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The Marketer's Guide to Data-Driven Campaigns.

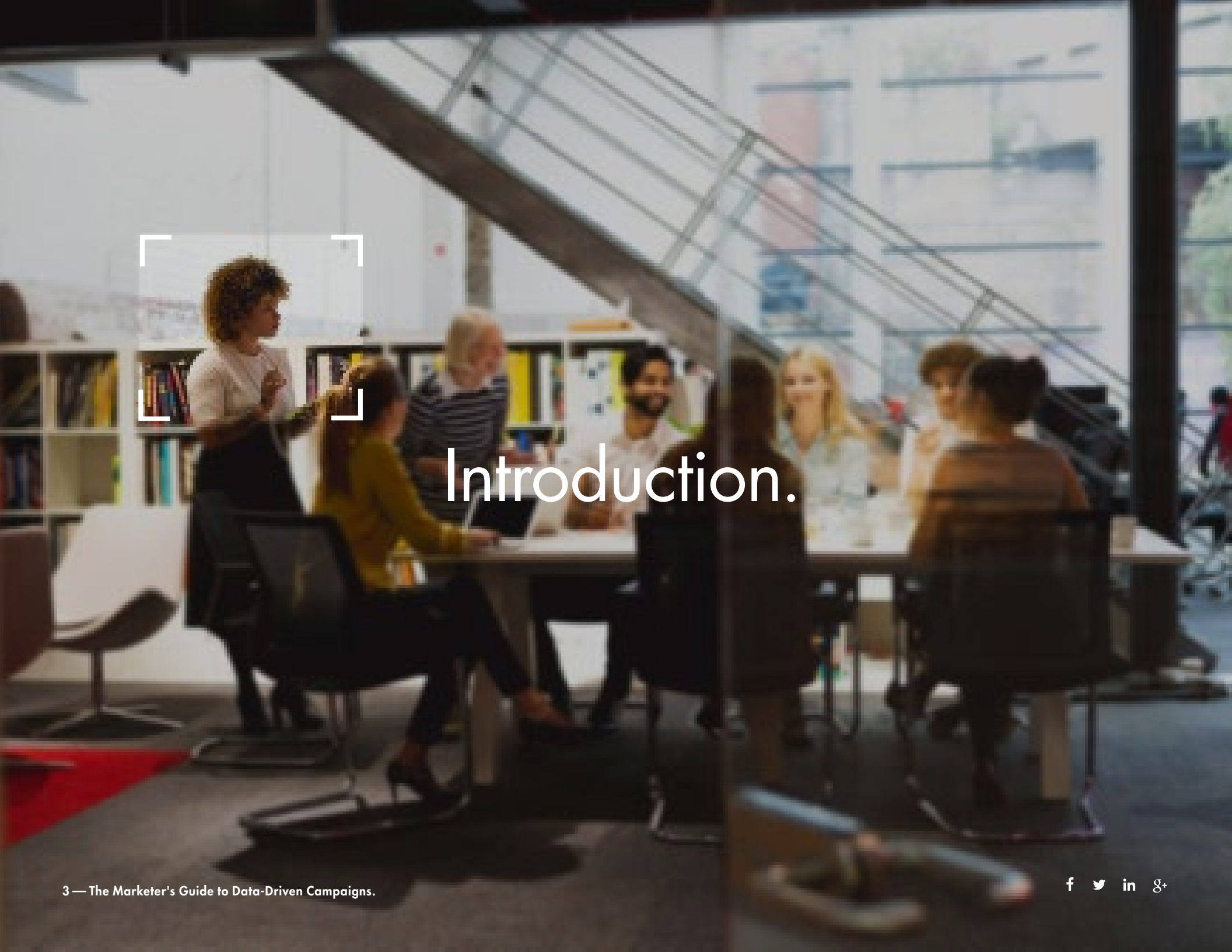
Five data management rules for great marketing campaigns.

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Introduction.

Data Powers Successful Campaigns.

