



Moment Marketing: How To Maximize Cross-Channel Customer Engagement

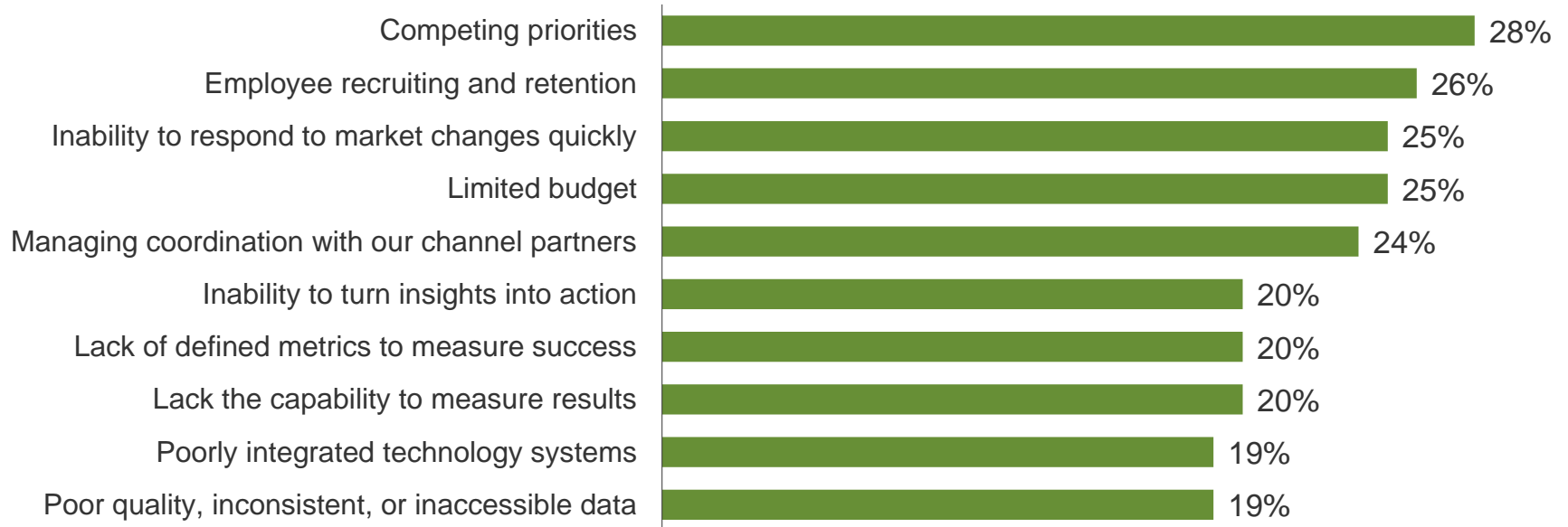
Thomas Husson, VP & Principal Analyst
@Thomas_Husson

Prepared for ACOUSTIC
Paris, October 17, 2019



CMOs face many challenges

Over the next 12 months, which of the following will be the greatest challenges for your firm as they relate to achieving your marketing priorities?



Base: N= 1,968 Marketing decision-makers / Source: Forrester's Global Business Technographics Marketing Survey, 2019

