



Moment Marketing: How To Maximize Cross-Channel Customer Engagement

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Prepared for ACOUSTIC
London, October 15, 2019

CMOs face many challenges

What are your organization's biggest challenges with marketing programs?



Base: N= 151 UK Marketing decision-makers / Source: Forrester's Global Business Technographics Marketing Survey, 2019

Context is changing marketing

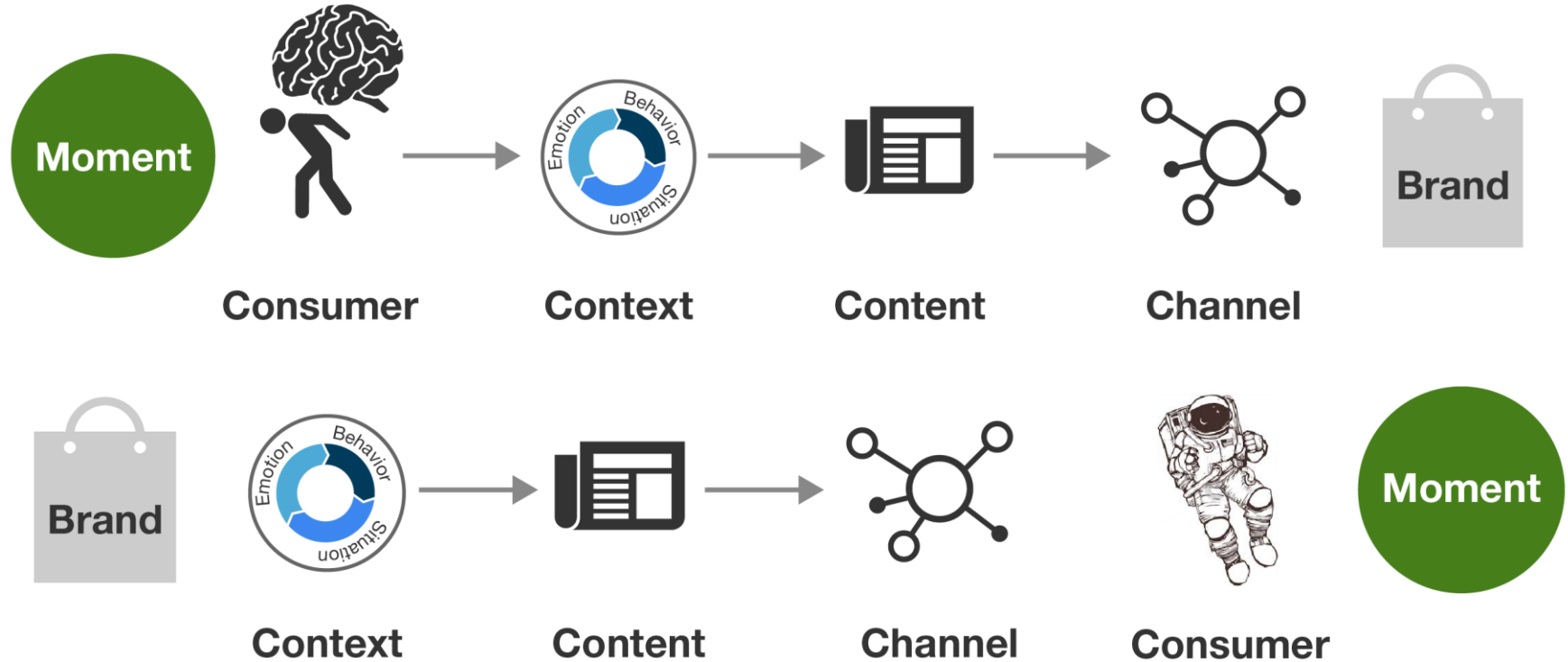
BEFORE CONTEXT:

- Campaigns
- Targeting
- Customer segmentation
- Media schedules
- Messages
- Transactions
- GRPs and CPMs

