BlueVenn

Defeating the
Mythical Beasts
of Marketing

Including results from the **Myths of Marketing** SURVEY

The tale of George the Knight and his quest for marketing perfection…

George, the bravest knight in Marketingland, helps us explore some of the most common issues faced by B2C marketers, and how these 'marketing beasts' can be overcome.

The statistics contained within this storybook are based on an original survey commissioned of 202 B2C marketers (102 in the UK, 100 in the US) working in companies of over $10m turnover.

All respondents are in middle management positions or higher, and are also involved in decision making processes within their business.

The research was commissioned by marketing technology company BlueVenn, and was carried out by independent research house Censuswide in August 2016.

Defeating the Mythical Beasts of Marketing

The tale of George the Knight and his quest for marketing perfection…

Once upon a time in Marketingland there lived a courageous and noble knight called George.

As a **knight of the Marketing Roundtable** George had many sleepless nights but then one inspirational night George had a striking dream.

In the dream, all the citizens saw that George was the best marketer in the land. They gave him all of their gold and crowned him **King of Marketingland.**

Waking from his slumber, George knew that this dream had told him his future.

And so George packed his bags, and set out on his quest for marketing perfection.

Survey Results:

What aspect of the job keeps marketers awake at night?

• 38% said 'trying to prove marketing ROI'
• 34% worry about having too many data silos
• 29% worry about duplicates
• 23% are concerned about not knowing their customers well enough

Marketing Department

As George set out upon the first leg of his journey, he spotted a brilliant blue light glowing atop a hill.

As he reached the top of the hill, he found a **mystical blue sword** stuck in a stone.

George pulled the sword from the stone, admiring the curious symbol on the hilt.

"**BlueVenn**", George shouted to the clouds. "What a glorious name!"

"This will prove useful in my quest for marketing perfection!" and he went on his journey filled with a new sense of courage.

Survey Results:

Marketers are searching for better and more efficient ways of managing their data

- 41% of marketers have to manage more than 20 data sources for every customer
- Nearly a third spend 50% or more of their time and resource managing, analyzing and presenting data
- 68% would like to get that figure *below* 50%

Soon George encountered a fearsome marketing beast: the **Hydra of Customer Segmentation.**

One head was that of an old lady; the second a white van man; the third a millennial, (a hazy and indistinct beast, but the most fearsome of all).

"How can I segment this beast effectively?" wondered George, fearing that his quest had come to a premature and ineffective end.

Suddenly George remembered the sword at his side. Wielding **BlueVenn** aloft he swiftly and accurately targeted the heads and carved the beast into easily identifiable customer segments.

"Oh, that was easy!" thought George, as he went on with his journey…

Survey Results:

Without effective segmentation a knight will fail in a quest for marketing perfection

• 39% of marketers believe that data segmentation is the most important skill for businesses to acquire over the next two years

• 80% feel they are not yet effectively segmenting their customers in real-time

Having mastered his first mythical beast, George was confronted by a fearsome cyclops sat on a rock.

"I am the **Cyclops of Single Customer View**," exclaimed the beast. "I shall eat you for my supper, tasty sir knight!"

"How will I ever tackle this fearsome beast?!" thought George. "He is the biggest beast in Marketingland and so difficult to overcome!"

George again swung **his trusty sword, BlueVenn**, into action. Pointing the blade to the sky, he reflected the sunlight into the cyclops' single eye, dazzling the beast.

"Ow! My eye!" yelled the cyclops, as George quickly made good his escape…

Survey Results:

Single Customer View is truly the most terrifying marketing beast

- 54% of marketers believe that difficulty accessing data is making their marketing less targeted
- 82% feel that they are not yet able to bring multiple data sources together into a 360-degree customer view
- 43% answered a 360-degree customer view would give the greatest ROI to the business

**C**an you help George decipher this curious scroll to aid him on his quest for marketing perfection?

Help George work his way through the maze and escape the Minotaur of Multi-Channel Marketing

Start

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G E V I T C I D E R P N
P H X N D H W Z A C O I
C K V E Q J O C T I C J
S E G M E N T A T I O N
C H U I D A T A R P N R
V Z P T R Y S M I D N H
F G R O Q I G P B K E B
T M L R M Z S I U K V G
F R D I V F B X T H E C
N O T F X D H L I J U W
Y P T Y E N R U O J L S
O B Q X W R F Y N U B S
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SEGMENTATION   JOURNEY
PREDICTIVE   OPTIMISATION
SCV   ATTRIBUTION
DATA   BLUEVENN
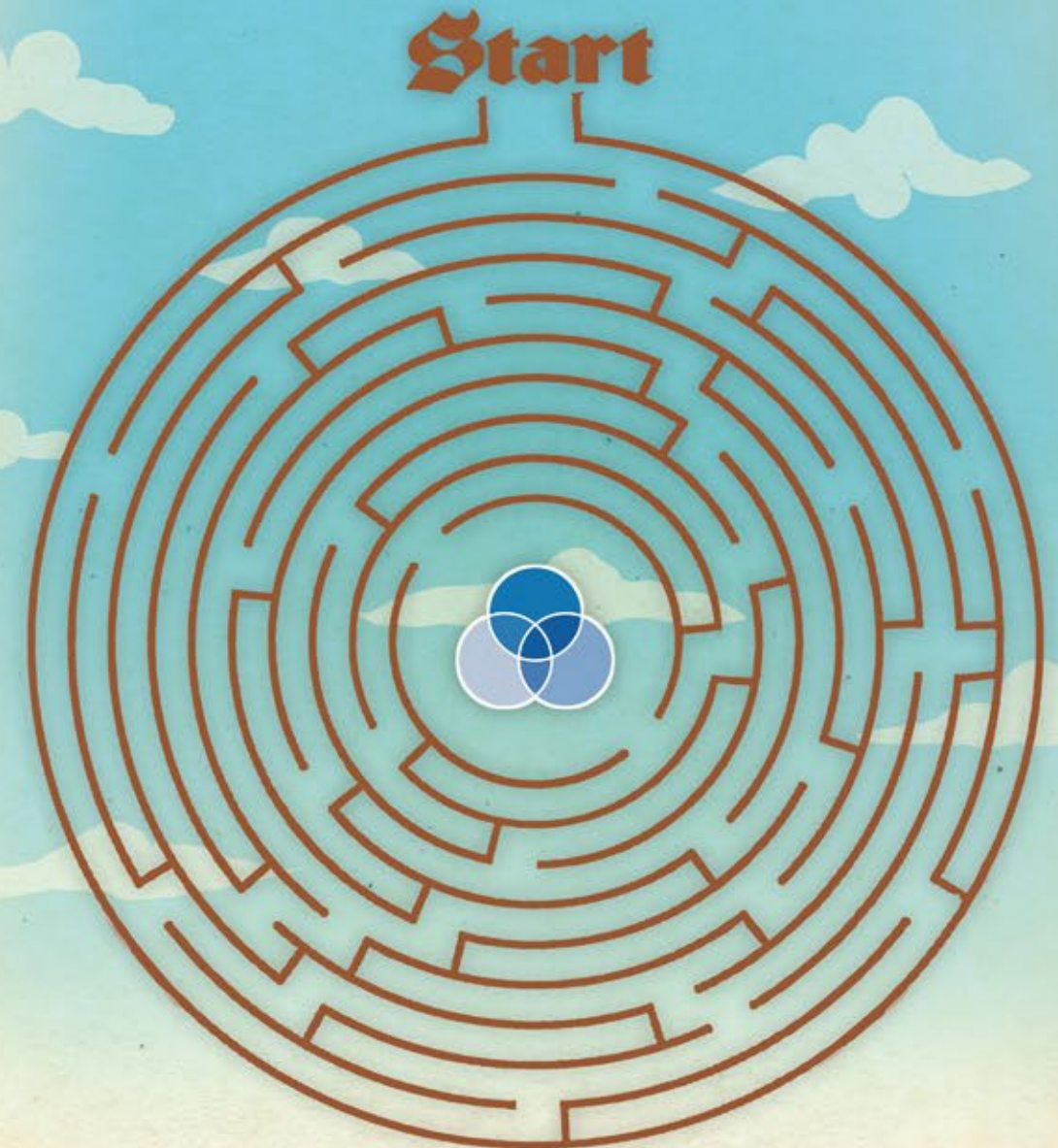
Soon, George came across two of his fellow knights at a crossroads. Neither had a magical sword and both looked lost and worried about the outcome of their journeys.

Then George had an idea. "If we could compare notes on our separate journeys," he said, pulling out a blue notepad, "all three could be better optimized!"

And so the three **combined data about their journeys** onto the blue pad. The second and third knight learned more about the BlueVenn sword, the Hydra and the Cyclops. And George learned that he soon had to find his way through an enchanted forest.

