

SURVEY RESULTS: TRENDS IN CUSTOMER GROWTH MARKETING

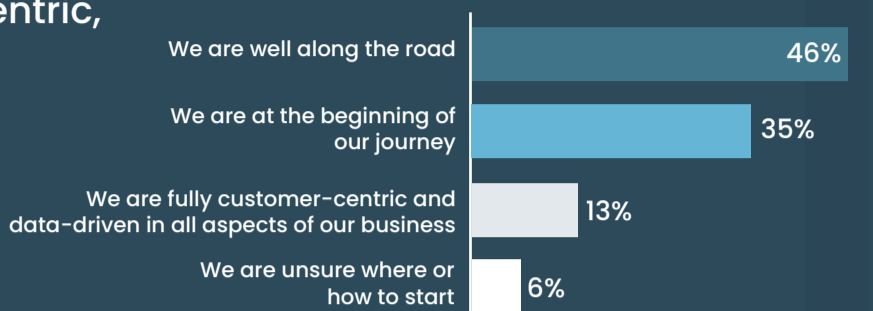
# 51% of respondents say their customer data is not actionable or accurate.

Last updated: October 25, 2022

We surveyed 80+ growth and customer marketing leaders at enterprise companies to understand their experiences leveraging first-party data to deliver relevant experiences for customers and drive growth for their organization. Here's what we uncovered.

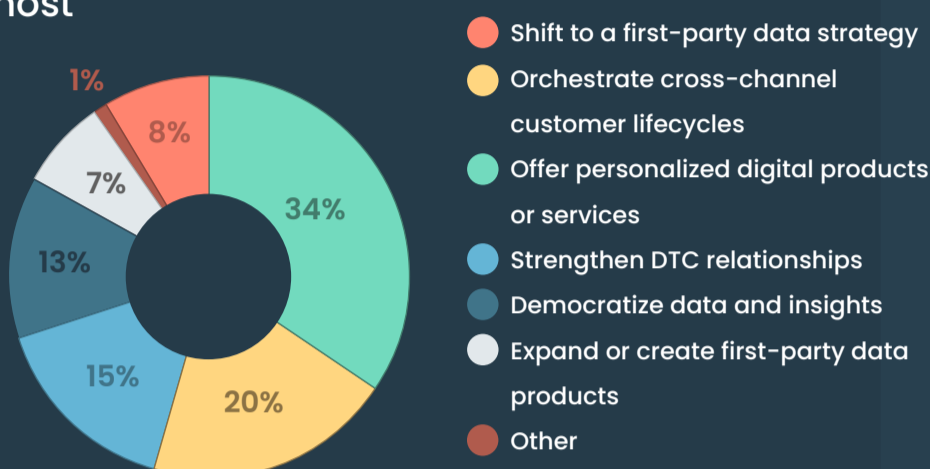
## How far along are you on your transformation to a customer-centric, data-driven business?

Only a small share of respondents haven't started their digital transformation, but challenges pursuing growth initiatives persist, even for organizations further along in their journey.



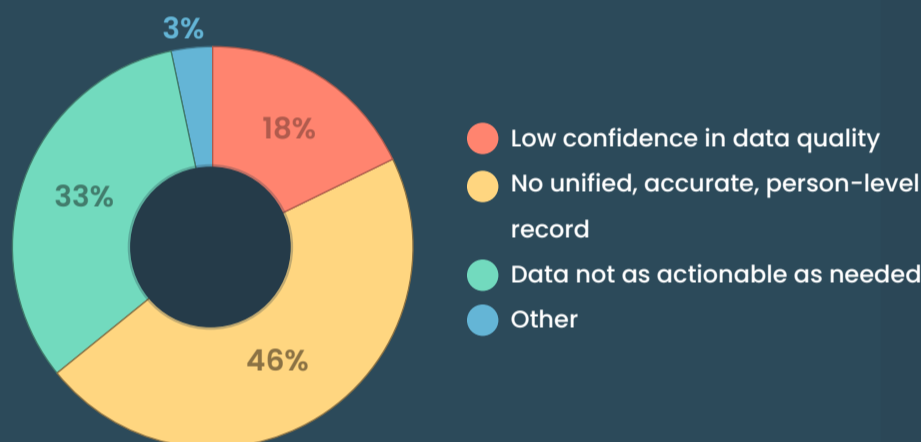
## What is your organization's most important growth initiative?

