

How to Utilise Data to Drive Campaign ROI

Force24™
Marketing Automation

> Companies nowadays are sat on millions and millions of datapoints on their customers and their behaviours. Far too many marketers are failing to effectively apply this in their campaign activity. What kind of data (and how) should I be looking to utilise in my marketing campaigns?

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1 Who are Force24?



Adam Oldfield
Managing Director of Force24

Force24 is the UK's fastest-growing Marketing Automation business, based in Leeds. The organisation was established in 2010 by Managing Director Adam Oldfield and now has over 4,000 daily users using its easy-to-use, intuitive platform.

Adam saw a need to bring advanced Marketing Automation capabilities to ALL businesses. On the path to doing so, he noted a significant issue with the industry, the fact that – even given the tools – this brave new world took confidence and a new way of thinking! So, he added free training and support for life on a 2-minute SLA for all clients.

Fast forward 10 years and Force24 has over thousands of marketers on its books and is one of the fastest-growing UK Marketing Automation platforms on the market.

Having a deep understanding of the issues most marketers faced, Force24 was born to specify a solution that was not a "yes, me too" approach, but an actual answer to the needs of modern marketers.

Force24, as a company and a product, continues to push forward with a constant thirst for innovation and an unrelenting passion for client support and training. 98% + of Force24 clients can feel this passion running through the organisation and commit to staying after the first year. What's more, 1 in 4 new customers who see a demonstration of the Marketing Automation platform, go on to buy it.

About the author



This guide has been written by Sam Duggan, Force24's Head of Marketing.

Sam joined the business in 2019 after a long stint at Sky Betting & Gaming as an integral part of both its UK and International CRM team.

Sam has years of marketing experience and has always enjoyed having a laser-beam focus on driving bottom line revenues through using customer data. He has a passion for – and gets excited by – clever use of customer data in campaigns.

"Even in this day and age, businesses are getting it wrong. They're sitting on an absolute goldmine and are often not making the most of it. Failure to correctly utilise your business's data will result in a lost opportunity," Sam says.

"I've thought about writing this guide for a while now, but never seem to have had the time to sit down and make a start. However, when I started, it was actually quite a quick process. I'm glad I've done it and hope that a lot of SMEs can use the principles I talk through in this guide to enhance their campaigns."

Let's get started!



“The ability to understand what data you have, what data you can get your hands on, and ultimately how you can utilise this data in marketing campaigns to enhance your campaign ROI is huge”

2 Introduction to the guide

Why is data so important?

For me, the use of data in marketing campaigns is the single most important evolution in the history of digital marketing so far. The ability to understand what data you have, what data you can get your hands on, and ultimately how you can utilise this data in marketing campaigns to enhance your campaign ROI is huge.

In this day and age, companies are gathering more data about their customers and prospects, and it can be quite frightening. I recently submitted a Subject Access Request (SAR) from Amazon. If you're interested to see what kind of data businesses hold about you – go ahead and do the same! Anyway, tangent (already) – back on track...

Understanding the data that you hold ultimately boils down to you being able to understand your customers. And when you understand your customer, their needs, their preferences, you can use this insight to tailor campaigns to specific marketing lists of people or 'segments' – as we like to call them – in the marketing space to, again, drive results.

Take, for example, Force24's web tracking functionality. Every time a user lands on our website, we are gathering their data about their visit – what web pages they look at, how long they are on each one, which guides they're downloading, the list goes on. We roll all this valuable information up into a single customer view and that gives us a nice picture of who we're talking to. We know what industry they're from, where they work, what business they operate in... all this feeds into our acquisition strategy to drive the highest conversion possible – more on this later!

In short, in this mobile day and age we find ourselves in, there's no excuse for businesses not knowing what their customers want.

I know this is a huge topic and there are millions of different use cases and scenarios where we can use data – and apply some of the things I allude to in this guide. But this is not intended to be war and peace and just the tip of the iceberg when it comes to understanding what data is, and how we can use it. If anything in this guide provokes thought or you want to discuss any ideas in more detail, please feel free to drop me an **email** and, of course, I'd be more than happy to chat through. At the end of the day, data is my thing and it is what I'm most passionate about.

> "In short, in this mobile day and age we find ourselves in, there's no excuse for businesses not knowing what their customers want."



"The aim of a marketing automation platform is to pull all these data sources into a single location for you, creating a single picture of what any one contact is doing to make life easier for you."

3 What is data and how should we store it?

WARNING: I have a background in CRM (Customer Relationship Management) so this part of the guide gets a bit technical – so it might be one for the marketing geeks out there to enjoy! Even if that doesn't sound like you, I've tried to make it sound a bit more 'fun'...

Geek version

What is data?

Data is defined as the facts and statistics collected together for reference or analysis.

How should we store it?

