

KNOWLEDGE CENTER

DATT

Data + CX Think Tank



How Marketers Make Decisions

The State of Marketing Analytics

April 2026

MMA
Marketing + Media Alliance

 **marketbridge**

Decision Series

State of Marketing Ecosystem

Video & CTV (September)

AI and Changing Consumer (October)

Personalization (November)

AI and the New Operating Model – CMOs (January)

Performance Marketing (February)

State of Brand accountability (March)

How Marketers make decisions (April)


State of Agentic In Marketing (May)

State of attribution (June)

AI and the New Operating model (July)

 marketbridge


Marketing + Media Alliance



#1 CMO priority
Increase confidence in
marketing's ability to drive
growth and meaningfully impact
our business

Source: CMO agenda 2025

/ Three important questions

- 01 How much do analytics actually influence marketing decisions?**
- 02 What do advanced marketers do differently?**
- 03 What should you fix first?**

103 Private Sector Senior Marketers from
North America

Online Survey,
Fieldwork: Aug-Nov 2025

\$250M and above, mix of sectors, senior
manager and above, mix of roles

Study Makeup & Methodology

Data limits decision-making capabilities

36%

Say data is trustworthy
as presented

20%

Say customer data is
fully unified

Marketers rely more heavily on

Platform metrics and A/B testing 68%

...less heavily on

MMM 56%, Incrementality testing 51%, and MTA 47%

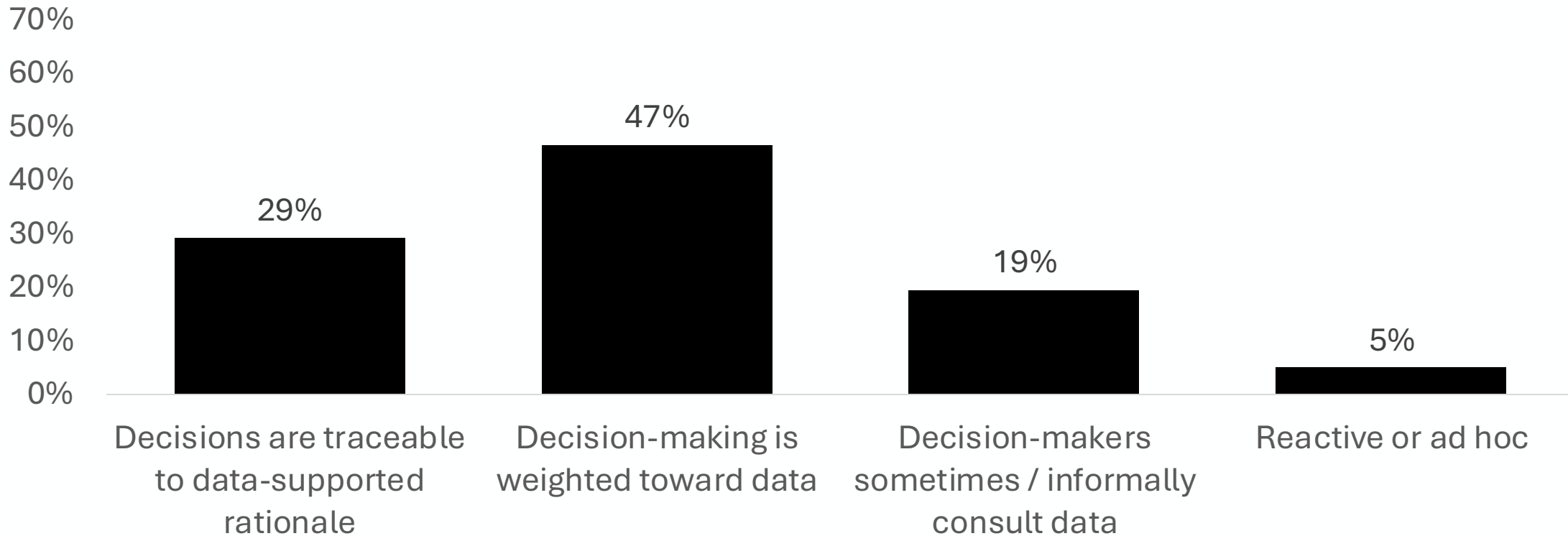
The hardest questions for analytics to answer are

