



The 2015 State of
PREDICTIVE MARKETING
Survey Report





Introduction

The role of marketing has changed. Today, not only is marketing asked to be a thought leader, but it is also mandated to drive growth and scale revenue. And, the adoption of marketing technology has fueled this transformation of the modern marketing organization even further.

These shifts have paved the way for innovative technologies to surface and help solidify and strengthen the relationship between company and buyer. At the pinnacle of innovative technologies to help marketers target the right audience, optimize conversion, and generate more revenue is predictive marketing.

Predictive marketing is the practice of extracting information from existing customer datasets to determine a pattern and predict future outcomes and trends.

As applied to marketing, predictive capabilities can help you forecast with an acceptable level of reliability what customers are the best fit for you and your business so you can take the appropriate actions to convert them into buying customers more effectively.

But predictive marketing technologies are relatively new. And insight into their maturity and usage is fairly elusive—especially since there has been an elevated amount of hype around this emerging area of technology.

EverString has set out to discover the pervading trends around marketing technology maturity and predictive marketing. How mature are most companies when it comes to marketing technology? How are companies using predictive marketing today? And do they even know what the term means?

To get to the truth, we surveyed a selection of B2B marketing leaders from companies of all sizes so we could separate fact from fiction!

What we do know, is according to our survey, 68% of respondents believe that predictive marketing

is a key piece of the marketing technology stack. Plus, a whopping 98% of the most mature marketers we surveyed are either fully committed to predictive marketing or are currently implementing predictive marketing in some capacity. So we know that predictive is not only a hot trend, but it is quickly showing real value.

This survey report discusses the trends that we discovered around marketing technology maturity, marketing structure and strategy, and how the market perceives the concept of predictive marketing today.



Predictive is more than a hot trend—it is quickly starting to show real value.



Current Market Conditions

Before we get into the survey details, we want to spend some time discussing current market conditions. What conditions face marketers today that have pushed the concept of predictive marketing to the forefront?

Today's Buyers Have Changed

As marketers, we know that buyers and the buying journey has drastically changed. Today, your buyers self-educate, using the multitude of channels and devices readily available in their everyday lives. Instead of making contact with sales right away, your buyers are doing their own research and communicating with your brand through email, your website, on social channels, on their devices, and more. And you, as a brand, not only have to interact seamlessly on each of these channels and devices, but you also have to be heard through all of that noise. Today's self-educating buyer is everywhere—and as a result, so are brands.

The modern B2B buyer is also well aware of your brand's competition. Plus, she has already determined her decision criteria well before even reaching out to you. Not only must you make sure you are invited to be considered in the decision-making process, but you must set the stage and help your buyer determine decision criteria as they self-educate.

As a result of the new buying paradigm, marketers have taken to a mass-communication approach—blasting messages on every channel to see what sticks. Finding the right audience and targeting them with the right message has become more difficult than ever before.

The “batch and blast” approach has had only marginal success. The introduction of predictive marketing enables marketers to be much more targeted and precise with their methodology. Predictive marketing helps marketing teams become more efficient, so they can have relevant conversations with the right customers at every interaction point—not just with everyone who has a pulse.



The introduction of predictive marketing enables marketers to be much more targeted and precise with their methodology.





Innovation in Marketing Technology

The next shift that has created the perfect storm for predictive marketing, is innovation in the marketing technology landscape. Because marketers are now essentially the owners of the customer journey, technologists have focused on the space as an area of growth.

As a result, we see technologies like marketing automation, marketing analytics platforms, content platforms, and more enter the space—all technologies that help marketers do their jobs better and generate more revenue for the company.

In fact, there has been a complete transformation in the world of technology. We can break it down to these three factors:

1. Massive amounts of available data: According to IBM, humans create 2.5 quintillion bytes of data. In fact, 90% of the world’s data has been created in the last two years. Through constant internet usage and the advent of innovations like the Internet of Things, the amount of data particular to our buyers that we, as marketers, have access to, is limitless. How are we leveraging this data in our marketing campaigns?

2. Ubiquity of access: In today’s multi-device world, we have access to data anytime and anywhere. You can research predictive solutions during the intermission of an opera or post on Facebook from your vacation in Bali. Every action that we do online is recorded. We now live in a digital world.

3. Simplicity of the cloud: With cloud computing, you no longer have to store data. Today, anyone can be a software company or build an app. The cloud reduces cost and eliminates overhead. This opens new business models and gives us an agility that we have never had.

Predictive marketing, with its inclusion of advanced data science to help marketers make smarter decisions based on the actions buyers actually take, is just beginning to take off. By layering data models over marketing strategies marketers can have more insight than ever before into their pipeline.

The Changing Role of the Marketer

As the landscape has changed, so has the role of the marketer. Pressure to drive numbers, address the new buyer, and adopt new technologies has grown a whole new breed of marketers—the marketing technologist. Instead of taking a back seat to sales and engaging in activities that can't be measured, marketers now have a seat at the revenue table. By using the multitude of innovations in marketing technology, marketers can make data-driven decisions. And today's marketers are embracing this new

role and looking for more ways to crunch the numbers in order to be more efficient and targeted with their day-to-day activities.

Predictive marketing technology is the perfect solution for this new breed of marketer. By analyzing key insights, marketers can be more data-driven in all of their decision making processes—working to target the right customers and properly prioritize them.

The Truth About Predictive

The market conditions have created the perfect storm for predictive marketing. However, it is still early. And while there has been a lot of talk and hype around the space, most marketers don't know exactly what the technology is and what it can do.

