

A hand is shown from the right side, pointing its index finger towards a bright, glowing point in a complex digital network. The network consists of numerous white nodes connected by thin white lines, set against a dark blue background. The hand is in sharp focus, while the background network is slightly blurred, creating a sense of depth. The overall aesthetic is high-tech and professional.

# WEBINAR | 5 Best Practices That Will Accelerate Revenue

**Data + Insights + Customer Relationships = ROI**

**Presented by: Joanne Persico**

June 15, 2022 | 2PM ET • 11AM PT



# 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!

# 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)



# We Help Forward-Thinking Companies...

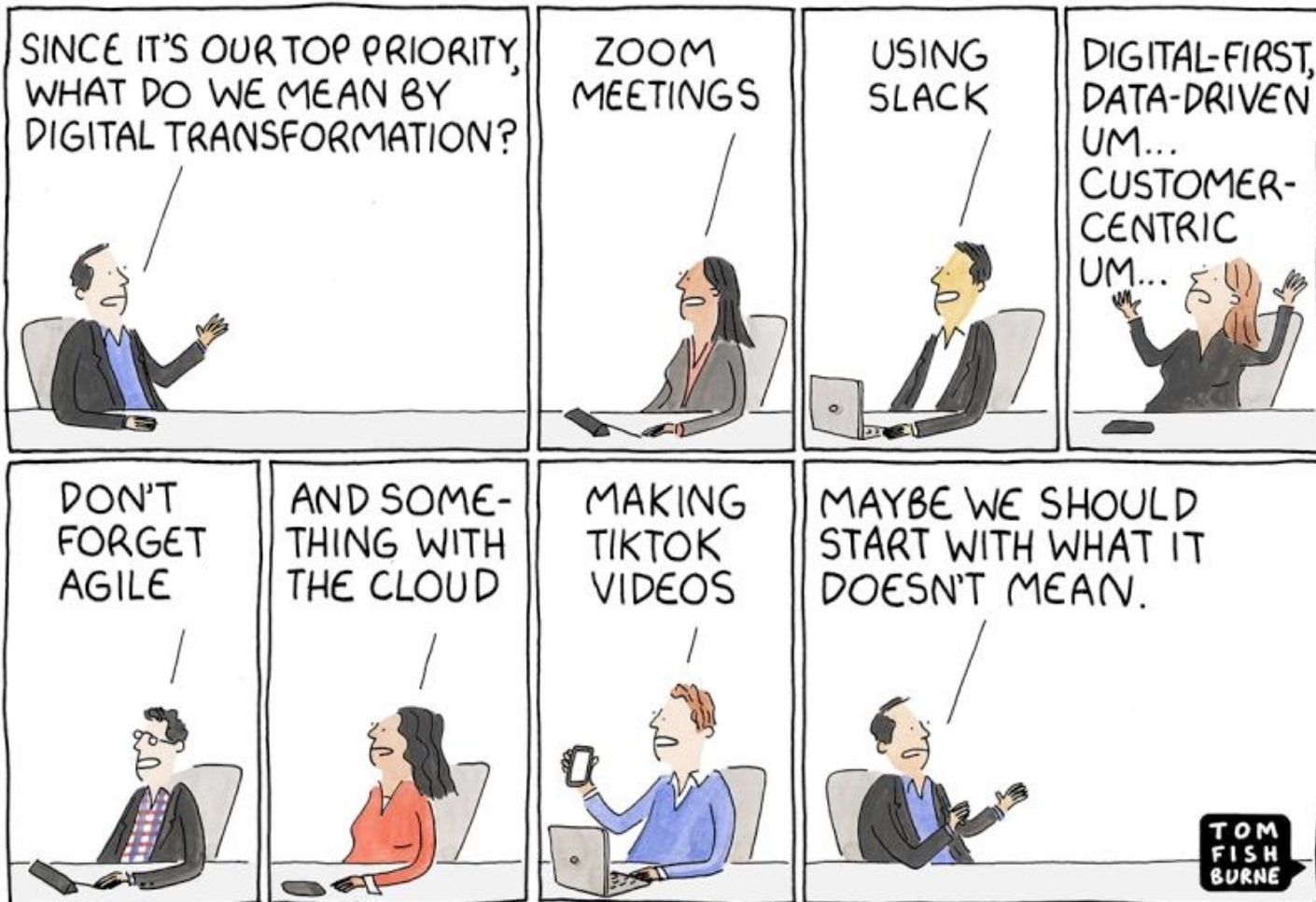
EMPOWER BUSINESS OUTCOMES

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

*All-in-ONE Intelligent Platform*





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# Marketers Struggle with Complexity



