THUNDER
HEAD

{
**BUILD A
CAMPAIGN SUPERNOVA**
THE NEXT GENERATION
OF CAMPAIGNS
}

*A guide to
the next generation of campaigns*

CHAPTERS

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Campaigns are far less effective at winning and retaining customers than they once were. To achieve sustainable competitive advantage now you must deliver self-perpetuating cycles of real-time, two-way, insight-driven interactions with individual customers.[1]

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1. The Power Of Customer Context, The Enterprise Marketing Technology Playbook, Forrester, Carlton A. Doty, Rusty Warner 2016

One:
CAMPAIGNS TODAY

It's nothing personal

It's no secret that running campaigns in today's world is a tough gig. Your customers are more demanding than ever, you have to think about an ever-increasing number of touchpoints and it's getting harder and harder to win and retain happy customers.

Even if you've invested in some heavy-duty systems to run all manner of campaigns across multiple channels, using clever segmentation and targeting techniques, there's still a significant way to go to deliver campaigns that really hit the mark every time.

Here's why. Your customers don't want to be treated like a segment, a collection of attributes or a 'target'. They want to be treated like an individual. They want the relationship they have with the brands they choose to be based on their individual context and preferences. They're on their own unique journey and want you to understand what they need then respond quickly and appropriately. They know they shouldn't have to put up with spam, poorly thought-out offers, disjointed communications and departments that, despite their best intentions, have a hard time syncing up with each other. In a world that's increasingly driven by service, brands that want to *win* and *retain* customers need to get the balance right.

Too often the way campaigns are planned and executed are from an inside-out view of what a brand wants a customer to do. The focus is on process and control, in many cases one-size fits all, channel-centric, short-term and generic. You know the ones, the online ads that ask you to buy products you've already purchased, the emails about clothes you bought your mum last Christmas and the endless direct mail about credit card offers from your mortgage provider. Customers are more savvy these days and expect you to use the information you have about them to make their lives easier, not more frustrating.

And none of it feels very *personal* does it? Well, that's because it isn't. Even if you think you're getting personal with your segments and messages in the first instance, we bet it'll break somewhere, like when they switch channels, talk to a different department, visit the store or hop back on the website, jump on the mobile app, or indeed all of the above. Many campaigns aren't really geared up to build trust and long-term relationships with customers, as highlighted by the dawn of the GDPR directive (although that's not something we're going to go into here).

Most campaigns can't understand the *entire* customer journey, they can't adapt to *real-time* changes in behaviour or *context,* and there's no consistency of message across every touchpoint.

89%

Research has shown that companies with the strongest omni-channel customer engagement strategies retain an average of 89% of their customers.

85%

One of our customers has seen an 85% increase in bookings by injecting their campaigns with this higher level of customer insight and personalisation.

Limitations of campaigns today:

- *Batch-driven created using hard to compile, static data sources. The full customer journey can't be seen or considered.*

- *Treated as isolated instances in the customer relationship, lacking context with little to no understanding of the prospect or customer journey.*

- *More often than not, audience is not considered. It is sometimes still deemed easier to blast it out.*

- *Fail to take into account developments in the customer relationship because they are scheduled and lack real-time insight.*

- *Channel-specific and not consistent across all customer facing touchpoints.*

- *Mostly they achieve low open, click-through and conversion rates and performance metrics are suboptimal.*

- *Costly, manually driven, difficult to measure and hard to predict.*

We're not here to remind you how hard it is to create and deliver great campaigns, we're here to help you. To show you there's a fix, a way to supercharge your campaigns, a new way to make every campaign more personal than ever before.

Something that will deliver astronomical campaign performance. What we're calling a Campaign Supernova.

"

Imagine if your campaigns could build long-term relationships with your customers. Bringing you closer to them, focusing on their needs in-the-moment and connecting with them as individuals.

What could that do to your results?