Balancing short- vs. long-term priorities 51%

Forecasting marketing outcomes 49%

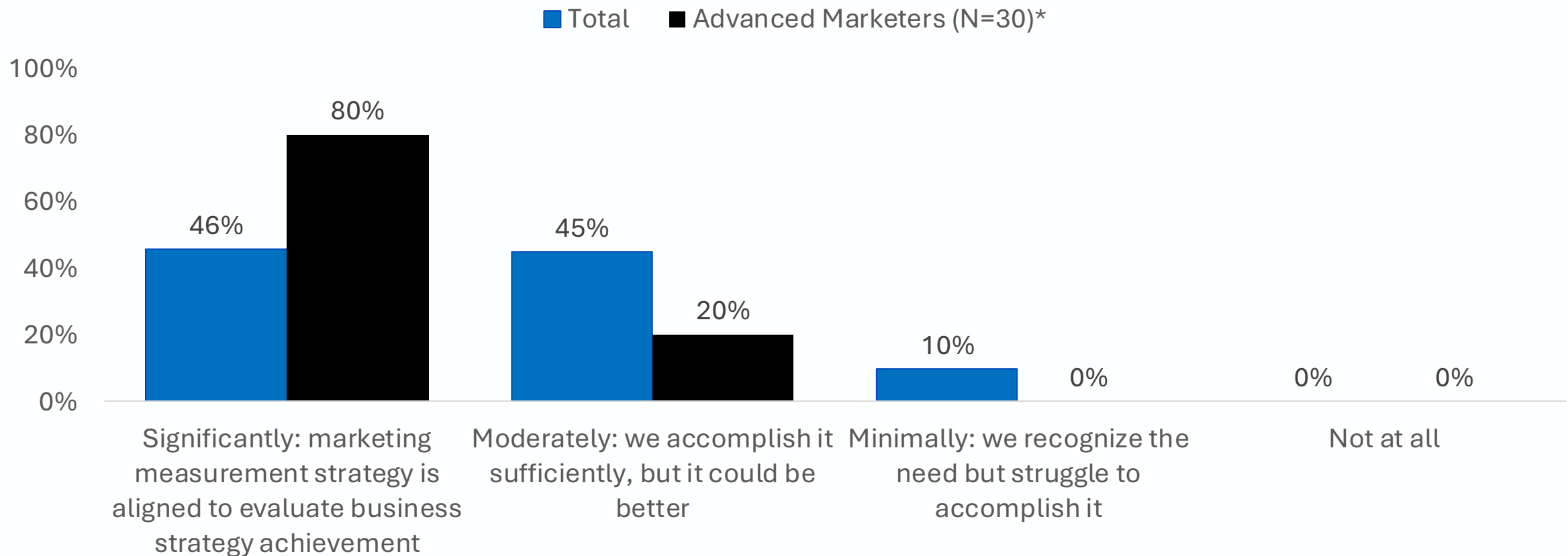
Data is usually consulted but decisions are not yet data driven or validated

