Persistent

Solution Sheet

Marketing Data Analytics Framework

While marketing automation solutions are a great starting point for creating, managing, and measuring standalone campaigns, they lack the ability combine data from all customer related sources outside of the CRM such as contract renewals, usage, support, website tracking, customer interactions, and more which are essential to understanding customer behavior, creating targeted segments, and running effective campaigns that deliver conversions.

Additionally, surrounded by crushing competition, it's essential for companies to respond to leads in real-time and hyper-personalize each interaction to hold their attention. It's equally important to spot signs of churn early and push relevant offers to solidify loyalty for the long run. With the whirlwind of data that marketing teams deal with, it is difficult to ensure any of the above without the right marketing data analytics framework that effectively stores all customer data, tracks leads, and enables automated segmentation, lead scoring, and routing while measuring campaign effectiveness.

Inability to combine multiple customer data sources leading to incomplete customer understanding and ineffective campaigns.	Slow lead scoring and routing causes delays in responding to leads in real-time with prospects dropping out of the buying journey.	Inability to correctly measure and improve marketing performance with data silos.

Persistent's Marketing Data Analytics Framework

Persistent's marketing data analytics framework lets you scale and integrate all your marketing tools and customer data sources with a data platform that automatically takes care of managing customer data, segmentation, lead scoring, and routing. It helps you connect all your marketing, communication, and analytics tools to respond to leads in real-time and measure effectiveness.

The framework collects, governs, synthesizes, segments, and activates all your customer data. It automatically scores and route leads and lets you respond to leads in real-time using integrations. The framework also delivers recommendations around the next best action for the lead. With the framework, you can effortlessly centralize data and measure marketing performance.

Key Elements of Persistent's Marketing Data Analytics Framework

Contact Data Platform

\ CDP evaluation

\ DIY CDP

\ Contact/account enrichment

\ Deduplication

\ Single source of truth

\ Segmentation

Lead Management

\ Synchronize marketing automation platform and CRM

\ Lead scoring and qualification

\ Lead routing

\ Integration with communication channels (like Slack) for quick response

Automated Up-Sell, Cross-Sell

\ Capture product usage data/telemetry data

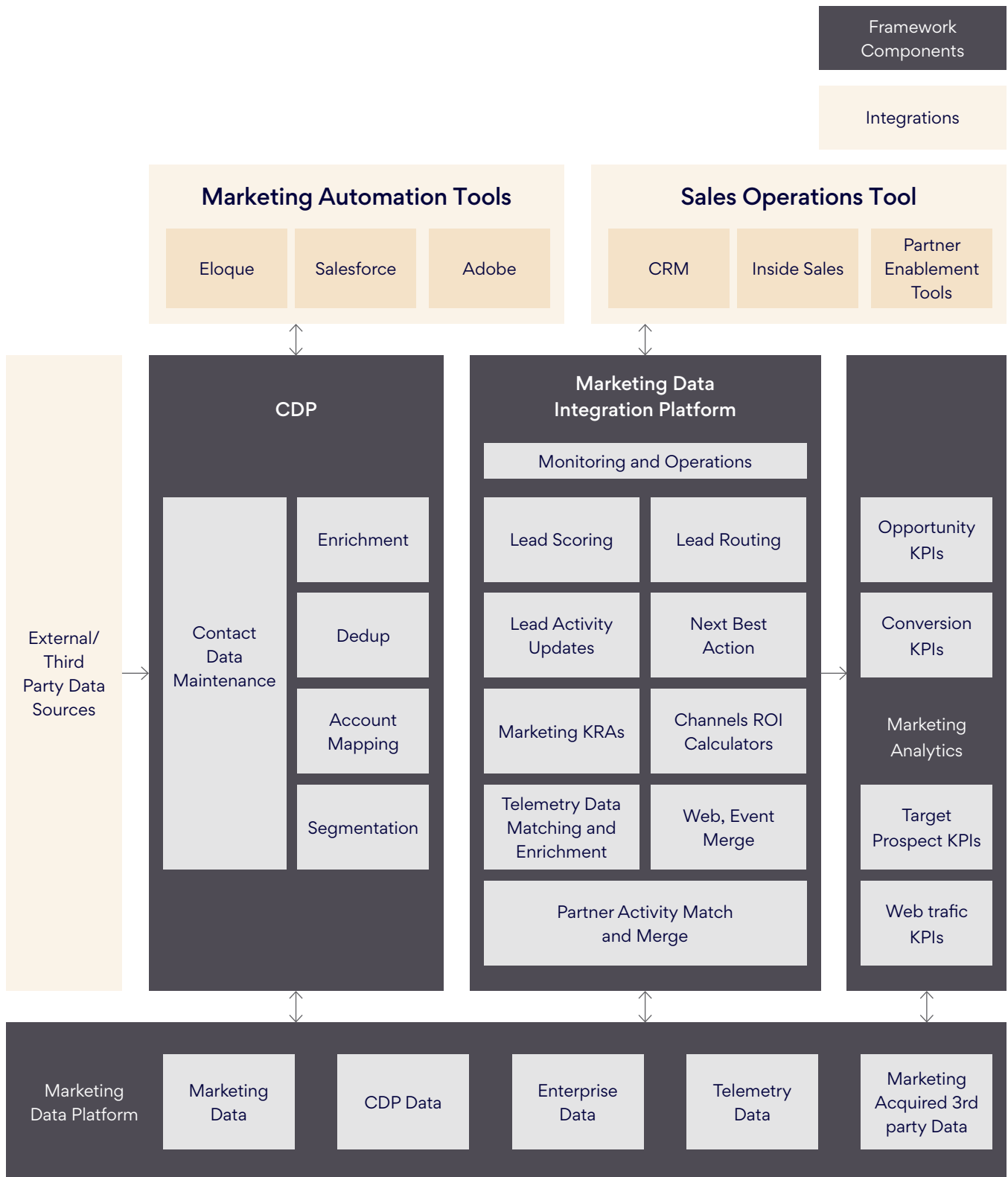\ Combine telemetry, PIM, and account data to create up-sell campaigns

