



Marketer + Machine:

The Empowered Marketing Revolution

Introduction

Marketers, we empathize with you. You are under an exceptional amount of pressure. Expectations are higher now than ever before to deliver on revenue goals and drive overall ROMI (return on marketing investment). It's easy to slip unknowingly from being proactive to reactive while trying to juggle multiple channels, individual point solutions, high-dollar campaigns, and incoming requests from sales teams and other departments.

It's frustrating when marketing methods that used to work no longer do so. When online banner ads were introduced 20 years ago, they achieved an astounding 44% average CTR (click-through rate). As of 2016, banner ad CTRs have fallen to 0.1%, in part due to 198 million online shoppers using ad blockers. How do marketers establish a relationship if they never even get their message in front of the customers' eyes?

Adding to the pressure is the issue of data. The good news is that there is an incredible amount of consumer data available to marketers today, information that can be used to deliver truly personal brand interactions. The bad news? All too often, this data becomes an overwhelming obstacle to sift through, analyze, interpret, and apply to the creation of personalized experiences for each individual. And for good reason; human-driven personalization doesn't scale. In fact, according to the CMO Council, only 5% of marketers feel as though they're adequately equipped to predict the customer journey and drive maximum value.

The pressure on marketers mounts even higher when board members or the CEO demand a bottom-line rainbow. In a recent mobile marketing report, 65% of respondents said that not only are they being pressured for results, they also lack the ability to accurately measure the impact of their marketing, despite 73% of surveyed companies increasing their marketing spend to solve the problem.

Don't worry, we get it. You're not alone. These are challenges faced by many of today's brands. Thankfully, a new era of empowered marketing is dawning. Holistic, integrated marketing platforms are steadily replacing multiple disjointed point solutions that don't communicate with each other well (or at all). Emerging technologies make an omnichannel strategy possible, and go beyond simply collecting data into multiple silos. Technology also provides the marketer with human-level insights that allow them to follow through with personalized marketing tactics that fuel and reinforce relationships between brands and consumers.

This eBook explores common issues plaguing the modern marketer, as well as new technologies and tactics that are revolutionizing the role as we know it.



The Problems

There isn't a single, identifiable problem facing today's marketers. Instead, multiple hurdles plague their strategies, productivity, and effectiveness. Customers want more out of a saturated marketplace, which means marketers with limited time and resources have to do more with ever-increasing amounts of data.

Problem #1: Increasing Customer Expectations

With countless platforms and channels available, today's consumers have easy access to the information and experiences they want, whenever and wherever they want them. As a result, customers rarely make decisions without substantial research or advice from trusted sources. Why? Because social media, mobile devices, and increased access to the Internet all make it easy to quickly become a well-informed consumer before embarking into any buying process. The downside for marketers is that this independence among consumers also leads to very high expectations that can feel impossible to meet.

Traditional marketing strategies no longer captivate consumers. Now, they expect innovative, personalized interactions and customized shopping experiences. They want high-quality, personalized content at every step of the buying journey, and they expect a unified brand experience across all of the channels and platforms they regularly use. Omnichannel marketing provides this seamless, integrated customer experience, no matter where someone engages with a brand.

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MARKETING AGENCIES, PR FIRMS, AND RESEARCH ORGANIZATIONS



120K
in the U.S.




500K
globally

Problem #2: Crowded Marketplace

Around the clock, email, text messages, and video all compete for your attention and shape your expectations as a shopper, and sometimes it can just feel like a congested mess of voices and messaging. Nearly a third of the world regularly uses social media networks, this translates to more than 2 billion voices and messages constantly flooding consumers' social streams.

Worse, marketers vie against more than just the flood of social media messaging. They also directly compete with over 120,000 marketing agencies, PR firms, and research organizations in the U.S., and more than 500,000 marketing companies globally.

How are marketers to stand out from the noise, let alone deliver personalized, high-quality experiences that exceed expectations and drive sales?



MARKETERS
SPEND ALMOST
4 HOURS A WEEK
COLLECTING AND
ORGANIZING DATA,
AND ANOTHER
3.5 HOURS
SENDING EMAILS



Problem #3: Limited Time and Resources

It's no surprise that marketers are held to increasingly high standards. Alongside the arrival of new complex marketing strategies and technologies, there has also been an increase in customer expectations. Tools continue to emerge, promising to provide relief to overworked marketers, but as many quickly find out, new tools don't always mean new results.

Regardless of the technology, a tool is only ever as good as the marketer using it. So, although new platforms or point solutions might collect data or help execute specific tasks, they often still require a lot of valuable time and resources. As a result, even after implementing new solutions, marketers are often still stuck spending significant time manually researching, analyzing, and sorting through large amounts of data and executing pre-requisite operational tasks.

