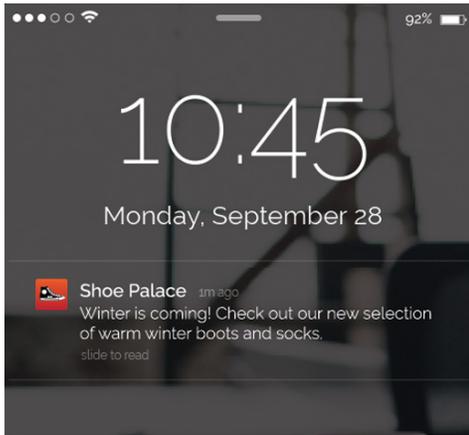# Lytics

THE FUTURE OF PERSONALIZATION IN MARKETING STARTS WITH CUSTOMER DATA MANAGEMENT

UNIFY AND TRANSFORM CUSTOMER DATA INTO A MARKETING ROI

**PERSONALIZATION IN MARKETING: THE HOLY GRAIL**

What if you could automate the ability to interact with an individual customer in a way that's completely personalized? And what if the automation did not require millions of dollars and years to build?

Good news: Customer data platforms (CDPs) have emerged to make personalized marketing possible for companies large and small.

The early days of mass marketing involved conveying a generic message to a wide variety of audiences. These mass-marketing techniques often fell on deaf ears, because consumers have individual needs not met with one-to-many communication approaches.

For many marketers, the ability to personalize the message to each individual has long been the holy grail. Imagine automatically greeting each person visiting your web site with a specific message and imagery based on whether they're a long-time customer versus a prospect. Or, what about automatically not emailing promotions to those with open (and negative) customer-service tickets? And wouldn't it be helpful to advertise online -- based on purchasing data -- only to those customers who haven't bought the product?

The challenge is that personalization without sophisticated customer data platform technology is a drain on any marketers' time and resources.
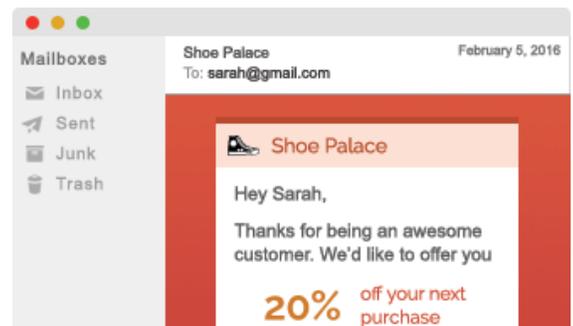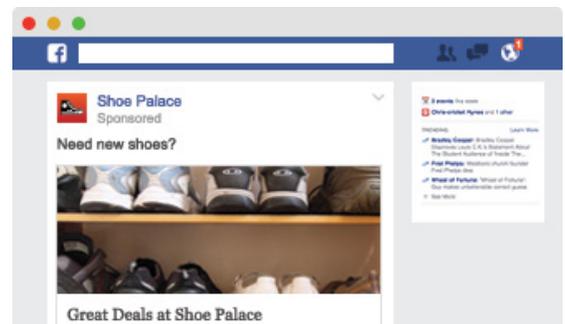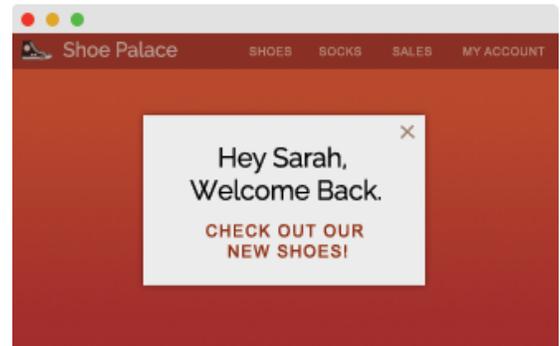
THE INDUSTRY'S MISSTEPS ON THE PATH TO PERSONALIZATION

Brands and vendors alike have made attempts to use technology to automate personalization. Yet, few companies have created something that is easy to use, integrates all types of customer data (known, anonymous) across marketing platforms (email, web, social, mobile, CRM, offline transactions, etc.), use sophisticated matching logic to unify customer profiles across systems, or formed integrations with the vendors behind those marketing platforms.