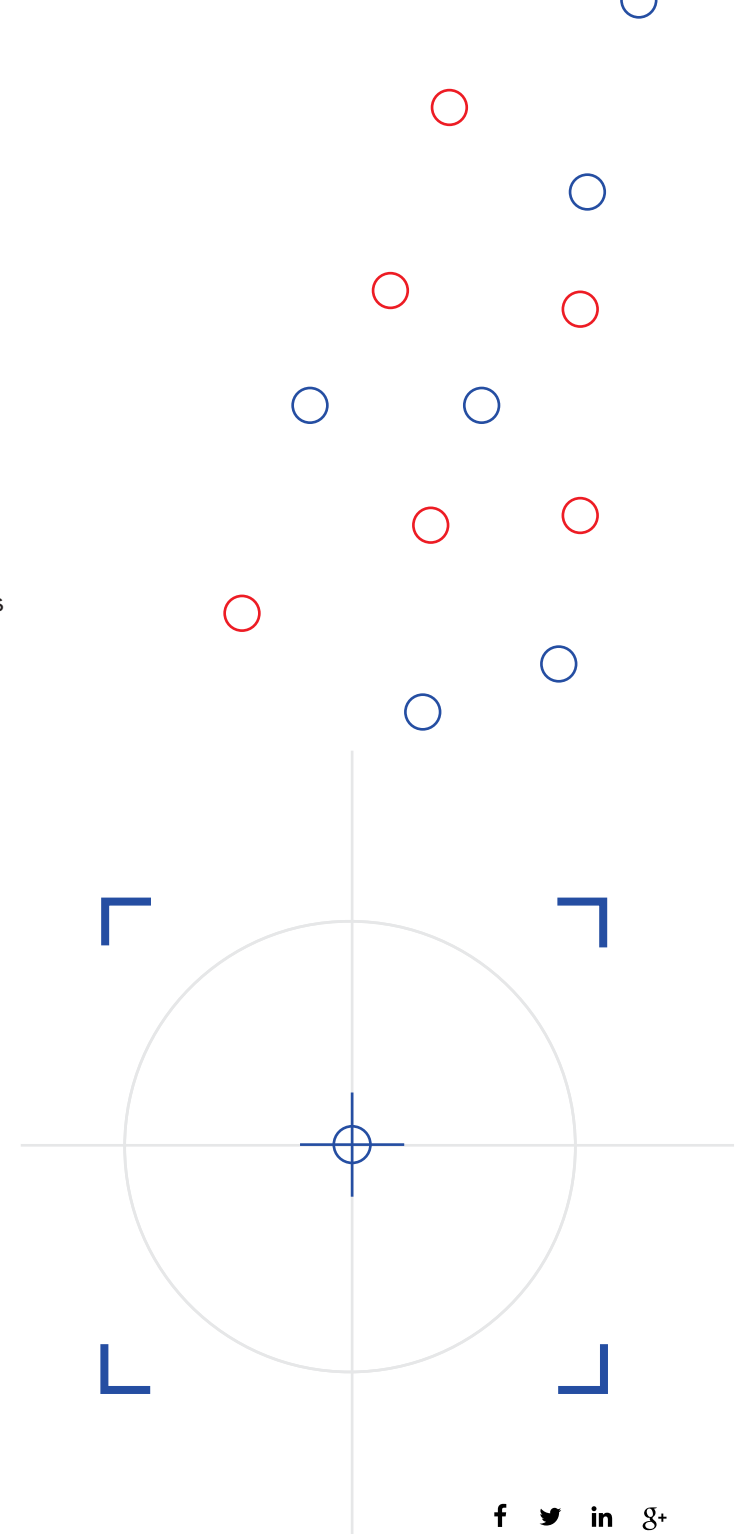
It's an exciting time to be in marketing for one big reason: data. Every customer interaction is generating precious data that you can mine for insight and apply to your campaigns. Customers are sprinkling the Internet with information about themselves— "liked" pages on Facebook, comments about their interests on Twitter—and putting it out there for you to find and harness. In fact, if you have the right tools and know how to use them, you can amass enough data to make every campaign hit its mark, every time.

It sounds easy, but the truth is that raw data is hard to wrangle.

You don't just rely on one main marketing application to collect customer data and make sense of it. According to Chiefmartec.com's Marketing Technology Landscape Supergraphic for 2016, marketers can select from a mind-numbing 3,874 different solutions for everything from social media to SEO to campaign management and customer relationship management.

All these applications collect data from customers and prospects through interactions that businesses have with them across their website, social media networks, purchasing, and so on.

And every single one of them streams new data into its own silo.



