

## Getting to high-velocity data marketing

Only 1 in 4 marketers are very confident in their data systems to win and retain customers

Asia Pacific

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### What's holding them back?



**Budget**  
to improve MarTech



**Systems**  
that connect data silos



**Talent**  
to move from data collection to action



Only **9%** of marketers say customer data is highly accessible

### Top barriers to data access



**Insufficient technology**

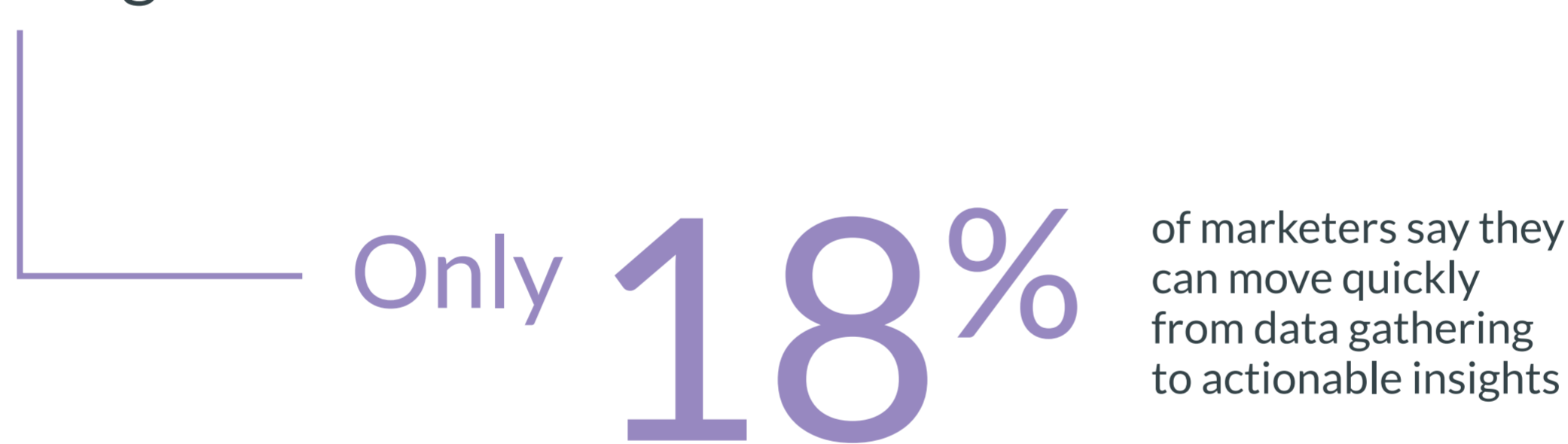


**Lack of data process**



**Data control lies elsewhere**

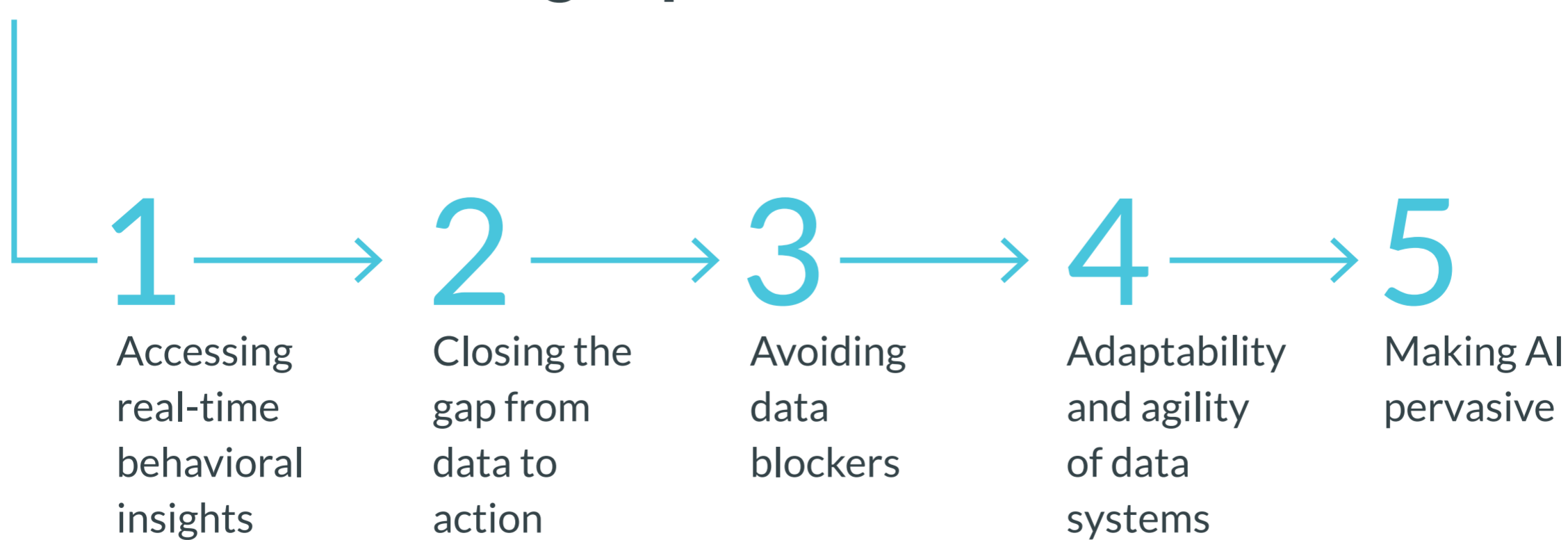
Once they have the data, gathering actionable insights is **slow**



What are those **1 in 4** marketers who are confident in their data systems **doing differently?**



### High performers separate themselves in **5 data marketing capabilities**



CMO Council Research conducted in Q2 of 2022 in partnership with GfK reveals the data signals that improve KPIs, how top data performers differentiate themselves, regional priorities, and key actions you can take to improve your data success.



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