



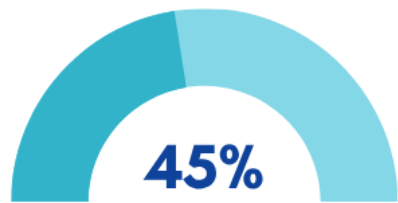
Becoming a data head – without losing your mind

Georgie Lewindon

Data overwhelm



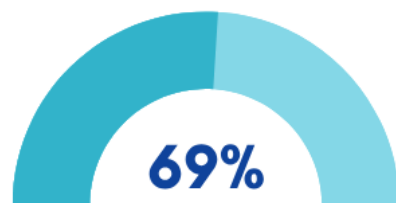
1. Dirty



of marketers say making sense of inaccurate and inconsistent data is one of their top three time wasters.

State of Branding Report, 2021

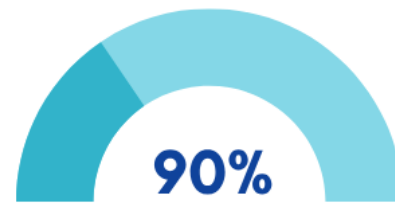
2. Fragmented



of marketers aren't fully satisfied with their ability to unify customer data sources.

State of Marketing, 2024

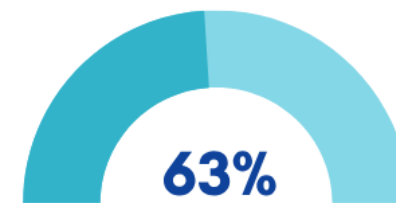
3. Insufficient



of leaders don't have sufficient data and insights to support growth decisions.

McKinsey, 2024

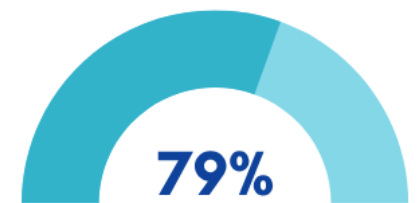
4. Non-compliant



of UK companies aren't confident in their data compliance.

