

# The Future of Marketing and CX

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BOLD  
AT  
WORK



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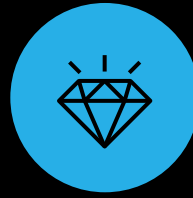
# Why is strategy so important to guide martech investments?



Martech spend has reached new heights, but productivity is in decline.



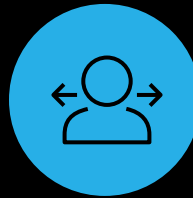
Overzealous upgrades and point solutions slow innovation based on human ingenuity.



Creativity and strategy can recalibrate the tech mess, lifting brands out of this rut.



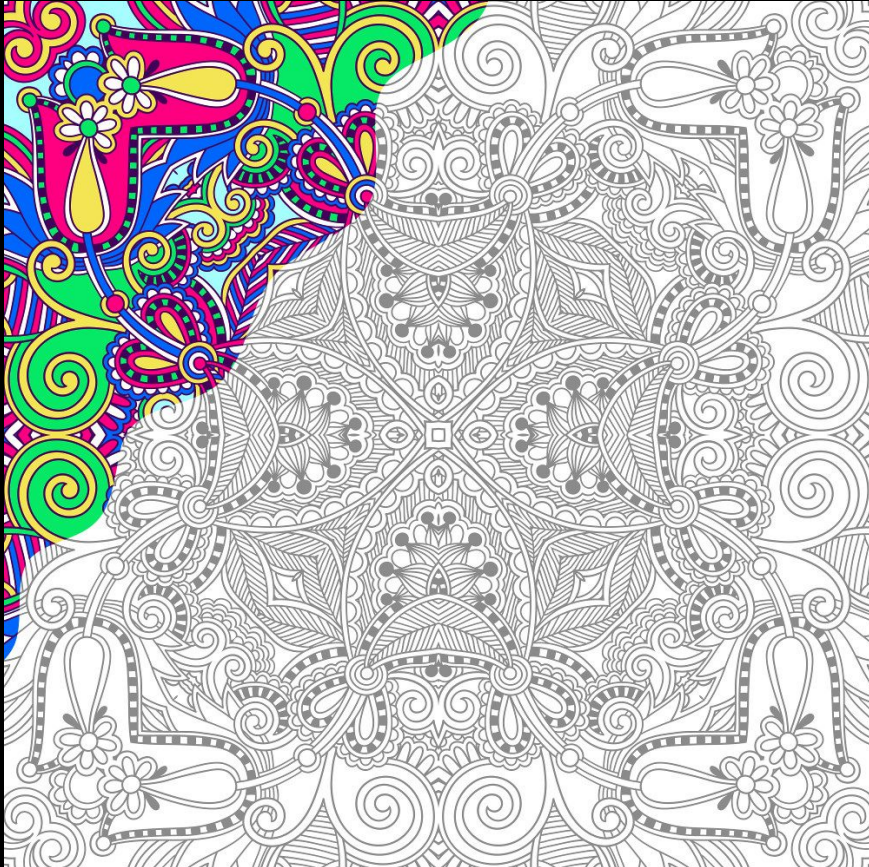
The path to growth relies on technologies that deliver unique value to customers.



Those that don't take this path will be lost in a sea of tech-fueled commoditization.



# The martech landscape is complex (today's understatement)



In a world of categories, assembling an enterprise martech ecosystem has become painting by numbers.



Image source: <https://chiefmartec.com/2022/05/marketing-technology-landscape-2022-search-9932-solutions-on-martechmap-com/>

