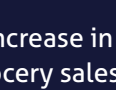


Navigating Blind Spots: Rethinking Digital Marketing

The rate of digital adoption (users and usage) by consumers grew exponentially in 2020 forcing marketers to react with more speed and precision than ever before. Our joint study with Incisiv interviewed more than 200 companies and found that while more than **80%** of them made significant adjustments to their marketing strategy, less than **20%** fully leverage their data to do so, and **73%** of companies are caught off guard by new trends.



4x increase in digital grocery sales over 3 months in 2020



~ **689m** monthly active users for TikTok in July 2020 (over **1100%** increase in 2 years)



51% increase in installs of digital finance apps in 2020

State of Customer Analytics

Limitations to analyzing customer insights exposed several blind spots where marketers could not spot changes in business quickly enough, often at the expense of KPIs and sales revenue.

Usefulness of customer analysis



are dissatisfied with the **usefulness** of their customers analytics

Timeliness of analysis



are dissatisfied with the **speed** of their customer analytics

Customer analytics tools



are dissatisfied with their customers **analytics tools**

Analyst support



are dissatisfied with their **analyst support**

The Velocity of Change is Accelerating

As customer behaviors change faster, **marketers must pivot with greater speed**. Our research revealed that more than half of all digital marketers significantly changed their digital strategies in 2020 compared to years prior.

81%

made more frequent changes to their digital marketing strategy in 2020 compared to prior years

56%

made substantial changes to their digital marketing strategies in 2020

Frequency of Digital Marketing Changes

31% Quarterly

48% Monthly

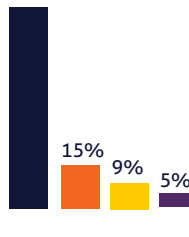
18% Weekly

3% Daily

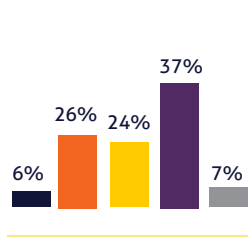
Marketers Need to Increase the Frequency of Their Customer Analytics

How Often do Firms Analyze the Following Data Sources

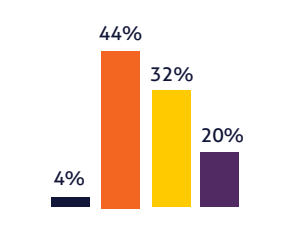
● Daily ● Weekly ● Monthly ● Quarterly ● Annually



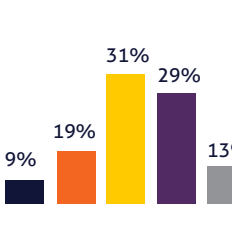
Website traffic



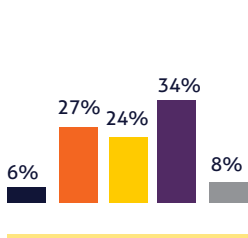
Digital advertising



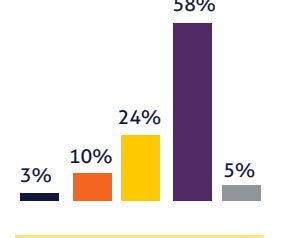
Campaign performance



Social media engagement



Paid search performance



Email performance

Recommendations

Improving the precision and speed of actionable insights requires focusing on **three execution pillars**.



1. Data Democratization

The right analytics platform easily integrates and analyzes multiple data sources, automatically.

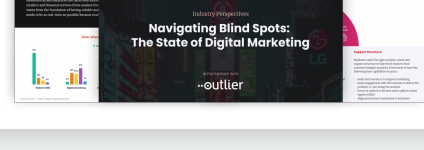
2. Actionable Analytics

Move beyond top-level and static data dashboards.

3. Support Structure

Lessen analytics support needs with an automated business analysis platform.

Download the eBook for more or visit www.outlier.ai/blind-spots



..outlier

About Outlier

Outlier.ai is the leading automated business analysis platform used by global consumer, retail, and financial services brands. Outlier automatically analyzes company data and delivers easy-to-understand but powerful insights into unexpected shifts in data like marketing campaign performance, product sales, and supply chain performance.

Navigating Blind Spots: The State of Digital Marketing, a commissioned study conducted by Incisiv on behalf of Outlier AI. Copyright © September 2021 Outlier AI, Inc.™