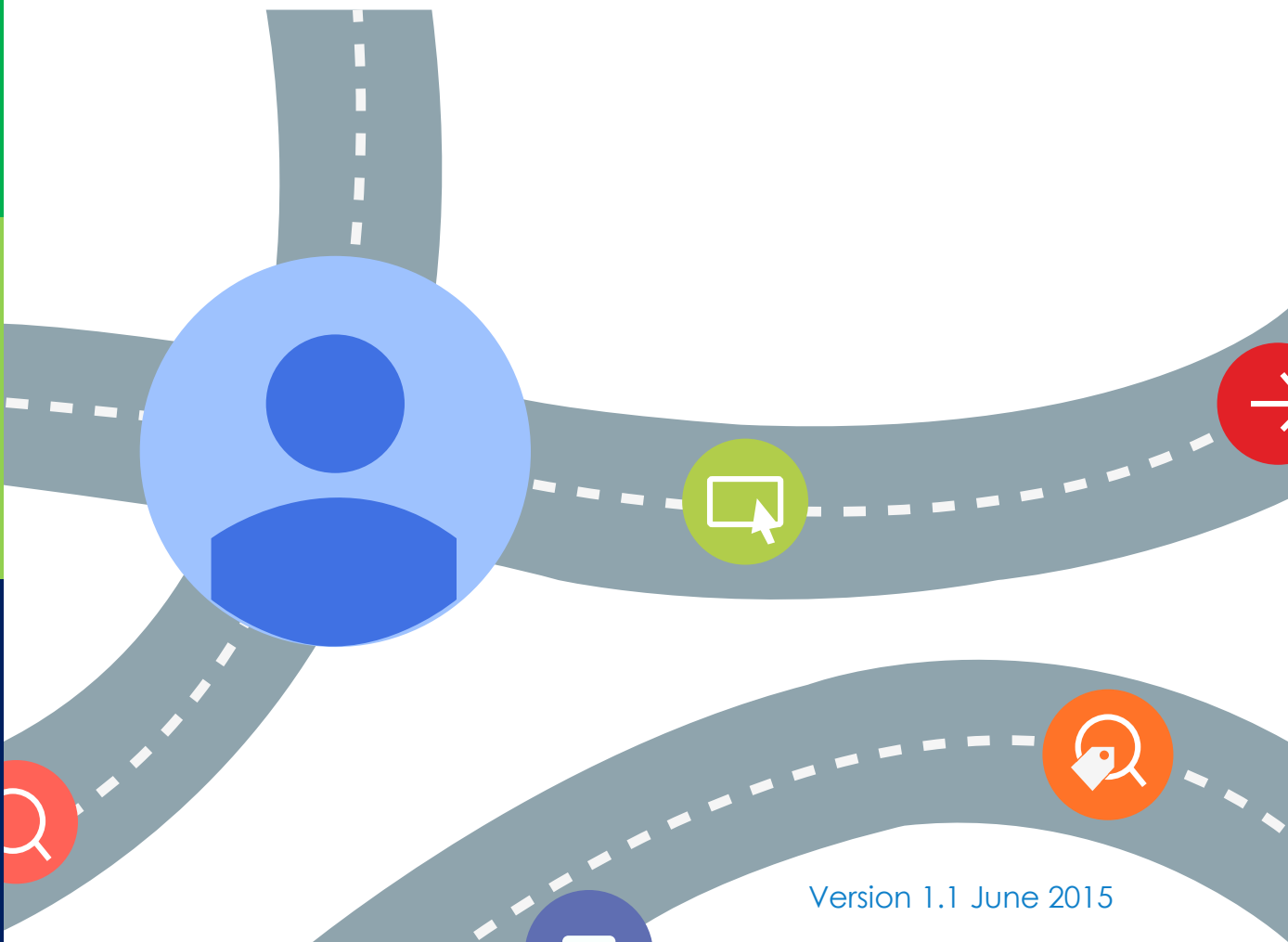


# Creating 1:1 Customer Journeys at Scale



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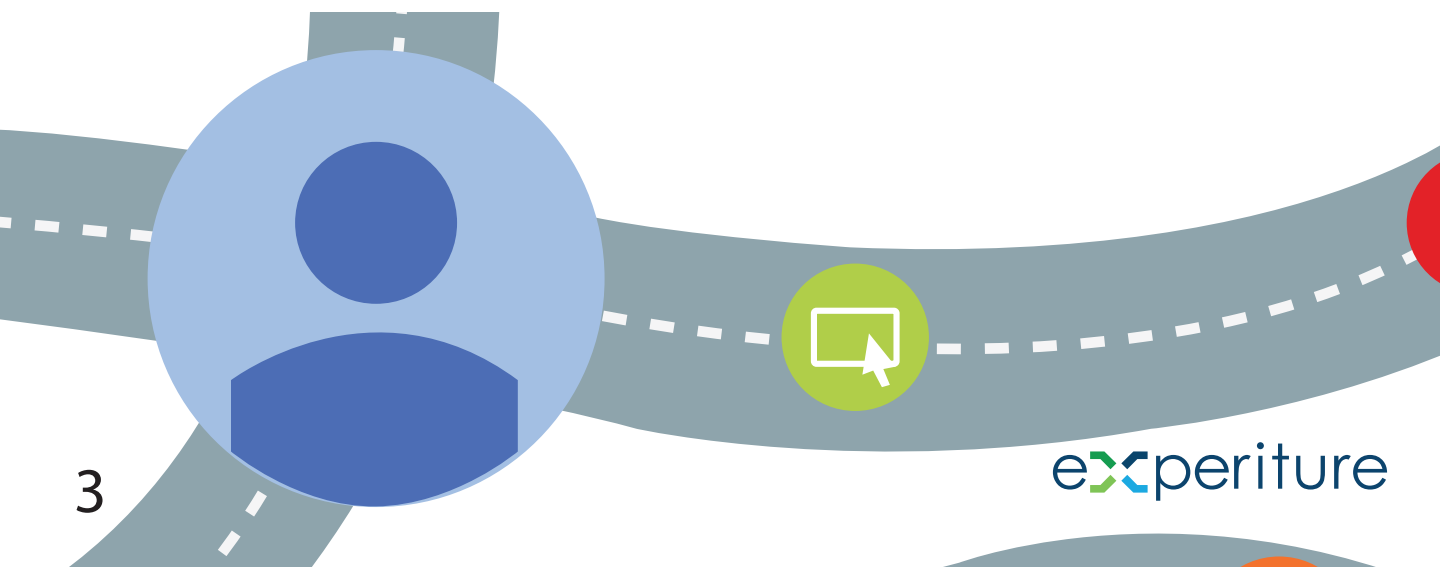
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# What is a Customer Journey?

The term “Customer Journey” refers to the sum of interactions a customer has with your organization through the course of their customer lifetime.

These Customer Journeys may involve a number of different touch points and channels from initial engagement, to purchase and use of your product or service, to the completion or continuation of the relationship by upgrading, replacing or demonstrating loyalty to your product or service.

The more touch points an organization has in its relationship with the customer, the more complex Customer Journeys become.



