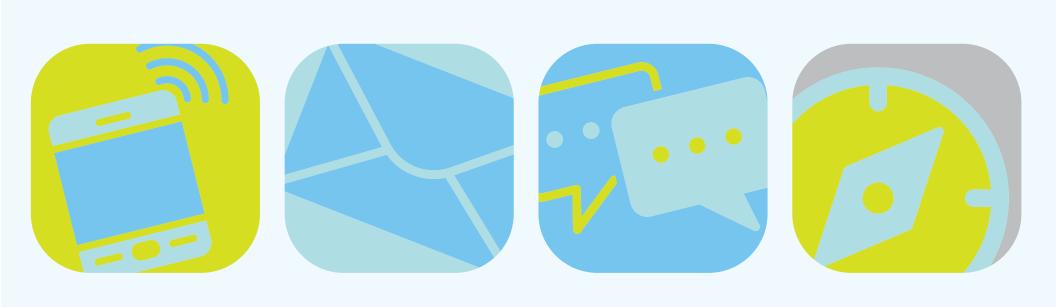# CREATING REAL-TIME INDIVIDUALIZED CAMPAIGNS AROUND EVERY IMAGINABLE BUYER BEHAVIOR

IBM.

CREATING REAL-TIME INDIVIDUALIZED CAMPAIGNS AROUND EVERY IMAGINABLE BUYER BEHAVIOR

The explosion of communication channels and devices during the last five years has opened up exciting ways for brands to interact with people — as well as new challenges. Today, customers and prospects are telling businesses all sorts of things about themselves and their interests through the actions they take on these different channels.

However, these same customers and prospects are also increasingly intolerant of irrelevant content that adds to the messaging clutter piling up in these new channels. And with most people exposed to thousands of advertisements and marketing messages every day, can you blame them?

In this landscape, the critical question for agencies and their brands becomes, "Are you equipped to capture customer and prospect behaviors and use them to connect at an individual level that not only cuts through the noise, but actually reduces it?"

Of course, many marketers have already been leveraging email behaviors – such as whether an individual opens an email or clicks through on a link – in some capacity. And more recently, savvy marketers have been using Web tracking technology to capture individual website behaviors that can provide valuable data about contacts based on the pages they navigate.

Gathering email and Web behaviors gives you a solid foundation for engaging contacts more strongly, but the reality is that customers and prospects are interacting well beyond websites and emails – mobile apps, social media, SMS, check-ins and, of course, offline. Consider: 50 percent of customers engage with an average of two touch points to research or purchase products, and 36 percent engage with an average of three[1].

The future of marketing, then, lies in finding a way to capture and connect across multiple channels with relevant content in a timely fashion. And the best way to achieve this is by embracing behavioral marketing – combining an individual's behaviors with marketing automation. A recent Forrester Research study revealed that mature practitioners of behavioral marketing were 29 percent more likely to grow revenue faster than plan than other marketers[2]. This advice reigns true for the agencies representing these brands, as well.

While mastering behavioral marketing requires a well-thought-out combination of technology, vision and skills, the most critical elements are a unified master database and a powerful interaction engine. In this white paper, we'll talk about each and the role they play in behavioral marketing automation. We'll also look at how you can use behavioral marketing technologies, such as IBM's Marketing Cloud, to deliver cross-channel, real-time communications tailored to every individual in your database.

Section 1: Building Your Foundation — The Importance of a Unified Master Database

When you consider that your marketing programs are only as good as the data you use to power them, it's easy to see why the database is the most valuable asset for today's marketers. But with the ever-increasing number of communication platforms, processing all this data is a challenge: Less than half of today's businesses capture and consolidate customer behavioral data from multiple channels in a single database[2].

Because the channels contain disconnected silos of interactions, it's been difficult for marketers to create a quality customer experience. Consider a few of the undesirable scenarios that can result from fragmented or missing data:

- Before opting in to your client's email program,, a customer surfs the golf clubs section of their website on multiple occasions. Your first post-opt-in message touts their sale on soccer gear.