Data needs to be stored in a way it can be quickly and efficiently used in campaigns and accessible to be used in analysis. There's absolutely no fun in waiting around for long, cumbersome queries to run to produce you a data list. I am by no means a database architect but to give you an idea of what I'm talking about...

Database tables are used to store groups of data that hold similar characteristics together, which all have a common identifier (such as a customer ID) in them to link to other tables. This enables database analysts to manipulate the data through queries and syntax that helps them build big, complex pictures of their customers. Think of it like painting a picture!

This approach is more efficient than storing all the data into a single table as it would take years for our analysts to create the pictures we require. No one has time for that, and this is not the reason you got into marketing in the first place. The aim of platforms – such as Force24 – is to simplify this process for you, giving you the ability to quickly and easily access data from many locations via a simple user interface, eliminating the need for a background in data science. This pulls the power back in favour of the marketeer.

Non-geek version

What is data?

Basically, any information that you hold in your organisation about any of your customers, prospects or staff. This might be personal data like a first name, surname and an email address. Or behavioural data like what websites they have visited, what products they might have recently bought from you, or which emails they've recently opened or engaged with.

How should we store it?

It's stored safely in your CRM system, email platform and sometimes in spreadsheets within the business. The aim of a marketing automation platform is to pull all these data sources into a single location for you, creating a single picture of what any one contact is doing to make life easier for you.

4 What kind of data is important?

So, we've covered off what data is and how we should store it – great, but what kind of data are we really concerned with? In this section of the guide I'm going to talk through some different examples of all the types of data that businesses should be continually gathering and neatly storing as much as they possibly can, we will cover:



Attitudinal Data



Conversion Funnel Data



Customer Data



Real-time Data

Campaign Data

Attitudinal Data

What is attitudinal data? By this we mean who is engaging with your products and services online, and more specifically what can we learn from their browsing behaviour. Are they researching a particular area of your product or service? Or are they just taking a general look around your website to understand a bit more about who you are?

Who is visiting my website and what are they doing when they get there? Many businesses utilise 'gates' on their websites (Force24 included) in order to restrict content to users who give us something in return – usually an email address or a phone number. Not all content needs to be gated, only content we see value in.

What devices are people using to visit my website? Mobile? Desktop? What operating system is their device using? What are the most popular times on my website? All this attitudinal data can be used to inform strategic decision around things like email templates and user journeys.

What does my Facebook fanbase look like? Are they predominantly male or female? Young or old? Same with Instagram, Twitter, etc. What does my social following look like? Imagine if you could build up a picture of what exactly this looks like – well... YOU CAN! That's the point. You are sitting on this data, so why aren't you using it to tailor your marketing?

PPC and Display. Who is engaging with these adverts? Or more importantly (maybe) who isn't? Why not? The amount of questions that can arise from analysing your data are endless – the more you can ask and find the answer to, the more value you are likely adding to you marketing campaigns.



"What devices are people using to visit my website? Mobile? Desktop? What operating system is their device using? What are the most popular times on my website? All this attitudinal data can be used to inform strategic decision around things like email templates and user journeys."

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Attitudinal data is particularly pertinent when it comes to more acquisition focussed campaigns where we're talking about the top of the funnel (more on this later).

Acquisition campaigns are campaigns that we execute with the sole intention of driving (or acquiring) new customers for our business. Attitudinal data is useful here as it lets us form a strong relationship with any prospective clients or customers right from the off.Let's use Force24 as an example. The Force24 platform offers the functionality to build dynamic landing pages. Great, what's that? This means that you're able to build a landing page or microsite, but have multiple versions of it 'live' at any one time so that it varies – depending on who is visiting it.

How does that work? We know a lot about the people visiting our website as I alluded to when I talked about web tracking earlier. For example, if we know a lot of marketers from the automotive industry are browsing our website, we silo them off into a marketing list and keep them altogether in a nice neat pot. We then reference this marketing list on the landing page by using our Genius Block functionality to say, 'if you exist in this marketing list you will see this version of the landing page, if you don't you will see your generic version.' If you want to understand more about what our Genius Block functionality is or how it works – just drop me a line.

By doing this we can quickly and easily drive more engagement on our landing pages and microsites by showing the users relevant content that they are interested in and more likely to engage with.

This is just one example for one marketing channel, but the same logic can be applied across the full marketing mix to ensure that you are utilising this attitudinal data to drive engagement. This might be on social media, PPC, display advertising, or covertly to small customer segments through email.

It doesn't stop there either. Segmenting just by industry is just the tip of the iceberg, you can then segment further by any data fields or attributes you hold on your prospective clients. Whether that is gender, age, region, where they live, or really any data submitted to you via a form capture. The more granular you can be with your segmentation, the more engaging your communications are going to be.


