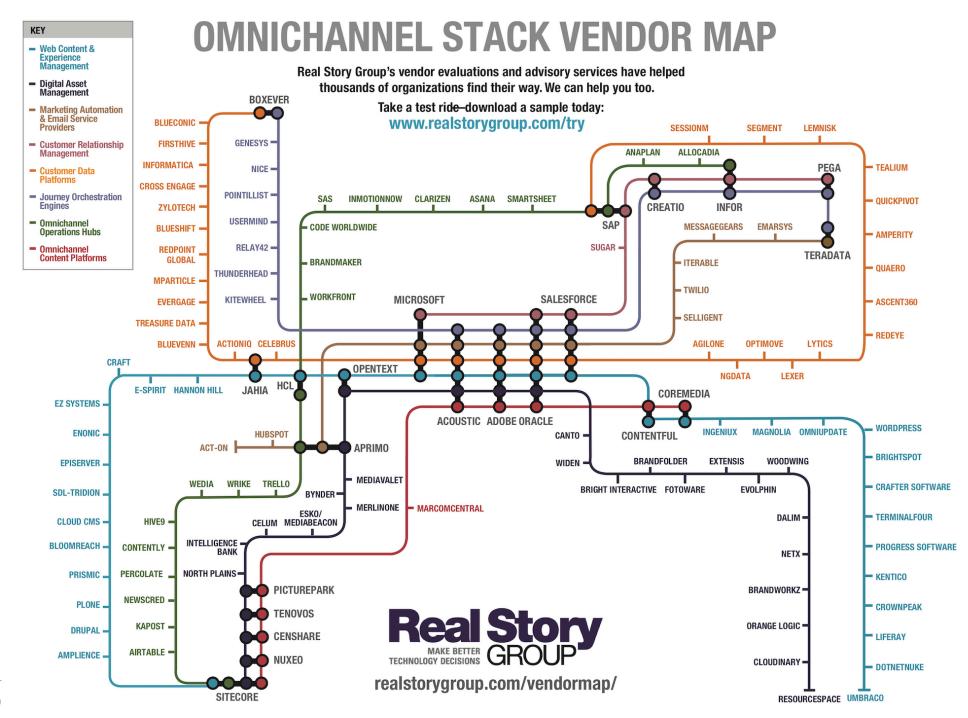
### Why Now is the Time to Rethink Your MarTech Stack

July 29, 2020

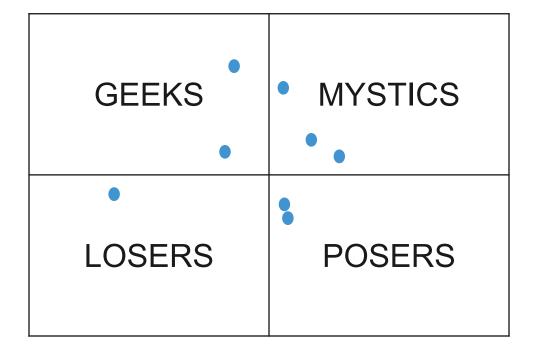
<u>linkedin.com/company/realstorygroup</u> <u>www.realstorygroup.com</u>