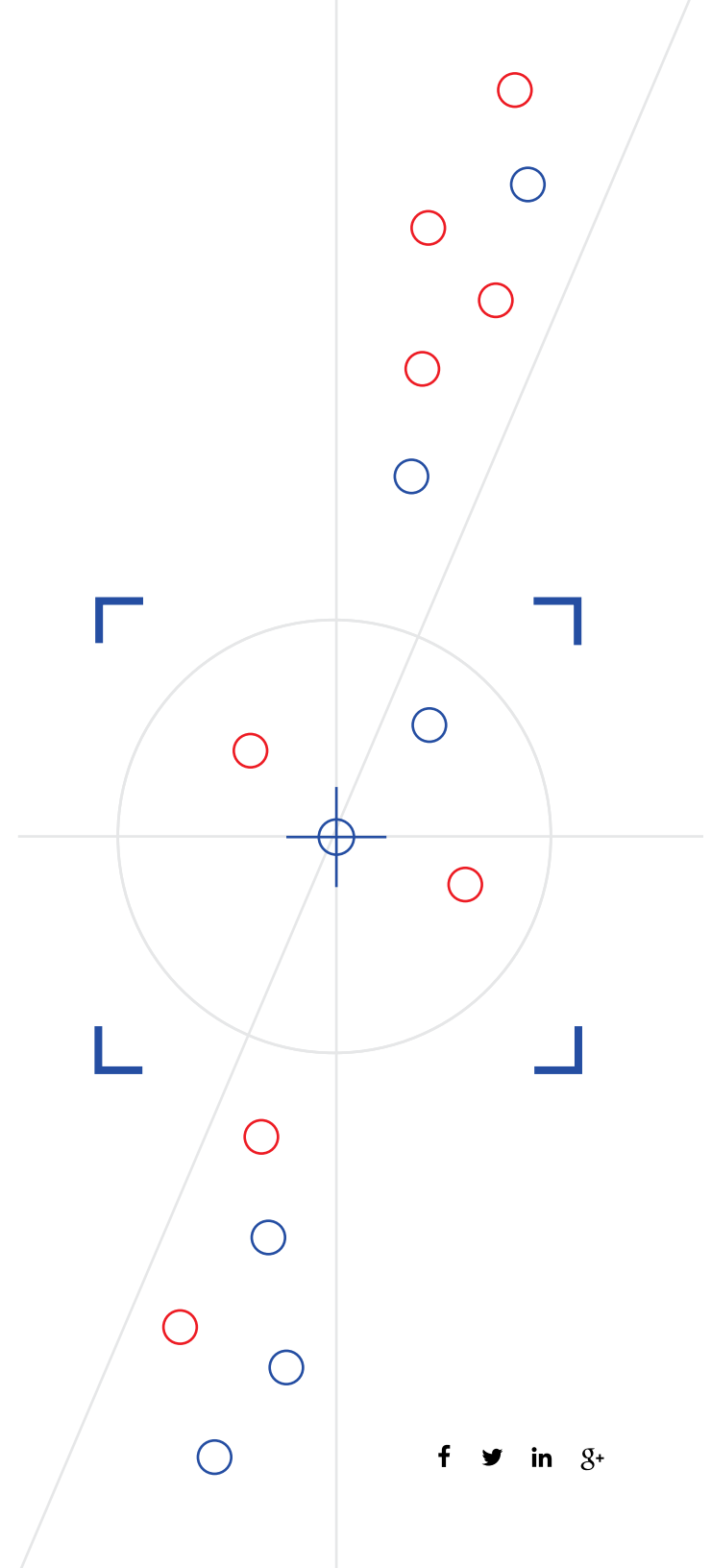
Integration Is Key.

For you to make sense of the data, you first need to integrate and consolidate all of your disparate data sources. For example, email systems like MailChimp track how customers responded to past campaigns, and Google Analytics tells you what happened when they clicked through. You know where customers are, when they're online, and what they're doing there, but you're relying on a dozen systems that each collect different bits of data with no easy and reliable way to pull them all together so you can get a complete view of your prospects and customers.

If you're currently consolidating data, it probably requires a lot of manual process work, like repeatedly uploading spreadsheets and massaging data—something that takes far too much time and requires a lot of technical knowledge. Ultimately, it pulls you away from what you should be doing: creating and executing great campaigns.

But you're not alone: 79 percent of marketing leaders responding to a survey by Ascend2 found connecting disparate data to create a single customer view was a challenge.

To create great campaigns, you need in-context, historical data about customers pulled from multiple sources. You need a way to make sense of their behavior—past, present, and future. But more than anything, you need a system that does all of this work for you, not one that forces you to come up with complicated workarounds.

