

# CUSTOMER-RELEVANT MARKETING



How to identify your audience, leave great first impressions, and build deep relationships.



# THE RISKY BUSINESS OF MODERN MARKETING

Finding and connecting with the ideal customer is tricky; everyone has high standards and short attention spans. But with a few tips from the dating world, today's marketers can dramatically improve their chances in a competitive landscape.

## SUCCESS FACTORS

- ♥ Find common ground
- ♥ Be memorable
- ♥ Know your next move

## THE GOAL

A lasting relationship that lets you focus time, energy, and (marketing) dollars on the right person at the right time.



# THINK YOU'RE READY?

But how do you know when to bring your A-Game and when to casually move on? Here are the three critical dating tactics that can help a marketer weed out bad prospects and make a connection with the best ones:

## 1. Identify Your Audience

Take information about your best customers and extrapolate it to identify which types of people find you the most attractive.

## 2. Nail the First Impression

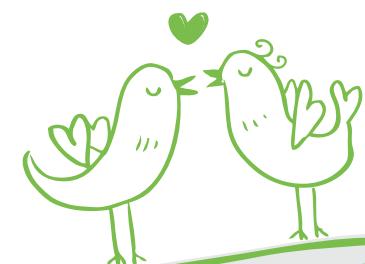
Focus more effort on those who've displayed an interest and dig more deeply into what really moves them. Then use what you know to craft an introduction.

## 3. Build a Deep Relationship

True love is not "won and done." Neither is marketing. Once you have a match, you need to know which steps to take to deepen your understanding, stay interesting over time, and build a mutually loving relationship... or at least a lasting one.

### AN OMNICHANNEL DMP: YOUR TRUSTY MATCHMAKER

The most successful marketers don't tackle customer-relevant marketing alone. An authoritative identity provider combined with an omnichannel data management platform (DMP) is like a thoughtful, well-connected matchmaker who understands you, your prospects, and what makes a great match.



# STEP 1: IDENTIFY YOUR AUDIENCE

Traditional marketing campaigns target consumers as large homogeneous groups, utilize “one shot” marketing blasts and can only measure group-wide results, not individual behavior.

**TODAY'S TECHNOLOGY GIVES  
MARKETERS SCOPE AND PRECISION,  
SO THEY CAN MAKE CAMPAIGNS  
MORE UNIQUE AND RELEVANT.**

The goal is not just to reach more people, but the right people (i.e. those with the highest value for your company). Onboarding your data into an omnichannel DMP is what allows a company to model the ideal audience, take action and actually reach interested consumers.



# UPDATE YOUR LITTLE BLACK BOOK

**Is your CRM working for or against you?** Marketers rightfully assume that CRM data is their best asset. After all, it contains “real contact” data from past customers. However, over-relying on CRM data can cause major blind spots if you’re looking to create a complete, accurate, and up-to-date picture of your customers.

## CRM DATA IS IMPERFECT IN MANY WAYS:

**IT'S FRAGMENTED:** Customers interact with a lot of companies and only give each a few pieces of their information.

**IT'S OUTDATED:** CRM data is static. Unless a customer proactively updates information, a business's CRM data becomes outdated as soon as the customer moves, changes phone numbers, etc.

**IT'S INACCURATE:** A lot people give incorrect information about themselves, whether through an innocent typo or a deliberate attempt to avoid being contacted.

**IT'S INCOMPLETE:** There is a whole universe of on and offline data that you can only access through the right data partner.

**IT LIMITS YOUR OPTIONS:** If you rely exclusively on your own CRM data, you'll never meet new customers. Simple as that.

## USE THIRD PARTY DATA TO UPDATE YOUR CRM

Would you try to find a date by flipping through your high school yearbook? If not, then don't expect an outdated CRM to find you great customers.

Like a killer dating app, the right omnichannel DMP takes your first party CRM data, weeds out the outdated prospects, pulls from a universe of new choices, and presents you with a fresh list of viable prospects.



# STEP 2: DON'T MAKE THE WRONG FIRST IMPRESSION

Without the right tools to deliver relevant, personalized messages, marketers are like bad dates. Their jokes fall flat, their stories aren't memorable, and they just don't come across as very exciting. And because they can't get it right, they often resort to a "one size fits all" approach (here come the chocolate and roses again).

An Omnichannel DMP like Neustar's PlatformOne lets marketers find the right customers AND deliver more relevant messages. It does this in three ways:

## 1. By Filtering Your Matches

Let's say you use an online dating service. It matches you with 25 potential dates, but you're most interested in connecting with people who love Barcelona, your favorite city.

## 2. By Defining Your Customer Profile

The dating service acts like a DMP, and narrows your results down to five people who are most likely to love Barcelona. In addition, you notice a trend: of these five, most prefer daisies to roses.

## 3. By Making Your Next Move a Winner

Now when you plan a date, you can pick Spanish food with confidence and bring daisies instead of roses. This is customer-relevant marketing at work.



