



# UNLOCKING GROWTH IN REGULATED INDUSTRIES: OVERCOMING COMMON MARKETING CHALLENGES WITH PROVEN STRATEGIES

A FRAMEWORK TO MODERNIZED  
MARKETING FOR MEASURABLE  
BUSINESS IMPACT

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# NEW RESEARCH IDENTIFIES FIVE KEY GROWTH BARRIERS IN REGULATED INDUSTRIES

The marketing landscape has never been more complex, particularly for regulated companies. These marketers face mounting pressures to innovate while navigating strict compliance mandates, fragmented legacy systems, and siloed operational models. These obstacles not only hinder their ability to deliver seamless, engaging, and measurable customer experiences but also limit the potential for driving revenue growth.

Without the ability to adapt quickly and meet customer expectations, high-value opportunities are lost, customer retention suffers, and marketing investments fail to deliver optimal returns.

**Recent groundbreaking research of more than 100 CMOs and senior marketers at companies in highly regulated industries, commissioned by TrueVoice Growth Marketing™, identified five common obstacles that inhibit growth for many marketers today:**

## 1. INSUFFICIENT CUSTOMER UNDERSTANDING OF THE CUSTOMER AND THEIR JOURNEYS

Businesses and marketers often rely on incomplete or outdated data, limiting the ability to create meaningful and responsive experiences powered by the real-time behaviors of customers and stakeholders.

## 2. MISALIGNED OPERATING MODELS

Many organizations face internal challenges such as siloed workflows, creating resistance to new practices or missed opportunities to unify teams. A lack of synchronization between people, processes, and technology results in inefficiency and missed growth opportunities.

## 3. UNMEASURED FUNNEL IMPACT

Progress cannot be optimized if it is not measurable. Without clear attribution methods, marketing investments cannot be tracked throughout the funnel to offer clear sight to its effectiveness at each stage and its impact on bottom line growth.





#### 4. LACK OF EXPERIMENTATION

While many “test” tactics, few marketers in highly regulated industries have yet to truly embrace experimentation and innovation of marketing models. Fear of risk, the perception of failure and conservative cultures stifle innovation and slow the ability or willingness to explore, test, and adapt through controlled experimentation.

#### 5. RESISTANCE TO CULTURAL CHANGE

Modernizing marketing for growth requires a fundamental shift in how marketing works...and thinks. Yet, many marketers struggle to drive real, transformative change within their organizations. Too often, their efforts fall short, failing to deliver meaningful or lasting impact on growth.

The findings in this ongoing research, which collected qualitative and quantitative insights over the past 18 months, reveals both the recurring hurdles marketers face and the opportunities available to modernize systems, unify teams, and implement data-driven strategies that lead to measurable growth and achievable, sustainable transformation.

The insights and strategies presented in this paper combine real-world case studies with proven approaches, demonstrating how organizations can align their people, processes, and technology to drive measurable business outcomes.

By leveraging real-time customer intelligence, fostering cross-functional collaboration, and embedding a culture of continuous experimentation, marketers within highly regulated businesses can not only meet modern customer expectations but also exceed them—driving growth, innovation, and long-term success.

### Redefining the CMO's Role in Driving Transformation



*of marketers are seeing a shift in CMOs' roles, with an increased focus on driving full-funnel growth<sup>1</sup>—highlighting the need for holistic, integrated approaches.*



*of these same marketers feel their organizations excel at managing change.*

This gap underscores a critical challenge: while CMOs are expected to lead growth initiatives across the entire customer journey, many organizations lack the agility, processes, and alignment to respond effectively.

To adapt and make change last, companies must prioritize experimentation, foster cross-functional collaboration, and equip their teams with the capabilities and frameworks needed to navigate this evolving landscape.

# THE CURRENT CHALLENGES FACING REGULATED INDUSTRIES

*Modern marketing demands precision, agility, and accountability—qualities that are difficult to achieve when structural barriers prevent seamless execution. Regulated industries face distinct obstacles that limit their ability to keep pace with dynamic customer expectations. These challenges set the stage for exploring the five key areas that can help regulated industries overcome obstacles and achieve meaningful progress.*

**What does it mean to know your audience?**

**Why is it important?**

**What challenges prevent most companies from achieving it?**

**What marketers can do right now?**

## 1.

### Insufficient Understanding of Customers' Journeys Limits Agility

Regulated industries often rely on outdated or incomplete data, leaving them blind to rapidly changing customer behaviors. As customer expectations evolve—demanding more personalized, relevant interactions specific to each stage in their journeys—companies without a clear understanding of their audience risk losing high-value opportunities.

