

MMA | WEBINAR SERIES

State of Data Maturity

JULY 12, 2023 | 12PM EDT

**Part of MMA's
Decision Series Webinars**

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Agenda for Today's Session

5 MINUTES **OPENING REMARKS**



Andrew J. McCauley
Chief Strategy & Innovation Officer
MMA

30 MINUTES **PANEL**



Vassilis Bakopoulos
SVP – Head of
Industry Research
MMA



Janet Balis
Partner, CMO Practice Leader
Ernst & Young LLP
EY
Building a better
working world

10 MINUTES **Q&A / CLOSING REMARKS**



Andrew J. McCauley
Chief Strategy & Innovation Officer
MMA



is the leading trade association for marketing

828

MMA Member companies globally

MMA operations in

15

countries

MMA Member organizations represent approximately

300,000

marketers worldwide

145

Chief Marketing Officers on
MMA Boards globally with

50+

on MMA Global Board &
North America Board

MMA Member Organizations Include





What is MMA's Mission?

MMA is focused on advancing the future of marketing

We are here to lead a total transformation by architecting the future of marketing, **significantly improving Marketing's contribution to business and customers**, thereby raising the stature & gravitas of CMOs and Marketers.

Our focus is **uncovering revolutionary ideas** that empower marketers to deliver on their company's growth agenda.

We support **data-driven decision-making** by maintaining tracking studies & developing benchmark datasets.

MMA **brings the industry together to drive change** through research consortiums and execute in-market experiments to prove step-function improvements.



Join MMA through the rest of 2023

MMA **DECISION SERIES** WEBINAR SERIES

5 Sessions

Insights from our
proprietary market
research and
tracking studies.

MMA **REVOLUTION SERIES** WEBINAR SERIES

7 Sessions

Groundbreaking concepts
that will transform the
practice of marketing, such
as Brand as Performance,
Moveable Middles, & AI-
driven Personalization.

MMA **THE GREAT DEBATES**

11 Sessions

Lively conversations
around Marketing
Measurement, AI in
Marketing, and Marketing
Organizational Strategy.

view full calendar:

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Upcoming Sessions in August

📅 AUG 2

Revolution Series

**Brandonomics: The Science Behind
Brand-Driven Financial Growth**

📅 AUG 9

Revolution Series

**Moveable Middles Growth Framework: Using
Moneyball to Drive Marketing Growth**

📅 AUG 16

Decision Series

State of CX Maturity and Best Practices

📅 AUG 30

Decision Series

**State of Generative AI and its
Application in Marketing**

Today's session is from MMA's Data and CX Think Tank



Empower marketers to **build & execute winning data & customer strategies** that will ultimately increase the value of their company

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UPCOMING WEBINARS FROM DATT


AUG 30
State of
Generative AI


SEP 13-DEC 6
The Great AI in
Marketing Debates

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Q&A

**Ask questions and get live responses
from our presenter**

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Q&A

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State of Data Maturity

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TODAY'S SPEAKERS



Vassilis Bakopoulos

SVP – Head of
Industry Research



Janet Balis

Partner, CMO Practice Leader
Ernst & Young LLP



As Gen AI accelerates, will
your data maturity leave
you behind?

EY-MMA 2023 Data Maturity
Benchmarking Survey

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Data Maturity 2.0 looks at marketers and data in 2023, building on our 2021 study

USING DATA EFFECTIVELY IN MARKETING

Driving growth



Data types
and uses



Measuring
marketing
success



Capabilities
and skills

Managing risk



Transparency,
compliance
and security

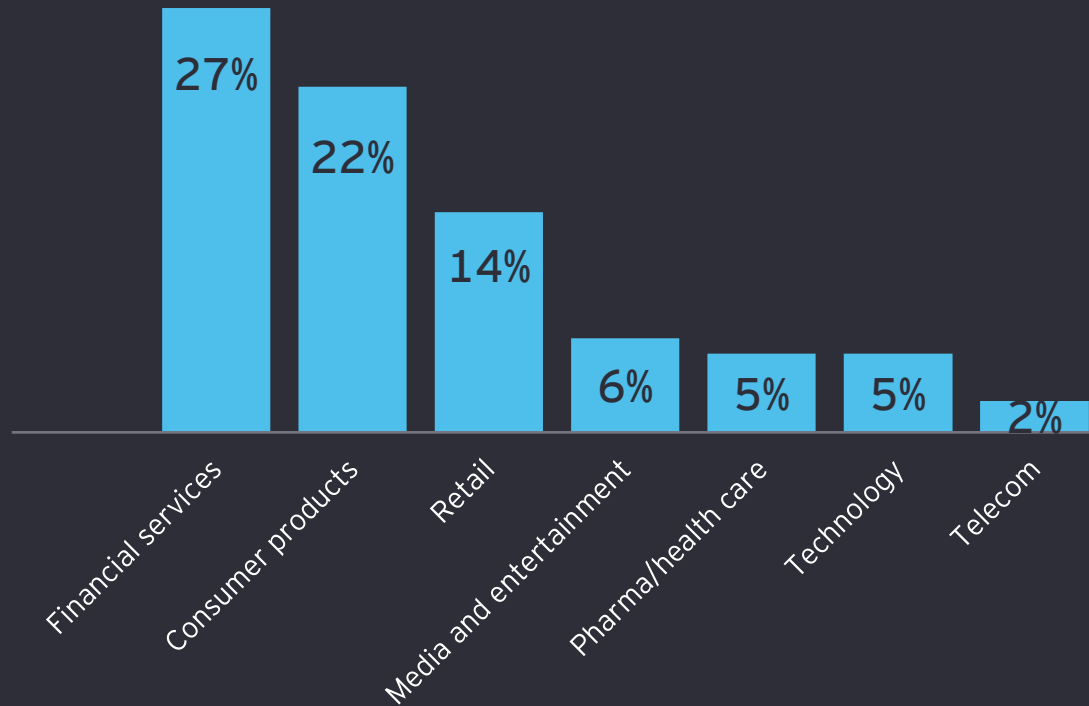


Data governance
and integration

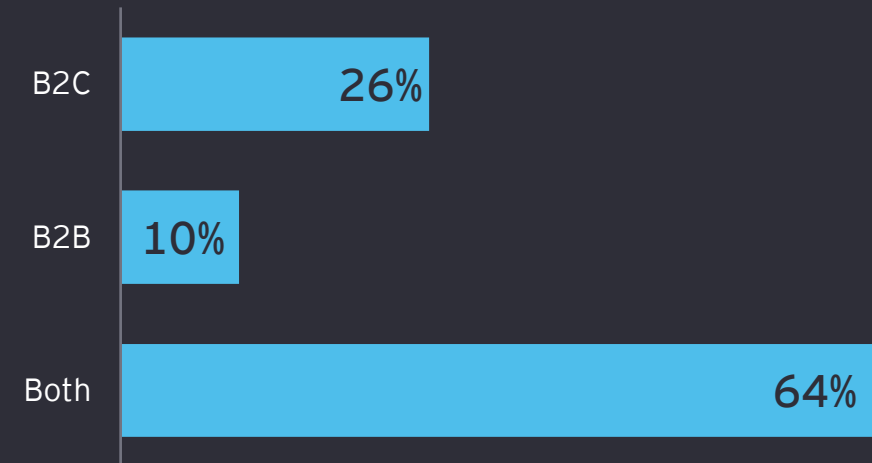
We heard from top executives across industries

100+
marketers
surveyed

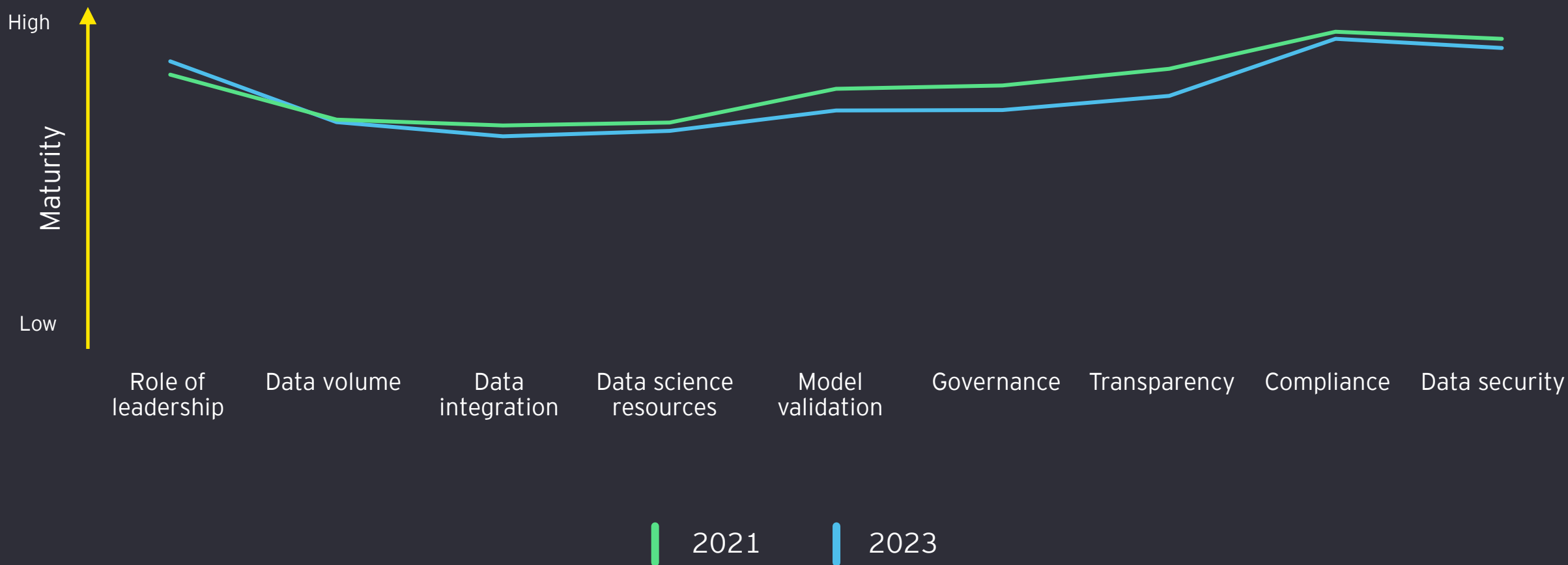
Industries



Company type



Data maturity is progressing slowly overall, considering its strategic importance



However, leaders have a strong vision and alignment for data

DATA LEADERS

Strong data
vision with a
clear roadmap to
execute at scale



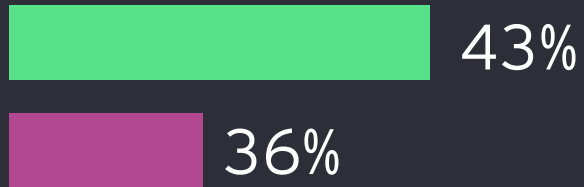
Data strategy “very
well” aligned with
business strategy



