

Privacy-Aware Personalization is the Future of Consumer Experience

Key Benefits

- Enhance productivity through self-service data access
- Increase agility with 360-degree views of your data across the business
- Boost revenue and profitability with more accurate AI models
- Drive operational efficiency with simplified workflows
- Protect data privacy and ensure regulatory compliance

Accelerate Digital Transformation With the Power of Informatica Intelligent Data Management Cloud

Consumers' digital expectations have grown dramatically in the wake of the COVID-19 pandemic, driven in large part by once-loyal patrons of brick-and-mortar stores who—out of absolute necessity—joined digital enthusiasts in online buying of every product and service imaginable. These online novices demand the same level of personalized buying experience that they were accustomed to receiving from brick-and-mortar establishments.

Understanding digital consumer sentiment, behavior, attitudes, and privacy preferences has never been more important than during this period of pandemic recovery and adjustment. Modern-day consumers are more privacy aware to the extent that privacy is becoming an important differentiator. They demand that brands respect their privacy and protect the data that they proactively share with the brand. Marketers should strategize building more meaningful connections with customers while implementing measures to respect their privacy. If not done correctly, marketing fundamentals like “personalization” run the risk of losing brand reputation and revenue.

MarTech Solutions

The post-pandemic explosion of digital data poses significant challenges to brands that want to remain competitive in this digital economy. Brands should deliver key solutions to achieve competitive advantage by being responsive to evolving consumer demands and market conditions. With access to complete and trusted data, marketers can address many strategic initiatives, including:

Customer Propensity/Upselling

- Identify customer propensity to buy/sell and cross-sell/upsell products by analyzing buyer behavior
- Operationalize upsell at point-of-contact using the relevant customer profile, product info, marketing offers, and scripts

Multi-Channel Usage Integration and Analytics

- Integrate data from various channels of consumer interaction and perform analytics on this integrated data
- Deliver unified data and analytics back to all touch points to operationalize seamless customer experiences

Personalized and Targeted Marketing/Product Customization

- Observe patterns in personalization of marketing and identify the target segment and position products accordingly
- Use information from third parties along with customer spend/transaction data to offer personalized services specific to each customer

Competitive Intelligence

- React quickly to maximize sales and margins with real-time price and promotion tuning
- Track competitive pricing and promotions from the web; compare with historical pricing data to provide additional insight
- Uses location services to provide regional business intelligence

MarTech Pain Points

As brands enable digital marketing use cases, they need to overcome the challenges marketers face in managing, understanding, and using data that hinders their ability to deliver superior customer experience.

- Missed opportunities to leverage the value of data to make better decisions—lack of a single source of truth across data silos hinders the productivity of marketers responsible for delivering value to consumers
- Increased customer churn due to difficulties identifying changes in consumer patterns, channel preferences, and buying behaviors
- Ineffective pricing and promotion tuning due to inability to conduct real-time analysis of disparate data
- Higher cost of operations due to inefficient processes and lack of automation or optimization
- Demands to comply with evolving industry regulations and compliance initiatives
- Difficulty in acquiring and managing consumer trust due to delays in responding to consumers' data privacy concerns
- Inability to deliver consistent and seamless experiences across different touch points due to siloed views of data
- Inability to monetize data due to lack of data consistency and data standardization

Connected Data Strategy for Brands

To seize new opportunities, act swiftly, and deliver superior customer experiences, marketers need a comprehensive and robust data strategy that connects data capabilities—such as collection of first-party data and third-party data exchanges—and enables a single source of truth across disparate silos, leveraging high-quality, trusted, timely data, and meeting privacy demands. This strategy should comprise measures that enable marketers to gain data literacy and drive data culture for improved data-driven decisions. It should drive modernization of data and customer experience (CX) applications in the cloud to respond faster with agility and the scale you need. It should incorporate the means to improve operational efficiency in collecting, integrating, standardizing, and delivering all relevant data to relevant marketing systems and applications.

You can achieve this integrated and connected data strategy with Informatica® Data Management Cloud (IDMC). IDMC is an industry-first, cloud-native, comprehensive, AI-powered, end-to-end data management platform that delivers increased agility, reduced costs, and operational effectiveness via intelligent automation of data management capabilities.

