

THE DIGITAL TO PRINT REVOLUTION IS HERE

*The transformation of
data-driven marketing*



Introduction

In our original publication of this eBook, we said “it’s time to take data-driven marketing offline. Discover where data-driven marketing is headed, what it means for you and what ground-breaking ways marketers are taking data from digital to print.” Small correction, data-driven marketing has been offline for many, many years. It’s just now, more recently, that we are able to take online data offline. So what does that mean for marketers?

The past two decades have seen consumers navigating the path to purchase by jumping from digital to print to physical in-store interaction and back to digital to make an online purchase. This nonlinear path to purchase provides plenty of opportunities — and challenges — for modern marketers and CMOs. The wealth of consumer data available means that CMOs now have to be experts in the customer experience, data analytics and technology, but that same wealth of data will also provide refined insights into your customers, both current and future.

Marketers now have the ability to pool consumer data from online and offline marketing channels to truly understand what motivates consumers to purchase. Understanding your ideal customers has always been at the heart of a CMO’s job – first through demographic segmentation then through transactional data – but modern consumers demand more than a basic understanding of general demographic or previous shopping behaviors. They expect a seamless experience with each and every touchpoint they have with your company, whether it is online, instore or in print. They expect high quality service every time. And they expect tailored marketing messages that speak to their current needs and wants.

Savvy CMOs are implementing a consumer-focused strategy to meet consumer expectations, and they’re doing this with data. By focusing on combined consumer data rather than channel data, marketing is transforming and breaking away from unnecessary structures; like using online web browsing behavior to only inform your digital marketing strategies. Consumer data shouldn’t be siloed, and this goes beyond the digital and direct marketing divide. Data from browsing behavior, customer service, social media, transactional data, in store interactions and more must be used to gain a complete picture of who your customers are and how they are interacting with your company. This leads to better tactical marketing decisions. You will know when to use a digital display ad or a high response media like direct mail because you’ll see the complete picture of your customer’s path to purchase.

In today’s modern-marketing landscape, consumer data from multiple sources must inform your entire marketing strategy, and that is where the “digital to print” revolution begins.

A Paradigm Shift

The “print to digital” paradigm that has existed for decades focused on how direct marketing efforts were used to drive digital sales success. But with the influx of data available to marketers, there’s good reason to rethink this marketing model. Consumers spend more time online now than ever before, but they’ve already become numb to incessant advertising, which has led them to tune out many forms of online promotions.

The new digital to print paradigm is asking CMOs to rethink data sources and how best to use the insights gathered from this data. Online browsing behavior is just one source for how shoppers interact with your company. Your customers also make in-store and online purchases, which add to your CRM data. They contact customer service. They visit your blog and follow you on Twitter. Every touchpoint provides you with an opportunity to gain insights into what is motivating them to not just purchase but to remain loyal brand advocates.

The ability to integrate consumer data – from browsing to social to CRM – is transforming data-driven marketing today. Never before have marketers been able to see such a complete picture of the consumer’s path to purchase and to understand what is truly motivating them to buy. And as data-driven marketing continues to gain a deeper understanding of the consumer, the CMO’s job is adapting to meet customer expectations by using data from all consumer touchpoints to better inform marketing strategies across audience segments.

CMO's Priorities Are Changing



The world of marketing has changed a lot over the past twenty years, and will continue to evolve as technology shapes consumer expectations and experience. It’s your job to see your brand through these changes. Your responsibility is to use all means at your disposal to deliver the best possible message to each customer, through the medium that customer prefers at the time that will encourage that customer to make a purchase. It just so happens, there are more considerations – marketing cohorts, data, technology, integration, reach budget – to take into account than ever before. By compiling and integrating all relevant consumer data into actionable marketing strategies, you’ll be better equipped to meet customer expectations, which will result in return business and long-term loyalty.

ROI Starts with the Customer

Increased revenue is one of the stated goals of virtually every marketing department. However, it's not the be-all and end-all. An increase in revenue means nothing if it's accompanied by a similar increase in expenditures. The ultimate goal is an increased return on your investment, and that's impossible if you have to keep throwing money at the problem, or if you're investing in ineffective marketing efforts because they are "less expensive."