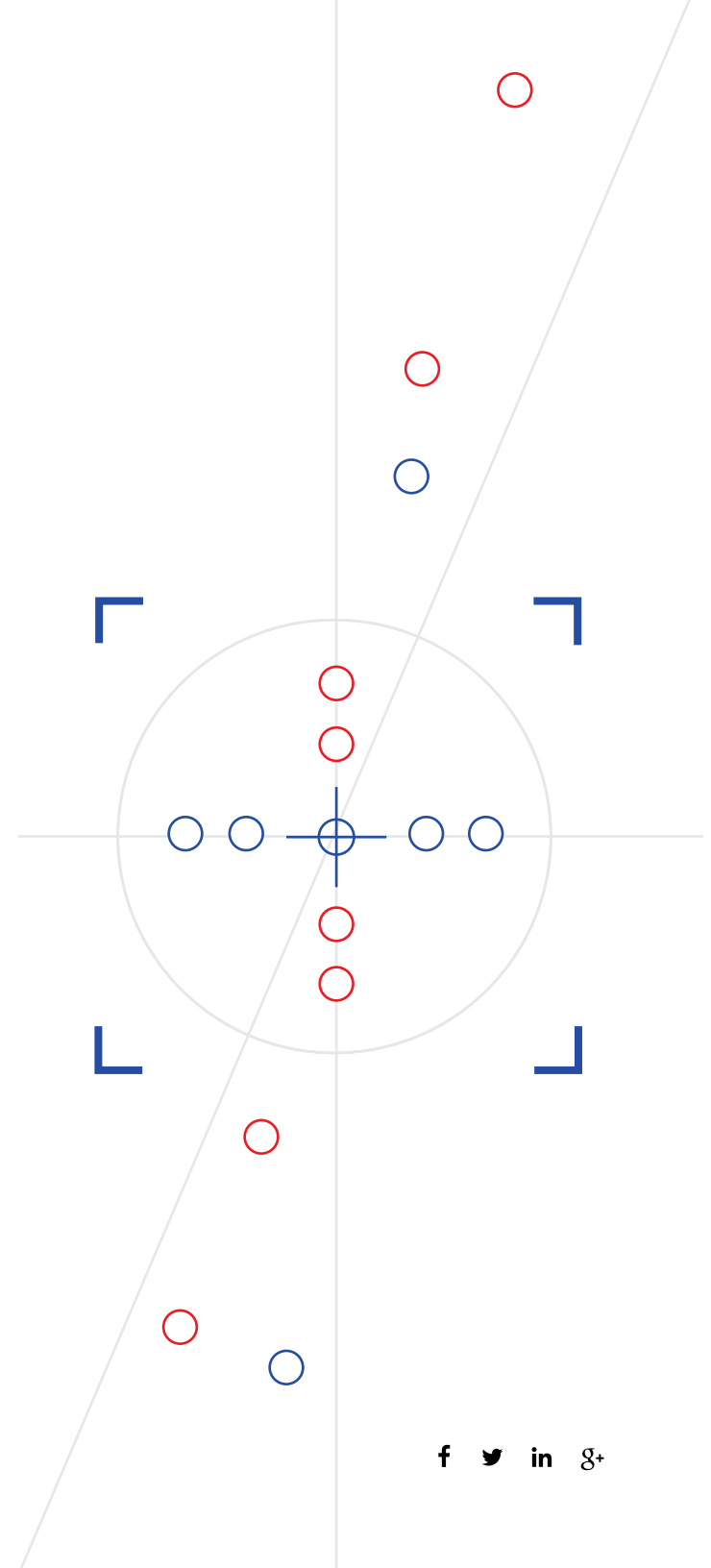


Great Data Improves Your Campaign ROI.

Marketers recognize the vital role of data in creating and executing great campaigns, and they're taking action to improve data hygiene. According to the [Ascend2 Data-Driven Marketing Trends Survey](#), the most successful marketers frequently clean their data, with most cleaning it either on a monthly basis, or in real-time as the data is entered by customers or employees.

Getting accurate and current information enables you to derive greater ROI from your campaigns and work far more productively. Additionally, your campaigns get smarter and smarter over time, as you keep feeding more customer data into your systems, resulting in an ever-more-complete picture of each customer.

In this eBook, we'll describe how marketers can take advantage of cloud data management to improve their campaigns. We'll also detail the five rules to managing your data so that every time you click "send" on a campaign, you'll know that it's going to accomplish exactly what you want it to.





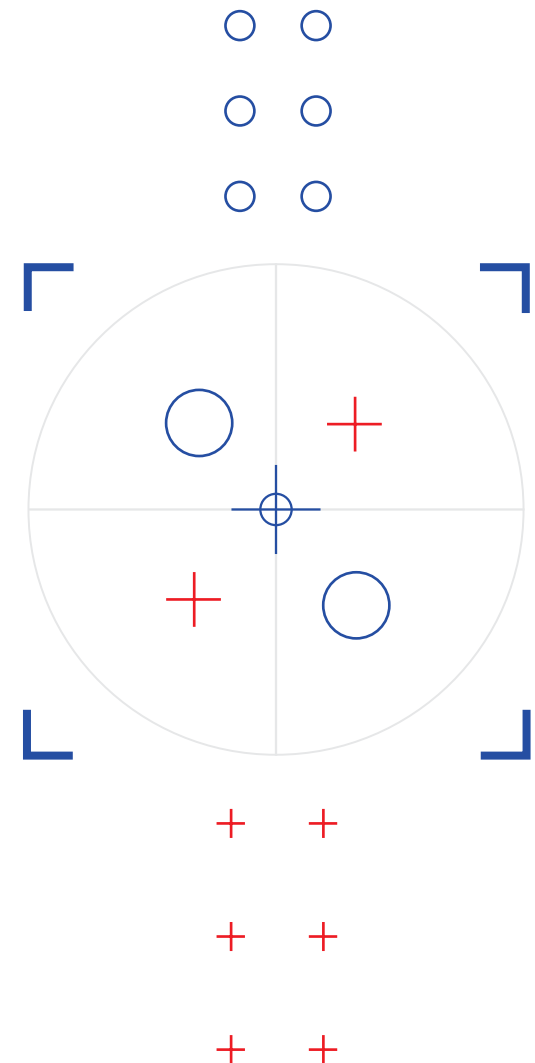
Five Data Management
Rules for Great Campaigns.

