

blueconic

Improving Operational Efficiency with Modern Tech

How a CDP Helps Cross-Functional Teams Transform Customer Relationships and Unleash Growth



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Building the “Perfect” Tech Stack: An Ongoing Objective for Companies

Business transformation. Omni-channel acceleration. A single customer view. Business leaders have been called on to champion these aspirational programs in order to optimize customer engagement and drive business growth.

To make good on these grand plans, though, leaders must equip their growth-focused teams — from marketing and customer experience to ecommerce and analytics — with the right tools. That means syncing with tech decision-makers (e.g., IT, technologists, marketing operations, security/data governance) to collectively navigate the increasingly complex tech landscape.

This, however, is where organizations across industries run into a common problem: Identifying a *single* solution that not only **provides growth teams with access to unified, actionable customer data** when and where they need it to individualize experiences, but also streamlines their core tasks — in particular, segmentation, analysis, modeling, and cross-channel activation.

Factor in the market conditions and rapidly changing consumer behaviors caused by COVID, and finding such advanced tech to help these teams accelerate growth and transform their businesses at large becomes all the more critical.



59%¹ of executives said the pandemic has “created an impetus to accelerate their digital transformation initiatives.”

1: <https://home.kpmg/xx/en/home/media/press-releases/2020/08/companies-shift-emerging-tech-investments-amid-covid-19.html>

Despite this urgency, a 2020 IFS study² found the measurable ROI of new tech is still the top concern for nearly two-thirds (64%) of decision-makers.

That's because ROI and business growth are commonly associated with revenue — a mindset that drives many decision-makers to limit their tech assessments to comparing the features and functionality of similar systems and appraising their value based on their (presumed) impact on tactical business and marketing metrics (e.g., clicks, page views, time on site, net promoter scores, etc.). But this approach fails to account for two important factors of ROI and long-term growth:

1. *The strategic value a platform provides their teams and companies*
2. *Operational efficiencies that can be gained by growth-focused teams*

Business leaders must recognize any technology they invest in should not only improve key metrics, but also increase its value to the business by **enabling more efficient ways of working**.

With the right technology, companies can realize better business outcomes and greater business efficiency — which can lead to:

- **Increased self-reliance:** The ideal tech reduces growth teams' dependency on other entities — internal (e.g., IT, the analytics team, legacy databases) and external (e.g., agencies, tech vendors) — to dictate when, where, and how they can use data to boost engagement.
- **More time for strategic tasks:** In turn, these teams have more time to test new initiatives and approaches (e.g., customer lifecycle orchestration, segment comparison analyses).
- **A better customer experience:** All this adds up to a far better CX for customers, which leads to greater satisfaction and loyalty.

²: <https://blog.ifs.com/2020/11/2021-digital-investment-transforming-business-for-the-new-normal/>

Legacy Technologies: A Deterrent to True Business Transformation

Every business leader wants their company to operate more efficiently and with fewer, cross-functional bottlenecks. But if their tools don't empower them to make better decisions, encourage innovation, or interact with customers in a more timely, personalized way, then they can't **realize true business transformation** or accelerate growth.

What many business leaders don't realize is they can help their teams work more efficiently by augmenting (or, in some cases, eliminating) many of the legacy systems they currently use to carry out critical tasks. Consider the legacy tech many growth teams utilize today — and the resources and time-intensive processes required to use them.

Marketing & Customer Experience

It falls on marketing and CX to identify priority segments of customers and manage the execution of cross-channel campaigns designed to move them through their journeys to a desired outcome. But a major deterrent to these teams' operational efficiency is overreliance on siloed, channel-specific execution tools. For instance, campaign management software can only ingest segments *after* they've been created in another tool and loaded manually. Similarly, ESPs automate messages, but they lack the flexibility to responsively change or suppress messaging to remain relevant as individuals move in their journeys.

By nature, static, outbound campaigns that 'push' messaging to individuals based on where marketing and customer experience teams *think* they are in their respective journeys is inherently flawed and leads to a poor CX. What's more, managing channel-specific campaigns, each with their own unique (and incomplete) customer view, is a laborious process that deters efficiency in their day-to-day work and long-term strategies.

Analytics & Data Science

Analysts and data scientists play a supporting role in enabling marketing and CX teams by creating custom audience segments, building predictive models, and calculating customer scores, among other tasks.

