

Data is no more just the oil



It's the refinery that fuels AI & offers actionable insights

Data forms the roots of a thriving AI ecosystem

Without solid roots, even advanced AI models struggle to deliver meaningful results





DATA UNPLUGGED

FUTURE OF DATA

NOVEMBER 29, 2024 | GURUGRAM, INDIA

Data First, AI Next

The State of Consumer Data Readiness in Marketing

Results from a CMO Survey

June 2021



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

EY-MMA 2023 Data Maturity Benchmarking Survey



Leveraging consumer data for marketing

Survey findings: India 2022



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



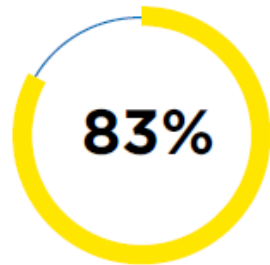
Transparency,
compliance
and security



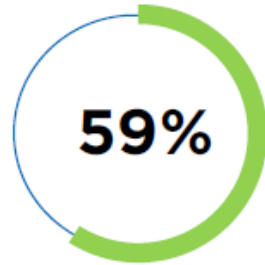
Data governance
and integration

Data maturity is multifaceted - not homogeneous

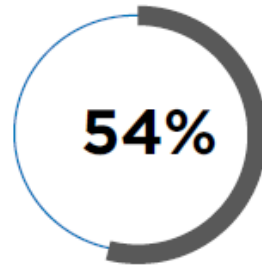
% of companies who are mature



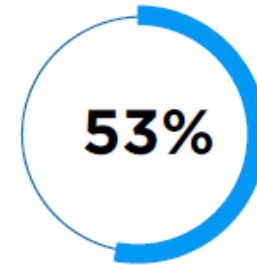
Compliance first: GDPR and recent CCPA have driven momentum so most marketers are mature but need to stay ahead of future regulation



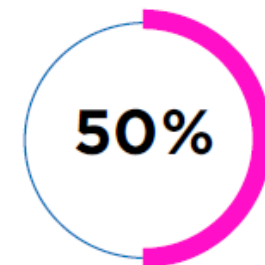
Proving ROI: 6 out of 10 are mature when it comes to ROI, but more effort is needed in measurement and attribution



Activating data: Most marketers focus on sales and ad exposure data, but more effort is needed to increase data breadth, depth and quality.