The real way to boost your ROI isn't directly tied to how much you spend. The key is to provide the best customer experience possible. You do this by understanding who this customer is and what motivates them. And you do that by looking at how they are interacting with your company, both historically and at the current time.

Forget about the latest trends or what you're supposed to be doing. Look at your internal data and figure out where each customer stands in the buyer's journey. Be where they are. If a specific audience segment responds to email surveys while at the top of the funnel, make email marketing a focal point of your marketing strategy for them. If another segment acts on postcard offers they can bring to a physical store location, send those out as often as necessary. And personalize the content as often as possible. Consumers leave clues behind during every step of their journey, and you can vastly improve the quality of your marketing communications by properly interpreting these clues.

People want to be spoken to on a personal level, and technology allows you to do exactly that. Invest in the tools necessary to interpret the data provided by your customers. Spend money on generating the advertisements that not only persuade someone to make a purchase, but that make those recipients feel like they're a part of your brand. Because they are part of your brand. And if you don't make those customers a priority, they'll find another company that will.

What Is the Digital to Print Revolution?

Maintaining a focus on your customers means marketing to them in the way they want, and thus, most responsive to. The customer is the one who should influence your marketing strategy, not the other way around. And your strategy must be based on the data of your customers. If the data indicates that your customer is still in the awareness or consideration stage, a targeted digital display ad may be more effective in guiding them closer to a purchase, but when they are at the decision stage, send them a personalized direct mail piece.



What Is the Digital to Print Revolution?

The digital to print revolution is about using digital insights to help guide the customer to the bottom-of-the-funnel, and then reach them with a marketing piece that maximizes response. You are sending them a high impact marketing piece, such as a direct mail catalog or postcard, when they are ready for it at the exact time they are showing intent. According to HubSpot, the average banner ad has a click-through rate of 0.06%. These digital marketing efforts are fine for top-of-the-funnel activities where you want to reach as many prospects as possible. Meanwhile, the Direct Marketing Association states that the customary response rate for a direct marketing ad is 3.7%. In other words, a direct mail piece is 61x more effective than your typical banner ad. But both are necessary to reach your customer or prospect during different parts of their buyer's journey. The key is knowing what marketing piece to use at specific points along the consumer's path to purchase. So if a customer is closer to the bottom of the funnel, a direct mail piece will be highly effective in moving the consumer to purchase. That's the basis for the digital to print paradigm, and you will wow customers and prospects by providing them with the experience they want.

The launching point for the digital to print revolution lies in intent data.



Intent Data

Intent data is all about reaching a deeper understanding of shoppers, while enhancing your ability to deliver the right solution at the right time, by leveraging the insights gained through data. A good way to start with intent data is by identifying behaviors that are synonymous with buying. Think about the subconscious signs you send when you're considering a purchase, such as spending a lot of time on a particular product page or visiting a given product page multiple times over a short time period. Another sign could be a visit to a product page followed by adding a product to a shopping cart or a wish list. It's the collection of this information that shows you what is motivating a consumer to purchase and what their path to purchase is. Intent data can help you open doors through which you can meet the customer exactly where they are on their journey and increase brand loyalty.

Groundbreaking Data Use in the Digital to Print Revolution

Traditionally, marketing has gone from print to digital. A direct mail offer that can be responded to online or in onboarding, in which CRM data is used to drive digital display ads to known customers. But now, marketers have the ability to go from digital to print, to leverage the insights from their website, like web browsing behavior, and use it to appeal to customers in higher response medium, like direct mail. While many marketers assume that direct mail is cost prohibitive, the stats show otherwise. [Direct mail's cost per acquisition](#) (CPA) is roughly \$19, whereas paid search falls between \$21 to \$30 and internet display ads can cost between \$41 and \$50 dollars. Intent data will lead to a lower CPA of prospecting lists, which is traditionally higher because there was limited data to gauge the actual interest the consumer had in your company.

