WEBINAR | 5 Best Practices That Will Accelerate Revenue

Data + Insights + Customer Relationships = ROI

Presented by: Joanne Persico

June 15, 2022 | 2PM ET • 11AM PT

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Today's Agenda

What we will cover:

- Challenges Marketers Face
- 5 Key Pillars To Maximizing Data and Insights
- Real World Best Practices
- Interactive Q & A – Don't be shy!

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Your Presenter

Joanne Persico

Co-Founder | President

Background

- Started firm in 1996 to help companies with digital transformation

Accolades

- Founder of **Bold Minds** Think Tank Meets weekly • Over 10,000 minutes of forward-thinking conversation
- Named The 10 Most Fascinating People in B2B Marketing in 2020

- Board Member of The Media, Audience & Content Marketing Association (MACMA)

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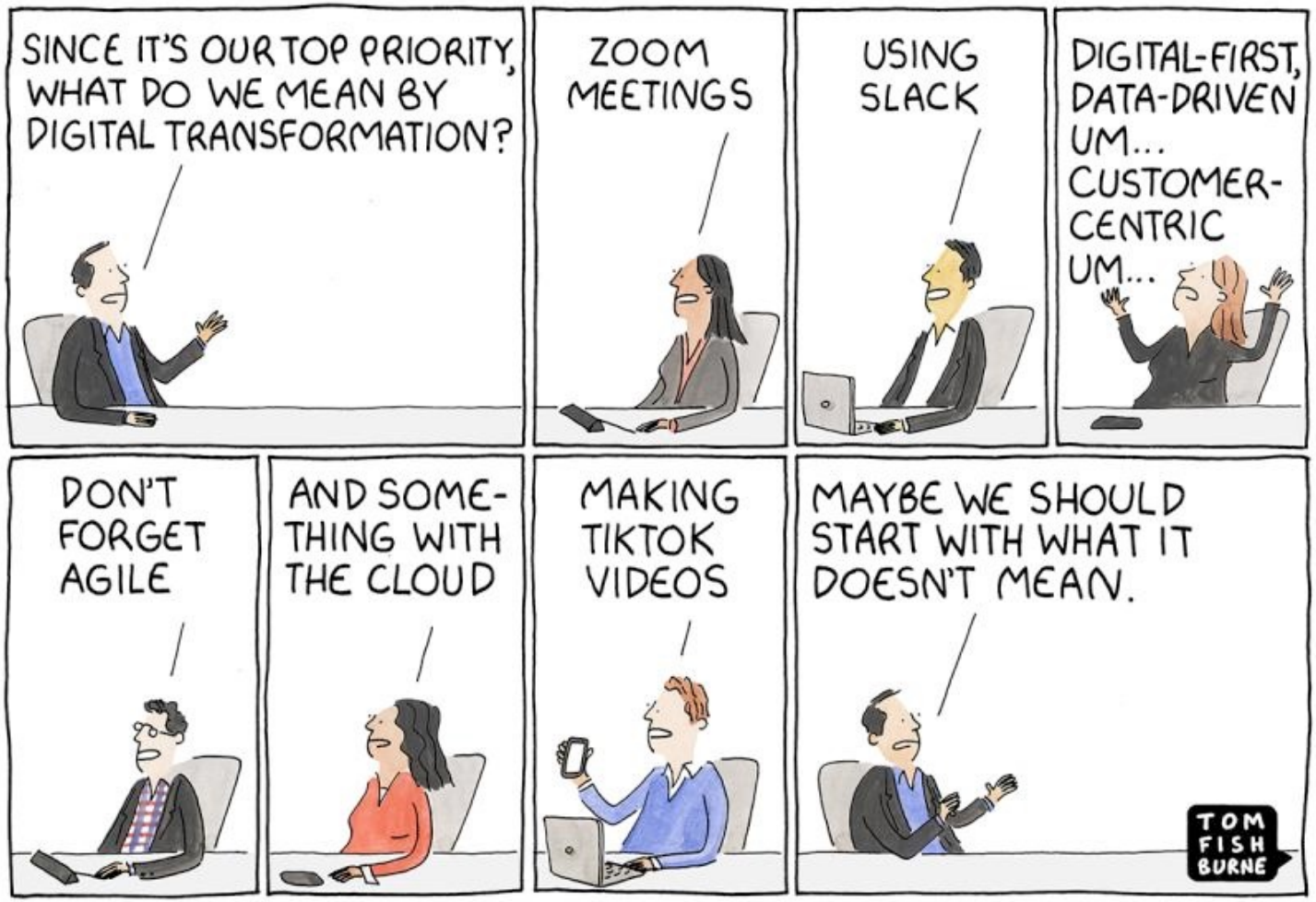
We Help Forward-Thinking Companies…

