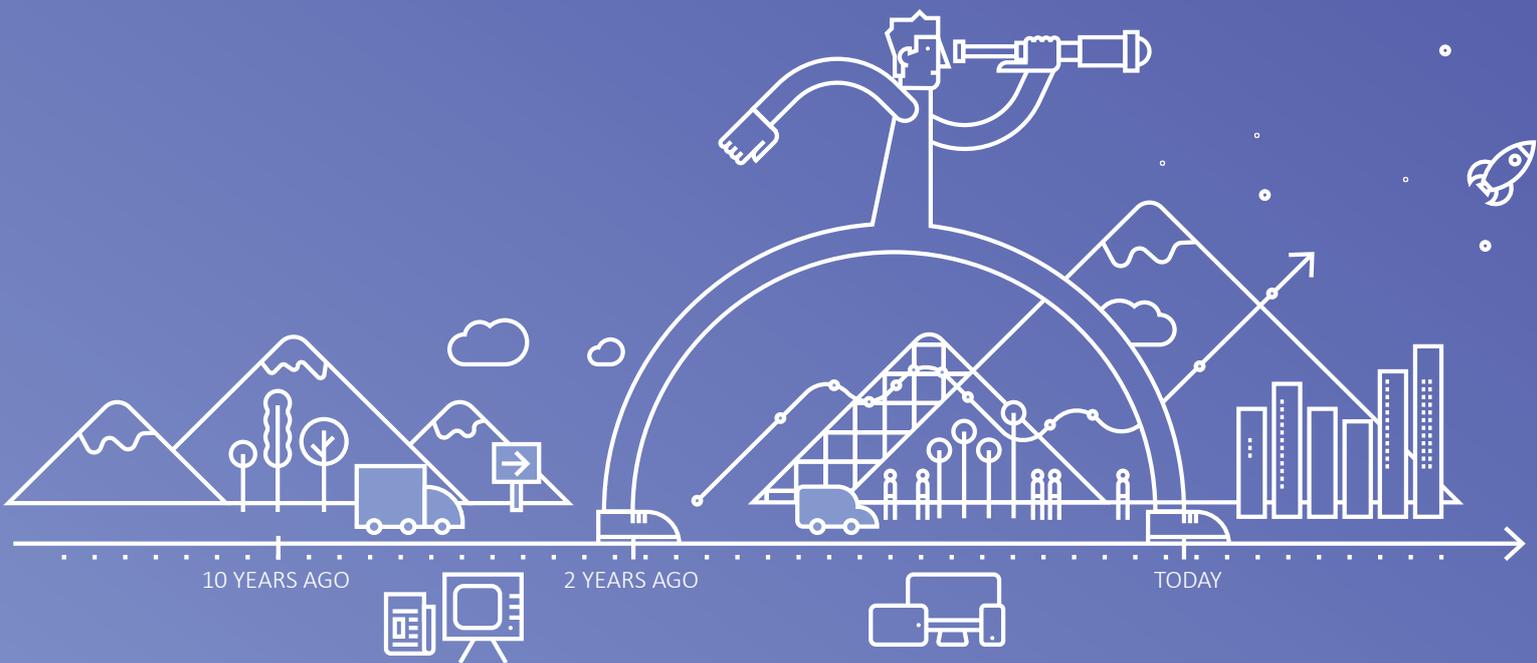


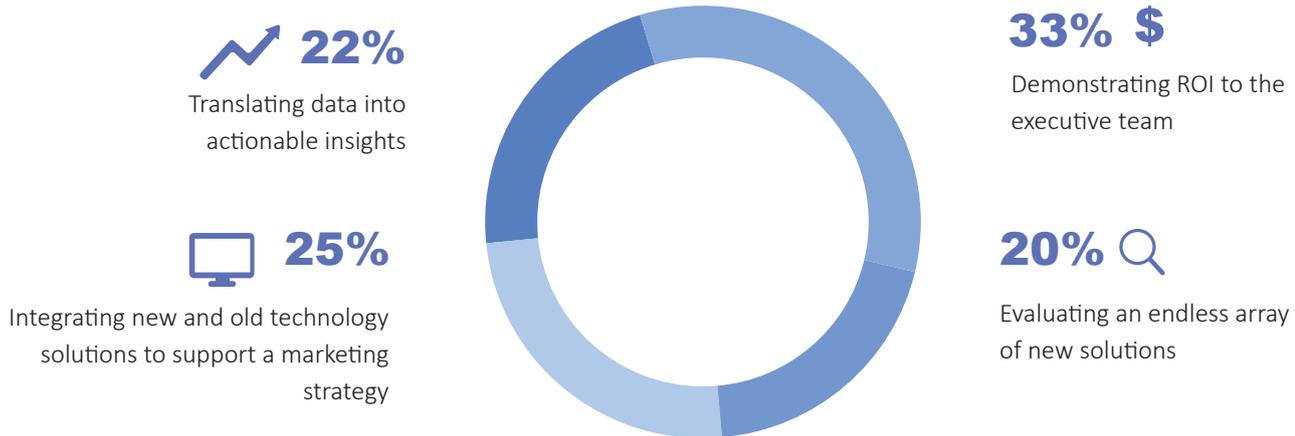
# DATA-DRIVEN MARKETING AND CHANGING ROLE OF CMO