**Findings reveal that companies not realizing measurable growth from their marketing investments are more than twice as likely to state their organization is "Not Even Close" to fully understanding customer definitions.<sup>1</sup>**

Knowing your audience means understanding who they are as individuals, then as groups, then as segments and having insight into the specific problems they are trying to solve at each stage of their buying journey.

When an organization is empowered with a true, clear, and accurate picture of the customer journey, it can target, message, and respond to those customers more effectively.

New and stringent requirements around consumer data and cookies make it hard to understand your customer, and existing customer data is not always reliable.

1. Conduct a data audit to identify gaps and inconsistencies, improving the reliability and accuracy of customer information.
2. Shift focus to first-party data collection by encouraging direct customer engagement and ensuring compliance with privacy regulations.
3. Uncover pain points at each stage in your customer's journey and tailor messaging to address these specific needs.

Marketers that embrace advanced capabilities like dynamic segmentation, AI-powered behavioral insights, and real-time journey mapping gain the ability to interpret and respond to customer behavior in real time. These capabilities provide deeper, actionable insights while enabling more personalized and predictive interactions that meet (and exceed) evolving customer demands.

The value of these capabilities is undeniable:

nearly  
**9/10**

87% of growth marketers identify modernizing systems and tools to understand customer behavior as "Urgent/Important."<sup>1</sup>

