

Forging a Personal Connection

How to Overcome the Contact Intelligence
Conundrum for Marketing, Sales and Talent
Acquisition Organizations

pipl[®]



1 Introduction

2 What Is Contact Intelligence?

3 Turning Incomplete Lead Data Into Increased Sales

4 Segmenting With Greater Sophistication To Uncover Opportunities

5 Optimizing User Experience and Increasing Conversions

6 Conclusion

Introduction

To help forge a deeper, more personal connection with their audiences and manage the data flowing through their companies, modern organizations that rely on people-centric data use between six to 10 marketing technology solutions¹. Hence, the remarkable growth of the sprawling marketing technology industry, which had grown to more than 8,000 vendors by 2020 and is estimated to be worth more than \$344 billion globally in 2021².

In the 2018 Widen Connectivity Report, “personalizing the customer experience” was called out as the top trend for 2018. While 93 percent of survey respondents stated they believe personalization at scale is possible, 58 percent are unsure of how to achieve it. Now, the pandemic has turned the “personalized customer experience” trend into an absolute must-have.

For marketing, sales and talent acquisition platforms, the defining challenge is to connect platform users to their audience and provide actionable and detailed business intelligence. The drive for personalization demands that these companies provide customers with a complete picture of a candidate, customer or prospect to enable relevant, timely and personalized messaging in each of their marketing channels. This is called contact intelligence, and achieving it requires access to rich, up-to-date people data, such as professional, social, demographic and location information.

“The marketing technology industry grew to more than 8,000 vendors by 2020.”

¹ eMarketer, ‘How Many Marketing Tech Solutions Do US Executives Use?’

² Martech Alliance, “The Martech Report 2021/22”

What Is Contact Intelligence?












Personalization presents marketing, sales and talent acquisition organizations with a formidable challenge—circumventing the noise to deliver highly personalized outreach that resonates with their intended audiences. Regardless of the tactics or technology used to tackle this challenge, it becomes a labor-intensive (and sometimes impossible) task without the key data points that help paint a complete picture. Whether the goal is a deeper understanding of who is filling out forms on lead generation content, gaining stronger insight on where to focus recruiting efforts or identifying target personas for account-based marketing campaigns, knowing the customer and having comprehensive contact intelligence is key to winning customers and growing accounts.

Adding both online and offline people data—professional, social, demographic and location information—to existing contact-centric tech platforms and processes allows companies to provide a more complete picture of candidates, customers and prospects. In turn, this contact intelligence enables your customers to turn incomplete lead data into revenue, improve efficiency, segment with greater sophistication and optimize user experience.



Data Types

Enrich contact records with rich demographic, social media, professional and location information.

-  Name, gender
-  Emails (personal and professional)
-  Career and skills
-  Social profiles and social following
-  Associates, family members
-  Phone numbers
-  Address information
-  Age and date of birth
-  Profile images
-  Vehicle ownership details
-  Web mentions, blogs, archives



Turn Incomplete Lead Data Into Increased Sales

Lead qualification and scoring is no easy task, especially because humans don't often cooperate with your best efforts to categorize them and sort them into neat little buckets. Look at content download forms, for example. Most professionals have used a personal email account to download interesting content to help keep their work inbox clean or to avoid signaling interest too early in the buying cycle. These leads are routinely disqualified or given a low score due to a lack of a corporate email address. This presents missed opportunities to get insights into potential customers and begin the engagement process. The solution requires identity resolution: the use of robust statistical models and data-rich algorithms to connect online and offline information about people from millions of sources and organize this data into a unique, comprehensive identity profile. Augment your data pipeline by resolving identities allows your users to discover hidden opportunities and close more deals.

Efficiency by Focusing on the Best Leads

Whether they are a result of form-filling bots, poorly targeted ads or unqualified buyers, junk leads are an inevitable byproduct of modern lead generation. For teams working leads at scale, separating the junk from the diamonds in the rough is massively time consuming and practically impossible without access to solid contact intelligence.

By enriching contact records with rich professional, social and demographic information, companies are able to perform sophisticated customer segmentation and improve contact rates. This allows their customers to focus on the opportunities most likely to convert. Users can easily score inbound leads based on the type and amount of information in the newly enriched profile. The more linked information there is about a person, the less likely it is to be a bot, and the higher score that lead would receive. Scoring models can be built around the type of information that can be linked to the lead. For example, a lead may receive 10 points for having a business email, 8 points for a job title, 7 points for a phone number, 6 points for social media profiles, etc. Providing contact intelligence saves your users the time spent searching for additional information on leads, weeding out junk leads and ranking which leads to prioritize.

Not only does this improve efficiency for your customers, it ensures they rest well at night knowing the leads they disqualified are in fact junk and not that target buyer signing up for the content download with a personal Gmail account.

