

# Push Your Marketing Results Higher with a Total Customer Relationship View

Great customer data fuels marketing campaigns with relevant and personalized offers

People like to buy from companies they trust, regardless of whether the business is in retail, banking and insurance, manufacturing, travel or other services, B2B or B2C. And that means as a marketer it's vital to gain a view into the customer's total relationship with your company. But how do you ensure what you're putting out there resonates with your target audience?

Considering that nearly 150 million emails are sent every minute<sup>1</sup>, and that two-thirds of email traffic is considered to be spam<sup>2</sup>, today's customers are overwhelmed with marketing messages. Marketers can't waste valuable customer interactions with irrelevant and poorly-timed offers that erode customers' trust.

Successful marketing campaigns that start with great customer data usually end with a high-quality pipeline and increased conversions. And when marketers have clean, consistent, and connected data at their fingertips, they can also nurture a positive, long-term relationship with customers. These types of stable relationships maximize revenue growth, brand perception, and market awareness throughout the buying process and into the customer lifecycle.

## Fuel Great Customer Experiences

A full picture of each customer helps to ensure that offers are relevant and meaningful, but marketers rarely have a complete, trusted view of each customer. Depending on the size of the company, valuable customer data can reside across five to 70 siloed applications. Lack of information—or worse, bad information—leads the marketing team to send offers for products that customers already own or for services and goods that they would never buy.

Many marketing teams run campaigns based on inaccurate, incomplete, and disconnected data. The result is marketers sending the wrong offer to the wrong customer, sending duplicate mailings, and receiving too many returned mail pieces and email bouncebacks. Customers respond to the meaningless noise by ignoring the company's voice and losing respect for the brand.

These lost opportunities are avoidable when marketing teams have the great customer data they need to create innovative, highly personalized offers that touch customers and grab their attention. These campaigns boost conversion rates because they:

- Are properly segmented based on validated and enriched customer and product data
- Factor in customers' household and other relationships, in addition to location and channel preferences
- Ensure cross-channel consistency to improve the customer experience
- Make certain that relevant offers are received by the right person at the right time

<sup>1</sup>The Radicati Group, "Email Statistics Report, 2015-2019."

<sup>2</sup>Kaspersky Lab, "Spam and Phishing Statistics Report Q1-2014"

# Confident Decisions Based on Trusted Information

Where silos of information and bad customer data exist, marketers should actively take a 'data-first' approach and rethink how they manage and share customer data.

The marketing data makeover starts with pulling together and centrally managing customer information in order to develop a total customer relationship view. Once customer data is clean, consistent, and connected, trusted customer profiles can fuel the applications and analytics marketers use to build campaigns and offers.

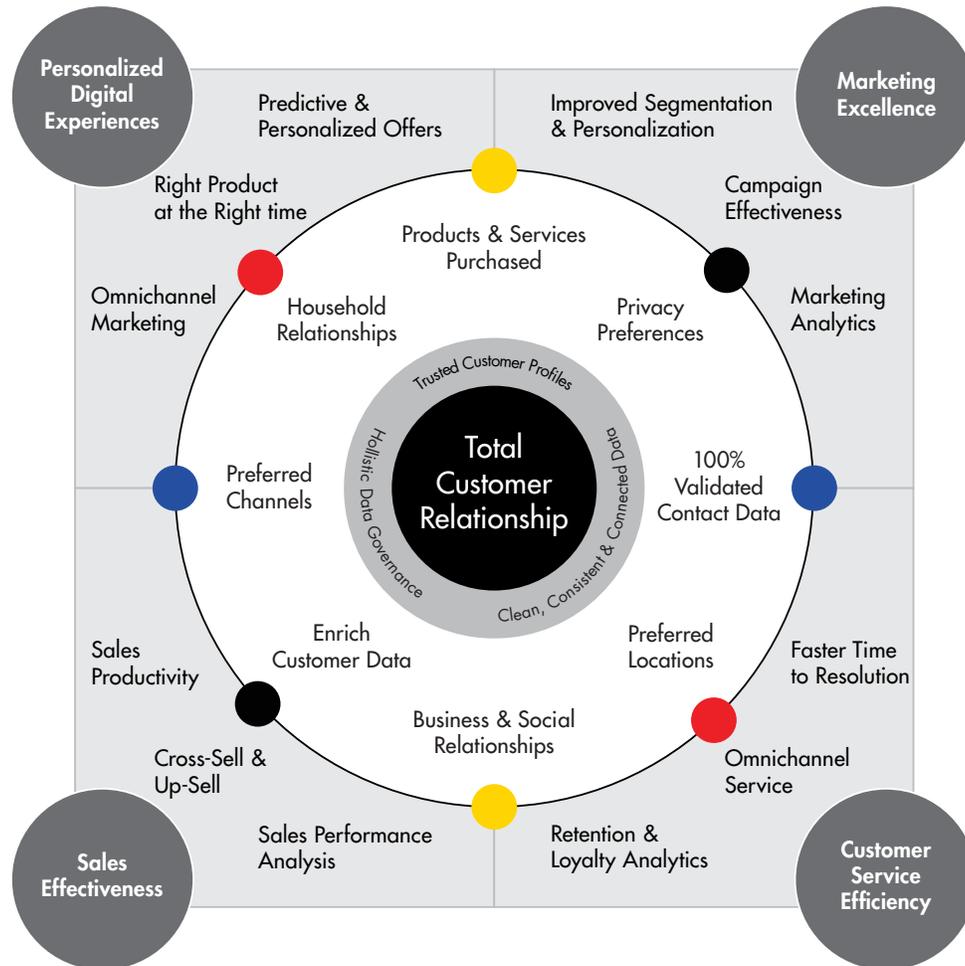


Figure 1. A total customer relationship view

By connecting the products, households, and preferences of their customers across the business, marketers gain the insight needed to develop highly segmented, personalized campaigns that result in more effective marketing programs, increased wallet share, and higher conversion rates.

## Lean on Data for Improved Results

An innovative CMO at a large financial services company wanted to boost marketing effectiveness by improving the marketing team's ability to segment prospects and customers for more targeted offers. The goal was to boost conversion rates, reduce returned mail costs, and increase marketing attribution accuracy. These activities aligned directly with the business goals of leveraging the company's data strategically to drive revenue and up-sell, improve customer experience, and increase the number of products per household.

The insights they needed required centralizing and cleansing customer, household, and prospect information from across their complex corporate structure. To complete the picture, the company added data from the Web, social media, call center, demographic, and third-party data providers, as well as transaction and interaction data. This rich information fueled traditional business intelligence, visualization, and predictive modeling tools for analysts to evaluate event streams and marketing attribution models in order to truly understand the customer journey.

For the first time, the marketing team was able to strategically manage its customer and prospect data to answer the question: "Why did this customer buy?" Specifically, the team could understand which series of events and interactions resulted in a lead conversion with revenue. This insight is helping the company build more refined segmentation profiles and target personas to continually improve the effectiveness of its marketing campaigns.

## Marketing Excellence and Trusted Customer Profiles Deliver a Competitive Edge

Personal experience reaffirms that targeted offers are more successful than generic ones. Do you pay closer attention when the offer recognizes that you're an existing customer or that you recently made a purchase? The same is true for great customer experiences. Marketing excellence requires great data and technical resources so marketing teams can make personal, relevant offers and can give customers a superior customer experience that creates a profitable competitive edge.



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