chiefmartec.com

April 2020

## Marketing Technology Landscape The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1936

Social & Relationships 1969

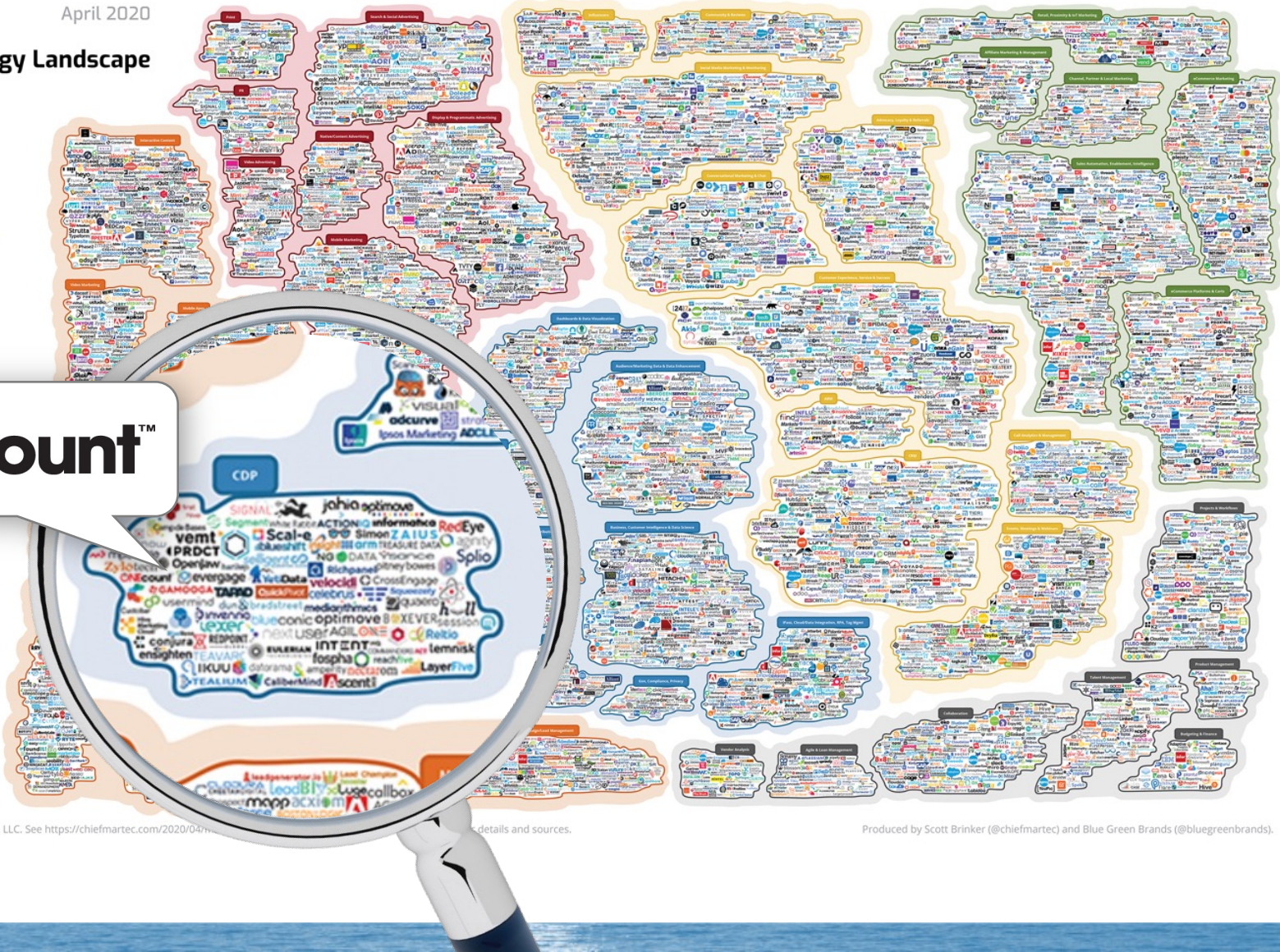
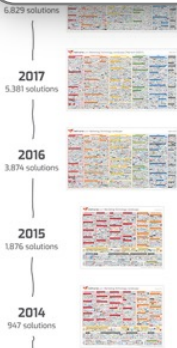
Commerce & Sales 1314

Data 1258

Management 601

Access all the data of this landscape & more

**ONEcount™**



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Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands).

