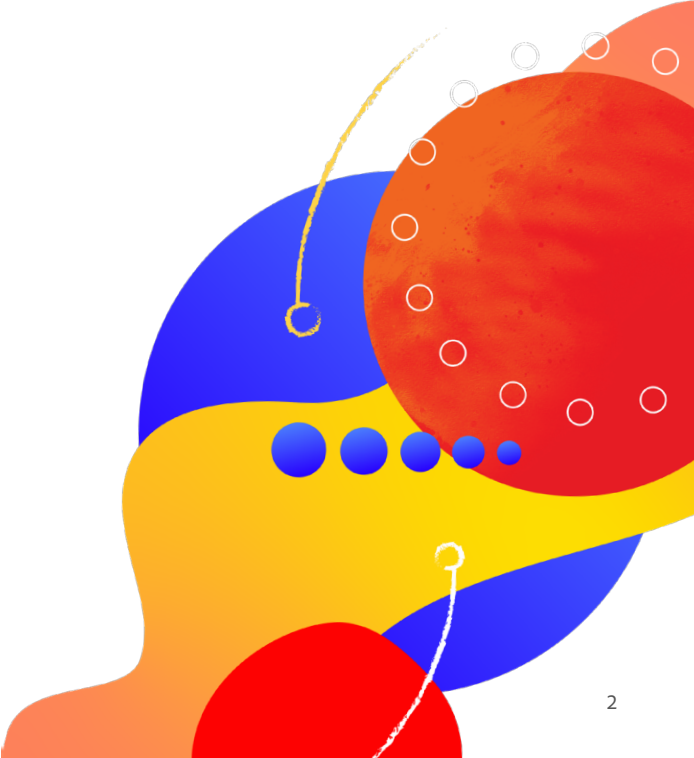# Shifting campaign performance into high gear.

Deliver automated, personalised cross-channel experiences with data-driven segmentation.

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Connect your channels.
Reconnect with your customers.

Step 1. Streamline your marketing data.

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In the digital world, consumers are more empowered than ever to choose how they interact with your brand, whether online or offline, on the go or at home. To please them, you must be proactive in learning what they want and responsive enough to give it to them where and when they want it.

Many marketers say they're unable to fully execute on cross-channel strategies. Although more channels mean more data sources and more insight into preferences and behaviours, many organisations lack a data-driven infrastructure—leaving marketers with a disconnected view of their customers and making it impossible to deliver personalised experiences on a consistent basis.

Leading companies have found that centralising their organisation's data has been a powerful way to get a complete view of their customers, enabling them to build comprehensive audience segments and deliver engaging, cross-channel experiences.

The following pages illustrate best practices that help marketers deliver the right content to the right customers through the right channels.

Step 1. Streamline your marketing data.

Marketing in the digital age allows you to capture every click every purchase and every communication your customers have with your brand.

Together, these clues paint a complete picture of your customer: how they respond to your traditional and digital campaigns, their preferred modes of interacting with you and attributes that signal their needs and expectations. Centralising your data from every customer touchpoint is the first step toward achieving successful cross-channel engagement—the seamless delivery of relevant, timely messages in any channel.

> "We don't build anything without knowing why we are building it. We need to understand first and foremost the experience that the customer is having."
>
> **Rob Roy**
> Head of eCommerce and Digital Marketing,
> Time Warner Cable

Bringing your data together from all of these interactions can be quite overwhelming. Many companies have created their own technologies to streamline data, but struggle to structure and make sense of the data. Others who trust external vendors to manage their data lack the control and flexibility to respond to customer behaviours in meaningful moments or quickly act on new opportunities. And using disparate and external data management systems makes it impossible to do true cross-channel marketing.

Consolidating multiple data sources allows you to drive campaign efficiency, measure marketing effectiveness, and change strategy quickly.

You can't see whether a marketer in your organisation sent a communication to a customer in one channel before you send it in another. You won't know if a customer is responding to your marketing in one channel and not in another.

HD Supply is a leading supplier of maintenance, repair and operations products, serving owners and managers of multi-family, hospitality, educational and commercial properties as well as healthcare providers and municipal and government facilities. Because of the diversity of the products they sell and the industries they serve, marketers within the organisation understand the need for personalising offers to different audiences.

They know a customer who regularly buys healthcare supplies is not likely to respond to an ad for a sale on water heaters. But like many organisations, their data was spread across systems, fragmenting their view of the customer.

" The foundation for us was getting access to the data," said Kevin Jacobson, Marketing Director at HD Supply. "When we had separate systems, we couldn't link our nightly transactional data feeds with our weekly customer data feeds. Building with a single system allowed us to merge our data and build a more complete view of our customers. Now we can segment off of any customer attribute from one place."[1]

HD Supply
data segmentation

Multi-family
properties

Hospitality
properties

Education
properties

Commercial
properties

Healthcare
providers

Municipal
facilities

Government
facilities

Water
heater ad

Healthcare
supply ad

Step 2.
Find individuals within your audience.

Building a segmentation plan allows you to address the needs of your customers as individuals. In the mass marketing era, many leading companies earned permanent places in pop culture with campaigns that appealed to diverse audiences. But digital technologies have changed the way customers expect to interact with brands.

" We now have the infrastructure. We now have data that we've been analysing. But how do we action upon that? The first step is to really dive into customer segmentation."

Kathryn Zajac
Vice President Client Services,
Epsilon

Customers know that personalisation is possible and show more loyalty to businesses that reach out to them with one-to-one messaging. After consolidating your data, you can create segments based on customer interests and share them across the organisation, allowing you to engage in relevant communications across multiple phases of the customer lifecycle.

Campaign segmentation allows you to better understand your customers' preferences and behavior by focusing on their demographic information, stage in the customer lifecycle, and potential value to your organisation.
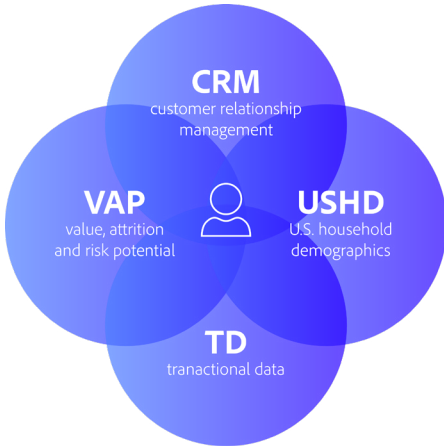
With unfettered access to your data, you can create segmentation plans that are flexible and agile so you can quickly change direction when data insights and industry trends indicate a changing landscape or a new opportunity. Sharing those segments across the organisation allows other departments to leverage audiences in different campaigns, breaking down internal silos and giving marketers insight into how customers respond to messages in different channels. BP is one of the world's leading international oil and gas companies. But environmental awareness and higher prices at the pump have led to more fuel-efficient vehicles, less on-road vehicle travel and declining sales. With these challenges driving competition, it's more important than ever for the company to build brand loyalty.

BP marketers are doing that by delivering customised offers using segmentation plans that include transactional data, traditional CRM (customer relationship management) data, VAP (value, attrition and risk potential) data, and samples of US household demographics. This holistic view gives them the ability to see into their customers' fuel consumption behaviours—like vacation travel preferences or daily commutes—to inform promotions and messages that encourage customers to return to BP fuel pumps.

"As we see the behaviours of consumers and where they fall into their patterns, we want to talk to them individually about the things that are most important to them," said Jonathan Lee, General Manager Brand Communications, BP.[2]
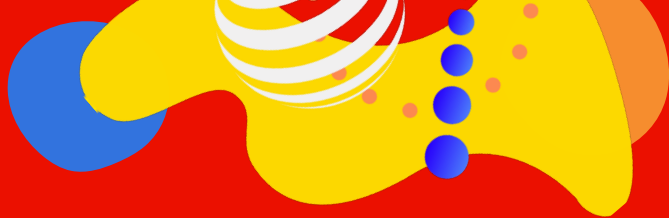
Step 3.
Guide each customer through the cross-channel journey.

According to a 2015 Econsultancy report, businesses are now thinking of personalisation as a strategic imperative that spans the entire customer journey, rather than a tactic delivered in a siloed channel. But only 38% of businesses agree that cross-channel personalisation will become a reality in 2015.[3] and channels continue to proliferate, effective personalisation becomes increasingly complicated.

By leveraging your segmentation plan to automate and orchestrate your marketing campaigns, you can deliver personalised messages to scale, across online and offline channels at any stage of the customer journey.

" Through the automated workflow, we can handle everything hands-off, from upper management approval to segmentation to content to delivery."

Kevin Jacobson
Marketing Director,
HD Supply

Orchestrating the customer journey across channels gives you the power to create and deliver campaigns that adjust according to the response of your customers, allowing you to focus on more strategic marketing tasks.

Integrating your content management system into your campaign workflows allows you to automate delivery of promotions and offers you've already created for specific audiences, enabling you to reach your customers with highly targeted personal experiences in any channel.

In the DMA's annual response rate report, 85% of survey respondents said they use email in their promotional campaigns, the highest percentage for any measured medium, with direct mail following at 41%.[4] HD Supply's marketing strategy reflects the report's findings, as it leverages both channels to execute over 100 campaigns per year, reaching 5,000 to 250,000 customers with each campaign.
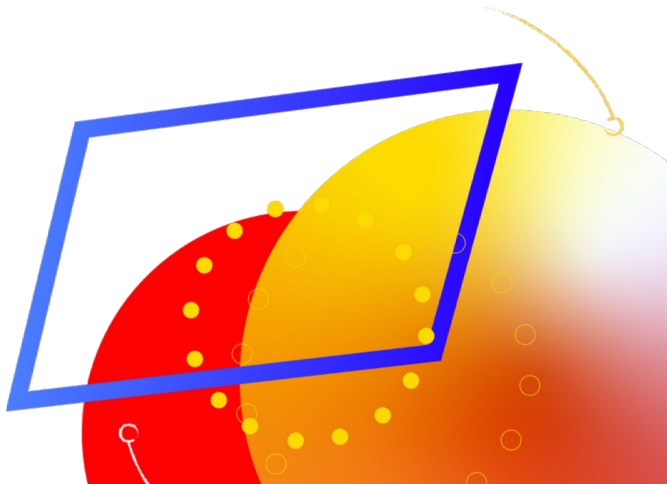
Automated campaign orchestration helps HD Supply ensure that each message they deliver is consistent with each customer's holistic experience with their brand. During email campaign execution, their system automatically removes the addresses of inactive customers and customers who are being targeted with concurrent campaigns. The system also segments customers by channel preference, so that people who opt out of email may receive a direct mail piece instead. For those customers, the automated campaign orchestration system sends content directly to the printer, where mailers are created and distributed with little assistance from the marketer.

Customer preferences show marketing strategies need to encompass online and offline channels.

| Offline channels (direct mail) | 41% |
| Offline channels (email) | 58% |
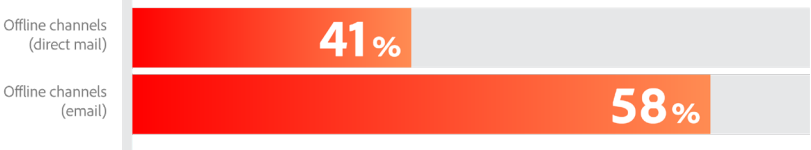
Marketers at HD Supply build templates for each workflow created, allowing indefinite reuse without starting from scratch each time. Building template libraries greatly improved their efficiency and, in one instance, saved the company 429 hours of labor on a single campaign. Offering customers a personalised, cross-channel experience has become a standard key performance indicator for businesses in every industry.

At Baxter Credit Union (BCU), coordinated and personalised campaigns have strengthened member loyalty and greatly improved marketing ROI.

With nearly 200,000 members, BCU found it impossible to ensure consistent personalisation before implementing an automated marketing campaign solution. The manual processes marketers had at their disposal restricted targeting to only one or two broad audience segments.

Now, with technology orchestrating their email distribution, as well as printing and delivery of direct mail, BCU is empowered to reach any audience segment with personalised communication on any channel their members prefer—whether a member receives an email on mobile or dials into a call center.
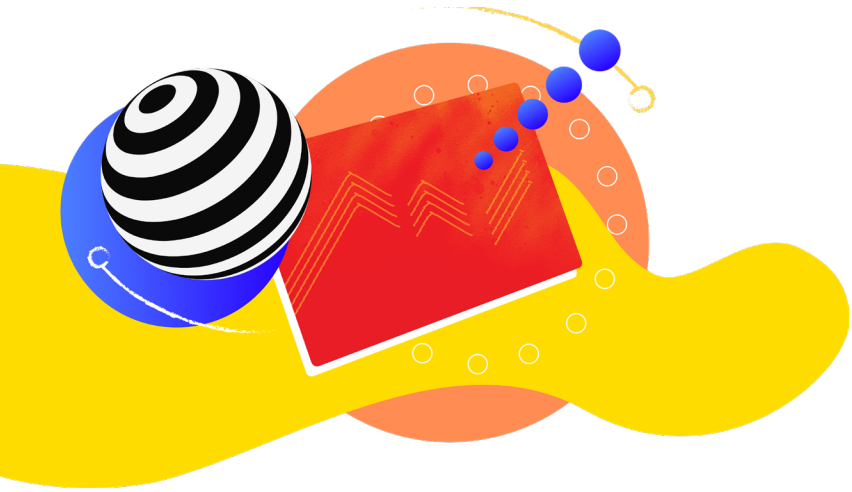
" With orchestrated workflows, we are doing more campaigns with the same number of staff," said John Sahaigan, VP of Marketing at BCU. "And we're much more targeted with our marketing."

Conclusion.
Start delivering true cross-channel marketing.

The digital age gives marketers the ability to reach customers in more ways than ever before. But reaching customers today isn't just about offering digital engagement options. It's about reaching customers in their preferred channels, whether they are online or offline.

