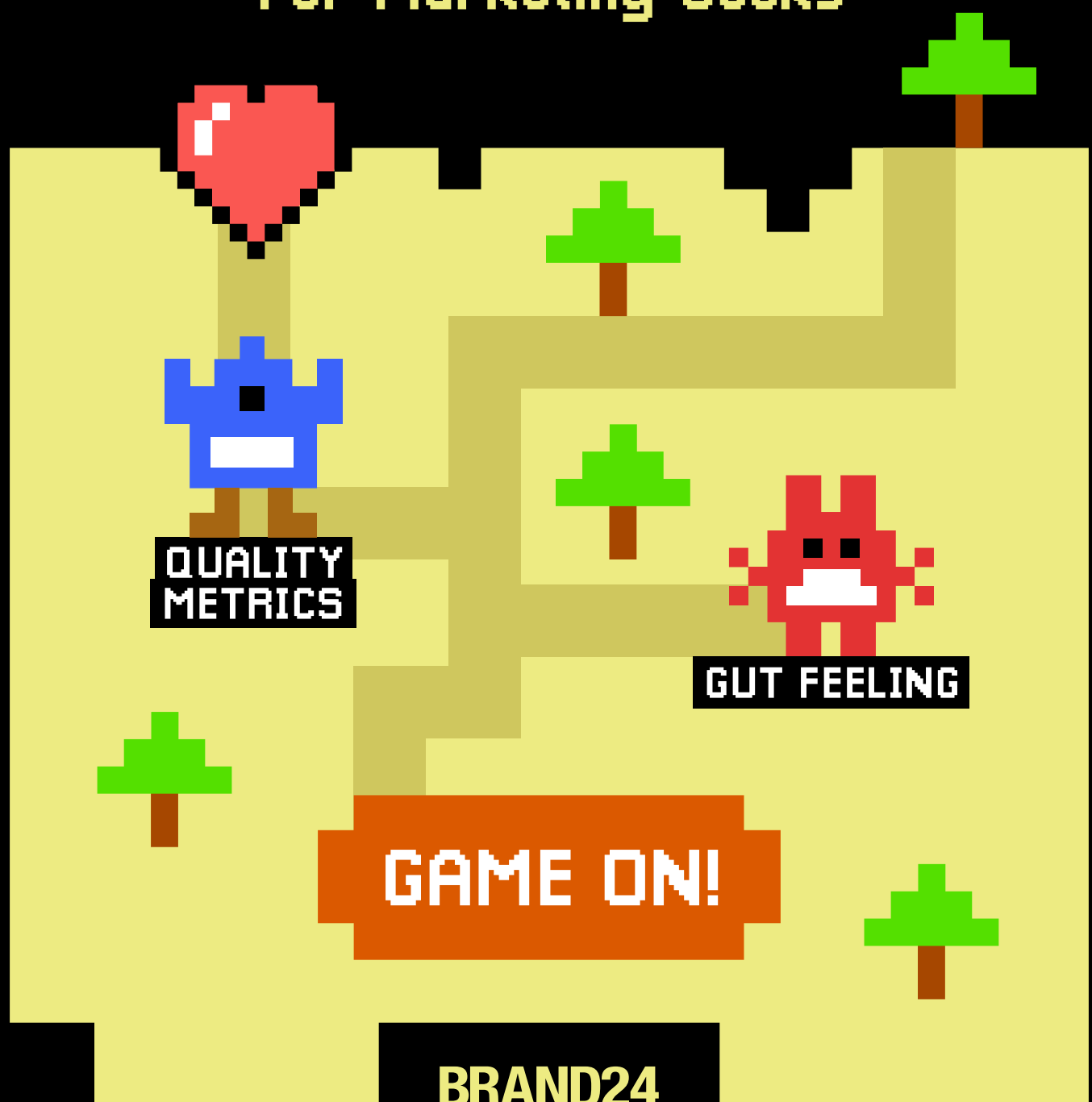


No Time For Shortcuts

13 Data-Driven Strategies
For Marketing Geeks



Why this e-book is longer than your last Netflix binge?

Part 1 – Foundations of Data-Driven Marketing

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What is Data-Driven Marketing? (5)

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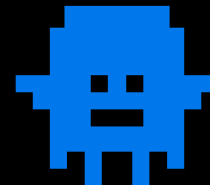
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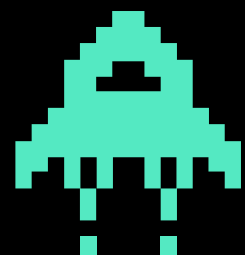
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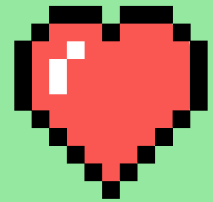


Foundations of Data-Driven Marketing

In quality metrics we trust.
What about you?



Hello!



Why did we decide to take you on this ride through data-driven marketing?

Data is at the heart of everything we do — our strategy, our daily work and our approach to marketing. At Brand24, we've developed our product and grown our business based on data-driven insights. Now, we'd love to share our experiences with you.

Data isn't just about charts and numbers — it's about understanding your audience better. Making smarter decisions. It's about creating marketing that actually works.

Welcome to the world of data-driven marketing — let's dive in together!

Data-Driven Marketing is speeding up. How to deal with it?



ChatGPT and other large language models (LLMs) are playing an increasingly important role in search engines. Meanwhile, organic traffic from Google is in decline. LinkedIn is shaking up its algorithms once again.

It sounds like a roller coaster ride, doesn't it? That's what the marketing world looks like right now. But it doesn't have to be scary.



**Justyna
Dzikowska**

Head of Marketing
at Brand24

You just need data. With the right takeaways, you can understand what's happening in the industry, and improve your strategies. Sounds obvious? Sure. But be honest — are you really doing it?

The more content, channels and search engines we have, the more complicated communication becomes. Solid analytics are the only way to connect the dots: how people discover your brand, what pulls them in, and why they stick around.

The right tools make it easy and efficient. Nowadays, well-integrated solutions serve up instant ideas, spot trends, and hand you actionable recommendations on a silver platter.

Look at your data through rose-tinted glasses and see how much you can learn from it. You'll be amazed!

What is Data-Driven Marketing?



Data-driven marketing is an approach that uses data and analysis to inform decisions, rather than relying solely on intuition, opinions or experience. The process involves collecting, processing and analysing data in order to identify valuable patterns and trends.

Once you have gained these information, they can fuel ideas, whether you are planning a strategy or brainstorming your next campaign.

To make this approach work, marketers must define the challenge, and then identify the most relevant data sources. The aim of the analysis is to reveal key findings to improve performance.



The most common data-driven marketing challenges

Every marketing strategy faces challenges, and a data-driven approach is no exception. It is worth preparing and improving these elements to achieve better results.

Data quality

Since data-driven marketing relies entirely on data collection, it is crucial to verify the trustworthiness of your sources. Inaccurate data can lead to misguided analysis and decision-making.

To make sure your team's data is accurate, check that your sources are trustworthy and use reliable tools like Brand24. Ensure that the chosen tools are implemented correctly.

1

Regularly audit
your data sources.

2

Set internal data
formatting standards.

3

Train your team to identify
suspicious or duplicate data.

Data integration

Collecting raw data is just the beginning. The real challenge lies in combining information from multiple sources, particularly when different tools use different languages, metrics or definitions.

Consequently, it is crucial to ensure that your tools are compatible and that you have a solid understanding of the data they provide. This is the only way to extract clear, accurate takeaways quickly enough to act on them.

1

Map the data flow
across all the
platforms you use.

2

Test data
exports and imports
for consistency.

3

Create standardised
processes for
metrics and terms.

Data privacy and security

When it comes to your data-driven marketing strategy, the key is to ensure that all information is acquired legally and ethically. This is particularly important in the current climate of strict GDPR and cookie policies.

All data-driven marketing tools should include legal details in their terms of service. If you are unsure how a company is acquiring information, contact them directly to ask.

Better safe than sorry!

1

Review and update your company's privacy policy.

2

Run security workshops for your team.

3

Draw up a clear data breach response plan.

Measuring ROI

Although data-driven marketing is firmly rooted in hard evidence, some teams still struggle to calculate the return on investment.

It is crucial that your team has the right tools to measure the success of campaigns. How to do it?

1

Define KPIs for each campaign.

2

Automate the tracking of campaign performance.

3

Compare the results to identify the actions with the highest ROI.

Benefits of the data-driven strategy

Did you know, that social listening improves campaign effectiveness by up to 25%.¹

While data-driven marketing comes with its challenges, it brings clear benefits. It supports faster, more accurate decision-making, and makes it easier to allocate resources effectively by showing what's working, and what needs to change when it's not.

Marketers are using a data-driven approach in many areas².



- 47% - E-mail Marketing
- 46% - Customer Experience
- 41% - Paid Advertising
- 38% - Product and Services Development
- 35% - Personalization



1 <https://hivemindinsights.com/blog/f/5-stats-about-social-listening-you-need-to-know-in-2025>

2 <https://ascend2.com/wp-content/uploads/2024/07/Data-Driven-Marketing-2024-Survey-Summary-Report.pdf>

What's the payoff?

Improved customer targeting

- ✓ better understanding of audience
- ✓ precisely targeted campaigns
- ✓ increased engagement and conversions

Better customer experience

- ✓ personalised communication
- ✓ relevant messages and offers
- ✓ aligned with customer needs

Increased ROI

- ✓ well-informed decisions
- ✓ campaign optimisation
- ✓ data-informed sales plans

Competitive advantage

- ✓ data as a differentiator
- ✓ cost-effective campaigns
- ✓ standing out in the market

Better insights and marketing strategies

- ✓ uncovering patterns and trends
- ✓ more accurate communication
- ✓ increased engagement and conversions

Why is it important to implement data-driven approach to your strategy?



