



Predictable, Profitable Outcomes

How to maximize revenue and customer growth using your customer, product, and sales data.



Marketing is evolving at break-neck speed. In the late 20th century, we saw this evolution occurring at a decade-to-decade rate. Now, marketing changes month-to-month... or faster.

This puts tremendous pressure on marketers to match the ever-changing expectations of customers, while also satisfying the evolving business demands of their organization.

In spite of the pressure, the most successful retail and e-commerce leaders continue to set the curve for the industry with new and innovative ways of satisfying customers while driving bottom-line results. They have positioned themselves to adapt and respond to any possible future.

Successful brands use technology to discover the hidden revenue and growth opportunities within their customer, product, and sales data.

In this e-book, we'll explain how brands can deliver predictable, profitable business outcomes by becoming data-driven in their approach to marketing and customer engagement.

The Significance of First-Party Data (and Unlocking Its Value)



Some consider data to be the new gold. Others refer to data as the new oil. Both are right. Not only is data valuable in terms of the information and insights it holds, but it can also fuel your marketing efforts.

This is especially true of your first-party data.

First-Party Data Will Secure Your Future

Of the data you have access to, first-party data will be most critical to your marketing efforts. Personal data is becoming more democratized, with ownership falling back into the hands of the individuals it originates from, and out of the clutches of the big tech companies who've been meticulously capturing it.

With stricter data regulations such as GDPR, the California Consumer Privacy Act, and Apple's "opt-in for IDFA" now in effect, the pool of third-party data will begin to shrink. As a marketer, your ability to borrow data will be limited.

Predictable, Profitable Outcomes

4

"Once you get your web analytics, customer data, service data in one place, then you can start pushing it around your organization in an analytical form that's consumable."

Charlie Cole, CEO, FTD

However, the data **you capture and own yourself** will become an exceedingly advantageous resource. The more quality first-party data you can acquire, the better positioned you'll be for data-driven marketing initiatives going forward. The trick is, you'll need to be able to organize it and manage it.

Unlocking the Value of Your Data

Before you can start to maximize the value of your data, you'll need technology to get your data organized, managed, and compliant with regulations. This will allow you to reveal the hidden opportunities that lie within your various data sets.

You've heard all the acronyms. CRM, DMP, SCV, CDT. After a while, it all blurs together, and discerning the nuances between them all is probably not what you signed up for as a marketer.

In order to get past the noise and find the technology that will help your business get the most out of its data, keep this one thing in mind:

The key is to get all your data in one place.

This means first-party data — any customer data, product data, and sales data you have — are all brought together and unified into a single source. Until you bring it into one location, you can't fully potentiate it.

As long as your data is consolidated and accessible, "where" you put it, specifically, is not nearly as important as your ability to leverage and make sense of it.

Tips for Navigating the Right Data Technology

Maybe you're considering a CRM project, a new data management initiative, or looking to build out a CDP that will improve your personalization capabilities. Whatever the case may be, here's a couple of tips that can help you have more successful technology implementations:



Focus on the problem, not the technology itself.

Successful brands don't just focus on the technology capabilities, they focus on the business problem(s) they're trying to solve. Identify the problem you need to solve, decide how you'll measure success, and solidify what the desired outcome looks like.



Avoid technology that creates more separation between your data.

Technology should eliminate data silos while enhancing your ability to remain agile and adapt to ever-changing circumstances. Greater accessibility will help your business become more data-driven.



Have a post-implementation strategy.

A successful implementation doesn't stop once the tech is up-and-running. Work with your partners to identify incremental targets, and ensure you are getting the most out of your tech. This is essential for proving the value of the investment and securing organizational confidence.

Data-Driven Customer Engagement for Predictable, Profitable Outcomes



Customer engagement is a broad term. It can describe how you communicate with customers, or how you deliver value and service to your customers. And it's something all brands want to be better at.