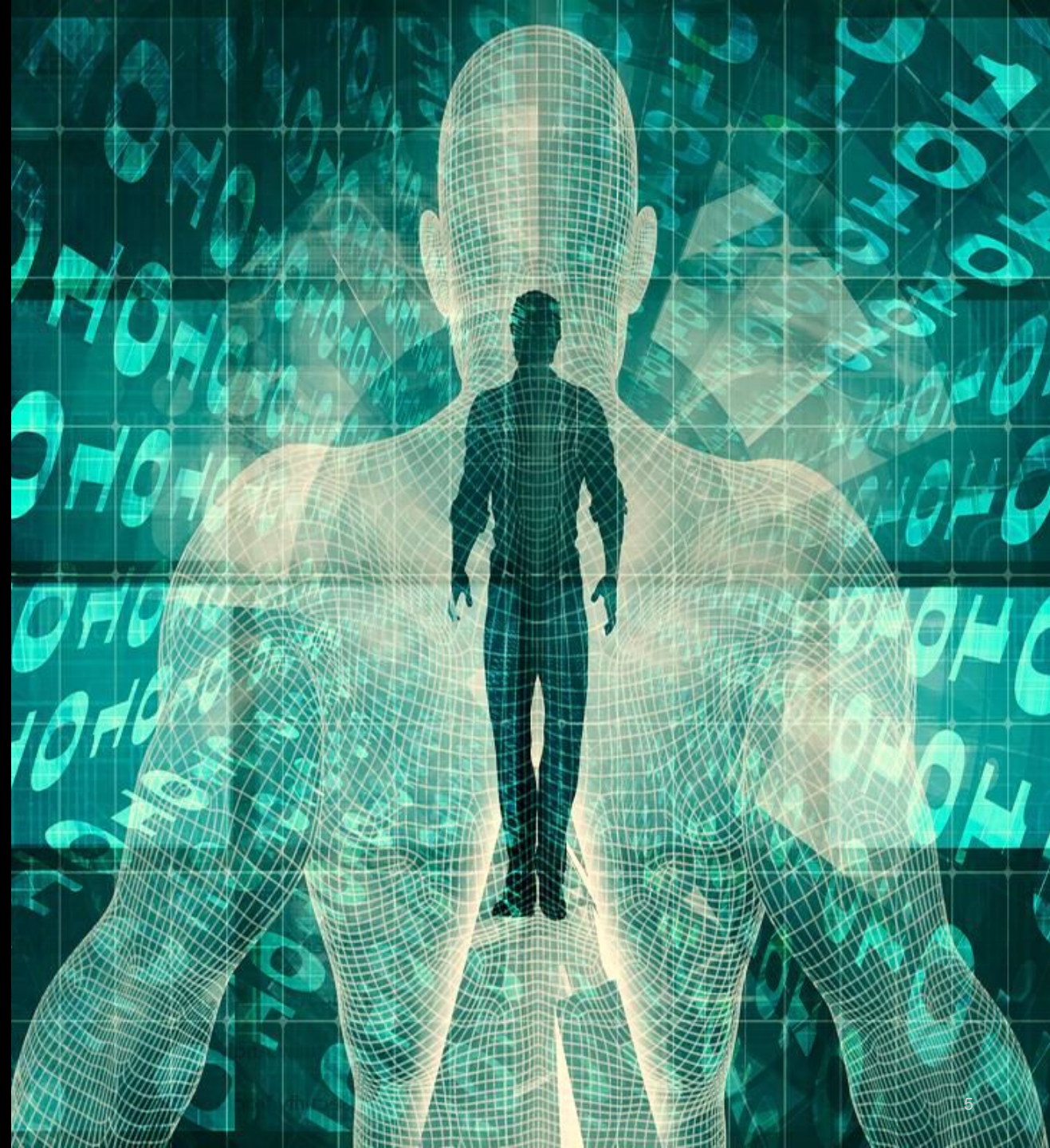


Today's digitally savvy customers expect brands to understand them and their needs.

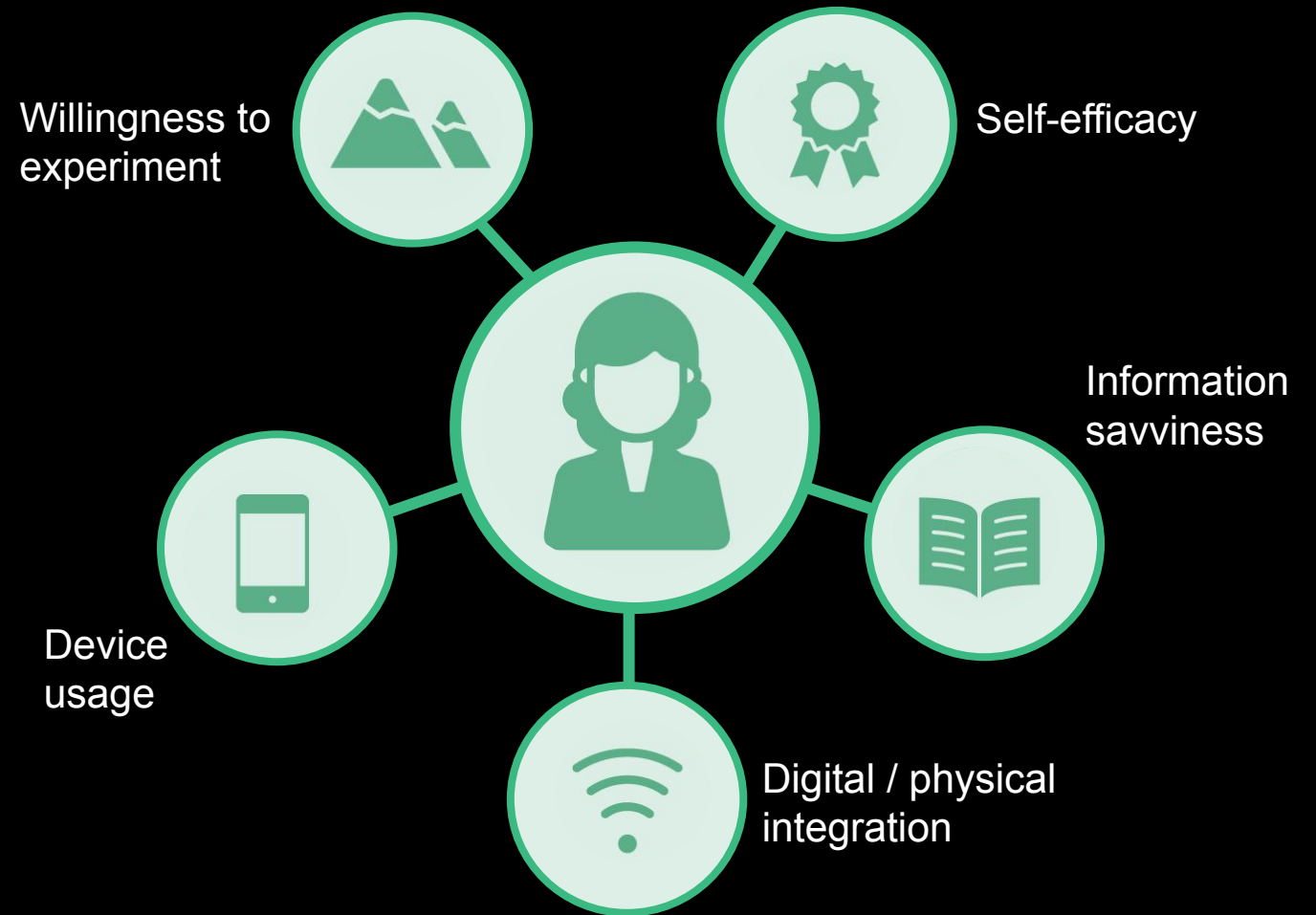
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Brands must win in customers' moments. . . .