EMPOWER BUSINESS OUTCOMES

ONEcount™ *simplifies data and marketing. Turning data and insights into revenue.*

All-in-ONE Intelligent Platform


SINCE IT'S OUR TOP PRIORITY, WHAT DO WE MEAN BY DIGITAL TRANSFORMATION?
ZOOM MEETINGS
USING SLACK
DIGITAL-FIRST, DATA-DRIVEN UM... CUSTOMER-CENTRIC UM...
DON'T FORGET AGILE
AND SOME-THING WITH THE CLOUD
MAKING TIKTOK VIDEOS
MAYBE WE SHOULD START WITH WHAT IT DOESN'T MEAN.
TOM FISH BURNE
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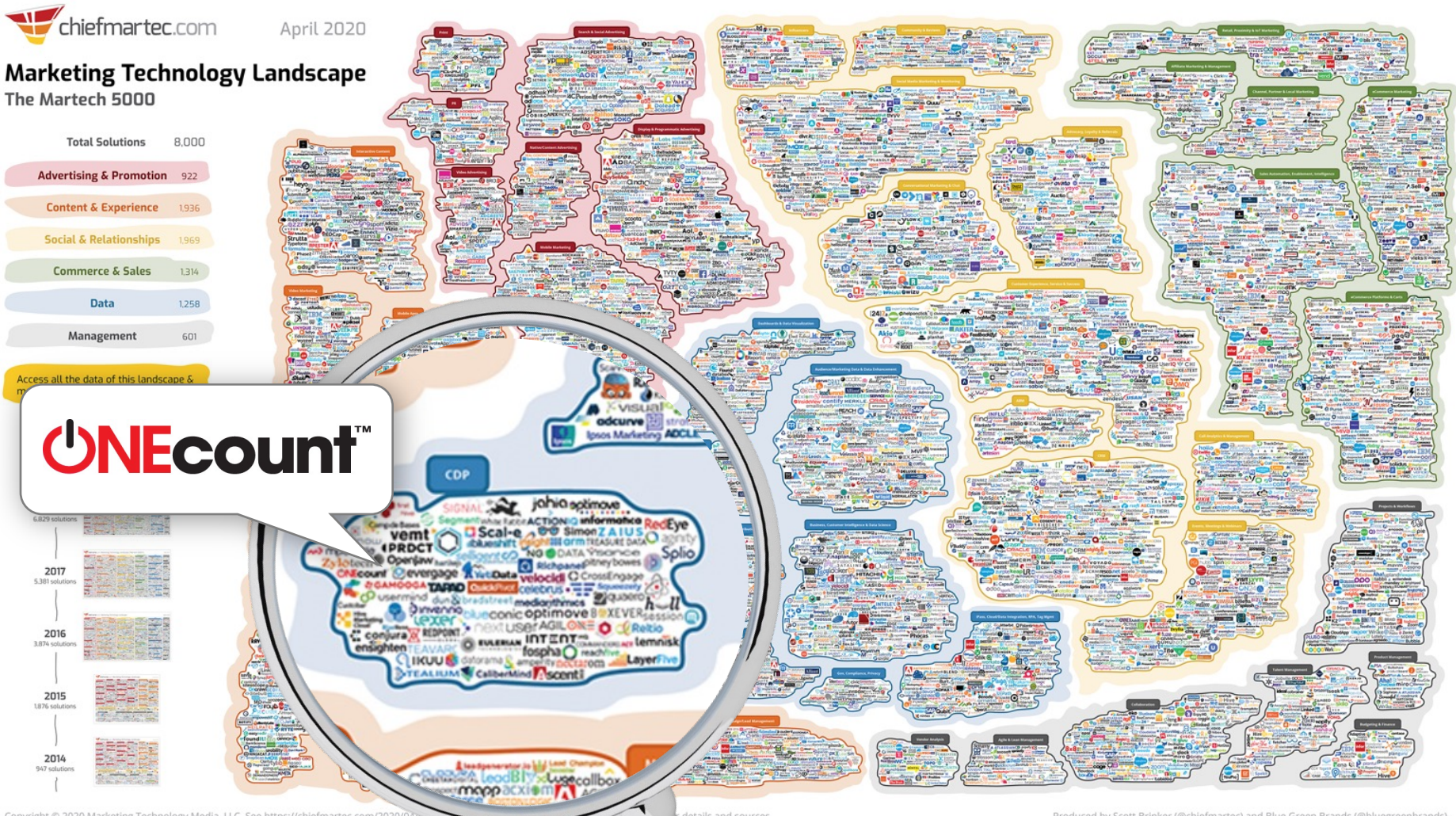
Marketers Struggle with Complexity



