Adobe

PART 3

How marketers and IT can work together in high tech.

Deliver exceptional omnichannel journeys.

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The B2B buying journey traverses a mix of different sales channels. Traditional sales routes like in-person meetings and phone calls are now joined by remote options like virtual meetings, online chat, and digital marketplaces. B2B buyers expect high-tech companies to be set up for these types of self-service journeys.

94%

of B2B decision-makers say the new omnichannel sales model is more effective than the traditional sales model used before the COVID-19 pandemic.

Source: McKinsey & Company

High tech can secure its lead at the cutting edge of this new omnichannel reality when marketers and IT professionals work together to optimize three key areas of opportunity:

Customer journeys

Data and analytics

Content and collaboration

We've put together a series of articles for the high-tech sector that cover each of these opportunities in detail. In this article, we'll explore how marketers and IT professionals can use customer journey management to give B2B buyers the exact experience they want and need at every stage of their journey.

How seamless customer journeys are an expectation—and what gets in the way.

According to McKinsey, B2B buyers interact with brands through as many as 10 different channels in the same buying journey. Brands are expected to respond immediately when customer actions signal a need. That means sifting through thousands of potential responses to find the right solution to present at the right time and place.

> Only **17%** of marketers focus on holistic customer journeys.
>
> Source: Winterberry Group

Keeping a complete view of every B2B buyer's journey and responding to their requests in real time requires collaboration between marketing and IT teams as well as the right technology to derive insights and drive the best experiences forward. Before we examine the opportunities available when customer journey management is optimized, let's look at three reasons why customer journeys may not be as seamless as desired and the solutions that can help improve them.

Disconnected data makes for a frustrating customer journey.

IT needs to be able to connect all data sources so customer information flows into a central customer profile.

Marketers must have access to real-time customer profiles and insights.

When customer data is fragmented in separate systems, the customer journey feels inconsistent and unconnected—and customers feel overwhelmed and frustrated. To understand exactly what customers want at the right time, data and insights need to be released from silos and unified in one place. That way everyone involved in the customer journey can use the most up-to-date data to create and deliver one-to-one experiences.

49%

of experienced brand marketers and marketing decision-makers said they still manage customer data in individual applications.

Source: Winterberry Group

Without decisioning technology, journeys are cut short.

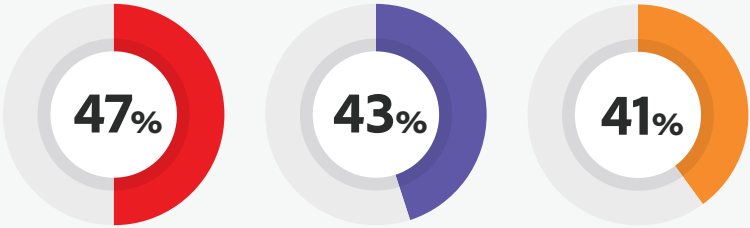
IT must be equipped with decisioning and orchestration solutions to build a foundation fit for personalization.

Marketers need the support of technology to predict and deliver the right experience to the right customer.

As customers move through the journey, their interests and needs change. Technology helps brands keep up with these whims. Without access to real-time insights, high-tech brands can't determine the right content, offer, or channel with which to engage a customer. And if they can't act on these insights in the moment, customers miss out on a personalized response.

Acting on real-time insights in the moment takes more than just segmentation, targeting, and testing tools. High tech must invest in journey tools that show where the customer is at any given moment, that allow for consistent communication across all lines of business, and that deliver rich and valuable experiences.

Marketers cited absence of the right technology as the biggest challenge to:



Orchestrating omnichannel experiences

Organizing and segmenting customers

Personalizing offers and content at speed

Source: Winterberry Group

Buyers who can't choose their own adventure will choose a competitor.

IT must be able to create a seamless experience for buyers across websites, microsites, and other channels.

Marketers must be able to deliver content to buyers at just the right moments.

If tech companies make it difficult for buyers to find the information they need—say with gated content—they'll go straight to a competitor with a smoother path to purchase. With B2B customers more willing than ever before to spend big online, that's a costly misstep.

It should be easy to find basic product information online, like pricing, features, and other specs, as well as information-rich and valuable self-serve content.

It's important to engage with B2B buyers at key steps in the journey, like allowing site visitors to book meetings via chat tech when they are ready to speak with a sales representative.

100% of B2B buyers want to self-educate and manage the buying experience on their own.

Source: TrustRadius

How marketing and tech teams can collaborate to reach customers on every channel.

