

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

Data leaders are setting the pace

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

100+
marketers surveyed

USING DATA EFFECTIVELY IN MARKETING

Driving growth



Data types and uses



Measuring marketing success



Capabilities and skills

Managing risk

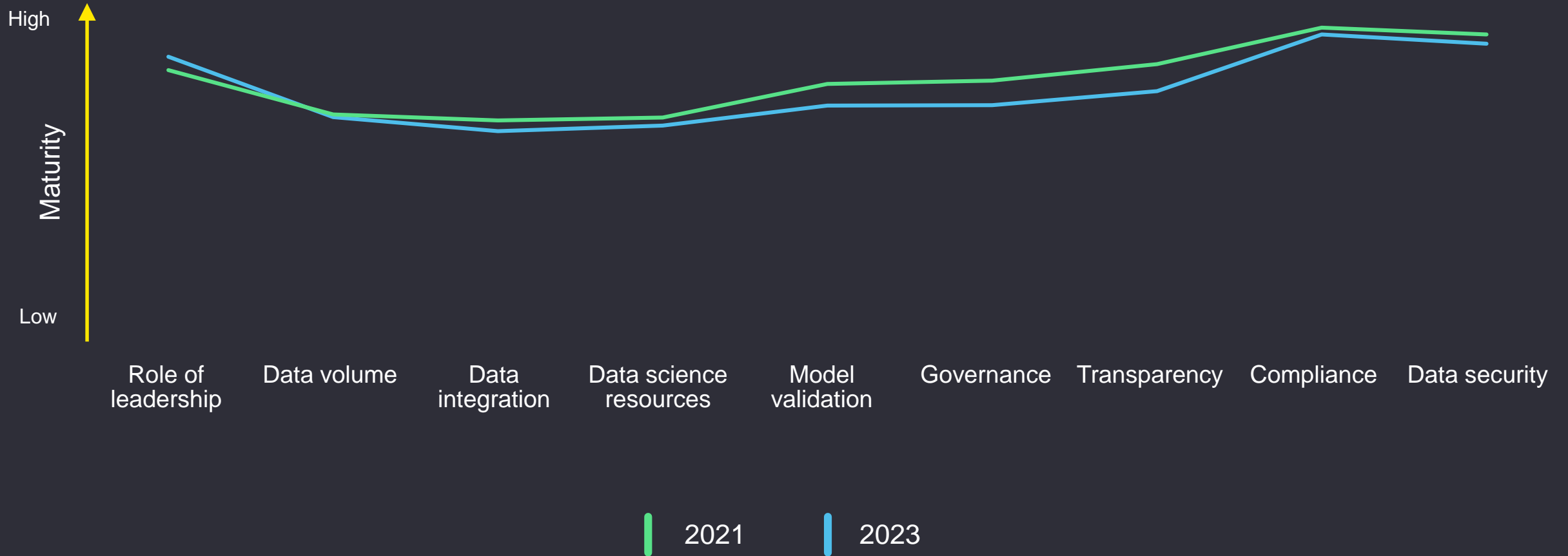


Transparency, compliance and security



Data governance and integration

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

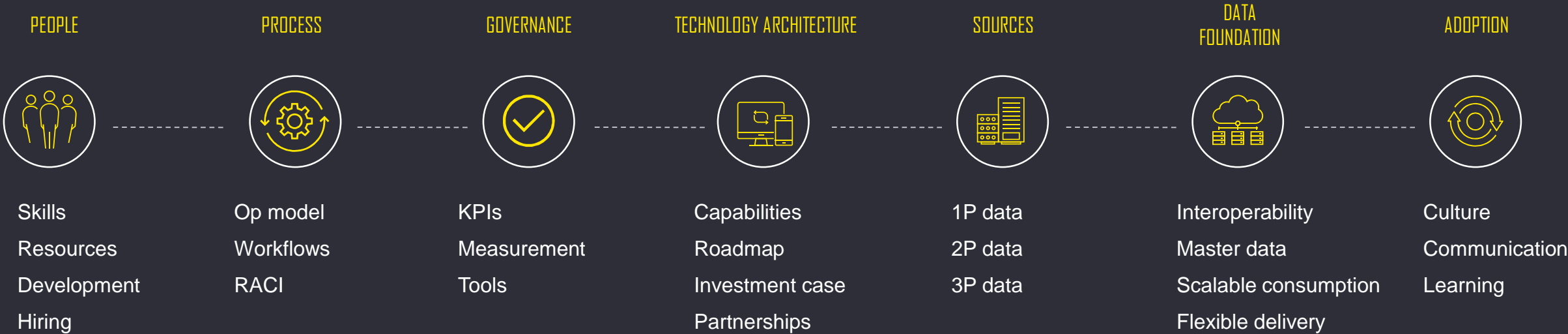


They understand that the business and technology agenda must be aligned to create value

BUSINESS
strategy



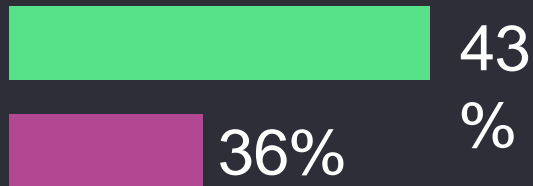
DATA AND TECH
strategy



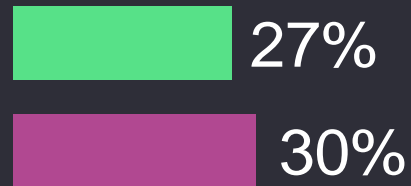
Leaders are driving that alignment with more joint ownership of the data agenda across the C-suite



