

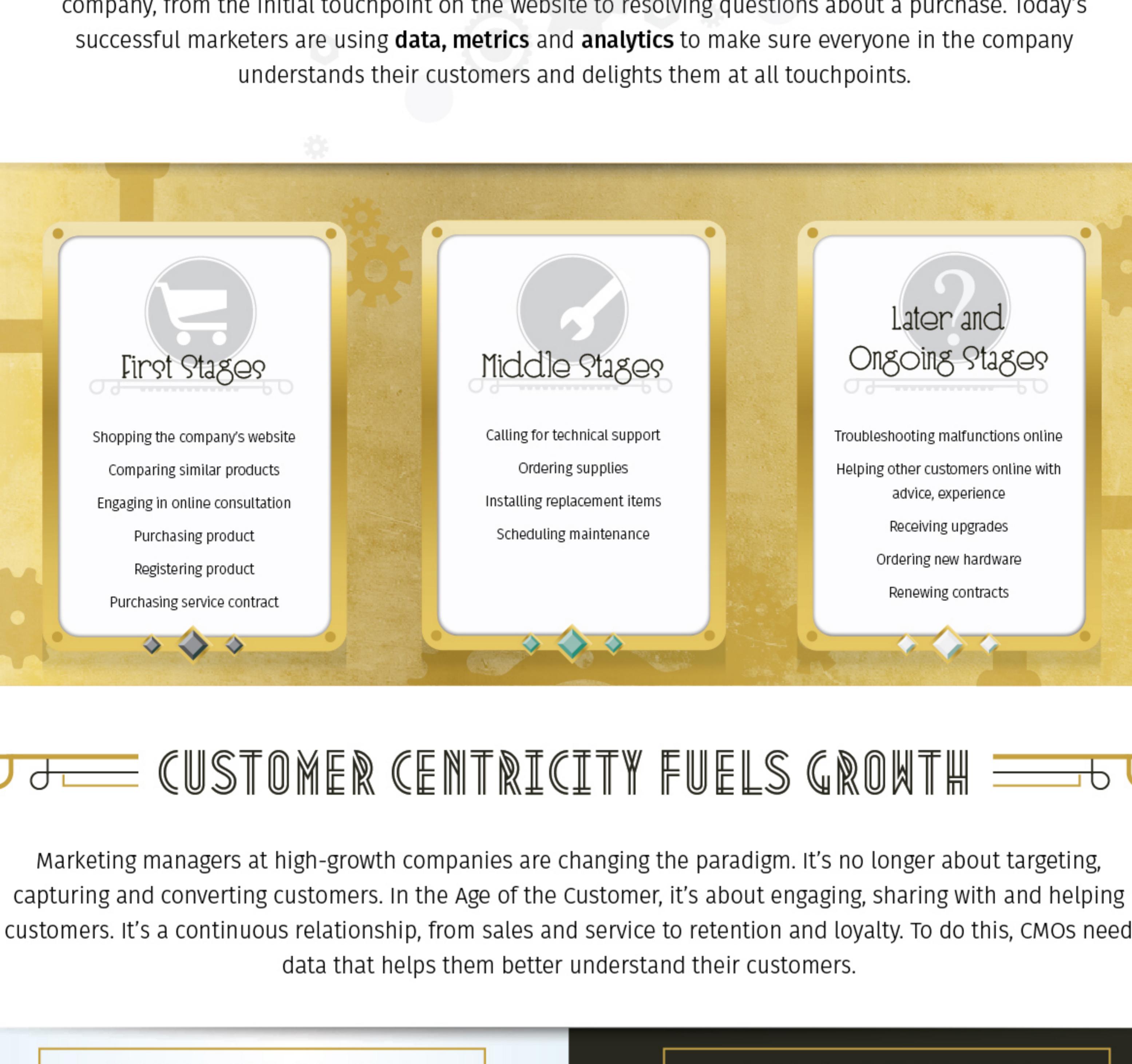
THE AGE OF THE CUSTOMER

A TIME OF GREAT EXPECTATIONS FOR CMOs

TAKE NOTHING ON ITS LOOKS; TAKE EVERYTHING ON EVIDENCE. THERE'S NO BETTER RULE.