Common challenges

Disconnected silos

Lack consolidated data view

Limited access to data across all touchpoints

Customer journey is fragmented

Manual efforts to launch multi-channel targeted campaigns

Insights/data intel resides in separate systems

3rd-party cookie demise

Challenges with privacy compliance

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According to McKinsey

50 PERCENT of customer interactions today happen during multichannel, multi-event journey.

DATA-DRIVEN personalization generates a marketing-budget savings of 30 percent.

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5 KEY
PILLARS
TO SUCCESS
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1. Think Customer First…

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Ultimately...

As marketers, you need to know the “WHO”

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2. Know Your Customers…

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According to HBR…

Harvard Business Review

MARKETERS who use personalization can reduce their acquisition costs by as much as 50 PERCENT.

Can INCREASE the efficiency of their marketing spend by 10 - 30 PERCENT.

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3. Connect the dots…

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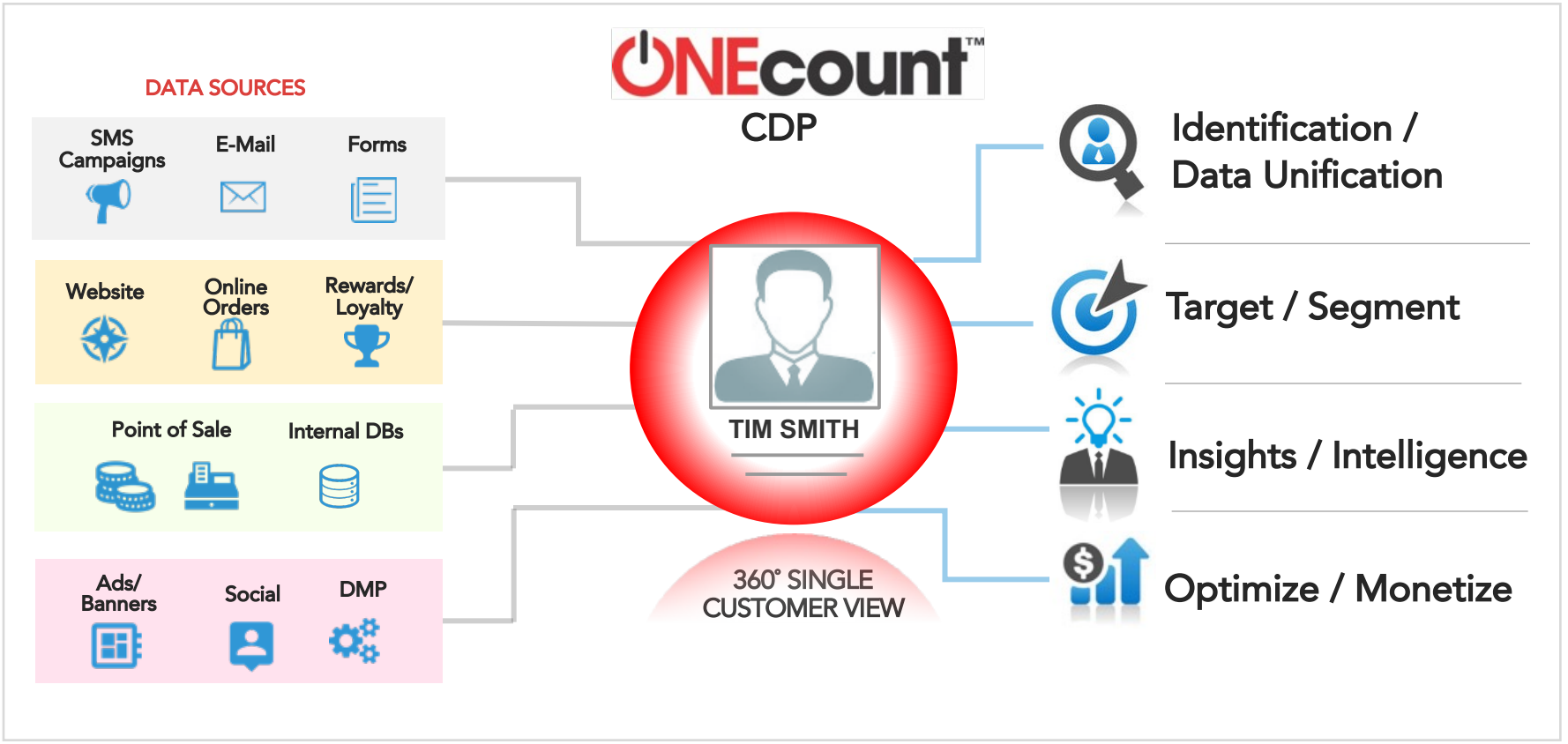
Data-Driven Ecosystem