- A biking enthusiast downloads your brand's mobile app and tells you he enjoys long-distance mountain biking. The next time he visits your website, it proudly displays their new line of city bikes.

- A prospect retweets your client's new blog post, then gets an automated email from you offering a demo. Problem is, he's already in the nine-month nurture because he told you his existing contract won't expire until next year.

- A customer purchases a steel refrigerator, then gets an email a few weeks later with the subject line, "Tired of steel refrigerators?"

- A new boater comes in to test ride the latest personal watercraft and provides her cell phone number. Two months later, she gets a text message alerting her to a special offer on your new 30-foot cruisers.

5 Ways to Move to a Unified Master Database

In addition to implementing a flexible keys database, here are five ways to enhance your clients' data:

1) Consider every way customers interact with brands. As we move toward "smart data" fueled by "universal behaviors," every action by a customer or prospect across channels — email, Web, social, SMS, mobile apps, CRM, mobile apps, check-ins, etc. — should be looked at as having the potential to trigger an automated communication or piece of content.

2) Determine what data would enhance their customer experience. Based on what you found

in No. 1, begin prioritizing the importance of these pieces of data, depending on which types of information would be most helpful in improving customer experience. This will help you down the road as you're deciding where to begin in your move toward building a revitalized database.

3) Think about how you might capture and integrate this data. Is it just a matter of adding some code or turning a feature on? Or do you need to upgrade or invest in a new technology? What process changes and integrations do you need to take to break down the silos? To capture a contact's cross-platform activity and build a three-dimensional digital identity, you'll need a plan.

4) Look at outside experts that can append additional data to your records. In some cases, there may be gaps in your clients' data that third-party experts can help fill without draining precious resources from your team, enabling you to transform the customer experience more quickly and effectively than you could on your own.

5) Consider other external sources of data. There may be pieces of data – interest rates or weather temperatures, for example – that are out of reach for your client, but could help them deliver more relevant content. A custom technology integration would enable them to tap this data and serve up related content.

You get the point: Siloed lists and/or data parts will leave your marketing efforts disjointed and your brand's customers dissatisfied. In contrast, a unified master database will provide the foundation that allows you to listen to the behaviors of each and every customer across various channels, and then interact and respond on the appropriate channel.

To do so, the database must be connected to key channels and systems, enabling you to pull in behaviors via email, website, social, SMS and mobile apps – and then reflect these actions in a timely fashion. Since today's marketing databases manage everything you know about each customer, it also needs to be scalable, flexible and easy to administer.

Despite the benefits of a unified master database, many still focus on resources on increasing the number of people on their email list, which can lead to database shortcomings such as:

- Failure to incorporate key behaviors
- Lack of integrations with CRM system, ecommerce platform, product catalog data, support data, etc.
- Empty data fields (or fields populated with old data)
- "One-off" lists separate from central database

While growing master databases is important, quality is just as important as quantity when it comes to driving additional engagement and revenue.

So, how can you start moving your clients towards adopting unified, behavior-driven databases? There are many steps you can take to improve their data (see sidebar on p. 3), but one of the most critical is moving to a flexible keys paradigm. What does this mean? Well, traditionally marketing databases have required the presence of a specific field – usually an email address – before a business can start collecting data on an individual.

The problem is that in a multichannel world, customers often start a relationship with your brands via their website, social media page or mobile app. By not constraining a database around a particular field, you can store social relationships right next to email subscribers, who are intermixed with Web visitors and mobile app users – some of whom may be synced with billing or CRM system. As the relationship with each person progresses, new keys are added to their identity, allowing you to connect the virtual dots and associate even more behaviors with each profile.

This approach helps you more quickly decipher customers' "single identities," connecting the dots so you can recognize that the person on your client's website watching a video is the same customer who retweeted a picture of their product announcement last week — and the same person who previously searched for "running shoes" but hasn't been back to purchase.

The ability to put these virtual puzzle pieces together has become increasingly critical in a world in which customers may start the day reading about your brands' latest offers on their smartphones and end it making purchases on their laptops. Simply put, your clients need a platform to work cross-device and cross-platform, connecting every customer touch point into a single view.

"The Power of Flexible Keys and Single Identity"
Bryan Brown, *Vice President of Product Strategy*
View the video >>>

Section 2: Putting Your into Action — The Benefits of a Powerful Interaction Engine

Collecting buckets of customer and prospect data is great, but can you act on it? And, more importantly, can you and your clients act on it in a timely fashion when your client's product or service is top of mind?

Traditional cross-channel marketing – if it's attempted at all – has involved manually pulling data, searching for matches to whatever rules a company is using to include or exclude contacts, and then manually sending a message. In addition to taking valuable time, this process has had two major drawbacks:

- Because of the gaps between when data was collected and when the related communications were sent, messages were rarely delivered at the time when contacts were most engaged.

- Because the process was impossible to scale on an individual basis, it made it harder to deliver highly relevant content

Using a marketing automation platform that features a powerful interaction engine can help overcome these challenges. As customers explore your clients' websites, drop items in shopping carts and cross geofences to enter their stores, it's the interaction engine that makes the platform responsive in real time – or, if you prefer, at whatever time in the future the contact meets the criteria you've set up.

Here's how it works: With a behavioral marketing automation platform, you can set up sophisticated business logic that determines what types of content a contact sees based on the rules you establish. Maybe you set up customized content in your client's email, within their mobile app or on their website that changes based on how a contact has interacted with a brand across various channels. Or, an action might trigger an immediate SMS, push notification,, email or even a print mailing. Or, you might build a program that would listen for behaviors and react on different channels at different times, depending on whether a contact's "score" passed a certain threshold — or dropped below it.

Whatever the business logic you and your clients decide on, the interaction engine can drive personal content experiences for your contacts via email, SMS, your website, your mobile app and more. So if a customer has recently shown heightened interest in a particular offering on your client's website or unlocked some new rewards, that content can prominently appear the next day when they engage on their mobile app or be delivered in an email a few minutes later to bring them back to purchase.

TWEET THIS!
Reading Silverpop's "Creating Real-Time Individualized Campaigns Around Every Imaginable Buyer Behavior"

Tip: Programs can be replicated, making it easy for you to kick start new campaigns on behalf of your clients by updating content and resources, while leveraging existing business rules.

Amazing as it is, automation is really the key to setting up and scaling these remarkably personalized, real-time messages. And the beauty of this approach is that once you've set the rules, the platform does the heavy lifting for you, listening for customer and prospect cues, interpreting them based on the rules you've put into place, and responding appropriately. All while you're working on something entirely different – or, better yet, relaxing at home.

Universal Behaviors

Many marketers are eager to deliver more timely, personalized content to their customers, but face an array of barriers preventing them from doing so. In an effort to help marketers improve their return on relationship, we set out to build a framework within the IBM Marketing Cloud that would allow marketers to listen and understand behaviors occurring from any touch point — in the store, on the Web, at the kiosk, in the mobile app, at the geofence and even via wearable computing — and use these dynamic buyer behaviors to trigger personalized, cross-channel messaging in real time

The result is Universal Behaviors, a technological breakthrough that gives marketers access to a stream of real-time behaviors that you can easily understand and instantly integrate into highly relevant individualized campaigns. With Universal Behaviors, the IBM Marketing Cloud becomes the first solution that allows marketers to listen to the interactions of their customers on a wide set of channels, bring these behaviors into their platform in real time, process them against business rules, determine if that person needs a message back, and respond in the marketer's channel of choice.

