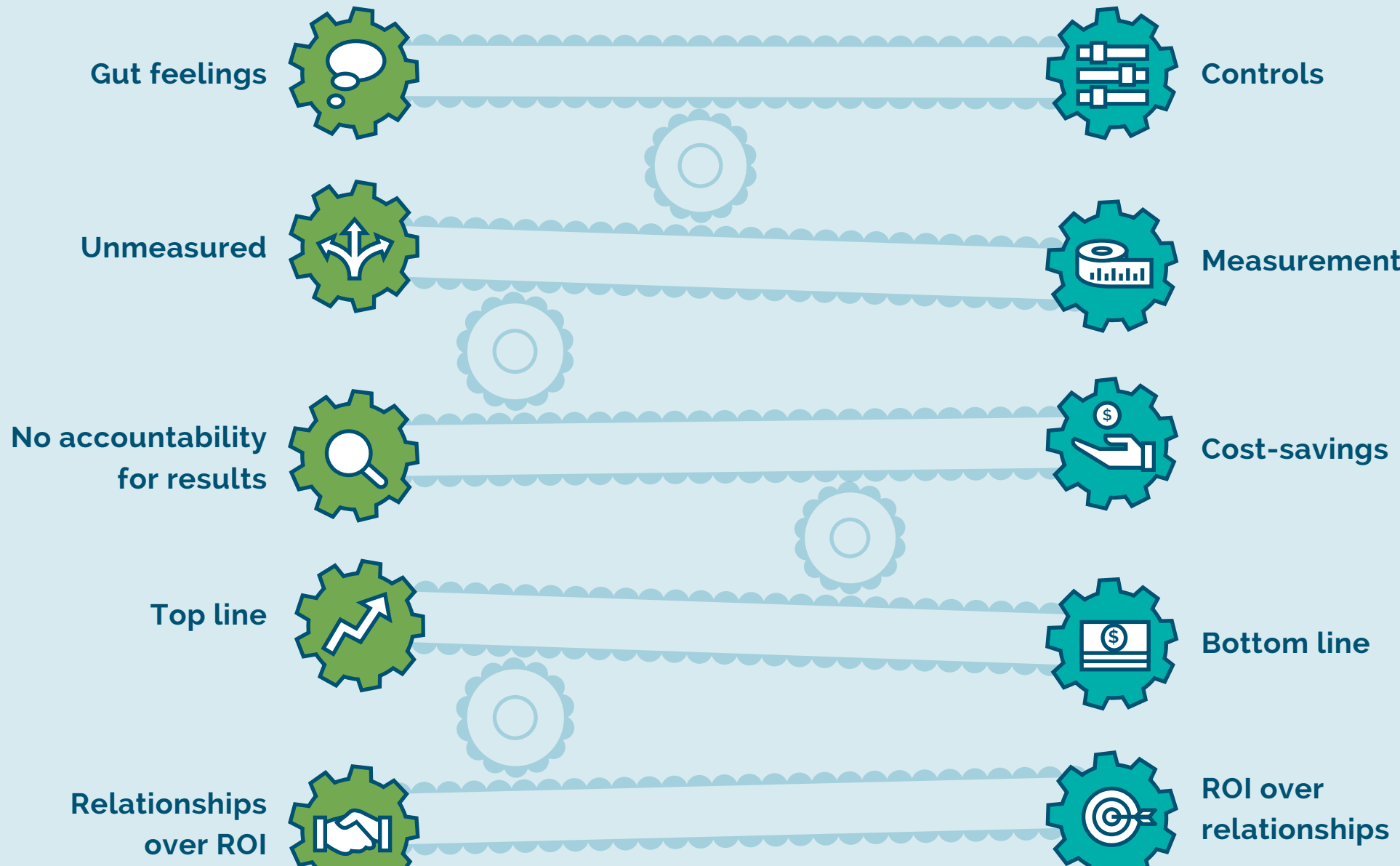


Revving the Revenue Engine

How Finance & Marketing Can Accelerate Growth with Data Inspiration

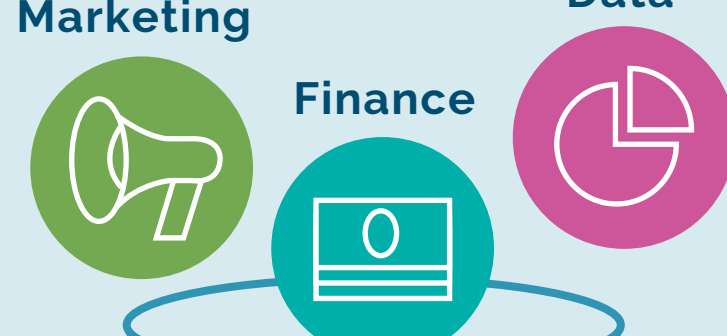
Traditionally, marketing has been in the driver's seat when it comes to revenue growth, while finance tracked numbers back in the garage. With information that was siloed and hard to quantify, the revenue engine often failed to reach top speed.

The Traditional Revenue Model Low Gear and Low Performance

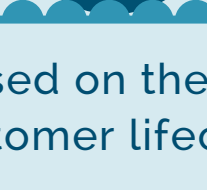


78% of executives say marketing and finance alignment is critical, but few companies show signs of alignment.¹

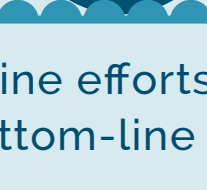
To compete today, marketing must collaborate with finance. Together, they must fuel the revenue engine with integrated data that will accelerate high-performance strategic growth.



Data-inspired



Focused on the entire customer lifecycle



Top-line efforts linked to bottom-line results



Shared data & insights

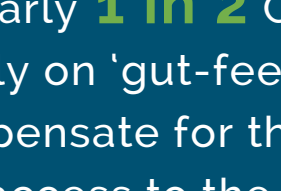


Art & science fused with data & relationships

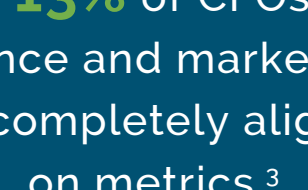


Collaborative strategy

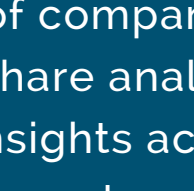
Poorly Integrated Data and Weak Relationships Lead to Low Gear Performance



Nearly **1 in 2** CFOs rely on 'gut-feel' to compensate for the lack of access to the right financial information.²



Just **13%** of CFOs say finance and marketing are completely aligned on metrics.³



Only **38%** of companies share analytic insights across departments.⁶



25%

The gap between importance and effectiveness in identifying new revenue growth opportunities for CFOs.⁵



87% of CFOs say they need a more agile way to analyze financial and performance data to meet growth targets.⁴

The Real Driver Behind Growth is THE CUSTOMER