“The more granular you can be with your segmentation, the more engaging your communications are going to be.”

4 What kind of data is important? (Continued)

Conversion Funnel Data

The conversion funnel is where marketing and analytics really can begin to work in harmony and reap the so-called synergistic rewards.

The conversion funnel, for those who aren't already familiar with the term, is a phrase used in marketing to describe the journey a consumer takes through an advertising or search system, navigating an e-commerce website and finally converting to a sale.

At the top of the funnel you usually have your top-line acquisition campaign efforts – whether this is a TV advert, radio commercial, PPC, or something more below the line (BTL) like an email campaign or push message, for example.

At the middle of the funnel, you have campaigns designed to educate and convert prospects and turn them into customers. This could be a very long journey with multiple touch points depending on the complexity of the campaign, or it could simply be a couple of emails.

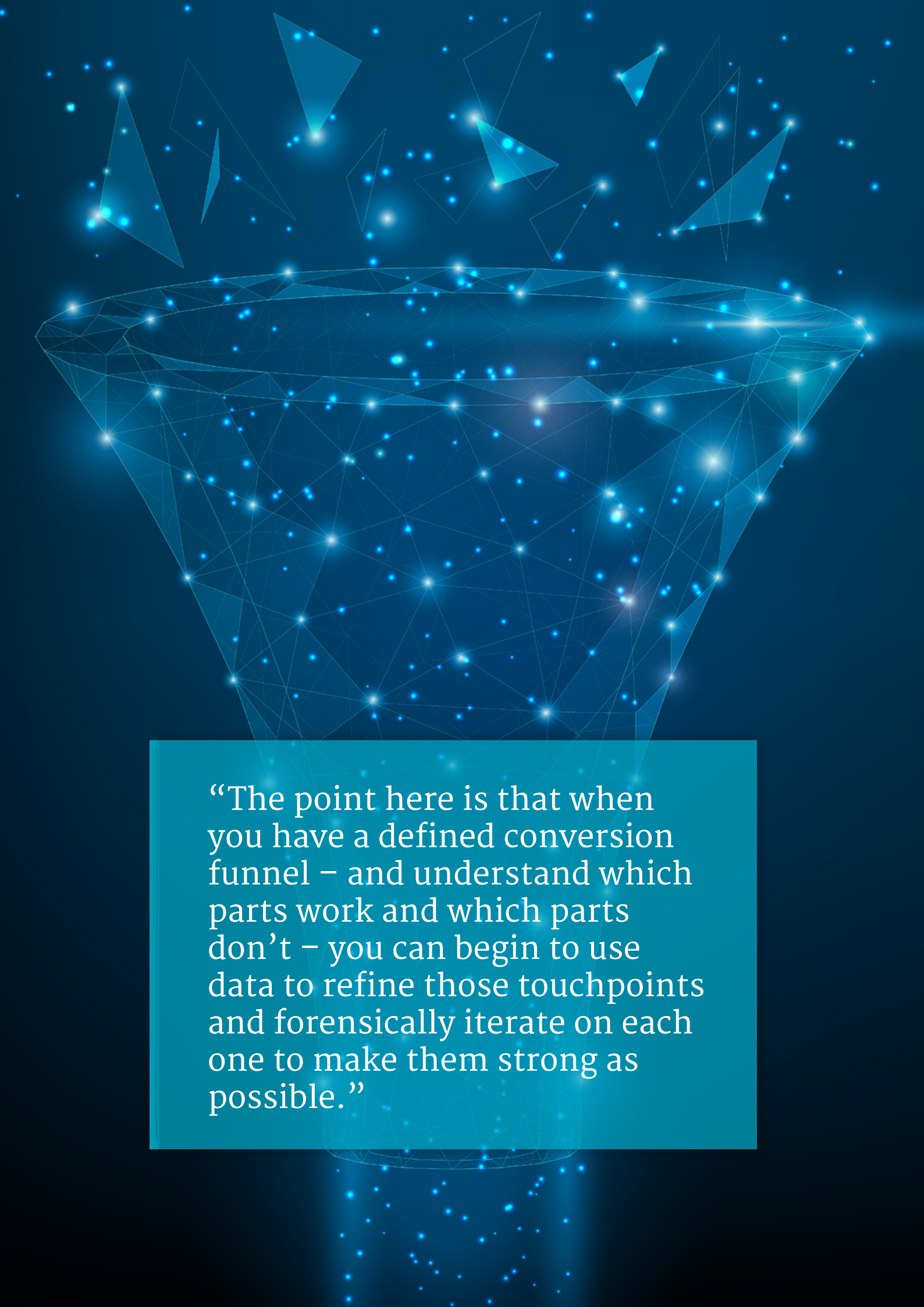
Through the funnel, you have many different touchpoints with your prospects. It starts with an email, okay, great, what's next? Maybe you're encouraging a guide download from your website where a user has to fill out a form. But if we've sent the email to 10,000 people and only 10 have downloaded the guide we're advertising, there's a huge drop-off in the funnel. Furthermore, there might only be 1 more request for more information off the back of the guide downloads – another big drop-off in the funnel.

