

# THE STATE OF B2C DATA DRIVEN MARKETING

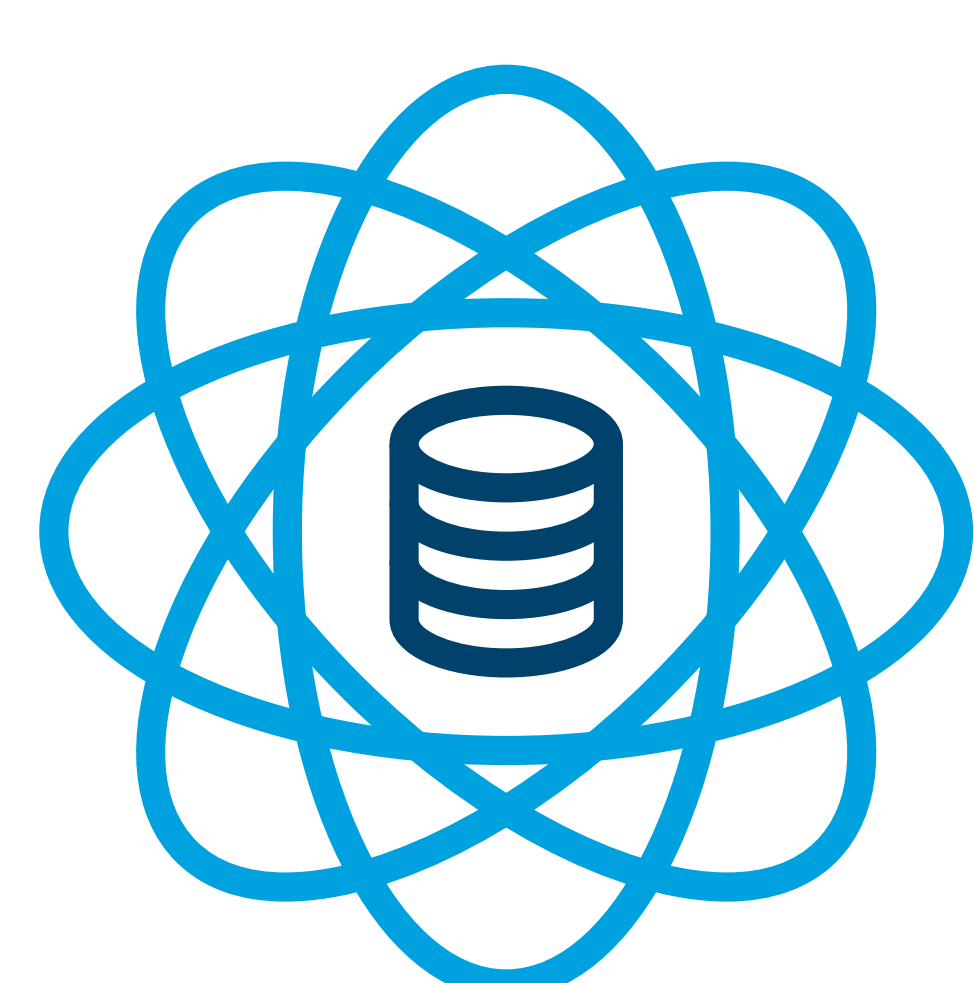
In an era of accelerated digitisation of the world, the need for a brand's digital transformation has never been greater. The last 12 months have seen an exponential change in how people work, communicate, consume media, and purchase products. Organizations have had to adapt to the new normal at record speed, and core to their success has been the evolution of their data-driven marketing strategy. To uncover the latest trends in data-driven marketing, the MarTech Alliance, in collaboration with Acxiom, surveyed 200 B2C CMOs across four regions including the US, UK, France and Germany across markets including but not limited to Financial Services, Retail, CPG, Travel and Healthcare.



## HOW CAN B2C CMOs DELIVER A TRULY CUSTOMER CENTRIC DATA DRIVEN MARKETING APPROACH?



## 200 CMOs SURVEYED



**72%** OF CMO'S  
SURVEYED

believe data-driven marketing  
is critical to the realization of  
their digital transformation vision.



