

Insight and Engagement: Using Data in Today's World

Robert Howells October 10th 2018

What do we mean by data?

What marketers want to know

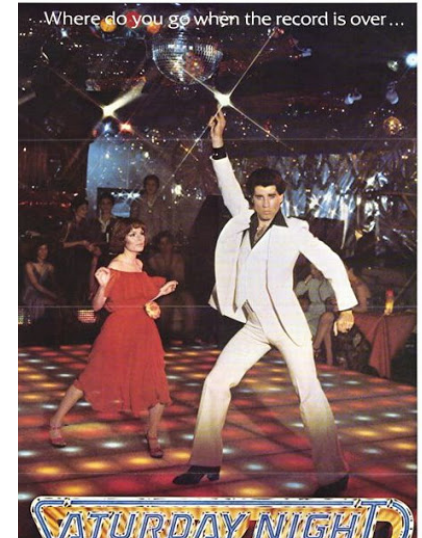
- Who people are
- What people do
- What people buy
- Where they buy
- How they buy
- How often they buy
- When they will buy next
- Interests
- Income
- Behavior

Should match the data they collect

- Demographic
- Firmographic
- Purchasing history
- Location and preference
- Online/offline
- Recency
- Financial data
- SPI
- **With a complete customer view (360 degree view or SSOT)**

The evolution of data marketing – '70s and '80s

- Pioneers are publishers, catalogers, non-profits – and politicians
- Relational databases coming into play
- Demographics combined with RFM
- Otherwise segmentation fairly limited
- Concept of the 360 degree customer view
- Direct mail primary medium
- Storage on mainframes with limited access
- Marketing messages personalized but not differentiated
- First EU privacy law 1982 limited in scope
- Telemarketing



Data marketing – '90s and '00s

- Mainframes to PCs
- Marketers enabled to review and process data easily
- Loyalty programs
- The Internet
- eCommerce
- Banner ads and search
- Cheap email replaces expensive direct mail
- 1995 EU data privacy laws
- CRM tools take off
- Mobile - smartphones
- Social Networks (Facebook 2007)



Data marketing today

- “Digital transformation” and “big data”
- “Martech and Adtech” stacks
- Marketing Automation
- “The Buyer’s Journey”
- Non-linear customer interaction
- Omnichannel marketing
- Programmatic advertising
- Behavioral marketing trumps all
- Aligned content and nurturing
- “Customer UX”
- AI
- Social listening at scale



But where are we?

- Recent report from HBR says:
 - Less than 50% of an organization's structured data is used in marketing
 - Less than 1% of unstructured data is used at all
 - More than 70% of company employees have access to data they shouldn't
 - 80% of analysts time is spent on data prep not insight
- And Dun and Bradstreet says that:
 - 70% of CRM system data goes out of date every year
 - 18% of client data is duplicated
 - 91% of CRM data is incomplete

Challenges and Opportunities

What needs tackling

- Data quality
- Privacy regulations
- Consumer empowerment
- Customer expectations
- Fragmented media
- Need for skilled digital marketers
- Content – appropriate and rich
- Insight through AI
- Cybersecurity and data breaches

