

# UNLOCK REVENUE GROWTH

by connecting **everything** at the **data layer**

THE AGE OF THE OMNICHANNEL INTEGRATOR



# EXECUTIVE SUMMARY

- » The CMO's job might be the hardest job in business today.
- » While revenue growth is the end goal, in today's world CMOs also have to:
  - Deliver great customer experiences everywhere
  - Personalise interactions across digital and offline channels, powered by people-based segmentation for individualised, cross-channel campaigns
  - Measure the impact of marketing spend, including channel attribution and media mix optimisation
  - Improve the return on technology investments, including your DMP, CRM and personalisation engine
  - Ensure the ethical use of customer data
- » Overcoming these challenges is impossible when your customer data is scattered across dozens of different marketing and advertising channels and technologies.
- » To fix that, you need to connect your entire marketing and advertising ecosystem – and the best way to do that is at the data layer.
- » That's a non-trivial challenge for generalist systems integrators and internal IT departments.
- » Enter a new player that fills this critical gap: **The Omnichannel Integrator**, a new type of data and systems integrator that helps brands enable amazing customer experiences by integrating and optimising marketing channels, technology and data through end-to-end services including: strategy, integration, managed services, data environments and measurement & analytics.
- » The Omnichannel Integrator combines deep domain expertise with mastery of consumer data, identity resolution, ethical data use and data stewardship.
- » With the Omnichannel Integrator, CMOs at Fortune 500 companies and global innovators are unlocking revenue growth by solving marketing channel fragmentation.

## \$650 MILLION BUSINESS SCENARIO: RETAIL INDUSTRY

### Situation

- A major retailer that is leading data-driven market disruption seeks to improve the shopper experience through more relevant messaging and drive new revenue streams by providing CPG partners with new value-added data insights

### Solution

- Work with an Omnichannel Integrator to leverage identity resolution and intelligent guest recognition to form a complete view of the customer across channels within a privacy-compliant, data environment
- Engage services for predictive analytics, integration with personalisation technology and campaign execution to deliver the “next best product” for the shopper
- Safely combine customer data with select partners' marketing data to enable collaborative insights

### Projected Results

- Potential value of **\$650 million** each year from Omnichannel Integration solution

# THE THINGS THAT KEEP CMOS UP AT NIGHT

You're a CMO. One of the hardest – and fastest-changing – roles in all of business. Only a few parts of your job have not changed: chiefly, the need to grow revenue.

But you can only grow revenue if you're delivering amazing customer experiences. Experiences that blow people away, deliver on the brand's promise – and do it everywhere. It's a daunting To Do list:

AREA OF FOCUS	WHY ADDRESSING THIS CHALLENGE IS A PRIORITY
<b>Improve customer experience</b>	Deliver experiences at every touchpoint that delight customers so that they spend more, stay loyal, and turn into brand advocates
<b>Personalise every journey</b>	Deliver personalised messages and experiences across digital and offline channels so that each customer knows that you understand his or her needs and interests
<b>Optimise media spend</b>	Buy media more efficiently and optimise spend on search, display, social, video and TV
<b>Activate across channels</b>	Reduce the fragmentation of data and technology silos by integrating digital with offline and martech with adtech, reducing campaign cycle times and time to insights
<b>Harness the power of DMPs and advertising technology</b>	Improve the return on adtech investments, including data management platforms (DMPs), so you can effectively reach consumers across digital and programmatic media
<b>Measure and attribute impact</b>	Accurately measure the impact of marketing spend and understand which channels and campaigns are the most effective in driving revenue and business outcomes
<b>Protect customer data</b>	Ensure the ethical use of customer data across all data-driven marketing activities
<b>Monetise your data</b>	Capture the value trapped in your customer data by partnering with companies that seek to reach and engage audiences that can be enhanced or identified via your data

This much is clear: the common theme across all these challenges is the need to understand the customer journey and how the data that flows across channels and systems can be used to acquire, engage, and retain customers.

But there's a massive obstacle standing in your way: your disconnected marketing stack and fragmented customer data.

