

MarketIQ

Quaero.
A CSG SOLUTION

Our View

A Winning Combination: Unified Marketing Strategy Driven by Analytics

By Ram Krishnamurthy, Manager, Professional Services, Quaero, a CSG Solution

How do you leverage all your marketing channels – achieving the greatest efficiency without compromising customer satisfaction?

Many companies struggle with their cross-channel marketing strategy: specifically, how to align direct marketing with online marketing.

For example, one of our clients is a leading travel company. They began as a direct-mail cataloger more than 30 years ago and still use catalogs today. But, like many businesses, they've also expanded into online channels, like email, online advertising and web marketing, as well as, print advertising and partnerships.



Online transactions are increasingly preferred by the majority of consumers. So, companies must have a strategy to increase revenue from online transactions, as well as, increase customer loyalty and satisfaction.

Here are some of the tactics you can use to develop a *unified marketing strategy*.

Align marketing objectives

Your first step is to align direct marketing and online marketing with a unified strategy that leverages outbound campaigns and inbound activity. You'll need to manage every inbound customer interaction with an appropriate personalized marketing message. And, ensure that every outbound direct marketing campaign is part of an overall customer segmentation and targeting strategy. Your strategy should, of course, align with your organization's overall retention, acquisition and other objectives.

Ability to enhance offline data with online data

The second step is to understand and consolidate all available data (online and offline) to determine your customer's true interests. Then, you can seamlessly use those advanced insights in all online and offline interaction efforts. Your data strategy should combine offline data with online web analytics to provide a complete holistic view of your customer.

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Their View

OMNITURE®

Segmentation Benefits Customers

Excerpted from the Online Marketer's Segmentation Guide By Mikel Chertudi, Senior Director, Online Marketing, Omniture

Today's customers expect – no, they demand relevancy. If what you're trying to communicate doesn't connect with their issues in a split second, you've lost them. Knowing who your customers are and what they need is a requirement to compete in today's competitive online world. Anticipating what they want and providing value at the right time, place and format is what is needed to win.

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Your View

What do you think?

How are you using analytics to drive more segmented marketing?

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Forward a Fact

Analytics ranks highest in planned spending for marketing.



Source: Forrester Research

[> Forward this fact to a colleague.](#)

Next Issue: Reporting from Forrester's Marketing Forum 2009: Using The Economy To Catalyze Marketing Change

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value.

Headquartered in Charlotte, NC, the Quaero Solutions Group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit quaero.csgsystems.com.



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