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Microsoft Dynamics 365

Four Ways
Data Helps B2B
Personalize at Scale

Contents

Estimated reading time: less than 6 minutes

The B2B rules of engagement are changing

As active participants in the B2C economy, many B2B customers are changing the rules of engagement. They're accustomed to fast, frictionless, and personal experienced in their everyday lives. Intuitive services like Netflix and Uber are making B2B customers say "why doesn't my supplier know me just as well?".

For all the ways business-to-business (B2B) marketing is similar to business-to-consumer (B2C), there are a few key differences. As with B2C, the relationship-driven nature of B2B business requires a persistent and holistic view of the customer across the entire journey. Otherwise it's nearly impossible to effectively engage your customer. But B2B marketers and sales teams have significantly longer and more complex sales cycles than their B2C counterparts, which creates huge volumes of data. This data often becomes outdated more quickly as staff turns over and contacts within accounts change.

As B2B buyers become increasingly comfortable engaging via multiple digital channels, the resulting data ends up siloed across many different systems. Without unified data, it's nearly impossible to deliver the personalized experiences B2B decision-makers have come to expect.

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73%
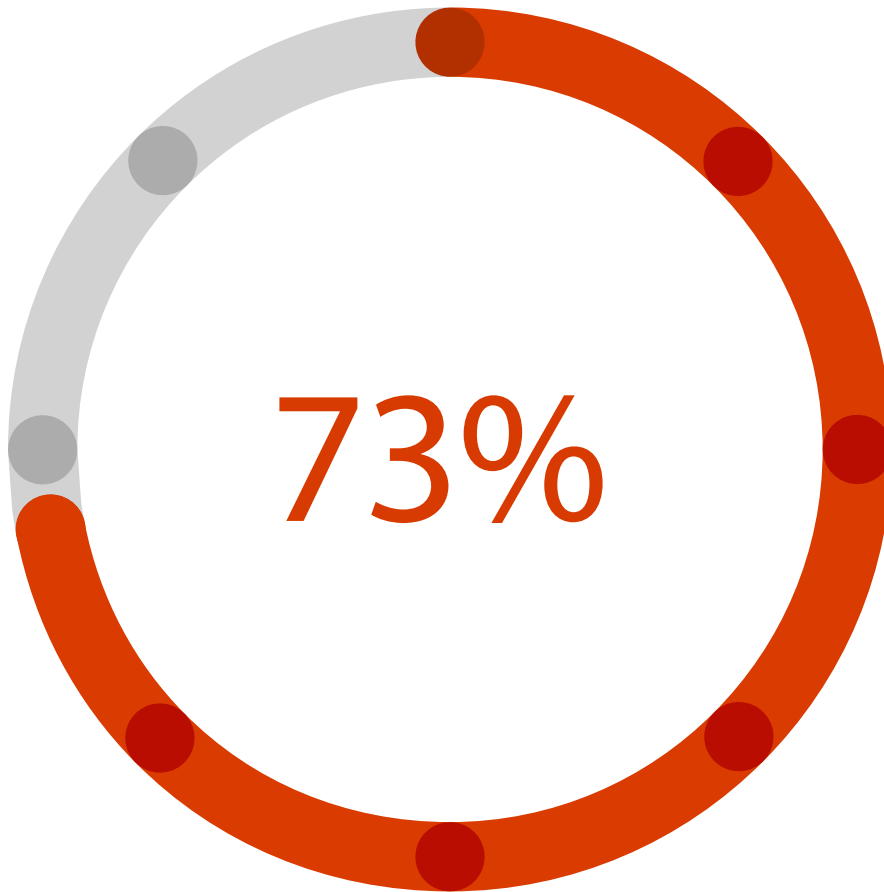
of B2B buyers want a personalized,
B2C-like experience.[1]

[1] Accenture, 2017.

How can B2B personalize at scale?

The most important part of personalized marketing is data. Being able to bring together customer data across all touchpoints gives marketers insights about when, how, and why to reach customers. For example, if the data shows that your customer visited your website last week for an hour, and again this week on three different days, we know that right now is the time to reach out, maybe with a pop-up on the website, because the customer is demonstrating interest.

A customer data platform (CDP) makes it possible to get a persistent and holistic view. A CDP centralizes customer data from all channels and sources, providing a 360-degree view of the customer. It also analyzes your data to provide insights and recommendations that can be applied across every stage of the buyer journey.