# 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**

# According to McKinsey

McKinsey  
& Company

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

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



The background of the slide features two large, classical stone pillars with Corinthian capitals, standing against a bright blue sky filled with soft, white clouds. The pillars are positioned on either side of the central text, creating a sense of balance and grandeur. In the top left corner, there are faint, overlapping blue circles and lines, suggesting a modern or technological theme.

# 5 KEY PILLARS TO SUCCESS



# 1. Think Customer First...



Ultimately...

As marketers, you need to  
know the “WHO”



Behavior +



## 2. Know Your Customers...



# 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**.

Web Content/(CMS)



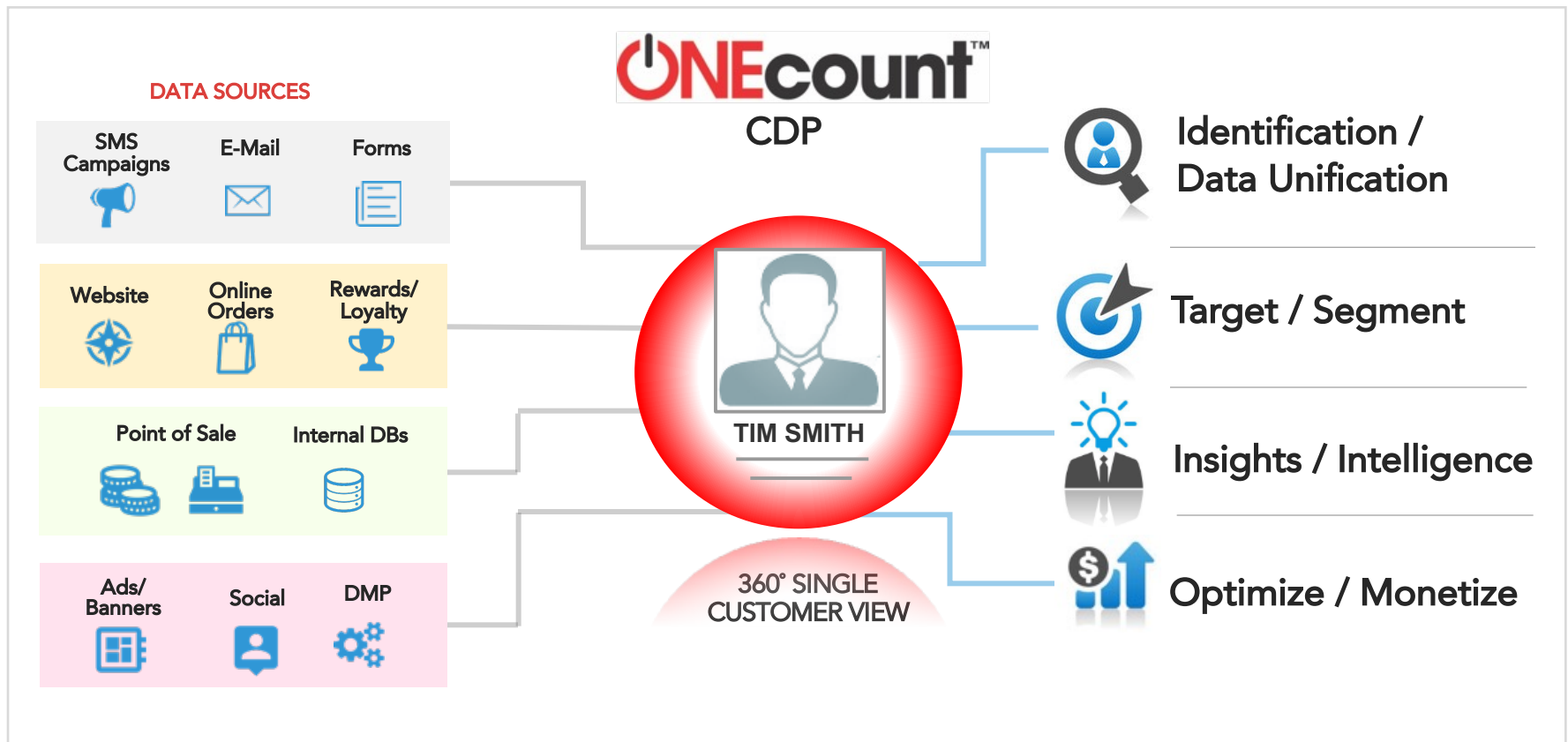
## 3. Connect the dots...



