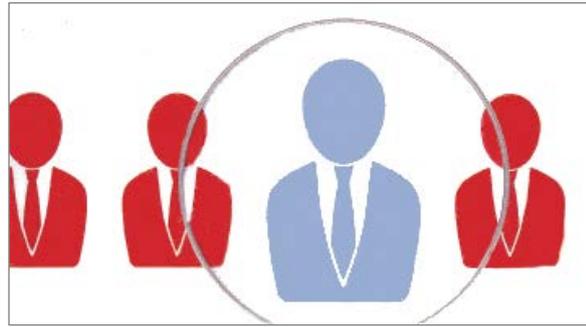


One client, one image, one vision



The uniqueness of the Cross-channel marketing platform (CCMP) launched by Geo Strategies together with Experian resides in the power of the central database, of the segmentation, the consistency of interfaces for all channels (social, e-mail, mobile) and, very importantly data security and accessing customers in real time. The organisations who are using CCMP report a more positive brand experience from their customers, reductions in costs and reduced delays when organising campaigns.

Each and every brand is evaluated by potential clients every minute. As a recent TV commercial was liked by some, they have searched further details on the internet and web site. If they are presented with the right content and proposition, their interest can be converted in a transaction or a registration. **But how will the brand offer this experience for the customer?**

This is a frequently asked question to which many brands are struggling to respond. The number of channels now available to customers, combined with personalised marketing messages, have created a more complicated operational environment for companies. Therefore, the effort required to deliver a coherent and consistent brand experience across all channels has become vital.

As things become ever-more complicated, organisations need automated marketing tools to manage this complexity.

The days when marketing could be carried out only manually have long gone. More and more organisations we dialogue with have started to explore ways in which they can ensure that their brand communications are consistent across all channels in real time, so that their potential customers receive a similar offer on each channel.

Aligning offers in this way is one of the most recent and difficult aspects of real-time marketing across multiple channels. Old fashioned, 'analogue' marketing has less channels and one offer for each. Digital Marketing can issue hundreds of offers at one time. It is critical to ensure that the same customer doesn't receive an e-mail offering e.g. a 15% reduction, and, at the same time a coupon for a 20% reduction is sent out by an affiliate.

This is where 'big data' comes into play. The problem many companies face comes from mobile and social channels, taking into account, for example the data from Facebook Open Graph. A brand can have extremely powerful information, for example, what music is played from Spotify. This understanding, plus what this would mean for a specific lifestyle segment, is extremely powerful.

'Marketing automation will help manage these data flows without the need for the organisation to employ a large team of analysts to do it', says Daniela Florea.

Personalised messages are a key product for the new data-driven marketing. These are usually based on segmentation which aligns the diverse information about an individual into segments which are

easier to understand and to manage. In addition to the fact that segments offer a clear profile on which to base personalised offers, the segments must be dynamic to reflect the changing behaviours and market conditions. Updating and operationalising the customer clusters in this way is a difficult process carry out without a dedicated software solution.

'The process is continuous for the customers. Each and every one of us starts with an idea about how the segments should be defined, and then we discover that they need to be re-classified as we progress through the Campaign. It is very important to re-align the segments with the success of the campaign', says Daniela Florea.

Carrying out live campaigns and then measuring their results is a fundamental discipline for every marketer. So, if every channel is rolled through a stand-alone system, understanding the 'customer journey' in the context of multi-channel marketing takes much longer because the reports must be extracted, correlated and consolidated.

'Knowledge management is ensured by the new cross-channel marketing platform launched by Geo Strategies together with Experian. This is a key point for automated marketing as organisations now have the possibility to manage all their activities in one place, in a unique system, integrated and coherent, irrespective of the customer's preferred communication channel. This is what gives the brand a unique view of their individual customers. In the same way as client data can be integrated, the messages and their impact can be both integrated and consistent', says Daniela Florea.

Marketing practice leaders are already doing all of this, right now!

Read this [white paper](#) to find out more about:

- The importance of customer-centric marketing communication – to capture the current target audience which is channel-agnostic
- The way in which data and technology enable marketers to deliver targeted messages which exceed customers' expectations, increase their engagement and, equally, increase the output from existing resources.

Watch this [video](#) to understand how Alex, a smart marketer, uses our data, insight and technology to target customers and meet his objectives.



To find out more about how Geo Strategies Experian team makes marketing smarter across-channel, please download the [Cross-Channel Marketing brochure](#).

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