![Korcomptenz logo]

Personalize while ensuring data privacy

Even as customers desire more personalization, they're simultaneously more selective about who they share their data with. This gives you a unique opportunity to build customer trust and gain competitive advantage through an accountable, comprehensive data privacy strategy. A CDP, which unifies customer data across all sources and types, makes it easier to adhere to compliance standards and customer privacy expectations.

1. Adopt ABM to personalize at scale

2. Curate customer insights to personalize at scale

3. Apply intelligent recommendations to personalize at scale

4. Incorporate customer feedback to personalize at scale

1. Adopt ABM

Account-based marketing (ABM) is a focused approach to B2B marketing. With this strategy, marketing and sales teams work together to target accounts with the highest potential return on investment.

In contrast, a general B2B sales approach treats prospective customers the same, applying equal effort to all of them in order to open the door to as many companies as possible.

In the past, ABM was expensive and difficult to execute at scale because of the high level of personalization required. Now a sales team can use a CDP to bring together data from all sources, such as customer relationship management (CRM) platforms, enterprise resource planning (ERP) systems, email, website, point-of-sale, and social networks like LinkedIn. Eighty-seven percent of marketers report that ABM outperforms every other marketing investment.[3]

↑ **171%**   average increase in contract value for B2B marketers after implementing an ABM strategy.[2]

[2] ABM Alliance, " ABM Alliance Research Shows Payoffs In Retention and Lifetime Value ," February 2017.

[3] ITSMA, " Like Fine Wine, ABM Improves with Age ," August 2017.

A CDP gives a 360-degree view of the customer, streamlining
and simplifying data collection and analytics.

Analytics   Workflow   Ads

SURVEYS   INTEREST

360-degree customer view

DEMOGRAPHIC   INTERACTIONS

BEHAVIORAL   TRANSACTIONAL

Service   Marketing   Sales   Custom Apps

The ABM cycle seen through the CDP

With the help of a CDP, every point in the ABM cycle is streamlined and more accurate.

✓ **Creating segmentation and targeted campaigns**

Using the profile data and tools within the CDP, you can target each buyer with a campaign tailored to that specific individual. This includes personalized content, automated workflows, and setting up event-based activation.

✓ **Using incoming data to optimize campaigns**

Throughout these cycles, actions taken by you and your customer send new signals back to your CDP, which are used to generate new insights and update profiles. If a customer doesn't respond to one campaign, for example, you can retarget with a different campaign that focuses on a different benefit.

✓ Identifying accounts and decision-makers within the account

A CDP identifies the IP address through account mapping and extracts the information, determining who is part of the buying journey.

✓ Building out profiles of each individual

Starting with just a few pieces of information, the CDP builds the profile of each person from your first-party data while enriching it with data from outside sources. The system can then predict buyer intent from their behavioral data, such as web browsing activity or interactions with digital ads.

A CDP helps ABM through:

Actionable insights

Generated from unified account and contact profiles, these insights enable delivery of highly relevant, targeted messaging and campaigns tailored to the decision-makers and stakeholder within each account.

Lookalike prospecting

AI-driven account segmentation helps you identify potential new customers based on how they behave.

Prioritization

Predictive scoring lets marketing and sales focus their activities on specific accounts that are most likely to convert and close.

2. Curate customer insights

Organizations that equip their B2B sales teams with rich customer data, curated content, and insights across the customer journey have more personalized conversations with their customers, deepen relationships, and are more productive.

80% of B2B buying decisions are based on a buyer's direct or indirect customer experience, and only 20% are based on the price of the actual offering.[4]

A CDP helps curate customer insights by:

Unifying

Comprehensive account profiles, unified and consolidated, provide sellers the context they need. For example, by reporting on the last three activities or the next three activities across all channels. This helps deliver seamless and consistent interactions.

Simplifying

Practical and precise insights—possible only with unified customer data—highlight the most relevant content, resources, and training for sellers. This eliminates the tedious, time-consuming search for relevant content and tools for each account.

Accelerating

Identify trends and patterns more quickly when you use out-of-the-box machine learning templates to predict customer lifetime value, upsell, cross-sell, and next best action recommendations. This helps you move your customer to action in a shorter time period.

[4] The CMO Survey , 2019.

