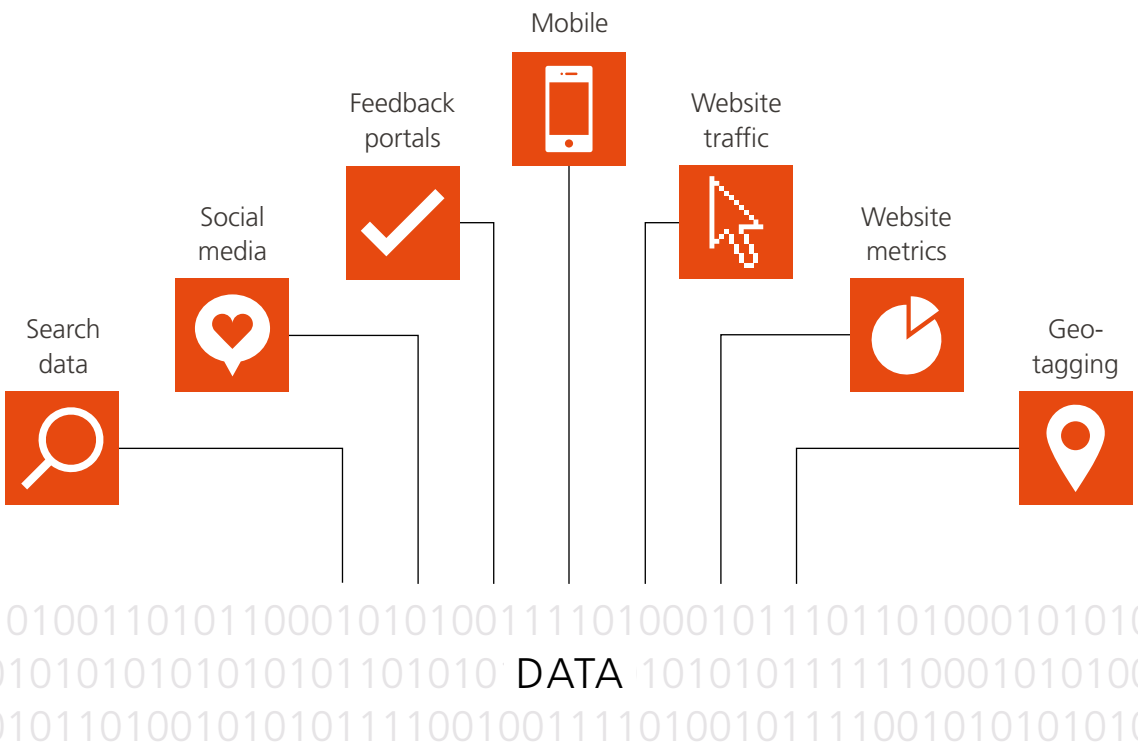
Businesses in Asia Pacific overwhelmed by real-time data

Marketing Monitor

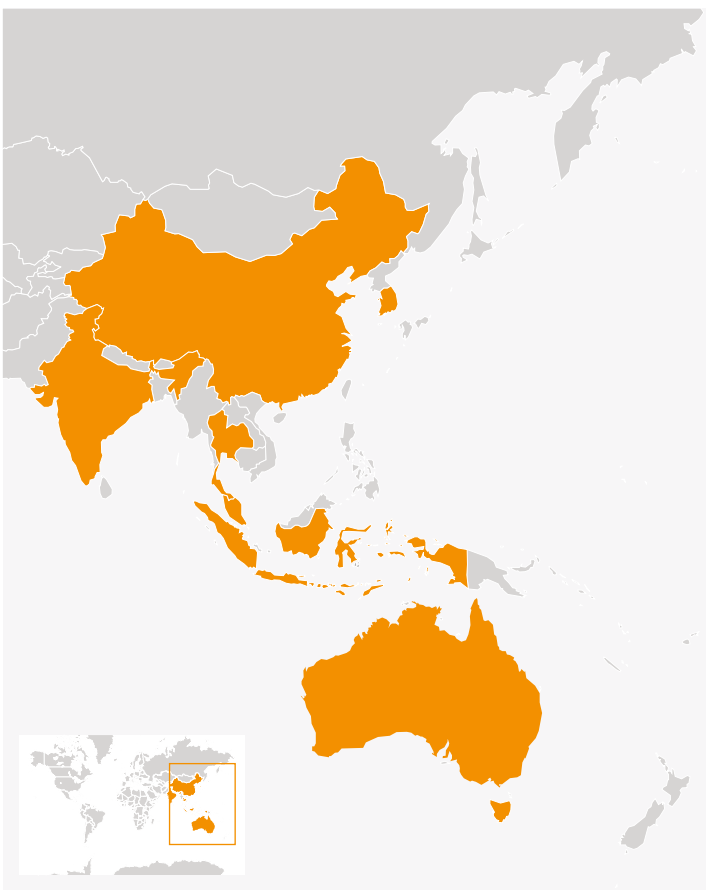
What is real-time data?