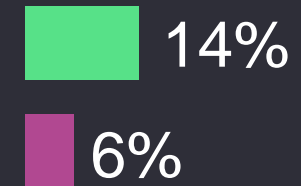
C-suite jointly



Chief Marketing Officer



Chief Data Officer

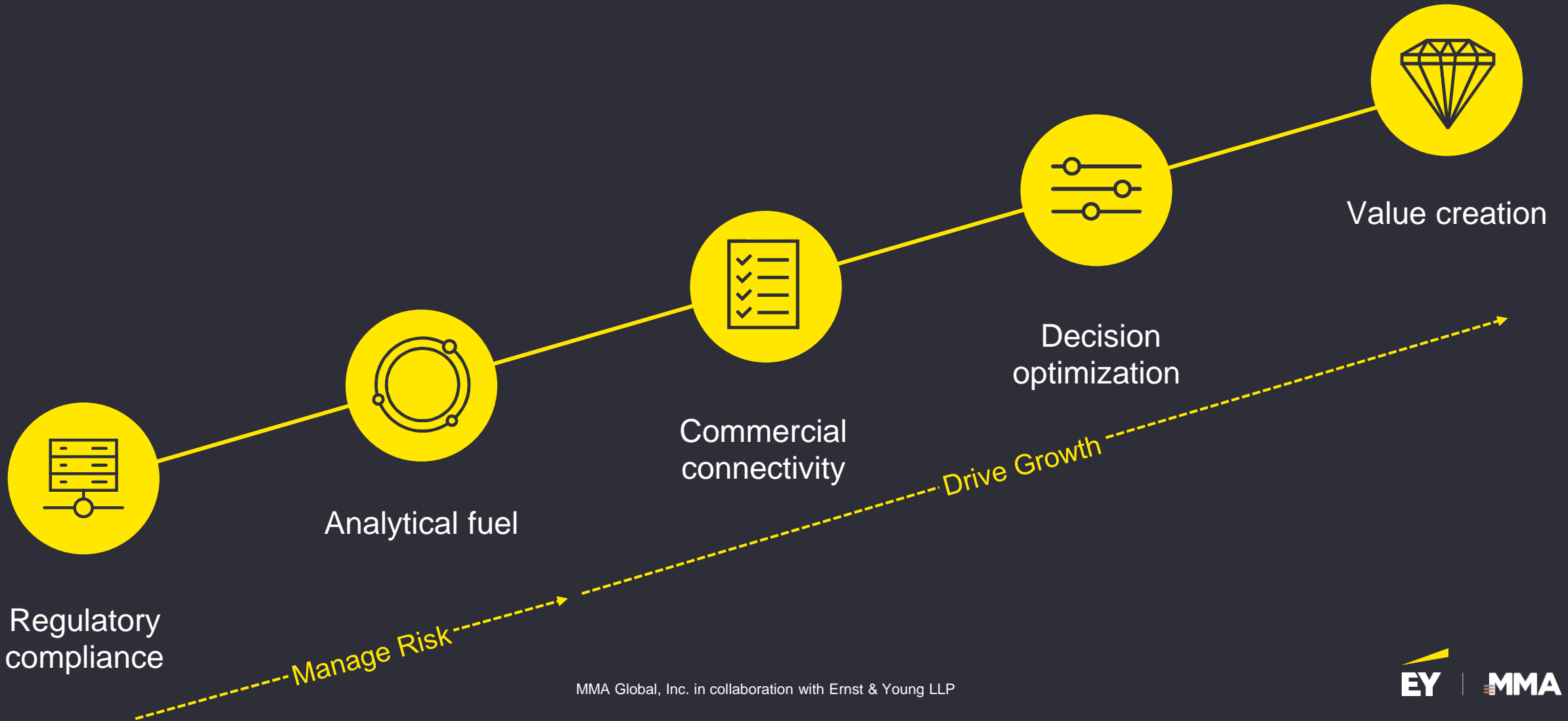


Leaders | Most people

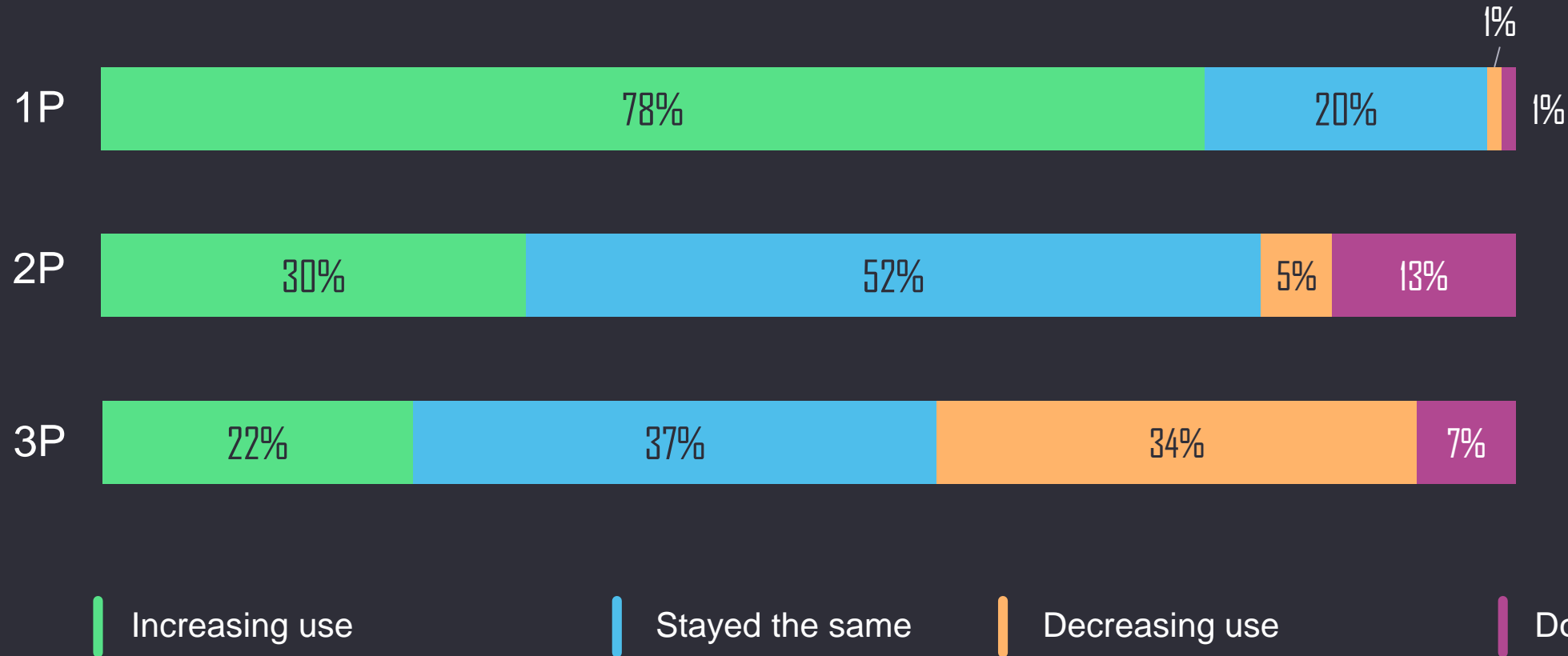
SURVEY QUESTION:

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 a tactical compliance mindset to a strategic focus on growth to get more value from data



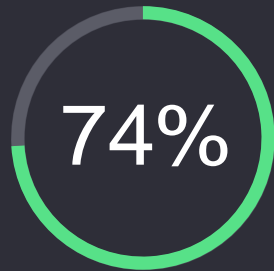
First-party (1P) data is growing rapidly at the expense of third-party (3P) data as the fuel for marketing decisions



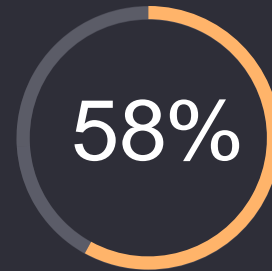
SURVEY QUESTION:
What is the trend for
your mix of data sources
for each of the following
(when considering the last
1-3 years)?

The focus is even more profound for data leaders who are 2X more likely to use performance and customer data to drive decisions

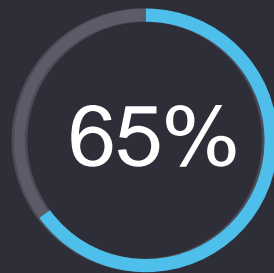
% usage by leaders



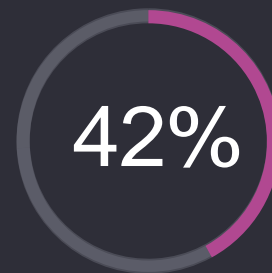
Customer profile data



Engagement data



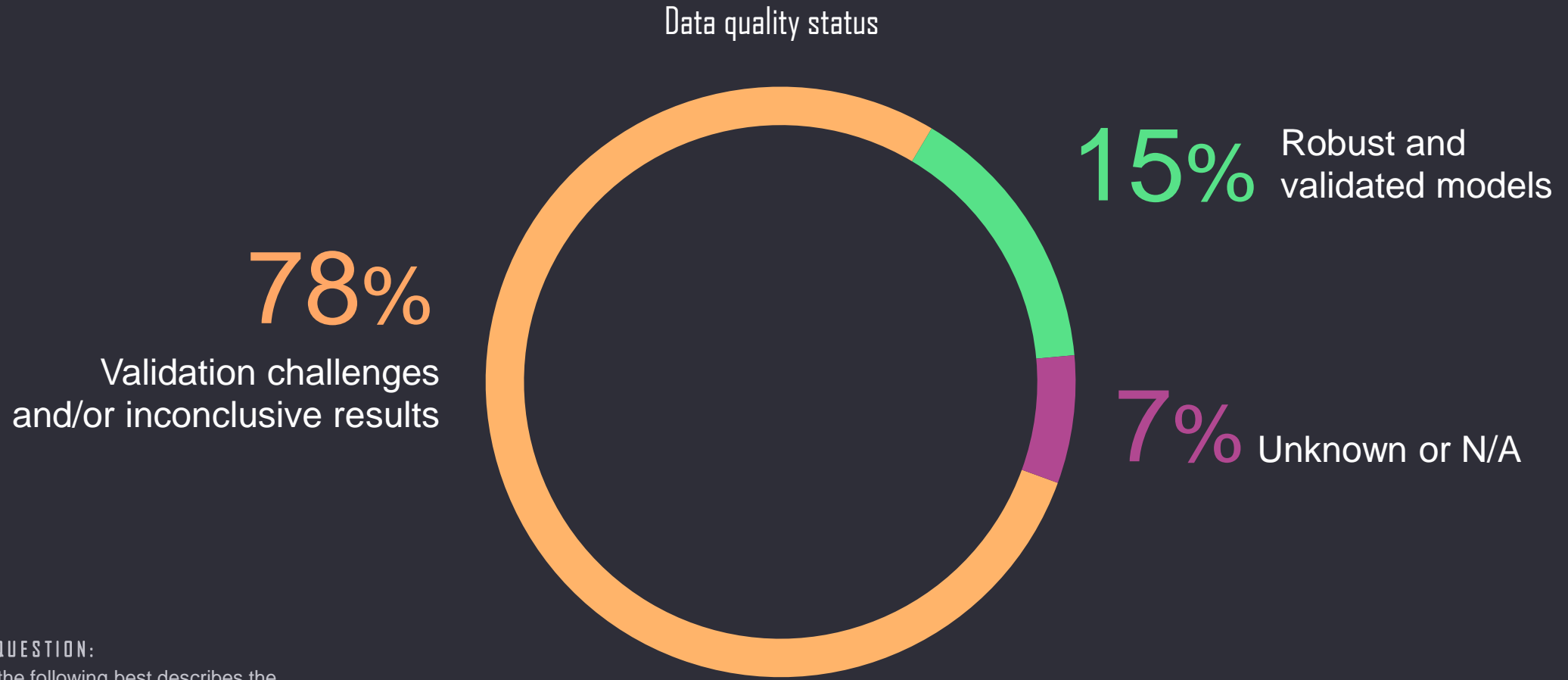
Sales and conversion data



Advertising exposure data

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

But, there is a major data quality issue with more than three-quarters of companies facing challenges



SURVEY QUESTION:

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

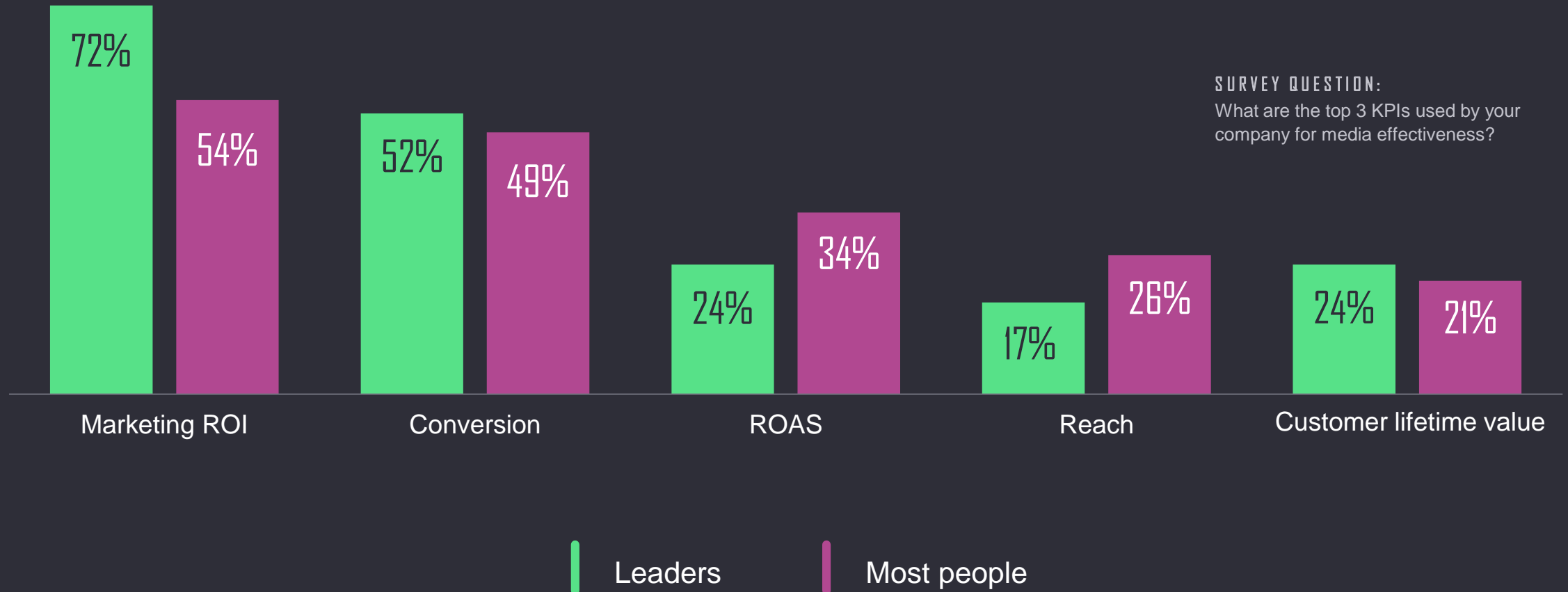
Leaders differentiate by placing value on brand equity across the spectrum