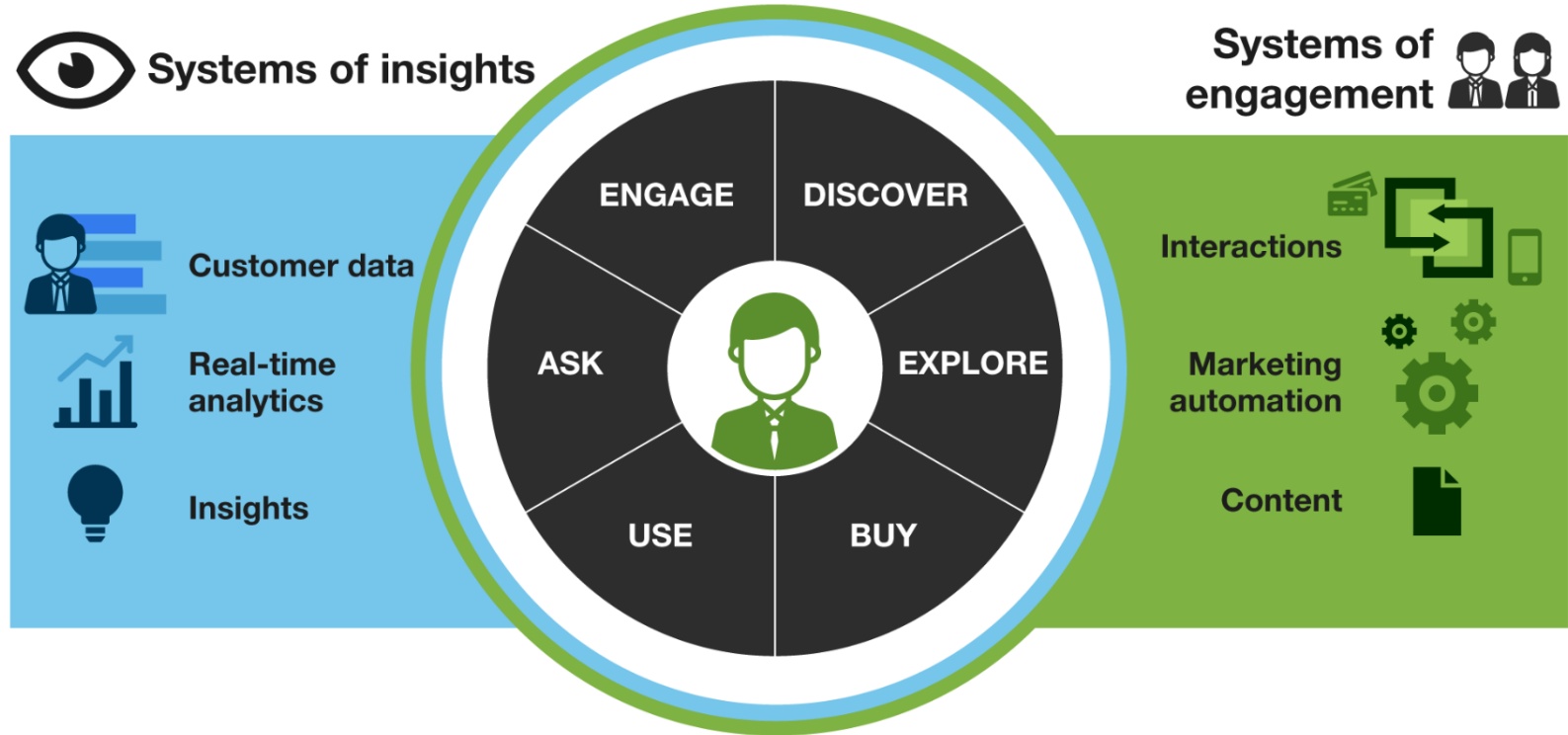
AFTER CONTEXT:

- Interactions
- Engaging
- Customer recognition
- Customer moments
- Utility
- Value exchanges
- Minutes of engagement