Nowadays, marketing without a data-driven approach doesn't make much sense. While intuition and experience are essential, if we don't support them with complex numbers, we risk hindering business growth instead of promoting it. In a rapidly changing environment, failing to take an analytical approach means falling behind because competitors make decisions based on facts, not guesswork.



**Michał
Sadowski**

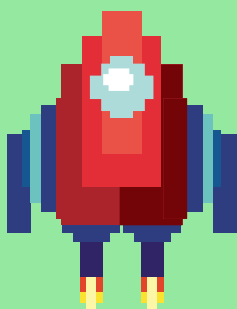
Founder & CEO
at Brand24

At Brand24, we have tangible evidence of this. One breakthrough moment occurred when we identified a problem with the registration form. Thanks to data analysis from Hotjar and Heap Analytics, we discovered where users were getting lost and why the process was not intuitive. After making changes, the registration conversion rate increased threefold, proving the importance of acting quickly based on real insights.

We use a whole ecosystem of tools every day, including Clarity and Hotjar (heat maps and session recordings), Heap Analytics (user behaviour tracking), Semrush (SEO and visibility), Brand24 itself, and Intercom (communication and customer contact automation). A data warehouse in Amazon Redshift ties all these tools together, and reporting and decision-making take place in Power BI.



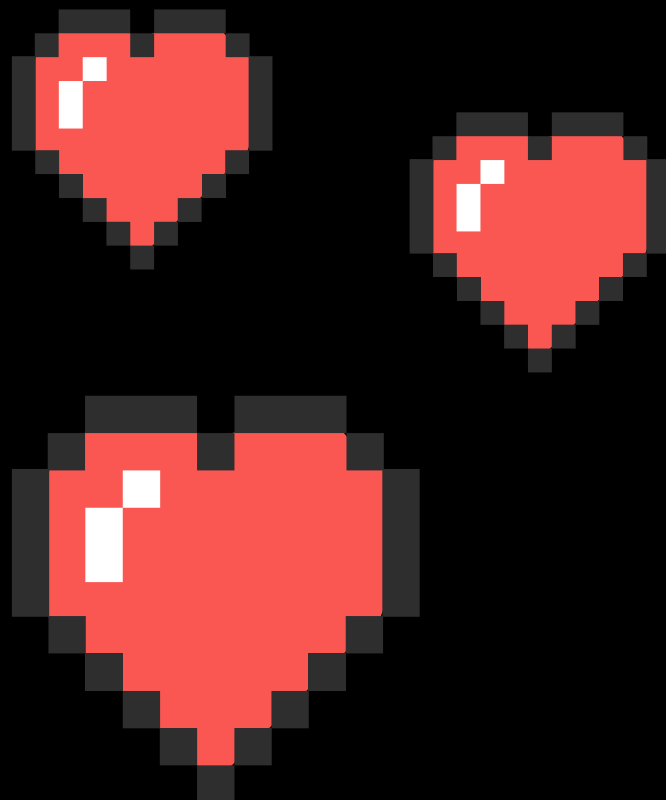
This infrastructure enables us to evaluate the actual value of our efforts and identify areas where resources are being consumed without generating returns. In the era of LLMs and automation, speed and precision are becoming increasingly important – and the advantage goes to those who can not only collect data, but also act on it faster than the competition.



Social Listening & Insights

Still listening to your heart?

Try our data-driven way. We know where
it's going. And we do know why.



How to use social listening to get data-based insights?

Can social listening really help you find leads? Yes! It's a powerful tool with many benefits, one of which is its ability to identify potential customers. There are several approaches you can take, making social listening a great way to find leads.

What is social listening?



Social listening involves finding and analysing mentions from various social media platforms and online sources. It helps to uncover valuable analytics that can inform business decisions.

In fact, it's simple yet highly effective. This strategy allows you to target a very specific audience: people who are researching products in your niche or who are already interested in your product.

Social listening can give you takeaways into:

- Who your audience is?
- What they want and care about?
- When they interact with your brand?
- Where they are most active and engaged?
- Why are they talking about your brand?
- How you can better meet their needs?

The first step in any successful data-driven marketing strategy is gathering and analysing information to uncover fresh patterns.

The key question is: what exactly should you measure?



(Lucky) 13 Key metrics to track

How do you measure the success of a marketing campaign or strategy? Clearly, the answer depends on your goals, target audience and communication channels.

As well as the obvious metrics such as reach and engagement, it is worth exploring more advanced indicators. These help you to understand the results better and make your marketing based on facts.

01 Customer Lifetime Value (CLV)

Customer Lifetime Value (CLV) is a metric that represents the total revenue generated by a customer throughout their relationship with your business.

CLV provides information into the long-term value of your customers and how you can improve retention and increase overall revenue.

How to measure it?

CLV is usually calculated by dividing average revenue per user (ARPU) by the churn rate.

Here's a simple formula:

$$\text{CLV} = \text{Average Revenue per Customer} / \text{Churn Rate}$$

02 The volume of mentions

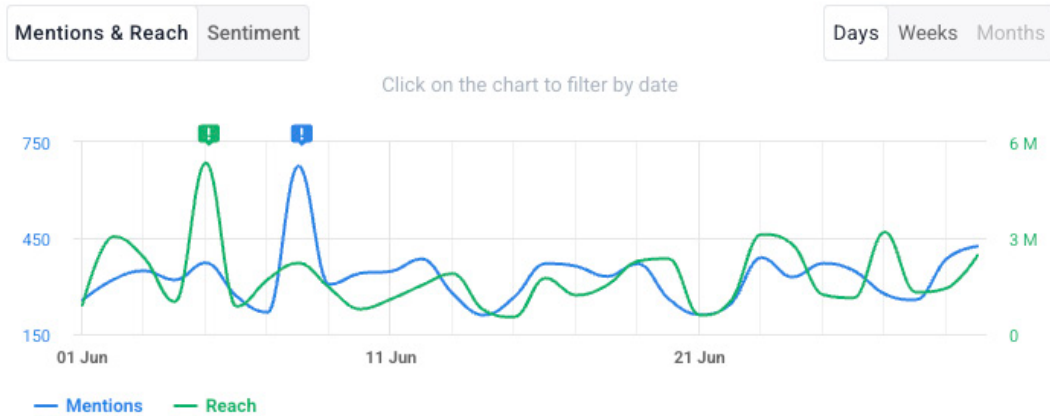
The 'volume of mentions' metric shows how often people talk about your brand, product or other significant keywords.

It should include all mentions across social media, forums, blogs, news sites and more, whether you are tagged or not.

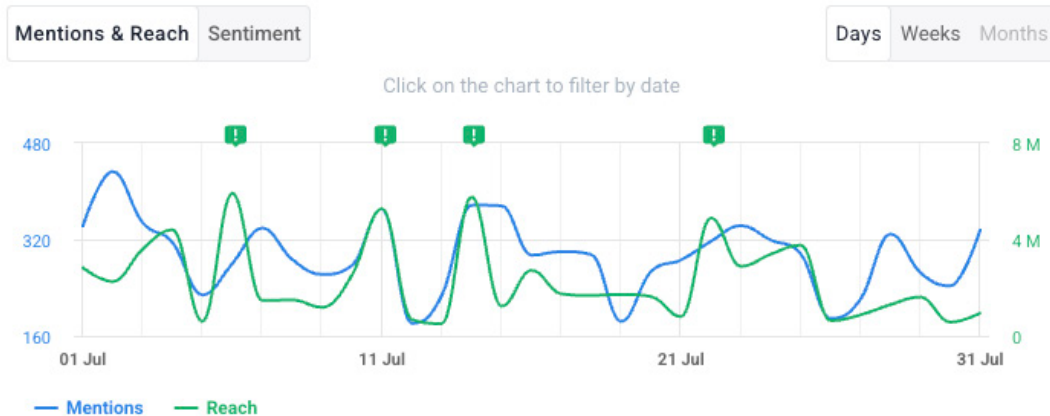
For example, in July 2025, there were over 9,100 mentions of the Zalando brand online.

For comparison, in June 2025, there were over 9,800. What does this decline mean?

What is the reason for it? Social listening provides answers to these questions. This is how it looks on the Brand24 summary dashboard.



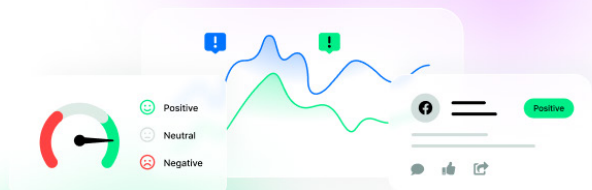
01 of June 2025–30 of June 2025



01 of July 2025-31 of July 2025

**Try Brand24 – the best tool
to create social listening reports!**

[Start Free Trial](#)



Mentions can also help you:



Spot new trends and what the public is interested in.



Discover people who love or hate a brand.



Evaluate how campaigns are performing.



Check how well your marketing efforts are working.

How to measure it?

You can track mentions using tools such as Brand24, Google Alerts or Brandwatch.

These platforms count how many times your keyword or brand name appears in online conversations over a specific period.

03 Customer Acquisition Cost (CAC)

Customer acquisition cost (CAC) is simply the amount of money spent to acquire one new customer.

This includes costs such as paid advertising, tools, salaries and content creation, as well as any other expenses that help you attract new customers.

However, growth isn't just about getting more customers. It's about doing so in the most effective way possible.

If your CAC is higher than your customer lifetime value (which we'll discuss later), you're losing money with every sale. Not ideal!

How to measure it?