Context is changing marketing

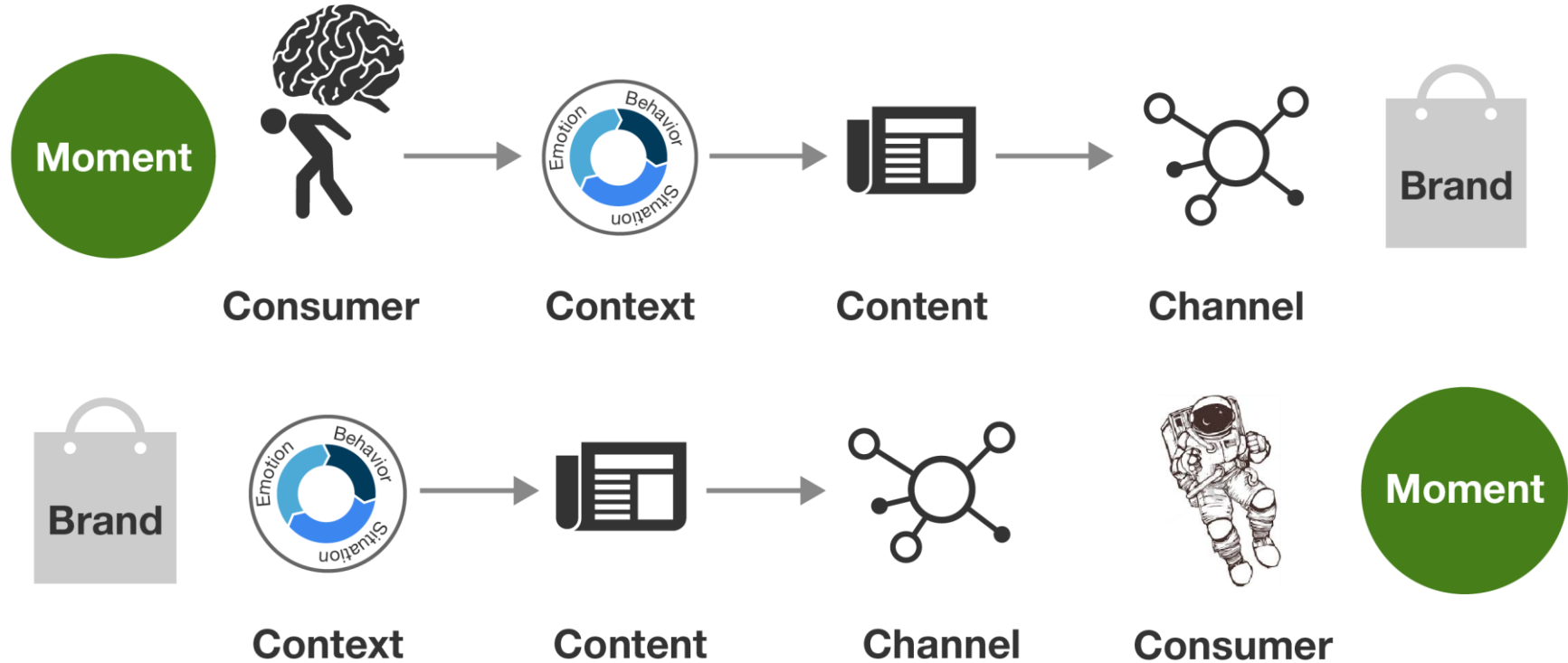
BEFORE CONTEXT:

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

AFTER CONTEXT:

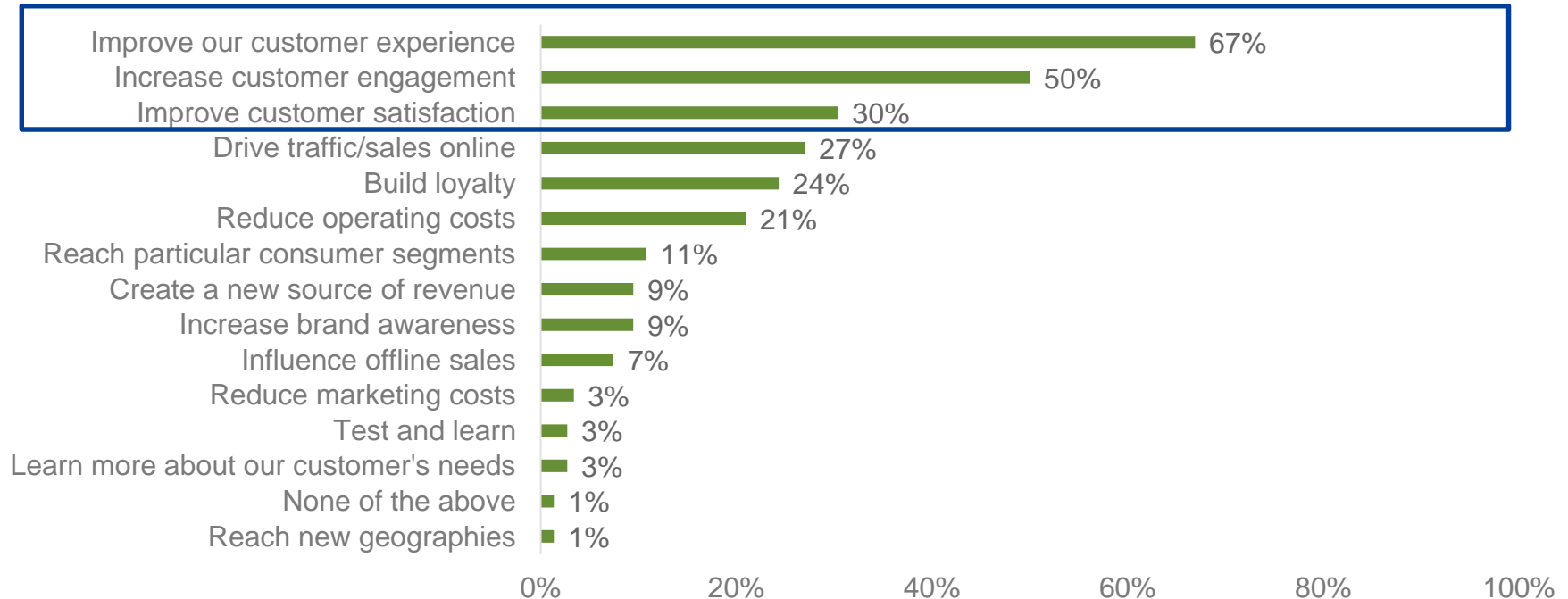
- Interactions
- Engaging
- Customer recognition
- Customer moments
- Utility
- Value exchanges
- Minutes of engagement