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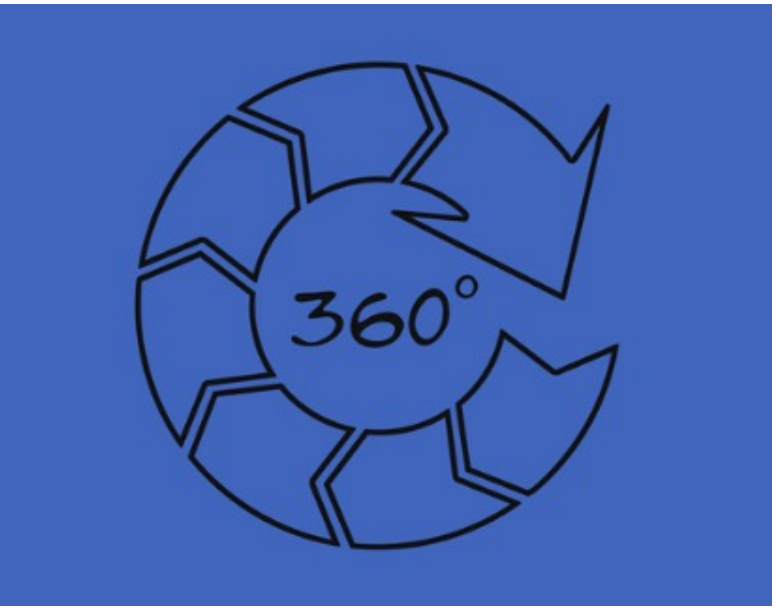
Sobriety
Checkpoint
Ahead

CHECKPOINT



Do I have a UNIFIED customer view across all systems and channels?

- ○ I wish
- ○ Some what
- ○ Absolutely, I am blessed

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Marry all data silos…

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CHECKPOINT

Can I ACCESS, all marketing, sales and customer data in ONE easy-to-use ecosystem?

