

Unleashing the power of your customer data

Three essentials for a unified customer approach





Introduction

Maximize your data value. Own the relationship.

Keeping up with customers' fast-changing needs and preferences is perhaps the single most important challenge now facing retail and consumer goods companies. Today's consumer has more choice and less brand loyalty than at any time in history. To make the situation even more challenging, the wide range of generational beliefs, values, and attitudes creates a mosaic of buyer journeys that makes it nearly impossible for marketers to understand consumer behavior and how to best tailor experiences.

All organizations need to be customer-centric, but it's been repeatedly proven that you can't operate a truly customer-centered business unless you have insight into what your customers want at any given moment. The numbers are compelling:

- **91% of consumers are more likely to shop** with brands that recognize, remember, and provide relevant offers and recommendations.
- **54% of marketing leaders** who embraced personalization say that they exceeded their profit goals and only 15% of marketing leaders who did NOT personalize their experiences met their goals.¹

These numbers are only the proof of what virtually all marketers already believe: personalization has "some impact" on advancing customer relationships, while 70% believe it has a "strong" or "extremely strong" impact.² If marketers are to make informed decisions on who, where, how, what, and why their customers behave the way they do, and if they're to truly have a grasp of customer insights, they require the collection of large quantities of data. That's a superhuman challenge considering that by 2022, there will be 28.5 billion devices out there. That's four times the population of the planet.³

¹ Source: Forbes, "The Path to Personalization," 2019.

² Source: Researchscape, "2019 Trends in Personalization."

³ Source: ZDNet, "Cisco: IoT to Drive Growth in Connected Devices Through 2022."

The data dilemma

Even with all that data, it's surprising to hear that 45% of marketers say they still don't have sufficient data and insights to drive effective personalization.⁴ But the problem faced by those marketers is often not what they think it is. It's not necessarily about acquiring more data, but about leveraging the data you already own. We have found that you probably have all the data you need somewhere in your organization; the challenge is in collecting it, managing it, understanding it, and making it actionable.



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Many marketers just can't see the big picture through the tangle of solutions and software they must manage. In fact, CMOs report spending approximately 25 to 30% of their budgets on mostly disconnected marketing technologies. They are seeing siloed data generated by everything from expensive custom solutions to Google Search Console, LinkedIn Campaign Manager, and many more. And yet they're *still* not able to effectively measure results. In fact, the most important thing missing from the multitude of marketing technologies in use today is the ability for marketers to tie their usage to business outcomes and to the KPI's that measure their effectiveness.

The reason for this is that there's never been a simple way for marketers to gather customer data from all of the tools, solutions, and data sources at their disposal. Consolidating them would create a unified customer view, help marketers understand their behavior, and deliver key insights to help measure and tie together marketing effectiveness, investments, and strategies.

The multiple costs of data scatter

An inability to accurately and dynamically segment customers and adjust marketing spend based on their behaviors in near real time is just the tip of the siloed data iceberg. You also struggle with:

- **Data privacy concerns** and restrictions can more easily fall through the cracks between MarTech solutions.
- **Attribution of marketing spend to marketing ROI** and even basic results is exponentially more difficult when records are scattered.
- **Measuring brand impact** on any given initiative is also hard since it can be even more difficult to identify and analyze than direct marketing results.

But how do you ingest data about customer perceptions and emotions related to the brand and use this to optimize marketing activities for maximum brand impact? That's one of the issues this three-part strategy will help you solve.

⁴ Source: Researchscape, "2019 Trends in Personalization."

A playbook for the customer-centric enterprise

In advising our clients, Neal Analytics has developed a three-step process to enable the customer-centricity and measurable business growth that has been so elusive for many organizations.

This approach allows your marketing teams to:

- **Leverage standard Microsoft technologies and prebuilt APIs** to harmonize and unify customer data without the need for custom infrastructures that are expensive to build and maintain.
- **Build and deploy on your own infrastructure**, providing unrestricted data access and ownership.
- **Empower and enable the marketing and other cross-functional teams** to own questions, insights, answers, and solutions.
- **Accelerate time-to-value** by providing solution accelerators and prebuilt machine learning and AI models.