Rule #1: Liberate Your Data.

Your systems are full of customer data, but when that data is locked up in silos, it's not useful. Your business can get a more complete view of your customers when you use a solution that cleans and integrates all your customer data, no matter if it is in the cloud or on-premise.

Whether you need to integrate purchase history from your cloud CRM, inventory information from an on-premise ERP system, check browsing history in Google Analytics, or gain visibility into past campaign performance, building integrations between your marketing automation system and other business applications will liberate customer data so that marketers can make faster, smarter decisions that lead directly to better ROI.

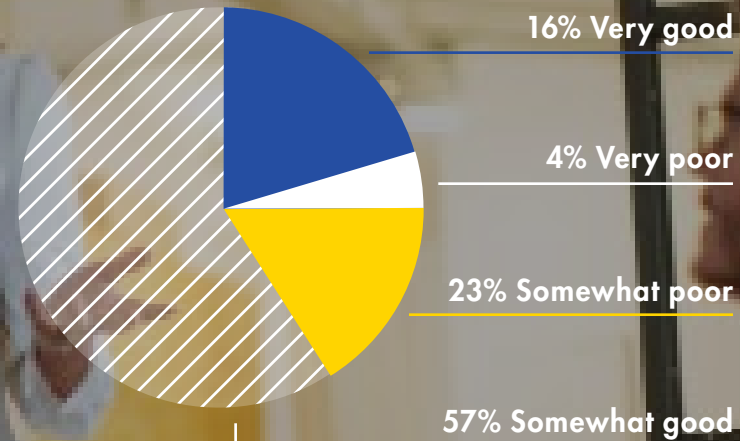
And some of those systems are custom applications your business developed, or less common commercial applications, such as social media, systems logs, and more. In those cases, integrating those systems through application programming interfaces, also called APIs, enable them to publish and subscribe their data as services. This is a great way to open up customer data and other functionality within your organization—or to business partners.



Which best describes the quality of data your company uses for marketing purposes?

Only 16% of enterprise marketers described their data quality as "very good". The rest were somewhat good to poor. Since when is "somewhat good" an acceptable quality metric?

Source: Ascend2, "Data-Driven Marketing Trends Report." 2016.

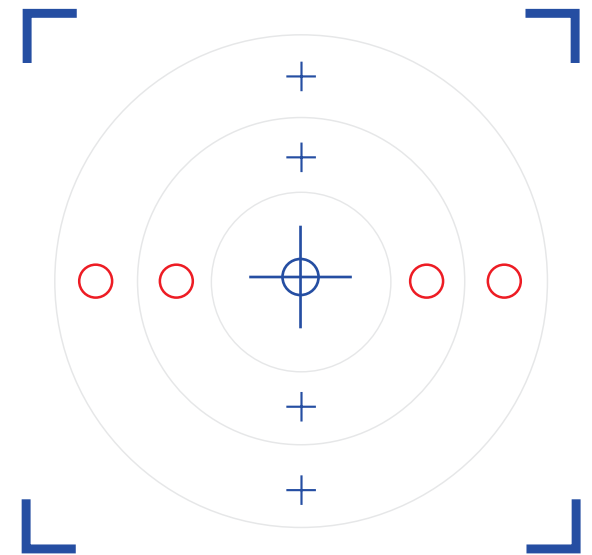


Rule #2: Standardize and Enrich Your Data.

When it comes to marketing to your customers, little things make a big difference. If email addresses are mistyped, then your emails will bounce (and if you don't regularly verify the accuracy of your customer's email address, your offers won't get to them). If one customer has two different email addresses, you need to consolidate profiles. You need to know that Alexandra Miller is the same customer as A.J. Miller but not the same as Alex Miller. Identifying and correcting incomplete or inconsistent records is critical to maximizing campaign reach. Without getting the data straight, you'll waste time and money, and fail to deliver the personalized experience that will convert into sales.

Having reliable data is important across the customer lifecycle, but it's particularly critical when trying to market to a customer.

Informatica's data management platform enables collaboration across your entire business—from sales to service. By using data quality methods, you can "set it and forget it"—in other words, define your business rules once, and they'll be applied consistently anywhere. That will ensure that your campaigns are based on accurate information that will make them more successful.

