Breathing New Life Into Customer Communications

Moving from Mass Personalization to Individualized Insights

We power marketing.™

TERADATA

Introduction

In today's noisy, always-on world, customers don't just want messages that come close, they want offers and information that speak directly to them... every time. Today's technologies make it possible to create a singular experience for each and every customer – one that's driven by the right amount of data, one that achieves a new level of insight, one that understands each customer's unique needs – even as those needs are constantly evolving.

Marketing powered by individualized insights is what consumers want and it's the future of marketing.

Shouting into the Noise

Your customer's marketing experience sometimes feels like living in Times Square 24/7. The brand buzz is non-stop, intrusive, interruptive, and overwhelming. To cut through all the digital noise, marketers need to make a real connection by delivering an individualized experience in real-time. What marketers and customers both want is a trusted partnership, and that can only begin with an informed, welcome, and relevant voice breaking through the noisy marketing chaos.

Messages Per Day
the Average Person Sees

2K

5K

1980s

TODAY
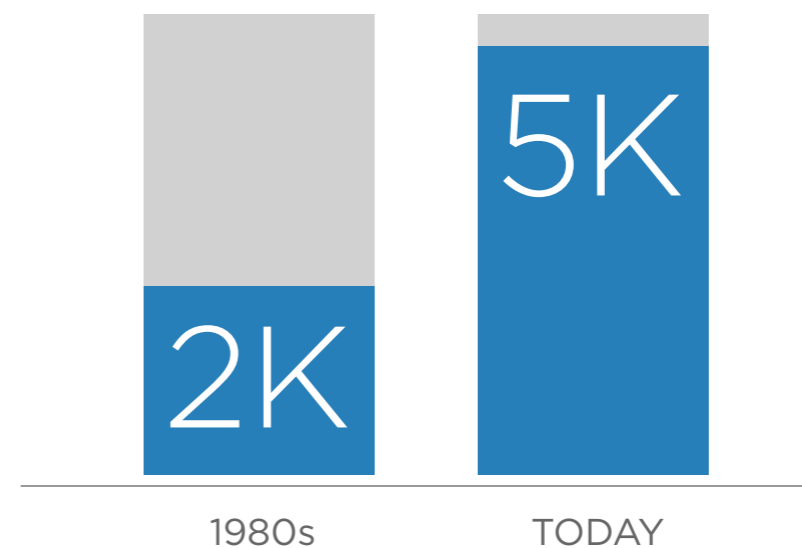
- Market research firm, Yankelovich, (based on an average person living in a city)

- New York Times, 2007

According to a report by the Economist Intelligence Unit and Lyris, 63% of survey respondents said personalization is now so common they have grown numb to it, and 33% of consumers cited superficial personalization as one of their top annoyances.

– MarketingProfs, 2013

Beyond **Mass Personalization**

Mass personalization – the concept of creating a "Dear (first name)" communication – is no longer sufficient. Personalization based on minimal contact information with minor template adjustments is an outdated tactic that leaves customers feeling numb and disconnected. Customers who receive communications based on zip code, region, or some other similarly broad and generic segmentation parameter see through those tired and outdated tactics. To bring a breath of fresh air to the customer relationship, marketers must make true one-to-one connections fueled by the data insights their always-on customers share.

From Data Insights to Action

The key to moving from personalization to individualization is data – more data, bigger data, better data. To acquire the right kind of data, marketers must give customers a fair trade between content and personal information, while simultaneously using the cross-channel data that's already been provided. Using data wisely leads to marketing insight magic. Data not only illuminates the customer path-to-purchase, but it also helps influence customer behavior before it occurs.

77% of North American marketers say they place a high priority on plans to use real-time data to create deeper customer connections.

~ DMA Survey, 2014

Individualized
and Intimate

Consider the benefit of delivering more relevant and timely interactions – knowing that a customer prefers free shipping over a discount, reaching out via SMS when a customer nears one of your brick and mortar stores...

By tearing down data silos, integrating all customer touchpoints, analyzing all the data, and then acting on the resultant insights, your customer's experience becomes not only individualized, but refreshingly intimate.

53%

of marketers surveyed reported "wanting to better understand customers' needs" was the biggest driver behind becoming more data-driven.

- DMA Survey, 2015

More Connected Customers

Using data-driven marketing to move beyond basic segmentation into true one-to-one individualization in a real-time context is the next big step for today's marketers. It means using data in a more integrated manner to enable agile, more accurate decision-making so each customer receives an offer that truly matches her unique needs and preferences – an offer that's individualized just for her.

78%

of marketers report they've made it a priority to deepen their understanding of customer behavior beyond transactional data, and 85% use that additional data to drive their marketing.

- Teradata 2015 Global Data-Driven Marketing Survey

> Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.

– Steve Jobs, Apple

Creating a Dynamic
Real-Time Experience

When it comes to making an individualized, one-to-one connection, nothing is more important than understanding your customer. And the best way to truly know each customer is through data. With the right data – and agile technology – marketers can turn individualized insights into action. The customer experience then becomes dynamic and real-time, igniting excitement, increasing brand value, and creating lasting impact.

Individualized
Insights in Action

The Teradata Integrated Marketing Cloud enables marketers to distill deeper, more actionable insights from customer data. Our omni-channel analytics, digital expertise, and truly flexible platform ensures your marketing messages don't get lost in the cacophony of noise, but instead, are transformed into a symphony of meaningful customer connections. With the Teradata Integrated Marketing Cloud, you can simplify your operational processes, empower your marketing with data-driven insights, and deliver individualized customer experiences that matter.

Learn How Marketing and Technology Teams are Linking Arms to Deliver Successful Digital Marketing Campaigns

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