

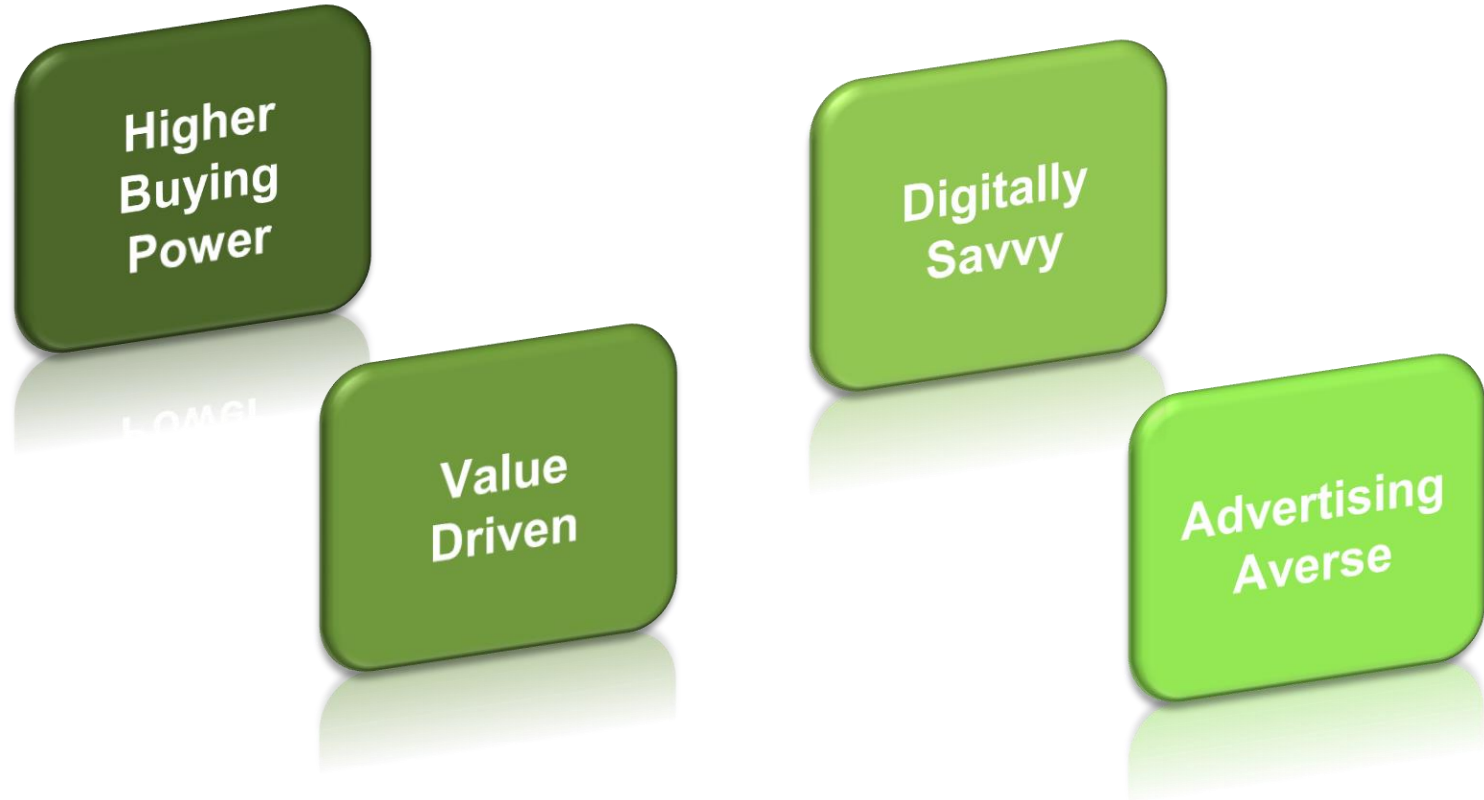


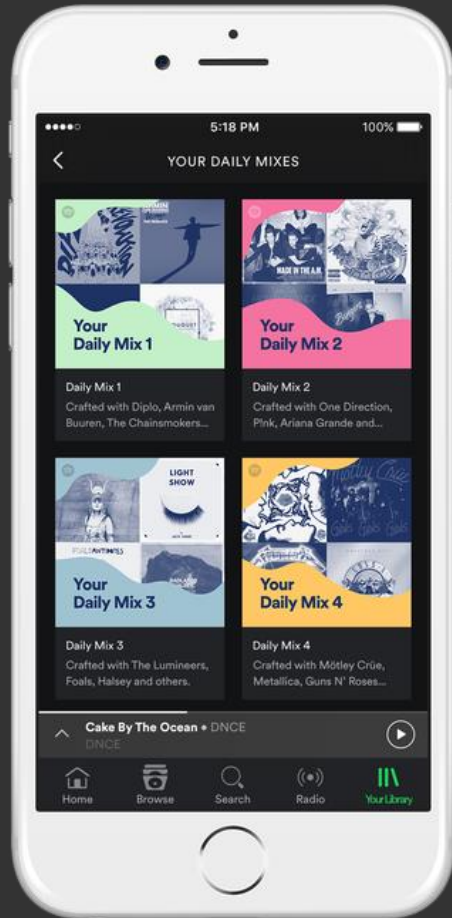
# Understand Customer Context With Content Intelligence

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# Today's empowered customers





Brands must win in customers' **moments**.

Consumers expect that they can get what they want in their immediate **context** and **moments** of need.

**Make your customer the center  
of your **total operating model.****

