ONCE UPON A TIME, THE CUSTOMER JOURNEY

5 consumer stories that any marketer would dream to know

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SUMMARY

Context

Life is made up of stories. Stories based on desires or needs of the moment, stories that are created continuously between the brand and the consumer. Numerous, yet each have their specificities. Because yes, with each new story, it's a special relationship, filed with moments, interactions that the brand must seek to understand. These are all paths that are formed between the two protagonists: a Customer Journey.

It's now well established, these customer journeys are as varied as possible, never starting from the same point, never borrowing the same paths. Through these, the consumer expects to be treated as the unique individual that he is. It is a fact, 77% of consumers have a more favorable view of brands communicating in a proactive and personalized way[1].

However, customer journeys remain difficult to apprehend and without this knowledge, the expected customization is not possible. The unification of the Customer Journey has become a real challenge for the marketer. Some journeys are unavoidable. Through the 5 stories that will follow, we will narrate as faithfully as possible the journey of Naima, Paul, Victor, Guillaume and Tanguy. Each of these stories represents a key journey of the consumer that every marketer would like to be able to understand and unite.

Customer journey on one side, technological means on the other, between the visible universe and its hidden parts, we welcome you in the universe of the Customer Journey.

[1] https://www.microsoft.com/investor/reports/ar16/index.html

The online media journey of Naïma

It's time for Naïma to move out. New job, new apartment, new start. She is preparing for change.

By browsing the Web, display banners offering a low-priced Internet/TV offer are offered...
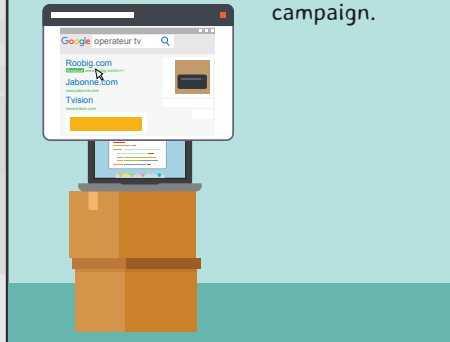She clicks.

But she does not have time to go deeper, she must pack her stuff.

The next day, a Display banner will attract her attention again.

She will remember the offer, type the name of the operator in Google and click on the first link: a brand Search campaign.

She will visit the site, expand on the details of the previously proposed offer and subscribe to it.

With the increase of online investments, and in particular of display[2], the identification of all the media interactions, and not just the click, has become essential. Indeed, the analysis of this channel, based mainly on advertising banners in a branding objective, requires the recovery of the impression so that the brand can have a complete vision of the customer journey. How? Thanks to an impression pixel. When a user visits the page, this pixel activates. The cookie is then written, and the information is stored on the server side (in the same way as for the click). Tracking is implemented directly at the banner level in the ad server or any other media campaign tool. Integrating the tracking of the post-view allows to reconstruct the media journey in its entirety and thus to be able to exploit it, for example, in attribution analyses.
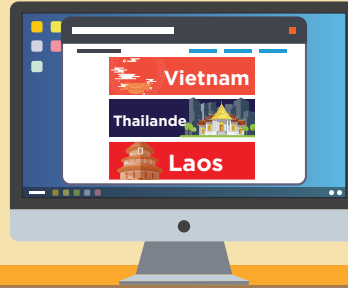
Pixel

Server

-20%
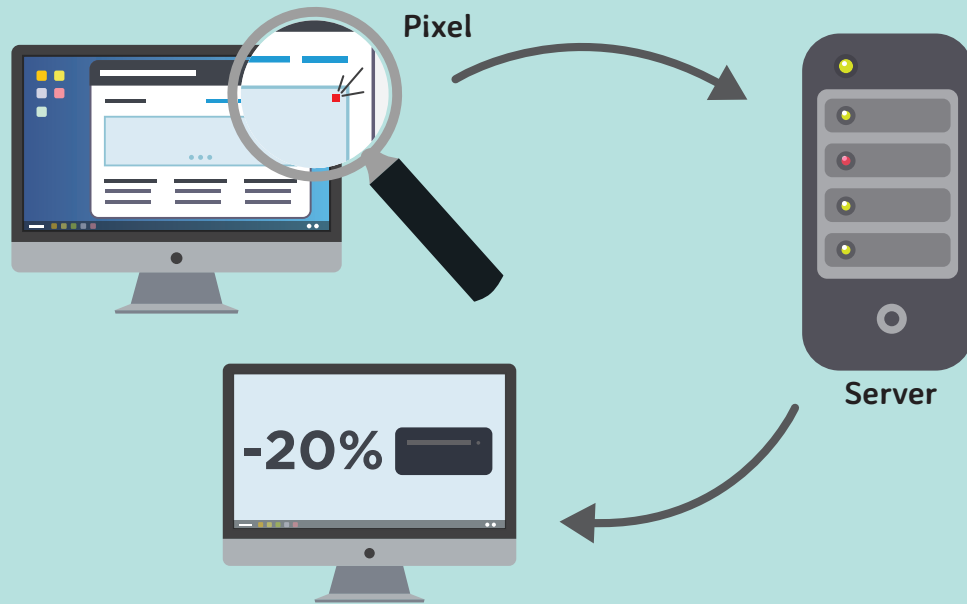
Reunify the story of Paul and his cross-device journey

Paul, a 27-year-old young active, has the desire to discover Asia. After visiting some web pages of a travel site, Display banners appear gradually on his desktop.