Moment marketing requires you to reduce consumers' cognitive load

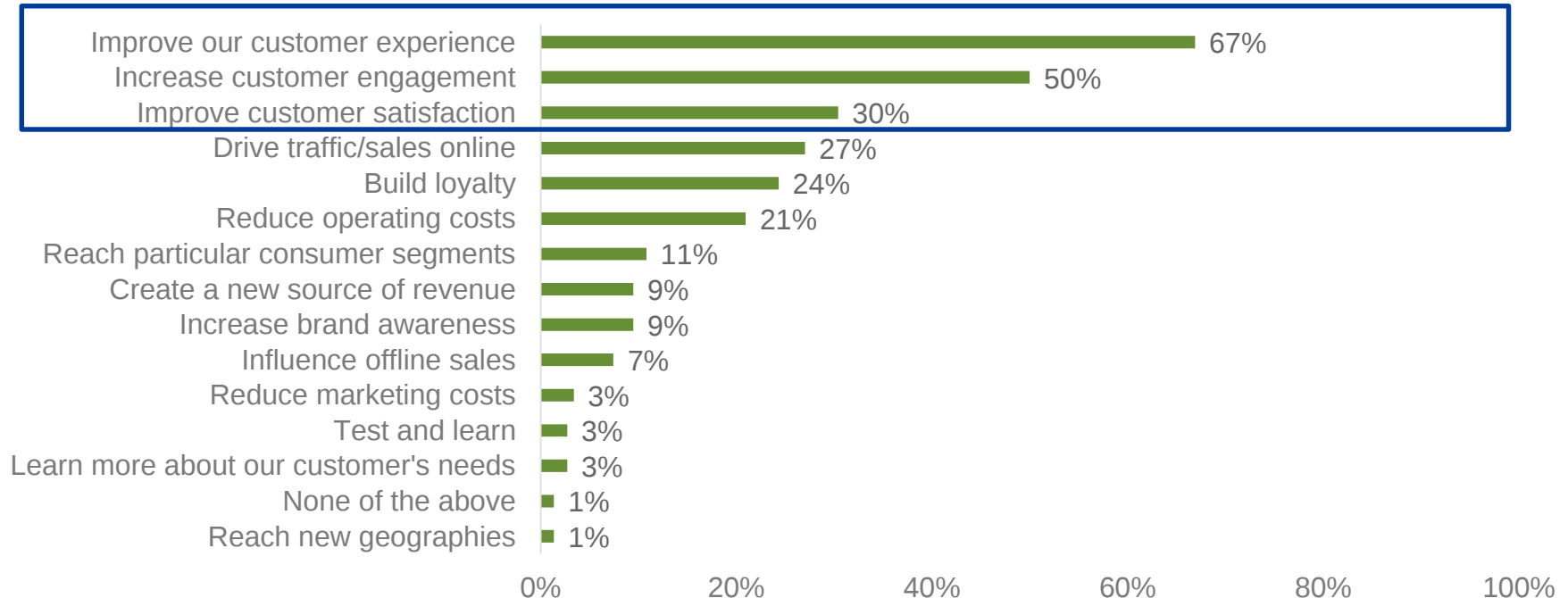


AdTech and MarTech convergence: focus on customer understanding via an open data platform



Marketers' objectives are to leverage mobile to improve customer experience and engagement...