# The Importance of 1:1 Customer Journeys

Today's organizations realize the importance of the customer journey – and acknowledge that the customer journey involves multiple channels and touch points.

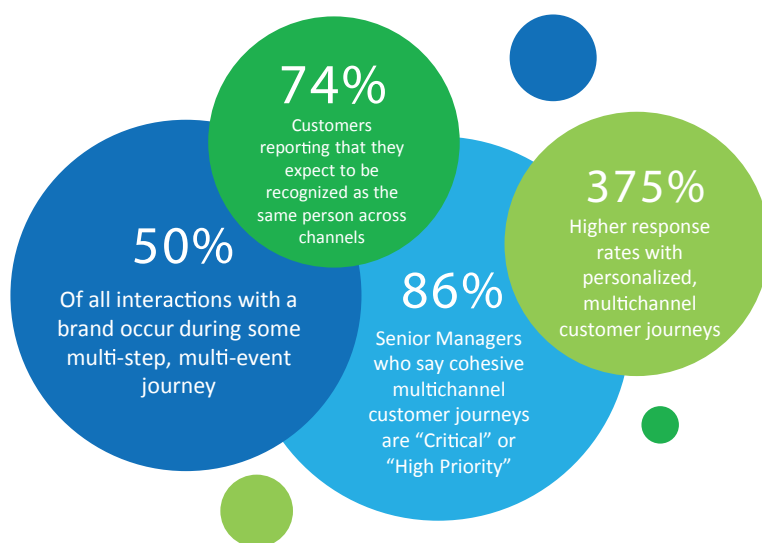
According to a McKinsey study, more than 50 percent of customer interactions happen during a multi-event, multi-channel journey -- and that these journeys lead to transformations that impact customer satisfaction and revenue growth. However, marketers face challenges with the customer journey. According to a similar study conducted by IBM, 66 percent of companies feel they lack an in-depth understanding of their customers.



In order to stay ahead of the competition and be there to welcome customers to the future, marketers need to shift from the concept of the marketing campaign to the concept of the customer journey.

But there's a gap.