Integrating these best practices into your marketing will help you close the data loop, giving you the ability to see how your customers interact across all channels, and enabling you to orchestrate seamless personalised experiences throughout each customer's journey.

" We're able to build customer lifecycle management programs and manage relationships with our customers. Our direct marketing has become more agile and flexible, giving us a true cross-channel view of our customer."

Kevin Jacobson
Marketing Director,
HD Supply

The following table illustrates how, with the right strategies in place, your organisation can implement these best practices to execute effective cross-channel campaigns that build long-term customer loyalty and drive ROI.

Need	Building Blocks	Benefits
Streamline your marketing data.	A centraliseded marketing database that combines and leverages CRM, first party data, customer behavioral data, and various external systems.	Consolidating multiple data sources allows you to drive campaign efficiency, measure marketing effectiveness, and change strategy quickly.
Find individuals within your audience.	A targeted segmentation engine and integrated view of the customer.	Campaign segmentation allows you to better understand your customers' preferences and behavior by focusing on their demographic information, stage in the customer lifecycle, and potential value to your organisation.
Guide each customer through the cross-channel journey.	Dynamic and visual marketing workflows that can be used to streamline data, channels, and marketing processes.	Orchestrating the customer journey across channels gives you the power to create and deliver campaigns that adjust according to the response of your customers, allowing you to focus on more strategic marketing tasks.
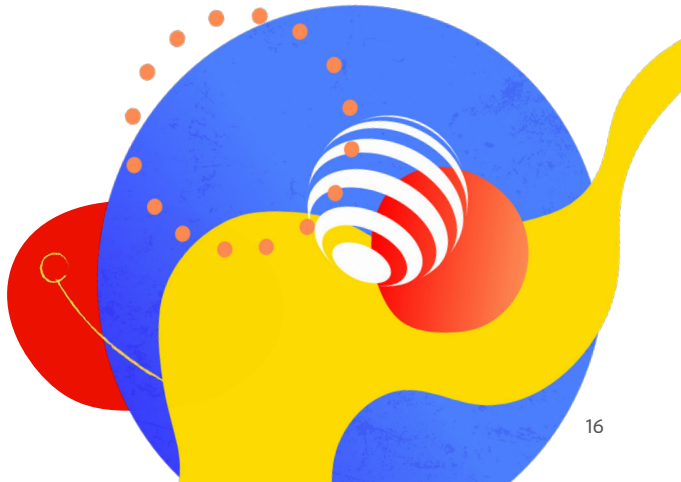
Learn more.

Learn more about online and offline marketing strategies that can strengthen your consumer-brand relationships in today's digitally driven environment, read the Campaign Management section of Adobe's Digital Marketing Blog. For more in-depth information about technology that enables true cross-channel marketing visit the Adobe Campaign page on Adobe.com
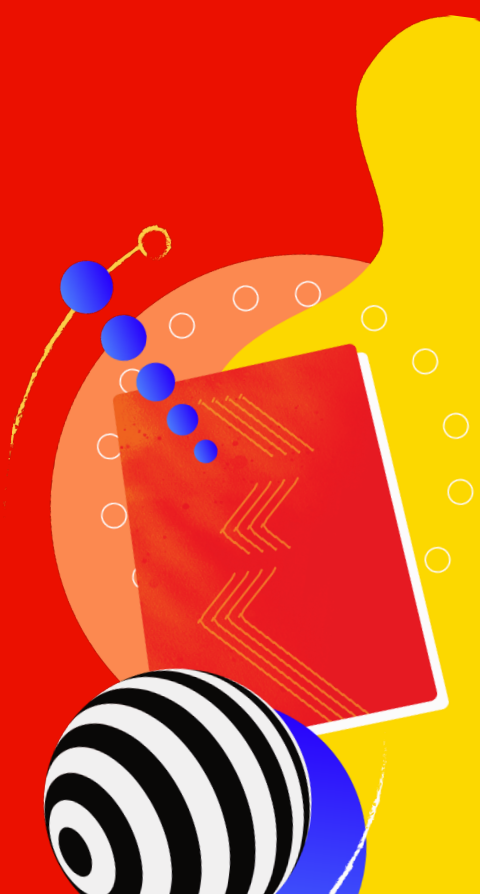
Get details

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1. Adobe Summit 2015. HD Supply: Orchestrating lifecycle marketing with Adobe Campaign. March 2015.

2. Adobe Summit 2015. Closing the data loop and driving customer loyalty at BP. March 2015.

3. Econsultancy in association with Adobe. Quarterly Digital Intelligence Report: Digital Trends 2015. January 2015.

4. Direct Marketing Association. 2015 DMA Response Rate Report. April 1. 2015. Copyright © 2015 Adobe Systems Incorporated. All rights reserved. Adobe and

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