

Real-time

Personal

Creating  
conversations  
that matter



## Marketing capable of driving growth

Many brand-side marketers already agree that personalisation represents the future of digital. However, most are still struggling to get aboard the 'one-to-one' train.

Today's brands want to achieve an integrated experience for customers – treating them as real people, not just market segment statistics. They need to make persistent connections with customers to drive long-term loyalty. These goals are at the core of modern marketing, and require the ability to know who your customers and prospects are – at scale, and across media, time and devices.

If done right, a **Real-time + Personal** approach can transform brands into authentic and trustworthy guides along the customer journey – forging deeper relationships and more impactful conversations.

*Source: Econsultancy report: "Customer Recognition: How Marketing is Failing at its Top Priority". October 2016*

**75%**

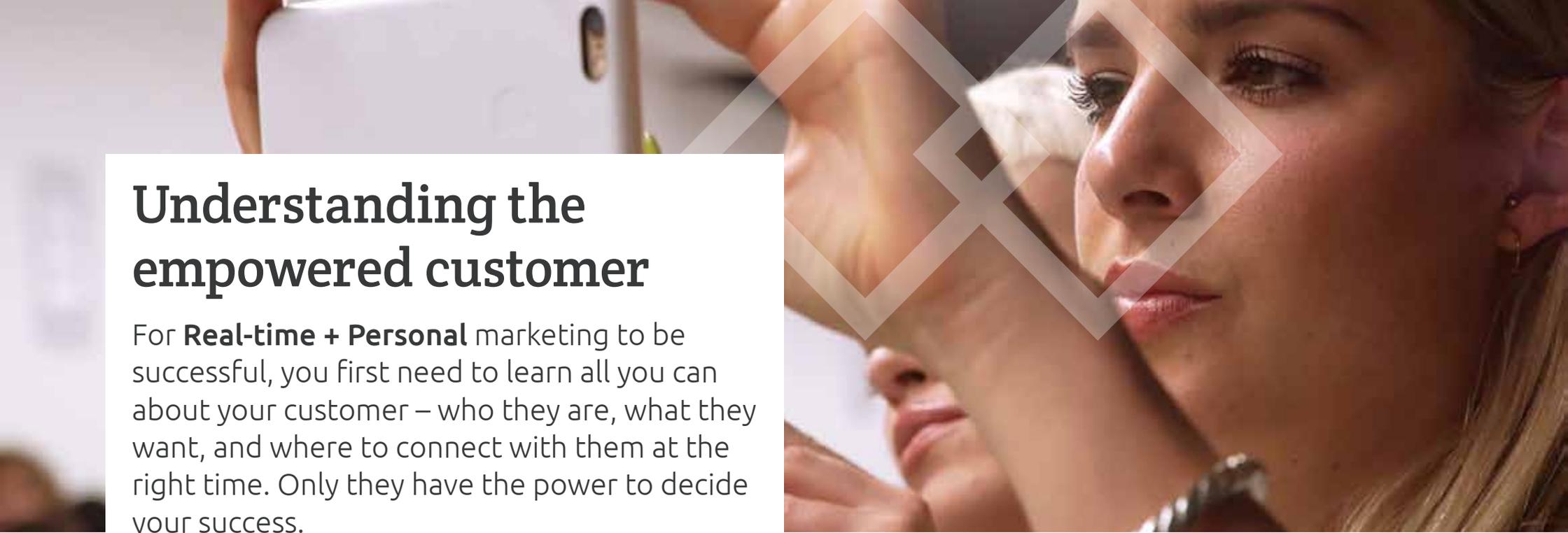
of marketers believe that growth depends on communicating with customers on a one-to-one level, across devices and media.

**43%**

of brands believe that they have a single customer view – but in reality only 12% do.

**70%**

believe their competitors are already focused on developing their personalisation capabilities



## Understanding the empowered customer

For **Real-time + Personal** marketing to be successful, you first need to learn all you can about your customer – who they are, what they want, and where to connect with them at the right time. Only they have the power to decide your success.

### Who

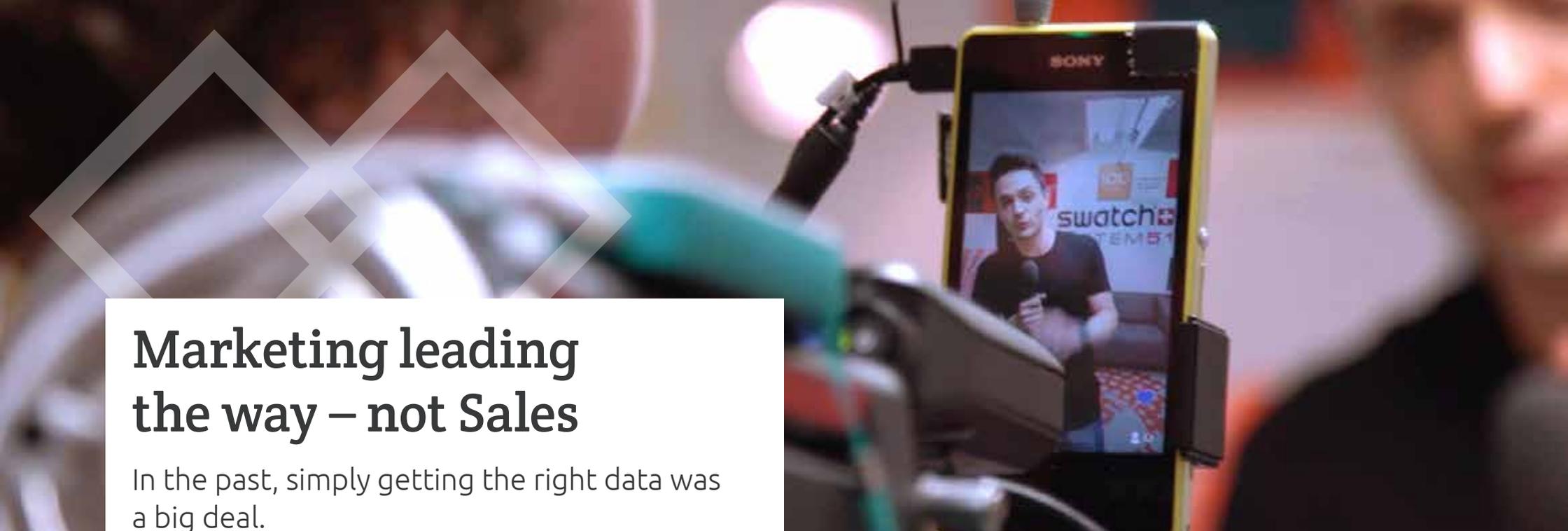
**B2B brands should analyse not just 'firmographics' of target companies, like vertical and revenue** – but also individual decision-maker persona data such as purchasing history, product interest and usage behaviour.