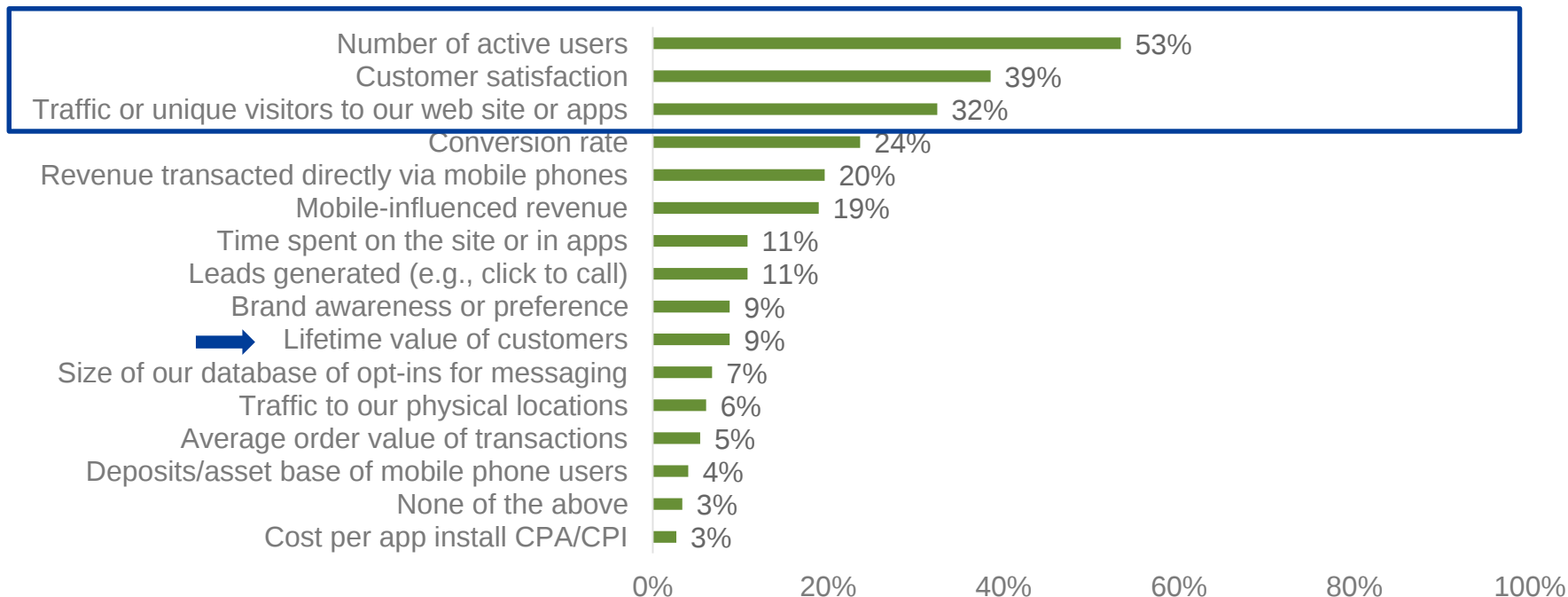
“What are your company's top three priorities for engaging customers on mobile devices?
(Please select up to three)”



Source: 2018 Mobile And New Tech Priorities For Marketers, Forrester Report

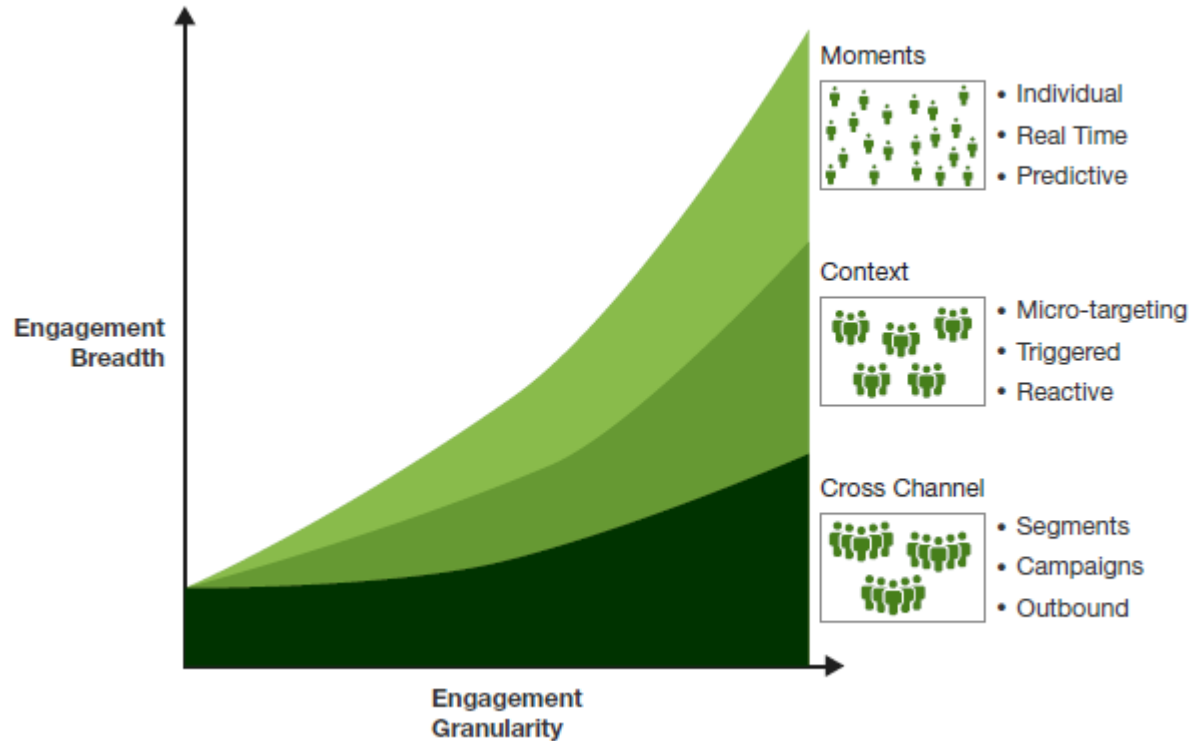
...but few use the right KPIs and metrics to measure success

