REAL-TIME PERSONALIZATION
MATURITY MODEL

VALUE

CAPABILITY

- LIFECYCLE SEGMENTATION
- MICRO SEGMENTATION
- REAL-TIME CONNECTIONS
- ONE-TO-ONE NEXT BEST ACTION
- ONE-TO-ONE OMNICHANNEL

LIFECYCLE SEGMENTATION

FI SERV EXAMPLE:

A person submits a credit card application, and you send a personalized email that says, "Your credit card application is approved."

The next trigger event in a few days might be an email that says, "Your new credit card has arrived and can be activated by following the instructions on the sticker." If they don't use the new card for a while, you send a message with a special offer to stimulate a purchase.

At this level, the only knowledge the bank is applying is an in-the-moment evaluation of the customer's profile.

Lifecycle and recency, frequency, monetary value (RFM) segments

- EMAIL SERVICE PROVIDER

MICRO SEGMENTATION

FI SERV EXAMPLE:

The bank looks at all the information about a segment of customers and triggers a message based on exceptional financial credentials and recent purchase patterns on the card: "We're upgrading you to a new card!" It's a segment level approach.

Anyone meeting these criteria gets this message.

Static content & offers to specific segments based on historic behaviours

- EMAIL SERVICE PROVIDER
- ONSITE PERSONALIZATION

REAL-TIME CONNECTIONS

FI SERV EXAMPLE:

The bank looks at visitors the moment they connect and makes a message decision based on everything they know. They might identify the visitor as someone who just got a top-end card and they're interacting with the bank on their mobile app.

For the high-net-worth person, rather than saying to them, "here's a free checking account," they might say, "let's introduce you to our private banking services." It's not a push message. It's the customer pulling…saying "Hi! Here I am. What do you have for me?"

Static content & offers to specific individuals based on historical behaviours & real-time context

- EMAIL SERVICE PROVIDER
- ONSITE PERSONALIZATION
- CUSTOMER DATA PLATFORM

ONE-TO-ONE NEXT BEST ACTION

FI SERV EXAMPLE:

Now the bank is going beyond "what do I want to show you in the moment." They are curating a one-to-one journey for a consumer. It's not just if this person arrives, show this, it's he has arrived—now what's the context of why he is interacting with our brand today?

The bank knows them, and has some context too. If a client comes to the bank website and is looking at travel benefits for his/her card and the bank knows this customer travels international quite frequently. The bank curates their offerings to decide to reflect that context.

Dynamic content & offers to specific individuals based on historical and real-time behaviours plus current business context

- EMAIL SERVICE PROVIDER
- ONSITE PERSONALIZATION
- CUSTOMER DATA PLATFORM
- PERSONALIZATION ENGINE

ONE-TO-ONE OMNICHANNEL

FI SERV EXAMPLE:

The bank is doing everything they've done previously. But they're saying, now let's orchestrate across the different places that people can interact with us.

Let's track in real-time, everything our customer is doing with our brand, and orchestrate each new interaction informed on all prior interactions in real time.

So, the customer doesn't get offered the same credit card 5 min later in the call center after he/she just applied for that card on the mobile app.

Omni-channel 1:1 with dynamic content & offers that map onto the end-to-end customer journey

- EMAIL SERVICE PROVIDER
- ONSITE PERSONALIZATION
- CUSTOMER DATA PLATFORM
- PERSONALIZATION ENGINE
- AGENT
- OTHER

DATA CENTRIC ORGANIZATIONS ARE BETTER AT THIS

The more customer data you can access, and the more accurate and comprehensive that data, the better you can be at real-time personalization.

TO HELP YOU EXPAND YOUR REAL-TIME PERSONALIZATION POTENTIAL, ACXIOM PROVIDES DATA-CENTRIC CONFIDENCE…

DATA HYGIENE	DATA ENHANCEMENT	BATCH DELIVERY	DATA RELEVANCE	DISTRIBUTION
Clean, correct, and complete data files	Add privacy-compliant 2nd and 3rd-party data, InfoBase, demographics, etc	Populate your operational data store with integrated data from multiple sources	Provide recency, frequency and monetary value (RFM) analysis ranks and group customers based on recent transactions and financial viability	Drive outreach to the right people at the right time

WITH

CDPs are the Swiss Army knives, the tugboats of marketing data platforms—they can perform several different jobs and at different levels of complexity and scale…including personalization.

DO YOU NEED A CUSTOMER DATA PLATFORM (CDP) FOR PERSONALIZATION?

WITHOUT

Personalization on its own is a single-purpose tool. Think of it as a screwdriver. If all you need is to get the right message to the right customer in real time, that's a screwdriver-style need and doesn't require a CDP.

BOTTOM LINE

Across all industries, 80 to 90% of the cost and resource for personalization is in the underlying data structures and processes.

It's not in the content management system, the creative, or the display of pages that people see: a visitor's name on the web page, in the email, in the direct mail.

THAT'S THE TIP OF THE ICEBERG.

But most of the "can-do" capability is below the surface. It's in the underlying data. Knowing your customers. Having the data staged and ready to orchestrate.

And why do our clients come to Acxiom for personalization? Because real-time personalization is right in the sweet spot of Acxiom's Customer Intelligence Cloud.