- ◯ I wish
- ◯ Some what
- ◯ Absolutely, I am blessed

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4. Segment Your Users…

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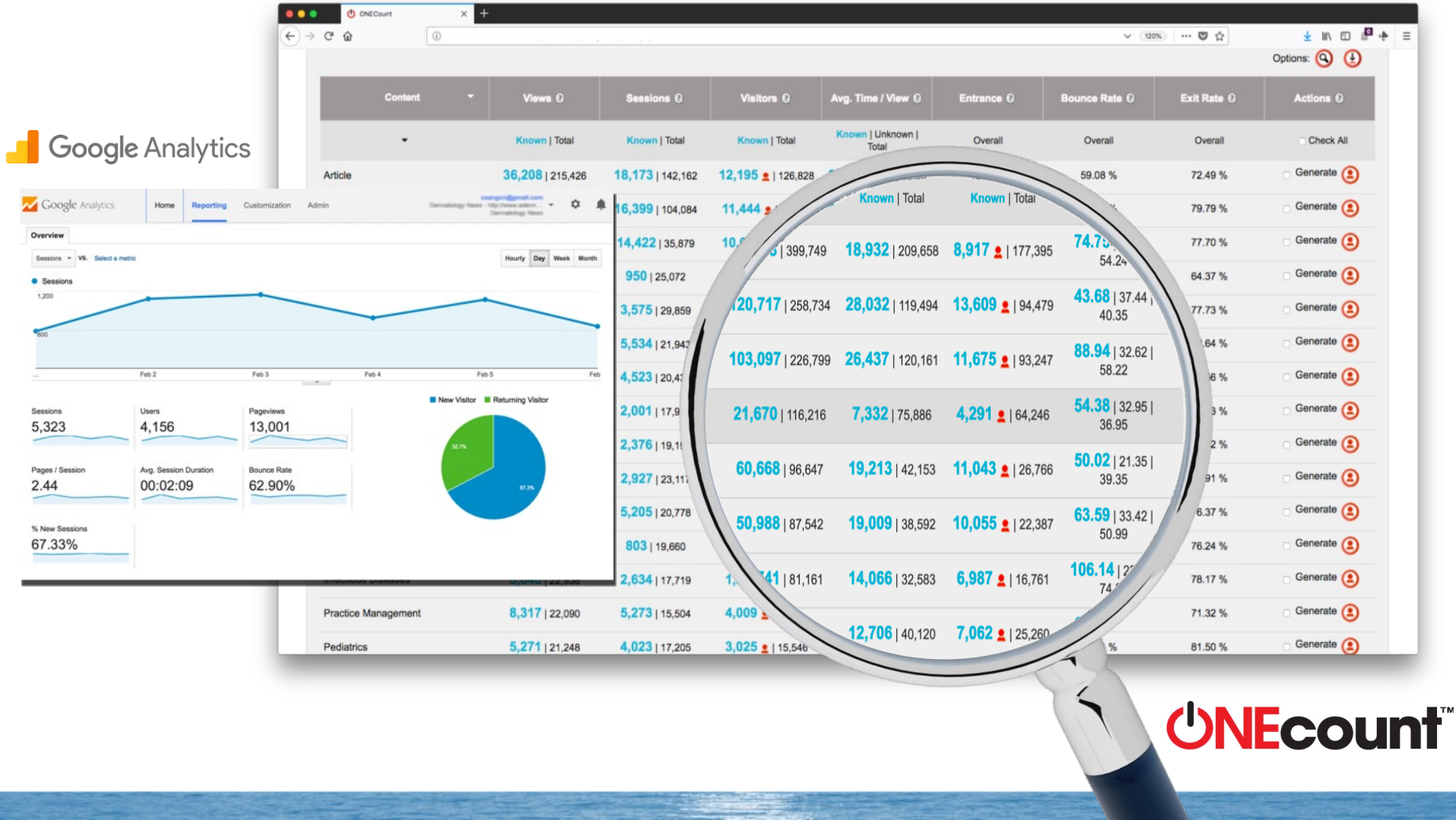
Get Beyond the “How Many”



IDENTITY CASE STUDY

1st-PARTY DATA

Convert unknown visitors

Challenge

- Lack of identity management
- No federated IDs across various systems
- Engagement isolated to e-mail —Eloqua
- Lack of precision targeting to HCPs