Moreover, data-driven companies outperform their peers, being

**23x** 

more likely to excel in customer acquisition

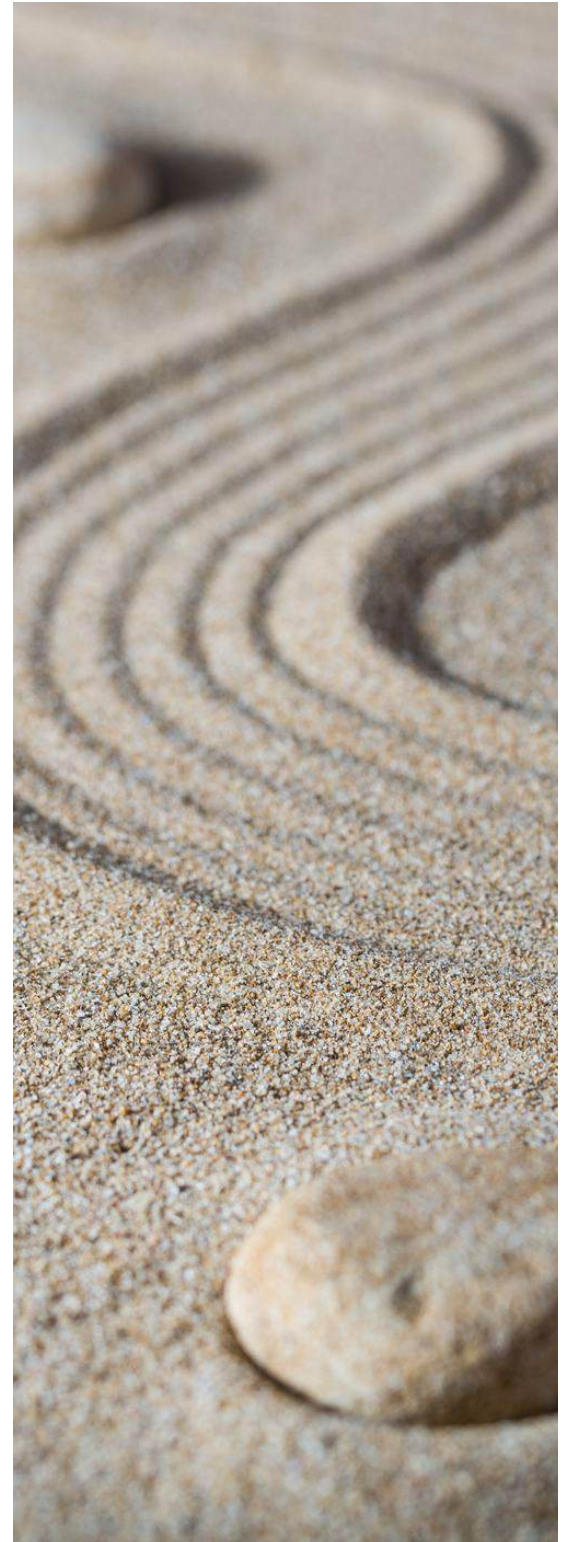
**19x** 

more likely to remain profitable

**~7x** 

more likely to retain customers.<sup>2</sup>

By leveraging advanced tools and data-driven strategies, organizations can gain a clearer, more actionable understanding of their customers, enabling them with the capability to better anticipate needs, improve retention, and enhance profitability.





# CASE STUDY:

## WEALTH MANAGEMENT FIRM UNLOCKS GROWTH THROUGH DEEPER CUSTOMER UNDERSTANDING

A leading wealth management firm struggled to understand its customers, relying on outdated and vanity metrics that offered little meaningful insight. Without a clear view of full funnel influence or how marketing efforts translated to sales impact, it lacked the data needed to build accurate, actionable customer journey maps to enable and guide responsive marketing. Limited feedback loops and an absence of agile optimization further hindered their ability to refine its approach, leaving the firm's marketing disconnected from its audience's evolving needs and demands.

To address these challenges and achieve the CEO's ambitious goal of growing assets under management (AUM) from new clients by \$4 billion, the firm partnered with TrueVoice to design and execute a transformative growth strategy.

### Capabilities Achieved:

- Precision targeting, leveraging TrueVoice's proprietary access to 14.6M qualified high-net-worth investors.
- Data-driven persona development and precision-messaged content creation.
- Dynamic, behavioral lead scoring that leveraged progressive profiling to prioritize and route timely opportunities.
- Real-time, integrated, cross-platform analytics and optimization to track investment impact at every stage of the investors' journeys.

### This approach resulted in significant business and marketing outcomes:

**\$5B**

new client revenue

**128%**

growth in digital leads YOY

**46%**

CPC reduction

**314%**

increase in engagement

**120<sub>x</sub>**

click-through rate improvement

### Key Takeaway

True customer understanding enables businesses to anticipate audience needs, delivering experiences that build loyalty, trust, and measurable growth. Without the tools powered by accurate, real-time customer intelligence, marketers are limiting their ability to effectively optimize investments. But with the right tools and capabilities, marketers can engineer agile, responsive experiences that create meaningful connections and drive sustainable – and measurable – success.

## 2.

### Misaligned Operating Models Create Disconnected Customer Experiences

In regulated industries, teams—such as marketing, sales, and customer service—may collaborate but often work day-to-day in isolation. This lack of regular coordination fragments the customer experience and slows execution. Misalignment leads to inefficient workflows, unnecessary redundancies, and reduced impact.

#### Alignment Has Significant Business Impact

Organizations with good alignment between teams close 38% more deals.<sup>3</sup>

56%



*of senior leaders cited “better integration of systems” and “improved communication” as critical needs to effectively leverage marketing as an engine for growth.<sup>1</sup>*

208%



*higher marketing revenue generated from marketing efforts by businesses with effective Sales and Marketing alignment compared to organizations with disjointed teams.*

#### What does it mean to align your operating model?

Aligning your operating model to the journey of your customers means that an organization’s marketing, sales and retention teams are unified behind the same goals, interact to facilitate action, and commit to a shared change management framework.

#### Why is it important?

Aligned teams with a shared understanding of the customer journey can central knowledge data, standardize processes and technology, and a cooperative approach to communications - all elements that lead to an improved customer experience.

#### What challenges prevent most companies from achieving it?

Lack of understanding of customer journeys, fragmented and siloed data, a culture of non-collaboration, and a lack of communication are common reasons organizations find it challenging to align their operating models.

