

# Data critical year

**Alex Tremlett, Insight Data’s commercial director, discusses the challenges for fenestration firms in 2025 and shares six strategies for success**

2025 promises to be a challenging year for businesses of all shapes and sizes, not least because of the UK government’s most recent Budget, and in particular changes to employer National Insurance contributions.

True, the Office for Budget Responsibility (OBR) is forecasting moderate economic growth of 1.7% next year. However, there is still much weakness in the economy which could easily be influenced by any number of instabilities (hello again, Mr President!) and unpredictable world events.

In a nutshell, companies hoping to ride out these uncertain times will need to think much more smartly. And ‘intelligence’ is the operative word here, because staying ahead of the game means employing market intelligence to survive and thrive.

Marketing data of the right type and quality can be a very powerful tool for fenestration companies seeking to distinguish themselves in a crowded market. So here are six key strategies underpinned by market intelligence we at Insight Data think businesses should consider in 2025:

## 1. Precision targeting

Forget the scattergun approach to finding clients. Firms must identify and pursue high-value prospects with drone-like precision. Quality marketing data enables businesses to pinpoint decision-makers who are genuinely interested in their products or services. This targeted approach improves conversion rates and reduces wasted resources on unqualified leads.

## 2. Market Diversification

Sectoral shifts that are pushed along by new regulations – 2025’s Future Homes Standard, for example – present both challenges and opportunities. Comprehensive market intelligence helps identify fresh possibilities and untapped markets. Whether expanding into the burgeoning retrofit sector or exploring new product lines, reliable data guides strategic decision-making.

## 3. Cost-Effective Marketing

On-going economic uncertainties that will undoubtedly continue into 2025, plus Budget-driven legislation coming into force in April, demands that a close eye be kept on your firm’s finances. Modern marketing data platforms allow businesses to track campaign performance in real-time, enabling swift adjustments to maximise return on investment (ROI). Fenestration companies can reduce wastage by focusing resources on channels and audiences that deliver measurable results.

## 4. Strategic Consolidation

In 2025, successful businesses will need to refine their customer base strategically. Using advanced data analytics, companies can identify which clients deliver the best value and where relationships might need review. This intelligence-led approach helps build a more profitable customer portfolio.

## 5. Technology Integration

The right technological infrastructure is essential for managing and applying marketing data effectively. customer relationship management (CRM) systems



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integrated with real-time market intelligence provide a comprehensive view of both existing customers and potential prospects. This integration enables better decision-making across sales, marketing and customer service functions.

## 6. Competitive Intelligence

As we move through the year, staying ahead of market trends and competitor movements will be crucial. Real-time data feeds provide valuable insights into market dynamics, helping fenestration businesses anticipate changes and adapt their strategies accordingly.

## The importance of data-driven decision making

The digital transformation of many industries – fenestration among them – continues to gather pace making data-driven decision-making increasingly important. Companies that invest in quality marketing intelligence now will be better positioned to navigate the challenges and opportunities ahead. However, data alone isn't enough. Success next year will depend on how effectively companies analyse and apply their marketing intelligence. This requires not just access to data, but the tools and expertise to transform it into actionable insights.

As we approach 2025, fenestration businesses should review their current data capabilities and consider whether they have the right systems in place. This might mean investing in new technology, training staff or partnering with specialist providers like Insight Data which can supply both the information and the means to use it effectively. Those firms which continue to rely on outdated methods or incomplete information risk falling behind more nimble competitors. For fenestration companies looking to build success in 2025, quality marketing data isn't just an advantage – it's essential. The businesses that thrive will be those that understand this, making it central to their strategy. □

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