### What

**What issues drive your customer – and how will you adapt your message accordingly?** Personalise your calls-to-action, images, offers, and content – such as videos, case studies, blog posts, e-books and more.

### Where

**Finally, where do you connect with your customer in a multi-channel world – and how do you optimise this?** Personalise websites, emails, online ads, social and mobile interactions – as well as offline events.



## Marketing leading the way – not Sales

In the past, simply getting the right data was a big deal.

A monthly report that pulled information and trends on customer behaviours allowed you to review results, and use that information to influence the next campaign you rolled out. But today, sophistication levels have risen dramatically.

Data management solutions can now provide real-time insight for immediate campaign optimisation and triggers. Marketers can tie anonymous audience data with known customer data, across channels and devices, to offer the most complete and connected customer profile.

This is a key tool in realizing responsive, personalised marketing. Some pioneers are taking this a step further – using predictive analytics to create scenarios that anticipate customer behaviours, and proactively address them.

**60%**

of digital commerce analytics investments will be devoted by 2018 to better understanding the customer journey.\*

By 2018, organisations that excel at personalised customer interaction online will outsell slow-to-act rivals by more than

**30%\***

\*Source: Gartner report: "Technology Overview For Customer Journey Analytics", May 2015.



# Creating conversations that matter

The magic of **Real-time + Personal** is transforming momentary insights into content that's useful and relevant – because it's tailored both to an individual and a particular circumstance.

In the real world, every conversation is personal – and they're mostly in "real time". Clearly marketing should be this way too.

Simply sticking the customer's first name in an email subject no longer qualifies as cutting-edge personalised marketing. The same goes for retargeted ads that simply show a picture of the last product the customer viewed on a website.

Ultimately, the new personalisation is about conversations that are precisely tailored to the customer – where images, products, offers and response mechanisms are attuned to the particular needs and habits of an individual.



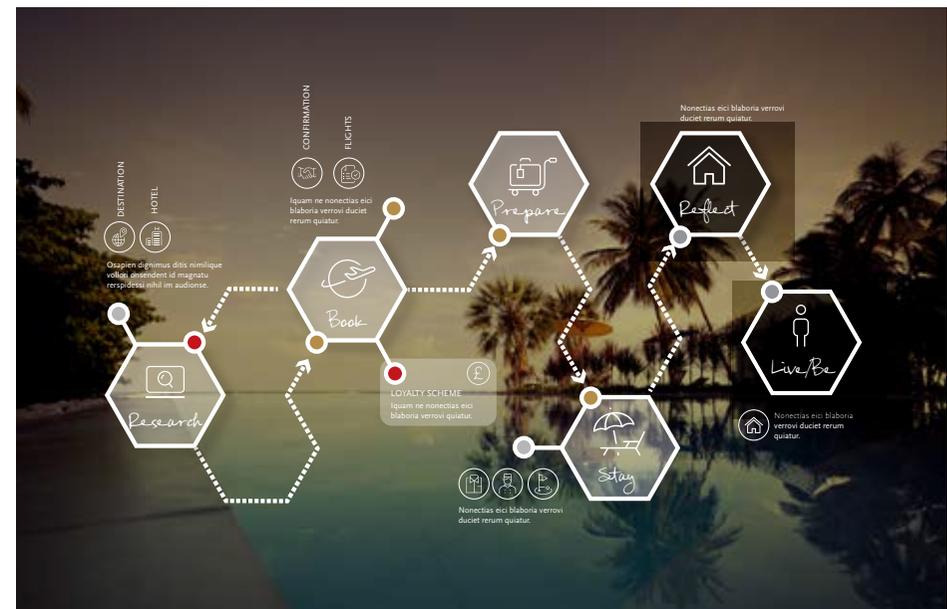
# Unlocking your potential

Marketers are increasingly investing time and energy to unlock the potential of **Real-time + Personal** – to deliver sustainable growth and results.

To provide great experiences, we must know the individual customer – and provide marketing, products and services that fit them and their needs, in the moment and at scale.

For forward-looking marketers, this is an ongoing transformation journey – using technology, data and creativity to ultimately make their marketing more human.

Excel at this and Gartner predicts organisations will outsell slow-to-act rivals by more than 30%.



# Real-time + Personal isn't just a tactic or technique.

It's our guiding ethos, a belief that drives everything we do.

It's an always-on mindset, given power by our digital outlook. Informed by data and insights, empowered by technology and innovation, inspired by strategic and creative excellence, we unlock incredibly rich interactions across multiple platforms and channels – to deliver exceptional customer experiences.



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