



Quotes from  
**TOP MARKETING  
EXPERTS**  
on Achieving  
Individualized Marketing



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# FOREWORD

Today's digital-first consumer communicates, watches, learns, listens, browses, and buys online—every day, right at their fingertips. In fact, a 2014 Nielsen study found the average American owns four digital devices and spends 60 hours per week consuming information, alternating among them. They very much define their own experiences before many brands even have a chance to introduce themselves. Marketers are racing to compete by addressing channels as they pop up—often losing sight of the customer, and failing to weave together a cohesive brand experience.

Conversely, the expectations of marketers to manage spend and resources, prove ROI, and execute a meaningful, omni-channel customer experience is increasingly amplified.

By integrating the wealth of insights on the known customer with the digital data that anonymous audiences are leaving behind, marketers can understand consumers as individuals. Empowered with those insights, they're better able to adapt to the individual's changing needs in real time. This agility enables marketers to consistently deliver an effective customer experience across all channels of choice.

Welcome to the age of Individualized Marketing.



Regards,

**David Panek**

Vice President, Marketing, Teradata Marketing Applications

Across his 24 years of experience, Dave has held leadership roles in marketing, product management, and consulting at both startups and companies including Aprimo, Unica/IBM, Oracle, SPSS, and Epiphany (now Infor). His domain expertise includes real-time marketing, marketing operations, campaign management, and digital marketing. David holds an MBA from Loyola University Chicago.

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Teradata is a proven industry leader of integrated marketing applications, fueled by a high-performing team of enterprise marketing experts. We can help you make the best business decisions possible by providing advanced applications, consulting services, implementation and post-implementation support, and reliable performance analytics for your data-driven marketing program. With Teradata, you get an exceptional software solution as well as a trusted team of professionals to advise and support you along the way.

Improve marketing agility and connect with customers as individuals across every channel with the Teradata Marketing Applications.

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Businesses in all industries are learning to use individualized customer data in their engagement strategies. However, accomplishing true individualization has been challenging for many companies because of a lack of resources; shortfalls in data quality, analysis, and understanding; and an inability to execute meaningful communications with consistency and relevancy. To better understand what is working, and with the generous support of Teradata, we posed the following question to over 45 experts who are heading up Individualized Marketing strategies:

## **What advice would you offer a fellow marketing executive to help ease the transition to Individualized Marketing?**

Although their approaches are as varied as their businesses and markets, these experts shared many insights. For example, you'll learn the importance of integrating individualized data across the enterprise for use in all engagement channels. It is the integration of that data that enables true one-on-one customer engagement, and makes Individualized Marketing especially powerful.

Of course, there is a lot more to it than that, and I'm confident you will find many valuable insights in this e-book—insights that will strengthen and enrich your own Individualized Marketing strategy.



All the best,  
**David Rogelberg**  
Publisher




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*Too many customer experience programs are not achieving their expected results and are starting to plateau. It is clear new thinking is required. The future lies in truly understanding customer behavior by identifying a customer's emotional, subconscious, and psychological experience. To do so, marketers need to be educated in the new discipline of behavioral economics. Doing so will enable them to analyze the data in a different way and reveal the real reasons for a customer's behavior. Armed with this information, they will be able to design individualized experiences that deliberately evoke desired emotions that drive value and move their customer experience to the next level.*





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# COLIN SHAW

Chief Executive Officer, Keynote Speaker, Author, Beyond Philosophy



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The future of Individualized Marketing is creating personal experiences for “everywhere customers” who toggle comfortably between apps, devices, and channels. The key to reaching everywhere customers is harnessing data to create contextual content that resonates during fleeting moments on platforms ranging from Snapchat to Facebook. Businesses such as Dunkin’ Donuts are starting to crack the code. Dunkin’ Donuts successfully uses Snapchat to engage with people by giving them tools to make their own snaps overlaid with Dunkin’ Donuts branding, which customers can use to get free coffee at a local Dunkin’ Donuts. These kinds of experiences require brands to crunch location data to share the right content at the right time.



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# DAVID DEAL

Chief Executive Officer,  
David J. Deal Consulting



## DAVID EDELMAN

Global Co-Leader, McKinsey Digital Marketing and Sales, McKinsey & Company

David Edelman is a recognized practitioner and global thought leader on digital transformation. He has helped organizations make the strategic, organizational, operational, and technology changes needed to drive digital sales growth. By setting strategic direction and working with clients to set up processes, analytics, and go-to-market programs, his teams deliver better performance and build clients' capabilities to sustain it. He is the author of two leading articles for the *Harvard Business Review* and a LinkedIn blog with more than one million followers.

