The **A – Z** of Data Driven Customer Engagement

Artificial Intelligence (AI)

As ex-GE boss Jack Welch noted, "There are only two sources of competitive advantage: the ability to learn more about our customers faster than the competition and the ability to turn that learning into action faster than the competition". Whoever adopts AI most successfully is likely to have that crucial speed advantage.
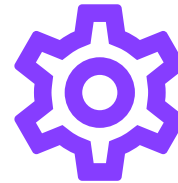
Analytics

The application of data science tools to data, to find opportunity and release value.

Automation

'Lights out' application of analytics and marketing workflows to find opportunity, trigger actions, and release value. Often now as real time responses to consumer actions.

Attribution

Proving which activities top up your bank account and which ones don't!

Business Intelligence

Ever managed to get your board to understand a data science presentation? Thought not. Business Intelligence is getting the appropriate insights to the right people, at the right time, so they can take informed actions. The stuff that can really help an individual to achieve their KPIs vs. 'data noise' that confuses.
Very often achieved via Dashboards (D).
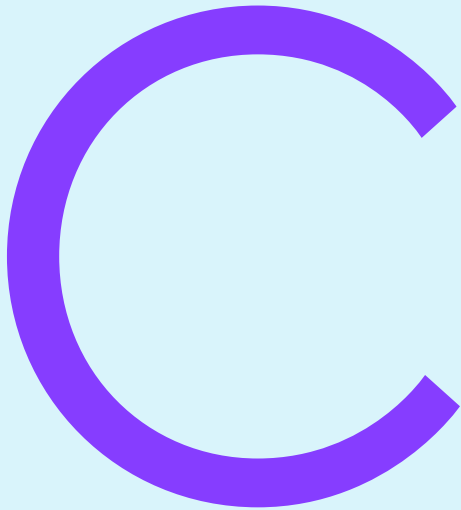
Customers, consumers and clients

Those people from which we seek love (mostly in the form of money and advocacy). So, treat them well and ensure you're set up to gain and record consent to gain and record consent to communicate.

Cloud data solutions

The only real way to effectively manage vast and sometimes unpredictable, data flows and keep up with tech loving you and I.
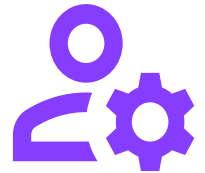
Cost per click

Those deep pile carpets in Google HQ are expensive. Knowing what it's worth spending to get traffic to your site & likely conversion rates is key to results.
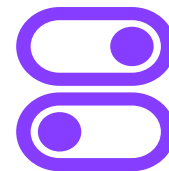
CRM

'If you know me, talk to me like you do'. Use data wisely to show that you care.

Control cells

A way to understand if your marketing is generating incremental value by holding out groups of customers and prospects from campaigns to create a comparative performance set.

Call To Action (CTA)

OK. You've got my attention. But what do you want me to do? The right CTAs can transform a campaign from merely interesting to fantastically profitable.

D

Data

Each of us emit a trail of 'digital exhaust' throughout our days. The critical skill that effective data driven marketers bring is knowing what's of value and what is, quite literally, exhaust.

Dashboard

The simple, visual, interface that makes data accessible and useful to business users (see BI).

Data Management Platform (DMP):

Do you find that your data is siloed around your business making it tricky to use? If so, you need a DMP. It's clever tech that unifies and organizes your data – across sources – making it available in real time to analytic, BI, CRM, and web-based experience tools

Decision trees

Do you always buy something the first time you hit a site? Thought not. Decision trees are the process flows that marketers use to decide the next best action to take that might persuade you to do what an organization would like you to do.
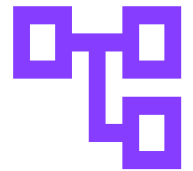
Data capture

What data do you need to understand your market, customers, and prospects? To give them the kind of customer experience that they expect. Data capture is the process of planning how you persuade your audiences to fill your knowledge gaps (typically via some form of value exchange), creating data capture enabling experiences and GDPR compliant processes.

E

Ecommerce

On first name terms with your local delivery man? Thought as much. Digitally accessible products and services became critical to business survival in 2020. But delivering digital experiences that customers want is closely tied to effective capture and release of insights, that can inform multi-channel experience designs.

Econometrics

The use of statistical models to describe economic relationships. In marketing terms, understanding which elements of your marketing cause which outcomes; so how to spend and invest your budget to maximize your desired outcomes.

It quickly gets complex. Best leave the details to the data scientists.

