

Smart moves for data-driven marketing.

A marketer's guide to coordinating data and gaining a 360-degree view of every customer.

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Introduction to data-driven marketing: It's not just about data. It's about action.

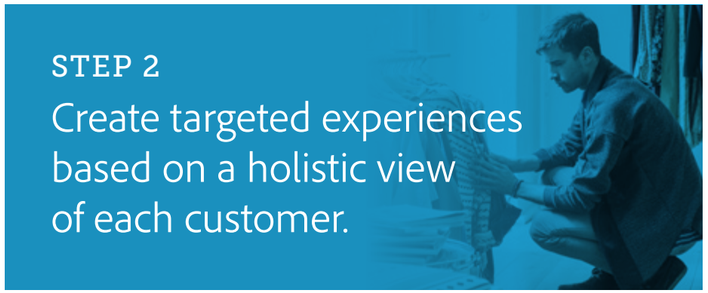
Gaining a 360-degree view of customers is one of the most important marketing goals in our digital world. And the ability to see each customer as an individual is crucial to every business's success. But it's not a simple task.

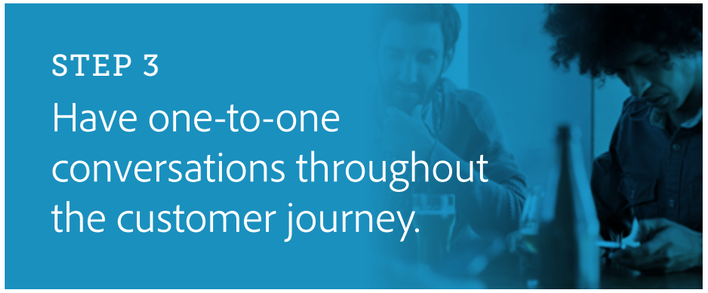
In a world where customers are using more channels than ever, and often switching between devices within a single transaction, more customer data is being generated than ever before. This makes finding the *right* data quite an effort. But it's worth the work, because data is truly the key to unlocking customer knowledge—and finding the most effective way to communicate with your customers.

To attract, impress and retain digitally savvy customers, marketers need to be able to *act* on key customer data and insights across all channels and devices—and reach customers wherever they are with relevant, custom experiences. It all starts with a look at the data customers provide in every action, and what they tell us about their preferences in every interaction.

Three steps for smarter data-driven marketing.







Having many disparate data sources makes it difficult to gain a single view of every customer. Integrated data is the key to unlocking the depth of insight needed to truly reach and connect with customers across all devices and channels. So what marketers really need is a clear process to follow—one that uses data and analytics to drive the customer experience. The following steps show what you need to do in order to engage customers with individualized content:

1. **Integrate data** sources to create one customer profile across all channels
2. **Create targeted** experiences based on a holistic view of each customer
3. **Engage in *one* conversation** with each customer as they explore your brand through different channels, devices and experiences

These steps give marketers the ability to follow customers through their entire journey by ensuring that data plays a key role in every effort to engage them. One of the most effective ways to reach that goal is to use an integrated technology platform—for instance, a digital marketing hub—which allows all customer data to live together in one place.

When you follow these steps, your data truly comes to life—and allows you to give customers content that matches their personalities, habits and behaviors. In other words, these steps give marketers a clear pathway to gain the understanding they need to create relevant brand stories for customers.

Turning data into a compelling story.[1]

All stories are about journeys. And all journeys can be turned into a story. Data-driven marketers need to tell a complete story—with a complete arc—in order to reach every individual customer with a relevant, memorable brand experience. But marketers also need a clear story themselves: one that tells them where to start and how to proceed, leading to a satisfying conclusion.