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*You must be able to respond appropriately to a customer through any channel, at any moment in time.*



Each customer takes a different path to reach a destination. Understanding their pursuit, the context, and the customer's goal requires more than simply capturing data and aligning it with marketing to deliver timely messages. To successfully engage each consumer, marketers must employ data to develop and speak to individual customer stories.




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*Making the transition to Individualized Marketing starts with organizational buy in. As we've seen from the start of digital communication with customers, that takes big success stories from others combined with small success stories at home. A single, simple test can show a dramatic lift in response when using customer data in email communication. An A/B test can show the value of "Hello, Jim" on the home page. As interest grows, more systems can be integrated and the speed of moving up the customization maturity curve increases. Keep in mind that you are marketing and your current product is improved customer relations though Individualized Marketing. Show the benefits and convince key stakeholders.*



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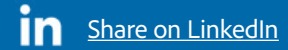
**JIM STERNE**

Chairman,  
Digital Analytics Association



**EDWARD NEVRAUMONT**  
Chief Marketing Officer,  
A Place for Mom


Edward Nevraumont is focused on helping companies grow. He led the turnaround of A Place for Mom, he was an executive at Expedia, and he spent four years at McKinsey working globally in locations including Australia, Nigeria, Denmark, and the Congo. He is author of *The Ultimate Improv Book*. His next book is an exploration of the counterintuitive notion that being good is better than being excellent. He has an MBA from Wharton and an undergraduate degree in physics.



*If they signal their interest in something, you must respond directly to that individual interest.*



To reach your intended market, your business must analyze the need states of your customers, then deliver to them. Each market has a different set of need states, so to reach individuals and to market services customers are looking for, organizations must define what their customers want, then make it happen.




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*Data-driven marketing is not static. It's a continuum, with businesses at different levels of maturity. Larger companies continue to work toward predictive analytics and customized, real-time interactions that leverage behavioral, contextual, and other audience data. Smaller businesses might just be starting out on their DDM path with individualized, targeted offers or contextual marketing. Wherever you are, keep pushing the ball forward—don't just collect the data, work to understand it, leverage it, and automate it. DDM is here to stay.*



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**BRENDA STOLTZ**

Founder and CEO,  
Ariad Partners




## JOSEPH COLE

Vice President, Marketing,  
Avanoo

Joseph Cole's early career began at Paramount Pictures. He then became a "Mad Man" working with many of today's leading ad agencies and brands. Cole has now transitioned to the client side and is the vice president of marketing for Avanoo. Joseph's marketing strategies encompass a blend of human behavioral science, inbound marketing, design, and grit. Cole grew up in New Zealand, currently lives in San Francisco, and frequents Africa where he's involved in elephant and rhino conservation.

   
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*Individualized Marketing is really more of a psychological analysis where you can really understand the right language and how to reach the buyer.*




The first step to Individualized Marketing is to understand whom you're marketing to by asking your best customers what they want and what are their pain points. The next step is to deliver value in response to the data they share. This process will likely lead to fewer but better, deeper leads.



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*Individualized Marketing replicates what all good marketing should do: engage a prospect in a conversation. Today, technology allows us to understand the needs and desires of a prospect and to customize our marketing accordingly. There is no real mystery to Individualized Marketing except why more people don't do it. It's only common sense to think that if you market individually to people, communicating with someone where they are in the buying cycle, you will do far better than talking to everyone the same way. It's good conversation and good marketing.*



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**WENDY MARX**

President,  
Marx Communications



## WENYU ZOU

Assistant Vice President,  
Global Digital Marketing,  
Kiehl's Since 1851

Wenyu Zou serves as the head of global digital marketing at Kiehl's. Her expertise lies in global integrated marketing communications thanks to her years of experience in brand building with fully integrated digital force both in the United States and her native China. She has produced award-winning brand campaigns in her recent practices in the United States and has successfully launched brands, including Giorgio Armani Cosmetics and Kiehl's, and rapidly led them to become market leaders in China.



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*It's really easy to drown in the data and stereotype people, but humans have feelings.*



To transition to Individualized Marketing, brands must balance the need to generate business and the reality that they must add value to people's lives to engage consumers and foster loyalty. Marketers must continually evaluate their message for relevancy to avoid losing consumer interest in products as well as the brand as a whole.