Image source: [GUEST COMMENT Satisfying the entitled consumer in today's digitally disrupted retail space](#), InternetRetailing



1. Perceive tech optimistically, as an intimate lifeline.
2. Like to try new things, shop on a trial basis, and look for novelty.
3. Desire a sense of personal control and empowerment.
4. Interact with content in a more discerning and skeptical manner.
5. No longer distinguish between material life and immersive digital experiences.



Source: [The Future Of The Empowered Consumer In The US](#), Forrester report

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*Rather than blindly dumping more money into tech spend, we've delivered growth with a strategy built around creative engagement with our customers through existing channels.*

Chipotle's CMO  
Chris Brandt



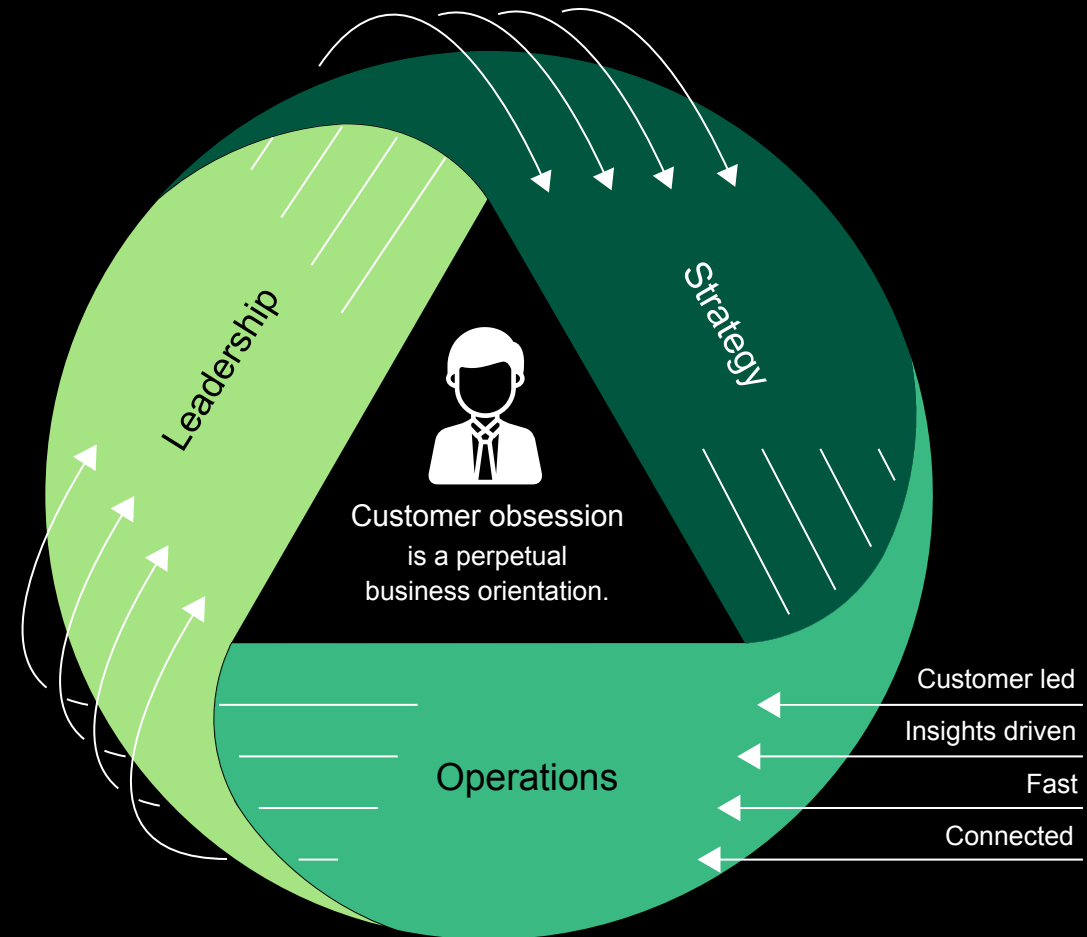
*(One of Business Insider's 27 most innovative CMOs in 2021)*

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# Firms must become customer obsessed

## The customer-obsessed operating model

A customer-obsessed enterprise operates differently, focusing its strategy, operations, and budget on the customer.



Source: [Customer Obsession Explained](#), Forrester report

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# So, how does a customer obsession strategy apply to martech?

③ **Brand experience** — Deliver consistent customer experiences across all digital and human-assisted channels.

