experian™

Is data quality impacting your response rate?

How to make your marketing fly

Table of contents:

Use your data to make campaigns fly

There are two sides to the marketing equation: the solutions you provide and the prospects and customers you target. Being blessed with a fantastic range of solutions won't get you far, unless you invest time in understanding your consumers.

Great marketers know that success depends on understanding customers and prospects in depth. Fortunately, this level of insight is possible for organizations that are savvy enough to harness the huge amounts of data that consumers now provide.

These organizations don't see data as a burden, but a business opportunity. The key is in investing time and resources to optimize your customer and prospect data to enable your business to take a targeted and relevant approach to marketing communications.

This white paper will help you to understand the barriers to overcome and explain how to develop a data strategy to ensure you're engaging with the right customers, with the right messages, to really make your marketing fly.

Accuracy

Barrier

The cruel and frustrating reality is that asking the basic question of how reliable your data is can be like opening a can of worms. Data stored in CRM (Customer Relationship Management) systems is usually shared across the business, which often leads to a lack of accountability around the accuracy of the data within it. With no ownership, databases decay and the insight they could provide rapidly evaporates. The longer this goes on, the more unreliable data becomes and the less confidence you can have that your messages are reaching the intended audience.

This is something that needs to be addressed because reliable data is vital for effective marketing communications. In our 2016 global data management benchmark report, we found that incomplete or missing data, outdated information, and duplicate data are directly undermining the ability of businesses to provide excellent customer service.

Build

Know your data: Knowing where the problems lie is the crucial first step to creating a strategy to tackle data issues. Test your data by asking yourself some key questions:

- Do you trust your data?

- How does data enter your organization?

- How often is your data cleaned?

It is important to understand where you are. Most data quality providers in the market will work with you to help you understand what your data looks like today and will be able to provide you with an idea of the possible uplift data quality solutions can provide. Knowing where you are today is a key component of building your business case.

Get buy in: Data affects every part of the business, from finance to HR departments to marketing. So, before you start any major data projects, secure buy-in from other parts of the business. Achieving this will be much easier if colleagues understand how accurate data will help them in achieving their day-to-day and longer-term objectives. Investing time and thought into sharing this understanding will pay dividends.

Invest in tools: Investing in data quality tools, which can help you capture data correctly and clean your existing database, within a data strategy takes away manual data processes, saving you valuable time while ensuring that the data being entered into your database is correct. Make sure that you make tools part of your data quality proposal and strategy.

Boost

A long-term data strategy will allow you to keep your data clean and up-to-date over time. This will ensure that all the communications you send out to your customers are reaching their intended destination. Benefits hit all of the sweet spots, including customer engagement, costs, and ROI.

Compliance

Barrier

Data compliance can be a headache, but it doesn't need to be if you know what you are looking for and have the correct processes in place. Compliance is not something you can afford to get wrong. Let's take the Telephone Consumer Protection Act (TCPA), which places tough restrictions on the use of telemarketing via automated dialers, mandates that telemarketers must receive prior written consent before robocalling consumers, and says that consumers must be able to easily opt out of receiving calls.

The financial consequences of noncompliance can be damaging to organizations. Companies found to be in violation of the TCPA can receive a fine of $11,000 per incident. Since its implementation in 1991, the Federal Communications Commission (FCC) has issued multi-million dollar fines against companies that have violated the TCPA.

As marketers, we can forget that databases doesn't just contain "data." They're full of personal information about our customers—people just like us. So failing to meet regulations can also have huge consequences on your business's reputation. If customers believe that you don't treat their data with integrity, then they're likely to find another company that does.

Build

By creating a data quality strategy you will be in an ideal position to take control of your data. In addition, this will make it far easier to plan and implement ongoing data governance policies so you can always be confident in the resources you hold.

This will help you to know with certainty those customers in your "do not mail" or "do not call" contact list. It means you won't inadvertently engage customers inappropriately, and inadvertently breach the TCPA or other regulations. As 56 percent of organizations believe human error is the biggest reason for bad contact data quality, using automated data quality tools will ensure your company captures contact information correctly.

Boost

By managing your data effectively, you will enhance your reputation with customers. Creating and constantly maintaining accurate and complete customer records allows you to:

- Avoid breaches to regulations, such as the TCPA

- Eliminate duplicate or inaccurate mailings to avoid wasted budget and customer complaints

- Build and maintain brand reputation

- Understand precisely who is on your database for more accurate business and campaign planning

- Stay up to date on changes in circumstances to ensure you only engage with contacts who can and will respond

Budget

Barrier

Budgets are always under pressure, but today more than ever you need to show that every penny you spend on marketing is driving leads into the business. You have to share the message that good data is good business, and that it delivers value to your organization.

Embedding this understanding at the C-level means that you will have to prove this value with the ability to measure, analyze, and demonstrate the impact on business initiatives. The takeaway: good data is an investment, not a liability.

Build

In order to improve your response rate and increase your ROI, you'll want to ensure that you're marketing to a clean, targeted pool of contacts. Contact validation tools work to clean up your address data and can be carried out before specific campaigns, leading to less waste on returned mail.

Prior to your communications, focus on validating the information that is important for the specific campaigns. If, for example, you're engaging with customers via email, then validating your email addresses needs to be a top priority. The tool you use should check for format, as well as ping the host server to ensure the email address you have on file is truly deliverable.

Having this insight and control over your data will demonstrate to business leadership that you are spending wisely and have the ability to make the most of the budget you have.

Boost

Knowing that all of your communications reach their intended recipients, you are now in a position to track and monitor your results effectively. This reduces waste and increases the efficiency of marketing campaigns, while also improving the likelihood that those customers will be interested in buying your products or services.

Happier customers, reduced costs, and increased returns really do speak for themselves and are powerful drivers for future data quality investments. And, with accurate measurements at your fingertips, you will also be able to fine-tune future marketing campaigns based on hard facts.

Insight

Barrier

Finding new customers is always more difficult and expensive than keeping the valuable ones you already have. But retaining customers isn't always as easy as it seems, often requiring a thorough understanding of their likes, dislikes, motivations, and behaviors.

Build

Profile: A good place to start is to define precisely what a valuable customer means to you. Is value based on revenue or your ability to grow your relationship with them?

If your data is accurate, you can overlay additional information sources and use segmentation tools to provide a deeper, richer understanding of your customers. By identifying an individual's demographic and lifestyle characteristics, you can better target, acquire, and manage a profitable customer relationship and improve business results.

Once you understand your customer in more detail by enhancing the record with a range of additional information like socio-demographic type, location, and communication preferences you can start to build up a picture of what your ideal customer really looks like. Then, you can actively target them in the right way.

Target: Now that you can see individuals, not just contact points, think about adapting your marketing activities based on whom you're talking to. Understanding your customers better means you can target them with offers that are more relevant to their needs and interests. Your time spent and marketing budget should reflect your investment in these activities too.

Boost

An increase in satisfaction will deliver more engaged customers, which in turn leads to an uplift in retention and acquisition.

Using data to inform a more targeted approach can demonstrate to customers that your organization understands them. Consolidation of this trust can then greatly strengthen the ability to cross-sell and up-sell to customers with products or services that they actually need and are interested in.

Time for take-off

The bottom line is that good data makes your life as a marketer more simple. It may seem daunting, and the first step can often seem the hardest. As a leading data quality solutions provider, Experian is here to make that initial leap into the space much easier.

Be the marketer you know you can be. Let us improve your contact data quality today.

Get a free trial