But marketers have barely scratched the surface of knowing what intent data is and how to use it effectively to reach the consumer at the right moment. Let's take a look at intent data from your proprietary databases, and how you can leverage it when planning your next direct marketing campaigns.

Meeting Current Customer Needs

Improving customer retention with intent data may not seem as interesting as finding new prospects, but real profits come from customer loyalty and retention. Intent data allows you to clearly see which customers are visiting your website and what they're looking at. To reach them with relevant print offers, take advantage of the growing technology of web-powered direct mail and send a personalized postcard to your customer, with an offer for the product category they were viewing, within a day of a website visit.

Additionally, intent data can work in fixed-date mailings. By knowing which product(s) a marketing cohort is visiting on your website, you can personalize catalog covers, postcards, outer envelope teaser copy, etc. for your campaign, then send each customer the direct mail piece to which they're most likely to respond based on their website behavior.

Re-engaging Lapsed Customers

Another perk of combining your internal data with direct mail is your ability to reach out to lapsed customers. Once again, a personalized physical piece of mail will go a lot further than one of several dozen emails the recipient will see in a day. If a former customer visits your site, you can tailor your approach to incorporate the activity by that individual during their visit. It's a much more effective way to reintroduce yourself to a former customer than simply looking at previous orders and assuming the customer's circumstances haven't changed.

Improving Prospecting

Accurate interpretation of intent data won't just help you with your current customer load. It'll also help you to improve your prospecting capabilities. Tracking intent data will enable you to create — and constantly update — attribution tables so that you know exactly when you've got a potential customer on your hands. Using intent data will enable you to zero in on what signals motivation to purchase. Being able to anticipate a purchase will help you to provide the right promotional materials at exactly the right time.

You can then use this data when you issue your next catalog, ensuring that your probable customers become paying brand advocates.

Going Further with Modern Prospecting

This utilization of intent data can help you even if you're working with individuals that have yet to make a purchase from your company or sign up for your mailing list. Modern-day prospecting allows you to identify the contact information of [people browsing your site](#), enabling you to deliver the type of personalized, up-close direct marketing you've always dreamed about. Because your communication will come via the mail, it'll be more effective than any email would be. Once you identify a potential customer via

intent data, the initial approach is up to you. The key is to figure out what those customers want, and then send the appropriate type of communication. If someone is clearly interested in a particular item that they'll need quickly, a postcard is best because it can be issued shortly after the browsing activity was recorded. On the other hand, a consumer looking for something with a longer buying cycle, such as a new car, can receive a more elaborate mailer. While it may take more time to generate that piece, it's going to an interested party, making your time and cost well worth your while.



The Endless Potential of Intent Data

While it's clear that data-driven marketing is the wave of the future, what's still cloudy is the means for using that data to its fullest. The potential of intent data goes far beyond creating effective marketing communications, and it will be exciting to see the innovations and applications creative CMOs will implement using intent data. At this moment, intent data is providing marketers with a chance to use every marketing source available to its maximum potential. And when you



can use your direct mail, paid search, digital displays and other advertising methods to reach the consumer at the right time in their journey, your entire company will profit.

ABOUT NAVISTONE®

At NaviStone®, our mission is to make marketing more efficient by combining signals of intent with the most powerful conversion medium, direct mail. We believe an advertiser's best prospects are those who have raised their hand and shown intent by visiting their website. Our double blind patent-pending technology combines intent data and direct mail so you can convert new customers with personalized content, while maintaining consumer privacy and reducing your customer acquisition costs.

Retail, travel, financial services, automotive and many other consumer-facing companies are finding our proprietary modeling methodology, which uses more than 100 browsing variables, extremely effective and have added it to their marketing mix.

Now you can reach these highly engaged web visitors with direct mail, the most highly responsive medium.

We're proud to call Cincinnati, Ohio our home with our headquarters located in Over-the-Rhine.

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Additional Resources

The Future of Direct Mail Circulation: How to Evolve Your Planning Approach with Today's Buyers and Technology