Over the last several years, so-called marketing automation technologies have emerged, promising to personalize the message for each customer. Instead, these largely email-based, point tools take a half-baked, superficial approach to personalization to "check the box" for their customers. Rather than personalizing the experience with real-time data about the customer, they ask marketers to create pre-defined journeys.

10 days ago Tom placed a pair of running shoes in his cart, but he has not purchased them.
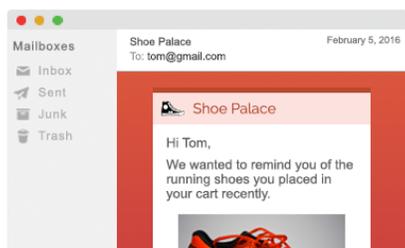
You can target people like Tom using Lytics to send a personalized email, reminding them of items they might want to purchase.

Problem is, customers rarely interact with brands in rigid, pre-defined ways.

Customers engage with brands in a manner that yields data about who they are, how they purchase, and with which marketing channels they interact. Unfortunately, these customer data sources emerging from various marketing platforms do not readily integrate well together, resulting in silos of disjointed customer records owned -- or overlooked -- by various marketers leaders in an organization.

Looking to create a "golden record" about customers, marketers have also turned to their colleagues in IT, requesting help with integrating disparate databases. Yet, IT finds integrating customer data proves more difficult than it appears, leaving these data dumps to wither, without use, in an expensive and bloated storage container.

A handful of do-it-yourself marketers in the world's most respected companies have convinced their employers to make large investments in budget and time to painstakingly build in-house, customer data platforms for personalizing interactions with customers. Think: the popular online video streaming service that makes eerily accurate movie suggestions. Or the world-leading e-commerce site that somehow sends the perfect email promotion based on the products you've browsed. But these expensive, hand-crafted customer data platforms have proven out of reach for most companies.

## PERSONALIZATION TECHNOLOGY FOR THE REST OF US

Fortunately, ready-to-deploy, customer data platforms such as Lytics have emerged for the rest of us. Now, a brand can quickly integrate all of their customer data -- no matter how disorganized and disparate -- use sophisticated matching logic to unify customer profiles across systems, and deploy it through all of their communications channels with customers.

To be considered part of the movement, a customer data platform must be:

• **Holistic: The new CDP must consume any data from anywhere a customer is interacting. If there is a footprint, online or offline, customer data must be captured.**

• **Cross-Channel: The new CDP is a hub that supports the journey of a customer as they engage with a brand across the products, web sites, email, apps, social presences, customer service representation and more. Historically, marketing automation tools have chosen one customer touchpoint (e.g., email) on which to focus. The new CDP understands the customer across all channels including their content preferences and behaviors.**

Email Web

Social Ads Mobile

• **Interoperable: The new CDP works seamlessly with your existing marketing tools and does not mandate change from any product that a marketer has chosen.**
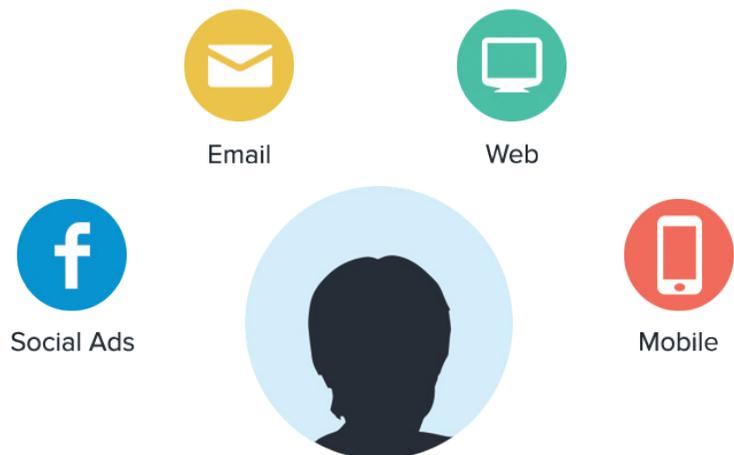
• Intelligent: The new CDP can work with a marketer-defined segments of customers (e.g., fathers who play soccer, female IT professionals in healthcare) or use complex machine learning to help uncover segments that are valuable yet you have never thought of (e.g., binge customers who are not engaging with your brand frequently, or at-risk users who show signs of becoming inactive).

