



A revolution in customer-centric marketing

How to bring Intelligent Orchestration into your strategy

How this guide helps you...

1. Examine what's happening in our world of data-driven marketing, and why it all points towards a different approach to customers and technology
2. Learn how you can take your strategy to new heights with your best-of-breed marketing stack, using a platform which specializes in smart orchestration across any channel & data source
3. Be receptive to your customer's dream journey, how to complement it with the right sequence of channels, and what that means in practice for your brand
4. Plan for the key capabilities which make up truly future-proof, customer-centric marketing
5. Evaluate both the immediate and long-term impact this has on your marketing- in terms of customer value, and business results.

The customer-centric dream: from fragmentation to orchestration

*“Every [customer] choice is a demand signal,”*¹ says Analyst and Author Ray Wang, and his words ring louder and truer than ever in the minds of marketers. With industry-leading analysts predicting a surge in increased enterprise spending on bots and voice search in 2018 and beyond, we’re witnessing a point of inflection for customers in their hungry adoption- and abandonment of devices, platforms and connected ‘things’. The subject of loyalty has been raised time and time again in terms of how to sustainably engage customers; so how can brands generate true loyalty in this *“post-sale, on-demand attention economy?”*²

A changing role for marketing

All of this customer intent can be found disparate data trails, but we’re moving much further into *‘fifty-fold data growth in the period 2010 to 2020’*,³ and keeping up without the added value of automation is no longer sustainable. This means we need to better balance technology adoption with addressing customers needs. And as Generation Z and their Millennial predecessors build on their digital native’s expectation of ‘I want it my way, I want it now,’ - to demand better experiences and value, a brand’s ability to stitch together seamless, real-time, relevant moments, experiences and journeys for every customer is set to entirely disrupt traditional industries.

Already a make-or-break for the travel industry, businesses like Uber have demonstrated that traveling from A to B hinges on the delivery of a more convenient experience. Now, this switch from product to customer-centric focus moves over to the financial services sector with the arrival of new regulations.

This is the time for brands to take control of their destiny, focusing not only on the sole role of technology for innovation’s sake, so much as the strategy to develop a pace for mass personalization- and as such, a strategy for change. A strategy which can be sustained no matter what the future holds.

How can we keep up with a seemingly endless evolution of innovation, to connect and contextualize disparate customer data, and customer journeys?

¹ **Ray Wang**, Disrupting Digital Business: Ready for the Post-Sale, On-Demand, Attention Economy?
<https://www.slideshare.net/rwang0/disrupting-digital-business-ready-for-the-postsale-ondemand-attention-economy>

² **Ray Wang**, Disrupting Digital Business: Ready for the Post-Sale, On-Demand, Attention Economy?
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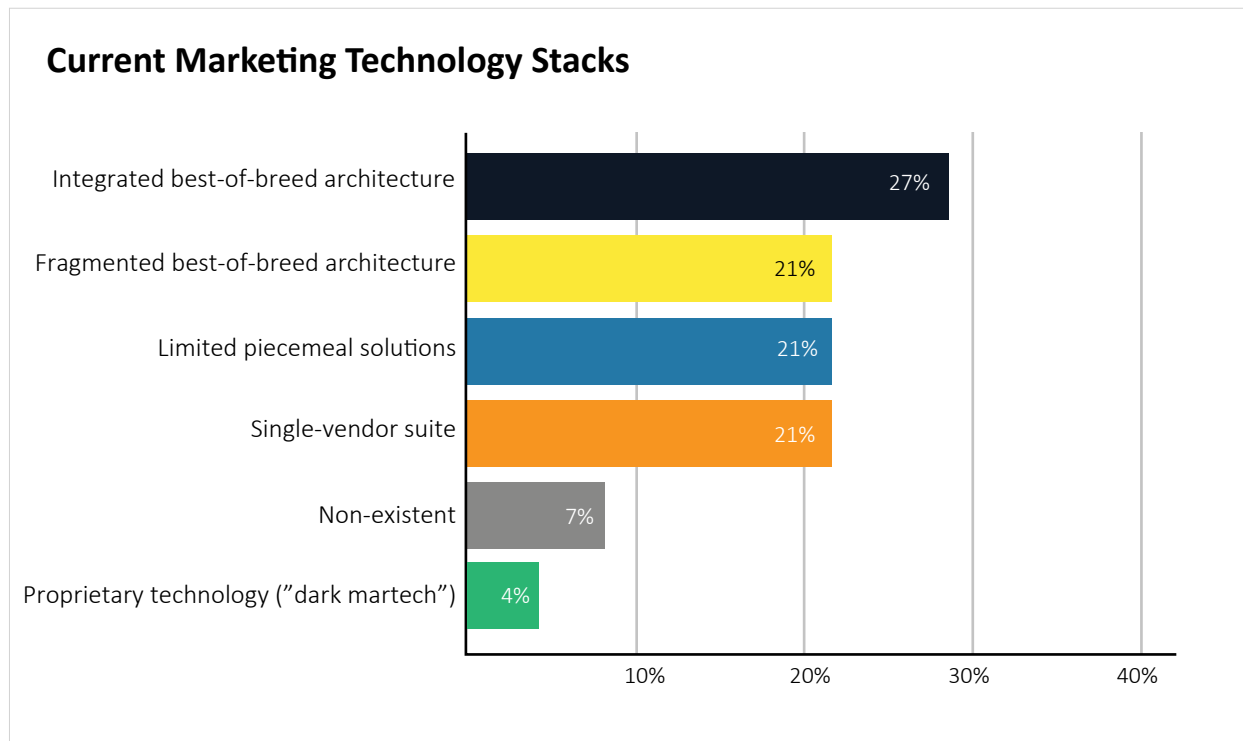
³ **John Gantz and David Reinsel**, THE DIGITAL UNIVERSE IN 2020: Big Data, Bigger Digital Shadow s, and Biggest Growth in the Far East
<https://www.emc.com/collateral/analyst-reports/idc-the-digital-universe-in-2020.pdf>

