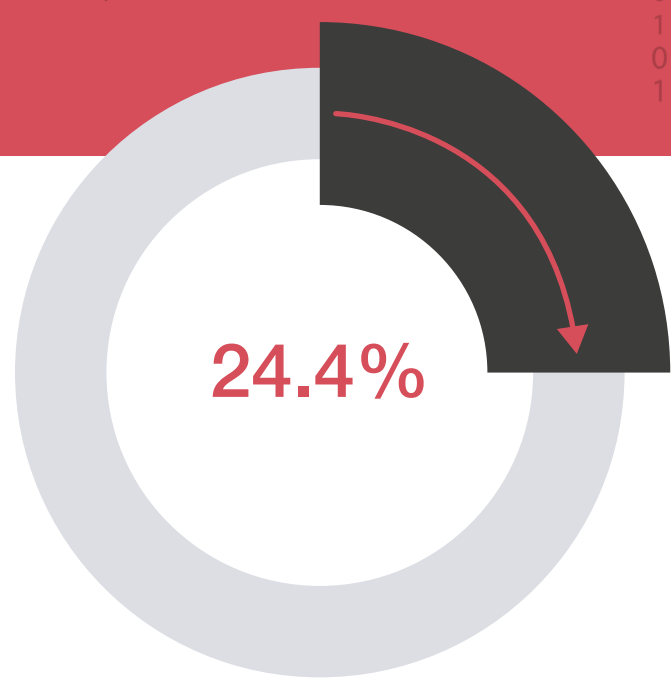


# How to seize the data skills your business needs



24.4% of marketers rank a lack of data dexterity as their biggest perceived skills gap. (Marketing Week)

Don't let a shortage of data expertise hold your business back – find an agency that can help you unlock its power.

Here's what to look for in your perfect data partner:

## Proof of experience

Look for case studies, awards and happy clients – all evidence that an agency has achieved tangible data benefits for the businesses it supports.



## A understanding of your business

An agency can't apply data insight to what you do without a thorough understanding of your business objectives. Ensure they take the time to appreciate how you tick.

## The expertise you need

Not every agency will offer the particular data skills your business needs. The most effective specialise in key capabilities – like CRM strategy, loyalty programme design and data segmentation, so look for one that excels in the areas you require.



## Continual campaign refinement

Consumer habits and preferences change all the time, so your marketing efforts should follow suit. Make sure your agency uses campaign data to continually measure and refine next steps.

Could we help you seize the data?

We'd love to help your business find its data edge. Talk to us today to learn more.