#### What marketers can do right now?

1. Assess cross-functional capabilities and maturity to identify silos and misaligned priorities, uncovering opportunities for better alignment.
2. Establish cross-functional growth pods with members from sales, marketing, and operations to strengthen communication and tackle shared goals.
3. Define unified growth metrics, such as revenue growth and customer acquisition, to align teams around common benchmarks and reduce misaligned objectives.

Operational models often evolve reactively, resulting in disconnected systems that make communication between departments cumbersome. Marketing teams may launch campaigns without leveraging insights from customer service and retention teams or feedback from sales, delaying opportunities to optimize performance.

Organizations that realign operational models around shared goals and integrated systems report measurable gains in efficiency and execution speed.

**45%** 

*of marketers report working closely with customer service teams to optimize customer experiences.<sup>1</sup>*





# CLIENT SUCCESS STORY

A national healthcare provider partnered with TrueVoice to unify its marketing, sales, and customer service operations. Through a quick but comprehensive audit of the organization's capabilities, the organization was able to assess its maturity and address gaps prohibiting alignment. By centralizing workflows and establishing shared performance metrics, the organization improved communication across teams, putting the company on a path to a **unified marketing approach**.

## Capabilities Achieved:

- Enablement of marketing activities to be linked directly to revenue growth and retention.
- Introduction of clear attribution tracking marketings investments to tangible business outcomes.
- Enhancement of predictive full-funnel analytics to guided campaign planning.

Additionally, the organization was empowered to embed processes to support ongoing innovation, driving measurable gains in efficiency and performance.

## The results:

**+30%**  
gains in efficiency

**+20%**  
increase in lead volume

**8x**  
incremental sales growth

**5x**  
faster lead-to-close rates

## Key Takeaway

Aligning operating models may seem daunting, especially in highly regulated environments, but it is entirely achievable with the right approach. By fostering collaboration across teams, integrating systems that support seamless data sharing, and committing to clear goals and shared frameworks, organizations can begin to break down silos and create a foundation for long-term success. Tools like centralized workflows, shared performance metrics, and scalable change management processes make alignment attainable, enabling businesses to optimize operations and drive meaningful outcomes. With a strategic focus on unifying efforts, even the most regulated businesses can transform misaligned models into engines for growth and innovation.



### 3.

 just **54%**

## Measurement Gaps Across the Funnel

With the increase of privacy restrictions and strict industry regulations, many businesses are struggling to effectively track and attribute marketing impact to bottom-line growth. While full-funnel measurement is a challenge, the problem is much more foundational.

**What does it mean to measure across the funnel?**

Measuring across the funnel means an organization captures a holistic, high-level look at the performance of its digital marketing mix and can accurately credit marketing touchpoints that have been involved in a customer's conversion.

**Why is it important?**

Even if an organization is getting acceptable results from its digital marketing mix, it is leaving a lot of potential on the table by not implementing a full funnel measurement strategy. Slowing down and looking at the big picture of the funnel helps an organization identify the best opportunities to speed up growth.

**What challenges prevent most companies from achieving it?**

Siloed data, outdated technology, and insufficient analytics capabilities to track and connect touchpoints across the entire customer journey.

**What marketers can do right now?**

1. Pinpoint gaps in customer data accessibility, accuracy, and usability, and design steps to align marketing, sales, and operations.
2. Create a unified data strategy by integrating key sources, standardizing organization, and maintaining clean, reliable data to improve collaboration, targeting, and decision-making.
3. Establish an enterprise content strategy with a structured annual process to align content creation, address gaps, and deliver personalized customer experiences for improved ROI.

### Without full-funnel visibility, organizations risk:

- Inefficient resource allocation.
- An inability to optimize campaigns in real time.
- Difficulty connecting marketing activities to revenue impact.

Marketing technology is essential for enabling full-funnel growth marketing, but long timelines for integrating, upgrading, and modernizing legacy systems create significant barriers. To address this, companies can adopt scalable solutions that integrate with existing systems, prioritize phased implementations, and demonstrate quick wins with data-driven pilots. This approach allows sales teams to continue operations while highlighting the immediate value of modernized marketing strategies.

For example, TrueVoice overcomes these challenges with its proprietary technology, which operates independently of legacy systems while remaining fully compliant with regulatory requirements. This allows organizations to implement modern, data-driven strategies seamlessly, delivering measurable results without disrupting existing workflows.