“What are the TOP 3 metrics you use to measure the success of mobile? (Please select up to three)”

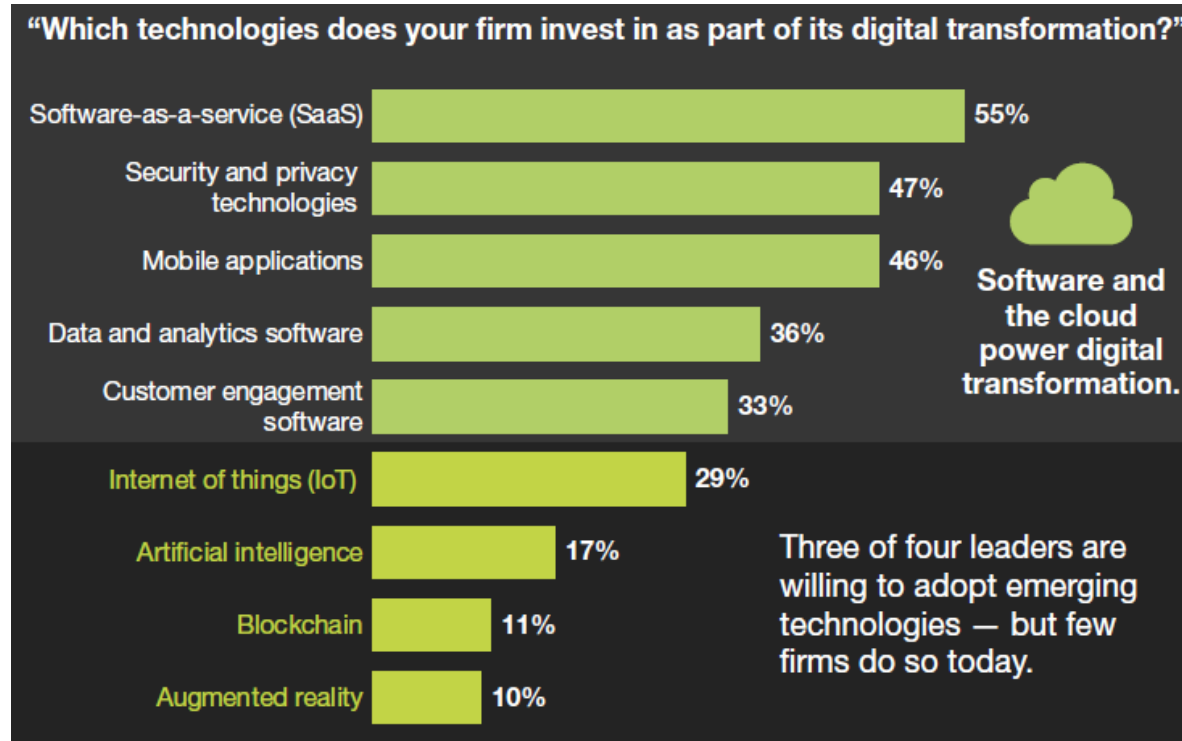


Source: 2018 Mobile And New Tech Priorities For Marketers, Forrester Report

Moments require different MarTech investments



Cloud and open APIs to power faster, scalable and more flexible customer experiences



