



The Challenges of Cross-Channel Data Integration

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Marketers fail to deliver real-time customer-targeted brand experiences

Increased consumer demand for more personalized and relevant brand experiences has made customer segmentation and targeting an imperative for companies.

According to a November 2011 survey from [Acxiom](#) and [DIGIDAY](#), though the majority of US advertisers and agencies were able to identify and segment their customer base, few were capable of doing so in a way that delivers a personalized experience in real time and across multiple channels.

More than half (58%) of advertisers and 39% of agencies said they were able to track and segment their best customers. However, agencies were more than twice as likely (12%) to be able to incorporate both online and offline data into the segmentation process, compared to just 5% of advertisers capable of this more advanced approach.



Note: numbers may not add up to 100% due to rounding
Source: Acxiom and DIGIDAY, "State of the Industry Survey on Digital Marketing," Dec 2, 2011

By segmenting customers, brands can create the more personalized, relevant experience that consumers now demand—especially from retailers. April 2011 data from [the e-tailing group](#) and [MyBuys](#) showed 50% of US cross-channel shoppers expect to be offered promotions or merchandise that reflect their past online shopping behavior and purchases. More importantly, 46% of shoppers reportedly would buy more from retailers that personalized the shopping experience across channels.

Personalization Factors that Are Important to Create an Ideal Cross-Channel Experience According to US Cross-Channel Shoppers, April 2011

% of respondents

Stores where I am a part of a loyalty program should deliver me a more personalized shopping experience than those where I don't participate in their programs	66%
The retailers where I shop should offer promotions and merchandising tailored to my past purchasing and browsing behavior	50%
I would buy more from retailers who personalize the shopping experience across all of their channels (store, website, catalog, mobile, call center)	46%
I would value a retailer or brand more if it remembered my buying and browsing behavior from all the channels where I have shopped (store, mobile, website, catalog)	42%
I would prefer that emails I receive are personalized based on my past browsing or buying behavior	42%
I would purchase product from websites that suggest product based on past browsing or buying behavior (often listed as "you may like" or "people like you bought")	40%
I would expect retailers where I have browsed their websites previewing specific product to attempt to sell me similar/like product across the web on content-related sites (e.g. searched for HP printer and later saw an ad on WallStreetJournal.com to purchase HP printers)	31%

Note: "somewhat" or "very important"

Source: the e-tailing group and MyBuys, "Closing the Cross-Channel Gap," June 28, 2011

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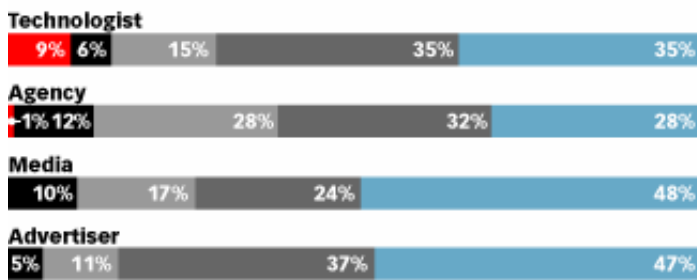
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To accomplish the goal of delivering a truly personalized experience in real time, brands must be able to track activity throughout the customer lifecycle and act on this data immediately across channels. But Acxiom and DIGIDAY found advertisers and agencies have yet to make this work—though many are well on their way.

Less than a third of agencies and 37% of advertisers said they had neither the capability to deliver real-time, personalized customer experiences nor to do so across channels, though nearly half of advertisers and 28% of agencies had the ability to at least perform one of these two tasks.

Effectiveness in Targeting Prospects or Customers Across Channels by Delivering Real-Time Decisions or Recommendations According to US Digital Marketers, by Type of Marketer, Nov 2011

% of total



- **Extremely effective**—we trigger integrated, personalized marketing in real time across channels with a seamless view of the customer from their first touchpoint to the back office
- **Very effective**—cross-channel communications are personalized for engagement while there may be some back office reconciliation that remains to be done
- **Effective**—we're not totally coordinated across channels or in real time, but we're improving on either area or both
- **Somewhat effective**—we can do it effectively across channels or in real time, but not both
- **Not effective**—we don't do it in real time or consistently across channels

Note: numbers may not add up to 100% due to rounding
 Source: Acxiom and DIGIDAY, "State of the Industry Survey on Digital Marketing," Dec 2, 2011

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In December 2011, the [Winterberry Group](#) and [Interactive Advertising Bureau \(IAB\)](#) found many marketers hoped to do better in the coming year. Most marketers worldwide planned to focus more closely on customer behavior analysis, and offer optimization and cross-channel touchpoint optimization—tactics required to meet the goal delivering real-time experiences to customers across channels.