Marketing Analytics

\ Create central data mart for marketing analytics

\ Ingest data from marketing automation, CRM, website, CDP to create unified view for analytics

\ Measure and track KPIs

Next Best Action

\ Recommendation based on location, likelihood to purchase or stage in buying journey

\ Comparison of various solutions like Einstein and its configuration

\ Custom implementation

How It Works

| Framework Components |
| Integrations |

Marketing Automation Tools

| Eloque | Salesforce | Adobe |

Sales Operations Tool

| CRM | Inside Sales | Partner Enablement Tools |

External/Third Party Data Sources

CDP

Contact Data Maintenance

- Enrichment
- Dedup
- Account Mapping
- Segmentation

Marketing Data Integration Platform

Monitoring and Operations

Lead Scoring	Lead Routing
Lead Activity Updates	Next Best Action
Marketing KRAs	Channels ROI Calculators
Telemetry Data Matching and Enrichment	Web, Event Merge
Partner Activity Match and Merge	

- Opportunity KPIs
- Conversion KPIs

Marketing Analytics

- Target Prospect KPIs
- Web trafic KPIs

Marketing Data Platform

| Marketing Data | CDP Data | Enterprise Data | Telemetry Data | Marketing Acquired 3rd party Data |

Customer Story: Improved Targeting and Faster Response Drive Up Conversions for a Leading Network Equipment Manufacturer

Challenges

\ Huge contact database, not enriched, multiple duplicates and hard to consume in near time

\ Manual and slow lead scoring and routing process

\ Terabytes of telemetry data un-usable for marketing campaigns

\ Hadoop and Oracle-based data infrastructure costly to maintain and a bottleneck for new features

Solution

\ Modernized Hadoop and Oracle-based infrastructure to GCP and Snowflake

\ Implemented Persistent's marketing data analytics framework

\ Enabled auto lead qualification and routing system to increase lead qualification effectiveness

\ Enabled management, enrichment and deduping of 500k+ contacts and made them available in real time to downstream applications

\ Provided the ability for marketers to create targeted segments using telemetry data

\ Implemented Next Best Action models

\ Improved data reliability across all datasets.

Outcomes

\ **Faster response to leads** with auto lead qualification and routing.

\ **Push messages** around the **most relevant product** to the right prospects at the right time with improved targeting and Next Best Action model

\ Annual contract **renewals increased by 12%,** average deal size by 15% with targeted offers and timely cross-selling/up- selling campaigns

\ **40% reduction** in infrastructure costs by migrating to the cloud

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Improve your marketing effectiveness with the right data today.

Request Demo

About Persistent

We are a trusted Digital Engineering and Enterprise Modernization partner, combining deep technical expertise and industry experience to help our clients anticipate what's next. Our offerings and proven solutions create a unique competitive advantage for our clients by giving them the power to see beyond and rise above. We work with many industry-leading organizations world-wide including 14 of the 30 most innovative US companies, 80% of the largest banks in the US and India, and numerous innovators across the healthcare ecosystem. Our company fosters a values-driven and people-centric work environment. Our strength of over 22,500+ employees is spread over 18 different countries across the globe.

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