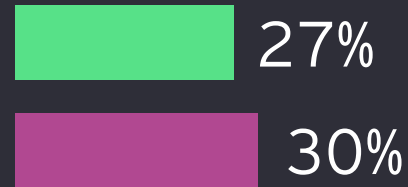
Leaders have more joint ownership of the data agenda across the C-suite



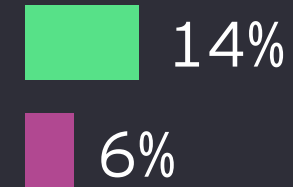
C-suite jointly



Chief Marketing Officer



Chief Data Officer



Leaders

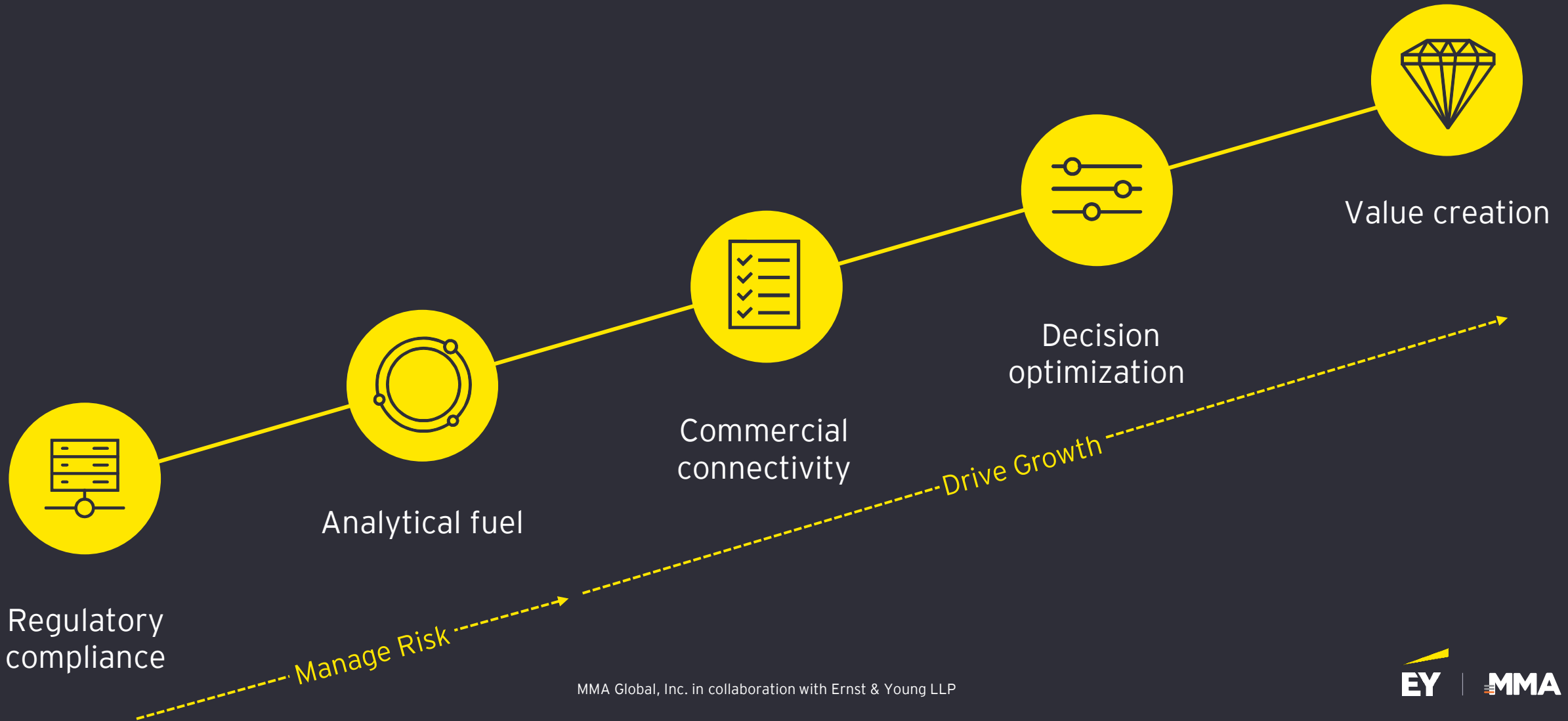


Most people

SURVEY QUESTION:

Who specifically owns the strategy and roadmap when it comes to consumer data in marketing and customer experience in your company?

Leaders have progressed from tactical to strategic focus areas for data





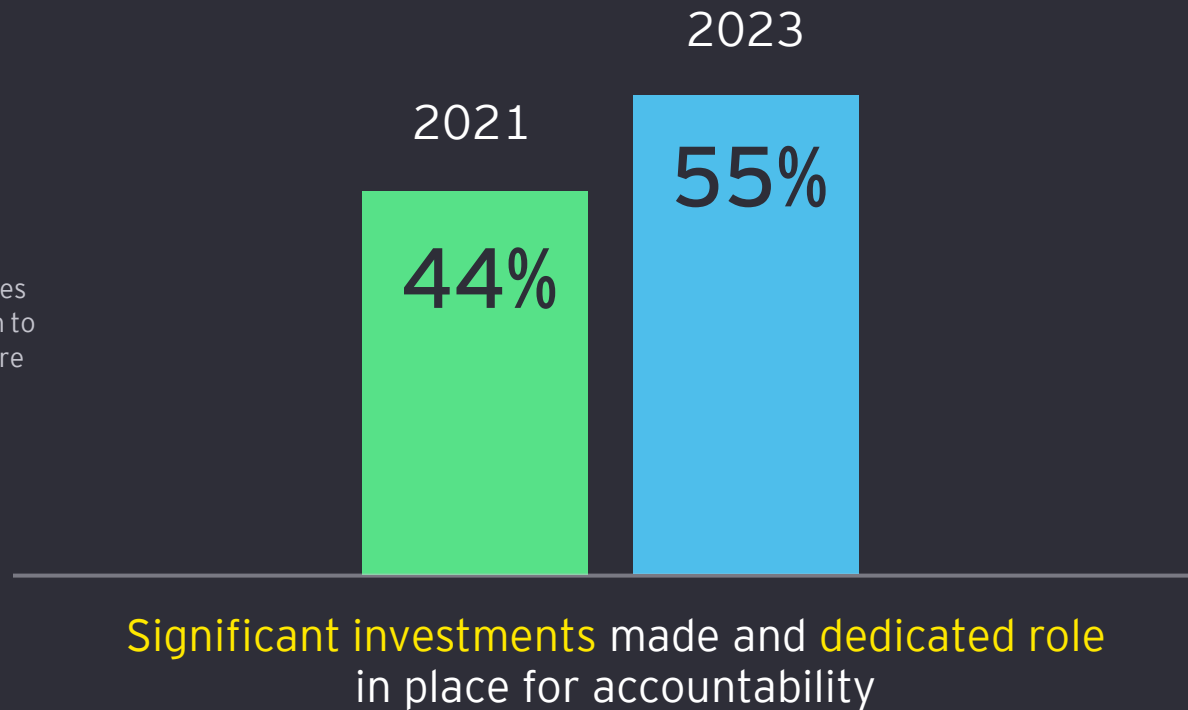
REGULATORY COMPLIANCE

Are we protecting consumer
data and leading on privacy?

Companies are deeply committed to protecting customer data and privacy

SURVEY QUESTION:

Which of the following describes the processes and procedures in place at your organization to ensure consumer data is protected and secure from fraud?

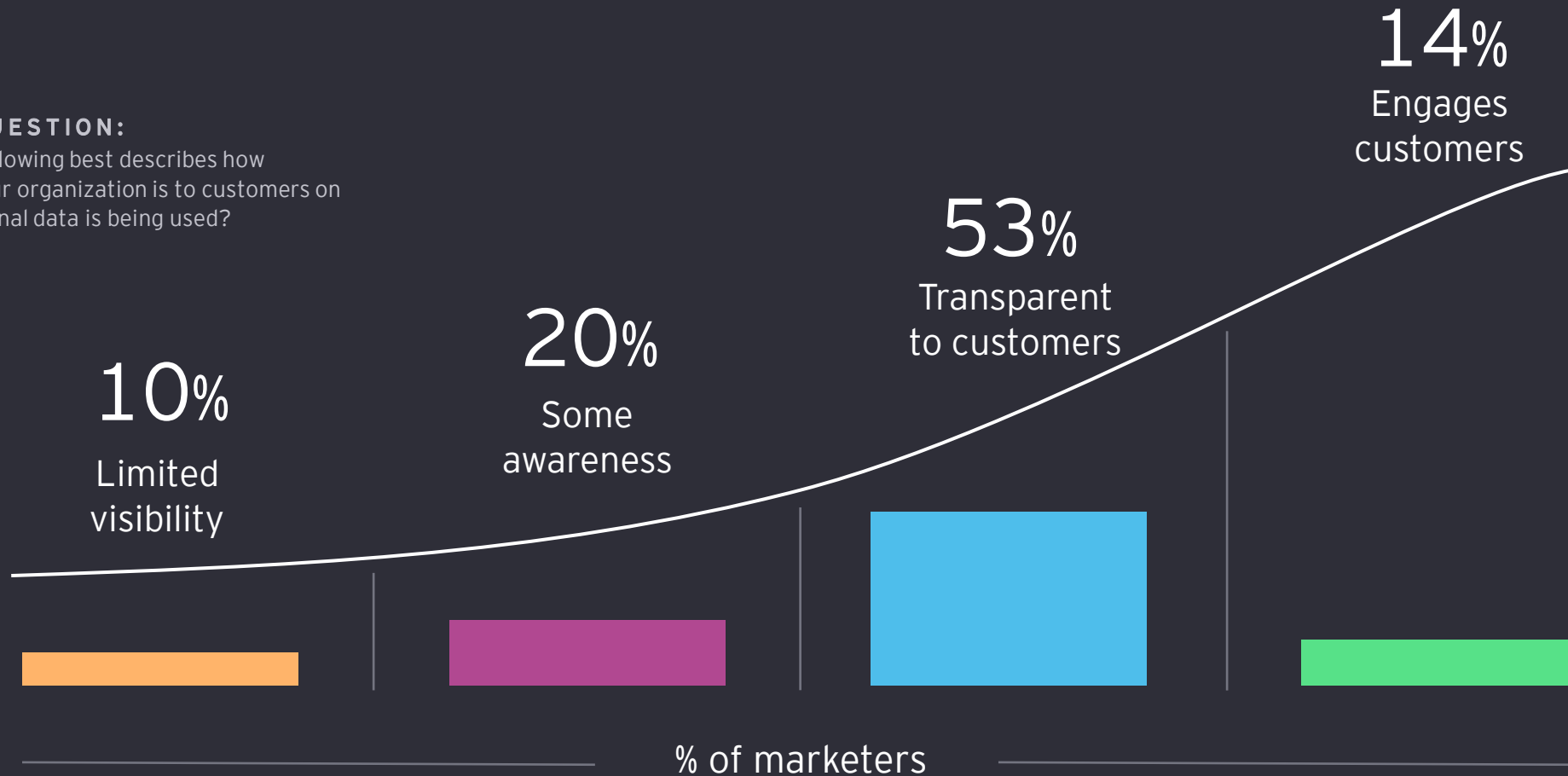


+11%
in two years

More than half of marketers surveyed feel they are transparent to customers, but brands fall short of true choice and control

SURVEY QUESTION:

Which of the following best describes how transparent your organization is to customers on how their personal data is being used?