Moment marketing requires you to reduce consumers' cognitive load



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

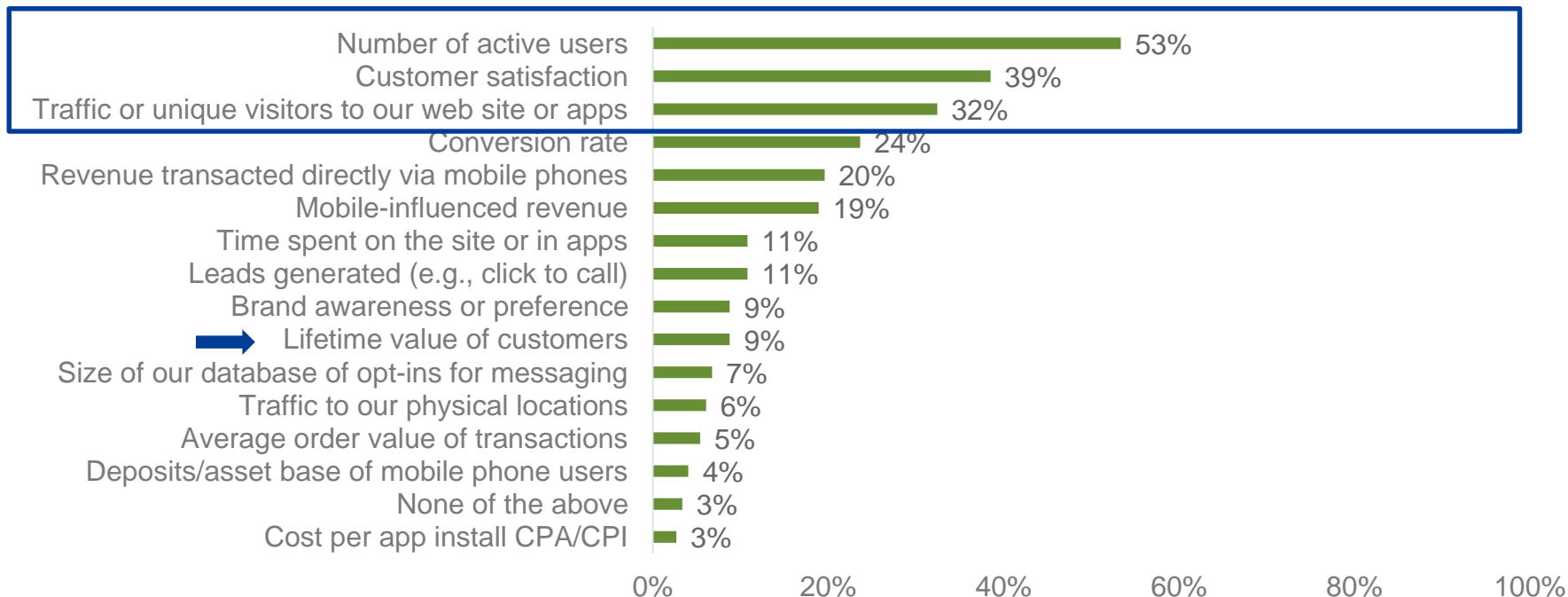
“What are your company's top three priorities for engaging customers on mobile devices?
(Please select up to three)”



