

The State of People-Based Marketing

Introduction

Since Facebook first introduced the term “people-based marketing” at Advertising Week 2014, the concept has rapidly taken off. Brands are naturally excited by the promise of executing and measuring campaigns at the level of real people (instead of devices), and want to experience the benefits of people-based marketing everywhere.

This is a tall order, as an ever-expanding number of channels and data silos puts marketers at a disadvantage. Overcoming these obstacles to obtain an omnichannel view of the consumer across offline and digital touchpoints is difficult, and will only become more complex as new technologies, such as wearables and chatbots, become mainstream.

To better understand the current efforts and challenges in executing people-based marketing, LiveRamp,

an Acxiom company, commissioned an industry study of marketers at large brands across several sectors in September 2016. The results indicate that while people-based marketing has become a strategic imperative for marketers, very few of them are capable of recognizing and engaging consumers on every channel and device due to a lack of omnichannel identity resolution capabilities.





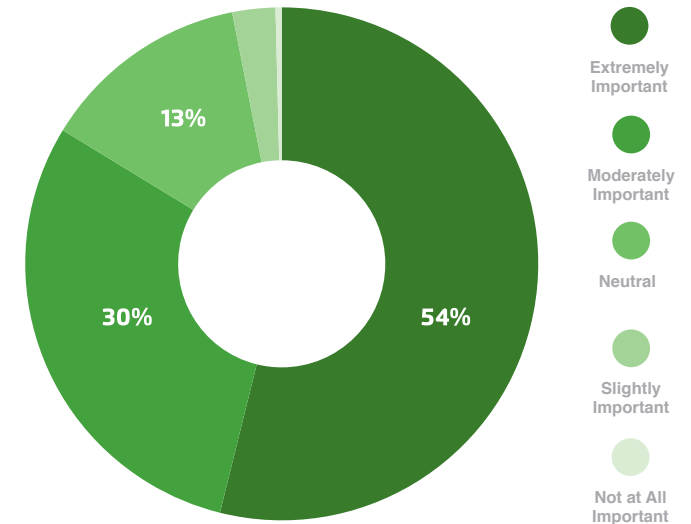
Key Findings

Not just a buzzword!

People-based marketing (the ability to recognize a customer or prospect, on all their digital devices, and on any marketing platform) is not just a marketing buzzword. Nearly all marketers (over 90%) agree that the ability to execute people-based marketing in digital channels is of significant importance.

Q

How important is it to you to be able to do people-based marketing in digital channels other than Google or Facebook?



Unifying Digital Marketing

While most marketers (79%) take advantage of the people-based marketing capabilities Google and Facebook offer on their properties, the vast majority of marketers (84%) want to unify their people-based marketing strategies across all digital channels, but many struggle to do so.



“ **Over 60%**
of marketers are looking
to increase the number of
technology vendors they
work with. ”

Utilizing Multiple Channels

Marketers use a significant number of channels to reach consumers. The majority (over 70%) have more than 5 channels in their armory, while 1 in 3 marketers use more than

10 different channels to target audiences. It therefore comes as no surprise that the majority of marketers (61%) are looking to increase the number of technology vendors they work with in order to leverage best of breed marketing platforms to engage with consumers in specific channels.

Identity Resolution

60% of marketers currently work with identity resolution vendors.

The 40% who don't, experience the following challenges:



3 times more difficult to use offline data to target/personalize



3 times more difficult to tie data generated from marketing exposure back to people



Nearly 3 times less confident at recognizing consumers in digital channels



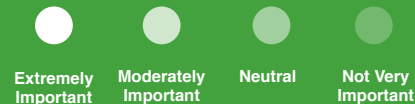
Nearly twice as bad joining digital and offline consumer data into an omnichannel view

This clearly indicates that identity resolution is a foundational capability for connecting the dots across any marketing stack.

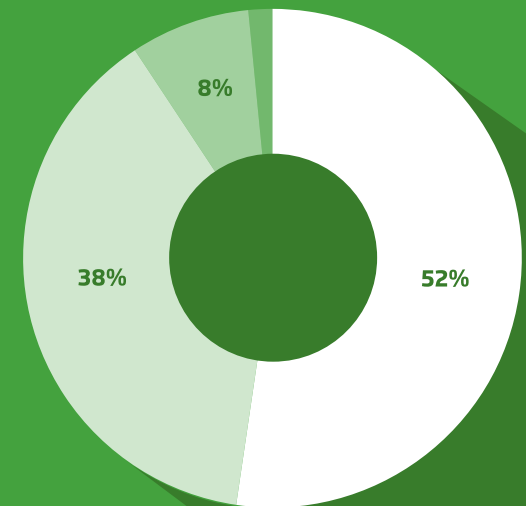
Omnichannel Importance

The majority of marketers (90%) indicate building an omnichannel view of the consumer is critical to marketing effectiveness.

However less than 1 in 5 are currently able to build this view of the consumer across digital and offline marketing channels, suggesting that there is still substantial room for improvement.



Q How important is achieving an omnichannel view of the customer to your marketing effectiveness?



Fragmentation A Challenge

It is therefore a highly complex world that marketers must navigate, with disparate data sources posing significant challenges to any marketer hoping to reach a customer or prospect with their marketing initiatives. Digital display and TV post the highest difficulty and lowest confidence in marketers' ability to accomplish this.



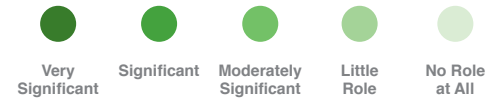
Looking to the Future

This comes at a time where emerging technologies on the horizon, such as virtual reality, chatbots and the Internet of Things, will soon add to the complexity of the marketer's arsenal of channels.

These are fast becoming mainstream technologies that will pose both opportunity and challenge to marketing teams. Overall, marketers see these technologies playing a significant role in marketing in the next five years, with the Internet of Things, real-time personalization and virtual reality having the greatest near-term impact.

Identity resolution will play a critical role in connecting this growing array of consumer touchpoints over time.

Q What role do you see these new technologies playing in marketing in the next five years?



Internet of Things



Real-Time Personalization



Virtual Reality (VR)



Wearables



Chatbots / Virtual Assistants



Augmented Reality (AR)



“
Only 1 in 5
marketers feel
confident they
will be able
to recognize
consumers in
these channels¹.
”



¹ Finding references marketers who do not work with identity resolution vendors. Marketers who work with an identity resolution vendor are nearly 3 times more confident at recognizing consumers in digital channels.



Thank you!

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