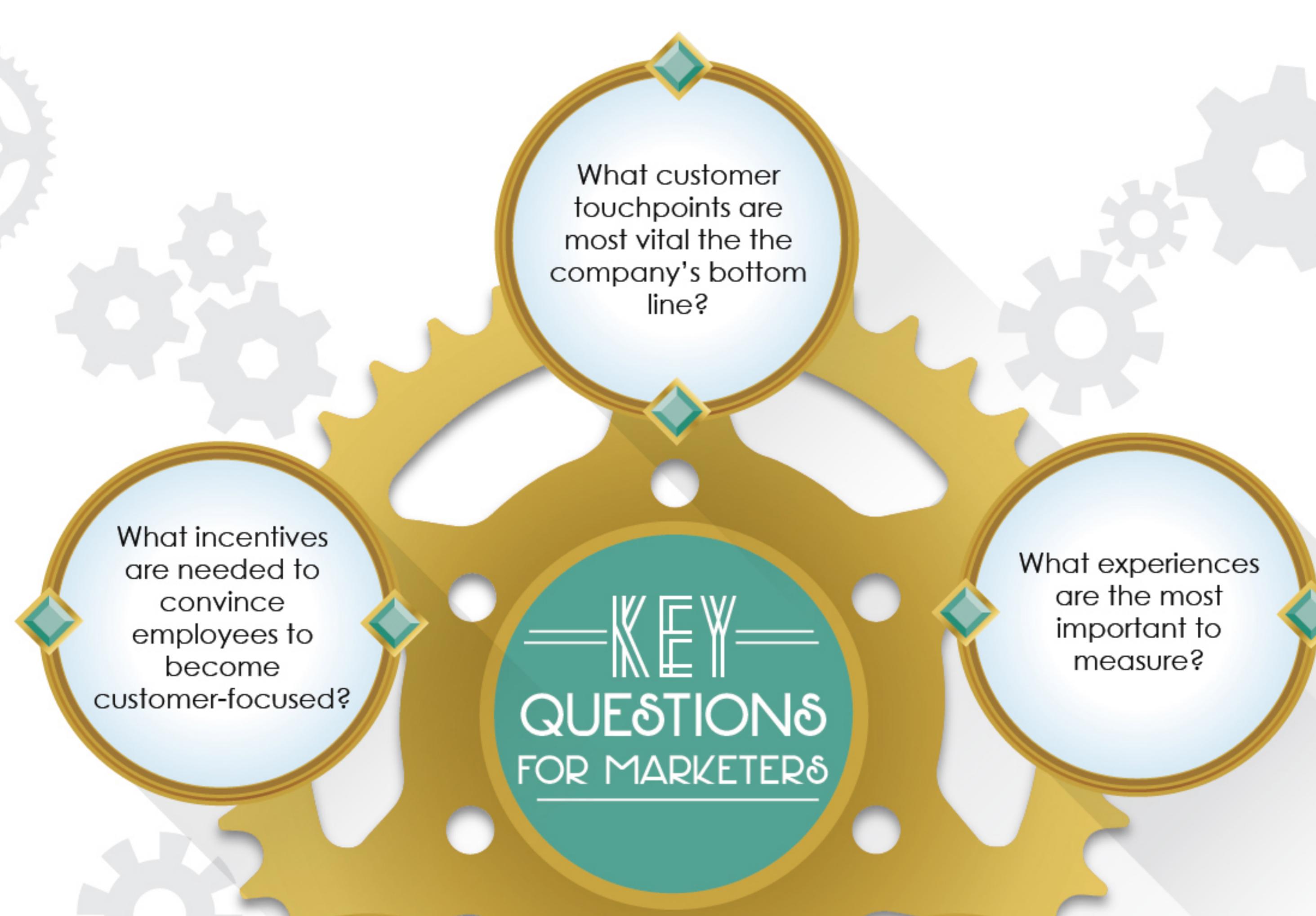
-GREAT EXPECTATIONS BY CHARLES DICKENS

In today's digital world, CMOs and companies that aren't focusing on the customer experience are falling behind. High-growth companies are increasingly obsessed with giving their tech-savvy, multi-device-using customers a seamless journey from sales to service to final product. It is a journey we will explore in this Age of the Customer infographic series presented by Dun & Bradstreet.



THE CUSTOMER JOURNEY

Customers expect to be treated well – quickly and knowledgeably – across the spectrum of contact with the company, from the initial touchpoint on the website to resolving questions about a purchase. Today's successful marketers are using **data, metrics and analytics** to make sure everyone in the company understands their customers and delights them at all touchpoints.