of brand-to-performance marketing as they define success



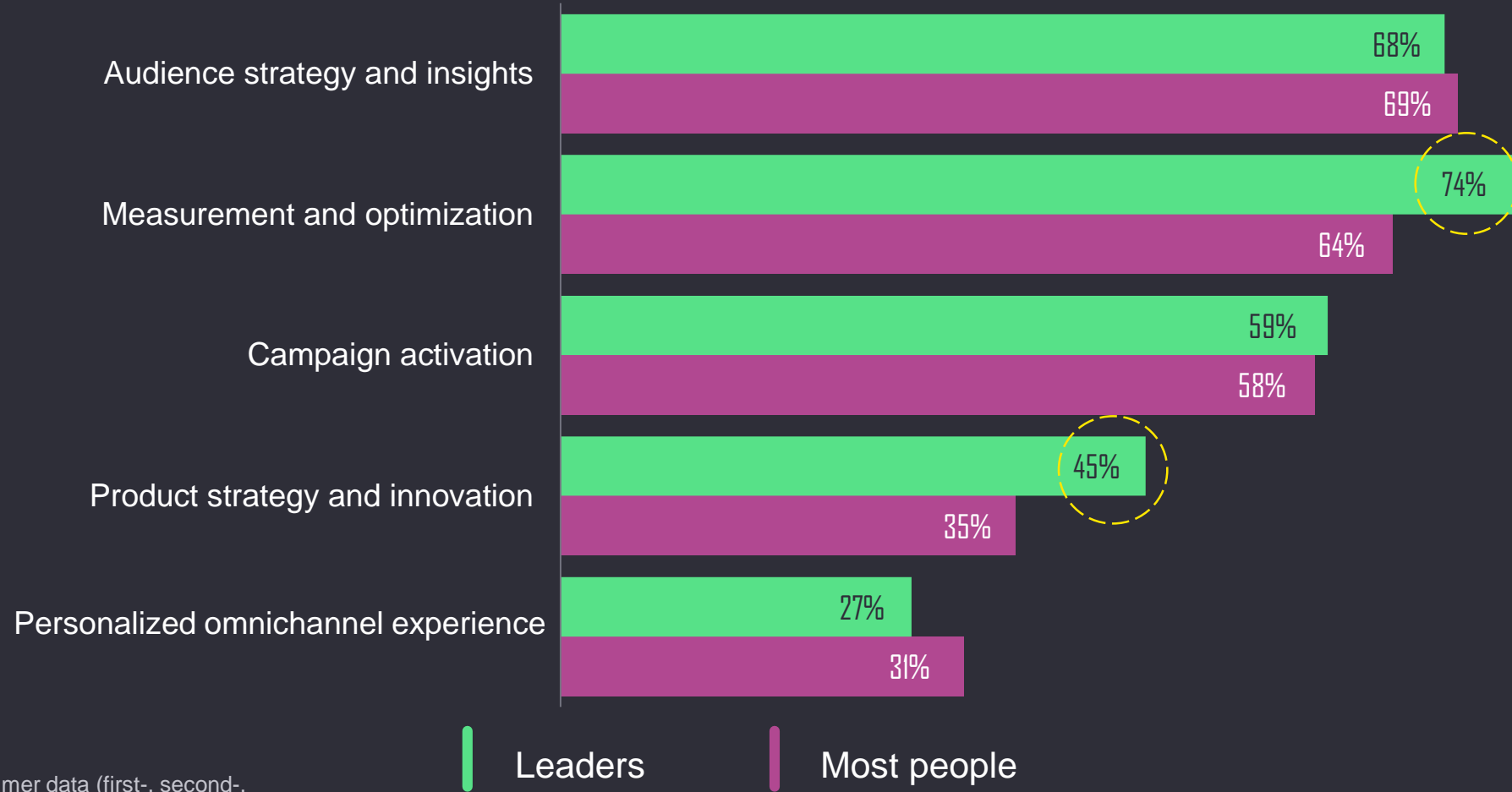
SURVEY QUESTION:
How does your company define marketing success?