No, predictive marketing isn't a magic crystal ball that magically creates a world of buyers for your solution. No, it can't tell you with 100% accuracy what a customer will buy and how much he will spend. And if a company does tell you they can do that, well, they are pulling your leg.

Let's be pragmatic. Predictive marketing is about helping you to forecast with an *acceptable level of reliability*. This means looking at your historical customer data and combining it with external data sources to determine a) what accounts you should go after with your demand generation efforts and b) what accounts you should send to sales that have the highest chance of closing.

Predictive marketing is about helping you make more informed choices, not about making the choices for you.



"Predictive is about precision. How closely can you match your content to what the prospect or customer actually cares about, or what they're struggling with right now? It's not a perfect science, but it has the ability to dramatically increase trust, engagement, and conversion between buyers and sellers in the immediate future. And that goes for both marketing campaign results as well as engagement with your sales team. Exciting stuff."

—Matt Heinz, President, Heinz Marketing



Executive Summary

This report helps define the current state of predictive marketing. By surveying a selection of senior marketing leaders, we were able to determine marketing maturity levels as it pertained to marketing technology, account-based marketing, messaging, organization focus, and of course—predictive marketing. Using these data points—we analyzed how companies on each step of the maturity curve viewed and adopted predictive marketing. By helping to benchmark where predictive marketing is now and where it is headed, we have a better idea how predictive marketing impacts organizations in the present and the future.

The results of the report clearly show that marketing organizations that are more advanced have already adopted predictive marketing or are currently researching predictive marketing.

Here are some key stats that we pulled out of the survey:

- **98%** of marketers who responded that they have at least a CRM, marketing automation, and a few marketing tools reported that they are either fully committed to predictive or are implementing predictive marketing
- **91%** of marketers who reported that they are defining the future of the company and leading charges into current and new markets are either fully committed to predictive marketing or are implementing predictive marketing
- **67%** of marketers using both behavioral and firmographic attributes to score their leads are fully committed to predictive marketing
- **53%** of marketers actively engaged in account-based marketing strategies are fully committed to predictive scoring and **82%** of those marketers are researching predictive marketing

And overall, **68%** of respondents believe that predictive marketing will be a key piece of the marketing stack. Let's jump right into the data!



91% of marketers that are defining the future of their company are either fully committed or implementing predictive marketing

Data Analysis

Marketing Technology Maturity

As marketing technology continues to innovate, marketers are finding different ways to leverage these new technologies to do their jobs better and with more efficiency.

But, the fact remains that there are different levels of maturity throughout marketing—often effected by team size, company size, and even location.

What do we mean by maturity in this context? Maturity is defined by the strategic depth in which a marketing organization uses technology to streamline processes.

We found that there is a strong correlation between maturity with marketing technology and the adoption of predictive marketing. Let's take a look at what we found.

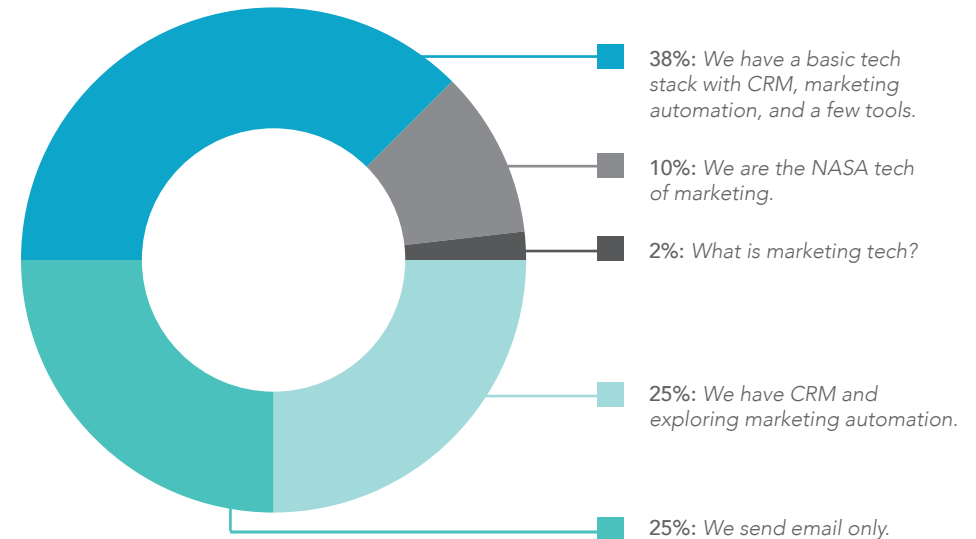
Current Marketing Technology Stack

When asked what type of marketing technology our audience is using, 38% said that they have a baseline marketing tech stack of CRM, marketing automation, and a few additional tools. This answer represents the largest grouping of our respondents. And that is great news! That means most of you are leveraging key technology solutions like marketing automation and CRM to be more effective with your marketing.

Another 25% of you reported that you have a basic CRM and are currently exploring marketing technology. Clearly, the adoption of marketing technology is very real—with over 50% of our respondents either having marketing automation or looking to implement marketing automation.

Additionally, another 25% of our respondents said that they are sending emails—presumably with an Email Service Provider or through

How Mature Are You With Marketing Technology?



a CRM tool. These respondents are lower on the maturity curve, but still engaging in marketing activities.

