

Want to Deliver Dynamic CX?

Activate Your Customer Data



Delivering relevant, of-the-moment, personalized customer experiences—or dynamic CX—is essential if you want to engage your ideal customer.

If your team can activate and use your customer data thoughtfully, you'll be better able to deliver dynamic customer experiences at the speed the market demands.

To do that, you need great customer data. You also need to use that data.

Brands invest heavily in data acquisition and marketing technology, but they often don't use that invaluable customer data to guide automated content creation and buyer journeys. If your team can activate and use your customer data thoughtfully, you'll be better able to deliver dynamic customer experiences at the speed the market demands.

Your Three-Step Checklist to Activating Customer Data

Step 1: Connect

Understand your customer data so you can use it well.

- ✓ **Unify your tech and teams.**
We often see advertising and marketing teams pursuing similar goals without working together. If your talent pools data and communicates about current projects, your messaging will feel more consistent.
- ✓ **Gather your existing customer data.**
Pull all of your various forms of customer data into one easy-to-reference location. Your customer data platform should help with this.
- ✓ **Think outside customer data.**
Are there other types of relevant data your company uses? It may be worth adding inventory stock levels, promotional calendars, or order fulfillment data to your data platform.
- ✓ **Think outside your own company's data.**
Adding weather trends, regional sales regulations, market trends, and competitive analyses to your database can help you provide even more targeted CX. (You wouldn't want to advertise sunglasses when it was raining, would you?)
- ✓ **Make that data accessible to everyone who needs to use it.**
Now that you have this comprehensive database, make it simple to find and leverage. Your customer service, advertising, marketing, and creative teams should use this data to inform their work.








End goal

You'll have a database you can use to make your messaging a magnet to eager, paying customers.

Step 2: Strategize

Discover how to target your unique audience.

-  **Learn from your data.**
Analyze your combined data to understand customer motivations, needs, preferences, pain points, and purchasing behaviors.
-  **Decide who you're talking to.**
Create customer personas based on what you've learned.
-  **Determine your CX goals.**
Are you interested in improving engagement? Increasing loyalty? Attracting new customers or retaining existing ones? You can have many goals, but selecting a priority may focus your efforts.
-  **Establish your buyer's journey.**
Enrich your personas with their buying habits, histories, and preferences. Are your customers lurkers that click but don't buy? Are they latent shoppers but loyal ones? Or are they frequent site visitors who have about-to-expire rewards points?
-  **Segment your customer base.**
Group similar customers together to help tailor your CX to each segment. While people are complicated and can belong to multiple groups, getting this basic organization in place can help you hone your content strategy.



End goal

You'll have the information you need to roll out CX that attracts your growing audience. And you'll be ready to do so continuously, at scale, as your customer base keeps growing and diversifying!



Step 3: Deploy

Give everyone a one-of-a-kind journey.



Create atomic, easy-to-personalize content for dynamic CX.

Use customer insights to create the tiny, stackable assets you need to deliver personalized experiences (e.g., product images with geo-specific backgrounds). To do this at scale without overloading your staff, leverage automation and AI. You may even be able to integrate your dynamic CX solution with your advertising and marketing tech to make creating and delivering these materials seamless.



Test and refine as you launch.

See how well your distinct pieces of content do and how well each type of content does with different atomic assets (e.g., contrasting color schemes, varying backgrounds, or tailored calls to action). Use the results to determine the shape of future content.



Continuously evolve.

Stay updated with evolving customer expectations and emerging technologies. Regularly review and refresh customer personas to reflect changing customer preferences. Embrace new data sources and technologies that enhance personalization capabilities.



End goal

By using your unique customer data to create personalized CX at scale, you can deliver the right message. At the right time. In the right place. *To everyone*—an essential ability as your company grows year over year!

Ready to Take the First Step to Dynamic CX?

Activating your customer data is the often-skipped step that can help you deliver world-class CX at the speed your market demands.

It'll also help you leapfrog your competition. Currently, marketing leaders aren't placing much emphasis on high-quality content. A recent report found that [only 40 percent of surveyed marketing leaders](#) planned to increase their content creation and management investment. This means that you have an opportunity to differentiate your organization.

Fortunately, it's easier to get started than you think. Innervate's dynamic CX solution is simple to start, simple to scale, and simple to succeed. Interested in learning more? We'll keep this simple: **Get in touch with our team today, and we'll get started.**

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Get in touch

