

nFUSION

THE CHANGING LANDSCAPE OF TECHNOLOGY AND CLOUDS FOR MARKETERS

John Ellett, CEO nFusion

SEPTEMBER 29, 2014

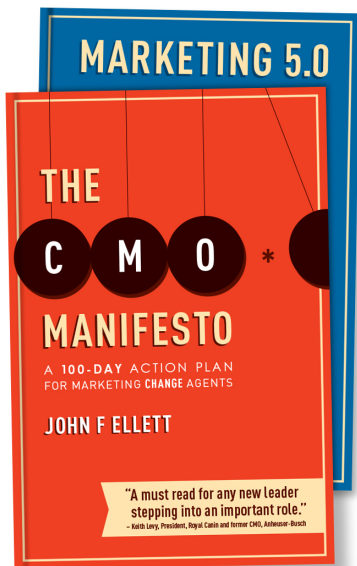
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#OOW14



MY THREE HATS

Author



The CMO Manifesto
Marketing 5.0 – Coming Soon

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John Ellett
Contributor

MARKETING 5.0 #OOW2014 @ 2:54PM 1,738 views

Marketing Clouds Forming From Oracle And Adobe, But Will They Make Rain For Marketers?

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Last week **Oracle** [announced](#) President Mark Hurd [shared his vision](#) for marketing technology that he believes marketers will need to better connect with customers in the digital age. Adobe recently made some [announcements](#) on its portfolio at Adobe Summit and has additional news planned for release at Adobe Summit EMEA in a couple of weeks.

Yesterday Oracle's Alexander Wolfe shared his overview of what is happening in this important category with Forbes readers ([click here for his story](#)). Oracle has been piecing together its marketing cloud offering through various acquisitions including Eloqua, [Responsys](#), Virtue and [BlueKai](#). Last week's announcement was intended to show how these pieces will be integrated more seamlessly for marketers to use.

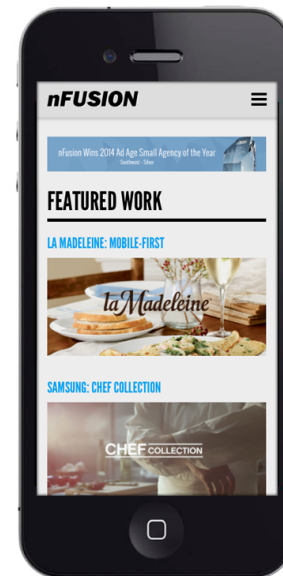
However, most marketers aren't currently organized to manage customer experiences across all touch points as seamlessly as they believe they should. [Research](#) conducted by my firm last year indicated less than 10% of marketers executed their last program to their desired level of integration across paid, owned and earned media.

With this challenge in mind, I recently had a conversation with Suresh Vittal, VP of Product Marketing and Strategy for Adobe, Oracle's marketing cloud rival. I was interested in his perspective on the context surrounding marketing cloud adoption.

Ellett: What are the broad issues that marketers are struggling with that Adobe is trying to help solve?

Forbes

CEO



nFusion
A Digital Agency



AGENDA

- 1. Brief history of marketing technology**
- 2. Marketing 5.0**
- 3. Implications for marketers and technologists**
- 4. 10 steps to get there**



MARKETING 1.0

Printing Press



A BRIEF HISTORY OF MARKETING TECHNOLOGY



MARKETING DATA

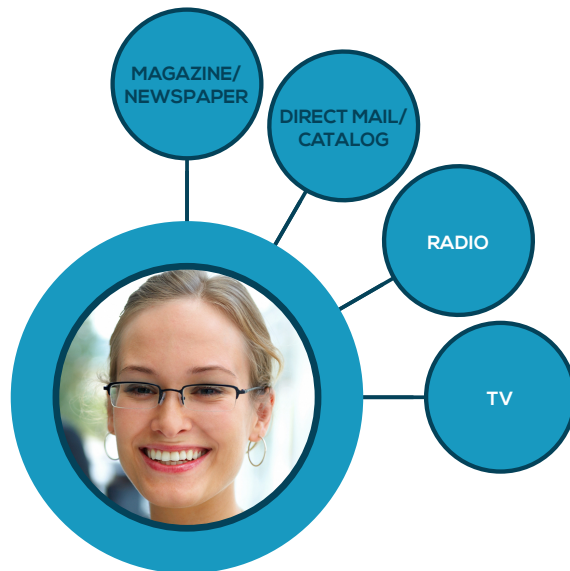
- Name
- Address
- Phone Number
- Customer ID
- Purchase History