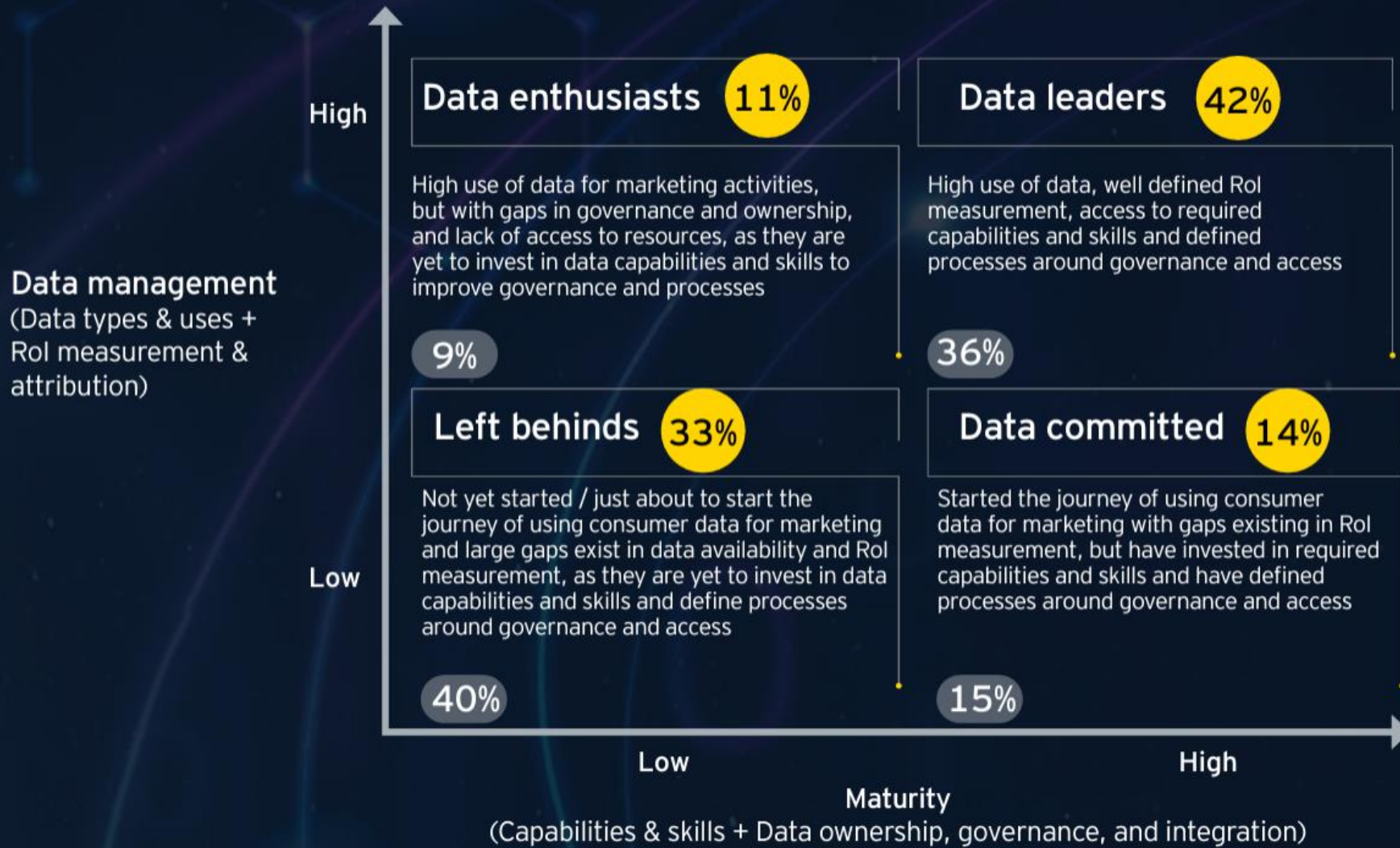


Breaking down silos: Efforts are being made to centralize governance, but silos still exist, data systems are lagging and more support is needed from the top



Building data skills: Leadership is making an effort to invest in training, data science resources and martech but most organizations have big gaps.