You can use this formula:

$$\text{CAC} = \text{Total Marketing \& Sales Spend} / \text{Number of Customers Acquired}$$

A lower CAC is always a good sign — provided you're still reaching the right audience.

04 Social media reach

Social media reach refers to the total number of unique users who have seen your content across social platforms.

Even if users don't engage, they may still see posts mentioning your brand — whether it's your own content or posts from others.

How to measure it?

Most platforms offer built-in analytics that show your profile's reach. However, this only covers your own posts.

To understand your overall reach — including mentions and discussions from other profiles across platforms — you'll need a social listening tool.

05 Non-social reach

Non-social reach is similar to social media reach, but in this case the source is everything beyond social media platforms. It shows how many people you reach via blogs, newsletters, PR coverage, forums and so on.

Why is it important?

Because this type of reach is often more stable and long-lasting, and less dependent on algorithms. It demonstrates how effectively you are building a searchable, discoverable brand.

How to measure it?

You can find this metric in media monitoring tools, too.

06 Conversion Rate

The conversion rate tells you how many people perform a desired action on your website or in your campaign. This could be signing up, booking a demo or making a purchase.

Why is it important?

Because while traffic is great, if it doesn't convert, it just doesn't matter.

This metric shows how persuasive and effective your marketing is.

How to measure it?

You can find this metric in media monitoring tools.

Here's the formula:

$$\text{Conversion Rate} = (\text{Number of Conversions} / \text{Total Visitors}) \times 100$$

You can use it to track various types of conversions — from email signups and purchases to form submissions and more.

07 Average Revenue Per User (ARPU)

Average Revenue Per User (ARPU) shows how much revenue, on average, each customer generates over a specific period.

You can use it to:

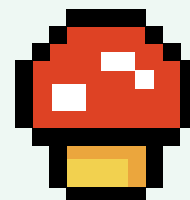
- Monitor if your pricing works well
- Gauge upsell efficacy
- Better predict your revenue

How to measure it?

Average Revenue Per User is simply your total revenue divided by the number of your active users.

The formula:

$$\text{ARPU} = \text{Total Revenue} / \text{Number of Active Users}$$



Pro tip: Track this metric monthly — especially if you offer tiered pricing or add-ons. It can help you spot trends and refine your growth marketing strategy over time.

8 Click-Through Rate (CTR)

Click-Through Rate (CTR) is a key metric that shows how many people saw your link — in an ad, email, or search result — and clicked on it. It measures real engagement, not just reach.

A high CTR indicates that your offer and growth marketing strategy are working. It means people are interested enough to take action — and that's the first step toward conversion.

How to measure it?

You can use this simple formula:

$$\text{CTR} = (\text{Clicks} / \text{Impressions}) \times 100$$

This growth metric is worth analysing across all platforms where your marketing efforts are active — newsletters, social media, and more.

9 Cost Per Lead (CPL)

Cost per lead (CPL) is a growth marketing metric that shows how much you spend to generate each lead. This could be an email sign-up, a demo request or a free trial – the possibilities are endless.

How to measure it?

You can measure your CPL by dividing the total marketing spend by the number of leads generated.

The formula:

$$\text{CPL} = \text{Total Marketing Spend} / \text{Number of Leads Generated}$$

Breaking this metric down by platform helps you identify which channels deliver the best results.

10 Marketing Qualified Leads (MQLs)

Marketing qualified leads (MQLs) are leads who:

1. Shown interest in your offer
2. Meet specific criteria that make them more likely to become paying customers

Not every lead is ready to buy.

Marketing Qualified Leads (MQLs) help you focus on the right people — those who are genuinely interested in your offer and likely to be a good fit.

This metric helps you:

- Align marketing efforts with sales
- Improve lead generation efforts
- Monitor lead quality over quantity



How to measure it?

First, you need to define the criteria based on behaviour, such as downloading a guide, opening multiple emails or visiting pricing pages.

Unfortunately, there's no universal formula. You'll need to create a scoring system that reflects your customer journey.

11 Customer Retention Rate

The customer retention rate is a key metric that shows the percentage of customers who continue to use your services or products over a period of time.

It is usually much cheaper to keep a customer than to find and attract a new one. Therefore, a high retention rate leads to more efficient customer acquisition.

It helps you:

- Measure customer loyalty
- Take care of existing customers
- Better predict revenue metrics
- Identify churn risks early and improve the new customers' experience

How to measure it?

This one is a little more complex. Here's a formula that most growth marketers use:

$\text{Retention Rate} = ((\text{Customers at End of Period} - \text{New Customers}) / \text{Customers at Start}) \times 100$

And remember — the higher, the better! It means your efforts are reaching the right people.

12 Churn Rate

Churn rate shows the percentage of customers who stop using your service or cancel their subscription over a specific period.

For example, for most SaaS businesses, a monthly churn rate below 5% is considered healthy - though the ideal rate depends on your industry, pricing model, and customer type.

This metric can help you:

- Spot friction points
- Improve user experience and growth marketing tactics
- Lower the customer acquisition cost (CAC)

How to measure it?

Here's the formula for this growth metric:

$\text{Churn Rate} = (\text{Lost Customers} / \text{Total Customers at Start}) \times 100$

Keep it low and always dig into the 'why' behind it. Even more so when it starts to get bigger.

13 Net Promoter Score (NPS)

The Net Promoter Score (NPS) indicates how likely your customers are to recommend your products or services to others. It's an easy way to gauge overall satisfaction and brand loyalty.

It matters because loyal customers don't just stick around — they actively encourage others to try your product. NPS can help you to identify these promoters and understand what motivates them to share their positive experiences.

How to measure it?

Most growth marketers conduct surveys.

They ask questions like: "How likely are you to recommend us to a friend?" on a scale of 0–10.

Then, to calculate it, you can use this formula:

$$\text{NPS} = \% \text{ Promoters (9–10)} - \% \text{ Not Satisfied (0–6)}$$

An NPS above 50 is generally considered strong — it means your customers are not only satisfied, but also willing to recommend your brand to others.

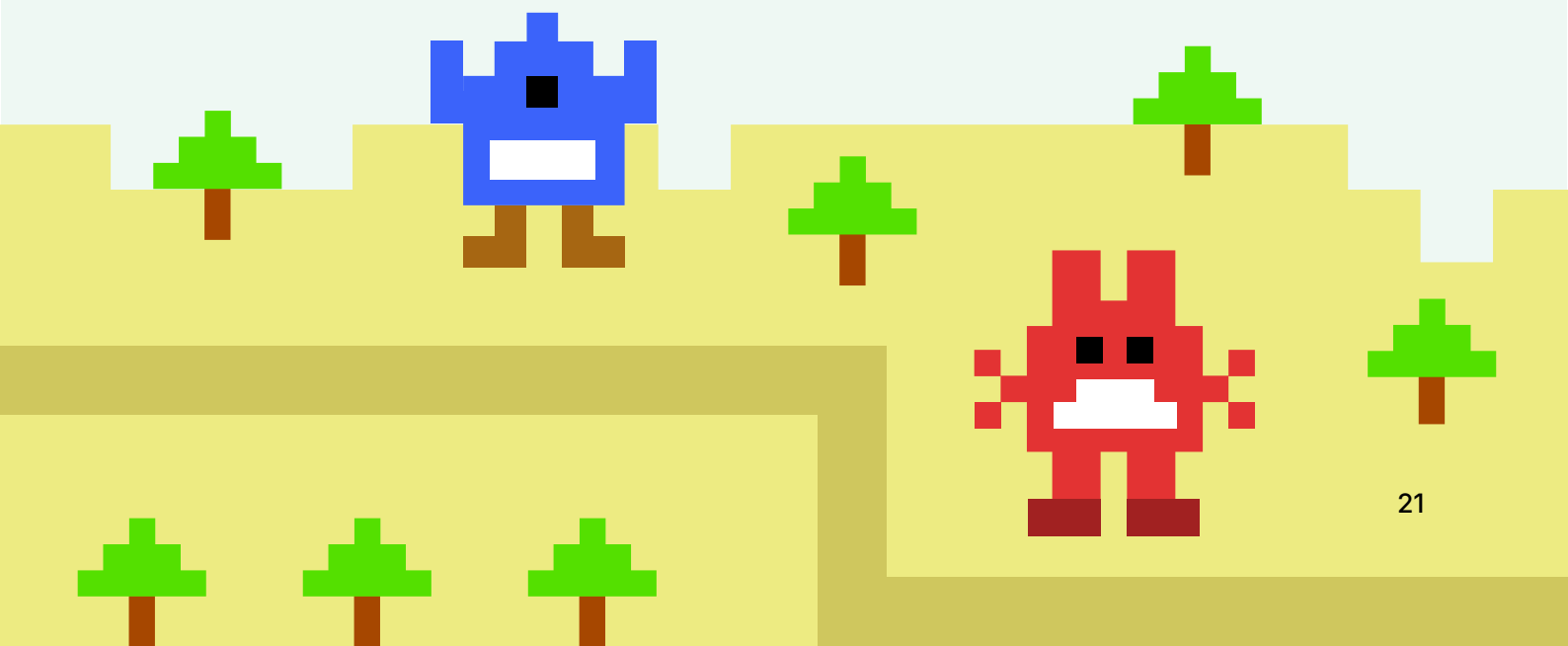
How to use social listening? 3 Examples

Now is the time to put theory into practice. Find out how to use data in real-life activities.

Understand how people talk about brands

Brand24's Brand Marketing Checker makes it easy to start social listening, even without a paid plan.

You can explore online buzz around the well-known brands.



Let's see how Apple is doing!

Check the insights for: **Apple**

Understand how Apple is talked about online with real-time social listening stats.

