



Next level CX


The opportunity, threat & mitigation

A man and a woman are seen from behind, standing on a rocky cliff edge. The woman is standing with her arms raised in a 'V' shape, wearing a red long-sleeved shirt and grey leggings. The man is sitting on the cliff edge, wearing a blue and white plaid shirt. They are looking out over a stunning landscape that includes a small coastal town with red-roofed buildings, a harbor with boats, and rugged mountains in the background under a clear blue sky. The image has a teal color overlay.

The opportunity

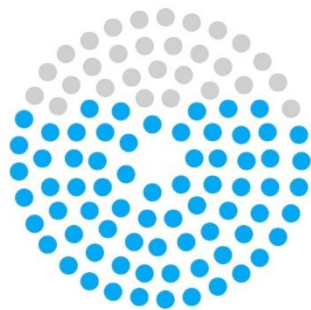
Using data to drive CX.





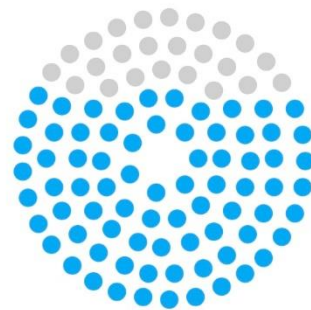
Personalisation is the art of targeting a consumer directly using a customised experience based on their unique interests, buying behaviour, and demographics - delivering individual messages, promotions and product offerings.

