Converting Traffic

Using data to optimise acquisition activities.

n³ hub

empowering customer data

Converting website traffic into revenue

Disconnected customer data often leads to wasted time and money on non-convertible leads. Explore how, with the right tools and a single view of your customers, you can identify the data you need to optimise acquisition activities.

Quenching your thirst without drowning

The problem

It's relatively easy to drive potential customers to your website, but high traffic doesn't always translate into revenue. A certain proportion of that traffic will never convert – no matter how good an experience they have. The trick is keeping this proportion as small as possible. You can optimise your search terms and targeting demographics, but if you're doing this without a single view of customer data, you might as well be using tea leaves.

The consequences

Without unified customer data in a single coherent view, you'll most likely drown in non-convertible leads before you satisfy your thirst for new customers – and that can lead to wasted budget on:

· Targeting existing customers with acquisition experiences

· Leads that will never convert

· Experiences that drive away even your most loyal customers

The ideal scenario

What data do you need to ensure that your acquisition efforts are as effective as possible?

It all comes back to what you know about your existing customers. As you know, it's much easier to sell to an existing customer than to acquire a new one. Or, in the case of digital marketing, it's easier to sell to someone who is like one of your existing customers. With a single view of all customers and shared data insights, organisations can:

· Send relevant messages to their customers

· Know the best time to talk to their customers

· Invest in the right channels to acquire the best-fit customers

· Waste less time and money on marketing to existing customers

· Have lower acquisition costs

All of this is easily achievable when you invest in the right tools and services to develop a single view of customers.

The solution

To know your customers, you need to create a single customer view (SCV) and mine this for the data you need to optimise your acquisition activities. The best way to achieve this is to deploy and configure a customer data platform (CDP) that takes all your customer and behavioural information and generates a live SCV that you can use to:

- Generate insights about how you acquire your customers – keywords, demographics and content
- Create segments of your customers to produce lookalike audiences
- Use your conversions to optimise your ad targeting
- Report on your successes and identify your failures

The only way to 'improve' is to 'know' your customer

Total customer knowledge (TCK) is an approach that identifies individuals at every touchpoint in their customer journey – before and after they become actual paying customers.

To do this can require capturing new information to complete the customer data you already have, for example, customers signing up with an email address or mobile number before they can proceed through the purchase journey. These customer insights may also inform new experiences, touchpoints and opportunities to continue to evolve TCK data.

Modernise data acquisition and tracking infrastructure

For some organisations, that infrastructure may be entirely lacking, and for others, it may be underutilised. However, for most, it exists in separate data sets, and organisations typically lack the infrastructure to effectively stitch these data sets into a single unified customer view.

Some will work around this manually by throwing a data analyst at the task, but the smart ones will look for software platforms that can do this for them, such as a CDP.

To 'move the dial', you must embrace a journey-based mindset fully

Engagement is not measured by volume but rather by the quality of the experiences each customer receives. Only once a customer experience culture is firmly embedded in your organisation – and SCV is being used to deliver truly compelling, relevant and timely experiences to your customers – will the benefits of TCK be fully realised.

Why n3 Hub?

Local experts, helping organisations enhance customer experiences to build lasting customer loyalty and drive growth.

At n3 Hub, we offer our market-leading Customer Data Platform (CDP) and a full range of CDP deployment, configuration, and optimisation services to help clients get the most out of their investment.

Our n3 Hub CDP brings together customer data at scale into a Single Customer View to enable relevant, consistent customer conversations over different channels.

Developed in-house, our CDP will integrate with your existing marketing platforms and can be deployed within your IT infrastructure or in our fully ISO27001 and SOC2 compliant hosting environment.

Through our team of experts in New Zealand and Australia, we deliver a full range of services, from CDP development and configuration to managing campaigns on your behalf or even in-house as an extension of your marketing team.

Get in touch today to see how n3 Hub can deliver your customer experience utopia. Book a demo now.

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