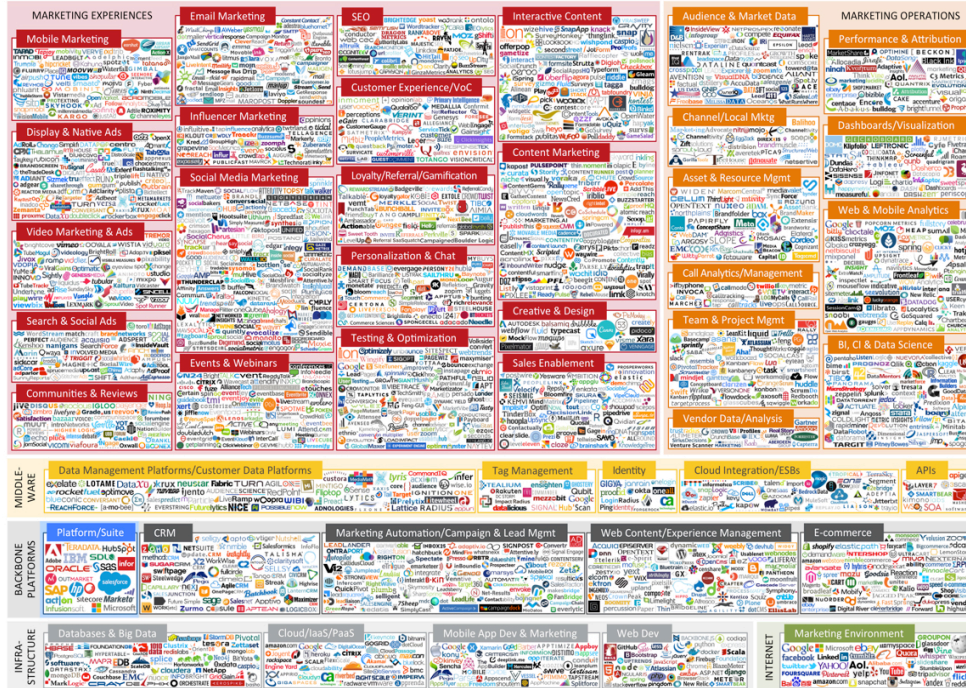
What this means

- Rise of marketing ops function
- Alignment of marketing and IT
- Digital natives dominate marketing teams
- Specialist agencies
- Niche start ups and major players provide multiple tech options
- Marketing budgets geared towards tech investment – and away from media spend and agencies
- Rise of in house agencies

Technology enablers – confused?

 chiefmartec.com Marketing Technology Landscape

January 2015



by Scott Brinker @chiefmartec http://chiefmartec.com

Key assets – in house or external

- Tools

- Data Management Platform
- Preference Center (and privacy compliance)
- Marketing Automation
- CRM (Salesforce etc.)
- BI tools
- Data visualization (Tableau etc.)
- DSPs
- Content asset management
- Social listening tools
- Matching software

- Capabilities

- Predictive analytics and models
- Lead nurturing for b2b
- Re-targeting
- Programmatic advertising
- 360 degree view
- Cybersecurity
- eCommerce transactions
- Addressable market data
- Account Based Marketing
- Content library

Privacy

- It is not just privacy anymore – it is the rights of the individual and power of the customer
- It is not just Europe – Japan, Canada, Brazil, Australia, Korea and many others have laws in place
- California now has a law governing access and control
- And in Europe and Canada there are laws governing how you communicate with individuals through digital means
- The new regulatory environment is a challenge – but should spur new thinking

Getting it right – how top businesses are reacting

Insight

- Data quality
- Data integration
- Documented process flows
- Stand alone analytics/BI teams
- Investment in technology
- Testing and re-testing of models
- AI/Machine Learning integration

Engagement

- Track behavior
- Link behavior to journey stages
- Add appropriate content
- Consistent “look and feel” across all channels including web, landing pages and social
- Remember to embrace what works in search across channels
- Focus on post-sales experience

Shell

Commercial Fuels division

Global scope

Mid level fleets (size and number)

Major country by country
differences in price, profit,
competition, and distribution

Marketing strategy was fourfold:

- Acquire new customers
- Engage with drivers
- Increase share of wallet
- Predict drop off



Insight was driven
by:

- Best customer profile
- Digital engagement metrics
- Loyalty card usage
- Segment and country models

5 key takeaways

- Everything begins with the right digital strategy
- Focus on metrics – and testing
- Choose your technology stack carefully – but ruthlessly discard legacy systems
- Do not skimp on resources to ensure data quality
- Look after – and measure - customer experience – and results should follow

Questions

-and answers

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Wyckoff NJ

Global Market Entry

Data Consultancy

Account Based Marketing

GDPR and Privacy compliance

Business Development strategy