
DOING MORE WITH
DATA
Creating a 360-Degree
View of Your Customers
MAROPOST

FROM INFORMATION TO EXPERIENCE

It's no secret that marketers now have access to more customer data than ever before. In fact, it's estimated that 90% of the world's data was produced in the last 2 years alone.

2,500,000,000,000,000,000

(2.5 Quintillion) bytes are added to the global data pool every day[1]

Today, marketers are using this information to power personalized experiences for customers, but building these experiences isn't just about having more data—it's about bringing that data together.

Knowing that customer A bought product Y and then product Z is very different from seeing the journey that customer A took before, between, and after those purchases.

To see the whole journey, you need to view data from across sources—from social media posts viewed, to marketing emails opened, to orders placed online, to products picked up in-store—all together, all at once.

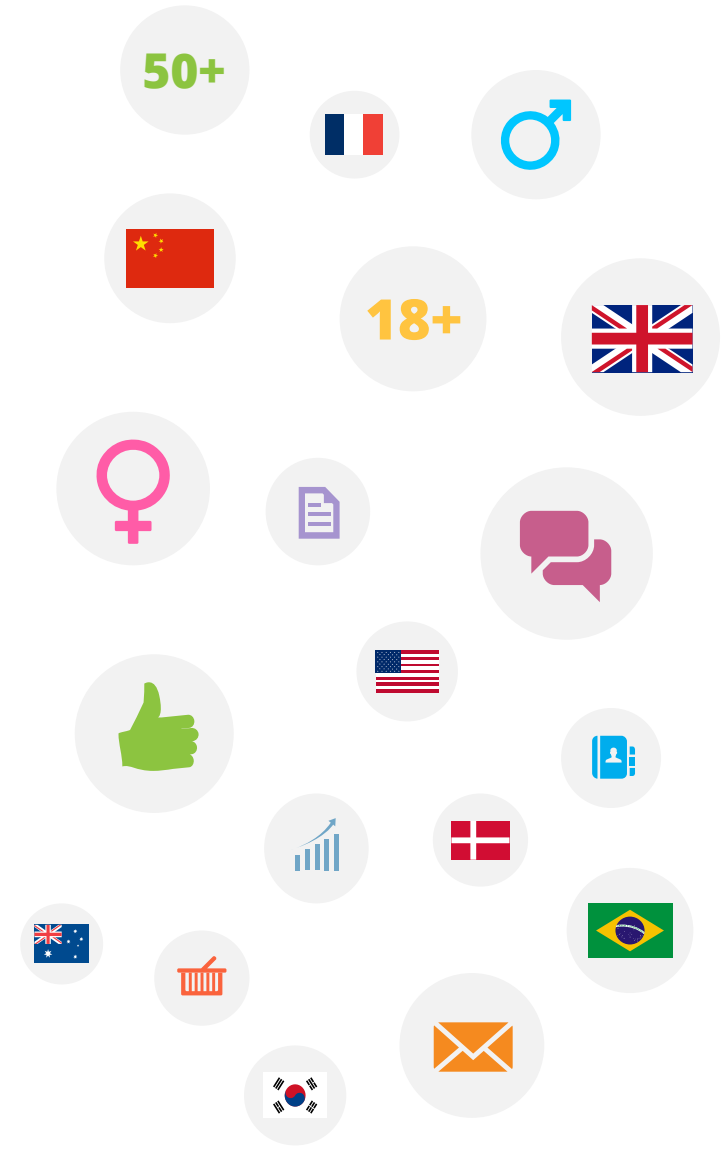
In short, you need to create a 360-degree view of your customers.

But how can you start seeing your customers from every angle when their data is collected and processed across different interactions, channels, and platforms?

What do you stand to gain by bringing your customer data together?

Most importantly, what are you missing out on by not integrating your customer data?

THE CURRENT STATE OF CUSTOMER DATA



Marketers today are facing an opportunity and a challenge when it comes to customer data.

Opportunity: They have access to more information than ever before

Challenge: Bringing all this data together can seem almost impossible

Before we get into why and how you should be bringing your customer data together, let's take a look at what we mean by "customer data" and how companies are currently using (and not using) it.

Depending on who you ask, there are any number of categories you can use to classify customer data. But today we're going to focus on two: Demographic Data and Behavioral Data.

Demographic Data is all the data about who your customer is—where they live, how old they are, their level of education, their employment status, and more.

Behavioral Data is all the information on what your customer does—what they've bought, left in their cart, subscribed to, filled in a form for, and any other interactions with your company.

