Activating data across every advertising touchpoint

Top 10 FAQs

UNITED STATES
POSTAL SERVICE®

Data and marketing today

This FAQ discussion will focus on the increasing power of today's data and how to activate it across all advertising touchpoints.

More and more, marketers are turning their focus to data structure. Due to the growth of social media and programmatic ad buying over the last five to 10 years, the amount of unstructured data is at an all-time high.

This explosion of data is empowered by the ability to store and process more data in a shorter amount of time. Marketers now have the opportunity to gain valuable data-driven insights, but this comes with the added pressure to advance their skills and optimize data for better decision-making.

Let's get started.

What are the advantages of a holistic approach to data management?

Different departments within a company are often isolated from one another and struggle to share information. This can result in data silos, which make it difficult to uncover the whole story.

Taking a comprehensive look at all the data within a company would offer a deeper understanding of how customers experience the brand, from beginning to end.

Organizations that are able to dismantle silos through a holistic approach are better equipped to create continuity of their data, and ultimately, a more seamless customer journey.

Why are marketers claiming more ownership of their data?

—

In today's world, customer behavior is increasingly complex because customers move rapidly between multiple devices. Reaching these customers at the right time with the right message isn't easy, but unified profiles can help.

Creating a highly personalized shopping journey requires a thoughtful strategy, one that incorporates unified technology, data, and a single 360-degree view of the customer.

In the world of digital advertising, marketers need to lay a secure foundation to achieve the best results. They need data ownership.

What is a unified customer profile?

___

Building a solid foundation starts with a holistic, unified view of the customer

A unified customer profile (UCP) is designed to reduce gaps in behavior by monitoring an individual's activities across every device and channel. For best results, your information-gathering processes should monitor customers and prospects at every touchpoint.

This data is then compiled to provide a more complete profile of the individual. This immediately opens the door for more personalized marketing campaigns, built on finely targeted messaging and offers. A collection of highly accurate UCPs enables companies to better segment their contact databases and improve their methods for future targeting.
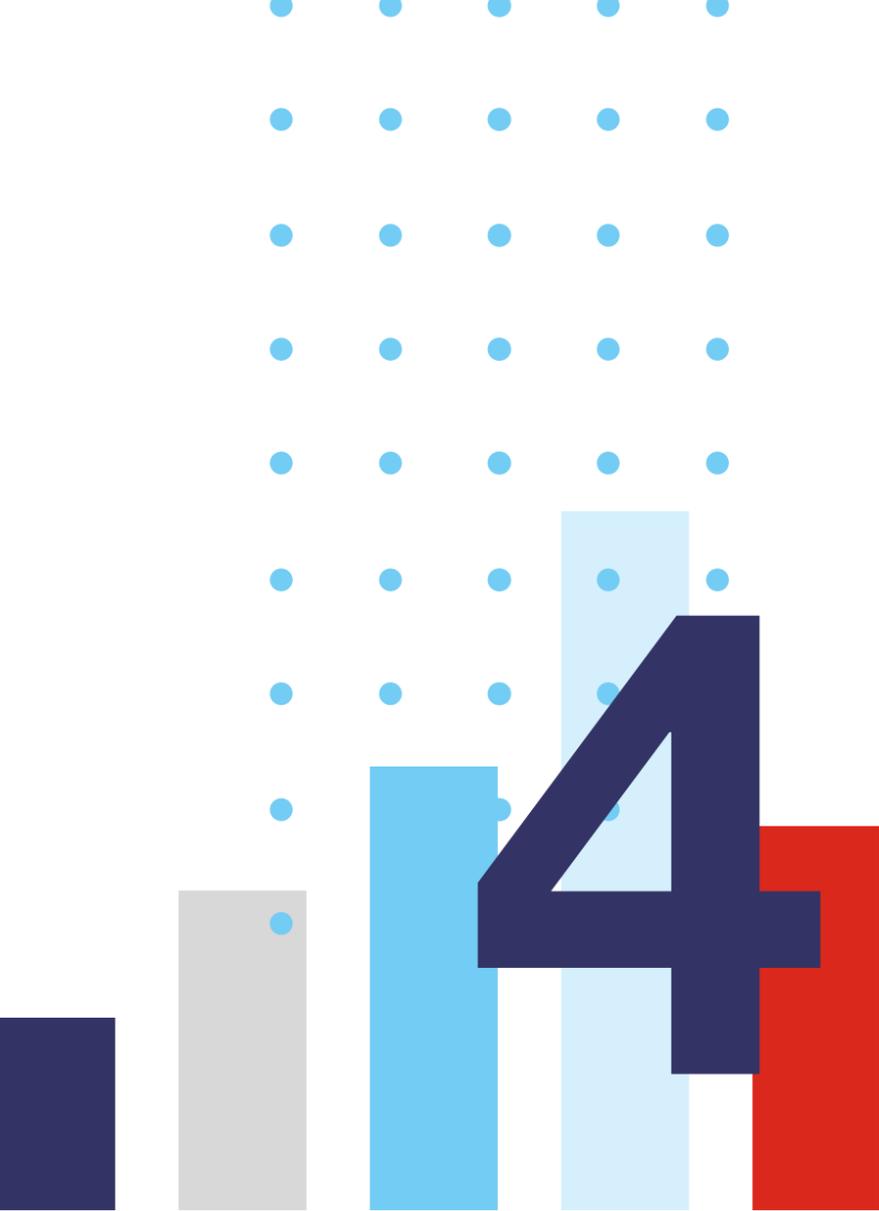
Three things you should know about how a customer profile is unified