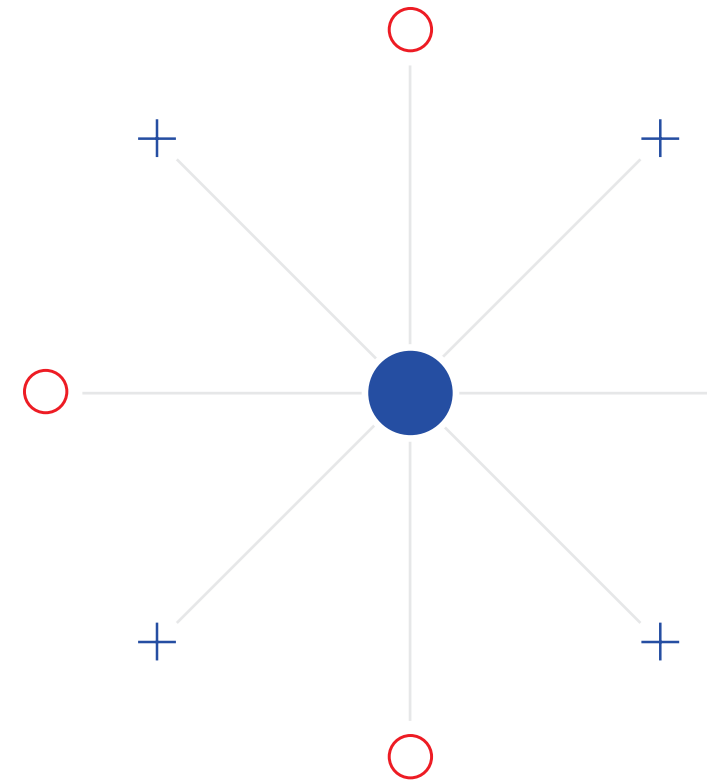


Rule #3: Master Your Data.

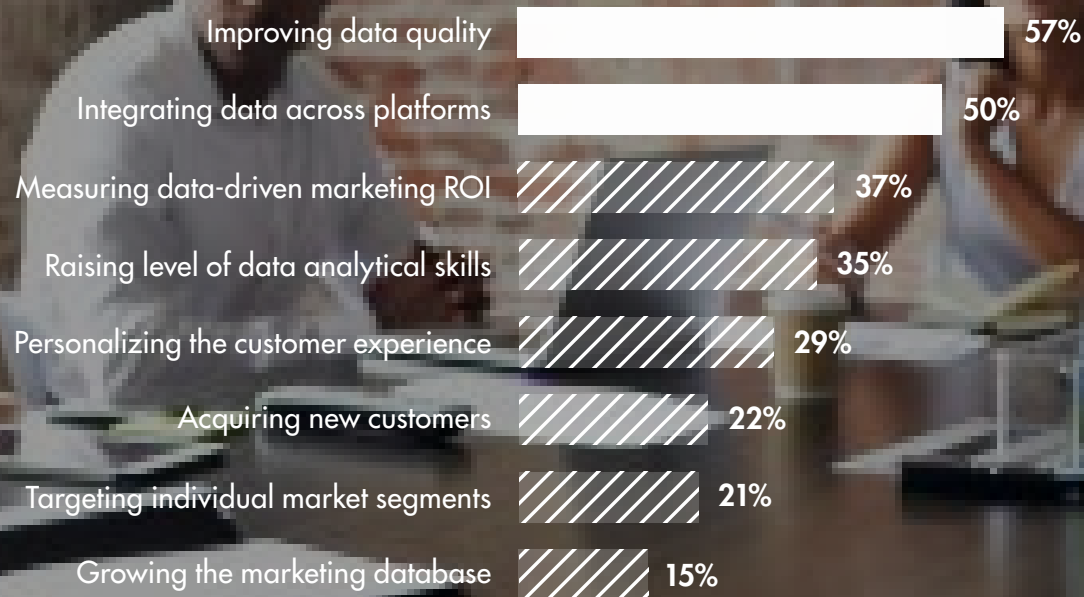
Although many companies use their CRM as the central hub for their customer data, they often find that many other systems also manage different aspects of the customer lifecycle. As a result, most organizations are struggling to get a single view of their customer across multiple cloud and on-premise CRM, marketing automation, accounting, and shipping systems.

With the recent emergence and popularity of account-based marketing it is critical that new lead records, for example from web forms, trade shows, or list acquisitions, can be accurately associated with the accounts they work for vs. leaving them as orphan leads.

A master data management system, such as Informatica Customer 360 and Informatica Customer 360 for Salesforce, can automatically detect and correct erroneous and duplicated data while validating contact and address information. By synchronizing information across CRM, ERP, and related systems, an organization can maintain and enrich master data on a constant basis and provide sales, marketing, and customer service with a single, accurate, and unified source of real-time customer data.



What are the top obstacles to data-driven marketing success?