Best-of-Breed, one-stop-shop... or, the best of both worlds

Some brands still sit at a crossroads not only in terms of choosing Best-of-breed marketing technologies vs. a Single-vendor Suite of marketing solutions, but in terms of exactly how orchestrating- and automating- their data and outreach should really work across a diverse marketing stack.

2017's marketing technology landscape lists a remarkable 3,874 solutions, with 'integrated best-of-breed' technology mixes winning the stakes in terms of effectiveness and popularity. But not by much; or not by enough- as we'll discover.

Where Suite solutions were once considered the key to reaching the customer during a digital revolution, a one-size-fits-all approach becomes problematic when people's preferences shift from one device and channel to another – and continue to do so at a quickening pace.



⁴ **Scott Brinker**, The State of Marketing Technology 2017
<https://chiefmartec.com/2016/11/state-marketing-technology-2017-hint-best-breed-big/>

Challenges for customer-led organizations

The first challenge associated with keeping up with the customer-facing landscape is lack of control over how you reach each of them one-to-one, at scale – as well as your associated Content Management Systems, personalization platforms, split-testing tools, and broader proliferation of martech brand-picked for its purpose.

Clouds and Suites sell the seduction of a one-stop-shop in a bid to extend their branded marketing stack across the customer landscape, but at the expense of brands driving their customer-centric strategy directly.

The second one-stop-shop challenge marketers experience is speed, and responsible access to rich data found in back-end business infrastructure. Integrating these carefully selected systems used for specific industries and purposes, from revenue management for airlines to ERP for banks, shouldn't cause slowdowns or showstoppers, nor invasiveness to existing IT territory. Instead, connecting these mission-critical elements with your campaigns plays a crucial part in applying the wealth of information held here, engaging with your customers, and seizing opportunities. For marketing leaders, getting started fast is as important as keeping up.

This means the overarching ability to unify each data source (regardless of perceived compatibility), predict the behavior and next actions of customers, and engage at the best time and place, in the best way for them as individuals. Then adding automation to this set of capabilities, to apply millions of rules and generate billions of actions in seconds, if not only to save the sanity of marketing teams who drive this marketing machine in practice.

A next-generation approach to building a truly customer-centric organization like this, driven by data, sounds like a distant utopia, but it isn't. It is not only achievable- it is consistently achieved, by leading B2C enterprises from global airline carriers KLM and Air France, to flagship European banks like ING and ABN AMRO.

Introducing an evolution in data-driven marketing: Intelligent Orchestration

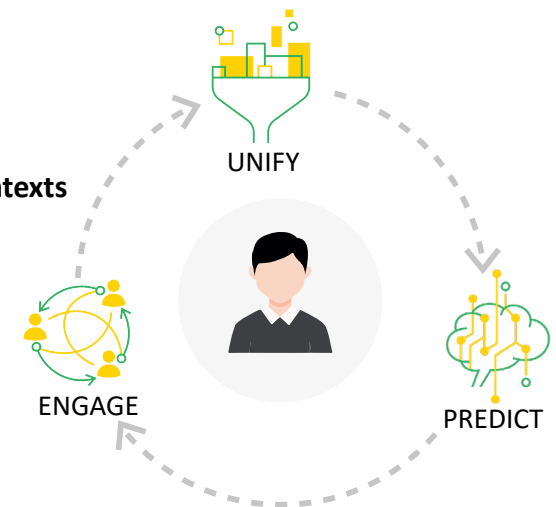
Since approach and vision are paramount in making data-driven customer journeys effective- as well as the capabilities we apply towards them- we will explore another approach to technology adoption and marketing effectiveness which turns customer focus into a sustainable reality. An approach which incorporates the flexibility of best-of-breed technology to drive tangible business goals, but with the additional built-in value of Intelligent predictions, and Orchestration of data and relevant content, across organizational silos and data sources.

