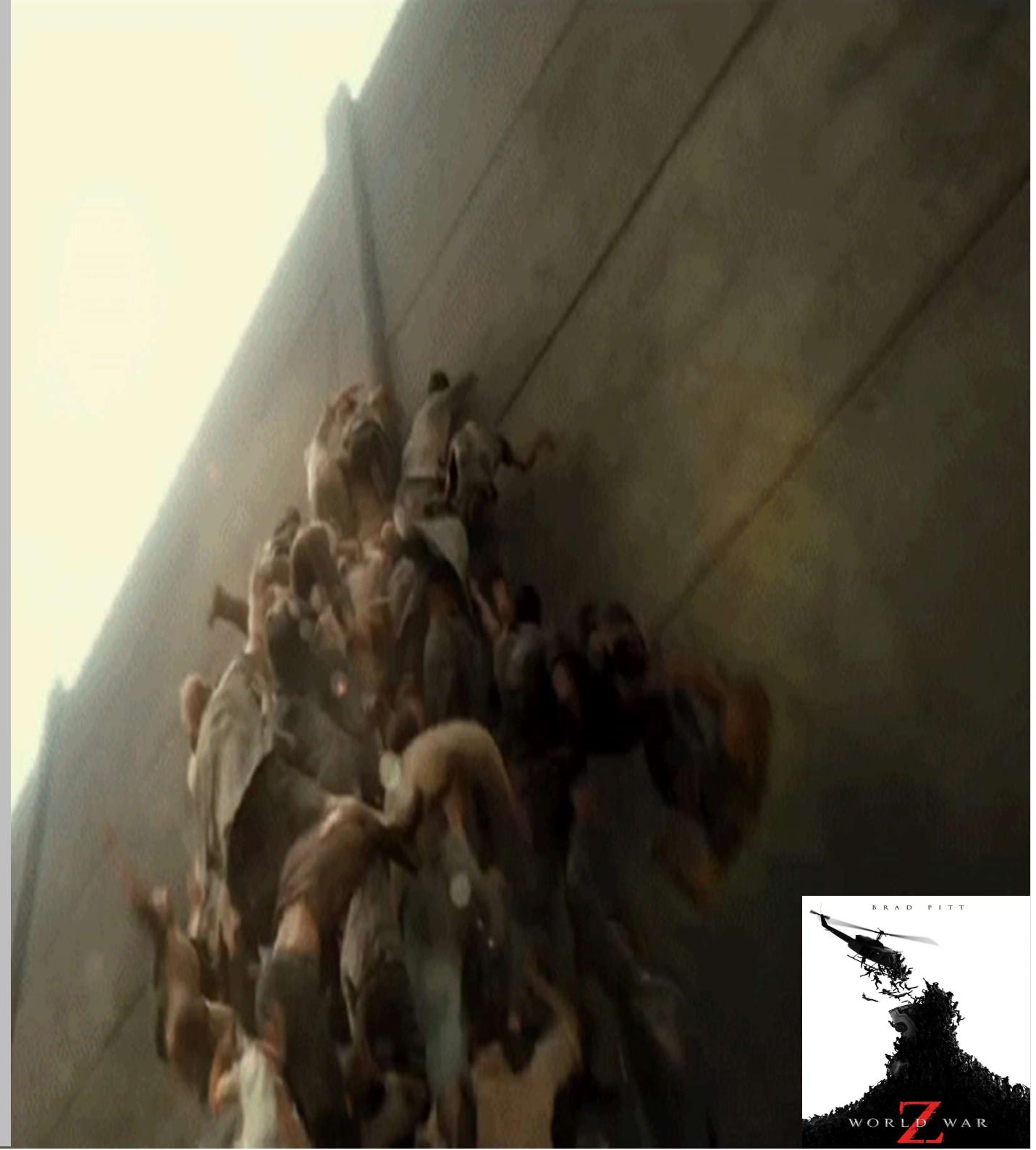


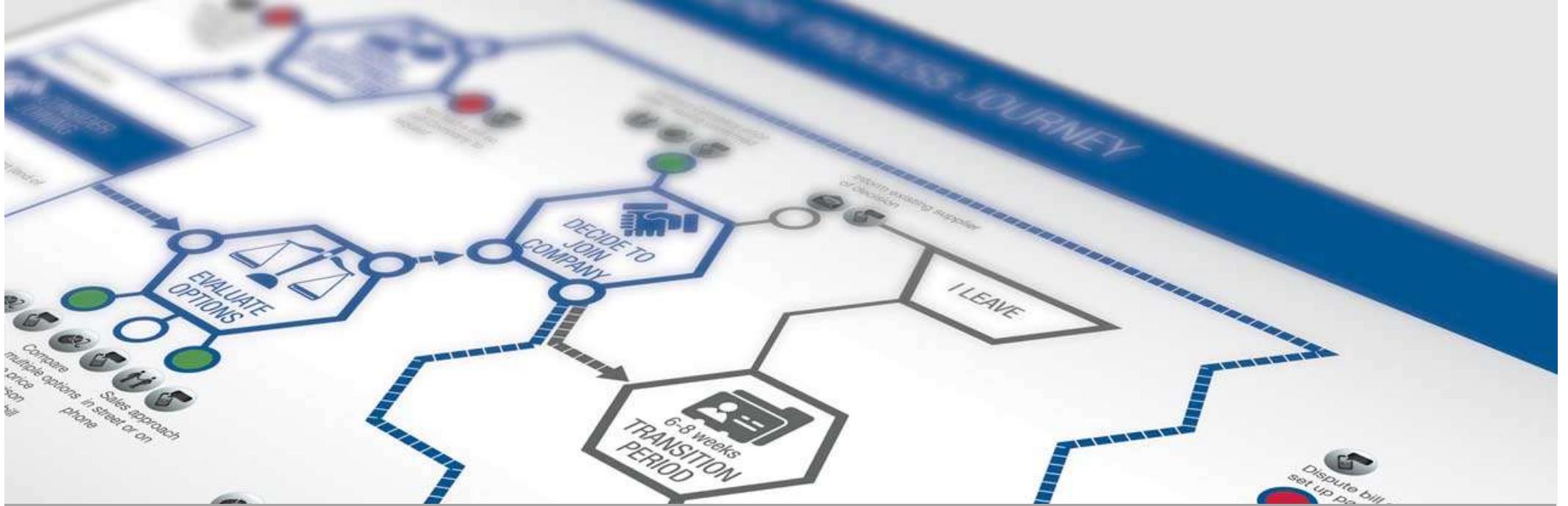
The Customer is a serial killer. No one's better, or more creative.

So, the customer leaves crumbs.

Now the hard part, is seeing the crumbs, the clues there.

Turns out to be the chink in its armor. And the buyer loves disguising their weaknesses as strengths. The customer a bitch.





Knowing The Journey of the Customer is Key to Survival Today

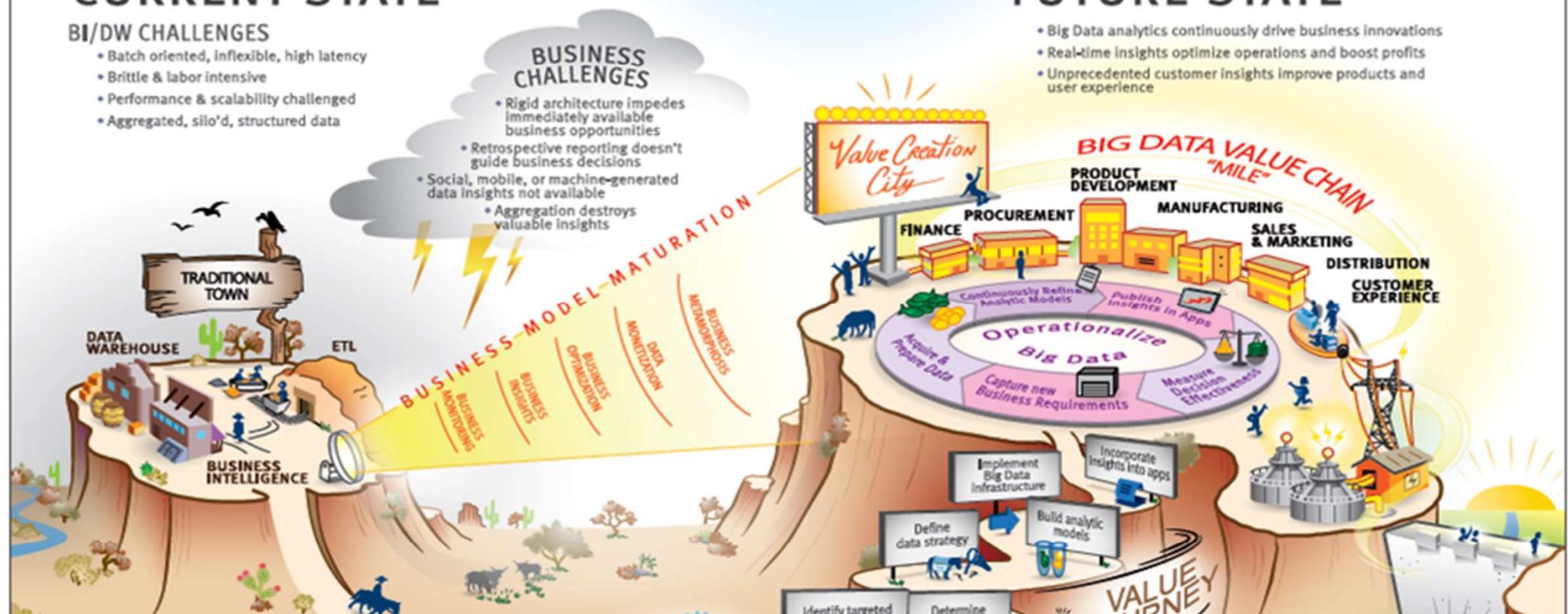
CURRENT STATE

BI/DW CHALLENGES

- Batch oriented, inflexible, high latency
- Brittle & labor intensive
- Performance & scalability challenged
- Aggregated, silo'd, structured data

