BIG DATA, ARE DRIVING DIGITAL MARKETING

Big data, IoT and cloud are the hottest trends in technology, their applications numerous, from improving science and research to optimizing sports team performance and aiding law enforcement. In the business world, these technologies have become a primary driver of digital marketing initiatives. Massive data volumes, sourced from websites, apps and machines, enable marketers to develop highly targeted digital campaigns and promotions.

2nd Watch has completed a survey of 500 IT and marketing professionals in large and midsize companies regarding the use of big data, Internet of Things (IoT) and cloud-based data warehouse technologies to support digital marketing plans and programs. The results indicate growing confidence in the use of these technologies and success deploying them.

PERCENT

of respondents are likely to expand use of big data to support digital marketing.

ANOTHER THIRD say programs have been so successful, they plan to divert resources intended for other projects to support big

> data-based digital marketing programs.

PERCENT

use big data to support digital marketing, but are in the beginning stages of doing

28% are being very aggressive

Nearly **20%** are being very aggressive this way, and another quarter or so -27% - plan to begin

use machine data (Internet of Things) to support digital marketing, but are in the beginning stages

an IoT project for digital marketing soon.

PERCENT

use big data to better understand customers.

The second most for improving supply chains.

Top uses for IoT in digital marketing

More than half

say it's likely

they'll expand

IoT-based

marketing

programs.

digital

29% better

understanding of customer preferences

24%

to power

campaigns

and

promotions

14%

drive customer-facing web & mobile apps

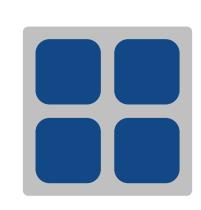
popular reason is

PERCENT

say big data-based digital marketing campaigns have been effective for meeting customer engagement and demand generation goals.

ONE QUARTER

say they've eclipsed goals for these campaigns and are generating a quantifiable return on investment.



PERCENT

say they've been successful in meeting or exceeding their IoT-based digital marketing goals.

say cost is the biggest consideration when implementing big data and IoT-based digital marketing programs.

21% say lack of executive support is the biggest challenge ("They don't yet see

20% say technical skills are the chief impediment- they don't have the skills in-house.

say they **PERCENT** will likely use a

cloud-based data

warehouse to support digital marketing in the near future.

are already

doing this.

15%

PERCENT

say they use some internal IT resources to manage a cloud-based data warehouse, but they

also use a third-party provider with deeper knowledge of these systems.

18%

outsource management of their cloud-based data warehouse entirely.

say cost is the primary benefit of using a cloud-based data warehouse for digital marketing.

35% cite flexibility. **26%** say scalability.

the value.").