Events &  
Webinars



# Data-Driven Ecosystem

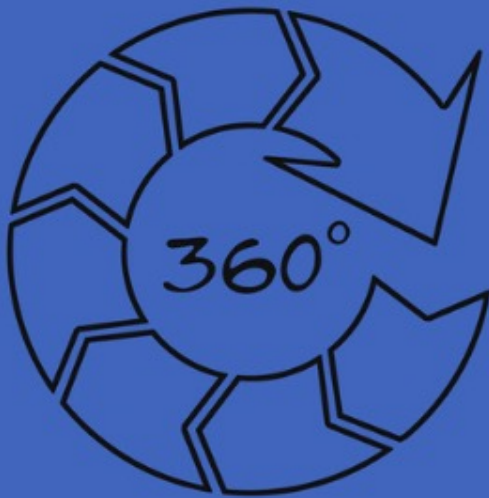




**Sobriety  
Checkpoint  
↑ Ahead ↑**



# CHECKPOINT



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

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

A wedding cake with a couple on a motorcycle figurine. The groom is in a black tuxedo with a white boutonniere, and the bride is in a white wedding dress. They are riding a black motorcycle. The cake is white with chocolate decorations, including the word 'LOVE' in large letters. A semi-transparent grey banner with the text 'Marry all data silos...' is overlaid on the image.

Marry all data silos...

# CHECKPOINT



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

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



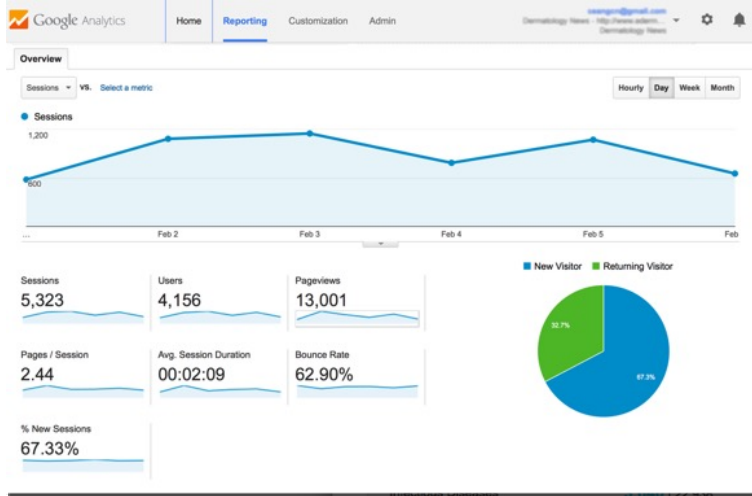
A hand in a dark suit jacket is pulling back a dark, heavy curtain. Behind the curtain, a large, bright, and crowded stadium is visible, suggesting a reveal or unveiling. The image has a blue tint.

## 4. Segment Your Users...



# Get Beyond the “How Many”

Google Analytics



ONEcount

← → ↺ 🏠

🔍 120%

🔔 📧 📱

Options: 🔍 ⬇

Content	Views	Sessions	Visitors	Avg. Time / View	Entrance	Bounce Rate	Exit Rate	Actions	
	Known   Total	Known   Total	Known   Total	Known   Unknown   Total	Overall	Overall	Overall	Check All	
Article	36,208   215,426	18,173   142,162	12,195   126,828	18,932   209,658	8,917   177,395	59.08 %	72.49 %	Generate	
	16,399   104,084	11,444   399,749	10,000   399,749	18,932   209,658	8,917   177,395	74.75 %	77.70 %	Generate	
	14,422   35,879	10,000   399,749	10,000   399,749	18,932   209,658	8,917   177,395	54.24 %	64.37 %	Generate	
	950   25,072	10,000   399,749	10,000   399,749	18,932   209,658	8,917   177,395	43.68   37.44   40.35	77.73 %	Generate	
	3,575   29,859	10,000   399,749	10,000   399,749	18,932   209,658	8,917   177,395	43.68   37.44   40.35	77.73 %	Generate	
	5,534   21,943	10,000   399,749	10,000   399,749	18,932   209,658	8,917   177,395	88.94   32.62   58.22	64.37 %	Generate	
	4,523   20,411	10,000   399,749	10,000   399,749	18,932   209,658	8,917   177,395	88.94   32.62   58.22	64.37 %	Generate	
	103,097   226,799	26,437   120,161	11,675   93,247	54.38   32.95   36.95	50.02   21.35   39.35	63.59   33.42   50.99	76.24 %	Generate	
	2,001   17,911	7,332   75,886	4,291   64,246	54.38   32.95   36.95	50.02   21.35   39.35	63.59   33.42   50.99	76.24 %	Generate	
	2,376   19,111	60,668   96,647	19,213   42,153	11,043   26,766	63.59   33.42   50.99	76.24 %	71.32 %	Generate	
	2,927   23,111	50,988   87,542	19,009   38,592	10,055   22,387	63.59   33.42   50.99	76.24 %	71.32 %	Generate	
	5,205   20,778	803   19,660	2,634   17,719	1,000   81,161	14,066   32,583	6,987   16,761	106.14   21,248	78.17 %	Generate
	2,634   17,719	1,000   81,161	14,066   32,583	6,987   16,761	106.14   21,248	78.17 %	71.32 %	Generate	
Practice Management	8,317   22,090	5,273   15,504	4,009   15,546	12,706   40,120	7,062   25,260	71.32 %	81.50 %	Generate	
Pediatrics	5,271   21,248	4,023   17,205	3,025   15,546					Generate	

