

Data-Driven Marketing: A New Way to Connect with Customers



Consumers' expectations are at an all-time high. Not only do they insist on response speed and persistence, but they also demand relevant interactions with brands across multiple digital channels. To give today's consumers what they want, marketers must have a better understanding of prospects' needs and motivations, which is where data comes into play.

In the past, organizations only had a limited view of their consumers, which thwarted their ability to facilitate one-to-one customer connections. With advances in marketing technologies, however, marketers are now able to gather valuable data insight to leverage to drive more personalized interactions.

According to a recent survey from Forbes Insights titled [Data Driven and Digitally Savvy: The Rise of the New Marketing Organization](#), organizations that leverage data are three times more likely than those that don't to say they have achieved competitive advantage in customer engagement (74% vs. 24%) and almost three times more likely to have increased revenues (55% vs. 20%).

Armed with a 360-degree view of their consumers, marketers can take a holistic and highly personalized approach to customer interactions across all digital channels, increasing their ability to meet customer expectations. Below are several ways in which marketers can use data to help support one-to-one customer engagement:

Personalize Web Interactions

Ever wonder how Amazon has garnered so much success? The company uses data to personalize consumers' shopping experiences. The retailer tracks a prospect's onsite behavior, then serves up promotional items and recommendations based on previously viewed products. Your organization can do the same by tracking consumers' browsing data, search terms, and site actions and using that data to personalize the user experience.

Customize Content

When it comes to content, there's no one-size-fits-all approach as no two consumers are alike. Google Analytics and marketing automation software provide you with valuable data that can help you personalize outreach to your customers. For instance, you can determine what email subject lines drive the most clicks or what consumer segment interacts best with long-form content. This data insight can then be applied to your ongoing content marketing strategy.

Discover Appropriate Channels

Not only does the data gathered from customer interactions give you valuable insight into what types of content your consumers prefer, but it also tells you which digital channels prospects favor. Whether it's email marketing or social media, connecting with buyers at the right moment via the right channel is the key to increased engagement.

Data is the key to improving customer engagement and facilitating a one-to-one buyer experience. By implementing a data-driven marketing strategy, organizations can truly understand what marketing actions consumers will respond to best while effectively optimizing their budgets.