Over last decade, the most interesting change in the B2B world, perhaps has been the evolution of the role of Chief Marketing Officer (CMO) and overall marketing function. The rise of the Chief Marketing Officer and the subsequent evolution over the past years has been one of the big transformations within most of the organizations.

The changing dynamics of this new role has the availability of abundance data — now the questions are how can CMOs skillfully translate it, understand it, and leverage it to engage with customers?

**As per the Argyle Executive Forum, the modern CMO is struggling with the most –**



“According to a study, In general CMO’s attention to a data is very miniscule and not having attention to data with huge expense on marketing on all different marketing fronts is a significant wastage of the budgets and marketing resources.”

**The key Priorities for CMOs –**

- 

Push towards customer centric approach
- 

Improve personalization across all customer touch points
- 

Strategize how to gather & mine data to produce useable insights
- 

Provide real-time data availability
- 

Developing an efficient, effective martech stack

According to an Inc. report, “Despite their growing list of priorities and demands being placed upon them, most CMOs are simultaneously running up against a growing list of challenges that often block success. Most of these, however, can be overcome with the right data.”

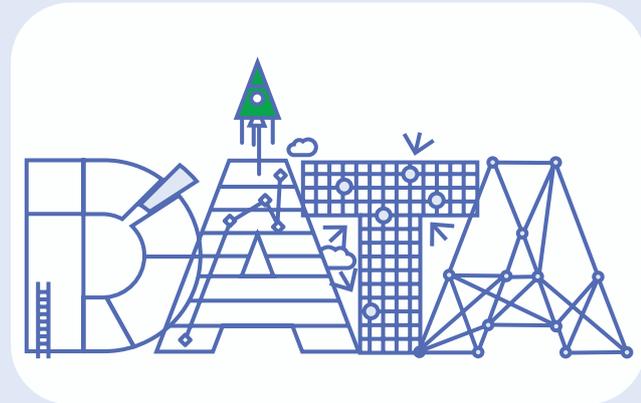
Good data is the key to success to marketing ROI for all CMO’s hence focus on data has to be significantly higher

Most of the CMO’s will agree it’s been herculean task of shifting mountains of data to an informed marketing decisions data. They agree that they are not working with the most accurate or insightful data to make effective decisions.

We help CMO’s to translate those marketing strategies into insightful and intelligent data. A good and accurate helps in successful ABM campaigns. We enrich and refresh the data feilds in real time and thus empower more effective conversion rates from prospects to opportunities to sales.

**SMARTe as data provider has designed unique marketing strategies to enable CMO’s with their data driven marketing endeavors.**

- ▶ We identify and fill gaps in a company’s data to better understand their customers
- ▶ We help build your ideal customer profile to improve personalization
- ▶ Our data strategies help you identify low hanging fruit prospect
- ▶ Always on CRM / MAP real-time data health visualization and enrichment



SMARTe as a data partner helps CMO’s with a reliable 360-degree picture of your current data in terms of inaccurate data and incomplete data with detailed visualizations which helps the CMO to understand the effectiveness of their current data. It enables them to make more informed decisions.

**How SMARTe offerings enable CMO’s**

		
<p>Customized global database</p>	<p>90 Million global database</p>	<p>Real-time data health visualization</p>
<p>100% SLA guarantee phone verified</p>	<p>100% email deliverability guarantee</p>	<p>Real-time analysis and insight</p>
<p>GDPR ready data</p>	<p>Hyper persona segmentation</p>	<p>Real-time data enrichment</p>

While there is account based marketing, personalization technologies, predictive analysis and lead scoring and all of this around, the **DATA** is the element that is fueling the ROI on their existing investments in this areas.

We have aided top-level CMOs from large  
enterprise companies such as :



RingCentral

GENESYS

okta

BLACKLINE

View more information at [www.smartteinc.com](http://www.smartteinc.com)