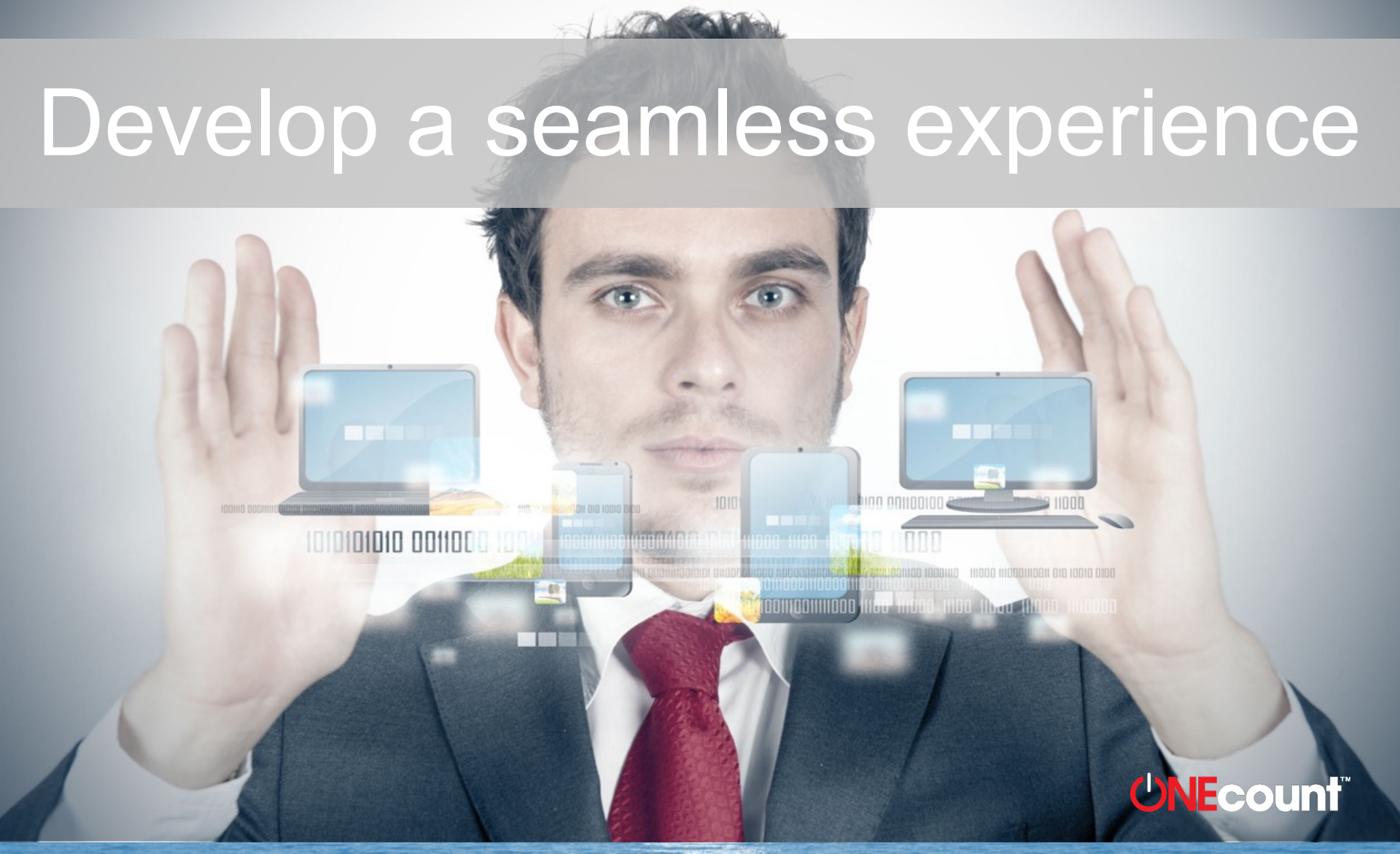
Solution

- Consolidated data across systems
- Synced cookies and profiles across entire network—creating universal ID
- Executed list matches against data lake
- Track behavioral engagement across channels to personalize user experience
- Created sub-disease state segments and targets based on content consumption

Result

- Increased the number of identified HCPs
- Increase engagement by 30%

Develop a seamless experience



CHECKPOINT

Can I INSTANTLY activate customers based on any action across all channels or touchpoints?

- ◯ I wish
- ◯ Some what
- ◯ Absolutely, I am blessed

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5. Personalize across all channels

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DATA CASE STUDY

UNIFIED CUSTOMER VIEW

Data intelligence and insights

Challenge

- Over 10 disparate data silos, 6 separate POS systems with no single source of data collection
- Lack of marketing activation

Solution

- Married offline data, SMS, rewards data and past purchase history data thru DExTr data exchange engine
- Unified intake forms across web, app, and in-store to reduce duplication
- Personalized offers, coupons, using purchase history, rewards data, etc.

Result

- Increased product sales by 20%,
- Grew customer acquisition 15% within first two months

6. Track Your Success…
Just Go Ahead

BEST
PRACTICE
+ QUALITY + POTENTIAL + KNOWLEDGE + SKILLS + COMPETENCE +

D2 A1 T1 A1
BEST PRACTICE
+ QUALITY + POTENTIAL + KNOWLEDGE + SKILLS + COMPETENCE +

CONSOLIDATE your data

- Avoid expensive APIs – DExTr to the rescue

COLLECT first-party data

- Demise of 3rd party cookies, build opt-in relationships

APPEND data to create robust profiles

- ONEcount appends 3 years of behavioral history once identified

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BEST
PRACTICE
+ QUALITY + POTENTIAL + KNOWLEDGE + SKILLS + COMPETENCE +
AUDIENCE

CURATE the right personas/customers

- Track all user activities and behaviors

SMARTER PERSONALIZATION

- Identify users no matter the channel, eliminate all friction while building trust and transparency

TARGET, TARGET & RETARGET

- Segment and serve audiences with relevance own the relationship – Increases conversions, acquisition, leads, sales, etc.