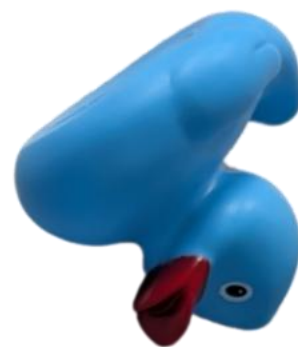
Usercentrics, 2025

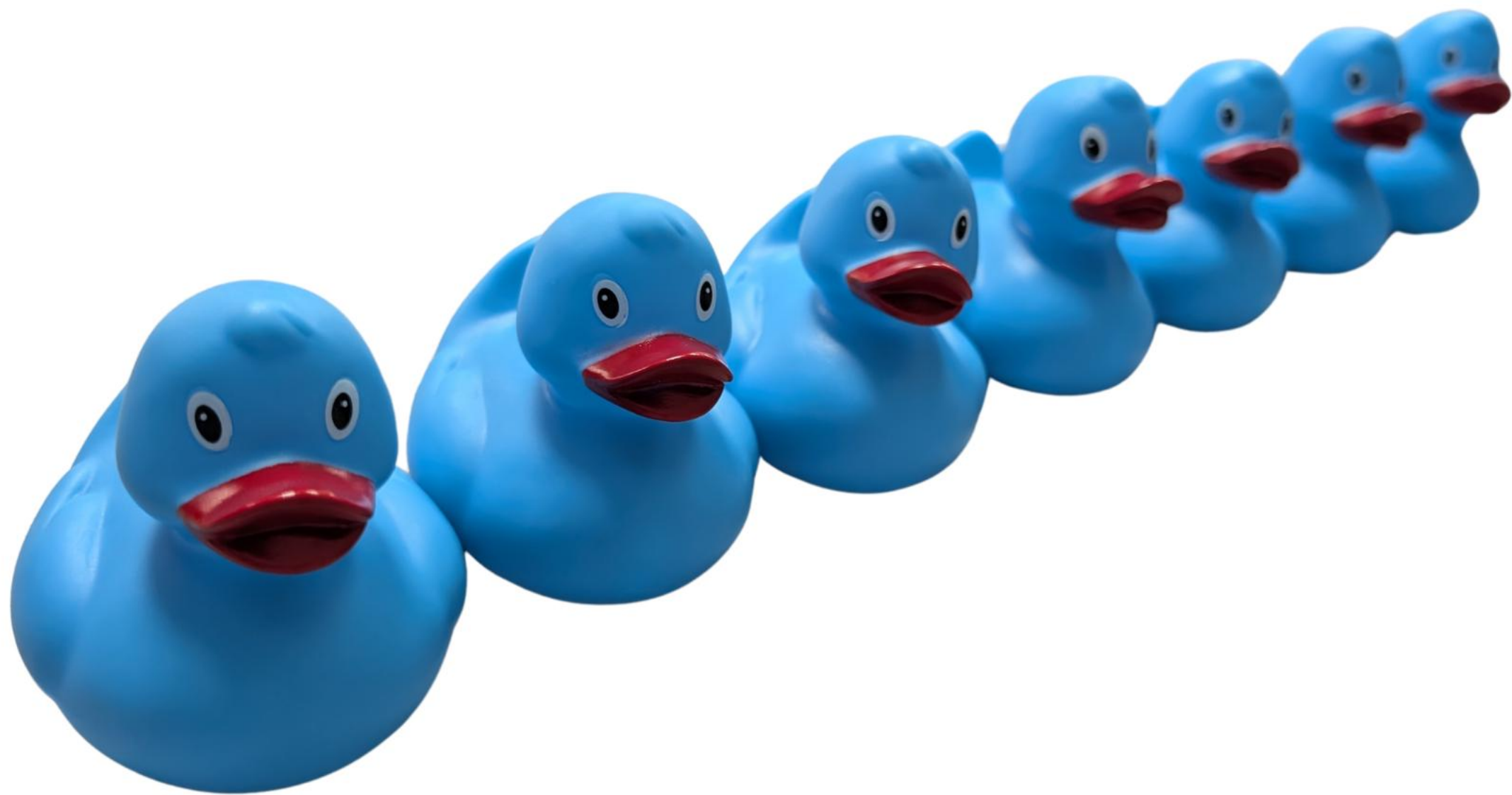
5. Under-utilised



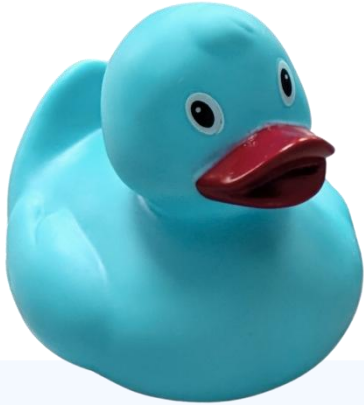
of businesses who handle digitalised data don't analyse it for new insights and knowledge.

UK Business Data Survey, 2024





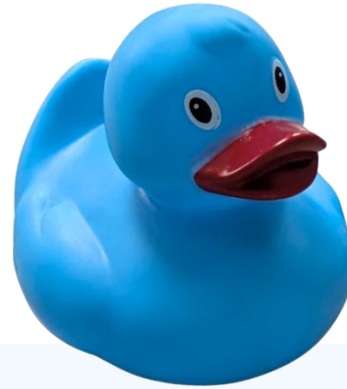
Why develop a data head?



Clarity

42% of data practitioners and business leaders say bad data has caused wasted resources and additional costs, 39% report negative affects to the customer experience.

[Experian Global Data Management Report, 2022](#)



Confidence

38% of data practitioners and business leaders say bad data has caused damage to the reliability of and trust in analytics.



