



# Three Steps to Hyper-personalization

# Understanding your customers means acquiring, analyzing, and activating granular behavioral and experiential data.

## Key takeaways

- Deep understanding of every customer is the essential pre-requisite for the hyper-personalization needed to drive success for today's businesses
- True customer understanding demands integrated, comprehensive data from every channel
- Collecting detailed data from every channel all the time doesn't have to be onerous or expensive
- Comprehensive data models of customer behaviors across digital channels provide real-time insights to drive in-the-moment interactions
- Sharing these insights with decisioning systems and MarTech stacks drives additional ROI

In today's hyper-competitive world, organizations of all types and sizes across every sector understand the need for instantaneous personalization in every channel. Customers expect it. They want speed, convenience, and a highly personal experience. The rewards for organizations that get it right are significant. [McKinsey suggests that companies who excel at personalization generate 40% more revenue than others](#). And digitally native brands drive even higher revenues. Unfortunately, many organizations don't have the data assets and processes required to deliver the 'hyper-personalization' needed to compete. Compliance legislation and recent changes

implemented by browser and device manufacturers have also made it much harder to collect data on visitors to your digital properties. So, faced with the pressures of needing more highly granular data on customers while managing increasing privacy concerns, compliance, and governance regulations around data collection, how can organizations collect and use the data they need to deliver this level of personalization while maintaining their customers' trust?

To succeed, today's customer-centric businesses must:

1. Ethically acquire broad and granular data compliantly at every touchpoint, all the time
2. Extract that data into insights that can be acted on in real time
3. Share insights across channels, processes, departments, and systems to make decisions that impact customer behavior in the moment

Each of these steps builds upon establishing unique and persistent identities for customers. Knowing exactly who you are dealing with at any time and via any channel is critical. Establishing persistent and unique identities in a legal, ethical, and effective way is at the heart of [effective identity resolution](#).

## Acquire the right data

Customer understanding depends on having the right data at the right time. Static demographics and most recent transactions are the basics, but only give an

indication of past behavior. They're like looking in the rear-view mirror. Knowing what a customer has done can help inform campaigns and interactions – but expanding that view with what they're doing now enables real-time hyper-personalization that ensures a relevant and positive customer experience.

To understand intent, you need to capture customer behaviors and interactions across all your channels in real time, for example:

- How do customers navigate your websites or mobile apps?
- How do they use apps?
- Where do they click or swipe?
- What products or offers interest them?
- How long to they stay?
- What devices do they use, and when?
- What advertisements have they been served?
- Are owned social media channels effective, and if so, how?

So, how can your organization collect and contextualize all the data it needs to understand all its customers as individuals? How can you do that for potentially millions of customers across thousands of touchpoints? This can be a tedious and overwhelming task, especially when using tags - the typical approach to capturing customer data. Tagging is a highly intensive and manual process with many drawbacks which hinder businesses' ability to understand their customers:

- It's expensive. Hard coding to capture every keystroke, mouse move, or page view is intensive and expensive work for any organization. Large organizations with thousands of touchpoints can quickly find themselves spending millions building systems to capture a fraction of the data they need.
- It's time consuming. Every tag must be defined, implemented, and tested. Every update has to be

recoded and retested. It can take months before any data is captured – then maintenance becomes an ongoing drain on resources. Any time the requirements of a campaign changes, or a website is updated, they have to be re-tagged.

- You don't know what you don't know. It's impossible to code for everything. So, you code for a subset of behaviors that you hope meet the requirements of a specific campaign. But you only see behaviors that you're looking for which means you'll never spot new, interesting, and unexpected behaviors or 'intent' that uncover deeper customer understanding and boost revenues.

**A global top 10 bank noted that using traditional approaches it was impossible to collect the amount and level of information the business needed to develop the customer understanding it required. Another suggested it spent 90% of project time collecting the data it needed and only 10% actually analyzing and using it.**

Using traditional tag management software leaves you with the difficult and time-consuming task of tagging for what you think you need. Guessing which data you might need is a weak approach to personalization, but so is having to 'make do' without data that wasn't tagged for. It's a frustration many enterprises struggle with. The modern approach to data capture is fundamentally different. First-party customer data capture and tagging-free technology can be easily and quickly embedded across all digital channels allowing comprehensive capture of each customer's interactions in milliseconds. It's effortless, elegant, and efficient.

It also means [80% less time spent on collecting data](#) as well as a huge increase in the quality, granularity,

and amount of information you can gather on what your customers are doing on all of your digital channels.

**A UK customer was able to implement Celebris CDP to gather information on every interaction of every customer in every digital channel across fifteen brands in an afternoon. They had live data on which to make decisions flowing into their decision systems from the next day!**

## Extract real-time insights

Many organizations struggle with the after-effects of collecting limited data from discrete channels, because customer understanding driven by a single business unit or through a single channel is thin at best. To truly understand customer wants and needs, businesses must contextualize millions of data points and identify key insights that highlight specific behaviors while they're happening. A raw data feed isn't useful on its own. Data needs to be in the right format, with the right context, so it can be quickly and effectively analyzed before being passed to decisioning systems that determine 'next best actions.'

For example, if a digital bank deploys a marketing cloud solution for each of its business units it has visibility of how individuals behave when searching for a mortgage, applying for an insurance quote, or managing their current account. But it can't combine that data into understanding of how a single customer does all three. So inevitably it misses behaviors that could open the door to increased revenue opportunities from better optimization of the customer's overall financial services journey.

