



Data & Analytics

ACCELERATING B2B SALES FOR DATA & ANALYTICS COMPANIES

Using intent data in account-based marketing is not new, but what if you could find out exactly what topics your target accounts are researching; the challenges they are facing; and the specific pain points your prospects are experiencing, all neatly compiled together in an easy to digest guide? If you think it could help, then read on - this is the playbook for you!

In this category report, we reveal the top obstacles facing **Data & Analytics** vendors as well as key category trends shaping the market today. Then, by fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're able to guide you towards identifying the exact prospects and accounts in-market for your solution.

By incorporating this approach into your GTM strategy, you'll be better placed to tailor the right message, to the right audience to fit their specific stage in their buying journey.

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WHAT VALUE WILL THIS CATEGORY REPORT PROVIDE DATA & ANALYTICS COMPANIES?

Data is the lifeblood of modern businesses. From understanding customer behavior to processing complex information into digestible insights that drive effective decision-making, being able to make use of data is what sets successful businesses apart from their competition.

There's plenty of data available for organizations – the world generates **2.5 quintillion bytes** of data per day. The challenge comes in trying to process, analyze and present this data. Research suggests that just 22% of organizations are confident in their ability to develop and execute effective analytics strategies, while research by **Statista** suggests that the biggest challenge holding organizations back from utilizing their data is a lack of skilled personnel to interpret it.

Companies that want to be competitive, agile and future-ready need to onboard the tools and develop the skills necessary to take full advantage of the data at their disposal. What this means for Data & Analytics vendors is that significant sales and revenue opportunity exists – providing you know who to target, when and how.

Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.



KEY PAIN POINTS FOR IT PROFESSIONALS

29% or so of organizational data is inaccurate ([Experian](#)).

70% of organizations struggle to utilize data for decision-making purposes due to lack of analytics know-how and resources ([Forbes](#)).

\$3.1 TRILLION

The annual cost of bad data in the US ([IBM](#)).

Even though **85%** of organizations plan to invest in analytics and business intelligence tools, just **37%** have actually implemented them successfully ([Gartner](#)).

42% of data scientists report difficulty in obtaining accurate results due to data bias or missing data ([Towards Data Science](#)).

Data quality and completeness

is cited as the biggest marketing data management challenge for businesses ([Webinar Care](#)).

40% or more of businesses face challenges when it comes to creating data visualizations, such as a lack of resources, budget constraints, and lack of expertise ([ZDNET](#)).

77% of companies cite manual data entry as their biggest challenge ([Formstack](#)).

57% of businesses say that data entry takes up too much time ([Software Advice](#)).

UP TO 90% OF DATA

is never used for analytics, due to the challenges of data visualization ([PR Newswire](#)).

\$3.8 BILLION

The estimated cost to companies caused by data entry errors every year ([Statista](#)).

Just **11%** of companies have achieved their desired level of headless Business Intelligence (BI) success ([Forrester](#)).

Just **37%** of organizations believe they are making the most of the data they have ([Gartner](#)).

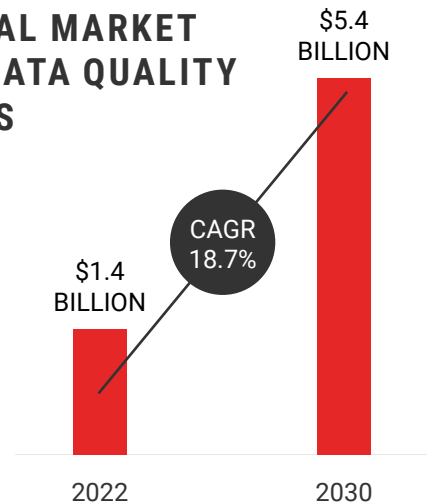
MARKET TRENDS & INVESTMENT AREAS FOR DATA & ANALYTICS COMPANIES

- It's estimated that the potential economic value of digital data is **\$3.9 trillion annually** (*McKinsey Global Institute*).

