



 Mighty Guides



DATA-DRIVEN MARKETING

Quotes from 29 Experts Tell You How to Transform Your Marketing Organization

FOREWORD

Welcome Fellow Marketer:

Every day I encounter marketers who are working to create a data-driven organization. Some are at the very early stages and just starting to scratch the surface; others are many years into the process and leveraging advanced techniques—and technologies—to help them achieve their goals.

At Visual IQ, we wanted to create a resource to which marketers could turn for advice on this process from their peers who have already done it, whether at a brand, an agency, or a solution provider. The result is *Data-Driven Marketing: 29 Experts Tell You How to Transform Your Marketing Organization*.

We asked each expert for the advice he or she would give a peer if that person were seeking to make his or her marketing organization more data driven, and I'm thrilled with the incredibly diverse advice these experts gave. The insights range from internal change management and breaking down channel/departmental silos to advice about technology and the implementation process. Underlying these topics are insights around the need for marketing attribution and a holistic view of your overall marketing ecosystem.

We think there's something useful for everyone, and we hope you'll find a few specific gems within these pages that you can use at your organization.



Regards,

Manu Mathew

Co-Founder & CEO, Visual IQ



As a pioneer in the space, Visual IQ has been producing the world's most powerful cross channel marketing attribution software since 2006. Its hosted IQ Intelligence Suite of products combines a user-friendly interface with advanced attribution management and predictive modeling functionality to provide clear recommendations for marketing optimization. Recognized as a leader in cross channel attribution by a leading market research firm in 2014, Visual IQ won The Drum's 2015 Digital Trading Award for Best Attribution Solution, won the 2014 ASPY Award for Best Data or Analytics Solution, and was a finalist in the Digital Analytics Association's Excellence Awards in 2013, 2014 and 2015. For more information, visit www.visualiq.com.

INTRODUCTION

Content has long been king in marketing, but that king has now been dethroned. The new king is data. With technologies making it possible to track individual actions, from first contact to final transaction, in an omni-channel marketing environment, marketers are able to shape and personalize content in near real-time so that it drives desired business outcomes. New marketing analytics and automation tools are changing how companies use their huge stores of data. All this progress is great, but many businesses still struggle to realize the full potential of their marketing initiatives.

In this e-book, which is generously supported by Visual IQ, we have endeavored to discover how companies use data to help ensure the success of their marketing strategies. We asked marketing experts the following question:

If you had to give someone advice on how to turn his or her marketing organization into a data-driven marketing organization, what advice would you give?

I am confident you will find many rich and useful insights in these essays. Two key ideas are the importance of a data-driven culture within the business and management allowing the time needed for a new marketing strategy to prove itself. One cannot enter into this process expecting instant results. Given the proper time, however, data-driven marketing models can deliver impressive, game-changing results.

I hope you find these essays as informative as I have.



All the best,
David Rogelberg
Publisher



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**TIM
BOURGEOIS**

Partner (East Coast Catalyst),
Founder
(ChiefDigitalOfficer.net)



“ There is clear value in the insights companies can glean from digital strategies. ”

To become a data-driven marketing organization, companies must identify the problem they're trying to solve, and then decide what they need to do from a budgeting, staffing, and business process perspective. Attribution capabilities are important when employing a multi-channel marketing strategy, but data-driven processes need to be in place first.



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About the Author: Tim Bourgeois is a digital industry veteran who has been active as a founder, investor, executive, publisher, and consultant since 1999. He formally entered the business in 1999, when he launched Pixel Bridge, a full-service interactive agency that was acquired in 2009. He is currently a partner at East Coast Catalyst, a Boston-based digital consultancy, and founder and editor of ChiefDigitalOfficer.net, a resource for senior digital professionals.



**RYAN
BONNICI**

Head of Marketing,
Asia Pacific & Japan,
HubSpot



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“A company should have no more personas than it can service with distinct messaging strategies.”

To use attribution effectively, your systems must be sufficiently connected so that the data they generate give you a view of how all your channels are working together. Only when you have a good view of your customers can you execute an effective marketing strategy, and then measure your customers' progress toward a decision. Discover tips to help you find the model that gives your marketing organization the insight your company needs.