# STEP 3: BUILD A DEEP RELATIONSHIP

You wouldn't date someone based on how well you get along online, and a great DMP doesn't just measure online activity. The best marketers seek an omnichannel DMP that tracks activities—offline as well as on—so they can continue to deliver the most relevant messages on the most impactful channels over time.



# ACCURATELY ATTRIBUTE SUCCESSES

Stop playing the numbers games and start playing to your strengths. An omnichannel DMP gives marketers closed-loop attribution so they can link sales to previous activity across stores, call centers, desktop computers and mobile devices. This tells a marketer which tactics worked best, and on which types of customers. This, in turn, allows you to:

## MEASURE & PLAN FOR THE FUTURE

Love is immeasurable. But in marketing, measurement is everything.

Here are some big-picture questions that a great DMP can help answer as you build your customer relationship:

**Q: How are things going?**

**A: Track and compare progress for on and offline campaigns.**

**Q: What do they like about you?**

**A: See which campaigns are performing the best.**

**Q: Are things going well?**

**A: Identify which channels aren't working for you, and change or stop these campaigns more quickly.**

**Q: What should you do more of?**

**A: Find your successes so you can repeat and improve upon them.**

**Q: What about those little things that only matter to you?**

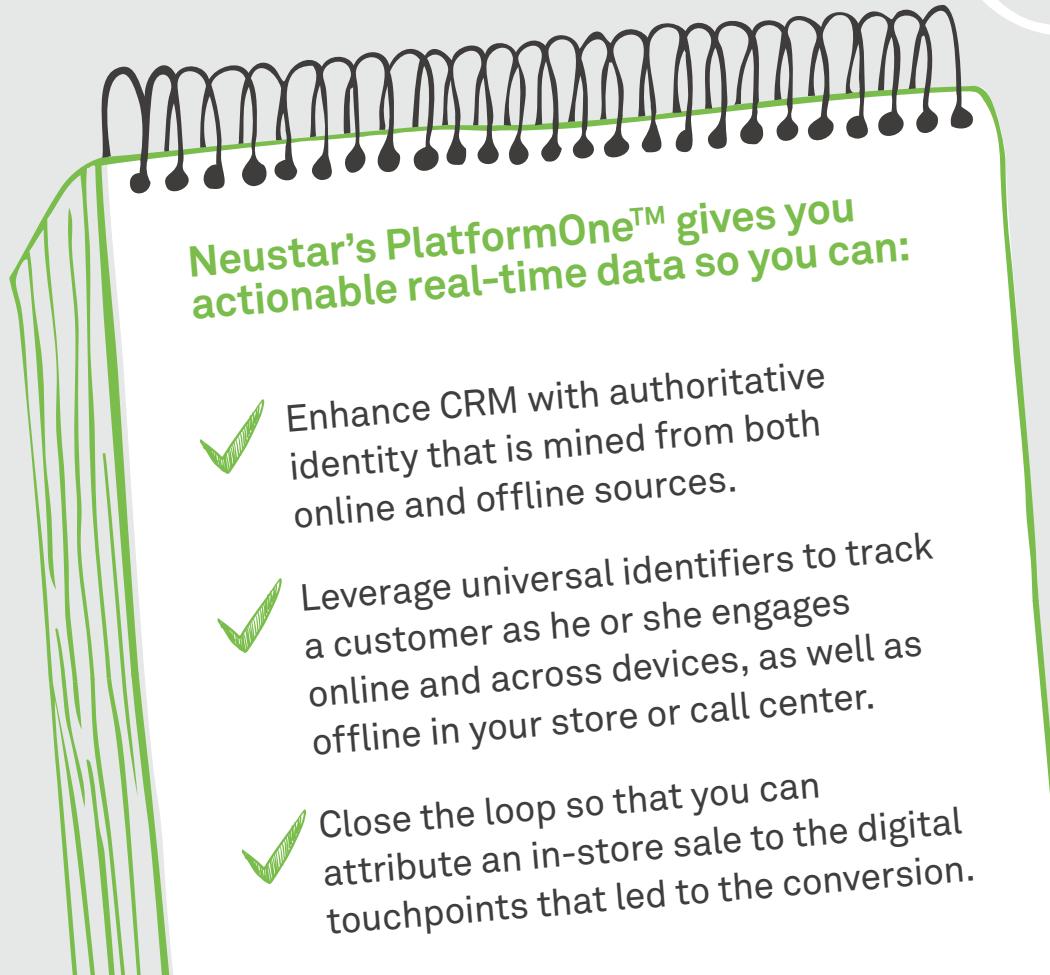
**A: Track custom indicators, upload your first party data, and create custom analyses that tell you if this is the right match for you.**

# HAVE IT BOTH WAYS

An omnichannel DMP lets marketers have it all:

**Play the field**—meet a lot of new customers and woo them with the right messages

**Build long-term relationships**—engage existing customers to appropriately upsell and accurately re-market to them



Neustar can help you write your omnichannel love story.  
For more information, visit:  
[www.neustar.biz/marketing-solutions](http://www.neustar.biz/marketing-solutions)