**Forrester calls this  
Customer Obsession.**

# Embrace customer obsession

**Customers value experiences that make their lives easier.**

To succeed, brands must:

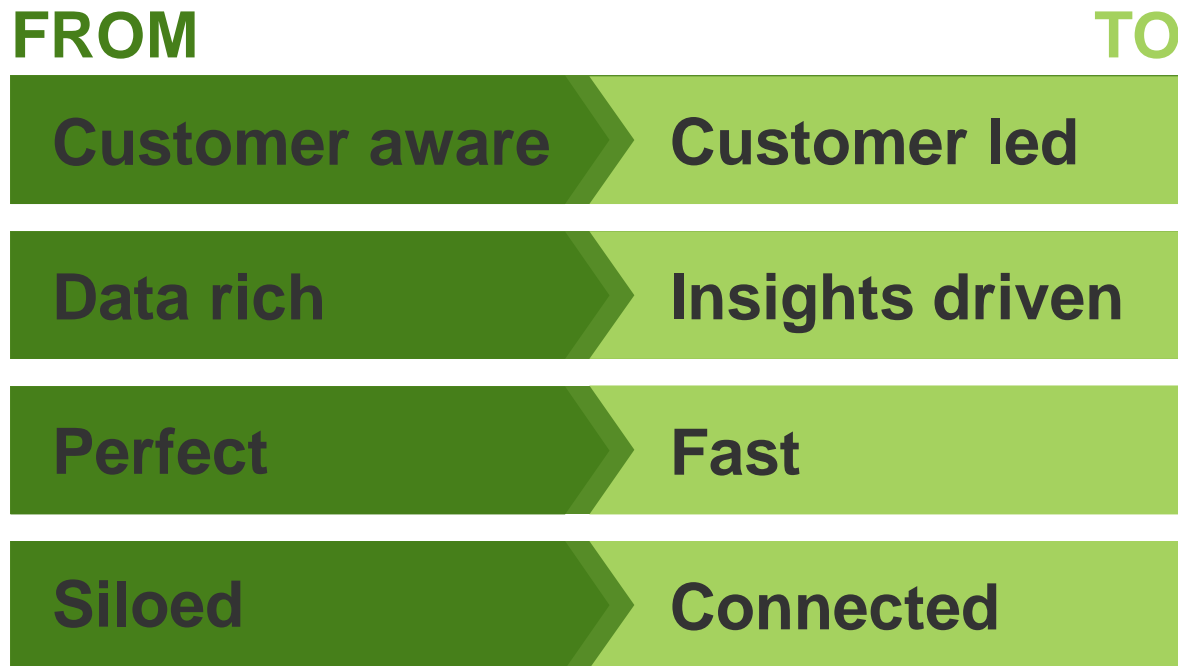
- › Create a compelling value exchange.
- › Focus on usefulness before cleverness.
- › Integrate utility into all customer programs.
- › Embrace “pull” versus “push” tactics.