Our most mature group, 10% of our respondents, reported that they are the NASA of marketing tech! This group most likely uses both CRM and marketing automation, coupled

with other marketing technologies to automate their work and help drive their business. This 10% represent the most advanced in our survey.

And luckily, only 2% of respondents did not know the definition of marketing technology. To those 2%, time to do your research and get on board!

And where in the US are companies adopting the most marketing technology? Overwhelmingly, the respondents that profess a higher level of marketing maturity live on either the West or East coast. However, we did find that Massachusetts and New Jersey have the highest number of respondents who only use email currently. Marketing technology is becoming more and more widely adopted over time and geographic location. More companies are not only evaluating marketing automation, but they are also evaluating additional marketing technology to add to their stack.



98% of marketers who responded that they have at least a CRM, marketing automation, and a few marketing tools reported that they are either fully committed to predictive or are implementing predictive marketing.



And as we found out upon further analysis of our data, marketing technology maturity has a direct correlation to the adoption of predictive marketing—98% of marketers who responded that they have at least a CRM, marketing automation, and a few marketing tools reported that they are either fully committed to predictive or are implementing predictive marketing.



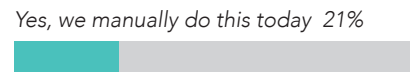
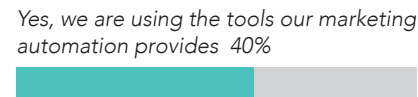
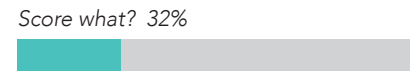
Lead Scoring

A key indicator of a more mature use of marketing technology, particularly marketing automation, is an organization’s utilization of lead scoring. Are you leveraging a lead score to prioritize your leads for sales? Using lead scoring creates harmony and alignment between sales and marketing, as there is an agreed upon methodology for defining the hottest accounts and leads.

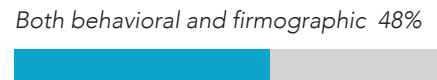
We asked our respondents if they were scoring their leads, and if so, how were they scoring them.

Here is what they said:

Are You Scoring Your Leads?



If So, How Are You Doing It?



We were pleased to find out that the majority of respondents, 40%, are scoring leads through their marketing automation tool. Our most mature respondents, 7%, are using predictive marketing to score their leads. And the least mature respondents, 32%, don’t know what scoring was. Interestingly enough, 21% are actually scoring *manually*—most likely sorting through leads to send the best to sales.

And how are our respondents scoring their leads?—those that do in fact score are pretty sophisticated, with 48% using both behavioral and firmographic attributes.

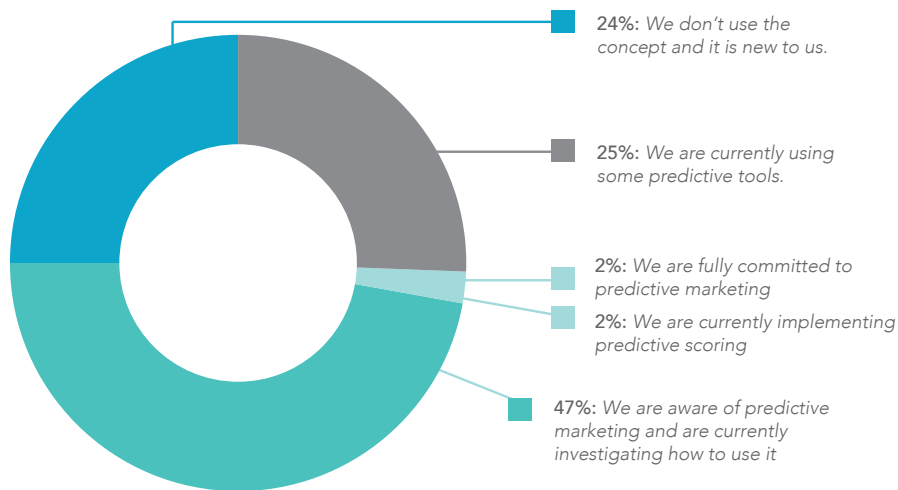
Predictive Marketing Maturity

In addition to understanding the general market maturity, we also wanted to hone in on the maturity of our audience when it comes to predictive marketing. Who is using it? Who is thinking about it? Do people even understand what it is?

The first question we wanted our survey respondents to answer around predictive marketing was “What does predictive mean for your organization?” And we got some interesting responses.



What Does Predictive Marketing Mean For Your Organization?



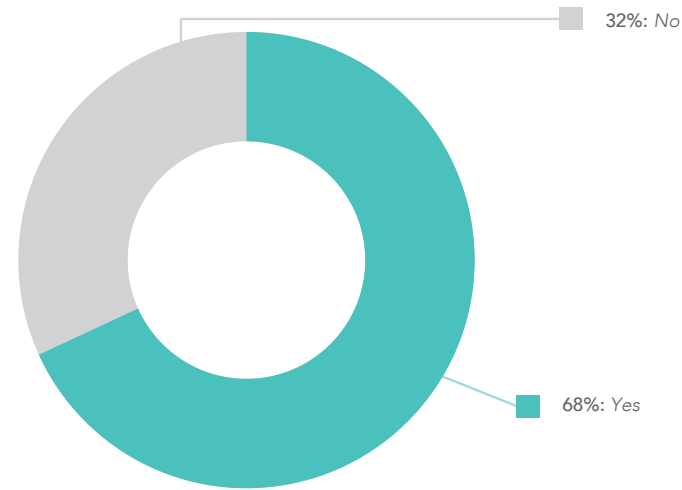
Almost half of our respondents, **47%**, stated that they are aware of predictive marketing and are currently investigating how to use it in their marketing. Certainly, while those folks have yet to adopt a platform, the concept is just now beginning to take hold. In fact, 25% of those surveyed said that they are currently using a predictive tool already.

