

How a Strong Data Strategy Helps Marketers Command Bigger Budgets

There's a strong correlation between marketing teams that prioritize their data strategy and high-growth organizations.

Even better: the more mature the data strategy, the stronger the correlation with teams that received budget increases.

There are 3 key aspects to incorporate when developing data strategy and measurement:

- 1. Define the metrics and goals up-front.**
Companies with the highest budget increases were more than 4x as likely to have clearly defined metrics that were connected to their marketing goals.
- 2. Automate connections between data sources.** All companies where budget increased by 25% or more post-COVID automated the connection between investment data and marketing results.
- 3. Layer on advanced analytics—once the data foundation had been built.**
Marketing teams with budgets increases of 10% or more were 2x more likely to layer on advanced analytics to their ROI metrics.

Building a better data strategy takes time; start moving up these three steps to create a stronger system.

Step 1: Prioritize Clean Data

Actively invest in quality data and create a culture that prioritizes developing data.

Step 2: Connect KPIs to Goals

Define and create metrics that support the overarching goals of your marketing team and company.

Step 3: Automate Data Connections

Automate processes as much as possible to save time and reduce manual data-entry errors.

Investing in data and measurement strategy will build confidence in marketing data. With the new trust in data, marketers can optimize their activities for better performance and demonstrate their ability to drive and sustain growth for the company.

A robust data strategy performs best alongside other process improvements. Learn more actions high-growth marketing teams take to succeed post-COVID in our report: [The 4 Actions of High-Growth Marketing Teams](#).