Okay, so now we have a problem – how do we fix it? This is where the data comes in. You start looking at the top and work your way down. Analysing each section of the funnel to understand what is happening and how you can fix it. Maybe you are spotting different behaviours amongst different segments? Again, all the more reason to be smart with all your marketing collateral. (You see how big of a topic this is now?! I warned you!)

Ask yourself, where is the biggest drop-off in traffic through your funnel and why is that happening? Maybe there's a problem with the email content – is it misleading? Or perhaps you are not delivering a compelling enough message to the audience. Okay, let's fix that and re-run. Conversion rates are still low. Maybe there is a problem with the landing page? Is the form submission correctly mapped to your dataset? Then you repeat the process over and over until you're happy with your conversion funnel.

Note: No-one is ever happy with their conversion funnel, you're not alone!

> Ask yourself, where is the biggest drop-off in traffic through your funnel and why is that happening?



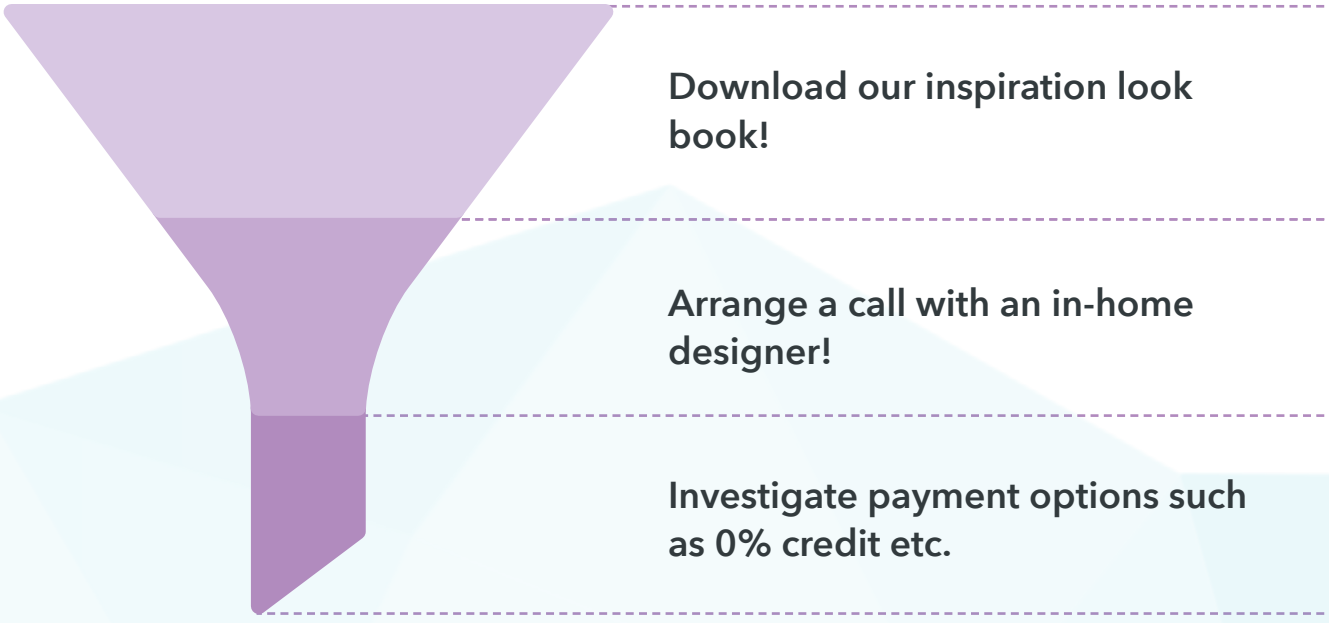
“The point here is that when you have a defined conversion funnel – and understand which parts work and which parts don’t – you can begin to use data to refine those touchpoints and forensically iterate on each one to make them strong as possible.”

4 What kind of data is important? (Continued)

The point here is that when you have a defined conversion funnel – and understand which parts work and which parts don't – you can begin to use data to refine those touchpoints and forensically iterate on each one to make them strong as possible.

The beautiful thing about the conversion funnel, is that you have a clear objective for the contacts in each stage of the funnel. For example, when looking at the people at the top of the funnel, my objective is not to push you to a hard conversion – such as a sale or enquiry – but to simply move you to the next stage.

An example we may all understand... pretend I'm selling kitchens. For contacts first visiting our website we can't expect them to immediately buy kitchen, so instead we build a funnel (or a path) to guide the contacts to a purchase. That might look something like the below:



Throughout each stage of the funnel my objective is simply to push you to the next phase.