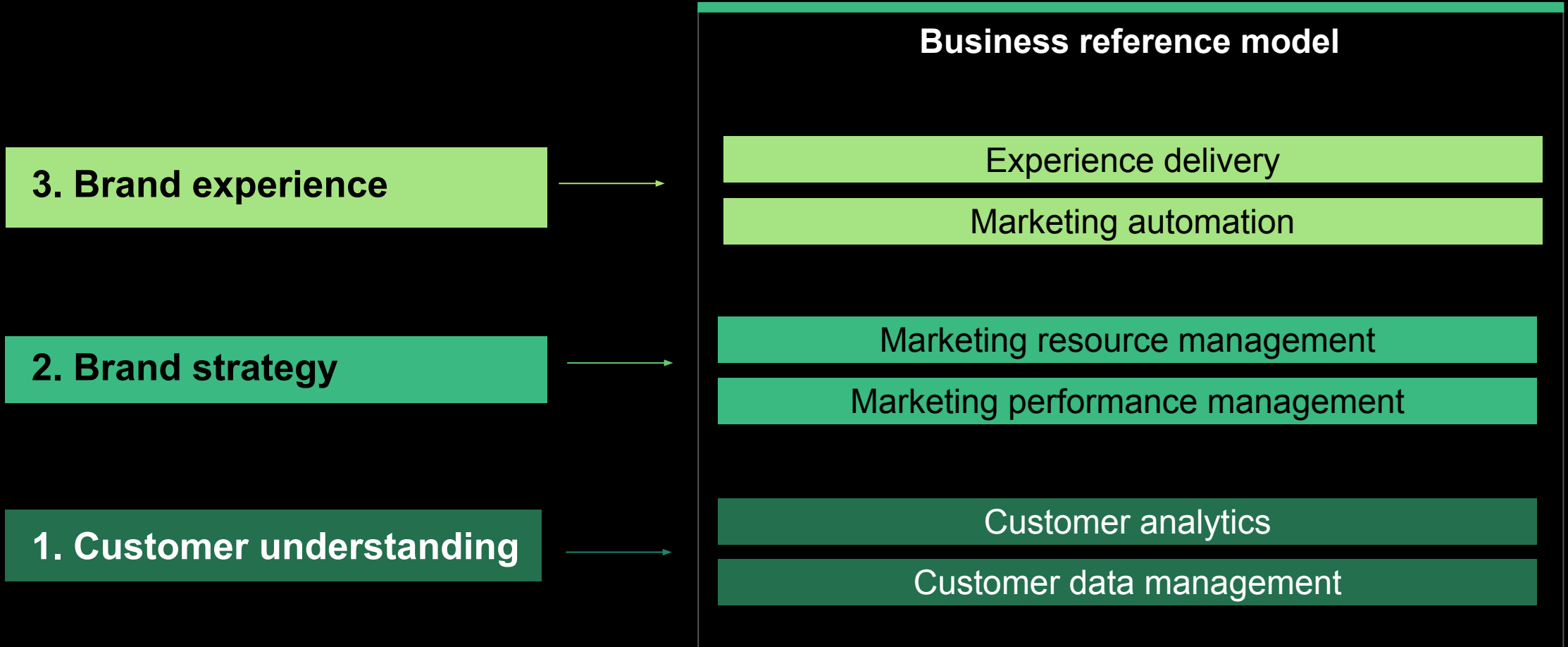
② **Brand strategy** — Embrace a dynamic, customer-focused strategy for continuous optimization.

① **Customer understanding** — Leverage insights to connect with customers and solve their problems.



# A customer-obsessed martech strategy

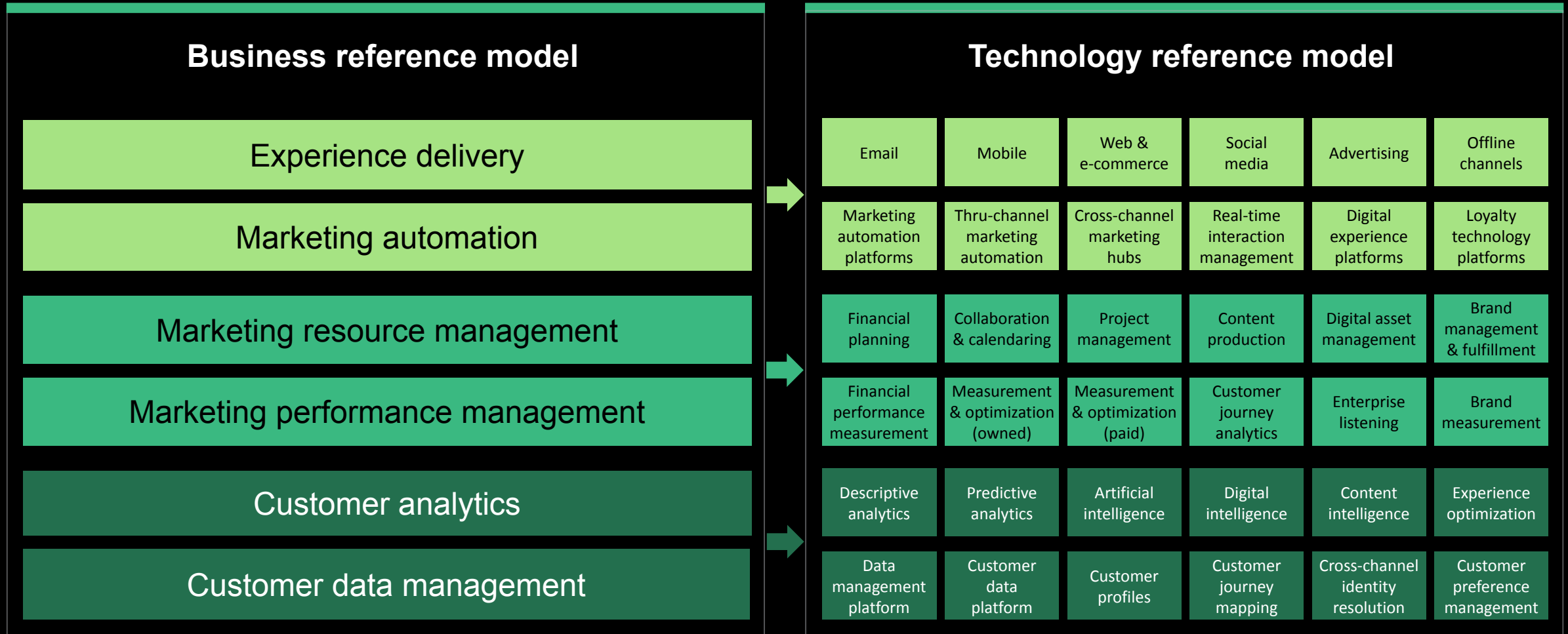
Build capabilities for core activities.