Total mentions
861.8k

Total reach
8B

Negative mentions
56.6k

Positive mentions
118k

Mentions & Reach



Sentiment



Big decrease in mentions and reach after the middle of July.



It's worth looking into the reason for this and trying to make the brand more visible.

Most of the comments are positive, but there are still 56,600 negative ones.



The most important question is: What makes audiences unhappy?

These insights help you understand whether a brand you're interested in is gaining or losing attention and how its audience feels about it.

A sudden spike in negative mentions may signal a PR crisis, product issue, or controversial event, and knowing when it happened helps you quickly trace the cause.

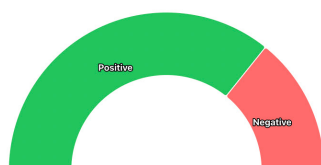
Discover where your audience is and how they feel.

How and where people talk.

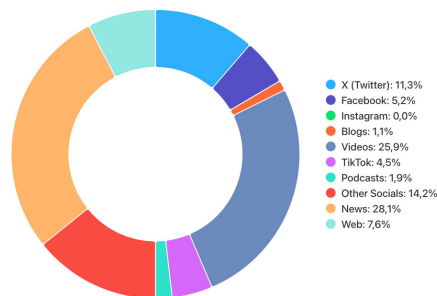
Analyze the tone of conversations and the platforms where Apple is most often mentioned.

[Unlock unlimited access](#)

Sentiment share



Sources share



- Most comments about Apple are positive, but a considerable number are negative. It is worth analysing what these comments concern and whether they appear on specific platforms.
- The most mentions come from News (28.1%) and Videos (25.9%) — this shows that it is worth investing in PR and visual communication, especially user-generated content.
- X (Twitter) also generates a significant share (11.3%), followed by Facebook (5.2%). It is worth checking how the brand is perceived on these platforms and which topics generate the most engagement.

As you can tell, not all mentions are the same. It's worth looking at tone or engagement strategy through those clues. Try spotting overlooked communities and fit to customer's needs.



Want to test it yourself?

Try Brand Marketing Checker for free and explore how brands are being talked about online.

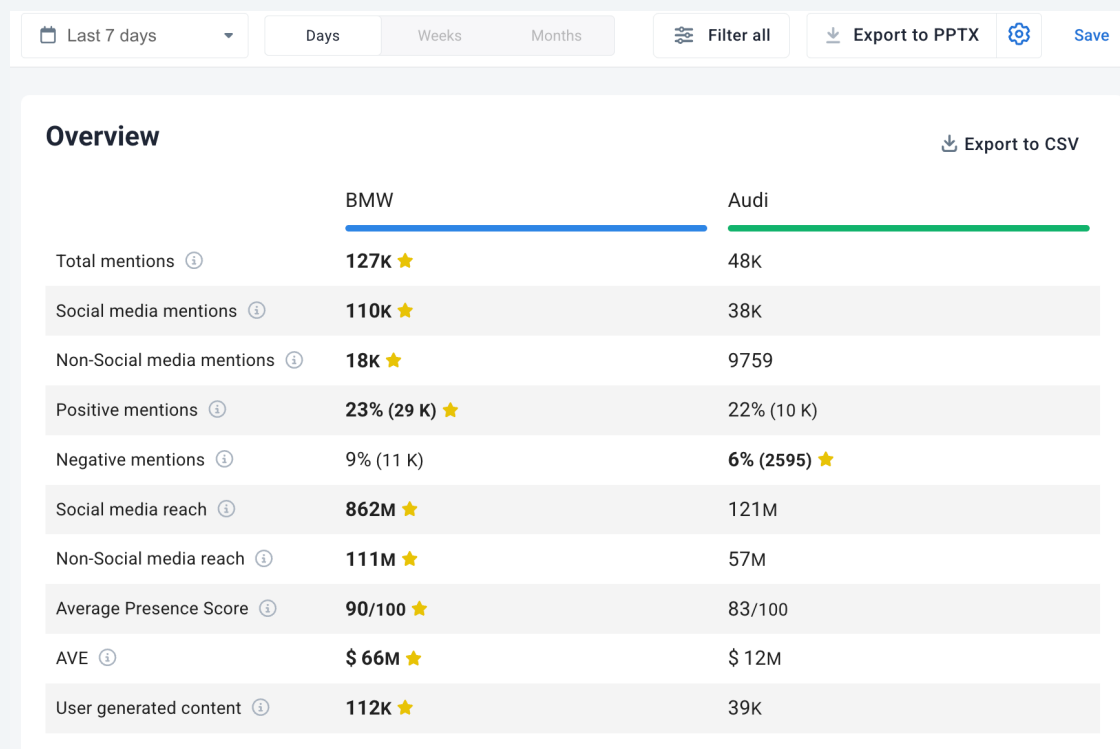
Without any setup or signup!

Compare your brand with competitors

Keeping a close eye on your competitors' brand visibility across different channels, audience engagement and sentiment can help you gain a head start. In this way, you will be able to identify the platforms and topics on which your brand excels and those on which you need to take steps to improve.

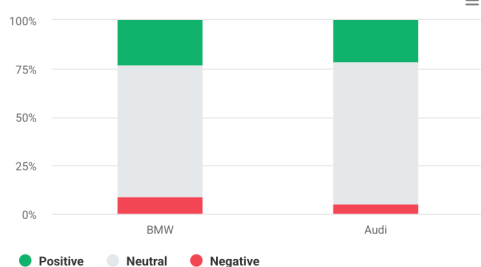
However, simply looking at social media profiles is not enough. You need specific numbers. The best place to find these is in social listening tools.

See how it works using the Comparison tab in Brand24, for example.

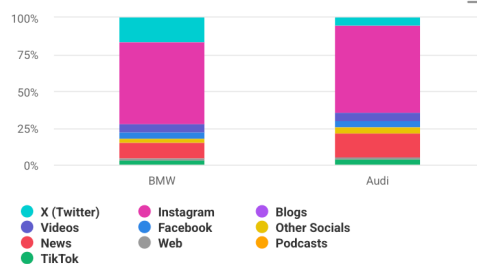


Sentiment breakdown

Exclude neutral ☐



Categories share



The data presented shows that:

- BMW has significantly more mentions and therefore greater brand visibility.
- Audi has a slightly lower percentage of negative mentions, but not enough to be significant.
- A significant proportion of BMW mentions come from Twitter.
- Audi has the highest visibility in the news.
- Both brands receive numerous mentions on Instagram.

Imagine you are an Audi marketer. Based on this information, you can see that you can compete with BMW on Instagram, and your advantage lies in media mentions.

However, Audi's mentions may have greater authority than those from social media, for example, which translates into visibility in search engines and LLMs.

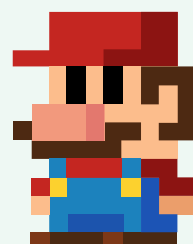
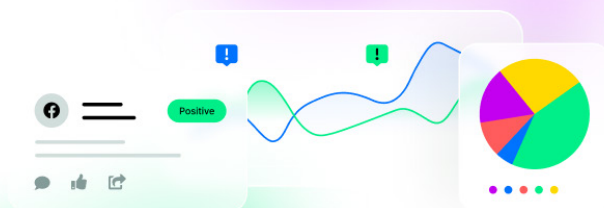
It is worth considering how to use channels where BMW's communication is less effective, but where your target audience is present.

Thanks to AI-driven tools, you can perform a competitive analysis in just a few minutes. It is something you can do whenever you need to, for example when planning communications for the next month, preparing for a product campaign or optimising your strategy.

Social listening is no longer a significant investment of time or resources. It involves smart solutions and fast decision-making.

Let Brand24 guide your whole social listening process!

[Start Free Trial](#)



Marketing strategy needs data



**Emily
Kramer**

Marketing Advisor

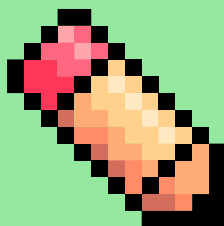
When reporting is inaccurate, not trusted, or incomplete, not only do you not know what's working in marketing, but this scenario also causes confusion and tension across GTM teams. Attribution disagreements between marketing and sales are really commonplace — and if you've ever 'argued' about attribution you know how frustrating it can be.

Something that should be pretty objective (measuring what's working) is actually one of the most subjective areas of marketing. And every marketing, growth, sales, and ops leader has a different recommendation on how to measure success and what tools to use.

To fix this, you need to build from the basics toward full-funnel reporting. That starts with identifying your funnel stages—the milestones along the lead-to-customer journey. Even if prospects zig-zag or loop, these stages serve as your goal posts. Next, set up these stages consistently in your CRM and marketing automation tools, making sure all prospects pass through each stage—otherwise you'll create reporting chaos.

From there, ensure your website has Google Analytics and Search Console tracking, and adopt a marketing automation tool like HubSpot to serve as your source of truth for interactions and sync seamlessly with your CRM. Connect all conversion forms directly into your marketing automation system, and set up UTM codes so you can tie top-of-funnel activity to deeper funnel data.

Finally, track conversion events in Google Analytics and campaigns in your CRM to connect website behavior to the full marketing funnel. With this foundation in place, you move from guesswork and finger-pointing to trusted, actionable insights that actually show what drives revenue.



Get customer's emotions: sentiment analysis



Brand sentiment describes consumers' overall emotional response to a brand. Based on opinions, reviews and social media conversations, it indicates whether a brand is generally perceived as positive, negative or neutral.