CUSTOMER CENTRICITY FUELS GROWTH

Marketing managers at high-growth companies are changing the paradigm. It's no longer about targeting, capturing and converting customers. In the Age of the Customer, it's about engaging, sharing with and helping customers. It's a continuous relationship, from sales and service to retention and loyalty. To do this, CMOs need data that helps them better understand their customers.

HIGH GROWTH

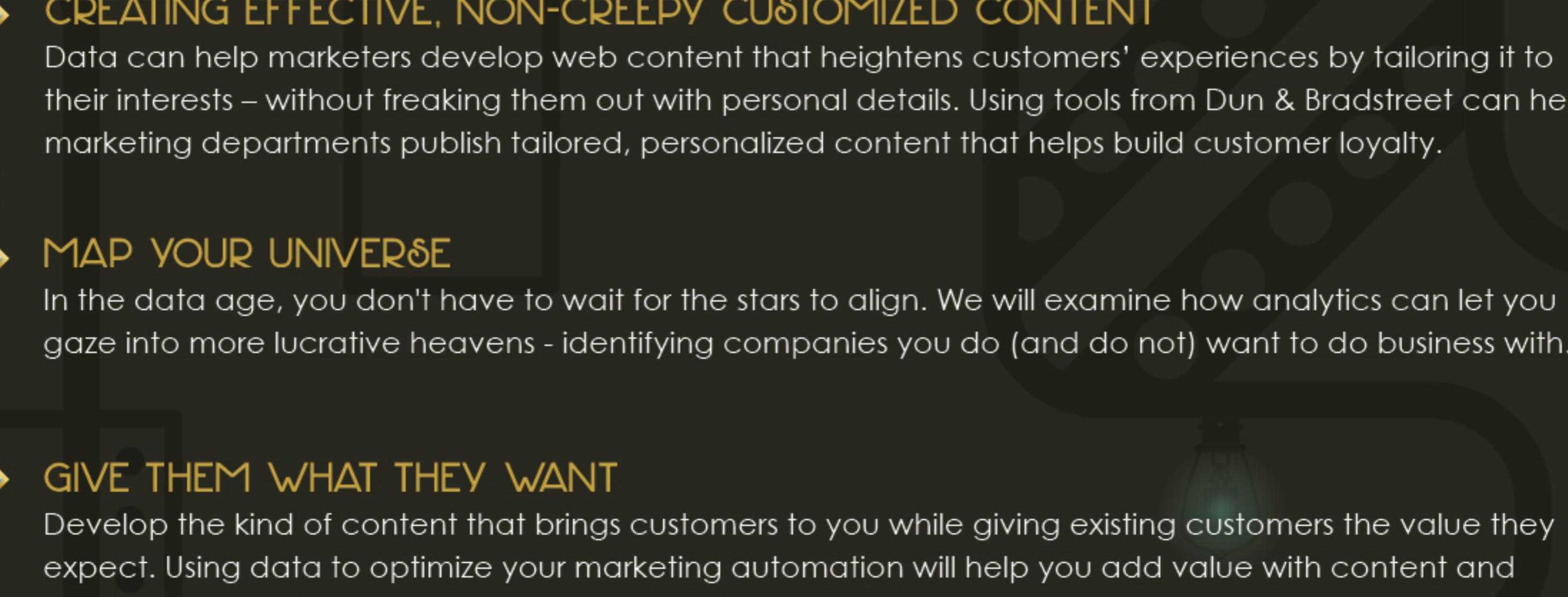
- 89% focused on customer experience (CX)
- 71% consider themselves successful in delivering effective CX
- 86% use data and analytics to improve marketing impact
- 84% recognize importance of digital channels
- 80% provide a consistent experience across all channels
- 69% make CX their No. 1 investment
- 33% have integrated analytics across all functions