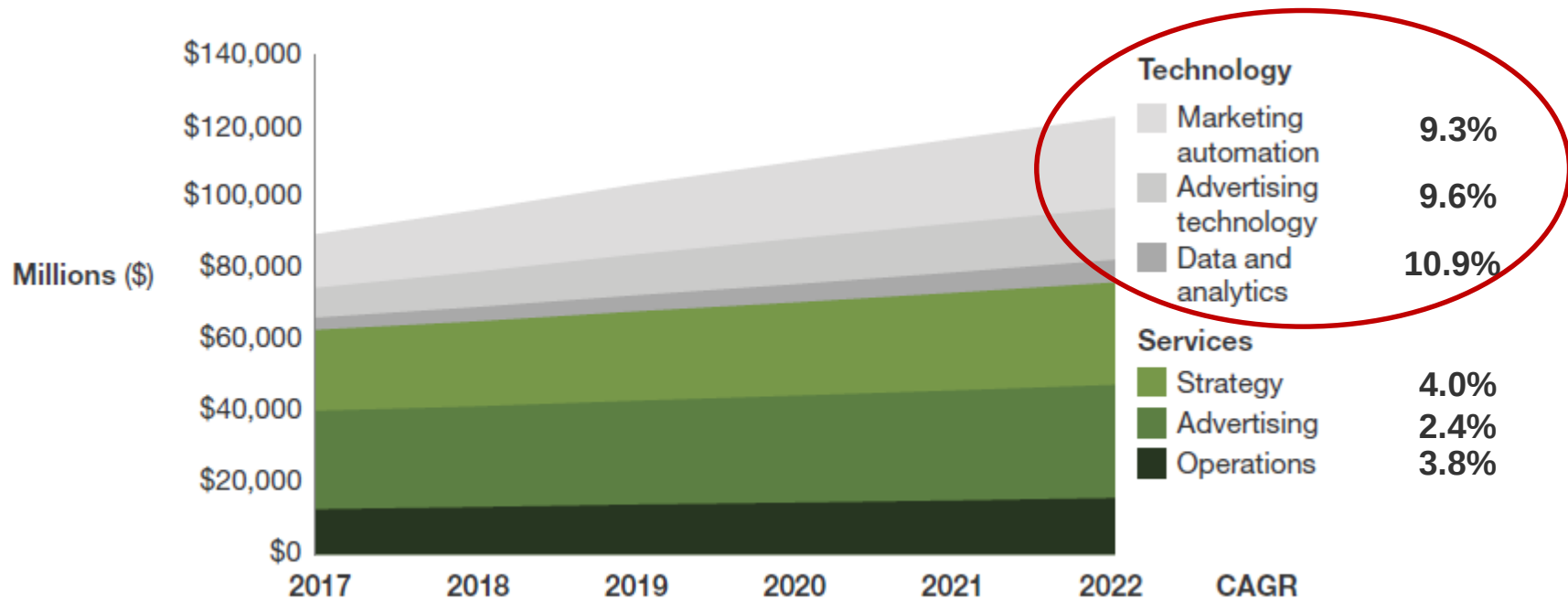
Source: The Sorry State Of Digital Transformation In 2018./ Base: 1,559 Business And Technology Decision Makers