Sentiments



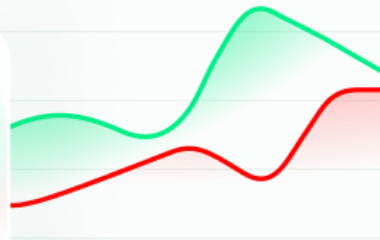
Positive



Neutral



Negative



Sentiment: barometer of brand relationships



**Wojtek
Chrzan**

Head of Insights24

Sentiment analysis is more than tracking satisfaction — it helps uncover the emotions shaping the entire customer journey. In our recent EV (electric vehicles) project, it turned out to be a real game-changer.

At first glance, all looked good — innovation was praised, and sentiment was positive. But after a software update, positive engagement quietly dropped by over 20% in a week. Users weren't angry — they were simply disengaging. That silent drop in advocacy — what we call "positive silence". Customers didn't feel informed, and this lack of proactive communication damaged trust.

Platform-specific sentiment analysis showed early frustration on Reddit and Twitter, while YouTube and forums reflected lasting concerns. Viral posts about UI issues and DIY fixes highlighted gaps in customer support.

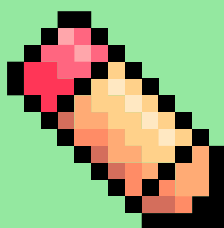
The outcome of acting on this information was significant:

- We designed an intervention strategy focused on proactive communication and platform-specific responses.
- We involved community influencers to share case studies and solutions.
- We optimized channel usage by redirecting follow-ups to platforms with higher sentiment reach efficiency.

After just three months:

- Positive sentiment around the "software and support" theme increased by **19%.**
- High-reach positive mentions grew by **25%.**
- Internal teams like customer education and engineering gained useful information to deal directly with the main reasons for dissatisfaction.

Sentiment analysis isn't just about tracking opinions — it's about uncovering emotional correlation that shape communication, support, and business performance.



How to measure sentiment?

Different methods may work better depending on the size and goals of your business. The important thing is to choose the ones which give you the information you need.

Try them out and see what clicks for you!

1. Use media monitoring tools

Tools like Brand24 automatically track mentions of your brand and detect unusual sentiment shifts. Features such as Anomaly Detection help you quickly identify what triggered a spike in conversation — for example, a surge in negative mentions on a specific date.

Ask yourself:

Do I know what triggered the last peak in mentions of my brand?

2. Collect direct feedback

Surveys, interviews, focus groups, and online reviews offer unfiltered findings into how customers perceive your brand. Feedback tools make the process smoother and help you spot areas for improvement.

Start by asking questions like:

"What would encourage you to recommend us to a friend?" or "What do you value most — and what could we improve?"

3. Monitor user-generated content (UGC)

UGC reflects real opinions about your brand. It helps you spot loyal customers and potential brand advocates. If you share the same values, think about collaborating. It's a great way to boost positive sentiment.

Think about:

Who's already talking about your brand, and how can you turn them into advocates?

4. Track and respond to reviews

Customer reviews are a powerful signal of how your brand is perceived. Showing that you care by responding to negative feedback is essential. Acknowledging positive comments strengthens relationships and builds trust.

Next steps:

- Set alerts for new reviews
- Create a response system (yes, even for the positive ones!)
- Track review sentiment over time

Understand motivations: customer insights



Customer insights are all about turning raw data into actionable information. They are based on the understanding and interpretation of customer data, behaviours and feedback. They can help you to redefine your marketing and business strategies.

Unlike customer analytics, which focuses on raw data and trends, insights interpret that data to reveal the reasons behind actions.

For example: While analytics might show a drop in sales, insights would reveal that this is due to customer dissatisfaction with the product.

Imagine you run a hotel and suddenly start receiving lower review scores. You might have a few guesses about what went wrong — was it the breakfast? The staff? The room temperature?

But with customer insights, you don't have to guess. You know exactly what to improve. Fixing that one issue boosts satisfaction, leads to better reviews, and ultimately increases bookings and revenue.



Katelyn Bourgoin

Creator of Why We Buy

*Smart marketers don't just target specific buyers
— they target specific *moments*.*

*I'm talking about the real-life trigger events that flip a buyer
from "not interested" to "I need this NOW!!"*

*Not long ago, uncovering those triggers felt like reading tea
leaves. You'd launch expensive surveys, schedule 1:1 customer
interviews, and still end up weeks — or months — behind
the truth. By the time you spotted the pattern, the moment had
already passed.*

*Today? The internet is basically one giant, always-on focus
group. Customers broadcast their wins with your product, their
gripes with you and your competitors, and the quiet wishes they
don't share with sales reps — all in real time.*

*If you're not tapping into this stream of insight, you're choosing
to stay blind.*

Your buyers are talking. Are you listening?

How to get it?

The most effective way to gain customer takeaways is to use AI-powered tools.
These can analyse your quantitative data and provide clear, ready-to-use findings.

Furthermore, they can automatically identify:

- trends in the market,
- customer sentiment,
- areas of opportunity.

Rather than manually sifting through customer service data, you can quickly review:

- What's working?
- What needs attention?
- Where your brand can grow?

Take a look at how it works in practice. Here is an example of the Insights24 feature on the Brand24 dashboard for the Zalando project.

Insights

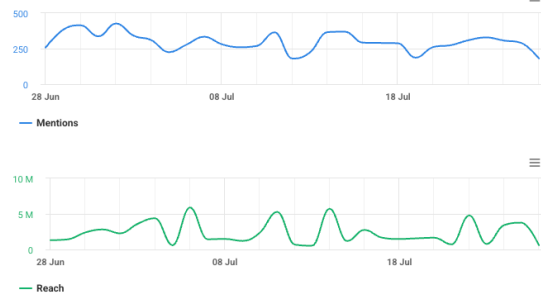
1. **Strong Social Media Engagement:** The platform maintained robust social media presence with fashion influencers and content creators actively promoting **Zalando** products. Mentions [1] and [2] show successful influencer partnerships, with creators expressing genuine enthusiasm about **Zalando** events and seasonal collections.
2. **Product Safety Concerns Emerge:** A significant product recall was announced regarding pearl-decorated T-shirts containing excessive lead levels [3], which could impact brand trust and requires immediate attention to prevent reputation damage.
3. **Geographic Expansion Focus:** **Zalando** is actively expanding its sports category in Romania [4][5], responding to increased local interest in physical activity and sports, demonstrating strategic market development efforts.
4. **Mixed Customer Service Feedback:** While some customers praise the platform's return policies [6], others express frustration with sizing issues [7] and product quality concerns [8], indicating inconsistent customer experience across different markets.
5. **Promotional Activity Success:** Multiple mentions highlight successful promotional campaigns, including gift card offers [9], discount campaigns [10], and special deals on branded items [11][12][13], contributing to positive engagement.

Trends

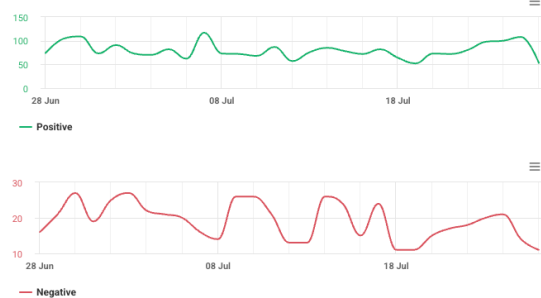
1. **Slight Decline in Overall Engagement:** Mentions decreased slightly by 4% (from 2k to 1.9k) while reach remained nearly stable with only a 1% decrease (from 14.6M to 14.5M), indicating maintained audience interest despite fewer conversations.
2. **Improved Sentiment Distribution:** Positive mentions increased from 25% to 30% of total mentions (506 to 582), while negative mentions remained stable at 6% (124 to 116), suggesting better brand perception during the period.
3. **Mid-Week Activity Peak:** Daily mention patterns showed consistent growth from Sunday (255) through Wednesday (325), followed by a gradual decline toward the weekend, with Saturday showing the lowest activity (178 mentions).
4. **Reach Concentration on Specific Days:** Despite stable overall reach, there was significant concentration on July 22nd (4.8M reach) and July 24th-25th (3.1M and 3M respectively), indicating successful content or campaign activities on these dates.

Ask AI Brand Assistant

Mentions and Reach



Sentiment



However, if you need more detailed information or answers to specific questions, chatbots such as the AI Brand Assistant are also a great option.

Want to know how a campaign affected how customers felt, which product features are being discussed the most, or how you could improve your messaging?

The AI Brand Assistant can provide these correlations with ease.



 You

What was the reach of positive mentions last month?

 Brand Assistant

I'll help you analyze the reach of positive mentions for **Zalando** from the filtered data that shows only positive mentions.

Looking at the data, the total reach for positive mentions during June 2025 was 12.9M [View](#). This represents **about** 24% of the total reach (52.8M) for all mentions during this period.

Breaking it down by weeks:

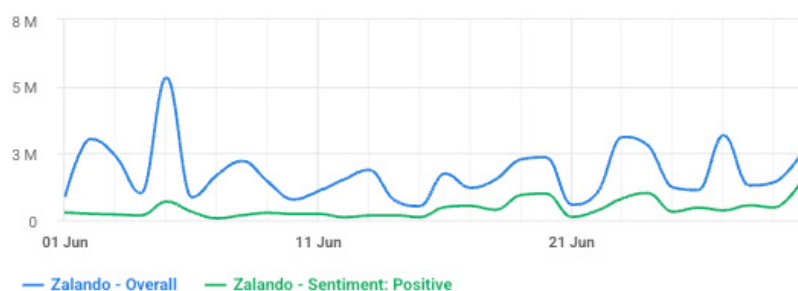
- Week 1 (June 1-7): 2M reach [View](#)
- Week 2 (June 8-14): 1.5M reach
- Week 3 (June 15-21): 3.6M reach
- Week 4 (June 22-28): 3.9M reach
- Last two days (June 29-30): 1.8M reach

Some notable peaks in positive mention reach:

- June 30: 1.4M reach, which could be linked to positive market news as **Zalando** "corre in testa al Dax" (leads the DAX) [ilsole24ore.com](#)
- June 24: 1M reach, possibly connected to the announcement about **Zalando's** improved logistics capabilities compared to competitors [merca2.es](#)
- June 19-20: Around 1M reach each day, showing strong positive engagement

To explore more details about mention performance and reach, I recommend checking: [Analysis Tab](#) for comprehensive statistics and trends [Mentions Tab](#) to see the actual content driving these reach numbers

Weekly Reach



Enjoy the power of AI-boosted
Brand24 features!