Legacy databases (e.g., data lakes, business intelligence solutions, customer journey analytics tools) have been the go-to analysis tech for these professionals for some time. But data in these systems isn't always up-to-date and accurate and often needs to be normalized and cleansed before use.

That means any insights gleaned, scores calculated, and customer segments created from that data are likely dated by the time they're shared with relevant internal stakeholders for use. For instance, individuals' consent statuses may not reflect their most recent preferences.

All this leads to time-consuming, inefficient analysis of potentially inaccurate and/or incomplete data. It also deters analysts from capably **understanding customers' engagement, behaviors, and interests** and providing timely, data-driven insights to cross-functional teams when and where they need it.



Digital Product & Experience

Companies across industries — from media and publishing to retail and hospitality — understand the importance of providing high-quality, personalized digital experiences and products today.

But many digital product teams find legacy tools hold them back from doing so efficiently. In fact, a 2020 Decibel report³ found legacy technology was the biggest barrier for **businesses' digital experience strategies** today.

Specifically, siloed systems and a lack of access to unified, actionable customer data were deemed the top detriments to their success.

Simply put, digital product teams often utilize tools that offer a partial customer view, are IT-run, and don't provide them the speed, adaptability, flexibility, and utility they need to leverage first-party data in real time: whether that's for dynamic paywalls, personalized on-site dialogues, customizable products, or other unique experiences and offerings.



³: <https://decibel.com/resources/reports/econsultancy-state-conversion-digital-experience-2020/>

How a Customer Data Platform Enhances Operational Efficiencies

The aforementioned teams aren't the only functions charged with interacting with customers and/or driving business growth.

Customer service, ecommerce, marketing operations, revenue diversification, and more face similar challenges when forced to use legacy tools that are siloed, channel-specific, and limited by a partial customer view.

That's why many companies are now turning to the best-of-breed, 'hub-and-spoke' approach to building their tech stacks — and **putting a pure-play CDP at the center**.

Pure-play CDPs like BlueConic give companies and their growth teams access to a single customer view and the ability to act on that data in real time: from constructing multi-dimensional segments in mere minutes (not hours, days, or weeks) to providing custom-tailored, real-time messaging to individuals across all touchpoints and in each customer lifecycle stage.

Specifically, pure-play CDPs help organizations improve operational efficiency and **transform how they understand and interact with customers** by:

Prioritizing the proximity of data to customer-facing engagement

Unlike legacy databases like CRM and data lakes that are typically designed for purposes outside of customer engagement, a pure-play CDP centralizes first-party data into unified customer profiles and makes it readily accessible to growth-focused teams and their tools for immediate cross-channel activation.



51%⁴ of CEOs said improving operational efficiency for their growth teams was a top priority for them through 2024.

Reducing the time and effort between insight and action

By **democratizing analytics and data science**, a pure-play CDP enables growth teams to take their first-party data utilization to the next level. Analysts, data scientists, and even non-technical parts of the business can apply machine learning capabilities to the unified data integrated in the platform to uncover meaningful customer insights and act on them faster.

Increasing business agility and resilience

Business priorities and economic conditions change regularly. That means all companies need a data solution that can flex with their organization over time and allow growth-focused teams to quickly adapt to sudden changes and take advantage of new opportunities.

Automating manual processes so growth teams can focus on more strategic tasks

A “We’ve-always-done-it-this-way” mindset often prevents growth teams from considering if there are better, more efficient ways of executing tasks. With a CDP that **persistently updates customer profiles** and streamlines once-arduous tasks (e.g., multi-dimensional segmentation, customer score calculations), growth-focused teams get back valuable time to tackle other essential activities (e.g., retraining predictive models, identifying new audiences, developing new creative).

4: <https://www.ibm.com/thought-leadership/institute-business-value/report/ceo>

SPOTLIGHT

SOUND
PUBLISHING INC

Sound Publishing uses BlueConic to power its dynamic paywalls and content-metering strategy. At the start of the pandemic, the business was able to open up its paywall in a matter of minutes so all readers, including non-subscribers, could access critical COVID-19 content without having to open up all its content to readers.

By having unified profile data in close proximity to its activation mechanisms, the company was able to act with speed and agility to match the urgency of the situation.

Opening up its paywalls didn't just provide value to Sound Publishing's readers. With the flexibility of BlueConic's platform, it also used on-site lightboxes to ask readers to subscribe to support local journalism, thereby monetizing its coronavirus pages.