Source Forrester's “The Enterprise Marketing Technology Playbook”

“WTF”  
MOMENT



# Customer-obsessed operating principles

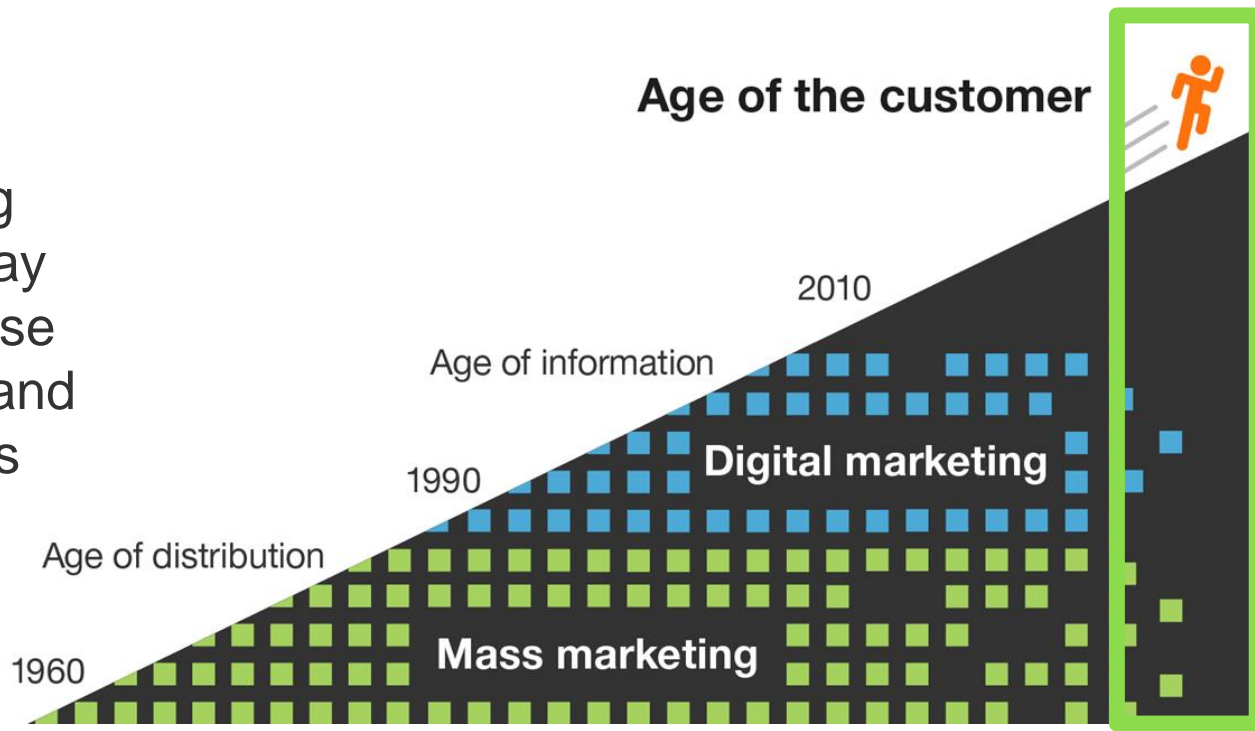


Source: Forrester report "[The Model For Modern Marketing](#)"

# Customer-obsessed content

## 59%

of global marketing decision makers say they plan to increase spend on content and personalization this year.



Source: Forrester's Business Technographics® Marketing Survey, 2017 (Base: 424 North American and 208 European marketing decision-makers)



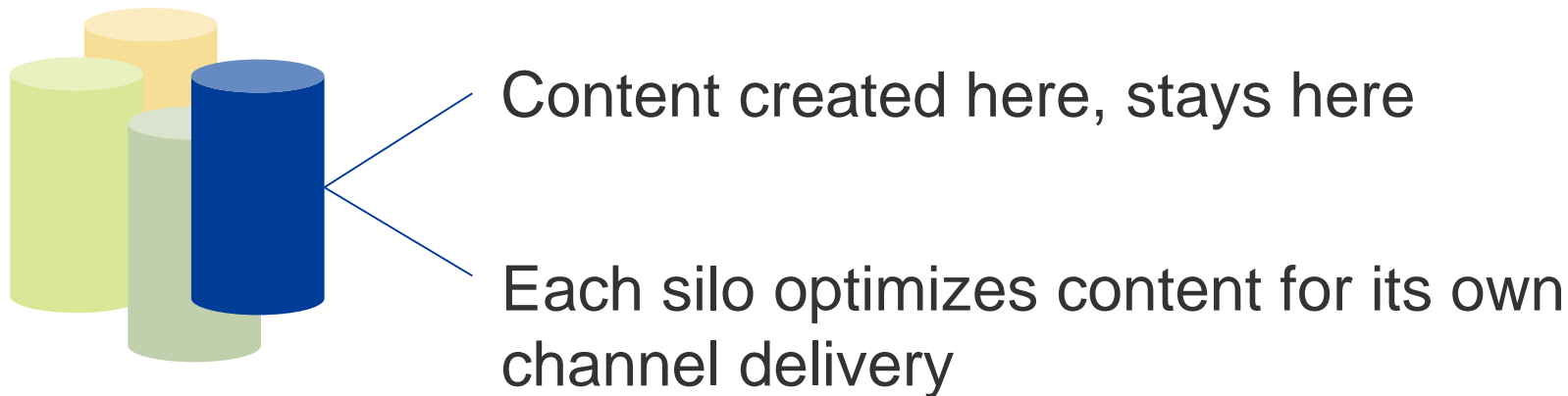
# The right content strategy...