Credibility

60% of marketing leaders report that their data and analytics are unable to demonstrate ROI – the leaders of these businesses are 2.4 times more likely to reduce or plan to reduce budgets.

[Gartner CMO Spend Survey, 2024](#)

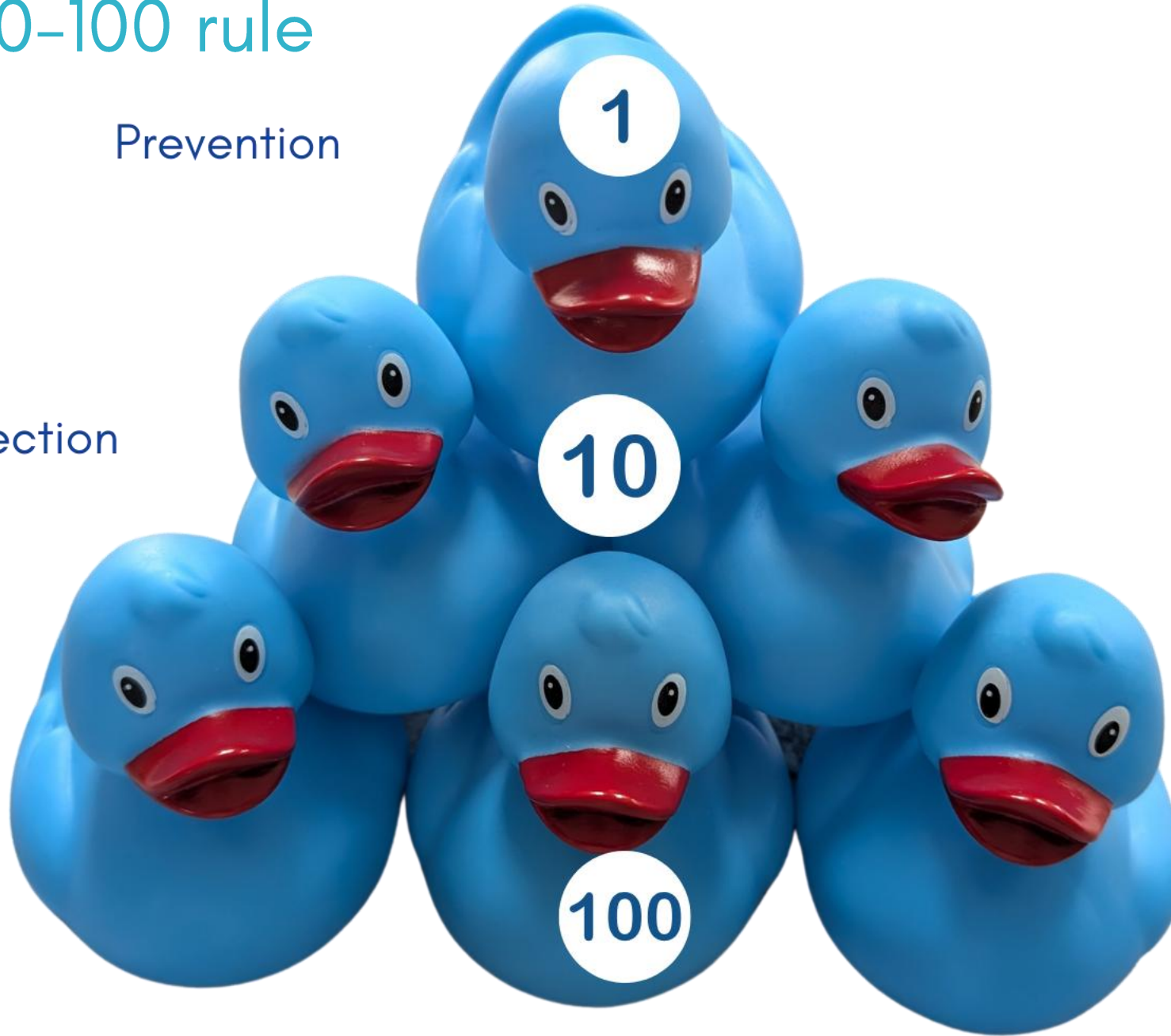
The 1-10-100 rule



Prevention

Correction

Failure



Case Study: Ogi

Confidence

“We were looking to map our customer data and marketing leads to measure our progress and penetration and help inform our next move.”