Who is using it?

35%

of marketing professionals are managing real-time data as part of their role

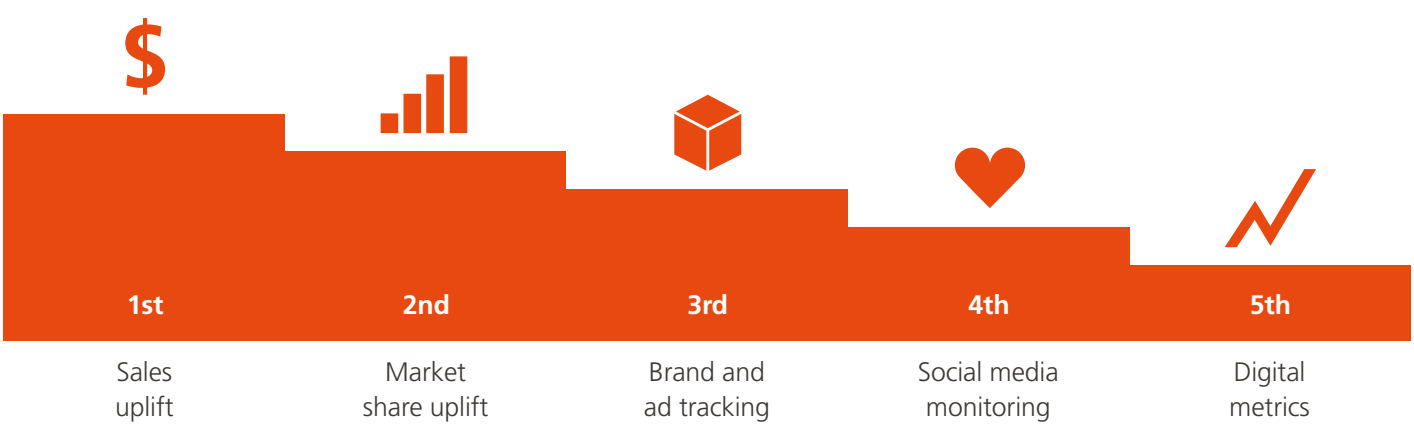


By country

Indonesia	39%
Thailand	38%
India	37%
Malaysia	34%
Australia	32%
China	31%
South Korea	27%

Businesses have a retrospective view of campaign performance

Top five ways marketers measure campaign performance



What are the problems with the current insights?