### How RSG Is Different...

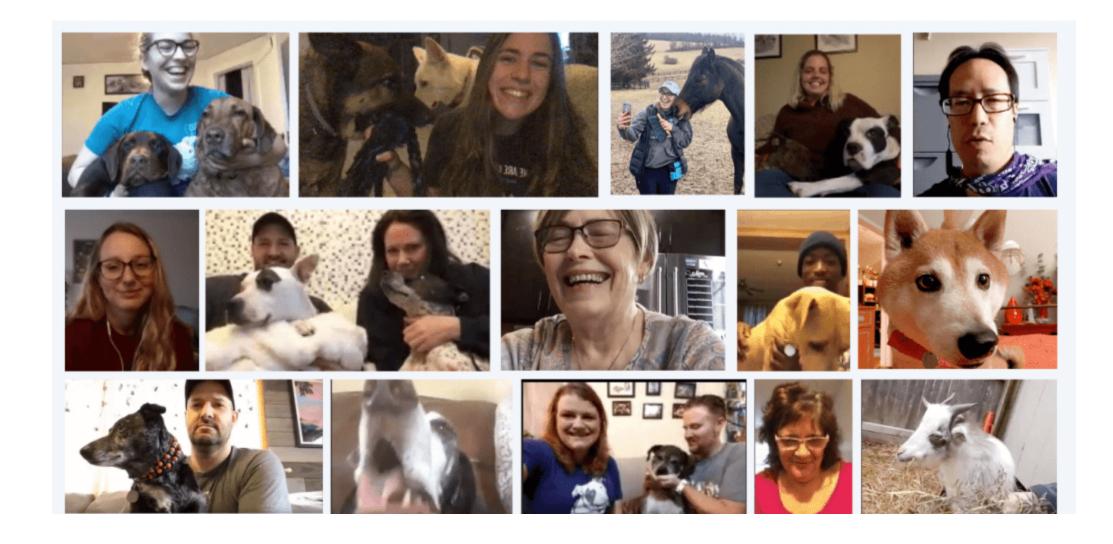


"the mystical quadrant"

### How Does RSG Know What We Know?



### How Does RSG We Know What We Know Now?



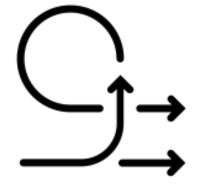
# Four Key Themes Emerging from Crisis



1. Acceleration

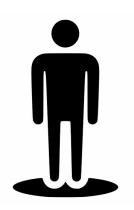


2. Flexibility



3. Efficiency





#### Theme #1: Acceleration



- Sharp uptick in ecommerce...everywhere
- Arbitrary spikes in info / services / support requests
- Need for faster tech decision-making
- Exposes Customer Data Management inadequacy
  - Poor fit on early impulse buys
  - Enterprise integration
  - Omnichannel relevance?

## Do we have the right-fit tools?



# FIRST PARTY CUSTOMER DATA **Profile**



**Mobile Activity** 



**Customer Survey** 



Product Interaction



**CRM Records** 

Social Activity



Web Activity



**Event Data** 



E-Commerce



**Email Activity** 

#### **SECOND & THIRD PARTY DATA**



Statistics



**Demographics** 



Income



Weather

√⊜ Data Exchange



Occupation



Ad Data



Interest / Intent



Firmographics



Geography / Location

#### **CUSTOMER DATA PLATFORM SERVICES**

**Customer API** 

**Device Stitching** 

Data Enrichment

Relationship Graphing

Segmentation

**Event Handling** 

**Rules Activation** 

Data Cleaning / ETL

Other....

#### **OMNICHANNEL ENGAGEMENT**



Social



Site Personalization



Messaging



Voice



CRM



Customized **Emails** 



**Ecommerce** 



Call Center

#### TARGETED ADVERTISING









#### **LOCALIZED ANALYTICS**



**Predictive** Modeling



**Statistics** 



Dashboard & Visualizations

**RETHINKING CDPS...** Copyright © 2020 RSG

#### FIRST PARTY CUSTOMER DATA



Profile





Mobile Activity





Customer



**Event Data** 





E-Commerce



**Email Activity** 

#### **SECOND & THIRD PARTY DATA**



Statistics



Demographics



Income

Data Exchange



Occupation





Ad Data



Interest / Intent



Firmographics



Location

#### **ENTERPRISE DATA FABRIC**

**Processing** 

Unification

**Enrichment** 

Compliance

Graphing

Rules

**Data Cleaning** 

ETL

Other....

#### **CUSTOMER DATA PLATFORM**

**Customer API** 

Graphing

Segmentation

**Event Handling** 

Personalization

Other....

### Social



**OMNICHANNEL ENGAGEMENT** 

Site Personalizat'n





Customized **Emails** 



CRM



Ecommerce



Call Center

#### TARGETED ADVERTISING









#### **LOCALIZED ANALYTICS**



Modeling

**Predictive** 

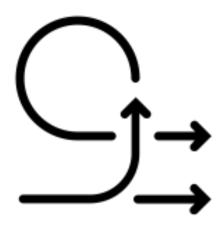


**Statistics** 

Dashboard & **Visualizations** 

**RETHINKING CDPS...** Copyright © 2020 RSG

### Theme #2: Flexibility



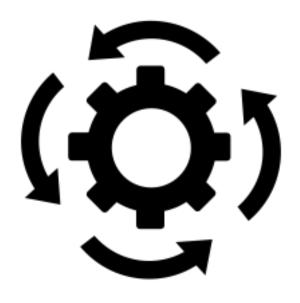
- Team Flex:
  - More tiger teams, less workflow
  - More product managers, fewer "business owners"
  - Less product acumen, more program acumen
- Shifting demand patterns
  - Showing up in different channels
  - Unusual activity spikes and dips
- Harder look at contract limits
  - API call volumes
  - Performance SLAs



### Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences

					00		36			
<b>▶</b> Ads	Web	Email	Mobile	Social	Print	Alexa	Chat	C Call	PoS/ F2F	IoT/ Product
Engagement Silo	Engagement Silo	Engagement	Engagement Silo	Engagement	Engagement	Engagement Silo	Engagement	Engagement	Engagement	<b>Engagement</b> Silo
Content	Content	Content	Content	Content	Content	Content	Content	Content	Content	Content
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data
Rules	Rules	Rules	Rules	Rules	Rules	Rules	Rules	Rules	Rules	Rules
Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics

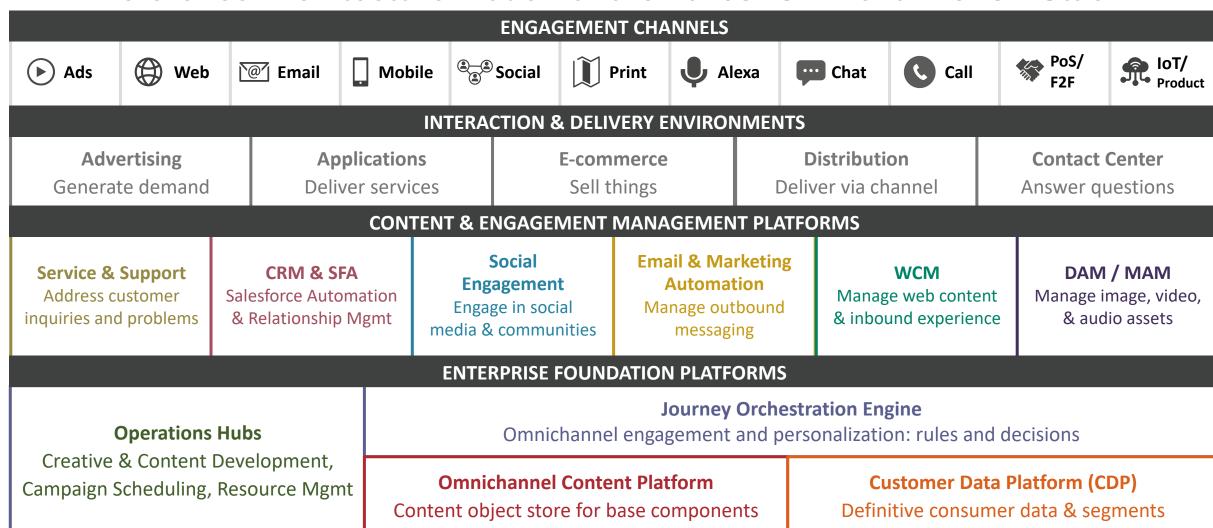
### Theme #3: Efficiency



- Stack redundancy
  - Multiple platforms that seem to do similar things
  - Services- and capabilities-analysis
  - Resisting calls for vendor unification
- Starker look at Marketing Attribution
  - Digital media spend not as traceable as we'd like
  - "MAdTech"
  - Growing recognition that attribution is less of a technical problem than data challenge
- Harder look at the content supply chain
  - Lack of necessary variants for personalization
  - Do we really need all the production value?
  - This theme will recur in #4...



