

Opening up the Single Customer View to Any Company of Any Size



BlueVenn eBook

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Introduction

SMEs need to embrace new technology and enhance their marketing strategy

Marketing has become increasingly sophisticated and data-driven, with a number of enterprise organizations looking to deploy and take advantage of the Single Customer View (SCV), to deliver a highly personal customer experience that is consistent across all channels.

By contrast, large numbers of SMEs are still struggling to evolve beyond a mass, 'one-size-fits-all', marketing strategy. Marketing departments at smaller organizations have simply no way of answering the essential questions:

- **Who are our customers?**
- **Who are our best customers – and why do they come back?**
- **What interests our customers?**

Why is the
Single Customer View
still not a reality for
all organizations?



The Data Divide

Large organizations with multi-million dollar marketing budgets have invested heavily in a raft of technologies. This enables them to:

- **Optimize the online customer experience**
- **Join up online with offline customer data to create the SCV**
- **Exploit iterative visual technologies to deliver a highly personalized customer experience**

For the rest, without such impressively-sized marketing budgets (or marketing teams), such activity has been, to date, unattainable. With information retained in basic customer databases extending no further than name and address, these organizations are still limited to, at best, blunt segmentation. More typically, mass email marketing.

Data exists in silos with email responses sat in one repository, customer data sat in another, with internal network, spreadsheets, websites, online shops and many other sources all disparate and unconnected.

To effectively market to your customers and improve customer experience, you need a holistic view of your data and the tools to mine it. However, the gulf between the customer experience offered by the large and smaller organizations is growing.

Marketer Objectives

What marketers want is to be able to attain an in-depth view of all customers; to understand essential metrics such as:

- **Average order value**
- **Average time between orders**
- **Profiles of customers buying in specific product groups**

For example:

- I. **Customers who play golf**
- II. **Customer within a specific zip code**
- III. **Customers who spend 20% more than the average**

Marketers want to rapidly and easily segment this customer base to support marketing campaigns and to undertake immediate iterations to get the right sized group for each campaign.

To enable marketing to maximize its creative edge, these processes must be fast, easy and accessible without the need to keep analyzing spreadsheets of data.



Marketers' Data Reality

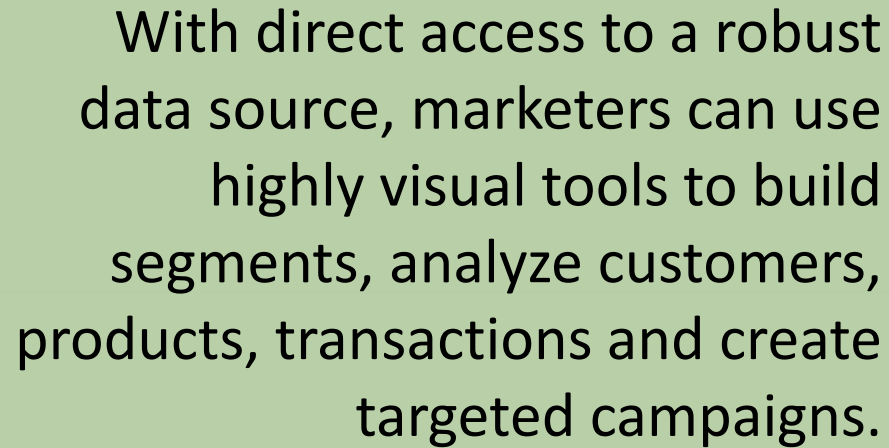
For the vast majority of SMEs, however, access to such information is simply not achievable.

Most are reliant upon a single, basic customer database or even a spreadsheet, which provides no depth of information and no way of achieving even simple segments in a timely fashion.

Instead, most marketers are:

- Reliant on IT to run queries, waiting days for a response – only to find it is not the right answer and the process is repeated, again and again.
- Struggling to gain any visibility of data, due to the use of third party agencies and external IT companies.
- Forced to wrestle with technical issues, v-lookups and basic SQL, just to try and find out something about the customer.

The creative aspect of marketing is being sidelined as individuals spend hours attempting to gain meaning from inadequate customer sources



With limited budget, SMEs simply do not have the option of the big, custom developed SCV projects. But what if there was an easier – and cheaper – way of leveraging that proven SCV and customer analytics model?