- The **global data science platform market** size & share was valued at **US \$95.31 billion** in 2021 and is expected to reach around **US \$695.0 Billion** by 2030, growing at a CAGR of 27.6% during the forecast period (*Polaris Market Research*).

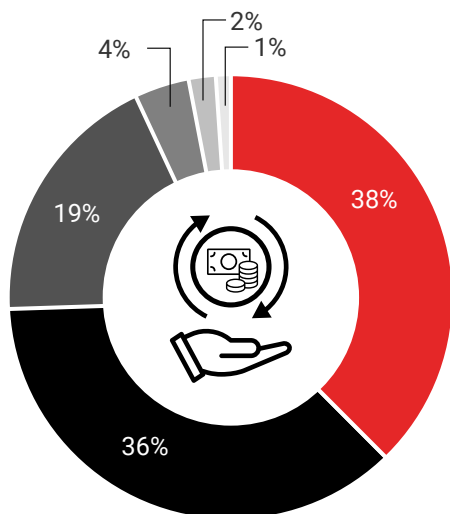
- The **global market for Data Quality Tools** estimated at **US \$1.4 Billion** in the year 2022, is projected to reach **US \$5.4 Billion** by 2030, growing at a CAGR of 18.7% over the analysis period 2022-2030 (*Research and Markets*).

GLOBAL MARKET FOR DATA QUALITY TOOLS



- 38%** of businesses plan on moderately increasing their spend on **smart analytics** in the next **12 to 18 months** (*Statista*).

DO YOU SEE INVESTMENTS INCREASING, DECREASING, OR STAYING THE SAME FOR SMART ANALYTICS IN THE NEXT 12 TO 18 MONTHS?



- Moderate increase
- Significant increase
- No change
- Moderate decrease
- Significant decrease
- Don't know

- Companies with the most advanced **analytics capabilities** are:
 - 2x more likely to be in the top quarter of financial performance within their industries
 - 2x more likely to use data very frequently when making decisions
 - 3x more likely to execute decisions as intended
 - 5x more likely to make decisions much faster than market peers (*Bain & Company*).

- The **global data visualization** industry is also expected to reach **\$19.20 billion** by 2027 at a CAGR of 10.2% (*GlobeNewsWire*).

- Visuals** can increase learning and information retention by 78% (*Xerox*).

- BI with data visualization** capabilities will offer an **ROI of \$13.01** back on every dollar spent (*Nucleus Research*).

IDENTIFYING DEMAND FOR DATA & ANALYTICS SOLUTIONS

Right now your target audience are leaving digital footprints everywhere as they move around the web reflecting their interests, challenges and their intent to purchase a particular product.

