Cross-Channel Marketing Platform (CCMP)

Managing campaigns and reaching customers in real time

Geo Strategies

Experian™

Cross-Channel Marketing Platform

The relationship between brands and customers has fundamentally changed. Whereas once there was equilibrium between customer expectations and brand fulfilment, now the balance has tipped to the extent that customer expectations goes way beyond what most businesses can deliver. Customers now demand a seamless user experience regardless of the channel or device they use to interact with the brand. Meanwhile, brands have struggled to keep pace with the rate of change which has created a gulf between the ever increasing demands of the customer and what brands are able to deliver.

The growth of mobile means that consumers are "always on" and they expect brands to be the same. Smartphone penetration in the UK has now exceeded 51% of the population and data from Experian Hitwise showed that 25% of all product searches driving traffic to retail websites over Christmas 2012 were from tablet devices. The convenience of mobile allows consumers to text, tweet, email, check in, research and shop at any time and any place – brands need to be able to respond to the desires of the modern "always on" consumer.

On the marketing side, so many of the tools that we've used for years to connect with consumers are focused on a channel — whether that's email, mobile, catalogue or the web. The big challenge for marketers is that message delivery within channels almost always happens via disparate platforms, and, as a result, outreach to consumers is uncoordinated. This disconnect is confusing for consumers and expensive and cumbersome for brands.

These dynamics have brought brands to a crossroads because, quite simply, consumers are way ahead of the systems we use to communicate with them. The good news for marketers is that there's an emerging solution to help solve this problem: the Experian Cross-Channel Marketing Platform (ECCMP).

What is ECCMP?

ECCMP enables marketers to coordinate their campaigns across channels delivering smarter marketing communications to customers. In a nutshell the platform:

- Integrates consumer information that comes in from multiple channels into a single view

- Gives marketers the ability to understand how consumers interact with different channels — and what their channel preferences are

- Identifies how marketing efforts in various channels impact sales

- Groups customers together to enable "triggered" marketing outreach

- Interacts with customers across multiple channels in both a batch-based and real-time fashion

- Manages all marketing campaigns across channels through one system

Cross-Channel Marketing Platform

Marketing Sophistication Curve

Cross-channel marketing is something that has been talked about for years but in reality is still out of reach for many brands. The emphasis on channels has led to marketing teams working in silo and focusing exclusively on their deliverable be that email, social, search, banner advertising, billboards, direct marketing – the list goes on.

