Not using data for your marketing yet?

Here are 4 reasons why you should think again

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10 years ago, a brand could probably have gotten away with a TV campaign, print ad and may be an email campaign. Today, users come into contact with brands on several online and offline touchpoints - store, call center, website, email, sms, social media, and mobile app. With such a diverse set of access points and a growing number of devices, data is at the crux of the marketing efforts of any brand today.

Collecting all this customer data seems to be the easy part. The challenge is to do something useful with it. Most brands today sit on a gold mine of data without knowing how to make the best use of it to drive their marketing.

What do your customers like? Where do they spend most of their time? Have they bought from you already? Are they looking to buy something right now? Do they like discounts or do they like freebies? Do they need something and don't know it yet? If you have the answer to all of these questions, you are probably doing good. If not, you must read on. You definitely need an Intelligent Marketing Platform.

Here are 4 reasons why...

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1 Is your marketing driven by 'silo'ed customer data?

An Intelligent Marketing Platform enables you to on-board customer data from various online and offline channels – website, social media, CRM, loyalty, campaign response, etc. – onto a single platform. Data in any format can be onboarded, from APIs to CSVs. You can perform advanced analytics, identify niche segments, build user score cards and even conduct exploratory analysis to get titbits of key insights about your users. This enriched single view of the customer will help derive incisive insights to drive your marketing campaigns with much greater accuracy and efficiency.

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② Are you using different tools for marketing on different channels?

The list of channels through which you can reach your customer is growing every day. Are you using different tools for your emails campaigns, social media and TV ads? Do these tools talk to each other? The answer is most probably – No. With different tools running different campaigns, how do you track performance and attribute conversion?

With an Intelligent Marketing Platform, you can conduct all your marketing campaigns across channels at one place. Track the performance of your campaigns and target users on their preferred channels.

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③ Are you communicating different messages across different channels to your user?

Without the unification of data, your marketing messages are conveying different things to the user on different channels. You are not helping your users take a buying decision by doing this.

The Intelligent Marketing Platform enables 'real time omnichannel personalization'. You can personalize marketing for your users across channels and devices. The Intelligent Marketing Platform helps you target the right audience with the right message at the right time through the right channel – all this in real time. It is all about making it easier for your customer to make that buying decision.

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OPTIMIZED
MARKETING
SPENDS
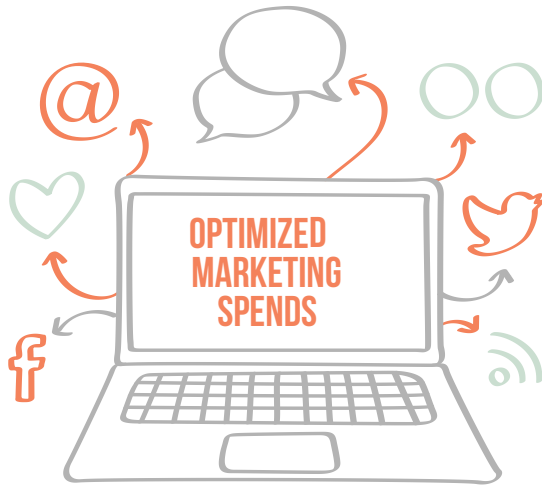
4 Are you spending too much money on paid media without any real results?

That's because you still don't know what the preferred channels are for your customers. You do not seem to know where to spend your marketing dollars and where not to. And for each lead that you get, two or more of your vendors must be claiming credit.

If your user responds to your SMS, then why send him an email? If he responds to you on email, then why spend money chasing him on social media? The Intelligent Marketing Platform lets you do this with precision. It helps you target users only on their most preferred channels. This way, you make the most of you owned media before you venture into spending millions on paid channels. Your marketing dollar works harder for you.

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An Intelligent Customer Data Platform helps you know your users better and understand their personas. It enables you to reach them with a personalized experience at places they like it most. It helps you drive all your marketing campaigns from one place. It helps you maximize your marketing ROI.

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Lemnisk is the world's first real-time cross-channel marketing automation built on an intelligent and secure Customer Data Platform for Enterprises. The key capabilities include:

- Uniquely resolve a user in real-time across different data sources and channels
- Create 1-to-1 personalized experiences for each user across multiple marketing channels
- AI-engine that orchestrates individual customer journeys on the right channels at the right time

Lemnisk delivers superior customer experiences that result in increased conversion, retention and growth for enterprises. Founded in 2008, Lemnisk has offices in Boston, Bangalore, Dubai, and Singapore. The company is ISO 27001 certified and ISO 27018 compliance certified, accredited by BSI.

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