Archetypes

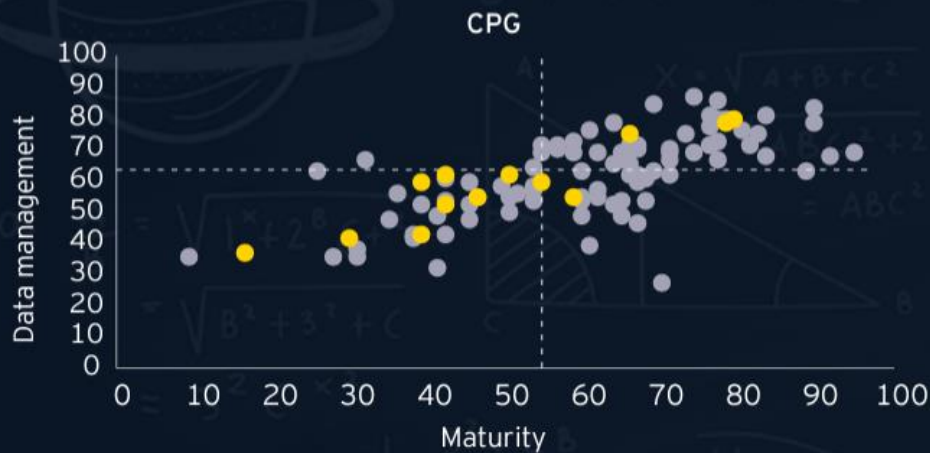
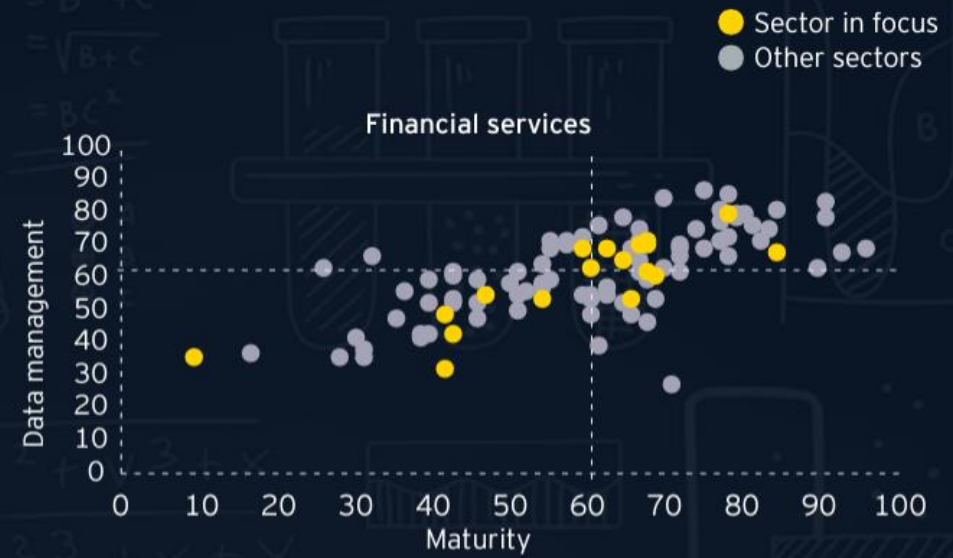
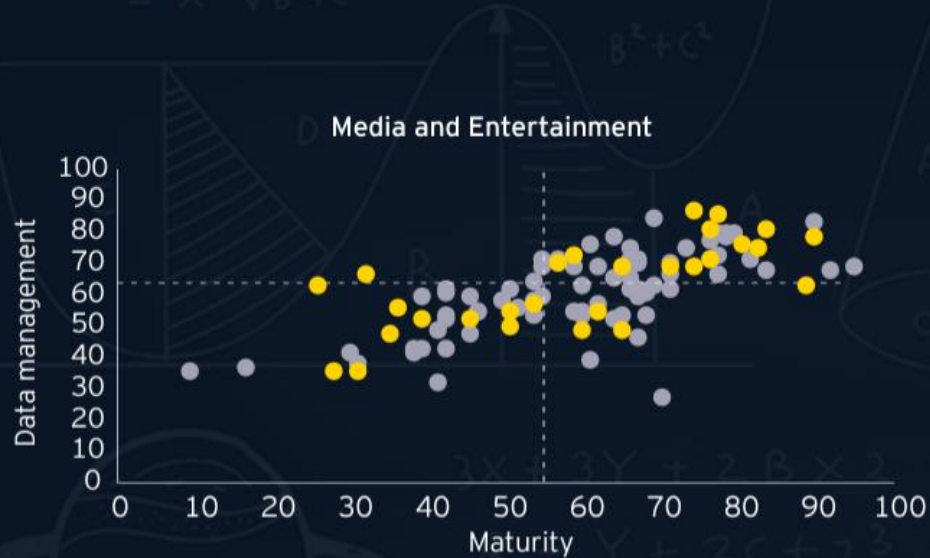


While respondents believed that consumption data was critical for marketing effectiveness, our survey indicated two distinct data maturity archetypes: the Data leaders (42% of respondents) who had made investments in consumer data and were reaping the benefits, and the Left behinds (33% of respondents) who were just about to start on their consumer data journey.

Majority of the sectors have moved up on the data maturity curve with telecom and realty leading and CPG has considerable grounds to cover.

● 2022
● 2021

Archetypes – focus sectors



How “mature” is your organization when it comes to management and use of data?

The MMA partnered with EY to survey over 100+ senior U.S. marketing leaders across major industries to assess the maturity of consumer data in organizations. Our study covered more than 20 variables of data maturity that represent some of the most important decision areas for marketers when it comes to formulate their data strategies.



START THE ASSESSMENT

And now we've created a simple tool so that you can understand how your company compares, with specific insights on how you can improve in key areas. Our benchmarking allows you to evaluate your company against five dimensions of consumer data maturity:



The MMA Data Maturity tool will enable you to:

- Learn about the key elements of a company's data maturity
- See how your company ranks against a benchmark from more than 100 companies
- Identify bespoke actionable insight to transform your data strategy.

To take the test and learn how mature your company is in its use of data, [click the link to begin](#). The survey consists of 20 key questions and will take approximately 10 minutes to complete.