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*Marketers with smart data insights to create Individualized Marketing are like snipers using high-powered night vision goggles.*



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# DOUGLAS BURDETT

Principal, Artillery, and host of The Marketing Book Podcast, Artillery, LLC



## GABRIEL LAZARO

Vice President, Head of Digital for Latin America, Chubb

With top positions at Jamba (Rocket Internet embryo) & Fox Mobile Group (News Corporation) and AIG, Gabriel Lazaro developed global digital marketing strategies. In January 2016, Lazaro joined Chubb, the world's largest publicly traded property and casualty group, as vice president head of digital for Latin America. Cofounder of StartupHub.NYC with the objective of supporting international tech startups that want to accelerate their landing, scaling, and fundraising in the United States, Lazaro has served as an advisory board member and angel investor.



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*The challenge is to put the customer into the center of the business, and then develop products, services, and marketing activities around the customer.*



The single most important consideration for effective Individualized Marketing is engaging consumers so that they feel their needs are being met. Across departments, companies must ensure data is communicated freely so that the goal of bringing value to the customer is the focus.




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*We have everything we need to personalize every single customer and prospect interaction right now. It's not the future; it's right now! We have the technology, the data, the customer insights, and the content. Operationalizing microlevel customization will continue to separate winners and also-rans in business-to-business marketing throughout 2016.*



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# MATT HEINZ

President,  
Heinz Marketing, Inc.



## JARED JOHNSON

Principal,  
Ultera Digital

Jared Johnson, principal and digital marketing senior advisor with Ultera Digital, is a thought leader and consultant with 13 years of experience researching, recommending, designing, and developing digital marketing solutions and strategies for health care and technology organizations, from start-ups to the Fortune 500. He is a blogger, speaker, and host of the *Health IT Marketer Podcast*.



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*The patient website that the company created to answer those questions was based on pain points—things that were of concern to those patients.*



Consumers are searching for products that address their needs and deliver consistent value. An Individualized Marketing approach identifies customers' pain points and focuses on their needs and concerns. Doing so lets customers know you care, which inspires brand loyalty and leads to more sales.




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*Data is the difference between art and science. Data is the objective fact that can prove the true worth of marketing's value to an organization.*

*We do not have a “lack of data” problem. We have a “lack of understanding data” problem.*



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# MATHEW SWEEZEY

Principal of Marketing Insights,  
Salesforce



## JUSTIN STEINMAN

Chief Marketing Officer,  
GE Healthcare IT

Justin Steinman is the chief marketing officer for GE Healthcare IT, a \$1.8 billion division of GE Healthcare. Steinman previously served in a variety of operational and marketing roles at GE Healthcare. He started his career at Accenture and then worked at Novell in multiple sales and marketing roles, culminating as the vice president of solution and product marketing. Justin holds an MBA from the MIT Sloan School of Management and a BA from Dartmouth College.

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*If we don't know everything about an account and tailor our message to them, then we're not going to be successful.*



To reach a level where an organization can market specifically to an individual, the business must begin with a broad approach with opportunities for consumers to self-identify. The business can then build a conversation on that general information to gain data that will enable tailored marketing to address customers' needs.




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*In an age of ubiquitous connectivity where consumers can discover content, interact, and transact anytime, anywhere, traditional digital marketing falls flat. Today's consumers have become numb to brand content and ads, seeking more individualized experiences on their journey to find answers. The solution? Data-driven marketing that provides insight into exactly which triggers will satisfy buyers from the unaware to brand advocates.*




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**LEE ODDEN**

Chief Executive Officer,  
TopRanking Marketing



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*The impact that data-driven marketing can have on your business is not directly related to the scale or quantity of the data you collect. It's not even directly related to the insights you derive from the data. Instead, the impact is directly related to the actions you take based on the data. Marketers who take action will always outperform marketers who get bogged down in analysis paralysis.*





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# JAMIE TURNER

Chief Executive Officer,  
Sixty Marketing



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*Good salespeople have always known the power of individualized conversations. Marketers now have the technology (and the mindset) to drive individualized communications. I believe that some of the greatest benefits will come from sales and marketing working together to capture and apply the advanced intelligence that can drive new levels of customer relevance and intimacy. This has the potential to go far beyond traditional demographic segmentation by leveraging customer traits, behaviors, and activities to deliver precise, relevant messages and stimulate a stream of interaction.*



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# BOB APOLLO

Founder,  
Inflexion-Point Strategy Partners



## ANNIE GHERINI

Head of Marketing,  
StumbleUpon

Annie Gherini leads the marketing team at StumbleUpon, Inc. for both consumer and business-to-business products. Prior to joining the StumbleUpon team, Anne worked with large entertainment brands, such as Sony PlayStation and Paramount Pictures, and lead the marketing for several early stage mobile and social start-ups. Her focus has been on coupling data-driven performance campaigns with strategic and engaging brand initiatives. Anne is a thought leader in understanding how to market and connect to the millennial generation.



