TRIANZ
Execution Matters.

Transform Omni-channel Marketing with Big Data

CLOUD • ANALYTICS • DIGITAL • SECURITY

Transform Omni-channel Marketing with Big Data
A data-driven approach for personalized customer 360 engagement

The Imperative for Data-driven Marketing

Data-driven marketing is the key to driving sales and loyalty among today's empowered customers. In both B2C and B2B realms, marketers are challenged to capture, integrate, analyze and use data for personalized customer engagement across multiple channels.

There's no shortage of data. Customers generate data every time they interact with your company by any channel or device — viewing a digital ad, visiting your website, using your mobile app, fielding a sales call, checking your Facebook page, phoning your contact center or writing a review. On top of that, you have customer data from partners and third-party list providers.

That data changes every minute, every day. In fact, some marketers would argue that growing volumes, velocity and variety of big data make their job more difficult than ever. The multi-source complexity of data poses a critical challenge that can make or break marketing success.

Yet there's no going back to the generic brand marketing of yesteryear. Capitalizing on data to guide the omni-channel customer journey is the only way to prosper in highly competitive retail and B2B markets in which customers are more knowledgeable and connected than ever.

Marketing Data Remains Underutilized and Incomplete

Marketers recognize the importance of utilizing data to gain a 360-degree customer view and deliver an exceptional customer experience across all touchpoints. Yet many face significant obstacles on the road to the ideal of customer 360 marketing.

Consider statistics collected by CMO.com, an online portal aimed at marketing executives. According to CMO.com, among marketers surveyed:[1]

- 87% consider data their organizations' most underutilized asset
- 54% cite incomplete data and lack of data quality as their biggest challenge
- Only 19% track and measure all their marketing efforts

Tremendous growth in applications, data, channels & devices, has exacerbated the problem. The inventory of customer big data sources across a mid-size or large enterprise is vast:

- Marketing automation
- CRM / sales force automation
- Web analytics
- Ecommerce sites
- Mobile apps
- Customer service
- Social media
- Point of sale
- Third-party demographics data

Complicating matters, big data is increasingly structured, unstructured and semi-structured. These incompatible data types require non-traditional approaches to integration and analytics that cover the full range of customer interactions. As a result, marketers are faced with such challenges as:

---

[1]*CMO.com, "15 Mind-Blowing Stats About Data-Driven Marketing," June 3, 2016.*

CLOUD • ANALYTICS • DIGITAL • SECURITY

Limited analytics. Marketers struggle to derive customer insights without a robust analytic solution that tracks interactions across all touchpoints.

Mistargeted messages. Without a complete cross-channel view of the customer, marketers resort to counterproductive, non-personalized communications.

Misleading metrics. Many marketers rely on such crude metrics as last-touch attribution, failing to account for multiple interactions in the customer journey.

Missed opportunities. Lack of real-time cross-channel data makes it difficult to engage with customers at critical purchase decision points.

Manual efforts. Many marketing campaigns involve manual efforts across multiple teams, resulting in poor productivity and lag time.

Those issues are amplified by such macro factors as the ongoing shift from brick-and-mortar retail to online shopping in B2C. In B2B, sales and marketing teams need to address growing buyer expectations for a more consumer-like experience, with ease and visibility that's comparable to top retail ecommerce sites.

In both B2C and B2B, customers are more knowledgeable and informed than ever. They may size up products and services through online reviews before ever visiting your website. The net effect is that marketers have a shrinking window for engagement. That makes data-driven speed, precision and personalization vitally important.

3 Fundamentals for Data-driven Omni-channel Marketing

Understanding and engaging with customers depends fundamentally on robust data management, integration and analytics. But like today's data itself, those can be complex technologies and processes to master.

Organizations benefit by partnering with impartial strategic and technology advisors to help shape a roadmap for taking full advantage of big data for more effective and personalized omni-channel marketing. Independent experts can help simplify the big data marketing landscape so that marketers can focus on three fundamentals of a unified customer view, marketing analytics and omni-channel optimization.