### Key Takeaway

**Organizations do not need to wait for legacy system overhauls to close measurement gaps.** With tools and technologies that operate outside of traditional infrastructure, teams can begin capturing actionable insights immediately, optimizing campaigns in real time, and connecting marketing activities to revenue impact today. This proactive approach not only accelerates performance but also ensures teams can stay competitive in an ever-evolving landscape.





## 4.



less than

**1/3**

*Research found that few companies have made testing and experimentation a marketing priority with less than one-third of marketers freely encouraging innovation.<sup>1</sup>*

**What does it mean to test and learn?**

**Why is it important?**

**What challenges prevent most companies from achieving it?**

**What marketers can do right now?**

### Lack of Experimentation Slows Innovation and Growth

While most financial marketers are running small-scale experiments such as a/b testing, many regulated businesses hesitate to adopt test-and-learn strategies and new growth models due to concerns about compliance risks, resource constraints, or cultural reluctance.

A culture of experimentation allows businesses to:

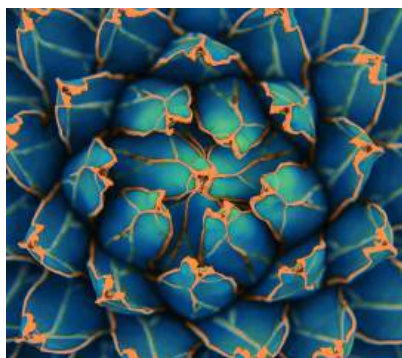
- **Reduce marketing waste and spend.**
- **Minimize risk** by testing small before investing heavily.
- **Optimize campaigns dynamically** with real-time data.

A “Test and Learn” philosophy acknowledges the quick-moving nature of digital marketing and uses real-time data to create, implement, and analyze small experiments in an organization’s operating norms and operating models.

“Test and Learn” experiments allow organizations to vet and pressure test innovative ideas before investing heavily in them. They also work to build organizational muscle memory to truly build a full funnel growth marketing capacity that focuses on incremental, holistic changes.

It can be challenging for organizations to move forward without a clear plan, or with the intention to change the plan frequently. Resistance to exploration and experimentation can be found in even the most innovative companies.

1. Establish a clear framework for small-scale experiments, outlining objectives, hypotheses, and success metrics to ensure focused and measurable outcomes.
2. Foster a culture of experimentation by encouraging cross-functional teams to embrace change and learn from both successes and failures.
3. Use real-time data to iterate quickly, refining strategies based on insights to build a sustainable and scalable test-and-learn approach.



Organizations that prioritize experimentation position themselves to tackle challenges effectively by identifying what works and what does not in a controlled, low-risk environment. This approach allows them to capitalize on emerging opportunities with greater speed and confidence, using real-time insights to adapt their strategies and outpace competitors. By fostering a culture of continuous learning and innovation, these organizations not only refine their processes and campaigns but also build a foundation for long-term growth and resilience, creating sustainable, scalable pathways to success.

## CASE STUDY:

### TEST AND LEARN BRINGS ROI TO LEADING INSURANCE PROVIDER

TrueVoice collaborates with a leading insurance provider to implement a test-and-learn approach that leverages behavioral data to refine broker engagement strategies. Through continuous experimentation with growth models, content, messaging, and channel mix—optimized in real-time based on responses—the campaigns highlight how structured experimentation within an agile framework can deliver meaningful results.

#### The results after a series of test and learn campaigns:

**\$10.5MM**

projected revenue  
impact

**+1,070%**

increase in lead  
acquisition

**843%**

program return on  
investment

#### Key Takeaway

Organizations that embrace structured experimentation enhance their ability to innovate, adapt to change, and achieve marketing and business objectives efficiently and responsibly.

## 5.

### Cultural Resistance to Change Limits Replicable and Scalable Growth

Cultural resistance remains a critical barrier to sustainable growth for many marketing organizations, particularly in industries with strict regulatory environments.

Teams often resist transformation due to entrenched processes, a fear of disruption, or a lack of leadership advocacy.

However, evidence shows that when companies set clear financial targets for transformation, they can significantly exceed expectations.



**Studies of 15 transformations found that organizations delivered 2.7 times more value on average than senior executives initially thought possible when clear goals, a sound roadmap and strong leadership were established.<sup>5</sup>**

For businesses to overcome cultural inertia, leaders must communicate the value of change while creating structures that support adoption. Organizations that provide training, clear processes, and shared accountability report faster transitions and greater alignment across teams.

As one CMO described, **"Lasting change comes from leadership championing new ways of working. When leaders set the tone, the organization follows, and transformation takes root."**

This perspective is reinforced by projections showing that, by 2026, **75% of Chief Data and Analytics Officers who fail to prioritize organization-wide influence will be reassimilated into technology functions.<sup>6</sup>**



# 70%

*of change programs fail to achieve their goals due to employee resistance and lack of management support.<sup>5</sup>*



fewer than

# 1 in 7

*marketers surveyed feel their companies excel at managing change.<sup>1</sup>*





## What does it mean to make change?

Managing change is the process of assigning clear, intentional effort to establishing and maintaining the new full funnel marketing practices an organization puts in place.

## Why is it important?

Managing change is critical, because if any one part of the change management process does not take place, an organization runs the risk of missing the full potential of its investment.

## What challenges prevent most companies from achieving it?

Because managing change requires intense, strategic thinking and communication over an extended period of time, it can be difficult for a company to maintain high levels of motivation and effort for the full change management process.

## What marketers can do right now?

1. Assign clear ownership for change management efforts, ensuring accountability and consistent focus throughout the process.
2. Leverage successes to build use cases and develop a structured communication plan to gain stakeholder advocacy and support, reinforce goals, and sustain motivation over time.
3. Break the change process into manageable phases, celebrating milestones to maintain momentum and drive long-term success.

## Key Takeaway

To navigate cultural resistance effectively, organizations must prioritize change as a strategic imperative, driven by leadership that models and advocates for transformation. By fostering collaboration, embedding a culture of continuous learning, and aligning teams around clear goals, companies can overcome inertia and unlock their potential. Successful transformations are not just about processes but about creating an environment where people are empowered to embrace new ways of working, ensuring sustained progress and measurable impact.

# THE TRUEVOICE FULL FUNNEL GROWTH FRAMEWORK: PROVEN SUCCESS ACROSS REGULATED INDUSTRIES

TrueVoice's Growth Framework is specifically designed to address these challenges by aligning marketing strategies with the customers journey to drive measurable business outcomes. The framework focuses on five core principles that enable highly regulated organizations and marketers to activate growth at every stage of the funnel:



## 1. DEEP UNDERSTANDING OF THE CUSTOMERS' JOURNEYS



Creating dynamic behavioral personas and customer journey maps using advanced data analytics and AI-powered insights to pinpoint audience behaviors, target the right channels, and craft impactful messaging—engaging and nurturing customers at every stage of the funnel to drive measurable results.

## 2. OPERATIONAL ALIGNMENT



Assess operating models and uncover gaps in current capabilities to align processes and technologies, and unify teams to deliver cohesive full-funnel strategies.

## 3. FULL-FUNNEL MEASUREMENT



Defining and implementing advanced attribution models to connect campaigns to revenue outcomes.

## 4. AGILE EXPERIMENTATION



Designing and launching a series of discreet, light-footprint test and learn experiences that prove growth models and generate measurable results that promote a culture of innovation.

## 5. CULTURAL TRANSFORMATION



Leveraging successes and use cases to educate, build advocacy and accelerate adoption of growth-focused practices that drive long-term organizational change.

# TURN MARKETING INTO A REVENUE ENGINE

TrueVoice's Full Funnel Growth Framework offers a proven, research-backed approach to overcoming the challenges facing marketers in regulated industries. By aligning people, processes, and technology with customer journeys and measurable strategies, organizations can break through barriers, unlock sustainable growth, and deliver exceptional customer experiences.

Businesses that adopt this framework are positioned not only to adapt to modern marketing demands but to lead the charge—innovating, scaling, and driving measurable success for years to come.

## LET'S TALK

Discover how TrueVoice's research and proven Full Funnel Growth Framework can empower your organization to overcome challenges and drive measurable success. Contact us today to explore detailed case studies and learn how we can help you align strategies, optimize performance, and achieve scalable growth.

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