

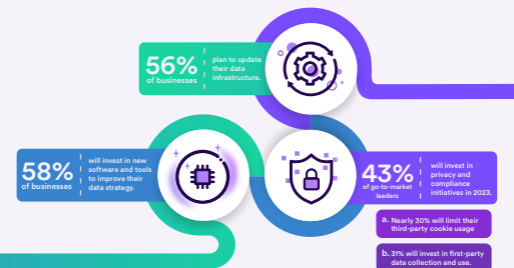
The path to resilience, growth, and ROI in a recession

Boosting spend strategically—not freezing it—is key to maximizing the value of your data in a scalable, efficient, and future-ready way.



This year, in partnership with Sapio Research, Lytics conducted a 2023 Budget Survey of 100 go-to-market decision makers, and the majority agreed on one important thing. There is no ROI without I, but the most important investment to make today is in data strategies, data infrastructure, and data tooling.

This year, it's all about data. But the world of data is vast and complex. So, what exactly are businesses investing in?



Alongside data leaders and executive teams, marketers also have data top of mind — and will boost spend to maximize its potential.



Nearly all marketers (88%) plan to invest in their data strategies in 2023.



44% plan to hire data talent in 2023 to improve their access to actionable data.



As many as 75% of marketers will increase their technology budgets in 2023.

Go-to-market leaders are making investments to better utilize their customer data in 2023, while deepening their media investments to the channels that are proven to deliver the greatest ROI.



85% of marketers said they will increase their advertising budgets in 2023, with 65% dedicating more to searchadvertising.



58% of marketers also plan to double down on "owned" channels, investing more in email marketing and their websites.



88% of marketers surveyed also expect to work with their ad partners to negotiate ad pricing and terms in 2023.

Still sitting on a treasure trove of data, but unsure how to clean, connect, enrich, and activate it at scale *without* compromising data privacy? Learn why an investment in [Lytics CDP](#) could be the single, flexible solution modern enterprises need to solve it all and come out stronger.