BUSINESS CHALLENGES

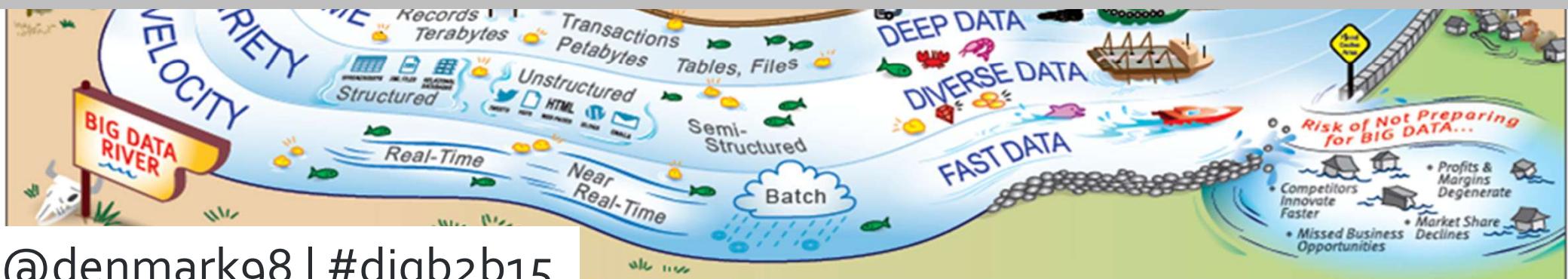
- Rigid architecture impedes immediately available business opportunities
- Retrospective reporting doesn't guide business decisions
- Social, mobile, or machine-generated data insights not available
 - Aggregation destroys valuable insights



FUTURE STATE

- Big Data analytics continuously drive business innovations
- Real-time insights optimize operations and boost profits
- Unprecedented customer insights improve products and user experience

What is the Mountain Top Dream





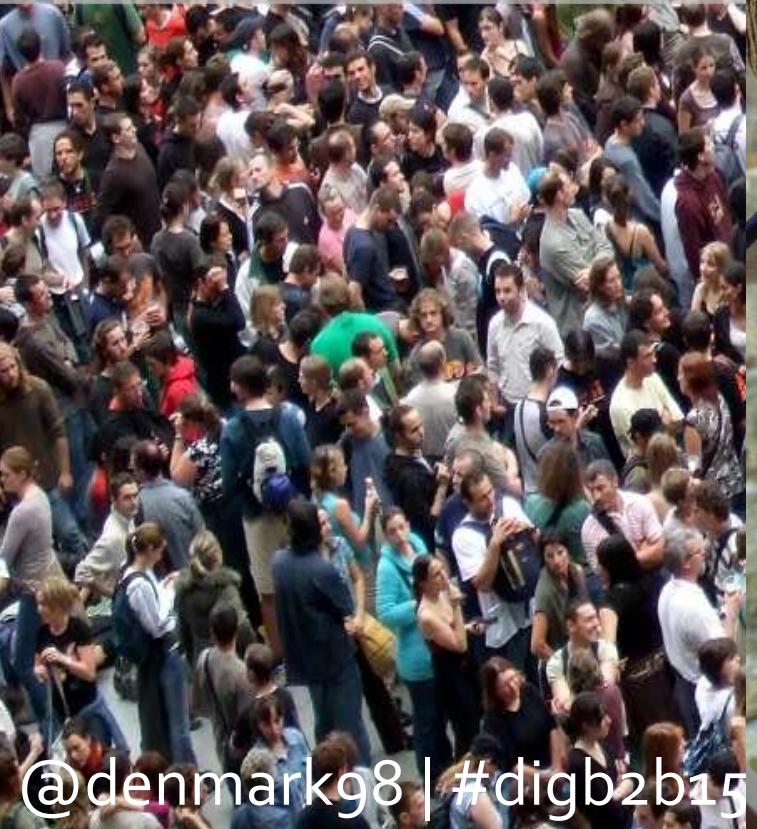
IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE.
KNOWLEDGE IS LIMITED;
IMAGINATION ENCIRCLES THE WORLD.

Knowledge was tribal, if you knew something
important you were important..

The Expansion of Network Knowledge

Our Knowledge

oogle





Our Knowledge is Outsourced to Google

What is the Difference Between an Alligator and a Crocodile?

[+Patrick](#) [Gmail](#) [Images](#)

Google

Danmark

 [Google Search](#)[I'm Feeling Lucky](#)

Google.dk offered in: Dansk Føroyskt



Our Knowledge is Outsourced to Google

Why is a Tomato Considered a Fruit?



Google.dk offered in: Dansk [Føroyiskt](#)







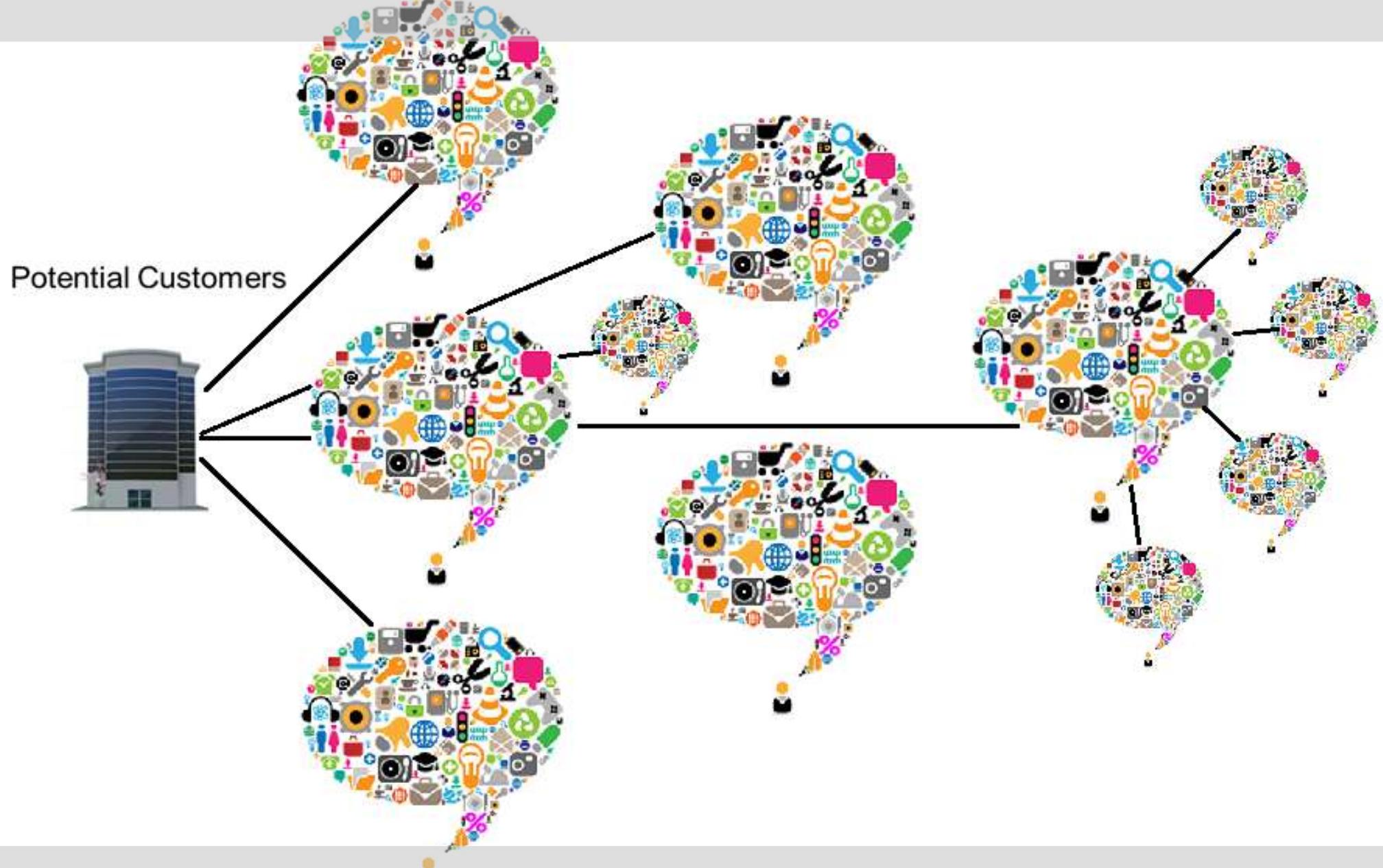
You are only as smart as what your
network doesn't know...



YOU Live In A Digital Bubble



What are Potential Customers?



A Group of Network Knowledge Clusters



This is you – Trying to Find Clues to
Buyers Behavior

What Happens in an Internet Minute?