4 What kind of data is important? (Continued)

Customer Data

My favourite! And also, my biggest bug bear. But also, the biggest opportunity for a lot of B2C (business to consumer) focussed businesses.

How many times have you had an email from one of your favourite retailers advertising something completely irrelevant? It's just lazy and firms are missing out on millions of pounds of potential revenue by not properly talking to their existing customers. This is a very old-school approach to email marketing and one that I still cannot believe is rife in this digital age.

This is such a big part of marketing and CRM (Customer Relationship Management) these days. In my role at SkyBet, driving revenue from specific customer segments was the job of me and my team.

Far too often organisations fall into the trap of just sending an email "because it's Wednesday" or "because I need to get the offer out." But why? The answer is typically because the senior managers will be upset if the email doesn't go out. They don't know what the content is – or who it should be going to – but they know it's Wednesday and that means that we need to blast our base with an email to drive engagement and sales and all that good stuff, right?

NO, WRONG.

And if you're reading this and thinking... "God, that is so me...", you need to print this guide out and leave it on your manager's desk with a request to read it! And then ask them to ring me up and I will tell him or her why they have fallen into an old-school trap. Okay?

This is the absolute sole premise of the guide. You need to know your customer and understand their needs and behaviours before you send any marketing emails! Failure to do so will only drive engagement rates down and harm your brand.

Let's take, for example, a supermarket. Both supermarket A and B both have a lot of meat that is about to go out of stock. Supermarket A's Head of Marketing demands that we send an email out to all out customers advertising the meat that's quickly going out of date in a bid to drive people to the website and make them buy it. Headache over, right?! NO!

Supermarket B takes a smarter approach. They look at their customer database and understand that, through a bit of data analysis, a large percentage of their customer base is either vegan or vegetarian. However, they do have a group of loyal customers who buy a lot of meat on a regular basis. Instead of BATCH AND BLASTING their entire customer base, they segment their data and create a nice email to the customers they know are going to ***want*** to hear about this meat sale.



"You need to know your customer and understand their needs and behaviours before you send any marketing emails! Failure to do so will only drive engagement rates down and harm your brand."

4 What kind of data is important? (Continued)

By doing this they achieve 2 things:1) they drive a higher engagement and conversion of the meat-based campaign, and2) (and probably more importantly) they don't alienate and annoy all their vegan/vegetarian customers. It's a win-win.

This also opens another opportunity: The Head of Marketing turns around and says, "well, actually, now we've done the work, why don't we knock-up a nice email to talk to our vegan/vegetarian customers about this new plant-based meat supplement we've just taken delivery of."

Before you know it, you have 5 or 6 campaigns running in synergy talking to different customers segments on different channels. It really is that simple. If you're thinking "no, that's not simple" then it's worth taking a look at Marketing Automation to help solve some of these fundamental problems. These are the exact kind of journeys can be built in literally minutes following a few short training sessions.

These principles apply in all business sectors, the example given above is merely a suggestion of something we all know and understand. Imagine the same applies for businesses such as a law firm, when meat could be substituted for wills and probation, and vegetarian/vegan customers replaced with commercial litigation. We could go on all day providing sensible examples, but as a marketeer our job is to understand the opportunities – and the final verticals.

Remember, Force24 gives all its clients free training and support FOR LIFE, so you're never left to "just crack on". We're here to support you as we want you to achieve exactly what you set out to do so.

"Remember, Force24 gives all its clients free training and support FOR LIFE, so you're never left to "just crack on". We're here to support you as we want you to achieve exactly what you set out to do so."

4 What kind of data is important? (Continued)

Real-time Data

Real-time behavioural data is becoming more and more prominent in marketing campaigns as the world gets more technically savvy.

For a lot of B2C businesses, the quicker you can act on customers behaviour, the timelier and more relevant the communications are going to be. Relevance is paramount when we're talking about engagement, and Force24 currently services a lot of clients that utilise real-time data as triggers in a lot of their communications.

There are many examples of real-time data being used in marketing campaigns, and I'm sure a lot of you reading this have recently received a welcome email or payment notification email from a large retailer when you've registered a new account or bought something. The point here is around being more **efficient** as a marketer. The more automated customer triggered journeys we can create and allow to run in the background, the more time we have to be creative and strategic with other customer segments or marketing verticals. Again, this is all about disconnecting ourselves from the daily grind and the small, frustrating, menial tasks and allowing us to focus on the bigger picture.

This is what Force24 is all about!