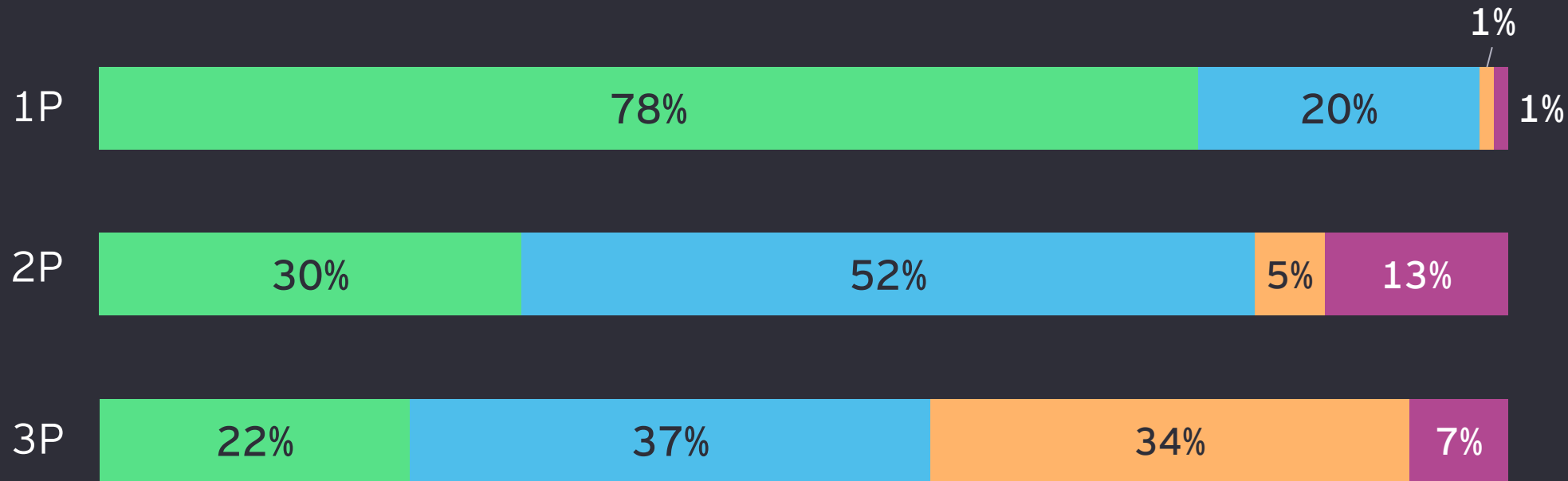




ANALYTICAL FUEL

Are we using the right data with sufficient quality to make business decisions?

First-party (1P) data is growing rapidly at the expense of third-party (3P) data as the fuel for marketing decisions

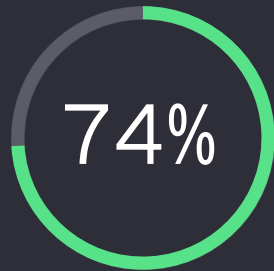


SURVEY QUESTION:
What is the trend for
your mix of data sources
for each of the following
(when considering the last
1-3 years)?

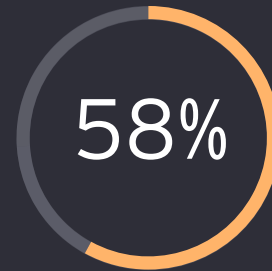
Increasing use Stayed the same Decreasing use Don't know or N/A

Performance and customer data are critical to leaders,
who are two times more likely to use them to drive decisions

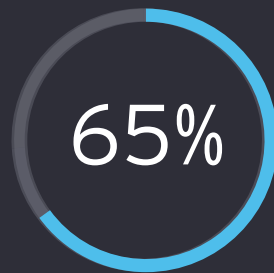
% usage by leaders



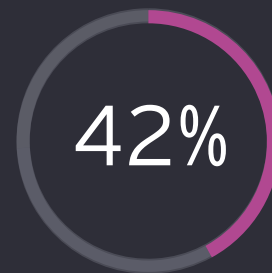
Customer
profile data



Engagement
data



Sales and
conversion data



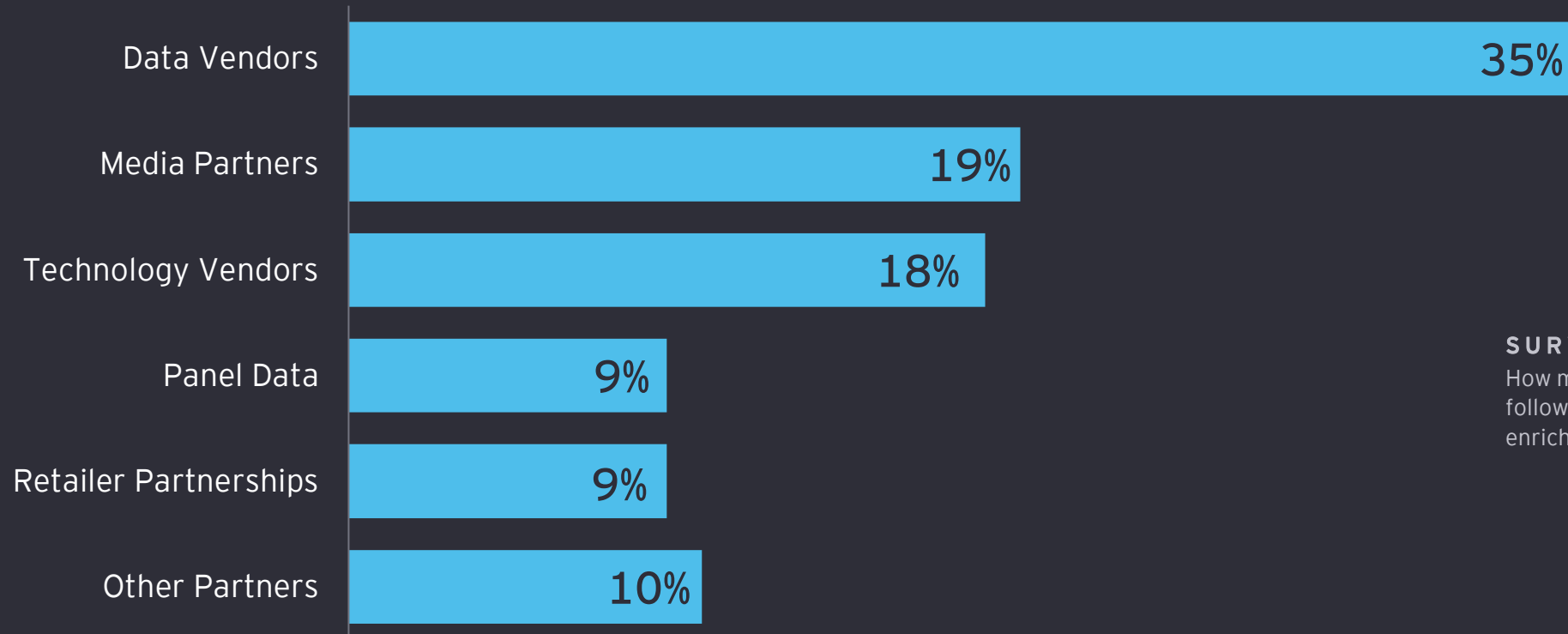
Advertising
exposure data

SURVEY QUESTION:

How much do you rely on each of
the following types of data to
make decisions?

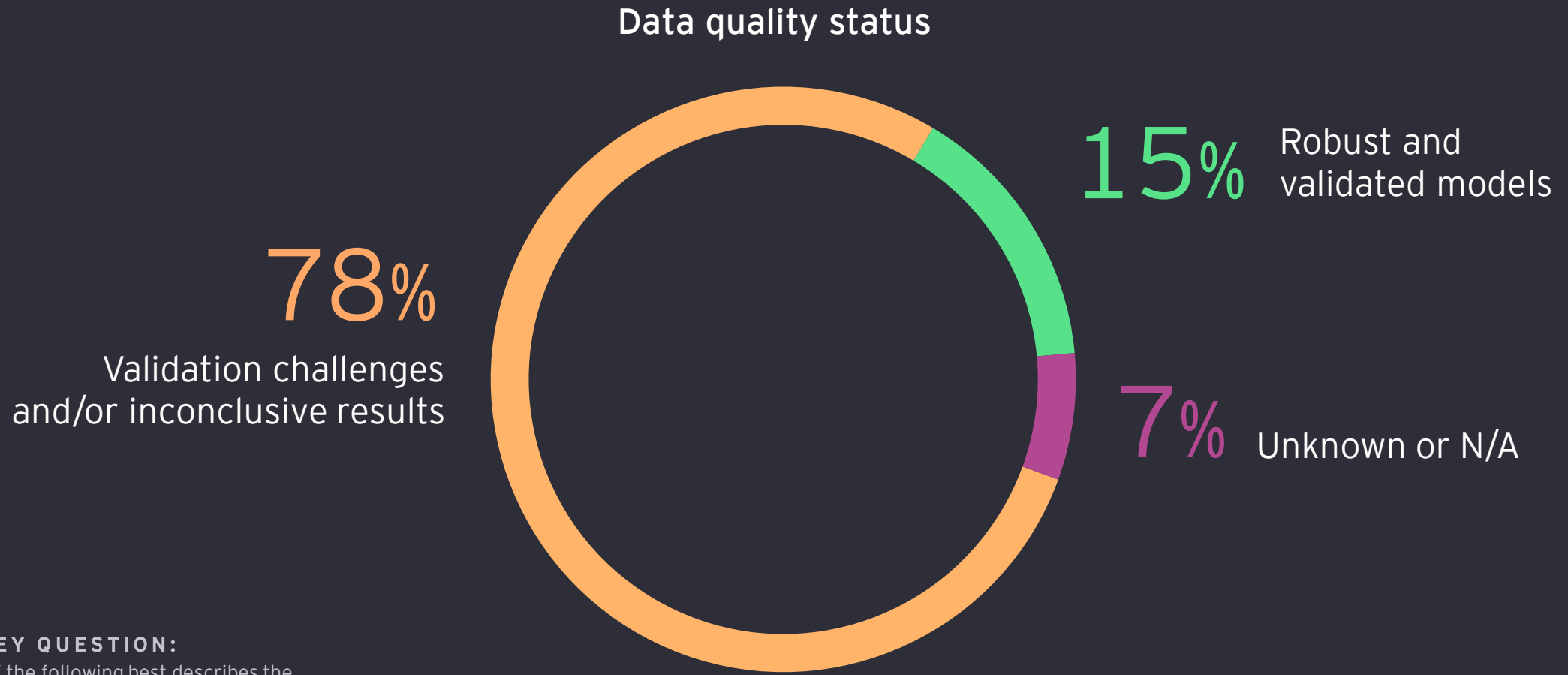
1P data is actively being enriched by external data sources and partners

Extent to which marketers use each source of enrichment



SURVEY QUESTION:
How much do you rely on the following types of initiatives to enrich your data?

