Big data, IoT and cloud are driving digital marketing. They’re enabling companies to focus on specific customer interactions, from improving engagement and research to supporting incentive programs. And they’re providing the ability to gain valuable insight through the analysis of customer behavior using data captured from various sources.

For instance, 38 percent of IT and marketing professionals surveyed by 2nd Watch say big data is being very aggressive in their use of digital marketing initiatives. Another third say they are very aggressive in their use of IoT-based marketing, while 29 percent say cloud-based data warehouse technologies are being very aggressive in supporting digital marketing programs.

The second most popular reason is for improving supply chains. One-quarter say big data-based digital marketing campaigns have been very effective for meeting customer engagement and demand generation goals.

Top uses for IoT in digital marketing

- Drive customer-facing web & mobile apps (47 percent)
- In power campaigns and promotions (24 percent)
- For better understanding of customer preferences (29 percent)
- Of respondents are likely to expand use of big data to support digital marketing.

**One Quarter** say they’ve eclipsed goals for these campaigns and are generating a quantifiable return on investment.

**47 percent** say big data-based digital marketing campaigns have been effective for meeting customer engagement and demand generation goals.

**41 percent** say they will likely use a cloud-based data warehouse to support digital marketing in the near future.

**39 percent** say cost is the primary benefit of using a cloud-based data warehouse for digital marketing.

**38 percent** use big data to support digital marketing but are in the beginning stages of doing so.

**40 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**29 percent** say big data to better understand customers.

**27 percent** use big data to better understand customers.

**25 percent** use big data to better understand customers.

**24 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**22 percent** use big data to better understand customers.

**21 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**20 percent** use big data to better understand customers.

**18 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**16 percent** use big data to better understand customers.

**15 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**14 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**13 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**12 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**11 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**10 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**9 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**8 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**7 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**6 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**5 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**4 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**3 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**2 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**1 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**0 percent** use machine data (Internet of Things) to support digital marketing. But are in the beginning stages.

**One Quarter** say they’ve eclipsed goals for these campaigns and are generating a quantifiable return on investment.

**29 percent** say they’ve been successful in meeting or exceeding their IoT-based digital marketing goals.

**18 percent** say cost is the primary benefit of using a cloud-based data warehouse for digital marketing.

**39 percent** say the use of these technologies is successively being deployed.

**29 percent** say the use of these technologies is successively being deployed.

**28 percent** say the use of these technologies is successively being deployed.

**27 percent** say the use of these technologies is successively being deployed.

**26 percent** say the use of these technologies is successively being deployed.

**25 percent** say the use of these technologies is successively being deployed.

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