639,800 GB of global IP data transferred



THE Data Jungle

And Future Growth is Staggering

Today, the number of networked devices



By 2015, the number of networked devices



2+ million Search queries

30 Hours of video uploaded

1.3 million Video views

IP

In 2015, it would take you 5 years

to view all video crossing IP networks each second



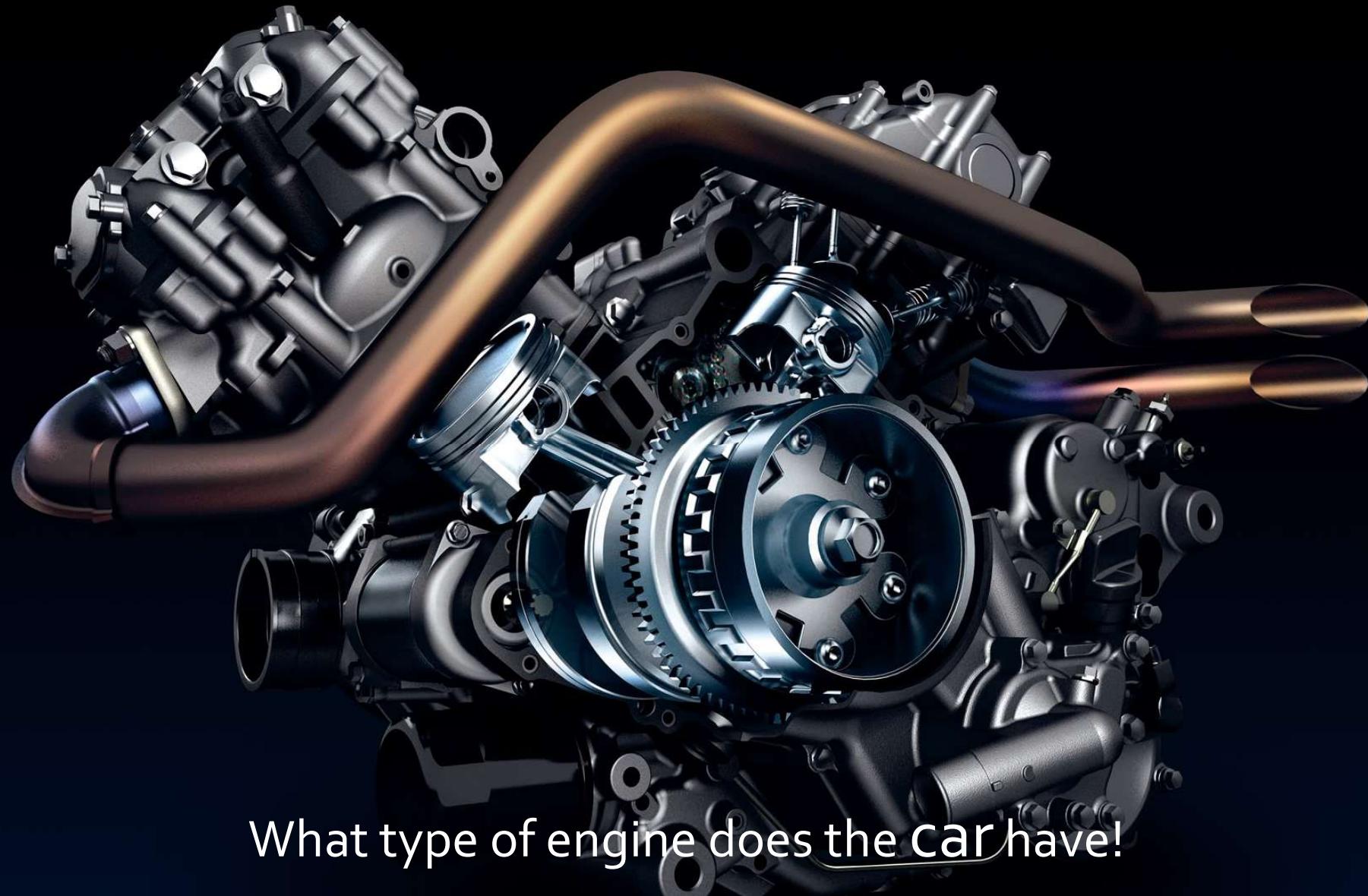
Things You Can Do Now



Microsoft
Dynamics CRM

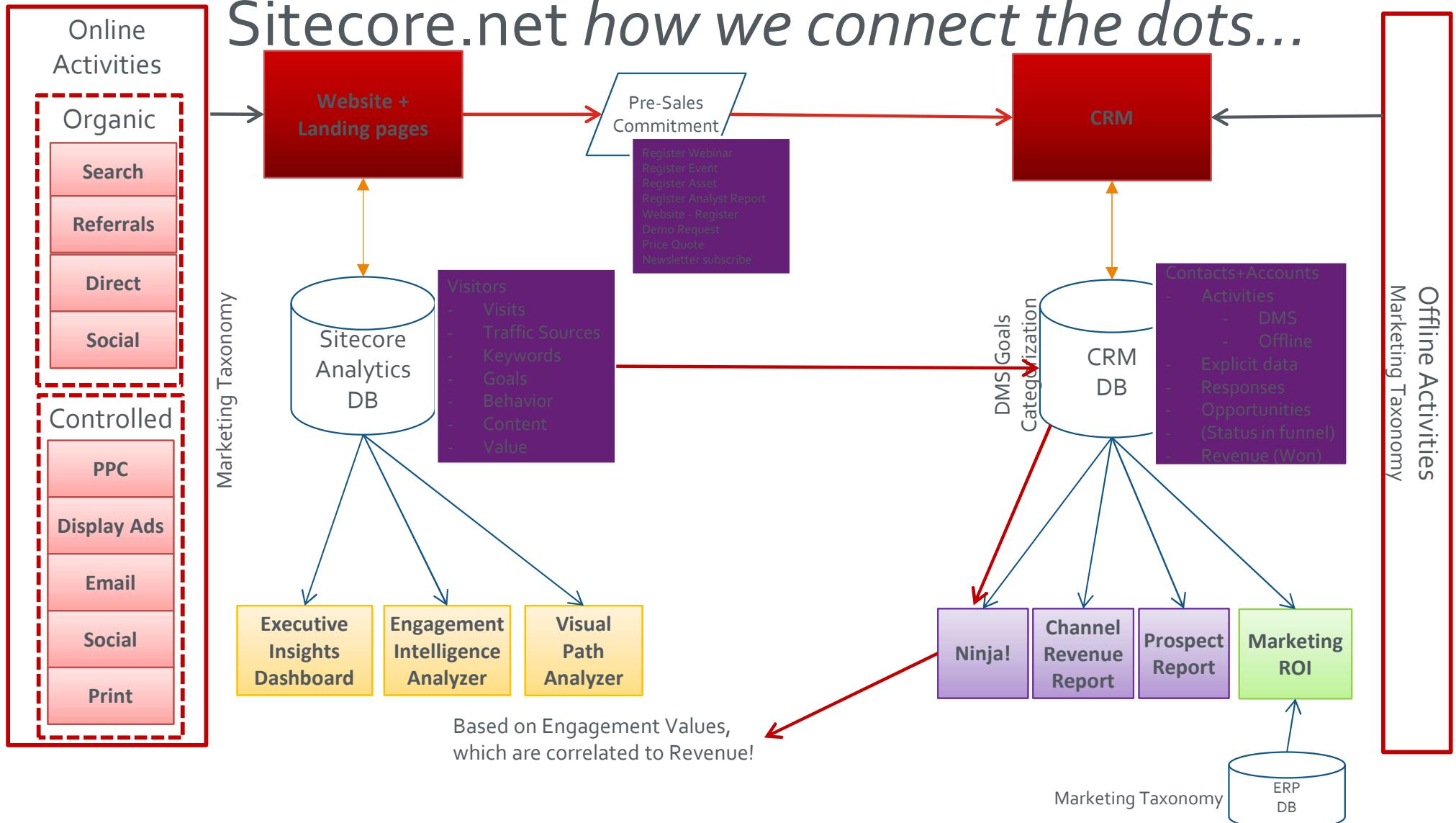


What is the first question you ask when looking at a muscle car?

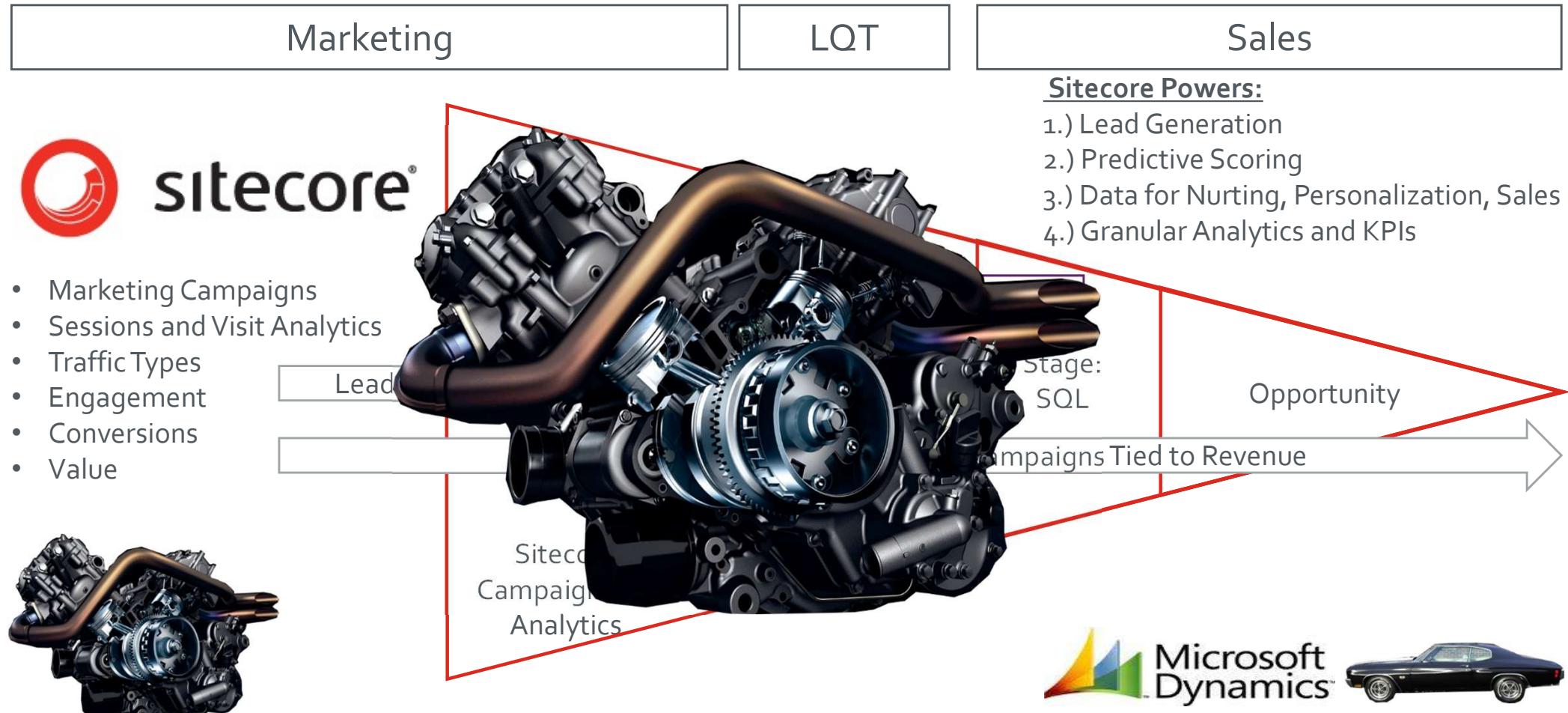


What type of engine does the Car have!

Sitecore.net how we connect the dots...