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

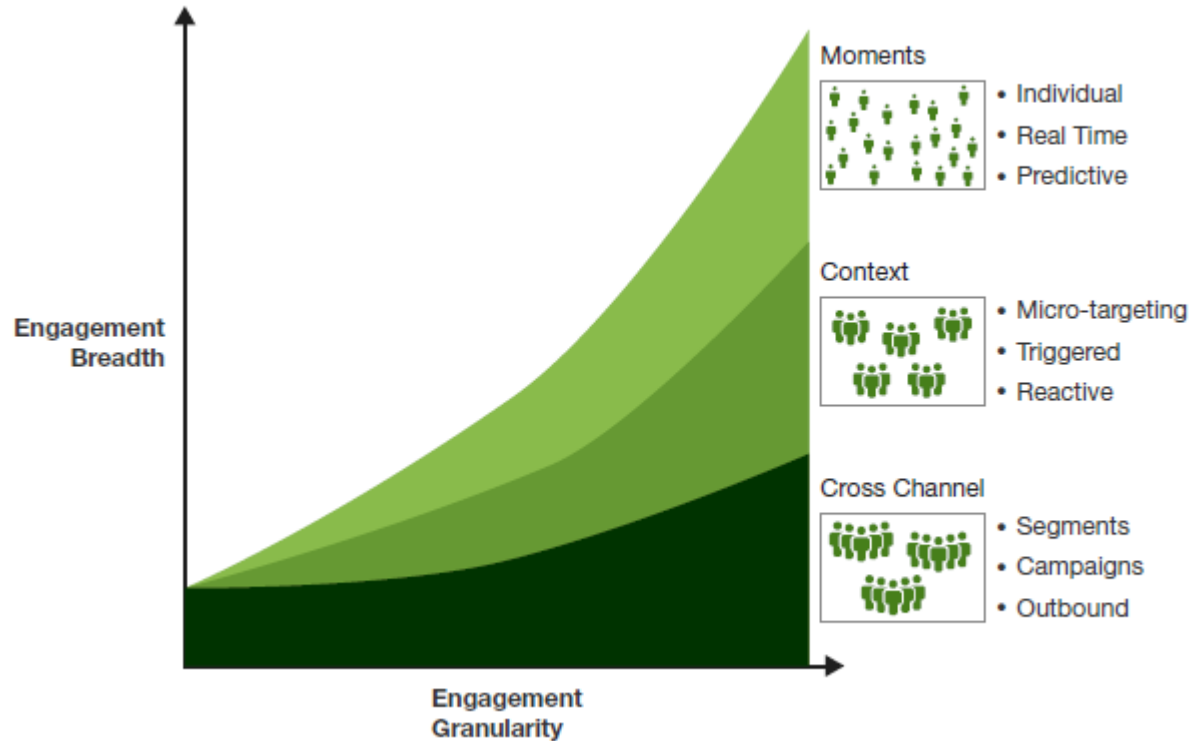
...but few use the right KPIs and metrics to measure success