Integrating data from all online and offline channels is the only way to get a complete picture of the ways customers interact with your company—and why they are or are not deepening that relationship. When customers engage with your brand, they leave behind massive amounts of data that teach you about who they are and what they want from your company. And all this data allows you to create stories that lead to deeper brand loyalty by helping you:

- Gain real-time insights into behavior
- Find hidden patterns and consistent behaviors
- Optimize ad spend
- Create relevant experiences by leveraging insights

STEP 1

Integrate data sources to create one customer profile across all channels.



Data-driven marketing deepens customer relationships by allowing marketers to more adeptly communicate with their audiences and tailor experiences to match individual customer needs. Because even though customers may not always understand *how* they receive personalized digital content, they definitely expect it.

But marketers need to do more than collect data. Truly personalized content is only possible when marketers *act* on their data.

Amid the overwhelming amounts of data available today, it is possible to find the customer clues that matter. The "right" clue is one that is not only insightful, but also actionable—meaning you can use it to gain a 360-degree view of your customer.

As you collect key insights about customer expectations and needs, you can begin to build a more complete picture of each customer. And as insights are added to each customer's profile, you can more effectively guide that person through their customer journey. This unique customer profile can be used across all channels, deepening customer loyalty and delivering on expectations.



Using data to tell a story: ACT 1

"Act 1" is all about character development. Internally, it's about building a strong cast of characters by putting the right people in the right roles. Integrating your teams and your data helps you gain the insights and observations that are essential to the well-crafted brand story you give your customers.

It's also about character development in your customers. As you integrate your data sources and gain analytical insights from your internal teams, you'll find that a more holistic view of your customers is emerging. This allows you go to the next step: creating targeted experiences.

STEP 2

Create targeted experiences based on a holistic view of each customer.



When your business focuses on the individual customer, rather than a demographic group, data gets up close and personal. Focusing on the individual customer can help optimize your data when you ask questions like these:

- **What can touchpoints across the customer journey tell me about individual preferences?**
  - Did my customer find our business through an affiliate link on social media on their mobile device?
  - Did they look up our brand on Google via their tablet?
  - Did they walk into our downtown store?
- **How do my customers behave differently on their mobile device versus desktop?**
- **Where is my customer located? What geographic data is available?**
- **How often does my customer use social media?**
- **What time of day is my customer most active or likely to shop?**
- **Has my customer downloaded my app? Do they use it?**
- **What interests and hobbies does my customer have that relate to our brand?**

As you design targeted experiences, consider new ways you can bring your data to life by putting it to the test. This doesn't just include general testing methods for finished products—such as A/B testing different subject lines or landing pages. It also includes trying different versions of landing pages for different audience groups, creating specific designs for each demographic or providing offers based on customer personas. In general, it's not just about testing content—it's about testing the whole customer experience, in as many ways as possible.

When applying data to your content and programs, use different methods to measure just how effective your efforts really are. Try tactics such as:

- **A/B testing** to discover key performance metrics across content strategies
- **Multivariate testing** to explore how changing and combining page elements could impact conversion
- **Automated personalization** to track visitor behavior
- **Rules-based targeting** or algorithms to create location-specific offers or set other testable criteria
- **Segmentation** to organize and leverage visitor data

Using data to tell a story: ACT 2

"Act 2" is all about asking in-depth analytical questions. What trends or patterns are appearing in the data that allow you to optimize ad spend and find continued success?

It's also about leveraging these trends and patterns and taking a deeper dive into audience segments for more effective targeting. Use defined audience traits to create a customer story, filled with customized experiences, that optimizes ad spend and repeats successful marketing tactics.

Target the individual, not the demographic.

All marketers know that audience segmentation is key to reaching the right people with the right message. But for a modern data-driven marketing strategy, it's important to prioritize the individual—and gain that holistic perspective—to deepen your understanding of customer needs, wants and expectations.

STEP 3

Have one-to-one conversations throughout the customer journey.



Engage in a consistent conversation with each customer as they explore your brand through different channels, devices and experiences.

