CDP

DATA ACTIVATION

Finding Common Gaps in Your Tech that Undermine Marketing Success

blueshift | SMART GUIDE

SMART GUIDE
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AN INTRODUCTION TO
Data Activation

Making smart use of customer data and intelligence has long been the driver behind winning marketing strategies. So why are only 28% of marketers completely satisfied with their ability to engage customers across channels at scale?[1]

There's a clear gap today between the kinds of customer experiences marketers aim to create and what they can deliver. The cause? Marketers struggle to use their data in execution across channels. This ongoing disconnect leads to marketers missing out on significant growth and revenue opportunities.

In this guide, you'll learn the drivers behind your data-driven marketing challenges, what Data Activation is, why it's essential to your marketing success, and how to use it to deliver game-changing, repeatable growth.

[1]Salesforce. (2018). Salesforce State of Marketing: 5th Edition.

ENGAGING CUSTOMERS
Aspirations vs Reality

Marketers have never lacked brilliant ideas to better engage customers — they've lacked the data, martech, and people infrastructure to bring those ideas to life. You try to deliver 1:1 personalized experiences to your millions of customers only to see your marketing systems slow or break. You set out to bring consistency to cross-channel campaigns only to find you can't work with the same data across channels. You design customer journeys around customer behaviors only to find your systems can't act on those behaviors fast enough. Sound familiar?

If you're like most marketers, it's as if you're stuck in an ongoing traffic jam. You know where you want to go and how you want to get there, but traffic prevents you from actually getting there. Most martech stacks—whether using legacy systems or a mix of the latest marketing technologies—create traffic jams for marketers, especially when faced with new use cases. Adding to the congestion, essential data is spread across departments and platforms. Then, you have to navigate past draining cross-department processes and dependencies on data and engineering teams to execute even basic campaigns.

86%

86% of marketers say their organization currently faces challenges creating personalized experiences[2]

69%

69% of marketers feel that friction in their martech stack hinders their organization from moving from idea to execution[2]
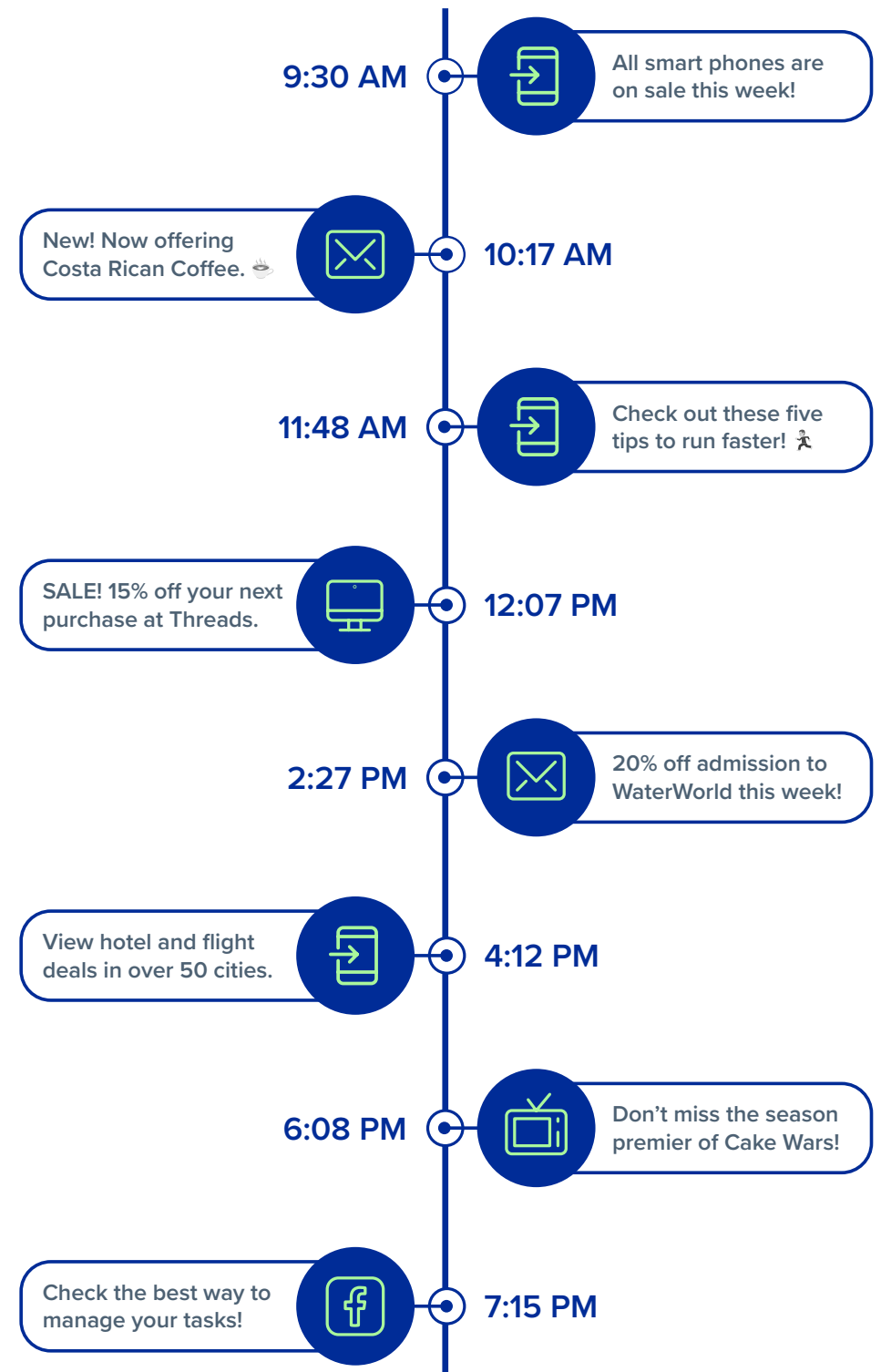
81%

81% of marketers believe their organization needs to be more innovative in their customer engagement[2]

[2]Kelton. (2019). *Marketer vs Martech in 2020*.

Shifting Dynamics

The continuing shift in customer engagement dynamics is creating marketers' traffic jam. The days of effective single-channel marketing are long gone. Today's connected, yet digitally fragmented, world has created endless touchpoints on which customers interact with your brand throughout the day. That means for marketers to truly connect with customers they need to engage them with 1:1 personalized experiences that integrate across all channels.

Unfortunately, the demands of "always-on" customers have evolved beyond what today's marketing tools can handle.

9:30 AM — All smart phones are on sale this week!

New! Now offering Costa Rican Coffee. ☕ — **10:17 AM**

11:48 AM — Check out these five tips to run faster! 🏃

SALE! 15% off your next purchase at Threads. — **12:07 PM**

2:27 PM — 20% off admission to WaterWorld this week!

View hotel and flight deals in over 50 cities. — **4:12 PM**

6:08 PM — Don't miss the season premier of Cake Wars!

Check the best way to manage your tasks! — **7:15 PM**

Too Many

Channels to Engage on
Systems to Synchronize
Data Points to Analyze
Ongoing Marketing Decisions

At the heart of the problem is current martech stacks and processes that center around channels, rather than people. When customer experience decisions for a specific channel use only data from that specific channel, it's no wonder that interactions across channels are disjointed. But when we flip the order to focus on the customer and use a 360° customer view to create unique cross-channel experiences around them, the experiences become seamless, delightful, and work to intuitively guide customers down the path to purchase.
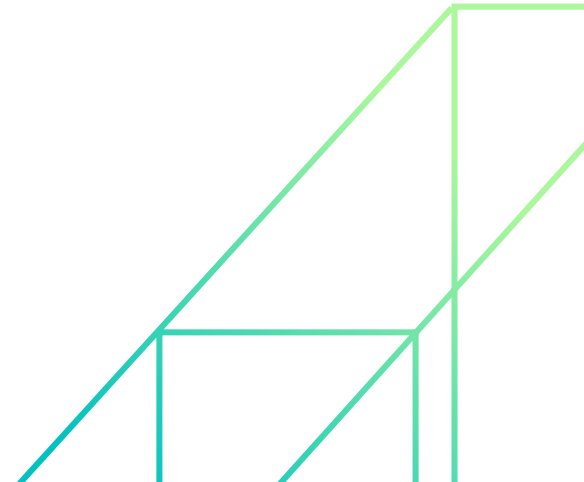
SHIFTING MARKETING

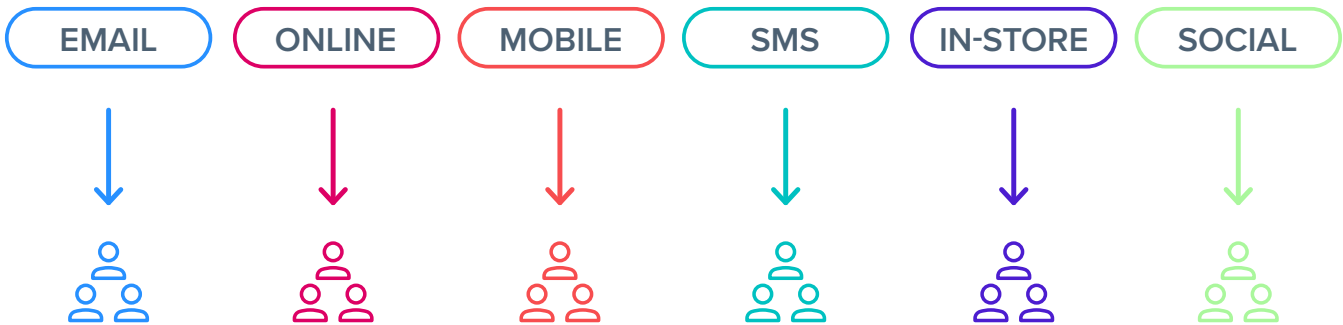# From Channel-Centric to Customer-Centric

With over 7,000 marketing technologies on the market, and more than 15 technologies in the average martech stack, how do you get your channels and systems to work together so you can effectively engage your customers? The answer is a shared data language.

In recent years, Customer Data Platforms (CDPs) have come on the scene promising to remedy marketers' long-standing data silo challenges by unifying disparate data into a single view of each customer and connecting it across the martech stack. While CDPs have provided marketers with much-needed data consolidation and access, marketers still haven't seen these data initiatives translate into their desired marketing outcomes.

It's clear that shifting to customer-centric marketing and creating 1:1 personalized experiences requires more than just having a unified view of customers available. Marketers need to have their customer data drive the right marketing actions across channels.

Channel-Centric

Optimizing marketing efforts on individual channels based on channel-specific metrics.

| EMAIL | ONLINE | MOBILE | SMS | IN-STORE | SOCIAL |

Customer-Centric

Designed to prioritize the customer and their experience with your brand. It empowers marketers to target the right customer with the right message on the right channel at the right time.

Likelihood to Purchase: **91%**

Recommendations: **Women's Outerwear**

Best Time to Engage: **Tuesday, 6 PM EDT**

Preferred Channels: **Email, Online, and Social**

DATA ACTIVATION

The Biggest Overlooked Gap in Marketing

The next big challenge marketers will face is becoming more apparent: marketers today use less than 50% of their data in their marketing[3]. Why does this matter? Because the kinds of experiences marketers want to deliver require quick action on insight into real-time customer behaviors, interests, and intentions. But as data continues to grow and change at an exponential rate, today's marketing systems can't extract insights and rapidly execute against them while those insights are still meaningful.

So how can marketers effectively connect 24/7 with millions of customers living across time zones and oceans in a way that feels as personal and relevant if they can't rely on their data to guide the best marketing actions?

As customer experiences are happening across a growing number of touchpoints, activating data and its insights have become essential to keep up with customers and deliver personalized experiences.

