Real-time Data Driven Marketing

Maximizing marketing ROI on real-time basis

The communication between companies and customers have been limited, because customers have been under control of companies on deciding touch points, timings and messages. Currently, customer's behavior have been digitalized and they demand for more diverse communications with companies.
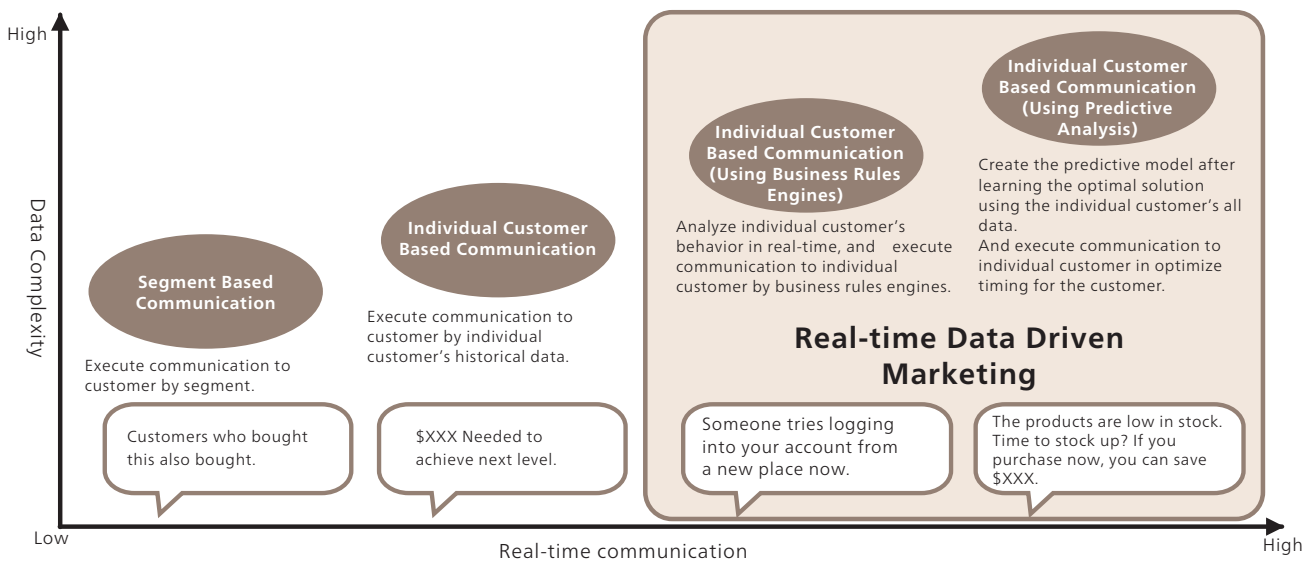However, there are gaps between the communication planned by companies and what customers demand.
As a result, companies are missing opportunities and decreasing customer loyalty.
ABeam Consulting can resolve the communication gaps in real time, and maximize the Marketing ROI.
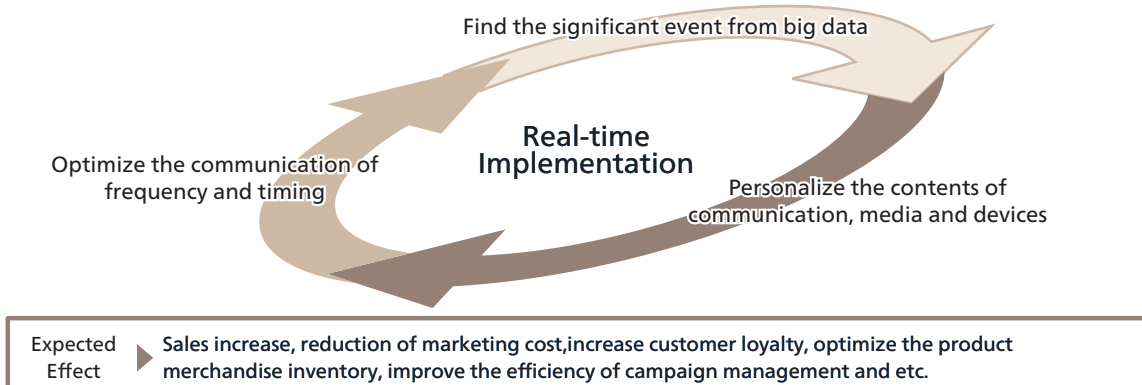
What is Real-Time Communication ?

Up to now, customer touch points had been limited to certain channels (shopping stores, Internet, contact center and etc.), and therefore optimized timely communication had not been realized. However, evolved digital technology such as expansion of high speed network, smartphone, sensor technology and more have changed this situation. It has brought about the right timing and right channel for customers and enabled optimized communication for customers.
Improving data analysis processing speed and algorithms are enabling real-time communication, previously done face-to-face by people, such as "responding to customer's behavior at that moment", or "communicate by predicting the customer's next behavior".

High
Data Complexity
Low

Segment Based Communication
Execute communication to customer by segment.

Customers who bought this also bought.

Individual Customer Based Communication
Execute communication to customer by individual customer's historical data.

$XXX Needed to achieve next level.

Individual Customer Based Communication (Using Business Rules Engines)
Analyze individual customer's behavior in real-time, and execute communication to individual customer by business rules engines.

Individual Customer Based Communication (Using Predictive Analysis)
Create the predictive model after learning the optimal solution using the individual customer's all data.
And execute communication to individual customer in optimize timing for the customer.

Real-time Data Driven Marketing

Someone tries logging into your account from a new place now.

The products are low in stock. Time to stock up? If you purchase now, you can save $XXX.

