

# Marketing Data Lake for Superior Customer Experience

## Benefits

Informatica provides the gold standard in data management solutions:

- Easily find more sources of data and discover relationships that matter
- Quickly prepare and share the data you need, right when you need it
- Get more fresh and trusted business insights from more data without more risk

## Drive Explosive Business Growth and Engaging Customer Experiences with Big Data Management

The balance of power is shifting. Consumers have more choices and more power. Traditional marketing techniques—once focused on raising brand awareness and enticing prospects—are becoming obsolete as consumers enter the purchase process well-informed.

Not only are today's consumers more educated about your products before making a decision, but thanks to social media, third-party influencers, and online communities, they also know intimate details about the experiences that others have had with your company and products.

McKinsey reports that, on average, these “empowered purchasers” increasingly demand real-time engagement with an average of six different interaction channels throughout the purchase process. And almost 65 percent report being frustrated by inconsistent experiences.<sup>1</sup>

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“The explosion of data presents a big opportunity for us to directly impact our customers’ lives and make them easier.”

—Abhishek Banerjee, Senior Director of Engineering,  
Western Union

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## The Challenge

To regain the upper hand, you must differentiate your organization, as well as your products, and gain competitive advantage by providing superior customer experiences. Only companies taking advantage of the wealth of customer data at their disposal to inform every marketing touch and every sales interaction, as well as ensuring interactions with customer service are hyper-efficient, will prevail in today's competitive landscape.

<sup>1</sup>McKinsey & Company, [“Do you really understand how your business customers buy?”](#) February 2015.

Luckily, marketing telemetry from web logs, marketing automation systems, and other sources of customer interaction data provide constant opportunities to better understand and engage with customers. With multiple channels, business functions, and geographic locations, and the availability of new data platforms such as Apache Hadoop, marketing teams can use big data to clarify marketing attribution and cohort analysis to fuel better relationships with sales, prospects, and customers.

### **Transform marketing processes by capitalizing on big data**

Traditionally, marketing and sales analysts have resorted to inefficient and expensive manual processes to track down and reconcile fragmented, duplicate, inconsistent, inaccurate, and incomplete data across their organization. Or they have relied on fragmented point solutions requiring equally time-consuming processes to deliver equally dubious data.

A systematic approach to big data management enables marketing analysts to quickly and repeatedly get more business value from more data without the inherent risks introduced by ungoverned or manual processes.

## **Key Benefits**

### **Find any data and discover relationships that matter**

Marketing analysts are looking for an efficient way to manage the ever-growing “volume, variety, and velocity” typically associated with big data. Informatica uncovers existing customer data through an automated machine-learning-based discovery process. It mines this data to identify meaningful relationships that, in turn, can fuel accurate and targeted customer, marketing, and sales analytics.

Instead of a challenging and time-consuming manual process, Informatica’s real-time matching and linking of big data accelerates how you master data and discover data relationships across all business-critical data.

### **Quickly prepare and share the data you need**

Informatica lets you quickly prepare and share data instrumental in delivering competitive marketing analytics. Thanks to efficient, repeatable, and collaborative processes, you can prioritize delivery of data, providing the right data to decision-makers at the right time to deliver business value quickly.

For instance, Informatica’s multi-persona interfaces and rule builder empowers effective collaboration around data standards and data dictionaries among marketing analysts, data stewards, and other business users so that big data is quickly turned into trusted insights. Informatica’s self-service data preparation enables faster access to more trusted insights with built-in data lineage, enterprise-wide data asset discovery, smart data set recommendations, and crowdsourced data asset tagging and sharing, so the right people get the right data at the right time.

## ABOUT INFORMATICA

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

## More trusted insights from more data without more risk

Informatica's architecture enables more data to be ingested and delivered for marketing analytics, with the added benefit of built-in security and governance ensuring more trusted insights from more data without more risk. This gives marketing analysts a trusted 360-degree view of the total customer relationship across the business, including customer preferences across locations, channels, and partners.

Marketing can, therefore, better segment customers and deliver more relevant and personalized marketing offers for increased conversions. And because sales teams have more insight into the products customers own, they can more effectively cross- and up-sell relevant products and grow revenue. Likewise, customer service teams can confidently address and resolve issues faster and deliver great experiences for increased customer satisfaction.

Using Informatica's market-leading platform, proven methodology, and strong partner ecosystem, you can quickly and repeatably turn your big data into more business value without more risk. Establish a big data management strategy for your data lake today to successfully deliver great data-driven customer experiences.