...delivers contextually relevant experiences, value, and utility at the appropriate moment in the customer life cycle via preferred customer touchpoints.

Source: [The Forrester Wave™: Real-Time Interaction Management, Q2 2017](#)

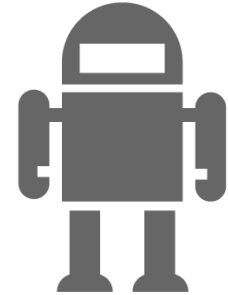
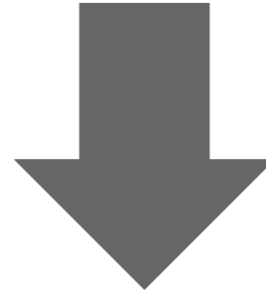
## ...Breaks down internal silos

### Content is dumb within content stacks



*Is your goal optimally managed content repositories, or  
is it optimal customer experiences?*

# ...Takes an atomized approach



Ongoing needs	Semantic chunks	On demand	Ready for automation
Recurring customer needs and contexts inspire connections in teams, plans, and repositories.	Content models allow experience designers to pull content based on its utility to the customer, in the moment.	Content can move between repositories and experiences based on prebuilt and managed connections.	Designing for common transformations (e.g., reformats or translation) allows for automation across experiences.

Source: Forrester report "[Omnichannel Strategies Demand A New Content Approach](#)"