We call it Intelligent Orchestration. This next-generation data management solution includes integrated Artificial Intelligence, and Orchestration capabilities, to deliver end-to-end, one-to-one customer journeys, in real-time. It starts with a Data Management Platform at its core, and sits as a smart and flexible layer above all existing and future customer technologies, channels and data sources, so that insights can be automatically applied in a way which makes sense for every customer.

The result is meaningful and mutually beneficial customer relationships which span an expanding marketing landscape- a result proven by reducing Cost per Acquisition in paid digital performance, and increasing Conversion Rates & Customer Lifetime Value many times over.

What does an Intelligent Orchestration Platform do differently?

- ✓ **Helps to shift the focus from channel to customer across marketing teams**
- ✓ **Creates a real-time, comprehensive customer view so that all channels can update content instantly across contexts**
- ✓ **Realizes the marketing promise of mass personalization**
- ✓ **Optimizes digital spend through smart orchestration across paid and owned media**
- ✓ **Uses Artificial Intelligence on an industry level, applying billions of targeted, data-driven decisions**

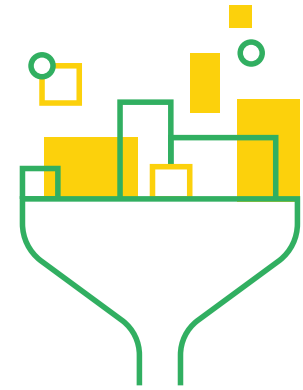


1. Unify

Collecting and combining customer data across channels, technologies & touchpoints.

Though marketing is seen to be moving into a post-platform era, and heterogenous marketing stacks have become the norm, marketers still need a centralized data management solution- a Data Management Platform (DMP) itself- to strategically unify and activate valuable 1st party data from owned Apps, back-end systems and devices. This 1st party data delivers a baseline of quality, and the ability to apply it across contexts builds a strong foundation to then be enriched and extended with 2nd and 3rd party data- from the likes of Amazon, Google and Facebook.

This forms the first step in an enterprise's bid to bring disparate data sources together in the way which best suits a brand's customers, and benefits business performance. Although perhaps less sexy than AI or customer journey orchestration, it is fundamental to set a flexible baseline which considers data collection from unlimited existing and future screens and marketing silos, wherever it matters most to customers.



Checklist:

- Collects data according to individual customer profiles, by any identifier you choose**
- Data control and ownership is with you, the brand, not shared or sold without your explicit permission**
- Data is stored on your terms, i.e. restricted to a geographical area like the EEA or EU when needed**
- Allows discovery of new relevant audiences to scale and extend your reach**
- Lets you steer their channel roadmap and add your symphony of carefully chosen marketing solutions.**

⁵ **Scott Brinker**

<https://chiefmartec.com/2017/07/marketing-technology-post-platform-era/>

2. Predict

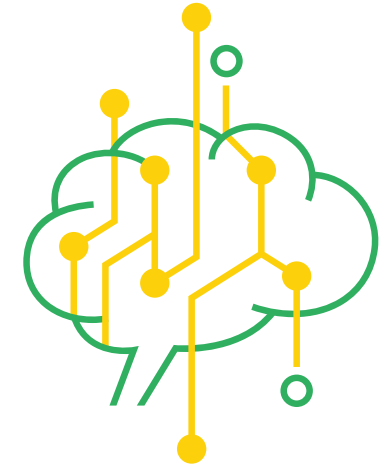
Smartening every interaction with data-driven decisions & Artificial Intelligence.

Of all the many ways software solutions profess to develop and put AI to practical use - from playing chess to diagnosing diseases- the most useful is in using quality data as a baseline for industry-specific Machine Learning.

This doesn't make marketers or data scientists obsolete, but makes their lives easier by focusing on what's important instead of manually organizing and analyzing huge vats of data. Marketing decisions can be smartened by using algorithms which have not achieved the near-impossible task of learning how all people might behave in any given situation, but instead have a deep, applied understanding of what an airline, a bank, an insurer, or an energy provider fundamentally are and do, supplemented with your specific business rules.