"What Is Universal Behaviors?"
Bryan Brown, Vice President of Product Strategy

View the video >>>

Section 3: 5 Cross-Channel, Individualized, Real-Time Marketing Ideas

Once you combine a unified marketing database with an automated interaction engine, you're limited only by your imagination when it comes to delivering real-time, cross-channel messaging for each individual in your database. So, how can you take this exciting functionality and apply it in the real world?

As you might guess, the possibilities are as endless. And while the channels you target and the messaging you send will vary based on industry, here are five cross-channel messaging examples, enabled by Silverpop's Universal Behaviors functionality, to give you some ideas for how you might augment your clients' marketing strategies:

IDEA #1: Instead of doing nothing or sending a generic message when a contact retweets a new product announcement, respond immediately based on where the person is in the buying cycle.

Channels Involved:

Barriers to Implementation

With most platforms, this approach would require manually watching for those retweets and adding contacts in an email marketing database to a program or mailing. As an alternative, you could have a system that finds those "tweets" and enriches them with marketing identity, but then you'd still need to export them, import them to the marketing platform and send out the email. Either way, manual interaction would be required, and the process just doesn't scale easily.

Connecting the Dots

With the right technology in place, your client's Twitter monitoring application can be integrated to pipe these events into their marketing platform in real time based on established rules instead of manual interaction.

Consider a scenario in which a brand new prospect and an existing customer both retweet a product announcement. Knowing where they are in the buying cycle, you respond differently. The brand new prospect might be sent a "contact us to get your demo" message (you could set up rules to exclude those who had already received a demo), while the existing customer might receive links to resources that enable him to get the most value out of this product, such as a recorded Webinar and an article that talks about 10 key new features.

ICON KEY

Email   Twitter   Location   SMS   Website   Mobile App   Shopping Cart   Physical Store/Offline

IDEA #2: Rather than doing nothing or delivering a message at a later date when a customer crosses a geofence around the perimeter of one of your client's stores, you send that person a real-time text message that treats him or her as an individual rather than just another random visitor.

Channels Involved:

Barriers to Implementation

Geofencing is fairly new, and existing technology has been focused on the experience within the location app rather than on integrations that would enable real-time, automated interactions in other channels.

Connecting the Dots

By capturing this location data (for customers who have opted in) and immediately feeding it into a centralized master database, a behavioral marketing automation platform allows you to complement the work of your brands' in-store staff by sending a timely, personalized SMS text or push notification to arriving (or exiting) customers. Consider, for example, how sending the following two customers different messages would help you connect more strongly:

- Allison rarely visits your client's store and hasn't been back for a while. Upon arrival, you send her a product-targeted text aimed at getting her to buy something.

- Vanessa is a rewards club member who frequently visits your client's store. You send her a "welcome back" text recognizing her status as a loyal customer and reminding her that she can redeem her rewards points today.

IDEA #3: When people abandon shopping carts on your client's website before completing purchases, instead of waiting a day (or longer) to respond, you send these individuals cart recovery emails before they shut off their computers.

Channels Involved:

Barriers to Implementation

In the typical scenario today, your clients run a daily batch of abandoned shopping carts, load that data into relational tables and run queries to determine if anyone in their database has an abandoned shopping cart that would make them a candidate for a cart recovery email.

Connecting the Dots

Rather than waiting 24 hours for a bulk feed of cart abandonment data to show up in their marketing platform, and then sending an email to those abandoners, you can now help them capture this behavior the moment a customer ends his or her session and initiate their cart recovery efforts within minutes via email, SMS, push notifications, the Web or phone. Given the SeeWhy study that showed that a real-time remarketing message generated 105 percent more revenue than the same email sent only 24 hours later, it's easy to see how this shift to real time is a game-changer[3].

In addition to the timeliness element, an integrated marketing platform enables you to add logic into your clients' cart recovery emails based on the recipient's previous behaviors. Maybe the person who abandoned and hasn't purchased in six months gets a discount incentive, while someone who purchases every week just gets a service-oriented reminder.