While 63% of companies consider customer experience a top priority[2], only 32% of companies are currently leveraging these two sources to personalize their marketing messaging[3].

Although 96% of executives see data analytics as critical to customer experience[2], only 3% of marketers think their data is integrated enough to produce a 360-degree view of their customers[4].

Integrating and analyzing customer data correctly allows you to create incredibly personalized experiences for your customers—but getting there isn't easy.

While bringing together customer data to produce personalized experiences can seem challenging, with the right strategy and the right marketing platform, results and revenue are within your reach.

Action Item 1:

Fewer Platforms—More Data

To prevent critical customer and company data from falling through the cracks, you need to have fewer cracks. Bridging the gap between nurture, purchase, and service means bringing the platforms handling those areas closer together. Simplifying your tech by investing in a single platform that can grow with your business is one of the best ways to start turning customer data into complete profiles.

Action Item 2:

Artificial Intelligence, Real Data

AI can sort through information in ways human teams can't—finding the signal in the noise. Prior to AI, even if teams had access to that data, it wasn't a viable option to go through everything manually and personalize accordingly. Today, using AI, even small teams can turn bulk data into meaningful insights and memorable customer experiences—making a real revenue impact.

In-Depth Look:
Handle with Care

Gaining access to customer data is a privilege—and a responsibility.

61%

61% of customers are more likely to buy from companies delivering custom content[5]

60%

60% of US consumers are concerned about the security of their personal data[5]

TO SAFELY NAVIGATE THE COMPLEX MIX OF CONCESSIONS AND CONCERNS, YOU NEED TO BEAR IN MIND ONE RULE: ASK FIRST.

With the introduction of the EU's GDPR, personal data has been on everyone's minds. While this regulation covers many aspects of customer data, there's one key takeaway for marketers—regardless of whether they fall under GDPR's jurisdiction—being clear and gaining consent is critical any time you're collecting, using, or storing personal information.

Telling customers what happens to their data is an important part of following these regulations—and an important part of ensuring your customers feel empowered and enthusiastic about what their data can do for them. After all, creating personalized experiences for your customers is just as much about them as it is about you.

CUSTOMER DATA SUCCESSES

Properly integrating your customer data doesn't need to be difficult—with the right technology. Before you make this investment in your company's success, it's important to know what returns you can expect.

What are the benefits of unifying customer data to drive personalization? And how can you measure your success?

Aside from an immediate boost in customer happiness, there are a few other key benefits.

42%

Higher Conversions:

Personalized calls-to-action have a 42% higher conversion rate than their generic counterparts[6]

19%

Higher Sales:

Marketing that adapts to each customer results in a 19% increase in sales[7]

78%

Higher Revenue:

78% of marketers see revenue increases from customer journeys that use a 360-degree customer view[8]

51% **52%**

Higher Retention:

52% of consumers say they'll switch brands if a company doesn't provide a personalized experience[8] and 51% of consumers say they'd buy from new brands offering more personalized experiences[9]

Good marketing strategies and good marketing platforms never leave success to chance. Having the right testing capabilities is half the battle—the other half is rigorously using them to improve the quantity and quality of your customer data.

Action Item 3:

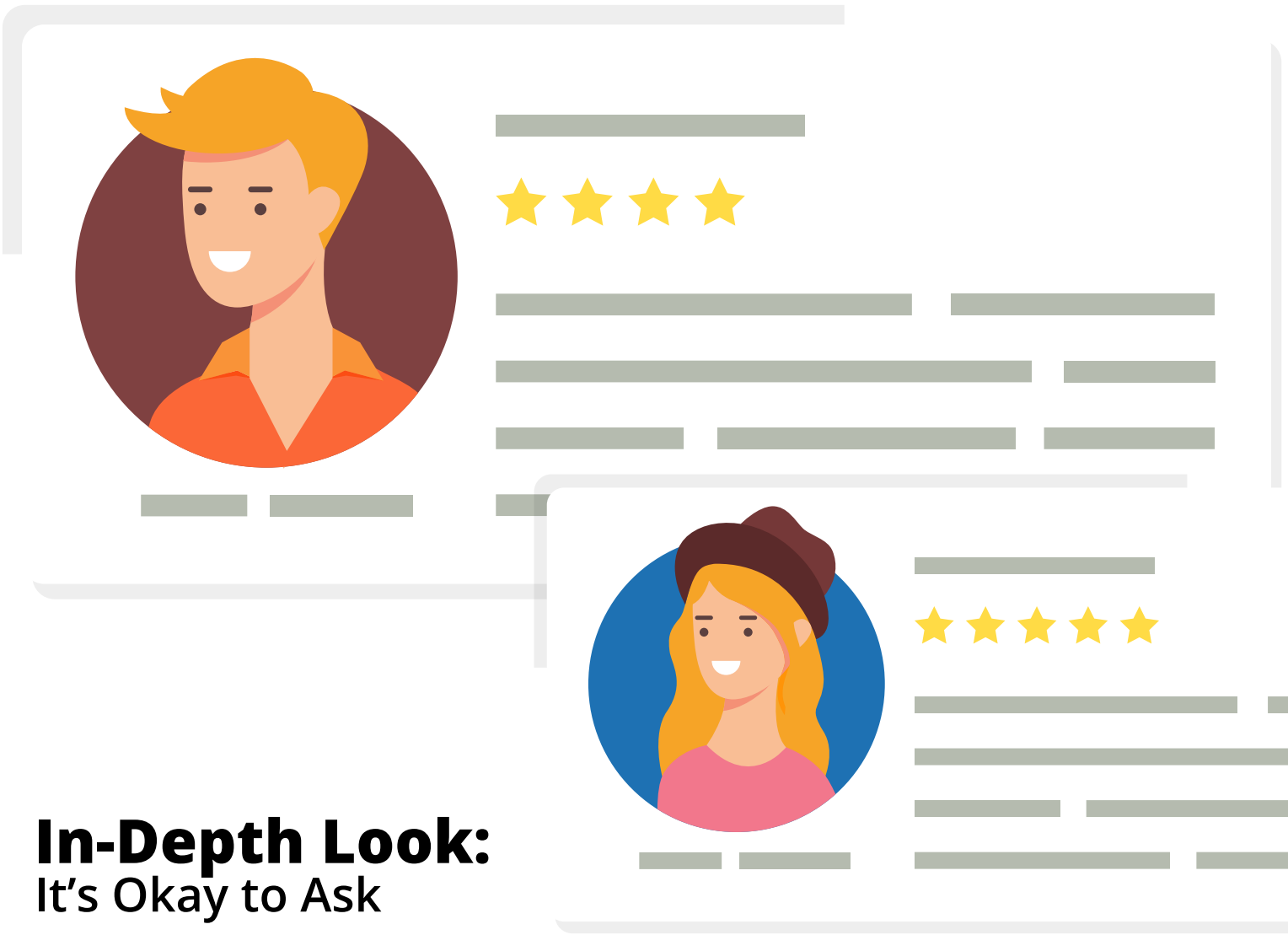
Test Everything

Finding the right customer data to leverage and leveraging it the right way requires a lot of testing. Whether that means experimenting with subject lines, send times, or landing page layouts, nothing should be left to chance. And by automating your testing process, you can optimize campaigns in real time. The more you test and retest to see what is and isn't working, the better you can prove and improve performance.

Action Item 4:

Analyze, Optimize, Repeat

Analysis is at the heart of any data-driven marketing strategy. Being able to see information from every channel and interaction all at once will let you spot trends—before they become trends. With better data visibility, you're better equipped to analyze your data on a deeper level, to see what's working (and what isn't) in your marketing, so you never miss an opportunity for a conversion or sale.