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About the Author: Ryan Bonnici is the head of marketing at HubSpot Asia Pacific & Japan. He's an experienced digital marketing leader, having previously held roles at Salesforce, ExactTarget, Microsoft, and Qantas Airways. Being a strong advocate for inbound sales and marketing, he's incredibly passionate about educating brands on leveraging new ways to connect with their customers.



JONATHAN MARGULIES
Managing Director,
Winterberry Group



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“You'll absolutely need to understand how well your critical marketing initiatives—your investments in customer relationships—are performing relative to each other.”

When considering a move toward data-driven marketing, you must first take inventory of the resources at your disposal. Based on the technology at hand, you can then build use cases based on the company's strategic goals. Attribution is a critical capability in this process to ensure your marketing initiatives tie back to your strategic objectives.



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About the Author: With an extensive background in strategic communications and executive-level advocacy, Jonathan Margulies leads the development of Winterberry Group's research and thought leadership initiatives. Since joining Winterberry Group in 2004, he has spearheaded the development of more than 24 high-profile research papers and led more than 100 consulting engagements, helping clients tackle an array of challenges. He also sits on the Interactive Advertising Bureau's Data Council and served as communications director for the Sergeants Benevolent Association, a 10,000-member organization of New York City police supervisors.



**ANDY
ZIMMERMAN**
CMO,
Evergage

  
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“What does marketing success look like, and has the management team bought into it?”

Successful marketing organizations are continually improving. To enable continual improvement, you must collect data that are relevant, actionable, and measurable. By adding attribution to the mix, you can experiment and test different programs and approaches to discover which have the greatest affect with your customers.



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About the Author: Andy Zimmerman is chief marketing officer for Evergage, which delivers real-time personalization to more than 500 million web visitors. A frequent speaker at leading industry events, Andy has more than 20 years of experience helping software companies launch products, drive demand, improve sales productivity, and develop revenue-generating content marketing programs. You can follow Andy on Twitter at @AHZimmerman or @Evergage.



**DUSTIN
ENGEL**

Head of Analytics and
Data Activation,
PMG Worldwide

  
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“If you aren't interested in a more science-based approach to marketing, ponder this: your competitors probably are.”

Switching from a last-click mentality to a more holistic measurement approach will invoke some challenging change management issues. If you aren't interested in a more science-based approach to marketing, know that your competitors probably are. Learn how you can reshape your marketing organization so that you aren't left behind.



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About the Author: Dustin Engel, the former head of product and strategy for ClearSaleing (acquired by eBay Enterprise) is an attribution thought leader. Dustin currently leads the analytics and audience science teams and serves on the executive team at PMG, one of the fastest-growing digital agencies in the United States. PMG is a 2014 Inc. 500 company (number 61 on Inc. 500 and number 5 for Advertising and Marketing) and a 2015 Advertising Age Silver Medalist for Small Agency of the Year.



**CESAR
A. BREA**

Founder and
Managing Partner,
Force Five Partners, LLC

  
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“Manage increased sophistication (more data, more analysis) based on the incremental value it provides.”

Marketing analytics is a team sport, with lots of complementary roles. Good collaboration based on common understanding and accountable execution among the various roles will lead to better outcomes than abdicating your executive responsibility to your business. To that end, discover six tactics to remake your marketing group into a data-driven organization.



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About the Author: Cesar Brea is the author of *Marketing and Sales Analytics* and founder and managing partner of Force Five Partners, LLC. Force Five Partners works with leading brands across multiple industries to build their marketing analytics capabilities through hands-on solutions for real challenges and opportunities. Having received his MBA from Dartmouth University’s Tuck School and his bachelor’s degree from Harvard, Cesar has 30 years of business experience as a senior executive, entrepreneur, and advisor.



**PADDY
FREEMAN**

Digital Marketing Manager,
Tesco PLC



Website



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“ For your marketing group to become data-driven, you must look across and beyond the business to identify quality data sources you can use for marketing purposes. ”

It takes time to turn a traditional marketing organization into a data-driven organization. You have to change people, processes, and technologies, and the benefits must be clear to key people throughout the organization. By starting small and building on your successes, you prove your worth to the company and justify your marketing spend.