IDEA #4: When someone who previously downloaded your brand's mobile app later surfs their website on his laptop, you show that person content that reflects his or engagement with your mobile app, rather than displaying generic copy.

Channels Involved:

Barriers to Implementation

Short of an account-driven system requiring custom development, marketers haven't had a tool that could link mobile app interactions with Web tracking data. The behaviors have been stuck in silos, with no way to connect the mobile user to the desktop Web browser.

Connecting the Dots

Now you can store data in a single customer view rather than it being siloed by channel or segment. With this "single identity" the marketing platform understands that the mobile app user and the Web user are the same person, allowing you to deliver a more consistent experience across channels.

Depending on your client's mobile app, for example, user behaviors within the app may signal what a contact is interested in. So, maybe you build dynamic content blocks on their website so that a person who spent time looking at product X on their app sees similar content the next time he visits their site.

What about the 26 percent of people who download an app and never use it again[4]? Just by knowing who's starting to disengage with your clients app, you can use email to drive them back again,

perhaps sending an "app reengagement" message outlining tips for getting the most out of their app to those downloaders who go three months without opening.

IDEA #5: When someone comes into your client's store to test or inquire about a high-ticket product, you send that person an email within minutes with helpful post-demo info on that specific item.

Channels Involved:

Barriers to Implementation

There hasn't been an easy way to tie proprietary in-store systems (POS, sales software, etc.) into a real-time behavioral platform. And in the rare cases when companies do pool this data together, it's usually done on a nightly batch basis, creating a gap between the customer/prospect action and the company response.

Connecting the Dots

By implementing the correct marketing solution, you help your clients capture all the rich details from an in-store system and feed them into a unified marketing database in real time, enabling you to trigger a message on the channel of your choice based on this information.

For example, a car dealership rep could enter a prospective buyer's email address and the details of what he drove, and that action would trigger your marketing platform to send an email within minutes personalized with information on the test model. A similar scenario could take place at a trade show booth, with the prospect entering data via an iPad app that's synced up with a centralized database.

Conclusion

Today's empowered buyers are demanding a new level of attention from businesses, but many marketers are struggling to scale the type of personalized messaging that their customers and prospects crave. To make matters more complicated, marketers must connect across multiple channels, a challenge that has proven daunting, with customers in one recent study citing cross-channel inconsistency as their No. 1 complaint[1].

Yet the effort can pay off in engagement and ROI, with multichannel customers worth five or six times more than single-channel customers.[5] By harnessing the power of behavioral marketing automation to help your clients move beyond generic mass mailings and broad segmentation and start communicating to "audiences of one" in real time, you can help them deliver the type of amazing multichannel customer experiences their contacts will remember and share with others.

And with only 17 percent of marketers currently classifying themselves as mature practitioners of behavioral marketing[2], this is the perfect time to help your clients gain a competitive advantage by working more behavior-driven, cross-channel content into their marketing strategy and messaging stream.

Footnotes

1 - Endeca Technologies, "2012 Customer Experience Trends Survey," May 2011

2 - Forrester Consulting, "Use Behavioral Marketing to Up the Ante in the Age of the Customer," May 2013

3 - SeeWhy, "The Science of Shopping Cart Abandonment," 2011

4 - Localytics, "First Impressions Matter! 26% of Apps Downloaded in 2010 Were Used Just Once," Jan. '11

5 - Brian K. Walker, Forrester Research, "Welcome to the Era of Agile Commerce," March '11

IBM Marketing Cloud, part of the IBM Marketing Solutions portfolio, powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data and behaviors, providing analytical insights and automating relevant cross-channel interactions. The cloud-based digital marketing platform provides email marketing, lead management and mobile engagement functionality to inform and drive personalized interactions in real time. To find out more, please contact us at 1-866-745-8767 or +44 20 7202 5930 and visit ibmmarketingcloud.com/contact