Most brands understand that they need to have a presence across multiple channels, but very few have the sophistication to link these consistently and get their channel experts to collaborate and execute effective cross-channel campaigns. The various stages of sophistication are illustrated in the Marketing Sophistication Curve that provides an intuitive guide for brands to evaluate their level of cross-channel marketing sophistication, and a path with suggested opportunities for improvement.
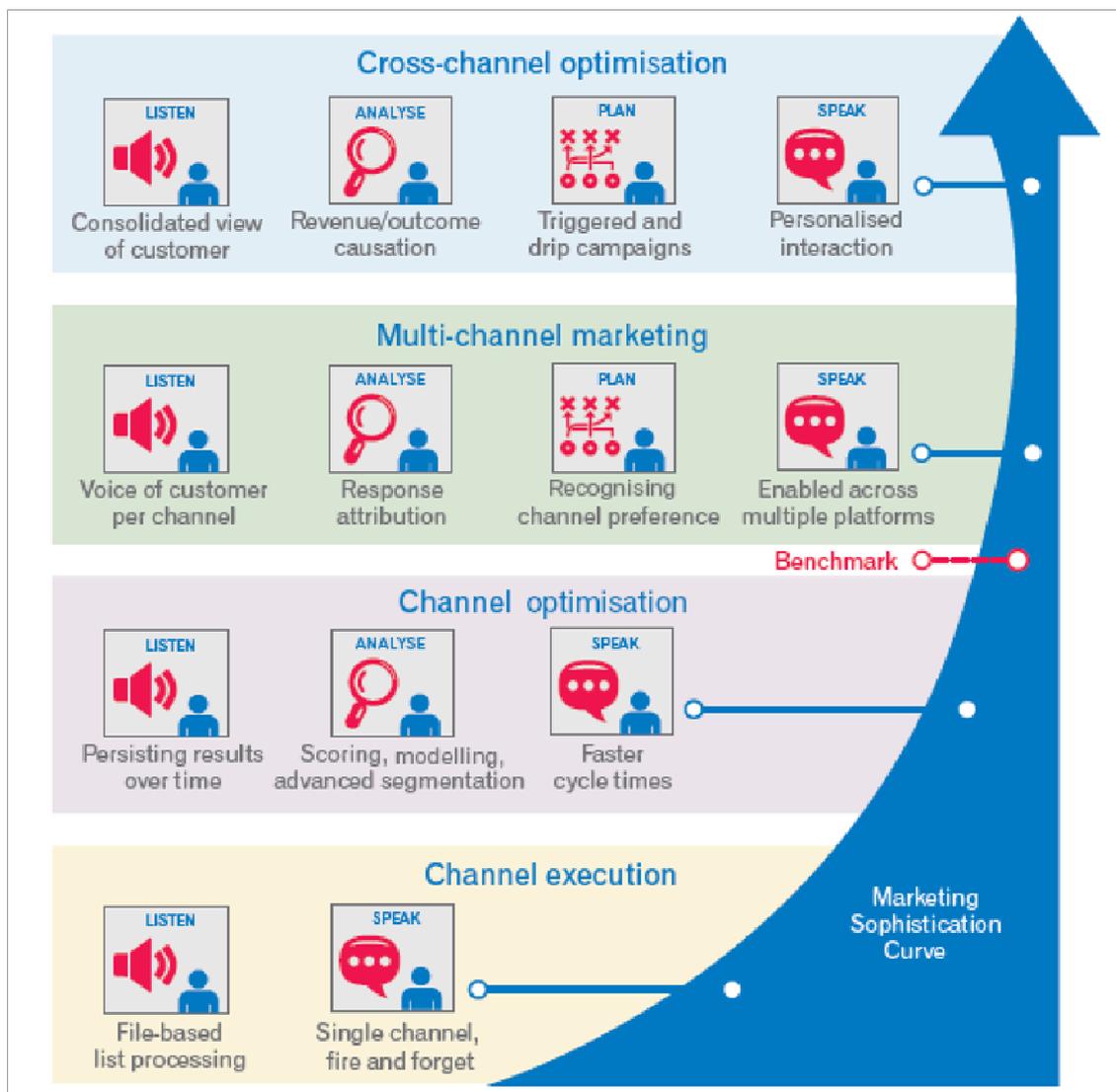
Cross-Channel Marketing Platform

There is a sharp distinction between multi-channel versus cross-channel marketing. While multi-channel means being present and active in multiple channels, cross-channel means being consistent and coordinated across these channels.

Measuring progress in cross-channel sophistication provides strategic direction about where to invest in technology and processes. Cross-channel optimisation requires an integrated approach across the customer journey, company silos and disparate systems. The empowerment of consumers and the advent of the cross-channel integration platform are creating a massive shift in how marketers think about both data management and campaign strategy. The sophistication enabled by ECCMP means brands need fewer outside vendors, resulting in cost savings to the business. However, the real strength of the platform is not in saving money but in delivering a better customer experience that helps to drive long term value, advocacy and brand loyalty.

Why is a cross-channel platform necessary?

Marketers need to restore the balance between customer expectations and what their brands can deliver. An Experian Marketing Services survey conducted in April 2012 found that 84% of consumers would walk away from a company that doesn't link up, understand and respond to their engagements across channels. Nothing irritates customers more than being offered products they have already refused or being contacted when they have specifically opted out of communications. In the digital age there is a proliferation of data available to marketers which means we can know more about our customers than ever before.

The challenge is bringing together disparate data sets and tying everything back to a single customer view. Managing all interactions through a single platform allows for a new level of knowledge and insight around who your customers are and how they interact with your brand across multiple channels. Using Experian data sets it's now possible to identify and profile what your best customers look like, find more of those customers, and with ECCMP engage those customers through the channel they are most likely to respond to.

Cross-channel marketing is a necessary evolution if marketers want to keep their customers happy, stay relevant, acquire new customers, retain their current base of clients and grow their business.

Cross-Channel Marketing Platform

KNOW   **GET**   **KEEP**
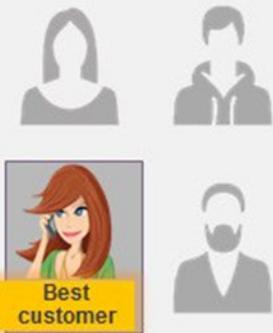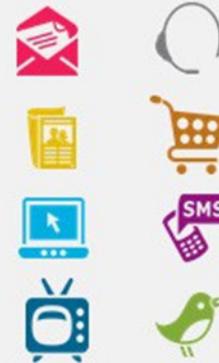
Experian Intelligent use of data helps to influence the conversation you are having with your customers. On the one hand, you have "Louise" who might be a heavy mobile user when researching products, but her preferred channel for purchase is online. "Laura" might be someone who likes to sit on the couch and thumb through a catalogue, then head into the retail store to purchase. By grouping these customers into personas by shopping habits, past purchase behaviours and other layers of consumer data and insights, marketers can get much more precise around messaging and targeting.