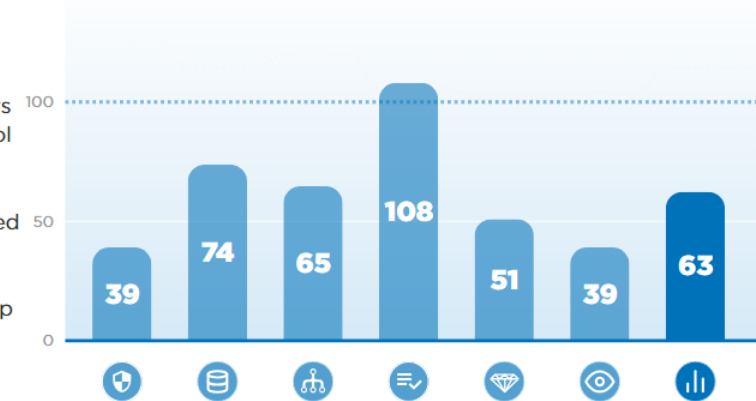
Data Maturity Assessment



Gauge your organization's readiness against the 5 factors of marketing data maturity



In today's AI-first age, understanding where your organization stands in the realm of marketing data maturity is more crucial than ever. We've designed the Data Maturity Assessment - a concise, 20-question interactive tool tailored specifically for marketing leaders to help assess your organization's data maturity. The tool will quickly show you where your organization stands against the 5 factors relative to other companies as well as to the subset of companies that our research identified as leaders in this space.



The tool is based on research the MMA did in partnership with EY. We surveyed 100+ senior marketing leaders in the US in early 2023 to assess the maturity of consumer data in organizations. This was an update of a study we first conducted in 2021, allowing us to provide insights both on the current state of data maturity as well as on what has changed (and what has not) over the past couple of years.

Select your country / region:

United States

START THE ASSESSMENT



Time to complete: 10 minutes



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7 Things Data Leaders are Doing Right & How



Strong vision and alignment for data

DATA LEADERS

Strong data vision with a clear roadmap to execute at scale

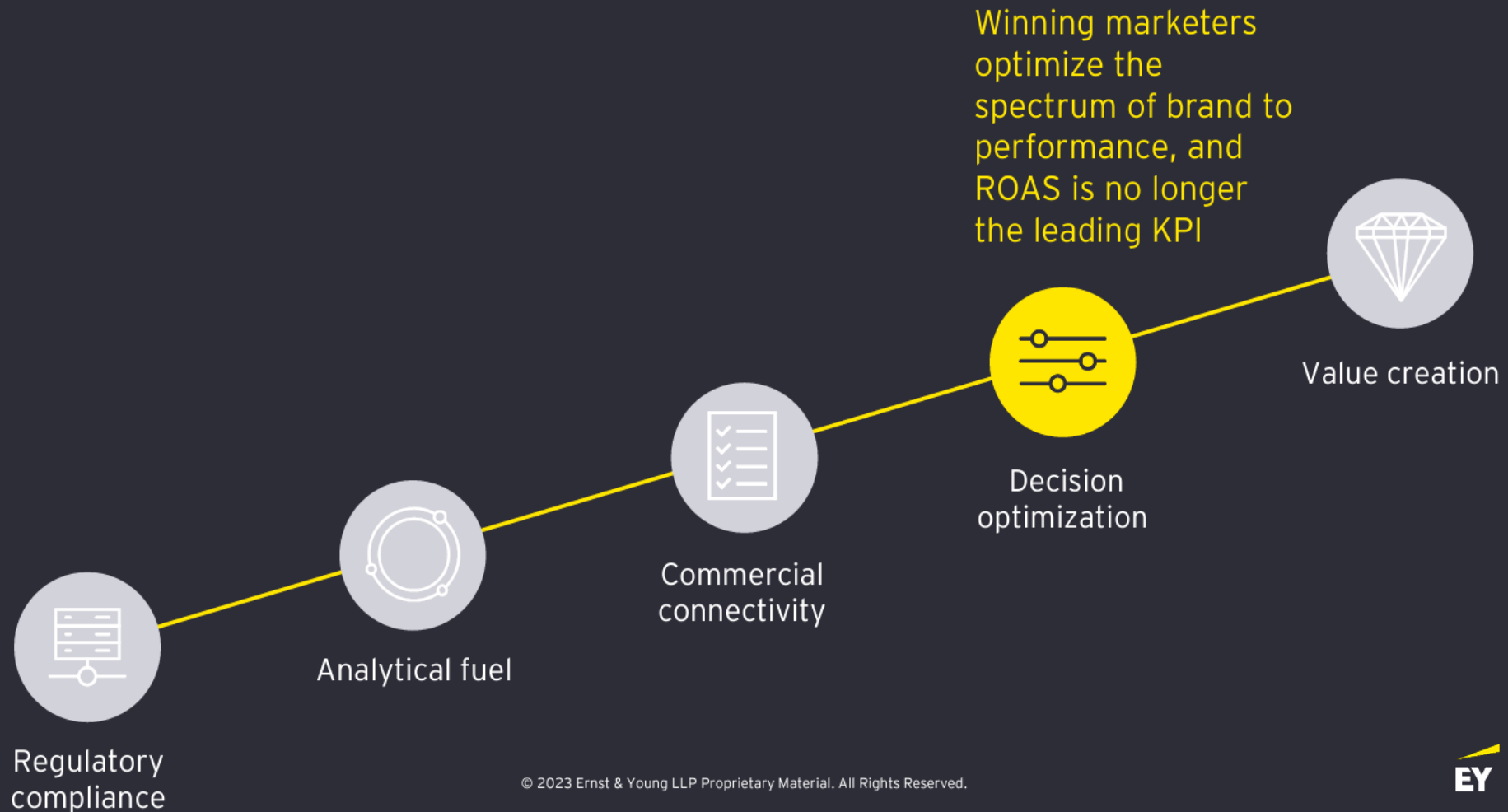
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Data strategy "very well" aligned with business strategy

