

Fireside Chat | [Customer Data] How to Validate Customer Behavioural Data to Align with Your Marketing Strategy



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We all use data in our work. How often do you use data analytics to make life decisions?

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- How does your organisation leverage data collection?
- How do we use and segment customer behavioural data?
- Future opportunities & pitfalls?

Customer Data Framework

- Data structure and uses cases should be thought of as 2 different concepts
- By thinking about Customer Data holistically, use cases can be developed by any department, while the data structure can support all without becoming siloed
- Departments across the organization can collaborate to be purposeful about filling gaps in available data

	External what another organization told us	Internal - Transactional what we know	Internal - Modelled what we guess	Internal - Calculated what we calculate	Internal - 1 st Hand what a person told us
Data Definition	Acquired from another company. Normally by purchasing, sometimes publicly available API (e.g. FedEx tracking)	Transactional data derived from existing business processes and systems	Proxy data we model when it is not complete for all records	Data we calculate based on other data values. There are simple calculations (e.g. total open pipeline for a customer) and complex calculations (e.g. dynamic segmentation of customers)	Data collected directly from the customer or partner. Examples include Marketing Form Data, Product Registration and data entered into CRM by a rep
Acquisition & Development Approach	<ul style="list-style-type: none"> • Search for vendors, evaluate quality • Multi-source for triangulation • Where possible subscribe, not one-time buys • Build automated processes to monitor density and frequency of field updates by vendor • Consider unstructured data (e.g. web scraping) with algorithms for structuring & QC 	<ul style="list-style-type: none"> • Identify transactional data systems and their suitability for use 	<ul style="list-style-type: none"> • Regularly review and improve algorithms which create proxy data • As External and 1st Hand data density improves, Modelled data scope should decrease 	<ul style="list-style-type: none"> • Simple calculations: develop as needed • Complex calculations: based on reliable calculated data (Dynamic Partner Segmentation is a good example) 	<ul style="list-style-type: none"> • For data areas with low density, or new data areas to be developed, build engagement experiences designed around Progressive Profiling • Requires alignment with multiple teams (e.g. Marketing, Sales, eCommerce, CX, Service etc)
Strategic Focus	Multi-source acquisition			Progressive Profiling	

USE CASES

Business forecasting
 Customer/Account acquisition
 Customer/Account re-acquisition
 Sales prioritization
 Marketing campaign targeting
1000's more...

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Key Takeaways

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Q&A