[Start Free Trial](#)



What to do with it?



Maja Voje

GTM Strategist

Marketing today must be rooted in customer insights. With AI reshaping the competitive landscape, the big question becomes: what truly sets us apart?

In Go-to-Market (GTM) strategy, differentiation doesn't come from the tools you use — most teams now have access to the same models, automation, and platforms. What gives you an edge is how well you understand your customers, and how effectively you act on that understanding.

There are three elements that define this edge.

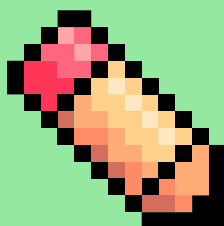
First, proprietary intelligence — the unique knowledge you gather from your customer base. These insights help you shape messaging, product positioning, and GTM timing based on real behavior and pain points. They're what make your GTM strategy feel grounded rather than generic.

Second, how you operationalize this information. In a world of increasingly automated journeys, the winners will be the ones who design GTM and CX flows that are predictive, not just reactive. Think: surfacing the right content at the right time, suggesting the next best action, or creating adaptive onboarding via chat or voice. AI enables all of this — but it only works when it's powered by clean, relevant customer data.

Third, empathy. GTM fails when you don't understand who you're building for. One of the worst mistakes in marketing is crafting sales or campaign materials in total isolation — without ever speaking to a real customer. Fast feedback loops, direct conversations, or qualitative insights (from support tickets, social listening, or interviews) are critical idea fuel. Case studies, strong value props, even landing page copy — they all get better when you're listening.

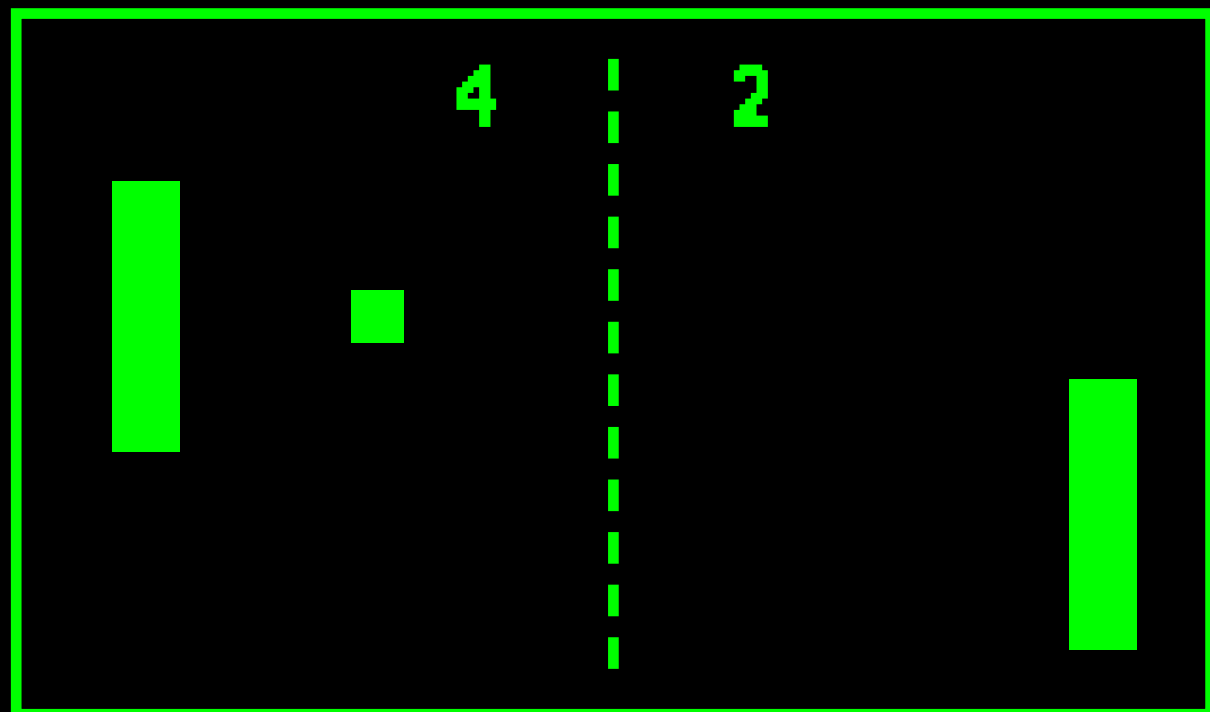
I like to think of strategy as a smart response to current conditions — market dynamics, emerging tech, and your own company vision. As Alex Hormozi puts it: strategy is allocating limited resources against unlimited opportunity. To do that well, you need inputs.

And customer insights are one of the most powerful ones. Without them, you risk building based on internal assumptions, which can lead to long, costly detours. With them, you get clarity, focus, and a GTM motion that actually lands.



From Insights to Action

Gotta catch 'em all! Be the very best
(marketer, duh), like no one ever was.



Improve your marketing strategy

Now let's get down to specifics. How can social listening be applied in practice to specific areas of marketing? The approach will depend on your goals.

However, there will always be common ground:

- gaining in-depth consumer findings,
- understanding the needs of the audience,
- creating communications that solve problems and deliver real value.

So let's turn data into real action!

Brand awareness

Strong brand recognition doesn't happen overnight. It requires consistent, creative and reliable long-term efforts. Tracking your progress helps you to understand what truly drives brand awareness and what is just a shot in the dark.

Here's what's worth measuring:

1

Direct traffic – indicates strong brand recall, showing how many users enter your website address manually.

2

Referral traffic – reflects how often other websites link to your content, thereby increasing your visibility and credibility.

3

Volume of mentions – tracks how frequently your brand is mentioned online, especially in earned media.

4

Engagement – includes likes, shares, and comments on posts mentioning your brand, showing audience involvement.

5

Social media reach – estimates how many users have potentially seen content about your brand.

6

Sentiment – helps determine whether your brand is associated with positive, neutral, or negative emotions.

7

Share of voice – compares your brand's presence in online conversations to that of your competitors.

8

Branded search volume – shows how often users search for your brand name, indicating awareness and interest.

Time to connect the dots — how do you use this in your brand game plan?



Refine your messaging

If your audience engages more with certain tones, topics or formats, and the sentiment is positive, focus more on that style. But if people often talk negatively about certain topics, it's a sign that you need to change your message or communication channel.



Prioritize high-performing channels

Use data on reach, referral traffic and share of voice to identify the platforms and sources that work hardest for your brand. Invest more in the ones that increase your visibility, and don't be afraid to reduce spending where impact is minimal.



Spot visibility gaps

Perhaps you have a strong social media presence but are barely visible in search results. Or maybe you are mentioned often but have low reach. Focus on the platforms where your brand is wanted. Let the data guide your next steps.

Community engagement

Building a community is more than just keeping social media active and encouraging people in discussions. It needs you to interact with your audience and have meaningful conversations with them.

It works both ways. If you want your audience to be interested in your brand, you also need to show that you are committed.

As usual, it starts with measurement...

- 1 **Mentions** – track how often and where your brand is being discussed online, across all types of media and channels.
- 2 **User-generated content (UGC)** – look for organic content created by your audience — it's a strong indicator of involvement and emotional connection.
- 3 **Engagement rate** – monitor likes, shares, and especially comments that show active participation.
- 4 **Sentiment** – evaluate how your community *feels* about your brand. Are they excited, frustrated, inspired?
- 5 **Hot hours & activity spikes** – spot when your community is most active to maximize visibility and interaction.
- 6 **Top channels** – find out where your community naturally gathers and talks — it may be very different from where you're currently investing time.
- 7 **Trending topics & hashtags** – track what matters to your audience *right now* to stay relevant and involved in the conversation.

And how can you build a community based on this data?

Build real relationships!

Use mentions and user-generated content to identify where genuine conversations about your brand are happening, and join in naturally. Do more than just monitor. Respond!

Ask thoughtful and relevant follow-up questions.

Address people by name.

Sometimes, even the smallest gesture can mean the most.

For example, if someone asks, *"When will the new drop be back in stock? I missed it last time!"* Replying with a simple *"Soon"* just doesn't cut it. Instead, offer a more personalised response: *"Would you like us to notify you the moment it's back? Or maybe we can recommend a similar style in the meantime?"* That way, your community will feel truly seen.

Let the data guide HOW

Sentiment and engagement data can help you to understand the emotional tone of conversations.

- ? Is your audience becoming more playful?
- ? Or more frustrated?
- ? Are they using emojis, slang or inside jokes?

The most successful brands don't just talk at their community. They talk like them. If the comments on your posts are increasingly filled with memes, GIFs, and irreverent humour, join in! Speak their language. Matching your voice to the mood builds authenticity.



Reate space for contribution

Use engagement data to identify the best times and places for your community to chat. This could mean starting a Facebook group, having a monthly Q&A on Instagram Stories or setting up an informal AMA on LinkedIn.

Communities thrive when people feel like they are creating something together, not just watching from the sidelines.

Example: Imagine you are in charge of communications at a language school. By creating a group for students, you are providing a space for joint learning and the exchange of experiences, as well as encouraging further interaction with the brand. This is how we build customer loyalty.