"

Next generation campaigns

Taking your campaigns to a completely new level means you're going to have to think about some new concepts. Today the really successful campaigns are *real-time*, *context-driven* and *omni-channel*. They are designed to meet the needs of your customers by understanding their context and their individual journey. And, they're simply more human and conversational, not just a sequence of automated one-hit wonders. Before you roll your eyes, let us take you beyond the buzzwords...

"Real-time"

In the campaign context, real-time is being able to understand, deliver and take action based on what you know about that individual customer and their up-to date journey with your brand. It's about delivering the next best actions or conversations at scale and in-the-moment, coordinating messages and interactions across online and offline channels to optimise each individual interaction, in-flight, to ensure your campaigns are always super relevant to their needs. If you can't take action in real time, you can't meet your customers changing needs.

"Context-driven"

To be context-driven is to listen across your channels and understand your prospects and customers based on their holistic activity with your brand and their intent at that moment. This is done by looking at your customers through the lens of their journey and bringing to bear everything you know about your customer and their context to personalise every interaction, suppress irrelevant campaigns, and even build new campaigns that meet your customer's needs. Context is your key to super-charging your next campaign.

"Omni-channel"

As well as attracting new customers, research has shown that companies with the strongest omni-channel customer engagement strategies retain an average of 89% of their customers.[2] So what does this mean for you? It means all channels need to work together to produce a consistent flow of customer experiences throughout your campaign, whether that's online or offline. You need to think outside individual channels, you need an omni-channel view and approach your campaigns from the point of view of the entire customer journey. Customers don't think in channels, businesses do. If you want better results consistency really counts.

2. Aberdeen Group, Omni-channel Customer Care, 2016

Two:
HOW TO FIX IT
(CONTINUED)

Think outside the stack

Achieving a Campaign Supernova isn't as hard as it might sound, but you'll need to think outside your current stack.

We're not saying your current technology platforms are useless, in fact the very opposite, they just need a little help to work together to turn your existing campaigns into a full-blown Campaign Supernova.

Because let's face it; your budget isn't a never-ending money tree and your tech is deeply integrated into business-wide processes. You need to get the most out of what you've already got, bridge and extend, that's the secret, bridge and extend.

But don't just listen to us, Gartner said…

"Think outside the quadrant. Look to the ecosystem of solutions that complement enterprise MCCM providers to extend your ability to respond to longstanding multichannel marketing challenges." [3]

Even the best campaign management solutions won't do everything you need them to. They need to be supplemented with tools that can make them truly real-time, omni-channel and context-driven.

" Real-time **+** *Context-driven* **+** *Omni-channel "*

3. Gartner, Gear Up for the Evolving Multichannel Marketing Landscape, July 2017

What do <u>we</u> mean by the next generation of campaigns?

- *Use real-time journey analytics to understand and optimise omni-channel campaigns.*

- *Use holistic profiles that provide a clear view of every customer and their individual needs.*

- *Apply context to your campaign to personalise every interaction across every touchpoint.*

- *Ensure every interaction is consistent across the entire business and every channel.*

- *Suppress customers from irrelevant campaigns based on their changing behaviour and context.*

- *Accurately position products and services to customers based on a deeper understanding of their in-the-moment needs.*

- *Use the latest in decisioning technology to optimise each individual interaction in-flight and at scale.*

- *Think of your campaigns as an invitation to a conversation, a conversation that's built on relevance, shared value between the business and customer with the intent to build a long-term relationship.*

Two:
HOW TO FIX IT
(CONTINUED)

The value of a new approach

Is it worth it? In short, yes, these supercharged campaigns drive results in three key areas.

Increase Revenue

The effectiveness of your campaigns will dramatically improve as they become relevant and personal to your customers. One of our customers has seen an 85% increase in bookings, another a 60% uplift in sales by injecting their existing campaigns with this deeper level of customer insight and personalisation. Need more? Need more on the power of personalisation?