#### Reference Architecture Model for the 2020s: Omnichannel CX Stack

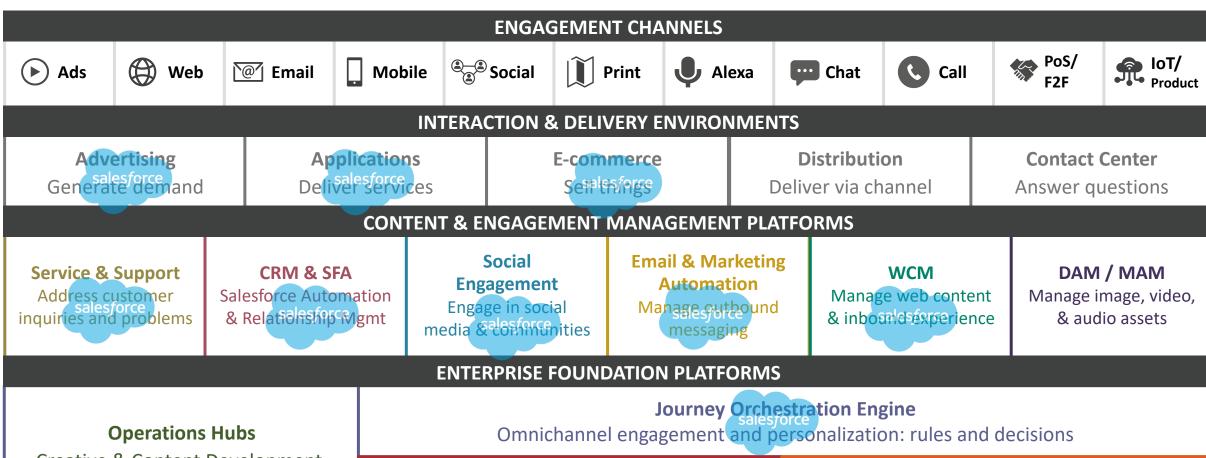


Intelligence Hubs: Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

CIAM: Customer Identity & Access Management, and SSO



### Single Vendor Tends to Mitigate Against Efficiency and Effectiveness



Creative & Content Development,
Campaign Scheduling, Resource Mgmt

#### **Omnichannel Content Platform**

Content object store for base components

### Customer Data Platform (CDP)

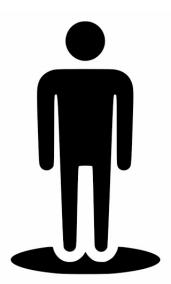
Definitive consumer data & segments

Intelligence Hubs: Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

CIAM: Customer Identity & Access Management, and SSO



### **Theme #4: Humanity**



- Primacy of human connections in an (mostly) digital world
  - Pets on Zoom calls
  - Imagine how our customers and clients are adapting
- Subtle but profound impacts...
  - Flattening internal hierarchies
  - Collaborators to the fore
  - Do we have the right Marketing / CX Ops platforms?
- Connecting with customer humans
  - More than feel-good advertising
  - "Customer Centricity" as prime transformation goal
  - Operational and technology silos no longer working
  - Content is central to Omnichannel CX



### **Customer Centricity...**







PoS/ F2F

Ads	Web	<b>Email</b>	Mobile	Social	Print	Alexa	<b>Chat</b>	Call	F2
						Y			FZ
ent	unt	ent	ant	int	ent	int	int	ent	int
F	eme	Ē	eme	eme	Ĕ	eme	eme	ů.	eme
Engager Silo	gage	ngagel Io	ngage	gagei	gagel	ngage ilo	gage	age	gagel
Eng Silo	Eng Silo	Eng	Eng	Eng Silo	Eng	Eng Silo	Eng	Eng Silo	Eng.