One of the ways a holistic customer view can help your brand deepen loyalty is through consistency. Depth of customer knowledge on the individual level allows your brand to have one-to-one conversations with every customer. These conversations help customers feel that you know and understand them, increasing their trust and loyalty.

So how can you make sure you're giving them a consistent experience? Think of every touchpoint as an extension of the conversation, and as an opportunity to improve your profile of that customer—to tell them the right story. After all, in the digital world, all roads lead to the customer journey. A unique, individual perspective of each customer only helps make that journey, and that story, better.

Using data to tell a story: ACT 3

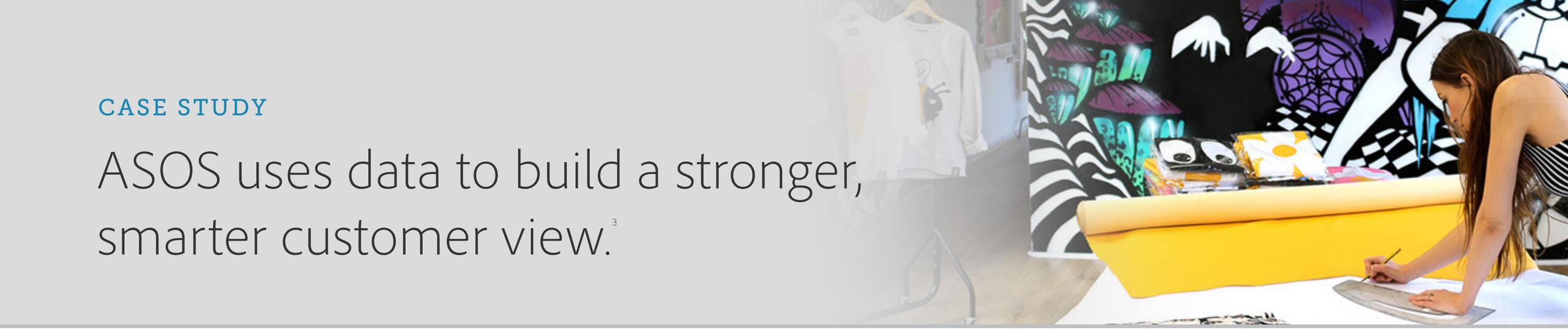
"Act 3" is all about engaging your customers in an ongoing, optimized conversation across all channels and devices. After integrating your data and creating more targeted experiences, it's time to optimize. Gather every bit of data customers leave behind as they interact with your brand, and use that data to define their experience by telling a personalized story.

Follow the clues customers leave everywhere.

- **Visited store in person.**
- **Purchased a sale item after hearing about promotion from store clerk.**
- **Gave email at checkout.**
- **Began following company on Twitter.**
- **Filled shopping cart with three items.**

CASE STUDY

ASOS uses data to build a stronger, smarter customer view.[3]



ASOS, an online fashion and beauty retailer, followed steps like those discussed to increase the effectiveness of their data-driven marketing—and to build a holistic customer view. By taking a closer look at the strategies they used to get started, you can see a data-driven success story come to life.

In order to reach their business goal—**to become the #1 fashion destination for 20-somethings**—ASOS decided to develop a data-driven marketing strategy that would create a more specific, individualized view of every customer. To do this, they first focused on in-depth segmentation, which they say led to better insights and better marketing.

With the right tools, they were able to "slice and dice" their existing data to more effectively target smaller audience groups. Basically, ASOS took their larger audiences and sliced them into specific subsets based on customer traits, behaviors, shopping habits and purchase history. To see how they did it, keep reading.

Who is ASOS?

