

4 Steps to Achieve Data-Driven Marketing

When managed properly, data makes it easier for marketing teams to run successful campaigns and acquire customers. But data-driven marketing requires more than a handful of go-to spreadsheets that track click-through-rate and cost-per-acquisition. We've included four important steps here.

Steps to Become More Data-Driven



Create a data-focused culture

If becoming data-driven isn't something that all teams are on-board with, it's near-impossible to achieve a data-focused culture. Hiring a data engineer or data analyst is a signal that an organization is trying to become data-driven — but the work isn't done.

- **Set up a modern data stack** so you have access to organized, clean data.
- **Establish a plan for maintaining your data stack.** While the modern data stack doesn't require much maintenance, it's important to understand who is responsible for making sure data remains clean and accessible.
- **Identify the most important metrics to track and questions that require answers.** You don't want to invest in infrastructure and begin allocating personnel resources without an idea of what your priorities should be.
- **Make sure everyone that needs to access insights has the tools and ability to do so.** Whether it's assigning a data analyst to a team or helping team members develop the skills they need, ensure that data is democratized.



Clean your data

Taking steps to make sure the data you're working with is accurate is a major step towards utilizing it.

- **Remove duplicates and irrelevant data.** Duplicates are common when data is pulled from multiple sources, and irrelevant data makes analysis unnecessarily complicated.
- **Address structural errors in your data.** Things like category names and date conventions that are inconsistent can interfere with analysis.
- **Remove unwanted outliers.** Some outliers may provide insight. Others can be less valuable or are simply an entry error. Be deliberate.
- **Replace missing data.** Sometimes you can manually add correct values. More complicated data might require estimations using linear regression or medians. This is something a data analyst can help with.
- **Validate the data.** Answering questions like "does this data make sense?" and "can you find trends in the data?" should help you quickly see if something is wrong.



Set up automation

Some data work can be set up once and scheduled to run from there. You can determine how often you need a data source to sync, or a report to run, and automate that, so teams can avoid unnecessary manual work. This doesn't have to be complicated — with an out-of-the-box modern data stack like Mozart Data, extracting and transforming data can be made easier, even for less technical teams.



Establish a universal source of truth

A universal source of truth is the result of combining your clean data in a data warehouse so that all teams can pull from one accurate source. No more competing insights from different platforms. Team leaders will be able to have consistent data and definitions so that they can discuss insights and strategy, not accuracy.

What Marketing Teams Can Achieve with Strong Data Practices

Better understand your campaigns and user behavior.

You likely have data for the same user in multiple places, like Google Ads, Hubspot, Salesforce, and Google Analytics. But what does the overall experience of interacting with your company look like? Can you assess your marketing and sales funnel when users convert to sale or are lost? With a data warehouse, you'll be able to combine data from all of your sources to understand what the entire customer journey actually looks like.

Segment your users.

You know that different groups of people might trend towards different actions, or different time intervals between actions. If you can't segment site visitors or leads by source, it's impossible to accurately assess the value of your marketing activities. You can also tailor your strategies to each segment, instead of applying blanket decisions.

Inform your KPIs with data, don't just use data to measure progress.

This sounds simple, but if an organization discovers that low CPC on most campaigns don't translate to conversions-to-sale, getting CPC down probably shouldn't be the primary KPI. Adjust your goals and focus based on what the data is telling you. Some of these insights aren't that difficult to find, but they can be overlooked when data is an afterthought.

Achieve faster insights.

The modern data stack shouldn't just provide better insights, but faster insights. Tempo found that they could decrease time-to-insight by 76% when they organized and automated their data processes. That not only makes it easier for teams to make decisions and seize upon competitive advantages; it frees up bandwidth, so that team members can focus on other critical projects.

Hit the Ground Running in 2022



A data-driven culture isn't developed overnight, but Mozart Data can help your team rapidly deploy a modern data stack that makes it easier to manage data from all of your sources and extract insights.

