

# DEMO Traction Enterprise

THE GROWTH CONFERENCE

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@DEMO  
#DEMOTraction





# Reaching Customers Through Data

Donovan Neale-May

Executive Director of the Chief Marketing  
Officer (CMO) Council



# Why Data Should Drive Marketing?

*Organizations that are “leaders” in data-driven marketing report far higher levels of customer engagement and market growth than their “laggard” counterparts.*

**Forbes Insights/Turn Report**

# Marketer Effectiveness In Using Data

MANAGING THE  
DATA  
EXPLOSION

**Only 30%**  
say they do this well

CENTRALIZING  
FRAGMENTED  
DATA

**Over 50 %**  
say this is #1 challenge

CREATING MORE  
PERSONALIZED  
EXPERIENCES

**Just 29 %**  
are good at this

Source: CMO  
Council Studies

# Dealing with Data Sprawl

**MULTIPLE**  
sources,  
siloes and  
owners

**LACK OF**  
full  
integration  
& utilization

**MORE**  
apps,  
channels &  
touch points

# The Move to Predictive Marketing



# Direct Relationship Disruption

**DEEP DATA**

**+**

**ALWAYS-ON CONNECTIVITY**

**+**

**FRICITIONLESS INTERFACE**

**= VALUED, PERSONALIZED AND  
PREDICTABLE EXPERIENCE**

intuit

amazon



E\*TRADE

NETFLIX



# Five Marketing Technology Drivers

## RELATIONSHIPS

- Insight
- Intimacy
- Interaction

## REVENUE

- Acquisition
- Retention
- Monetization

## RESPONSE

- Right time
- Right place
- Right offer

## RATIONALIZATION

- Automation
- Efficiency
- Productivity

## ROI

- Measurement
- Accountability
- Control





# Contact

## Donovan Neale-May

[donovan@cmocouncil.org](mailto:donovan@cmocouncil.org)

D: 408.677.5333 | M: 650.222.5260

CMO Council | GlobalFluency | BPI Network  
1494 Hamilton Ave, San Jose, California 95125, USA