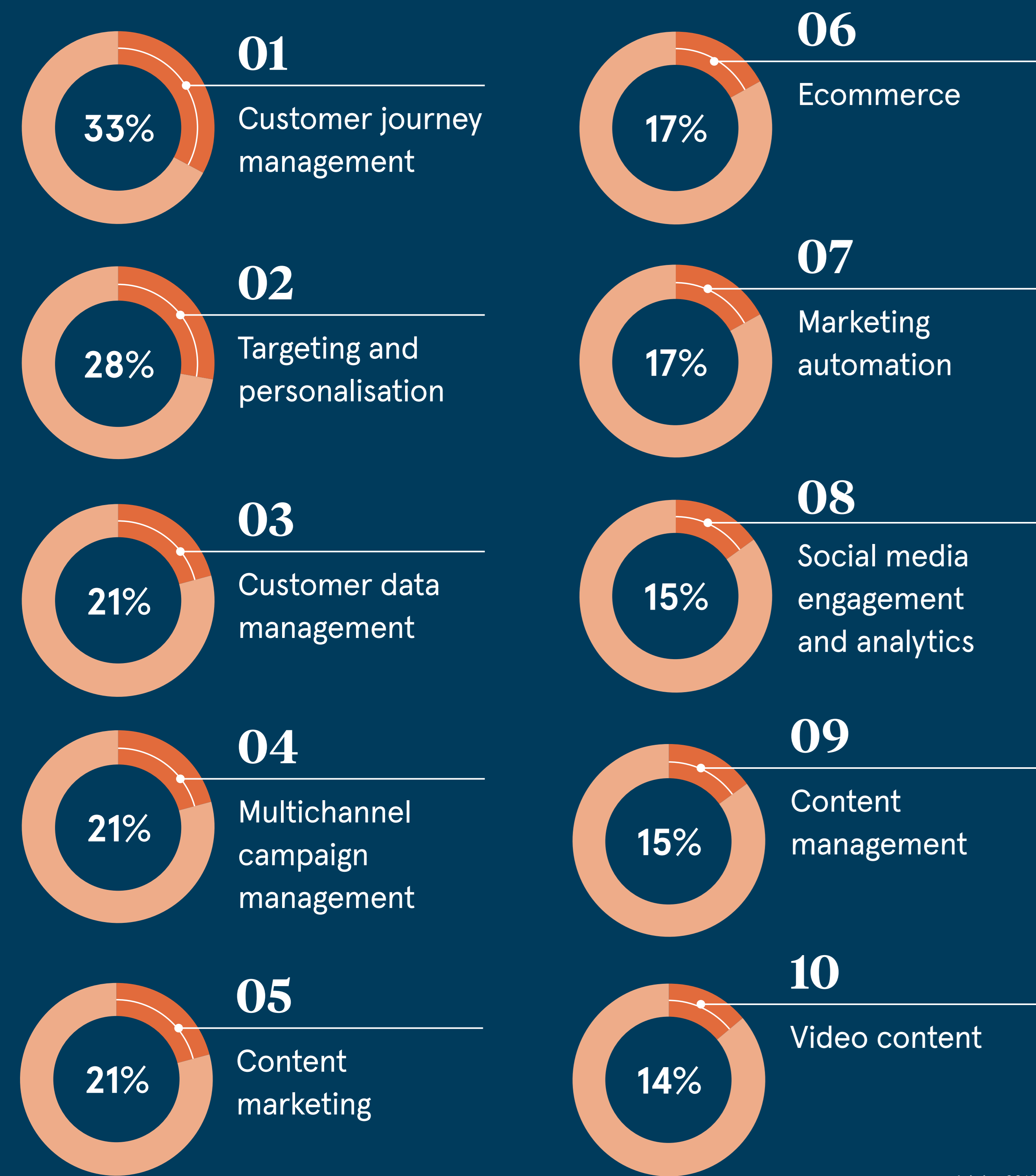


# KNOWING YOUR CUSTOMER WITH DATA-DRIVEN TECH

## 1 The priority for CMOs is better understanding the customer

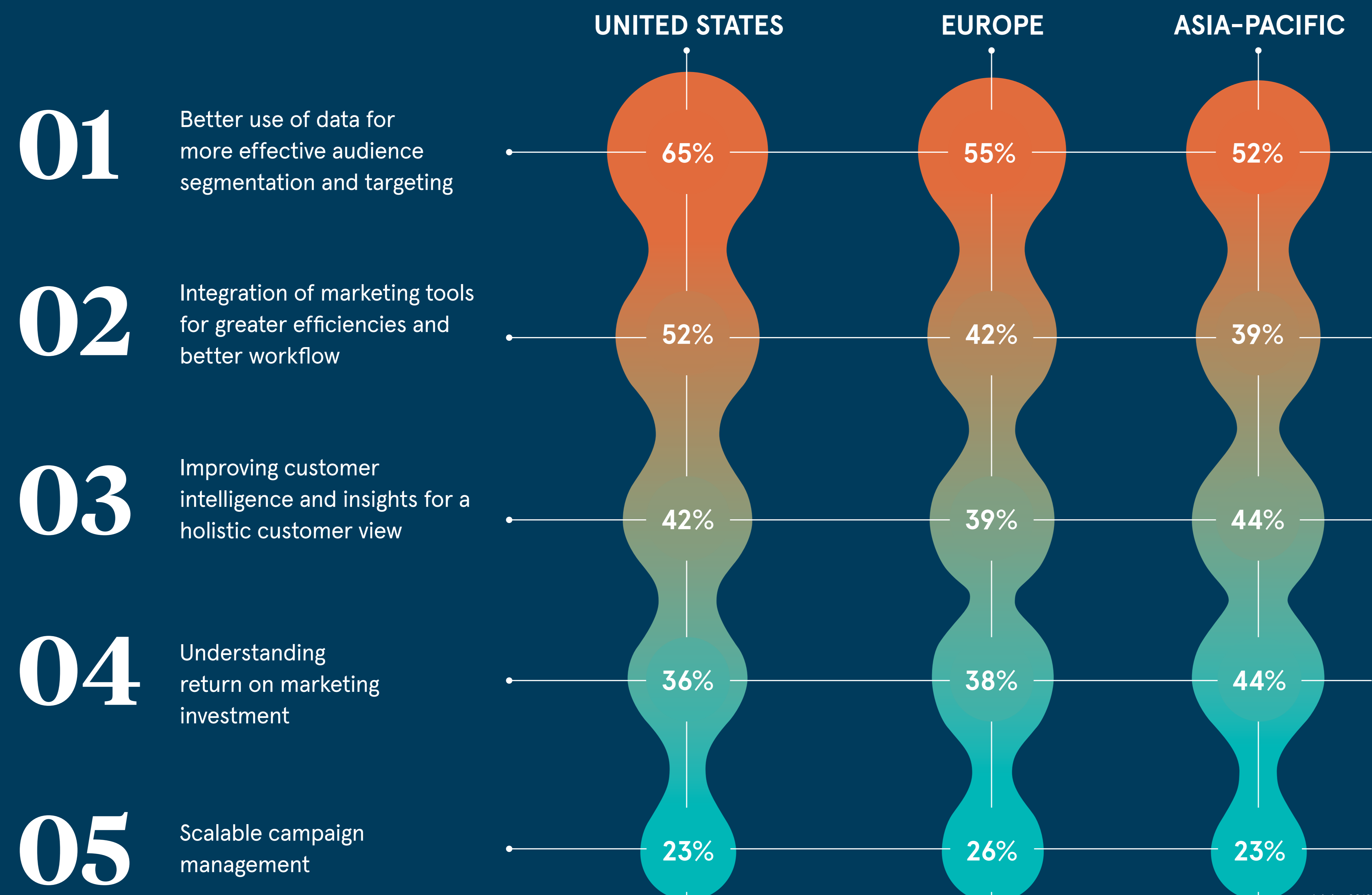
TOP TEN DIGITAL-RELATED FOCUS AREAS FOR THE MARKETING PROFESSION IN 2019



Adobe 2019

## 2 ...and they recognise data-driven technologies