Low   Real-time communication   High

Key Success Factor for Realizing Real-Time Data Driven Marketing

In order to respond to customer's real time current state, it is important to execute the following on a real time basis: find meaningful events from big data including history data, personalize the contents of communication for individual customer, and control the frequency and timing.
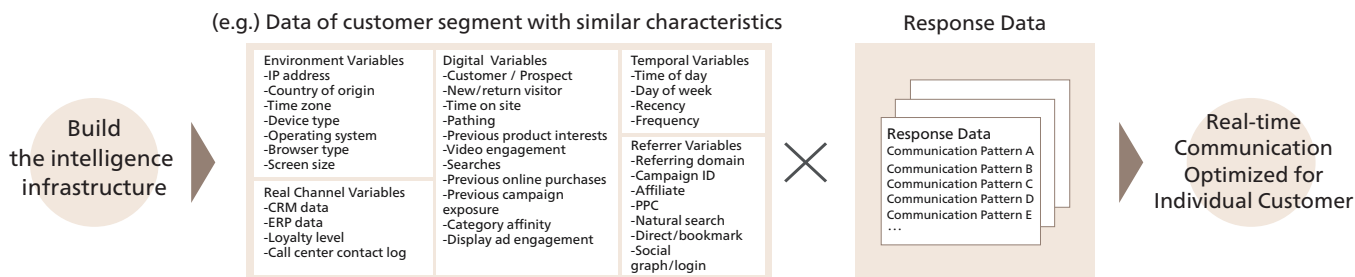

Find the significant event from big data

Real-time Implementation

Optimize the communication of frequency and timing

Personalize the contents of communication, media and devices

Expected Effect ▶ Sales increase, reduction of marketing cost, increase customer loyalty, optimize the product merchandise inventory, improve the efficiency of campaign management and etc.

Features of Real-Time Data Driven Marketing

Feature 01	Build the intelligence infrastructure to detect significant events and optimize the pattern of the communication

We will find optimized patterns of significant events and communication from the response data of similar customers.

In real-time data driven marketing, most important factor is "event of real-time". Real-time event provide information for recognizing customer behavior/needs. Real-time event is a starting point for predictive analysis of customer. However, most of companies do not have enough customer segment's data and does not build the intelligence infrastructure. ABeam Consulting provides the intelligence infrastructure for deep dive and optimize the most effective pattern of communication for the company.

(e.g.) Data of customer segment with similar characteristics

Build the intelligence infrastructure

Environment Variables
-IP address
-Country of origin
-Time zone
-Device type
-Operating system
-Browser type
-Screen size

Real Channel Variables
-CRM data
-ERP data
-Loyalty level
-Call center contact log

Digital Variables
-Customer / Prospect
-New/return visitor
-Time on site
-Pathing
-Previous product interests
-Video engagement
-Searches
-Previous online purchases
-Previous campaign exposure
-Category affinity
-Display ad engagement

Temporal Variables
-Time of day
-Day of week
-Recency
-Frequency

Referrer Variables
-Referring domain
-Campaign ID
-Affiliate
-PPC
-Natural search
-Direct/bookmark
-Social graph/login

Response Data

Response Data
Communication Pattern A
Communication Pattern B
Communication Pattern C
Communication Pattern D
Communication Pattern E
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Real-time Communication Optimized for Individual Customer

Feature 02	Enhancement of communication scenarios based on psychology

We offer enhanced communication scenarios based on proven methods of psychology and behavioral economics.

ABeam Consulting is currently developing customer behavior analysis models with the academic sector. Utilization of these models will enable not just a head start on developing the communication scenarios but will enhance them.

Anchoring	You will be influenced by the price and conditions which was presented in the beginning.
Heuristics	Intuition, rule of thumb, and assumption.
Framing	It depends on how you show things.
Loss Aversion	You will be passive when you feel the risk of regrets.
Peak-end Rule	All that matters is that things ends.
Preference Reversal	Impulse buying.
Value Function	Negative value has more impact on you.

| Feature 03	Implementation of advanced marketing technology

Implementation of packaged advanced marketing technology for improving the real-time communication.

We recommend Adobe Marketing Cloud, a marketing solution for enterprises that seamlessly connects with Photoshop and Illustrator, creative tools essential for customer experience optimization.
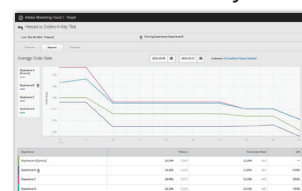
◎ **Adobe Marketing Cloud**

Adobe Marketing Cloud has functions to build/optimize the customer touch points and analyze marketing ROI. Adobe Marketing Cloud realizes the real-time communication which is a rapid development solution.

A/B and Multivariate Test
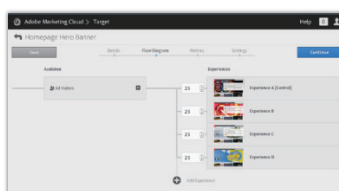
Real-Time Analysis

Consulting Approaches

We support to realize the real-time data driven marketing by following steps.

Phase 1 — Assessment

- ABeam Consulting have assessment sheet that is able to following analysis.
  - Your business is required real-time data driven marketing or not.
  - Progress of real-time data driven marketing in your business.
  - Issue of existing information system for real-time data driven marketing.

Phase 2 — Planning

- We plan the customer experience, customer journey and communication scenario that enables real-time analysis.
- Advancement of communication using psychology.
- Create roadmap of transformation that is structured transformation of points in existing business process and information system.

Phase 3 — Implementation

- Implementing new business process and building new operation.
- Implementing IT platform (Adobe Marketing Cloud recommended).

Phase 4 — Go-Live/Monitoring

- Support operation of real-time data driven marketing (e.g. create improvement plan and process management).
- Analyze marketing ROI.