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About the Author: Paddy Freeman has spent more than 15 years working across marketing and technology, covering roles from programming engineer through program manager. Paddy currently manages the processes and systems required to create industry-leading programmatic advertising and personalized marketing capabilities across the Tesco Group. Paddy is a member of the Internet Advertising Bureau (UK) Display Trading Council. He graduated from Aston Business School with a BSc (Hons) degree in 1994.



**ALAN
OSETEK**

Global President,
Resolution Media, An Omnicom
Media Group Company

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“Eventually, attribution will become the center of the marketing universe.”

The marketing industry is gradually moving beyond last-click attribution to embrace a more sophisticated measurement approach. Digital attribution strategies are the brains behind data-driven marketing. To start moving your marketing organization in this direction, you must define your goal, and then find people or teams that combine creativity with analytics know-how.



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About the Author: Alan Osetek is the global president of Resolution Media and oversees the global growth of Omnicom Media Group’s search, social, and digital performance media unit. Prior to joining Resolution, Alan was the managing director for iProspect/Aegis and responsible for the company’s east coast operations. Before joining iProspect in 2008, he served as a board member and CRO for Visual IQ. Alan holds a bachelor’s degree in economics from Skidmore College and an MBA from Babson College.



**LAURA
DEGRAFF**
Vice President,
Digital Acquisitions,
Barclaycard US



Website



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“ There must be agreement at all levels of the organization about which data will be used for decision-making. ”

If you're in the banking industry, you will no doubt have heard about attribution. You will also have heard that the industry is struggling to determine which of the various attribution models is most effective for the needs of banking organizations. In the end, your organization must select the model that gives you a full sense of your customers' journey.



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About the Author: As vice president of digital acquisition at Barclaycard, Laura DeGraff manages digital strategy for online account acquisition, focusing on new innovations within the bank to deliver a best-in-class online experience to prospective customers. With more than 15 years of experience managing online marketing for agencies, brands, and as a consultant, she brings a unique perspective to campaign planning, implementation, and analysis. Her digital media expertise includes paid search, search engine optimization, affiliates, display, and creative development.



**JIM
STERNE**

Founder,
eMetrics Summit, and
Board Chair,
Digital Analytics Association

  
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“You can also create and test alternative models and determine which was most predictive.”

Predictive models that anticipate human emotional response to marketing campaigns are uncharted terrain, but marketers are getting better at such bottom-up efforts. Attribution—the measurement of granular customer responses to different channels and tactics—helps you design the most effective marketing campaigns for your organization.



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About the Author: Jim Sterne is an international consultant who has focused on measuring the value of online marketing for creating and strengthening customer relationships since 1993. He has written seven books on using the Internet for marketing, produces the eMetrics Summit (www.emetrics.org), and is co-founder and current board chair of the Digital Analytics Association.



**ROLF
OLSEN**

Chief Data Officer,
Mindshare North America

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“ Building a successful digital marketing organization takes time, because a lot of work goes into aligning key areas of the business. ”

When digital marketing projects fail, it's often because people expect results in too short a time. Moving to a data-driven marketing organization takes time—time to build the foundation, time to assemble the necessary teams, time to ensure internal alignment. Only when marketing has the time to build and test such an attribution strategy can the strategy succeed.



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About the Author: As chief data officer of Mindshare North America, Rolf Olsen leads the company's Marketing Sciences group, a team of more than 70 data scientists who help the agency make real-time media investment decisions for clients. That role includes driving new tools and partnerships for The LOOP, Mindshare's adaptive marketing engine. Rolf brings more than 15 years of industry experience to his role. Prior to Mindshare, he ran the Marketing Sciences teams across iProspect, Copernicus, and Carat at Dentsu Aegis Network.



**SUMEET
VERMANI**

Global Head of Digital Strategy,
Symantec



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“When businesses assess their data IQ, perception and reality are often not in sync.”

The first step in becoming a data-driven marketing organization is to fully understand how effectively data is captured, stored, and how it is used at the front end of the business. Only when you know where you are can you conceptualize where you need to go. From there, you can begin to create and evaluate campaigns and assets creatively while executing them based on insights derived from data.