## \$265 MILLION BUSINESS SCENARIO: FINANCIAL SERVICES INDUSTRY

### Situation

- A financial services leader seeks to improve customer acquisition by increasing conversion of prospective customers across digital and offline channels and grow customer value by improving cross-sell/up-sell to existing customers

### Solution

- Work with an Omnichannel Integrator to leverage identity resolution, data from website visits about interested audiences, acquisition analytics and third-party data enhancement
- Target the right addressable audiences with look-alike and generate results and use multiple channels to reach captive consumers actively seeking or in the market to buy
- Apply “next best product” predictive analytics to drive targeted offers for

### Projected Results

- Potential value of **\$265 million** each year from Omnichannel Integration solution

# THE FRAGMENTATION CHALLENGE

There's no way around it: to deliver a great customer experience, you have to see across channels.

That's impossible in a marketing ecosystem that's shattered into dozens of separate channels, campaign management systems, martech solutions and adtech services – including your DMP, CRM and analytics platform.

Even delivering content and offers that are vaguely relevant in this fractured landscape is almost impossible. But true personalisation? Never.

No holistic view of the consumer: no connected experiences.

Data fragmentation doesn't just shatter your customer journeys and prevent personalisation. It also makes you blind to what's really happening out there – so you base your channel mix on hunches and waste huge chunks of your budget.

As a marketing strategist, your primary challenge is clear: to turn your fragmented customer data into actionable insight, real customer relevance...and beautiful, trackable, attributable revenue.



## Q&A



SCOTT BRINKER,  
CHIEFMARTEC.COM EDITOR

### WHAT'S DRIVING DEMAND FOR OMNICHANNEL INTEGRATION?

“This is the golden age of marketing innovation, but it's created a wide footprint that makes it difficult for any one company to understand how to navigate the marketing technology landscape.

While the industry has downplayed that reality for quite some time, we're now seeing a shift as marketers look to optimise their martech stacks and take advantage of the tremendous opportunity to connect at the data layer.”

### HOW ARE COMPANIES BUILDING THEIR MARKETING STACKS?

“While the martech stack debate is often framed as ‘suite OR best of breed,’ the reality is most stacks are ‘suite AND best of breed.’

Companies often adopt more than one marketing cloud while also tapping into the incredible array of specialised, innovative tools on the market.

As more marketers embrace an open and heterogeneous approach, they're realising marketing can't reach its full potential without system-level orchestration between these disparate platforms.”



# FIRST ATTEMPT: THROW TECHNOLOGY AT THE PROBLEM

When this kind of thing happens, marketers tend to throw technology at the problem.

After all, tech has already solved so many problems in each separate channel. Applied intelligently, martech works.

If the first generation of martech was all about optimising individual swim lanes (web, email, mobile, search...), the next generation was all about marketing integration.

Data Management Platforms. Marketing Hubs. Marketing Clouds. And now Customer Data Platforms. All great ideas aiming to solve real problems (with varying degrees of success).

But here's the thing:

*None of these integration solutions can actually solve the data fragmentation problem on their own. Because the problem demands more than just systems integration.*

**It demands integration at the data layer – the foundation underneath all these systems.**

## | Q&A



DAVID RAAB,  
CDP INSTITUTE FOUNDER

### HOW DO YOU SEE SERVICES AND SOFTWARE COMING TOGETHER TO SOLVE FOR OMNICHANNEL?

“Omnichannel is hard. Software like Customer Data Platforms provides a tool to do omnichannel but it's just a tool: you still need organisation, skills, strategy, and other components to create the desired result. This is what services provide. As a practical matter, few companies have the internal resources to deliver an omnichannel solution, especially with all the other demands that face IT departments. That's why outside service vendors who are specialists are so important.”

### WHAT KEY EVALUATION CRITERIA SHOULD BRANDS LOOK FOR WHEN SEEKING PARTNERS TO HELP ESTABLISH AND MANAGE THEIR DATA FOUNDATION?

“Broadly, it's a combination of the right tools and skills. Tools are the easier part since you can buy them. But that doesn't mean they're easy because you want a vendor that has chosen wisely and has learned to use their tools effectively. This blends right into services, which involve expertise in specific areas including identity management, omnichannel strategy, and analytics. They also involve more general but still critical expertise such as security, data privacy, massive data (if you're a big enterprise), system operations and complex project management. There's also a fast-growing need for experience with integrating external data, including traditional third-party sources (such as demographics and intent), second-party sources (sharing data privately with selected partners), and real-time public sources (such as weather and news events).”

# NEXT ATTEMPT: BRING IN THE SYSTEMS INTEGRATORS (OR YOUR IT DEPARTMENT)

To coordinate and re-engineer their increasingly complex tech stacks – including their new integration technologies – marketers either turned to their internal teams or called in the traditional systems integrators.

After all, this is what IT teams and systems integrators do best: turn business objectives into solutions that combine processes, people and technology.

The trouble is, the generalist systems integrators – brilliant though they are – are just not set up for the super-specialised world of marketing and advertising, where domain expertise and deep understanding of customer data is critical to success.

Customer data is different from the highly-structured data that systems integrators built their businesses around. It's higher in volume, messier, highly sensitive, multi-channel, multi-structured and real-time. It combines data about both anonymous and known customers and prospects, making it extremely valuable, but also extremely complex.

The in-house, DIY approach fails in much the same way. It's incredibly rare to find the specialist skills needed – and if you do find them, you may not be first in line.

## **Addressing the customer data fragmentation challenge demands specialists.**

It also demands a new approach to the integration of channels, systems, and data that connects marketing channels and underlying martech and adtech at the data layer.

This model has now emerged – and it's already being put into practice by the most progressive, most successful data-driven marketing teams.

Traditional systems integrators lack deep domain expertise with:



Consumer data



Identity resolution



Ethical data use



Data stewardship

# A DATA FOUNDATION FOR RESOLVING INTEGRATION SPAGHETTI

In order to turn your disconnected set of best-of-breed platforms and tools into a unified marketing ecosystem, you need to set up data environments driven by your key marketing use cases.

Your data environment is at the center of your omnichannel marketing. It brings together your scattered digital and offline data about your prospects and customers in a single, foundational and privacy-compliant data repository.

Once the environment is configured, you can enable your Open Garden — a blueprint for a marketing and advertising ecosystem that’s connected at the data layer. With this approach, you integrate your systems for campaign management, CRM, analytics, and advertising at the data layer — a “hub and spoke” model that reduces the complexity and cost of multiple, “point-to-point” integrations.

The end result is a data foundation that resolves identity everywhere: the only way to achieve a complete view of the customer, people-based marketing, closed-loop measurement and super-relevant customer experiences.

But few marketing organisations are ready to make this journey alone – no matter how much help they get from their own IT departments.

## OPEN GARDEN

A new blueprint that unites the marketing ecosystem at the data layer to drive smarter campaigns.

**READ THE EBOOK:** The Definitive Guide to Open Gardens

## INTEGRATION SPAGHETTI

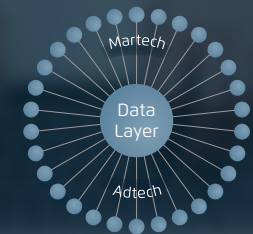
As you embrace cloud-based marketing and advertising technologies, beware of handing over your data to any tech vendor.

Your data is your most strategic asset.

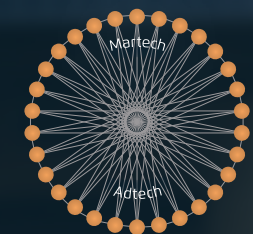
To own their data, the most successful marketers are adopting a “hub-and-spoke” Open Garden architecture, which not only maintains control, but also dramatically simplifies integrations between systems.

As you can see if you have 30 marketing and advertising applications, connecting at the data layer involves just 30 integrations compared to the 435 should you adopt a “point-to-point” architecture.

30  
INTEGRATIONS



435  
INTEGRATIONS



# INTRODUCING THE OMNICHANNEL INTEGRATOR

The fragmentation of channels, technology, and data – and the unique dynamics of customer data – demands a new services partner to solve this underlying problem: the Omnichannel Integrator.

## The Omnichannel Integrator defined:

- » The Omnichannel Integrator is a new type of data and systems integrator that helps brands enable amazing customer experiences by integrating and optimising marketing channels, technology and data through end-to-end services including: strategy, integration, managed services, data environments and measurement & analytics.
- » In addition, the Omnichannel Integrator combines deep domain expertise with mastery of consumer data, identity resolution, ethical data use, and data stewardship.

Omnichannel Integrators are focused on helping solve the toughest marketing challenges, from customer experience and personalisation to measurement, attribution, optimising media spend and ethical data use. They're laser-focused on quantifiable business outcomes that increase audience reach, boost revenue and improve ROI.

The Omnichannel Integrator is an essential resource for marketing teams ready to finally unite the entire marketing landscape around the customer. It lets you capture the value in your data with confidence, delivering exceptional customer experiences while keeping your brand safe.