Omnichannel Operations: Cross-team collaboration and planning

**Omnichannel Content:** Single source of the truth for re-usable assets

Customer Intelligence: Analytics, reporting, and modeling

**Unified Customer Data:** Single source for definitive customer data & segments

**Journey Orchestration:** Omnichannel personalization and next-best-action rules

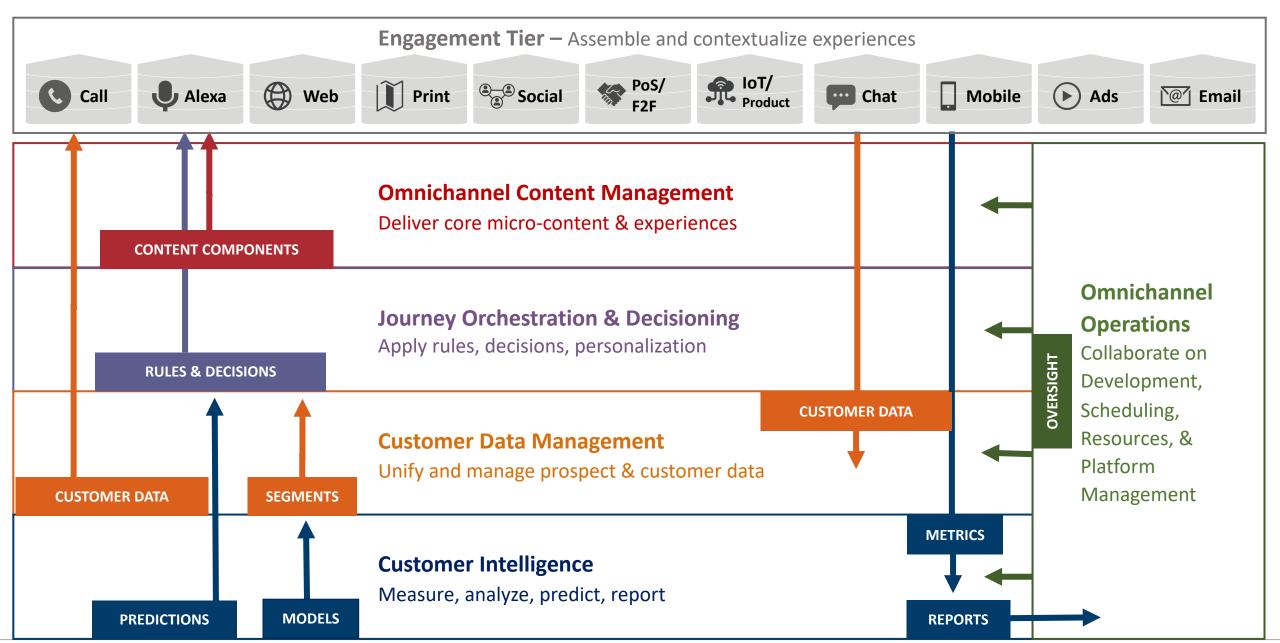
<b>Staff Sanity!</b>			
"They know me"			
Coherent interaction			
Story consistency			
Relevant options			

### Where Are the Gaps?



Average enterprise stack leader self-assessment in five capability areas, on a scale of 1 to 4. n=22 large-enterprise stack owners. Source: Real Story Group

#### **Omnichannel Services Reference Model**



# **Four Key Impacts**

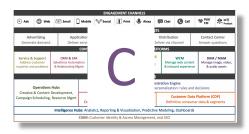
1. Customer Data Primacy, But...

2. Stack Rationalization ≠ Vendor Unification

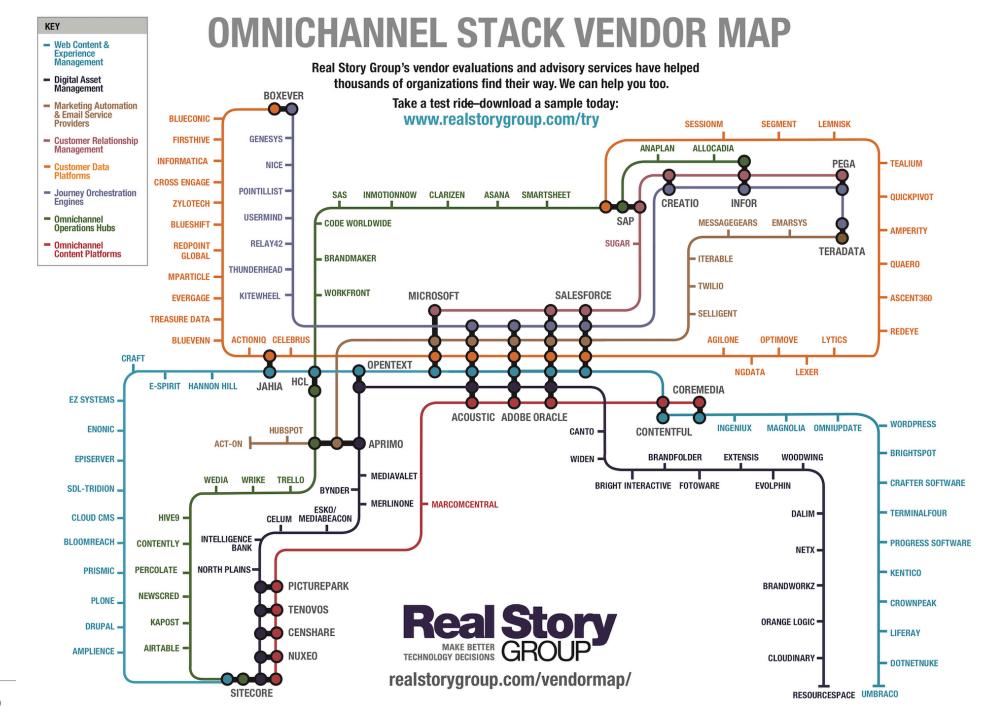
3. Stack Flexibility > Stack Rationalization .... also: Operations

4. Human-focus Means Starting with CX...









### Stay in Touch...



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