

Refresh Your Approach to 1:1 Marketing

FORRESTER

An overview of the April 2014 commissioned study conducted by Forrester Consulting on behalf of Salesforce Marketing Cloud

Refresh Your Personalized Marketing Technique

1:1 Marketing Makes a Difference

Personalized marketing impacts top customer metrics like:



Awareness



Acquisition



Loyalty

Marketers understand the keys to customer success:



Predicting behavior



Identifying customers across multiple channels

Overcome The 1:1 Personalization Challenge

Revitalize Relationships with Real-Time Interactions

Interacting with customers in real-time is the foundation to any lasting brand relationship

Three ways marketers can manage customer engagement and personalization:

1

Apply relevant experiences to every single customer

2

Leverage data to improve customer experience

3

Analyze digital data from several interactions

26% of digital marketers pull behavioral data on a daily basis

43% check social media data on a daily basis

Avoid Communication Lags with Data Delays

With real-time communication, marketers can bolster actionable data

Marketers have the opportunity to evolve with personalization tactics

Tools such as real-time interaction management, predictive algorithms, A/B and multivariate testing tools, and next-best offer are the least adopted technologies to execute personalization today.



Evolve from Static to Dynamic Personalization

Leveraging rich data and in-moment messaging can convert casual shoppers into brand advocates

64% of marketers collect customer loyalty data

53% of marketers collect interaction data

Because of difficult data management, many marketers rely on static data

Many rely on explicit data like basic satisfaction surveys

&

53% use personalization metrics for strategy decisions

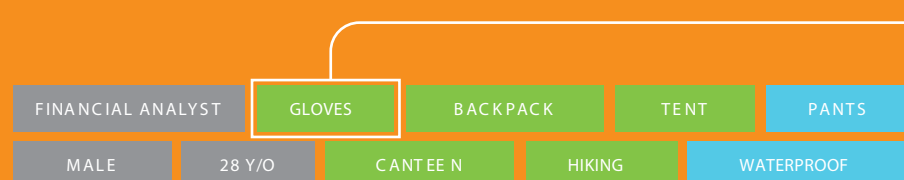
The Personalization Trend is on the Rise

With predictive technology constantly emerging, personalization has become an expected component of the customer experience

Marketers are beginning to view personalization as the key to customer relationships

50% of respondents expect budget on predictive decisioning to increase by at least 5% in the next year

44% of marketers see personalization as the biggest impact on customer retention



How To Revolutionize Your Marketing

Prioritize Personalization

Personalized marketing impacts top customer metrics

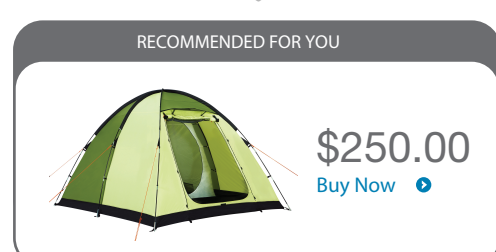
18%

of marketers leverage customer personalization today; that number is soon to grow



Also growing:

- Predictive algorithms
- Data management platforms
- Multivariate testing tools



Smart Marketers Focus on 1:1 Customer Journeys



To download the full Forrester Study, please visit:
exacttarget.com/forrester-refresh-1-to-1-marketing