

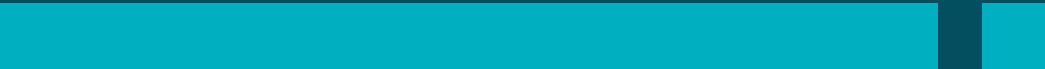


# The Next Era of Hyper-Personalization

Deliver authentic experiences with a complete,  
unified customer view

## **Data-driven marketing requires better customer data**

In the age of the customer, delivering exceptional experiences is the new competitive battlefield. Why? Many experts predict that customer experience will overtake price and product as the most important differentiator for brands. This puts more pressure on marketers because traditional mass advertising and email campaigns no longer work.



Succeeding in the modern, multi-device, multichannel world demands delivery of hyper-personalized customer experiences, and that requires a hyper-connected view of your customer. With accurate, complete and up-to-date customer data, you can improve decision making and analytics and deliver unique experiences. Without it, your personalization and customer-centric targeting efforts lack clarity, your business won't operate efficiently, and you'll struggle with regulatory compliance.

### How you can benefit from a unified customer view:

- Increase leads and generate more revenue
- Streamline campaigns and accelerate outreach
- Remove duplicate and error-prone processes
- Enhance collaboration by sharing data
- Improve General Data Protection Regulation (GDPR) and compliance reporting



## Why you need a complete customer view

Acquiring customer data from multiple touchpoints and platforms has been a boon for 21st century marketers. Mobile, IoT and big data technology have brought the customer closer to brands and allowed businesses to collect massive amounts of information about their preferences and habits. Yet managing customer data and distilling it into useful information is difficult, especially if you're a business deploying applications such as customer relationship management (CRM), enterprise resource planning (ERP), marketing automation and ecommerce.

These task-specific applications create siloed data, meaning multiple records of the same person, which results in confusion and inaccurate customer information.

Mastering customer data, or creating a single unified view, holds the key to delivering exceptional customer experiences. It enables you to collect, clean and enhance customer data, while improving the performance of applications and tools. You also master customer data to help achieve a 360° customer view.

### Mastering customer data enables you to:

- Eliminate system silos and consolidate data
- Enhance data quality and reliability
- Improve visibility, analytics and insight
- Discover, create and manage data relationships
- Optimize processes and data delivery

## How you can build a complete customer view

You can leverage an accurate and up-to-date customer view – and a more reliable data foundation – using a customer master data management (customer MDM) solution. Creating a single point of truth for your business, customer MDM acts as a central hub to consolidate, cleanse, enrich and govern data. It fuels marketing initiatives, driving personalization and engagement through data accuracy and validity. You improve your CRM, marketing automation, ERP, ecommerce and more. You can also uncover and gain insight from relationships between people, locations, organizations, suppliers, partners and other data entities.



A unified customer view also improves:



**Customer experience.** Offer the right product at the right time in the right channel. You can nurture customer relationships more effectively by providing customized content – whether it's for the executive, manager or end user – delivered at the correct stage of the customer journey. By leveraging profiles enriched with attribute, behavior and sentiment data, you hone your message and delivery.



**Segmentation.** By removing duplicates, inaccurate fields and outdated or incomplete information, you improve your data quality, empowering you to segment audiences with higher fidelity. You can identify high-risk customers or those most likely to churn, discover new types of cohorts or groups, identify high-value customers and capitalize on patterns and trends.



**Lead generation.** Improve response rates by understanding who you want to reach and how to reach them. Maintaining accurate contact information reduces costs associated with duplicate mailings and enhances customer

satisfaction. You can avoid sending multiple emails or direct mail, or making sales calls to the same address or the wrong person in the organization.



**Omnichannel marketing.** Gain insight into the people entering your store, connecting with your website or participating in your loyalty programs. You can engage with customers on their terms by understanding their channel preferences when

interacting with your brand, whether it's through social media, a custom app or your website.



**Operational efficiency.** You can eliminate error-prone processes and accelerate time to value for your marketing workflows. You also increase collaboration between internal groups such as sales and customer service, as well as external

groups such as partners and suppliers, by removing silos that exist in different departments or business units.



**Regulatory compliance.** Access data from multiple systems to monitor, report and enforce regulations, including GDPR, using customer MDM. You can determine customer identities and consent, as well as report on how personal

customer data is collected and used. In addition, you understand where data enters, where it's used and how long it remains valid.

## A reliable foundation for success

A complete customer view is the foundation needed in an era where delivering authentic experiences is the new competitive battlefield.

Using customer MDM, companies can trust that when they execute targeted campaigns for specific customers in specific channels, that the right message is delivered to the right person at the right time. You build brand affinity and loyalty when you engage with prospects and customers on a one-to-one level. The result is a hyper-connected, hyper-personalized experience that customers crave and businesses need.

Visit [stibosystems.com](https://stibosystems.com) to learn more about how to build a complete customer view using Stibo Systems Customer MDM.





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BETTER BUSINESS.  
BETTER WORLD.

### **About Stibo Systems**

Stibo Systems, the master data management company, is the trusted source of MDM. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. We give companies the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit [stibosystems.com](https://www.stibosystems.com).