“We wanted an easier way to explain the marketing narrative than data alone could”.



A large number 10 is formed by hundreds of small, blue rubber ducks with red beaks, arranged on a grey, textured floor. The ducks are densely packed to create the shape of the number. A white circular callout box is positioned over the left side of the number.

Confidence

"Our data purchase process is now more efficient and targeted."

"By selecting more specific areas and industries to draw down data we are saving money on irrelevant records."



Credibility

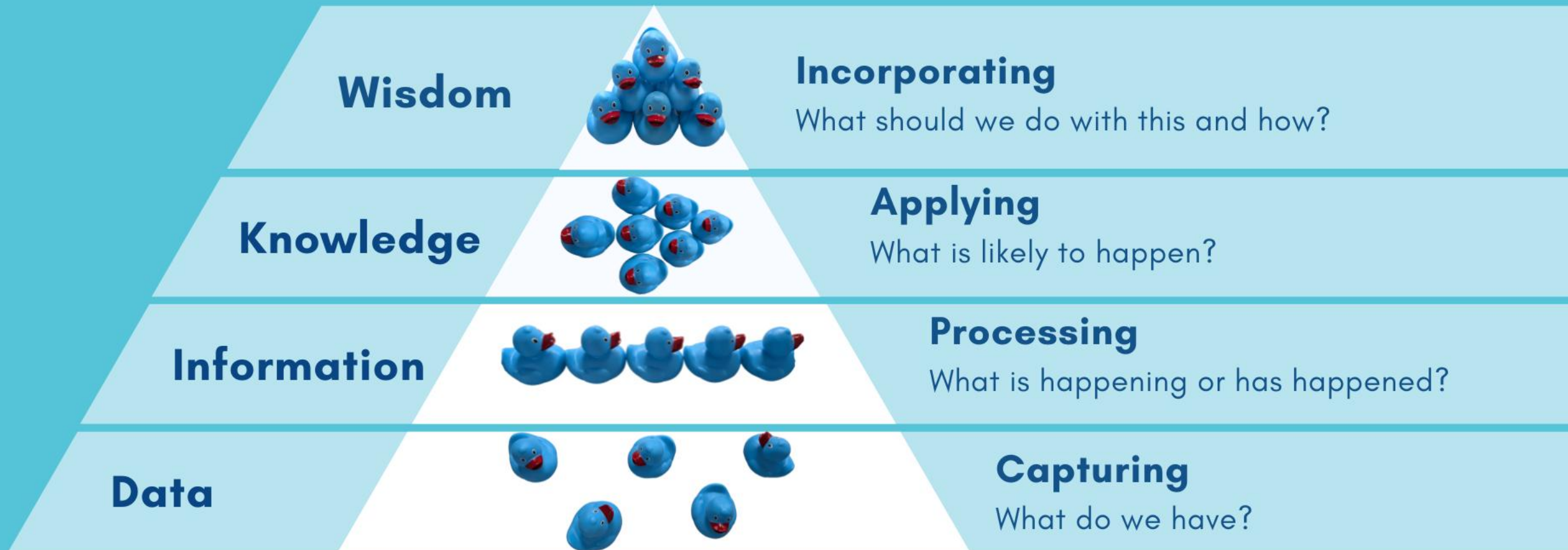
“The mapping helped secure buy-in from senior management to focus our targeting strategy on the greatest opportunity.

