



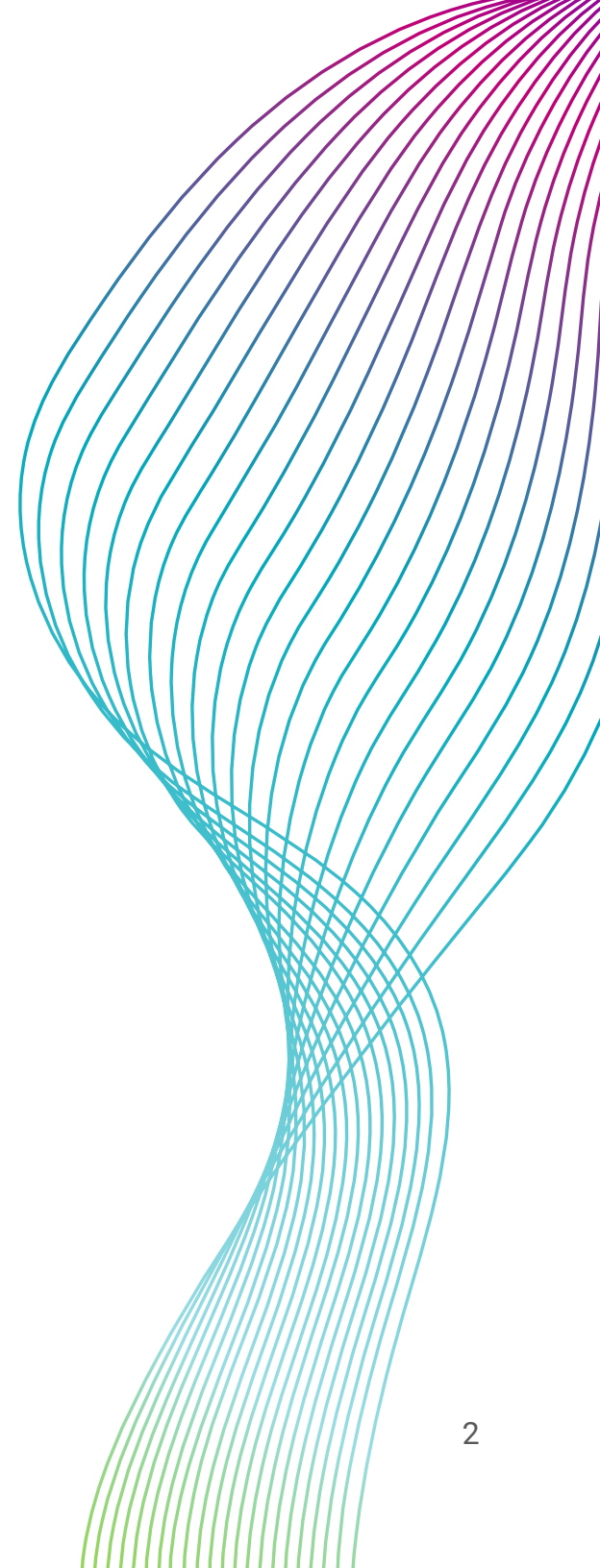
eBook

6 Principles to Improve Marketing Agility with Data

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Introduction

“In the old days, a brand simply told you what the product is and does and how it’s priced. But today, a brand is the company’s promise to deliver a specific benefit that addresses a particular need of its customers. Moreover, the promise of many brands extends beyond functionality and reflects certain aspects of customers’ identity.”

Philip Kotler

Author and Marketing Professor Emeritus,
Kellogg School of Management¹

The classic approach to marketing is to focus on the four “Ps:” product, price, promotion and place. Developing marketing strategies based on these elements has been standard practice for generations of marketers. But let’s face it — times have changed. Developments like big data, social media, online commerce and cloud computing have transformed the very nature of marketing.

Philip Kotler, who literally wrote the book on marketing 50+ years ago, describes the transition this way: “In the past, marketing was not part of the development of the product...”

But now marketing participates in product development. Marketers can offer design ideas and features. Engineers are the masters of the possible, but it is marketers who can best assess value because they are better at understanding the customers’ criteria for buying a product.”²

¹ <https://insight.kellogg.northwestern.edu/article/how-has-marketing-changed-over-the-past-half-century>

² Ibid.

