

Getting Personal with Your Customers

With over **4000** marketing messages delivered each day, standing out to your customers is more of a challenge than ever before.

Having a **customer-centric** focus is a key factor in providing great customer experiences.



Customers are **5.2X** more likely to purchase from companies with a great customer experience.

How customer-centric are you?

EXPECTATION



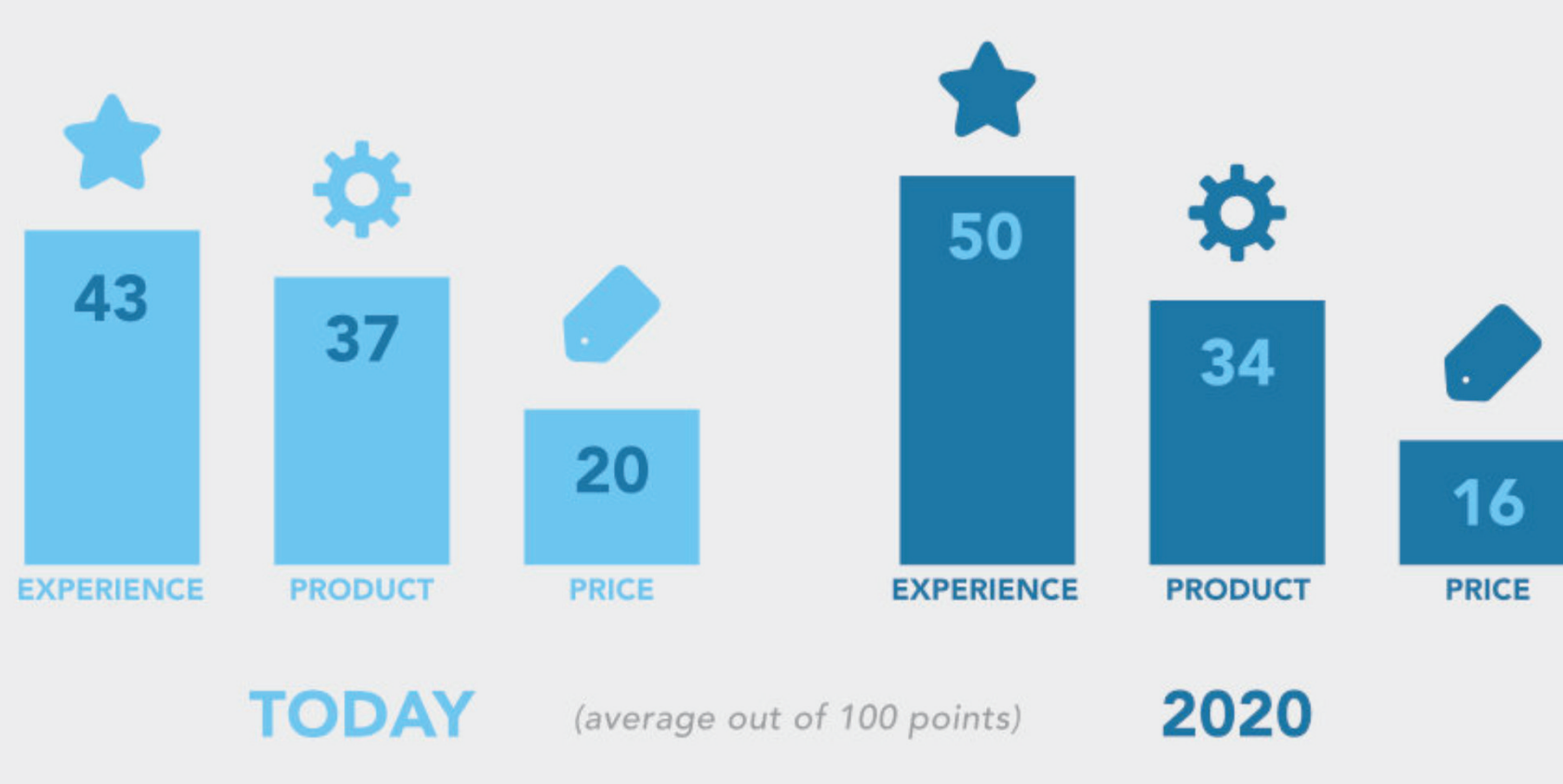
89% of companies expect to compete mostly on the basis of customer experience