• Actionable: The new CDP can automatically create customer segments from data collected anywhere and allow marketers to create true, cross-channel marketing programs.

IS YOUR MARKETING TEAM THERE YET?

Gartner predicts nearly seven of 10 marketers will make all marketing decisions based on data by 2017. And, according to the Digital Marketing Association, 77 percent of brands believe real-time personalization of their marketing is crucial, yet 60 percent of marketers still struggle to personalize content in real time.
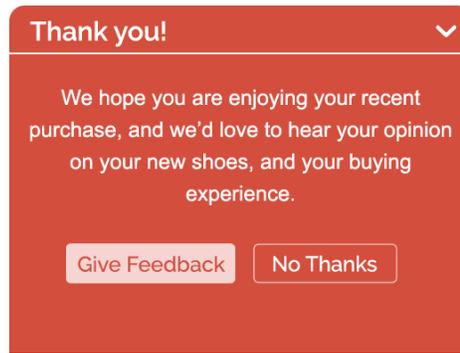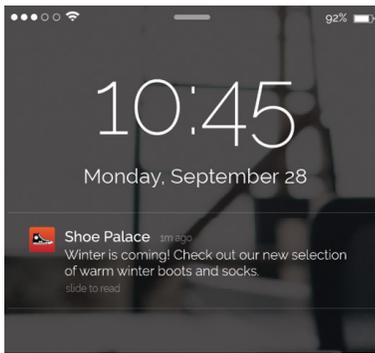
Lytics and many forward-looking companies believe customer data platforms will support the move to personalization through the one component that matters most: understanding of individual people through technology.

WHO USES CUSTOMER DATA PLATFORMS?

MINICABSTER, MOBILE CAB BOOKING SERVICE, LONDON, UK.
By connecting mobile app, email, web, and social data together, Minicabster could create personalized ad campaigns to drive conversions and revenue. Using Lytics led to an 83 percent increase in cab bookings.

"By allowing us to use data to drive better marketing decisions, Lytics has

given us a competitive edge. Having Lytics is like having a data scientist on our team. I have two words to describe Lytics: amazing stuff."

- Luiz Albuquerque, former digital marketing manager, Minicabster.

THE CLYMB, E-COMMERCE FLASH SALE RETAILER, PORTLAND, OR

By unifying customer behavior, like web interactions, purchase behavior, and customer lifetime value, The Clymb could improve their personalization efforts on their website. Simple Lytics insights and segments led to a 12 percent increase in sales and a $500,000 savings in marketing in the first three months.

TRUE PERSONALIZED MARKETING STARTS WITH LYTICS

Lytics helps enterprises automate personalized marketing through the industry's most advanced customer data platform (CDP). Popular retailing, media, consumer goods, banking, and tech brands use Lytics to execute one-to-one marketing programs their customers welcome.

Lytics connects a company's marketing data about customers from multiple sources (e.g., structured, unstructured, anonymous and known profiles) and creates behavior-rich user segments (e.g., likely to churn, most active on mobile, coupon lover). These customer segments then sync with a company's marketing tools -- from web-site personalization and ad retargeting to email marketing and content optimization -- to improve marketing campaign results and reduce inefficiencies.

Many marketing technology vendors claim "customer data management," yet in reality deal with only one or two types of data (such as those customers who've signed in via a social media tool or provided an email address). Lytics builds a profile based on any fragment of customer information using sophisticated data science and conducts probabilistic matching to merge identities. The result: a 360-view of each consumer.

Headquartered in Portland, Oregon, Lytics is led by marketing-technology veterans who've held leadership positions at Webtrends, Urban Airship, and Hewlett Packard Enterprise. Our customers include The Economist, Atlassian, Conde Nast, and Nestle.

Lytics

Improve marketing program ROI today drive campaigns based on how users interact with your brand using our custom segments. We'll do the heavy data lifting while you work on your next brilliant marketing program.