In-Depth Look:
It's Okay to Ask

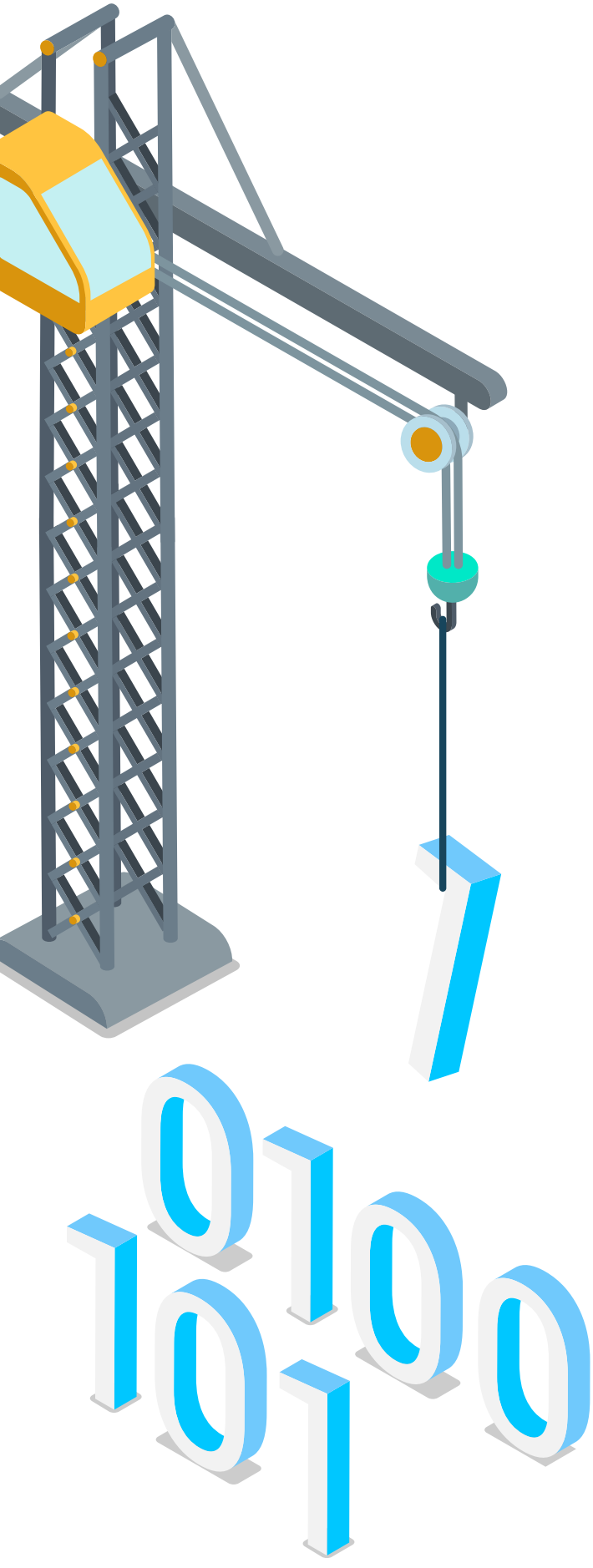
Customer data can come from more than just web tracking and form fills.

Surveys, reviews, and questionnaires are also powerful ways to gain customer data that could otherwise go unnoticed.

When you consider that 58% of millennials are willing to share personal data in exchange for product recommendations that meet their needs, asking directly isn't as scary as it sounds[8].

Starting out with satisfaction surveys, or email preference questions is a quick way to gather important information on your customers—and build complex profiles.

Knowing what your customers like, want, and want to tell you isn't always immediately obvious from their behavior, making surveys, questionnaires, and reviews some of your best tools for really getting to know your customers.



CUSTOMER DATA STRUGGLES

For all its benefits, bringing together data to form complete customer profiles isn't always easy, especially when you're working with the wrong technology. 37% of marketers find it difficult to access and control customer data[2], and only 34% of marketers can recognize individual consumers during an interaction[10].

As it turns out, the largest struggle marketers face in bringing data together is, well, bringing it together.

76%

76% of marketers consider their data to be too siloed[10]

3%

with only 3% of marketers saying their current data sources are integrated enough to produce a 360-degree customer view[4]

With these numbers in mind, it should come as no surprise that only 7% of marketers consider their understanding of cross-channel customer journeys 'advanced'[11].

So, how do you overcome these data gaps to produce better experiences for your customers?

If you aren't already leveraging web tracking, you're missing out on a huge swath of invaluable information. With the right tools, creating and automating conversion-worthy experiences based on online behavior is easier than it sounds.

Action Item 5:

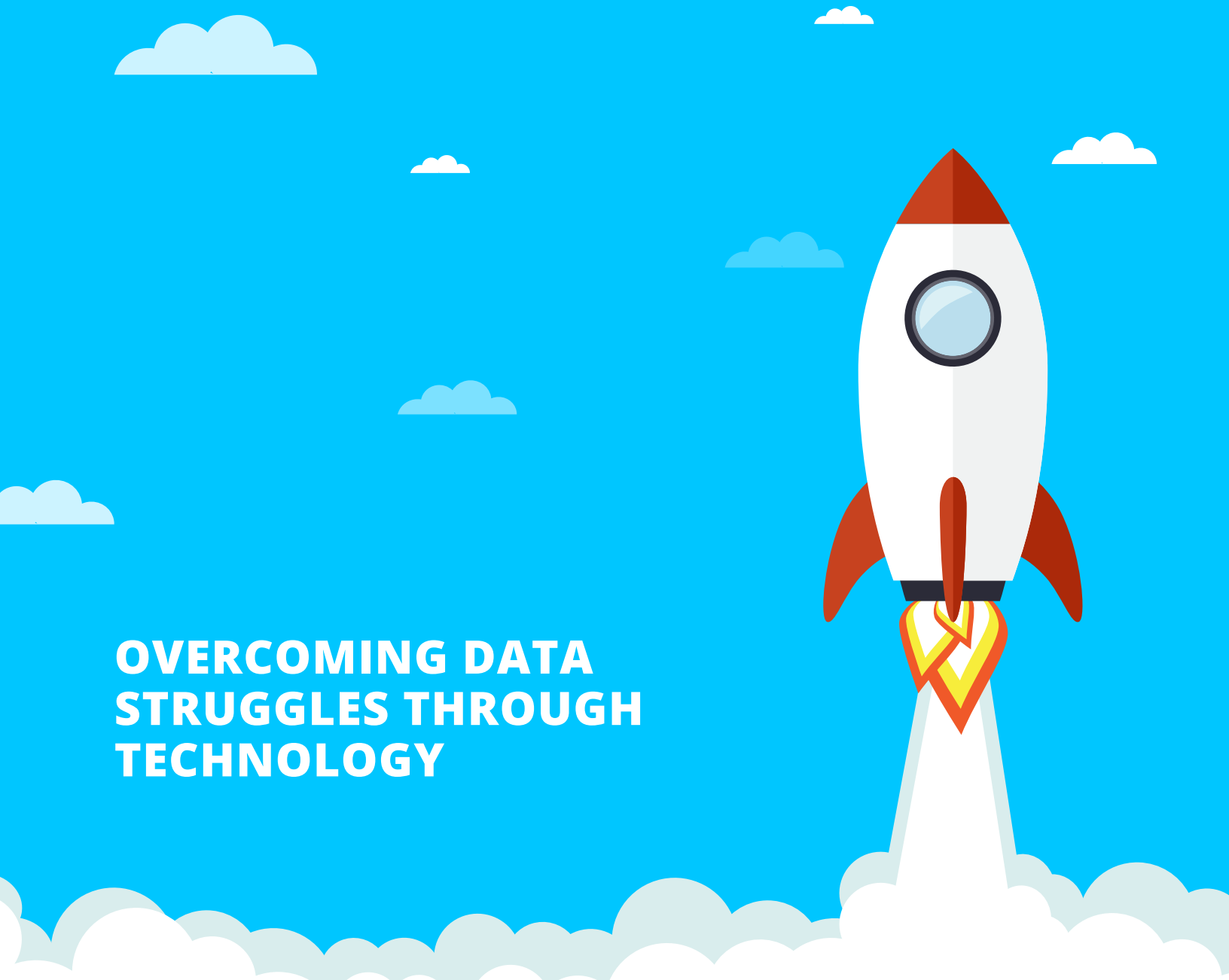
See Who Your Customers Really Are Online

Web tracking provides access to incredibly in-depth information on your customers. Seeing how your customers behave online not only helps you to build more complete profiles—but also to attribute purchases, trigger messages, track web funnel progress, and deliver personalized content, across every campaign.

Action Item 6:

Take an Active Role in Automation

Despite the implications of its name, marketing automation is anything but a hands-off tool. Making the most of marketing automation means going beyond the basic delayed send, to build responsive campaigns. By using behavior-based triggers, campaigns can adapt according to audience actions—to provide a truly personalized experience.



OVERCOMING DATA STRUGGLES THROUGH TECHNOLOGY

So, now that you know the value of bringing your data together to produce a 360-degree view and drive personalization, you can start consolidating customer data.

If you're looking for a marketing platform that can help you bring your data together and power personalized experiences at scale, come see what Maropost Marketing Cloud can do for your business.

See It In Action

ABOUT THE AUTHOR

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Ross Andrew Paquette is the founder and CEO of Maropost, North America's fastest growing marketing automation company, as ranked by the Deloitte Technology Fast 500. After founding Maropost in 2011, Ross has gone on to double annual growth every year since, turning a one-man operation into an international business. Acting as the strategic center of the company, Ross is responsible for determining both business and development direction.

Maropost

Maropost is a B2C cloud-based sales & marketing suite that enables companies to increase cross-channel customer engagement and maximize revenue. Through integrated marketing and sales automation, Maropost provides the essential tools, strategic guidance, and support needed to create personalized customer experiences through a 360-degree business view—from marketing automation, to CRM, commerce, and customer support. Headquartered in Toronto, Canada, Maropost is trusted by brands like DigitalMarketer, New York Post, Mercedes-Benz, SHOP.com, and Yext.

Learn more at www.maropost.com.

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