More than three-quarters of companies are challenged by data quality and validation



SURVEY QUESTION:

Which of the following best describes the status of validation in your organization? Select one.



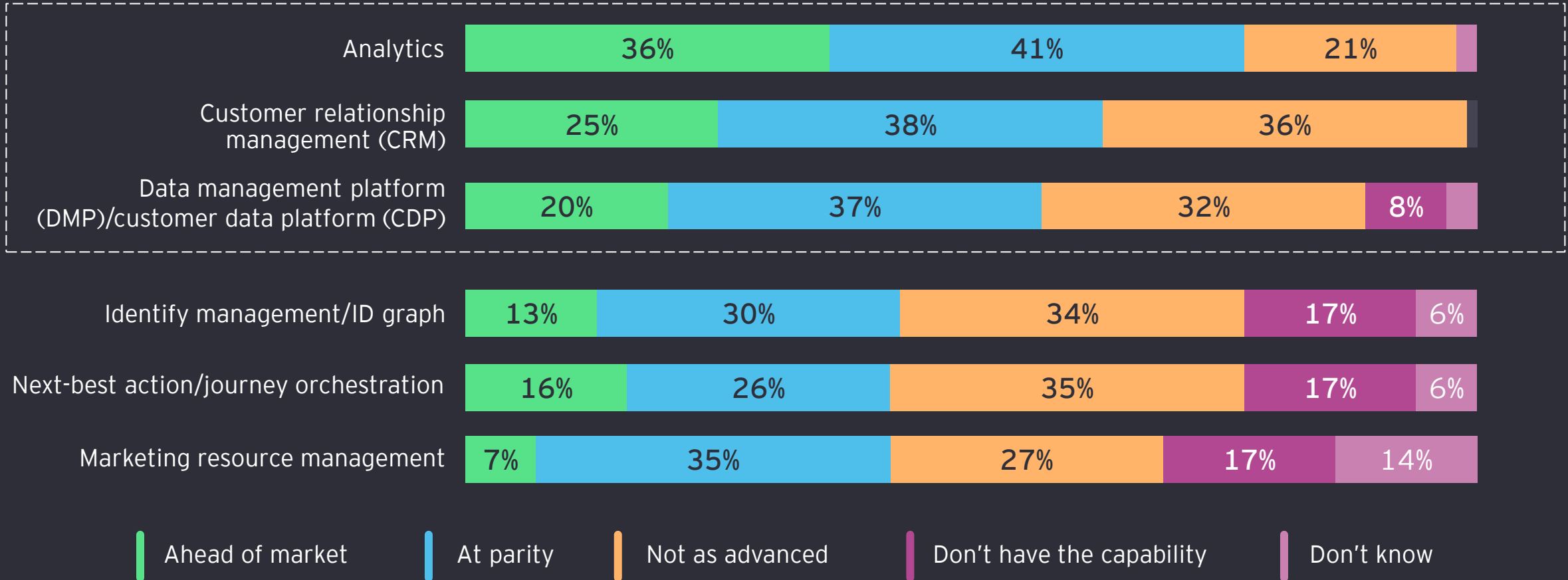
COMMERCIAL CONNECTIVITY

Can we unlock commercial value through technology investments and capabilities?

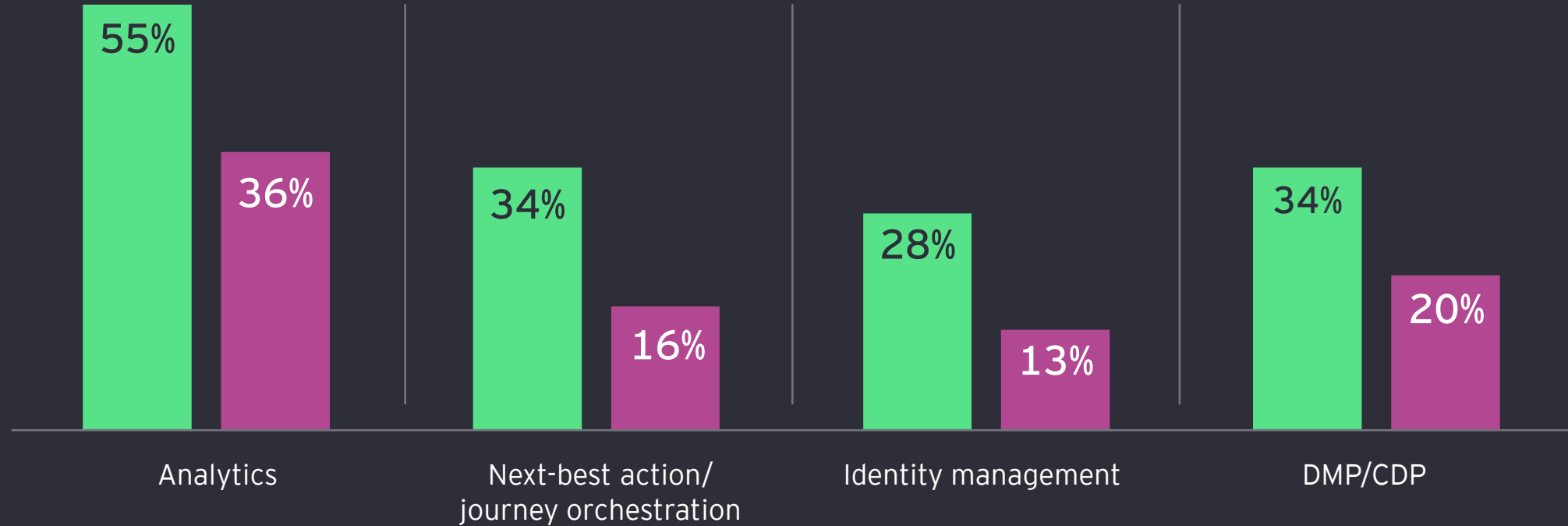
Marketers prioritize technology focused on customer data

SURVEY QUESTION:

How advanced are you in each of these areas?





Data leaders are ahead of the market on four key technologies

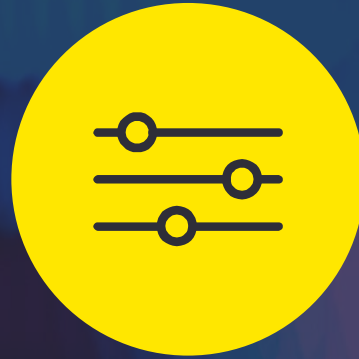


SURVEY QUESTION:

How advanced are you in each of these areas?