REALITY

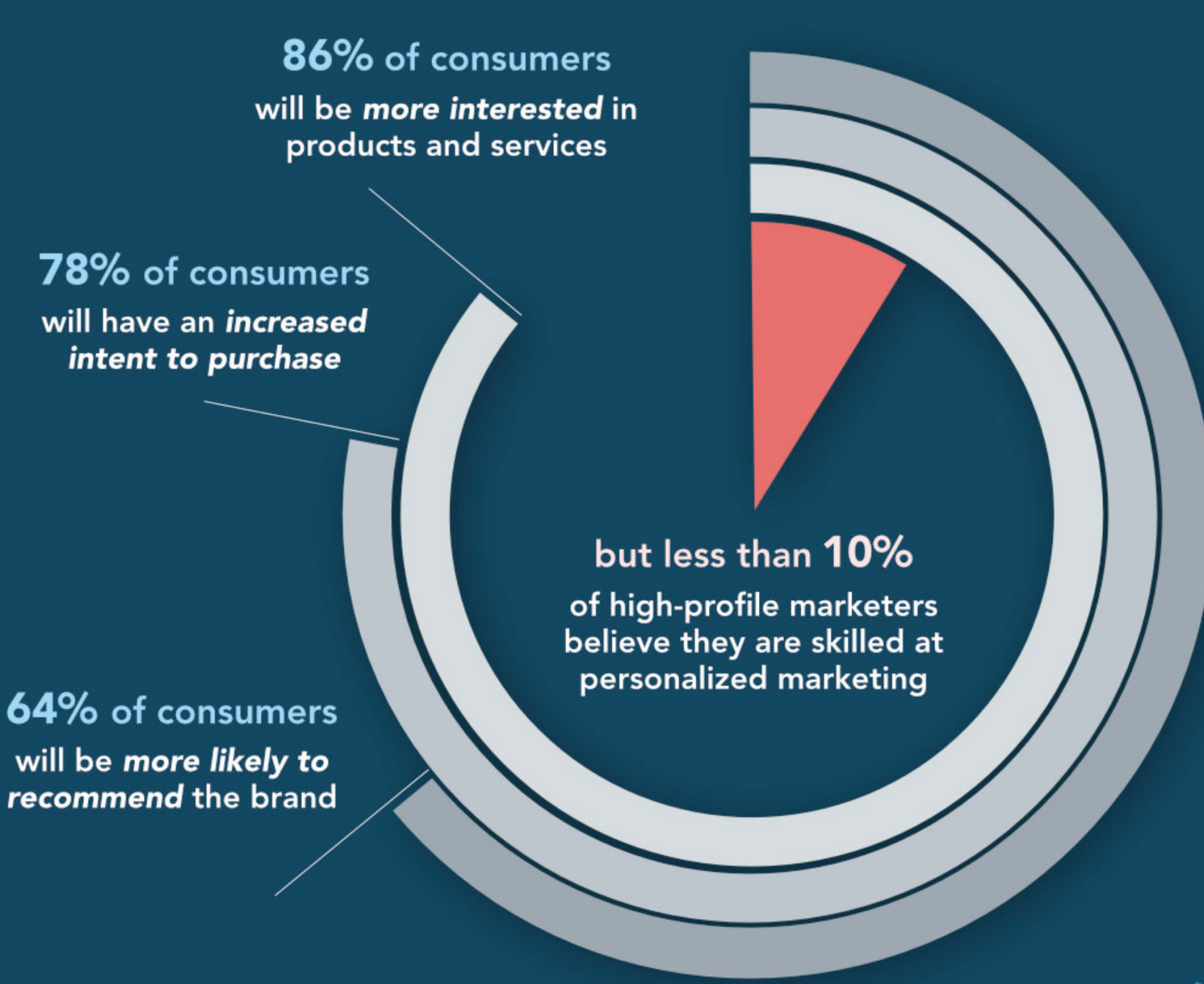


only **23%** of marketers claim to have a customer-centric organizational structure

