Increase customer engagement with digital behaviour targeting

Maximise compliant Digital Campaigns with Customer Interaction Data

INTRO In today's hyper-connected consumer marketplace, your customers connect and interact showing their likes and preferences. But as we are more digitally connected on a daily base and connect more to the brands and organisations we like, the last decade has shown a rapid growth of concern among citizens about data privacy. Policy makers, like the EU, have made every effort to react upon that worry as consequence, regulations on data processing have been tightened. This certainly provides some challenges for marketers, it's important to realise how valuable customer data continues to be and what steps need to be taken to ask for consent in order to collect, process and use personal data. After receiving concent, every social interaction, opened message, and webpage visit generates behavioural data that can be valuable for savvy marketers. While millions of people, devices, and appliances are interacting continuously, generating trillions of gigabytes of approved data, 80% of it is collected and stored without ever being used. And that's a shame.

According to Forrester, only 16% of marketers say their organisations are able to capture customer intent and deliver real-time, behaviour-based marketing across all channels. The complexity of data systems integration and scarcity of in-house technical resources further inhibits a marketer's ability to capture and manage customer data. This failure to effectively utilise digital customer behavioural data reduces both the relevance and value of marketing messages.

There is a great opportunity for organisations that can increase the value of consumer insight data to enrich targeted marketing initiatives. Effectively using behavioural data means marketers can be confident they are making the right decisions to reach consumers with personalised messages.

Datastreams created an affordable solution that helps marketers improve customer experience by making data-driven decisions based on extensive consumer insights. By combining customer behavioural information with historical data, organisations are able to get an advanced targeted digital marketing strategy. Armed with this comprehensive view of the consumer, marketers can create more successful customer interactions by improving message relevance with personalised targeting.

Datastreams provides marketers a data-driven approach that improves targeting and relevance to enable personalised digital messages, as well as an easy-to-use and affordable technology solution for collecting and managing digital consumer data. Make one-to-one customer connections easily with rich digital marketing capabilities and learn more about your customers' digital interactions and your marketing to improve brand engagement.

POWER YOUR MARKETING WITH BEHAVIOUR INSIGHTS

The Datastreams Platform provides a powerful messaging execution solution for a successful digital marketing strategy. It delivers personalised marketing without being restricted by a specific communication channel - like email, mobile, social, and web. These powerful delivery capabilities can be enhanced by leveraging Datastreams' data stream management framework to connect with digital consumer behaviour data.

Datastreams designed a cloud-based platform that collects data from any digital source (web, mobile, social, call center, chat, and others) and seamlessly streams it to enrich any digital destination. It is a single solution to quickly and easily fuel your messaging with the right data, any time, anywhere. It empowers you to make the best digital marketing decisions when they matter the most.

The platform enables advanced behavioural targeting, empowering brands to deliver personalised, relevant communications based on a consumers' web activity. Marketers can also tie in other historical, demographic, and contextual data to further improve segmentation for an enhanced, highly targeted customer experience, and ultimately, greater engagement and ROI.

GAIN CUSTOMER INSIGHT DATA FROM A PROVEN SOLUTION

Established in 2010 as an innovation spin-off, Datastreams began as a Software as a Service marketing services organisation. Today, they offer a Framework as a Service model for prescriptive web computing that transforms big data into commercial intelligence. The Datastreams framework is used by global enterprises to drive complex data science projects and technology integrations.

"*Advance your digital marketing strategy by using real-time data to personalise your messages and increase your customer engagement*"

Datastreams offers a patented framework for managing data streams especially built to cope with the complexity of big data. It provides organisations with the computational capacity to create maximum value and benefit from data. All these features can be implemented by adding just a Single Line of Code (SLoC) to the data source, revolutionising the ease of implementation. Currently, the framework is deployed on more than 1,000 active domains in 10 countries and supports more than 100 million requests every day.