Omnichannel Integrators unify the fragmented.  
Simplify the prohibitively complex.  
And bring transparency to the otherwise opaque.

It's exactly what's been missing from the wild west of today's marketing ecosystems.

And it's arriving just in time.



BRUCE BIEGEL, WINTERBERRY  
GROUP SENIOR MANAGING  
DIRECTOR

## WHAT IS AN OMNICHANNEL INTEGRATOR?

“This new category of service provider should have a strong belief and focus on “data as a foundation” for driving the marketing experience and customer conversation.

Omnichannel Integrators must be fluent across multiple components, and understand the flow of data in between and across platforms (martech and adtech) that are used in the customer journey. They should be able to integrate data at the foundation layer and architect and orchestrate data for activation across touchpoints (i.e., every screen) while ensuring closed loop for insights and measurement.”

## WHY DO COMPANIES NEED AN OMNICHANNEL INTEGRATOR?

“Across the marketing landscape, there's increasing complexity but an urgent need for simplicity. The market will continue to have multiple marketing automation platforms, customer experience platforms, and so on, but companies need a single data foundation that can be supported by omnichannel integration.”



# OMNICHANNEL INTEGRATION IN ACTION: HEATHROW AIRPORT

Heathrow is one of the busiest and most dynamic airports in the world. Every year, 76 million people move through this London-based hub on their way to 194 destinations. And each of these customer journeys combines some or all of Heathrow's four main operations: car parks, express trains, terminals and retailers (comprising one of Europe's largest retail outlets).

## THE CHALLENGE

Heathrow needs to deliver great, connected customer experiences on every visit. To do that, they need a complete view of each traveler as he or she moves from the car park or train to the shops and, eventually, their plane. It also needs to do all this at scale, in a tiny, time-limited window of opportunity.

## OMNICHANNEL INTEGRATION

Heathrow called upon long-term partner Acxiom to help architect a solution that unites key customer data assets from different business units—Heathrow Express, Rewards, Parking and Retail—into a foundational data layer that's people-based. A true Open Garden play.

The personally identifiable information is sourced from pre-booked events (e.g., train tickets) integrated with real-time interactions (e.g., foreign exchange transactions) detected from touch points across Heathrow's digital, mobile and physical estate. These data are integrated together with real-time signals (e.g., logging into Wi-Fi, interacting with customer service) to create an omnichannel view of the customer.

The foundational data layer is built on Acxiom's identity resolution capabilities and through integrations across touchpoints and marketing technologies. Data signals from mobile apps, web analytics, ecommerce, POS and loyalty all come together to enable action within an integrated suite of campaign management and real-time personalisation tools.

By enabling Heathrow to see how passengers interact with the airport across the business, they can design better experiences, make relevant offers before, during and after customer journeys, and generate deeper insights for measurement. In effect, a unified data layer enables a complete view of the customer, which in turn enables Heathrow to treat customers as individual, valued guests across all channels with consistency.

# Heathrow

“ The airport, parking operations, train service and retail are all separate business units. But customers see Heathrow as one entity. If they interact with one part of the business, they expect the other parts to know who they are and what they need. ”

Simon Chatfield, Head of  
eBusiness and CRM, Heathrow

## RESULTS



20%  
active  
memberships



22%  
Heathrow Rewards-  
driven retail spending



23%  
spending  
per visit



34%  
re-activated  
memberships

# THE QUALITIES OF THE OMNICHANNEL INTEGRATOR

Omnichannel Integrators provide a unique combination of skills and expertise to help you achieve business outcomes.

## IDENTITY RESOLUTION

- » Leverages an “identity graph” to resolve anonymous identifiers to a single individual in a privacy compliant manner

## DATA ARCHITECTURE

- » Understands the flow of data across martech and adtech systems as customers progress through their omnichannel customer journeys
- » Handles the messy, complex part of people-based marketing — assembling, correlating and moving data
- » Establishes a unified data foundation that enables faster, more effective integrations
- » Architects and integrates data for activation across touchpoints while ensuring closed-loop data flows for insight and measurement

## DATA INTEGRATIONS

- » Helps to form strong partnerships between the CMO and CIO by bringing together data from digital and offline channels and adtech and martech systems into a unified ecosystem
- » Connects everything at the data layer to support the flexibility to choose whatever best-of-breed technologies are needed to advance data-driven marketing
- » Integrates multiple data sources (e.g., first, second and third party data) in a privacy compliant way