However, there is still a fair amount of confusion about the definition of predictive marketing and

how it can help marketing teams—24% of respondents stated that they don't use the technology and the concept is completely new to them. Hopefully, after reading this survey, those folks will be more informed!

So where in the US are marketing organizations using predictive marketing? Most of the respondents from California report that they are currently investigating the technology. But what about the rest of the country? Respondents from Florida, Georgia,

Do You Believe Predictive Marketing Will be a Key Piece of the Marketing Stack?



and Missouri all reported to be currently using some predictive technology in their marketing.

Who is lagging behind? Surprisingly New York, typically an early adoptive locale, reports to have a high number of respondents who aren't familiar with the concept of predictive marketing.

We also wanted to know how our survey respondents felt about the future of predictive marketing. So

we asked if they believed predictive marketing will be a key piece of the marketing stack.

A whopping **68%** of our respondents said that they do indeed believe that predictive marketing will be a key piece of the marketing stack moving forward. Clearly, even those who have not yet implemented the technology see that it has a critical place in the future of marketing.



Marketing Technology Maturity and Predictive Marketing

So what happens when we analyze segments of this data together? How many people who claim to be the NASA of marketing tech use predictive marketing? How many of them aren't using advanced marketing technology at all?

We set out to further analyze the results of this section to dig a bit deeper into what marketing maturity says about the use of predictive marketing.

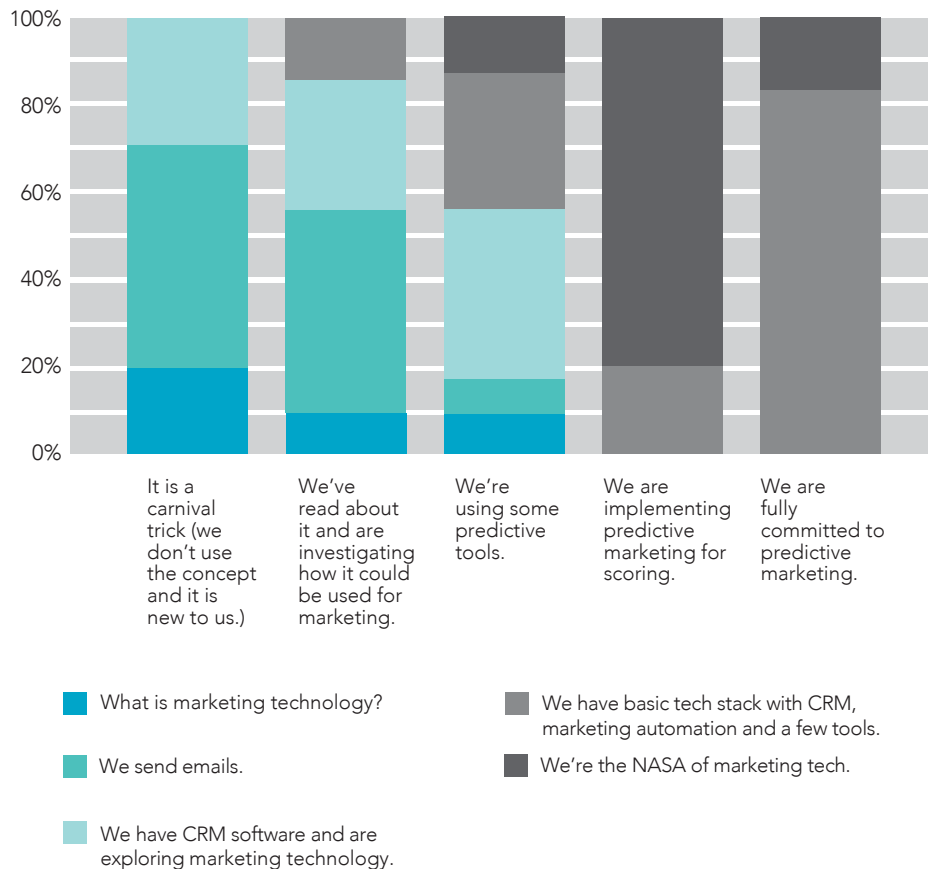
First, we wanted to analyze the connection between marketing technology maturity and the usage of predictive marketing. Interestingly enough, those that reported they have a CRM tool and are exploring marketing automation are the largest group who believes predictive will be a key piece of the marketing stack. Followed by those who have CRM, marketing automation, and a few tools.



Companies that reported they have a CRM tool and are exploring marketing automation are the largest group who believes predictive will be a key piece of the marketing stack.



Technology Stack of Predictive Marketers



And what about how people are actually implementing predictive marketing? The largest group implementing predictive marketing tools for scoring are those that responded they were the NASA of marketing tech. And again, the respondents who stated they are fully committed to predictive marketing are the ones who have CRM software and are exploring marketing technology.

And not surprisingly, those that only send emails aren't familiar with predictive marketing.

The last data analysis we wanted to perform in this section was taking a look at lead scoring. How many of those who answered that they use advanced scoring techniques are implementing predictive marketing? Those that use both behavioral and firmographic methods of scoring report that they are either a) using some predictive tools or b) fully committed to predictive marketing.