3. Apply intelligent recommendations

Proactive recommendations and automated processes based on unified customer profiles, including product and market insights, ensure a well-orchestrated customer journey. For example, when product trial use exceeds a threshold, an alert can be sent automatically to a salesperson to follow up with a call.
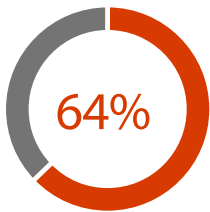
64%   64% of B2B decision makers say they won't engage with a salesperson if the communication is not personalized.[5]

A CDP helps apply intelligent recommendations through:

Next-best-actions

These data-driven suggestions ensure front-line employees can consistently deliver speedy and relevant engagement based on real-time signals from transactions, behaviors, or observations.

Cross-sell and upsell recommendations

Increase customer lifetime value with enhancements such as a service add-on that complements a recent purchase.

AI-based predictions

Identify accounts at risk of churn, then follow up with intelligent recommendations for re-engagement.

[5] LinkedIn, "The State of Sales 2017," 2017.

4. Incorporate customer feedback

In terms of personalization, there is nothing like customer feedback to help guide responsiveness. Feedback can even help direct business and marketing decisions, from product experiences to website interactions and customer support scripting. The feedback you seek and incorporate in customer profiles can cover their experience with your company in general, the product, and the services you provide.

12:1   It takes 12 positive experiences to make up for 1 unresolved bad experience.[6]

A CDP helps incorporate customer feedback through:

Integrated, ready-to-use survey templates

User-friendly survey platforms make it easy to request feedback and analyze the results.

Easy customization

Add satisfaction metrics into your surveys, use question branching, and emoticon response options.

Scale

Send surveys at scale, choosing which channel your customers receive in survey invite so it doesn't get lost in their inbox.

[6] Business Insider Intelligence, "Brands form customer loyalty even after they purchase an item," May 2016.

Dynamics 365 Customer Insights

With Microsoft's CDP solution, Dynamics 365 Customer Insights, organizations can deliver on the heightened expectations of B2B buyers for personalized experiences.

✓ **Self-service solution**

Minimal deployment effort enables faster time to value.

✓ **AI-driven insights**

Enhance and inform business processes and outcomes across the customer journey, enabling everyone in the organization to use AI-driven insights.

✓ **Most comprehensive and enriched profiles**

Unify data across diverse sources and enrich profiles with
a combination of proprietary audience intelligence from
Microsoft Graph and third-party data sources.

✓ **Data ownership and security**

Empowers customers to maintain full control of their customer
data, secure in an Azure data lake, and with the strictest
compliance and security standards.

✓ **Built on a hyperscale data platform**

Allows organizations to bring data from many disparate sources
at petabyte scale and run powerful analytic models using
Microsoft AI and Azure-based machine learning capabilities.

A CDP enables personalization at scale by:

Collecting data

Consolidate account and contact data, as well as anonymous data, from all channels and sources without the need for complex and time-consuming configurations.

Unifying and enriching

Standardize data, resolve identities, and enrich data to create account and contact profiles in near real time, all while aggregating data across contacts and tracking relationships between prospects, buying groups, and accounts.

Analyzing and delivering insights

Use built-in analytics and customizable AI to generate insights, predictions, and reports.

Being compatible with other systems

Out-of-the-box integration with other internal and external systems helps build consistent omnichannel engagement.

Scaling and customizing

A CDP has the power and flexibility to support full customization when needed.

Offering data protection and compliance

Maintain full control over your data with enterprise-grade security and governance tools.

A CDP helps with privacy compliance

With a CDP you can unify customer data and ensure that individual privacy preferences are met and enforced across all marketing channels. This also helps increase brand trust with your customers, which can create a differentiated position for you in the market, earning customers' trust and loyalty.

48% of customers are willing to take action on perceived privacy violations and have done so by switching to a company or provider with a more open data policy.[7]

✓ **Get a complete view of customers**

Combine and enrich your data in real time while empowering collaboration across your organization.