CRM Integration – Every Car Has A Motor



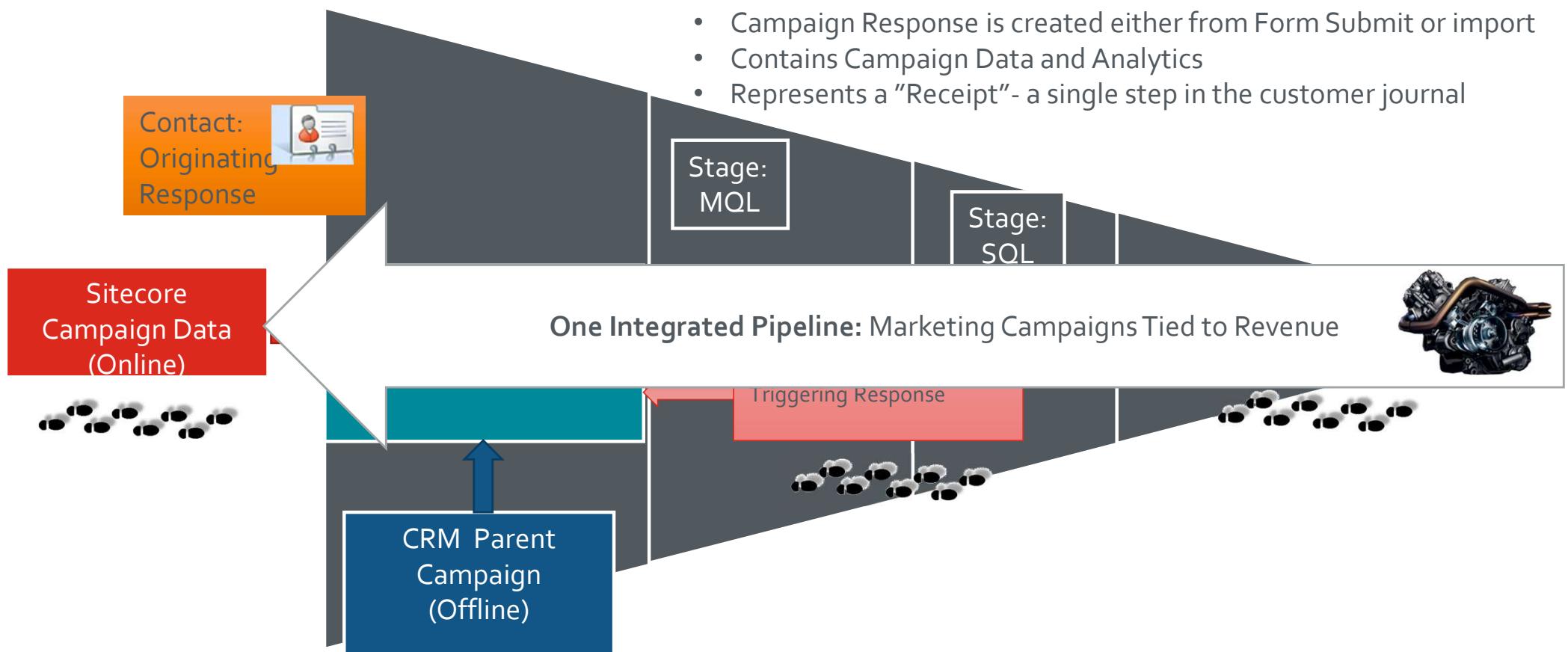
What is a Campaign Response

A Campaign Response is an activity type in Dynamics CRM that is related to a Campaign in CRM. When working with marketing in Dynamics CRM 2011, it is possible to create a Campaign and record a Campaign Response(response) to track outcomes from a particular Campaign.



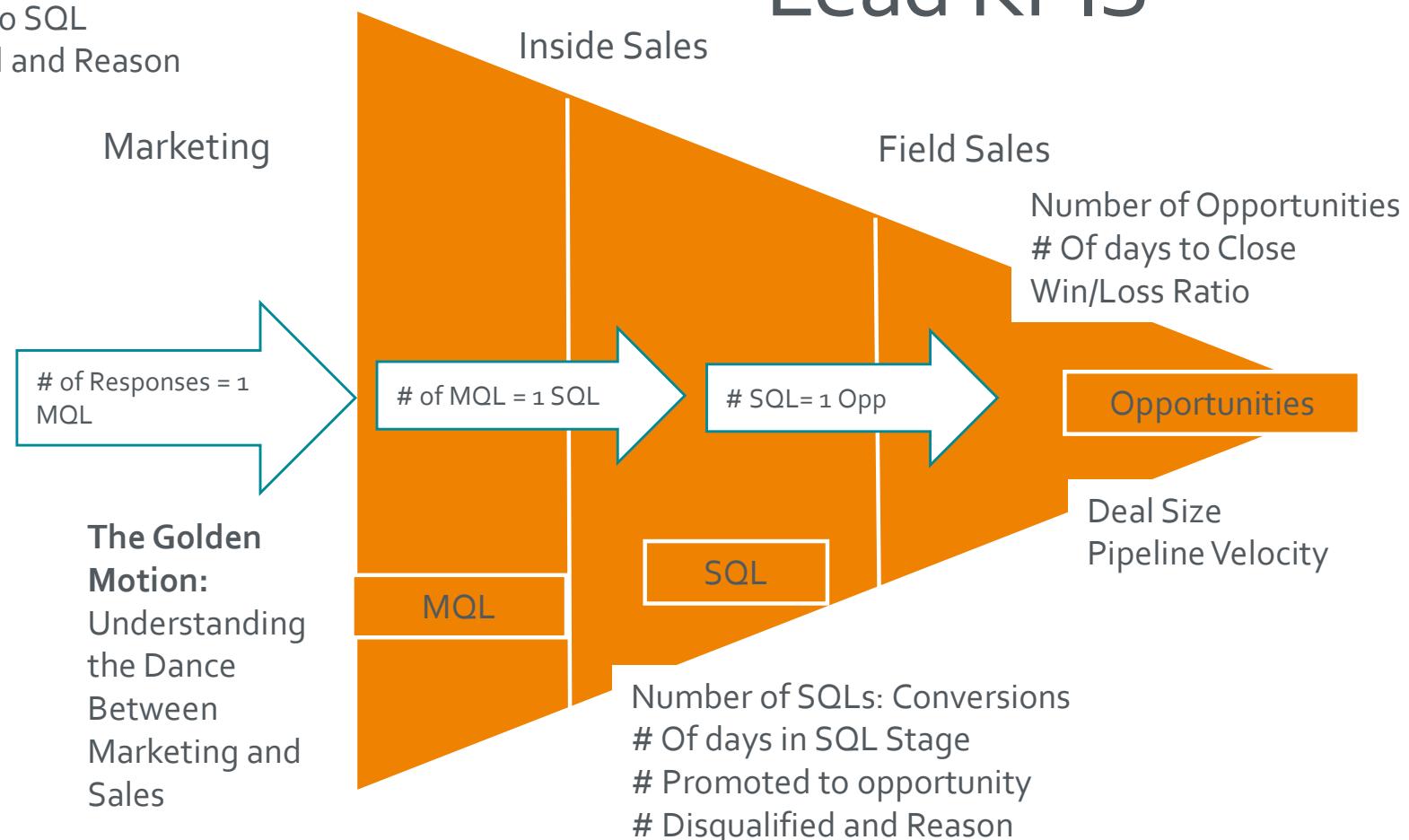
A (Campaign)Response is a Receipt from a Marketing Outcome both Offline and Online

CRM Integration – Simple Data Flow



Lead KPIs

Number of MQLs: Conversions
Of days in MQL Stage
Promoted to SQL
Disqualified and Reason



How Does Sitecore Support the Data Map?

1. Marketing Taxonomy
2. Goals has Web Activities and System Aggregation
3. Goals as Predictive Scoring
4. Data Views in CRM

The Marketing Taxonomy: Data Quality Lifter for Marketing Campaigns

Online Marketing

41-00-00 Reserved Reserved Reserved

PPC Advertising

41-10-01	Online	PPC Advertising	Bing search
41-10-02	Online	PPC Advertising	Google search

41-10-03

41-10-04

41-10-99

Display Advertising

41-11-01 Ad

41-11-02	Online	Display Advertising	Facebook
----------	--------	---------------------	----------

41-11-03	Online	Display Advertising	Google Display Network
----------	--------	---------------------	------------------------

41-11-99	Online	Display Advertising	Other Display
----------	--------	---------------------	---------------

Direct

41-20-01	Online	Direct	Company Website
----------	--------	--------	-----------------

41-20-02	Online	Direct	Direct Input of URL
----------	--------	--------	---------------------

41-20-03	Online	Direct	Referrals Misc.
----------	--------	--------	-----------------

41-20-04	Online	Direct	RSS
----------	--------	--------	-----

41-20-05	Online	Direct	Search Engine Branded
----------	--------	--------	-----------------------

Offline Marketing

42-00-00 Reserved Reserved Reserved

Sales Activities

42-10-01	Offline	Sales	In bound phone call
42-10-02	Offline	Sales	Customer meeting
42-10-03	Offline	Sales	Cold Calling

Events

42-20-01	Offline	Event/Trade Show	Sitecore Symposium
42-20-02	Offline	Event/Trade Show	Sitecore Trendspot
42-20-03	Offline	Event/Trade Show	Trade shows
42-20-04	Offline	Event/Trade Show	Customer events / hospitality
42-20-05	Offline	Event/Trade Show	Industry event sponsorship
42-20-99	Offline	Event/Trade Show	Other

Direct Marketing

42-30-01	Offline	Direct Marketing	Direct mail - Print, Collateral
42-30-99	Offline	Direct Marketing	Direct Marketing Other

The Marketing Taxonomy: Data Quality Lifter for Marketing Campaigns

Contact
Patrick Kitchell

E-mail
patrick@kitchell.dk

Parent Account
[service account](#)

General

Salutation
mr

First Name +
Patrick

Internal Information

Owner*
[Jesper Lykkegaard](#)

Originating Response
[MCEV DK Dig](#)

Last Date Included in Campaign

Registration Source
Personal Portal

Sitecore

Qualification Record
QR: 2013-Apr-16 Online 41 Auto Create

State	Disqualified	Status	Error - Internal Accide
Team	NL Sales	User	
Topic			
Contact *	Patrick Kitchell	Type	
Parent Account	service account	Escalation	
Total Number of QRs Related to the Account	5	Last Activity On	
Time from Last activity	358d 20:14	Contact Score	
Response trigger	MCOT XI Best CMS FR	Account Score	
Opportunity		Date of Last Res	
Referring Partner		Number of Oper Opportunities	
Description +			

Contact
Patrick Kitchell

E-mail
patrick@kitchell.dk

Parent Account
[service account](#)

Filter on: All

Date Created	Actual End	Subject
22-10-2013 15:44	22-10-2013...	website visited
17-10-2013 18:48	17-10-2013...	website visited
08-10-2013 08:21	08-10-2013...	website visited
01-10-2013 13:27	01-10-2013...	website visited
30-09-2013 15:38	30-09-2013...	website visited
30-09-2013 15:38	30-09-2013...	website visited
27-09-2013 21:26	27-09-2013...	website visited
26-09-2013 15:16	26-09-2013...	website visited
25-09-2013 15:57	25-09-2013...	NNNN XC Click Er
25-09-2013 15:43	25-09-2013...	NNNN XC Click Er
10-09-2013 10:22	10-09-2013...	...
10-09-2013 16:20	10-09-2013...	SIOP XC Hero Rev
10-09-2013 10:53	10-09-2013...	MCWB NO Live W
10-09-2013 10:53	10-09-2013...	MCWB NO Live W
10-09-2013 10:53	10-09-2013...	MCWB NO Live W
10-09-2013 10:53	10-09-2013...	MCWB NO Live W
10-09-2013 10:53	10-09-2013...	MCWB NO Live W
10-09-2013 10:51	10-09-2013...	MCWB NO Live W
10-09-2013 10:49	10-09-2013...	MCWB NO Live W
10-09-2013 10:46	10-09-2013...	MCWB NO Live Webinar 11 September Form Completed
10-09-2013 10:46	10-09-2013...	website visited
05-09-2013 21:38	05-09-2013...	website visited
05-09-2013 10:45	05-09-2013...	website visited

1 - 250 of 573 (0 selected)

All # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Website Activity

NNNN XC Click Email Link

General

Activity Type + [NNNN XC Click Email Link](#)

DMS Campaign [042.20.05/XI/XI13MSEPS/PE/NNNNNN/INT Post EPS event inv 1](#)

Date Created

Actual End

Regarding  [Patrick Kitchell](#)

URL or Description

Subject *  **042.20.05/XI/XI13MSEPS/PE/NNNNNN/INT Post EPS event inv 1**

Parent Visit 

Traffic Type 

General

Campaign Name *

Region

Channel

Sub channel

Page 1 of 1

Goals has Web Activities and System Data Aggregation

The diagram illustrates the aggregation of web activities and system data across multiple contact points. On the left, three orange rectangular boxes labeled "Contact: Originating Response" each contain a small user icon and a list of two items. These three boxes point upwards towards a larger orange rectangular box labeled "Account" which contains a folder icon and a detailed list of six items.

Contact: Originating Response (Top Left):

- 10-09-2013 10:53 10-09-2013... MCWB NO Live Webinar 11 September Form Completed
- 10-09-2013 10:46 10-09-2013... website visited

Contact: Originating Response (Middle Left):

- 10-09-2013 10:46 10-09-2013... website visited
- 10-09-2013 10:53 10-09-2013... MCWB NO Live Webinar 11 September Form Completed

Contact: Originating Response (Bottom Left):

- 10-09-2013 10:53 10-09-2013... MCWB NO Live Webinar 11 September Form Completed
- 10-09-2013 10:46 10-09-2013... website visited

Account (Top Right):

- 10-09-2013 10:53 10-09-2013... MCWB NO Live Webinar 11 September Form Completed
- 10-09-2013 10:46 10-09-2013... website visited
- 10-09-2013 10:53 10-09-2013... MCWB NO Live Webinar 11 September Form Completed
- 10-09-2013 10:46 10-09-2013... website visited
- 10-09-2013 10:53 10-09-2013... MCWB NO Live Webinar 11 September Form Completed
- 10-09-2013 10:46 10-09-2013... website visited

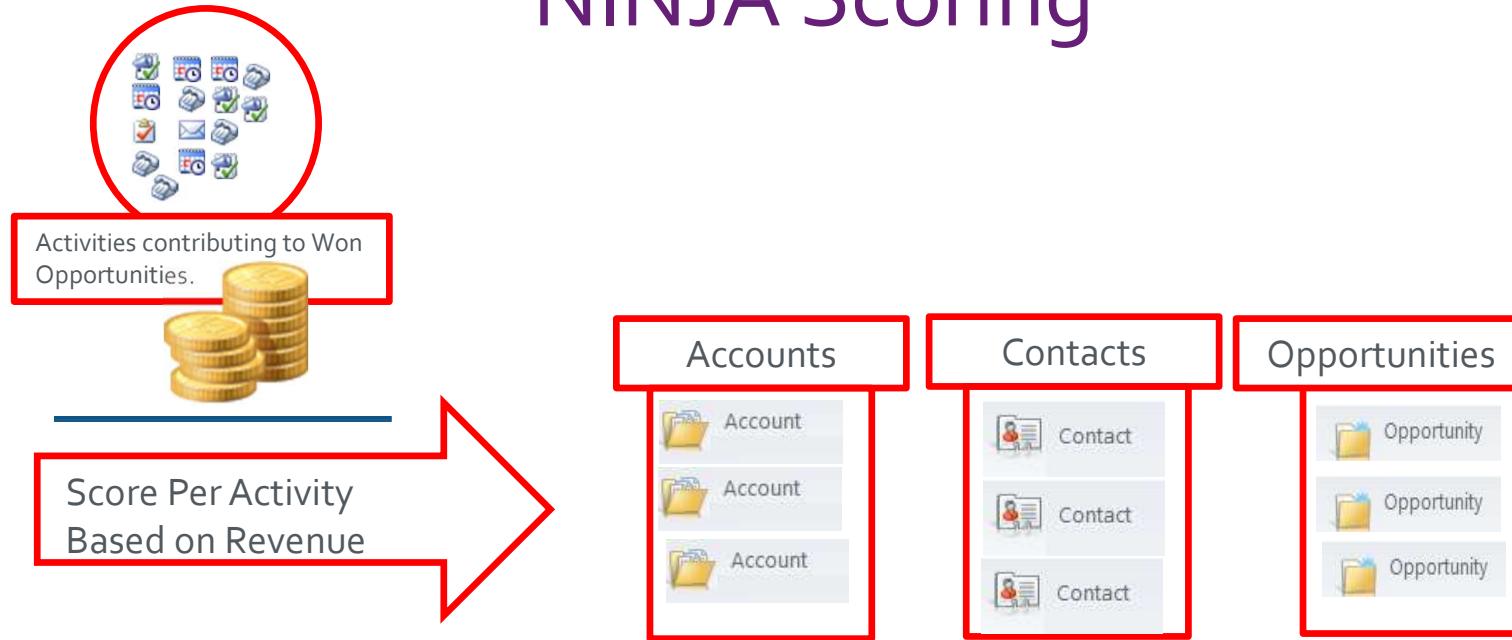
-
- Web Analytics aggregate upwards on accounts
 - Gives an overview of account activity on Sitecore.net including form submits

What is Predictive(Ninja) Scoring?

Predictive scoring is a method in which tries to draw an understanding between the behavior that has led something to occur and probability that it will occur again.

Ninja Scoring is a predictive scoring system because it tries to measure the web behavior on a website from various channels and the relationship this behavior has in driving revenue in a company.

NINJA Scoring



CRM and Predictive(Ninja) Scoring

Screenshot of a CRM application showing a contact record for Patrick Kitchell. The contact details include:

- Contact: Patrick Kitchell
- E-mail: patrick@kitchell.dk
- Parent Account: service account
- Score: 8,05 (highlighted in yellow)
- Owner: Patrick E. Kitchell
- Recency: 7

The Record Wall section shows the following fields:

Salutation	E-mail +
mr	patrick@kitchell.dk
First Name *	Email Validation
Patrick	<input checked="" type="checkbox"/>
Middle Name	Bounce Count
	0
Last Name *	Business Phone +
Kitchell	+4531184896
Parent Account	Mobile Phone +
service account	+45 31 18 48 98
Tentative Account Name	Skype
Service Account	
Primary Language	

Address

Street 1 +	gg	State/Province	17
Street 2 +	Knowhill	ZIP/Postal Code +	2001336
Street 3		Country	Denmark
City +	vanløse	Phone	31184898

Details

Gives Indication of Interest

Helps sales rank contacts, accounts

Helps sales to know which opportunities could land first.

Shows which marketing campaigns produce the most value.

Contact
Patrick Kitchell

E-mail
patrick@kitchell.dk

Parent Account
[Service Account](#)

Score
38.33

General

Salutation	mr	E-mail +	
First Name *	Patrick	Email Validation	
Middle Name		Bounce Count	
Last Name *	Kitchell	Business Phone +	4
Parent Account	Service Account	Mobile Phone +	
Tentative Account Name	None	Skype	

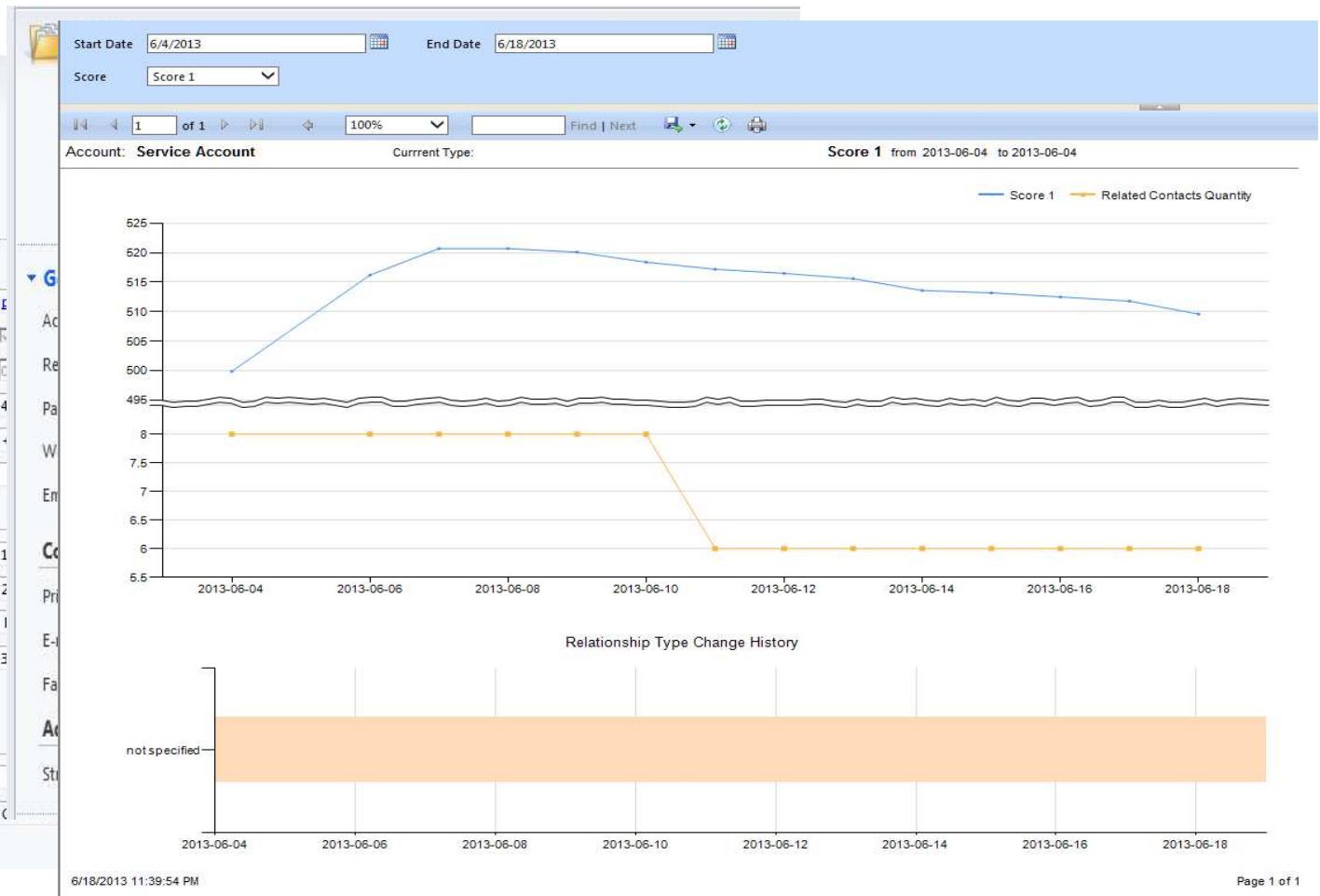
Address

Street 1 +		State/Province	1
Street 2 +		ZIP/Postal Code +	2
Street 3		Country	1
City +		Phone	3