Driving conversion

At the end of the day, the priority is to turn attention into action. Whether it's signing up, downloading or purchasing, conversion is where your marketing efforts prove their value.

The key is to create an attractive and engaging proposition that motivates your audience to become customers.

Don't guess — measure:

1

Conversion rate – the percentage of users who take a desired action (form filled, trial started, purchase completed).

2

Click-through rate (CTR) – shows how effective your call to action is across emails, ads, or landing pages.

3

Cost per lead (CPL) – helps assess how much you're paying for each new lead.
Average revenue per user (ARPU) – tells you how much each user is really worth over time.

4

Customer journey drop-off points – where people lose interest or abandon the process.

5

A/B test results – real performance data on what changes actually improve your results.

6

Hot hours – identify when users are most likely to be active.

Identify the objections

Use drop-off and bounce data to identify exactly where users lose interest or abandon their journey. This could be due to a slow page, a complicated form or unclear instructions, all of which create difficulties.

Even small changes to these things can make a big difference, increasing your conversion rate.



Pro tip: Analyse heatmaps, session recordings and scroll depth to gain insight into user behaviour just before they leave your site.

Optimize for intent

Don't just chase more traffic. Use data to gain a better understanding of user behaviour and intent. Then personalise your offers, content and timing. Your customers will truly admire the offer sent at the perfect moment.



Example: offering a discount on free shipping just as they're finishing favourite face cream.

Align content with the journey

Matching the right content to the right moment increases the chances of turning a curious visitor into a confident customer. Use analytics to identify the most effective content formats and topics at each stage of the customer journey.



For example: educational blog posts may attract initial interest, while case studies or ROI calculators could be the deciding factor for those closer to making a decision.



Pro tip: Use user behaviour data to map your existing content to the funnel stages (awareness, consideration, decision) and fill in the gaps.

PROMPT your insights!

Want to analyse data with AI? It all starts with the right questions. Discover how to do it step by step with Brand24's AI Brand Assistant.

*We present excerpts from the answers (if we wanted to include everything, this e-book would have more pages than the latest Harry Potter book!).

Discover the world of data-driven marketing with Brand24!

[Start Free Trial](#)



 You

How can we achieve the best short-term results in our brand's communication and marketing?

 Brand Assistant

Based on the data analysis, I'll provide recommendations for optimizing **Canva's** short-term communication and marketing strategy. Here's what the data suggests:

1. Focus on High-Impact Channels

- Videos and Other Social Media platforms show the highest engagement [View](#), accounting for over 55% of all mentions from influential sources
- The US market generates the highest reach (88.5M) and interactions (1.2M) [Details](#)

2. Leverage Current Positive Trends:

- Educational Content: There's significant positive engagement around teaching and learning resources, as seen in mention [youtube.com](#) where educators are actively thanking **Canva** for their tools
- AI Integration: The comparison with **Google Ultra** [tomsguide.com](#) shows strong positive sentiment toward **Canva's** AI video tools
- Creative Professional Tools: High engagement from design professionals and content creators [View](#)

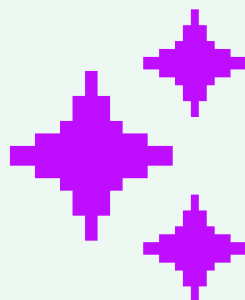
3. Address Key Topics:

- Digital Marketing (33.84% share of voice): Focus on showcasing **Canva** as an essential digital marketing tool [Details](#)
- AI Tools (8.01% share of voice): Highlight AI capabilities and integrations
- Design Platform Features (6.8% share of voice): Emphasize user-friendly aspects and professional capabilities

4. Capitalize on Partnership Opportunities:

- The partnership with the Ministry of Creative Economy [idntimes.com](#) shows potential for similar institutional collaborations
- Educational sector partnerships could [youtube.com](#)  expanded, given the positive reception from teachers

Type your question here...



To explore more detailed sentiment analysis, I recommend checking:

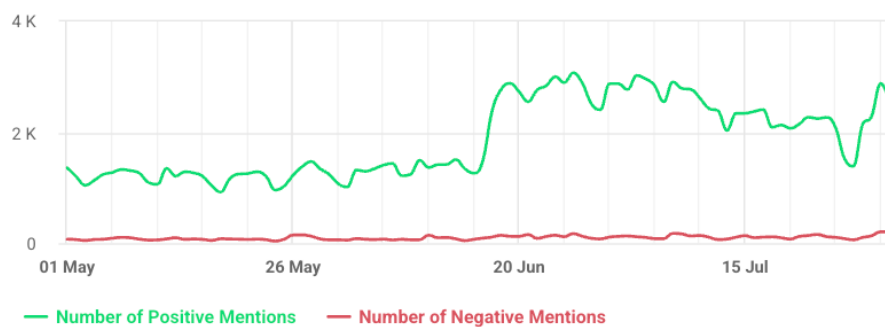
- [🗨️ Emotion Analysis](#) for deeper emotional context
- [📊 Analysis Dashboard](#) for comprehensive metrics

Recommendations based on sentiment analysis:

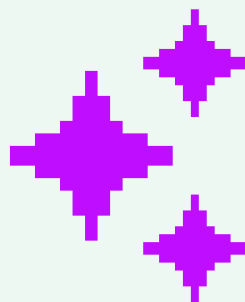
1. Continue focusing on AI integration and innovation
2. Strengthen platform stability to prevent outages
3. Expand educational sector initiatives
4. Maintain transparent communication during technical issues
5. Leverage positive user experiences in marketing
6. Address premium account access concerns
7. Develop more video creation tutorials and resources

The overall trend shows improving sentiment throughout the quarter, with technical reliability being the main area for improvement while innovation and educational initiatives drive positive sentiment.

Monthly Number of Positive and Negative Mentions



Type your question here...



Based on the analysis of 8,442 questions asked to the Brand24 chatbot, we identified the most frequently asked by users:

Mention Statistics and Reach

- How many mentions appeared between June 1 and June 30, and from which sources?
- What was the total reach of all mentions of our brand in the last week?
- Provide the number of mentions by source (Twitter, forums, news sites, etc.) for the last 30 days.

Sentiment and Brand Image Analysis

- What do people dislike about our brand?
- Were there any reputation crises last week?
- Prepare a ready-to-use response to the most negative mention from the last week.

Key Topics and Discussion Trends

- What topics dominated the conversations about our brand in the past 7 days?
- Which events caused the largest spike in mentions in the past month?
- What new trends or patterns in discussions may indicate future opportunities or risks for the brand?

Influencer and Key Source Identification

- Which influencers (people or profiles) generated the most mentions of our brand last week?
- On which platforms or sites is our brand most often mentioned?
- Who are the main sources of information about our brand – which accounts or outlets appear most frequently?

Influencer and Key Source Identification

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Strategy and Marketing Content Suggestions

- Conduct a SWOT analysis of brand X for the past month, based on collected mentions.
- Propose a monthly marketing plan to increase reach and engagement, based on current data.
- Generate sample posts for Facebook, Twitter, and LinkedIn with catchy slogans and hashtags, using insights from recent discussions.

Detailed Data Requests

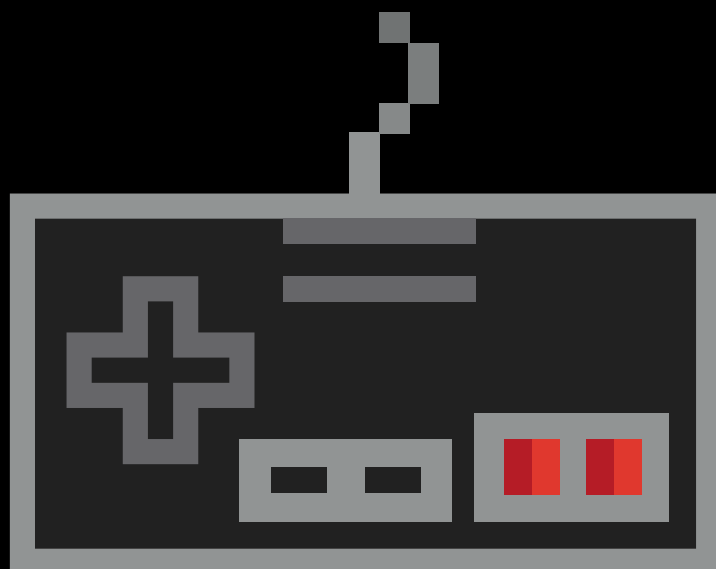
- What were the 3 most frequently used hashtags in discussions about our brand in the last 30 days?
- Which tweet about our brand gained the highest number of impressions?
- Which products are most often mentioned by users in connection with our brand?

Tool Usage and Feature Questions

- How do I set up a project to monitor mentions of my company's Facebook page? Where can I find it in the dashboard?
- In which section can I find the hashtag generation feature for my reports?
- How much time passes from publishing a new post until Brand24 detects the mention in the data?

The Future of Data-Driven Marketing

No Inner Eye stories. Just data-based
predictions below.



Power up your strategy with AI!

As many as 78% of marketers believe that more than a quarter of their marketing tasks will be automated by artificial intelligence to some extent within the next three years³. Use this as a chance to get ahead of the competition! Learn how to respond better to your audience.

AI In marketing strategy



AI is fundamentally changing how we approach marketing strategy - we've shifted from reactive data analysis to predictive marketing intelligence.



**Jonathan
Parsons**

Marketing Director,
AI Advocate & Expert

The old way: Marketing teams would analyse last quarter's data, spot trends manually, then build campaigns based on historical patterns. By the time insights reached decision-makers, market conditions had already changed.