---

① Profile management

Profile management identifies unknown profiles and those with anonymous data. It determines the most successful acquisition channels and develops look-alike models that can help grow the audience. It also defines known profiles, prospects, and customers with personally identifiable information (PII), such as email addresses.

You can use this information to seek out winning traffic drivers, defend against obstacles for revealing (such as form submits), and build scenarios that nurture high-value profiles.

Three things you should know about how a customer profile is unified

___

② Strategic data usage

Compliance legislation has strengthened data privacy, placing it firmly in the hands of the consumer. For this reason, you may have a lot of anonymous unknowns. But the "point of reveal" can tell you a lot. This is the critical moment when an unknown becomes a known. If you evaluate the newly revealed customer's behaviors, you can create a unified profile to compare with other unknowns and better understand your data ecosystem.

Making the most of the data you have is key to increasing marketing ROI and driving more personalized messaging strategies. The customer data platform (CDP) tech vertical was created for this reason.

Three things you should know about how a customer profile is unified

➌ Personalization

Personalization is the top motivator inspiring marketers to pursue profile unification within their organization. Customers expect you to know who they are and how to engage with them using relevant brand content. When they give you permission to market to them and submit their PII, they trust you to use it wisely.

If your business interprets the customers' digital footprints and can make meaningful connections across their whole customer journey, then you're equipped to create a powerful targeting strategy.

Phases of a customer profile

As our understanding of the customer grows, so does the ability to personalize their experience.

Unknown + indirect

Complete strangers.
Customers we find in your community or through an internet search.

Unknown + direct

Customers we know how to reach but don't know anything about.
Customers we see at a local networking function.

Point of reveal | PII captured

Known + indirect

Customers we know but don't know well.
Acquaintances we have met informally.

Known + direct

Customers we know well and know how to reach.
Prospects we have a current relationship with.

How do unified data and profiles improve marketing investments?

Now that we've discussed the benefits of unsiloed data structures and unified profiles, let's consider how these strategies can work in unison. An optimal system is integrated from the top of the customer funnel all the way down to loyalty efforts. It requires a great deal of thought and coordination, but when done right, it results in high returns.

A unified system includes identifying media opportunities across the customer journey, passing a prospect over to customer relationship management once a profile has become "known," and monitoring all this activity through integrated reporting to inform the next best actions. When all those pieces click into place, you can optimize budget spend and ultimately bolster your brand reputation.

Where is the greatest value for the customer?

Fulfilling customer needs at just the right time is crucial. This requires an advanced understanding of customer behavior at every touchpoint across every stage in their journey.

This is accomplished through user data—specifically, how well you collect and measure data. Whether it's through direct mail list segmentation, form fills, or a combination of methods, all data collection helps you learn more about your users and deploy highly personalized experiences throughout your marketing campaigns.

How can marketers connect physical and digital channels?

If creating meaningful connections at every touchpoint is so important, how can marketers coordinate their efforts for maximum impact? The answer is an omni-channel experience, in which physical and digital channels work together to create a seamless path to purchase and beyond.