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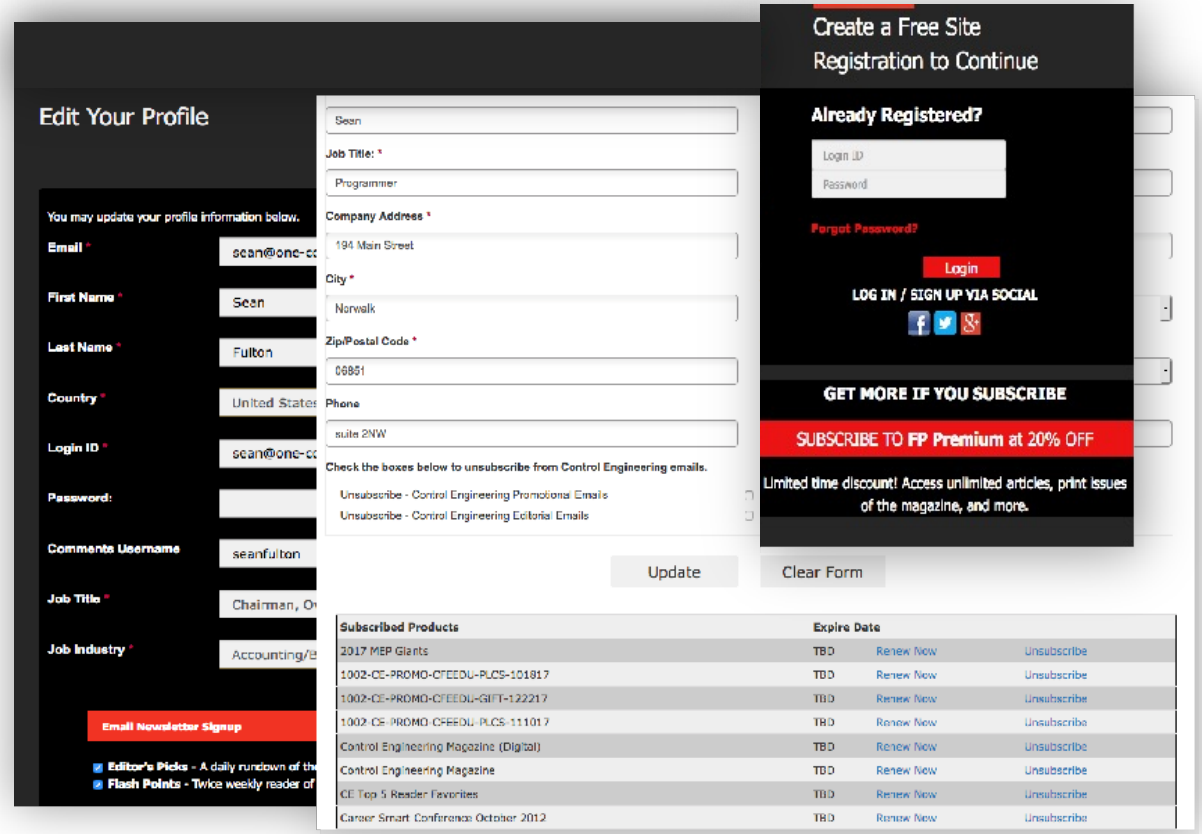
Make it seamless

MUST DOs

- Create a universal ID across all systems
- Enable single sign-on and/or social log-in
- Unified profile center —enables users to update preferences
- Pre-populate forms—eliminates friction, reduces form abandonment



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BEST
PRACTICE
+ QUALITY + POTENTIAL + KNOWLEDGE + SKILLS + COMPETENCE +
DATA
ANALYSIS
This is important!
Communication
Customers
idea
Business
Marketing
STRATEGY
Business

AGGREGATE your insights

- Know what's working, what's not with unified reporting, visualizations and dashboards

EXECUTE omni-channel strategies

- Deliver the right message, at the right time, to the right person

DEVELOP new storytelling

- Share insights, analysis even instant access with key teams, enlist data savvy folks

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There's more data in the world today than there are grains of sand.

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Ask Me a Question!
Type Something here...

Thank you!

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