MARKETING 2.0

TV/Radio



A BRIEF HISTORY OF MARKETING TECHNOLOGY



MARKETING DATA

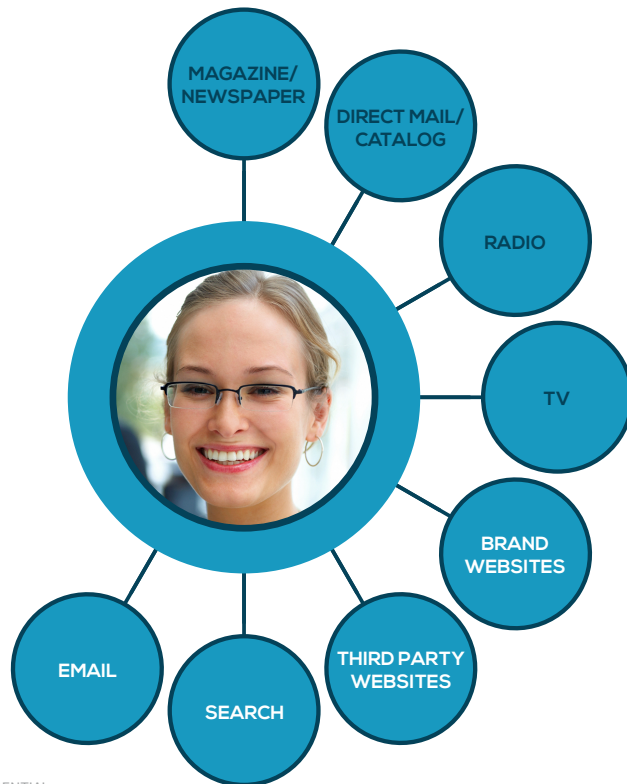
Name
Address
Phone Number
Customer ID
Purchase History

MARKETING 3.0

PC/Internet



A BRIEF HISTORY OF MARKETING TECHNOLOGY



MARKETING DATA

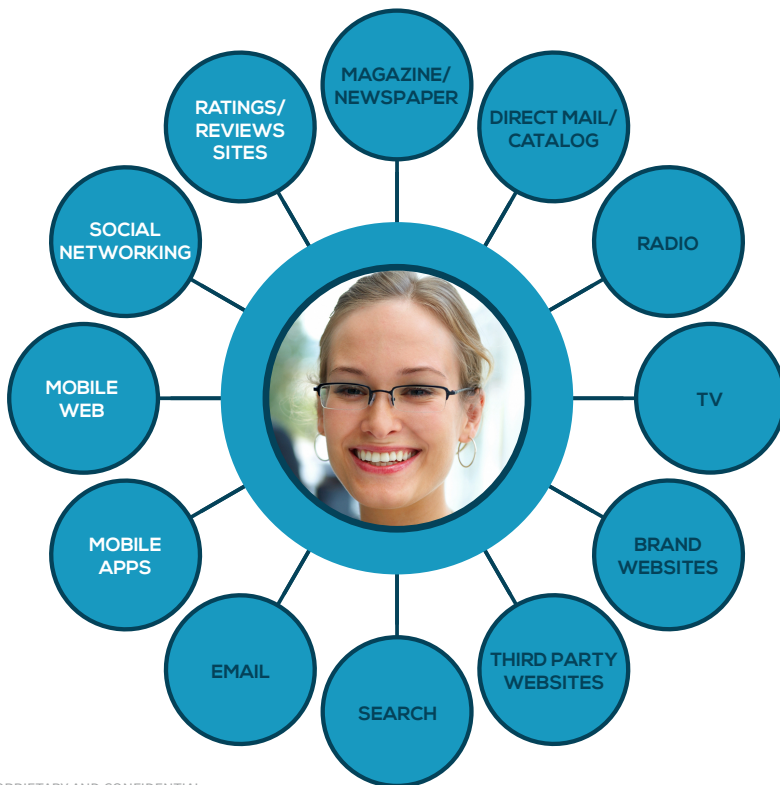
- Name
- Address
- Phone Number
- Customer ID
- Purchase History
- IP Address
- Tags
- Site Behavior
- Search Behavior
- Email Address
- Email Behavior

MARKETING 4.0

Social/Mobile



A BRIEF HISTORY OF MARKETING TECHNOLOGY



MARKETING DATA

- Name
- Address
- Phone Number
- Customer ID
- Purchase History
- IP Address
- Tags
- Site Behavior
- Search Behavior
- Email Address
- Email Behavior
- Location
- Mobile Number
- Mobile Site Cookie
- Social ID
- Social Behavior
- Brand Affiliation