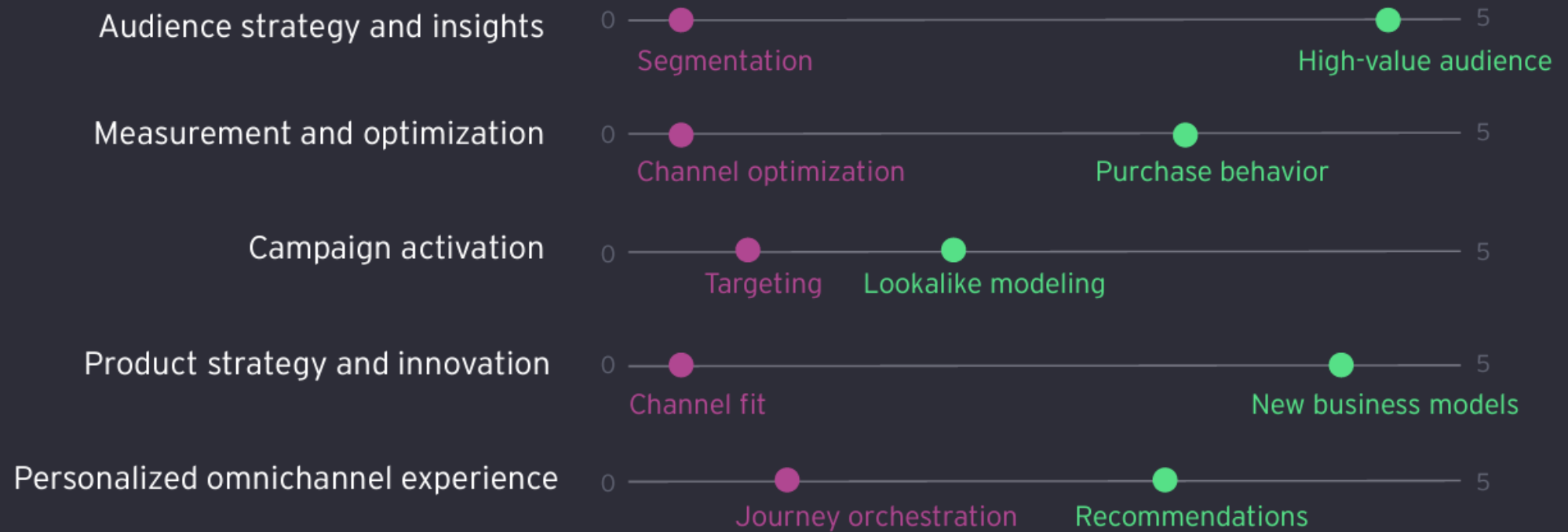
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28%
of marketers surveyed

