

Acquire the right customers

Today's customers are more demanding and empowered than ever before. They are fast-paced and interact with brands across multiple channels. For marketers, this surge in digital interactions has introduced a host of challenges. Organizations should be able to meet customer expectations for a relevant, seamless experience across all channels. Marketers are constantly looking for ways to increase customer acquisition while also increasing the return on their marketing spend. To achieve both these goals, it is critical not just to acquire any customer—but more importantly acquire high-value customers. To do this, you need a solution that gives insights into your customer interactions and helps you to:

- Identify your most desirable customers
- Understand acquisition progress and which acquisition programs are delivering the best results
- Better target customers

As brands mature in their ability to acquire the right customers, they can adopt simple to sophisticated approaches in their use of digital analytics, providing them with a 360 degree view of their customers for targeting across channels. For digital marketing, the trick is for brands to determine who their high profile customers are and how, where, and what they buy. Understanding a customer's channel preferences and responses to campaigns can help better tailor the customer experience. Brands need to have real-time insight into how their customers interact with their brands online and use that insight to relentlessly target the right customers with the right offers at the right time.

Identify your most desirable customers

In a recent IBM and Econsultancy study, 64% of marketers strongly agreed that identifying high-value customers is vital to their growth. But most marketers lack the visibility and are unable to zero in on high-value customers. For

online marketing, the trick is determining who they are and how, where, and what they buy. Understanding their channel preferences and responses to campaigns can help you better tailor your offering.

Understand acquisition progress and which acquisition programs are delivering the best results

Marketing teams rely heavily on digital analytics data but lack behavioral insights into what customers need and want. They also have limited understanding of their customers' opinions and preferences. Without the ability to understand which marketing campaigns deliver better results, marketers could be prone to under investing in stronger campaigns or over investing in campaigns that aren't producing sales. It is important for marketers to measure campaign attribution and track campaign performance to make the most of digital marketing investments. Marketers should be able to transform their data into actionable insights so they can anticipate what customers want and discover the most effective ways to improve customer acquisition. By segmenting behavior to the finest grain of detail, marketers can answer questions and uncover the hidden opportunities and marketing touch points that lead to conversion.

Improve customer targeting execution

81% of consumer marketers say they have a holistic view of their customers while only 37% of consumers feel their favorite retailer understands them. So why does this gap exist? Marketers are dealing with multiple data sources and marketing channels. Due to the complexity and volume of customer data they are not able to understand the customer in context and fail to deliver relevant messages. For holistic targeting it is important to understand the complete multichannel journey of a customer and target prospects that are most likely to respond based on customer behavior analysis. It is equally important to understand the customer behavior both on and offsite.



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Acquire the Right Customers Use Case

Scenario: A financial services company is looking for ways to improve customer acquisition metrics while increasing the return on its marketing spend. The marketing team relies heavily on digital analytics data but lacks behavioral insights into what customers need and want. It also has limited understanding of its customers' opinions and preferences. Differing marketing approaches and inconsistent engagement across contact channels are causing higher customer churn. To improve channel efficiency and messaging and better anticipate customer needs, the company requires a deeper understanding of customer behavior and sentiments, and it must identify the right combination of channels to maximize return on investment.

Solution: Through the seamless integration of digital and social analytics, the company can gain deeper insight into its customers at a more granular level, including traffic data, prevailing sentiments, online reviews, completed transactions and conversions. Digital analytics help determine which channels and ads drive desired visitor behavior and pinpoint the organization's most valuable customers. Using social analytics, analysts can identify evolving topics, social conversations and product affinities and correlations. With these integrated capabilities, the business can segment prospects and drill down to get exact details about visitor behavior that will help it improve customer targeting and increase the value of its campaigns.

IBM Digital Analytics to help you analyze your customers

IBM Digital Analytics is a critical part of IBM Customer Experience Analytics, focused on acquiring the right customer using quantitative analytics. IBM Customer Experience Analytics also includes qualitative analytics with IBM Tealeaf customer Behavior Analytics, and automated visualization of cross channel customer journeys with its journey analytics capabilities.

IBM Digital Analytics tracks customer behavior across time and devices, enabling brands to see a visitor's entire digital journey. This enables marketers to go from insight to personalized marketing action with just a few clicks. IBM Digital Analytics provides:

- A data warehouse that tracks visitor behavior across time and devices
- Powerful marketing attribution and lifecycle analytics
- Fluid navigation, collaborative workspaces and responsive design
- Peer-level benchmarking metrics that deliver competitive data for industry-specific key performance indicators (KPIs)
- Integration to IBM Tealeaf for qualitative analytics and root cause analysis
- Ability to share data with other applications via data exchange and ecosystem of certified partners

These capabilities enable you to:

- Get up-to-the-minute insight into visitor behavior trends so you can take intra-day action
- Improve your marketing spend allocation with powerful, industry-leading marketing attribution capabilities
- Uncover growth opportunities and areas for improvement by viewing performance benchmarks for your peers and competitors

Organizations equipped with insights that help acquire the right customers are surely on the track to success. Better insight allows organizations to deliver more targeted, personalized offers, resulting in increased conversions and more first-time customer sales. Marketing capabilities help determine the right set of channels to place marketing dollars for higher returns. Tailored offers, combined with a more personalized approach, help build and develop long-term customer relationships that lead to a lifetime of highly valued customers.

To learn more:

Read:

- [Increasing Relevancy, Loyalty, and Conversions Online](#)
- [J. J. Keller takes personalized website content to new level](#)

Watch:

- [How-to: Shorten Sales Cycles and Understand Your Customers](#)

¹ IBM and Econsultancy 2015 study, <http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&htmlfid=ZL03106USEN&attachment=ZL03106USEN.PDF>