Frequency

Ever been to a party where one person has dominated the conversation? Exactly. Knowing what's enough to keep you in mind vs. the overkill that creates an unsubscribe matters. Because once they are gone, they are gone.

Funnel

Data scientists identify key data indicators that suggest where someone is in their buying cycle. This understanding enables building – and automation – of next best action driven marketing activity.
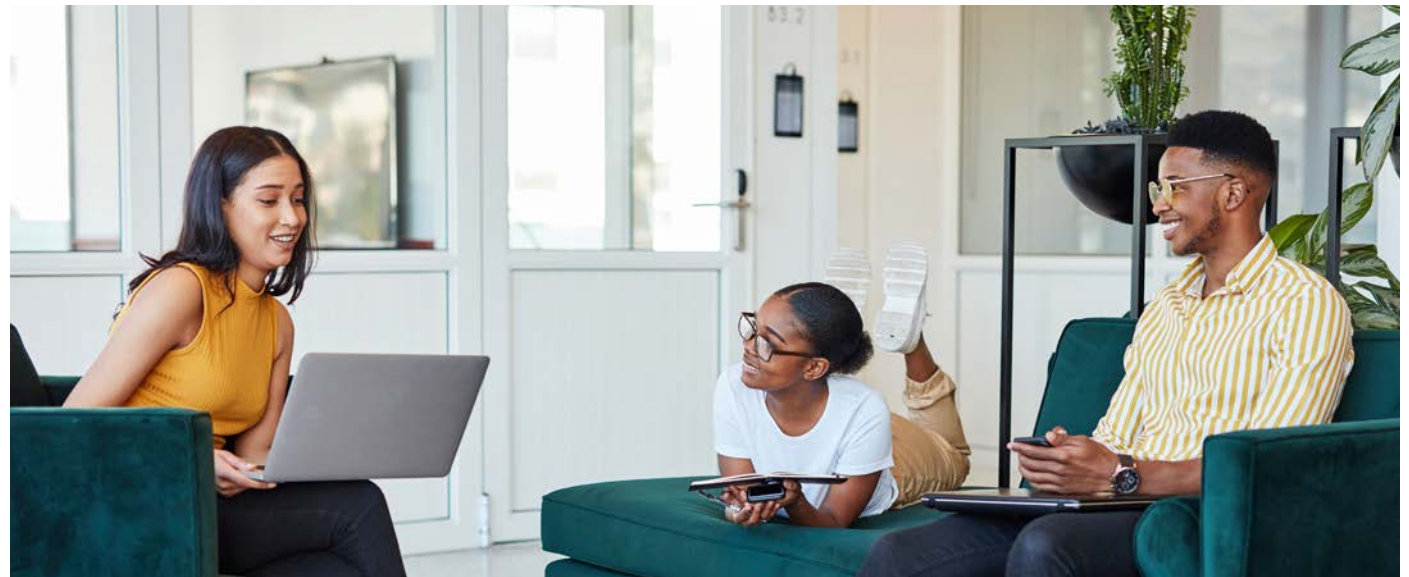
General Data Protection Regulation (GDPR) and Privacy and Electronic Communications Regulations (PECR).

These are european regulation laws that affect your US website if you have visitors from EU. Be sure to oversee your overseas data traffic! Note: The US Privacy Act covers this in the US and each state has its own regulations you need to know.

Google

See SEO, Content Marketing, PPC. Play well with Google or go bust. Simple.

H

Hygiene

Rubbish data in, rubbish insights & marketing out. Efficient working practices require a regular wipe around your data house. Typical hygiene routines include keeping data up to date, removing old records, de-duplication; suppressing communications (such as checking for deceased individuals). Third parties (like Indicia Worldwide) can help you with this essential task.

Hypertext Transfer Protocol Secure

Simply put, this is the signal to a customer that your website is encrypted and secure. If your business involves any exchange of data (such as ecommerce or sign-ups) then this is highly desirable. Google may de-rank your sites if it's missing.

Insight

The knowledge from data that can power your business. Crucially, insight is only useful if it's 'actionable' against your goals. So working out what are insights that help you vs insights that are merely interesting, matters. The useful stuff? Typically identified by data scientists who know your KPIs and understand what you want to achieve.

Incremental gain

We all know that age old quote about 50% of marketing spend being wasted. Incremental Gain analysis is the use of data & data science to solve this riddle. They identify clues that prove direct attribution between an action you've taken and an outcome. Finance Directors love this one!