The Solution

Activating Customer Data with the SmartHub CDP

[3]Techvalidate. (2018). *Activating Customer Data for AI-Powered Marketing.*

50%

Today's marketers are using **less than 50%** of their data in their marketing

lendingtree

ONLINE LENDING MARKETPLACE

Activating Data to Scale Personalization Efforts

"One of the biggest challenges in one-on-one marketing is the need to activate large volumes of data when you scale to millions of customers across multiple touchpoints. Unlike other platforms that struggle with increasing amounts of data, Blueshift's SmartHub CDP becomes more powerful the more data you have in it. This has allowed us to scale our personalization efforts and customer journeys across multiple apps on different channels, and the results have been tremendous."

Chris Kachel

Sr. Director, Customer Experience,

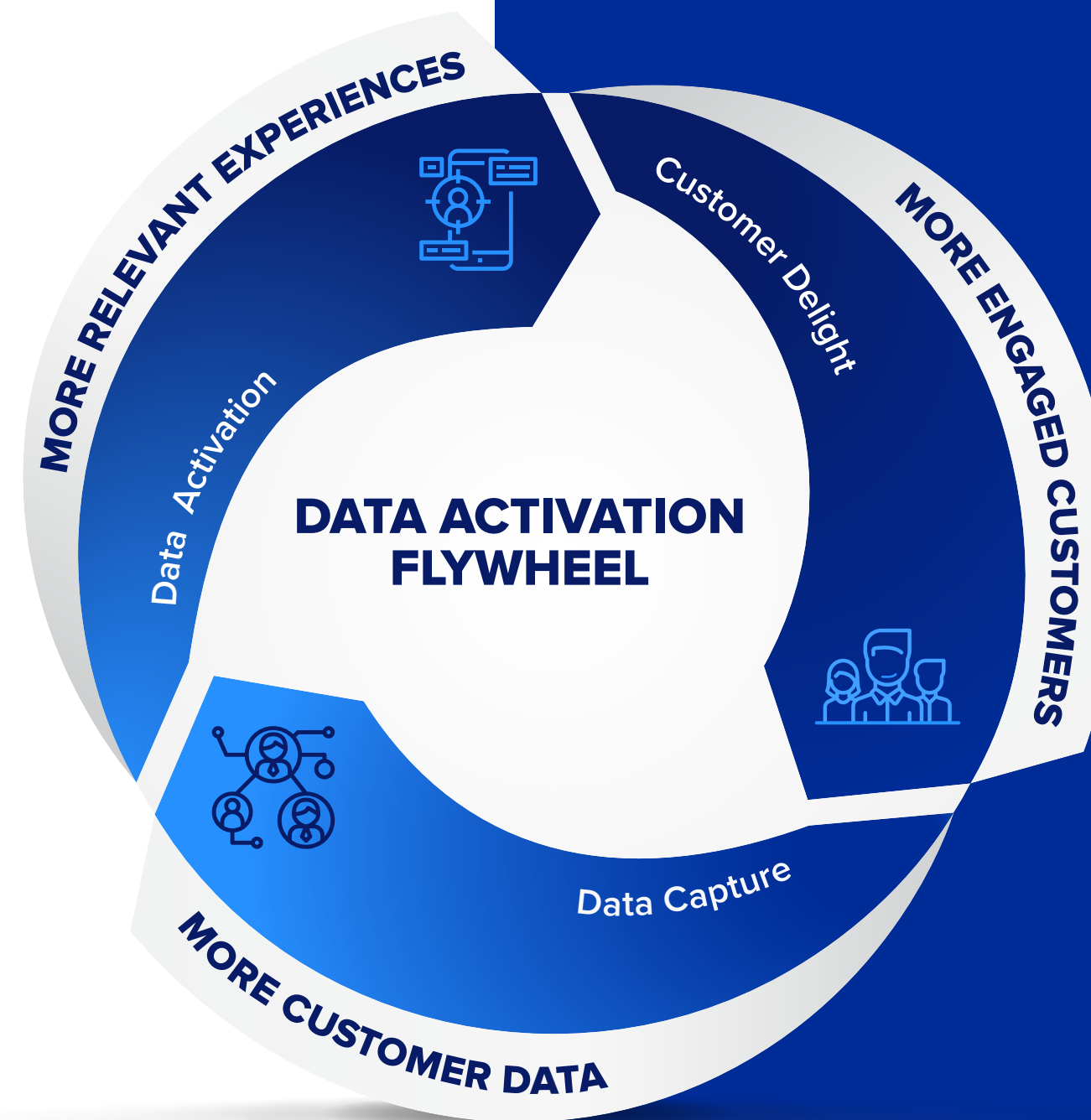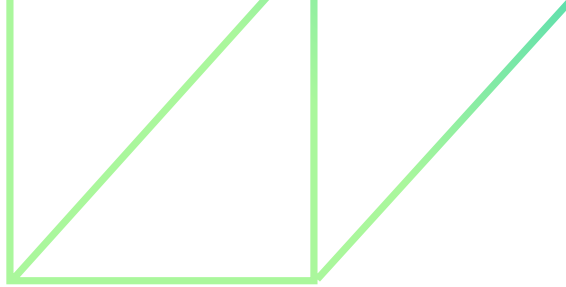*LendingTree*