For most brands there is not a comprehensive, connected customer journey. Instead, organizations interact with their customers through a series of disconnected, independent campaigns and messages – often across many organizational functions– that are not designed to create a unified experience for the customer.



# Marketing with Customer Journeys

Marketing with Customer Journeys is a new way to think about marketing.

Rather than sending out disconnected campaigns, Customer Journey marketing allows marketers to visually map out the customer experience across channels – and define the communication flows, data triggers, and metrics that are important for the organization.

In order to create Customer Journeys, the organization needs three things:

- A Unified Customer View
- Actionable Customer Data
- Tools to Create Personalized, Multichannel Customer Journeys

# Enabling 1:1 Customer Journeys: The Unified Customer View

The path to creating highly effective 1:1 Customer Journeys start with a “Unified Customer View”. A Unified Customer View gives marketers a complete understanding of their customers. At what stages of the purchase process do customers interact with the organization? On what channels are they interacting? What are they telling you about themselves along the way?

In today’s world, most organizations have fragmented customer data scattered across various systems. To create coordinated customer experiences and 1:1 customer journeys, it is critical to accumulate this disparate data into a 360-degree view of your customer that tells you all you need to know to recognize each individual one as the same person across channels and respond with highly relevant, timely communication.

With Experiture, you get a Unified Customer View – a complete understanding of all the interactions a customer has with your organization – presented in a simple, easy-to-use “marketing data warehouse”. This enables you to accumulate your customer data in a repository where it can then be made actionable.



# Enabling 1:1 Customer Journeys: Making Data Actionable

Now you've arranged your fragmented data into a "Unified Customer View" for each customer, and are ready to make your data actionable so that you can create highly targeted, personalized 1:1 cross-channel multichannel journeys.

With Experiture, your marketing data warehouse serves several functions in the delivery of 1:1 Customer Journeys:

**Targeted Audiences.** Your Customers' Journeys with your brand or service can be defined by the data in their unified customer view. How does the data signal where are they in their journey with your brand? Have they expressed interest? Have they made a purchase? Or abandoned the purchase process midway through?

Customer Journeys in Experiture start by defining who these customers are – and creating a "View" of these customers to associate with a specific journey.



Personalized Multichannel Communication. Your customer data can also be leveraged for personalization – and to ensure messaging is consistent across channels. Draw from profile information to personalize a message, such as by greeting the recipient by first name on an email or mobile message – or to create variable content, such as offers that vary by geographic location. With all of your customer data in a single location, you can easily key off of profile information or past behaviors and interactions to create highly relevant cross-channel messaging.

Now that your marketing data is actionable and you have created your target audience, and identified the data you want to leverage for personalized multichannel messaging it's time to get started creating your 1:1 customer journeys.



# Creating 1:1 Customer Journeys

You have a customer view, and you have decided how customer data signals different points in the customer journey. Now, it is time to map out the communication flow with your customers. Where should they receive messaging, and when?

With Experiture, this is accomplished in a drag-and-drop “Marketing Program Builder” interface that makes it easy to map out what communication is sent across customer lifecycle stages and channels. With this easy-to-use tool, marketers follow an intuitive “white-boarding” visual process to map customer journeys across email, mobile, social, web and connected devices; measure performance; and then optimize for best results. Within this single interface, marketers can create a holistic view of the customers experience with their product or service.



What's more, marketers can use the Marketing Program Builder to automatically trigger content and offers based on customer behaviors such as abandoned shopping carts or other web pages, product purchases, demographic changes, and more. Within these messages, marketers can leverage demographic information, past purchases and other interactions, and more to personalize the content of this multichannel messaging.

Once your Customer Journey is live, powerful analytics allow marketers monitor the effectiveness of every interaction and optimize accordingly. With Experiture, users can visualize which channels, messages and times are best impacting the customer lifetime value -- beyond just clicks and web conversions. For example, marketers can track and test every part of the journey against goals that they set up using behavioral data -- such as purchases, downloads, loyalty achievements, app usage, and more.



# Conclusion: 1:1 Customer Journeys with Experiture

In today's world, where customer interactions span different channels and touch points, it is more important than ever to pursue a customer journey-focused marketing strategy. Customer Journeys allow companies to get insights into customers, market the right offers and content to the right people, and drive customer satisfaction and loyalty.

However, most companies are challenged to create a unified customer view, make their customer data actionable, and use their existing marketing technology infrastructure to create, deploy, measure and optimize 1:1 customer journeys at scale.

Experiture was built from the ground-up to deliver coordinated, connected customer experiences that boost engagement and grow customer lifetime value. Using Experiture, you create Customer Journeys at scale that are personalized for each individual customer.

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