 Leaders

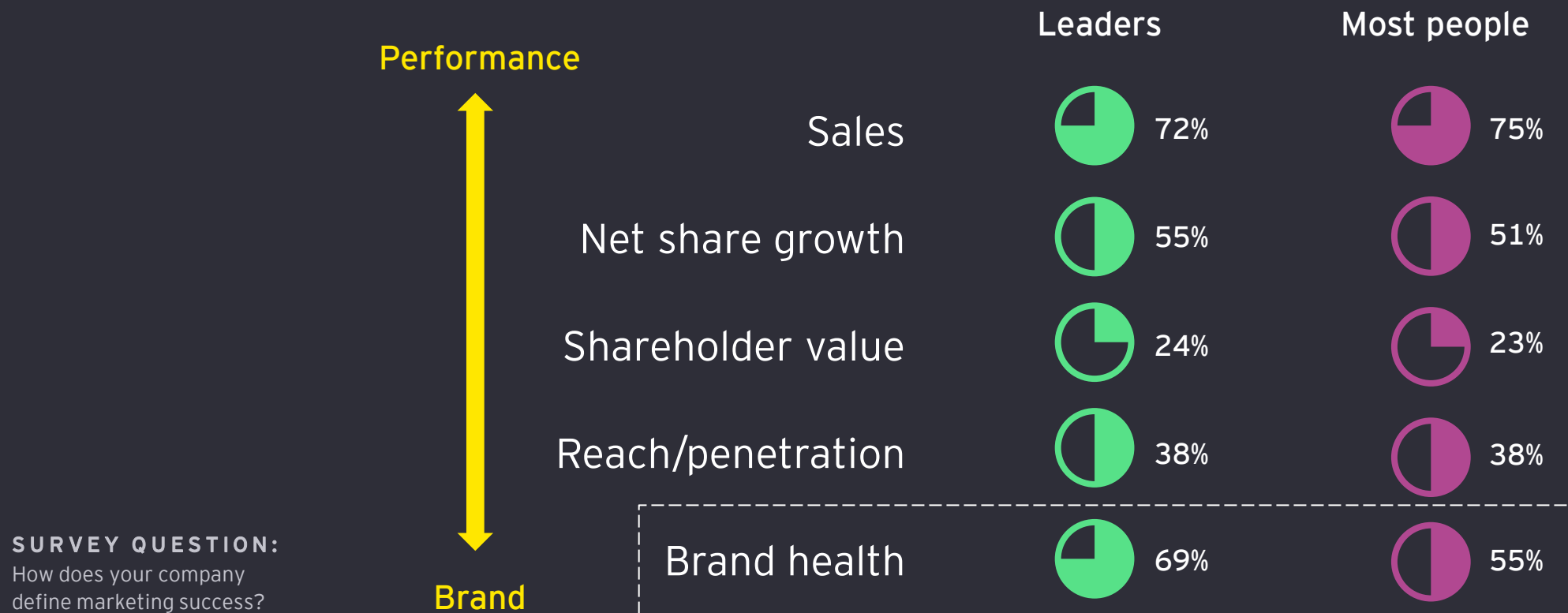
 Most people



DECISION OPTIMIZATION

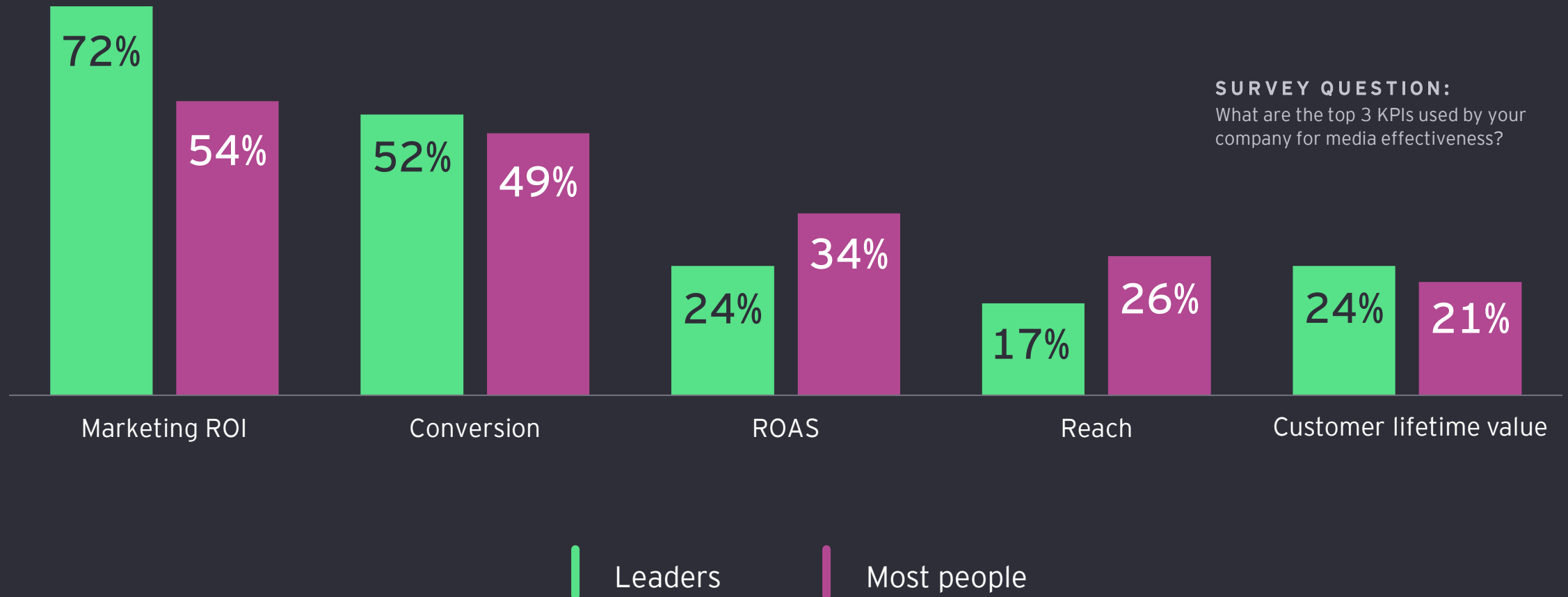
How can we drive more intelligent decisions across the enterprise?

Leaders understand the value brand equity plays on the spectrum of brand-to-performance marketing



Note: graphs rounded to nearest 25%

Leading practice on defining outcomes is shifting to marketing ROI from a focus on return on ad spend (ROAS) and reach



Budget allocation is more dynamic for leaders

LEADERS ARE

+7

more likely to allocate budget
completely dynamically

-8

less likely to plan
budget allocation annually

SURVEY QUESTION:

Which of the following budgeting processes
has the biggest impact for your organization?

Leaders use MMM and MTA together while others focus on just MMM



SURVEY QUESTION:

On a scale from 1-5, please rate how much you rely on using the below tools to support media decisions.

Most people Leaders



VALUE CREATION

What are the most effective strategies for creating and realizing value in the business?

The leading use of data is to drive growth

44%

Top-line growth



36%

Operational
efficiency
and margins

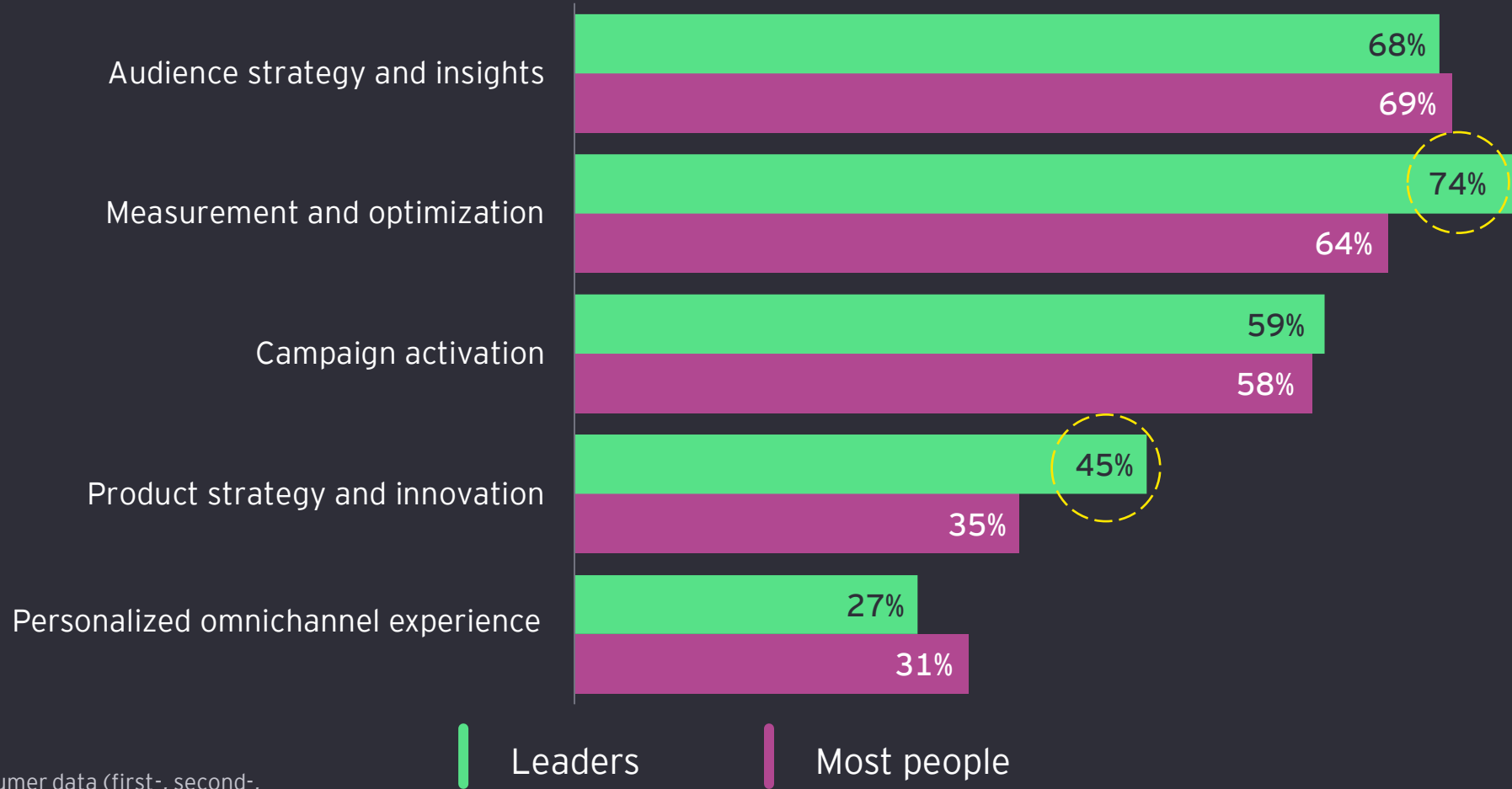
20%

Speed to market

SURVEY QUESTION:

In which of the following areas are you seeing results from deploying your consumer data strategy?

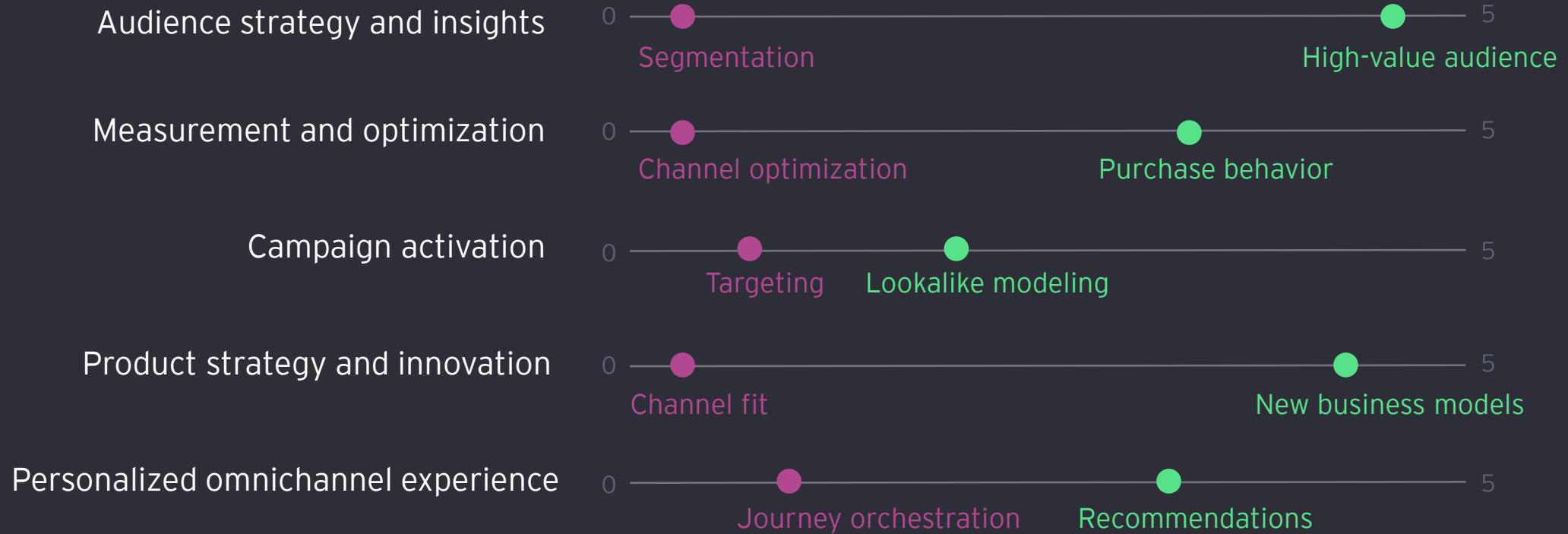
Beyond obvious marketing and customer experience (CX) use cases, leaders lean into using data for optimization and innovation



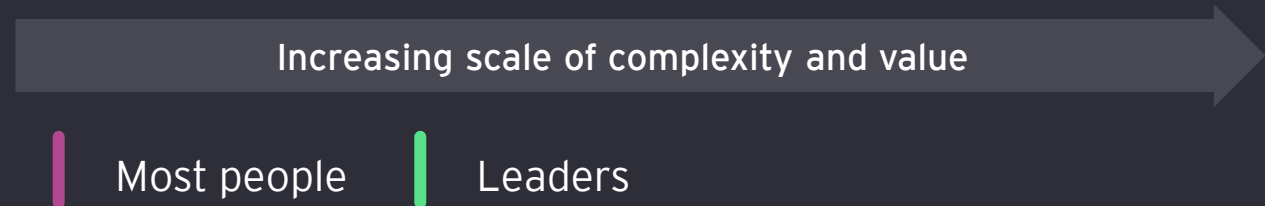
SURVEY QUESTION:

Select the applications of consumer data (first-, second-, third-party data) that added the most value for the marketing and customer experience-related aspects of your business.