BREAKING IT DOWN
What is Data Activation

Data Activation is the process of having customer experiences informed by the fullness of data.

This means every customer interaction across channels is guided by a holistic, up-to-the-moment understanding of customers—including all prior transactions, on-site and offline behaviors, campaign engagement, product interactions, real-time actions, and other customer attributes gathered across channels and devices.

With Data Activation, data is continuously used to shape customer interactions, across all channels, as soon as it's collected instead of idly sitting around in marketers' systems losing value. This happens through an automated process that doesn't require marketers to manage every step.

More importantly, Data Activation orchestrates cross-channel experiences around the customer, not the other way around. This means no matter how many customers or touchpoints you have, you can be sure that each interaction is based on real-time customer insights, consists of the right content, and is happening at the exact right moment in the channel it's most likely to drive action.

MORE RELEVANT EXPERIENCES

Customer Delight

MORE ENGAGED CUSTOMERS

Data Activation

DATA ACTIVATION FLYWHEEL

Data Capture

MORE CUSTOMER DATA

Essential Capabilities

Operationalizing Data Activation and having unified, holistic customer data drive customer-centric experiences across channels is no simple feat.

It requires the right technology: an integrated platform with three core components working in lockstep:

Single Customer View

Data Activation requires an always-on, comprehensive, unified understanding of each identifiable and anonymous customer that captures their complete histories and real-time behaviors from every channel, device, and system.

Predictive Intelligence

Scalable 1:1 personalization requires self-learning, customizable, transparent predictive algorithms that inform segmentation, content recommendations, message optimization, and where to best engage customers.

Automated Decisioning

Powering ongoing marketing actions across channels requires automated, adaptive campaign orchestration that uses predictive intelligence from your unified customer view to guide marketing touchpoints across all channels.

Adding to the list of requirements, the platform needs to be lightning-fast and designed for infinite scale. When you're trying to create insight-rich, timely experiences you need a system that can keep up. A platform truly built for Data Activation will also handle not only today's but also tomorrow's data complexities.

The SmartHub CDP

Start creating engaging customer experiences by activating your customer data with the SmartHub CDP. It's time to place your customer at the core of everything you do.

Uniquely Personalized Interactions

Throughout the customer journey, drive conversions through connected, relevant, and responsive omnichannel messaging.

Bridge Channel Silos

Maximize marketing effectiveness and unlock your tech ecosystem's full potential with a 360 customer view based on historic, real-time, and predicted behaviors.

Fast-Track Your Marketing

Make agile more than just a buzzword. Scale your dream campaigns with a partner that grows with you as your business and customer trends evolve.

INTELLIGENCE AT THE CENTER
Connecting Your Entire Stack

The SmartHub CDP easily integrates with the platforms you love and activates them with the power of your customer data.

Streamline Customer Data

Level up your stack by streaming unified customer profiles and intelligence throughout your ecosystem.