SPOTLIGHT



Before implementing BlueConic, a leading outdoors-wear manufacturer relied on a third party to host its data. The business had to send a data request to this provider in order to create customer segments for email campaigns, which took a minimum of four weeks and cost thousands of dollars per pull. (More if they needed it faster.)

Worse, the company's marketing team had little to no insight into who they were emailing or if they even had a consumer's consent, which put the company at risk for severe penalties related to non-compliance with consumer privacy laws.

With BlueConic, the company was able to unify all its customer data in one place and quickly access that data to build its own dynamic, multi-dimensional segments for email based on demographics, brand engagement, buying behaviors, product preferences, lifetime value, propensity to buy or churn, consent status, and more.

With our segmentation capabilities, the company not only increased the its email campaigns' relevancy, but also cut down time to market from four weeks and thousands of dollars to 30 minutes of work and no cost.



60%⁵ of business professionals believe high-quality customer data increases efficiency across their organization.

When assessing the operational efficiency of a CDP, you should ask yourself:

- *“Does the CDP help our customer-facing and growth-focused teams get things done faster and in a more intuitive and automated way?”*
- *“Does the CDP reduce the number of steps in a process to get to the desired marketing and/or business outcome?”*
- *“Does the CDP allow our teams to rely on fewer technical resources (IT, data science, etc.) to complete their work?”*
- *“Does the CDP bridge the gap between having first-party customer data and being able to access and act on it?”*
- *“Does the CDP help our teams scale experimentation and optimization across different programs and initiatives?”*
- *“Does the CDP help us interact with individuals in a timely, relevant, personalized, and privacy-compliant manner?”*

If the answer is “No” to any of these, the CDP in question prevents cross-functional teams from doing their jobs efficiently — and, therefore, hinders business growth and transformation. If the answer is “Yes” to all these, the CDP is an optimal choice. From empowering more intelligent and confident interactions with customers to **providing advanced audience insights and analytics**, a CDP with the above capabilities and value-adding functionality greatly enhances growth teams’ everyday activities and helps them become more agile and flexible regarding their customer engagement strategies.

5: <https://www.edq.com/resources/data-management-whitepapers/2020-global-data-management-research/>

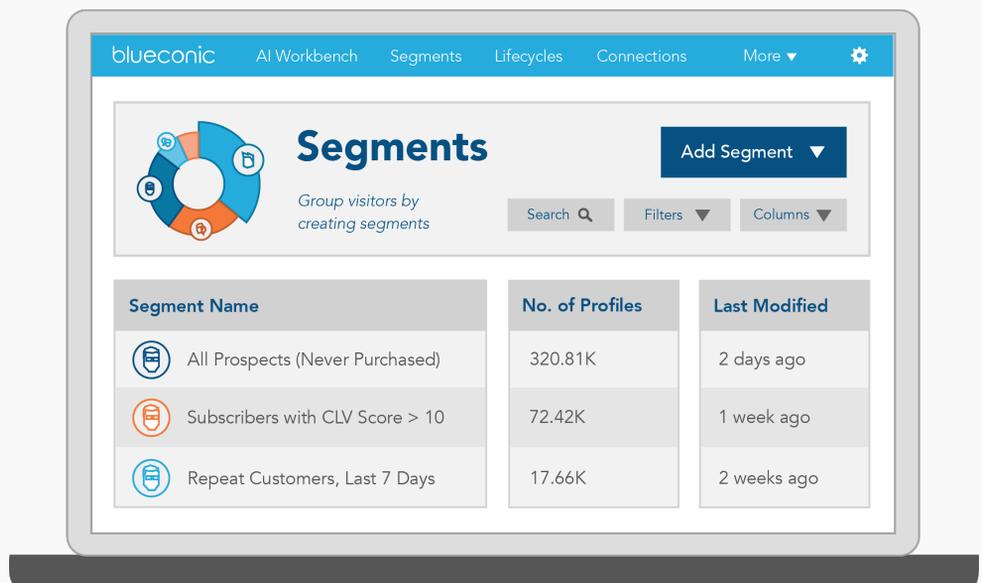
Outdoor-sporting retailer *goba Sports Group* uses *BlueConic* to unify its first-party customer data and activate it in its omni-channel marketing strategy.

Like many multi-brand companies, *goba* is focused on bolstering its ecommerce business by targeting prospective customers. But siloed customer data across its technology stack prevented the company from creating more accurate, multi-dimensional segments and, in turn, enhancing its personalization efforts.