Customer data is uploaded into column-based, analytical marketing databases, such as:

- Additional geo-demographic information can be appended to the raw data, if required, to deliver customer context such as age, car ownership, marital status, affluence property type, to build a deeper profile.

Unveiling New Customer Insight

Consolidating customers, transactions and campaign data into one customer database opens up a wealth of new opportunity for marketers, including the ability to:

- **Create customer segments and campaign selections using visual, drag and drop technology**
- **Run effective campaigns to drive up ROI**
- **Create predictable marketing revenue**

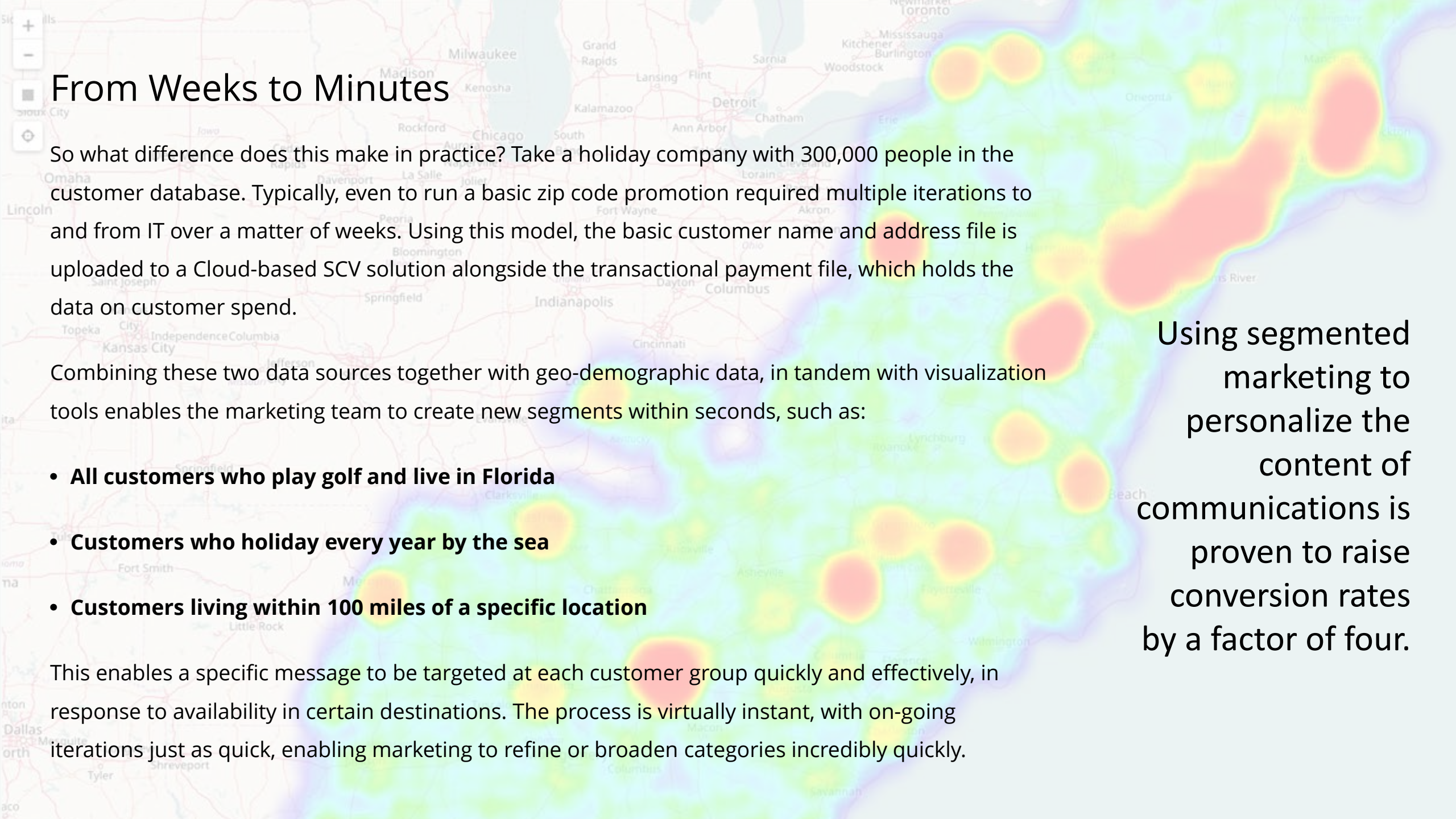
For any marketer used to the slow pace of wrestling insight from traditional data sources, this new model is compelling and releases the creative processes:

- Using Venns, cross-tabs, graphs, charts and geographic maps, marketers can build intelligent customer segments to drive creative new campaigns.