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

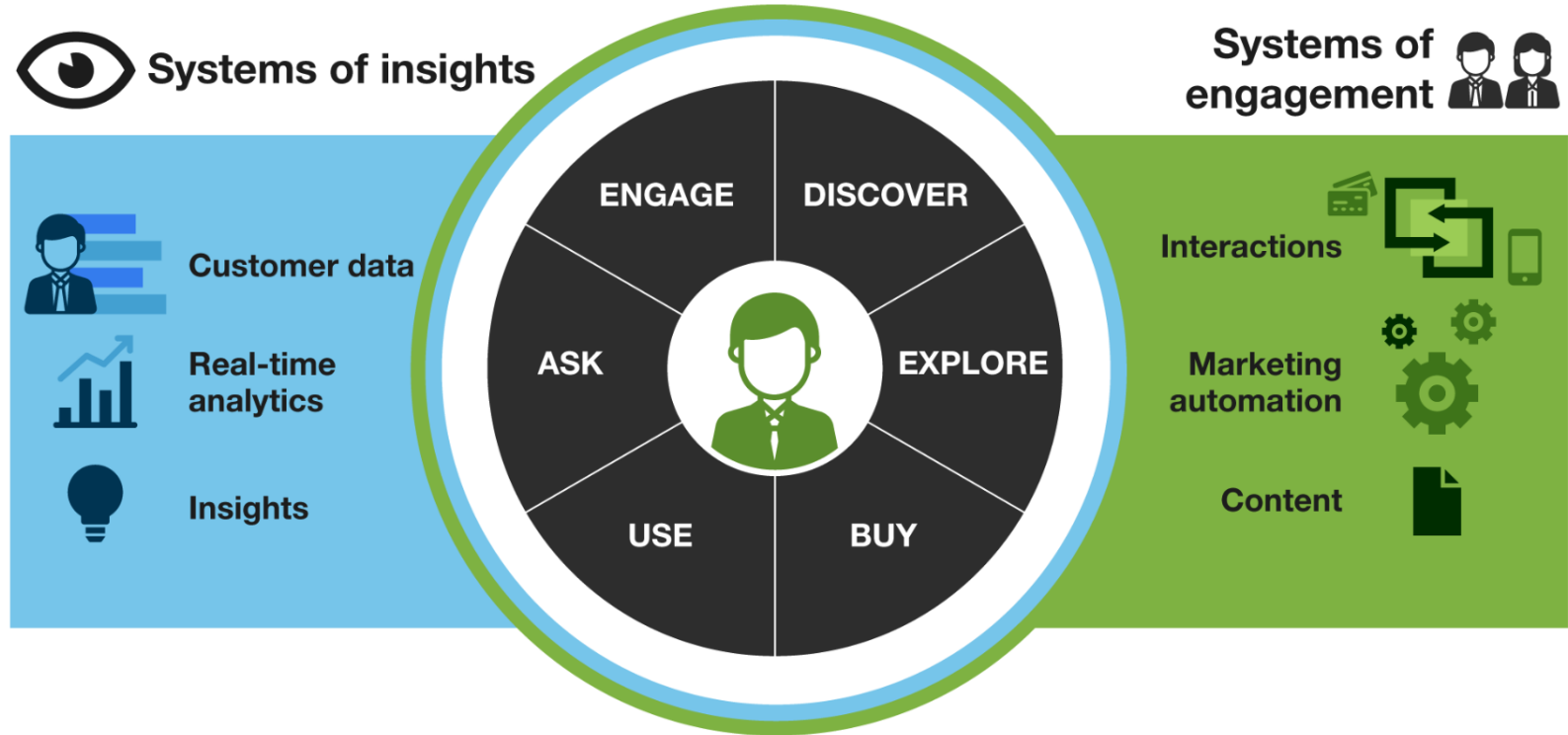


Source: 2018 Mobile And New Tech Priorities For Marketers, Forrester Report

Moments require different MarTech investments



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