Using point solutions for each business unit causes barriers to customer understanding, including:

- Data silos. Different teams, business units, and functions collect data for their own needs and

store it in isolated systems. These data silos exist in ignorance of each other leading to duplication and missed opportunities to explore connections between data sets.

- Data fragmentation across channels. Different apps and approaches with different data models working in different channels result in data that needs massive integration work to try and get a single view of customers.
- Systems Integration costs. Connecting different point solutions to build single views of customers adds time and cost. Trying to agree on use cases and then architect technical solutions that combine the right data in the right format to deliver insights is hugely challenging.

**A systems integrator suggested that with one of their enterprise clients it took them over six months before any data was produced through integrating point solutions and a further year before it could be used to deliver on the use case!**

## Data Control

Another downfall of traditional tag management and marketing cloud vendors is that they 'own' the data they collect on your behalf. Not only do you need to pay additional fees to retrieve and integrate that data into alternative models, but enterprises often get little or no support to do so. This leaves you wrangling raw data to try and make sense of it. That's a huge burden on limited resources. Gartner estimates that [80% of data science projects never make it to production](#) and the same could be said for 'Understanding your Customer' projects.

Businesses often find themselves investing significant time and resources in creating customized models just to understand small snapshots of behavior

in single channels. These efforts won't scale to handle the complex data analysis needed for hyper-personalization.

## Data Models

A robust, proven data model is the foundation of the analysis needed to deliver insights that build true customer understanding. With the right data model, one that can deal with real-time data streams from diverse channels, businesses can start to develop full transparency around the end-to-end customer journey: from browsing your website on a laptop, to checking social reviews on mobile, and then starting an application on a tablet. Seeing the whole journey increases engagement time and deepens understanding of customer intensity and intent at any specific moment. A data model built on decades of understanding the behaviors of hundreds of millions of known individuals from billions of sessions per year across all digital channels including mobile, web, credit card payment systems, ATMs, and other digital touchpoints is the most comprehensive behavioral data model. The ideal solution will offer various out of the box data tables and thousands of attributes, which should populate automatically as soon as it's deployed.

**Celebrus delivers a data model out of the box. Based on 22 years of detailed observation of real-world behaviors of over 300 million consumers, you can start searching for insights immediately.**

Understanding the customer is one thing – acting on that knowledge and scaling it for every customer is quite another. Automation is necessary to manage interactions with potentially millions of customers across multiple channels in real-time. Advances in artificial intelligence (AI) and especially machine learning (ML) have made it possible to monitor,

react, and engage at speed, at scale, and in real-time. Machine learning rapidly compares actual behaviors to modelled behaviors and suggests specific journeys or 'next best interventions.' Signals are sent to decisioning systems (i.e. Pega Systems or Teradata) to automatically suggest next best actions, specific content, or offers to be made to the customer. Thanks to the power of AI this can happen in real-time. The best solution enables content to be dynamically modified in milliseconds while the customer is still interacting on your web page or in your app.

**End to end, the process of spotting a customer behavior, analyzing its significance, sending a signal to a decision system that selects the right intervention and activates it can, and must, be accomplished in a few milliseconds to improve flow and experience.**

Data models created over years of experience of all types of customer interaction can successfully predict a wide range of behaviors both good and bad. Real-time capabilities mean that innovative and intuitive communications channels including chat-bots, dynamic offers, and location-based marketing can be made ultra-precise and super-relevant to what individuals are doing, when and wherever they are. This dramatically improves customer experience and fosters brand loyalty.

## Share insights automatically

Understanding your customers based on a granular real-time approach enhances a broad range of interactions, from acquisition, retention, upsell and cross sell opportunities, to spotting suspect or potentially fraudulent behaviors. The purpose of a true [Customer Data Platform \(CDP\)](#) is to collect and analyze data once, in stream, and instantly make it

available to a range of decisioning and activation systems that can use it in numerous ways to benefit both customers and the business. We call this 'collect once, use many times'. Most CDPs feed data to a single marketing cloud or decisioning system. Many large software suites have one for their own systems, and this tight integration can work well for specific cases, but too often enterprises find themselves limited in the use of data and data models to a small and restrictive set of use cases. It makes better sense to collect everything once, integrate and prepare the data using a comprehensive model, and then feed insights to any systems that can act upon it and deliver hyper-personalization.

Today, understanding your customer is not a project owned by a single department and regarded as a 'nice to have.' For mature digital enterprises that are already beginning to dominate their markets, and for the ambitious brands biting at their heels, it's at the heart of what they are.

Digital-first organizations understand that the systems and processes that collaborate to deliver this customer understanding are central platforms in the data architecture of winning organizations. Customer understanding starts with collecting every possible piece of data. Then adding context and modelling to derive key insights using AI and machine learning to identify and predict future behavior. And finally, sharing those predictions with one or more of your enterprise systems that can initiate action to transform understanding into value. Doing all of this, all the time is vital to success.

**If you find yourself in a situation that requires complex integrations or armies of costly external consultants and systems integrators just to get your data out of the CDP and into your enterprise decisioning applications, it may be time to re-evaluate. There are better, less intrusive, and far less time-consuming ways to achieve the same (or better) outcome.**

## About Celebrus CDP

Celebrus CDP empowers businesses to understand their customers with true real-time, first-party data capture and identity tracking technology built to adhere to evolving, complex compliance standards. that reduce costs and fuel identity-based personalized experiences.

The Celebrus data solutions suite captures and connects the data that powers customer analytics and gives data and marketing professionals the ability to provide a relevant cross-channel customer experience to drive revenue.

Find out more about how Celebrus can help you understand your customers.