What can we deduce from all of this data? While we hypothesized that those who touted to be the NASA of marketing tech or those that reported having a CRM and a marketing automation tool would be the most mature with predictive marketing, we found that the group who had CRM and are exploring other marketing technology are the respondents who seem most interested in predictive marketing.

Why? Our theory is that marketing teams who are researching different technologies are thinking strategically about the best way to build their entire stack—from CRM, to marketing automation, to predictive, and beyond. What technology suite works best together? By thinking about your marketing technology stack holistically you can avoid mismatched tech and a pre-existing dirty databases.

Marketing Structure and Strategy Maturity

Next, we wanted to take a look at how the structure of a marketing team affects technology maturity. Is there actually a correlation between large companies and technology adoption? What about overall marketing strategy? How does that play into marketing technology maturity?

Organization Size and Team Structure

We surveyed a variety of organization sizes and structures to get a good understanding of how size and marketing structure plays into marketing technology maturity. Does a larger marketing team necessarily equate to marketing maturity? What about a larger company?

Company Size

First we looked at company size relative to marketing maturity. We love Starbucks, so decided to use their nomenclature to describe our company sizes—tall, grande, venti, and Mega Corp. OK, we know Mega Corp is not Starbucks, but we also love William Gibson. So, there's that.

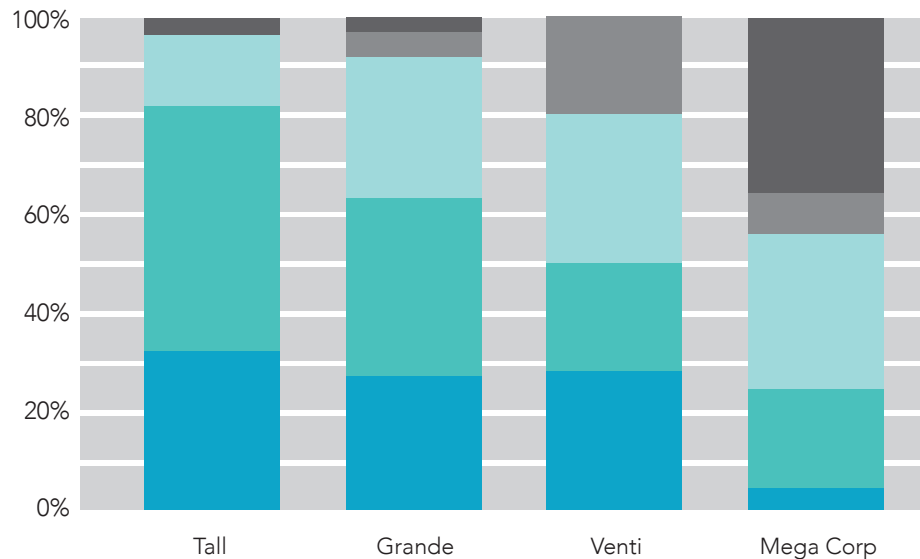
When looking at tall companies, we found the majority just sent emails. For our grande group, those respondents had a CRM tool and were exploring marketing technology.

The venti group, which is comprised of mostly mid-sized companies, actually had the highest percentage of respondents reporting that they weren't even sure what marketing technology was!

And then Mega Corp reported to be either the NASA of marketing tech or using a basic tech stack with CRM, marketing automation, and a few other tools.



Company Size and Predictive Marketing



- It is a carnival trick (we don't use the concept and it's new to us).
- We've read about it and are investigating how it can be used for marketing.
- We're using some predictive tools.
- We're implementing predictive marketing for scoring.
- We are fully committed to predictive marketing.

How does this impact how companies think about predictive marketing? Most of the company sizes that we investigated reported some level of interest in predictive scoring. 49% of tall companies report that they are currently investigating predictive marketing. 33% of grande companies report that they are also investigating predictive marketing, while 29% said they are currently using some predictive tools.

Our venti group, however, was fairly split. 30% responded that predictive marketing is an entirely new concept for them. 30% reported that they are currently using some predictive, and another 20% stated that they are implementing predictive marketing.

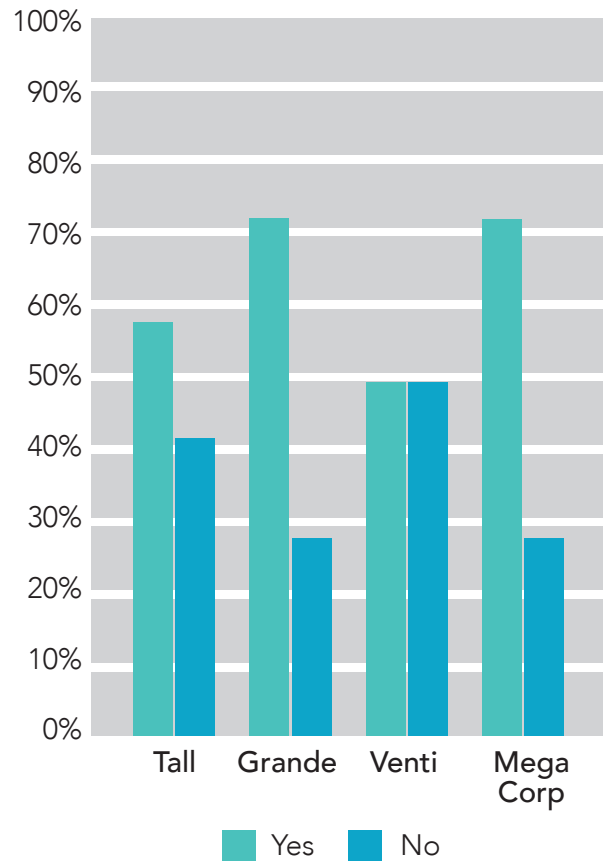
For our Mega Corps, 36% of respondents said that they are fully committed to predictive marketing. When looking at company size, this is the largest percentage of companies fully committed to predictive marketing in our survey group.