How data support decisions



Advanced Marketers (AM) have aligned measurement with business strategy

Alignment between measurement and business strategy



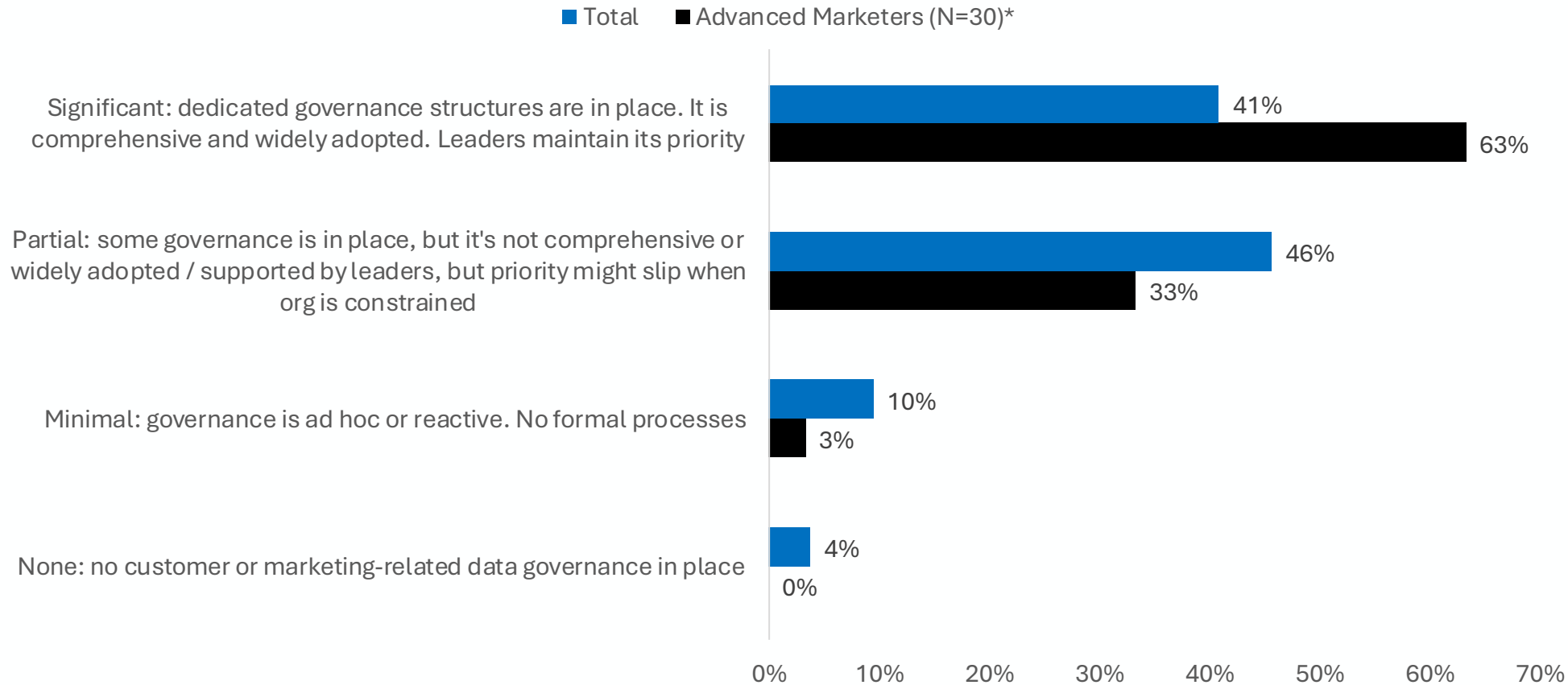
Q: How well is your company's marketing measurement strategy aligned with its overarching business strategy? (Select one)

N=103 Senior Marketers

*Advanced Marketers = Small Base

Governance is more established among AM

State of data governance



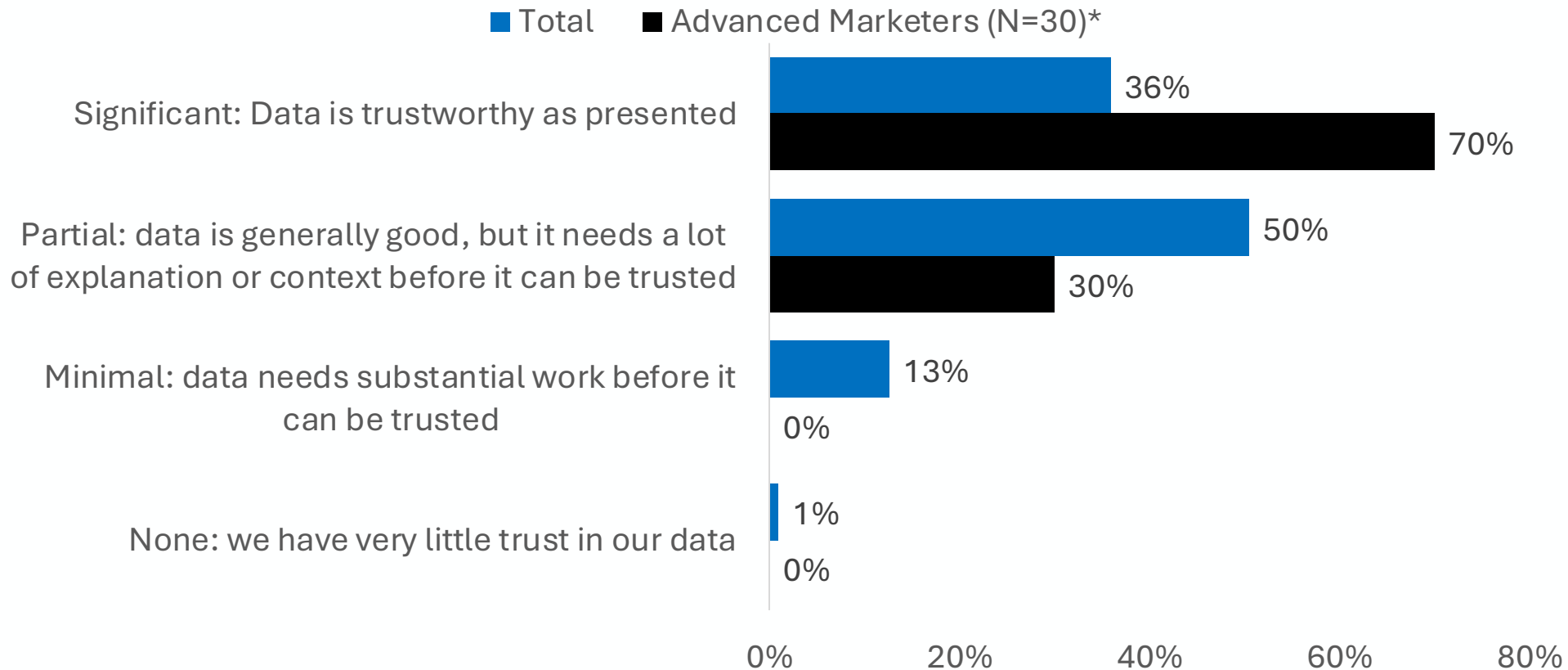
Q: Which of the following best describes your company's governance of customer or marketing-related data at your company? (Select one)