MARKETING 5.0

Winning in the Age of Personalized Omni-channel Experiences



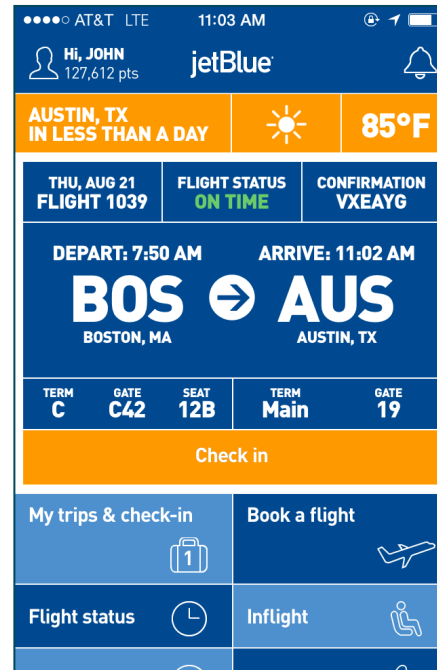
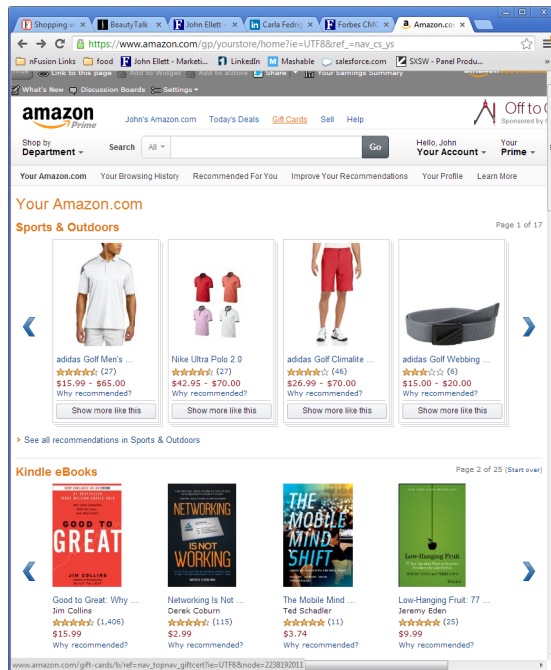
CUSTOMERS EXPECT PERSONALIZATION

78% of customers don't receive consistent experience across channels.