The problem is, how do you quantify something as intangible as customer engagement? And how do you make incremental, measurable improvements in customer engagement? How do you do it consistently to achieve business results?

Creating better customer engagement – the kind that is measurable, actionable, and delivers **predictable, profitable business outcomes** – lies in how you use your data.

“The biggest thing we can do is start with a business use case, [identify] the data points we can use to find actual opportunities where we can drive incremental sales and customer engagement, and then look further into it.”

*Leandi McMurphy,
Director of Marketing, Char-Broil*

Better Customer Engagement Starts with Data Consolidation

If you're a retail brand, omnichannel marketing is the future. And if you're an e-commerce brand, all digital channels are fair game. No matter your vertical, your aim is to engage the customer when, where, and how they choose.

Online and offline data sets, brought together in one location, will lay the bedrock for true 1:1 omnichannel marketing. Having all your data in one place yields a single, unified view of your customer. This frees you to engage with them across every channel, and provide seamless, consistent brand experiences — which is now a customer expectation.

The other critical benefit of consolidating your data — particularly your customer, product, and sales data — is that you will be able to initiate a truly data-driven customer engagement strategy.

Unlocking Customer Engagement Opportunities to Drive Business Results

Every retail and e-commerce brand is unique, but from a business perspective, they're all looking at the same metrics, such as:

- ▶ Revenue and Customer Growth
- ▶ Average Customer Spend
- ▶ AOV (Average Order Value)
- ▶ CCR (Customer Retention Rate)
- ▶ ROI (Return on Investment)
- ▶ ROAS (Return on Ad Spend)
- ▶ CLTV (Customer Lifetime Value)

As a marketer, you're tasked with making sure your day-to-day activities are moving those metrics in the right direction to keep the business (and your C-suite) happy. But having snappy copywriting or eye-catching creative content alone won't get the job done. Customers are subjected to a plethora of marketing noise, so you'll need to be more sophisticated to cut through the din. Here's where your data and technology come into play:

You can use your **customer, product, and sales data** to find the customer engagement opportunities that directly impact those metrics and **drive business outcomes**.

Let's take a look at a few examples:

Predictable, Profitable Outcomes

10

"The biggest win was shifting our focus from short-term ROAS goals to long-term retention goals by working out customer lifetime value. This meant not just focusing on single transactions but focusing on engaging customers with the City Beach brand over a longer lifecycle."

