Overwhelmed with Choice: Finding the Right Solution for YOUR Data Problem

clutch

Nice to meet you, **we're Clutch.**

Data drives every choice you make as a marketer, from day-to-day decisions to company-wide directives that can shape your business for years to come. So it's incredibly frustrating when your data isn't working as hard as it could be.

Almost every business suffers from a fundamental data problem: the information you need to make well-informed decisions is scattered across disjointed data management systems and departments.

You might have a traditional CRM for some customer data, a separate analytics tool for your email campaigns, a smattering of social media platforms…all rich in valuable information, but unable to communicate with each other.

All of this adds up to a disconnect between customer expectations for your company and the reality of what you can offer.

WHAT DO CUSTOMERS WANT?

84% of customers report that personalized interactions are key to their satisfaction with a company.

59% of customers value tailored engagement based on their previous interactions with your brand.

70% of customers ranked a seamless experience when transitioning between channels as an important factor in winning their business.

As marketing technology grows in sophistication, we have more data than ever at our fingertips. By unifying that data, we gain remarkable opportunities to create personalized, powerful marketing plans.

clutch

Customer Data 101: CRM, CDP, and Clutch

When it comes to corralling your data, the first things that spring to mind are likely two acronyms: CRM and CDP. These six letters represent the most common types of customer data management platforms. Let's dig into their definitions, then talk about how Clutch unifies the best of both worlds. (We're all about unification!)

What's a CRM?

A traditional CRM (short for Customer Relationship Management) platform is designed to track your company's relationships with current and potential customers. CRMs generally store data from direct customer transactions and interactions. **Most B2C marketers rely heavily on a CRM, but they also face a major challenge: CRMs were primarily designed for B2B sales.**

Customer-focused marketing is more complex than B2B sales because customers can interact with your business in so many ways. CRMs are great for drilling down to individual customer profiles and transaction data, but they're not great at capturing the more nuanced points of engagement that shape a 360-degree, real-time view of customers. **For B2C marketers, a traditional CRM lacks the flexible, holistic approach needed for complex, multichannel customer interactions.**

Modern marketers need to do more than just store information—they need platforms that can unify data from a growing number of channels, support actionable marketing plans, and facilitate personalized, streamlined customer engagement.

Enter the CDP.

What's a CDP?

When marketers need a more powerful data management option than a traditional CRM, they often turn to a CDP (Customer Data Platform). Like a CRM, a CDP stores all the data you gather from direct customer interactions. But it does a lot more, too.

A CDP unifies and stores customer data from multiple channels over a long period of time, so you can create a marketing plan based on all available information. CDPs are designed to clean up your data, remove any duplicated or outdated information, and create comprehensive customer profiles.

3 Defining CDP Features:

1. MARKETER CONTROLLED

Traditional CRMs are usually controlled by your IT department, so they're not specifically designed for—or accessible to—marketers. The marketing team controls a CDP, so you can take action in real time and tailor the platform to your needs.

clutch

2. PERSISTENT

A CDP permanently stores all the customer data it receives, providing an extended, holistic view of customer interaction.

3. ACCESSIBLE TO EXTERNAL SYSTEMS

A CDP integrates with the external systems that control your marketing channels (like email and social media), so it can easily unify and process the data from those channels.

WHAT MAKES CLUTCH DIFFERENT?

At Clutch, we designed our platform to incorporate the best features of CRM and CDP solutions. Then we added in some powerful analytics and API tools that deliver even more solutions for marketers.

IDENTIFY

We start by aggregating all of your customer data from any and every system in real time, then use that data to create unified customer IDs. You can still drill down to individual customers and transactions as you would in a CRM, but you'll also have the holistic, long-term customer view offered by a CDP.

UNDERSTAND

Our platform unifies and standardizes all the data it collects, so you can understand your customer base more broadly, uncover key insights, and identify wider trends in your business.

We also offer powerful analytics tools that are informed by trends in your industry and historic data from your business. These tools interpret your data and show where you can take action as a marketer.

For Example You Can:
- Calculate Customer Lifetime Value
- Target VIP customers
- Streamline your advertising budget
- Segment your customers to establish customized touchpoints
- Create churn models to boost customer retention

MOTIVATE

Here's where Clutch really stands out from the crowd. Because our platform connects directly to your marketing channels, our embedded machine learning helps you easily execute campaigns that motivate your customers.

clutch

Our algorithms discover what works best for your customers and use that information to improve your future marketing efforts—all within a single platform. You can build and execute real-time campaigns that constantly become more efficient, so your marketing team can work smarter without having to work harder.

Optimize Your Marketing Campaigns

EMAIL　　**DIRECT MAIL**　　**MOBILE**　　**LOYALTY**　　**GIFT**　　**SOCIAL**　　**DISPLAY**

Most importantly, our platform learns about individual customers to support loyalty programs, customized messages, targeted incentives, and more. Our technology helps your business achieve personalized, seamless interactions with your audience—and deliver on those high customer expectations!

WHAT'S NEXT?

As marketers, we often get bogged down by acronyms, but that shouldn't be your biggest takeaway when it comes to managing customer data. The most important aspect of a data management platform is how well it aligns with what you need—now and in the future.

Customer interactions are constantly evolving (did you ever think you'd order clothes via Instagram or buy a car from a vending machine?!). It's crucial to choose systems that can make your business future proof by integrating with data from any source—even ones that don't exist yet.

Close the gap between what your customers expect and what you can deliver. Talk to us about how your data can work harder for you.

Get in Touch

clutch