High-performance revenue growth demands that marketing & finance take a data-inspired view of the customer. Turbocharging this relationship requires integrated data.

4 Keys to Improving the Marketing & Finance Relationship with Data

1

Unified Mission

The finance & marketing relationship is becoming more, not less, complex.



Align on the right metrics and goals as a business.



Determine the metrics and goals that define and deliver customer value.

2

Segmentation

Customer segmentation can be the ultimate tune-up to compound marketing's growth goals with finance's ROI targets.

FINANCE

Credibility data

Payment history

Profitability data

Cost history

MARKETING

Customer lifetime value

Firmographic data

Behavioral data

Contact data



PROFITABLE CAMPAIGNS

3

Structure

To deliver flexible analytics and insights across the board, data needs structure.

Master Data

The only way to obtain a single version of the truth for all your business entities.

4

Integration

Give marketing access to advanced analytics and feed finance with customer and campaign data. This is the formula for securing the CMO-CFO bond and ensuring a positive ROI.

Advanced Analytics

The Perfect Spark?

The finance & marketing collaboration is what ignites today's enterprise revenue engine. And with the right analytics and data structure, these teams can make it roar.

Dun & Bradstreet can help:

- ✓ Advance the relationships with the most potential upside
- ✓ Reduce the tension between risk and opportunity
- ✓ Bring together disconnected data

To learn more about accelerating your revenue engine, visit

www.dnb.com



Sources

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4. "The Velocity of Value" by David. W. Owens, CFO Magazine, 2014.
5. "Redefining Performance: Insights from the Global C-suite Study" by IBM, 2016.
6. "The 2016 Enterprise Analytics Study" by Dun & Bradstreet, 2016.