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*By figuring out exactly who these users are and customizing the experience for each and every user, we found an increase in engagement.*



Marketers often make decisions based on data. Individualized Marketing, however, shifts the focus to the human connection. Research on who customers are and what they want enables marketers to create more engaging experiences with all different types of customers. Positive and memorable customer experiences lead to increased engagement and lasting brand loyalty.




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*The most profitable brands don't compete on price; they are focused on speed, value, and availability to their customers. To be available, they have to be where their customers are. To provide a speedy response, they have to be listening. And to provide value, they've got to provide an individualized response. Without the tools and process to instantly respond and the data to make it personal, companies are leaving the business to those competitors that do.*



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# DOUGLAS KARR

Chief Executive Officer of DK New Media, and  
Founder of the Marketing Technology Blog,  
DK New Media




**SEIYA  
VOGT**

Director of  
Demand Generation,  
Bitly

Seiya Vogt is currently the director of demand generation at Bitly where he oversees the entire marketing funnel. An internationally minded marketer, Vogt has experience working in the startup scenes of Tokyo, San Francisco, and his native New York. Through working at companies like Gengo, General Assembly, and now Bitly, Vogt has become an expert in acquisition, analytics, and inbound marketing.

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*It takes a mix of demographic and behavioral data to understand leads well enough to engage meaningfully with them as individuals.*



Just as important as the actual transaction is the behavior of the site visitor before and after that transaction. This level of demographic and behavioral data analysis enables businesses to effectively customize further outreach and create additional individualized opportunities with each customer.




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*With so much information available and innovation happening, it's impossible to ignore the opportunity to provide as focused a marketing program as possible, right down to the individual. Buyers already are demanding it, even if they don't realize how feasible it could be. I believe vendors that work hard to provide this will be the ones that win the most business in the future.*



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# DEREK EDMOND

Managing Partner,  
KoMarketing Associates




## SCOTT MCALLISTER

Senior Vice President of  
Digital Marketing and  
Business Development,  
Time, Inc.

Scott McAllister is a digital marketing leader with more than 15 years of experience in the space. He has a passion for redefining marketing and how customers experience brands through the digital domain. His experience spans industries—computers and electronics, financial services, retail and media—and has depth in the big five areas of digital—marketing and media, experience building, data and analytics, mobile, and social.

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*The best opportunities are going to come from having a marketer that really understands their audience well.*



Undertaking the shift to Individualized Marketing is not a one-time quick-and-easy process. Success results from a holistic view that is grounded in the individual steps necessary to get your company and marketing team where you want to be. An effective CRM and experienced marketing team will further ensure you reach your goals.




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*As consumers' interest in "noise" decreases and their need for individualized, meaningful experiences increases, brands will need to continue to expand on the creation of individualized interactions, data-driven storytelling, and an omnichannel approach to build strong, positive relationships with their customers. Amidst all the data, however, brands must be mindful of one key message: your customers are human beings—be sure to treat them that way.*



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# SUSAN BARONCINI-MOE

Chief Executive Officer, Chief Marketing Officer, Executive, and Leadership Coach, Business in Blue Jeans



## ALEXANDRA TYLER

Senior VP, Head of Digital Marketing Global Test & Learn Acceleration, Consumer Marketing, Citi

Alexandra Tyler joined Citi in 2015 as senior vice president, head of Digital Marketing Global Test & Learn Acceleration, Consumer Marketing, Citi Global Consumer Bank. In this newly created role, she is building a new function focused on rapid global testing and learning to deliver business value across all Global Consumer Bank product lines. Tests that her team manages are targeted to create client-centric marketing capabilities to drive a shift from mass marketing to massively Individualized Marketing.



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*We strive to walk in the shoes of our customers every day.*




To create an Individualized Marketing program, digital marketers must strive to understand their customers' experiences. Consider a three-pronged approach: set the right goals, spend time on discovery, and use your partners' experience. The ultimate goal is an individualized, one-on-one relationship with your customers that is driven by data and analytics.