Leaders are focused on more sophisticated use cases to create value in marketing



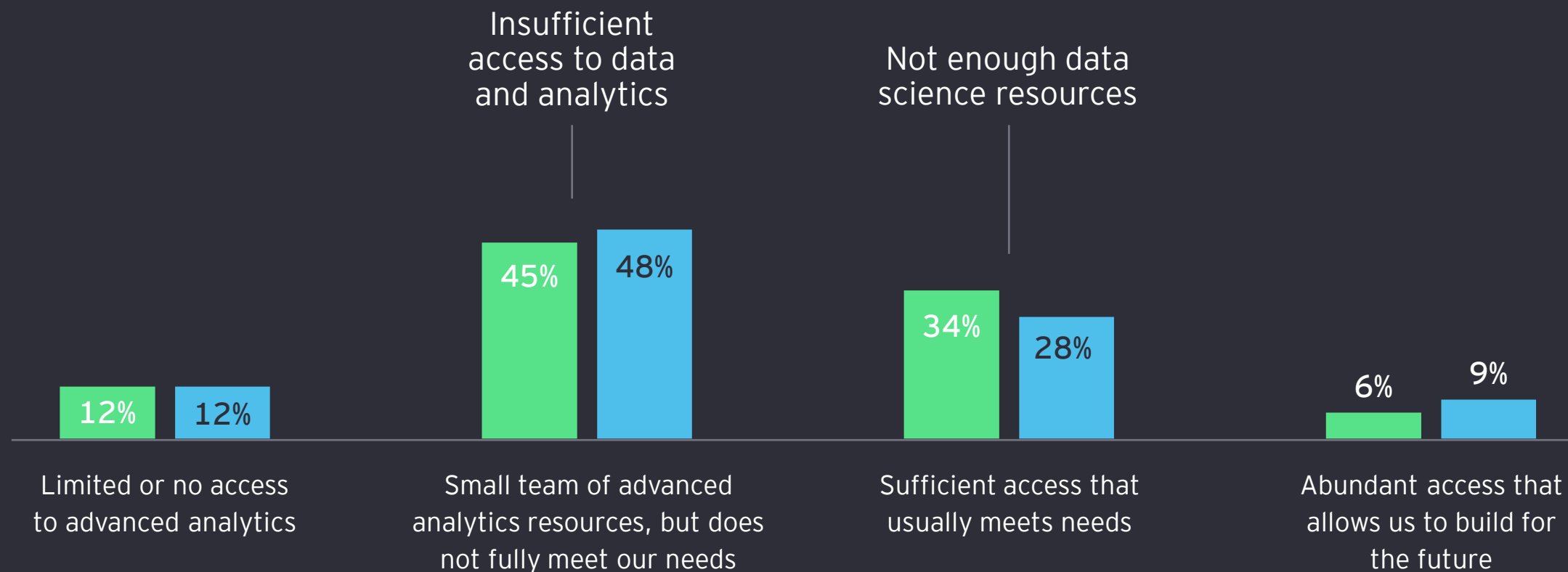
Note: The complexity and value scale depicted in the chart are based on the EY perspective for rankings.



SURVEY QUESTION:

Select the applications of consumer data (first-, second-, third-party data) that added the most value for the marketing and customer experience-related aspects of your business.

Access to data and analytics resources has improved, but current gaps obstruct value realization



SURVEY QUESTION:

Which of the following describes your marketing organization's access to advanced analytics and data science resources?

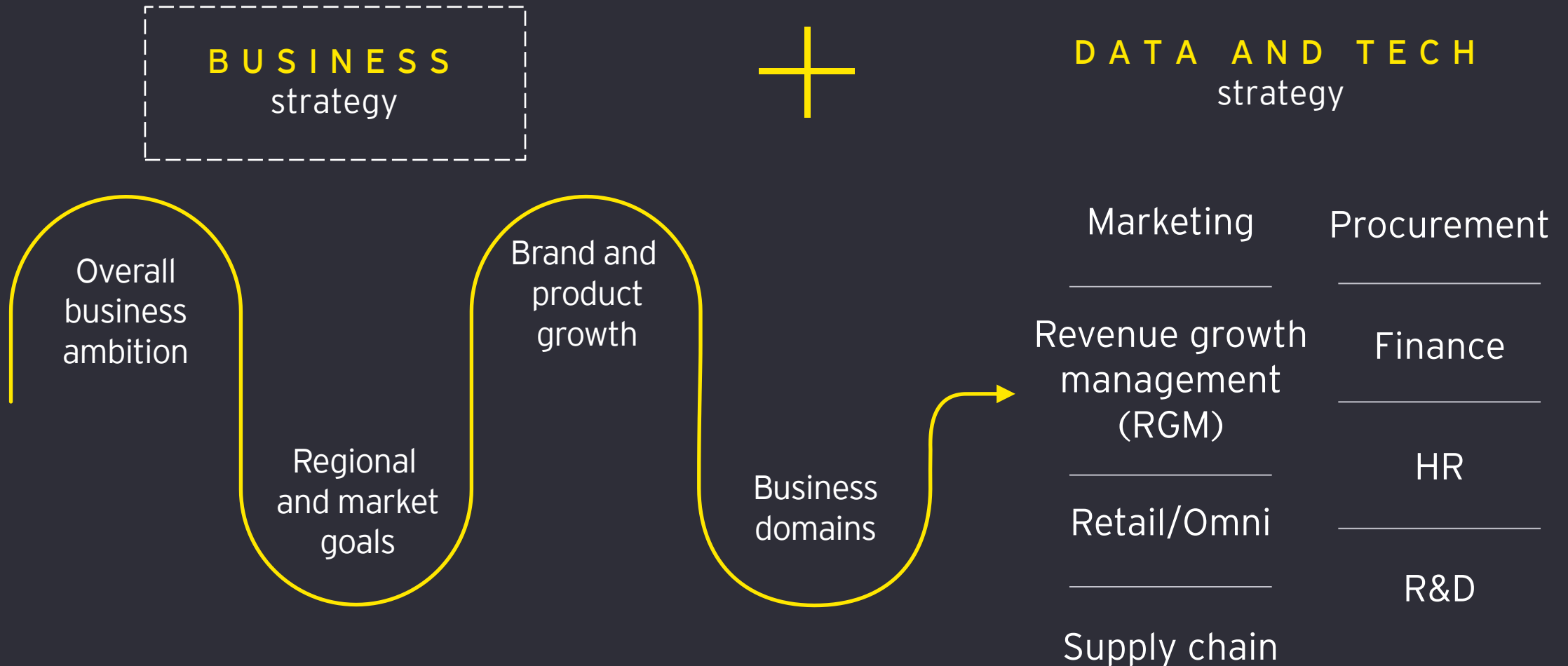


2021



2023

To drive better data strategy, business and technology agenda alignment is key



To drive better data strategy, business and technology agenda alignment is key

BUSINESS
strategy



DATA AND TECH
strategy

PEOPLE



Skills
Resources
Development
Hiring

PROCESS



Op model
Workflows
RACI

GOVERNANCE



KPIs
Measurement
Tools

TECHNOLOGY ARCHITECTURE



Capabilities
Roadmap
Investment case
Partnerships

SOURCES



1P data
2P data
3P data

DATA FOUNDATION



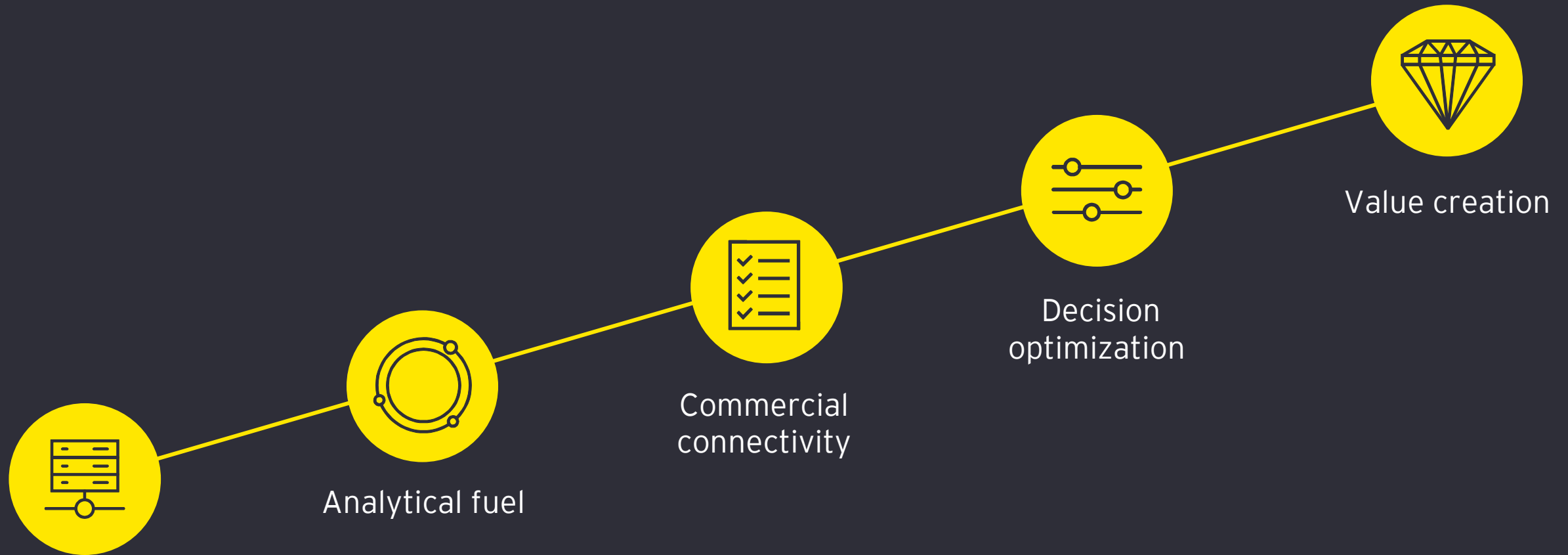
Interoperability
Master data
Scalable consumption
Flexible delivery