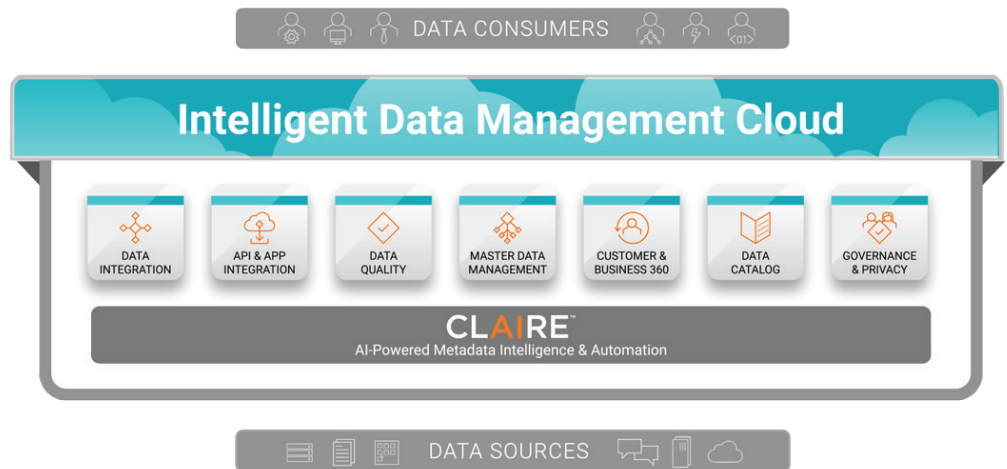


Figure 1: Unlock data's potential with the Informatica Intelligent Data Management Cloud.

Benefits for MarTech Brands

Informatica's IDMC offers a broad range of intelligent solutions to marketers to realize the comprehensive benefits detailed below.

With Intelligent Customer 360

Optimize engagement and interactions. Identify next best action/next best offer, deliver highly-personalized interactions to improve customer satisfaction by applying AI/ML to customer behavior data to infer attributes, attitudes, and life events.

Increase customer retention and loyalty. Increase customer lifetime value (CLV) and profitability (share of wallet), achieve higher acceptance rates, and reduce churn by identifying areas of friction and adjusting with data-backed insights.

Improve customer acquisition. Improve customer acquisition, lead generation and conversion rates, reduce cost to acquire and grow market share by providing guidance on which specific offer to make and how best to personalize it.

With Intelligent Data Integration

Drive faster, more accurate decisions with a complete view of data. Accelerate unification and enrichment of geographically, organizationally, and technologically disparate data to deliver holistic views of data to CRM, customer data platform (CDP), and other MarTech applications to drive informed, accurate decisions.

With Intelligent Data Governance

Deliver consistent customer experience across channels. Ensure your CX apps are powered by the most accurate, timely, and high-quality data by cleansing, standardizing, curating, and delivering trusted data.

With Intelligent Data Privacy

Proactively meet consumers' privacy demands. Manage data risks, comply with regulations, and secure consumer trust by discovering, classifying, and protecting personal information including management of subject rights and consent.

With Intelligent Data Marketplace

Enable self-service with a data marketplace. Deliver an easy-to-use data "shopping" experience, empowering your analysts with trusted data at their fingertips, driving self-service and value creation.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Customer Examples in Action

SulAmérica Consolidates Insurance Policy Data, Personalizing Service Across Lines of Business and Agility of Cloud

SulAmérica is Brazil's largest independent insurance company with a portfolio of products that includes life, health, dental, as well as private pensions and asset management. As they embarked on a digital transformation initiative, SulAmérica turned to Informatica and Salesforce, using cloud apps to support corporate growth and reduce IT costs. Informatica helps SulAmérica consolidate multiple CRM platforms to provide a single, complete view of customers based on trusted information pulled from all lines of business. Having a single source of truth for customer data also helps SulAmérica to comply with LGPD, allowing the company to use customer data for analytics and sales campaigns to increase marketing efficiency, build new customer campaigns, and enhance customer service.

HSB Improves Customer Experiences While Reducing Costs and Risk

The Hartford Steam Boiler Inspection and Insurance Company (HSB) is a leader in equipment breakdown insurance, inspection services, loss reduction, and engineering-based risk management for businesses, homes, and farms. Its customers are carriers, brokers, agents, and policy holders. Informatica helps HSB to connect multiple data domains, thus providing data scientists with trusted information to build better predictive models that deliver insights about whether a claim should be denied, paid, or investigated. Increased visibility to trustworthy location and claims data results in improved customer service, reduced costs, reduced risk exposure, and improved accuracy of risk-based pricing.

Informatica Intelligent Data Management Cloud for Marketers

With access to intelligent and trusted data via Informatica's Intelligent Data Management Cloud, marketers can move at the speed of today's omnichannel customer, delivering exceptional experiences while adhering to privacy requirements. A cloud-native architecture delivers the scalability, performance, and the automation needed to meet growing volumes of data and real-time requirements for delivery of critical offers and content at the right time, through the right channel, to the right customers. With better access to data and insights, marketers can deliver experiences that are more personalized and relevant, reducing churn and increasing customer lifetime value.

Next Steps

Learn more about Informatica [Intelligent Data Management Cloud](#).



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