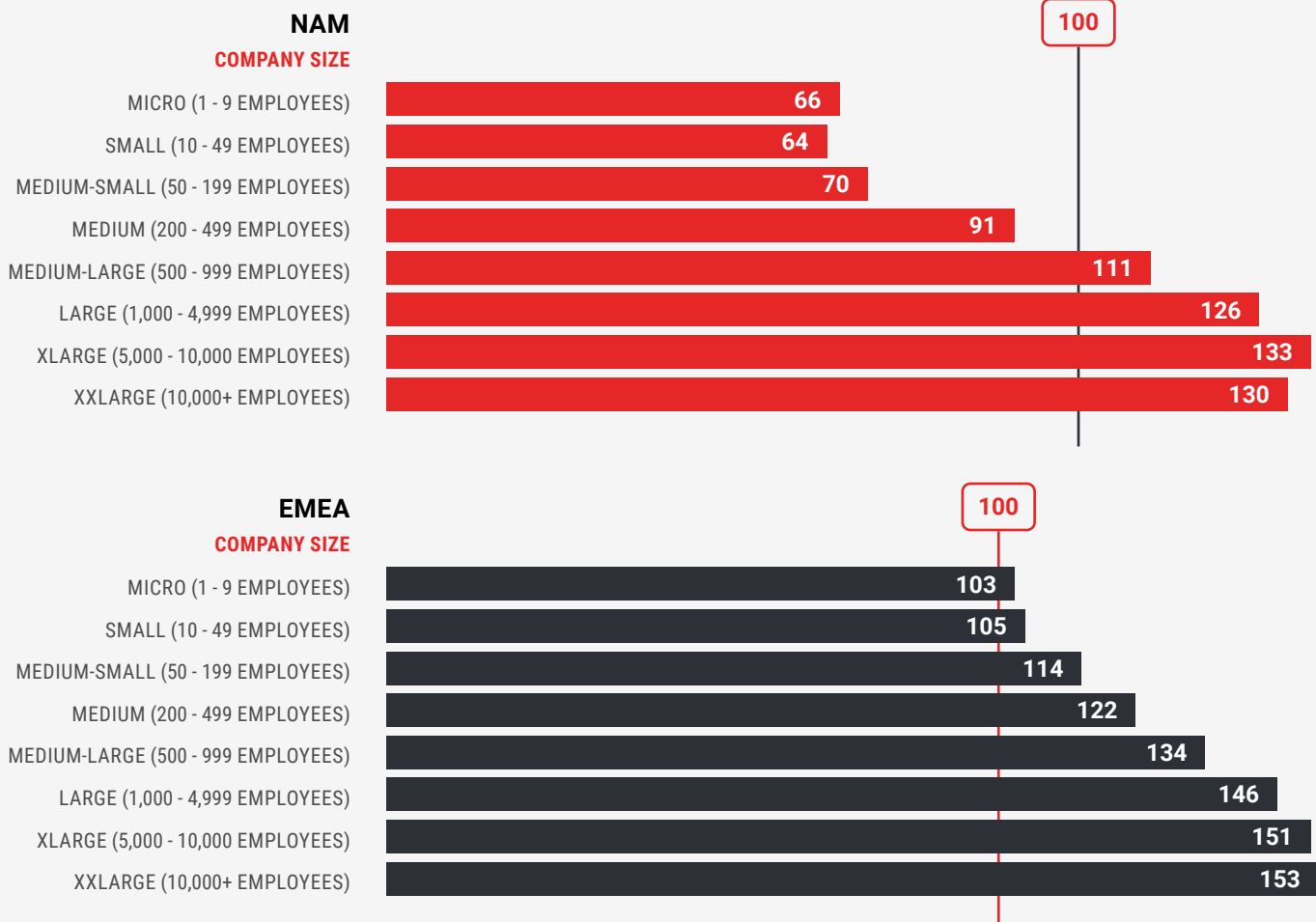
Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level. Knowing where the demand for Data & Analytics solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focusing efforts where demand is ready to be captured. Combining insights from a range of third party data sources with our own first party data we can provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence.

This rich and robust source of data and insight can transform how your Sales and Marketing teams approach the market and better prioritize where to direct time and resources.

GET IN TOUCH WITH
INBOX INSIGHT TO
HAVE A CUSTOM TAL
CREATED FOR YOU.