The cloud-based, single platform connects consumers' digital behavioral data to any digital destination. For marketers, this platform easily, quickly, and cost effectively collects data from any digital source, providing insights that powers personalised marketing. In addition, this simplified, no-tagging solution sets up digital data streams to collect data from any source, and even reuses existing page tagging data. The integration enables advanced behavioural targeting, which maximises the value of customer web behavioural data to provide deeper segmentation, increased message relevance, and improved event-based automation capabilities.

DATA GOVERNANCE AND PRIVACY

Data Governance is a data management concept to drive responsible data management throughout your business. Our Datastreams Platform has been designed to help you gain back control over your data, driving responsible data governance, continuous compliance and privacy-conscious data processing.

With online users growing more aware and critical of what data is collected about them, respecting the privacy of your website visitors and customers is more important than ever. The Datastreams Platform has been designed according to the Privacy by Design principles, meaning that anticipation, management and prevention of privacy issues is incorporated in the platform. Additionally, the platform can be augmented with our fully GDPR-compliant Privacy & Compliance module. This allows you to ask your visitors for consent for different processing purposes and respect their preferences across platforms.

Data governance is defined as the management of the usability, availability, consistency, integrity and security of data used in an organisation. It is a key

requirement for compliance with the GDPR and other legislations and with industry or company processing policies. Additionally, good data governance is important for turning data into business value by improving data quality and processing efficiency. The Datastreams Platform has been designed by experienced data scientists to enable higher standards of data governance in organisations.

Just a few ways to improve your data governance using the platform are:

01 Instant control and overview over all data streams in a user-friendly environment

02 Safeguards ('Privacy levels') preventing data going to destinations with insufficient security measures or where consent has not been obtained for

03 (Pseudo)anonymise data while in motion

04 Automatically obtaining audit trails and keeping logs of database and data source changes

05 Continuously monitor data quality and raise alerts when it is compromised

"Get a better under-standing of your marketing, your customers, and your business"

ACHIEVING RELEVANCY WITH THE DATASTREAMS PLATFORM

The Datastreams Platform focuses on digital data collection and distribution, streaming data to any or many endpoints in real-time or in batch. The integrated solution enables streaming data from and to multiple channels in a single project. With predefined schemas, your data stream is up and running in seconds.

Once you place a customised Single Line of Code (SLoC) on your website and define the data collection parameters, the Datastreams Platform collects digital behavioural information and sends it

to your endpoints automatically. This combines customer online interaction data with historical data to enable advanced behavioural targeting. In short, you can now send highly targeted digital messages based on extensive customer insights.

Marketers can use the Datastreams Platform to:

01 Quickly set up digital data streams to collect behavioural data for customer journeys

02 Easily connect customer journeys and behaviuoral data streams in one or multiple endpoints

03 Gain a comprehensive customer view that combines digital interaction data from any digital channel with existing historical information

04 Utilise improved segmentation to enable advanced behavioural targeting and increase message relevance

05 Make data-driven decisions for more effective marketing campaigns

For example, online retailers can utilise the Datastreams Platform to collect shopping cart abandonment data and use that insight to create segments and campaigns to re-engage these customers. The triggered messaging can automatically re-target customers based on specific data points, including shipping options, product information, price, or items removed from the cart. Marketers can easily automate retargeting campaigns, such as offering a discount or free shipping on items a customer added to a cart but didn't purchase.

DRIVING PERSONALISED CUSTOMER INTERACTIONS

Digital interaction data provides valuable information about customer behaviour. But very few marketing teams are able to use this data to gain strategic insights that create additional sales. The Datastreams Platform provides a quick and simple solution to this marketing dilemma.

By adding the platform to proven delivery solution, you can utilise consumer behavioural insights to target customers with personalised messaging, ensuring relevant engagement and increasing your organisation's bottom line.

Learn more about your marketing, your customers, and your business. For more information on how you can power your marketing with the Datastreams Platform, contact your account representative or visit www.datastreams.io.