

Getting to high-velocity data marketing

Only 1 in 3 marketers are very confident in their data systems to win and retain customers

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What's holding them back?



Systems
that connect data silos



Talent
to move from data collection to action



Budget
to improve MarTech



But only **11%**
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**

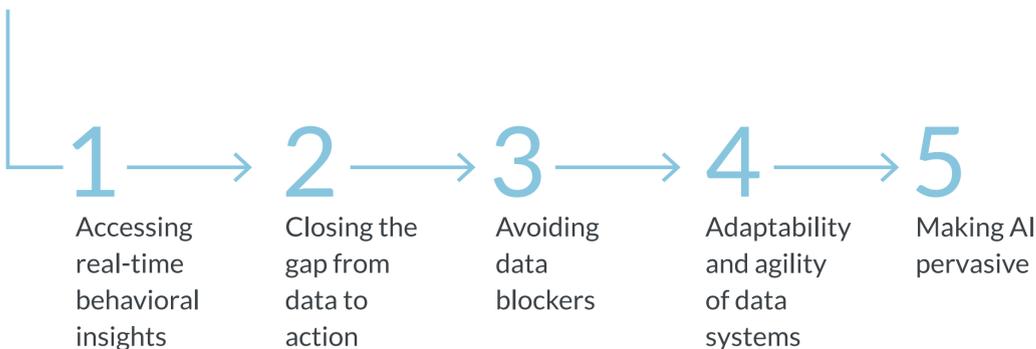
Only **1** in 5

marketers say they can move quickly from data gathering to actionable insights

What are those **1 in 3** 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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