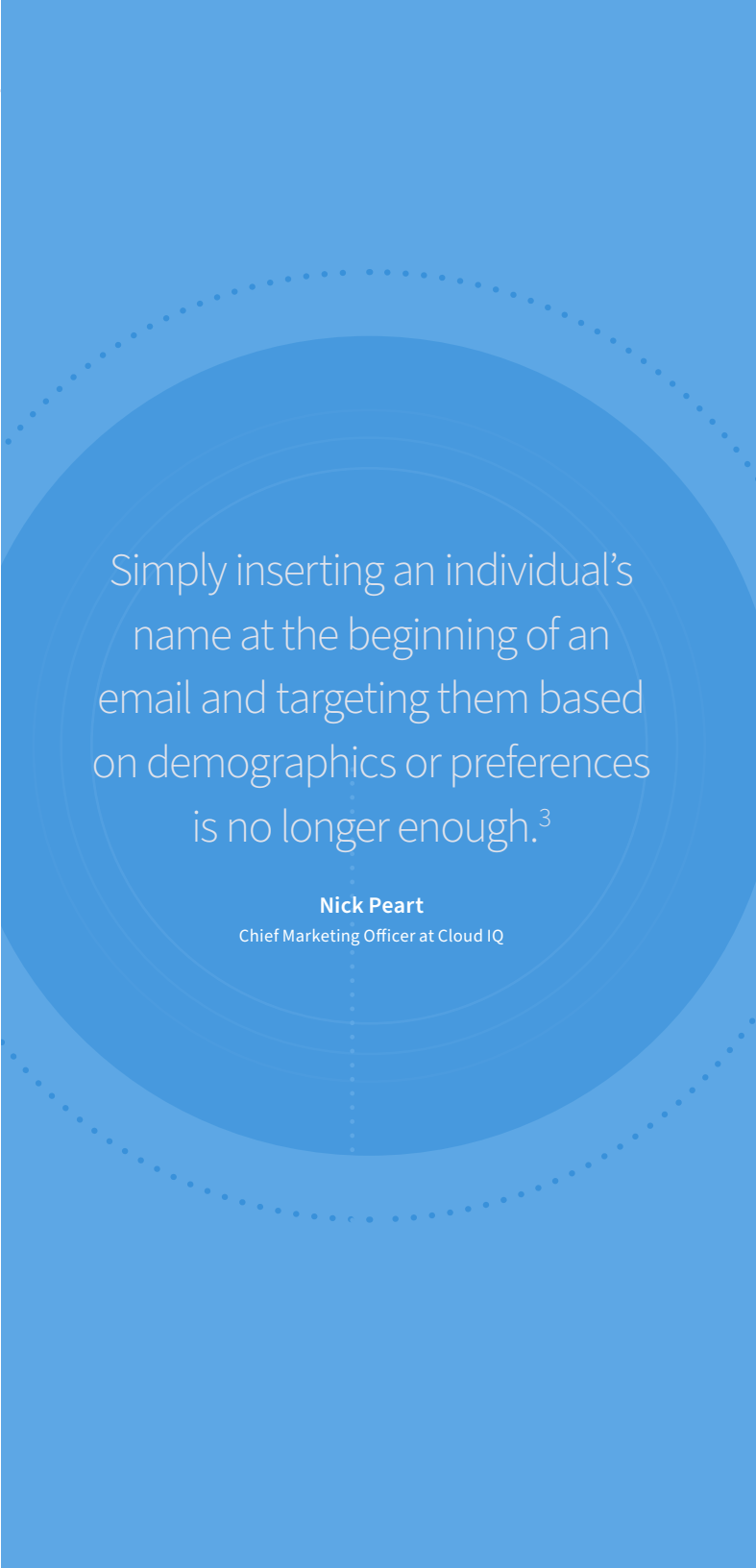
Segment With Greater Sophistication to Uncover Opportunities

For today's marketing, sales and talent acquisition organizations, it's important to know customers both collectively and as individuals.

There is incredible value in being able to uncover data trends from within lead and customer data. Organizations need to be able to slice and dice their audiences with greater sophistication. Gone are the days of segmenting purely on location, industry and job title. Modern teams working with people-centric data are thinking beyond this type of high-level profiling. Personalized outreach strategies require a more well-rounded understanding of target audiences.

Say for instance, a marketing technology platform user is managing a database of 250,000 contacts, of which 100,000 fall neatly into an identified target persona or audience. Wouldn't it be helpful for them to understand what percentage have Facebook or LinkedIn accounts? Maybe they've been considering social advertising, but they didn't have the data to back up the investment. Such insights can make advertising and messaging decisions less risky, more targeted, and therefore, more successful. Broader and richer people data enables marketing and sales teams to uncover trends within their larger data sets, but also on the individual level.