Introduction (continued)

These changes have produced a veritable treasure trove of data, loaded with valuable market and customer insights just waiting to be mined – with the right capabilities and tools.

To deliver that value, marketing needs to be agile in both B2B and B2C companies because the business environment is constantly changing, and marketing teams need to adapt quickly to be effective. In B2B companies, the buying process is often more complex, with multiple decision-makers and longer sales cycles. It's important for marketing to be able to quickly respond to changes in the market to reach and persuade target audiences.

In B2C companies, consumer preferences and behaviors can change rapidly. It's important for marketing to be able to quickly adapt to changes in consumer demand and preferences, and to implement strategies that effectively reach and engage target audiences.

To reach and engage your target audience, you need to:

- Define and identify your target audience
- Create a strong value proposition that helps you stand out from the competition
- Explain the unique benefits your product or service
- Create more relevant and effective marketing campaigns
- Be effective in using multiple marketing channels
- Track and analyze your marketing results

Given the complexity of modern marketing – from the need to use a mix of channels to the deep analysis required to understand customers in our digitally enabled world – it's critical to ensure that your marketing efforts are effective enough to meet today's complex requirements and to deliver the return on investment needed for your business and your brand to thrive.

In this eBook, we will explore six ways organizations can improve marketing effectiveness.

1. Improve Customer and Employee Experience

Customer experience (CX) refers to the overall impression that a customer has of a company, based on their interactions and its products or services. In marketing, CX is an important consideration because it can have a significant impact on a company's success.

There are several ways that marketing can impact CX, including:

- Effectively communicate a company's brand to establish trust and credibility
- Highlight the quality and value of products or services customers purchased
- Respect customers' consent about how their data is safeguarded and used
- Emphasize the importance of post-purchase customer service and support
- Help customers easily find complementary products and services along their buying journey

To drive better CX, companies need to first enable their employees with the right tools and insights. By leveraging a data management platform, companies can improve the employee experience and:

- Ensure employees not only have access to the right data at the right time, but also understand the data they are using, such as its reliability, completeness and usefulness
- Protect and safeguard sensitive information about customers and prospects
- Empower marketing users with the right tools, enriched data and AI-powered automation for advanced segmentation
- Drive higher productivity with a configuration-driven and automated approach to how you manage your data
- Give control back to marketers through better integrity of contact information for automated tasks such as running email campaigns

- Drive higher conversion with personalized messages at the individual level based on customer behaviors and preferences
- Use analytics to understand the behaviors and preferences of the target audience, such as the type of content that resonates with them

2. Update Your Martech Stack

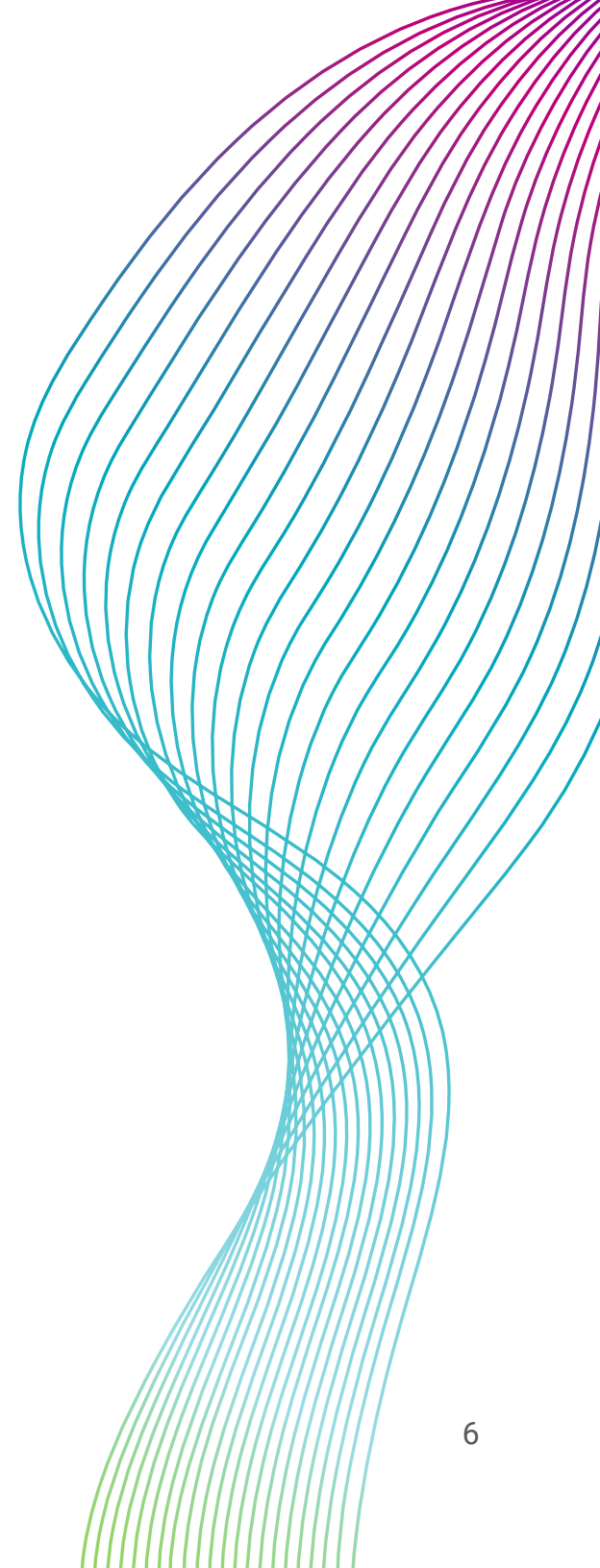
Today's organizations face enormous challenges due to increased data fragmentation across marketing applications. A typical marketing function must deal with hundreds of different applications. These applications are often purpose-built to solve a narrow marketing challenge. But this creates silos of data that hinder your ability to understand your buyers and customers.

For several reasons, organizations constantly refresh and renew marketing stacks. For instance, as marketing tactics evolve, marketers want to keep up with changing technology and industry trends. These changes not only allow them to stay competitive but also help improve the team's efficiency and productivity and their processes, ultimately driving better results.

While many marketers focus on tools and technology, gathering and analyzing data more effectively is equally important. Marketers need to manage their data better by discovering

and cataloging customer and prospect data scattered across marketing applications. They must connect all marketing applications and create a consistent, standardized version of customer data. By building data literacy and managing customer data centrally, marketers can better understand their target audience, make data-driven decisions and optimize their marketing strategies.

In summary, a modern marketing stack combined with a strong focus on data management and analytics can help your organization stay current, improve efficiency and productivity, save time and resources, and gather and analyze data more effectively.



3. Focus on Database Health

Database health is essential for marketing operations because it ensures that all data within the database is accurate, complete and up to date. A healthy database allows marketers to make informed decisions and execute effective campaigns based on reliable and relevant information. A healthy database also enables marketers to segment and target their audiences more effectively and personalize and optimize their messaging, leading to higher conversion rates.

Maintaining the health of a database is essential for marketing operations' success and the company's ability to achieve pipeline targets across marketing and sales. But marketing teams struggle to keep their databases clean and governed. For example, 74% of marketing teams reported that their data workflow is siloed and has disconnected processes, and it's estimated that 36% of marketing data is duplicated across multiple sources.³

A healthy database helps consolidate and organize data and allows easier user access, improving efficiency and productivity. It can also reduce the risk of errors and data loss and ensure compliance with relevant company, industry and governmental standards, regulations and laws.

The health of a marketing database relies on how marketing operations can:

- Automate the identification and removal of duplicate, inaccurate or outdated information with master data management (MDM)
- Enrich the data with additional information, such as customer demographics, interests and behaviors
- Drive personalization by adding data tags or attributes based on segment characteristics to more easily group customers into smaller, more targeted groups based on their characteristics and behaviors

- Access data from the other applications through APIs, such as CRM, email marketing and social media as part of creating a comprehensive view of the customer
- Ensure that the data is collected, stored and used legally and ethically by applying data governance policies
- Adopt robust security measures to protect the data from unauthorized access and breaches
- Track the performance of campaigns and analyze the data to continuously identify trends, insights and gaps in the data that would improve the marketing database's health

³ <https://www.airtable.com/lp/resources/reports/2022-marketing-trends>

4. Create Advanced Segmentation and Targeting

Segmentation is a critical aspect of marketing. It allows you to target prospects and customers with the message, product offers and trials that best suit the customer's interests and needs.