Details

Professional Information

Department		Contact Type	
Role		Job Title	
Personas	Jerry		



Opportunities By Score

Country	Stage	Response trigger	Sales Territory	Account Score 1	Contact Score 1	Score
Denmark	SQL	Site	Account Score	Est. Close Date	Est. Revenue	Probab... Business Unit (Owning User)
United States	SQL	Site	231,24	30-12-2013	E 50.000,00	50 Sitecore AU
Australia	SQL	Site	148,44	30-03-2015	kr 100.000,00	20 Sitecore USA Inc.
Sweden	SQL	Site	108,89	31-03-2015	kr 146.775,00	45 Sitecore Canada
United States	SQL	Site	107,74	25-02-2015	kr 669.600,00	20 Sitecore NL
New Zealand	SQL	Site	107,74	29-01-2015	\$ 80.000,00	20 Sitecore Norway
New Zealand	MQL	Site	107,74	30-11-2014	\$ 157.000,00	30 Sitecore Denmark A/S
United States	SQL	Site	107,74			Danmark A/S
Australia	SQL	Site	95,64	31-10-2014	kr 146.775,00	45 Sitecore Canada
United States	SQL	Site	83,50	30-09-2014	kr 669.600,00	60 Sitecore NL
Australia	SQL	Site	77,95	26-09-2014	\$ 80.000,00	50 Sitecore Norway
Belgium	MQL	Site	75,72	19-12-2014	E 50.000,00	30 Sitecore USA Inc.
Canada	SQL	Site	75,60	31-10-2014	kr 100.000,00	50 Sitecore Canada
Spain	SQL	Site	74,20	21-08-2014	kr 146.775,00	50 Sitecore NL
United States	SQL	Site	73,67	31-10-2014	kr 669.600,00	70 Sitecore Norway
Denmark	SQL	Site	73,67	30-06-2015	\$ 80.000,00	50 Sitecore Denmark A/S
United States	SQL	Site	73,07	30-09-2014	\$ 157.000,00	50 Sitecore USA Inc.
United States	SQL	Site	72,14	01-01-2015	E 50.000,00	90 Sitecore Canada
Sweden	SQL	Site	71,79	30-09-2014	kr 100.000,00	90 Sitecore NL
Netherlands	SQL	Site	59,98	26-09-2014	E 50.000,00	30 Sitecore Norway
Netherlands	MQL	Site	59,88	05-09-2014	kr 100.000,00	70 Sitecore Denmark A/S
Australia	MQL	Site	59,82	30-09-2014	kr 146.775,00	61 Sitecore Denmark A/S
Denmark	MQL	Site	59,82	30-06-2015	kr 669.600,00	30 Sitecore Denmark A/S
Denmark	SQL	Site	58,31	30-09-2014	\$ 80.000,00	30 Sitecore USA Inc.
Norway	SQL	Site	58,31	30-09-2014	\$ 157.000,00	45 Sitecore USA Inc.
United States	SQL	Site	54,60	30-08-2014	kr 187.000,00	65 Sitecore Denmark A/S
			51,44	25-10-2014	E 50.000,00	30 Sitecore NL

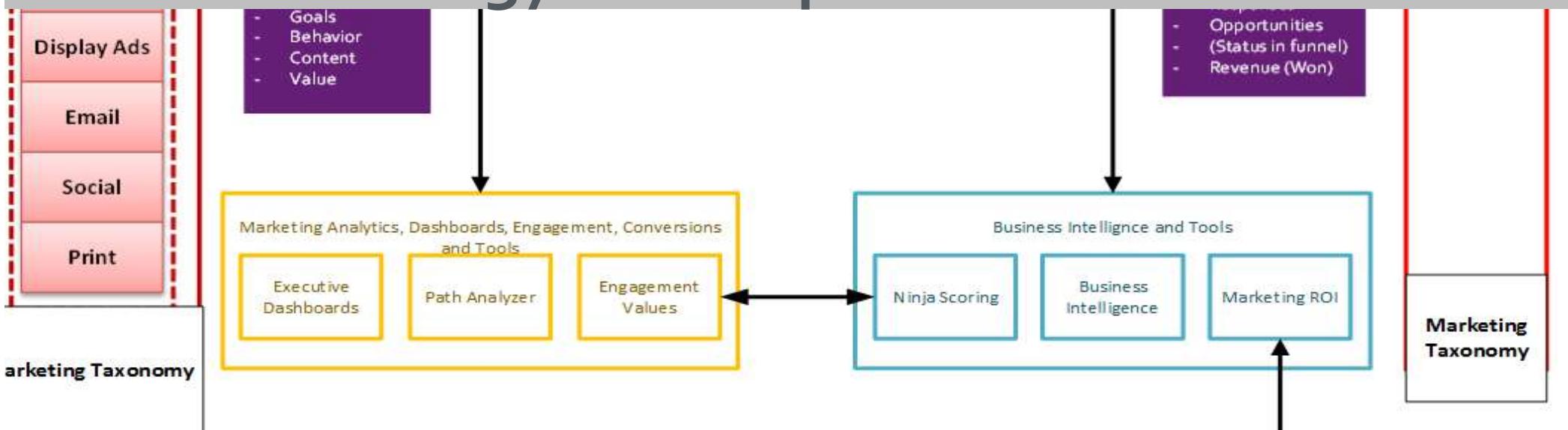
Conclusion: Our Points of Learnings

- Develop a Long Term Data Stratgy and Vision Remember Good Things Take Time
- A Global Inititive Focus on Data Integrity
- A Combined Integrated Pipeline with Mandatory Pressure Points For Global KPIs
- Leverage the DMS Analytics both in Sitecore and in CRM
- Make Data Visible and User Friendly