Journeys

Leading a prospect through attract, engage, purchase, advocacy. Everyone has their own variation of this one. And the right data insights, applied in the right ways and at the right moments, can act as triggers to shift potential buyers from one stage to another.
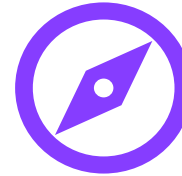
Jargon

Data driven marketing is full of it. That's why we made this oh-so-helpful jargon buster!

Key Performance Indicators (KPIs)

Want a bonus? Thought so. So, you're probably focused upon the metrics that get you that nice little extra. Brilliant data users ensure that the data they capture, the insights they realize and the performance gains these realize, all ladder up to the boss's KPIs.

Keywords

Do your web visitors fuel your business – and your sector? If so, you'll want Google (and Bing – mostly used by lawyers!) to direct search traffic your way. Keywords are the words and phrases most often occurring in your desired traffic. You'll need to know these to support both SEO (content marketing) and PPC strategies.

Location data

Data items that help you to decide where and when to invest your budget. Not just those age old geo-dems that power door drops, but the plethora of innovative new ways that location can matter. For example, triggered alerts to target prospects that are near your (or your competitors') outlets; innovative data that allows you to put your offer to the people most likely to benefit.

Lifetime value (LTV)

Some custo____will spend more and be more loyal than others. So it's work knowing who these are so you can focus upon them. LTV aims to identify data markers that offer clues to LTV so you can do this. But beware! Pure valuations don't tell the whole story. In our age of recommendations, a lower value customer that's a big fan is super important.

Mobile

If your mobile data capture and analytics, or mobile marketing platforms are off the curve, chances are your business is on the path to oblivion. We're seeing our smartest clients adopt Data Management Platforms (like Snowflake) and Mobile Engagement Platforms (like Braze) so they can be super-personalized, in real time, within our mobile worlds.

Machine Learning

Super personalization at scale isn't humanly possible without the aid of machine learning. Brilliant new tools like trypencil not only generate your targeted ads, but also learn what works – refining future spend.

Metrics

The measures that sit below Key Performance Indicators and support their achievement.

Next best action

Loads of prospects and customers? As humans we can't possibly deliver the right personalized message to every individual person, through the right channel and at the right time. But it's what we need to do to progress our buyers through the funnel. AI supported next best action tools (such as pega) make this possible, applying pre-defined rules to decide what should happen next. Game changingly smart.

Net Promoter Score

A measure of how likely a customer is to recommend your products and/or services based upon an index of -100 to 100. Used by many organizations as a key part of planning actions that might secure strong recommendations. So important in our age of trusting the wisdom of the crowd.

Opt in / Opt out

Do you have permission to contact someone? Have you provided the opportunity for them to opt in / out? Massively important for anyone working in direct marketing, particularly B2C. Ignore and it's risking a big fine and brand reputational damage.

Smart marketers invest in researching numerous opt in clauses to understand which are most effective.

P

Personalization

I was once sent an advert for hearing aids because I'd bought batteries that happened to fit them. Irrelevant marketing causes unsubscribes, blocking, and brand value decline. But real Personalization takes effort. Best in class brands can personalize, in real time, across channels. Can your MarTech do this for you? If not, it may be time for a re-think.

Psychographics

We're emotional beings. Our likes tend to outweigh our needs. Psychographics enable marketers to look beyond purely rational data markers to find the stuff that makes us tick. Our goals, interests, desires and values. Often achieved via qualitative research.

Pay per click (PPC)

Agreeing commercial terms with search engines to bid for desirable search traffic. The more desirable the traffic is to you and your competitors, the more you'll have to pay for it. Best have a specialist on board to optimize your Search Engine (SEO) to save your FD from a PPC bill driven heart attack! According to Fortune Business Insights, the global PPC marketing was worth $12.5bn in 2019...

Quantitative vs Qualitative

Quantitative Analytics are concerned with hard metrics. Target audience numbers, lifetime values, campaign metrics, KPIs etc. Qualitative analytics are about understanding us as human beings. Our likes, dislikes, interests, desires and values (see Psychographics).
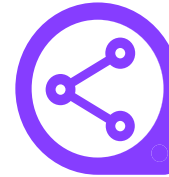
R

Retargeting

Ever feel like you're being followed around the internet? Retargeting web visitors – such as those who abandon baskets – is a powerful way to attempt to re-engage based upon previous web behaviour. Apply carefully or it can feel creepy! Also known to cause embarrassment where highly personal searches deliver result in retargeting ads seen by others sharing your screen.