“An account-based marketing strategy was adopted to focus on key targets.”

Telling your data story



What questions are you answering with data?



Marketing data audit



	Awareness	Engagement	Acquisition	Retention
KPIs/ metrics				
Current data points				
Data gaps				
Customer touchpoints				
Teams				
Brand	●		●	●
Sales	●	●		●
Marketing	●	●	●	●
Customer service	●	●	●	

Scan for tips & templates



Copyright
Glew Marketing 2025

This product should be used solely for analysing your own organisation's marketing activity and not for commercial purposes, re-sale or re-distribution.

Marketing data roadmap



Current situation	DIKW	Awareness	Engagement	Acquisition	Retention	Desired situation
	DATA					
	Capturing					
	INFORMATION					
	Processing					
	KNOWLEDGE					
	Applying					
	WISDOM					
	Incorporating					

Scan for tips & templates



Copyright
Glew Marketing 2025

This product should be used solely for analysing your own organisation's marketing activity and not for commercial purposes, re-sale or re-distribution.



1. Dirty to clean

Standardise

Review and reduce variations in your data capture.

De-dupe

Find and merge duplicate records – use Excel/ CRM.

Remove

Delete or archive outdated or non-compliant data.

Validate

Set up validation rules or dropdowns to ensure consistency.

Review

Schedule regular checkpoints to review data.



2. Fragmented to connected

Consult

Speak to people about what they need data to do.

Centralise

Look at ways to unify channel, market and CRM data.

Collaborate

Communicate about data across teams.

Systematise

Ensure taxonomy/field names are consistent.

Integrate

Look at ways to sync data for a fuller picture.





3. Insufficient to sustained

Fill gaps

Explore tools to fill or analyse behavioural and attitudinal data.

Boost literacy

Understand how to speak data and guide others to interpret it.

Build


Develop first-party data on your key audiences.

Utilise

Free and open-source data to enrich your own.

Prioritise

Metrics that directly inform decisions.





4. Non-compliant to legit

Legalise

Keep up to data with changes in GDPR and PECR.

Track

Make sure consent is clear, granular and documented.

Rationalise

Know what you're collecting and why (refer to ICO).

Empower

Give people options to edit their comms/ user preferences.

Prepare

Be ready to respond to subject access requests.



5. Under-utilised to optimised

Shift

From passive to active, strategic data collection.

Focus

On how people need to use the data.

Champion

Data-driven marketing decisions and approaches.

Visualise

Make it easy for people to interpret data.

Align

Use full-funnel dashboards to show cross-team contributions.

