

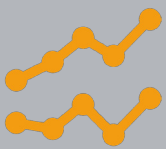
# Why Data Management should be on every marketer's mind

## 4 trends in Marketing

- Content, content, content...
- Communication becomes more subtle & relevant
- Broad adoption of applying customer journeys (both B2C and B2B)
- Marketing effectiveness becomes increasingly data-driven

**Conclusion:** data management will become crucial for the success of marketing departments. Without solid customer data, marketers cannot create appropriate content, they will continue to shout instead of listen, they are unable to connect the dots in the customer journey, and they cannot reap maximum benefits from their IT investments.

## Key Marketing Deliverables for 2015



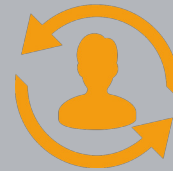
1. Growth in revenues



2. High-quality leads



3. Customer acquisition



4. Extended customer lifecycle



5. Personalized cross-channel experiences

**Conclusion:** marketing's core activities are centered around customers. For this, deep understanding of what drives customers (customer motivation) is required. Most companies have the data in place, but lack ways to create one integrated, single customer view.

## What do marketers need for this?

- Top-notch data management tools
- Good marketing analytics
- A dedicated Marketing Technology Officer

**Explanation:** the data is already inhouse, but needs to be accumulated more intelligently. Good data quality is the prerequisite for data integration. Once the data is combined, it needs to be analyzed from various views. To guide this process well, knowledge of both marketing processes as well as IT solutions is required.

## Did you know that of all senior marketers...

86%

believe a cohesive customer journey is absolutely critical

82%

feel unprepared for handling customer big data

31%

lose time to data integration issues

Fortunately,

18%

of marketing expense budget is dedicated to improving the customer journey (= 2% of total company's revenue)

- customer experience is considered the **top innovation project for 2015**

**Conclusion:** marketing still has to go a long way before they can handle customer data well. The good news however, is that marketers 'are aware that they are unaware'. And they are therefore willing to fill in the caveats by investing a significant amount of their budgets in improving the way they interact with their customers.

## Successful companies measure things differently

(leaders vs. laggards)

Customer Churn Rate :	51%	↔	32%
Up/cross-Sell Rate :	49%	↔	26%
Customer Lifetime Value :	44%	↔	12%
Customer Effort Score :	44%	↔	12%

**Conclusion:** leading companies have a much deeper understanding of their customers. Especially the 'Customer Effort Score' – indicator for how much effort it takes to do business with a particular company – shows that successful companies recognize their customers better and (thus) require less already-known information to be handed over before a customer is being serviced.

## A word of caution: treat customer data respectfully...

*To what extent do customers trust you with their data?*



HEALTHCARE  
87%



INSURANCE  
76%



TELCO  
73%



PUBLIC  
66%



SOCIAL MEDIA  
56%

**Conclusion:** the more a customer is dependent on an organization, the more they trust them with their data. This implies that commercial organizations – with customers being less dependent on them - should treat customer data highly respectfully and be transparent about their data policies.

## 5 tips for Marketeers Who Take their Customers Seriously

- 1 Connect all customer data sources for a Single Customer View
- 2 Analyze customer data from your customers' viewpoints and distil top-5 journeys taken
- 3 Optimize each of the 5 customer journeys based on Customer Effort Score
- 4 Create relevant cross-channel content to subtly guide customers on their personal journeys
- 5 Ensure you apply solid data management to continuously improve the underlying customer data

Let's discuss!