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About the Author: Sumeet Vermani is an international marketing leader with a track record of developing innovative, customer-driven marketing strategies that combine traditional creative approaches with data science. He focuses on digital, social, content, and paid media strategies, bringing his experience to bear in such companies as Google, ESPN, Trinity Mirror, and Symantec to design and implement audience-focused, data-driven, agile digital frameworks and teams that deliver optimum returns for the organization and the customer.



**JENNY
WATSON**
VP of Digital and
Direct Marketing,
AutoNation Inc.



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“Our analytics team plays the Switzerland role—the trusted, neutral advisor to finance.”

To be data driven, an agile approach to marketing is key. Your processes, money, and infrastructure must all support agile methodologies and foster continual testing of everything you put on the market. With these elements in place, when the data start to flow, you'll more quickly understand how to reach your customers effectively.



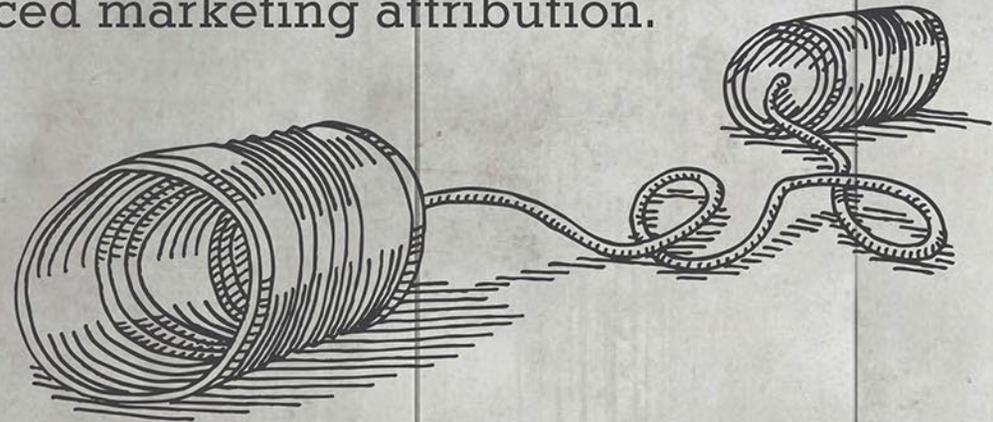
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About the Author: Jenny Watson has held global executive marketing and operational roles in the United States and China. She spent the past 13 years in e-commerce companies, predominantly in the travel industry, including eight years with Expedia. Jenny is currently with AutoNation (a Fortune 200 automotive retailer), leading digital marketing programs and the technical infrastructure that supports them. Being customer-centric, bridging the gap between the online and offline customer experiences, and evaluating the effectiveness of marketing investments are key components of her digital strategy.

CONVENTIONAL MARKETING IS SO LAST CENTURY

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**CHRIS
BRIDGES**

GM, Analytics Services,
Analytics Pros, Inc.

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“To build an excellent data-driven marketing organization, you must have buy-in at the highest level.”

With a solid foundation of online and offline data, marketing organizations can develop attribution models that provide deeper insights into the effectiveness of their strategies. Coupled with proper tagging and buy-in from the highest levels of the organization, effective attribution can help you see the connection between user behaviors and business results and so run powerful campaigns across traffic sources.



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About the Author: Chris Bridges is general manager of analytics at Analytics Pros, Inc. His 26-year career started at DEC, followed by 17 years at Intel as a software engineer and manager. Chris left Intel and became director of engineering at MySpace, director of analytics at Outlook and Grindr, and then director of enterprise analytics at IAC for About.com and 10 other properties, totaling over 30 billion hits per month. In recent years, Chris also founded the Wonkydata analytics agency.



**BILL
MULLER**
Chief Marketing Officer,
Visual IQ

 
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“ New opportunities lie in the massive amount of consumer interaction data that's generated every second. ”

Advanced marketing attribution solutions can collect and consolidate data spread across many silos and turn them into insights. A successful data-driven marketing strategy requires more than just holistic measurement, however. Discover a five-pronged approach to putting your data to work for you.