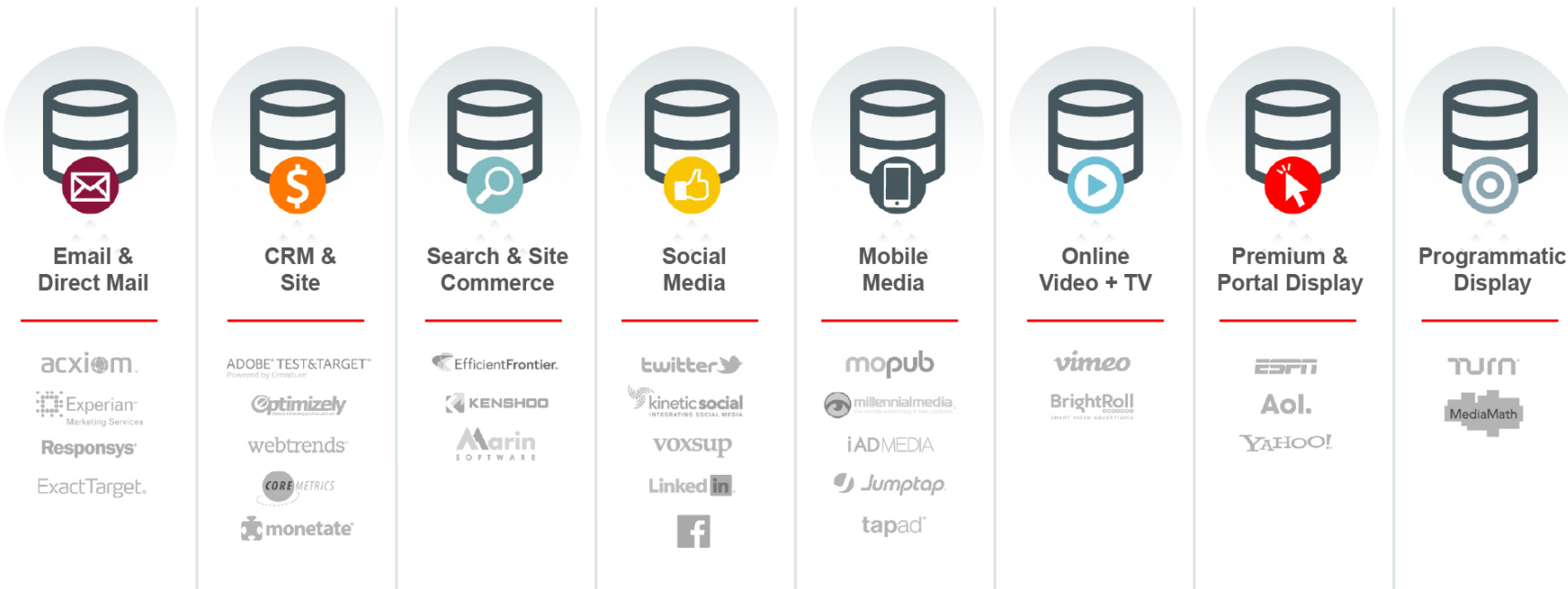
— Accenture

94% of customers have discontinued communication with a company because of irrelevant messages.