"Thank you brave knights!" said George, as he went on his way. "By aggregating the data about our separate paths it has ensured better **journey optimization** for all of us!"
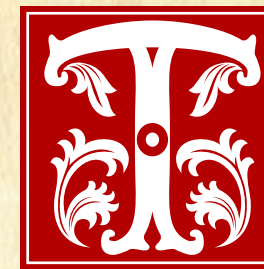
Survey Results:

Cross journey optimization is of growing importance to marketers

- 38% pick cross journey optimization as one of the top factors that would directly boost their marketing ROI
- 66% of marketers still aren't using any form of cross journey optimization
- 50% are attempting to implement cross journey optimization

Then, as he wandered through the dark and lonely forest, George met a wizard in a bright purple robe.

"I am the **Wizard of Predictive Analytics!** But why do you look so worried brave knight?"

"Because I'm not sure where this journey is going to lead," said George.

"Never fear bold sir knight!" proclaimed the wizard. I have imbued your sword with the ability to look into the future. Simply glance into your sword and your journey shall become clear."

"Thank you kind wizard!" exclaimed George, glancing into **BlueVenn.** "Now I can see what will happen on my journey before I've gone there!"

And George saw that his quest was almost at an end.

Survey Results:

Nearly 1 in 5 marketers believe that Predictive Analytics is a mythical beast that cannot exist in the real world

- 76% of businesses also feel they cannot currently predict customer behaviors before they happen
- 34% think that the biggest barrier to achieving predictive analytics is a *lack of internal skills or capabilities*

BlueVenn

Having defeated all the **mythical beasts of marketing**, George reached the end of his quest, and discovered there a chest of gold.

George was the richest knight in all of Marketingland!

When he returned to his castle his fellow knights were so impressed by his defeat of the Hydra of Customer Segmentation, the Cyclops of Single Customer View, his mastery of Predictive Analytics, and his ability to undertake Journey Optimization, that they made him **King of Marketingland** and gave him a regular column in *Marketing Week*.

Survey Results:

Understanding how to work with data effectively and having the right skills is critical in your quest

- 72% said data analytics is the most important marketing skill
- 65% said social media
- 31% said web development
- 23% said graphic design
- 13% said SEO

And as George looked back on all of his achievements, he thought to himself: 'Thank goodness I had BlueVenn to help me!'

In the enterprise space, 1 in 5 marketers agree that their existing data analysis tools need to improve.

Slaying your own marketing beasts with BlueVenn…

Customer Segmentation

As we've seen, marketers on a quest for perfection often find themselves battling it out with the monsters of marketing. But with BlueVenn, contextualizing and understanding your customer data it needn't be fearsome. Our platform allows you to drill down into precise clusters based on demographics, lifestyle, attitudes, value and more, visualizing complex data sets as clear and insightful graphics. BlueVenn also allows you to redefine your segmentation in real-time, providing the modern marketer with a powerful weapon in the fight against the Hydra of Customer Segmentation.

Single Customer View

Just as our noble knight George once believed, Single Customer View can seem an impossible mythical beast for marketers to tame. However, BlueVenn will not only save you time on the daily duties of accessing, cleaning and enhancing your data, it will also become the foundation of all of your marketing decisions. BlueVenn Single Customer View transforms all your data from every source to form an accurate, legal, up-to-date, enriched and 100% de-duplicated memory of your customers. By combining multiple customer touchpoints within BlueVenn, marketers can finally overcome the Cyclops of Single Customer View, delivering better personalization and taking another step on the road to marketing perfection.

Customer Journey Optimisation

In the multichannel kingdom of Marketingland it's more important than ever for brave marketing knights to provide a seamless cross-channel customer journey. Using Customer Journey Optimization from BlueVenn, marketers can automate and perform multiple complex journeys that communicate with each other based on customer behaviors. Uniquely, this product handles the other decisions customers make along their journey, allowing one journey to influence another. And lo, all of the knights of Marketingland can get the best outcome from their separate journeys.

Predictive Analytics

It is hard for any marketer to know exactly where a journey is headed. By delving into data to calculate trends and behavioral patterns, BlueVenn can identify your most valuable customers, determine cross- and up-sell opportunities, predict lifetime customer value and more. The ability to gain insight into a customer's future behaviors will ultimately enable marketers to begin a more informed quest towards their very own pot of gold.

![BlueVenn logo]

A special thank you to 202 senior marketers that took part in a survey to help us discover the mythical beasts of marketing.

From this research, the tale of our heroic knight, George, and his enemies, were born.

Join George, and thousands of other marketers on their quest for marketing perfection, achieving and delivering billions of outstanding omnichannel customer experiences every day, using BlueVenn.

www.bluevenn.com