70%

find it difficult to integrate a multitude of data from different sources

68%

say insights are not actionable enough

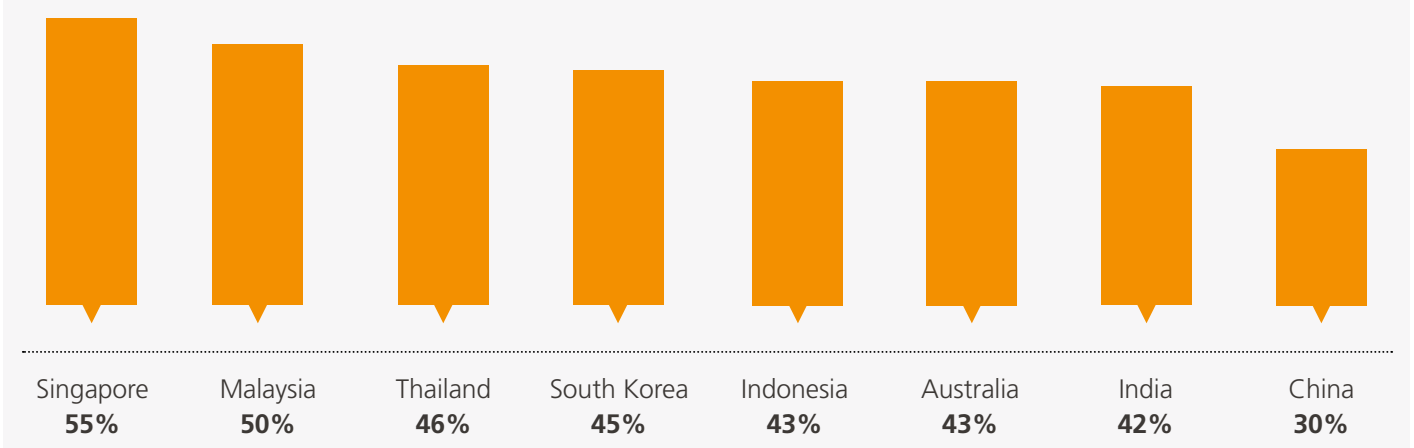
60%

of marketers say insights are too slow

Real time data is not delivering real time value

More businesses are using more data to make in-the-moment business decisions

Countries using social media monitoring to inform decisions

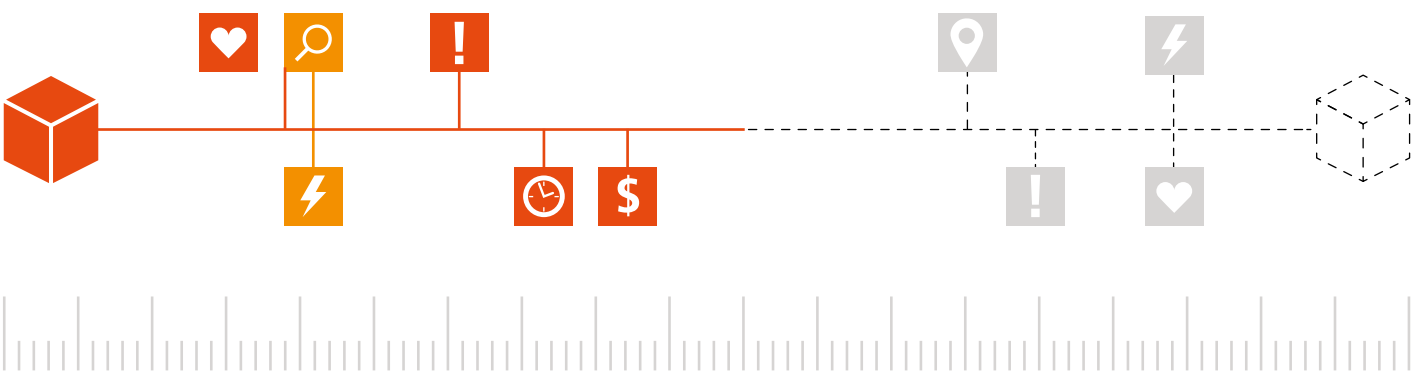


Singapore	Malaysia	Thailand	South Korea	Indonesia	Australia	India	China
55%	**50%**	**46%**	**45%**	**43%**	**43%**	**42%**	**30%**

But there is still a pressing need for a telescopic view

Marketers need:

- Truly real-time insights
- Predictive measures of brands performance



TNS Marketing monitor is based on research carried out by On Device and undertaken across all markets in July 2015. Research is based on responses from 2,716 marketing professionals across eight markets in Asia Pacific:

- Australia: 177
- China: 463
- India: 533
- Indonesia: 236
- Malaysia: 224
- South Korea: 319
- Singapore: 220
- Thailand: 427

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