www.gm@gmail.com

🔍 ⚙ 📧

Hourly Day Week Month

Views

001

Rate

90%

New Visitor

Returning Visitor

32.7%

67.3%

ONEcount™

# IDENTITY CASE STUDY

**1<sup>st</sup>-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



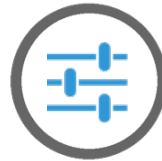
The image is a collage of four photographs showing hands holding soil and small green seedlings. The top-left photo shows two hands holding a mound of dark soil with a small green seedling. The top-right photo shows two hands holding a mound of dark soil with a small green seedling. The bottom-left photo shows two hands holding a mound of dark soil with a small green seedling. The bottom-right photo shows two hands holding a mound of dark soil with a small green seedling. The background of the collage is a lush green field. A semi-transparent grey banner with the text "5. Personalize across all channels" is overlaid across the center of the collage.

## 5. Personalize across all channels

# 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











## **CONSOLIDATE** your data

- Avoid expensive APIs – DExTr to the rescue

## **COLLECT** first-party data

- Demise of 3<sup>rd</sup> party cookies, build opt-in relationships

## **APPEND** data to create robust profiles

- ONEcount appends 3 years of behavioral history once identified





# AUDIENCE





**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.



# Make it seamless

## MUST DOs

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

The screenshot displays a user interface for profile management. On the left, the 'Edit Your Profile' section allows users to update their information. On the right, there are options to 'Create a Free Site Registration' or 'Already Registered?'. Below these, a 'GET MORE IF YOU SUBSCRIBE' banner promotes a 20% discount on the Premium subscription. At the bottom, a table lists 'Subscribed Products' with their respective 'Expire Date' and options to 'Renew Now' or 'Unsubscribe'.

**Edit Your Profile**

You may update your profile information below.

**Email \*** sean@onecount.com

**First Name \*** Sean

**Last Name \*** Fulton

**Country \*** United States

**Login ID \*** sean@onecount.com

**Password:** [Redacted]

**Comments Username** seanfulton

**Job Title \*** Chairman, OneCount

**Job Industry \*** Accounting/Finance

**Company Address \***

194 Main Street

City \* Norwalk

Zip/Postal Code \* 06851

Phone suite 2NW

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**Update** **Clear Form**

**Create a Free Site Registration to Continue**

**Already Registered?**

Login ID [Redacted]

Password [Redacted]

**Forgot Password?**

**Login**

**LOG IN / SIGN UP VIA SOCIAL**

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Subscribed Products	Expire Date	Renew Now	Unsubscribe
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1002-CE-PROMO-CFEEDU-PLCS-101817	TBD	Renew Now	Unsubscribe
1002-CE-PROMO-CFEEDU-GIFT-122217	TBD	Renew Now	Unsubscribe
1002-CE-PROMO-CFEEDU-PLCS-111017	TBD	Renew Now	Unsubscribe
Control Engineering Magazine (Digital)	TBD	Renew Now	Unsubscribe
Control Engineering Magazine	TBD	Renew Now	Unsubscribe
CE Top 5 Reader Favorites	TBD	Renew Now	Unsubscribe
Career Smart Conference October 2012	TBD	Renew Now	Unsubscribe

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**Editor's Picks** - A daily rundown of the top stories in the industry.

**Flash Points** - Twice weekly reader of the day.







## **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





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







# Ask Me a Question!

Type Something here...

# Thank you!

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