Direct mail plays an important role in this strategy. Integrating direct mail with the USPS® Informed Visibility® feature allows marketers to act on key trigger points across the journey. It also offers near real-time tracking data while your letters and flats travel through the mailstream. Tracking your mail campaigns from end to end can lead to greater efficiency by helping you plan, execute, and time your messaging across channels.
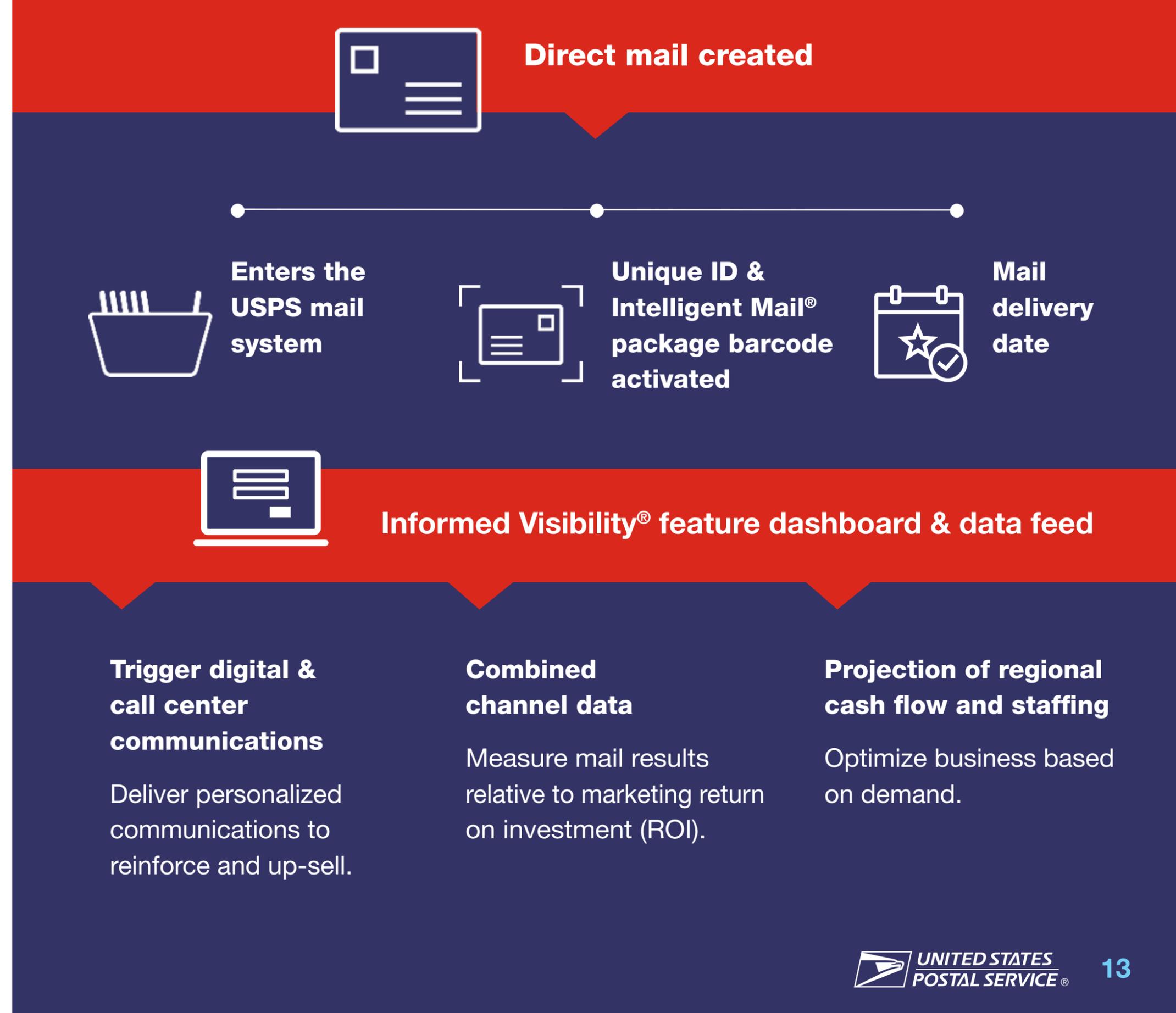
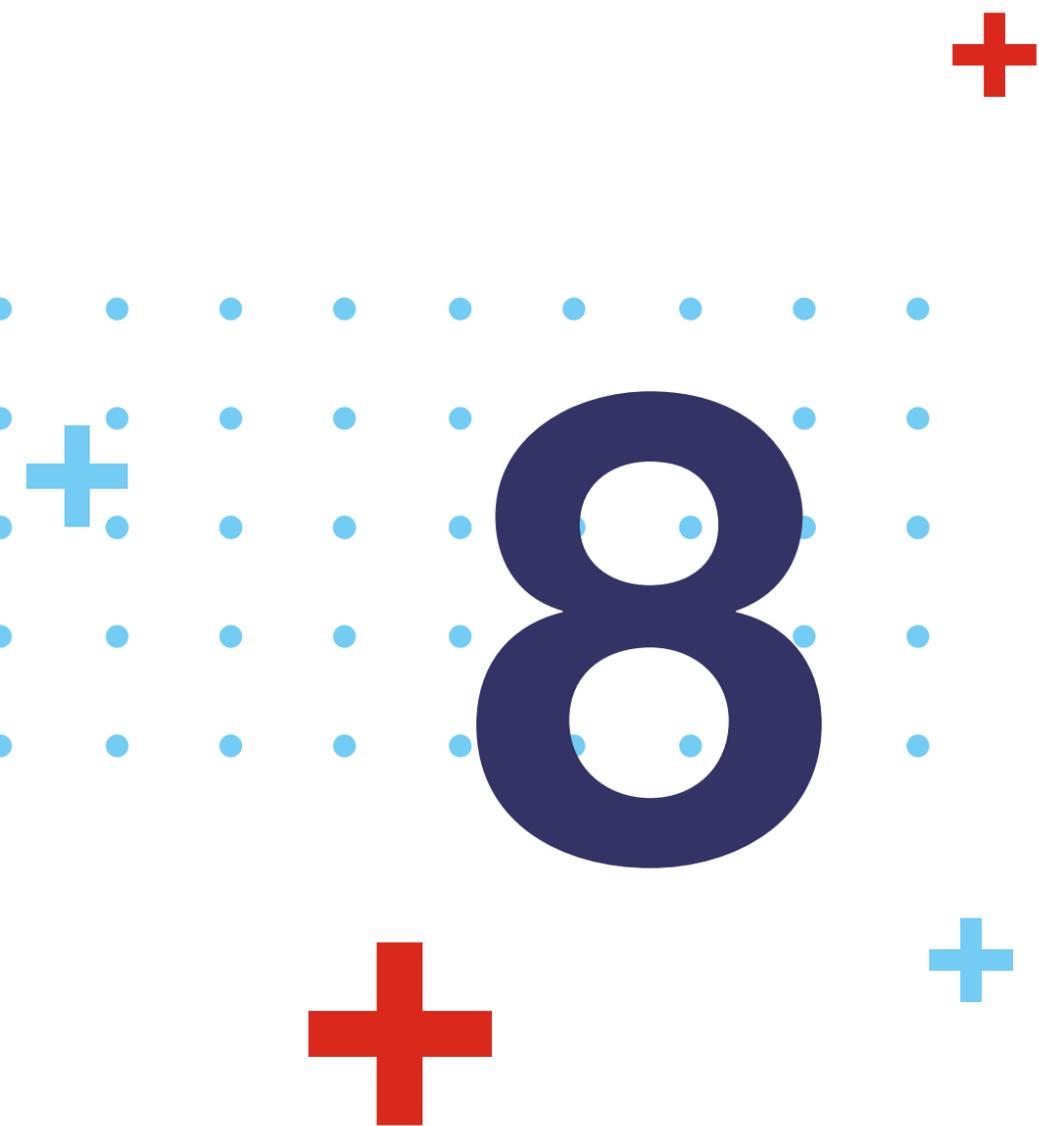Let's take a look at how the Informed Visibility® feature works.