The new way: AI processes customer data in real-time, predicting behaviour before it happens and automatically adjusting marketing strategies on the fly.

AI is turning every customer touchpoint into a data collection opportunity that feeds directly into strategy. Instead of segment-based marketing, we're seeing individual-level predictions. AI can now tell you not just that a customer might churn, but exactly when they're likely to make their next purchase and what will influence that decision.

The biggest shift? Marketing strategy is becoming continuously adaptive rather than campaign-based. Traditional quarterly planning is being replaced by AI systems that optimise strategy daily based on real-time market signals.



³ <https://www.marketingaiinstitute.com/hubfs/The%202024%20State%20of%20Marketing%20AI%20Report%2c%20Presented%20by%20Marketing%20AI%20Institute%20and%20Salesloft.pdf>



Jonathan Parsons

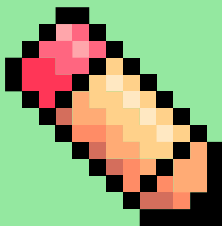
Marketing Director,
AI Advocate & Expert

Three strategies are delivering the strongest results for marketers:

1. *Predictive Customer Lifetime Value Modelling: AI analyses every customer interaction to predict not just who will buy, but their total future value. This completely changes budget allocation - instead of spending equally on all leads, you invest proportionally in your highest-predicted-value prospects.*
2. *Real-time Personalisation at Scale: Moving beyond basic demographic targeting to behavioural prediction. AI tracks micro-behaviours - time spent on pages, scroll patterns, even cursor movement - to personalise content in real-time. This isn't just about showing different products; it's about adapting your entire brand messaging based on psychological triggers.*
3. *Automated Competitive Intelligence: AI monitors competitor activities, pricing changes, and market positioning shifts continuously. Instead of monthly competitive reviews, marketing strategies adjust automatically when competitors move. This creates a massive first-mover advantage.*

They're all about speed and precision. Traditional marketing strategy operates on human timescales - weeks to spot trends, days to adjust campaigns. AI operates on market timescales - spotting opportunities within hours and capitalising immediately.

The key insight? Successful AI marketing strategy isn't about replacing human judgment - it's about accelerating it. AI handles pattern recognition and execution speed whilst humans focus on creative strategy and brand positioning.



Building visibility in LLMs

Having your brand visible within ChatGPT and other LLMs can help to build trust. People find AI responses trustworthy, so being mentioned by it can make you seem more reliable.

Building visibility in LLMs is also an opportunity for significant brand exposure in another place. This is the key to improving your brand awareness.

8

strategies to rank your brand on LLMs



- 1. Allow AI crawling via robots.txt + llms.txt**
Make your content accessible to AI crawlers like OpenAI by updating your [robots.txt](#) and adding an [llms.txt](#) file to guide indexing.
- 2. Track mentions with ChatBeat & analytics**
Use monitoring tools to monitor how often and where your brand shows up in ChatGPT responses.
- 3. Boost reviews, PR, social & Reddit presence**
Strong presence across reviews, media, social platforms, and Reddit increases the likelihood of being mentioned by LLMs.
- 4. Publish authoritative, structured content**
Create clear, valuable content with headings and schema markup — the kind AI understands and cites.
- 5. Get cited by trusted sources**
Mentions in credible blogs, news outlets, and expert sites boost your authority in AI-generated answers.
- 6. Trigger AI crawling with site:yourdomain.com prompts**
Prompt ChatGPT to explore your site using queries with [site:yourdomain.com](#) to increase visibility.
- 7. Separate content for SEO vs. ChatGPT (noindex AI versions)**
Create AI-specific versions of your content that don't compete with your Google SEO pages.
- 8. Create a branded GPT with company knowledge & embed it onsite**
Build your own GPT with internal docs and host it on your website — great for user engagement and discoverability.

Hyperpersonalization

We use artificial intelligence and machine learning solutions to observe user behaviour in real time, analyse it and offer perfectly tailored communication.

Previously, when personalising communications, we took into account basic information such as purchase history or username.

To gain a competitive advantage now, however, we need to go a step further and analyse in-depth information such as user preferences, online behaviour, locations and real-time interactions.



Example?

Real-time product recommendations

Hyperpersonalisation enables you to adapt offers and content dynamically based on individual user behaviour, such as browsing history, previous purchases or time spent on specific pages.

Rather than showing everyone the same set of products, your website becomes a curated experience for each visitor.

Behaviour-driven messaging

Automated emails and push notifications can be sent based on real-time actions, such as abandoning a shopping cart, viewing products, or downloading content. These messages feel more relevant and timely, which makes it more likely that the user will re-engage or convert.

Adaptive content across platforms

Hyperpersonalisation spans all touchpoints, including websites, mobile apps, social media and ads. AI-powered systems tailor what users see based on their location, device, time of day and micro-moments, ensuring a consistent, personalised journey.

Predictive personalisation

Thanks to machine learning, you can predict user behaviour as well as react to it. Algorithms identify patterns in data and proactively suggest the most appealing content, products or actions for each individual user.

Micromoments

A micro-moment is when a customer decides to buy something, interact with a brand, or do something else with it. Thanks to the growing amount of data and better analysis, we can spot these important moments in brand communication more and more accurately.

People who receive these messages are often motivated to act quickly, so it's important to make the most of this.

So, how can we catch them all?

Tracking user behaviour online. Tools such as Google Analytics and Brand24 can help you to identify what users search for, what they engage with and which products they view, revealing key decision-making moments.

Using geolocation. Brands can send timely offers to users when they are near physical locations. For instance, passing a McDonald's could prompt a push notification about a promotion.

Mobile data findings. Since many purchase decisions are made on mobile devices, analytics tools collect app data to understand when and why users look for quick solutions.

Message personalisation. AI algorithms enable brands to tailor content based on previous interactions, delivering perfectly timed push notifications and targeted ads.

Automatization

AI-powered automation is one of the fastest ways to boost the efficiency of your marketing efforts without compromising on quality. It helps you to deal with difficult tasks that need to be done quickly, and it also gives you more time to focus on higher-level, creative work.

Automation leads to greater precision and higher productivity. Studies show that businesses using marketing automation generate 80% more leads and convert more of them into customers⁴.

So, what exactly can we automate?

Social media scheduling. With tools like *Buffer* or *HubSpot*, you can queue up content in advance and publish it automatically. This ensures consistency and saves time for creative work and community management.

Email marketing. Platforms like *Mailchimp* or *GetResponse* let you send personalised campaigns based on user behaviour. AI helps segment audiences and deliver the right message at the right time — without manual effort.

Media monitoring. Tools like *Brand24* allow you to track online mentions in real time. Automated alerts and reports help you respond to trends and crises quickly — and stay on top of what people say about your brand.

Lead generation. CRM systems such as *Salesforce* can automatically track user actions, score leads, and pass the hottest ones to your sales team. This is especially powerful in B2B sales, where timing and qualification are everything.

Ad campaign optimisation. Platforms like *Google Ads* and *Meta Ads* automatically adjust your campaign settings to get the best possible ROI. No need to manually tweak bids, placements, or creatives every day.

⁴ <https://www.oracle.com/uk/cx/marketing/automation/what-is-marketing-automation/statistics/>

Experts & Wrap-Up

A different game you should follow...
to boost your marketing strategy!



The best data-driven marketing experts to follow

When it comes to marketing, learning is a never-ending story. Algorithms, tools, the market environment and our audience are all constantly changing. The best way to gain this knowledge is through hands-on experience. Take a look at this list of experts we truly admire!



Elena Verna — a B2B SaaS growth leader with 15+ years of experience scaling companies like SurveyMonkey, Miro, Dropbox, and Amplitude through product-led, data-driven strategies and frameworks.



Emily Kramer — Co-founder of MKT1, ex-marketing exec at Asana & Carta, author of MKT1 Newsletter (60K+), advising early-growth B2B startups on data-driven growth.



Jack Appleby — Founder of Future Social, a consultancy and 60K-subscriber newsletter. With a decade at Beats, Microsoft & Spotify, he makes complex social trends actionable.



Katelyn Bourgoin — buyer psychology expert and CEO of Customer Camp, dubbed the “Customer Whisperer” by Forbes, and creator of Why We Buy, a top marketing newsletter read by 63K+ marketers.



Kyle Poyar — Co-founder & Operating Partner at Tremont, ex-OpenView leader. Author of Growth Unhinged (75K+), where he shares SaaS pricing strategies, PLG benchmarks & playbooks.



Leah Tharin — PLG expert and advisor to B2B scaleups like Smallpdf & Jua.ai. Host of ProductTea and author of Product-Led Growth Guide, blending real-world strategy with insights.



Maja Voje — Leading GTM strategist helping companies design and execute go-to-market strategies for measurable growth, and bestselling author of Go-To-Market Strategist, adopted by 9,500+ firms.



Matt Navarra — Social media consultant and analyst with 20+ years advising Google, Meta, UN & BBC. Founder of Geekout, a newsletter for tens of thousands of social professionals.



Rachel Karten — Freelance social media consultant and former Bon Appétit head of social. Author of Link in Bio (50K+), where she unpacks social strategy and cultural trend insights.



Tom Orbach — Growth lead at Wiz (acq. Google) and creator of Marketing Ideas (45K+ readers). Known for viral tools like Viral Post Generator, mixing humor, data, and creativity.

It all begins with data



If you already have understanding, then you have everything you need. You are ready to take action. Data-driven marketing is a bit like planting flowers. First, you need to find out what they need. Then, you must provide them with the right conditions and constantly take care of your garden. You need to check which plants are too dry, which need to be moved and where insects have appeared. React immediately.

Follow the data and you won't get lost in your own jungle!

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Human powered content



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