



# Data Driven Decisions, Frustrations and Solutions

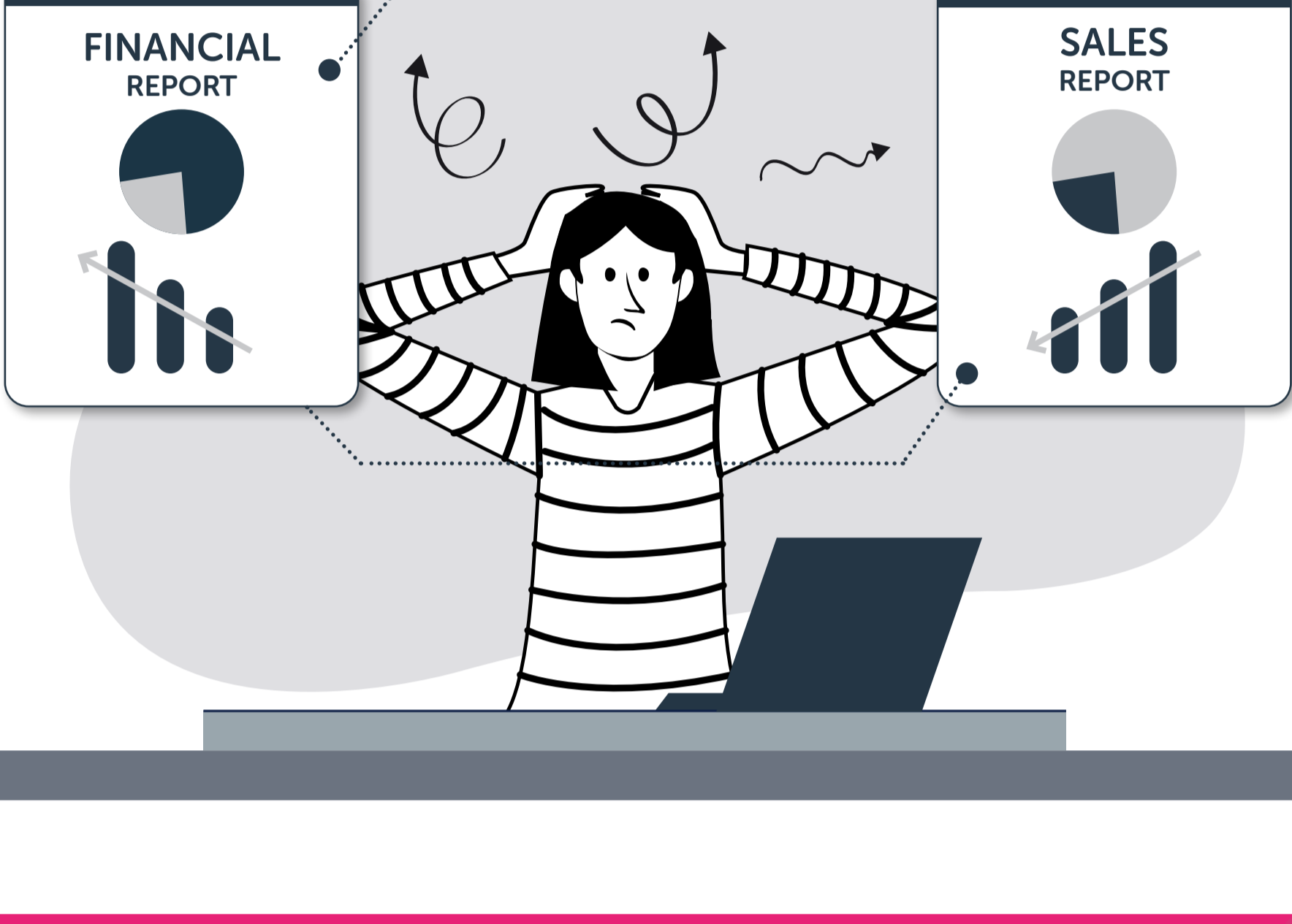
Too much data is the number 1 challenge for Marketers today, with **72%** of marketers spending more on managing their existing data than acquiring new data.



Marketers aren't yet ready for more data, but the consolidation of existing data is clearly working as **73%** of marketing departments are driving a data driven culture and starting to effectively report on their initiatives.