The 'Intelligent' part of Intelligent Orchestration means AI which has a targeted enough knowledge base of what these industries are made up of: their nuances, variables, and the pathways their customers take- creating AI-driven customer journeys which continuously learn from all your data.

In a practical sense, this means brands can specify a predetermined end-goal for each customer journey, complemented by AI-driven recommendations to help reach these goals- from selecting the right audience, through to serving more relevant content and creating an optimal channel mix.



Checklist:

- Industry-specific Machine Learning Algorithms which can be used directly and augmented with your own marketing data**
- A dedicated AI team sitting with your vendor, invested in deep learning technology**
- Proactive customer journey recommendations from the AI, which are applied to automate and scale any predictions**
- Recommendations should deliver measurable results, e.g. increasing Value per Email or reducing Cost per Acquisition.**

3. Engage

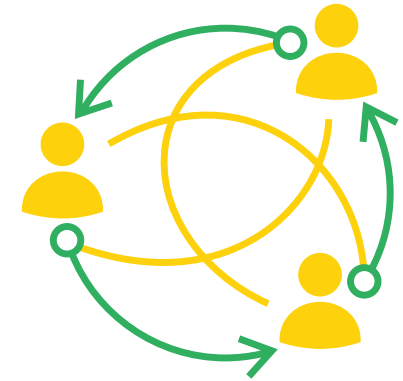
Transforming fragmented interactions into orchestrated, personalized journeys.

Sure, the role of the marketer is leaning more towards technology, but this shift has the customer at its heart.

Technology's promise of personalization at scale has become less of an empty promise, and more of a pressing necessity. It's now in the hands of brands to deliver dynamic messages in real-time, with content and context which hit the right note to mirror their customer's movements.

It's not enough to collect and analyze customer interactions across channels. Knowing is one thing, acting is another. Orchestration means engaging with customers 1:1, in the environment which makes the most sense for them, and for sustainable business. It means the ability for marketers to choose in real-time that when your airline passenger opts for extra legroom on their upcoming flight, they should stop receiving ancillary ads across channels. It means that they then automatically become eligible for a series of pre-engineered Emails and Push Notifications related to service updates and destination guides, to add value to their journey.

From a user perspective on the brand side, orchestration should mean a control center of customer journeys; which can be orchestrated and optimized as they happen, creating customer experiences which create meaningful interactions in moments- rather than based on daily or weekly imports or exports from various different databases.



Checklist:

- ✓ **Capability to create entire customer journeys in real-time - independently**
- ✓ **The ability to zoom in and analyze each touchpoint and interaction based on flexible goal definition**
- ✓ **A way to centrally optimize entire pathways to improve cross-channel outreach**
- ✓ **Nuanced consent management which lets you control exactly where your data moves, and when.**

Summary

Intelligent Orchestration means smartening your marketing, and mirroring your customers.

In a world of perpetual innovations in technology, brands are continually stuck between slowing down and reinventing the wheel of martech which keeps them going, and staying put with delays in data activation. But they don't have to settle for either of these approaches.

Now is the time for enterprises to reclaim their brand's independence in agility, innovation and customer obsession, removing all traces of vendor lock-in, slow-down or strategic compromise with a comprehensive, centralized approach to marketing technology which goes beyond DMP: Intelligent Orchestration.

The race is on to be where your customers are, and Intelligent Orchestration means staying relevant. By remaining responsive enough to shifting preferences and taking back the ability to anticipate behaviors in real-time, means the difference between staying ahead of your competitors- and losing your loyal customer to a brand who got there first.

The fate for companies has never been more uncertain than it is today, and yet the window of opportunity is still open for established companies to continue setting their brand on the right tracks. With a bold and decisive step which makes sense for today's customer, marketers are set to embrace AI in a practical way, revitalize customer experience through real-time engagement, and let go of what used to work.

We hope that now, brands will take control of their own destiny- through leaders who catalyze actions to transform, evolve and do better by their customers- for the continual benefit of their organizations.

About Relay42

Relay42 is a next-generation data management solution - the only platform with integrated Artificial Intelligence and Orchestration that helps brands anticipate & address customer needs wherever they go. Our Intelligent Orchestration Platform transforms your data into meaningful relationships by connecting internal & external data, and activating it on every channel, each touchpoint, and any smart device.

We've created more than a Data Management Platform. Our Platform empowers global brands such as KLM, Mazda and Vodafone to be where their customers are, wherever they go, in real-time, built from the ground up to give you the freedom, flexibility and agility to build sustainable customer relationships.

Vision

Being customer-centric is the key to the future, and Relay42 aims to continually enable enterprises to create meaningful and mutually beneficial relationships with their customers. As data and technology keep growing, our Platform will give you the power to control your own destiny as a brand.

Selected customers:



Selected partners:

