

NEXT-GEN
D M P

How Data Onboarding Drives Better Customer Experiences and More Revenue

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Discussion Topics

- ① The New Customer Journey
- ② Onboarding Data
- ③ Benefits
- ④ Best Practices
- ⑤ Use Cases
- ⑥ Key Takeaways
- ⑦ Q & A



The background of the slide features a dark blue color with a subtle, abstract network pattern. This pattern consists of numerous small, light-blue circular nodes connected by thin, light-blue lines, creating a complex web-like structure that spans the entire page. The lines and nodes vary in opacity, giving the graphic a sense of depth and connectivity.

The New Customer Journey

Welcome to the Age of the Customer

I need...

I want...

I expect...

REAL TIME

RIGHT TIME

Personal

Perfect

Now

Moment of truth then...

Panel based research told marketers why people choose Brand A over Brand B

Brand feelings drove purchases.

Moment of truth NOW...

The mobile phone which contains the collected knowledge of the universe is used to decide.

Data (reviews, pricing info) drive purchases.

The price of getting customer experience wrong can be staggering

According to Harris Interactive, 89% of customers who have an unsatisfactory experience will take their business elsewhere. And winning them back...costs 7X more than it does to keep them in the first place.



89%

OF CUSTOMERS
WILL GO ELSEWHERE

To get the customer experience right...

...you need to understand the holistic customer journey

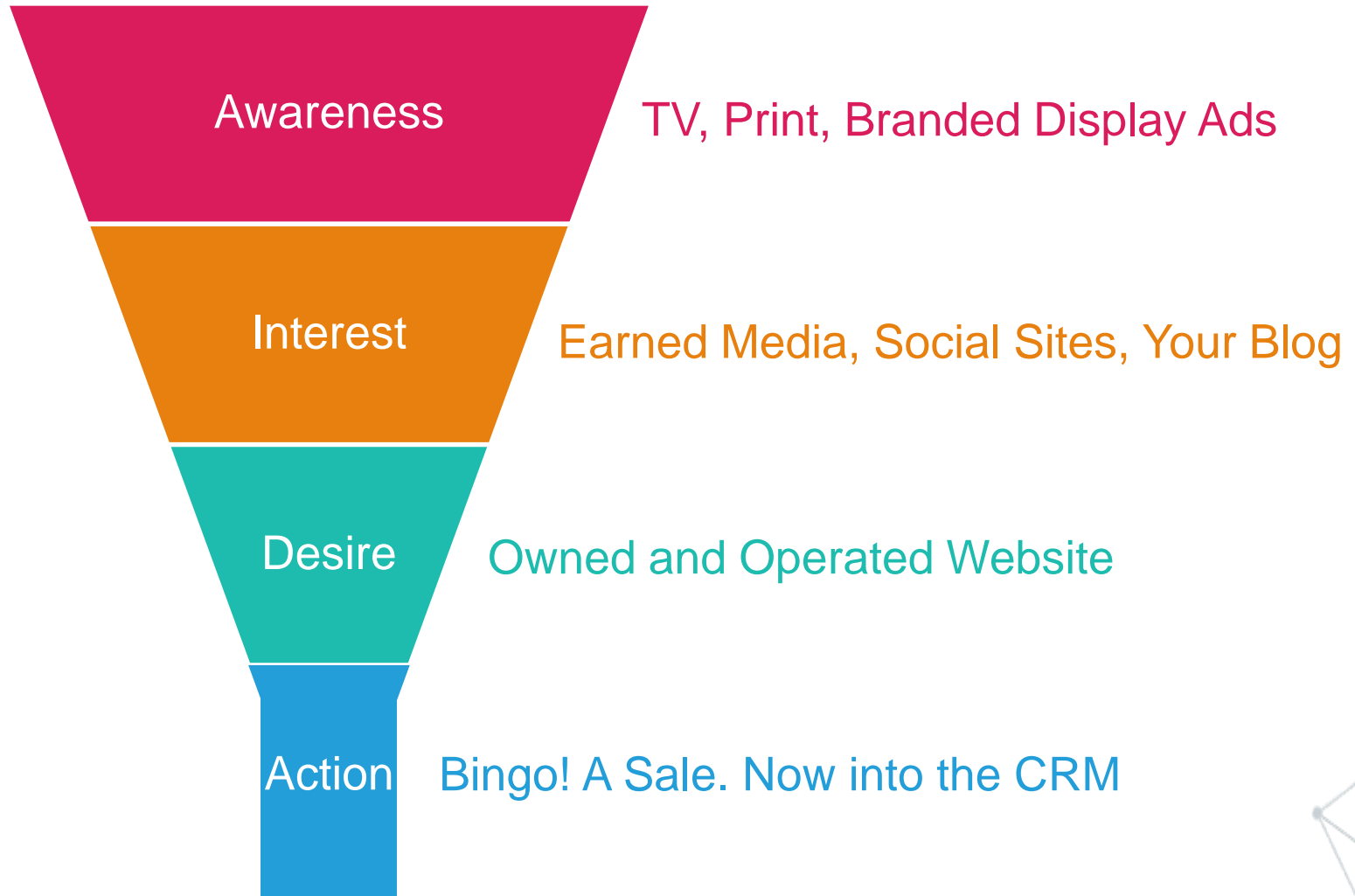


94% Customers
discontinue engagement with a
company after an irrelevant
experience.

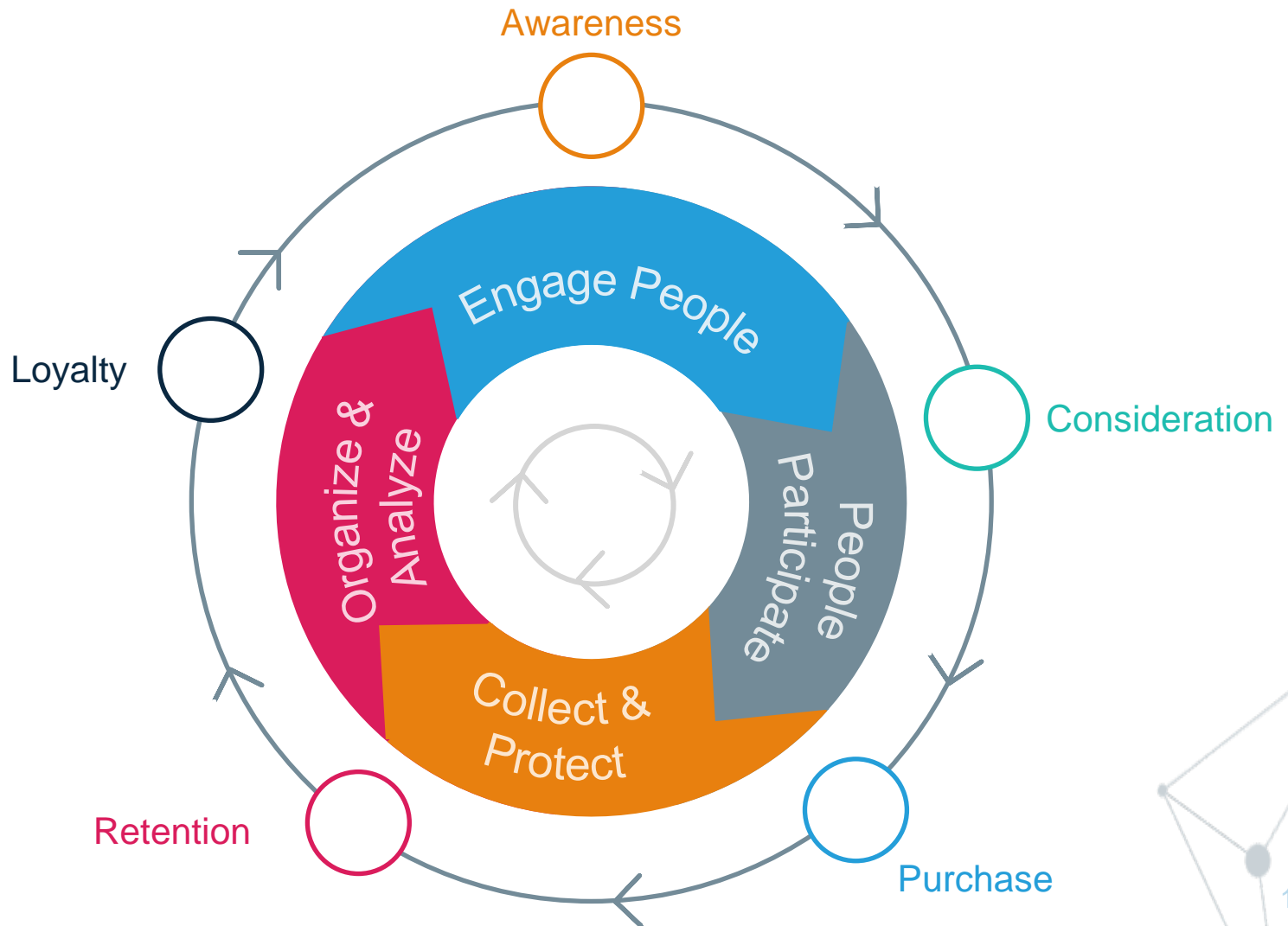
And yet...