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About the Author: Bill Muller is the chief marketing officer (CMO) at Visual IQ. He is a recognized expert in business-to-business lead generation and thought leadership on both the agency and brand sides of the industry. Prior to Visual IQ, he spent nine years as CMO at global performance marketing agency iProspect, where he helped grow the organization from startup to worldwide leader in its space. Bill has written articles for *CMO.com*, *Search Engine Land*, and *BtoB Magazine* and has spoken at the DMA Annual Conference, the CMO Club Summit, and the SES Conference, among others.



**JAMIE
DARNOW**

Founder,
CXO Consulting



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“Ultimately, you must make sure that the costs of your individual channels check out from your overall P&L perspective.”

To be data driven, you must use all the science at your disposal. But that's only the beginning. No organization can be truly data-centric until it is customer-centric. If the customer experience is not driving your marketing, you must reorganize marketing to put customers at the center.



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About the Author: Jamie Darnow is the founder of CXO Consulting, a boutique consulting firm that offers strategic guidance to CEOs in the health care, security, retail, and publishing industries. Prior to founding his company in 2014, Jamie served as chief marketing officer at Consumer Reports for nine years, where he helped usher the organization into the digital world and achieved the highest level of growth in the storied organization's 75-year history. Jamie has more than 20 years of experience helping organizations define strategies for growth.



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CEO,
TUNE

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“ You must distill, find, and recognize how your marketing strategies are contributing to your goals. ”

When it comes to building a data-driven organization, three elements are paramount: data-driven people, data collection, and data analysis. These elements combine to show user patterns and so help guide marketing organizations' digital decisions. When you can find, recognize, and distill these patterns, you find your opportunity.



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About the Author: A digital marketer by background, Peter Hamilton is CEO of TUNE, the enterprise platform for mobile marketing. Peter joined twin brothers and co-founders Lucas and Lee Brown in 2009 to unveil HasOffers, the first Software as a Service for performance marketers. As CEO, Peter took TUNE's first mobile products to market in 2012, raised \$36.4 million through two rounds of funding, and recently launched the TUNE® Marketing Console, a game-changing product for marketers looking to achieve unparalleled results from mobile.



**DAVID S.
TRADEWELL**

Senior Vice President,
Americas,
Econsultancy

  
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“Many large companies still have a long way to go when it comes to accurate attribution.”

Marketing is about more than just the technology. To create a successful data-driven marketing organization, you have to focus on the process component and the people in it. Creating a culture in which you can test and learn, and then aligning the organization to use data specialists will get you well on your way.



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About the Author: David Tradewell is a media and marketing professional with almost 20 years of experience in digital platforms. He joined Econsultancy in 2011 following senior roles at News International, AltaVista, and iCrossing. In his role as senior vice president, Americas, David helps businesses build digital capabilities and implement transformation programs. He has worked with dozens of Fortune 500 businesses, including Google, eBay, Toyota, Verizon, Coca-Cola, and Bank of America. He lives in Brooklyn; plays guitar and drums; and loves SCUBA diving, rugby, cricket, and American football.



**ANTO
CHITILAPPILLY**

Co-founder, President,
and CTO,
Visual IQ



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“Appointing an evangelist, restructuring incentives, and assigning platform experts will set you on a path to faster adoption.”

Before you can have a successful data-driven marketing organization, you have to learn to manage change. By empowering an evangelist, restructuring incentives to encourage cross-channel optimizations, and appointing platform experts, you can remove the friction from your marketing and change management process and achieve results.



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About the Author: Anto Chittilappilly is the co-founder, president, and chief technology officer of Visual IQ. He is a recognized expert in marketing mix modeling, marketing attribution management, and cross-channel marketing analytics. Prior to co-founding Visual IQ, Anto served in various technical and business roles at Sun Microsystems, representing Sun at several Java standards consortiums to develop industry standards for data analytics. Prior to Sun, Anto spent time at Oracle as well as IRI, where he was instrumental in building the world's first multi-dimensional database tools.