as key to this

TOP FIVE STEPS THE MARKETING PROFESSION IDENTIFIES AS INCREASING PRIORITIES IN 2019

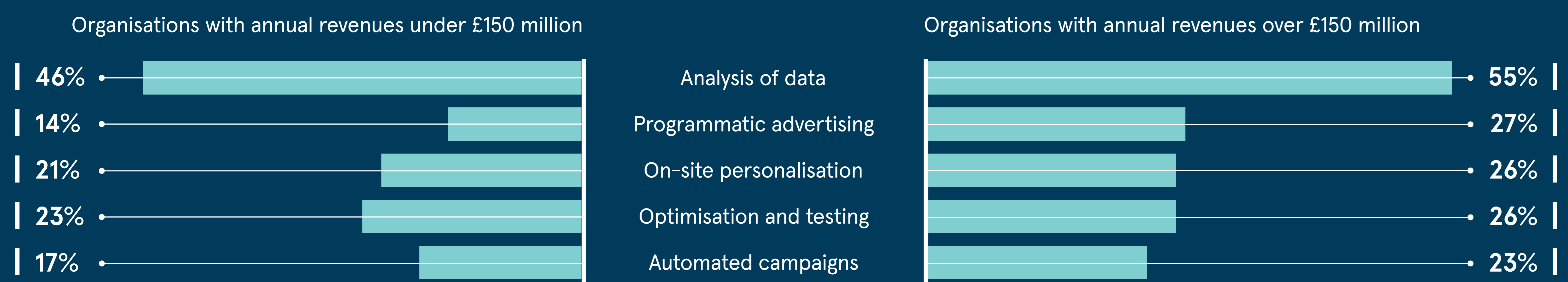


Adobe 2019

CMOs are increasingly embracing data-driven technologies to bring them closer to the customer, but understanding the intersection between data and creative must become an imperative