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*The toughest part is making a holistic commitment to “customer first,” in all aspects of marketing and communications. The good news is that today we have lots of data, but it is also the bad news, as it can be overwhelming to make that data actionable and used in a way that makes sense for the customer. To jump-start customization, one of the techniques we have found is to start the customer-centric approach in the offline world (I realize this approach is counterintuitive) or start with a specific set of customers or business units to master an integrated customer experience (online and offline). This way, you can build your data sets, technology, and processes in an integrated, repeatable way and roll them out across your organization and customer segments.*



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# SCOTT VAUGHAN


Chief Marketing Officer,  
INTEGRATE




## MATTIAS MACDOWELL

Data Scientist,  
Cisco Systems

Mattias MacDowell is a 13-year digital marketing veteran, serial entrepreneur, and data scientist. Currently, he is focused on driving increased engagements through microtargeted marketing programs for Cisco Systems. Previously, MacDowell founded and exited several businesses including a medical device company as well as an online retail store. He thrives on challenging the status quo while remaining true to proven marketing principles. MacDowell lives in Wilmington, North Carolina, with his wife and three children.

   
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*When we started designing messages based on interest scoring, we saw a drastic increase in engagement with email, and that was a nice surprise.*



With the increasingly important role of business-to-business Individualized Marketing, companies need to master the art of crafting personalized communications to the different decision makers and influencers within a company. The goal is to reach the various department leaders with relevant, timely, individualized communications.




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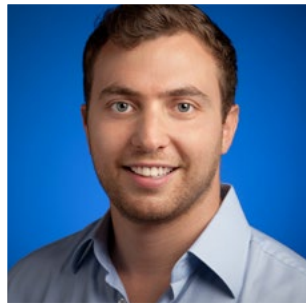
*Today, competition is all about data. It's about having more data, cleaner data, and better performing data than the competition. Those companies that can harness data and drive data science in their organizations will come out the winners. Today's mandate is to drive deep into the data to determine the corrective and systemic actions to take with customers.*



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**WILLIAM MCKNIGHT**

President,  
McKnight Consulting Group



**LEO  
SEI**

Product Manager,  
Google

Leo Sei is a product manager on the Google AdWords team. In this role, he focuses on AdWords power user tools, such as bulk changes (from automated rules to AdWords scripts), upgraded URLs, and business data management. Sei has a master of science degree in computer science from Imperial College in London and a master of science degree in network security from Telecom ParisTech.



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*They realized that when there were a lot of flights being canceled at a given airport, a lot of people started searching for a hotel online.*



Companies in pursuit of Individualized Marketing and its benefits can start by leveraging the customer data they already have and putting it to use to tailor ads to each customer. In addition, recognizing the context of each customer's search can give companies an even greater reach and advantage.




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*Individualized Marketing is pointless without knowing the individual. Understand the dreams, hopes, and fears that motivate your customers, then hit them where it counts.*



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**PAUL GILLIN**

Social Media Trainer and Consultant,  
Profitecture



## BILL KISS

Former Chief  
Marketing Officer,  
Sears Holdings

Bill Kiss, in his most recent role as CMO for Sears Holdings, oversaw the marketing strategy and corresponding spend of print, broadcast, and digital; lead all digital and online strategy; and worked towards evolving the marketing model to support the company's integrated (omnichannel) retail business model. Under his leadership, Sears and Kmart made significant strides in improving their marketing spend, shifting the marketing focus from almost exclusively mass to a greater balance of customized and digital customer engagement.



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*Make it a stated commitment across your touchpoints, no matter what industry you are in, to gather all of the information you can.*



Customizing ads based on the digital experience of a single customer instance is not enough. To attain the benefits of Individualized Marketing, businesses must collect and keep clean as much customer data as possible, then deep dive into that data to individualize every customer interaction. Fall short, and your business becomes irrelevant.




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*Media is moving from mass to individual through Twitter, Instagram, Snapchat, and YouTube. As a company, your marketing needs to make the same transition, and you can only do this with systems that allow you to understand each of your customers individually, yet at scale.*

*People don't care about what your company wants to sell. They do care about things that are highly relevant to them as an individual.*



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**MIKE VOLPE**

Board of Directors,  
Repsly, Inc.



## ERIC BERKMAN

Director, Digital Marketing,  
Genworth Financial

Eric Berkman is an Individualized Marketing and technology professional in charge of Genworth's digital lead generation efforts for long-term care insurance. He builds revenue and lead-generating campaigns and optimizes for conversion by integrating marketing channels, creative, data, and technology. He runs paid search, SEO, social, and display marketing while managing ROI. Berkman is committed to constantly learning and has a history of developing marketing programs from scratch and turning around underperformers. He has prior experience in e-commerce at both Circuit City and Healthy Directions.