97% Amazon's customers return for repeat purchases within eight weeks.

The old “AIDA” funnel



Today's customer journey is continuous and dynamic

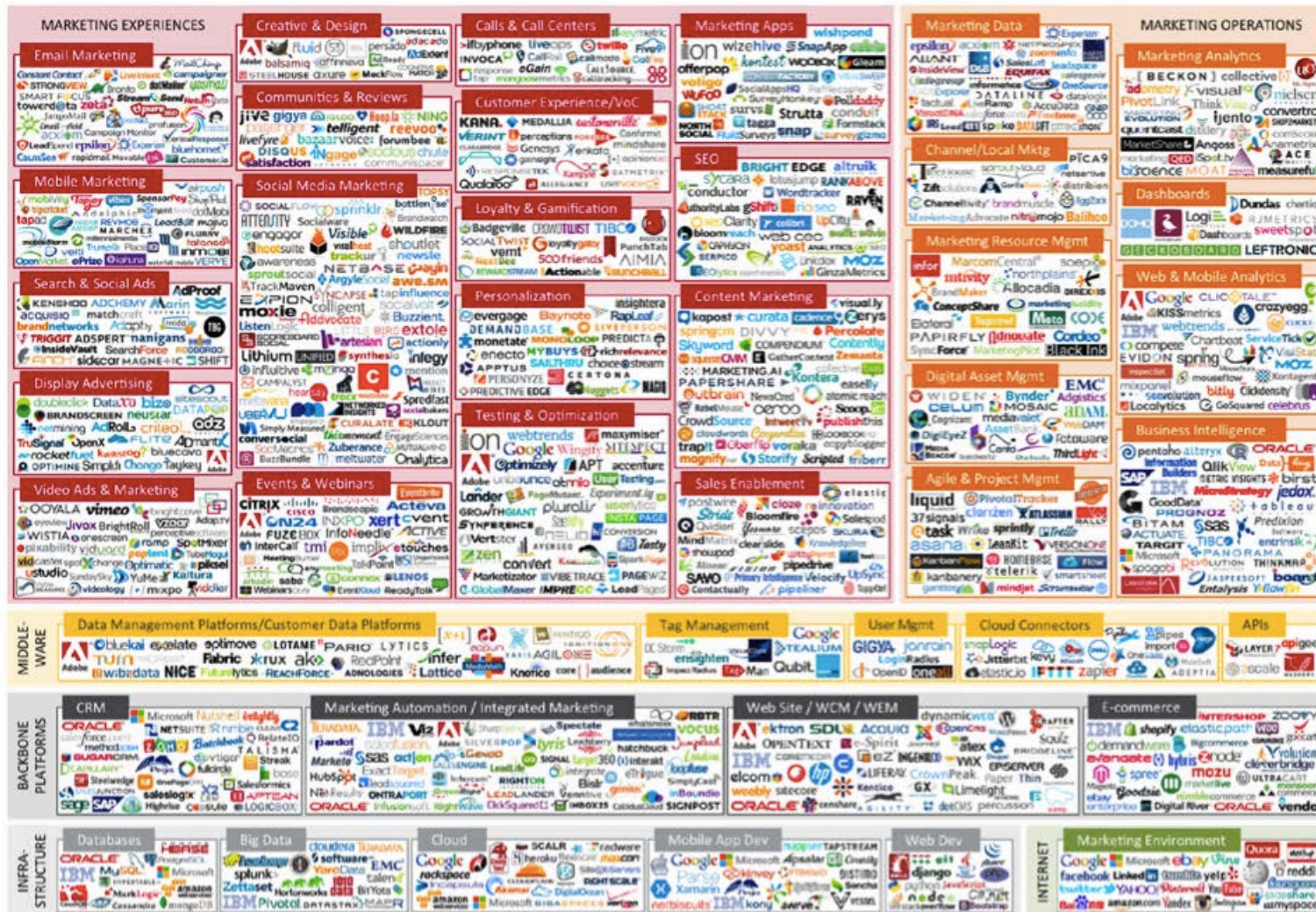


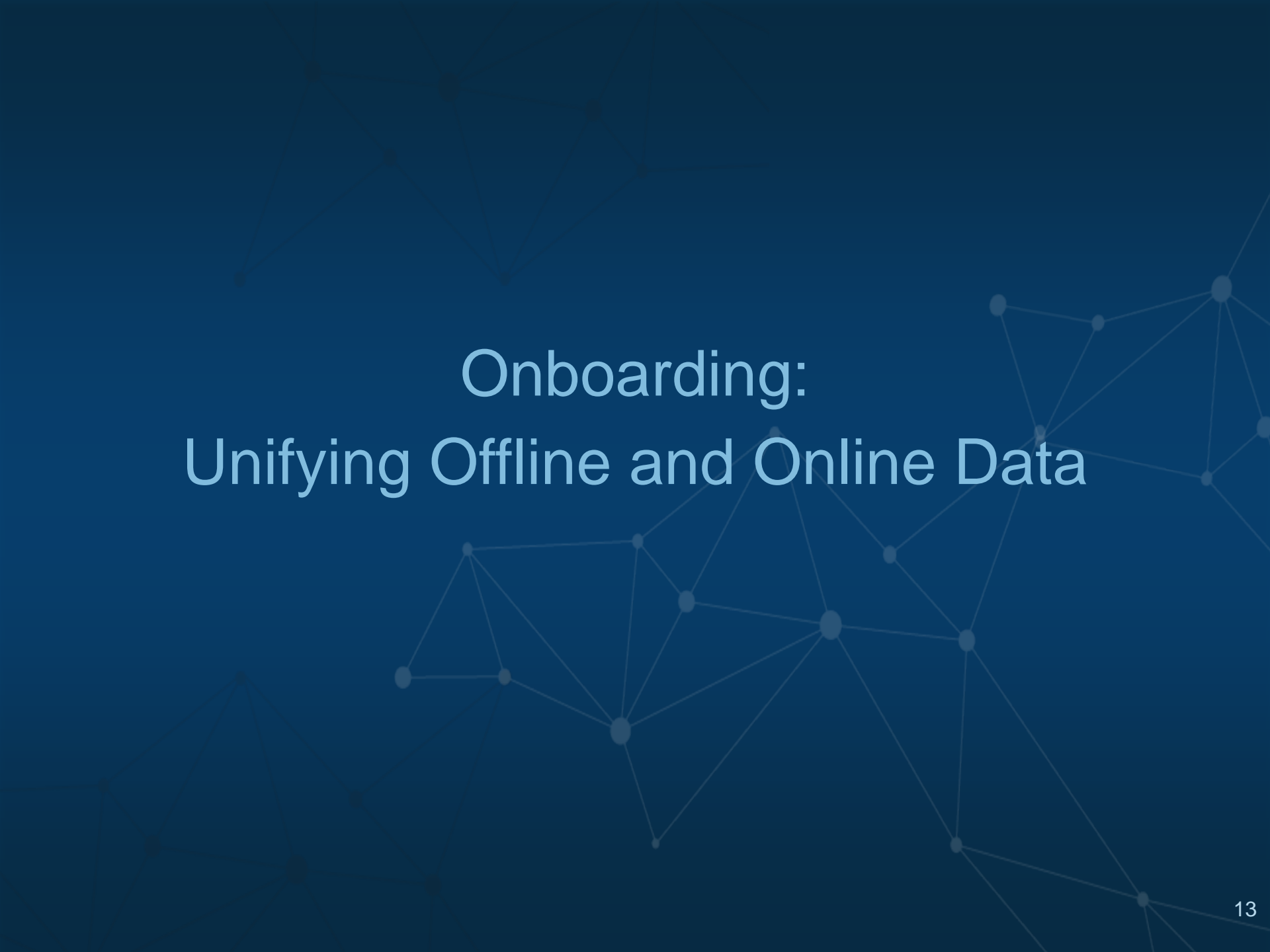
Marketing technology is the weapon

In a digital world, software is the chief means of engaging prospects and customers. A marketing team's choice of software and how to configure and operate it...materially affects how the firm influences its audience and how the audience sees the firm.

”

Technology Complexity For A Marketer