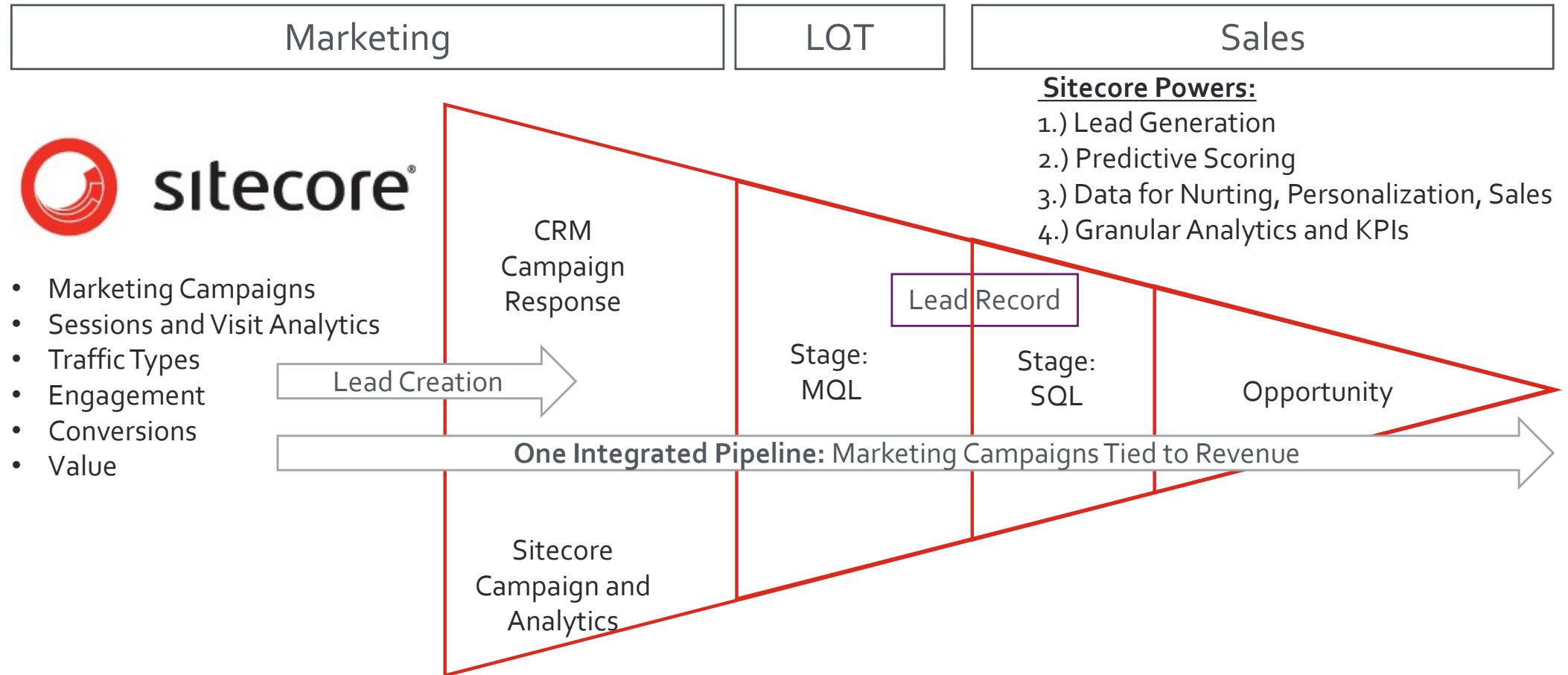




Organizations are Demanded to Have a Data Strategy and Map Tied to a Process

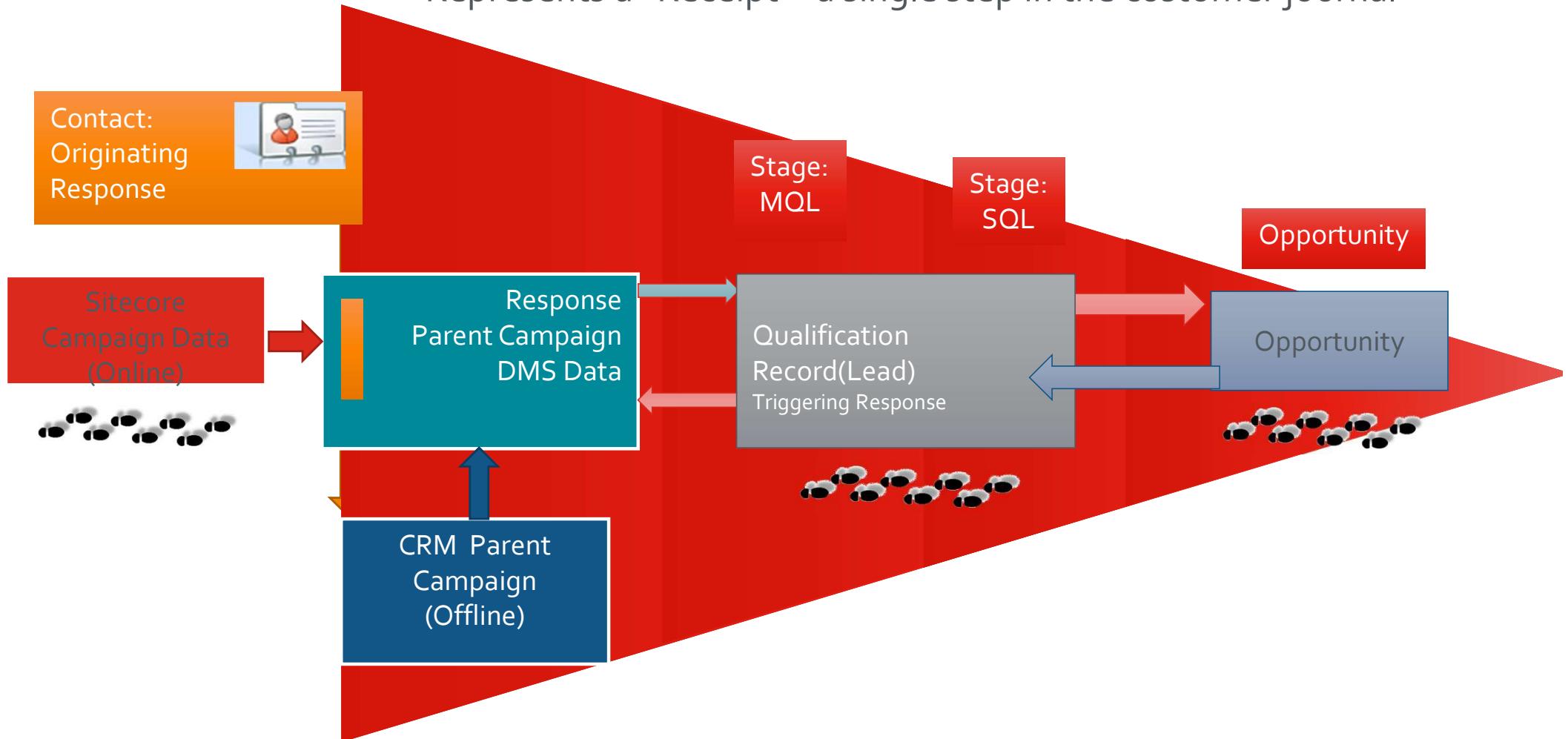


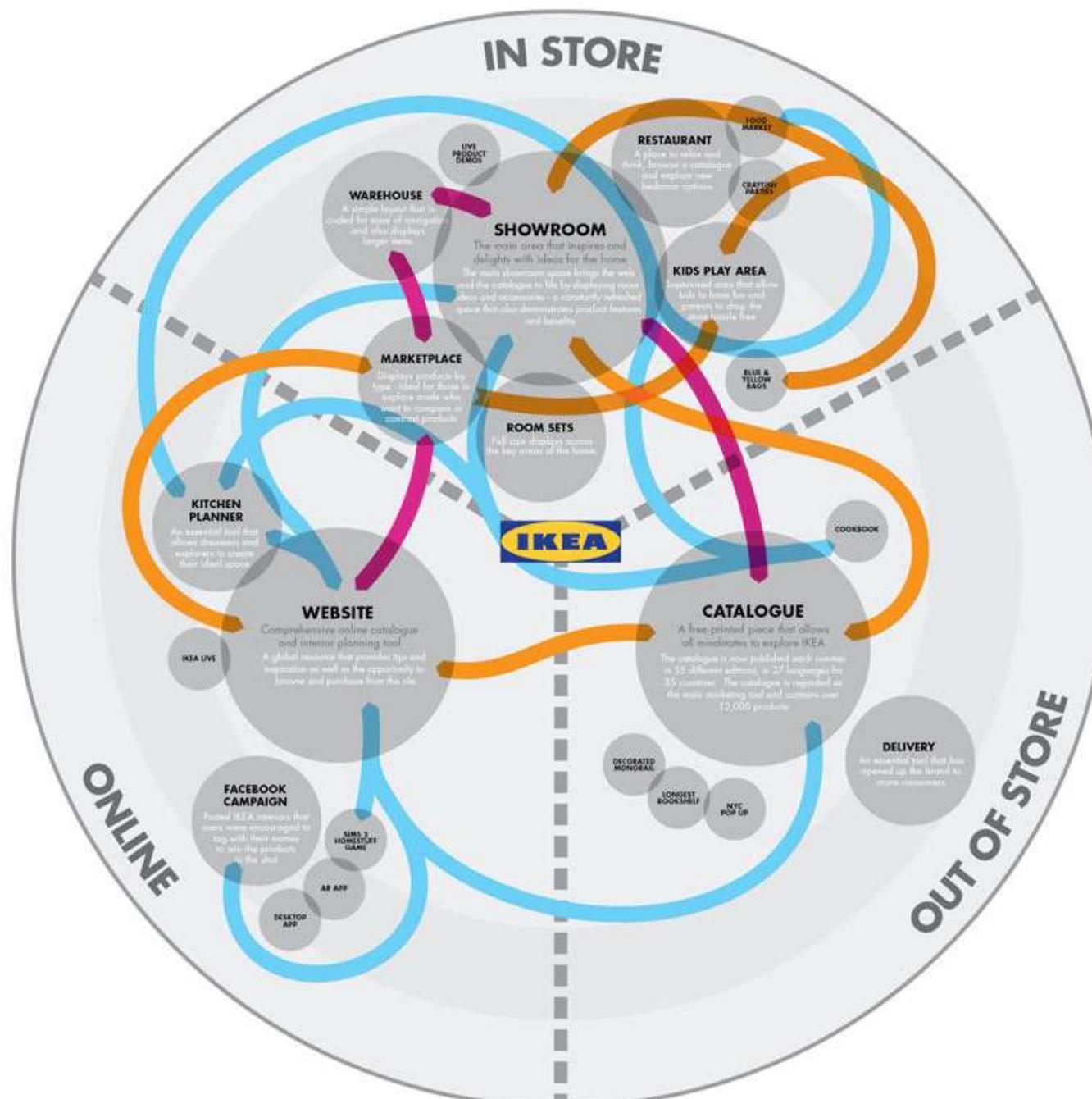
Business Value of CRM and Digital Marketing Systems



CRM Integration – Simple Data Flow

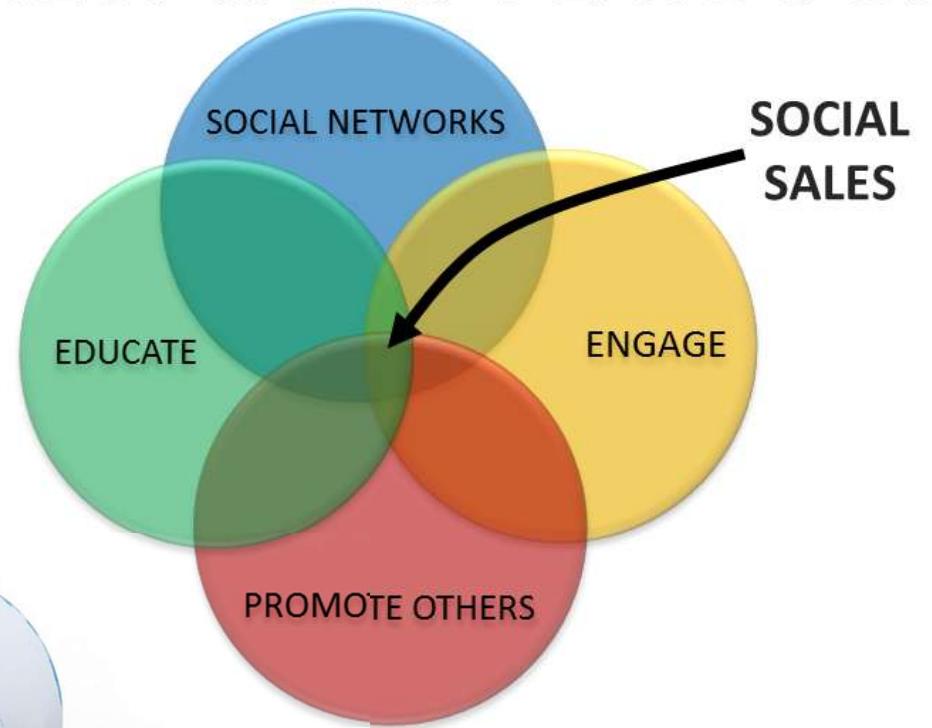
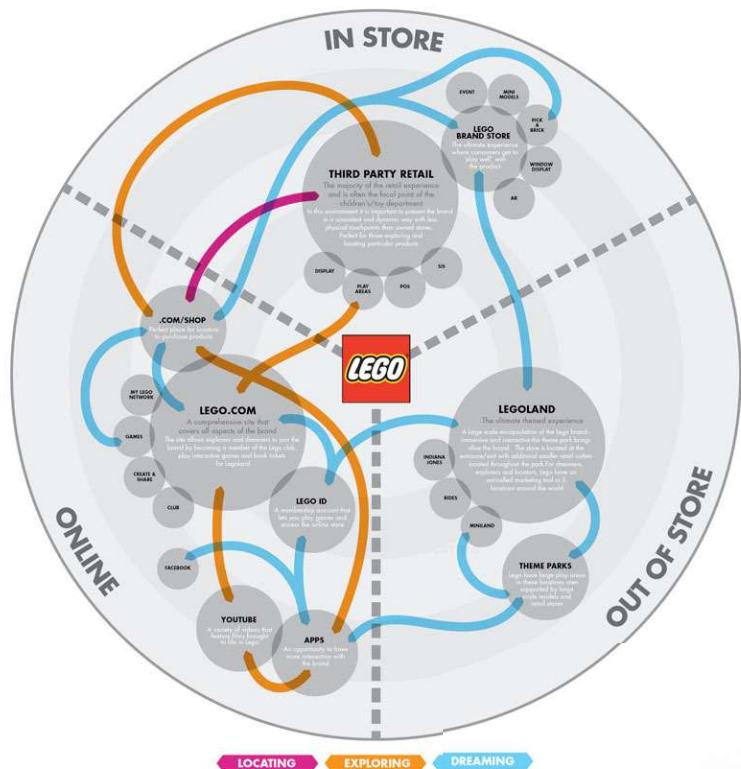
- Campaign Response is created either from Form Submit or import
- Contains Campaign Data and Analytics
- Represents a “Receipt”- a single step in the customer journal





MAP CUSTOMER JOURNEYS and EXPERIENCES

NEW SALES PLAYBOOK



Listening is Being Proactive
Be Proactive and Listen More

PINTEREST
USERS PIN

VINE
USERS
SHARE
8,333
VIDEOS.

