

Marketing in the dark, dark data



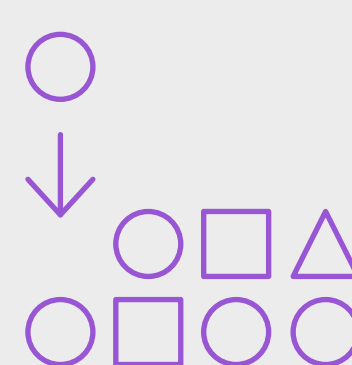
We asked



over **1000+** CMO's



across **Europe**



how they **harnessed their organisations data** for their overall marketing strategy



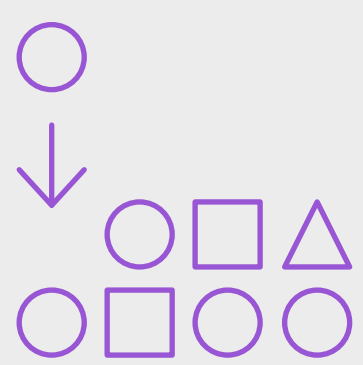
will include **Artificial Intelligence** in their marketing strategy over the next 12 months

51%

46%



believe technology silos have a **negative effect** on customer insights



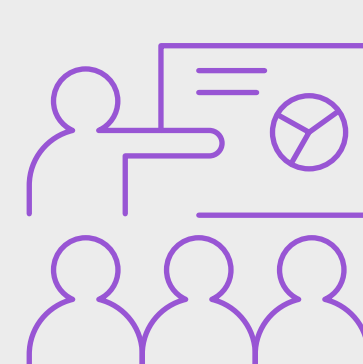
have **no adequate processes** to follow up on the gathered data

27%

76%



use **first-party data** from their CRM systems



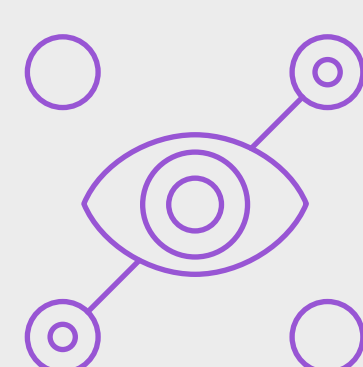
use data from **third party sources** (such as behaviour and demographic information)

52%

88%



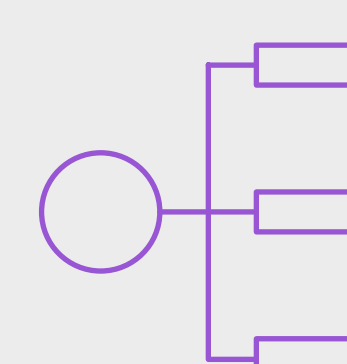
agree data is not being used to its **full potential**



have **limited visibility** of gathered data

49%

45%



leverage **customer data** across numerous platforms



understand they need to develop a **comprehensive customer journey** to succeed

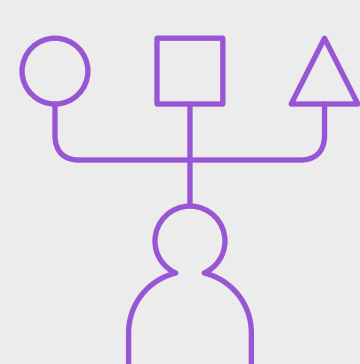
59%



Watson marketing is already helping marketers develop **cognitive marketing programmes**, designed to give the marketer skills to **optimise and enrich** their overall marketing activities.



Watson Marketing can enable CMOs to **develop account-based marketing strategies** built on a **customer-centric approach**.



Watson Marketing **Personality insights** can facilitate the **long-term development of customer loyalty**.

[Read full report](#)