Longer-term growth mindset



Focus on More Sophisticated Use Cases to Create Value



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

Increasing scale of complexity and value

Most people

Leaders

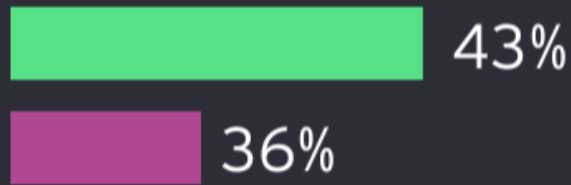
SURVEY QUESTION:

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.

More Joint Ownership of the data agenda across the C-suite



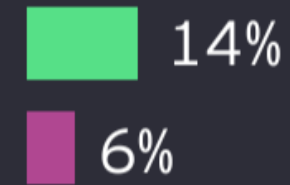
C-suite jointly



Chief Marketing Officer



Chief Data Officer

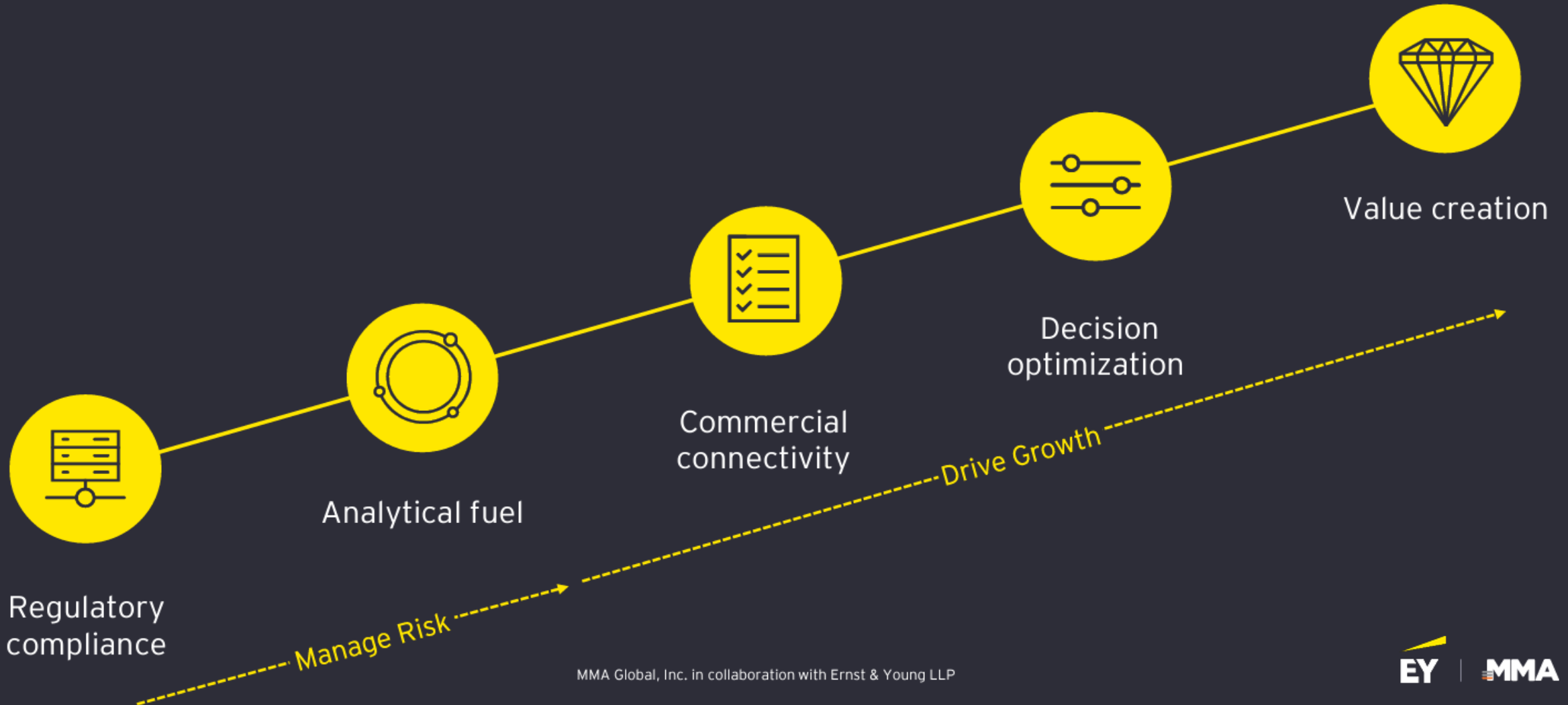


Leaders | Most people

SURVEY QUESTION:

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

Progressed from Tactical to Strategic Focus Areas for Data



Two Times More Likely to use Performance + 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?