## ...Focuses on reuse of assets

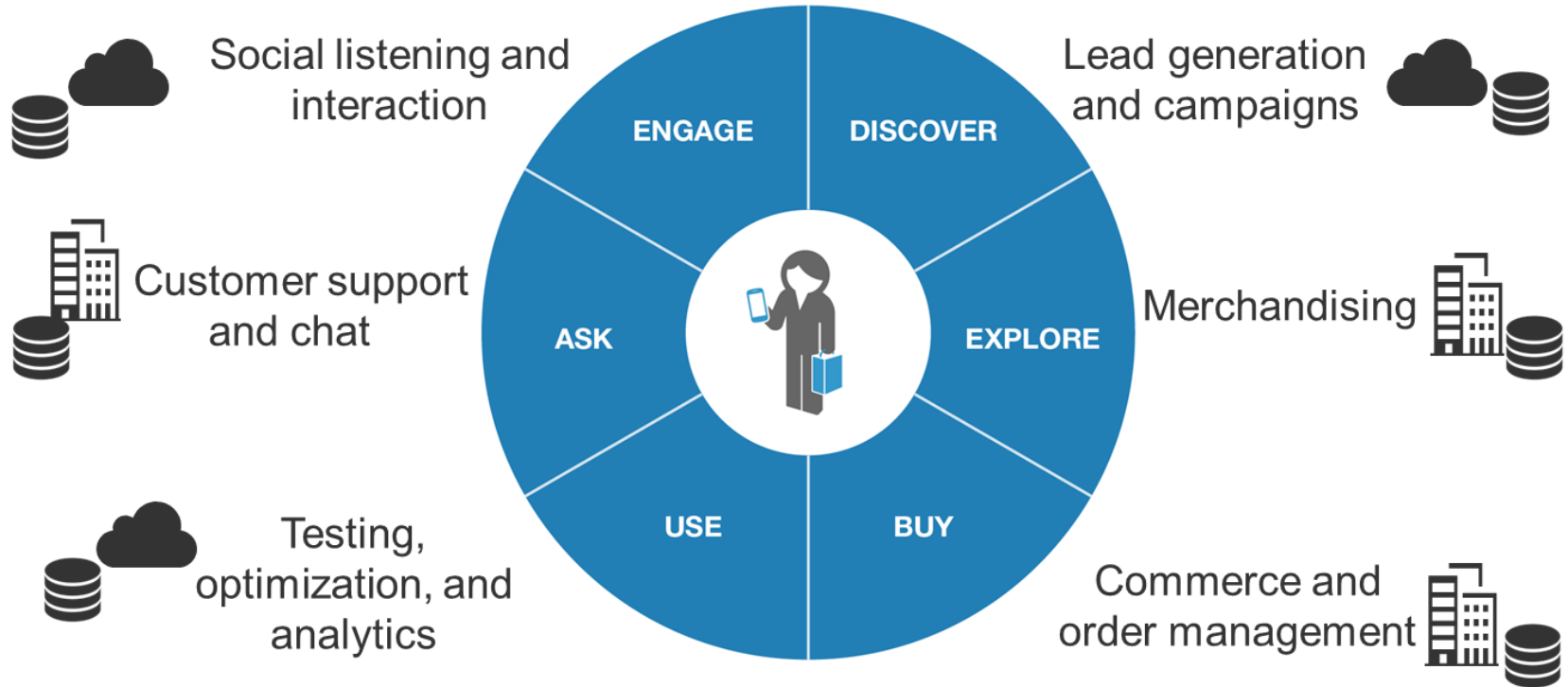
### Global Travel/Hospitality Brand

- › “Content reuse is the holy grail for us like it is everyone else.”
- › “Priority from leadership is to build a culture that inspires and informs each other.”
- › “Our DAM is meant to foster collaboration rather than enforce silos.”

### Global CPG Brand

- › “We spend exorbitantly on new content every year and we need to figure out a better way.”
- › “Breaking campaigns into the smallest atom helps enable reuse.”
- › “Our challenges aren’t just technological.”

# ...Spans the customer lifecycle



Source: Forrester report "[Omnichannel Strategies Demand A New Content Approach](#)"

# ...Combines insights and engagement

## Systems of insight

Customer data

Real-time analytics

Insights



## Systems of engagement

Interactions

Marketing automation

Content

Source: Forrester Report "[Combine Systems of Insight And Engagement For Contextual Marketing](#)"