Step 1: Collect and unify customer data from all touch points on the customer journey

Leverage existing data sources, apps, and services to better understand customers by combining demographic, behavioral, and transactional data in a unified view. This involves gathering signals from across all channels: mobile, web, social, IoT, and even in-store.

Microsoft Dynamics 365 Customer Insights makes it incredibly easy to unify customer data, enrich customer profiles with proprietary signals from sources such as Office Graph and LinkedIn, and enable powerful insights into customers and their behavior at a very granular segmentation level. In fact, Microsoft Dynamics 365 Customer Insights has the ability to ingest data from any data source, regardless of which CRM system the customer is using.

Add to this the fact that your organization owns the data and the insights, all delivered on a scalable and secure cloud platform, and you have a very compelling value proposition.

Step 2: Apply ML and AI to deliver key insights into customer behaviors

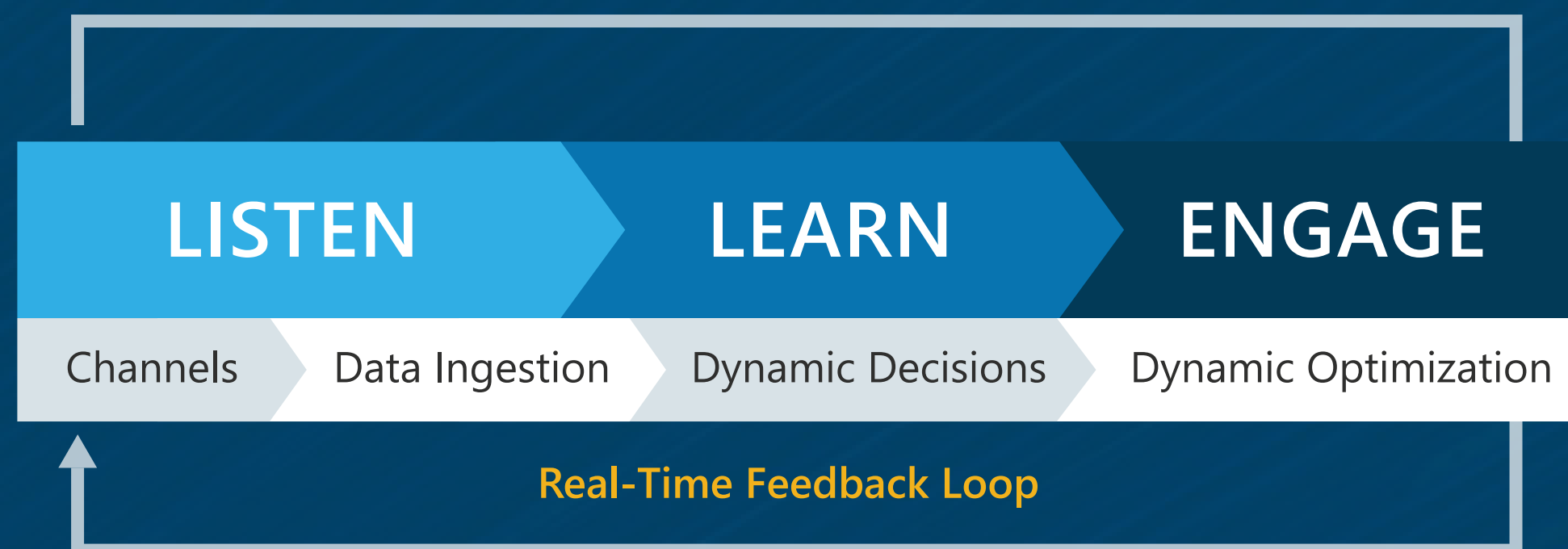
Once you have a unified customer profile in the customer data platform (CDP) and are collecting data from all touch points on the customer journey, you have what's needed to apply advanced analytics and machine learning (ML) models to analyze and even predict customer behavior.

Our CustomerIQ platform includes a library of ML models that amplify the value of your CDP by accelerating the time to valuable insights and advanced predictive capabilities, such as dynamic segmentation, churn prediction, and next best offer, to name a few. You can always bring or develop your own customized ML models to power additional dynamic decisions in real time.

Neal Analytics services ensure that models are continuously optimized so you get results based on the latest intelligence.