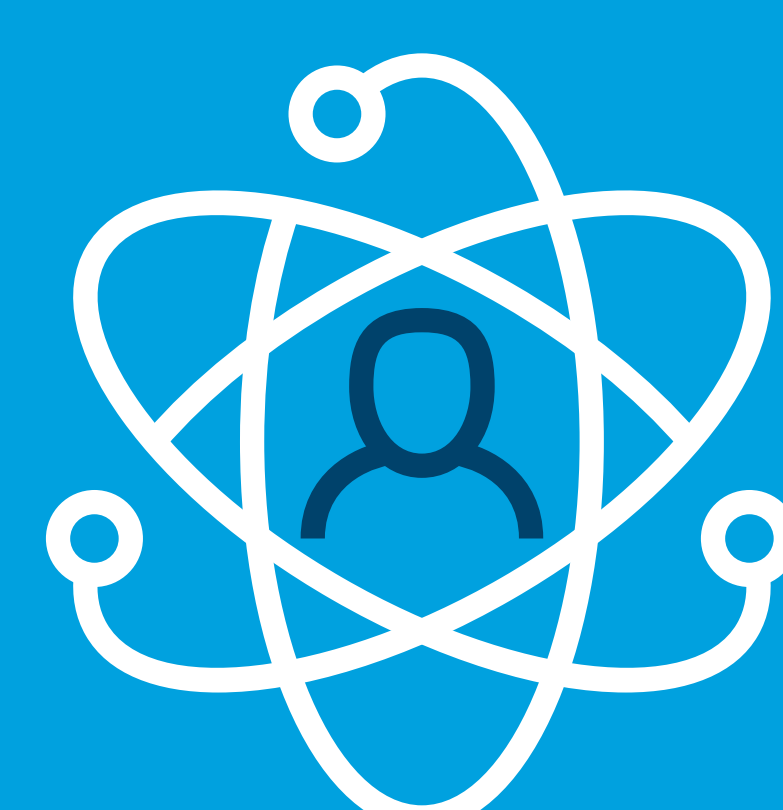
**COUNTRIES  
COVERED:**

US, UK, France  
and Germany



**DEMONSTRABLE ROI**  
RANKED AS THE NO.1 BARRIER  
TO ACHIEVING CMO'S DATA  
MARKETING INITIATIVES

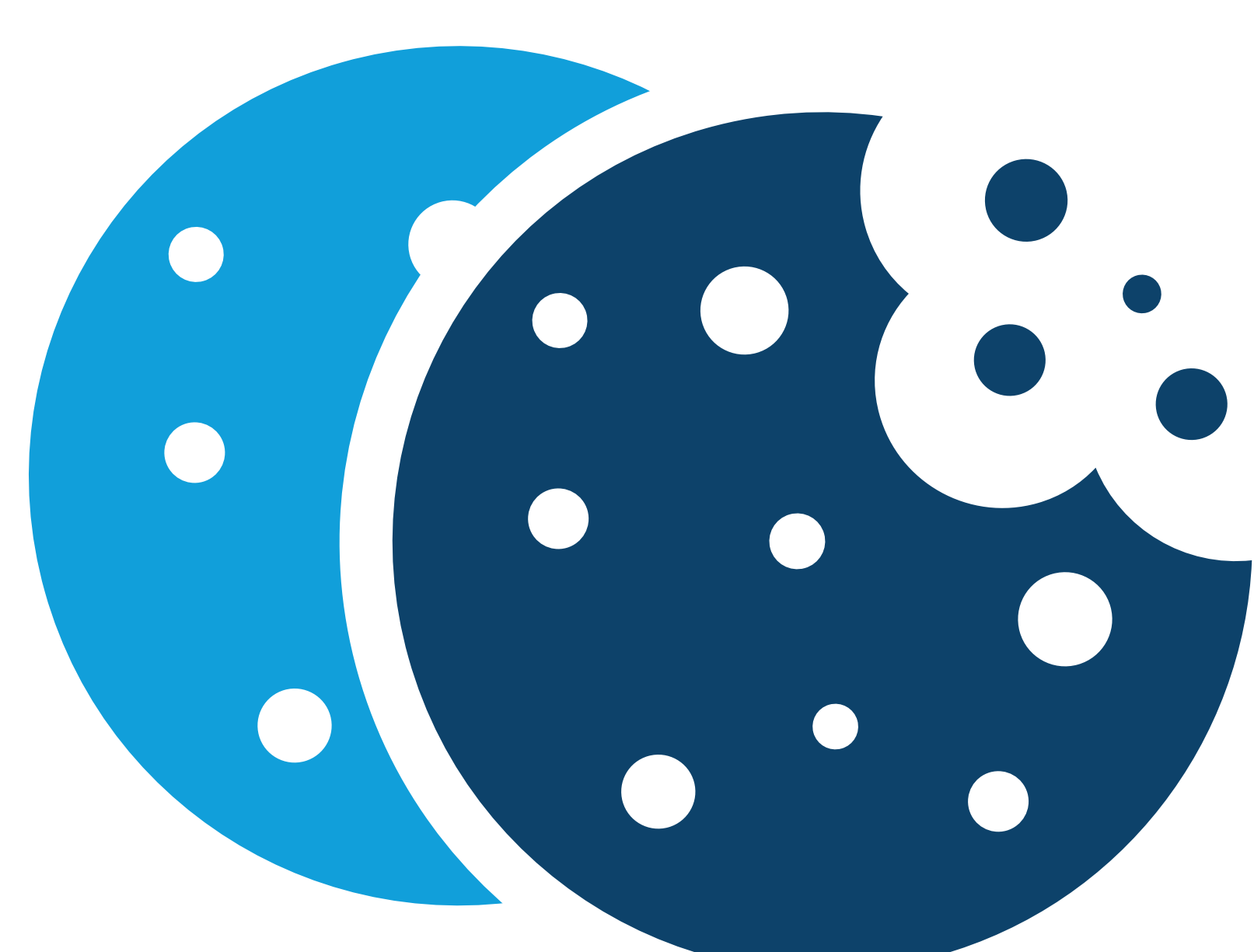
The classic situation of chicken and egg. Which came first? How can marketers secure investment without being able to clearly demonstrate ROI? Not new to anyone in marketing is the complexity of calculating and demonstrating the ROI of specific marketing initiatives and their contribution to the wider business. The challenge is often due to the amount of disconnected marketing channels and legacy system limitations. In addition to ROI, insights from this report show that CMOs cite poor data governance (24%) and poor data quality (26%) as significant contributors to this problem.