Why is this? We believe the reasons are two-fold:

- 1)** These larger companies are further along in the marketing technology maturity curve and therefore are looking at innovative ways to improve their marketing.
- 2)** We believe this also indicates predictive marketing is helping these companies grow and become more effective.

Additionally, all of the different company sizes surveyed believe that predictive marketing will be an important part of the marketing stack.

Do You Believe Predictive Will be a Key Piece of the Marketing Stack?



Marketing Team Size

What about marketing team size? Just because a company is large doesn't mean they have a large marketing team. And just because a company is small doesn't mean they have a small marketing team. How does the actual size of a marketing team determine marketing technology maturity? And, is there a potential correlation between marketing technology maturity and growth in team size.

From our survey, companies that have less than five people on their marketing team are the least advanced—almost half, 46%, reporting that they only use emails. Plus, only 9% reported that they are even using a marketing automation tool.

Surprisingly, the mid-sized teams—13-20—seemed to be most experimental, on average, with 56% reporting that they are exploring marketing technology and 11% reporting that they are the NASA

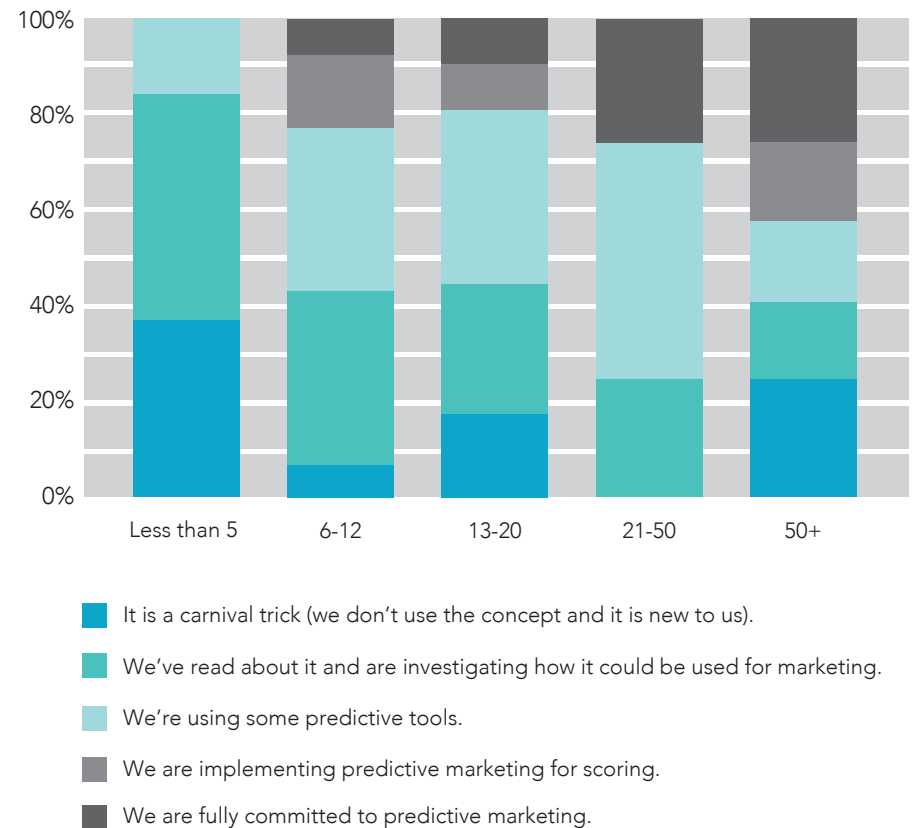
of marketing technology. Our large marketing teams of 50+ were fairly mixed with 17% (the highest percentage in any group) saying they aren't sure what marketing tech is, and 25% evenly split across the other answers to our survey.

And what about predictive? Our large marketing teams of 50+ people are the most committed to predictive marketing, with 25% reporting that they are fully committed.

50% of companies with 21-50 people reported that they are using some predictive tools. Even 48% of our smallest teams of less than five reported that they are investigating predictive marketing.

At every level of team size, most of the marketers that responded to our survey had some level of interest in predictive marketing—with the largest teams actively implementing predictive marketing.

Marketing Team Size and Predictive Marketing



Marketing Strategy

Another critical factor when it comes to a marketing team’s maturity is strategy. Where does the marketing team focus resources and what is their strategy for reaching out to accounts and leads?

Marketing Organization Focus

All marketing organizations are unique. Some focus only on brand awareness, while some lead the charge into new markets, and others focus solely on sales enablement. We wanted to know how those goals intersected with marketing technology maturity and the use of predictive marketing.