Real-time data also goes hand-in-hand with location-based data as the two can be used to drive some really smart campaigns. For example, I was recently walking through Leeds City Centre and I got a push message from a large High Street retailer as I walked past one of their stores. The push message informed me that an item on my online wishlist was in stock in the nearby outlets and had a time-sensitive discount code attached to it. Of course, I proceeded to the shop and parted with my hard-earned cash to purchase the item. An excellent use of customer in real-time.

> "The more automated customer triggered journeys we can create and allow to run in the background, the more time we have to be creative and strategic with other customer segments or marketing verticals."


“The quicker you can act on customers behaviour, the timelier and more relevant the communications are going to be”

4 What kind of data is important? (Continued)

Campaign Data

Okay, so our campaigns are live and they're ticking along nicely. But how are they performing? We need to look at all the data generated by our campaign to understand exactly that.

This is the next area of data we should be forensically interrogating. At Force24, we spend roughly 25% of our working day doing some sort of analysis – whether that's on an email campaign, our PPC campaigns or social media spend. We feel this is about the right amount of time for any business to spend doing analysis.

You need to be able to ingest and understand what's working in order to be efficient with spend. If certain channels aren't providing the ROI (Return On Investment) you'd expect, then be bold and turn them off. It doesn't pay to leave the channels live just because your competitors are – what's working for them might not be working for you. While there are guidelines and principles, there is no one-size fits all approach to marketing.

Vanity metrics such as open rates, clickthrough rates and unsubscribe rates all play a part in painting the picture, but don't get too hung up on those. What matters are the bottom line conversion stats. How many leads are being generated or sales being initiated as a direct result of the campaigns you're running?

What's working and what isn't? You should be harvesting valuable data to understand which elements of your campaign work, and which don't. What do we mean by performance data? Any insight that you could gather to ascertain whether the campaign has been a success or not. All campaigns should have some sort of measurement KPI assigned to them before you even start writing an email so you can look back at a later date and understand whether the campaign has been a success or not. More on this shortly.

For example, let's pretend you're running a webinar online and you've set up a communications journey to advertise it to a group of customers. You send an email out a couple of weeks before and it gets a 40% open rate, brilliant. This looks great. You then proceed to send a reminder SMS a few days later but it only gets two people opening it. What's going on there? Was that a waste of time? Shall we try an email instead? Maybe we sent it at the wrong time?

Again, look at all the questions that come out of a single piece of data like that. It is exactly this kind of question that we need to be able to answer in order to drive engagements and revenue from our campaigns. As I mentioned earlier, the more questions you can ask yourself and find the answer for, the chances are the more engagement you're going to drive.



“The more questions you can ask yourself and find the answer for, the chances are the more engagement you’re going to drive”

5 A note on KPIs (Key Performance Indicators)

In order to understand what's working and what isn't, we need to be able to define a set of indicators that illustrate how well a campaign is performing.

It's important to have a discussion as a team before you even start writing any emails on this. The whole business needs to be aligned and on board with exactly what the KPIs for your campaign are – and what you will consider a success. Ensuring a laser beam focus on your campaign goals makes sure that the whole team understands exactly what you're trying to achieve, and leaves no room for ambiguity.

Often KPIs are born out of a problem. It's not uncommon in business for leadership to come to you and say, "Sam, we're really struggling for leads, we need to get a new email campaign out to drive some more new business." In this instance, the problem has been defined for me – there are a lack of new leads coming in.

> Ensuring a laser beam focus on your campaign goals makes sure that the whole team understands exactly what you're trying to achieve, and leaves no room for ambiguity

I'd then go away and define a set of KPIs that I think if we can move the needle on so that we might have a better chance at driving some new leads. Once that's worked out and agreed, my team and I would move on to designing a campaign. We almost work backwards from problem to solution ensuring that we are aligned with our KPIs at each point.

Okay, so how do we draw some KPIs out of that? In this instance, we need to forensically break down what a lead is and where it comes from. Some hypothetical KPIs we could assign to this problem might be:

1. *Guides downloaded*
2. *Contact forms populated*
3. *Demo requests*

The list goes on. But the end goal remains. It is pointless for me to spend time creating and sending out campaigns without understanding both the problem I am trying to solve, and the KPIs I'm going to measure my campaign against.

Starting to create a campaign – without a clear idea of what the problem is and how you're going to measure success – will no doubt lead to a poorly executed campaign with mixed messaging and subpar results. The clearer you can be on defining your KPIs, the more focus it allows your team to have on what they're delivering. This should ultimately result in better performance



> “Starting to create a campaign – without a clear idea of what the problem is and how you’re going to measure success – will no doubt lead to a poorly executed campaign with mixed messaging and subpar results.”

6 Performance reporting

Having a clear, well-defined set of KPIs before you start creating your campaign also helps when it comes to reporting. You will have a benchmark or starting point for the KPIs that you've outlined beforehand, so it's easy to ascertain whether something has been a success – or not. Simply compare the KPIs before the campaign, with the same ones afterwards.