From an individual perspective, let's talk about how many hours sales and marketing professionals spend manually researching target customers and prospects. The process might look like this: a key account is identified, then a set of target contacts within that account. But, the contact data may be sparse or disparate—definitely not giving a full picture. Then begins the great data hunt. This involves Google searches and visiting every social media platform on the planet just to fill holes and round out the contact's profile. How much time could be saved if companies gave their customers access to full contact profiles from the beginning?

A large blue circular graphic on the right side of the page. It features several concentric circles. A dotted line forms a larger circle around the text. A vertical dotted line passes through the center of the circles.

Simply inserting an individual's name at the beginning of an email and targeting them based on demographics or preferences is no longer enough.³

Nick Peart

Chief Marketing Officer at Cloud IQ

³MarTech Series, 'Beyond Personal – Why Individualization Is the Key to Marketing Success'

Optimize User Experience and Increasing Conversions

Your customers must constantly work to enhance and improve the user experience (UX) of their website, product or service at every stage of the customer journey as it's the driving factor in customer satisfaction and stickiness. In order to optimize and personalize the customer experience, any supporting marketing, sales and talent acquisition must be infused with contact intelligence. Whether it's making the sign-up process easier for customers, integrating personalized details into recruiter outreach or funneling leads into the appropriate campaigns, smart use of contact intelligence can dramatically improve the user experience.



Inbound Identity Lead Resolution

Sales and marketing teams know that the less information they ask for in forms the greater volume of leads they will receive. However, this has the potential to create a large number of incomplete or junk leads and to waste time researching and qualifying leads. The contact intelligence provided by enriching leads as they come in helps speed-up qualification, gives sales teams the information they need to work the opportunity and removes friction from the sign-up process.

Smart Chat Apps

Whether an app is powered by a chat bot or an actual customer support representative, knowing more about the customer being helped is critically important to providing the most personalized experience possible. For example, an inquiry may need to be escalated faster if the person on the other end of the chat is an executive at a prospect company than it would if it were coming from an entry-level worker.

Reach Prospects on the Channels They Prefer

Your customers may have a prospect's personal email address, but sending business communications via that channel would be inappropriate. Enhanced contact intelligence connects public and professional information, giving your customers access to their prospect's LinkedIn, Facebook and Instagram profiles, their mobile and business phone numbers, and their business email address.

Personalized Marketing Automation

When users sign-up, subscribe or click the "Get Started" button, they expect to receive content and campaigns that are relevant and highly personalized. By enriching every lead and customer record, your users can segment their audience more granularly by data points such as location, gender, age, job title, social media presence, etc. This allows teams that rely on people-centric data to create rules in their marketing automation platforms which funnel people in these segments and to campaigns that are relevant and meaningful to them as individuals. Fifty-one percent of marketers say enriching contact data quality is their most significant barrier to achieving email marketing success.⁴

⁴Adweek, 'There's Power in Consumer Data, Is Your Brand in Control?'

Conclusion

Your customers and prospects are investing their time, budgets and resources in technology solutions to help achieve personalization at scale. The marketing technology industry has grown remarkably in recent years to meet this challenge. Products and solutions have been created which promise to connect clients with their audience and deliver actionable business insights. Marketing, sales and talent acquisition companies cannot deliver on these promises without providing comprehensive contact intelligence in tandem with their solutions.

Contact intelligence makes every marketing tactic, tool and technology a productive source of business insights.



Customer data is rapidly becoming the dominant currency of the modern marketplace.⁴

Scott Tieman

Managing Director at Accenture Interactive

⁴Adweek, 'There's Power in Consumer Data, Is Your Brand in Control?'

ABOUT PIPL

Pipl is the identity trust company. We make sure no one pretends to be you. We use multivariate linking to establish deep connections among more than 100 billion disparate identifiers—email, mobile phone and social media data that spans the globe—and then look at the big picture to derive identity trust. Our solutions allow organizations to provide frictionless customer experiences and approve more transactions with greater confidence and speed. For more information, visit pipl.com.

Achieving Complete Contact Intelligence

- Connect online (social, email, mobile) and offline (address, home phone, demographics) data
- Automate identity resolution, linking public and professional personas
- Search with any data point (name, email, phone, social, etc.) and find a comprehensive profile
- Enrich contacts with the full spectrum of people data—professional, social, demographic and location information
- Offer robust international coverage

Data providers must also be vetted to ensure end users can be confident the information they are using is:

- Accurate, fresh and complete
- Obtained from reputable sources
- Publicly available
- Compliant with privacy regulations

Together with the right data provider(s), companies can help their customers leverage contact intelligence to:

- Find and connect with the right people
- Make smarter sales and marketing decisions
- Engage in more productive sales conversations
- Create highly targeted, personalized campaigns

Learn why Pipl is uniquely qualified to help you solve your users' biggest marketing, sales and talent acquisition challenges.

