



## Data Driven Campaign Management and Customer Experience

Marketers are eager to exploit the innovative changes that are occurring in digital marketing. A recent Gartner study showed that 89 percent of companies surveyed expect to compete mostly on the basis of customer experience at each paid, earned, and owned media touch point in the customer journey<sup>1</sup>. Organizations are facing major challenges when it comes to reaching the right user with the appropriate message and then motivating them to take the appropriate action.

### What stands in the way of their success?

Changes in customer behavior and expectations and the constantly evolving technology landscape are changing the way companies market to and engage with their customers and prospects. Deloitte Digital is working with marketers to hone their efforts

to focus on improving the buying experience, sharpen audience targeting, provide a better cross-channel journey, and offer deeper customer-engagement experiences.

### Entice, engage, excite, and extend the experience funnel that drives data ownership and marketing strategy transformation

Historically data has been decentralized, collected in silos and optimized to the specific channel, with limited to no sharing between channels. Now marketing organizations are coordinating their marketing efforts across different channels, but are struggling due to an explosion of customer touch points, an increasingly complex MarTech landscape, and the need to integrate disparate data types to deliver great experiences. This 'experience funnel' represents customer engagement through the full marketing lifecycle, and it is powered by the data, decisions, and delivery of those experiences at every point in the funnel.

<sup>1</sup>

Citation: <https://blogs.gartner.com/jake-sorofman/gartner-surveys-confirm-customer-experience-new-battlefield/>

What if there was an experience platform that orchestrated customer engagement across all channels and governed data flow and access so that marketers could trust the precision of that data in real time? Imagine a future where your marketing teams can use tools across the experience funnel without worrying about data privacy issues. As a marketer, you should have confidence that data privacy governance and business rules are in place to prevent violations. Deloitte Digital's Customer Data Platform (CDP) leverages leading technologies to help organizations better manage their data and own the full customer journey.

Marketers want to own their data across paid, earned, and owned channels and integrate it across the customer journey.

### What's getting in their way?

In Deloitte DNA Survey of Senior Marketing Executives, August 2016, respondents cited the top five challenges they needed a trusted partner to help navigate:

- 1 Customer experience marketing ROI measurement and planning
- 2 Data integration management
- 3 Targeting and personalization
- 4 Marketing technology systems integration
- 5 Industry expertise and organizational knowledge

Additionally, Deloitte believes data privacy compliance will quickly become a top priority as companies prepare for increased scrutiny while more stringent data privacy regulations

are put into place, such as the General Data Protection Regulations (GDPR) taking effect in May 2018.

Data has become the cornerstone of modern marketing; however, as more and more data is gathered from disparate sources, management of that data has become more complex. To accurately analyze and gain actionable insights from large volumes of data, not only is a data management strategy necessary, but also a system that makes data easily available to marketing managers and the marketing tools they support. Also, mishandling of that data now has real-world ramifications that cannot be ignored. To break down these barriers, CustomerData Platforms (CDP) are becoming indispensable.

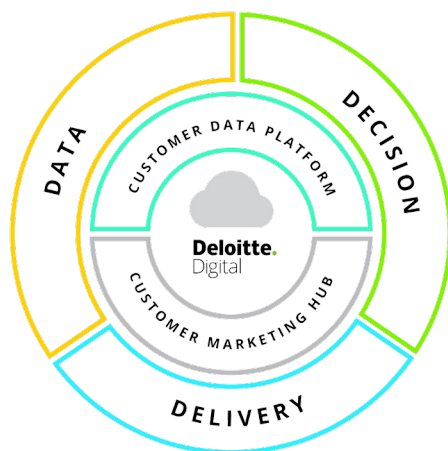
Forward-looking marketers are taking control of their data management strategy by engaging directly with industry leaders in digital transformation and best in class MarTech and AdTech providers. Working with these experts, organizations can begin to develop and implement an integrated marketing funnel backed by a tech-enabled business plan that will improve the customer experience, drive personalized marketing, and scale across all customer touch points.

### Deloitte Digital's approach towards Customer Data Management and Customer Marketing Hubs

In the past, stand-alone CRM, MarTech, and AdTech systems have traditionally helped brands analyze data about customer history to enhance and build relationships. However, they are often unable to deliver on the promise of providing seamless customer experiences because they fail to answer key issues that plague marketers:

- How do we handle unstructured data?
- How do we make data accessible in real time across the systems?

# Deloitte's cloud-based Customer Data Platform & Customer Marketing Hub



Create a **single view** of your customer  
Construct your data for **real-time**  
Host behind your firewall

360 customer insight reports  
**Machine learning** to continually unlock new insights  
Optimize **real-time offers** based on real-time data

**Omni-channel orchestration** of next-best-action  
Seamless customer experience across all channels

- How do we integrate new types of emerging data like social media?
- How do we define and execute the data management strategy?

## Take back control by owning the journey

Deloitte Digital's approach to data-driven campaign management and CDPs can provide marketers with the right tools to take back control of their data, decision-making processes, and experience delivery.

### OWN THE DATA

A CDP helps marketers capitalize on quickly evolving opportunities with an interconnected solution that creates a single view of their customers. Marketing organizations can construct strategies based on real-time data and host that information, regardless of source, in their own private cloud, behind their own firewall. Deloitte's approach to the CDP gives marketers control over the data across all channels.

### OWN THE DECISION

Delivering on the promise of enhanced customer experiences includes owning the decision-making process and automating that process as much as possible. Deloitte Digital's approach to the CDP offers 360° customer insight reports and leverages machine learning to continually unlock new insights and optimize offers based on real-time data. Deloitte Digital solutions include business intelligence, advance analytics/modeling, and content decisions that can optimize customer experiences.

### OWN THE DELIVERY

Delivering real-time, one-to-one personalized experiences to every touchpoint across the customer journey is becoming critical to the success of marketers. By building a CDP, it enables a Customer Marketing Hub that feeds a 360° view of customer data into

the marketing ecosystem. With Deloitte Digital's approach to a CDP enabled marketing hub and deep experience with helping organizations connect marketing ecosystems, marketers can own experience delivery by achieving true omni-channel orchestration of the customer journey.

## Learn More

To learn more about Deloitte Digital's approach to data-driven campaign management, please contact one of the following team members:

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## About Deloitte Digital

From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology experience to define and deliver digital solutions. Deloitte Digital creates digital experiences for the connected enterprise, delivering strategy, mobile, social, web, cloud and digital content management solutions that can help strengthen clients' brands and evolve their businesses. And, Deloitte Digital is backed by Deloitte's broader consulting, tax, audit and financial advisory services, bringing the power of over 400+ U.S.

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