# A customer-obsessed martech strategy

Align tech investments with business capabilities.

■ Insights   ■ Strategy   ■ Engagement



Source: [Apply Reference Models To Expedite Your Martech Strategy](#), Forrester report

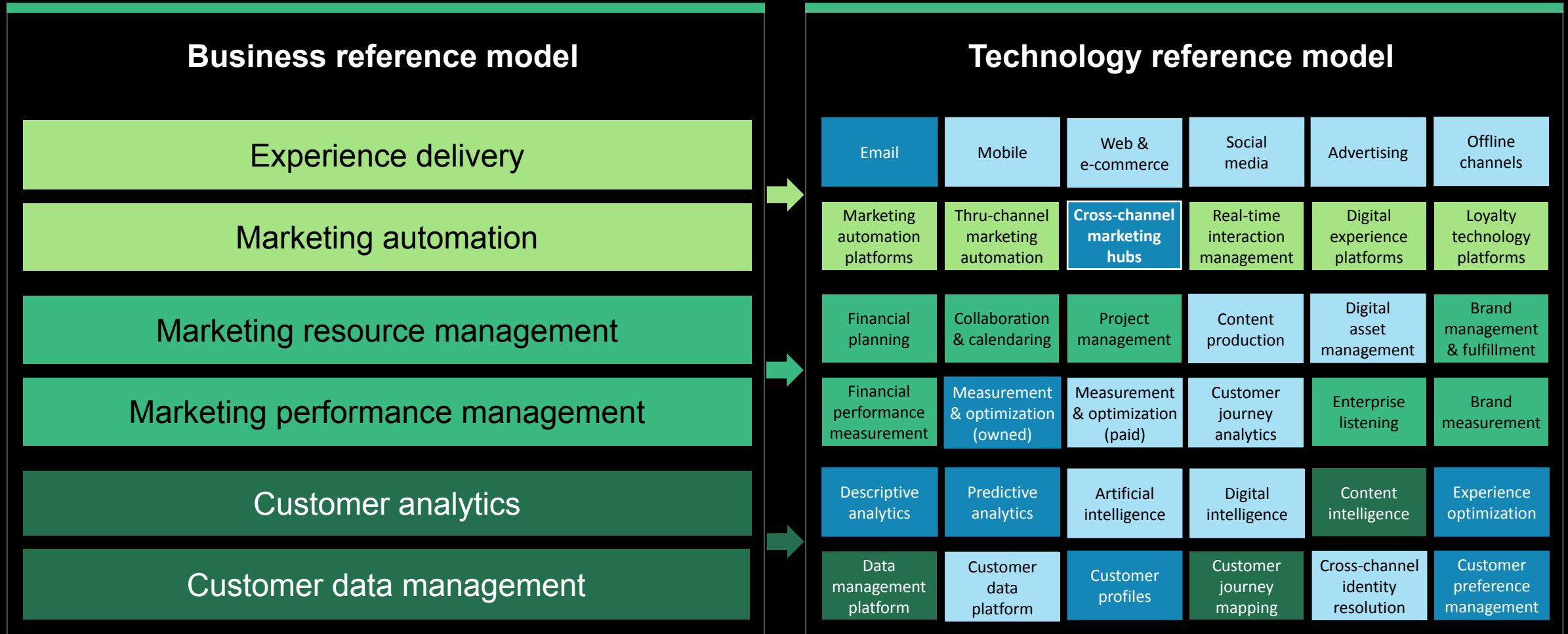
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Source: [Apply Reference Models To Expedite Your Martech Strategy](#), Forrester report

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# A customer-obsessed martech strategy

Prioritize. Rationalize. Integrate.

**No one vendor provides a 100% complete solution.**



Align investments based on customer needs.



Prioritize customer data, analytics, and content.

**Best-of-breed solutions complement core functionality.**



Adopt predictive, digital, and artificial intelligence capabilities.



Rationalize channels, personalization, and optimization.