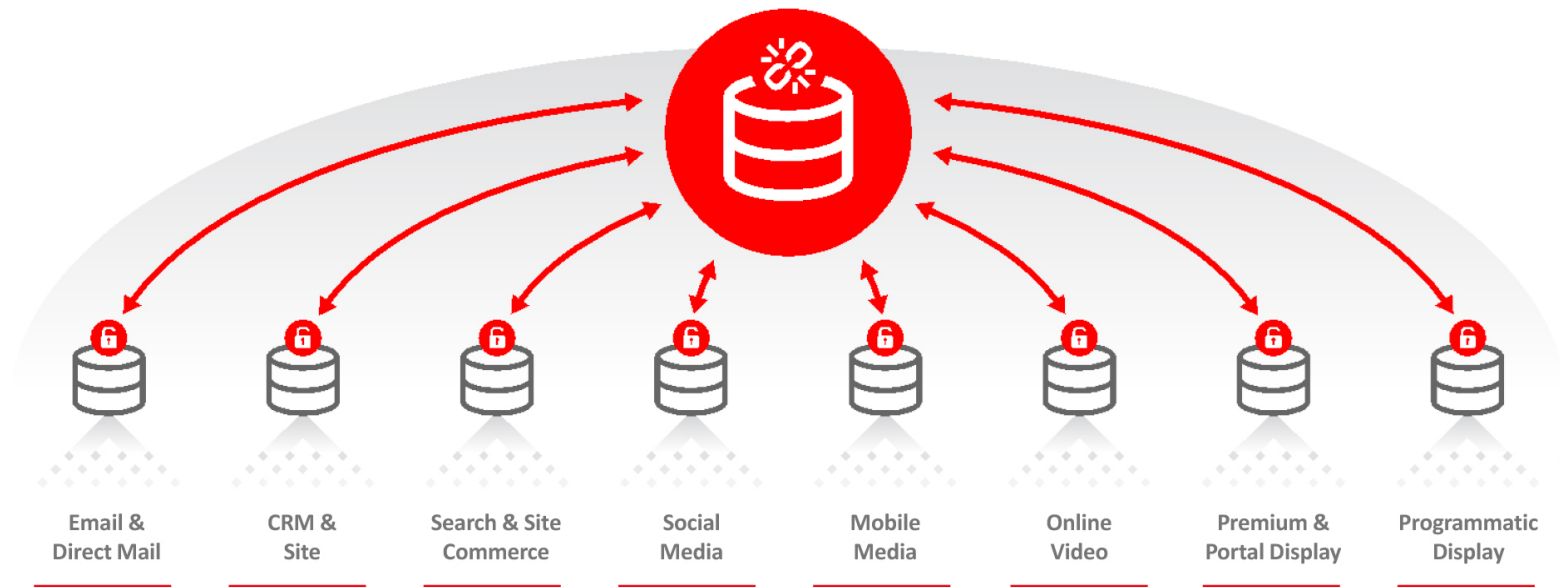
— Blue Research



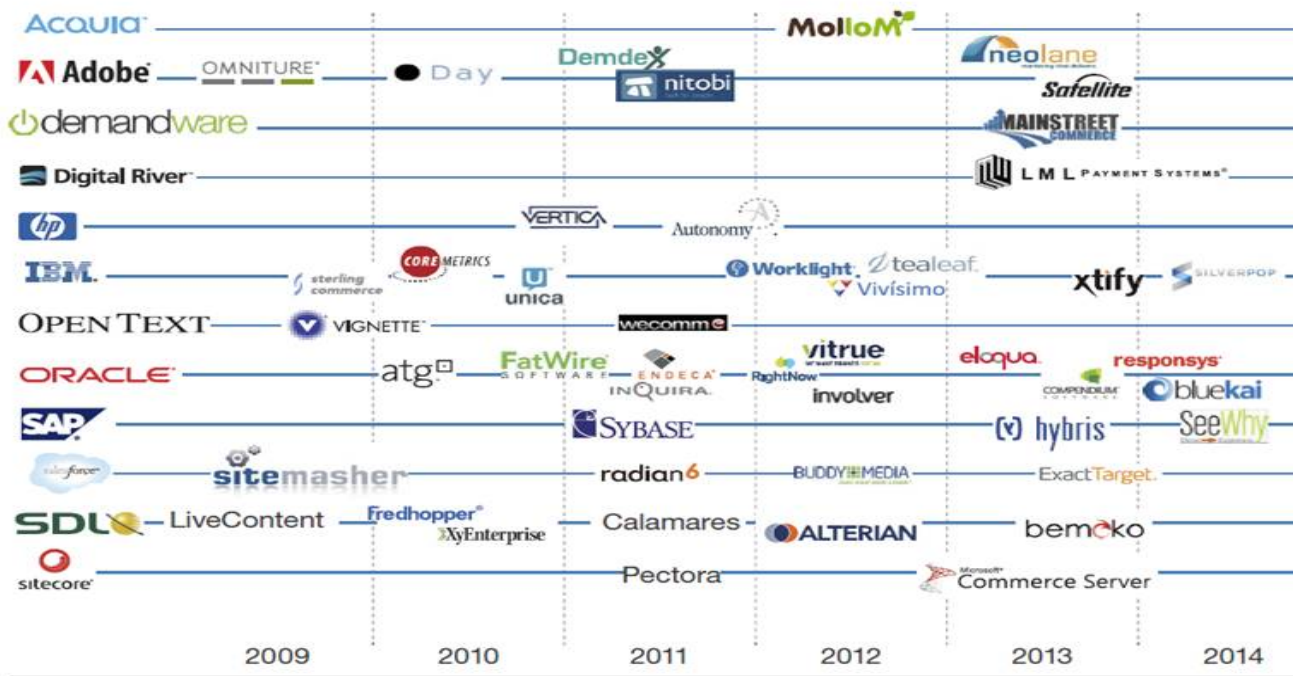
DATA CHAINED TO CHANNEL (& DEPARTMENT) = FRAGMENTATION



OMNI-CHANNEL EXPERIENCES REQUIRE SYNCHRONIZED DATA



ARMS RACE TO SOLVE THE PROBLEM



CONSTRUCT FOR SOLVING THE CHALLENGE



← **Presentation layer:** User experience and content

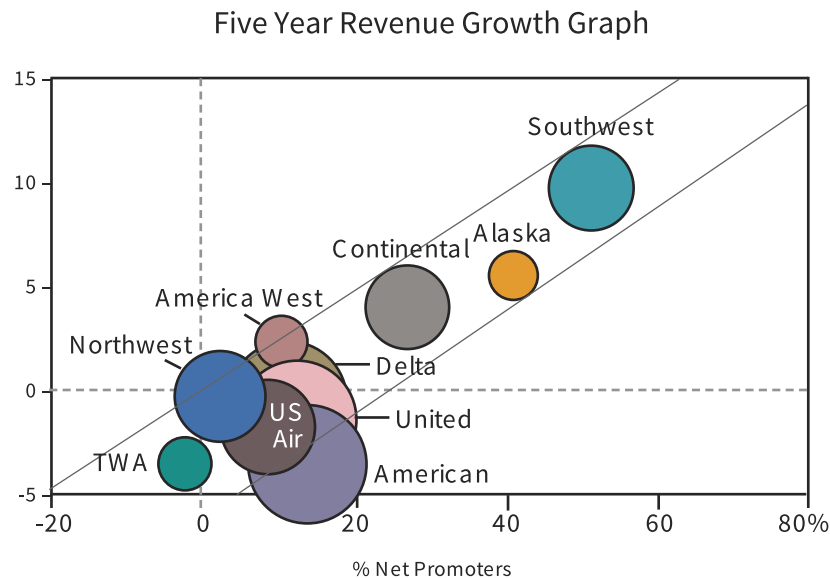
← **Marketing engineering layer:** CDJ maps, go-to-market plans and orchestration, omni-channel mgt.

← **Infrastructure layer:** Applications and data

10 STEPS TO MARKETING 5.0

STEP 1

Become a customer-centered organization



Source: Satmetrix Systems, Inc.