Note: graphs rounded to nearest 25%

Leading practices for outcome definition blend short-term and long-term KPIs like ROI, conversion, and lifetime value



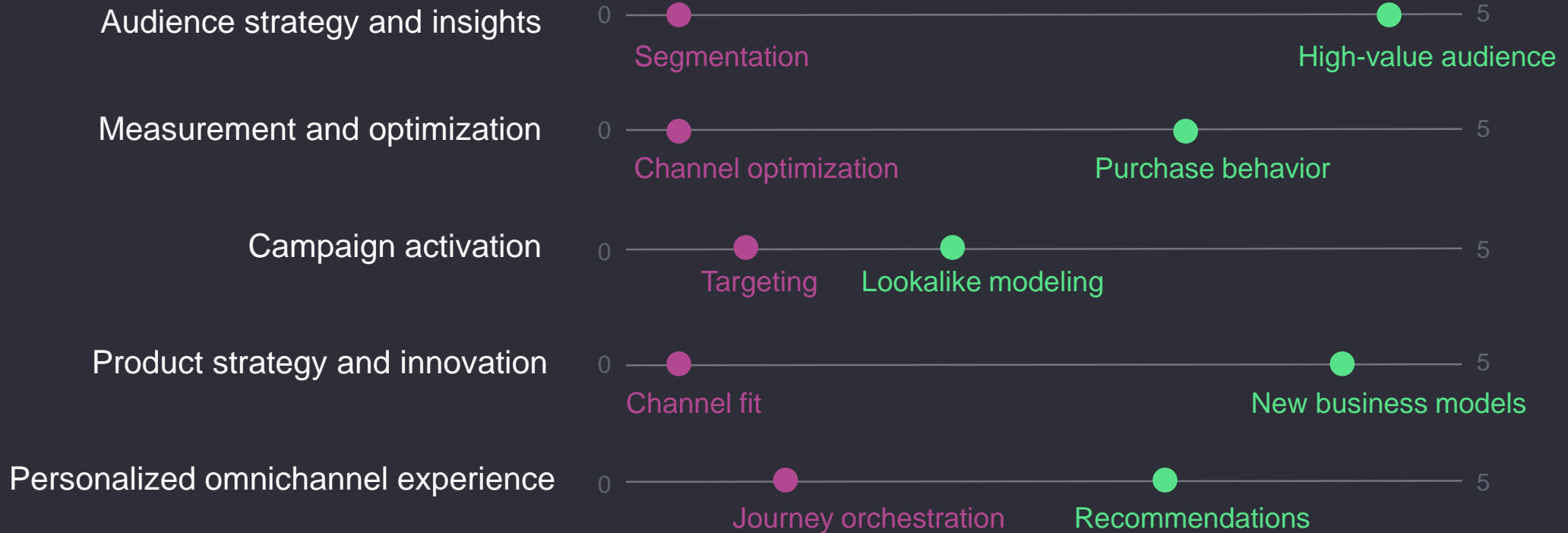
Beyond obvious marketing and customer experience (CX) use cases, leaders lean differentially into data for optimization and innovation