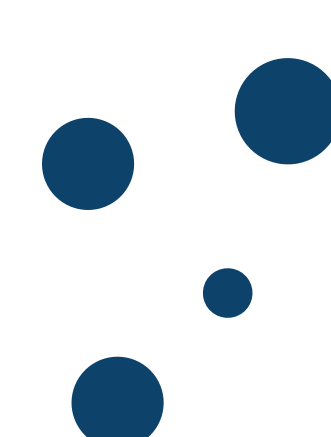
**MORE THAN  
HALF**

BELIEVE THEY  
LACK THE DATA

MARKETING SKILLS OR  
KNOWLEDGE TO DELIVER  
A CUSTOMER-CENTRIC,  
DATA-DRIVEN MARKETING  
VISION.



**MORE THAN 40%**  
OF CMOs BELIEVE THE DEMISE OF  
THIRD-PARTY COOKIE WILL HAVE A  
POSITIVE IMPACT ON THEIR BUSINESS.

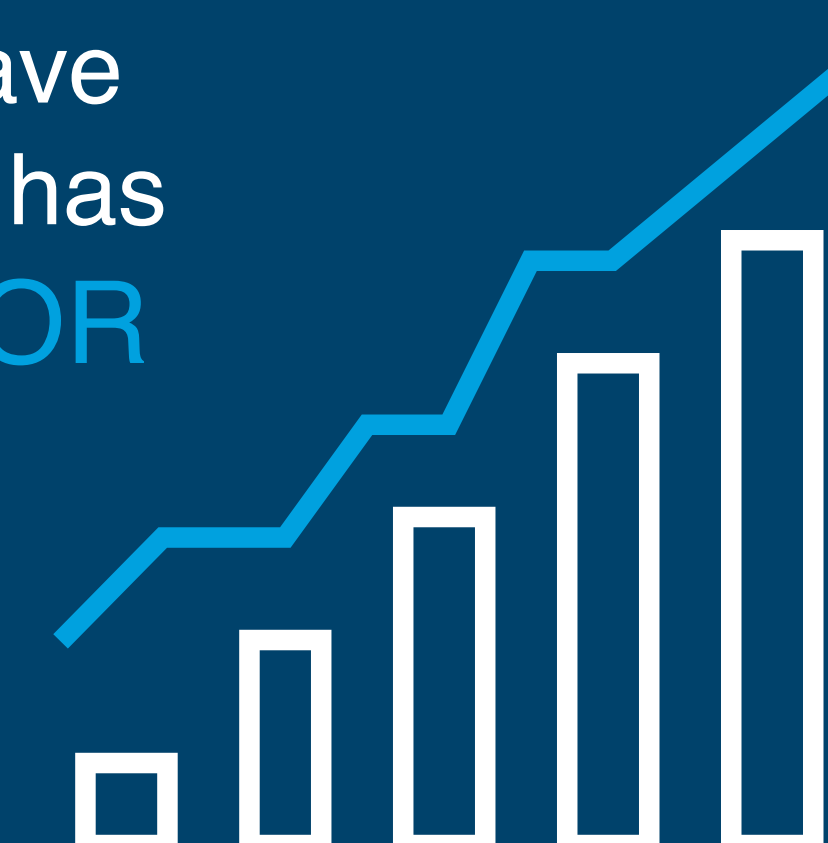


ONLY **13%** BELIEVE THEY  
HAVE A ROBUST DATA AND  
CUSTOMER EXPERIENCE  
FRAMEWORK.

During the research CMOs were asked to indicate their level of marketing maturity from 1 (a business that has no data governance, customer centricity, tools or team capability) to Level 5 (the business had adopted a proven and robust data and customer experience framework, advanced team capability and customer experience as a core part of their marketing strategy). Only 13% of CMOs who responded believed that they fit into level 5.

ALMOST  
**TWO-THIRDS**  
SURVEYED AGREED

that the type, volume and  
dynamic nature of customer  
and marketing data they have  
had to collect and manage has  
EITHER INCREASED OR  
SIGNIFICANTLY  
INCREASED DURING  
THE PANDEMIC.



**70%** BELIEVE CUSTOMER CENTRICITY AND  
DATA-DRIVEN MARKETING MATURITY WOULD BE  
ACCELERATED BY ACQUIRING OR BETTER MANAGING  
A CUSTOMER DATA PLATFORM (CDP).

**FOR THE FULL REPORT CLICK HERE**

Or contact us at [INFO@ACXIOM.COM](mailto:INFO@ACXIOM.COM)  
or visit our website [ACXIOM.COM](https://www.acxiom.com).

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