Often it can be useful to include a control – or some sort of holdout group from campaigns – and measure them both respectively to be absolutely sure no environmental factors have influenced the results.

So, you've defined the problem, agreed what KPIs you'll use to measure success – and smashed them – now what? Job done, right? Well, not really.

To some extent, yes. But there's more. Performance reporting is the process of forensically understanding how campaigns performed, but more importantly – what didn't work. It's great to celebrate the wins and really rewarding for marketers to see their hard work pay-off in a boost to bottom line revenues, but the crème-de-la-crème of marketers always go one step further and understand how they can drive even more from their campaigns.

Audience segment reporting is something Force24 uses and really enables you to get under the hood. It allows you to understand, in detail, which segments performed the best or the worst as a result of the campaign.

As I mentioned earlier, the Force24 system uses marketing lists to segment and store customers with similar characteristics or traits. By doing this, we can also report on campaign performance by these marketing lists, which gives us a nice, high-level view (on a campaign level) of which segments were most or least receptive to the campaign.

This is a great starting point because, from there, you can begin to dissect each segment and spot trends in the data as to why some recipients engaged more or less than others. Then you can take all those learnings into your next campaign!

> Performance reporting is the process of forensically understanding how campaigns performed, but more importantly – what didn't work



"The Force24 system uses marketing lists to segment and store customers with similar characteristics or traits. By doing this, we can also report on campaign performance by these marketing lists, which gives us a nice, high-level view (on a campaign level) of which segments were most or least receptive to the campaign."

7 Summary

I don't think there's any excuse for businesses to continue this batch and blast approach to marketing that I see day-in-day-out as I check emails on my phone. It is lazy and it's damaging their brand. Organisations are sat on a wealth of opportunity in the data that they harness but are not yet realising the potential value from it because of inadequate CRM and marketing systems that sit on top of the data structure.

I also don't believe it's an effective use of the marketeer's time spent carving up spreadsheet exports from CRM, to then upload into a single campaign isolation (believe me, I have done my fair share of this in the past). Marketeers need to wake up to the fact that data should be better connected and automatically segmented as behaviours and actions are observed.

Force24 can help with that (more on this in the next chapter).

Additionally, there also needs to be a shift in thinking from senior leaders and management. Gone are the days of sending out an email because of a particular day or offer we need to get out the door. Now is the time to be more strategic and tactical with our email communications.

We need to use engagement data to define when emails should be sent and behavioural data to define what the email should be about. One of my favourite mantras that I bang home to my team is "right customer, right offer, right channel, right time." This is the holy grail when it comes to email and SMS communication. If you can honestly say all your emails are being delivered in line with this ethos there is no reason your campaign will not deliver better results than with a batch and blast approach.

Remember, the right message sent at the wrong time is as bad as the wrong message sent at the right time. Even worse… the wrong message at the wrong time!

> "We need to use engagement data to define when emails should be sent and behavioural data to define what the email should be about."