N=103 Senior Marketers

*Advanced Marketers = Small Base

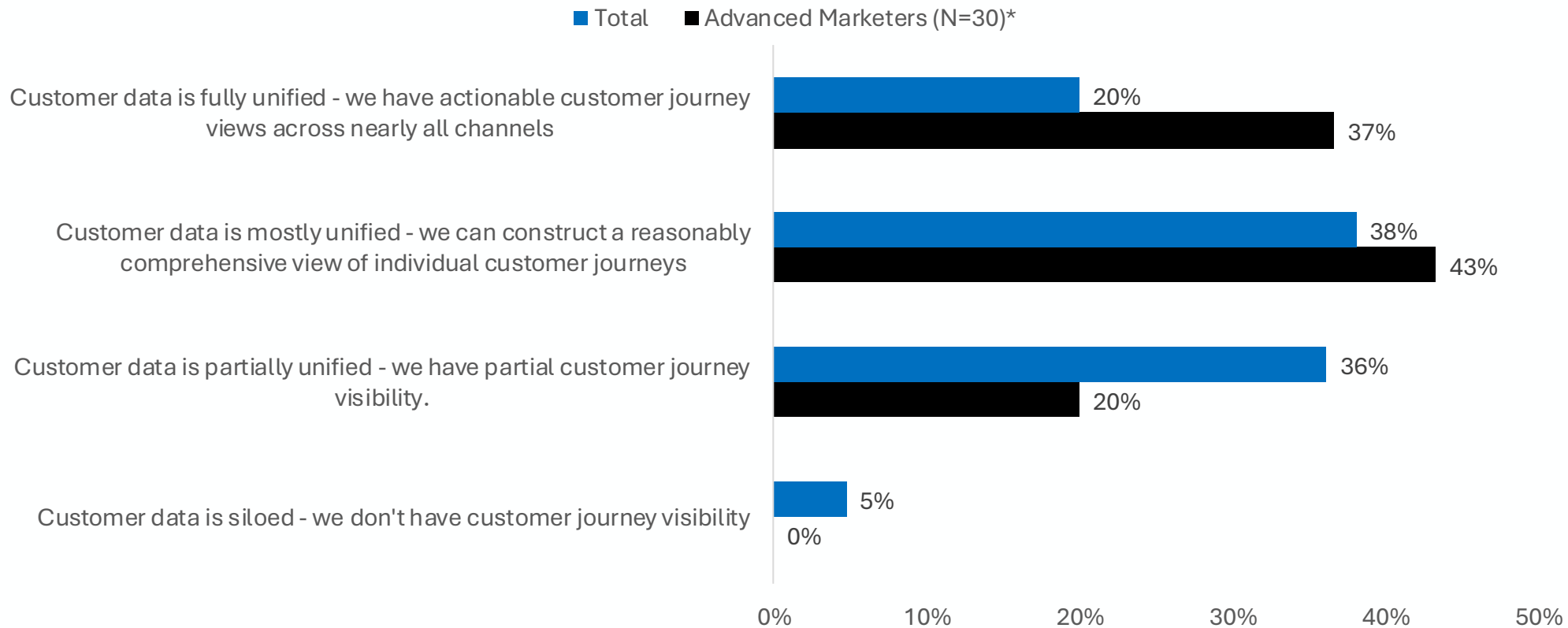
AM has significantly stronger trust in their data