Integrate New Tools and Channels

Future-proof your tech stack by easily integrating new tools and emerging channels.

Activate Data Across Every Platform

Get your entire stack operating harmoniously through shared data and decisions across every platform.

ARTIFACT
UPRISING

ONLINE PHOTO BOOKS & PRINTS
Consolidate Tools Sets and Move Faster

"Blueshift is our one-stop-shop. Being able to control multiple channels in one platform is really important for us — to be able to consolidate tools sets and execution makes us move faster. Blueshift really impacts our day to day by making us more agile."

Heather Dettmann
Head of Retention Marketing, Artifact Uprising

DATA ACTIVATION AND GROWTH

Building the Right Foundation

To utilize the growth upside made possible by Data Activation you need to assemble the right team, strategy, and technology.

Right Team

It all starts with having the right people with diverse skill-sets, experiences, and perspectives. The result will be incredibly powerful.

Right Strategy

Determine what you want to achieve with Data Activation. Establish objectives, KPIs, and how to track and measure success.

Right Technology

As a team, determine what are the gaps in your data and marketing execution and lay out what you need to make your Data Activation strategies work.

Right Team

Make sure this team is in constant contact allowing them to have a consistent flow of ideas. Open collaboration is key.

Business Lead

Responsible for overall P&L and budget

Data Lead

Responsible for data engineering and systems design

Application Lead

Responsible for making the system work for the end-user

Execution Lead

Responsible for day-to-day operations and execution of customer experiences

Design Lead

Responsible for creative and design experiences

4 Tips for Getting Started

The steps to improving customer engagement with Data Activation take time. Here are four tips to help get you started.

Surface the MarTech Struggle

Data Activation requires technology, which requires cross-functional buy-in. Begin building a business case that outlines your current issues and what you believe will resolve them. Where are you currently fighting with your technology? Really dig into those pain points and don't be afraid to think outside the box when it comes to what might solve them.

Identify Your Needs

There's a lot of technology out there making bold claims, but be careful. A technology can't truly enable Data Activation unless it provides a single customer view, predictive intelligence, scalable architecture,   , and a robust templating solution.

68% of marketers say using customer data to improve customer experiences is their top priority[4]

Demo with Intention

Insist on getting into the details. Ask for examples of how you can do complex use cases, especially when scaling to millions of customers in a short timeframe. Ask for customer references so you can confirm the claims are legitimate. Ultimately, a demo you can trust shows you more than it tells you.

Look for a Partner, Not a Tool

A good partnership will take you a lot further than a good price. Look for a team that's made up of the right people: those who really believe in what they're providing. Make sure they want to help you get the most out of their offerings, and that they can brainstorm new use cases to help propel your business forward. Solutions that solve for now are great, but you need tools that can scale and solve for now and later.

[4]Kelton. (2019). *Marketer vs Martech in 2020.*
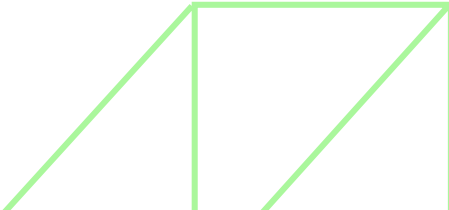
DATA IN, ROI OUT

Our Unique Approach to Data Activation

It's time to close the gap between marketer's aspirations and realities by making smarter, more effective use of your data across all customer touchpoints. At Blueshift, we believe marketing technologies should be your accelerators, not your blockers. With a martech foundation powered by Data Activation with the SmartHub CDP, you can have your data finally work for you. This will allow you to continue to scale and drive impressive, sustained, predictable growth year over year.

One certainty is that the marketing landscape will continue to evolve in unprecedented ways. As it does, those who know how to turn data into their competitive advantage and use it to improve and connect the customer experience will win. Having the right Data Activation foundation and a nimble, flexible martech infrastructure will guarantee you can adapt and stay ahead as customer engagement dynamics continue to shift.

SCHEDULE DEMO   **LEARN MORE**