# ...Closes the data-to-action gap

**73%**  
aspire to be  
***data-driven.***

All possible data



All possible actions



**29%**  
are good at  
turning  
data into  
***action.***

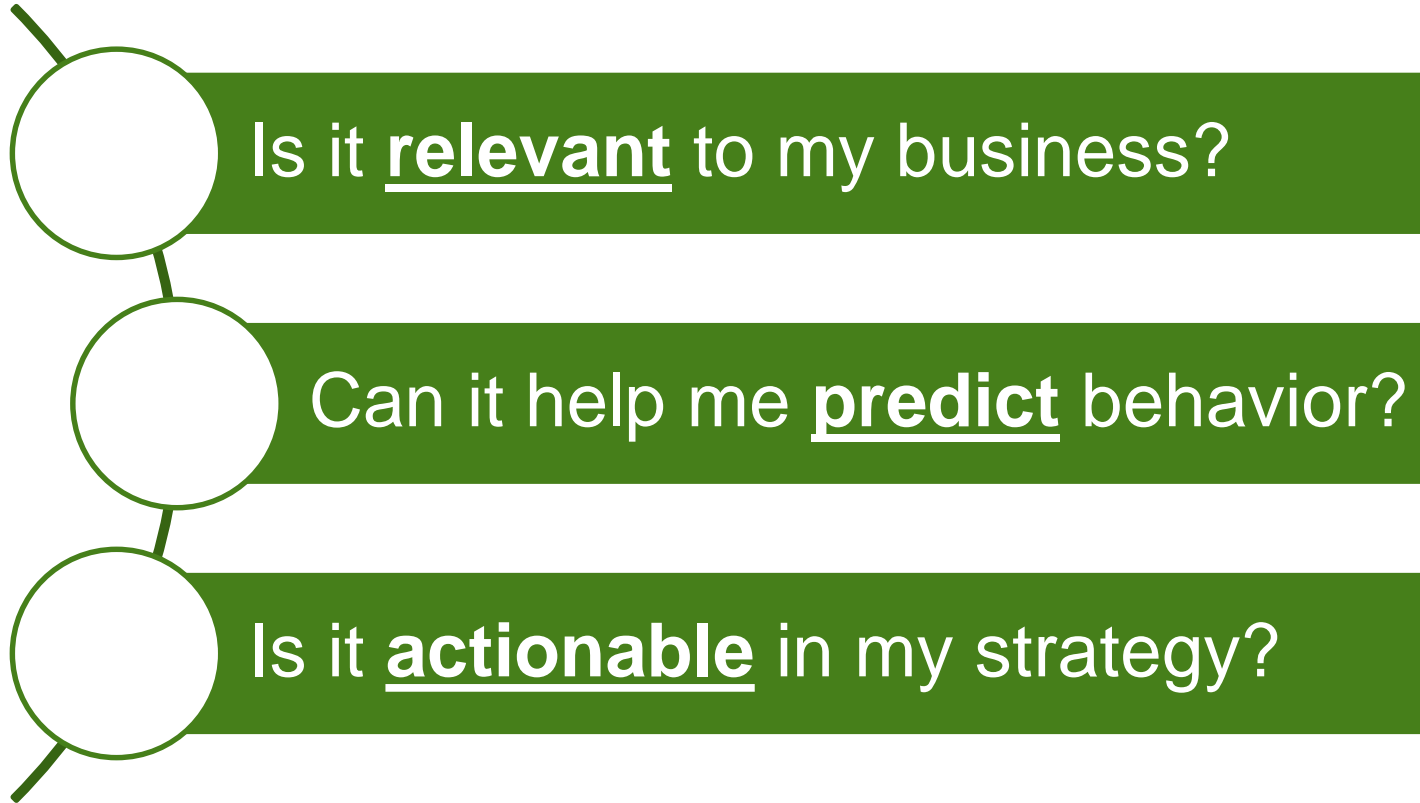
Source: Forrester's Business Technographics® Marketing Survey, 2017 (Base: 424 North American and 208 European marketing decision-makers)

# ...Leverages new forms of data

	Inferred data	Observed data	Self-reported data
Third-party data	<ul style="list-style-type: none"><li>• Inferred household income</li></ul>	<ul style="list-style-type: none"><li>• Mobile device ID</li><li>• Set-top box data</li><li>• Purchase preferences</li></ul>	<ul style="list-style-type: none"><li>• Social media page likes</li></ul>
Second-party data	<ul style="list-style-type: none"><li>• Product/category preferences</li></ul>	<ul style="list-style-type: none"><li>• Web cookie data</li></ul>	<ul style="list-style-type: none"><li>• Self-identified household income</li></ul>
First-party data	<ul style="list-style-type: none"><li>• Cross-device identity matching</li></ul>	<ul style="list-style-type: none"><li>• Loyalty program data</li><li>• Purchase history data</li><li>• Content interaction data</li></ul>	<ul style="list-style-type: none"><li>• Date of birth</li><li>• Mailing address</li></ul>
Zero-party data			<ul style="list-style-type: none"><li>• Preference data (e.g., email opt-ins)</li><li>• Feedback surveys</li></ul>