**Treat integration as a critical investment criterion.**

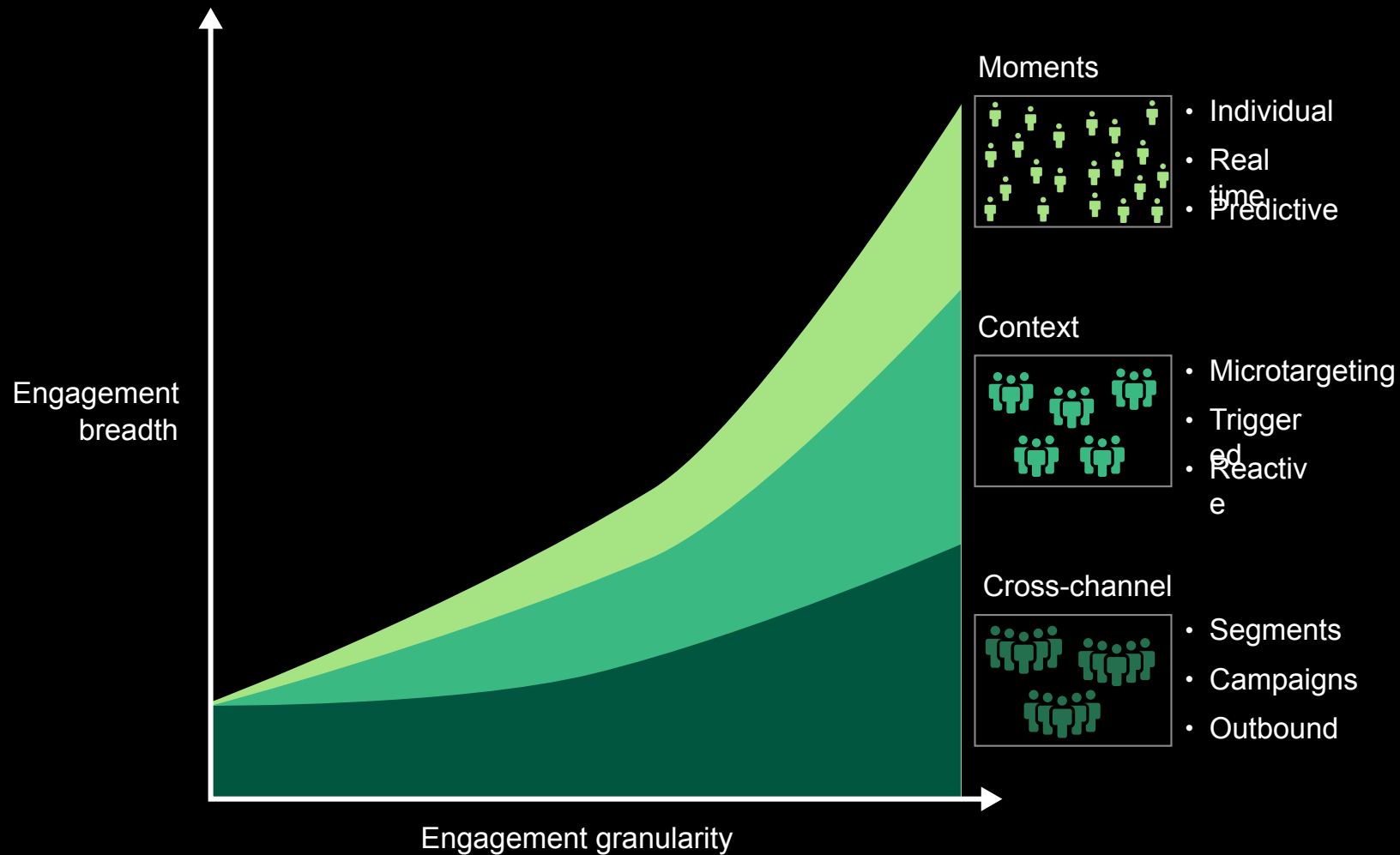


Choose products that meet your requirements and fit seamlessly.



Integrate data and tech to eliminate functional overlaps.