STEP 2

Develop segments and personas



Jane: Decision Maker

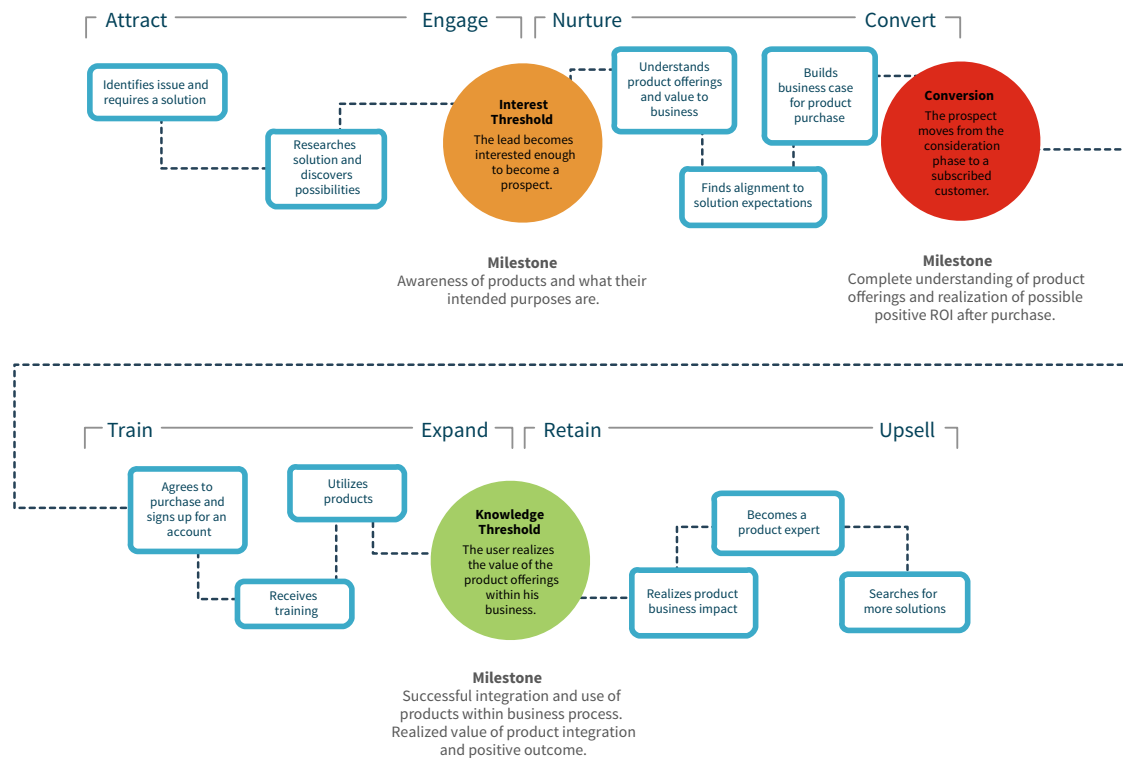
Personas: CEO, CFO

Jane is the financial gatekeeper of the business. To convince Jane to purchase something new, there needs to be a solid case for positive return on the investment. Jane listens to Bill, but expects a clear business case for funds to be spent.