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Onboarding: Unifying Offline and Online Data

Onboarding is the transfer of offline data to the online realm...

...for a complete profile of people and their customer journey.



Onboarding Process

Upload.

Customer data files are imported via a secure process.



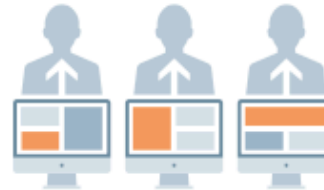
Anonymization.

Customer records are anonymized and personally identifiable information (PII) is removed.



Matching.

Anonymized customer records are matched to online devices or anonymous digital IDs.

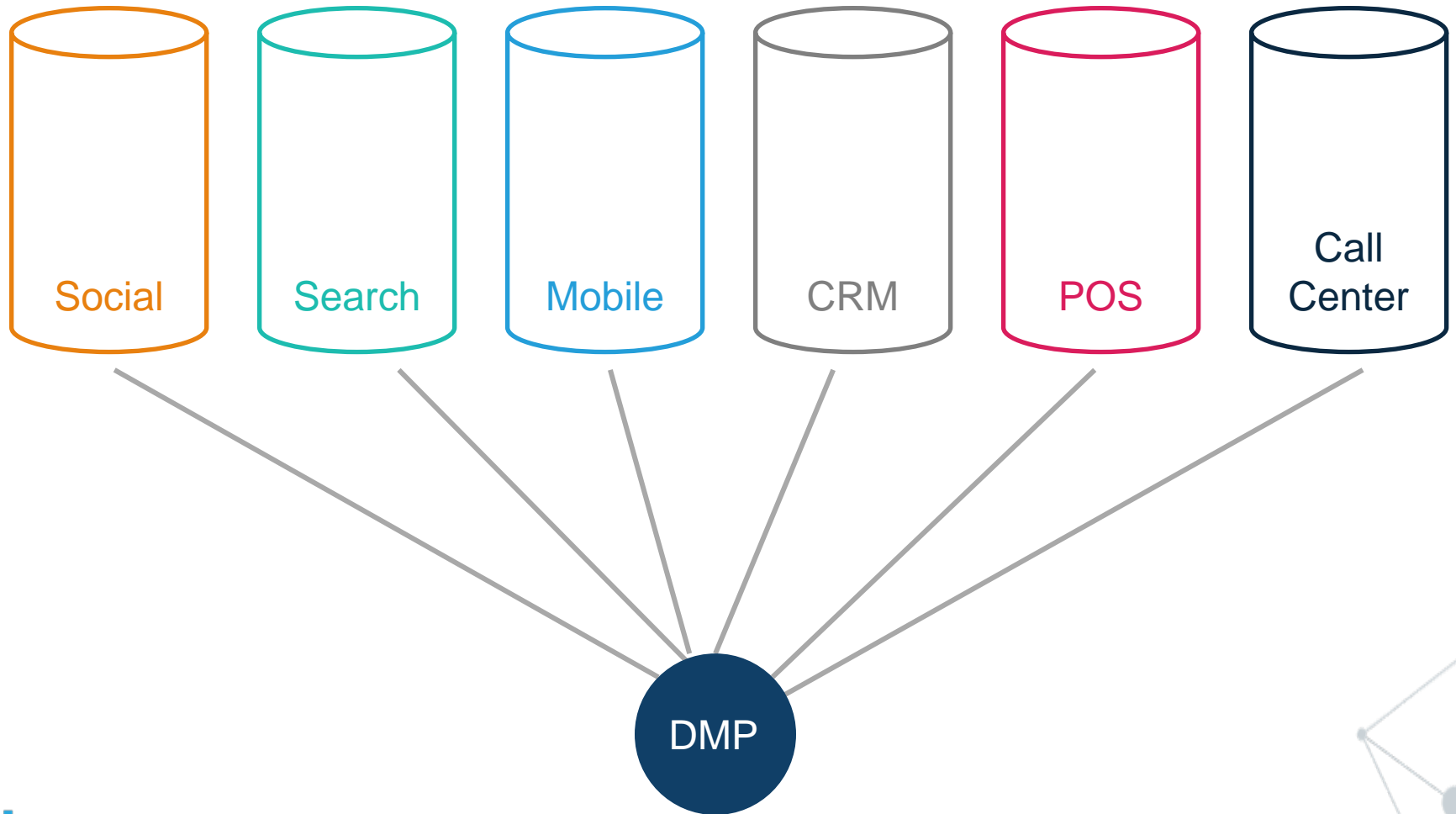


Distribution.