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COMPANY SIZE: NAM VS EMEA





TOP INDUSTRY INTEREST: NAM

NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Toyota Motor Corporation	toyota.com	XXLarge (10,000+ Employees)	Retail	25	70
2	Health Partners, Inc.	healthpartners.com	XXLarge (10,000+ Employees)	Healthcare	25	68
3	Childrens Place, Inc.	childrensplace.com	XXLarge (10,000+ Employees)	Retail	25	70
4	Principal Financial Group, Inc.	principal.com	XXLarge (10,000+ Employees)	Insurance	25	70
5	Lehigh University	lehigh.edu	Large (1,000 - 4,999 Employees)	Education	25	68
6	Asurion, LLC	asurion.com	XXLarge (10,000+ Employees)	Insurance	25	71
7	GZA GeoEnvironmental, Inc.	gza.com	Medium-Large (500 - 999 Employees)	Construction	25	69
8	CGI, Inc.	cgi.com	XXLarge (10,000+ Employees)	Software	25	68
9	AutoZone, Inc.	autozone.com	XXLarge (10,000+ Employees)	Retail	25	67
10	The Vanguard Group, Inc.	vanguard.com	XXLarge (10,000+ Employees)	Finance	25	68
11	ManpowerGroup, Inc.	manpowergroup.com	XXLarge (10,000+ Employees)	Business Services	25	69
12	NYU Health Center	nyumc.org	Large (1,000 - 4,999 Employees)	Government	25	67
13	Indeed, Inc.	indeed.com	XLarge (5,000 - 10,000 Employees)	Business Services	25	68
14	The Kraft Heinz Company	kraftheinzcompany.	XXLarge (10,000+ Employees)	Manufacturing	25	70
15	Yum! Brands, Inc.	yum.com	XXLarge (10,000+ Employees)	Hospitality & Hotels	24	69
16	Houston Methodist	houstonmethodist.org	XXLarge (10,000+ Employees)	Healthcare	24	68
17	Concur Technologies	concur.com	Large (1,000 - 4,999 Employees)	Software	24	69
18	Spacelabs Healthcare, Inc.	spacelabshealthcare.	Large (1,000 - 4,999 Employees)	Healthcare	24	69
19	Deere & Company	johndeere.com	XXLarge (10,000+ Employees)	Manufacturing	24	69
20	Aon Hewitt	aonhewitt.com	Large (1,000 - 4,999 Employees)	Finance	24	70
21	Public Service Enterprise Group, Inc.	pseg.com	XXLarge (10,000+ Employees)	Energy, Utilities & Waste	24	67
22	Banner Health	bannerhealth.com	XXLarge (10,000+ Employees)	Healthcare	24	69
23	PerkinElmer, Inc.	perkinelmer.com	XLarge (5,000 - 10,000 Employees)	Manufacturing	24	67
24	Halibuton Company	haliburton.com	XXLarge (10,000+ Employees)	Resource Extraction	24	66
25	Groupon, Inc.	groupon.com	XLarge (5,000 - 10,000 Employees)	Media & Internet	24	67
26	Stanford Health Care	stanfordhealthcare.org	XXLarge (10,000+ Employees)	Healthcare	24	69
27	Credit Suisse Group AG	credit-suisse.com	XXLarge (10,000+ Employees)	Finance	24	70
28	East Baton Rouge Medical Center, LLC	ochsner.org	XXLarge (10,000+ Employees)	Healthcare	24	69
29	Public Health & Human Services, Mon-	mt.gov	Medium-Small (50 - 199 Employees)	Government	24	71
30	Co Mo Electric Cooperative, Inc.	co-mo.coop	Medium-Small (50 - 199 Employees)	Energy, Utilities & Waste	24	

