

### Be Relevant

Consumers don't respond to irrelevant messages. So how can your customer analysis and segmentation make your marketing more relevant—more personalized and engaging, so it cuts through? Here are some things to consider:

#### **You need the right data and the right tools.**

Without great data and technologies you can't understand who your best targets are, what and where they prefer to buy, where they're located, and the best ways to interact. That said...

#### **What defines great data?**

Great data is accurate, comprehensive and up-to-date. It's granular and includes attributes that go beyond the digital world, like customer demographics, attitudes and lifestyles, brand preferences, buying patterns, and media usage. The richer the customer profile, the more relevant your message can be.

#### **What should you look for in analytics tools?**

- First, you want tools that help view customers beyond your CRM data.
- Look for linkages that connect your data with external data that you don't know.
- Tools that make it easy to activate your segments of your omnichannel marketing.
- Analytics platform that's consistent across channels.
- Accessible on multiple devices.

### 3 Hurdles to Overcome

What makes targeting data accurate? Answer: the 4 C's—data that's comprehensive, corroborated, cross-device, and custom. When all 4 work together, you can clear these 3 hurdles and raise your omnichannel game.

**1. Pixel-based audiences don't meet expectations.** Want to launch a mobile campaign that targets your competitors' customers? You'll need better data than you'd find in pixel-based segments or from audiences created with stale CRM. 4C data can tell you which attributes are associated with your audience; let you build custom audiences based on unique needs; and target your competitors' customers on mobile devices.

#### **2. You can't identify customers across channels.**

Let's say you're in retail. Cross-device (and cross-channel) data identifies online and in-store customers. It also helps you remarket to people who dial your call center but don't buy. 4C data enables you to customize offers on your website to drive greater conversions and revenue per customer.

#### **3. You're unable to reach target audiences at scale.**

With 4C data, you can scale by knowing the attributes of high-performing audiences, understanding which messages resonate with whom, and then expand the remarketing pool with high-value prospects. In other words, quality in, quality out—and in much greater proportions.



By [deleted]  
[cheatography.com/deleted-2754/](https://cheatography.com/deleted-2754/)

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### Better Ways to Increase Measure

Customers live online but most still buy in stores. To help bridge that gap, here's a quick checklist.

#### Measure the full customer journey.

- Connect diverse identifiers from online and offline touchpoints
- Analyze an omnichannel universe, not just the web.
- From website and display ads to direct mail and call center, see patterns, adjust campaigns, and make smarter media decisions.
- Get neutral analysis of marketing performance.

Without enough new inputs from both online and offline sources, your media intelligence won't stay fresh. Be sure it's generated by a broad set of partners to keep it comprehensive and up to date. This way you can gain a neutral analysis and spend with confidence.

- Close the loop between online and offline.
- Which online activities influenced offline sales?

Attribute sales accurately across all the channels you use: email, direct mail, call center, mobile advertising, and more. This means analyzing identifiers from many different channels and recognizing when they signify a single customer.

### Avoid the 3 Traps of "DIRTY DATA"

Would it surprise you to learn that 50-70% of the information you get from CRM onboarding is "dirty data?" These incorrect linkages and inaccurate matches mean tremendous waste in your media buys. As you look for a data onboarding solution, here are some traps to avoid.

#### 1. The majority of linkages are hypothetical "filler."

All CRM data has incomplete or outdated records. This reduces the accurate connections to online cookies or mobile advertising IDs. Onboarding providers will sometimes try to extend reach using statistical modeling ("best guesses") which yield a higher rate of false positives. Make sure your provider's methodology uses authoritative identity to ground your data.

#### 2. Individual targeting: not enough bulleeyes.

Actual linkages between your CRM data and cookies/mobile advertising IDs are far rarer at the individual versus the household level. Because individual linkages are rare, your reach is lower. Make sure your provider can match at BOTH levels.

#### 3. Email addresses and devices aren't people.

Most Americans have multiple devices and phone numbers, plus change email addresses and other information regularly. Ask your onboarding provider if they can connect all of a person's ever-changing data with a single, persistent identifier. This lets you model and target more accurately, coordinate messages across channels, and reduce ad messaging overlap and fatigue.