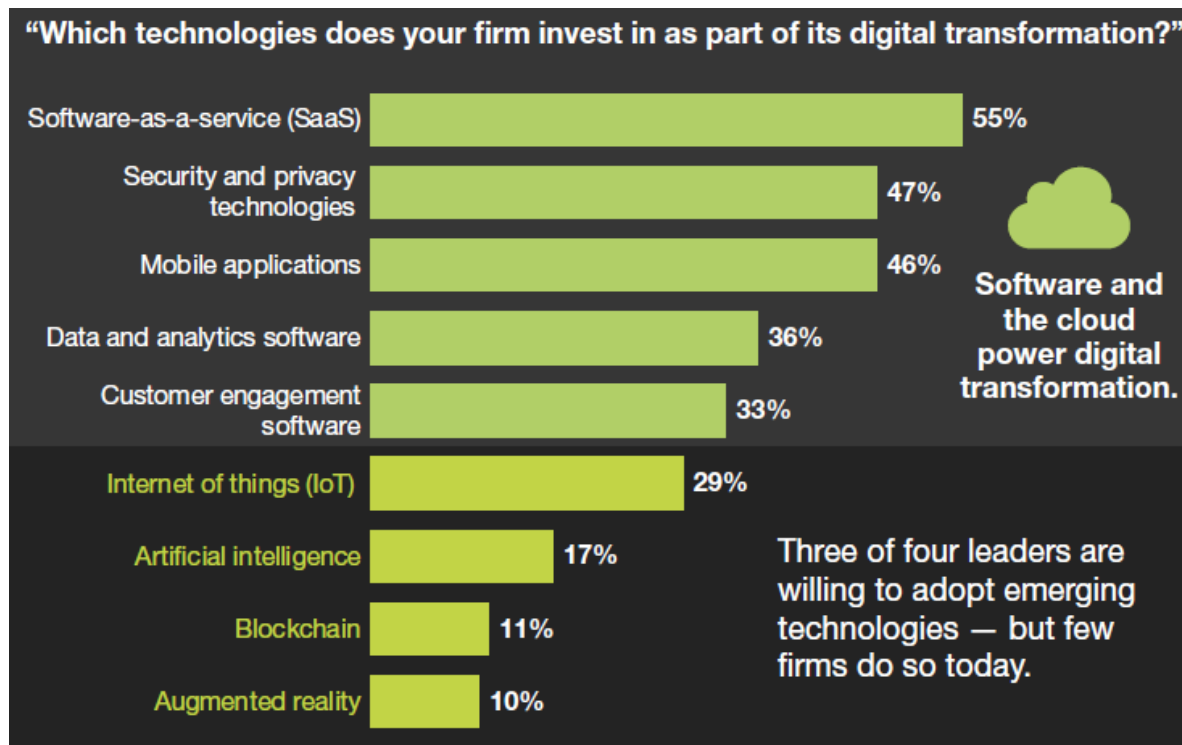


Acoustic is a leader in the Forrester cross-channel campaign management Wave



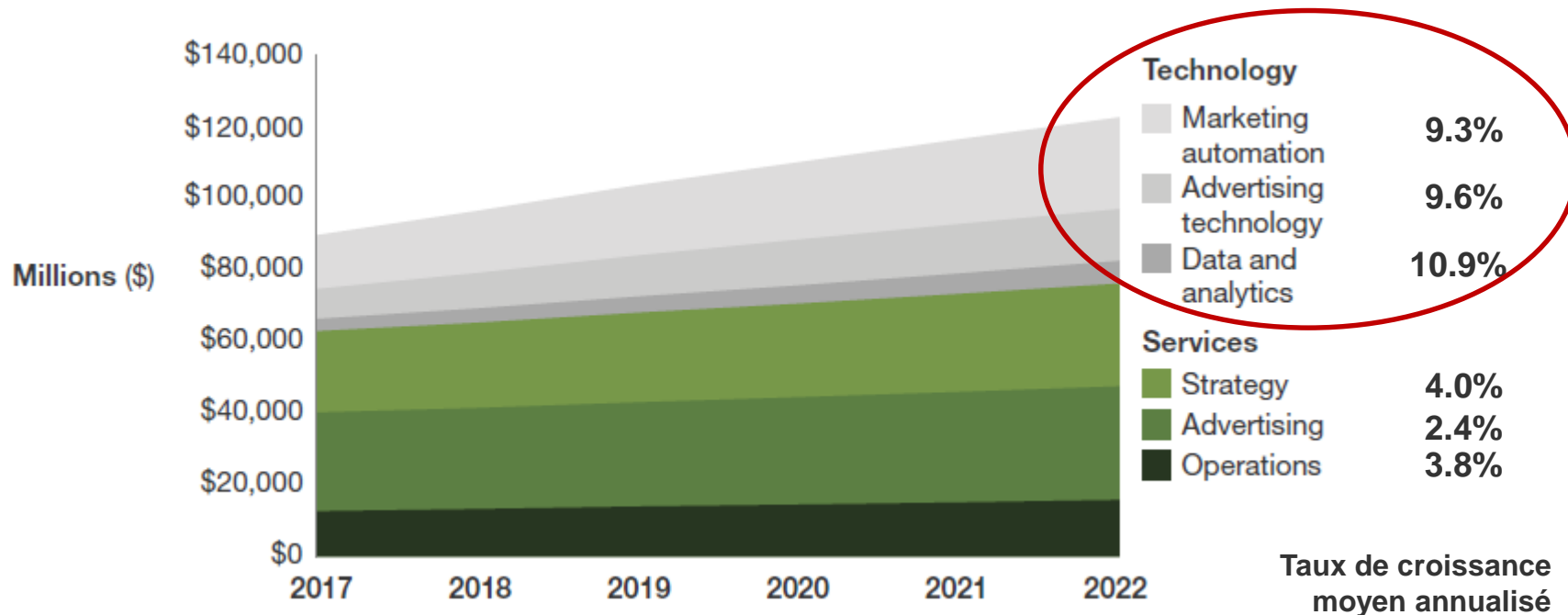
Source: The Forrester Wave™: Cross-Channel Campaign Management (EMS)