**MICHAEL
SCHNEIDER**

Head of Web Analytics &
Trading,
CTS Eventim AG & Co. KGaA



Website



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“ The data-driven marketing organization is successful when it is truly able to deliver the right message to the right person in the right place at the right time. ”

The ultimate goal of marketing is to deliver the right message to the right person in the right place at the right time. To reach that goal, a marketing organization must become data driven. Making the transition to a data-driven marketing organization means collecting, understanding, and acting on data, and then using data to prove the results of those actions. The goal is achievable, but only with a strong relationship between the quantitative and the creative.



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About the Author: Michael Schneider is head of web analytics and trading at CTS Eventim AG & Co. KGaA, the market leader for the entertainment ticketing industry in Europe. Using an integrated, data-driven approach, he oversees the performance and efficiency of the company and its online marketing channels to optimize the user experience. Prior to that, Michael was with arvato Bertelsmann as head of Data Intelligence in charge of online marketing business intelligence, analytics, and optimization.



**KYLE
LACY**

Head of Marketing Strategy,
OpenView Venture Partners

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“You cannot do really great data-driven marketing without lead weighting and channel attribution.”

Regardless of your role in a marketing strategy, the only thing that really matters is your customer’s experience with your brand. Data-driven marketing gives you information you can use to proactively optimize the customer experience. Find out how to put this approach to work in your marketing organization.



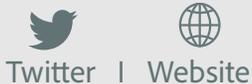
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About the Author: Kyle Lacy is head of marketing strategy for OpenView, a venture capital firm based in Boston. His team is tasked with creating and distributing content that helps drive digital marketing and sales success in companies all over the world. Before joining OpenView, Kyle led the global content marketing team at ExactTarget and the Salesforce Marketing Cloud, managing content in five countries and more than \$15 million in the pipeline per quarter. He is also the author of three books, *Twitter Marketing for Dummies*, *Social CRM for Dummies*, and *Branding Yourself*.



**AMIY
CHATLEY**

Marketing and Research
Analytics Manager,
Everline



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“ In my experience, the best analysts are people who have an operations or business background and learn analytics, rather than pure numbers people. ”

Companies today are inundated with data. This glut of data is only as useful as the information business can derive from it. That's where a competent data analyst is invaluable. When looking to add analysts to your team, seek out those who are business people who have developed analytics skills rather than pure numbers people. Such analysts ask different questions and look at data in a different way, separating the useful data from the fluff.



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About the Author: Amiy Chatley is an attribution analyst who has a passion for marketing and data. With a background consisting of four years in attribution and three years in robotics research, she brings an interesting twist to everyday analysis. Working with visualization tools such as Adobe Analytics and Tableau, her data-driven arts degrees allow for creation of engaging methods of data communication. Amiy's stance is the more data you have, the bigger the gems you can find.



**MAXIMILIAN H.
NIERHOFF**

Online Marketing Analyst,
Parfümerie Douglas GmbH

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“Data-driven marketing is directly and unalterably linked with big data and analytics.”

Data-driven marketing relies on knowing where your data lie and the technology to conduct analyses, but it starts with people. Without the right marketing team, you can't build effective processes or create the right tool sets. So, take the time to assemble the people who will drive your transition.



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About the Author: Maximilian H. Nierhoff is an analyst who has more than 5 years of experience managing online marketing channels and digital analytics. After studying economics, cultural activities, and creative industries, he started building online marketing departments and realized quickly that future-marketing forces should also have programming knowledge. He has always been passionate about everything related to data, marketing, and customer journey analysis and specializes in using R, his first-choice language for programming, data science, and analysis capabilities.



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ARORA**
Co-founder,
Immediately

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“ Philosophical alignment from the top down is the first order of business. ”

Three points are crucial to creating a data-driven marketing organization: get organization commitment, set up the infrastructure, and determine your core metrics. With these elements in place, embrace data transparency. After all, if you don't share the data you collect, why collect it at all?



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About the Author: Arjun Dev Arora is the co-founder of Immediately, a mobile application that enables sales people to focus on building meaningful relationships. Previously, he founded ReTargeter, an Inc. 500 fastest-growing company in 2013 that was acquired in 2015. He has also worked as the head of business development for Yahoo! Real Estate and was an investment banker as well. He is a notable angel investor and advisor to various startups.