**Mike Doyle, Head of Marketing
(2017-2019), City Beach**

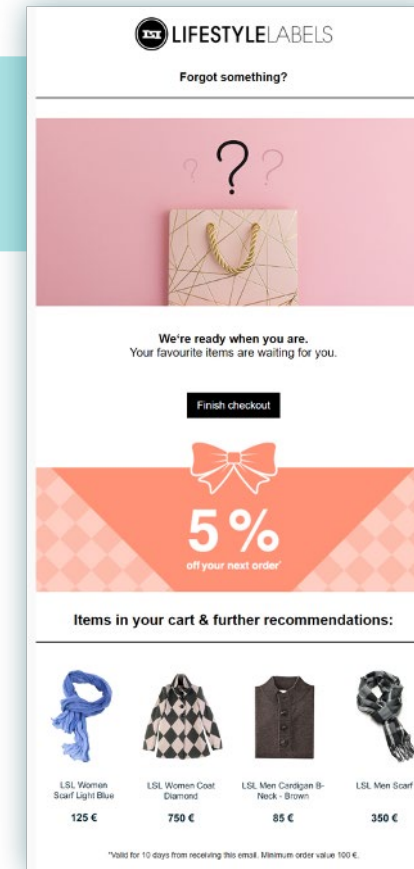
1

Opportunities Based on Customer Behavior Data

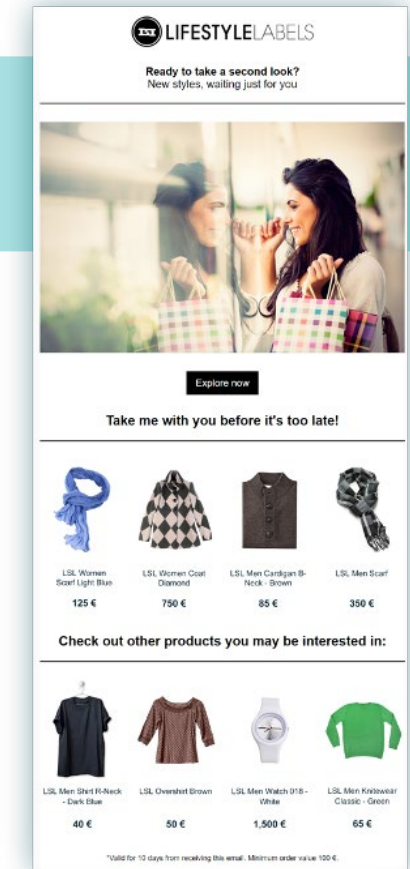
An abandoned cart use case is a common way to drive online sales. But there's a lot of meaningful activity that happens even before the customer adds a product to a cart. Customers are active on your website, browsing, and spending time with certain products or categories. That behavior, then, becomes actionable data.

Use your mobile and web behavior data to power-up your use cases and drive online sales.

Which products are most frequently browsed? Abandoned? Purchased? Leverage your data to build initiatives around these products and categories, and maximize every bit of performance from them.



ABANDONED CART



ABANDONED BROWSE



NEXT-LEVEL TIP

Go from reactive to proactive marketing.

Add [Artificial Intelligence](#) to your tech stack to predict customer behavior in real-time. Convert shoppers BEFORE they exit or abandon, instead of trying to convert them after.

2

Opportunities Based on Customer Lifecycle Data

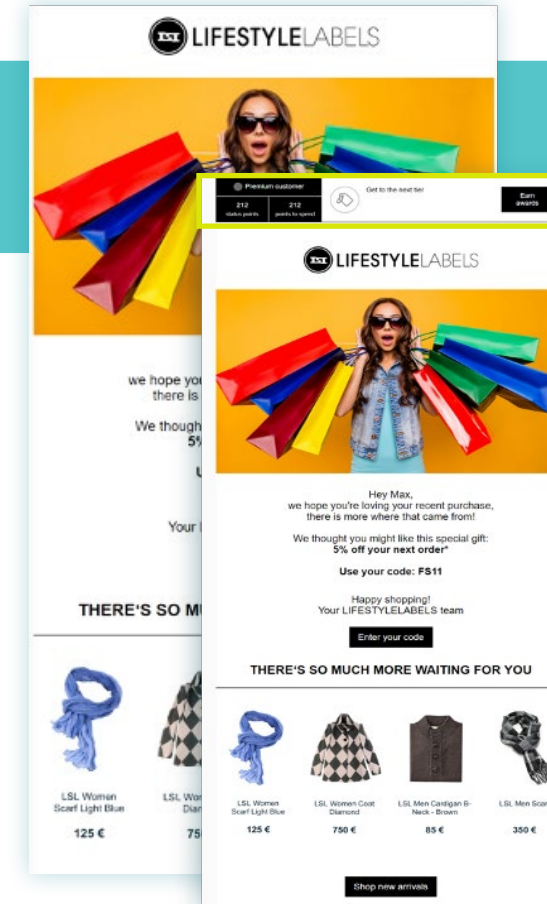
There are tremendous opportunities beyond behavioral data alone. Leveraging your customer lifecycle data, and running specific programs based on the status of your customer, can have a huge, positive impact on your business.

Use your data sets to reveal changes in purchase patterns or buying habits, and deploy campaigns to win back customers, drive their next purchase, and advance them further in the customer lifecycle.

