

What Motivates Marketers? Predictive Analytics & Marketing Data

THE THEORY OF HUMAN MOTIVATION APPLIES TO SMARTER MARKETING, TOO

The Hierarchy of Needs

In 1943, Abraham Maslow famously created a hierarchical framework for defining what motivates people — a pyramid of five dependent stages, each representing a collection of human necessities.

Maslow felt that only by having basic needs met — food, drink, shelter, and rest — would man be motivated to seek out greater needs: safety, love, self-esteem, and self-actualization. If earlier stage needs went unsatisfied, the quest to achieve future needs would be abandoned until all was put right. But what if Maslow were a marketer?

Applied To Marketing

Following this same framework, Maslow's 70-year-old theory has been the basis of many successful sales and marketing approaches.

Anticipating what your targets are likely to do — based on what similar people have done — has become an increasingly important B2B conversion tactic. But be careful: many marketers mistake 'big data' and 'predictive analytics' for silver bullets to faster sales, or as ways to solve for insufficient pipelines. Sure, they are powerful and effective tools, but you run the risk of chasing after the wrong kinds of leads if you don't first pay attention the foundational stages of marketing.

What Motivates Marketers

Similar to Maslow's original theory, marketers need to satisfy foundational needs of their campaign before moving to the next. If early stage needs (or, in this case, your buyer profiles) go bad, it'll wreak havoc on any future predictive analysis or segmentation you might be planning to do.

Did you know?

- > 84% of marketing databases are barely functional.¹
- > Marketers who perform routine database maintenance see 66% higher revenue contributions.²
- > Big data & predictive analytics software could generate \$125B in revenue in 2015.³

The Database Marketing Hierarchy of Needs

Superior Sales & Marketing

Close the loop, attribute revenue, report across channels and identify your marketing's impact and influence with a scalable, fully realized sales and marketing engine.

Predictive Analytics

Patterns extracted from big data let you predict future outcomes and trends. Analyzing these insights help you identify your best prospects.

Marketing Automation

Content requires a real-time delivery platform to propel targeting initiatives and help scale outreach and nurturing efforts.

Relevant Content

With a lens focused on customer data, optimized content engages your prospect and speaks to their needs and challenges.

Marketing Database

The contacts you'll reach out to in efforts are the foundation of your marketing programs.

Great marketing starts with great data.



Great data ensures big data and predictive analytics work better.

Benefits of Marketing Data Management

Any marketing effort — especially those that rely on big data and predictive analytics tools — will cost more, take longer, and be less effective if the data is suspect. Luckily, B2B marketers and sales organizations can optimize their revenue impact by infusing high-quality and consistent Marketing Data Management practices to ensure their database is clean, robust and intelligent.

Our easy-to-use and cost-effective solution, the NetProspex Workbench Data Services Platform, can dramatically boost data health, ensure the right prospects are being targeted, and improve overall demand generation efforts.

Specifically, NetProspex Workbench helps you:

- Quickly gain insights into the identifying characteristics of your best-fit customers
- Identify the risks and coverage of your existing database
- Continuously cleanse and enrich contact and company details
- Integrate data services into your multiple inbound channels and web forms
- Find ideal targets for 1-to-1 and account-based marketing efforts

Without clean data, big data comes up short

It's clear: B2B marketers are quickly moving to near real-time data analysis. And predictive analytics is an indispensable tool — without it, you can only assume what may or may not work. But with effective Marketing Data Management as your foundation, you can be confident in your analytic predictions. It really is the first step in reaching total fulfillment: the fully-realized, closed-loop, sales & marketing engine.

NetProspex Workbench Data Services makes it easy to ensure better data sits at the core of your demand engines.

- > Unleash the value in the data you already have
- > Increase leads, conversion rates and sales pipeline
- > Improve results across your marketing mix
- > Ensure your big data and predictive analytics efforts are successful
- > Identify target profiles and increase your reach in key markets

To find out more:

call us, 1.888.826.4877
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or visit www.netprospex.com

"Organizations that can acquire, clean, unify and provide easy access to the information that matters will consistently outperform those that struggle with those processes."

John Donlon | SiriusDecisions
Marketing Operations Strategies

ABOUT DUN & BRADSTREET NETPROSPEX *The Smarter B2B Data Service Provider*

Thousands of B2B marketing and sales organizations rely on dun & bradstreet NetProspex to optimize their revenue impact by increasing the quality and effectiveness of their marketing data management practices.

We provide continuous data management, target market analysis, improved inbound lead intelligence and targeted audience acquisition to fuel high-performing marketing campaigns and accelerate the creation of sales pipeline.

¹ D&B NetProspex 2015
State of Marketing Data
Benchmark Report

² SiriusDecisions

³ International Data
Corporation (IDC), 2014