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*The use of Individualized Marketing enables marketers to show that they actually care about their customers.*




Technology is the core of Individualized Marketing. Design your system to be agile and flexible because you'll need to try multiple approaches before you discover the right marketing mix. Marketers need to be voracious learners to determine the best ways to use technology to generate and respond to customer feedback.





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*As time spent online and in social media only continues to increase, so does the amount and variety of data that can be tied back to the actions of specific individuals. Those companies that can leverage this data at every stage of the customer journey will not only succeed in their individual marketing efforts but also provide a superior customer experience that will leave the competition far behind. In doing so, the relationship with the customer is only deepened, and when supplemented with brand advocacy efforts in social media, will lead to a strong online community with a plethora of real social business benefits.*



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# NEAL SCHAFFER

Social Media Keynote Speaker,  
Maximize Your Social



## CEDRIC DIAS

Head of Digital Marketing –  
Consumer Financial Services,  
OCBC Bank, Singapore

Cedric Dias is currently head of digital marketing for OCBC Consumer Bank in Singapore. Most recently, he led the digital business in Singapore for Havas Media and headed the Socialyse brand in Asia Pacific responsible for key accounts, new business, and team development. Dias is a specialist in brand strategy and marketing and digital marketing with a focus on market leadership.



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*That is the first consideration—getting enough information to be able to provide that value for that individual.*



Even in its infancy, lessons learned from an Individualized Marketing pilot reinforce the idea that customers are willing to share their data as long as businesses respond with true value. Businesses must use acquired consumer data to develop individualized and relevant offerings that meet each customer's needs at a given time.




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*Call it what you want—Individualized Marketing, personalized marketing, omnichannel marketing—it needs to be governed by unified marketing logic. Marketers have too many systems governed by their own logic today, which is the primary culprit for the brand and customer disconnect. Data integration and management aside, unless we figure out how to communicate and engage with customers in a coherent and connected way, we will be back where we started when we talked about one-to-one marketing years ago. Chief marketing officers need to reclaim their role as unified marketing logic generals and stop firing from multiple systems as if systems were the starting or end point with our customers.*




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LORA KRATCHOUNOVA

Instructor,  
Brandeis Graduate Professional Studies



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*Prospects and customers are getting technologically savvy by the day and no longer tolerate disruptive marketing practices. Today's marketers need to be data-driven and agile to embrace and keep up with the ongoing changes in both technology and industry trends. Most important, they need to have a healthy balance of both intelligence quotient and emotional quotient to be able to humanize marketing experiences, while tying directly to company goals and being able to quantify their efforts to the C suite.*



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# ANNA BARCELOS

Director of Marketing,  
Vector Software, Inc.





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*Over the past five years, we've built systems that follow our specific directions. In the next five years, we'll need to release control to a new breed of systems that make marketing decisions on our behalf, person by person, moment by moment. Will you be ready to let go?*



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# ERIC WITTLAKE

B2B Digital Marketer, Media Director, Strategist, and Industry Blogger




## JEFF MARCOUX

Board Member and NW Chair,  
Internet Marketing  
Association

Jeff Marcoux is a board member of the Internet Marketing Association. He has driven cross-product and team collaboration, supported multiple product releases, brought new products to market, created innovative content strategies, and performed channel development and acquisition integration work. He believes every touchpoint with a customer is a marketing experience—from marketing to sales to customer service. Jeff is a marketing growth hacker and technology expert who brings entrepreneurial innovation to a big tech world.

   
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*It means I am not a number. I am not a segment. I am me. I am an individual to your company.*




The move to Individualized Marketing is simultaneously easy and difficult. Treat each touchpoint as a marketing event, and find out which are most important to your customers. To ease the transition, take stock of the systems you already have in place and determine which tools you're still missing.



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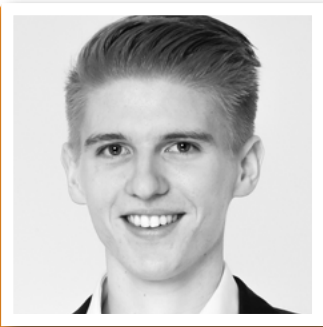
*Customers want to feel loved. Companies that integrate Individualized Marketing within their communications strategy will catch the customers' attention and, above all, create an emotional connection that delivers brand loyalty, word of mouth, and more sales.*



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# NIGEL TEMPLE

Founder,  
The Marketing Compass




## JULIAN HILLEBRAND

Product Manager,  
Convidera GmbH

Julian Hillebrand works as a product manager at Convidera, an innovative consultancy and enterprise software company based in Germany. He is well versed in how new technologies affect business strategies and how companies have to integrate data in their daily activities. He created the digital business blog [thinktostart.com](#) and is the author of the book *Mastering RStudio*, showing people how to use one of the most popular tools for data analysis.