ADOPTION



Culture
Communication
Learning

Key takeaways

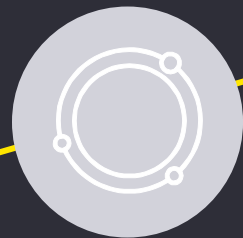


Regulatory
compliance

Consumer privacy
is an ante to be in
the game –
it is no longer a
differentiator



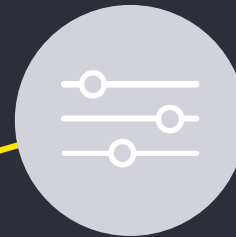
Regulatory
compliance



Analytical fuel



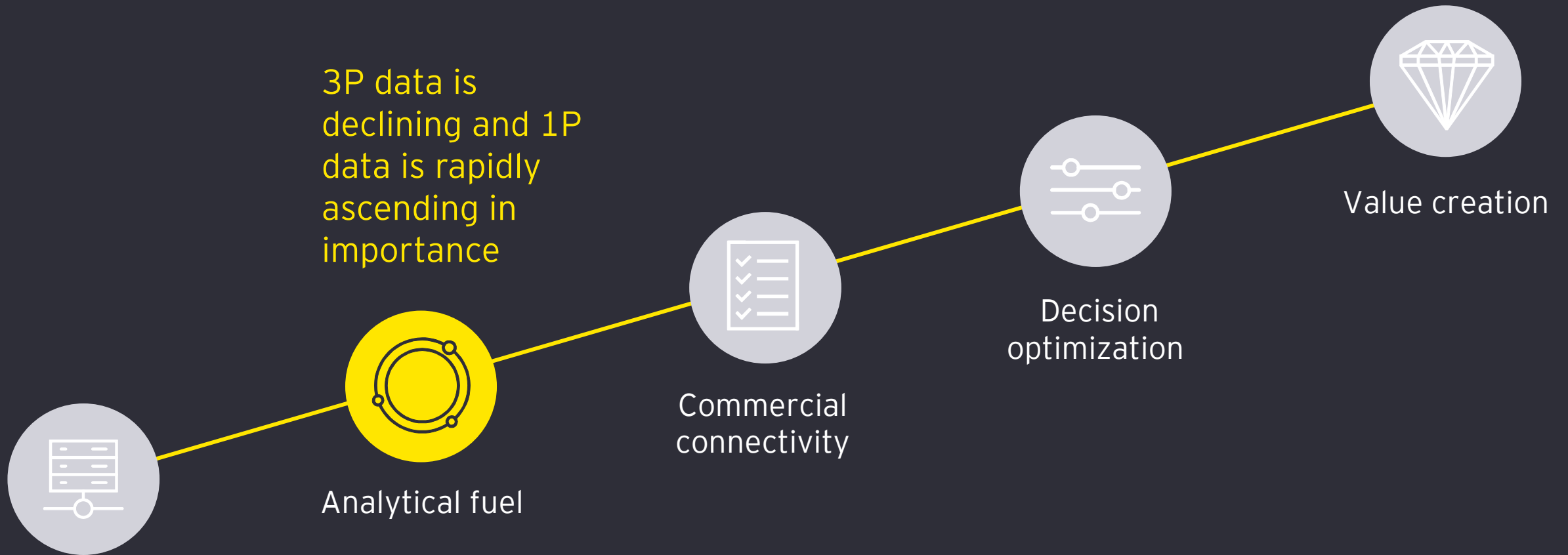
Commercial
connectivity



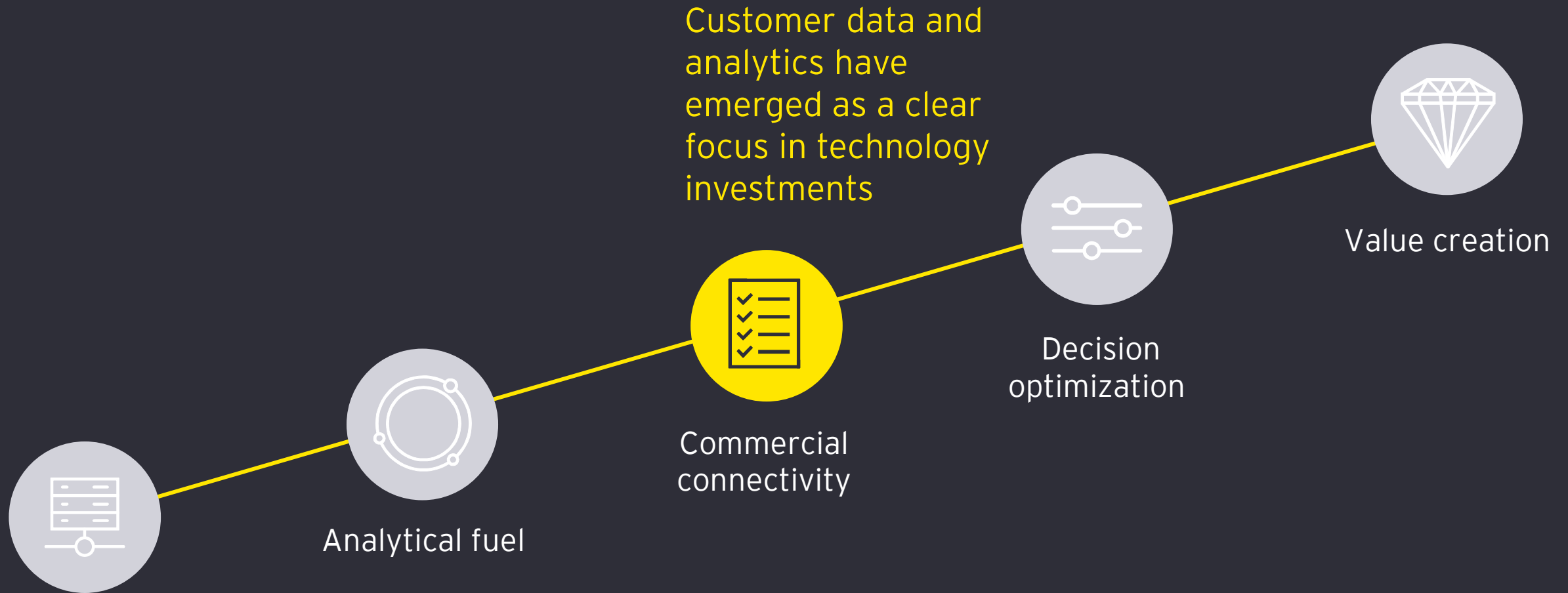
Decision
optimization

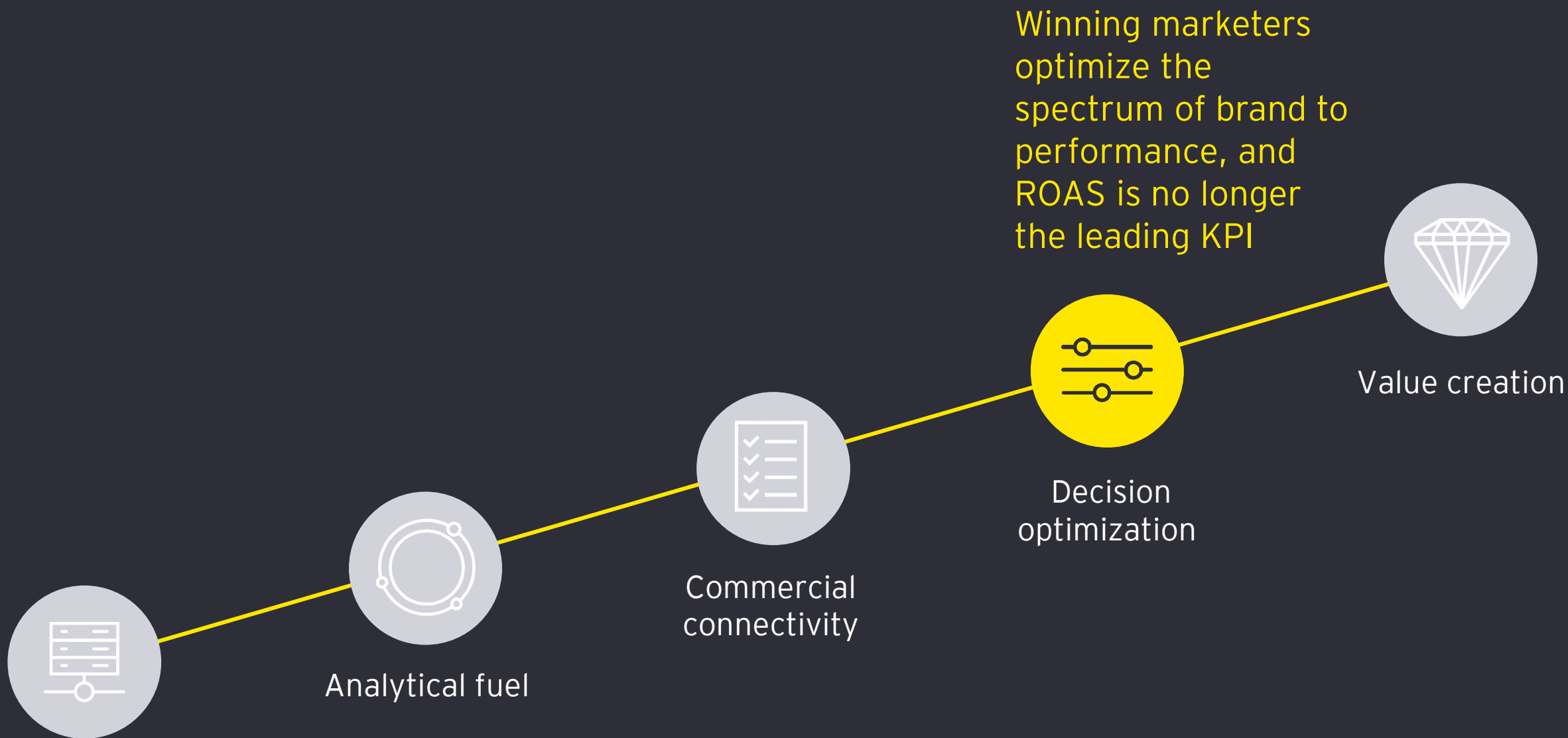


Value creation

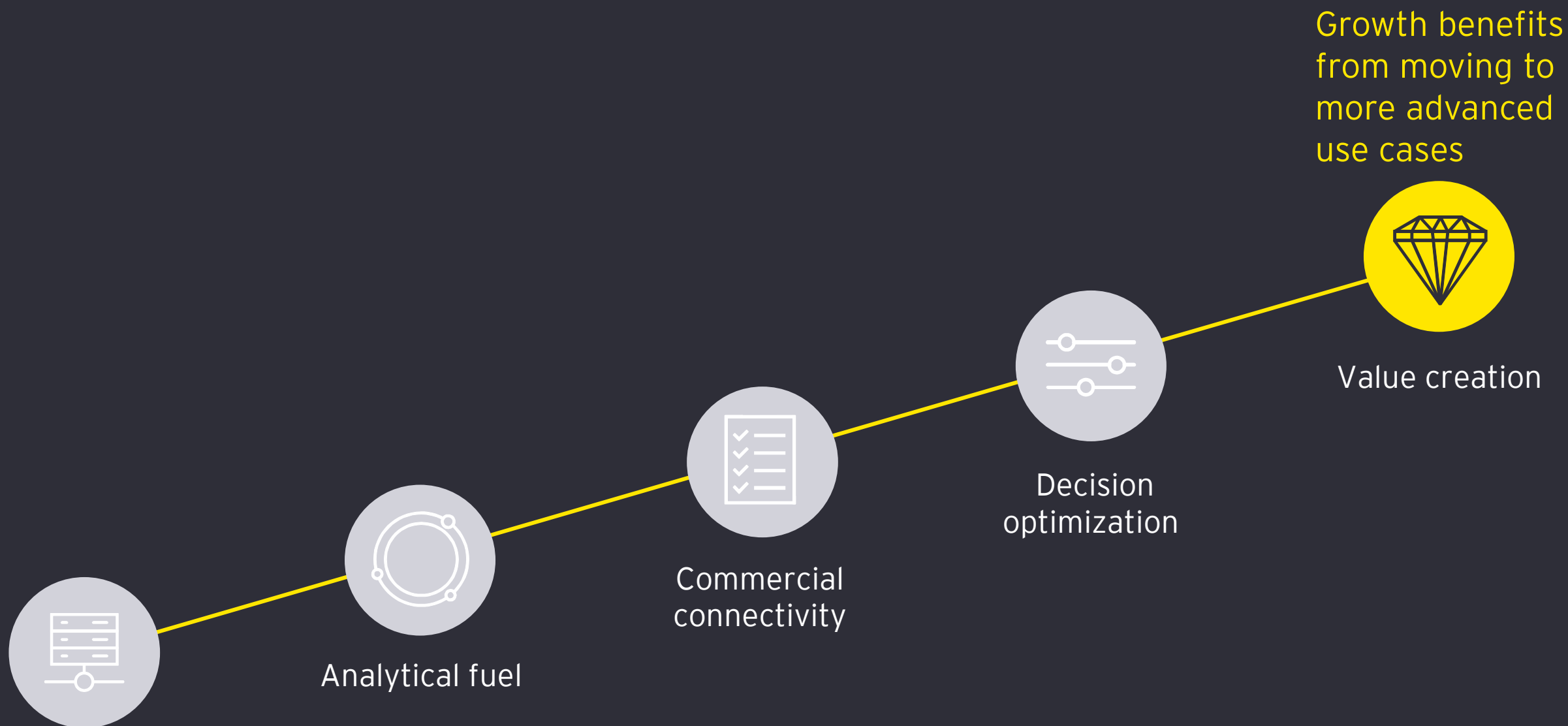


Regulatory
compliance





Regulatory
compliance



Regulatory
compliance

Analytical fuel

Commercial
connectivity

Decision
optimization

Value creation

If data is the fuel of an AI future, we must heed the call-to-action to improve data maturity

DATA MATURITY FRAMEWORK

Leading edge



Consumer-optimized

Digitized edge