## DATA STEWARDSHIP

- » Provides deep expertise in customer data, ethical data use and governance to manage sensitive data safely and securely
- » Enables data governance and data privacy, establishing the security processes needed to fully protect customer data and ensure compliance

## | Q&A



SCOTT BRINKER,  
CHIEFMARTEC.COM  
EDITOR

## WHAT MAKES AN EFFECTIVE OMNICHANNEL INTEGRATOR?

“An effective Omnichannel Integrator should be able to take a systems view of marketing. This means having the technical depth to be able to connect systems and data while ensuring quality, governance and privacy. But also taking a strategic approach — understanding how these integrations will impact marketing performance and the customer experiences.”

# OMNICHANNEL INTEGRATOR SERVICES

Omnichannel Integrators package their expertise in data, technology and marketing to add value through a range of services:



## DATA STRATEGY SERVICES

Helping you define a data strategy roadmap to optimise how you harness data and technology for omnichannel marketing



## DATA INTEGRATION SERVICES

Integrating your marketing and advertising systems at the data layer to maximise the return on your technology investments



## MANAGED SERVICES

Providing day-to-day operational support for your data environment to maximise value from your own and partner technologies



## ANALYTICS SERVICES

Delivering actionable insights and measurement services to continuously improve the omnichannel experience across the full customer lifecycle



## DATA ENVIRONMENTS

Implementing and managing enterprise data environments, built on leading real-time, cloud, and big data technologies that are aligned to key use cases



# THREE ACTION STEPS

How can you get started down the right path?

- 1** Identify and prioritise your ROI-based use cases for omnichannel marketing
- 2** Define your strategy and implementation roadmap that addresses how to overcome marketing channel, data and technology fragmentation so that you can achieve quantifiable business outcomes
- 3** Establish a data foundation that provides a complete view of the customer to enable true omnichannel experiences

Start working with an Omnichannel Integrator like Acxiom Marketing Solutions today.

“ In order to be a data-driven, omnichannel marketer that delivers the best customer experience, you need an Omnichannel Integrator to connect the pieces. ”

Bruce Biegel, Winterberry Group  
Senior Managing Director



# OMNICHANNEL INTEGRATOR AT A GLANCE



## CMO'S TOP PRIORITIES

- » Make money and save money
- » Increase customer acquisition rates
- » Improve loyalty to drive up-sell and cross-sell
- » Enhance retention and re-engagement
- » Improve customer experience
- » Optimise media spend
- » Activate data across channels
- » Measure and attribute impact
- » Protect customer data



## HOW AN OMNICHANNEL INTEGRATOR CAN HELP

- » Data Strategy & Roadmap Services
- » Data Integration & Orchestration Services
- » Managed Services
- » Measurement & Analytics Services
- » Data & Analytics Environments



## POTENTIAL RESULTS WITH AN OMNICHANNEL INTEGRATOR

MAJOR RETAILER

**\$650 million**

annual potential incremental business value

MAJOR FINANCIAL SERVICES COMPANY

**\$265 million**

annual incremental potential business value

# ADDITIONAL RESOURCES



## BRUCE BIEGEL

[From Theory to Practice: A Roadmap to “Omnichannel” Activation](#) (white paper)



[@WinterberryGrp](#)



[winterberrygroup.com](#)



## DAVID RAAB

[Customer Data Platform FAQ](#) (white paper)



[@draab](#)



[cdpinstitute.org](#)



## SCOTT BRINKER

[5 Disruptions Reshaping Marketing As We Know It](#) (white paper)



[@chiefmartec](#)



[chiefmartec.com](#)

## ACXIOM

[The Open Garden Movement: How it Optimizes your Targeting, Analytics and Performance](#)  
(contributed article in *MarTech Advisor* by Dennis Self, President and GM, Acxiom Marketing Solutions)

[The Definitive Guide to Open Gardens](#) (eBook)

# ACXIOM MARKETING SOLUTIONS

As Omnichannel Integrators, we help marketers enable great customer experiences by solving for a complete customer view. Our marketing solutions result in quantifiable business outcomes that increase reach, revenue and return. We provide people-based, omnichannel solutions to address key use cases. We help plan audiences, engage customers, measure marketing impact, and collaborate with partners.

[WORK WITH ACXIOM AS YOUR OMNICHANNEL INTEGRATOR](#)

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