Return on Investment (ROI)

Normally the aim of data driven marketing and what your boss wants to understand to sign off budget.

Reporting

Essential to know what works / what does not but try to automate as much as possible. Or, your valuable data science time gets wasted on internally circular loops (often resulting in your agency picking up the overflow!).

S

Strategy

No amount of data driven marketing can make up for a business not having a clear strategy. A clear strategy enables analysis of market potential, identification of target groups, measurement of opportunity. It allows creation of suitable data capture solutions, data analytics and execution via suitable MarTech platforms.

Single Customer View (SCV)

A consolidated view of each customer, across all interactions with an organisation, that enables relevant and timely communications. Lack of an effective, real time, SCV causes data and organisational siloes that leave space for more agile competitors to steal your lunch. Building the SCV is usually the easy bit. Changing the organisation is far harder.

Suppressions

Suppression files ensure that marketing messages are held back from breaking GDPR and PECR rules, causing upset. For example, regular application of the deceased register.

Search Engine Optimisation (SEO)

50-70% of shopping experiences start online (depending upon which stats you select!). More searches that result in visitors to your website can be directly correlated to sales. Search engine optimisation is the science knowing what you want to be found for, ensuring your content answers these queries brilliantly (content marketing), correctly mapping (XML site map) and tagging your site so that search engines can find you. Ignore SEO and oblivion awaits!

Segmentation

Breaking down your prospect and customer groups into broadly similar groups – or segments – makes it far easier to create 'portraits' of audiences, around which everyone in an organisation can focus.

T

Testing

Instant results from data? Possibly. But, like learning to play an instrument, learning through testing equals better results over time. Refining which data variables are most predictive, which creative treatments and offers work best; and through which touch points and at what times, is where data scientists earn their crust.
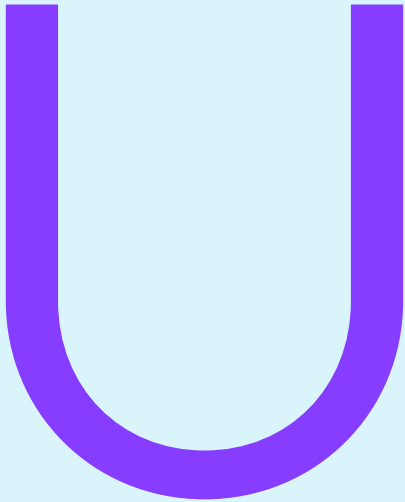
AI machine learning tools are transforming learning speeds, improving both targeting and creative constructs.

Targeting

Using insights from data to define the most relevant offers and creative treatments to put in front of each person, through their choice of channel and at the right time.

Use cases

'We need to capture more data and use it!' A classic boardroom mandate. But data records can be mere random ingredients in the marketing cake. Unless, of course, you know what kind of cake you want to sell. And which cakes your customer can't resist.

So, planning any data capture it's super important to know why you need a particular data item and what actions, or use cases, it might support.

Our advice? Run proof of concept tests to find out what works before you go mainstream. Responding to 'we need to capture more data and use it!' with a proven business case can release cascades of boardroom love (and budget).

Uplift

The response or value that's incrementally generated over 'BAU' by application of insight from data. In short, the business value that your data driven activities are creating.
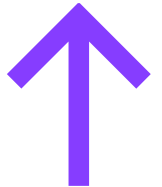
Visualisation

Data, insight & associated business cases can leave non-specialists (like your board) feel like they've landed on Mars. We know this is true having won work where perfectly able competitors haven't played to the needs of senior decision takers. Using infographics, dashboards and most powerfully, animations that show how the customers' experiences are positively transformed by data, wins every time.

Entertain and educate. It's no time to be boring.

Value exchange

You want my data? What's in it for me? Given various data privacy scandals, high percentages of us are circumspect about sharing those details that are so vital to enabling brilliantly personalised experiences. Yet most of us also expect personalised experiences. So, to bounce over this speed hump, marketers need to offer something of value in exchange for data.
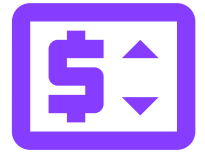
Smart ideas? Asking questions in return for expertise. One of our clients realised everyone wants to dress press, but many of us end up looking like a Boris. So, we created a value exchange where, in exchange for a few vital details, the brand could give customers a vision of their perfect wardrobe. Brilliant!