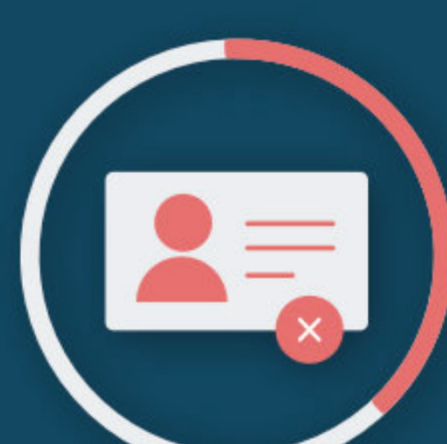
By the year **2020** customer experience will overtake price and product as the key brand differentiator



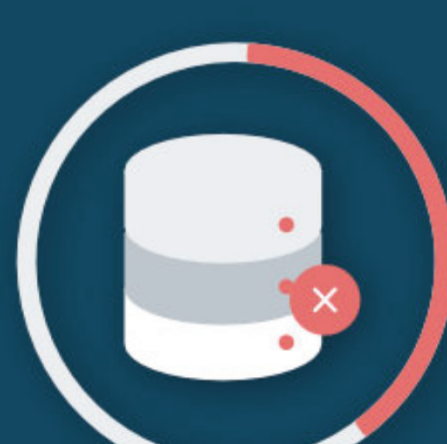
What is the impact of personally relevant messaging?



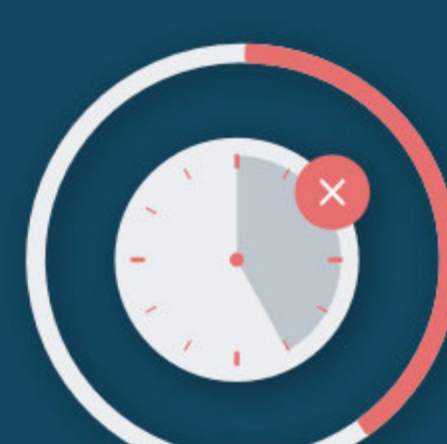
What are the top 3 issues marketers face with personalized marketing?



38% report not having accurate data



39% say they don't have enough data

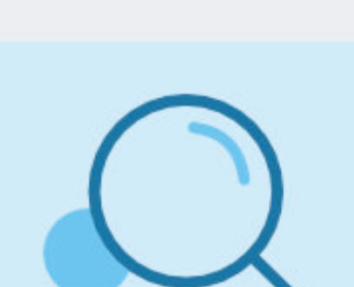
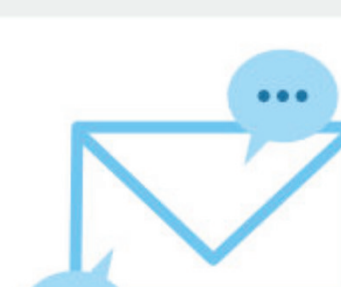


40% don't gain insights quickly enough

So what's the solution?

EMAIL VERIFICATION

Validate email addresses to eliminate hard bounces, reduce spam complaints, and minimize fraud.

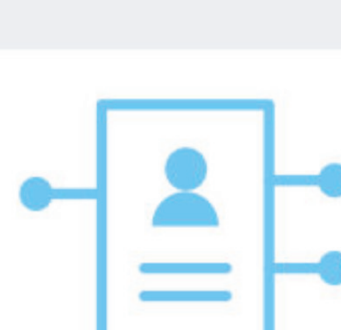


IDENTITY RESOLUTION

Unify your customer's fragmented information into one complete identity allowing for seamless communication.

DATA ENRICHMENT

Append your contacts with social, demographic, psychographic, affinity and interest data.



SEGMENT + PERSONALIZE

Filter and segment your email list to deliver the right messages to the right people at the right time.

SOURCES

<https://marketeer.kapost.com/customer-experience-marketing-stats/>
<https://www.walkerinfo.com/Customers2020/>
<https://www.onespot.com/tools-resources/2017-year-content-personalization-heres-why/>
<http://www.cmo.com/features/articles/2015/2/18/mind-blowing-stats-personalization.html>
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