LOW GROWTH

- 60% focused on customer experience
- 41% consider themselves successful in delivering effective CX
- 65% use data and analytics to improve marketing impact
- 67% recognize importance of digital channels
- 59% provide a consistent experience across all channels
- 69% make CX their No. 1 investment
- 14% have integrated analytics across all functions

THE CHALLENGE FOR MARKETERS

In the Age of the Customer, CMOs must be focused on customer perceptions throughout the client's journey. CMOs have to establish metrics to measure the quality of the customer experience, communicate the results across company silos, and tie the results to the bottom line. Customer data needs to be continually refined.



HOW DATA DOES THE JOB

Quality data allows marketers to deliver the right content to customers at just the right time. It allows marketers to know what customers want, when they want it and how customers have interacted with the company in the past. Exceed expectations, and customers will shout your praise from the social media rooftops. Flub it, and the bad experience can spread across the digital landscape like wildfire.

ANALYTICS

will be a core competency.

DIGITAL BUDGETS

will account for over 75% of the marketing budget.

MOBILE

will account for more than 50% of the marketing budget.

Marketing, sales and customer service will be merged.

68% of B2B companies who feel customer experience is important

58% who think they are successful at it

THERE ARE **FIVE WAYS** DATA CAN HELP CMOs OWN THE CUSTOMER EXPERIENCE. EXPLORE EACH OF THEM IN UPCOMING INSTALLMENTS OF THE AGE OF THE CUSTOMER INFOGRAPHIC SERIES.

CREATING EFFECTIVE, NON-CREEPY CUSTOMIZED CONTENT

Data can help marketers develop web content that heightens customers' experiences by tailoring it to their interests – without freaking them out with personal details. Using tools from Dun & Bradstreet can help marketing departments publish tailored, personalized content that helps build customer loyalty.

MAP YOUR UNIVERSE

In the data age, you don't have to wait for the stars to align. We will examine how analytics can let you gaze into more lucrative heavens - identifying companies you do (and do not) want to do business with.

GIVE THEM WHAT THEY WANT

Develop the kind of content that brings customers to you while giving existing customers the value they expect. Using data to optimize your marketing automation will help you add value with content and information that speak to the needs of your audience.

GOING MOBILE

How mobile and social data can help your business get a better picture of your customer when they are on the move.

THE SALESPERSON AS CUSTOMER HERO

Effective salespeople make for happy customers and good marketers make for effective salespeople. Find out how marketing teams can manage data in ways that help sales serve clients with sales acceleration tools.

For more on how Dun & Bradstreet can help you thrive in the Age of the Customer, visit dnb.com/cmo.

Make B2B Marketing Thrive In The Age Of The Customer*, by Laura Ramos, May 21, 2013, © Forrester Research Inc.

Seven Steps To Successful Customer Experience Measurement Programs, by Maxie Schmidt-Subramanian, June 27, 2013, © Forrester Research Inc.

CMOs: Time for digital transformation or risk being left on the sidelines, Accenture Interactive, 2014