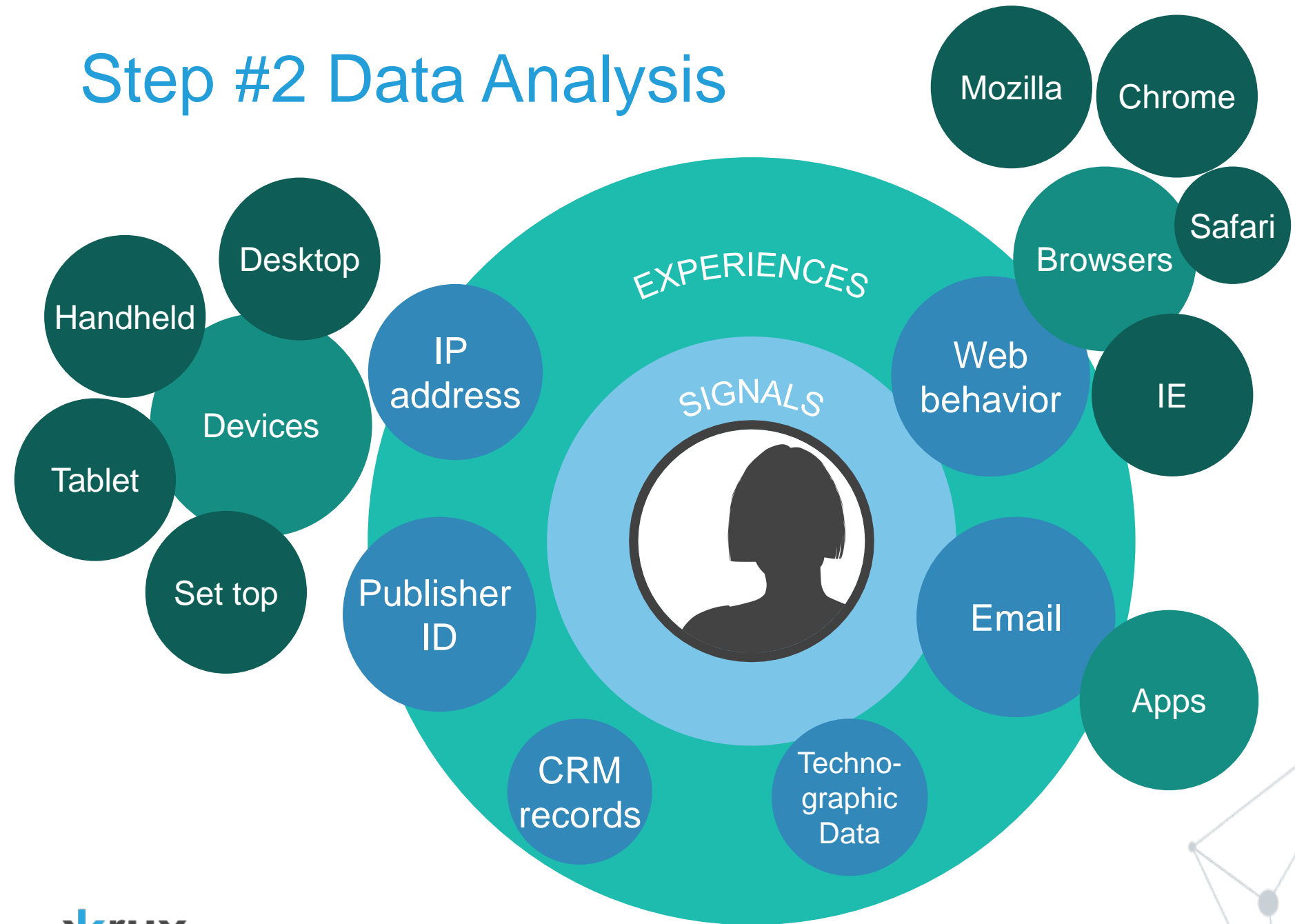
Data segments are activated for use in marketing applications and media platforms.



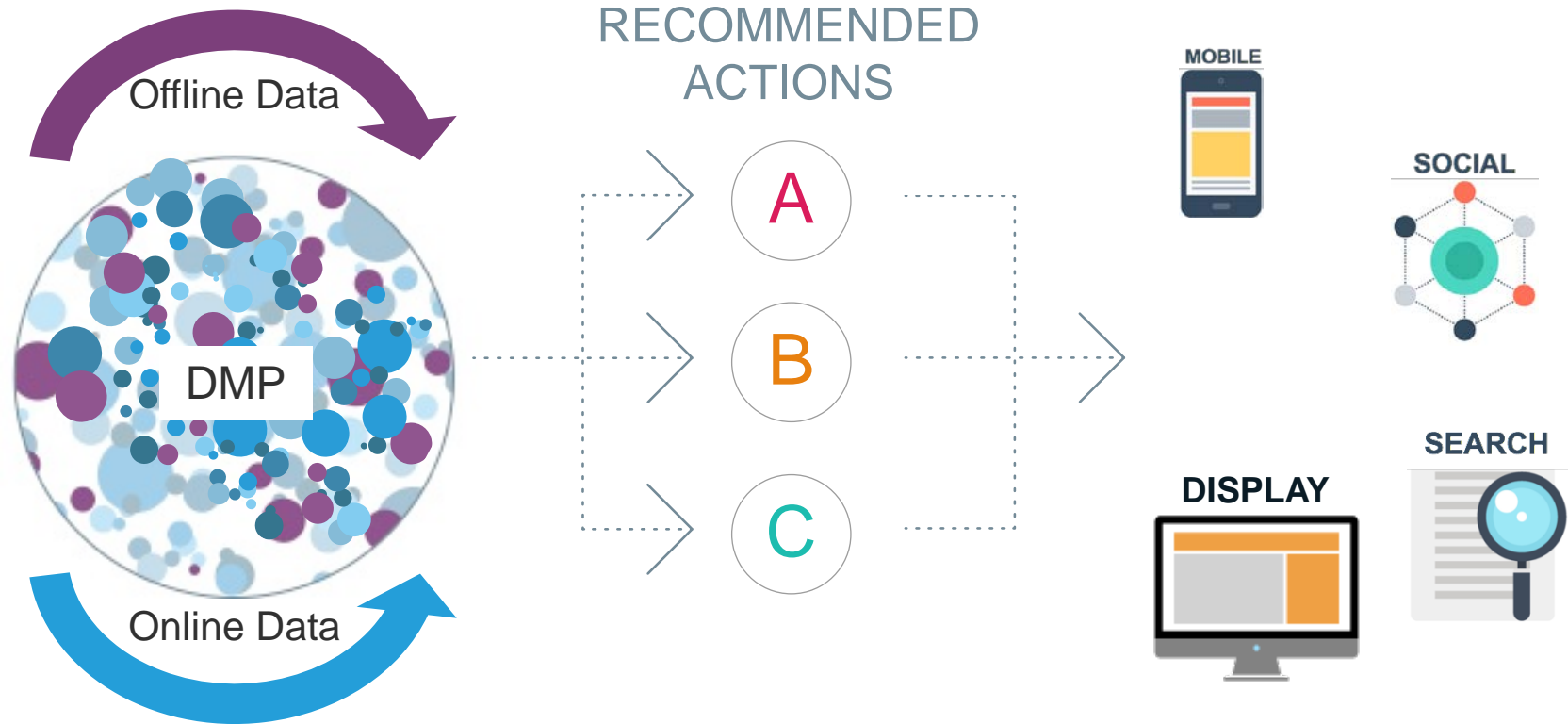
Step #1: Data Unification



Step #2 Data Analysis



Step #3: Data Activation



Activation is the use of data to advise the serving of ads, purchase of media and the behavior of apps or web sites.

