White paper summary

Optimising real-time marketing

The issues of real-time marketing

In an age where direct marketing effectiveness is declining, organisations are increasingly using marketing when customers decide to interact with the business (through telephone, face to face, web or ATM).

This is a time when an organisation has the attention and permission of the customer to communicate, providing an ideal opportunity to strengthen the relationship. Sophisticated organisations are using experienced front-line staff and new systems to help manage the decision-making and delivery process of customer offers and marketing messages.

However, most inbound marketing systems still have inherent weaknesses that limit an organisation's ability to derive the optimum value from these opportunities.

At any one time, there can be hundreds of possible actions to consider for each customer and just taking the first that triggers or the one with the highest expected value may not always be the best, given the goals and constraints of the organisation.

The solution to this issue is for marketers to optimise customer actions within the wider objectives of the organisation. Optimisation maximises the overall portfolio, product and channel objectives, taking into consideration real-time customer status and requirements, whilst simultaneously satisfying business constraints such as product targets, channel limitations, budgets and customer contact policies.

Optimisation enhances and exploits all of the inbound marketing systems, processes, analytics and data in place today, enabling fine-tuning of customer contact activities to achieve maximum ROI.

Want to read more?
This executive summary is taken from the Decision Analytics white paper Optimising real-time marketing.

Access a copy of this, and other Decision Analytics white papers, at: www.experian-da.com

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