**WOODY
MEACHUM**
Group Director,
Digital Strategy,
OMD


Website



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“ From this experience, we learned that if you only look at the last touchpoint, you're missing the whole story. ”

When you take the time to define your organization's goals for marketing, you'll find that key performance indicators will flow from them. When you've done the groundwork, you can apply the attribution method that makes the most of the data you collect.



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About the Author: Woody Meachum serves as group director, digital strategy at OMD, where he is responsible for leading the planning and execution of programs focused on impactful and measurable results to positively affect his client's brands and overall business. Woody has overseen the digital strategies for State Farm, H&R Block, SeaWorld Parks & Entertainment, BMO Harris Bank, and the Illinois Lottery. He also oversaw the digital analytics practice for three years at OMD-Chicago, creating measurement strategies for multiple clients.



**MICHELE
ELROD**
Head of Marketing,
Regions Bank



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“Fundamentally, a scientific attribution-based marketing strategy eliminates a lot of guesswork.”

There has never been a time when marketing was better positioned to make a difference. A scientific attribution-based marketing strategy eliminates much of the guesswork that goes into marketing. Data-driven marketing organizations must learn to use data intelligently to conduct more frequent, in-depth measurements. Learn how.



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“When optimizing your engagement strategy, you must rule by the numbers.”

Your marketing organization has decided to become data driven. Three high-level steps will help you on your way: (1) develop a data-centric approach to decision making, (2) deep-dive into all your acquisition channels, and (3) stop using last-click attribution.



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About the Author: Jerome Sutter is vice president of Marketing, Acquisition & CRM Europe at Weekendesk. He has 15 years of experience in marketing, media, and e-commerce in Europe and Latin America for such brands as Nokia, Nestlé, Microsoft, Diageo, Lacoste, and SFR. Jerome is also a professor and conference speaker.



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“Simply determining what “worked” is too simple: the truth is that many things are working together over time.”

To create a successful data-driven marketing organization, you must have a foundation in data. Only through a data-led understanding of the real interactions people have with your brand can you create a fluid, sequenced set of messages that are intelligently delivered based on where the user is in his or her journey.



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About the Author: Adam Cahill is the founder of Anagram, a marketing technology company purpose built to help brands and publishers win in a programmatic world. Adam was previously the chief digital officer at Hill Holliday and is a recognized industry thought leader who has appeared in such publications as *Advertising Age*, *AdExchanger*, and *ClickZ*. He has been named a Media AllStar by *Adweek* and a Media Maven by The Ad Club. Under his leadership, Hill Holliday’s media team was twice named Media Agency of the Year.



**JAN CARSTEN
KUHNKE**

Co-Founder and CEO,
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“ In data-driven marketing, the biggest challenge is not collecting data as much as it is effectively using and monetizing the data you have. ”

When it comes to data, quality trumps quantity. To gather the relevant, targeted data that will help guide your marketing strategy, you need the right attribution model. With the right data subjected to top-notch analytics, a data-driven marketing organization can reach all its defined goals.