- Ask unlimited questions about huge volumes of data, to define groupings and create selections. Users can iteratively quiz their data, digging deep into the results to build successful acquisition, cross-sale, up-sale and retention strategies.
- Implement predictive modeling and analytics tools. This enables marketers to create predictive audience selection models, identifying key characteristics that relate to customer behaviour, for the effective targeting of messages to consumers calculated to be most responsive to them.
- Marketers can also run test campaigns to evaluate the likely results and ROI of a campaign before any budget is spent.



This proven technology has allowed companies to unravel amazing insight about customers in minutes – as opposed to days or weeks.



From Weeks to Minutes

So what difference does this make in practice? Take a holiday company with 300,000 people in the customer database. Typically, even to run a basic zip code promotion required multiple iterations to and from IT over a matter of weeks. Using this model, the basic customer name and address file is uploaded to a Cloud-based SCV solution alongside the transactional payment file, which holds the data on customer spend.

Combining these two data sources together with geo-demographic data, in tandem with visualization tools enables the marketing team to create new segments within seconds, such as:

- **All customers who play golf and live in Florida**
- **Customers who holiday every year by the sea**
- **Customers living within 100 miles of a specific location**

This enables a specific message to be targeted at each customer group quickly and effectively, in response to availability in certain destinations. The process is virtually instant, with on-going iterations just as quick, enabling marketing to refine or broaden categories incredibly quickly.

Using segmented marketing to personalize the content of communications is proven to raise conversion rates by a factor of four.

Three Steps to the Cloud

Most SME marketing managers want to deliver more engaging and personalized communications to customers. But they are constrained by the quality of data available.

The SCV appears to be out of reach of smaller organizations, due to the cost and complexity of development. Not to mention that many are using third parties and therefore lack access to their own data.

Yet, with the arrival of a Cloud-based SCV solution, organizations of every size gain access to a proven technology within an achievable price bracket.

The BlueVenn Cloud-based Single Customer View solution offers:

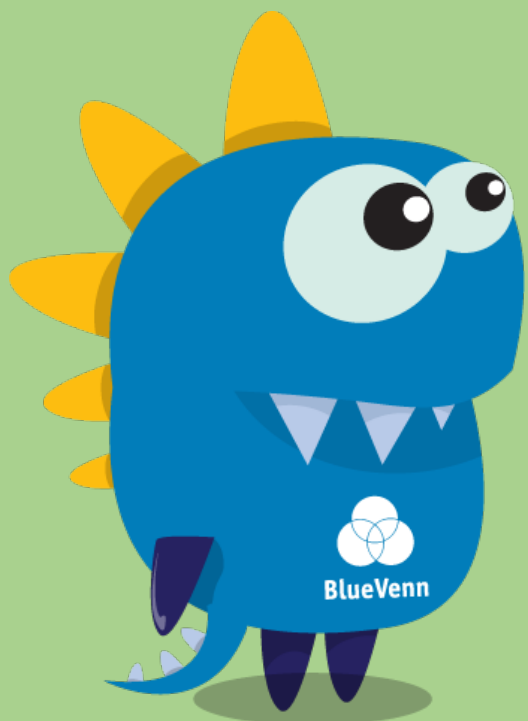
- **Analytics** – use Venn diagrams and maps to analyse customers and create segments, build a list and export it to an email or direct mail system.
- **Campaign** – with campaign management added to the analytics, marketers can build and automated campaigns and track responses to refine and improve performance.
- **Real-time Personalization** – Collect clickstream data from web and ecommerce sites and track live behavioral data, including device, browser, products and pages looked at, along with cart value, page exits and bounces.

The [BlueVenn four-tier pricing model](#) offers marketers the chance to explore data and evolve the sophistication of their campaigns and reporting to drive up the value of activity and deliver a more personal and relevant customer experience.

Want to talk about Single Customer Views?



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