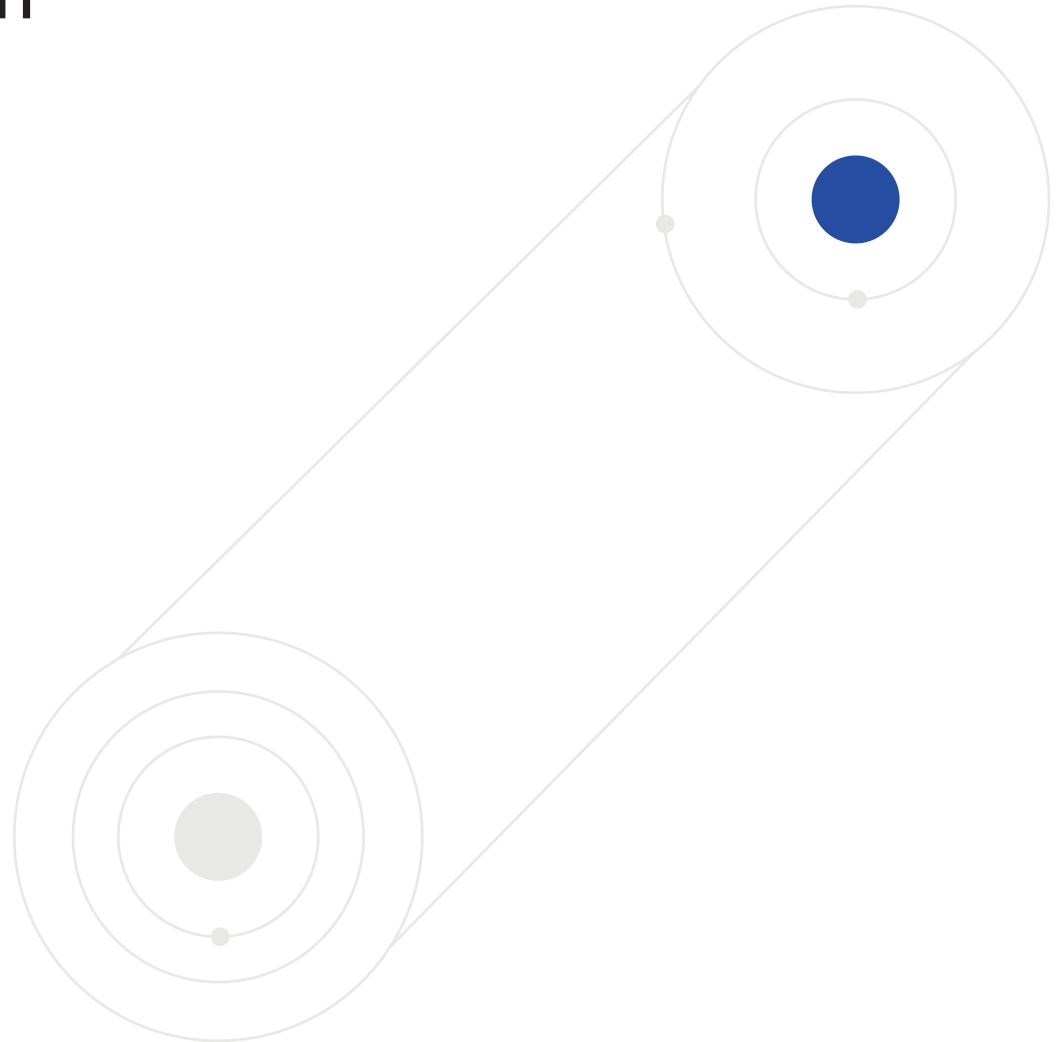
Marketers say that improving data quality and integrating data across platforms are their top two priorities. The rest of the priorities are heavily dependent on those first two.

Source: Ascend2, "Data-Driven Marketing Trends Report." 2016.

Rule #4: Use Automation to Boost Productivity.

Marketing tasks can be labor-intensive. Before you can execute a campaign, you often have to copy and paste or import customer information from one application to another, processing the same data over and over. It's time-consuming and it's easy to make mistakes that will cost you sales later.

