



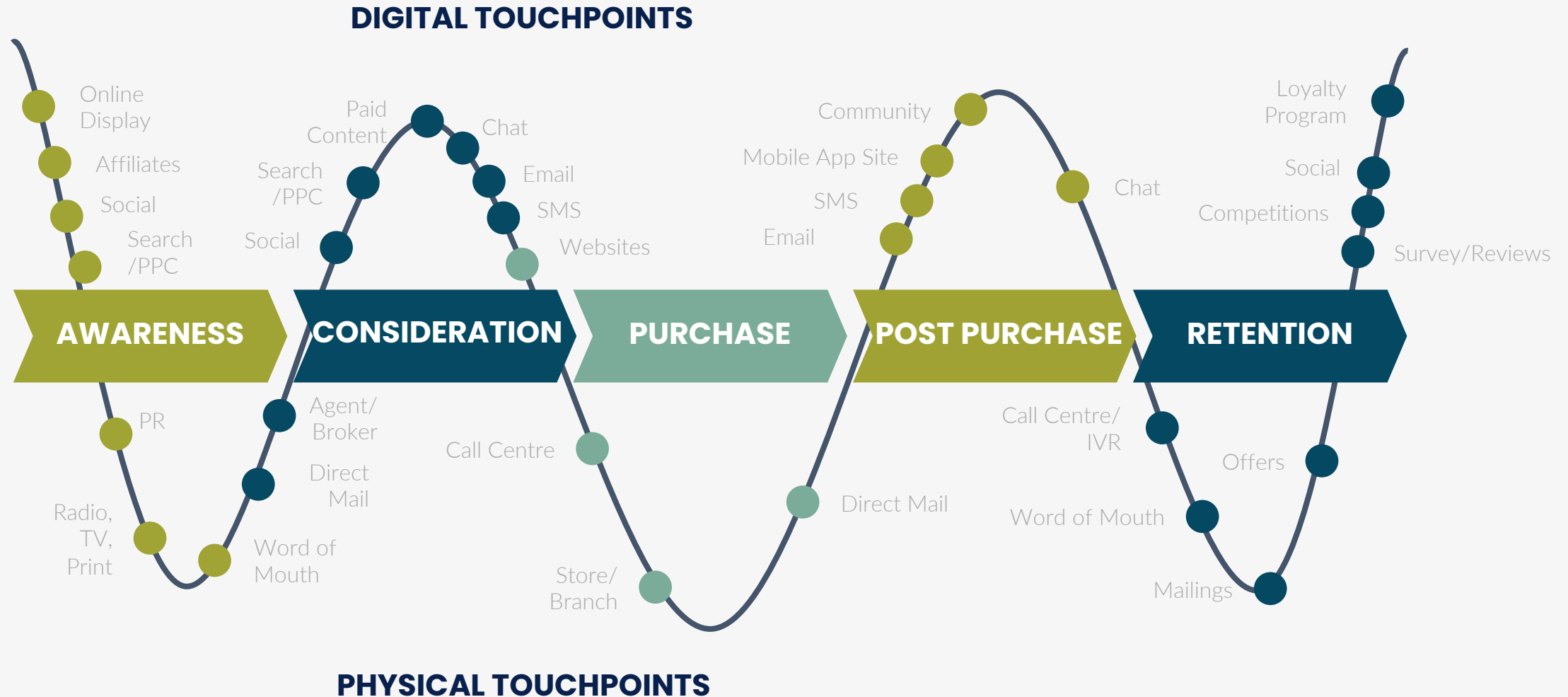
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How insight on customer journeys drives growth

