

GIVE 'EM WHAT THEY WANT: DATA-INSPIRED CONTENT

DELIVERING THE RIGHT STUFF AT THE RIGHT TIME TO
BUILD BETTER RELATIONSHIPS WITH CUSTOMERS
THROUGHOUT THEIR BUYING JOURNEYS.

IT STARTS WITH THE DATA

Marketers today are as involved in data, science and algorithms as they are creative, campaigns and commercials. With good reason: Data is the starting point to find out where your customers are and what they need.

48% OF MARKETERS SUPPORT 3 TO 5
BUYING STAGES WITH DEDICATED CONTENT³

BUILD THE FOUNDATION

- Collect and clean your owned and third-party data
- Build a 360-degree view of the buying process
- Locate your customer
- Build models that help you react to your data
- Activate marketing automation that incorporates this smarter, harder-working data into your campaigns and initiatives

FOLLOW THE DATA

High-priced, high-end content has little value when customers don't find it relevant, and even less value when delivered through the wrong channel. A customer-centric experience uses data to optimize marketing automation software and strategy, putting useful content into the customer's hands, at the right time, using the right channel.

CUSTOMERS ARE ALREADY
57% THROUGH THE PROCESS
BEFORE EVER CONTACTING A VENDOR⁴

FOLLOW YOUR DATA

- Understand your customer's buyer behavior
- What are their needs and motivations?
- What information do they need to make decisions?

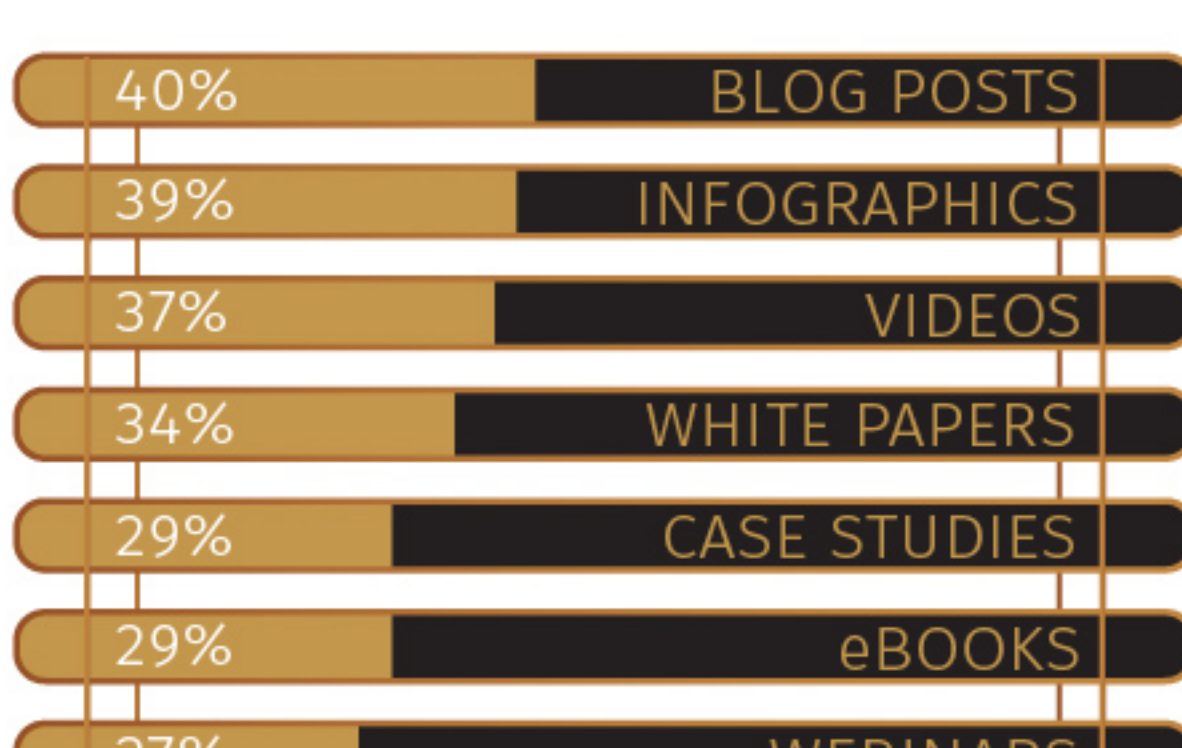
66% OF BUYERS STRONGLY AGREE THAT
B2B VENDORS SHOULD STOP OVERLOADING
CONTENT WITH COPY/SMALL PRINT TO
IMPROVE THE QUALITY OF THEIR CONTENT⁵

THE RIGHT CONTENT

- Engage with customers via dynamic personalization and simplified web forms
- Personalize content for each unique experience
- Focus on quality and relevance
- Embrace original and third-party content
- Make it sharable
- Leverage your influencers to write content
- Repurpose, repurpose, repurpose!