Orchestrating cross-channel experiences and offering personalized digital products/services are top priorities for most organizations.



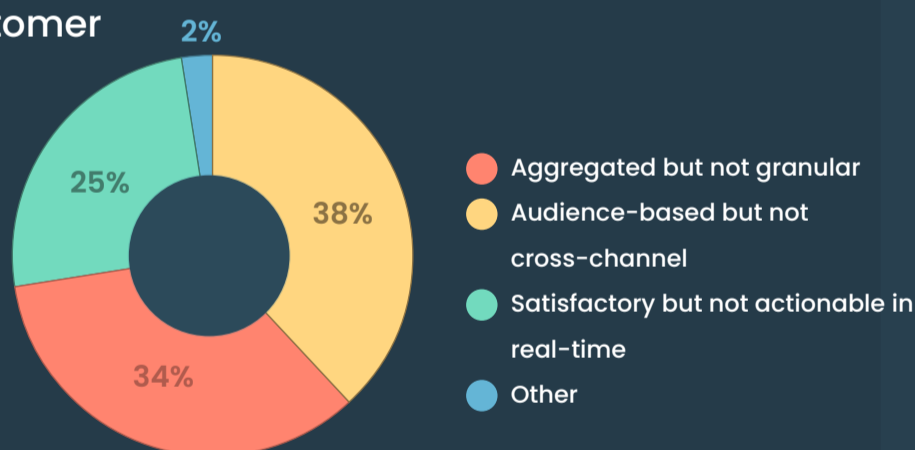
## What customer data issues does your organization have?

Accurate, unified customer data required to advance customer engagement programs isn't available to most respondents.



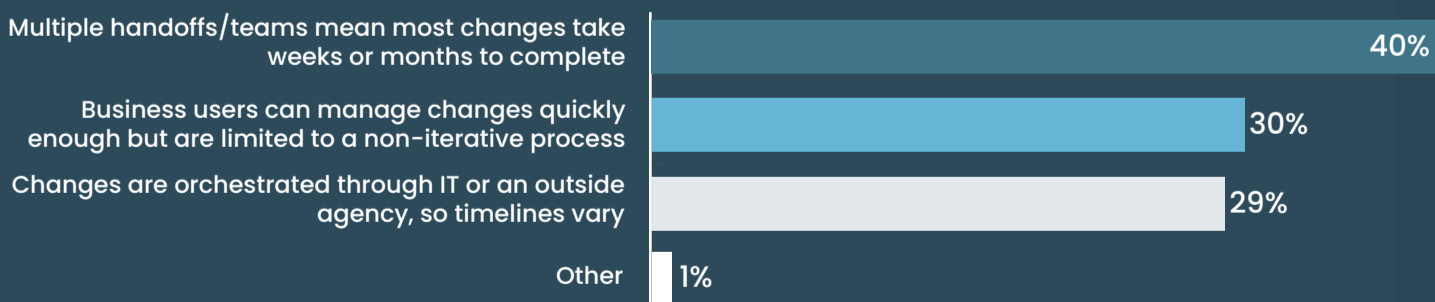
## What is the most common issue you have with real-time customer data analytics?

Digital transformation initiatives can be hampered by an inability to act on insights in real time.



## How easily can you trigger data-oriented changes to customer engagement strategies?

Siloed people, processes, or technology limit respondent's ability to optimize customer engagement programs in real time.



Even companies well along the road to becoming or already are completely data-centric experience these problems:

44% still said multiple handoffs/teams meant most changes take weeks or months to complete

36% still said they were limited to noniterative processes

### About BlueConic

Our customer data platform liberates your data in the privacy-first era. We puts unified, privacy-compliant first-party data into the hands of business teams that want to transform the customer relationship and unleash growth.

Learn more at [blueconic.com](https://blueconic.com).