Three prongs, one unified customer picture

At Neal Analytics, we enable our clients to ingest data about customer perceptions and emotions related to the brand and use this to optimize marketing activities for maximum brand impact.



Step 3: Improve the customer experience at every touch point

Leverage AI-driven insights to develop campaigns optimized for audience, content, and channels that can be executed with agility through real-time performance monitoring and measurement.

Don't just deliver brute-force personalization. Pinpoint the personalization that matters—personalization that will move the needle through segmenting and content that's dynamically optimized in real time to power optimized marketing spend across all channels, including HubSpot, Marketo, Hootsuite, Salesforce, and others.

Using all these tools combined, predicting your marketing ROI becomes a much simpler matter, and continual optimization happens much closer to real time. You also have everything you need to measure and predict your marketing's impact on both sales and brand health.

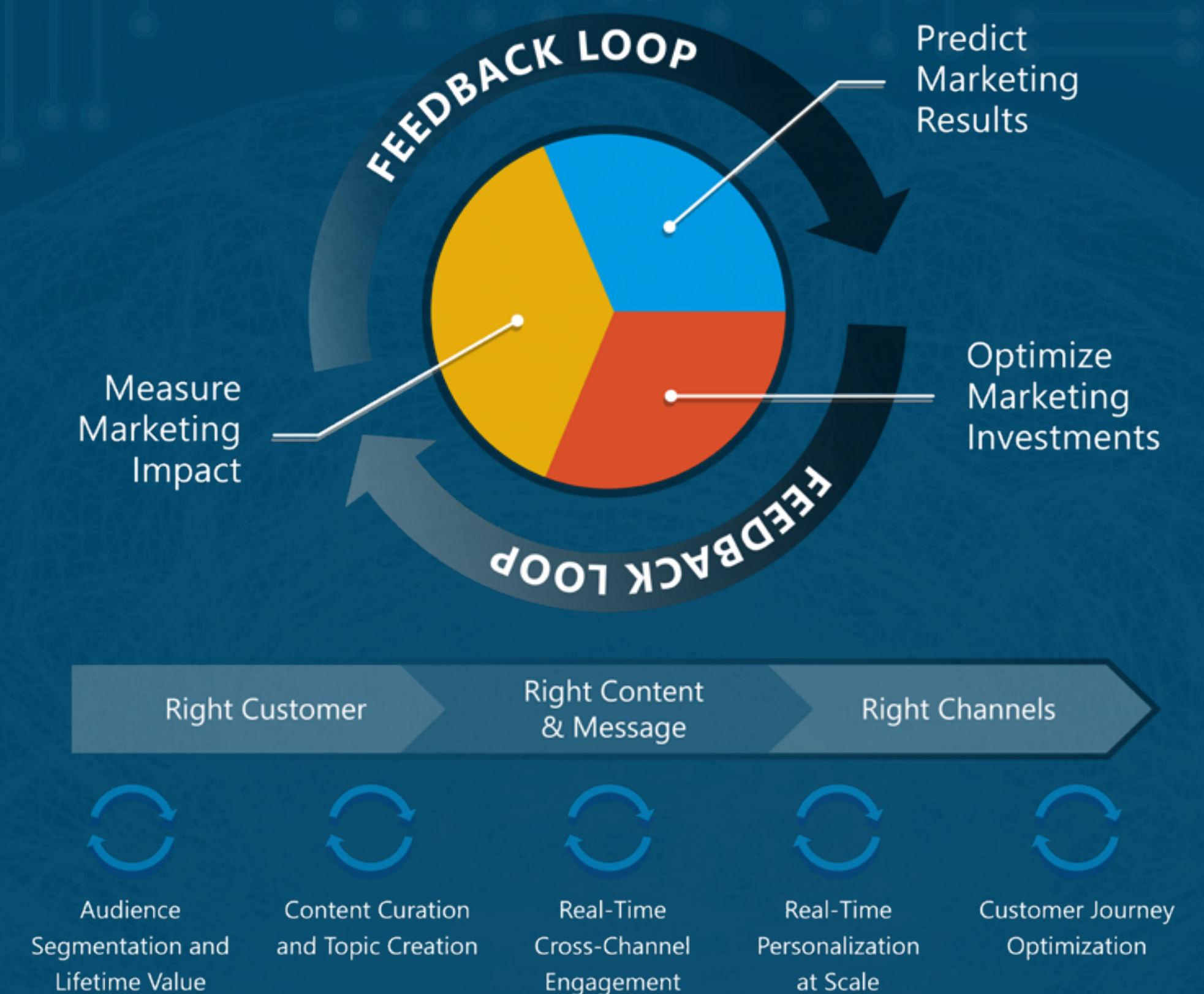
Once launched, not only will this approach provide an ongoing feedback loop, but it will power the agility required to:

- **Leverage emotional as well as behavioral signals** to quickly recognize and optimize marketing activities.
- **Manage customer data and key insights in-house** with anytime access to break down silos between vendors and solutions.
- **Achieve real-time responsiveness** to the market and your competitors through cloud-scale solutions.
- **Address tactical and strategic requirements** on a single platform and maintain a focus on marketing ROI and long-term growth.

The critical qualities to look for in a modern marketing partner

Cloud-scale solutions can enable real-time responsiveness to your market and competitors by tapping into a vast number of data sources—without having to deploy new and unfamiliar solutions. Look for a solution—such as CustomerIQ—that accomplishes this with known, best-of-breed solutions such as Dynamics Customer Insights. Through Microsoft Dynamics 365 Customer Insights, you can build and deploy quickly on current infrastructure to provide unrestricted data access and ownership to anyone who needs it.

Another advantage of using Dynamics Customer Insights is that it's deployed on Microsoft Azure, a world-class cloud environment, for virtually infinite scalability and open API customization. By using standard Microsoft technologies and prebuilt APIs, you start with data that's harmonized and unified. Any solution you choose must easily integrate with your existing engagement channels, customer data platforms, and marketing automation solutions. Customer data platforms (CDP) that do this (like Dynamics Customer Insights) enable the integration and unification of consumer data to develop a clear and complete view of your customers.



Business Outcomes

- Explain & Predict Sales Variation
- Grow Customer Lifetime Value
- Align Marketing with Brand Growth
- Track Mindsets in Social Media
- Targeted Promotions and Offers

Self-assessment: Where are you on the journey to digital marketing transformation?

Use this checklist to establish where your digital marketing stands and where your opportunities lie.

Phase 1. Typical status quo

- ☐ Managing disparate MarTech solutions and tools to deliver uncoordinated data
- ☐ Able to deliver materials with basic personalization
- ☐ Finding it difficult to quantify marketing contribution of each solution or data source

Phase 2. Using a customer data platform

- ☐ Collecting and integrating customer data from all sources and touch points
- ☐ Unifying disparate data into a single customer profile
- ☐ Identifying and segmenting both anonymous and known customers

Phase 3. Collecting and enriching data

- ☐ Regularly enriching customer profile with third-party data
- ☐ Creating a steadily increasing ratio of known customer profiles
- ☐ Expanding the number of useful customer attributes

Phase 4. Mining behavioral insights

- ☐ Deploying advanced segmentation (micro/dynamic) based on customer behavior
- ☐ Receiving a stream of real-time insights into changing customer behaviors

Phase 5. Achieving marketing and brand optimization

- ☐ Delivering optimized content and engagement channels based on behavior inputs
- ☐ Receiving real-time campaign performance information that drives fast optimization

Phase 6. Present-powerful—future-ready

- ☐ Delivering real-time, dynamic personalization
- ☐ Giving customers the real-time engagement they demand
- ☐ Communicating in real time with your audiences
- ☐ Using integrated systems across the organization
- ☐ Using a single-pane-of-glass view of the customer



Challenge the status quo. Preempt the competition.

At Neal Analytics, we build on Microsoft Dynamics 365 Customer Insights and Azure Machine Learning, deliver the ML templates, and provide the end-to-end consulting services to build the solutions that put our clients ahead of the competition—now and in the future. With CustomerIQ, by creating a unified customer view, our clients better understand how to serve and communicate. It provides better results based on micro-segmentation and real-time marketing ROI measurement that improve revenues, reduce costs, and drive brand growth.

See it in action