Acoustic is a leader in the Forrester cross-channel campaign management Wave



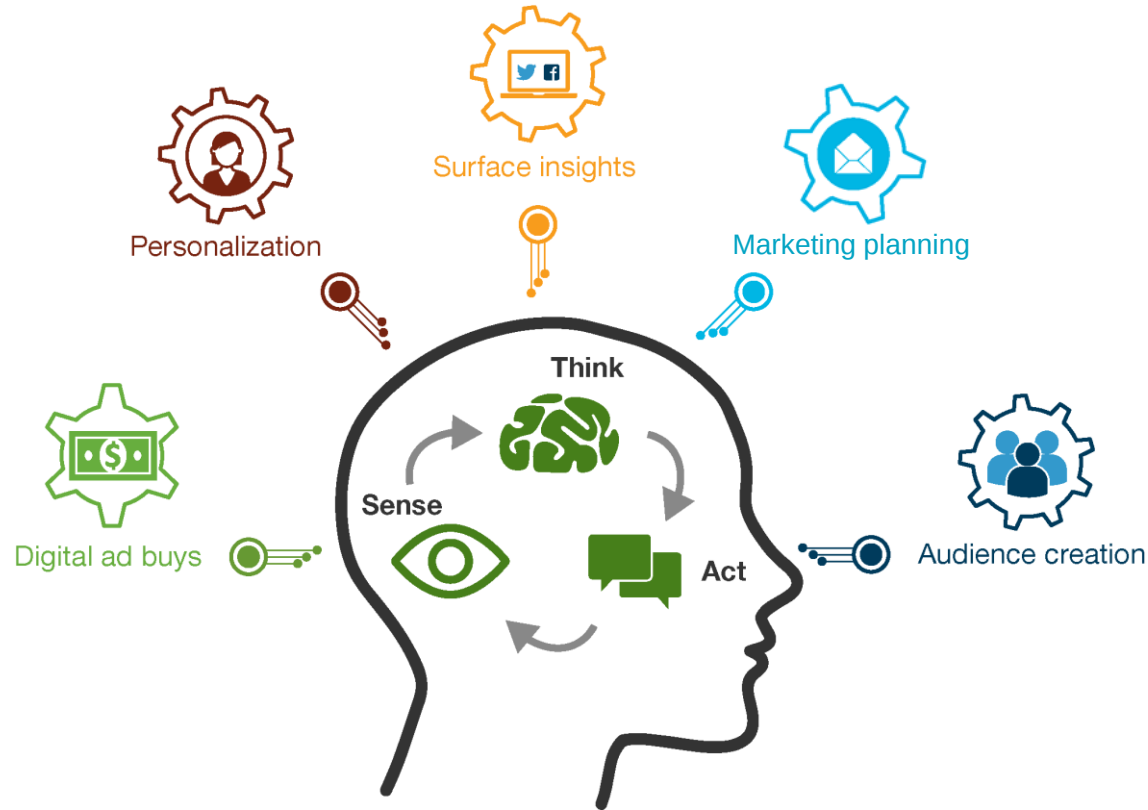
Source: The Forrester Wave™: Cross-Channel Campaign Management (EMS)

The CMOs technology spend is projected to outpace services



Source: Forrester Report, The US Marketing Technology And Services Outlook, 2017 to 2022

AI will scale data driven marketing approaches



Source: Forrester report [“AI Must Learn The Basics Before It Can Transform Marketing”](#)

Contextualize the dialogue: personalize the experience per channel



Fill gaps in customer understanding and create a cross-functional team to ensure accountability



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Evolve the culture to act on insights and personalize customer engagement

The Telegraph



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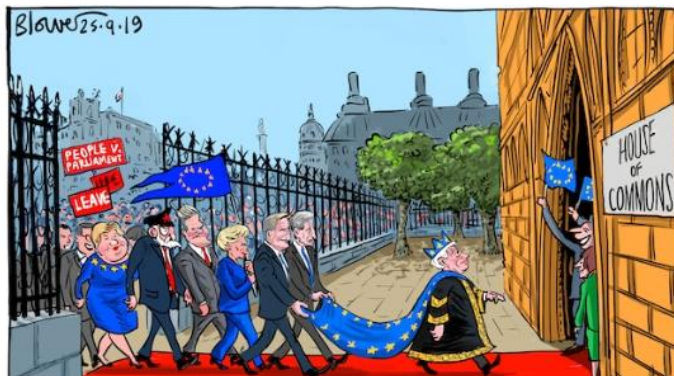


