

5 Data Habits of Successful Subscription Marketers

The fundamental data management practices to fuel every subscription marketing strategy.

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The Audience Company™



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Knowing Your Data Is Knowing Your Customer

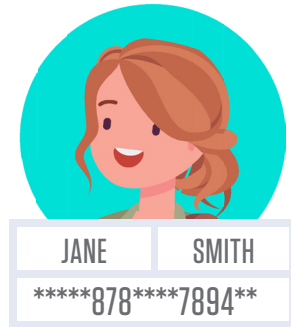
Hundreds of types and sources of data pour into a subscription business model — prospects, new customers and inactive customers are constantly throwing off unique and valuable data points.

Some of these include marketing performance, promotion/acquisition channel, payments, pauses, subscription level, and product preferences — just to name a few. This data can be used to curate the experience and create the community your customers are looking for!



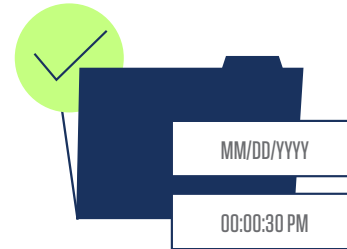
*To truly know your customer, you have to
keep and organize your data effectively.*

1. Knowing Your Data Is Knowing Your Customer



Always Use Unique Customer IDs

Multiple customer IDs can lead to a fractured customer view, inconsistent marketing and ultimately, higher churn.



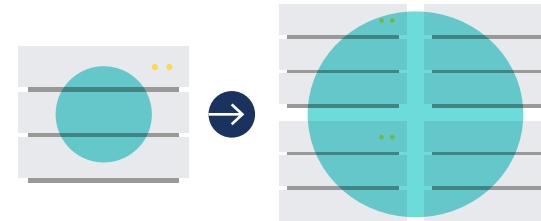
Organize and Maintain Accuracy

Time stamp all data and never forget the importance of proper data hygiene.



Keep the Data That Matters

“Marie Kondo” that data! It will most certainly spark joy in your bottom line! The data that you maintain should always be foundational to your business model and strategic growth plan.



Plan for Scale

As you scale your business, remember that it's hard to fix data once it's fragmented — you'll just end up spending time and money building workarounds.

Your 1st Party Data is Just the Beginning

Once your data is organized, look outside your organization for additional insight.

The more information you layer in, the deeper your customer knowledge will be. Start with data enrichment — append 3rd party data to your CRM.

3rd party data is available through commodity data providers and the digital ecosystem. Look to co-op data sources to gain a multi-enterprise view of consumer behavior.



3rd Party Data



3rd Party Data Will Help You

Know more about your customers, allowing you to segment and model your data more accurately. Transactional 3rd party data is predictive of buying behaviors, while demographic third party data is descriptive — but both are important.

Optimize experiences in real time and drive prospects through an acquisition or reactivation funnel — in the right channel, with the right offer to combat churn.

Identify the customers who are likely to be loyal subscribers versus those who are likely to subscribe, and then cancel or return.

Lower acquisition cost and increase lifetime value.

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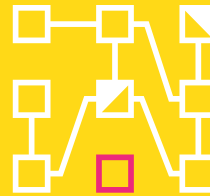
Model What Matters Most

Data modeling uses existing data to predict future behaviors.

It's important because it lets you target audiences that behave and purchase like your best customers. The combination of your CRM and 3rd party data provides more characteristics you can use to identify the right prospects.



Identify KPIs



Build Your Model



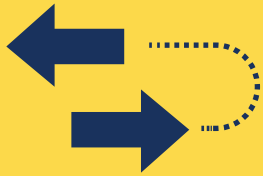
Target Prospects with the Highest Potential

Example:

Set a goal to acquire new customers who respond. Variables and algorithms work to set rules of behaviors so you can predict response. The model produces audience segments likely to respond, but also identifies those who will not.

Some Behaviors to Model For:

Response



Lifetime Value



Payment



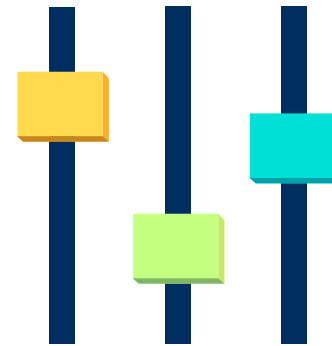
Likelihood to Churn



Embrace Customization

A lot of models from platforms and partners are “black boxes.”

With these, marketers don't benefit from transparency into what attributes drive the model. Black box models can be a great place to start — they can be effective and convenient. But, for a more complex solution like modeling for lifetime value, a customized human touch might be a better option.



Multi-Behavioral Models & Beyond

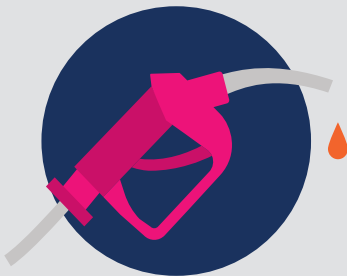
A custom multi-behavioral model will incorporate nuanced data points, including positive and negative transactional behaviors to predict the probability of many actions and incorporate profit values for each possible outcome.

Custom models often perform better from the start. A black box will take time to learn the audience behaviors and adjust during the campaign. A custom build will create a stronger and more responsive audience before the campaign even starts because it accesses key variables and behaviors from billions of purchase data points.

Prove It & Use It

Now you have data and models that are a powerful marketing asset.

It's time to use them to meet profit goals, but also be creative! You can use these new assets to develop products and content — and reengage lapsed customers in the right channels.



Fuel Up

With Well-Organized
Data



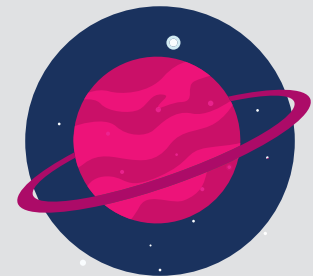
Ignite Your Engine

With 3rd Party
Information



Blast Off

With Strong Models &
Great Technology



Explore the Universe

Beyond the Outer Reaches
of Your Business

The lesson here:

The possibilities are endless when you harness the right data with the right strategy

1 Knowing Your Data Is Knowing Your Customer

2 Your 1st Party Data is Just the Beginning

3 Model What Matters Most

4 Embrace Customization

5 Prove It & Use It

No matter if you're at Step 1, 3 or 5, we can launch your data strategy to the next level.



The Audience Company™

Alliant provides subscription marketers with innovative, data-driven audience optimization solutions that deliver marketing insight for profitable growth.

Alliant's people-based audiences optimize marketing profitability in any channel. Our audience, enrichment and predictive modeling solutions are all built on billions of consumer data points, advanced data science and high-performance technology.

Great people, great data and great technology make Alliant the partner you need to consistently deliver exceptional results.

Learn more about our audiences, predictive modeling and data enrichment solutions.

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The Alliant logo features the word "Alliant" in a white, elegant serif font, with a registered trademark symbol (®) to its upper right. The text is centered within a dark blue rectangular box. The background of the entire slide is a deep navy blue with abstract, flowing purple and blue shapes, and several small white dots scattered across it, resembling a starry night sky.

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