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



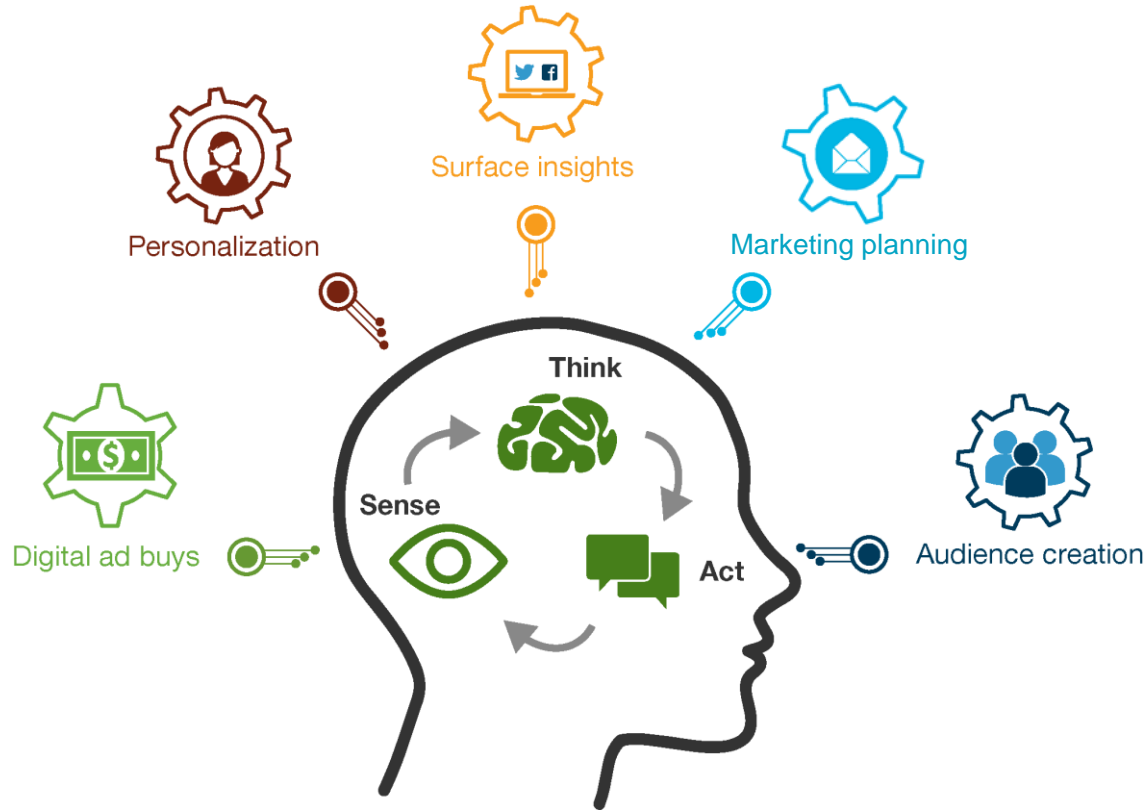
Source: The Sorry State Of Digital Transformation In 2018./ Base: 1,559 Business And Technology Decision Makers

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



[Gas & Electricity](#) [Products & Services](#) [Saving Energy](#) [Help](#) [Community](#) [My account](#)

Smart meters are here

Don't worry, we'll be in contact when
our installers are in your area

[View benefits of smart meters >](#)



HFDC Bank: Towards Hyperpersonalized Experiences

The screenshot displays the HDFC Bank website interface. At the top, navigation tabs include Personal, Premier, NRI, SME, Wholesale, Agri, and Learning Center. The main header features the HDFC Bank logo, a search bar, a notification bell icon, and a 'Check Eligibility for Instant Approvals*' button. Below the header, a navigation bar contains links for Home, Products, Making payments, and a Notifications dropdown menu. The main content area is personalized for a user named 'Monika Moh', with a greeting 'Welcome Monika Moh' and the question 'What are you looking for?'. It features several circular icons for services: PERSONAL LOAN, CREDIT CARDS, FOREX CARD, EASYEMI CONSUMER FINANCE, and SAV ACC. A 'More Products' arrow is also present. A prominent notification overlay is displayed, listing four offers, each dated '13 days ago':

