# FORRESTER CONSULTING

Predictive Analytics Takes CMOs From Survive To Thrive

Marketing executives who implement predictive analytics demonstrate greater marketing maturity and deliver better business outcomes.

Predictive analytics goes mainstream

Current plans for implementing predictive marketing analytics systems

- **61%** Implemented/expanding implementation
- **37%** Interested/planning to implement
- **2%** Not interested
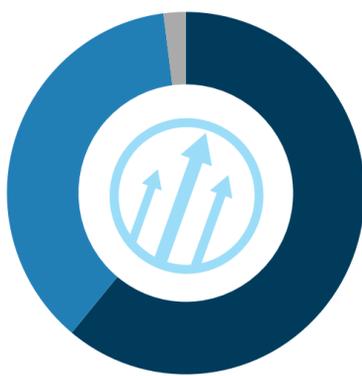
Top B2B performers use predictive analytics

Predictive analytics users are twice as likely to perform on key business metrics compared with nonusers, showing:

2.2x Annual revenue growth >= 10%

2x Higher market share than any competitor

2x Likelihood to exceed marketing value contribution goals

83% of users see considerable or very high **business impact**

Predictive analytics users approach B2B marketing in more modern, advanced ways

Users* | nonusers† of predictive analytics comparison:

Have a standardized marketing platform	Implement analytics solutions in < 2 weeks	Track conversion rates
79% | 34%	**36%** | 21%	**55%** | 36%

Predictive analytics solves top challenges

Top challenge: limited visibility into addressable markets

No. 1 barrier among a list of 12

"Predictive analytics helps evaluate opportunities to enter new markets."

86% agree
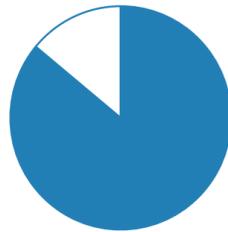
"Identifying the best leads for sales reps to spend time on . . . we have to solve for **lifetime value** in that moment as opposed to just close rate."
VP of marketing, business services company

Users understand, identify, and engage customers with predictive analytics

Considerable or very high impact of using predictive analytics to . . .

Understand

97% Understand how/why best customers buy

Identify

89% Identify net-new leads/customer opportunities

Engage

92% Optimize marketing mix to reach the right buyers