Using the unified customer profile data in *BlueConic*, the *goba* marketing team is now able to build custom, dynamic segments and automatically send them to *Google* and *Facebook* for ad targeting.

With *BlueConic* syncing segments in real time, the company’s marketers no longer have to spend time manually uploading lists to their social media ad platforms.

Thanks to *BlueConic*’s open architecture and ability to unify the company’s data across its martech, *goba* is also able to easily export data to *Google Data Studio* to gain the insights it needs to make smart, data-driven decisions, which ultimately eliminated the need for a secondary business intelligence platform.



The ability to **scale for today's business goals and tomorrow's ambitions**: That is what every company's top objective should be when investing in technology today. And it's what the right CDP enables.

By "right," we mean a leading customer data platform that:

- *Updates in real time to move as fast as customers do, regardless of if it's across hundreds of thousands or hundreds of millions of profiles*
- *Fits within each organization's unique ecosystem and tech stack and can easily adapt to any changes in that ecosystem*
- *Helps companies scale up by continually adding new profile attributes over time from any source, thanks to its profile data architecture*
- *Simplifies data activation in any number of ways (e.g., multi-dimensional segmentation, modeling and analytics, lifecycle orchestration)*
- *Drives operational efficiencies for growth-focused teams and the business at large*

Given the billions spent on business technology each year, companies must ensure those investments pay off in both the near *and* long term.

That means business leaders must routinely evaluate the effectiveness of both their existing and new tech (i.e., whether they enable or inhibit operational efficiency and success).

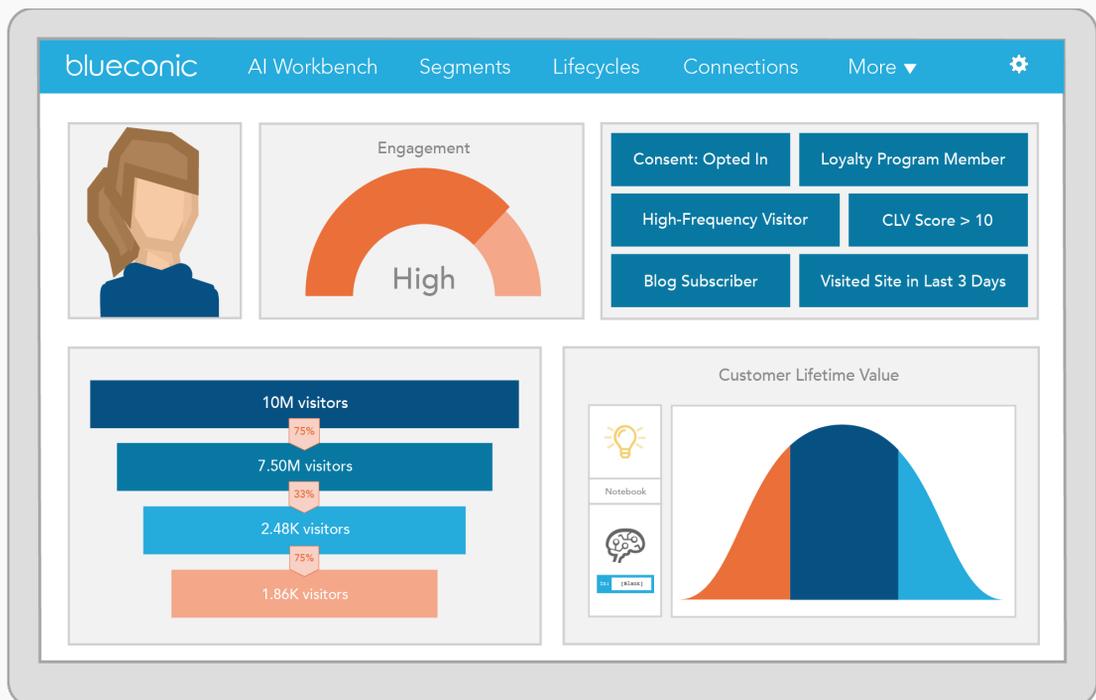
There's never been a more important time for organizations to eliminate the old ways of thinking, dated processes, and inoperative tools — and, simultaneously, implement changes that help growth teams utilize their most valuable asset: unified, actionable first-party data.

blueconic

Liberate your data.

Learn how you can improve business outcomes, unlock revenue opportunities, and realize greater operational efficiency across your organization with our CDP.

Schedule a Demo



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