First, let’s take a look at what our group overall answered to the question “What best describes our organization’s main focus”. In our group of respondents, 32% reported that they are mostly focused on brand awareness and 31% said that they have goals for top-of-funnel

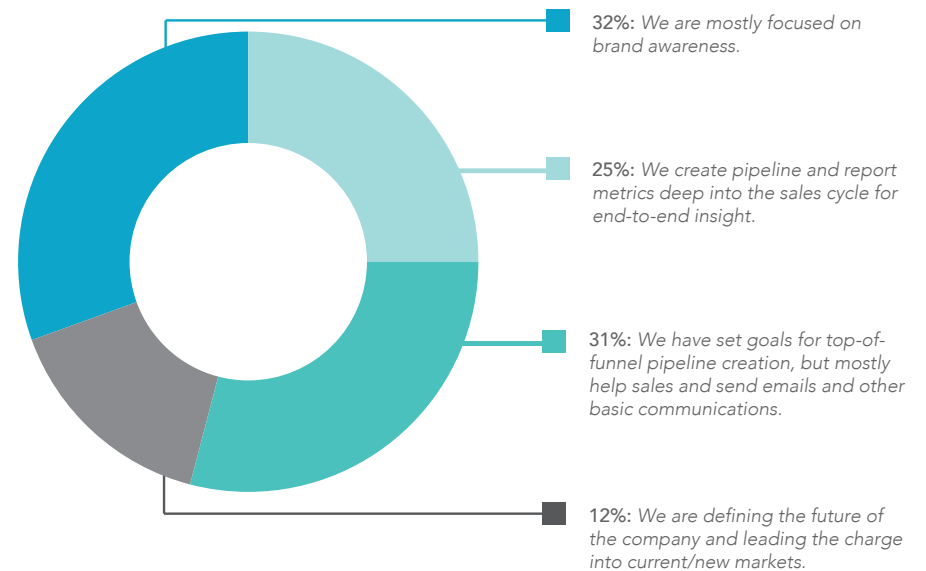
pipeline creation, but mostly help sales send emails and other basic communications.

This indicates that the majority of our respondents are not only still focusing on batch-and-blast strategies, but they are also not doing full-funnel reporting. Both areas that marketers can vastly improve upon.

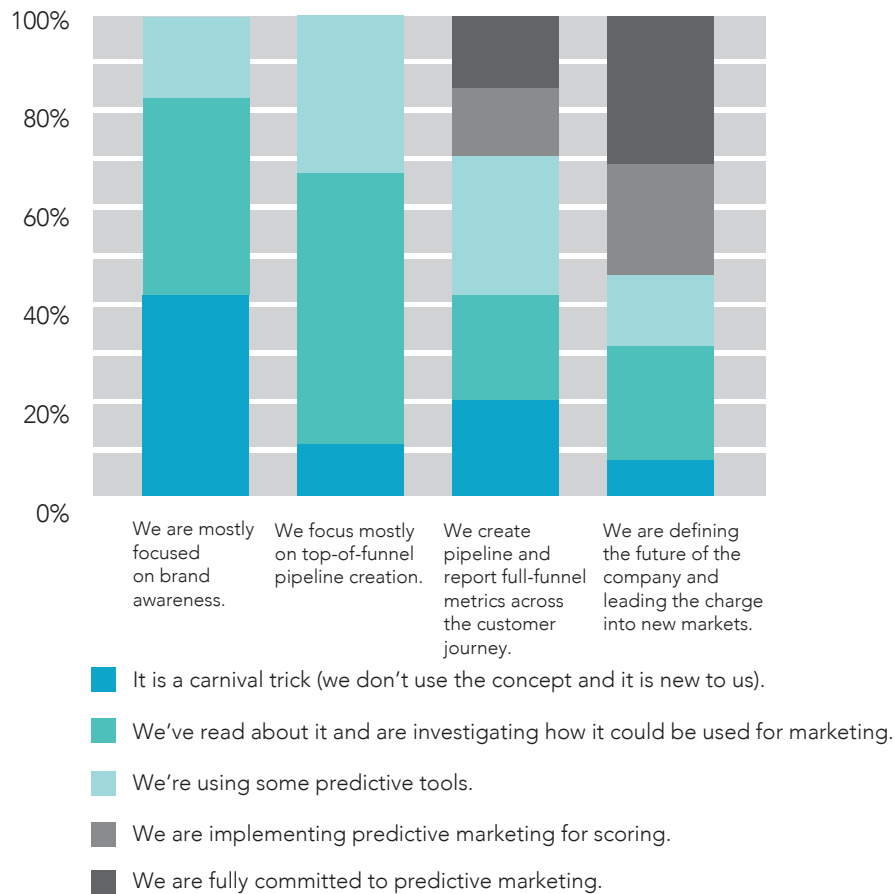
And what about our other respondents? 12% said that they are defining the future of the company and leading charge into new markets—clearly the most strategically mature, and 25% reported that they are creating pipeline and report metrics deep into the sales funnel for end-to-end insight.

So, how does a marketing organization’s main focus affect maturity? Are those less mature seeking out more advanced options? Or are the more mature marketers the ones spending time vetting new technologies?

What Best Describes Your Marketing Organization’s Main Focus?



Marketing Strategy and Predictive Marketing



The group focused on mainly brand awareness seems to be the least mature when it comes to marketing technology and predictive marketing. In this group, 52% answered that they only send emails and 43% answered that they don't know the concept of predictive marketing and it is completely new to them.

One step up in maturity, those holding top-of-funnel goals but still approaching their marketing with a batch-and-blast methodology, reported that they have read about predictive and are currently investigating how it could help their business (56%). That group had a similar response to the question about overall marketing maturity—48% of that group has a CRM and are currently exploring marketing technologies. Clearly, this group is looking to enhance their marketing plans by bringing in additional technologies to help them become more strategic.