Achieve a Unified Customer 360 View

A systematic approach to big data management can consolidate and cleanse information from multiple sources to give you a unified customer 360 view. The optimal solution drastically reduces ineffective manual efforts to track down and reconcile data that is typically incomplete and inconsistent. A marketing data lake based on a Hadoop platform serves well as a centralized repository for structured and unstructured customer big data.

A single customer view provides the foundation for marketing analytics and execution. It ensures that your systems and people, from your website to call center and sales reps, can provide a relevant and informed response to any customer interaction. Importantly, today's best big data management practices adapt in real time to changing customer behavior and preferences for actionable insights in the purchase consideration cycle.

Understand Customers with Marketing Analytics

With a unified customer 360 view, marketers can apply analytics to drill down for an incisive understanding of customers. These insights are essential to micro-segmenting customers by any number of dimensions, including channel and device preference, social media activity, marketing response, or the billboard effect of seen but unclicked digital ads.

Analytics makes it possible to understand who your customers are, what they want and what they're likely to do next. Analytics also plays the pivotal role of measuring omni-channel campaign performance, so that marketers can appropriately credit each of a customer's multiple interactions for a conversion. With those insights, marketers can optimize channel investments.

Optimize the Customer's Omni-channel Journey

A customer 360 view and marketing analytics equips marketers to optimize the customer's omni-channel journey through such techniques as omni-channel marketing campaigns, trigger-based event response, location-based SMS messaging and targeted product recommendations. Based on reliable and timely data, marketers can choreograph the right message to the right customer at the right time by the right channel.

Continuous optimization requires ongoing data quality and governance to ensure that customer

profiles are accurate and up to date as data changes across multiple sources and within a centralized repository. Master data management (MDM), data quality and governance work in concert to help ensure customer profiles are validated and free from discrepancies that can derail marketing performance.

Transform Omni-channel Marketing with Trusted Guidance and Technology

Trusted strategy advisors and implementation partners help organizations transform omni-channel marketing into a data-driven discipline for personalized customer engagement that drives conversion and revenue while dramatically reducing manual work. With more than 2,000 client engagements over 15 years, Trianz partners with Informatica to provide proven best practices and market-leading technology to leverage big data from a broad range of sources to nurture the customer journey and measure marketing campaign effectiveness.

Trianz helps organizations develop marketing data strategy (capability assessment, roadmap planning, big data and cloud readiness, operating model design) and implement data management, integration and analytic capabilities that are foundational for omni-channel marketing. The joint Trianz-Informatica solution combines Trianz's expertise in marketing and enterprise information management with Informatica Marketing Data Lake and Customer 360 solutions, which supply industry-leading capabilities for marketers to capture, consolidate, analyze and use the cross-channel data that's essential for success.

With Trianz and Informatica, your organization can eliminate the gaps and inefficiencies of outdated marketing data techniques and speed your evolution into a data-driven marketing powerhouse.

About Trianz

Trianz enables digital transformations through effective strategies and excellence in execution. Collaborating with business and technology leaders, we help formulate and execute operational strategies to achieve intended business outcomes by bringing the best of consulting, technology experiences and execution models. Powered by knowledge, research, and perspectives, we serve *Fortune* 1000 and emerging organizations across industries and geographies to transform their business ecosystems and achieve superior performance by leveraging Cloud, Digital, Analytics and Security paradigms. As a professional services firm, our values and culture are focused on delivering measurable business impact, predictability in execution, and a unique partnership experience.

Silicon Valley | Washington DC Metro | Jersey City | Dubai | Bengaluru | Mumbai | Delhi-NCR | Chennai | Hyderabad

www.trianz.com | info@trianz.com | +1-408-387-5800

C L O U D   •   A N A L Y T I C S   •   D I G I T A L   •   S E C U R I T Y