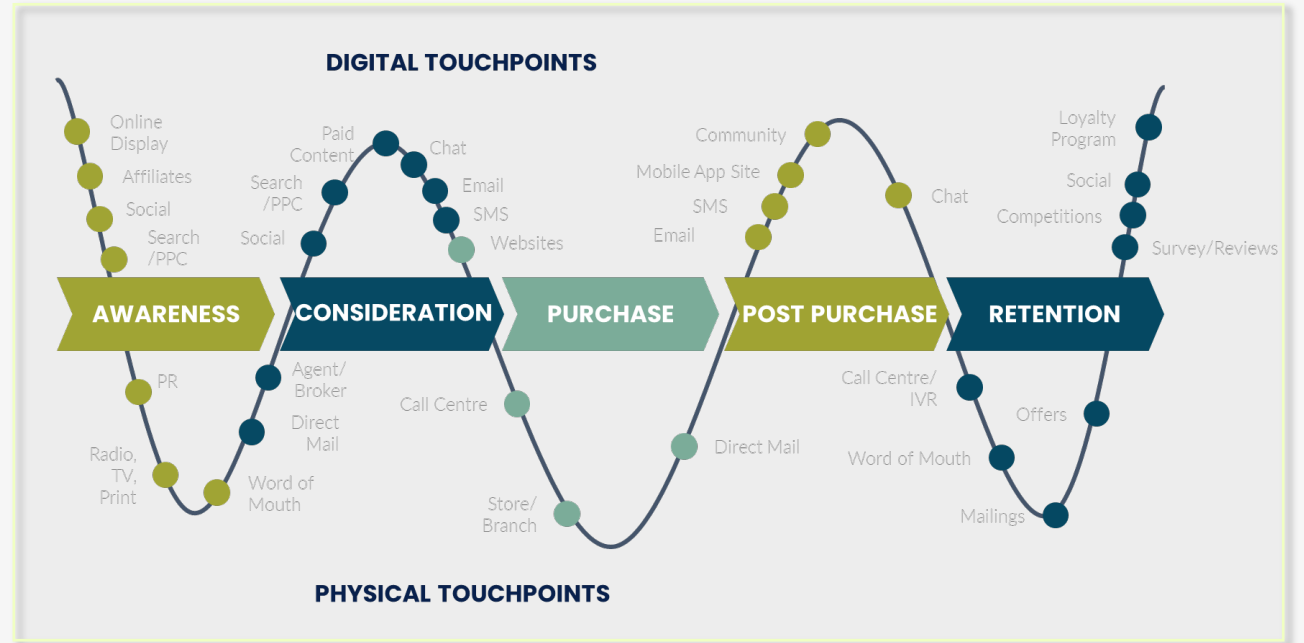
June 2023

Customer Journeys – individual routes to purchase & beyond



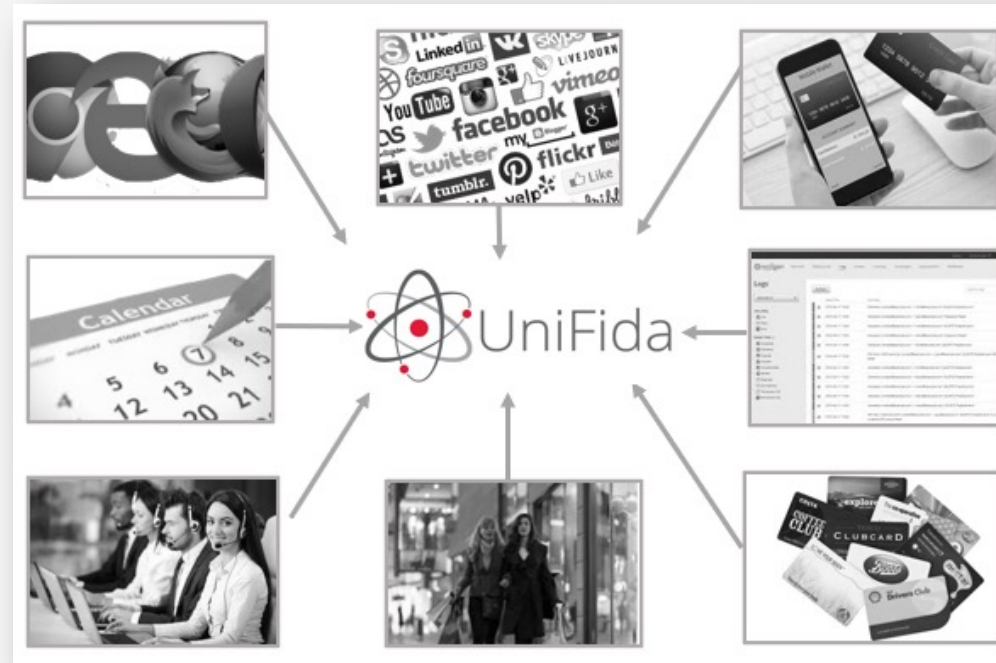
Customer Journeys – why?

- It's customer-focused
- 'In the market to buy' intelligence
- No one size fits all
- Relevance
- Timeliness
- Efficiency



More efficient and cost-effective marketing

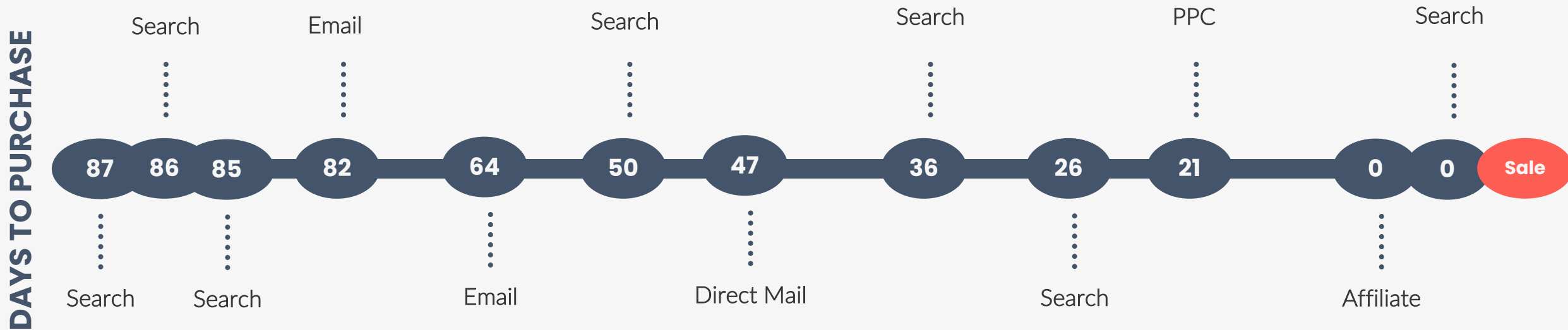
Accessing complex multi-channel Customer Journeys