Unknown to known consumer mapping



Unknown

Unstructured and
structured data

Known

Identify high-value
segments and target

Identify and Target

Brand/KPI-specific
Targeting for engagement



Onboarding Benefits

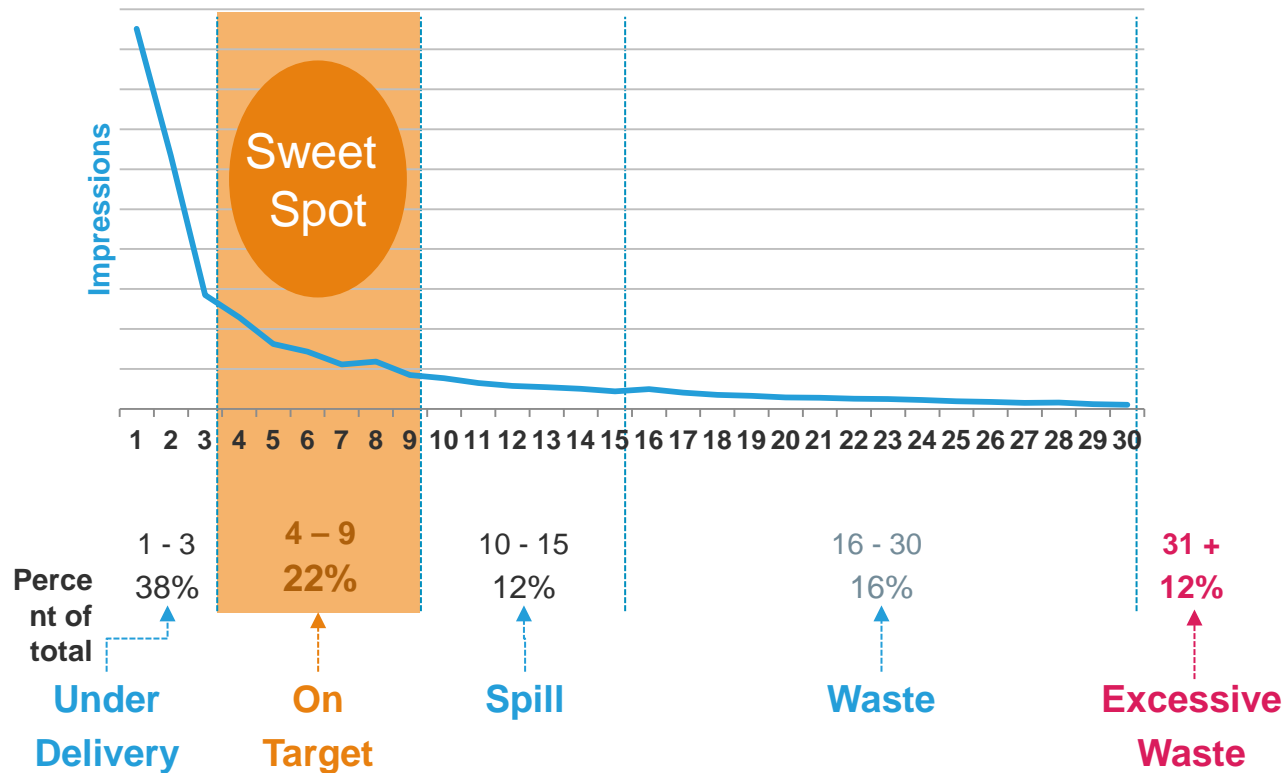
Benefits

- Holistic customer journey
- Insights on audience attributes
- Purchasing patterns
- Spend waste reduction
- ROI increase
- More precise targeting
- Relevant content: personalized and timely
- More engagement
- Higher conversions



Use Cases

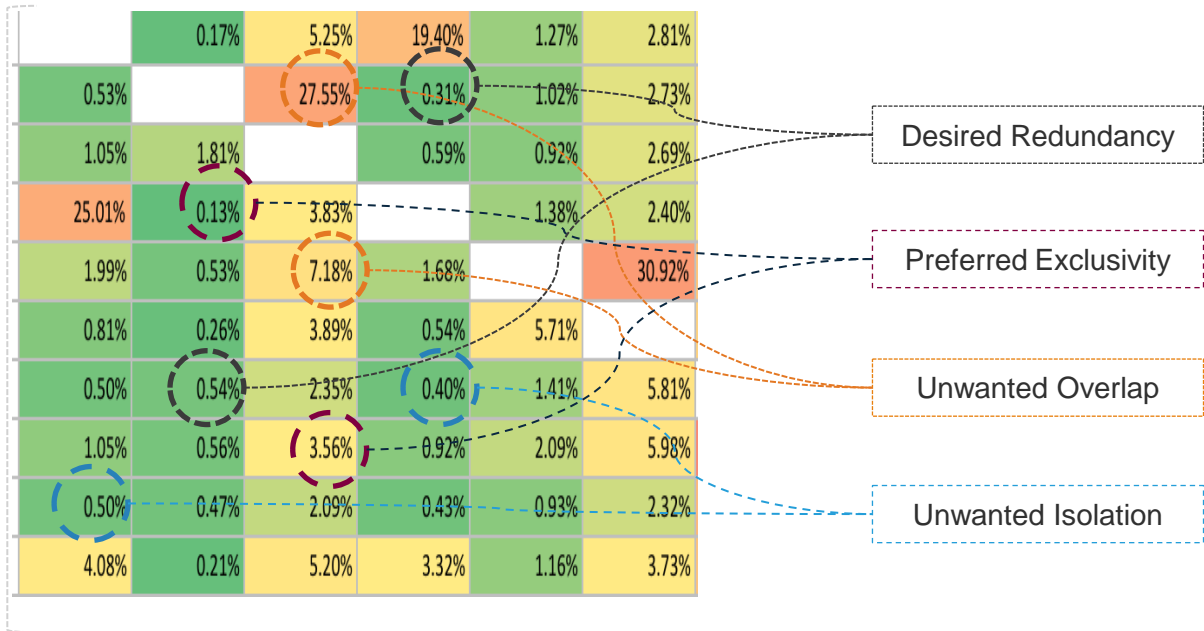
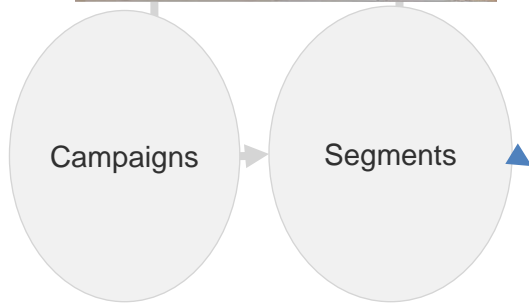
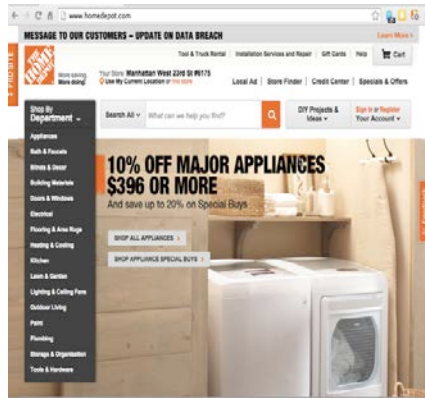
Global campaign management to reduce waste and increase ROI