POLITICS

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♦ **Live** Brexiteer fury as Speaker meets EU 'and agrees to prevent no deal'

- ♦ Farage: 'What right does he have? Disgraceful!'
- ♦ EU 'ready to offer backstop concession'



OPINION

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TOM HARRIS

MPs had no way of kicking out the partisan John Bercow. The next Speaker should fix that

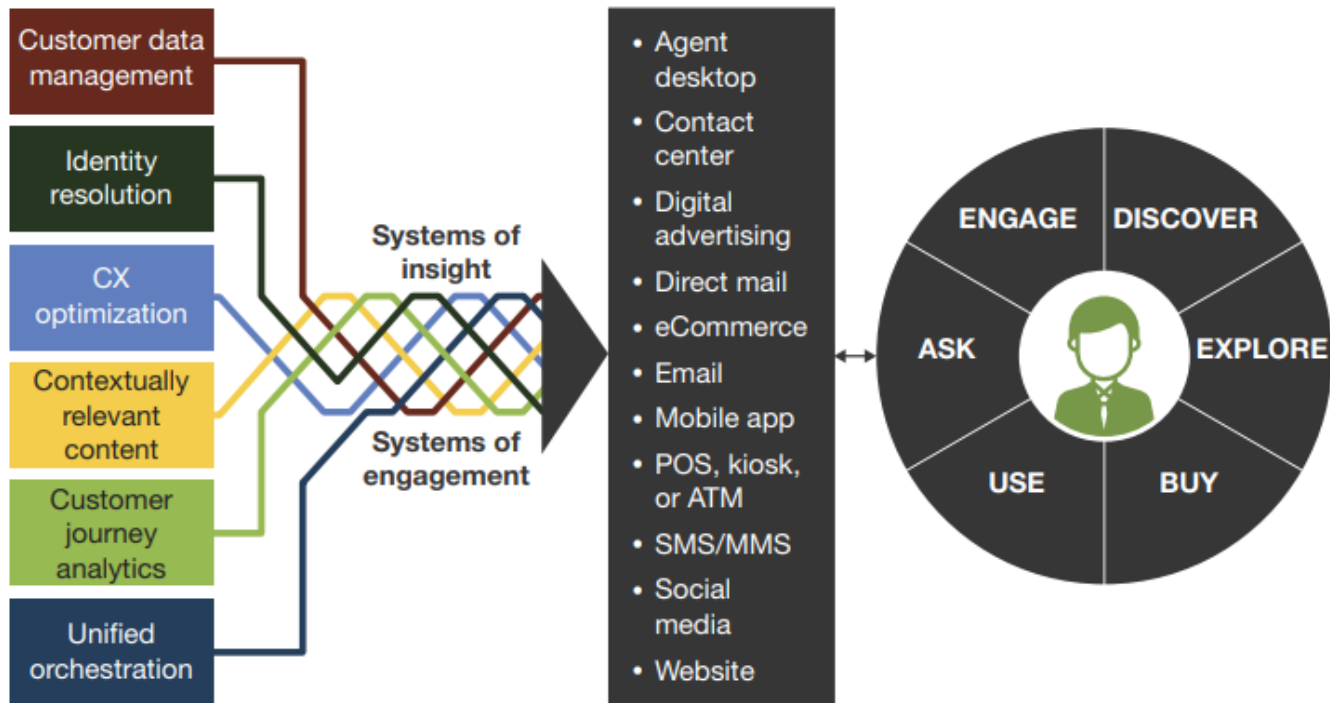
So far none of the candidates has dared to address this point that is rather more pertinent than breast feeding, clapping or wigs.



CMOs to finally champion data privacy and trust



Summary: as marketing & CX align, Martech must shift from campaigns to moments



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Thank you

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