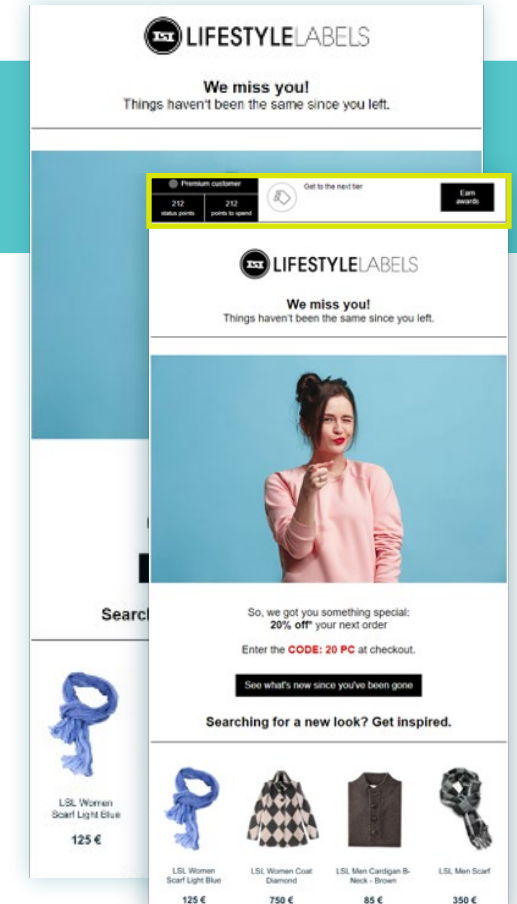
First-time to repeat buyer programs and win back campaigns are the most common examples. Results from these initiatives are powerful, but they can be challenging to implement and measure, unless your data is unified into a single solution.

Predictable, Profitable Outcomes

12



FIRST TO REPEAT BUYERS



WINBACK DEFECTING



NEXT-LEVEL TIP

Remove silos between your loyalty program and marketing.

Keep loyalty and marketing initiatives together. By integrating loyalty and reward incentives into your marketing use cases, you can drive conversions WITHOUT indiscriminate discounting.

3

Opportunities Based on Product Data

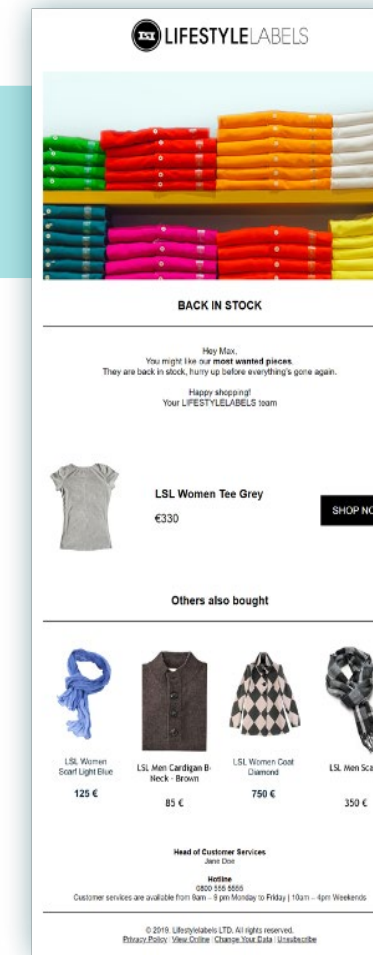
If you're like most brands, you probably felt the impact of fluctuating demand, product shortages, and supply chain issues throughout 2020. How often has a customer gone to your website, saw a product was out-of-stock or unavailable, and then left?

Use your product data to fuel programs that automatically notify customers when there has been a change in the price or availability of products they have browsed, shopped, or previously purchased.