Understand the Value Brand Equity Plays on the Spectrum of Brand-to-Performance Marketing

Performance



Brand

Leaders

Most people

Sales



72%



75%

Net share growth



55%



51%

Shareholder value



24%



23%

Reach/penetration



38%



38%

Brand health



69%



55%

SURVEY QUESTION:

How does your company define marketing success?

Note: graphs rounded to nearest 25%

7 Things Data Leaders are Doing Right & How - Recap

- Strong vision & alignment for data
- Longer-term growth mindset
- Focused on sophisticated use cases to create value
- Have more joint ownership of the data agenda across the C-suite
- Have progressed from tactical to strategic focus areas for data
- Two times more likely to use performance & customer data to drive decisions
- Understand the value brand equity plays on the spectrum of brand-to-performance marketing

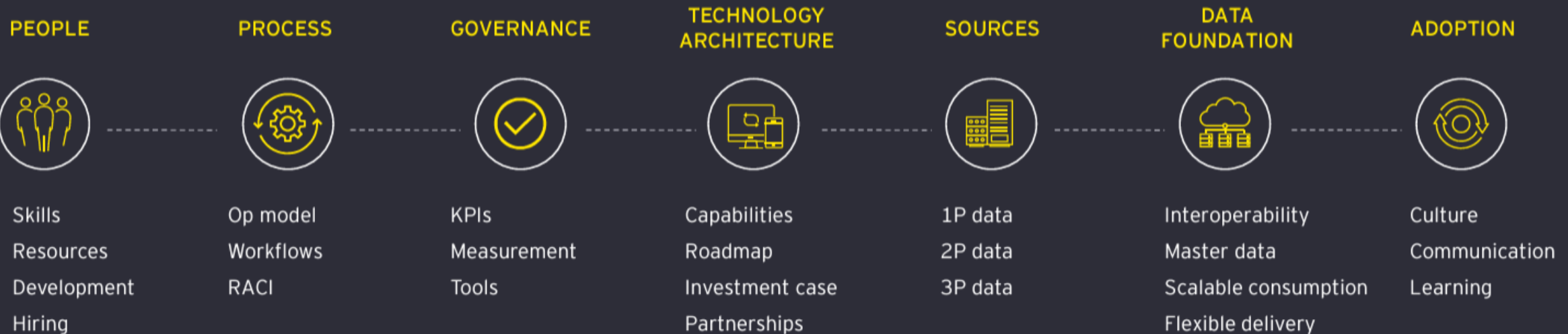


To drive better data strategy, business and technology agenda alignment is key

BUSINESS
strategy



DATA AND TECH
strategy



Key takeaways: the journey and key obstacles to data maturity

- 1. Overall:** Data Strategy has become a C-Level priority, but progress is not homogeneous across all areas.
- 2. Compliance:** Marketers are compliant but more commitment is needed to ensure they stay ahead of the curve.
- 3. ROI:** Most marketers are seeing some lift in marketing productivity but measurement is not always continuous, validated or aligned.
- 4. Activation:** Most marketers focus on sales and ad exposure data, but more effort is needed to increase data breadth, depth and quality.
- 5. Integration:** Efforts are being made to centralize governance, but silos still exist, data systems are lagging and more support is needed from the top.
- 6. Capabilities:** Leadership is making an effort to invest in training, data science resources and martech but most organizations have big gaps.

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



Basic

Consumer-optimized

Digitized edge

Science-driven

Product-passionate

Governance-oriented

Foundation-focused

Data explorer



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

Scan to Gauge Your Organisation's Data Maturity -



AI eats data for breakfast, lunch and dinner



Experience the goldilocks moment



A situation where everything is just right for success