In fact, marketers spend almost 4 hours a week collecting and organizing data, and another 3.5 hours sending emails.

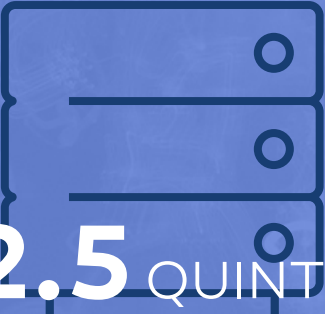
B2C marketers are now tasked to deliver on metrics like leads, web traffic, and sales volume using solutions that don't empower them to make efficient decisions.

When a marketer is tied to several different systems that don't integrate easily, how are they supposed to keep pace, let alone move forward?

At the core, marketers are an ambitious and creative breed, so it's imperative they're given the freedom and resources necessary to create new opportunities and move their brands forward.

Problem #4: Data Overload

There's one thing every marketer can agree on: there is no shortage of consumer data. Everyday, 2.5 quintillion bytes of data are generated, and 90% of the data we have today was created in just the past two years. Every single decision made, every click on a website, and every share on social can be tracked, recorded, and stored in comprehensive demographic profiles.

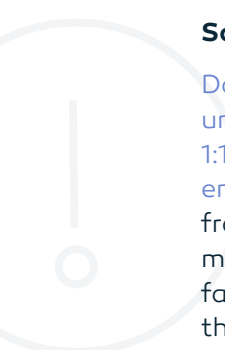


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So, why is this a problem?



Data is only useful if marketers have a way to unlock and leverage it to create personalized 1:1 interactions and effective customer engagement. Data stuck in a cloud silo or fragmented platforms can't help inform marketing strategy or business decisions. In fact, it can actually lead to misinformed, and therefore ineffective, campaigns.

Only 3% of marketers surveyed said their current data sources are integrated and aligned to comprehensive consumers profiles, according to the CMO Council. This means that a huge majority of marketers, across multiple verticals and industries, are struggling to put together an omnichannel strategy and synch up all their data in real time.

The marketing revolution isn't about pitting humans against machines. At the end of the day, marketing productivity and output is dependent on technology, and the marketing revolution symbolizes a clear, actionable path forward.

Revolutionizing the Marketer's Role

If these problems are threatening to overwhelm your marketing team, don't worry. You're not alone, and it doesn't have to be this way any longer.

The seamless integration of human and machine is the foundation of the empowered marketing revolution, turning the traditional world of marketing as we know it on its axis and enabling marketers to do and achieve more without added resources or processes.

Ready to join the revolution and break through these challenges as an empowered marketer? Good. Let's look closer at the elements of this innovative marketing shift.



Artificial Intelligence Marketing: Using Big Data to Get Personal

Big data is the motherlode of potential customer information, but it's called big data for a reason. Data that vast is a problem for those who don't have the tools or bandwidth to use it effectively. Enter Artificial Intelligence Marketing (AIM) solutions. Platforms that incorporate AIM help marketers mine huge data sets to identify recurring themes, occurrences, and trends. They combine data from a range of channels, platforms, and resources, and analyze it all collectively, thus adding value without requiring another platform. These trends can then be used to effectively predict common responses to certain marketing activities, enabling marketers to proactively create campaigns that they know beforehand have a high likelihood of success.

In a recent study, early AI adopters already reported accelerated revenue growth over the first three years of building AI into their marketing strategies. 76% of respondents said that AI was fundamental to their strategic success, but of those still implementing the technology, 90% reported that their employees face a great number of challenges in adopting AI.

AIM solutions, while they may sound

futuristically far-fetched, are actually quite easy to implement. AIM tools can analyze data in much the same way a human would, digging deep to uncover hidden insights and sentiment. Many AIM solutions can understand emotions and languages with near-human level intelligence, making the technology ideal for understanding open-form content such as social media, emails, or blog posts. Of the companies that have already adopted AI, 65% use AI applications for big data automation, and 54% use it for predictive analytics.

Empowered marketers can use big data and AIM solutions to take operations to the next level.

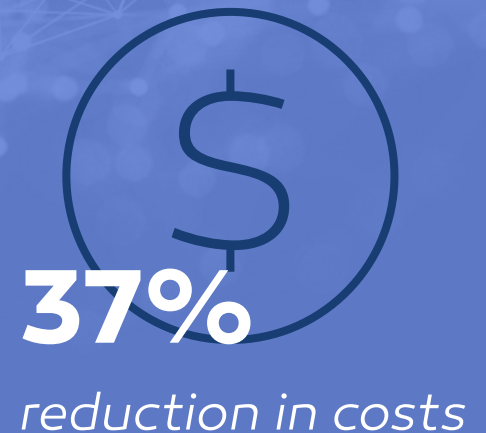
Businesses that have already deployed, or plan to deploy, AI, predict a 39% average revenue increase by 2020, and a 37% reduction in costs.

