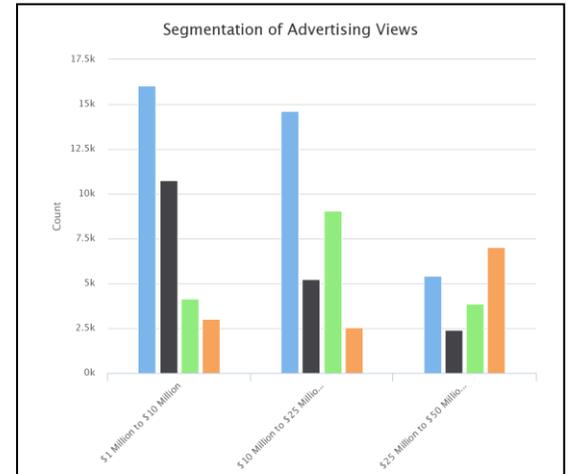


Your Audience is Speaking to You ... Listen!!

Visualize your audience data across the customer life cycle to understand what they are saying – practically drive more revenue in your business!

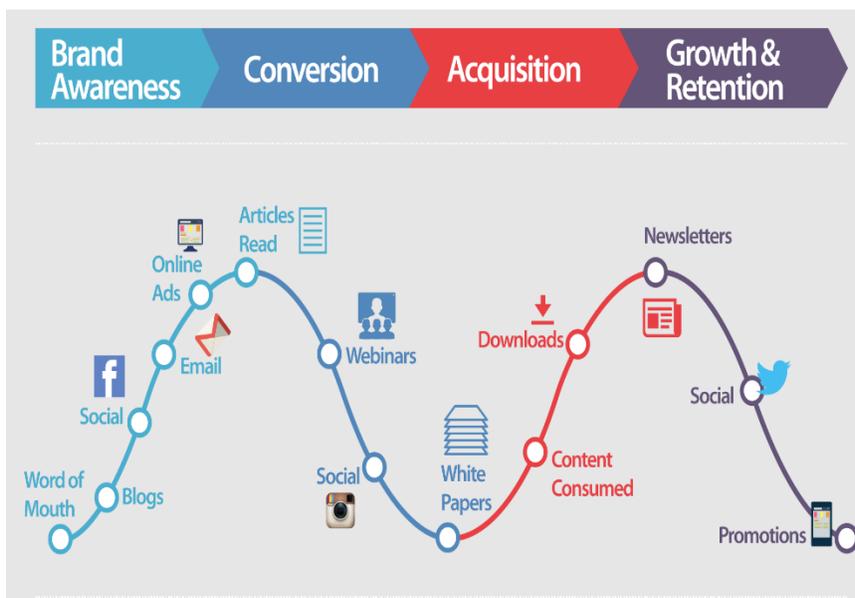
How to read signals from your audience

Customer and prospects were much easier to manage even 2 years ago. We would send out a monster number of emails to people in segments where we had sold before and everyone was happy. In today's world, we have a much bigger opportunity to communicate with people who are telling us what they are interested in by their actions. Learning from the audience interests and purchase intent, businesses are now making much better choices in terms of segmentation with focused content and prospect offers.



You can't act on what you can't see.

In this white paper, we will cover many use cases where you gain insights across the entire customer journey. This will include segmentation of potential leads all the way through to useful insights that you can use to retain subscription users while upselling or cross selling them. With all this information, you can even use predictive analytics to score prospects so your reps can be focused on the best leads.



Customer Journey

We are gaining insights across the entire customer and prospect journey with a lot of the data we already had in our systems. The 360 degree view of who these people are and what they are interested in makes the process a whole lot more efficient.

Product Marketer

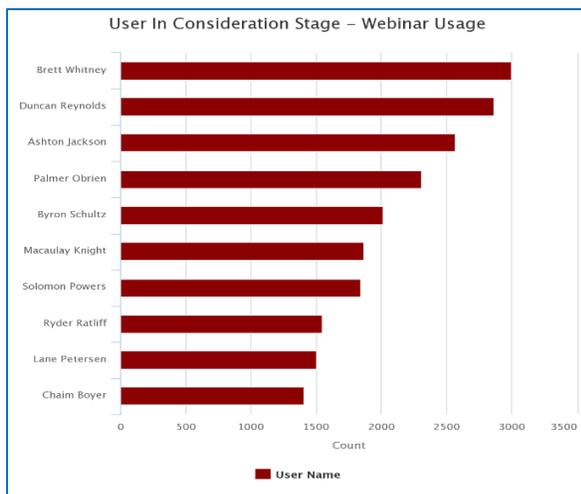
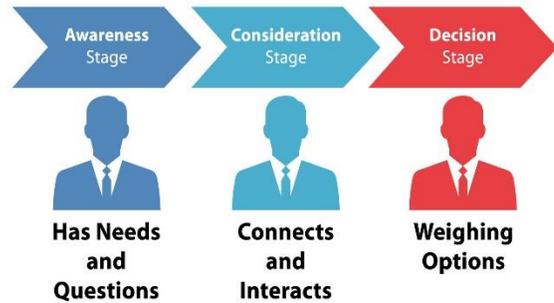
SaaS B2B Provider

Convert Prospects - Understanding Customer Journey

Capture topics of interest

By reading the signals that prospects are giving, you can tailor the messaging to them. If a user is reading a blog or white paper within a certain topic, they naturally want to hear more - offer them a webinar in that area. When you finally capture their email, you can map it back to things they viewed historically which provides a long term perspective on their interests.