3,472
images.

YOUTUBE
USERS UPLOAD
72 HRS.
OF NEW
VIDEO.

EMAIL
USERS SEND
204,000,000
MESSAGES.

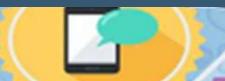
Google
RECEIVES OVER
4,000,000
SEARCH
QUERIES.

FACEBOOK
USERS SHARE
2,460,000
PIECES OF CONTENT.

Question Your Content -- What is the Purpose of Your Content?

REVIEWS.

APPLE USERS
DOWNLOAD
48,000
apps.



PANDORA
USERS LISTEN TO

61,141

HOURS OF
music.



AMAZON
MAKES

\$83,000

IN ONLINE SALES.



INSTAGRAM
USERS »

POST

216,000

NEW PHOTOS.

51,422
PHOTOS.

TWITTER USERS

TWEET

277,000

TIMES.

Create Multiple Data Oases



Data Oases

Contact
Patrick Kitchell

E-mail: patrick@kitchell.dk Score: 0,00

Parent Account: Service Account(Patrick)

Day Week Month Recency: 156

	Date Created	Actual End	Subject	Activity Type
<input type="checkbox"/>	19-08-2014 09:22	26-08-2014...	Demo Form Short	Response
<input type="checkbox"/>	19-08-2014 09:20	26-08-2014...	Demo Form Short	Response
<input type="checkbox"/>	19-08-2014 09:14	26-08-2014...	Demo Form Short	Response
<input type="checkbox"/>	08-08-2014 13:44	08-08-2014...	Sitecore.net Login	Response
<input type="checkbox"/>	10-04-2014 10:59	10-04-2014...	[MAI EXP] xxxx	Phone Call
<input type="checkbox"/>	01-04-2014 09:57	01-04-2014...	test crm fields	
<input type="checkbox"/>	14-03-2014 14:48	14-03-2014...	TrendspotUK2014_Registration	
<input type="checkbox"/>	10-03-2014 12:51	14-03-2014...	TrendspotUK2014_Registration	
<input type="checkbox"/>	10-03-2014 12:41	14-03-2014...	TrendspotUK2014_Registration	
<input type="checkbox"/>	10-09-2013 10:49	14-03-2014...	MCWB NO Live Webinar 11 September	
<input type="checkbox"/>	10-09-2013 10:46	14-03-2014...	MCWB NO Live Webinar 11 September	
<input type="checkbox"/>	07-02-2014 11:01	07-02-2014...	Call	
<input type="checkbox"/>	18-12-2013 06:48	18-12-2013...	website visited	
<input type="checkbox"/>	05-12-2013 08:33	05-12-2013...	website visited	
<input type="checkbox"/>	25-11-2013 15:02	25-11-2013...	website visited	
<input type="checkbox"/>	20-11-2013 14:49	20-11-2013...	NNNN XC Click Email Link	
<input type="checkbox"/>	20-11-2013 14:49	20-11-2013...	website visited	
<input type="checkbox"/>	18-11-2013 10:13	18-11-2013...	website visited	
<input type="checkbox"/>	14-11-2013 00:02	14-11-2013...	website visited	
<input type="checkbox"/>	31-10-2013 14:23	31-10-2013...	website visited	
<input type="checkbox"/>	25-10-2013 16:00	25-10-2013...	website visited	

- Campaign Responses
- Activities
- Web Analytics

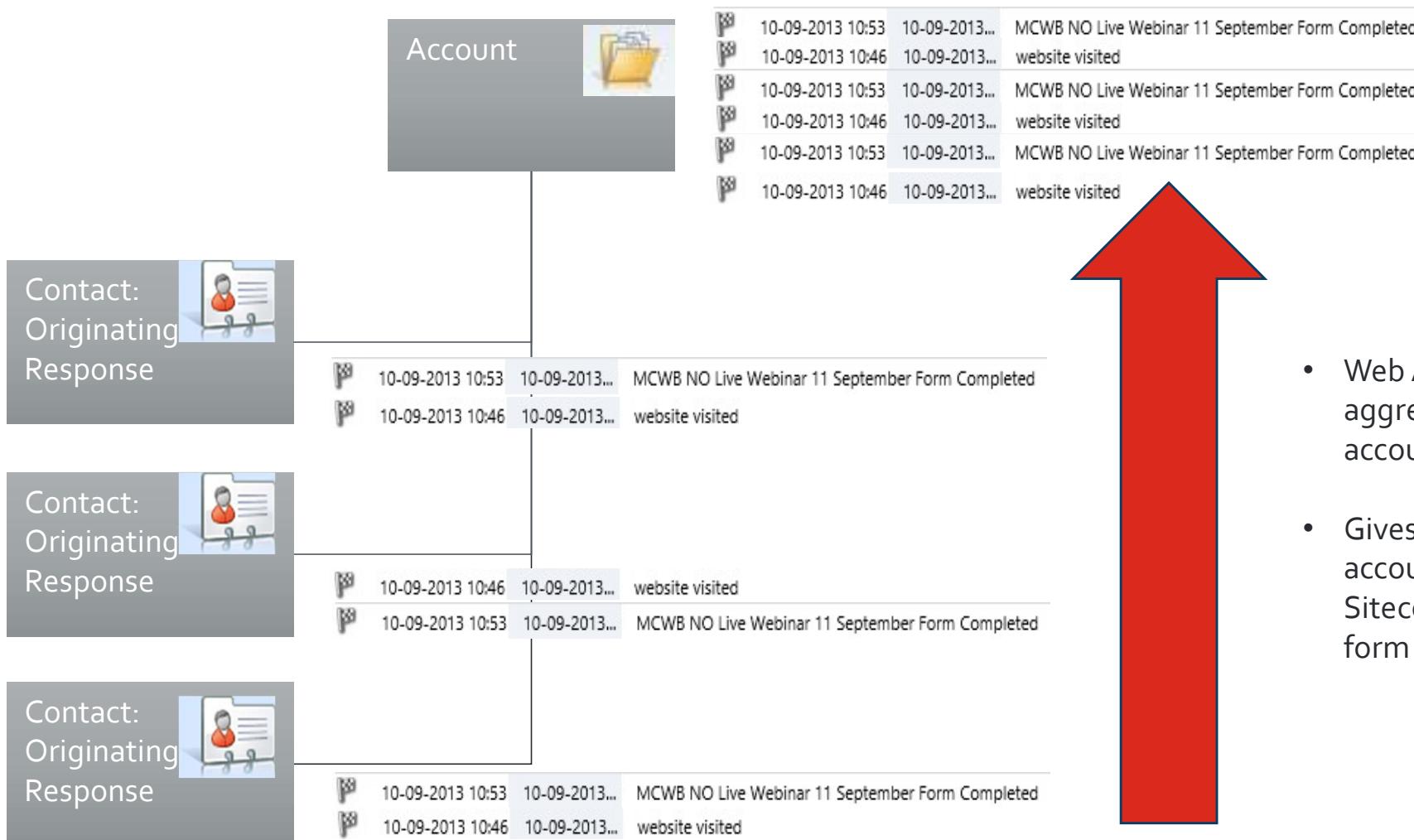
Website Activity
NNNN XC Click Email Link

Activities ▾

General

Activity Type +	<input type="checkbox"/> NNNN XC Click Email Link
DMS Campaign	<input type="checkbox"/> 04130.01/DK/DK13COMSE/NL/NNNNNN/DK Sitecore opkøber commerce
Date Created	20-11-2014 14:49
Actual End	20-11-2014 14:49
Regarding	<input type="checkbox"/> Patrick Kitchell
URL or Description	/Company/News/Press-releases/2013/11/CS-Announcement.aspx
Subject *	NNNN XC Click Email Link
Parent Visit	<input type="checkbox"/> website visited
Traffic Type	Email

Goals has Web Activities and System Data Aggregation



- Web Analytics aggregate upwards on accounts
- Gives an overview of account activity on Sitecore.net including form submits



Contact - James Smith

EXPERIENCE PROFILE > Dashboard > Contact

Back

Single View of the Customer

[OVERVIEW](#) [ACTIVITY](#) [PROFILING](#) [DETAILS](#) [SOCIAL](#)

Latest events

Visit
01.08.2014 09:30:06 (18 days ago)
Abeville 10.45.17.72, Alabama 10.45.17.72, US

Download
Car brochure
01.08.2014 09:30:06 (18 days ago)
[/en/Vehicles/Cars](#)

Submit success
Request Finance Package
01.08.2014 09:20:36 (18 days ago)
[/Financial/Request Financing Package](#)



DETAILS

Name	James Smith
Email	james.smith@myemail.com
Phone	44 99987 423

[More information](#)

VISITS

Last visit	09:36:40 August 2014
Recency	18D:1hr:26min ago
City	Abeville 10.45.17.72
Region	Alabama 10.45.17.72
Country	USA

[More information](#)

Best pattern matches

- Family Visitor
Latest match: 3 visits, 18 days ago
- Interested in small cars
Latest match: 3 visits, 18 days ago
- Searching stage
Latest match: 3 visits, 18 days ago

[More information](#)

Recent campaigns

Free oil
Converted: 3 visits, 18 days ago

[More information](#)

STATISTICS

Visits	2
Value	150
Value per visit	75
Page views	15
Page views per visit	7.5



Create Digital Honey Pots

Executive Reports from Forbes Insights

Below are the latest research offerings from Forbes Insights, click each title to learn more and download a copy of the study in .pdf format. See the column on the right for an archive of past studies on a wide range of topics, listed by category.



Data Driven and Digitally Savvy: The Rise of the New Marketing Organization

More than 200 senior executives share their perceptions of data-driven

Forbes Insights



Modern Customer Service: Are You Outpacing Your Executive Peers?

More than 400 customer service executives reveal their goals, their pain points, their use of various channels and knowledge management tools, and the

All topics

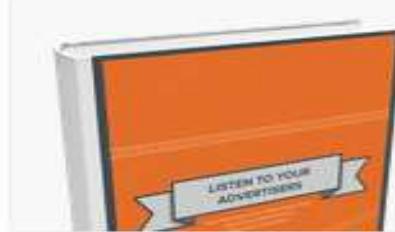
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