## 3 AI has an important role to play

TOP FIVE USES OF AI FOR MARKETING-RELATED ACTIVITIES



Adobe 2019

# 45%

of marketers say AI helps understand the difference between their stated brand attributes and what customers really think about them

MIT Technology Review 2018

## 4 Although AI usage is increasing, adoption rates remain low

PERCENTAGE OF ORGANISATIONS THAT USE AI



McKinsey & Company 2018

## 5 Integration of data and creativity in marketing is pivotal in leveraging AI and other data-driven technologies, with IT and marketing collaboration key

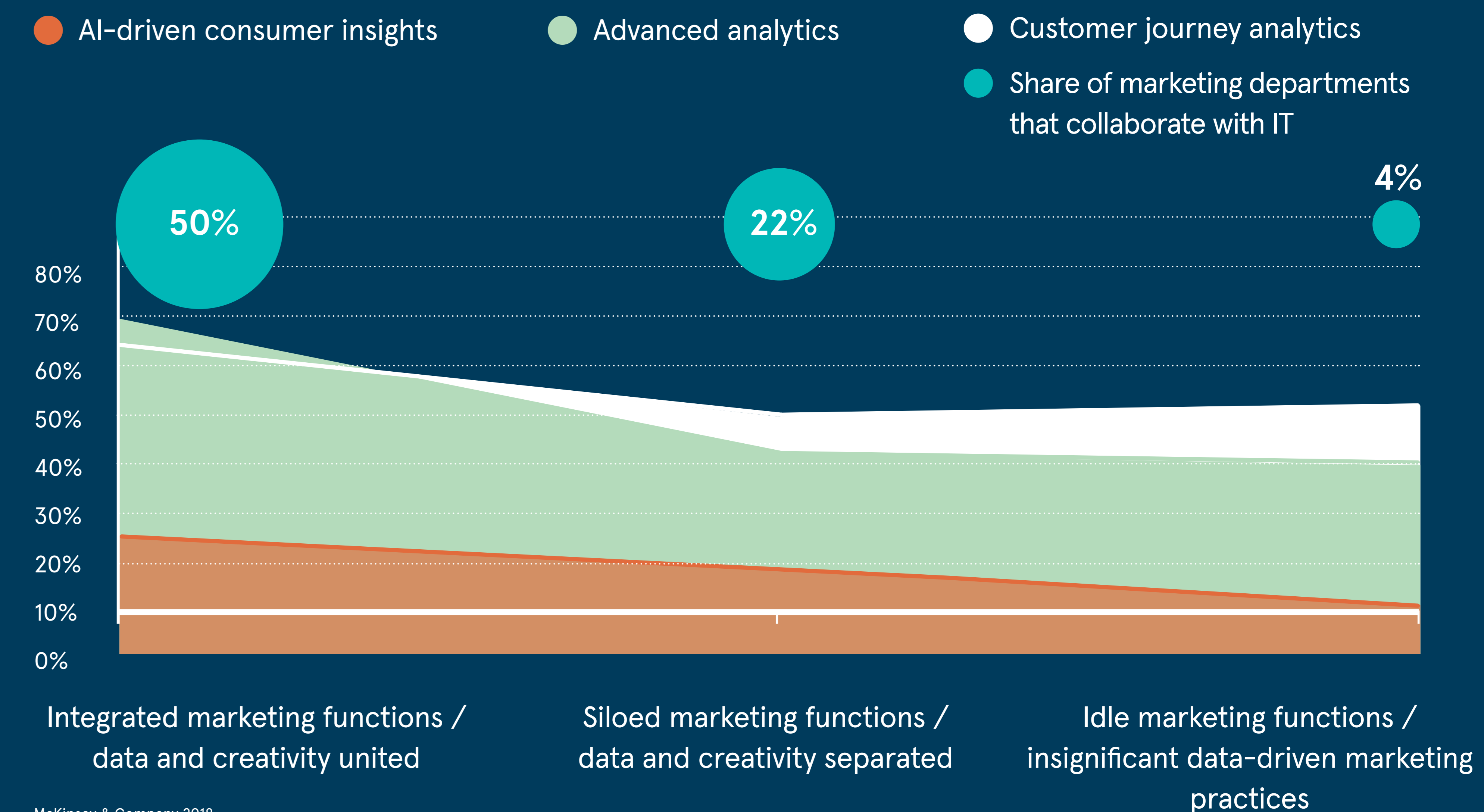
**2x** growth for marketing departments that unite data and creativity (integrated), compared with the average rate of S&P 500 companies

**52%** of companies with the lowest rates of growth admit that their CMO and CTO rarely interact

McKinsey & Company 2018

TECH ADOPTION RATES AND COLLABORATION LEVELS BETWEEN IT AND MARKETING FUNCTION

Based on level of integration between data and creative



McKinsey & Company 2018

## 6 ...which can support with the breakdown of wider barriers to succeeding with data-driven marketing

BIGGEST OBSTACLES TO SUCCEEDING WITH DATA-DRIVEN MARKETING



Dun & Bradstreet 2018