THE PROSPECTS JOURNEY

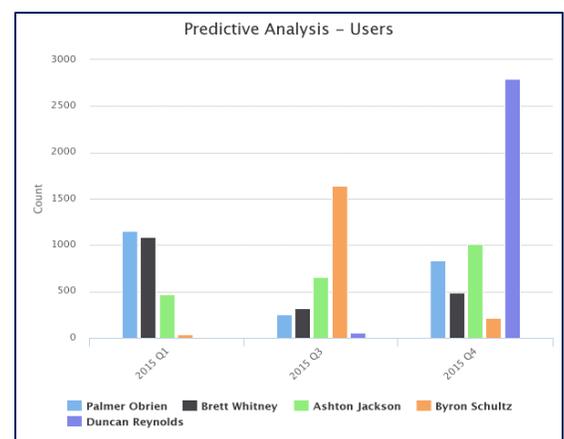


Segmentation by journey stage

By breaking prospects into smaller segments, much greater targeting can occur by delivering appropriate messaging and content to leads. This chart shows examples of how many times users have viewed a specific set of webinars in certain topical areas. The marketer can take this topical information to focus on value propositions that relate to exactly what the users are interested in. It becomes the best outcome: less cost for marketing and more sales.

Predictive analytics – score leads

This is the one of the most important trends that are impacting businesses. By scoring the leads by probability based on how previous customers have acted and then converted, the sales and marketing teams can more accurately prioritize resources. Many organizations are pouring this scoring information into their marketing automation or CRM sales automation tools to allow teams to have visibility where they can prioritize and focus.



Audience Insights to Retain/Grow Existing Customers

Retain Existing Accounts

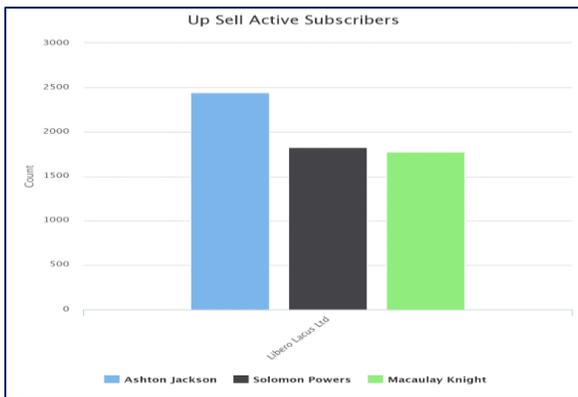
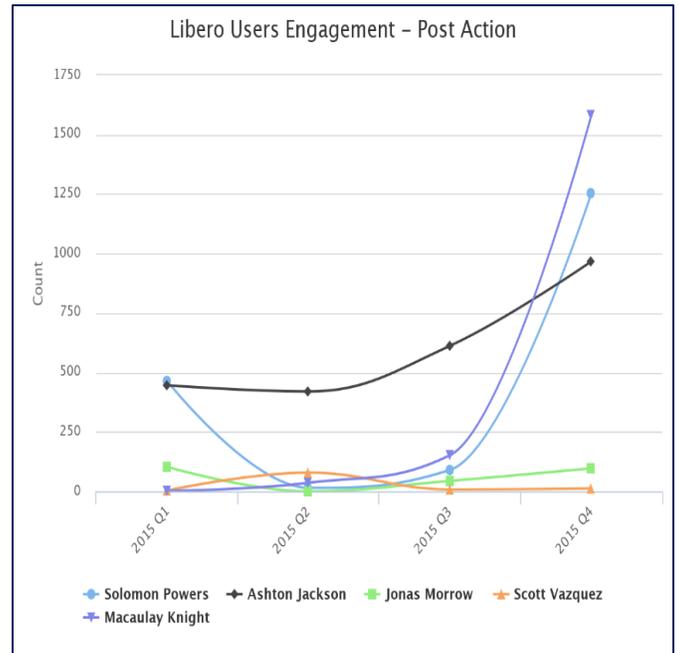
Many studies indicate that it is much harder to gain new customers than to retain the ones you have already. The renewal challenge is to find early warning signs from your audience.