Finally, the group that stood out as the most mature in regards to predictive marketing are those that answered that they were defining the future of the company and leading the charge into markets.

These are the organizations that put marketing first and understand the importance of marketing in today's complex buyer landscape. In this group, 31% reported they are fully committed to predictive marketing and 23% said that they are currently implementing predictive marketing. This group has also adopted the widest variety of marketing technologies with 23% saying they are the NASA of marketing tech and 47% stating that they have a CRM, marketing automation, and are looking to add additional tools.

The most mature group in regards to predictive marketing are those that answered that they were defining the future of the company leading the charge into markets.



Account-Based Marketing Strategy

Another big area of strategic focus for B2B marketers is account-based marketing (ABM). This marketing strategy is gaining momentum. ABM purports that instead of focusing on broad-based lead generation techniques, marketers should spend time targeting key accounts. Jon Miller, CEO of Engagio, an ABM platform, likens the concept to “fishing with spears vs. fishing with a net”.

By combining ABM with predictive marketing you can actually target the right accounts with much more precision. Predictive is the first step to becoming an account-based marketing organization. Because predictive demand generation uses data to predict the best accounts to target, your ABM efforts become much more focused and effective. When asked if their organizations used ABM, 32% of our respondents

reported that indeed, they do use ABM. And an additional 28% stated that they are actively researching ABM. On the flip side, 40% of our respondents didn’t know what an ABM strategy was.

ABM is quickly catching on as a viable way to target and nurture accounts, but the concept is still fairly new.

Are You An Account-Based Marketer?

Indeed: 32%



Researching it: 28%



What is that? 40%



Thought Leader Point-of-View



Jon Miller,
*CEO of Engagio and
Co-Founder of Marketo*

The Intersection of Account-Based Marketing and Predictive Marketing

There can be clear alignment when you have an ABM strategy coupled with predictive marketing. Predictive tells you what accounts to go after, and ABM streamlines the actual process of going after these accounts and measuring your success.

I like to talk about the analogy of fishing with a net vs. fishing with a spear. Fishing with a net is what traditional demand generation marketers do—creating a wide top-of-funnel to catch as many fish as you can.

ABM and predictive demand generation are fishing with spears. Predictive identifies the who and ABM identifies the how.

There are 6 steps in an effective ABM process:

- 1. Account selection:** Define what accounts you go after. The best way you can do this is with predictive marketing.
- 2. Account insights:** Determine what is relevant for those accounts—triggers and priorities.
- 3. Content:** Create account-specific content.
- 4. Interaction:** Actively reach out to those accounts—email, sales, direct mail, etc.
- 5. Orchestration:** Coordinate all of these individual interactions so you have a synchronized account play.
- 6. Measurement:** Measure the impact of ABM through engagement, account influence, sales productivity, etc.



32% of our respondents reported that their organizations use ABM.

28% stated that they are actively researching ABM

Since predictive can be such a complimentary solution to ABM, we also wanted to take a look at how those leveraging ABM are thinking about predictive marketing. Out of the marketers who are currently utilizing ABM, 80% believe that predictive marketing is a critical piece of the future marketing stack.

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And how are the marketers who are using ABM using predictive? 40% reported that they have read about predictive marketing and are currently investigating how to use it and 26% stated that they were actively using some predictive tools.

Thought Leader Point-of-View



Vincent Yang,
CEO, EverString

The Future of Predictive Marketing

The use of applied data science within the context of sales and marketing presents an astonishing amount of potential and we have only scratched the surface. Predictive marketing will ultimately change the way we work—it will not only help us market better, but also optimize and automate our customer interactions across the entire sales process.

In the not too distant future, predictive turns to prescriptive and these data driven insights will be used to not just identify your next best customer, but to also define and execute the shortest path to close.

Predictive will automate marketing workflows. Imagine having predictive insights into exact messaging and timing that will resonate with your accounts & leads. What if you knew what time to send that particular person an email? What if you knew exactly what to say?

Applying data science for audience selection is the tip of the iceberg. The power of predictive eventually ushers in an age of artificial intelligence that automates a fully optimized 1:1 relationship with your buyer.

Conclusion

It is an exciting time to be a marketer! And an exciting time to integrate predictive marketing into your current technology stack. Predictive marketing is not only growing in adoption across companies and teams of all size, but it is also widely regarded as a critical part of the marketing stack now and in the future.

To reiterate some of our key findings:

- **98%** of marketers who reported that they have at least a CRM, marketing automation, and a few marketing tools stated that they are either fully committed to predictive or are implementing predictive marketing
- **91%** of marketers who reported that they are defining the future of the company and are leading charges into current and new markets are either fully committed to predictive marketing or are implementing predictive marketing
- **67%** of marketers using both behavioral and firmographic attributes to score their leads are fully committed to predictive marketing
- **53%** of marketers actively engaged in account-based marketing strategies are fully committed to predictive scoring and **82%** of those marketers are researching predictive marketing

Having the power to target the right accounts with the highest propensity to close is powerful and predictive marketing is leading the charge in this area. The buying journey will continue to evolve as technology continues to evolve and marketers must keep up. Predictive marketing will increasingly become an important part of how marketers do their jobs.

All of these factors have come together to create the perfect storm for predictive marketing. Using technology that has a foundation in data science enables marketers to have more insight and be more strategic.

Predictive has been emerging over recent years, and now it is finally ready for prime time.



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