It's important to realise that ECCMP is not just about sending the right messages in a targeted way; it's also about knowing when not to send messages. For example, a video rental company might want to highlight an offer of the week to rent a particular movie at a discounted rate. However, for a customer who has rented that movie in the last 14 days, they are likely to feel cheated or short changed if the movie they paid full price for is now significantly cheaper on an offer. A part of ECCMP is restricting who gets messages and who doesn't – and in this case excluding anyone who has seen the movie on offer already and providing them with a better, more relevant service.

Cross-Channel Marketing Platform

The benefits of Cross-Channel Marketing

Data, analytics and insight are what enable a cross-channel marketing platform, but what makes it sing is that the consumer information living on the platform can be put into action via triggered marketing outreach. For example, typically a marketer will send an email with links that direct a recipient to the brand's website. Often the recipient will reach a landing page that extends the email's call to action (i.e., 50 per cent off, free delivery, etc.). Usually, the marketer will know what the individual has done in this chain of events — opened the email; visited a landing page and; hopefully, made a purchase. However, what the recipient also might be doing around the brand, say on their mobile device or in the store, is unknown; it's totally disconnected from the email process.

Imagine if all of these interactions and touch points could be managed on one platform? The marketer would have invaluable insights that they could apply to various interactions—maybe a visit to the landing page triggers a special hero graphic, a mobile phone coupon or an online display ad. A variety of marketing actions could occur in a coordinated fashion, all enabled by pre-set rules that trigger real-time messages.

Taking it a step further, ECCMP can even connect with Twitter and Facebook Application Programme Interface (APIs) so that brands can post to fan pages, send emails through Facebook, respond to negatives tweets and posts, and conduct sentiment analysis. Aside from the obvious operational efficiencies, we know that the more relevant our marketing messages, offers and channels, the greater a consumer's brand loyalty and the more money we will make.

Additionally, without a cross-channel platform, it can take weeks or months to set up campaign rules and apply them across platforms — plus, once in place, they're hard to change. ECCMP ensures highly flexible communications streams that can be changed in real time based on consumer behaviour.

In practice, fewer than 10% of brands are executing true cross-channel communications informed by one view of the customer, but most marketers recognise the need to get there.

Cross-Channel Marketing Platform

Conclusion

Marketing is evolving to meet the needs of increasingly demanding customers. Having a presence on multiple marketing channels is no longer enough when consumers demand a seamless user experience regardless of the channel they interact with. Cross-channel marketing, the ability to link disparate data sets and deliver messages consistently in a coordinated fashion is the paradigm brands should aspire to. Being able to execute cross-channel marketing requires two things: great data and a single integrated platform that is channel agnostic, delivering messages through the channel which best suits the customer. Experian has over 30 years' experience as a dedicated data provider helping brands to understand their customers to create a single customer view. ECCMP now also allows you to push your messages through multiple channels in a dynamic manner which responds to the needs of the customer – making true cross-channel marketing a reality.

To find out more how we can help you realise cross-channel marketing, please contact us using the details below:

T (RO) +40 (0)269 210832
T (UK) +44 (0)1223 205080
E info@geo-strategies.com
W mosaic@geo-strategies.com

Cross-Channel Marketing Platform

About Experian Marketing Services & Geo Strategies

Geo Strategies and Experian Marketing Services have teamed up to provide best-in-breed data and insight, digital marketing technologies and data management services to organisations in Romania.

Combining their unique information tools and with an understanding of individuals, markets and economies, our teams of consultants work with organisations across industries to establish and strengthen customer relationships and provide their businesses with competitive advantage.

Our services cover the full spectrum of modern marketing from contact strategies, customer journey, CRM and data strategies, to Mosaic consumer segmentation, Micromarketer area analysis and profiling, to the application of customer analysis and profiling, customer driven insight and targeting, channel mix.

By helping marketers more effectively target and engage their best customers with meaningful communications across both traditional and digital media, our joint team enables organisations to encourage brand advocacy while creating measurable return on marketing investment.

For more information, visit

www.mosaic.geo-strategies.com

www.geo-address.com

www.experian.co.uk/marketingservices