Many organizations produce great, creative content to target their buyers. And often, segmentation can be "good enough," but how valuable is "good enough" for CX and when placing the customer at the center of an organization?

To run effective marketing campaigns, you need to know:

- Which messages will resonate with which segment of your audience
- Which marketing channels to use to distribute the content, as today's buyers have different channel preferences
- What's the best time to reach the customer and how best to take them through the marketing funnel

Segmentation can range from simple title sorting to advanced segmentation that spans beyond

the capabilities of marketing applications like Marketo. This involves gathering and managing insights from technologies designed for exploring data, such as MDM and data lakes.

Advanced segmentation combines more complex and specific criteria to divide a target audience into smaller, more distinct groups with the aim of getting to a segment of one. It allows marketers to identify and tailor a message and approach to each segment's unique needs and preferences, improving their campaigns' effectiveness and relevance.

Advanced segmentation looks at various factors, including buyers' demographic, geographic, behavioral and psychological attributes. It can also incorporate data from different sources and use advanced analytical techniques to identify and refine segments.

To create an effective segmentation and targeting strategy, you need include the ability to:

- Identify the key customer demographics, such as age, gender, income and location

- Use data management tools, such as MDM, to capture and connect their behavior, preferences, purchase history and engagement with marketing campaigns
- Create targeted marketing campaigns and messages for each segment, considering their unique needs and interests
- Monitor and analyze the effectiveness of the segmented campaigns and adjust as needed to improve performance
- Include A/B testing to compare the performance of different segments and fine-tune how campaigns are targeted
- Regularly review and update the segmentation strategy to ensure it remains relevant and effective

5. Gain Mastery Over Data with End-to-End Data Management

Clean data and data management tools have become increasingly essential for marketers. They help ensure marketing campaigns' overall accuracy and effectiveness. Clean data is accurate, up-to-date, and free of errors or inconsistencies.

Effective marketing teams rely on data and make informed decisions. They gain mastery over data, making it more actionable by organizing, storing and analyzing data. And because data is not static, they use data management tools to efficiently manage large amounts of data to help them identify trends and insights that can inform marketing efforts.

To have access to the best data you need as a marketer, partner with your IT team to make certain you're investing in an all-in-one data management platform that includes:

- Data cataloging that helps you to easily search, discover, understand, organize and manage the data assets you use
- Data integration that pulls together data from multiple sources through automation and intelligence
- Identity resolution and record deduplication, which serve as the foundation of a trusted, single customer view
- Data quality tools that allow you to identify and correct issues such as incorrect data types or missing values
- Data mastering, which captures the history and lineage of your business-critical data, while removing incorrect, outdated and duplicated data, automatically creating and maintaining a golden record
- Enrichment services, which enhance customer profiles from internal and external third-party sources
- Automation to check the quality of your data, apply data governance policies, and preserve access rights to sensitive customer information.

6. Create Real-Time Dashboards

Dashboards are the compass for marketing and marketing performance. They give marketing both the big picture and the deep insights they need to plot a path to business success. High-quality data helps marketing leaders make more informed decisions and gain insights into the organization's performance and operations. But only 30% of marketing leaders have even moderate visibility into the ROI of campaigns.⁴

Here are a few specific ways in which better data can help deliver insights to the leadership team:

1. Better conversations: With better data, meeting conversations and decisions are focused more on how to acquire and retain customers and on running cross- and upsell campaigns, and not about the data or where the data came from.
2. Enhanced detail: High-quality data allows the leadership team to drill down into the details of a given campaign, promotion or offer, providing a complete understanding of performance and improvements required.
3. Increased relevance: By carefully selecting and analyzing data, marketing leaders can gain insights that help them create tailored offers to meet the needs and aspirations of prospective buyers.
4. Greater timeliness: In real-time, marketing teams can make timely decisions based on the most up-to-date information.
5. Optimized spending: With a real-time view of campaign performance across social, email, web and other channels, marketers can track engagement and reach, monitor open, click-through and conversion rates, and drive higher ROI.

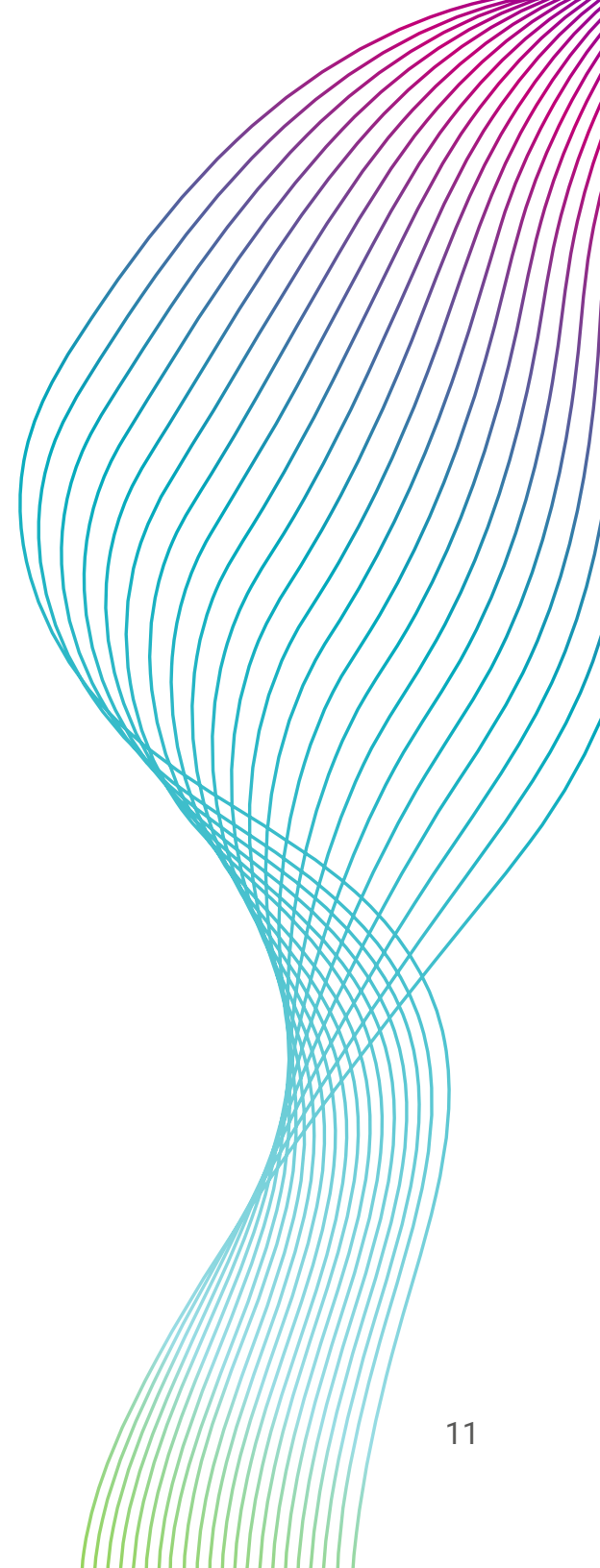
Overall, having dashboards powered by accurate and reliable data enables marketing leaders to make more informed and effective decisions, which can help drive the organization's success.

⁴ <https://www.airtable.com/lp/resources/reports/2022-marketing-trends>

Conclusion

For marketers to thrive in a digital-enabled world — where customers can show up anywhere and create data everywhere — data and data management tools are essential. With a solid data strategy and foundation, marketers can take more educated risks and reach their targets more efficiently. They can also evaluate the effectiveness of their initiatives by organizing, storing and analyzing the large amounts of data that is available to them.

It's now obvious. Marketers must prioritize how they collect and manage clean data to optimize their marketing strategies and achieve their desired results. An all-in-one data management platform such as the **Informatica Intelligent Data Management Cloud™**, which brings together cataloging, data quality, integration, data mastering, governance and data protection capabilities, is a must-have for marketers. Your data-driven marketing efforts will be more effective and efficient as a result.



Further Reading

To learn more about how to improve business agility with data:

Read the white paper [How Customer Data Management Delivers Value and Delightful Customer Experience](#).



About Us

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless.

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