THE RIGHT CHANNEL

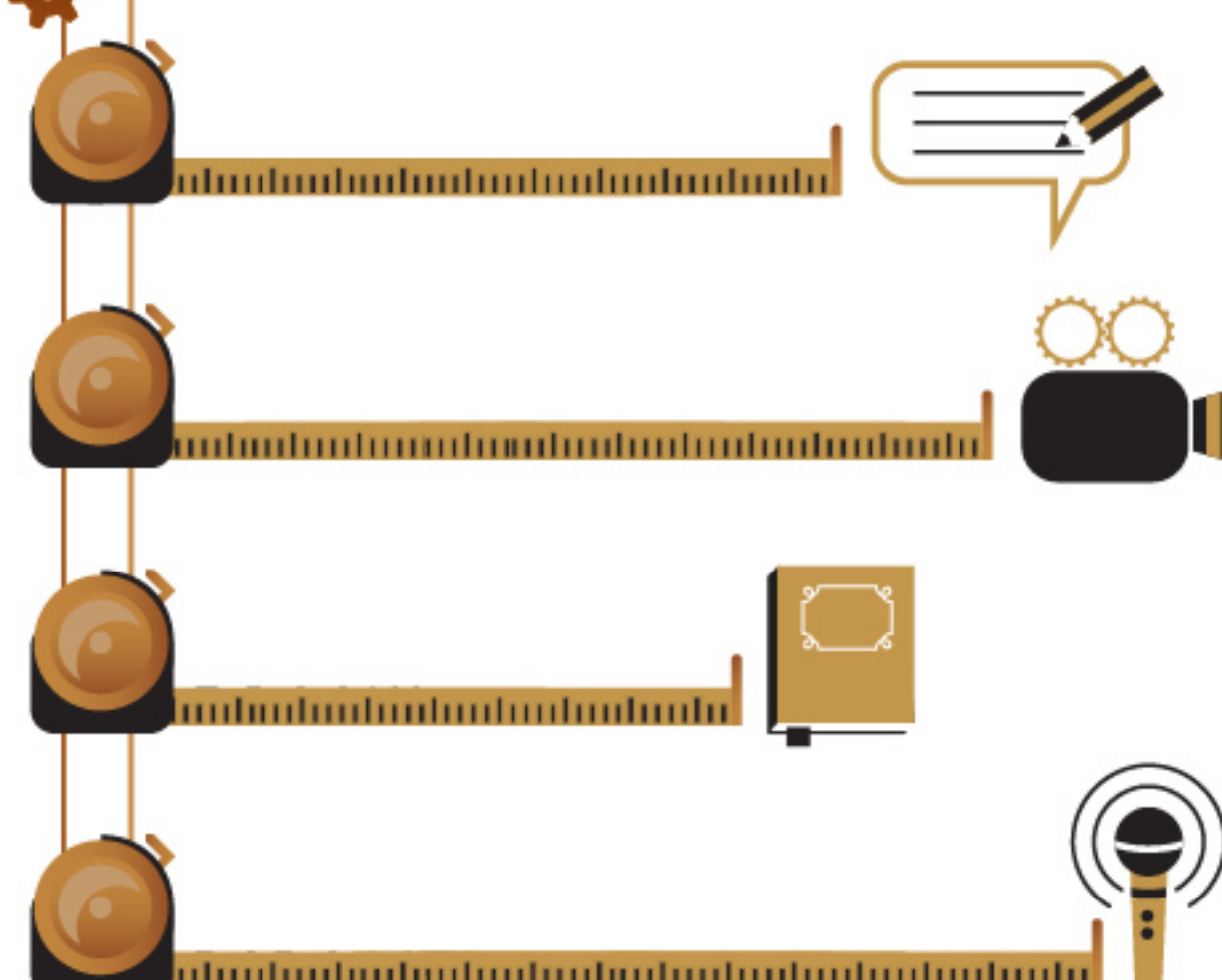
- The channel is almost as important as the message
- Engage visitors with content relevant to industry, region



BUSINESS BUYERS SHARE THE
FOLLOWING CONTENT TYPES
WITH COLLEAGUES²:

MEASURE AND OPTIMIZE

Marketing automation systems work harder when fed with the right data. Piping in clean and accurate data enables relevant and engaging content that speaks to your customers' and prospects' needs. To ensure you're building the right customer relationships, measure, re-evaluate and collaborate. If the mix doesn't work, change the portfolio and reassess delivery and production. *Don't be afraid to talk to your customers.*



WHAT'S UP NEXT?

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

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 INFORMATION

For more on how Dun & Bradstreet can help you thrive in the Age of the Customer, visit

dnb.com/cmo

SOURCES

1. http://blogs.forrester.com/laura_ramos/14-07-16-most_b2b_marketers_struggle_to_create_engaging_content
2. (Results for a response of "frequently")

<http://www.demandgenreport.com/industry-topics/content-strategies/2746-b2b-content-preferences-survey-buyers-want-short-visual-mobile-optimized-content.html#.VsrNGxfsdem>

3. <http://www.slideshare.net/hschulze/b2b-content-marketing-report-40688285>

4. CEB Global

5. <http://www.demandgenreport.com/industry-topics/content-strategies/2746-b2b-content-preferences-survey-buyers-want-short-visual-mobile-optimized-content.html#.VsrPZBfsdcm>