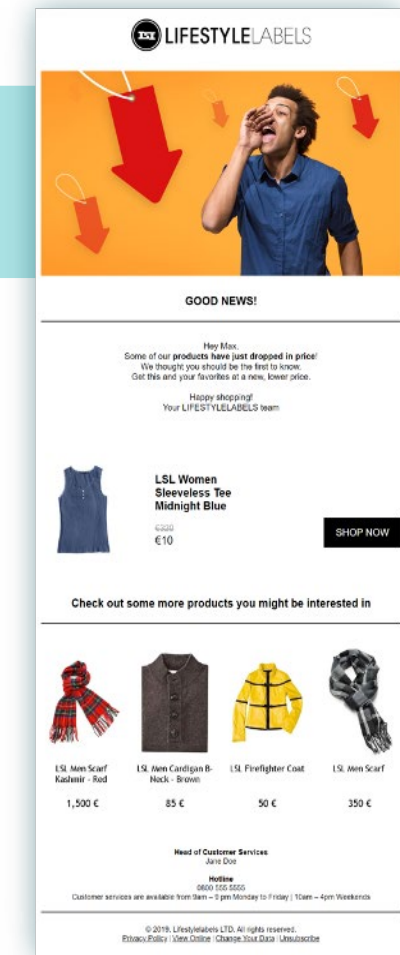
These types of programs, although simple to create, require collaboration across the organization to make the data available (unless your data is already consolidated).

Predictable, Profitable Outcomes

13



BACK IN-STOCK



PRICE DROP



NEXT-LEVEL TIP

Connect your merchandising, e-commerce, and marketing.

Fluid communication between these areas of your business allows you to easily identify product trends, and then rapidly deploy programs like “Back In Stock” and “Price Drop” for quick wins in sales and revenue.

4

Opportunities Through Unified Customer Profiles

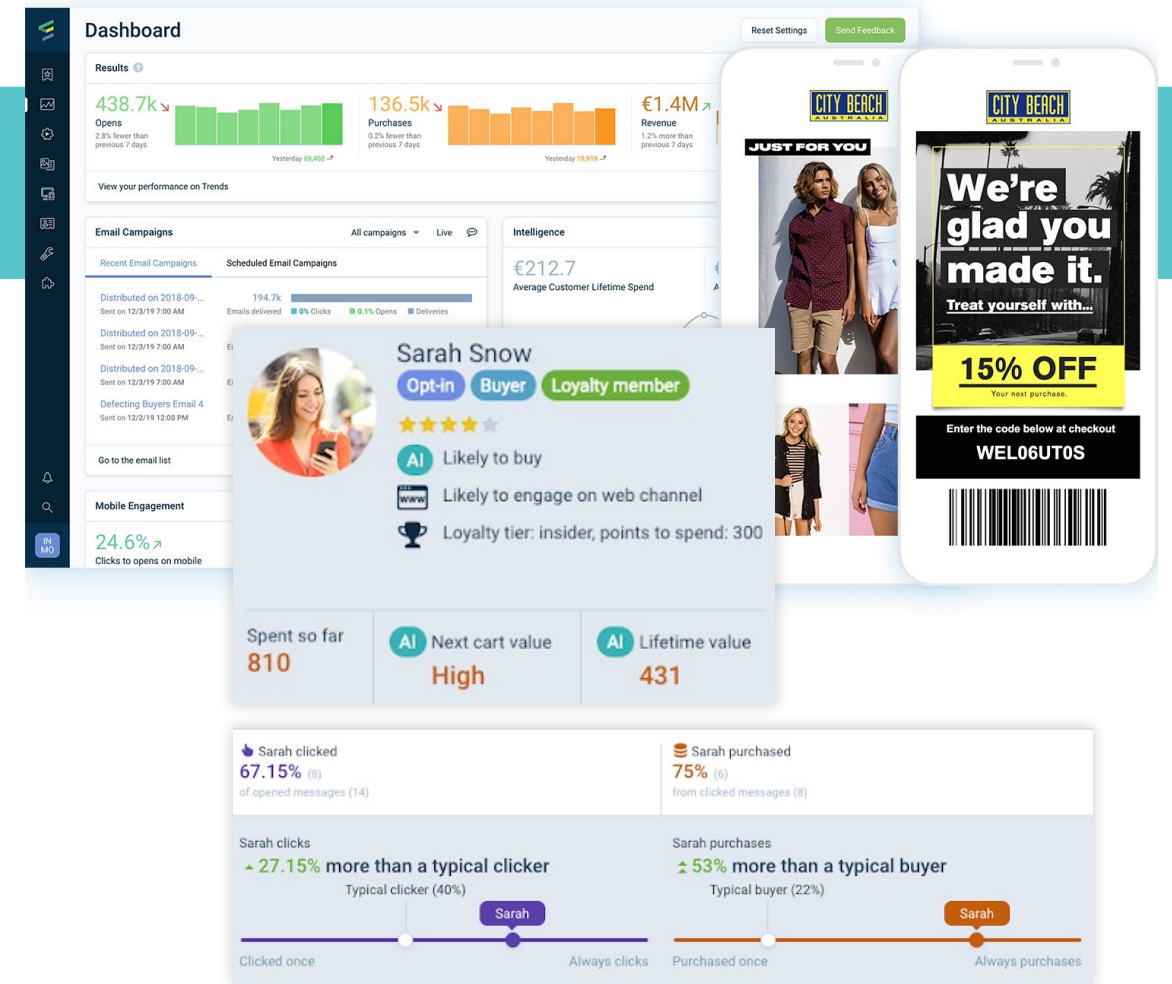
Your data is the raw material needed for true 1:1 personalization. Having that data centralized allows you to *automate* that personalization, and more meaningful, customer-centric communications *at scale*.