How the Informed Visibility® feature works

With the Informed Visibility® feature, you can:

- Amplify your digital marketing efforts with the power of physical campaign data.

- Collect, analyze, and apply your data with a holistic approach that bolsters your marketing efforts.

- Identify what works, and use those insights to inform a tactical perspective.

Direct mail created

Enters the USPS mail system

Unique ID & Intelligent Mail® package barcode activated

Mail delivery date

Informed Visibility® feature dashboard & data feed

Trigger digital & call center communications

Deliver personalized communications to reinforce and up-sell.

Combined channel data

Measure mail results relative to marketing return on investment (ROI).

Projection of regional cash flow and staffing

Optimize business based on demand.

UNITED STATES POSTAL SERVICE®

8

What are the biggest challenges marketers face when merging physical and online data?

—

Back-end tagging and tracking for all properties is often the greatest hurdle. If you have more than one campaign in market and multiple websites, everything must be tracked using the same methodology. Developing an enterprise and universal taxonomy requires consistency and compliance from many parties.

As you move toward a connected data strategy, remember that this process takes time. Working to evolve your data flow and prioritize universal ID is a complex process, but the wealth of integrated insights you'll gain from this effort is well worth it.

9

How do marketers get started in this process of unifying data?

Start by evaluating data gaps. What does your current reporting reveal, and what kind of data could drive better decision-making? Asking these kinds of questions can help marketers develop a roadmap to a more valuable data inventory.