...Finds the value in new data sources



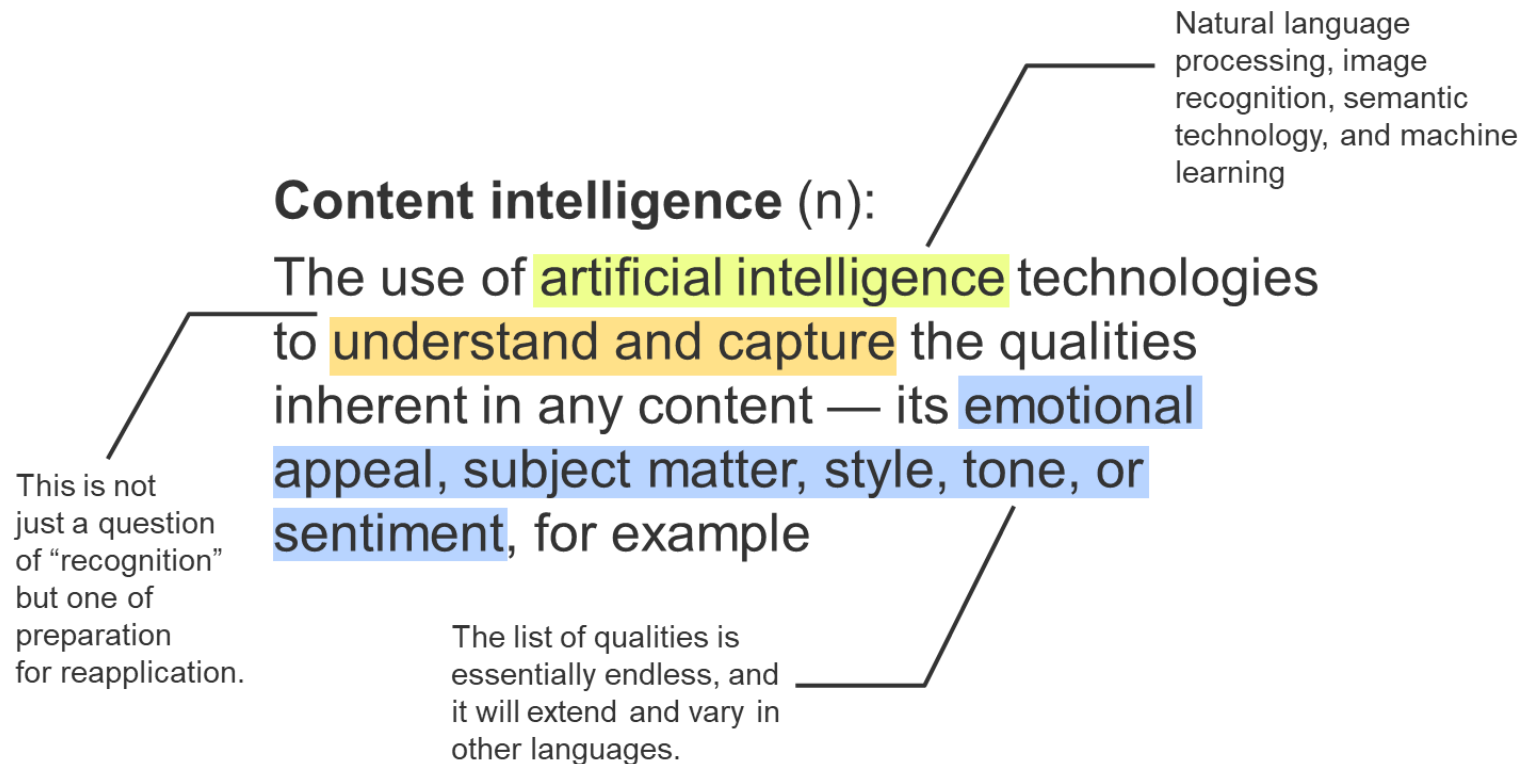
# ...Embraces intelligent DAM capabilities

- › Business users want insights where/how assets are used and their performance.
- › Analytics fuels content personalization and creation.
- › Brands can use the data to extend content consumption metrics with impacts on conversion rates.



Source: Forrester report "[Omnichannel Strategies Demand A New Content Approach](#)"

# ...Optimizes based on content intelligence



Source: Forrester report [“Content Intelligence: Algorithms Assign Meaning And Value To Content”](#)

# Content intelligence...

Makes editorial decisions and actions exponentially faster and cheaper

**A publisher automatically applies relevant labels to vast stores of content, freeing up three specialists for other challenges.**

✓ Scales content operations

Creates a helpful and automated quality control layer in content stacks

**“We’ve saved untold money from efficiencies and improved content – in a machine-measurable way.”**

✓ Informs content creation

Learns what content performs — and for whom — much, much faster

**A direct marketer saw a 22.3% lift in open rates on average.**

✓ Adapts to customer context

Source: Forrester report [“Content Intelligence: Algorithms Assign Meaning And Value To Content”](#)

# Understand customer context with content intelligence

Key Takeaway	Action
Data and Analytics	Use analytics to drive content ROI both upstream and downstream. Optimize content for conversion by leveraging insights during the creative process.
Content Intelligence	Apply AI to large libraries of content to fill gaps in metadata or surface additional tags that may be absent. Combine AI and analytics to understand what good content looks like.
Contextual Relevance	Use content atomization, analytics, and AI to enable dynamic content and personalization. By atomizing content and overlaying analytics, you can deliver content based on customer context.

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Thank you

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