McKinsey & Company



71%

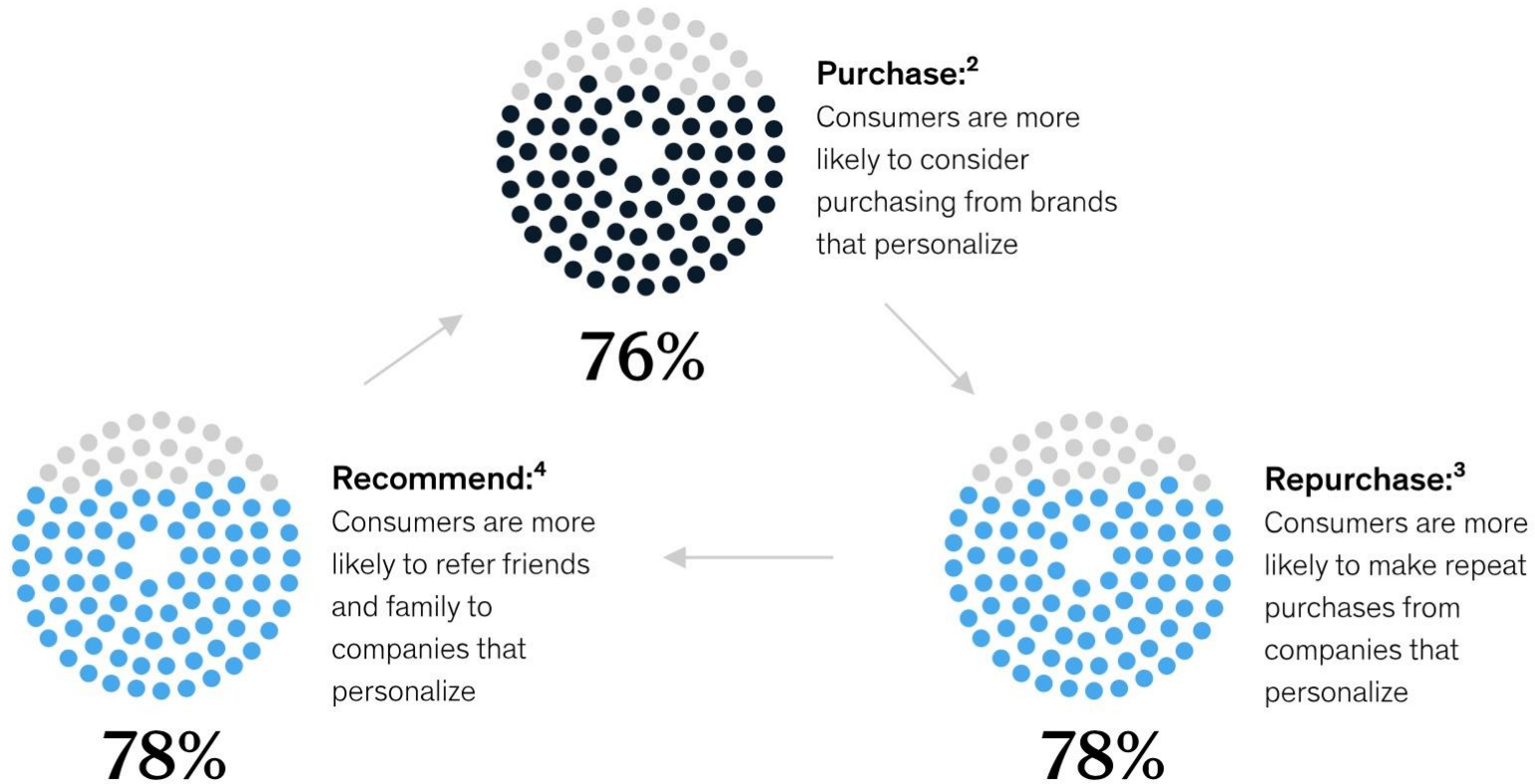
of consumers expect
personalization²



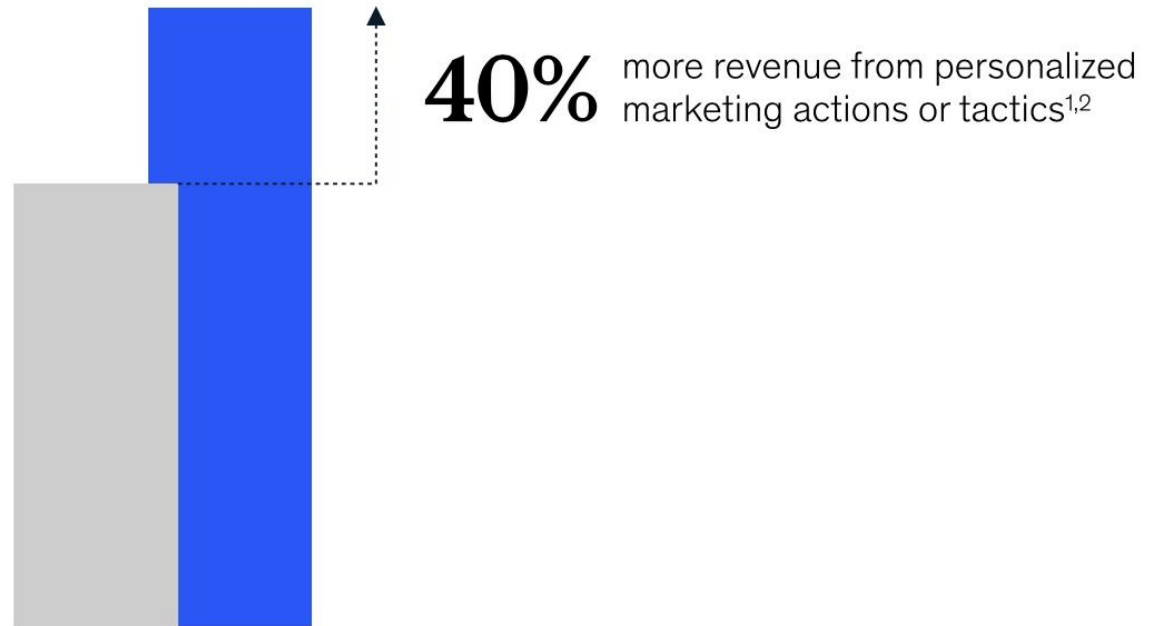
76%

of consumers get frustrated
when they don't find it²

McKinsey & Company



McKinsey & Company





Christina Garnett @ #INBOUND22

@ThatChristinaG



Marketers,

Get comfortable with data.

It is your armor.

18:06 · Dec 18, 2020 · Made with Kizie.co



600



48

A person in a red kayak is seen from behind, paddling on a body of water. The water is a deep teal color with some whitecaps. In the background, there is a large, dark, rocky cliff on the left and a smaller, forested hill on the right. The sky is a pale blue with some light clouds. The overall image has a teal and blue color palette.

The risk

The data threat that is upon us.





No Data Available

There is no data to show you
right now.

Continue



Settings

- ☐ Allow all cookies ▼
- ☐ Block third-party cookies in Incognito ▼
- ☒ Block third-party cookies ▲
-  Sites can use cookies to improve your browsing experience, for example to keep you signed in or to remember items in your shopping basket
-  Sites can't use your cookies to see your browsing activity across different sites, for example, to personalise ads. Features on some sites may not work.
- ☐ Block all cookies (not recommended) ▼

**Allow "Foodie" to track your
activity across other
companies' apps and
websites?**

Please allow permission to provide
service and personalized marketing. It
will be used only for the purpose of
providing personalized advertising
based on Apple's policy.

Ask App Not to Track

Allow

Impacts

- Platforms can't track conversion events
- Campaign optimisation will become less effective
- Tracking performance across channels will be hard
- Audience targeting less accurate
- Retargeting will become more challenging
- Trend analytics will become unreliable

A person wearing a helmet and a large backpack is riding a bicycle through a field of tall grass at sunset. The sun is low on the horizon, creating a warm, orange glow. The sky is filled with wispy clouds. The overall mood is one of journey and resilience.

The mitigation

Finding our way out of the cookie apocalypse.

Use server side tracking



Use contextual advertising

- Advertising placement based on page content
- Relevant ads without giving up privacy
- Gives advertisers control over where they appear
- Narrow reach


Use first party data

- You'll be surprised at what data you might have
- 1st party data can reduce the need for 3rd party data
- 1st party cookies give you your own data
- Use contextual mapping to fill the gaps




CRM

Your first party data source.



Factual 'unique' information - name, age address, location, contact details & other personal identifiable information.

Identity



Meta content – family, socio-economic, demographic, preferences, loyalty, likes, & dislikes.


Descriptive

Qualitative

Soft data - reviews, opinion, motivations, NPS, complaints & feedback.

Quantitative

Hard data - quotes, bookings, payments, clicks, visits, searches, contact, messages.



Identity

Contact
details

Age

Relationship
status

Employment
status

Descriptive

Family details

Hobbies &
interests

Travel
preferences

Loyalty &
membership

Brand
preference

Branch
preference

Preferred
agent

Qualitative

Past
cancelations

Reviews &
surveys

Past
complaints

Service/
support
tickets

Quantitative

Call
attribution

Past
itineraries

Past quotes

Past bookings

Upsells &
add-ons

Social media
activity

SMS, DMs &
messaging

Email
messaging

Web form
submissions

Website visits,
clicks &
searches

Mobile App
activity

Referring
website

Campaign
email open &
clickthrough

Search
engine search
terms

Geo-location
data

Event
attendance

Paid Advert
clickthrough

Campaign
landing page
visits

Conclusion

- Personalisation is a key tool for improving CX
- Privacy changes are removing one of our easiest routes to data that can drive personalisation
- We need to adapt
- Your CRM needs to sit at the core of this – it is the home of first party data!

Thank you!

Questions welcome.