# Think about moments within the customer journey

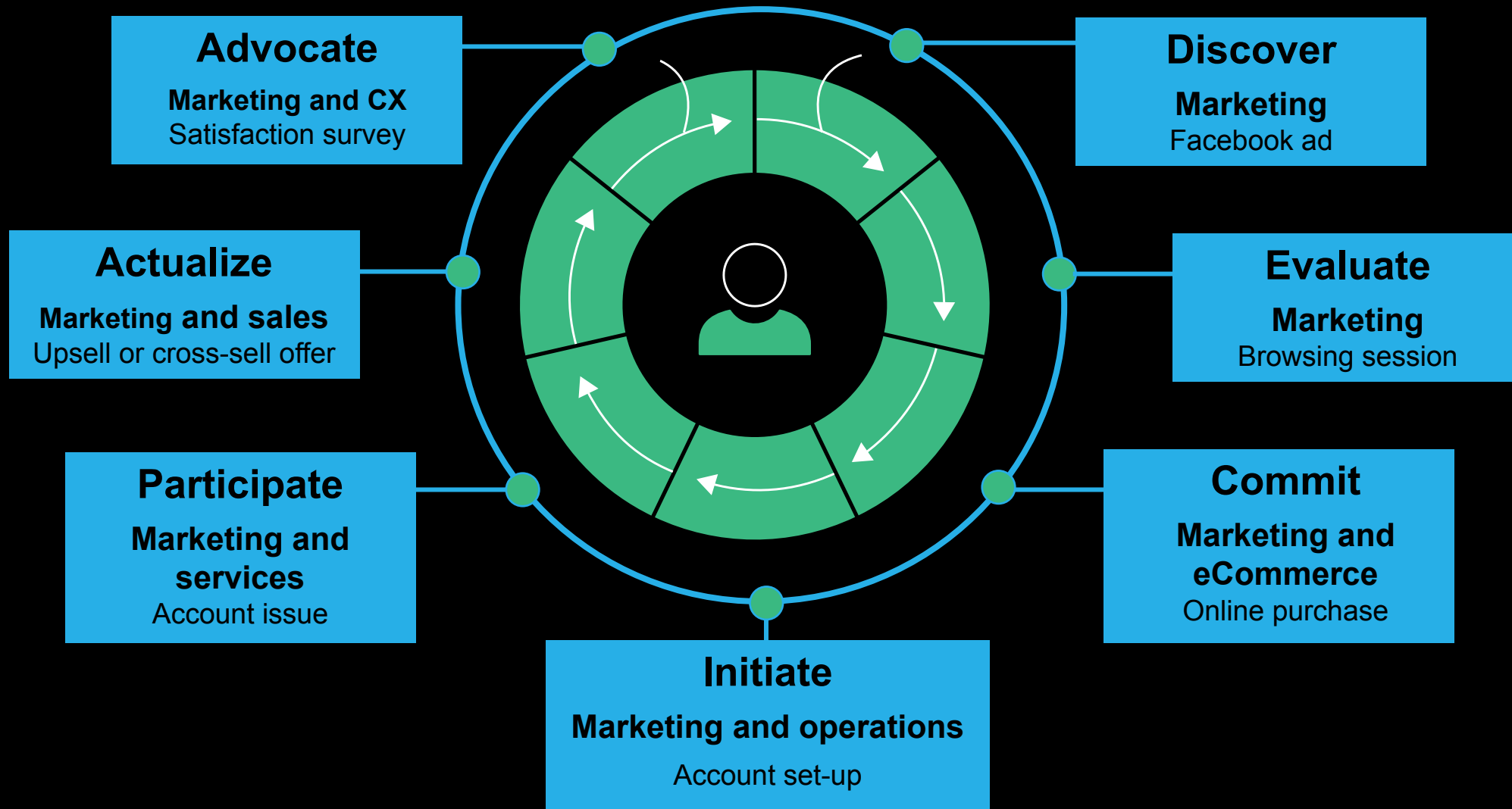


Source: [The Future Of Enterprise Marketing Technology](#), Forrester report

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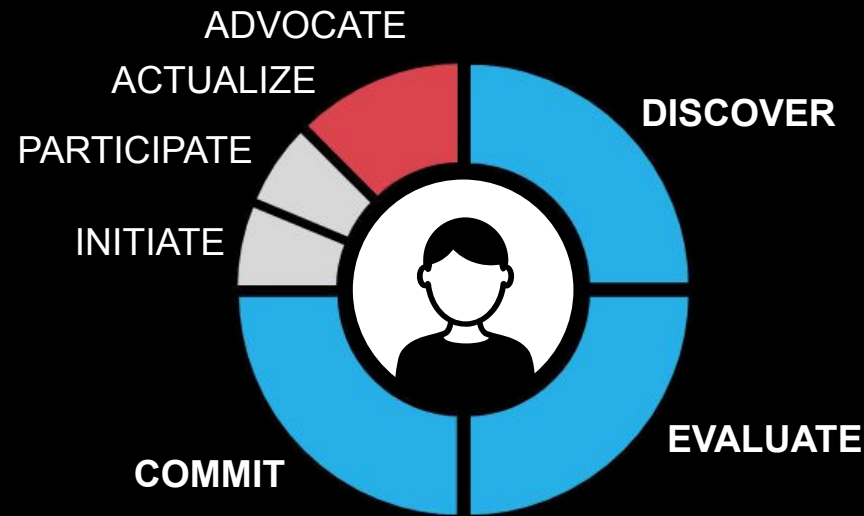
# Consider the entire customer lifecycle



Source: [Now Tech: Real-Time Interaction Management, Q4 2021](#), Forrester report

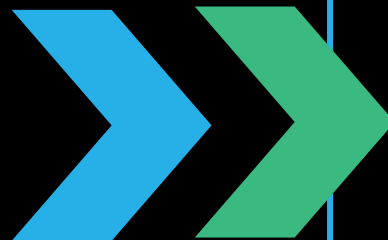
# Shift your focus to where customers get more value