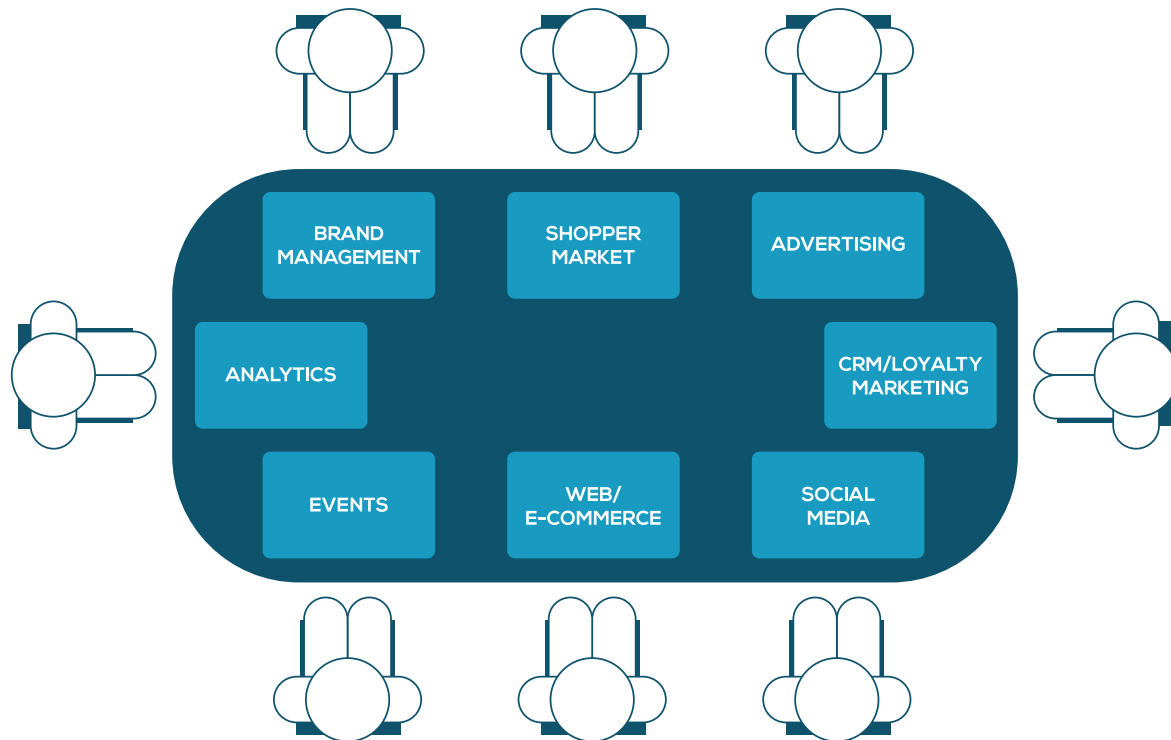
Value desired: Return on investment

STEP 3

Map the customer decision journey



STEP 4

**Define cross-discipline
planning model**

STEP 5

Envision what is possible and determine data needed

SEPHORA + PANTONE
COLOR IQ

NEVER WEAR THE WRONG FOUNDATION AGAIN.

WHAT IS COLOR IQ?

Stop by a store and try our revolutionary Color IQ service. It identifies your Color IQ number and then pinpoints your foundation match from over 1,500 formulas.

[LEARN MORE](#)

GET MATCHED IN STORE

Visit a store to try our Color IQ service—and discover your foundation match in minutes.

[FIND A STORE](#)

SHOP YOUR MATCH ONLINE

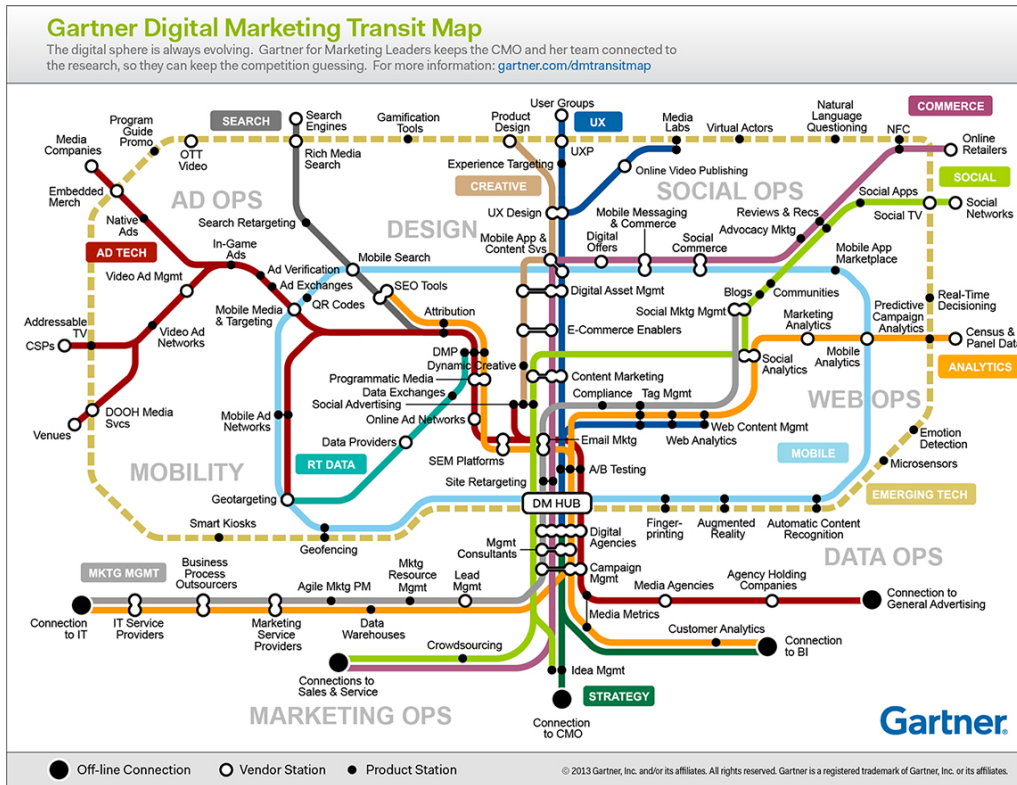
ALREADY HAVE A COLOR IQ NUMBER?
Enter the Color IQ number you received in store.