Link all the online and offline journey steps together inside a customer data platform

Everyone is on their own journey

Example individual path to purchase: 'Email' means a click-through from an email to the website

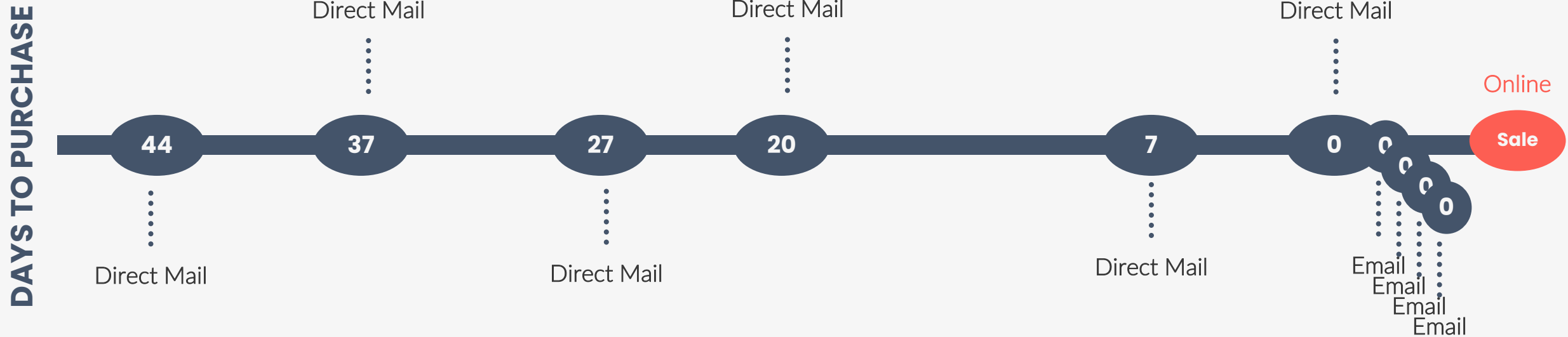


Aiming for the most cost-effective conversion – the art of the possible:

- Personalise website
- Abandoned browsing & triggered comms.
- Empower call centre with journey details
- Attribute sales correctly to optimise budget
- Balance the media mix to boost conversion

Customer Journeys reduce cost per sale

Example individual path: An existing customer's touchpoints – no digital activity, numerous mailings, converted on an email



Identifying over-mailing, more cost-effective channels and better timing

Customer Journeys increase conversion

Example individual path: An existing customer's touchpoints – website activity, numerous email interactions, social click-throughs

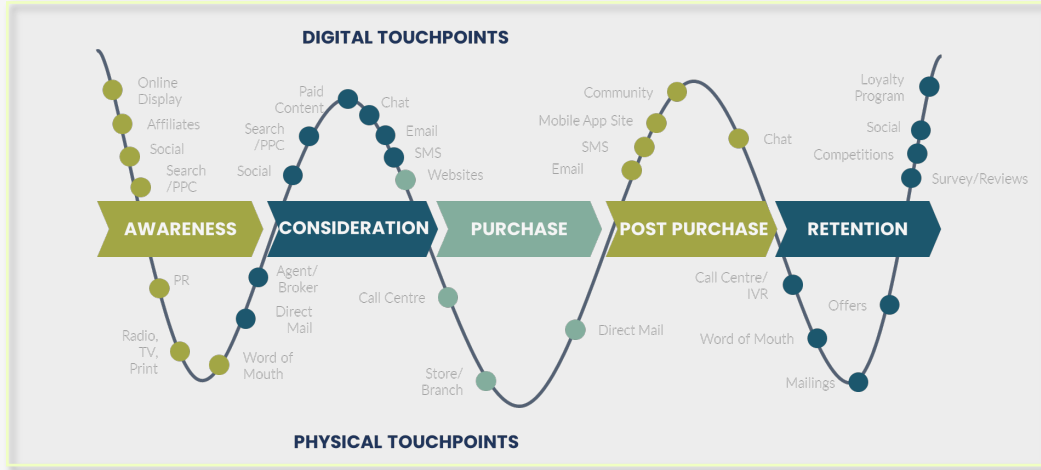


Working the sales funnel – e.g. use insight from social click to be more relevant in emails

What's needed to improve Customer Journey conversion?

- Most Customer Journeys don't convert
- We need to improve the odds
 - Join up the online and offline data by individual
 - Evaluate marketing effectiveness using sales funnel attribution
 - Analyse Customer Journeys
 - Use the insight to activate strategies
 - Test and learn

Customer Journeys drive growth



Avoid:

- Wrong timing
- Wrong message
- Expensive channels to existing customers
- Emails not closing
- Over-contacting
- Under-contacting
- Losing potential sales
- Inaccurate attribution & reporting

Avoid wasting budget and time



Insight



Effectiveness



Growth



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Thank you

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