Marketers and IT professionals might have different responsibilities and goals, but the endgame is the same—deliver B2B content

that converts, let buyers lead their experience, and achieve personalization at scale. Those business outcomes are tied directly to a company's ability to deliver relevant experiences everywhere a buyer chooses to engage with a brand.

IT sets up the data foundation that makes experience creation an inclusive process.

IT used to be the data gatekeepers. High-tech companies seeking to lead the way with next-gen B2B experiences understand that IT can be far more efficient when developers are no longer required to actively manage data. Instead, IT can make it possible for marketers and other business units to access and interpret the data using intelligent decisioning and insights captured and acted on by artificial intelligence and machine learning.

Marketing creates one-to-one moments for all customers and accounts.

Marketers must know their customers, orchestrate their journeys, create highly tailored messages and offers, and measure and improve performance. IT sets marketers up with the tools they need to build valuable cross-channel experiences for every customer and account. With the right tools, marketers can reach decision-makers and move them toward the finish line—purchasing the best product or service for their business.

Optimize customer journey management with these three essentials.

There are three keys to building exceptional omnichannel journeys:

1. Activate relevant experiences across every channel.

2. Connect customer activity across all systems.

3. Get to know your buyers better and expand into new routes to market.

Lean into AI support for cross-channel experiences.

Marketers need to know which channels a customer is using as they're using them—and be able to send that customer a personalized message in the moment. It takes many different components to make that sort of cross-channel experience possible. For example, when data updates in real time, teams understand and anticipate their customers' needs at every stage of the buying journey. A centralized library that connects content to channels of execution makes it possible for teams to send relevant marketing assets throughout the entire journey. And with the help of AI decisioning and automation, marketing teams can decide how personal to get—and when. Intelligent offer decisioning can select the next best offer based on real-time customer behavior and engage buyers throughout the experience, whether that's through email, push notifications, in-app messages, or direct contact with a sales rep.

42%

of buyers consume 3–5 pieces of content before talking to a sales rep.

Source: Demand Gen

Panasonic

Panasonic brings it all together for better experiences.

Panasonic was suffering from data and organizational silos, which meant its diverse audiences weren't getting the best experiences possible. By partnering with Adobe, Panasonic was able to centralize its workflow, automate processes, and reach prospects through multiple channels.

Challenge: Delivering highly targeted and timely campaigns.

Solution: Managing B2B marketing from a centralized platform.

Result: Doubling the impact of its B2B campaigns and growing its B2B footprint.

Get a single view of customer activity on every platform.

According to a recent Demand Gen Report (DGR), 52% of marketers are struggling with messy CRM data and 42% are having difficulty integrating data across platforms. Businesses looking to realize the growth potential of account-based marketing (ABM) must be able to intelligently combine data from both sales and marketing applications. That way marketers can focus resources and efforts on the right prospects. With a centralized system for customer activity, marketing teams enjoy a higher ROI and customers get more consistent and personalized experiences.

58%

of marketers are struggling to tie anonymous account data to known stakeholders.

Source: Insider Intelligence

Enable expansion with analytics and attribution.

Using analytics and attribution, marketers can uncover patterns that reveal how different segments of customers interact with different channels—including the content and buyer interactions that are driving progression and revenue and those that are not. Marketers can then prioritize the most common paths and impactful marketing channels. Quantifying your marketing performance to understand the impact and ROI of every channel can help identify new trends and opportunities across the journey and in various channels, opening the potential to expand into new routes to market like D2C and B2B2C.

Manage your customer journeys with Adobe.

Adobe has a full suite of solutions to help high-tech companies develop a unified customer journey management infrastructure and enhance collaboration between marketing and IT professionals.

With Adobe Journey Optimizer, marketers can manage scheduled omnichannel campaigns and one-to-one moments for all your customers and accounts from a single application—and the entire journey is optimized with intelligent decisioning and insights.

And with Adobe Marketo Engage, B2B marketers get up-to-date visibility into the drivers of pipeline and revenue, down to an individual piece of content or creative, and with a variety of pre-configured, custom, and AI-powered attribution models. With built-in intelligence and sophisticated journey flows, you can identify and engage your best customers and accelerate the customer experience.

Find out more about how Adobe can help high tech create intelligent experiences with a personal touch.

Customer journey management gives marketing and IT the information and capabilities needed to create and deliver outstanding experiences. But it must be coupled with a solid foundation for data and analytics and content management.

Check out Part 1 of this series to learn how IT and marketers can work together to optimize data and analytics.

And then discover how they can accelerate content creation and delivery to keep experiences personal for everyone in Part 2.

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