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.

Data leaders focus on more sophisticated use cases across the board



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

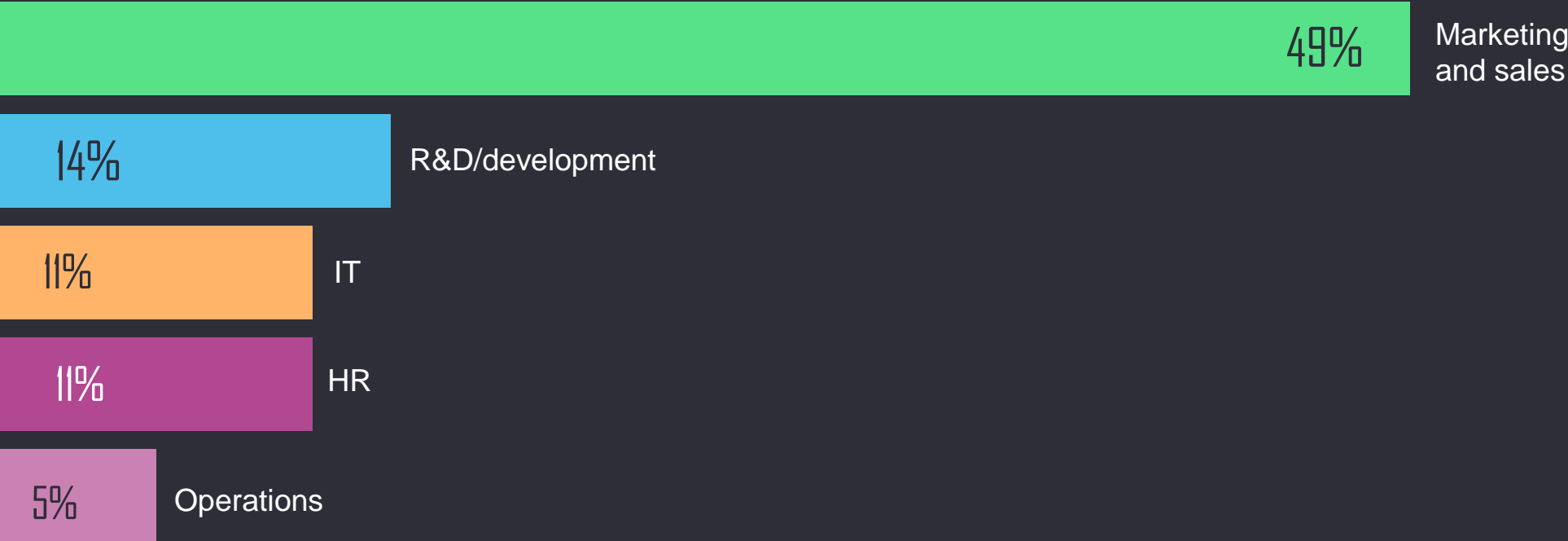
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Most people | Leaders

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 generative AI drives us to be more holistic, so Marketing can be a champion for data transformation across the business

