A Marketer's Data Outlook

Keys to Successful Change for Three Vertical Markets

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The Intelligent Marketer

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This month, *The Intelligent Marketer* explores some of the marketing challenges facing three industries today. Successful change is possible with the right mix of data solutions.

The Multi-Channel Retail Industry

The modern retailer struggles primarily with customer experience optimization and customer relationship management. Brick-and-mortar stores are seeing an increase in supply costs and rent along with a decline in in-store traffic. They struggle to have an appealing and relevant assortment given the proliferation of online competition. Online businesses, on the other hand, struggle to understand their customer profiles and household demographics and off-line buying behavior. They often lack the expertise to analyze data outside of online transactions.

In this complicated, hyper-competitive retail environment, there is one constant: the importance of data integration to support the customer experience. For example…

- A clothing store that struggles with an aging customer base can use customer profile segmentation to improve messaging.
- A furniture store that struggles with brand recognition can focus on channel preference, identifying the optimal media mix and data roadmap.
- An online hardware store that struggles with declining new sales can focus on the acquisition of new data that's targeted and accurate.
- A chain of pharmacies that struggles with an increase in marketing ROI can focus on geographic data sourcing and location intelligence.

The Healthcare Industry

Regarding healthcare, there are privacy and regulatory forces that have held the industry somewhat behind the curve in terms of data-driven marketing practices. There's a lack of sophistication in CRM and acquisition practices now, but that needs to change. The recent emergence of "for profit" revenue streams — wellness clinics, cosmetic services, and nutrition firms — is going to force traditional healthcare providers to step up their game.

The ever-changing healthcare industry can use data to better understand and reach their customers. For example …

- A hospital offering dietary clinics and services could start leveraging geography-based marketing intelligence, including consumer composition, financial profile, and health insights.
- A health and fitness chain could use segmentation to connect with consumers on a personal level, taking into account lifestyle and healthcare habits, to determine member retention offers.
- A major pharmaceutical corporation could perform customer modeling in order to develop an effective strategy for therapeutic new product development and intelligent CRM.
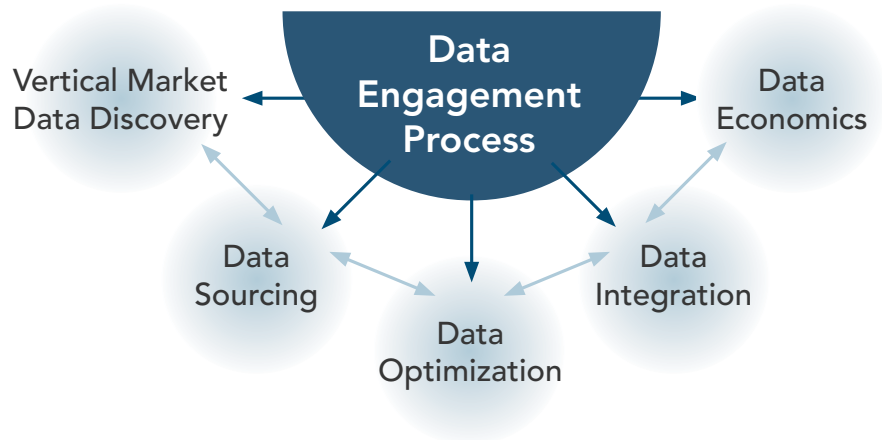
The Nonprofit Industry

Nonprofits often use mail to reach out to their constituents, but postage costs are increasing. Many find that "mass mailings" do not achieve the best results. Many more find that successfully integrating email, social media, mobile, and other digital approaches is more difficult than it appears. The data and messaging must be different in order to make an impact. Navigating this road to multi-channel data integration has been a challenge for nonprofits, especially those run by a small staff and working with a limited budget.

In order for these nonprofit groups to achieve a better ROI, it is necessary to first establish data intelligence for donor acquisition and retention. For example…

- An environmental action group that wishes to expand its influence with limited funds would benefit from dynamic messaging solutions that integrate print and digital delivery methods.
- A local performing arts venue that wishes to add high profile donors would benefit from a customer snapshot complete with buying habits and preferences.
- A community-based organization that wishes to create a larger footprint of support would benefit from better geographic intelligence and dynamic personalization options.

No matter what your industry, data experts can help you navigate the challenges of today's marketplace and improve your marketing performance.

VERTICAL MARKET FRAMEWORK FOR DATA SOURCING

Data Engagement Process

Vertical Market Data Discovery

Data Economics

Data Sourcing

Data Integration

Data Optimization

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For over 40 years, DirectMail.com has been working with clients on the most sophisticated multi-channel marketing challenges. We are a company that is passionate about continuous learning and we are excited to share our expertise and best practices with a broader audience and the industry as a whole. Through *Intelligent Marketer*, we hope to provide practical solutions and tools that marketers can leverage to make their jobs easier in the short term and to generate incremental results in the long term.