

Building A Data-Driven Marketing Organization

Mary Beth Sullivan
Managing Partner

&

Mark Gibson
Senior Consulting Associate



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Agenda

- This is a workshop. Get ready to work.
- Goal: become a more data-driven marketing organization
- Ideation, Prioritization, Action Plan
- Three focus areas:
 - Objectives
 - Needs
 - Solutions

- The majority of marketers (76%) agree they need to be more data-focused to succeed.
- Forty-nine percent of marketers report “trusting my gut” to guide decisions on where to invest their marketing budgets.

Source: Digital Roadblock, Adobe Systems Survey of Marketers, 2014.

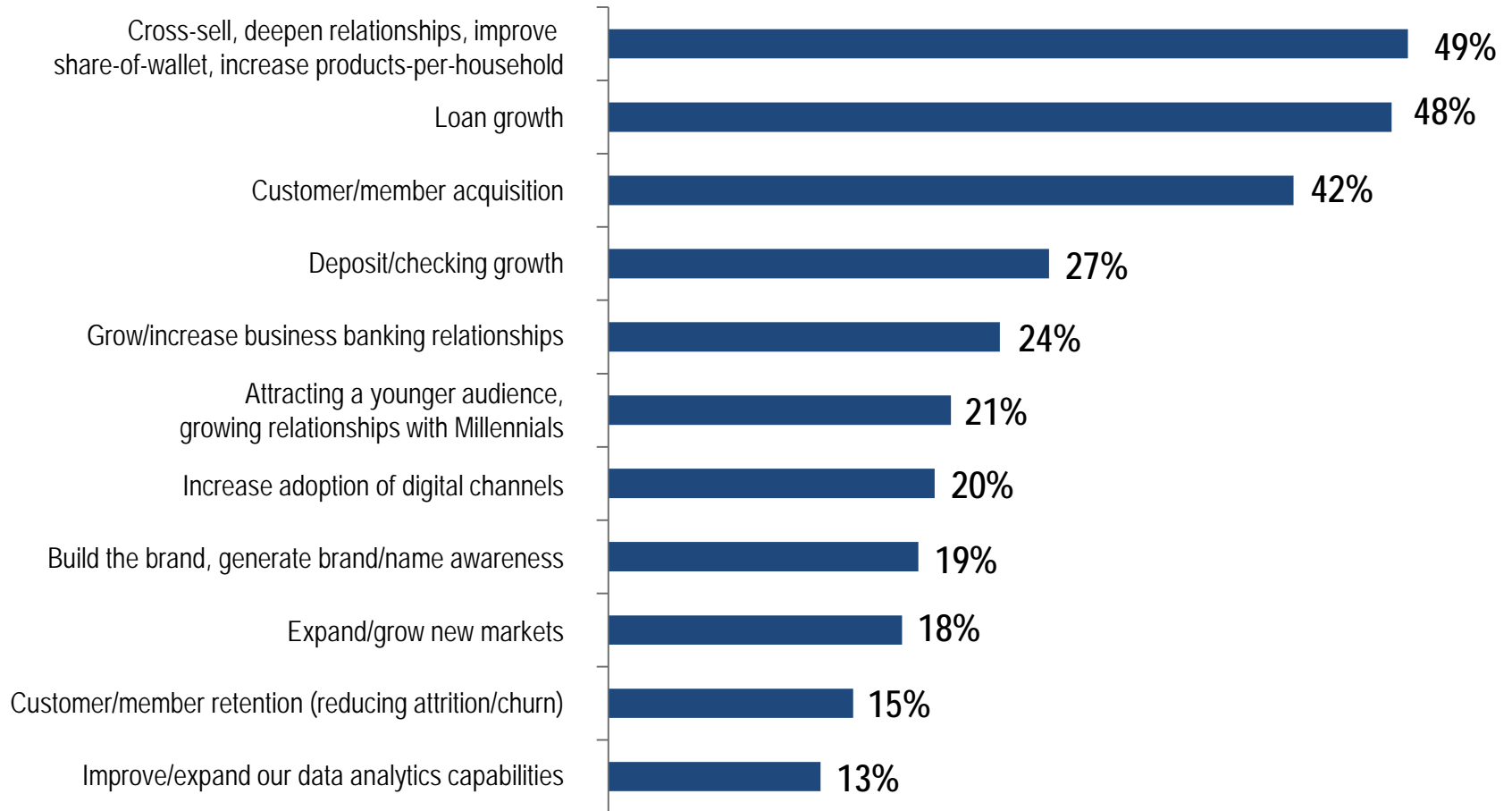
53% of non-marketing executives cite
“limited data analytics tools/capabilities”
as a major marketing challenge.

Source: Financial Brand Survey, 2016.

Analytics: Priorities

TOP THREE MARKETING PRIORITIES

What are your financial institution's top 3 marketing priorities for the next 12-24 months (n=257)



Source: The Financial Brand February 2016 Digital Banking Report

What are you trying to achieve with analytics?

What business problems are you trying to solve?

What data and insights are necessary to solve the business problem?

- What analytical horsepower/tools/techniques do you need that you don't have?
- How can you cost-effectively get the data, analytics and insights you need?

Priorities for Marketing Analytics

OBJECTIVES	NEEDS	SOLUTIONS

5

Big
Take-
Aways

1.

2.

3.

4.

5.

Capital Performance Group, LLC

Strategy, Delivery, Marketing and Risk Management

Mary Beth Sullivan
202-337-7872
msullivan@capitalperform.com

Mark Gibson
508-322-8146
mgibson@capitalperform.com

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