Science-driven

Product-passionate

Governance-oriented

Foundation-focused

Data explorer

Basic



Connect business and data/technology strategy end-to-end at scale



Invest in insight orchestration across the enterprise



Build proprietary data assets to build competitive advantage



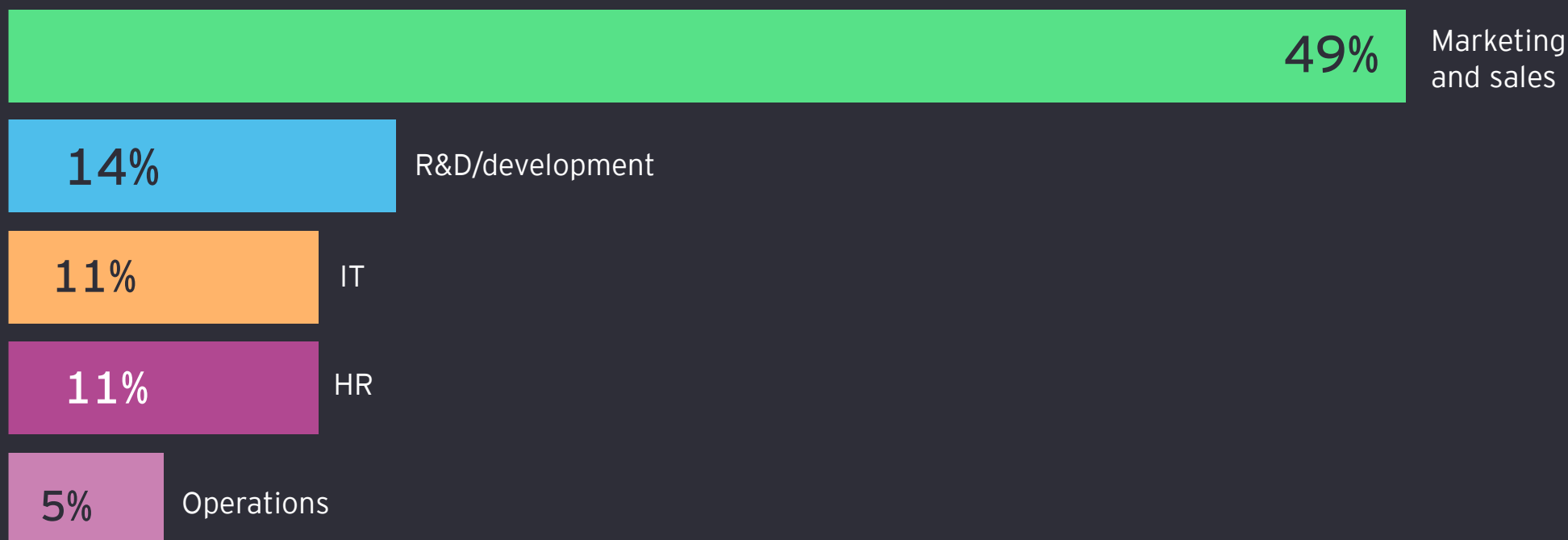
Amplify capabilities around data governance



Improve data quality to drive the right signals

Looking to the future, marketing is a top-three function that will be impacted by generative AI

C-level survey:
Highest-priority functions for deploying Gen AI

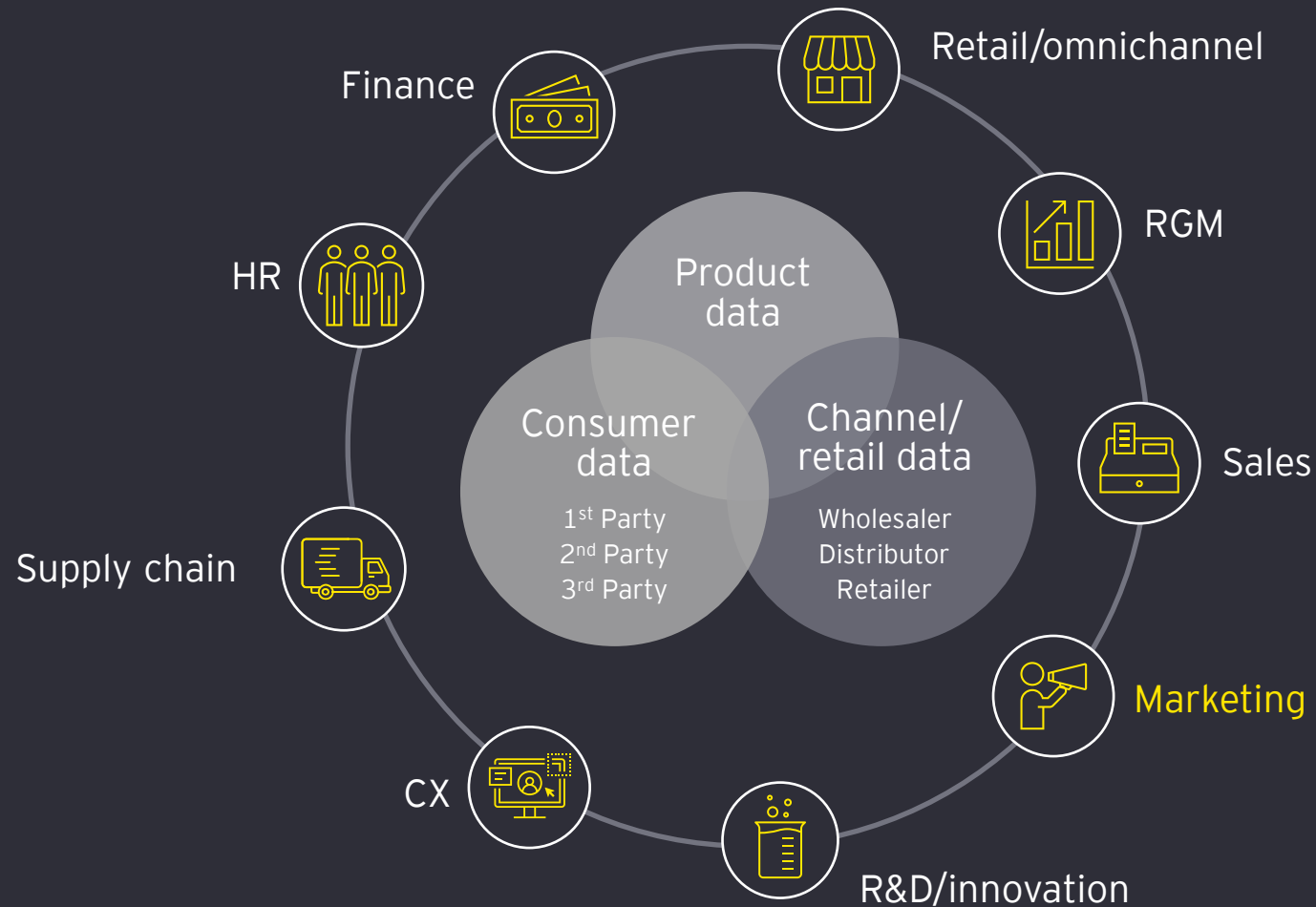


SURVEY QUESTION:

What is highest-priority function to deploy Gen AI?

Source: Innovation Realized June 2023 survey

But AI solutions have much broader implications



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