## Company perspective



### More sales ...

- More profit/fewer costs
- Better stock value
- Increased market share

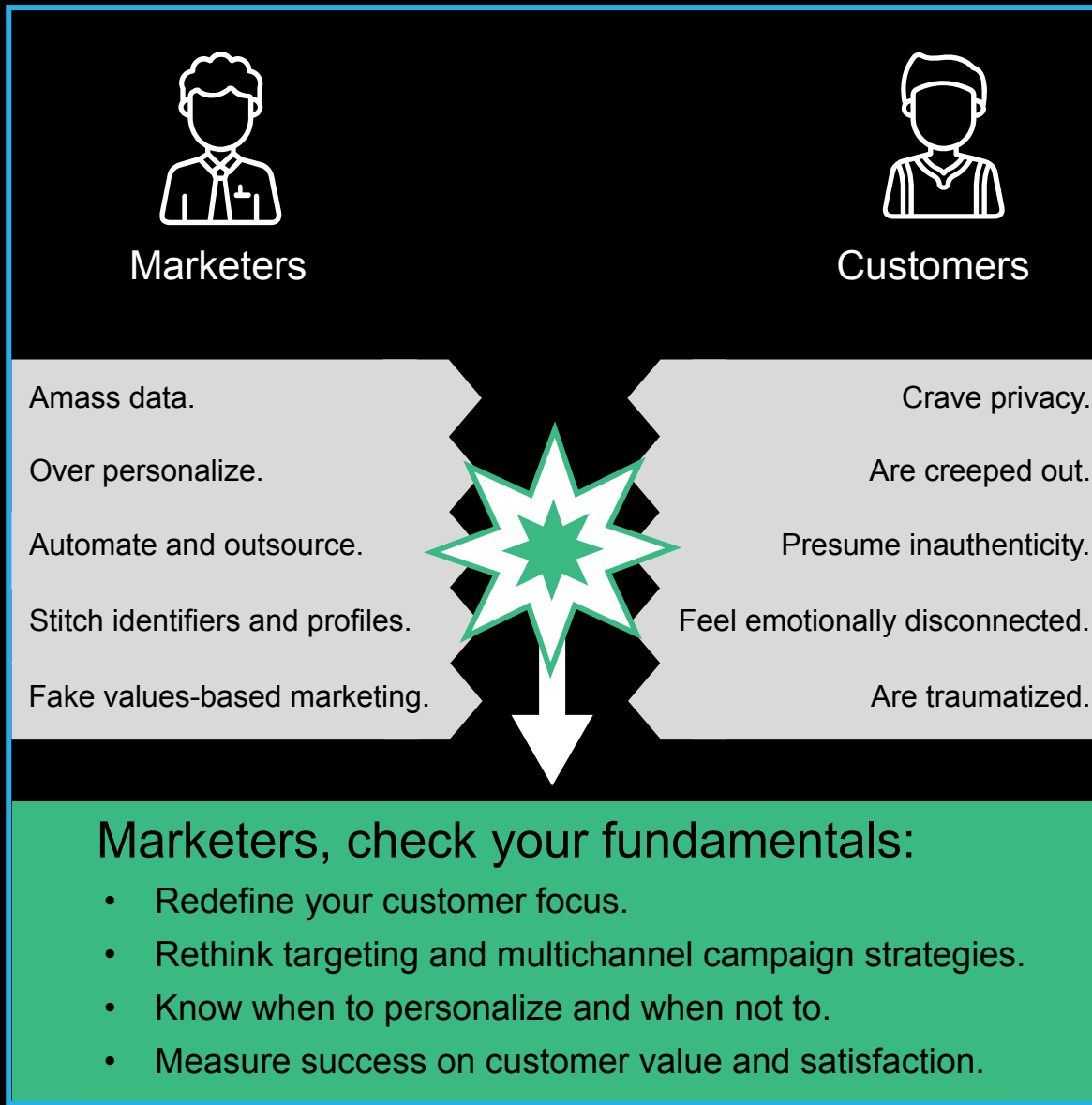


## Customer perspective



### More convenience, ease, and *trust* ...

- Services when I need them
- Less complexity
- Taking care of my needs



# Don't conflate personalization with experiences

- Begin with a customer data strategy to transcend disparate silos.
- Collaborate to align customer insights across functions.
- Invest in personalization aligned with customer needs and preferences.
- Getting it right is important:
  - Personalization tactics often fail.
  - Acquisition and conversion are brand goals that may not deliver customer value.



# Experiences require more than...

- Superficial personalization
  - *I know your name and what you last purchased. . . .*
- Canned offers and content
  - *I know which of my products I want to sell you. . . .*
- Irrelevant retargeting messages
  - *I know what you browsed on my website. . . .*
- Duplicate cross-channel ads
  - *I know when you use your phone, tablet, and laptop. . . .*
- Crowdsourced recommendations
  - *I know what people like you want. . . .*
- Prospect stalking
  - *I know you're a really great lead. . . .*

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“WTF”  
MOMENT



## Best practices for: customer understanding



- Understands the needs of over 10 million students in more than 190 countries through their interactions, interests, and behaviors
- Uses personalized recommendations to dynamically customize courses and offers based on each unique learning journey
- Serve students better by giving customer support teams quick access to rich user, campaign, event, and behavioral data history

## Best practices for: brand strategy



- Focuses on putting the customer first – adds value throughout the lifecycle to become a trusted advisor beyond the transaction
- Creates content to provide customers with guidance and information, as well as where there are cross-sell opportunities
- Designs intentional, connected journeys and aligns campaigns effectively – ultimately allowing them to better serve customers



## Best practices for: brand experience



- Collaborates across marketing, data, product, and analytics teams to build target audiences, send the right messages, and analyze results
- Uses an iterative insights-to-action approach to optimize campaigns with learned insights through testing and experimentation
- Personalizes dynamic content for each customer, making 40 million messages a month feel personal

# Keys to success

1

- Adopt an enterprise customer data management strategy.
- Prioritize advanced analytics for customer-driven insights.

**Customer  
Understanding**

2

- Position contextually relevant content as the key to CX.
- Pivot measurement tools for continuous optimization.

**Brand  
Strategy**

3

- Integrate channel tools for unified orchestration.
- Align marketing with CX to future-proof investments.

**Brand  
Experience**

**Assemble an integrated martech ecosystem aligned with enterprise customer-obsessed business objectives.**

# Thank You.

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