After accessing enterprise priorities and determining the necessary investments, a technical team can start on the tactical work of restructuring.
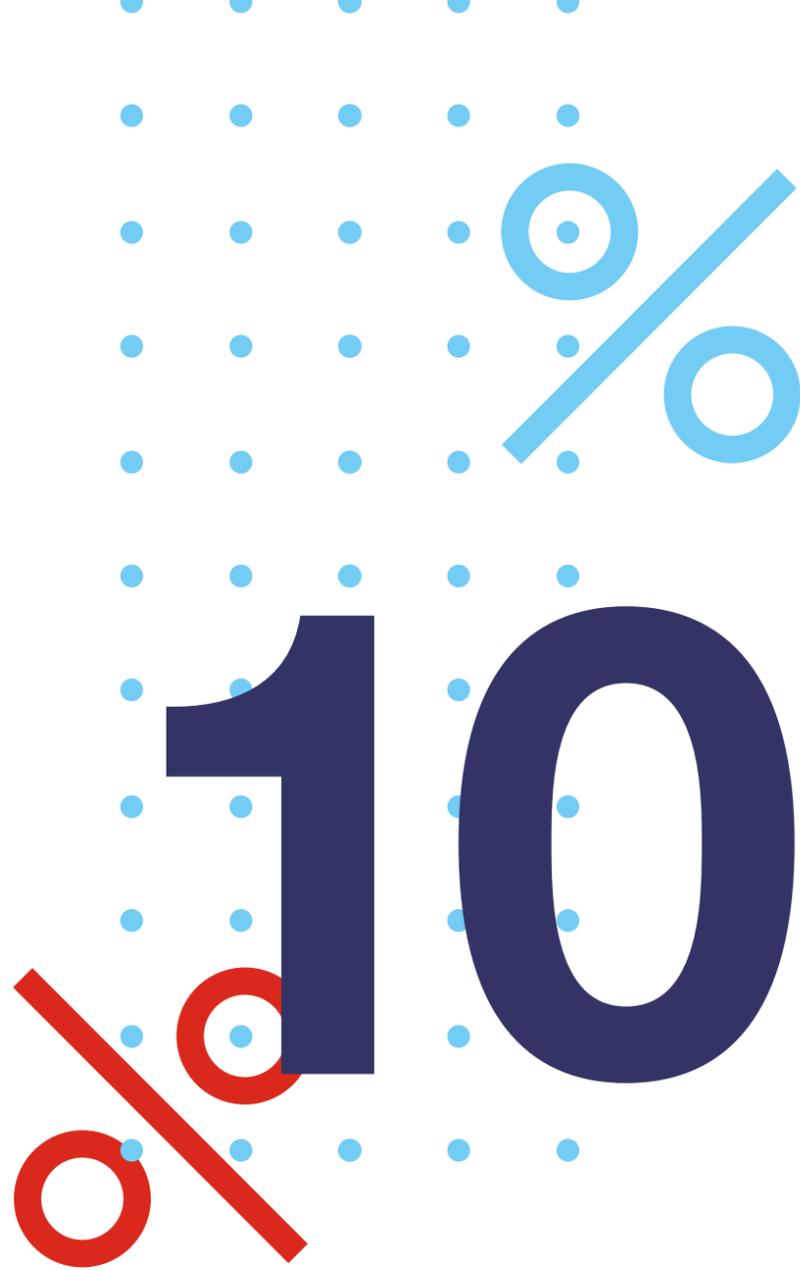
How can data structure support the bottom line?

—

ROI is contingent on business objectives. For example, if the objective is customer retention, you might seek out data on return customers, their lifetime values, and preferred methods for interacting with the brand. Examining trends and recognizing patterns related to different seasons, promotions, timing, and more can provide additional context. Interpreting data based on business goals can help you create an informed model unique to your business.

10

Key takeaways

- Data has a valuable story to tell, and a holistic approach can reveal much more about your customers.

- An effective data strategy provides a single 360-degree view of the customer.

- Unified customer profiles help marketers gather actionable insights across every device and channel.

- Personalization is at the heart of successful brand messaging.

- Strategic data insights can help personalize the conversation.

- An omni-channel experience combines the power of digital with the authenticity of physical.

- Direct mail enhanced with the Informed Visibility® feature can help maximize impact through near real-time reporting.

- Develop a unified data inventory to uncover a wealth of insights that drive better experiences across the customer journey.

UNITED STATES
POSTAL SERVICE®

United States Postal Service

Thank you