER?

Let's see how your go-to-market strategy stacks up against leading data-driven organizations.

Take our **interactive quiz** today.

LET'S FIND OUT

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