Workflow

Relationships are built over time. Workflows allow data driven marketers to plan next best actions that can desirably improve relationships, based upon how a target consumer is behaving. Each action is usually set out to achieve a specific aim. These might include soliciting, sharing of additional, useful data or chasing up an abandoned basket. A workflow can be set to get back in touch with someone because they've not visited your website (or physical premise, such as a gym) for a while.
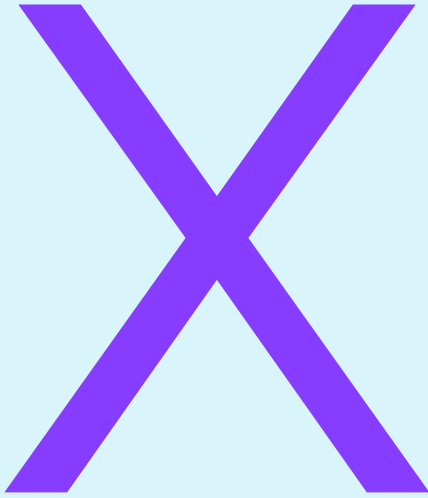
Workflow are usually personal to your organisation's goals so require carefully, up-front, mapping before refining, using and testing over time.
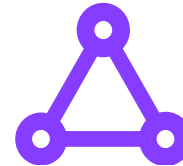
Warehouse

The place where all your data is consolidated. Sometimes called a Single Customer View (SCV) or Customer Data Platform (CDP).

XML site map

The board's ultimate dream! Your site ranks top 3 for desirable search engine queries, knocking your competitors into dust! XML site maps are vital to making this happen. They list the URLs (pages) that are contained in your site in a way that search engines can understand (or 'crawl' as your SEO expert will describe it).

Of course, having an XML site map doesn't equate to suddenly being top ranking dog! That takes months (and sometimes years) of investment in content (see 'Content Marketing') that Google deems to deliver the most relevant responses to web queries.

XML
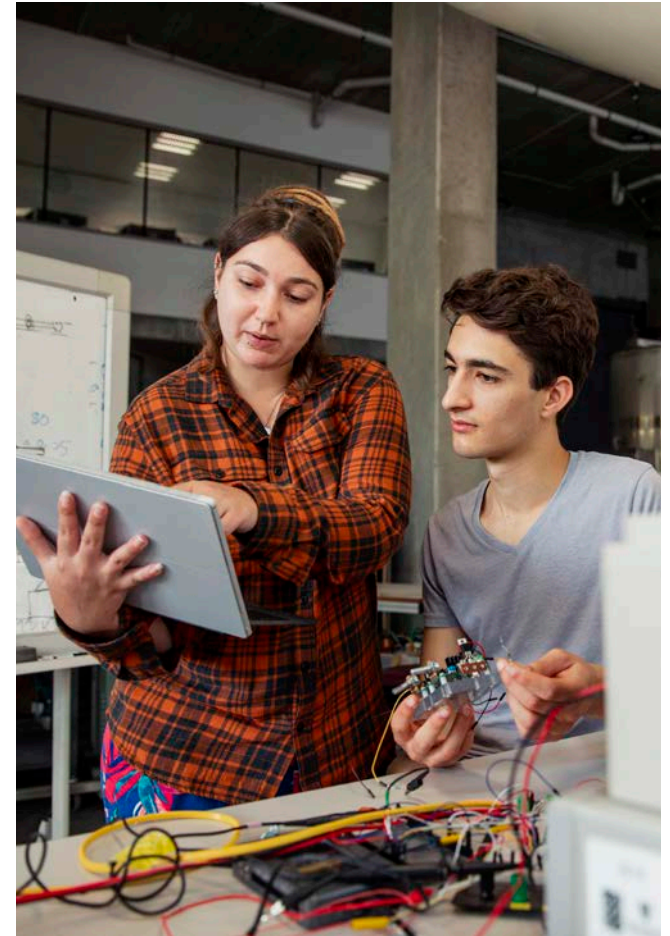
Year to Date and Year on Year

Measures that prove the difference you've made vs. last year. Usually tied to getting that bonus!

Zuckerberg

You searched for THAT on Facebook? You posted THOSE pictures? Yep, Zuckerberg's got all the data. <mark>And brands love him for it. Democracy lovers not so much.</mark> Want to get in front of cycle club members? No problem. Need to only spend on being in front of pet owners? Easy! <mark>Want some more votes? Hmmm.</mark>