Traditional SEO campaigns are now enhanced with detailed keyword searches, social profiles, and other content that will help drive conversions. Marketers will no longer drown under the weight of "data overload", relying instead on technology to do the heavy lifting.

Predictions of companies that already have or plan to deploy artificial intelligence to their marketing strategies:



average revenue increase by 2020



reduction in costs

Tailor-Made Marketing with Send Time Optimization and Incentive Recommendations

How does a marketer know the best time to send an email? The optimal day and time for one audience segment may not be ideal for another.

AIM solutions analyze a brand's historical email sends and corresponding open rates to determine the optimal send time for specific consumers or segmented audiences.

Looking for a way to stand out from the crowd? If a company's email campaigns fall below the average 22.87% open rate and 3.26% CTR, AIM can help by identifying the ideal times and frequency at which to send emails. Generally speaking, 16 to 30 email campaigns a month earns a click-through rate twice that of companies that send two or fewer campaigns a month. But what's the right number for your brand and your target audiences? Leveraging AIM technology to find this answer could have significant payoff; the median open rates of companies using AI increase to just over 32% and median click rates hover around 6.5%.

Empowered marketers can take send time optimization to the next level with dynamic content. AIM solutions and advanced technology platforms can actually update content as consumers engage, in real time, to stay on top of relevant topics and interests. Trust us, today's consumers expect engaging content, and these tools make meaningful customer interactions effortless.

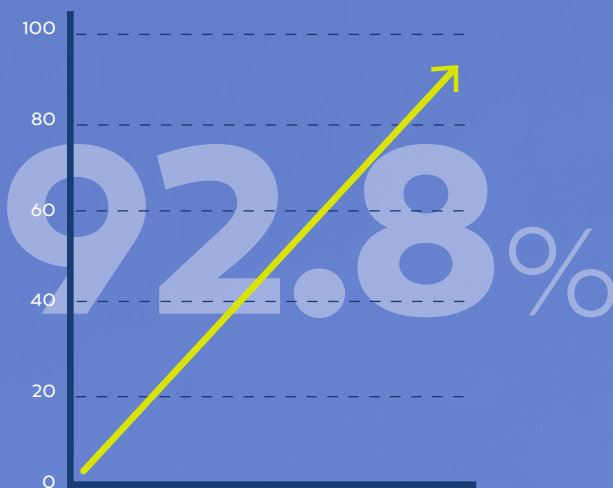
Understanding a consumer's history is key to predicting what they will do next. AIM

solutions do just that, foreshadowing for marketers how consumers are likely to respond to particular messaging or content, and empowering them to take the path most likely to lead to a sale.

An example of this predictive technology in action is incentive recommendations. Machine learning and AIM use historical customer behaviors and purchasing data to identify the best incentives to present to each individual. So, whether the incentive is a discount of 15%, 20%, or 25%, or perhaps even no incentive at all, the technology can deliver the ideal incentive to maximize the potential of a sale.

One Emarsys customer found that its marketing team didn't have the capacity to manually sift through consumer data and figure out the ideal incentives to increase conversions and revenue. With data-backed insights into historical engagement and response patterns, they were able to automatically tailor discounts to individual consumers. Switching to an empowered marketing strategy resulted in a 92.8% increase in revenue compared to "no incentive" controlled messaging.

Implementing an empowered marketing strategy with incentive recommendations resulted in a 92.8% increase in revenue for one Emarsys customer.



Omnichannel Marketing: Delivering Unified Customer Experiences

Consumers are looking for an omnichannel experience, but they probably don't realize it. While they may not use the word "omnichannel", or even know what it means, they do want a unified and consistent brand experience across all channels. They want to visit a brand's website, its Twitter feed, its mobile app, and its brick-and-mortar store, without feeling as though they had four distinct brand experiences. Today's consumers are incredibly discerning about engaging with brands that provide this seamless, integrated buying experience.

The revolution of empowered marketers means that it's finally possible to harness the power of technology and data to create holistic, omnichannel campaigns for consumers.

With consumer data collected from a wide range of sources, housed in unified consumer profiles, marketers can create consistent, personalized experiences across all devices, platforms, and channels.