Map the **consumer journey** to activate and amplify lifetime value



Consumer and media overlap analysis to increase unduplicated reach



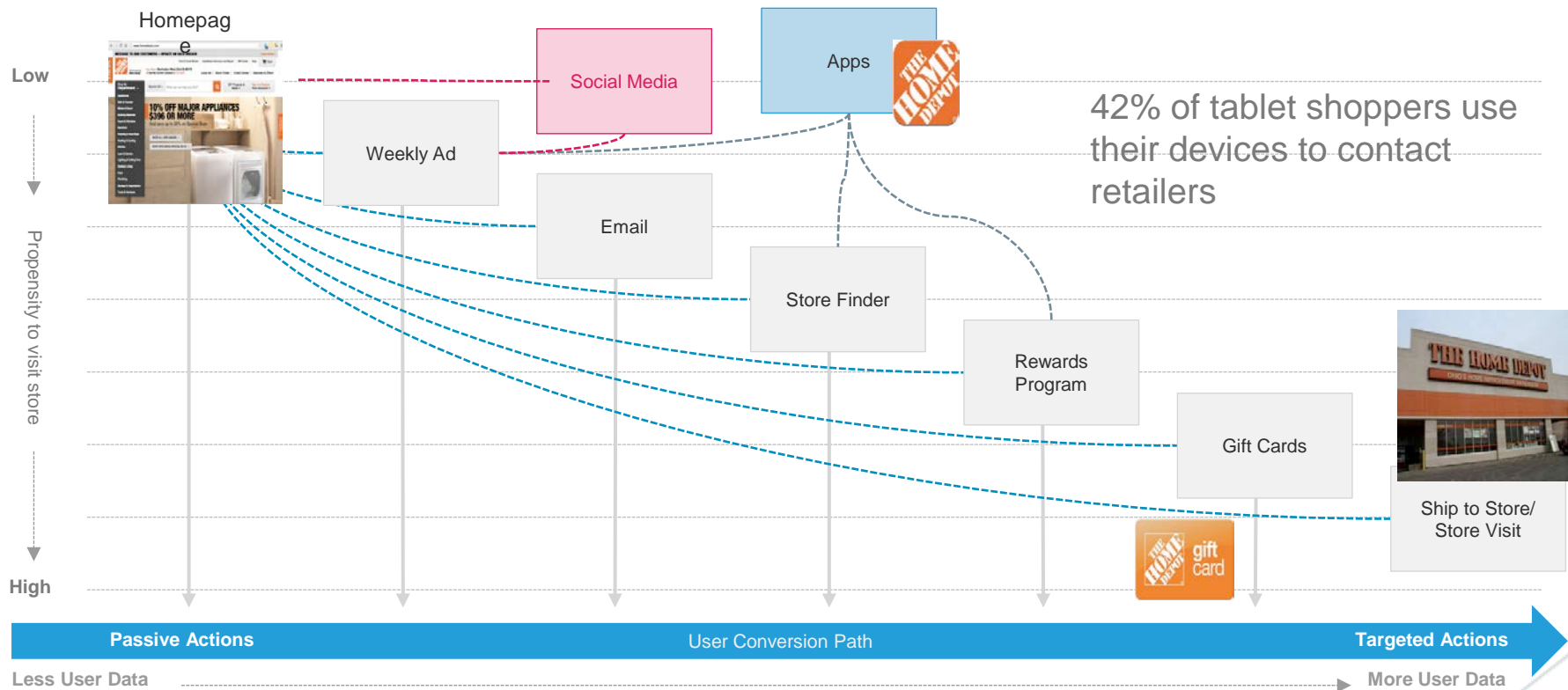
Inputs	Overlap Models	Analysis
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Audience based attribution through flexible modeling