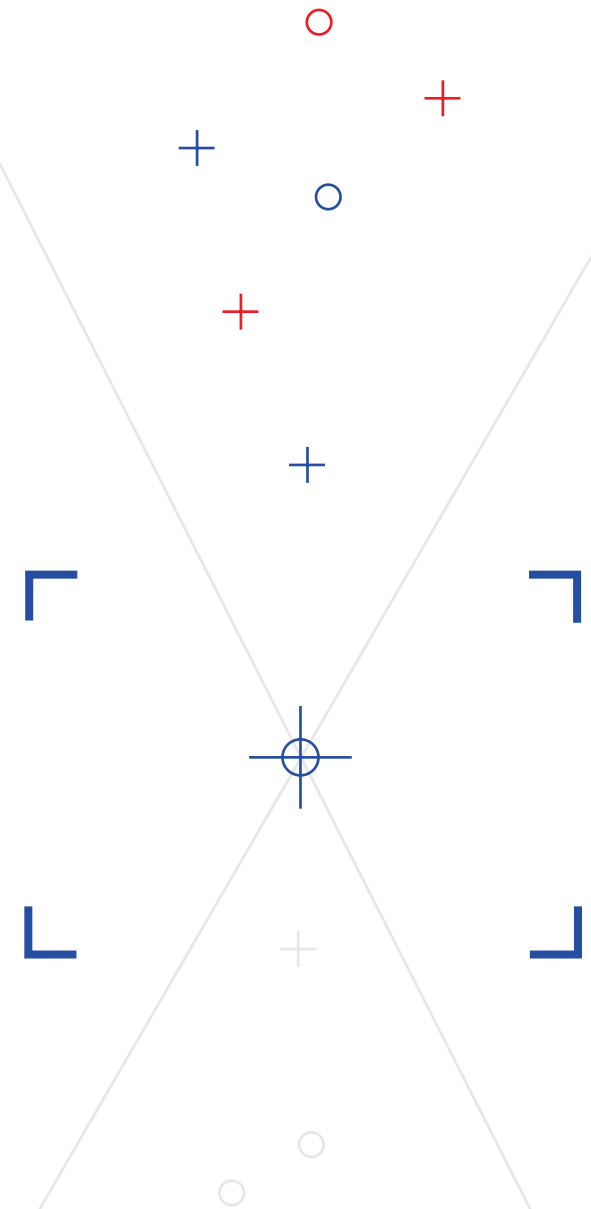
To take these complications out of your processes, you need to automate routine tasks, such as importing new lead records, transforming the data format to match the CRM or master data management system format, triggering campaign event activity, and sending the campaign results to a data warehouse for program analytics. An easy-to-use integrated workflow system can accomplish all of that following a simple visual configuration process, eliminating repetitive tasks, streamlining processing, and reducing errors.



Rule #5: Organize Your Data in a Hub.

To get the maximum results from your marketing data, consistent access to the same fresh, curated data by all of your systems is critical. Great data is only useful if it is available to everyone in your organization. By organizing the data flowing to all of your systems through a central hub, you can make sure that customer data, orders, billing and analytics reports show the most current, accurate data and results.

In addition to publishing consistent data, a hub with self-service tools can empower analysts to find and self-subscribe to certified data publications and reduce waiting in IT queues for the data they need. A visual Hub Overview can help analysts to easily understand where the data came from so they can use it with confidence. Using a hub architecture to connect all of your data also increases efficiency so that more resources are available for analytics.





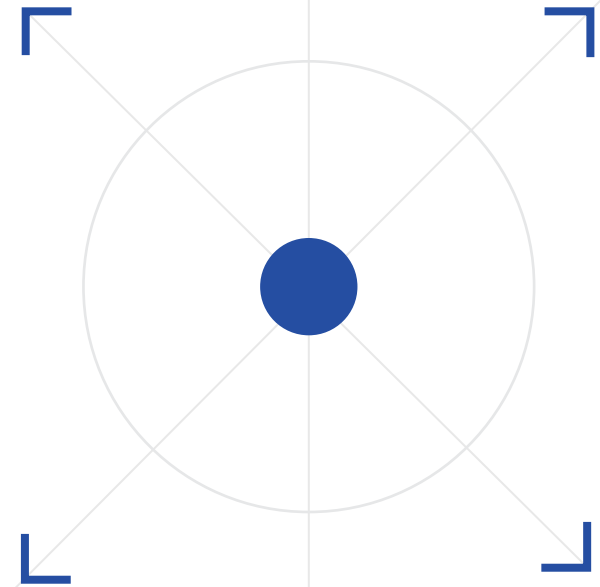
Conclusion.

Conclusion

Seamlessly Integrate With a Connected World.

Whether you're connecting to cloud applications, third party services, legacy databases, or connected devices, it's essential to have an open, standards-based way to exchange information. With that, you'll get the flexibility to adopt new applications—whatever they may be—and integrate them effortlessly into your marketing campaign as well as your contact center workflow, so that you can also ensure your agents are working with great data.

You can get data into your applications faster, freeing your developers and business users to focus on creating higher value functionality that will improve the customer experience.



Next Steps.

In this eBook, we've described how you can improve the effectiveness of your marketing campaigns with great customer data that is collected and integrated across all your marketing applications, whether the source is in the cloud or on-premise.

We invite you to test drive Informatica Cloud to see how you can bring new levels of agility and efficiency to your marketing campaigns.

Try out Informatica
Cloud for 30 days.

[Get started.](#)



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