OR

DON'T HAVE A COLOR IQ NUMBER YET?
Use the foundation you currently wear to find other product matches.

STEP 6

Resource for infrastructure and experience building

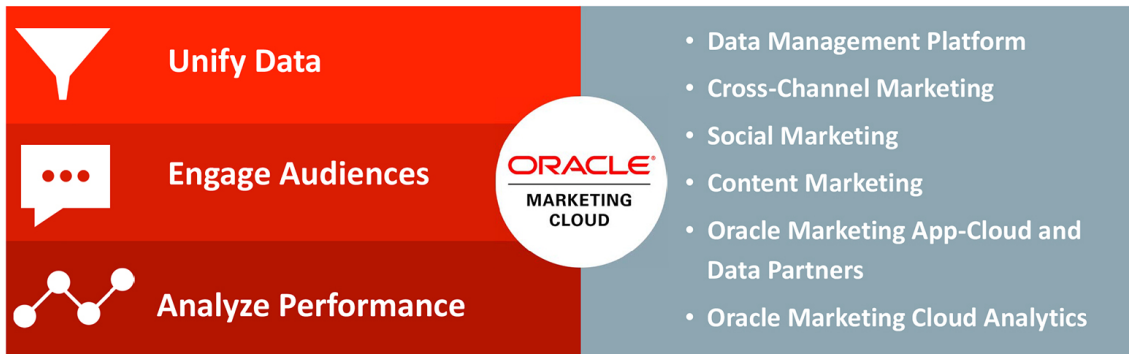


STEP 7

Implement key applications and data management infrastructure

The Oracle Marketing Cloud

Marketing Simplicity. Customer Centricity. Enterprise Ready.



WEB



MOBILE



SOCIAL



EMAIL



COMMERCE



SALES



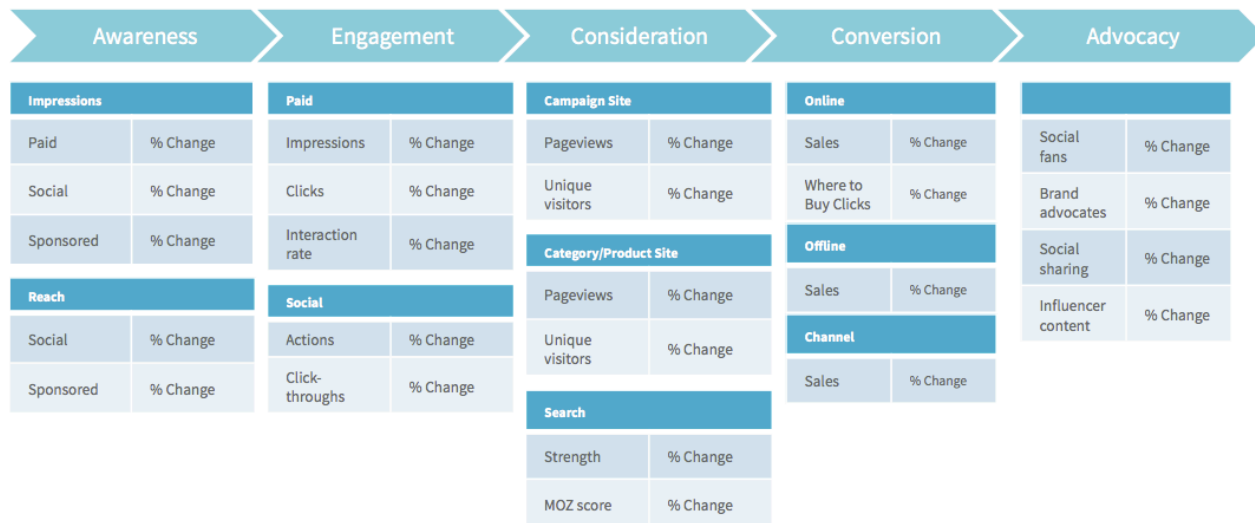
DISPLAY

STEP 8

**Build/manage
personalized
omni-channel
experiences**

STEP 9

Create cross-discipline analytics framework



STEP 10

**Align
organization on
data-driven
engagement
policies**



10 STEPS YOU SHOULD TAKE NOW

1

Become a customer-centered organization

2

Develop segments and personas

3

Map the customer decision journey

4

Define cross-discipline planning model

5

Envision what is possible and determine data needed

6

Resource for infrastructure and experience building

7

Implement key applications and data management infrastructure

8

Build/manage personalized omni-channel experiences

9

Create cross-discipline analytics framework

10

Align organization on data-driven engagement policies

THANKS!



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