discovering your customers decision journey



Customers today aren't buying online or offline – they are buying from a brand. Every sales & marketing channel utilized in a buying decision plays a role in shaping the customers decision journey and brand experience.



the customer decision journey







implementing a big data strategy for sales & marketing



why sales & marketing fails in using big data



alightanalytics

Property of Alight Analytics : Private & Confidential

big data analytics framework

Holistic Process

to track all investment activity across all sales & marketing channels through a cross-channel tracking strategy

Holistic Understanding

of performance & influence of marketing on sales through a defined and integrated dashboard strategy

Attribute Performance

of all sales & marketing channel investments to understand true channel value in order to more effectively target spend

Forecast Behavior

across all sales & marketing channels based on a defined and repeatable modeling strategy

Business Value











@AlightAnalytics

Property of Alight Analytics : Private & Confidential

8

centralized big data performance warehouse



@MattHertig @AlightAnalytics

TRACK

big data performance analytics strategy



alightanalytics

holistic performance dashboards

MERE

- In order for data to become an asset to organization, it must tell a story
- Dashboard design is critical to delivering the right information to the right stakeholder
- Holistic performance dashboards must tell the entire marketing performance story and facilitate deeper, more insightful questions powered by the performance data warehouse





attribution modeling to drive results

- Four different methodologies to delivering a data-driven attribution strategy:
 - Omni-Channel Attribution
 - Multi-Device Attribution
 - Multi-Channel Attribution
 - Campaign Performance Attribution





What is the benefit of a big data strategy?

- Understand how your customers behave and why
- Gain insight on every dollar invested in sales & marketing
- Deliver more effective and integrated strategies

Connect all marketing channel data sources for actionable insights:

- See customer demand performance across regions, products and campaigns
- Compare conversion rates between different stages of the marketing funnel and customer journey
- View performance by leads, opportunities, ROI and overall revenue



keys to success

In order to understand your customers decision journey, you must bring all of these elements together in order to take advantage of the incredible intelligence opportunity that big data gives all of us





Q & A

