

**Data Driven Organization**

**Marketing Analytics in a Connected Commerce World**

**Roundtable Summary**

There is an increasing need for deeper, faster insights, performance and measurement in transforming marketing analytics. The use and applications for marketing analytics are permeating every segment of marketing organizations, but the complexity of effectively developing, deploying and leveraging analytics is increasing exponentially. In this roundtable we will examine the present and future state of marketing analytics as well as use cases, industry challenges and factors for success as demonstrated by companies that are utilizing analytics most effectively.

In this session we will aim to:

- Explore how to understand the analytic maturity of an organization
- Discuss the current and future analytics use cases leveraged by marketers
- Discuss the current and emerging business models organizations are leveraging to maximize the effectiveness of analytics

Key points for the round table will include discussion surrounding the key drivers of marketing analytics demand, including:

- The proliferation of touchpoints and the availability of more granular information
- The loss of identifiers at the individual level
- Channel expansion and the fragmentation and complexity of measurement and attribution
- The availability of analytics tools that automate (AI) and enable a broader set of users
- Technology enhancements in storage and compute

**Background Context**

Winterberry Group released research in April 2023, "From Data to Insight: The Outlook for Marketing Analytics", based on findings of 200 US and European marketers, along with interviews conducted with industry experts.

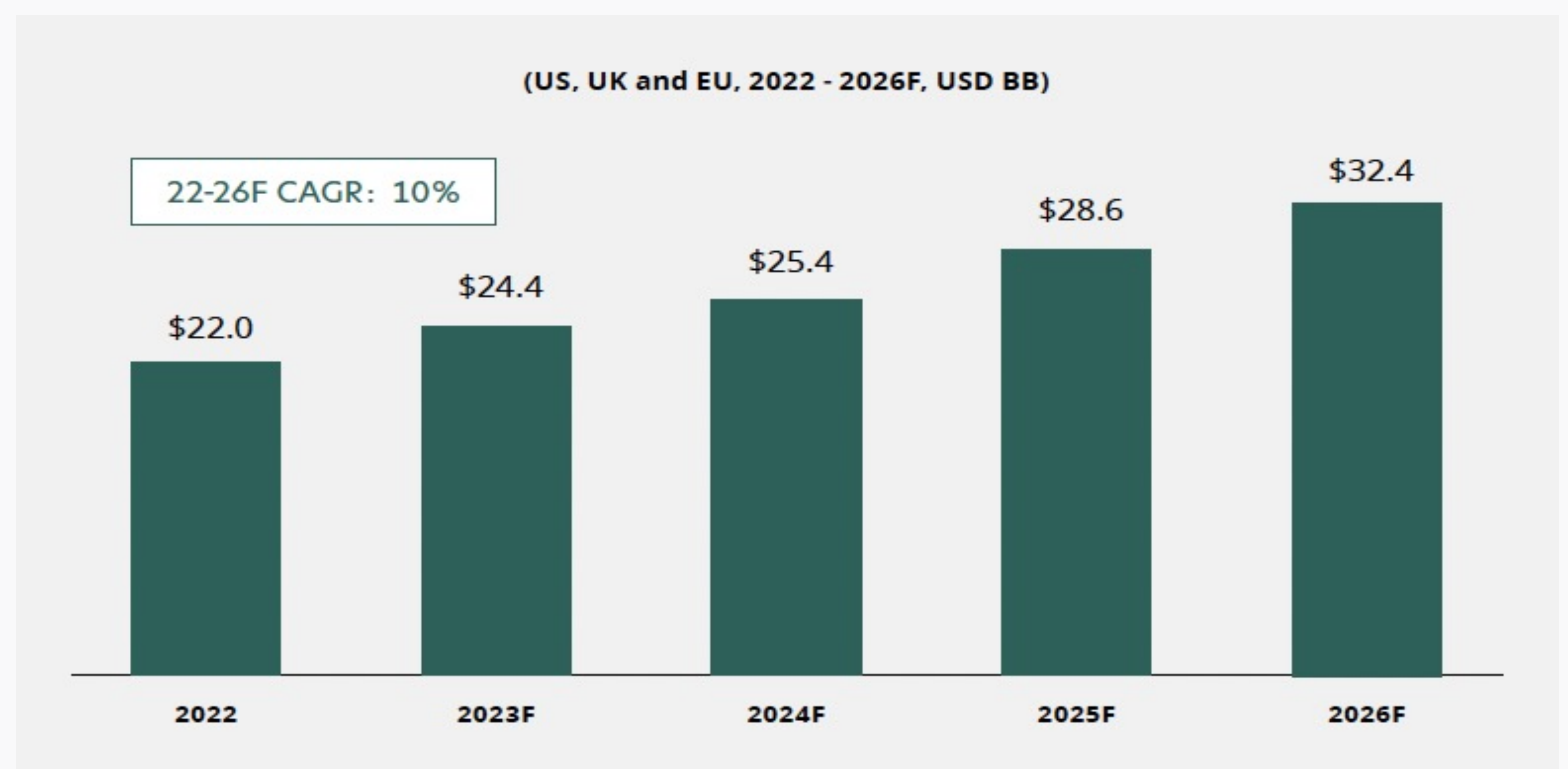
Winterberry Group predicts strong expansion in marketing analytics investments and use cases across industries. The consultancy forecasted that spend covering marketing analytics and data infrastructure is expected to grow from \$22 billion in 2022 to \$32 billion in 2026 in the US, UK and EU.

This growth is attributed to technological advancements and process improvements that have enabled businesses to achieve more with less reliance on people, empowering business analysts and engineers to leverage readily available technology, while reducing reliance on individuals with advanced degrees and offshore talent.

Data privacy will remain a serious concern, as regulation in the US and EU curtail access to data sources, as will the proliferation of black box measurement approaches that limit transparency into analytics methods and outputs.

Download the full report here: <https://www.winterberrygroup.com/insights-library>

**SPEND ON DATA INFRASTRUCTURE AND ANALYTICS**



Note: Spend on data infrastructure and analytics includes spend on CDPs, CRMs, DMPs and other data technologies, as well as spend on analytics services and measurement. Source: Winterberry Group (2023)

**Roundtable Chairs**



**Michael Harrison**

Managing Partner,  
Winterberry Group

[LinkedIn](#)



**Alain Sanjaume**

Managing Consultant  
Europe, Winterberry  
Group, France

[LinkedIn](#)



**Jake Berry**

EVP, General Manager,  
The Mars Agency

[LinkedIn](#)

Michael brings over 20 years of marketing experience in strategic and executive competencies in all aspects of consumer marketing. Prior to Winterberry Group, he served as Chief Strategy and Analytics Officer at Ansira, leading the strategic direction of the firm and client work.

Alain is a seasoned executive with more than 30 years of experience in data-driven advertising, martech, AI and data monetization. He's created a highly curated network across Europe that has brought him expert insights, furthering his specialization in EU business market entry, go-to-market strategies, data strategies and governance.

Jake is a seasoned agency executive with over 20 years of experience. He has risen through the ranks of The Mars Agency and currently leads their business strategy including managing the Media Planning and Activation, Strategic Planning and Performance Analytics functions.