5 free resources

HBR book CIM ebook central

Coding courses W3Schools/ Datacamp

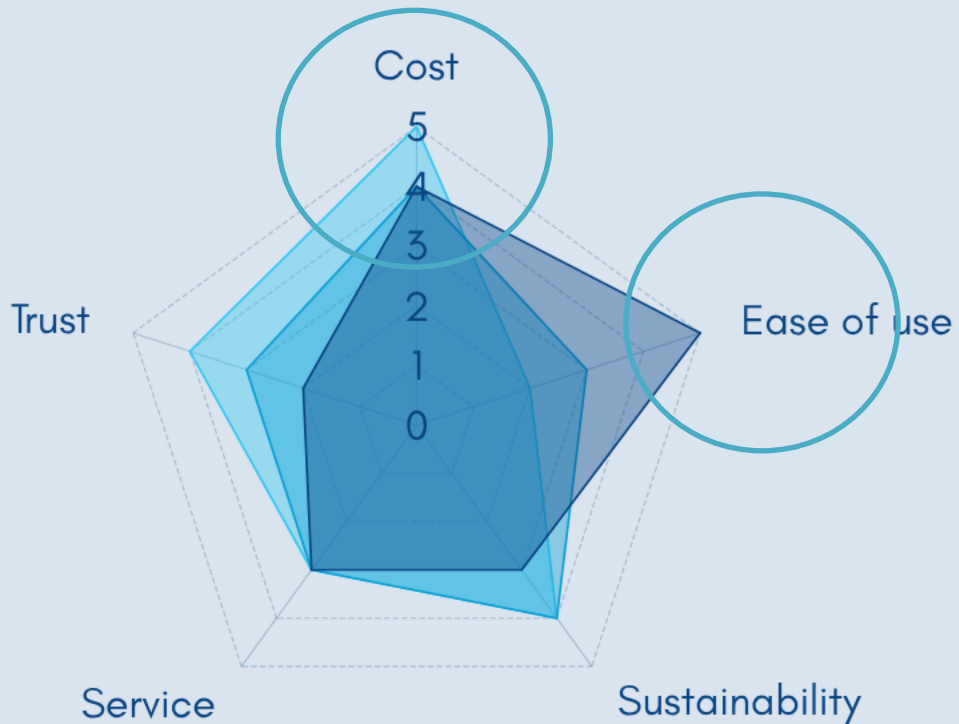
Job simulations Forage

Canva graphs - <https://www.canva.com/graphs/>

Funded apprenticeships e.g. ALS Training

Customer motivations

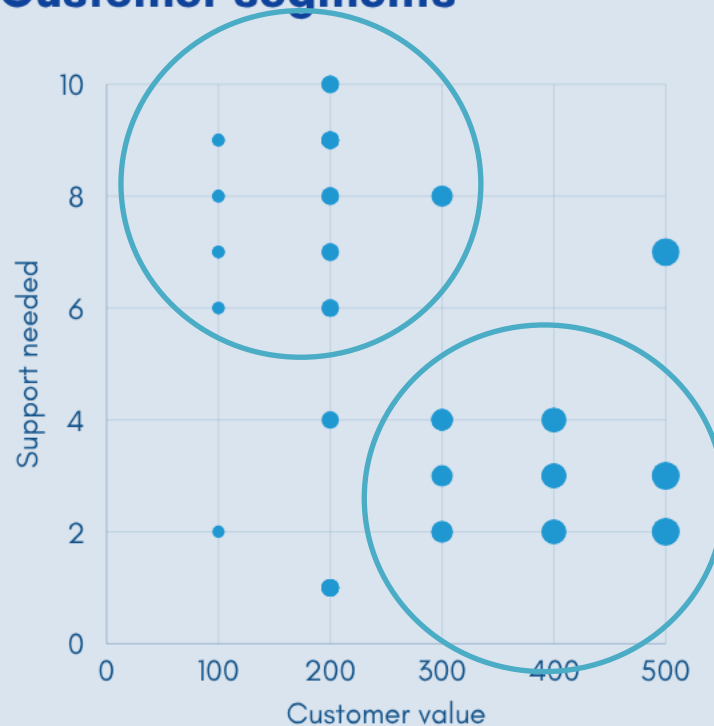
- Young adults
- Families
- Retired couples



Top motivations



Customer segments



Scan for tips & templates



Copyright
Glew Marketing 2025

This product should be used solely for analysing your own organisation's marketing activity and not for commercial purposes, re-sale or re-distribution.



Summary

Clarity

Confidence

Credibility

1. Clean

Standardise

De-dupe

Remove

Validate

Review

2. Connect

Consult

Centralise

Collaborate

Systematise

Integrate

3. Sustain

Fill gaps

Boost literacy

Build

Utilise

Prioritise

4. Legitimise

Legalise

Track

Rationalise

Empower

Prepare

5. Optimise


Shift

Focus

Champion

Visualise

Align



"Data are just
summaries of
thousands of stories.
Tell a few of those
stories to help make
the data meaningful."

Dan Heath

Connect with Glew



Tips & templates



/in/georginalewindon

glewmarketing.co.uk

georgina@glewmarketing.co.uk