NAM





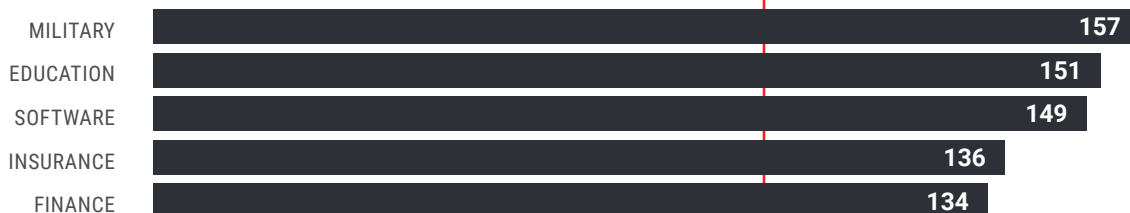
TOP INDUSTRY INTEREST: EMEA

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	Comany Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Federal-Mogul Holdings Corporation	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	26	69
2	Style Holidays Limited	thomascook.com	XXLarge (10,000+ Employees)	Transportation & Travel	26	68
3	SAP SE	sap.com	XXLarge (10,000+ Employees)	Software	26	70
4	IWG, PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	26	69
5	Novartis AG	novartis.com	XXLarge (10,000+ Employees)	Healthcare	26	70
6	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	26	68
7	Weatherford International, PLC	weatherford.com	XXLarge (10,000+ Employees)	Manufacturing	25	67
8	9mobile	9mobile.com.ng	Large (1,000 - 4,999 Employees)	Telecommunications	25	69
9	National Instruments Corporation	ni.com	XLarge (5,000 - 10,000 Employees)	Wholesalers	25	67
10	Deutsche Bank Aktiengesellschaft	db.com	XXLarge (10,000+ Employees)	Finance	25	67
11	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	25	69
12	Saginaw Valley State University	svsu.edu	Medium-Large (500 - 999 Employees)	Education	25	66
13	Thomson Reuters Corporation	thomsonreuters.com	XXLarge (10,000+ Employees)	Software	25	70
14	Intel Corporation	intel.com	XXLarge (10,000+ Employees)	Manufacturing	25	70
15	Yum! Brands, Inc.	yum.com	XXLarge (10,000+ Employees)	Hospitality & Hotels	25	69
16	Oracle Corporation	oracle.com	XXLarge (10,000+ Employees)	Software	25	69
17	KPMG International Cooperative	home.kpmg	XXLarge (10,000+ Employees)	Business Services	24	68
18	European Union	europa.eu	Medium-Small (50 - 199 Employees)	Manufacturing	24	70
19	SATA	sata.pt	Large (1,000 - 4,999 Employees)	Transportation & Travel	24	69
20	Accenture, PLC	accenture.com	XXLarge (10,000+ Employees)	Software	24	70
21	Broadcom, Inc.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	24	70
22	PriceWaterhouseCoopers	pwc.com	XXLarge (10,000+ Employees)	Business Services	24	69
23	CentralNic, Ltd.	uk.com	Medium-Small (50 - 199 Employees)	Software	24	69
24	Airbus SE	airbus.com	XXLarge (10,000+ Employees)	Transportation & Travel	24	69
25	Styrelsen for It og Læring	stil.dk	Medium-Large (500 - 999 Employees)	Software	24	70
26	Reply, SpA	reply.com	XLarge (5,000 - 10,000 Employees)	Software	24	70
27	Atos SE	atos.net	XXLarge (10,000+ Employees)	Software	24	70
28	ING Group N.V.	ing.com	XXLarge (10,000+ Employees)	Finance	24	70
29	ITnet S.r.l.	it.net	Medium-Small (50 - 199 Employees)	Software	24	69
30	Allianz Private Krankenversicherungs-AG	allianz.de	XXLarge (10,000+ Employees)	Insurance	24	68

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INDUSTRY



CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in Data & Analytics, it can help you prioritize your content focus. And by analyzing changes in interest over time you'll also be able to anticipate emerging 'pains' and provide content that addresses these issues.

This way, you'll be in the best possible position to place relevant content and formats in front of in-market buyers at each stage of the buyer journey from the offset – significantly increasing your competitive advantage.



DATA SHARING
IS SEEING THE LARGEST
% CHANGE IN INCREASED
SEARCHES WITH

+67%

UPLIFT IN THE PAST 90
DAYS IN NAM AND

+52%

IN EMEA.



NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Data Sharing	67%	72,089
2	Actionable Insights	21%	60,126
3	Data Visualization	-14%	47,421
4	Headless BI	18%	39,351
5	Smart Analytics	27%	36,602
6	Data Management Software	50%	27,095
7	Data Processing	-55%	26,194
8	Data Preservation	-49%	25,430
9	Descriptive Analytics	33%	21,677
10	Big Data	48%	20,387
11	Data Culling	-73%	18,747
12	Data Quality	146%	18,488
13	Data Science	123%	17,775
14	Reporting Software	-51%	14,890
15	Advanced Analytics	43%	14,554
16	Analytics Software	-43%	14,453
17	Data Classification	-59%	12,730
18	Data Lakehouse	-13%	11,528
19	Real-Time Data	-24%	8,830
20	Software as a Service (SaaS) Analytics	-82%	5,333
21	Data Entry	-41%	5,292
22	Data Management Platform (DMP)	-28%	4,840
23	Master Data	-18%	4,259
24	Self-Service Analytics	-14%	2,594
25	Real-Time Analytics	-31%	2,360
26	Data Validation	-81%	1,472



EMEA

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Data Sharing	52%	12,076
2	Headless BI	22%	11,841
3	Smart Analytics	47%	10,470
4	Actionable Insights	29%	10,223
5	Data Management Software	26%	7,604
6	Data Visualization	4%	6,243
7	Reporting Software	-42%	4,842
8	Data Processing	-23%	4,788
9	Data Preservation	-41%	3,649
10	Data Lakehouse	24%	3,017
11	Advanced Analytics	43%	2,545
12	Big Data	30%	2,399
13	Data Classification	-31%	2,325
14	Analytics Software	-61%	2,287
15	Software as a Service (SaaS) Analytics	-23%	2,026
16	Data Quality	-5%	1,883
17	Data Culling	-58%	1,703
18	Data Science	2%	1,550
19	Real-Time Data	-43%	1,508
20	Master Data	31%	1,253
21	Descriptive Analytics	100%	1,179
22	Data Management Platform (DMP)	13%	930
23	Real-Time Analytics	17%	762
24	Self-Service Analytics	6%	490
25	Data Validation	-65%	452
26	Data Entry	55%	412

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

- | | |
|---|------|
| 1. Data Sharing – 72,089 actively searching businesses | +67% |
| 2. Actionable Insights – 60,126 actively searching businesses | +21% |
| 3. Data Visualization – 47,421 actively searching businesses | -14% |

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

- | | |
|---|------|
| 1. Data Sharing – 12,076 actively searching businesses | +52% |
| 2. Headless BI – 11,841 actively searching businesses | +22% |
| 3. Smart Analytics – 10,470 actively searching businesses | +47% |

TOP 3 SURGING DATA & ANALYTICS CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:

NAM:

- 1 DATA QUALITY +146%
- 2 DATA SCIENCE +123%
- 3 DATA SHARING +67%

EMEA:

- 1 DESCRIPTIVE ANALYTICS +100%
- 2 DATA ENTRY +55%
- 3 DATA SHARING +52%

Once you know what topics to talk about, it's important to ensure content titles are strong enough to immediately grab the attention of your prospects and encourage strong page views, open rates and click-through rates (CTRs).

Taking a deep dive into the top performing content and email subject lines in the **Data & Analytics space** as identified from our IFP first party data can help give an indication of what's working well at present:

TOP 5 PIECES OF CONTENT BY VIEWS:

1. 6 Terrifying Big Data Challenges (and How CDOs Can Solve Them)
2. The Art of Big Data Management: What is it (and Why Does it Matter)
3. 5 Building Blocks of a Comprehensive Business Intelligence Strategy
4. Data Management Success: Mapping the 7 Stages of Big Data Implementation
5. Are You Using the Right Charts to Visualize Your Data?

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. How Data Management Can Make a Difference for Large Corporations
2. 6 Bad Data Management Habits that Are Costing You Thousands
3. The Future of Data Science Automation and What This Means for Data Scientists
4. The Art of Big Data Management: What is it (and Why Does it Matter)
5. Putting Data Quality at the Forefront of Your Data Governance Policy

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. All the Details About Data Quality Every IT Leader Should Know
2. Data Management: How to Bring Forth Tomorrow's Innovations Today
3. Joe, What is the true value of data quality in your business?
4. Implementing Real-Time Data Isn't as Easy as It Might Seem... Here's Why!
5. Your Data Lake Has Become a Data Swamp – Here's How to Fix It

STRUGGLING WITH CONTENT? GET IN TOUCH WITH OUR SPECIALIST CONTENT AND CREATIVE TEAM.

