

B2B Enters The Experience Era

2020 DATA-DRIVEN MARKETING & ADVERTISING OUTLOOK

KEY TAKEAWAYS

A brief summary of report findings.

- Customer experience has become critical to B2B marketers.
- The biggest obstacle to customer experience success? Data.
- Data governance needs to improve for B2B marketers to take full advantage of the power of this valuable asset.
- Measurement and analytics are 2020's data priority for most B2B marketers.
- Account-based marketing is an essential tool for improving omnichannel experience, but challenges remain.

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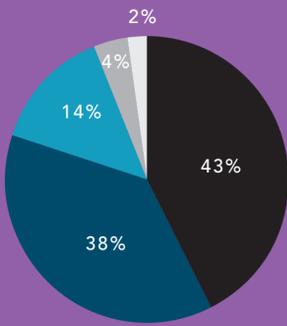
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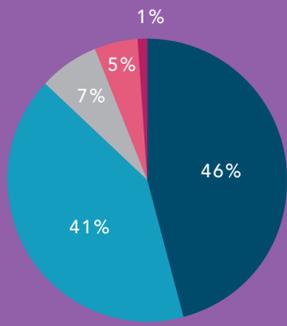
B2B MARKETERS EMBRACE CUSTOMER EXPERIENCE

How important is it for companies to deliver a consistent customer experience across channels?

- Extremely important
- Very important
- Important
- Somewhat important
- Not important



B2B organizations need to be as focused on customer experience as their B2C counterparts.



- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

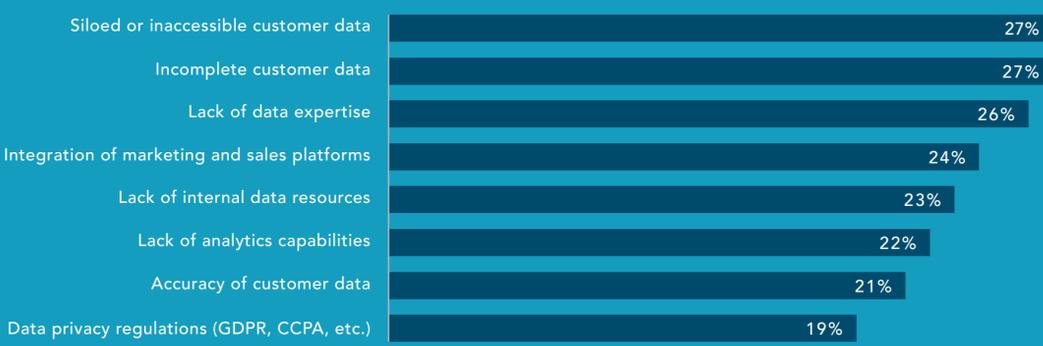
DATA IS KEY, BUT OBSTACLES REMAIN

What are the top hurdles companies face in delivering a better cross-channel or omnichannel customer experience?



LACK OF DATA GOVERNANCE STILL HAMPERS B2B MARKETERS

What are the biggest obstacles to succeeding with data-driven marketing?

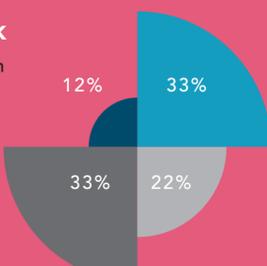


MORE COMPANIES ARE USING TECHNOLOGY TO UNLOCK THE VALUE OF DATA

Leveraging a customer data platform (CDP) showed year-to-year growth.

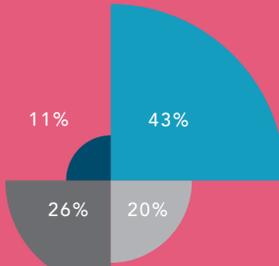
2019 Outlook

45% used a CDP with either advanced or basic functions.



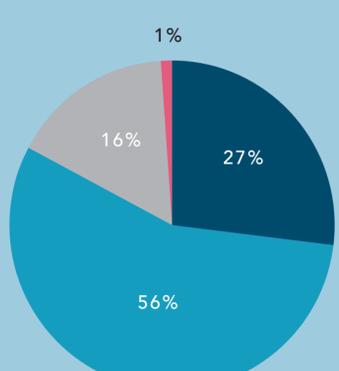
2020 Outlook

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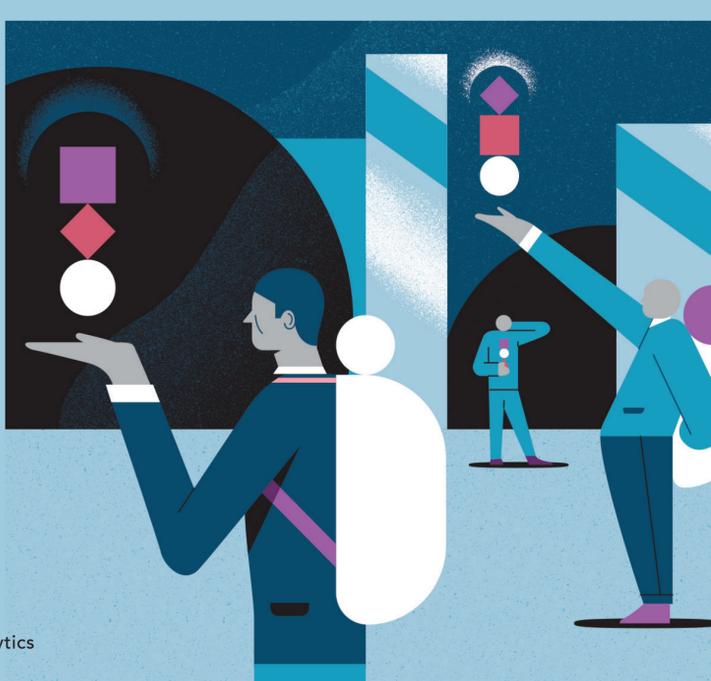


- Use with advanced functions
- Use with basic functions
- Not using, but plan to in the next 12 months
- No plans to use

GREATER FOCUS ON DATA AND ANALYTICS IN 2020



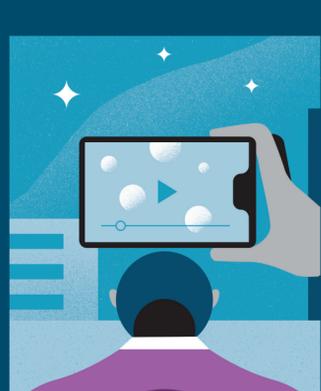
- Significantly more focus on data and analytics
- More focus on data and analytics
- About the same
- Less focus on data and analytics
- Significantly less focus on data and analytics



NEXT STEPS?

How B2B marketers can address the data obstacles inhibiting customer experience:

- Create a solid data foundation.
- Gain a complete customer view.
- Unmask web visitors.
- Leverage analytics for better customer segmentation.
- Don't forget the power of data at the start of your ABM program.



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