Attributing **ROI** to campaign and technology investment remains a frustrating and manual process which is hamstrung by misaligned data silos; however few doubt its importance to marketing's relevance in the boardroom.

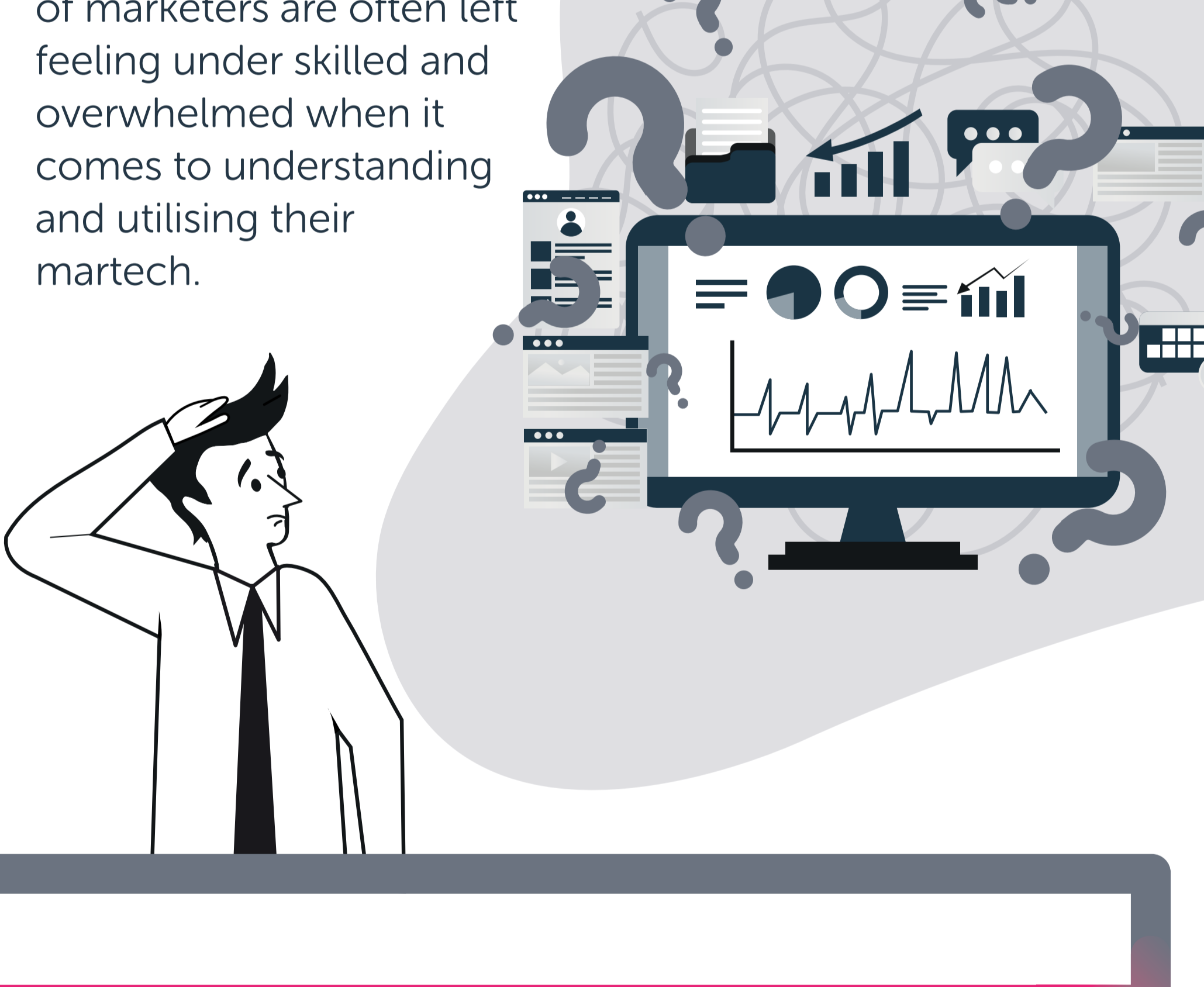


That's why **1/3** of marketers are making all significant decisions based on data analysis and seeing the benefits of it.