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KEY TAKEAWAYS: HOW TO WIN

Using the above learnings, Data & Analytics vendors can form a sound understanding of how to win in this space – here's what the data is telling us:

- Visuals are the most effective way of communicating data from insights, which explains **data visualization** is in the top 3 areas of spiking intent in NAM and topics like *'Are You Using the Right Charts to Visualize Your Data?'* are among the highest performers.
- Ensuring **data quality** is another major priority for organizations going forward, which is supported by the performance of content pieces like *'Putting Data Quality at the Forefront of Your Data Governance Policy'*, *'All the Details About Data Quality Every IT Leader Should Know'* and *'Joe, What is the true value of data quality in your business?'*. What's more, **data quality** is the number one surging topic in this category, with a **136%** increase in the last 3 months.
- The push for better data quality extends into other topic areas like **big data**, with data cleansing and accuracy a key challenge listed in the popular article *'6 Terrifying Big Data Challenges (and How CDOs Can Solve Them)'*.
- In the effort to reduce the amount of incorrect and low-quality data, *'Your Data Lake Has Become a Data Swamp - Here's How to Fix It'* is performing particularly well, appearing in the top 5 subject lines for this category.
- One of the key factors of poor data quality is **data entry**, which is a challenge organizations are looking to overcome and subsequently an area of surging change in EMEA. It's also identified in the popular article *'6 Bad Data Management Habits that Are Costing You Thousands'* as a common mistake enterprises need to address.
- There's a concerted effort to maximize the value of **data science**, with this area appearing as a surging intent topic in NAM and reflected in high-performing content pieces like *'The Future of Data Science Automation and What This Means for Data Scientists'*.
- Organizations are also prioritizing getting the most from their investments in **business intelligence** – whether this is through adopting headless BI (the second highest-spiking intent topic for this category in EMEA) or creating a strategy around BI implementation (which explains the popularity of *'5 Building Blocks of a Comprehensive Business Intelligence Strategy'*).



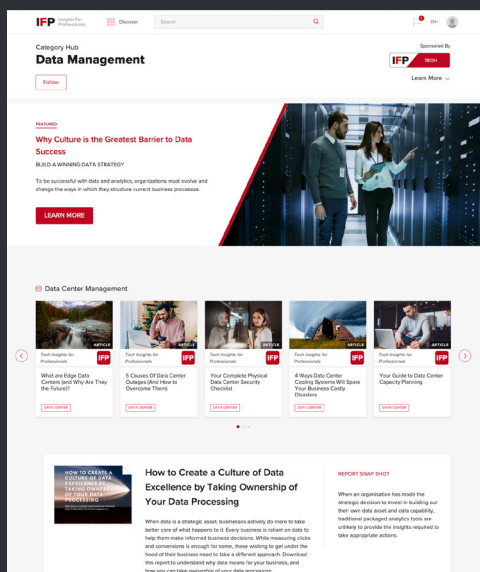
WHAT'S NEXT?

Now you know exactly what your in-market buyers are interested in and are actively searching, use these key insights backed by first party data to guide your theme and content planning.

Data driven targeting and content recommendations will help steer your marketing efforts in the right direction by understanding and addressing the greatest challenges facing marketers at present.

If you are looking for even more ways to accelerate your sales process to drive maximum conversions, download our **7-Step Guide to Sales Acceleration for B2B Marketers**.

From intent data to propensity modelling, ABM to content these 7 strategies will ensure you are making the data driven decisions necessary to increase your marketing efficiency, optimise your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.



LOOKING FOR MORE DATA & ANALYTICS INSIGHTS?

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