✓ **Drive meaningful actions with confidence**

Harness data to drive informed decisions, personalize engagement across channels, and automate customer-centric experiences and processes.
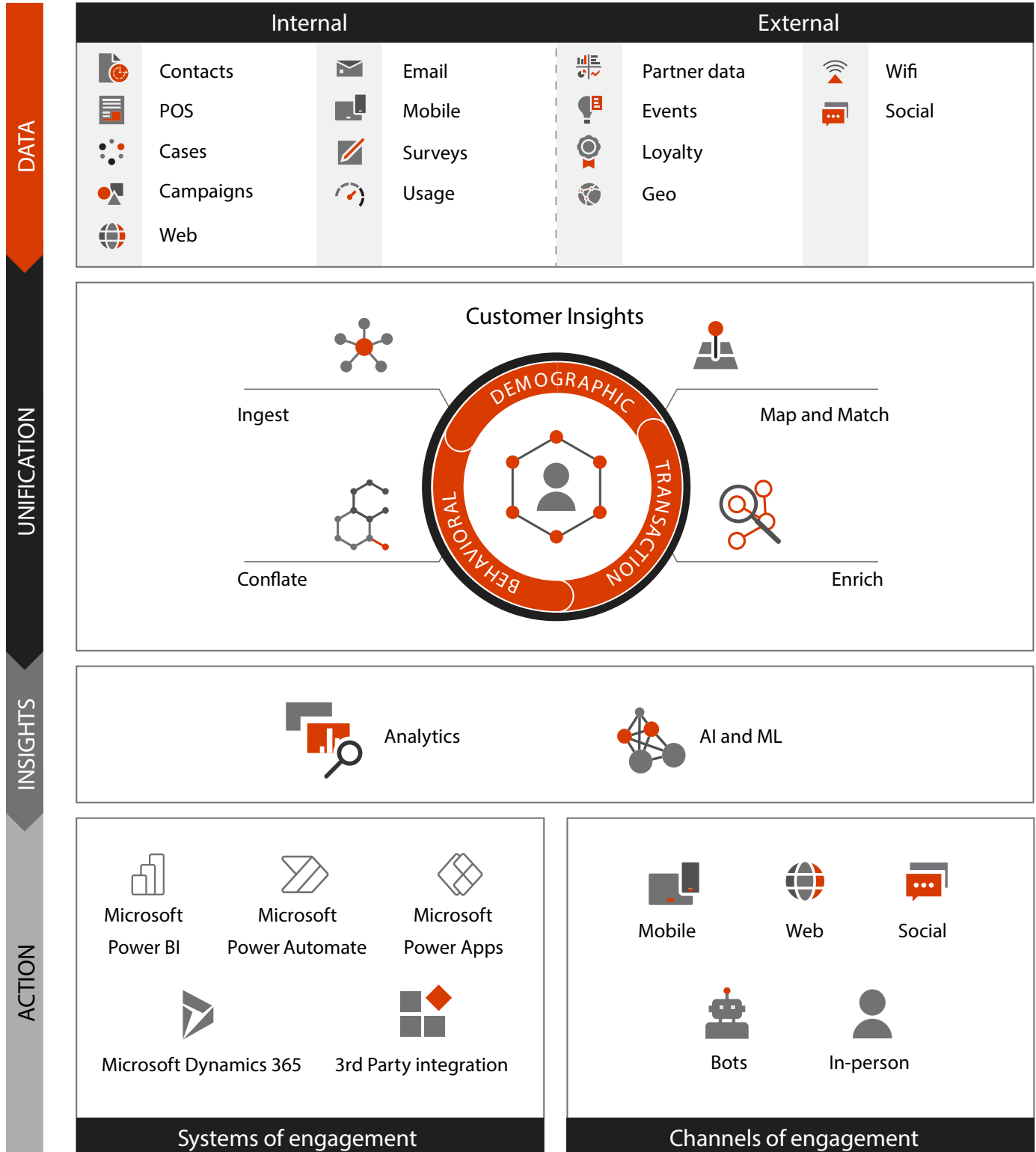
✓ **Unlock powerful insights with limitless analytics**

Predict customer intent with out-of-the-box AI templates and apply custom machine learning models for deeper insights.

[7] Cisco, "Consumer Privacy Survey ," November 2019.

How it works

DATA

Internal

- Contacts
- POS
- Cases
- Campaigns
- Web
- Email
- Mobile
- Surveys
- Usage

External

- Partner data
- Events
- Loyalty
- Geo
- Wifi
- Social

UNIFICATION

Customer Insights

- Ingest
- Conflate
- Map and Match
- Enrich

DEMOGRAPHIC · TRANSACTION · BEHAVIORAL

INSIGHTS

- Analytics
- AI and ML

ACTION

Microsoft Power BI · Microsoft Power Automate · Microsoft Power Apps

Microsoft Dynamics 365 · 3rd Party integration

Systems of engagement

Mobile · Web · Social

Bots · In-person

Channels of engagement

Ready to personalize at scale?

Request a consultation

Microsoft Dynamics 365