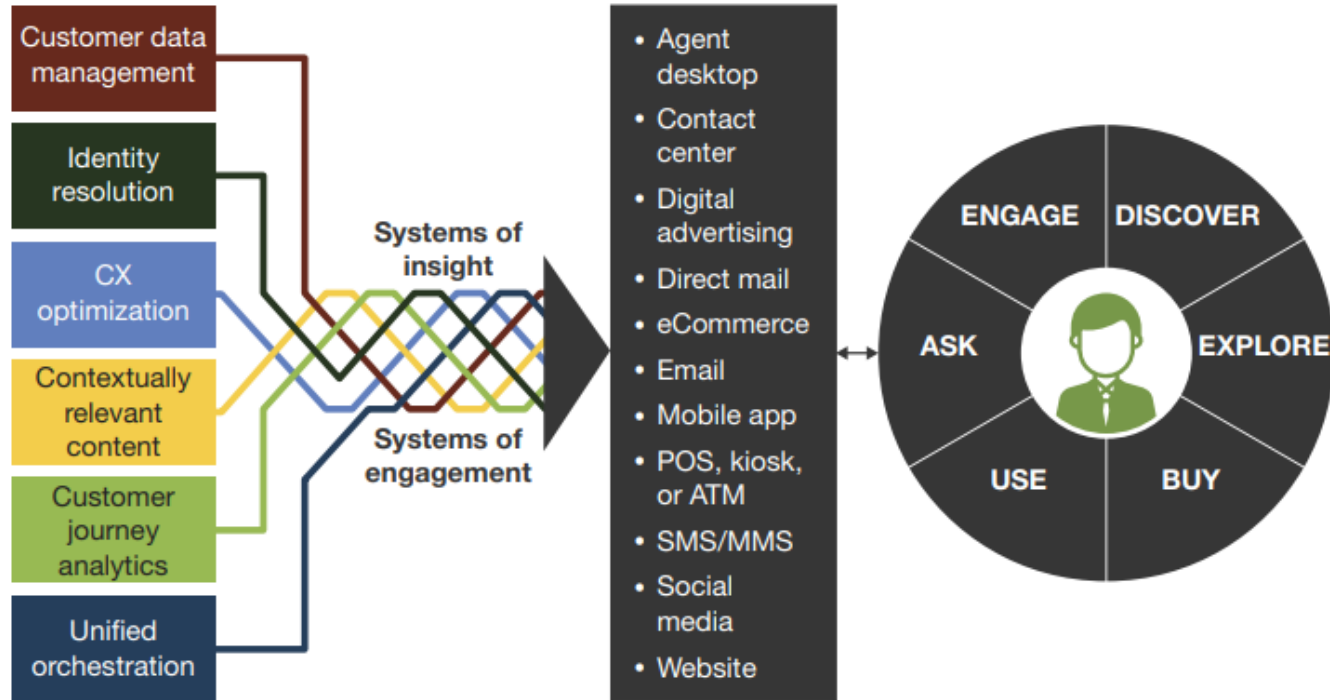
- Buy Big. Pay Small.** Avail Easy EMI at No Extra Cost on latest appliances.
- Let us help you buy a new car!** You have a Pre-Approved Car Loan of up to Rs.12,16,800.
- Instant solution for all financial needs is here!** Check your Personal Loan eligibility and get an instant approval within 10 minutes. Apply Online.
- Get Instant Loan on your Credit Card** You have a Pre-Approved Loan of Rs.2,40,000 against your HDFC Bank Credit Card.

To the right of the notifications, there is a 'LOGIN' button and a 'Forgot Customer ID' link. Below these, a car loan advertisement is visible, featuring a red car and text in Hindi: 'r ke mauke par hi, ab loan bhi milega. keHisaabSe ved Car Loan of Rs.12,16,800'. At the bottom of the page, there are links for 'Check Eligibility', 'Quick Links', and 'Calculators'. A footer banner promotes SmartBuy offers and Fixed Deposit rates. In the bottom right corner, there is a cartoon character 'ASK EVA' with a '15' badge.

CMOs to finally champion data privacy and trust



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



FORRESTER®

Thomas Husson

thusson@forrester.com

Twitter:

@Thomas_Husson



Thank you

FORRESTER.COM