

## **2/3 of surveyed marketers see a need for 'Data Scientists' and 1/3 say proving ROI is their biggest marketing challenge.**

Submitted by: Aprimo

Wednesday, 13 June 2012

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Aprimo executives will deliver data and ROI best practice advice at upcoming conferences in London: CMO Exchange 19 and 20 June, and Data IQ Now! 21 June.

LONDON, UK, 13 JUNE 2012: Aprimo®, a Teradata company and a global leader in cloud-based integrated marketing software, today shared further confirmation that big data management is a critical point of concern for today's marketers. Aprimo used audience polling at its 2012 Marketing Summit in Las Vegas earlier this year, and some 500 Summit audience members voted in real time on a wide range of questions.

Many of the polls conducted confirmed prominent theories, while others unearthed surprising findings.

### The need for 'Data Scientists'

66% of attendees at the Aprimo Marketing Summit 2012 reported a need for 'Data Scientists' to help companies manage big data. 38% said they already do incorporate data-driven insights into their marketing decision-making but find it difficult to gather and integrate, while more than half are not currently leveraging big data citing simply not knowing where to start.

"Driving value from data can be transformational for businesses. Insight from customer data allows for better customer engagement and targeting, which leads to increased sales and ROI. However, with expanding sources and usage, the data management model - together with the business functions it serves - is changing fast: marketers need fast and easy access to more, as well as good quality data. Data is getting bigger due to multi-channel customer interactions, but by the same token, consent for data usage is getting harder. It can therefore be challenging for marketers to know how to best derive optimal business value from their data." says Jeff Chamberlain, VP of Marketing, Aprimo.

### Measuring marketing and proving ROI

More than one third of the audience at the Summit indicated that proving return on investment (ROI) is their biggest challenge, while a quarter said their top strategic goal was to measure marketing.

"While marketers are adapting to an explosion of new digital and social media channels, proving ROI in this evolving marketing landscape remains a nagging headache, but in today's economic climate justifying marketing spend is more critical than ever." says Chamberlain. He continues: "Marketers must measure the impact of marketing spend on the business, they must make the connection between marketing and revenue, and prove ROI. Yet this is easier said than done, with the multitude of marketing channels, knowing what to measure, and which metrics to apply."

### The CMO Exchange Conference

Chamberlain will moderate the interactive panel and workshop JUSTIFYING MARKETING SPEND & ROI "Get Back

In The Driver's Seat: Taking Control Of Your Metrics To Deliver More Efficient and Effective Marketing" at the CMO Exchange, Novotel West London, 19 June, 11.25AM. This controversial debate will arm delegates with the practical knowledge to proactively defend budgets, work with finance to agree the right set of measures, and ensure continuity in metrics.

The CMO Exchange Conference is a two day conference tailored to marketing leaders who are striving to better understand their customers whilst managing marketing spend and ROI in a volatile economic climate.

#### DataIQ Now! Conference

Aprimo's Director of Data-Driven Solutions Mark Swenson will address the issue of leveraging big data for business growth during his presentation at DataIQ Now!, 200 Aldersgate, London on 21 June. His presentation entitled "What the multi-channel data-driven marketing department of today should look like" will give delegates valuable best practise advice on how marketers can and should maximise data assets to drive and accelerate business success and growth exemplified by real-life case studies (12PM, session B2, Marketing Automation stream).

DataIQ Now! is a one day conference focusing on the latest techniques to power-up marketing and customer management. It is aimed at those in marketing, CRM, sales and IT who recognise the value of customer data for driving business strategy and marketing success.

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#### Press Interviews with Jeff Chamberlain, VP of Marketing, Aprimo

Jeff will be available for press interviews on 19 June at the CMO Exchange, Novotel West London and on 21 June at DataIQ Now!, St. Paul's, 200 Aldersgate, London.

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#### About Aprimo:

Aprimo is a leading provider of software and services that advance the productivity and performance of marketing organisations. We enable marketers to engage, lead and perform by empowering conversations on new engagement channels, enhancing internal collaboration, and improving marketing performance and accountability. Aprimo's modular and on demand Integrated Marketing Management (IMM) solutions provide a global, integrated marketing platform that can be broadly adopted across an organisation, letting companies balance creativity with a data-driven approach and simplify the complexity of a rapidly changing marketing environment. Hundreds of thousands of customers trust Aprimo to revolutionise their marketing, including over one third of Fortune 100 companies and nearly one quarter of Global 100 companies. A Teradata company, Aprimo is headquartered in Indianapolis, IN, with offices worldwide. For more information, call +44 (0)20 75353 700 or visit [www.aprimo.com](http://www.aprimo.com).

Teradata Corporation (NYSE: TDC), Aprimo's parent company, is the world's leading analytic data

solutions company, focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver data integration and business insight to empower organisations to make the best decisions possible and achieve competitive advantage. Teradata acquired Aprimo in January 2011. For more information, visit [www.Teradata.com](http://www.Teradata.com).

Aprimo Clients:

Aprimo clients include: Aviva, Bank of America, E-ON, Merrill Lynch, Pearson Education, QAD, Standard Life, Wal-Mart, and Warner Bros (Time Warner).

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