Take, for example, a digital marketing team with a large consumer audience. With all of their online consumer data, including time spent on website, previously searched

items, abandoned carts, and so on, coupled with any offline consumer data such as items bought in-store, in-store promotional signups, and so on, the team now has a complete 360° view of an entire consumer audience. This broad view can be drilled down to the individual consumer level, enabling marketers to identify precisely the best time to send a particular message or email.

The secret ingredient to empowered omnichannel marketing? Technology. Data intelligence, coupled with integration and marketing automation solutions, are the backbone of any successful omnichannel strategy. These tools make it possible for marketers to have their fingers on the pulse of multiple complex campaigns without losing control. Omnichannel is all about providing ongoing, consistent engagement to consumers, and technology allows marketers to perform at the highest level with minimal manual effort.

With only 45% of retailers in 2015 citing omnichannel efforts as a top priority for their business, the omnichannel opportunities are just sitting out there waiting to be tapped, and the rewards are stunning.

Companies with omnichannel customer engagement strategies retain, on average, 89% of their customers, compared to 33% for companies with weak strategies..

Shoppers who buy from a business both in-store and online have a 30% higher lifetime value than those who shop using only one channel, and the average e-commerce spending of a repeat customer is twice that of new customers (Source: McKinsey).



Partners in Personalization: Quality Platform Integrations for the Win

At the heart of the empowered marketing revolution lies personalization. Keep these two stats in mind when developing strategies to deliver the marketing promise of 1:1 personalization:

The majority of customers are more likely to buy with a personalized experience, but only 39% of retailers send personalized recommendations via email.


Data can help marketers develop personalized campaigns, but only if that data is in a form that's easily accessible and usable. This is why platform integration is so critical. When data is ingested from several sources into a single platform, marketing decisions become more efficient and effective.

It can be hard, however, to find a true marketing platform that encourages integration and results in increased campaign functionality. Generic point solutions or CRMs are often not designed specifically for marketers and their daily needs. This can often lead to delayed workflows, faulty processes, and increased stress. Some big name marketing solutions are too complex for a marketer's needs, adding unneeded stress and requiring external IT resources that can put further strain on already tight budgets.

It's also important to remember to check integration requirements when looking at new point solutions. Often, generic business solutions promise an integrated experience, but sometimes, key partnerships or features are left on the table. With so many solutions and tools available to marketers today,

it's imperative that empowered teams have continuous access to all of their data and content, in a centralized location, for maximum impact.

So what should the empowered marketer look for in an integrated marketing solution? While smooth functionality and ease of use are extremely important, it's also good to look at the features offered. While it's possible to make multiple integrations work, it's so much easier for the marketer when all solutions exist in a single platform. Seeking out solutions that build multiple tools from the ground up and package them into a single platform will decrease the risk of error, and increase overall team performance. New features and functionality can lead to innovation and new revenue streams.



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Conclusion

What does this empowered marketing revolution really mean for marketers?

Marketing doesn't have to be painful.

The technology-driven revolution is about delivering solutions to marketers so they can do more than ever before, without increasing manual labor.

Marketers can now work alongside machines as they both learn to identify ideal targets, when to engage them, how they will ideally interact with the brand, and what will make them most likely to convert.

From here on, digital marketing will only expand. Over one-third of CMOs believe that digital will account for 75% of marketing spend in the next five years, and content marketing costs just a third of what is typically required for traditional marketing. With that continued expansion of digital marketing expected, we will also continue to see more data available to marketers. Unfortunately, this will just further contribute to the problem of data overload, unless brands invest in technological solutions to take on the management, analysis, and application of all that information.

Empowered marketers must rely on software to do the heavy lifting so they can focus more on strategy: building high-level campaigns, creating engaging content, and identifying opportunities to deliver value to consumers. Artificial Intelligence Marketing, integrated omnichannel campaigns, and truly personalized content are now integral components of successful marketing strategies.

As a marketer, you're under more pressure today than ever before. However, you're also empowered to achieve more than was ever previously possible. All data and control is at your fingertips, are you ready to join the revolution? Start today at emarsys.com.



www.emarsys.com

About Emarsys

Emarsys is a leading global provider of marketing automation software, and the first marketing cloud for retail and e-commerce. The Emarsys B2C Marketing Cloud enables true, one-to-one interactions between marketers and consumers across all channels — building loyalty, enriching the customer journey, and increasing revenue. Machine learning and data science fuel customer intelligence in an intuitive, cloud-based platform, enabling companies to scale marketing decisions and actions far beyond human capabilities.

Founded in 2000, Emarsys' data-driven platform helps more than 1,500 clients in over 140 countries to connect with their customers all over the world. For more on omnichannel, AI, personalization, and doing more with data faster, consider attending one of our global Emarsys Evolution events.

Resources

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