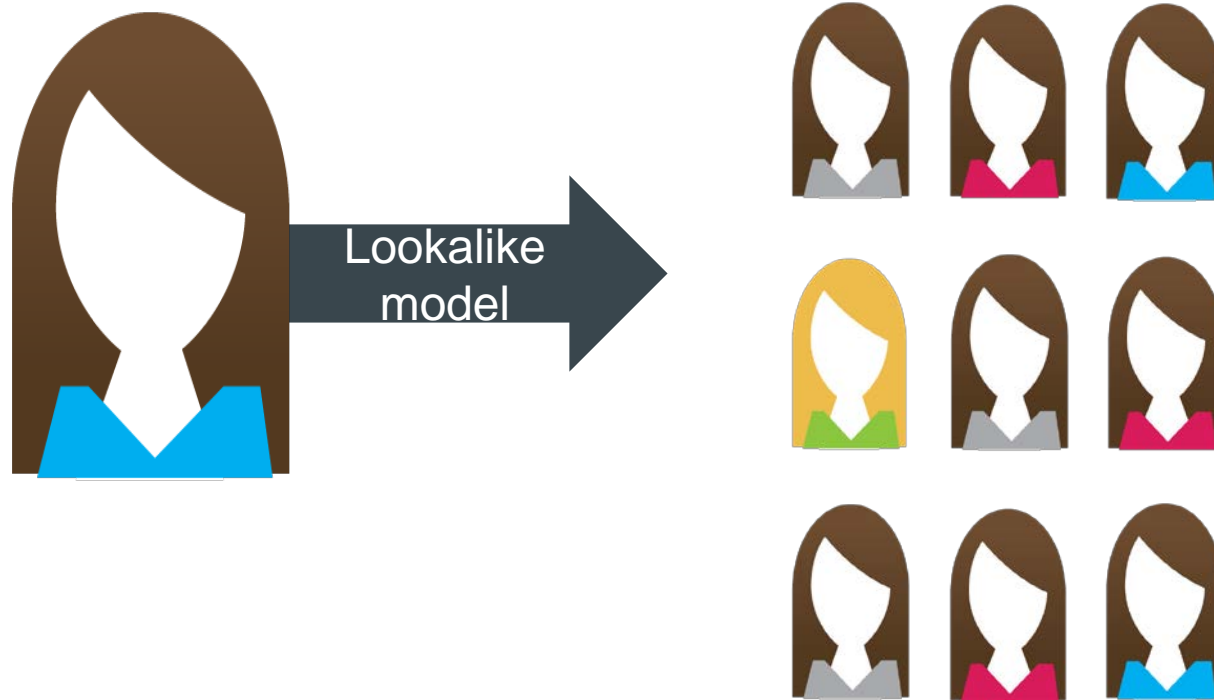


Inputs > Conversion Events > Attribution Models > Outputs

Conversion path analysis to drive better ROI

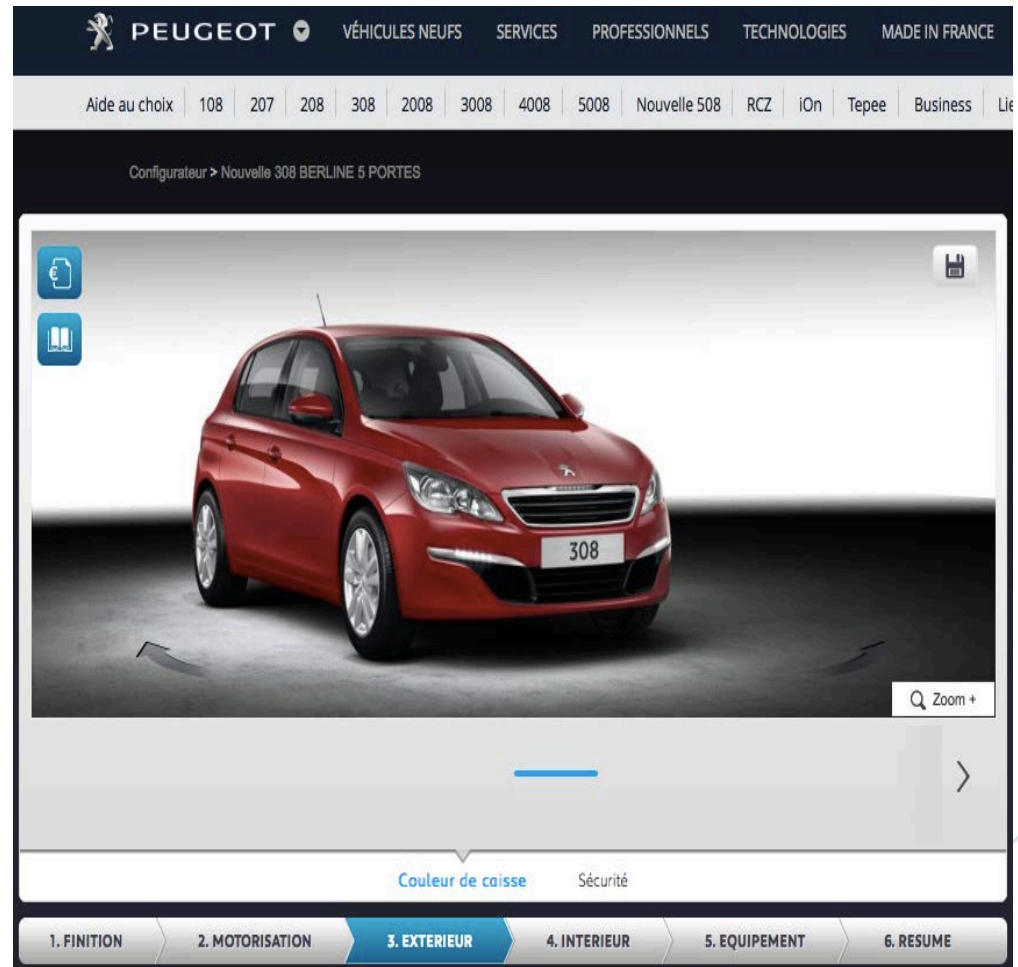


Discover new relevant audiences to drive new customer acquisition

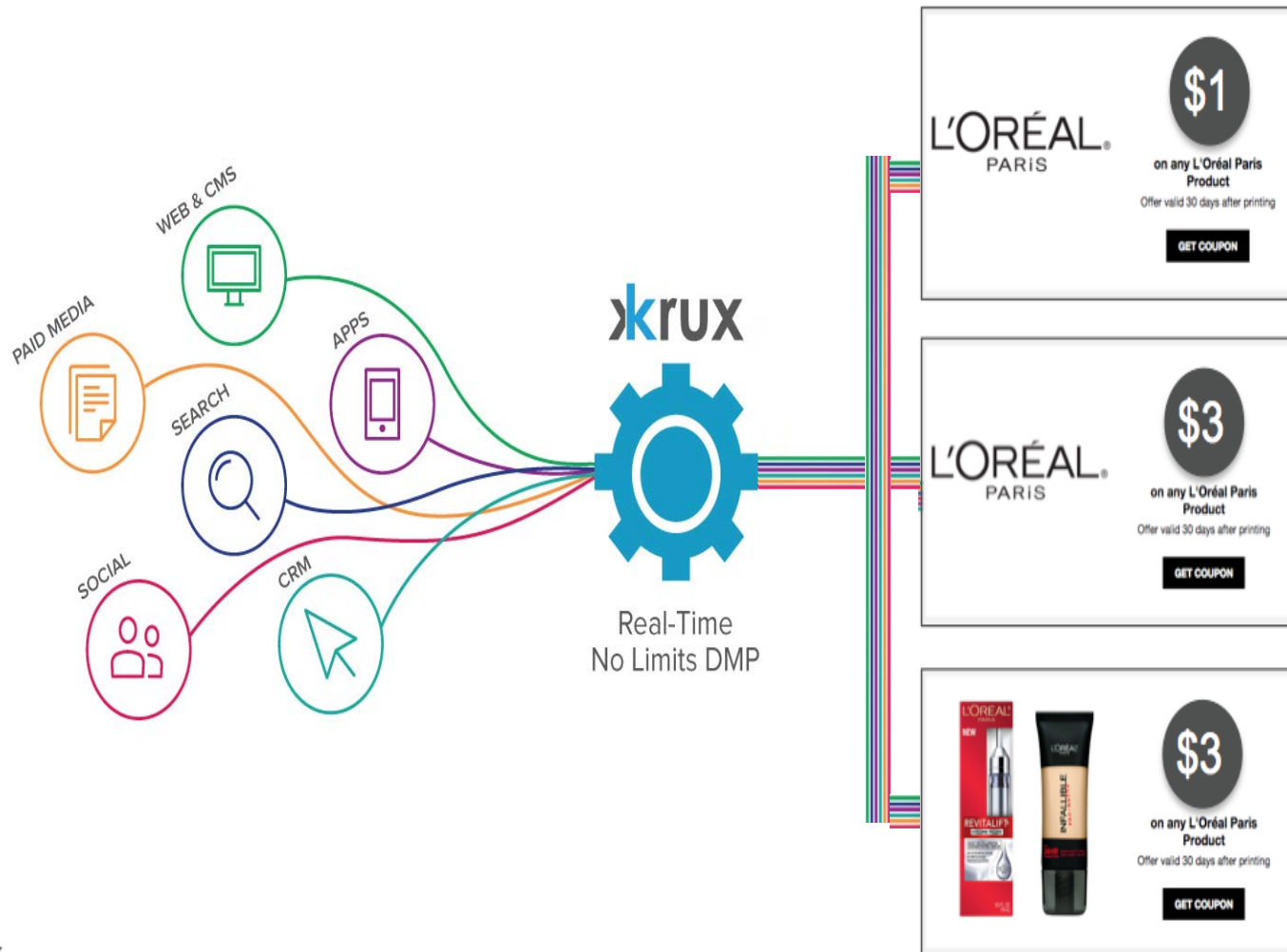


Data Fuels Content Customization

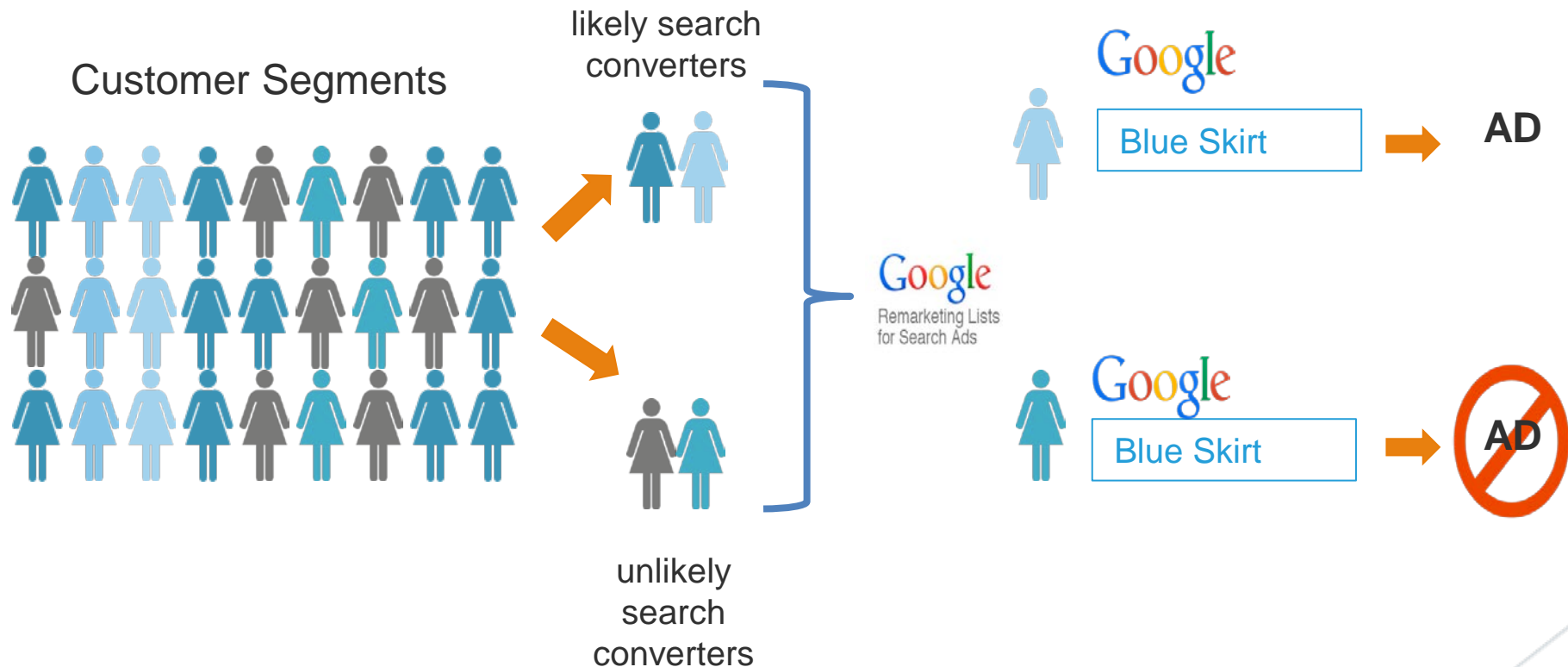
- Need: Custom Website Experience
- Dynamic 1-1 Experience: Red Car in configurator—that car is waiting for them when they come back
- No current ability to segment visitors for custom content



Customize offers to drive high value conversions without waste



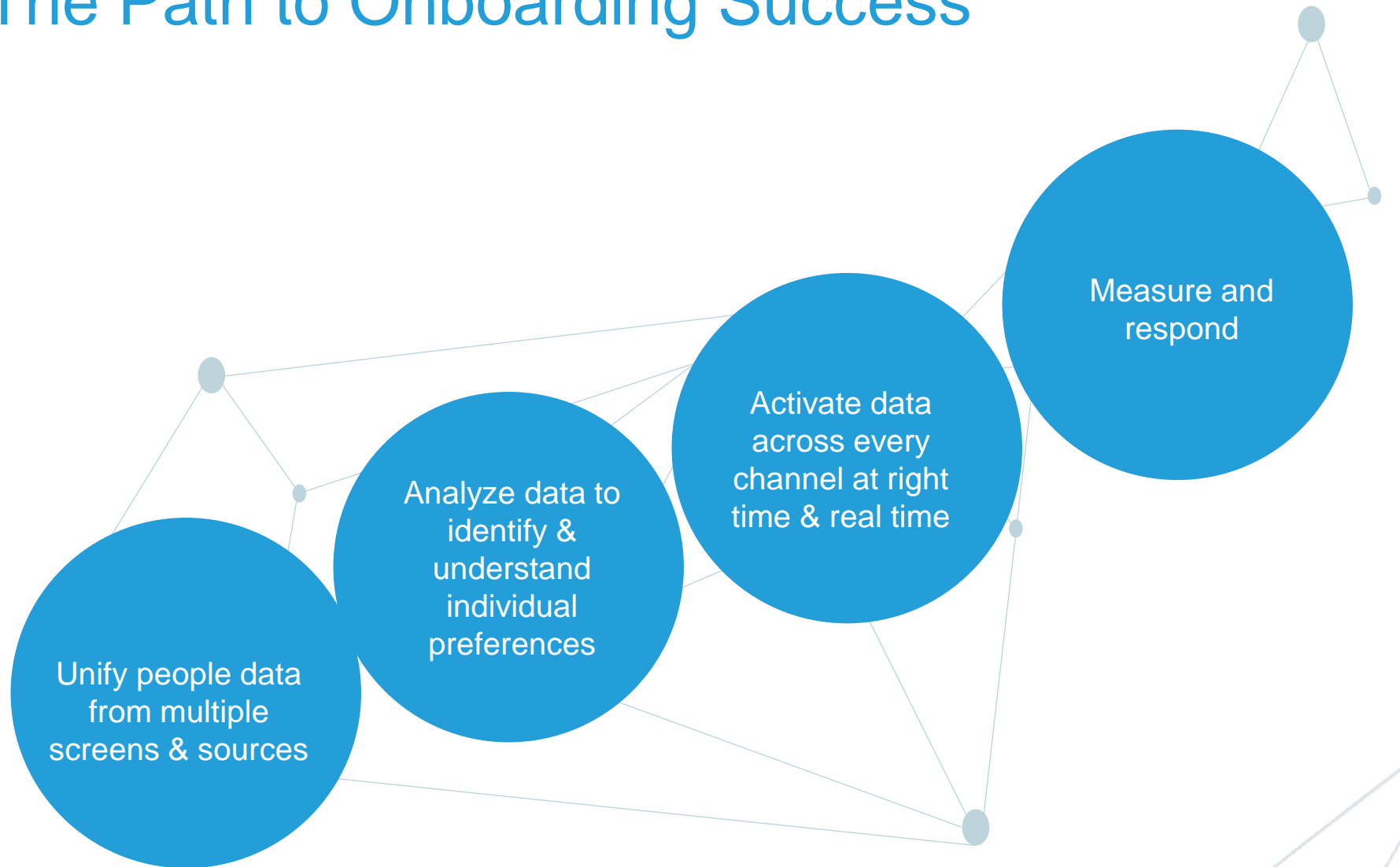
Search conversion improved by re-targeting high conversion audiences





Summary

The Path to Onboarding Success



The background of the slide is a dark blue color. It features a complex, abstract network of thin, light blue lines connecting various circular nodes. These nodes are of different sizes and are scattered across the slide, with some clusters being more dense than others. The overall effect is a sense of interconnectedness and digital structure.

About Krux

Krux helps businesses improve consumer engagement through activation of people data

History

Founded in 2010, HQ in San Francisco, offices in Boston, London, New York City, Tokyo, Los Angeles, Singapore, and Sydney

2.3B

devices and browsers

5PB

analytic environment on-demand

100B

impressions/month

1.5B

CRM records/month



Thank you!

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