Charts

- Determine what users are viewing
- Study trends on usage and leading indicators like negative calls to support
- Bring customer satisfaction scoring into the main stream of analytics data

Alerts, Alerts, Alerts

- Find a system that provides advance warning of certain conditions. This provides scale/ focus.
- Ensure process are in place to proactively react to alerts in downturns

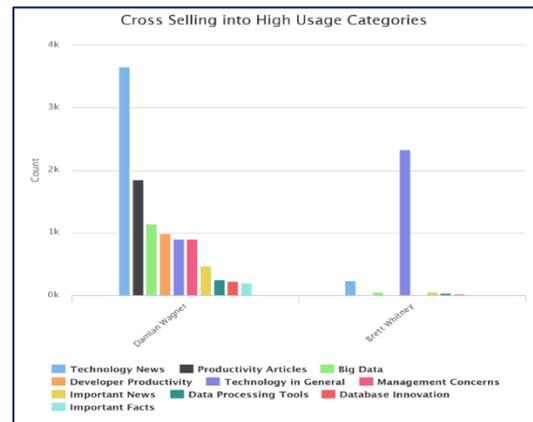


Up Selling Existing Accounts

Selling to happy customers should be easy, but how do you find out which engaged your users are without understanding your audience? In this chart, you can see a 3 user license that shows very high usage across every user. The key is to identify these trends and react by reaching out to the customer to see if others at the same firm would gain the same value.

Cross Sell Existing Accounts

This is an example of two users with very different set of interests. By topically tagging your articles, videos, webinars and white papers, it is easy to see which offerings a user is most interested in. The user on the left has shown a strong interest in more topics than their subscribed product making them a great upsell opportunity. In some cases, studying topical interest in aggregate can even provide a roadmap for your content development teams as well directing your product development.



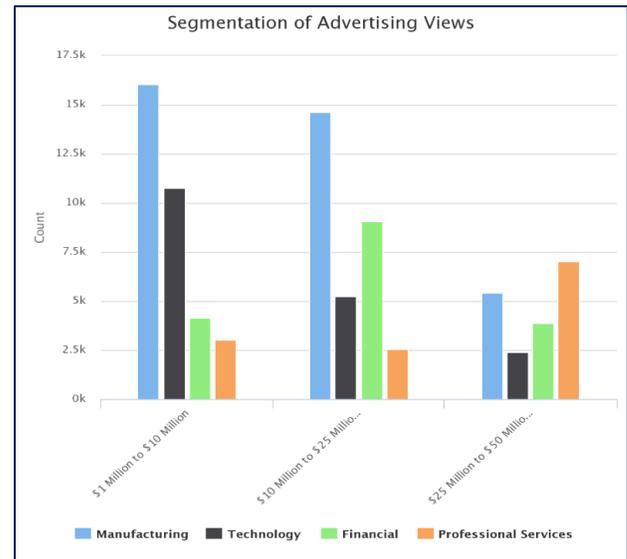
Other Audience Insight Strategies to Retain and Grow

<p>Company Sector</p> <ul style="list-style-type: none"> "Manufacturing" <p>User Top Articles</p> <ul style="list-style-type: none"> BI Journal on Tumbler Journal Mobile App Online Show Quarterly 15 Tips For NoSQL Success How I Improved My User Interface In One Day <p>Users With Same Profile</p> <ul style="list-style-type: none"> Sonia Nunez Cora Morrison Cruz Stout Harrison Rosario Keefe Gregory 	<p>Recomended</p> <ul style="list-style-type: none"> 13 Myths About database trend 5 Ways To Get Through To Your JAVA Acronyms and Abbreviations Used by the technology industry Being A Star In Your Industry Is A Matter Of Developer Skills Integrated Antenna Technology New Filter Topologies OMGI The Best .Net Ever! Overview of RF Switch Technology and Applications Testing of BI Systems The Benefits of Detailed Design
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Personalizing Experience
 Providing a unique and personal experience based on what users are reading and sharing makes for a very solid user experience as well as ensuring that the ads they see provide the most interest and click through events. Everyone wins in this scenario: users are happier, advertisers get solid leads and there is no guess work in terms of what content to show user groups.

Prove Audience to Advertisers

You can prove the value of advertising on your site by understanding and reporting on the demographics of which parts of your audience viewed or clicked through specific advertising. Too many times, media companies or other site owners don't have the right reporting to support the advertising spend. Some clients have shared that they were able to quickly support the advertising story and were able to recoup their investment in audience analytics as little as a few months.



Get Started Today

In this white paper, we have covered many use cases and ideas on how to use audience data to drive revenue. A key question is how to get started. The good news is that some of this data you already have either in your ERP or CRM system while some of the audience data could be in Google Analytics.

The key is to develop a data map which will allow you to determine the source of where each piece of data lives. You can make step improvements by adding data elements as you have them, but the real win will be when you have all the detailed audience data in a flexible and user friendly framework for doing detailed segmentation and reporting. There are quite a few of these on the market including the marketing analytics from companies like Adobe®, Oracle®, Lytics®, Audience Insight360™.