## Over half

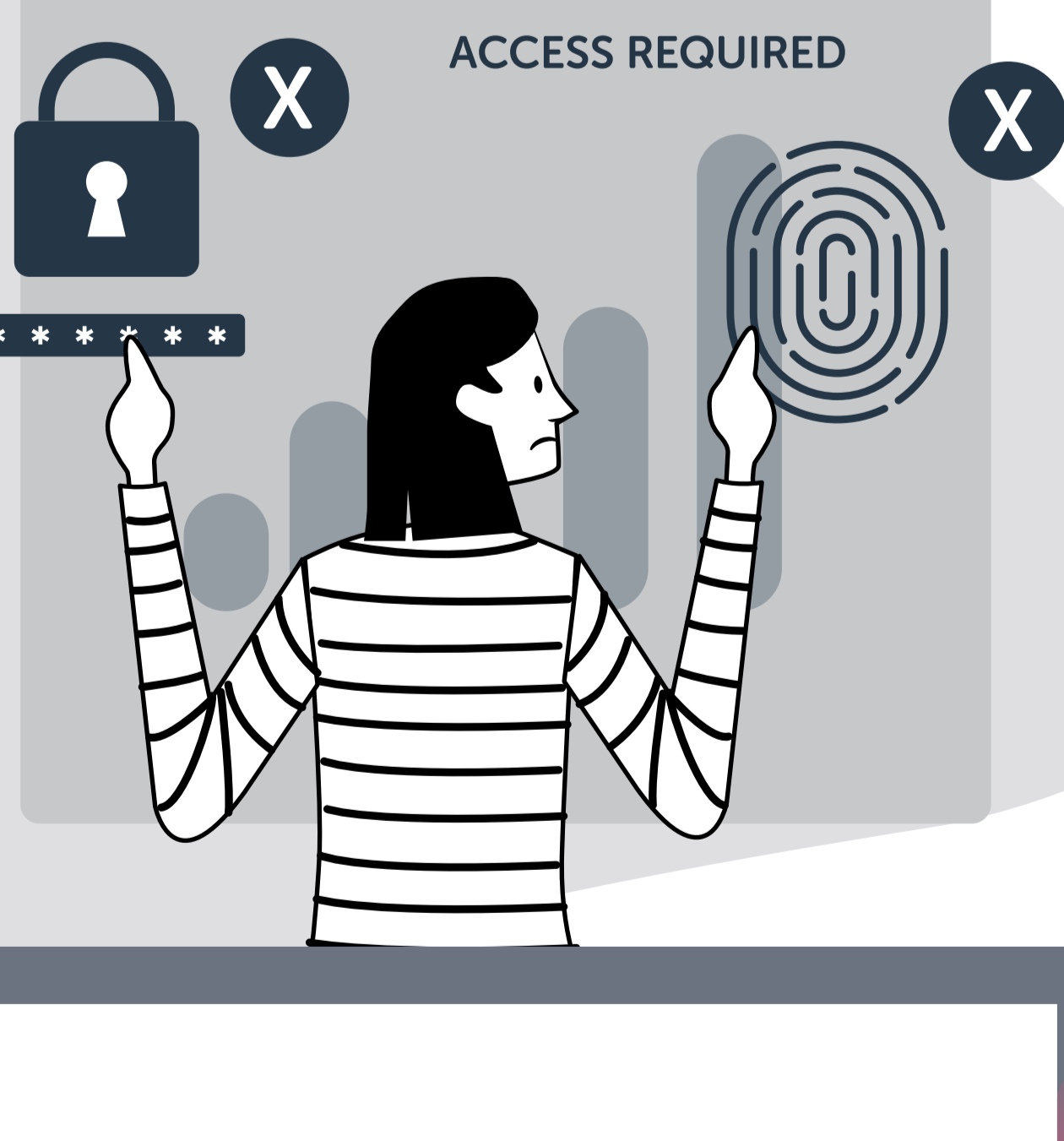
of marketers are often left feeling under skilled and overwhelmed when it comes to understanding and utilising their martech.



It's no longer enough to just report on marketing success, it's now essential to ensure that success is understood by key marketing stakeholders, in an **easy to digest** format.



**20%** of Marketers have indicated that they do not have control or ownership of their marketing data.



However, **100%** of marketers agree that technology is the key enabler in driving disparate teams together under common visibility and process.



This has been insight from Clevertouch Marketing's State of Marketing Technology Report 2022.

Did any of this resonate with you and any issues you may have within your business? If so, please get in touch using the contact details below:

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