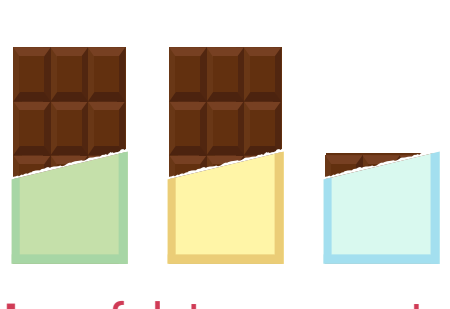# THE MARKETING DATA

Sweet Spot

With such a tremendous amount of data available today, the biggest data challenge for marketers is no longer generating more of it, but driving smarter decisions with it.

MARKETING ANALYTICS IS MORE CRITICAL THAN EVER.

2.5 exabytes of data are created every day

5 exabytes equals all the words ever spoken by human beings

93% of CMOs say they're under pressure to deliver measurable ROI

47% of marketers say that connecting leads to revenue is their top challenge

81% of marketers would increase spending in digital, social and mobile channels if they could more accurately track ROI

88% of marketers aren't using data to its fullest potential

But traditional business intelligence tools are too difficult and too expensive to implement in a way that suits every marketing need.
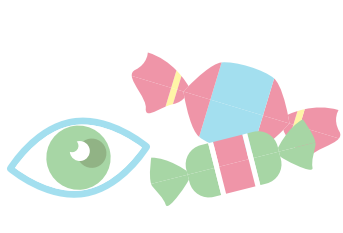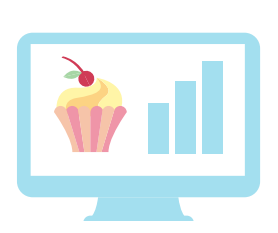
7 different skill sets

1,000 hours

$250,000

Marketers need a new solution that helps them overcome these challenges and find the marketing data sweet spot. Marketing dashboards are a specific category of marketing analytics software — purpose-built for the marketing department — that:

Creates a single view of marketing and sales data

Visualizes performance with pre-built dashboards

Tracks your performance with industry-standard KPIs

Measures business results with integrated goal tracking

Improves results and increases visibility through collaboration

Marketing dashboards give marketers some sweet benefits.

- More independence from IT
- Increased efficiency
- Automated data integration
- Real-time performance insights
- Improved results and ROI

MARKETERS ARE MORE THAN READY FOR THIS NEW ANALYTICS SOLUTION.

53% of marketers report fully deploying and using their marketing dashboards, while 24% are in the process of deploying them

84% of B2B marketers said that the total budget for marketing dashboards is increasing

ClickDimensions

Learn more about ClickDimensions Intelligent Dashboards, powered by Sweetspot at clickdimensions.com/marketingintelligence