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*Individualized Marketing is not about sales. It's about building a relationship with the customer.*





In the current omnichannel and social environment, customers no longer engage in the traditional paths. To remain successful in this new atmosphere, businesses must learn to aggregate disparate departmental data to go beyond sales and develop a true relationship with each customer.




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*Old school has to meet new school. Learn the truth about your customers with qualitative and validate with quantitative. If you only look at usage data, you'll only know how people use today's offering. If you only look at survey data, results will be biased by questions. Start with qualitative contact—phone, in person, calls—about customers' daily life, pain, and dreams ... and build your skills in the follow-up questions that uncover jewels. You'll be shocked by what you learn in just 5 or 10 non-sales conversations. Then use survey, usage patterns, and other quantitative data to validate what you learn. You'll find planning and execution are wildly easier when you know what matters.*



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# KEN ROSEN

Managing Partner,  
Performance Works Consulting



## FIONA PIETRUSKI

Chief Marketing Officer,  
Shopography

Fiona Pietruski is a consumer and influencer marketing expert with more than 15 years of experience. She was senior vice president of member strategy and growth marketing at Crowdtap, one of the top-five fastest-growing marketing companies in the Inc. 500 two years in a row. Before that she was a founding member and CMO of the Shespeaks.com social activation platform; CMO for Cravebox, a VC-backed B2C service; and spent 8 years at HSBC Global E-business in leadership roles.

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*Be laser-focused on satisfying consumers. Unlock a better experience for them, using the data, tools, and technologies that you have available.*




How do you balance the inequality of the amount of customer data businesses collect and the value consumers receive in return? When businesses use the available data to focus on customer satisfaction, they will begin to realize the benefits of truly Individualized Marketing.



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*To avoid the creepy factor, marketers need to think like a concierge, anticipating our customers' needs and preparing the helpful information that guides them to the destination of their choosing. Marketers that succeed in this role aren't just layering automation onto the status quo. Instead, they start with deep insight into their customers' expectations and criteria for choosing solutions like theirs.*



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# ADELE REVELLA

Chief Executive Officer and Founder,  
Buyer Persona Institute




## ALAN OSETEK

Global President,  
Resolution Media, an Omnicom  
Media Group company

Alan Osetek is the global president of Resolution Media and oversees the global growth of Omnicom Media Group's search, social, and digital performance media unit. Prior to joining Resolution, he served as managing director for iProspect and was responsible for the company's East Coast operations. Before joining iProspect in 2008, he served as a board member and CRO for Visual IQ. Osetek holds a bachelor's degree in economics from Skidmore College and an MBA from Babson College.

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*Their customer data is brought to the call center so the call center representative already knows who they are.*



When making the transition to Individualized Marketing, you must first take a holistic look at your customers and determine how best to reach them across the many channels that have proliferated in recent years. Another important consideration is determining how to align the various marketing professionals, all with different specializations and skill sets, who may now need to collaborate more closely on campaigns.




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*Data-driven marketing and public relations are ever more granular, allowing marketers to focus on and reach specific audiences with precision accuracy. It was never so affordable as it is today to use data efficiently and effectively to generate sales leads that convert into profits. The bottom line is that reaching the individual decision makers with data-driven marketing means many great returns on corporate investments in marketing.*



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# GINA FURIA RUBEL

President and Chief Executive Officer,  
Furia Rubel Communications, Inc.



## TRINADHA KANDI

Specialist Leader, Digital Marketing and Analytics, Deloitte Digital

Trinadha Kandi has 15 years' experience in digital marketing, digital analytics, and marketing operations. As a technology expert on Adobe Marketing Cloud and the IBM customer experience analytics and campaign management platforms, he has worked on projects in numerous verticals. Kandi received the Award of Achievement in Web Analytics from the University of British Columbia, represented the Web Analytics Association from 2008 to 2010, and presented at the Digital Analytics symposium in India in 2012 and the DMA Conference 2014 in San Diego.