- 77% of banking and insurance consumers say that personalised promotions encourage them to buy products and services they have never purchased before.[4]

- Personalisation in retailing can boost sales by 15-20%.[5]

Increase Brand Loyalty & Trust

81% of consumers feel loyal to brands that are there when they need them, but otherwise, and perhaps more importantly, respect their time and leave them alone.[6] Your customers are more discerning than ever before, they have high expectations and are less forgiving when brands don't get it right. But if you don't dilute your relationship with irrelevant, impersonal and disjointed campaigns you'll increase customer satisfaction, build long-term loyalty and develop relationships based on mutual value and trust. These are relationships that are built to last and you'll see retention and satisfaction rates soar.

Reduce cost

Effective personalisation can reduce acquisition costs by as much as 50 percent, lift revenues by up to 15 percent, and increase the efficiency of marketing spend by 10 to 30 percent.[7] By really understanding your customers and their omni-channel behaviour across your brand you can stop spending on campaigns are of no interest to them, get really clear about the campaigns that are working for them and take them out of campaigns that are irrelevant. Real-time customer journey insight and analytics can show you where your campaigns might be falling short or not delivering, so you can optimise your spend in areas that will give better results. It's also going to help with planning and developing future campaigns to make them even more effective.

Increased revenue, increased loyalty and reduced cost, that's pretty much everything we'd like from our campaigns isn't it... so how is it done?

4. Mindtree, Winning in the Age of Personalization, 2016
5. McKinsey, The heartbeat of modern marketing:
    Data activation and personalization, 2017
6. Accenture, Seeing beyond the loyalty illusion:
    It's time you invest more wisely, 2017
7. Harvard Business Review
    "How marketers can personalize at scale", 2015

Three:
BUILD A CAMPAIGN SUPERNOVA

How you can be the star

All sounds good, right? But how can *you* get cracking. We've done this before so here's a rough guide to how to turn your next campaign into a full-blown Supernova.

1.
Questions, questions

Start with asking some questions and taking a look at your organisation. Think about what systems you have, how they work together and how you're structured? Who needs to be involved in creating an omni-channel campaign? Then think like a customer. How do they interact with you? Is every campaign focused on building long-term relationships? Do we have the right metrics?

2.
Stop and listen

You can't learn if you don't listen. You'll need to start listening to omni-channel customer behaviour and campaign events across all existing, and new touchpoints. Understand your campaigns as they are today and where they could be better.

3.
Take a look at the real journey

See real-time journeys across the customer lifecycle stages, identify issues and understand campaign performance by channel and device, to measure KPIs, manage budget spend and get the most out of the time and money you put in. You might spot opportunities you didn't know were there.

4.
Identify and connect

Once you know your audience, get personal. Make things truly individual and one-to-one: bring your customers' online and offline campaign interactions together to create a comprehensive customer profile, including linking known and anonymous behaviours. Go beyond email and build optimised audiences based on real-time insights, dynamic activity and intent.

5.
Journey-based personalisation

With adaptive engagement and real-time decision-making, you're able to hyper-personalise campaigns with the next-best action based on the customer's in-the-moment interactions and journey stage context. You'll deliver better campaign experiences across all channels.

Talk to us and we'll make you a real star with your next campaign.

Four:
WELCOME TO A NEW WORLD

Welcome to the future,
you're one of the first ones here.

Here's the thing. Your campaigns can be the culmination of everything brilliant about your brand. They can harness insight from across the business and get your technology working together to create spectacular results and very happy customers. Getting your campaigns right is your first step to full customer engagement.

With Thunderhead *this is a reality.*

Understanding the customer journey is critical to running smarter and more successful campaigns. The type of campaigns that transform your relationships with customers, that think beyond the initial interaction and entice customers into conversations that provide value to you both.