Level of trust on data and insights



Data unification is less of a problem among AM

State of data unification



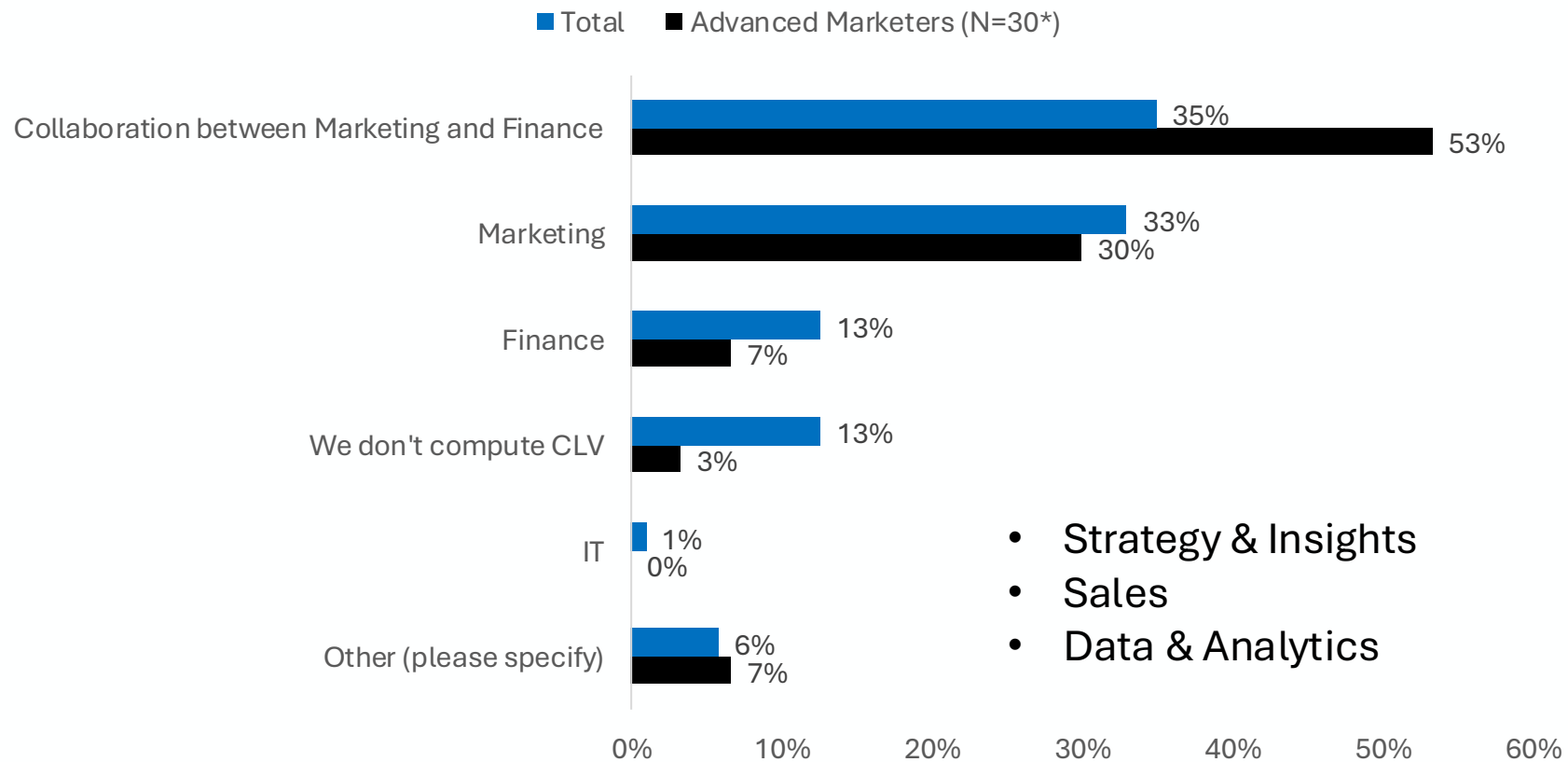
Q: Which statement best describes your company's customer data unification and ability to analyze customer journeys? (Select one)

N=103 Senior Marketers

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AM are much more likely to have established collaboration between marketing and finance

Who owns CLV calculation?



- Strategy & Insights
- Sales
- Data & Analytics