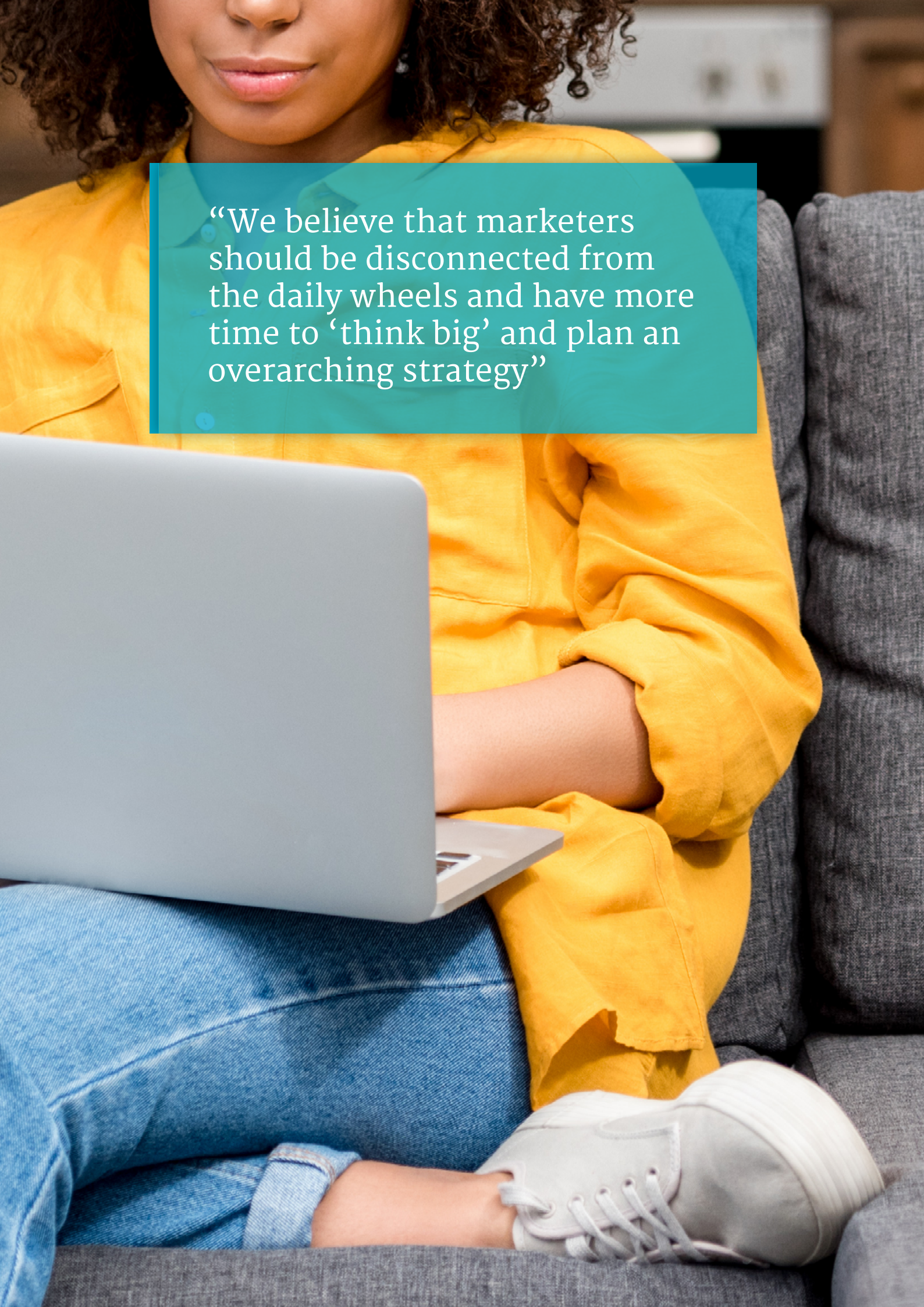
> Remember, the right message sent at the wrong time is as bad as the wrong message sent at the right time. Even worse… the wrong message at the wrong time!

Personalisation is the tip of the iceberg when it comes to using customer data and it is something a lot of businesses do (some, unfortunately, not so great) but again it is only just the start.

> Personalisation is more than just [First Name]. It embodies two major components – messaging and timing. The latter is the critical factor most organisations neglect in the personalisation argument.

We need to be thinking about how we use the full wealth of customer data we harness to power more intelligent communications with our customers. Using more data points – such as device information, browser information, time of opening, purchase history etc - is all data we should be gathering and analysing, so we can utilise in campaigns to make decisions, and ultimately drive revenues.

Personalisation is more than just [First Name]. It embodies two major components – messaging and timing. The latter is the critical factor most organisations neglect in the personalisation argument.


“We believe that marketers should be disconnected from the daily wheels and have more time to ‘think big’ and plan an overarching strategy”

8 How Can Force24 Help?

Everything I've talked about in this guide is made possible (and unbelievably simple) within the Force24 platform. It's built around an easy to use, drag-and-drop intuitive functionality. Anyone can master the system in just a few training sessions.

Everything from web tracking to our journey and email builder uses an aggregation of data displayed in a WYSIWYG fashion so marketers can quickly and easily understand what's working – and what's not. You don't need to be a SQL wizard or database architect; we do all the heavy lifting for you. Again, it's all about disconnecting you from the wheels of the marketing merry-go-round and freeing up your time to look at the bigger picture, satisfying your creative and strategic mind.

Force24 is not a CRM system but it has been designed specifically to work seamlessly with all of the off-the-shelf systems and even bespoke solutions. Our data structure is flexible, and fluid so can be moulded to fit your needs. Once you have the underlying data flowing into our platform, the possibilities are endless in terms of the campaigns you can imagine – and deliver.

There really are no limits when it comes to the lengths at which you can personalise content on your websites and in your emails – at the end of the day, if you are storing the data, there must be some value in it.

We believe that marketers should be disconnected from the daily wheels and have more time to 'think big' and plan an overarching strategy. If it's taking you more than five minutes to build an email or 15 minutes to build a full end-to-end multi-channel journey you should really think about your work stream and where you need some more automated processes.

If this sounds like something you should be making use of, please get in touch today and we'd be happy to conduct a more thorough audit of your existing marketing and advise where possible. We'd even like to get to you on a personalised **one-to-one demo with a product expert to discuss and show you our award-winning platform in more detail.**



Get in touch

If you want to talk about your marketing call us **0845 272 5990** or email **info@force24.co.uk**

Force24™ Marketing Automation

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