The new era of campaigns are real-time, based on customer context and are omni-channel. They're built on insight, trust and for the long-term. But, ultimately they're about getting closer to your customer and connecting with them in new, always relevant ways to achieve sustainable and better results.

Real-time. Contextual. Omni-channel.

So what are you waiting for?

Talk to us to start your Campaign Supernova with our **ONE Engagement Hub**.

ONE ENGAGEMENT HUB

Simple to deploy, easy to use – our ONE Engagement Hub helps you to really understand your customers and then make every interaction more personal and relevant to them, driving revenue growth, customer retention, and brand advocacy and loyalty.

Using ONE marketers can see and understand the customer journey in real-time, across all channels and touchpoints. ONE then uses next-generation decisioning technology to personalise each interaction in the moment to ensure that every customer's individual needs are met.

ONE has been designed to quickly connect and enhance your existing systems not force you to choose between them. There's no huge project to rip and replace existing tech, and you don't need to change or upgrade what you already have.
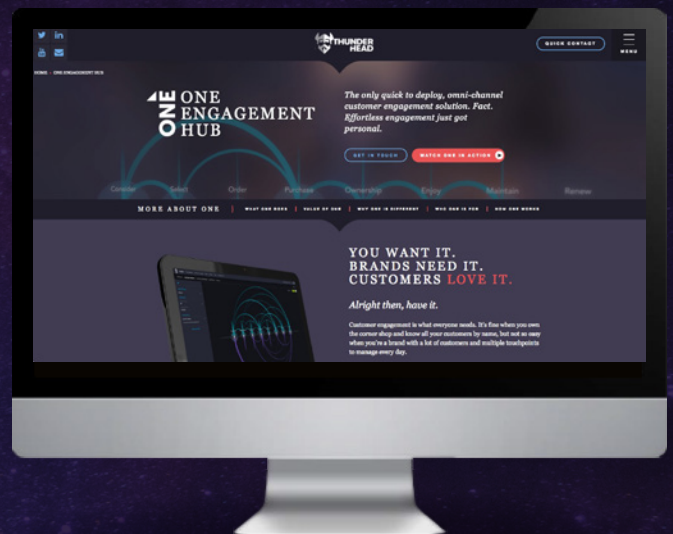
What's more you'll benefit from the wisdom of our crack team of engagement experts who will be with you every step of the way. They won't rest until your campaigns have gone interstellar.

There can be only ONE.

Real-time. Omni-channel. Contextual.

See for yourself:
thunderhead.com/one-engagement-hub/

We're a Leader

ONE is a Leader in the 2017 Forrester Wave™ for Customer Journey Analytics. Find out why, get your copy of the report here:
www.thunderhead.com/thunderhead-named-a-leader/

ADDITIONAL RESOURCES

You want some more?

If you like what you've seen so far, we have more where this came from. Take a look:

★ Fancy a quick spin around the ONE Engagement Hub? If you're just looking for confirmation that you're on the tight track – here it is: *www.thunderhead.com/one-engagement-hub/*

★ We're a Leader. ONE is a Leader in the 2017 Forrester Wave™ for Customer Journey Orchestration: *www.thunderhead.com/useful-stuff/ engagement-3-0-research-report/*

★ Need to hear some practical stories about how others have got started with Thunderhead? Feel the love right here: *www.thunderhead.com/useful-stuff/*

★ Ready for something a little more technical? Download the ONE Engagement Hub 'Geek Sheet' – everything you need for the propellerhead in your life: *www.thunderhead.com/useful-stuff/one-engagement-hub-geek-sheet/*

★ We wrote the book on Customer Engagement. You can read it here: *www.thunderhead.com/useful-stuff/ engagement-3-0-research-report/*

LET'S GET STARTED

It's time to get closer to your customers with truly personalised campaign supernovas. Talk to us and we'll make you a real star with your next campaign.

Build a Campaign Supernova
Get started, drop us a line today:

Email:
conversations@thunderhead.com

Website:
thunderhead.com

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