- **Online fashion and beauty retailer**
- **100 million visits per month**
- **350,000 authenticated user visits per day**
- **9 million active customers**

Data-driven marketing goal

To become #1 online fashion destination for 20-somethings

How ASOS used in-depth segmentation and specific customer personas to develop a holistic customer view:[4]

1

Example 1: Churned Customers

"Churned customers" is the term ASOS uses to describe customers who have shopped previously, but haven't made a purchase for 12 months. As a reactivation strategy, ASOS took their large, segmented audience labeled "Churned Customers" and decided to further segment the group using more specific traits. They discovered two subsets:

1. Churned Customers who still browse online
2. Churned Customers who no longer visit the website

2

Example 2: High Value Customers

"High Value Customers" are the customers ASOS sees as most valuable to their company—based on shopping frequency and average amount spent. ASOS decided to further segment this group to see if there were traits or shopping behaviors they could more effectively target. As they examined the data in this audience, ASOS uncovered two sub-groups:

1. High Value Customers who browse frequently and don't make a purchase on every visit, and
2. High Value Customers who only visit on the day of purchase

By breaking larger audience segments into smaller personas, based on more specific customer traits and shopping behaviors, ASOS gained a more informed view of individual customers. This approach allowed ASOS to tailor experiences to smaller audiences with more insight.

3

Example 3: Linking cookies from unknown to known

ASOS wanted to find a way to learn more about users before they identified themselves. Using a digital marketing hub, the ASOS team began to integrate a very specific kind of data: cookies. They took a second look at the cookies from unknown users—and began matching them to the cookies of their known users. By doing this, ASOS was able to see all the past interactions of single customers as they interacted with the brand. Now, rather than starting customer profiles with the first purchase, they can track customer behavior from the earliest stages of interest.

CONCLUSION

Start telling a story with your data today.

When you think of your data as a story, you unlock new opportunities. And the most important opportunity is to build a unique and totally customized view of each individual customer who interacts with your brand. With these profiles at hand, you can more effectively target every customer with relevant brand experiences.

With a data-driven, holistic view of every customer, your company will be equipped with the insights and customer knowledge you need to find success in an evolving digital landscape.

Where to start:[5]

It's time to take action. As you begin your process toward unlocking a holistic view of every customer, it's important to build a strong foundation for future success. First, you need to identify the gaps in your knowledge of the customer. To do this, bring together all data sources, identify which channels or data-points are missing and think about what data still isn't integrated.

As you identify these gaps, think about your organization, internal processes and the tools you need to make this happen. Once you've identified gaps, begin to fill them in by acting on and optimizing the available customer data. Start targeting experiences with specific audiences and personas in mind.

As your data set grows, and as your customer profiles become more advanced, you'll be able to make every experience more targeted and more meaningful. With every iteration, and through testing and optimization, your knowledge of each and every customer will continue to grow—and lead you to greater success in creating relevant experiences. Ultimately, you can develop a master audience profile that integrates data across all your sources and creates a consistent, actionable customer view. All you need is the right data.

A digital marketing hub can help you reach your goals, by providing:[6]

1. **Master audience profiles:** combining first- and third-party data for a consistent view of customers

2. **Workflows and collaboration:** creating uniform processes that break down silos internally

3. **Intelligent orchestration:** driving multichannel marketing programs with ease

4. **Unified measurement and optimization:** making optimization easier than ever



To learn more about how you can act on the right data to transform your marketing, visit http://www.adobe.com/marketing-cloud/data-driven-marketing.html .

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touchpoints. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud with over 30.4 trillion transactions a year.

1. Developed from Adobe Summit 2015 session S310: The Analyst's Manifesto: Moving from web analytics to customer analytics
2. Developed from Adobe Summit 2015 Session S407: Gartner: The rise of the digital marketing hub
3. Developed from Adobe Summit 2015 session S311: Get in tune with analytics and customer attributes: the who behind the behavior.
4. Developed from Adobe Summit 2015 session S311: Get in tune with analytics and customer attributes: the who behind the behavior.
5. Developed from Adobe Summit 2015 session S110: Mastering the Art and Science of Email Marketing at Museum of Fine Arts, Boston
6. Developed from Gartner (http://www.gartner.com/technology/reprints.do?id=1-26DB1T9&ct=141222&st=sb)

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