Merge your data sets together into your customer engagement platform so you can **build unified customer profiles that allow for automated, scalable 1:1 personalization.**

With unified customer profiles, you'll have better control over *who* you're targeting, *when* you're targeting them, and what ad content you're engaging them with. As a result, you'll see better results in important metrics — email click-thru, AOV, ROAS, etc. — and you'll be able to scale your marketing efforts with no loss in performance.

Predictable, Profitable Outcomes

14



NEXT-LEVEL TIP

Control your data with server-to-server (S2S) integration.

S2S integrations keep costs low and make the connections between your data and your platforms simpler by having only one integration point. This way, you're better prepared to scale your personalized marketing, and navigate further changes in technology or data regulations.

Going Forward



As a marketing leader, the best way to make your C-suite happy is to offer a marketing strategy that delivers predictable, profitable outcomes for your organization. And to be successful during uncertain times, you'll need to determine where new or underutilized opportunities lie, and then make the most out of them, to provide consistent, revenue-generating results.

Your data may not be "new," as you've already been putting some of it to use in your marketing efforts. But if you haven't been collecting it yourself, haven't organized it in the right way, or used the right technology to get more out of it, then it is a new opportunity. And once you fully leverage your data and see the immense rewards that come from it, you'll quickly realize how underutilized it was.

Emarsys has helped thousands of our clients identify where the hidden value is within their customer, product, and sales data, and we've provided the technology that lets them act on that data in order to grow customers and increase revenue.

To see how we can help your brand accelerate business outcomes with the data you already have, visit:

[Emarsys.com](https://emarsys.com)

Or schedule a demo at

[Emarsys.com/demo](https://emarsys.com/demo)



© 2020 Emarsys. All rights reserved. Emarsys, the Emarsys Marketing Platform, Emarsys Artificial Intelligence Marketing and others are trademarks of Emarsys. The Emarsys logo and other creative assets are owned and protected under copyright and/or trademark law.

[f www.facebook.com/emarsys](https://www.facebook.com/emarsys) [t www.twitter.com/emarsys](https://www.twitter.com/emarsys) [in www.linkedin.com/company/emarsys](https://www.linkedin.com/company/emarsys)