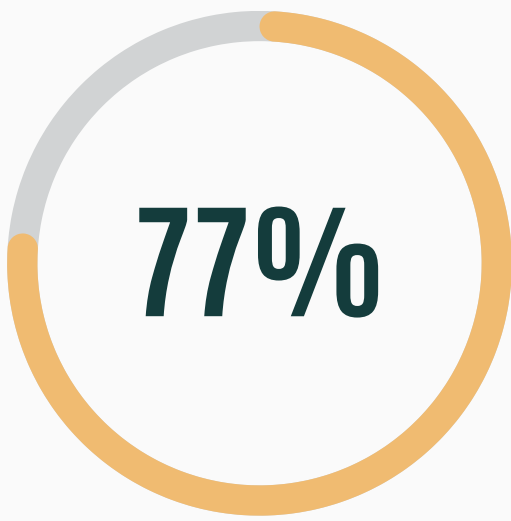# The ROI of Data

Research shows that data-driven organizations are more profitable, successful, and resilient.

77%

More than three-quarters of data economy leaders experienced positive annual revenue growth over the past three years; just 36% of laggards said the same. [1]

"Firms with advanced insights-driven business capabilities continue to outpace their competition and deliver better growth than less mature firms."

FORRESTER

Top companies use data to:

- Uncover new market opportunities
- Develop new products and services
- Deliver more personalized customer experiences
- Optimize and streamline operations

9.5%

Organizations with a mature data practice are 9.5% more profitable and overshoot their earnings targets at 2x the rate of data beginners. [2]

Data leaders launch 3x more new products than beginners and are 2.9x as likely to beat competitors to market. [2]

Companies using data-driven B2B sales-growth engines report above-market growth and 15-25% increases in earnings. [3]

"When volatility is high, an insights edge generates great value....That requires investing the resources, time, and effort to go beyond conventional analysis of conventional data."

McKinsey & Company

(1) How to Win in Today's Data Economy, Snowflake, 2021. (2) The Economic Impact of Data Innovation 2023, Splunk. (3) "Insights to impact: Creating and sustaining data-driven commercial growth," McKinsey, January 18, 2022.

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Download the ebook at: dataclymer.com/value-of-data