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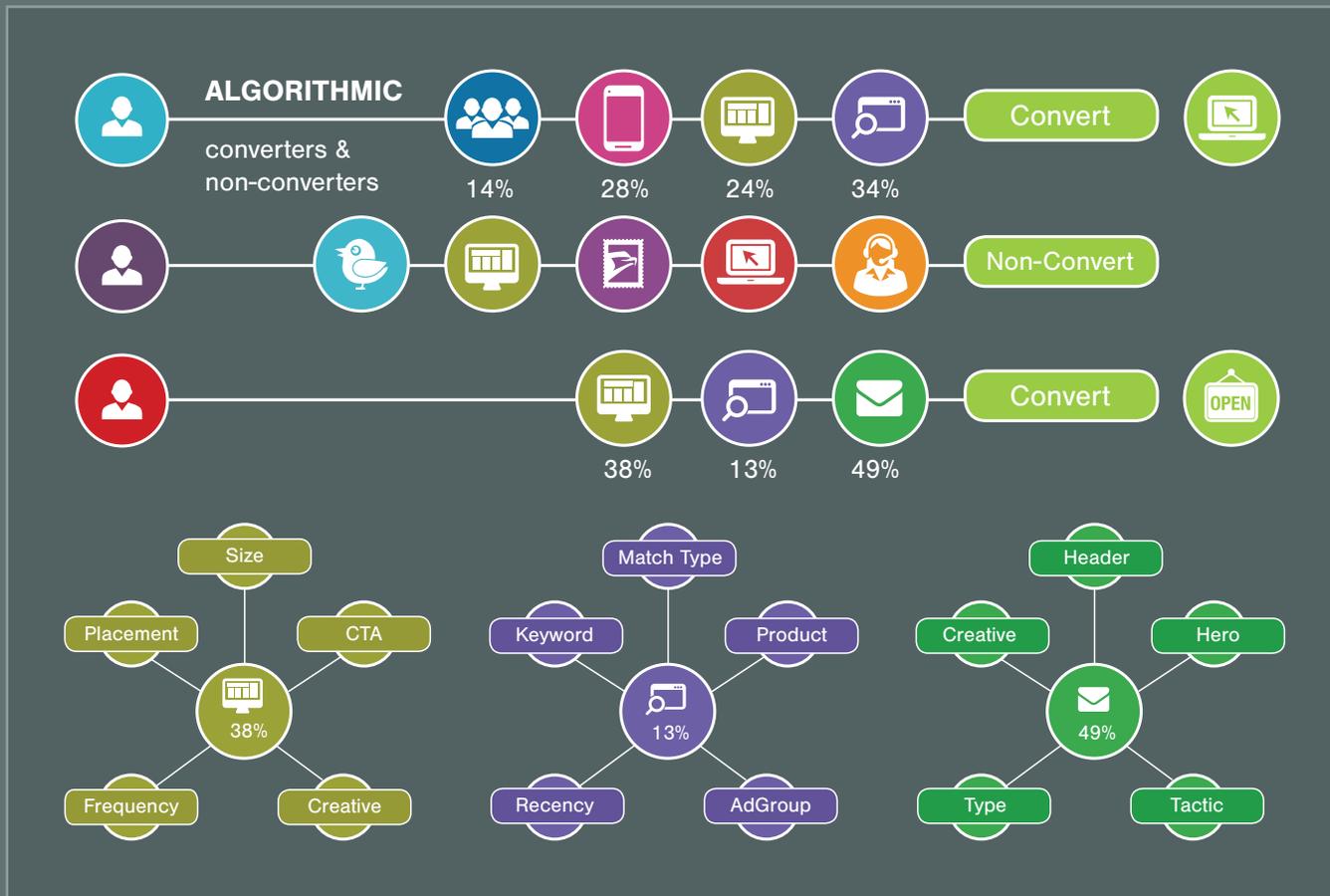
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About the Author: A true digital native, Jan Carsten Kuhnke entered the online world in Germany in 1988. When the Internet started to boom, he discovered his true passion for online marketing. Jan is the Co-Founder and CEO of catchyou® GmbH, and has previously held roles at cOmVoice NetSolutions, Philipp und Keuntje GmbH, and lawinenstift GmbH.

ADVANCED MARKETING ATTRIBUTION DEFINED

Default marketing measurement standards rely on last click or subjective, rules-based methods that handicap marketers by giving all the conversion credit to the last touchpoint, or by arbitrarily assigning weights to each interaction based on chronology alone.

Advanced attribution offers a far superior approach. Using sophisticated mathematical models, advanced attribution scientifically calculates and fractionally assigns conversion credit to every touchpoint and attribute (ad size, placement, publisher, chronology, etc.) experienced by every converter and non-converter across all channels. The result: a truly holistic, accurate view of marketing performance.



ADVANCED ATTRIBUTION:

- Includes every available touchpoint (online, offline & across devices)
- Calculates the impact of every single touchpoint & attribute
- Measures & predicts high-value audience segments
- Delivers actionable insight, as well as tactical & strategic recommendations for optimization
- Integrates seamlessly with media buying platforms