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*Today, in a fraction of a second, I can change my loyalty to a different brand if I don't get the experience that I want.*



Consumers are aware of and ready to take part in the shifting marketplace, willingly sharing their data with companies in return for the experience and service delivery they want. Companies that do not take advantage of the wealth of consumer activity data available will not only fail to thrive but also fail to exist.




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Every company creates content to reach and convert new customers. But the companies that are demonstrating massive improvements in marketing return on investment are the ones focused on data-driven processes and measurable results through highly individualized content that their customers actually want to read and share. Then they continuously optimize it through data insights.



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# MICHAEL BRENNER

Chief Executive Officer,  
Marketing Insider Group and author of *The Content Formula*



## TIM BOURGEOIS

Partner at East Coast Catalyst,  
Founder of ChiefDigitalOfficer.net,  
East Coast Catalyst,  
ChiefDigitalOfficer.net

Tim Bourgeois is a digital industry veteran who has been active as a founder, investor, executive, publisher, and consultant since 1999. He formally entered the business in 1999, when he launched Pixel Bridge, a full-service interactive agency that was acquired in 2009. He is currently a partner at East Coast Catalyst, a Boston-based digital consultancy, and founder and editor of ChiefDigitalOfficer.net, a resource for senior digital professionals.

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*Don't try to do it all in one fell swoop. It's something that is very much a process.*




With the business world abuzz over Individualized Marketing, companies are anxious to undertake and reap the benefits of this promising approach. However, businesses should be wary of trying to implement Individualized Marketing too quickly. With time and experience comes proficiency, and all the benefits afforded by these efforts.




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*Brands ignore opportunities to harness the true power of digital marketing—metrics. Instead they default to impersonal communications that lack the power to move visitors through the customer journey. By harnessing available metrics, firms can individualize the customer experience based on product interest, desired privacy, stage in the buying process, and other preferences that make consumers feel valued and develop a loyal relationship with customers. That's the Holy Grail offered by digital—not the ability to interrupt user conversations on social networks.*



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# ANGELA HAUSMAN

Owner,  
Hausman and Associates



## AMIY CHATLEY

Marketing and Research  
Analytics Manager,  
Everline

Amiy Chatley is an attribution analyst who has a passion for marketing and data. With a background consisting of four years in attribution and three years in robotics research, she brings an interesting twist to everyday analysis. Working with visualization tools such as Adobe Analytics and Tableau, her data-driven arts degrees allow for creation of engaging methods of data communication. Chatley's stance is the more data you have, the bigger the gems you can find.



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*It's not always obvious when you should individualize customer communications.*



Timing is important for Individualized Marketing. As customers interact with your company, your contact with them starts fairly generic and becomes highly individualized based on information shared by them and observed by you. Personalization that happens too quickly can seem creepy, but you'll miss opportunities if you wait too long.




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*If you are interested in the fastest and easiest way to reach your clients with individualized, data-driven marketing, start with optimizing your website's search experience. You'll unlock huge return on investment and use it as a basis to individualize even more from there.*



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**MIKE MORAN**

Senior Strategist,  
Converseon



## TIM HERNQUIST

Former Vice President,  
Marketing, North America,  
Sony Mobile Communications

Tim Hernquist positioned, priced, and promoted consumer electronics products to diverse global consumers and valued partners throughout his 17-year international career at Sony. Most recently, as vice president of marketing for Sony's North American mobile business, his leadership produced unique vendor-specific propositions to connect individualized consumer entertainment experiences across devices, with big names like Michael Jackson and The Foo Fighters. Beyond Sony, Hernquist engages in supporting a variety of companies in their future marketing efforts.



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*Use partnerships to take advantage of additional opportunities in the individualized plan.*



As your company embarks on Individualized Marketing, don't discount the opportunities made available through collaboration. Partnerships with organizations that have similar marketing goals and plans can open the door to new ways of reaching new customers and gaining the loyalty of existing customers.




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Consumer brand marketers have become quite adept at personalized, data-driven marketing (some might even say too effective, considering incidents like Target knowing the teenager was pregnant before her family did). But business-to-business (B2B) marketers need to start catching up, given the growing number of buyers who now expect the same level of sophistication in business procurement as in their consumer lives; 52 percent of B2B buyers say they expect half of their purchases to be made online by 2018. B2B marketers will need to invest in new platforms and integration with existing systems while figuring out how to use client data, appropriately, to improve online sales as well as the customer experience.



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**TOM PICK**

Digital Marketing Consultant,  
Webbiquity

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