



Customer Acquisition

Focusing your efforts on acquiring the right customers

Acquiring the right customers

Learn about the facts and perils of disparate customer data. Then, discover how, with the right tools and a single view, you'll save time and money with your marketing efforts and focus your spending on acquiring the right customers.

A stitch in time saves (and makes) dimes

The problem

Despite all the talk of digital transformation, many organisations still struggle to connect their physical operation with multiple digital presences. Without a single view of customer data, it's near impossible for marketers to understand their customers and make educated decisions on how best to target their marketing effort and spend.

Here are some of the typical challenges marketers are facing:

- Unable to stitch together offline and online customer data in different systems quickly
- Relying on third-party cookies to link different domains
- No common user ID on a mobile app and website experiences

The consequences

Until all these data sources are stitched into a single coherent view of the customer, businesses will continue to waste money on:

- Targeting existing customers with acquisition experiences
- Leads that will never convert
- Experiences that drive away even your most loyal customers

The ideal scenario

One of the most important adages about modern digital marketing is "know your customer." Organisations empowered with a single view of all customers and shared data insights will be able to:

- 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

For organisations to create a single customer view (SCV), with enough information to deliver the insights needed to inform better decision-making, there are three considerations:

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

Total customer knowledge (TCK) means identifying individuals at every touchpoint in their customer journeys – before and after they become actual paying customers.

To do this can require the capture of new information to complete the customer data you already have. For example, they must sign up with an email address or mobile number before proceeding through the purchase journey. These customer insights may inform new experiences, touchpoints and opportunities to continue to evolve TCK data.

Modernise your data acquisition and tracking infrastructure

For many organisations, 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 customer data platform (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 individual experiences each customer receives. Only once a customer experience culture is firmly embedded in your organisation – and SCV delivers 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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