Intrigued, he clicks on one of them and consults the sheets "Vietnam", "Thailand" and "Laos" of this site.

Vietnam

Thailande

Laos

The organized circuits are clearly interesting, but his heart is swinging, he still does not know which destination to choose.

Meanwhile, he subscribes to the newsletter, you never know, it could inspire.
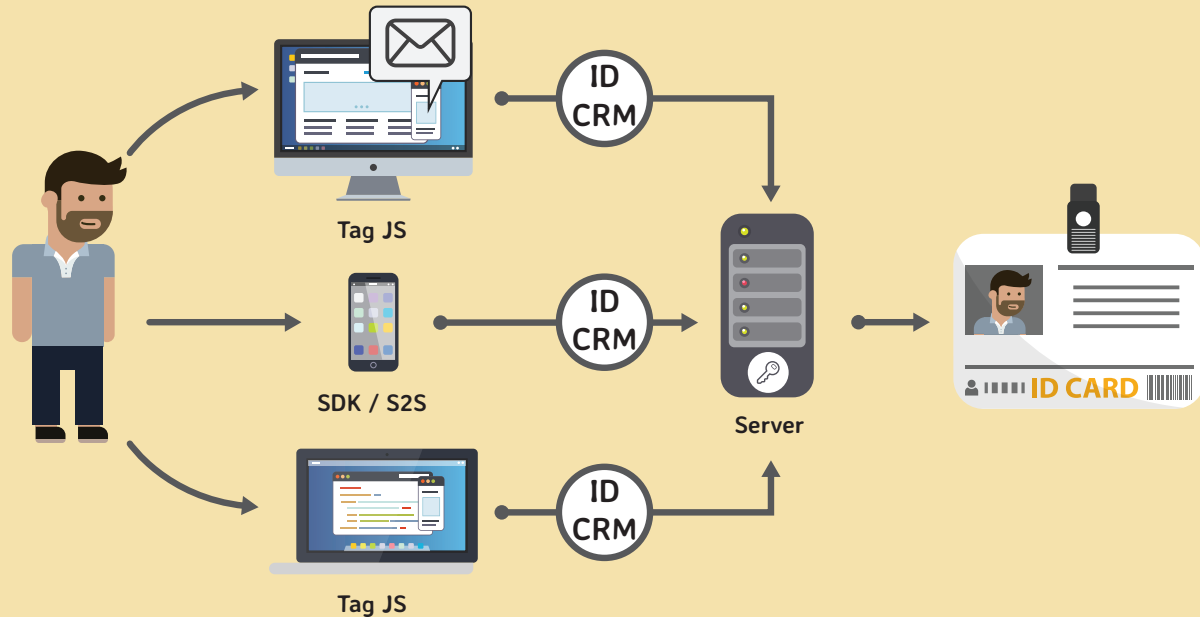
Username

Forgot Password?   LOGIN

The next day, after downloading the App during his lunch break and comparing the offers, he realizes that it is Vietnam that really interest him.

No more doubt, he finishes his break in front of his professional computer and reserves his trip (head full of dreams).

Desktop, mobile or tablet, the silted journeys are constantly increasing, and it is not easy to reunite them. As an example, according to Gartner, 60% of consumers looking for a product on mobile end up buying on another device3. The challenge, at first, is to succeed in identifying the interactions that the consumer will have had with the brand on all the devices used. Indeed, depending on the environment, web or app, the collection takes place differently: it is done from JavaScript tags for the web and with SDK for the App. In a second time, we have to reunify the journeys. To achieve this, deterministic reconciliation exists. Based on an ID formally collected from the user (e.g. via purchase, login, opening of mail, subscription to a newsletter), it makes it possible to make the link between the different journeys and universes.

Tag JS

ID CRM

SDK / S2S

ID CRM

Server

ID CARD

Tag JS

ID CRM

[3] https://blogs.gartner.com/martin-kihn/six-degrees-of-marketing-identity/

What if we made a focus on the complexity of the mobile journey with Victor?

It's soon his birthday! Victor needs a new pair of sneakers to go with the new jeans he just bought.
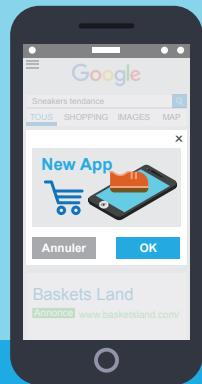
From his mobile, via Chrome, he launches a "Trendy Sneakers" search on Google Shopping.

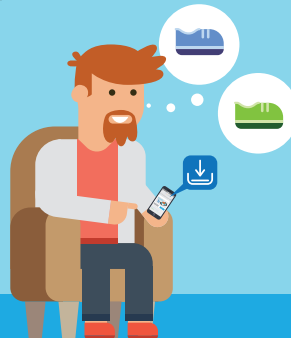Several results appear including one, on one of his favorite sites. He clicks on the site link.

When the page of the website is loaded, a PopUp window appears and proposes to continue his journey on the App (which he does not have yet).

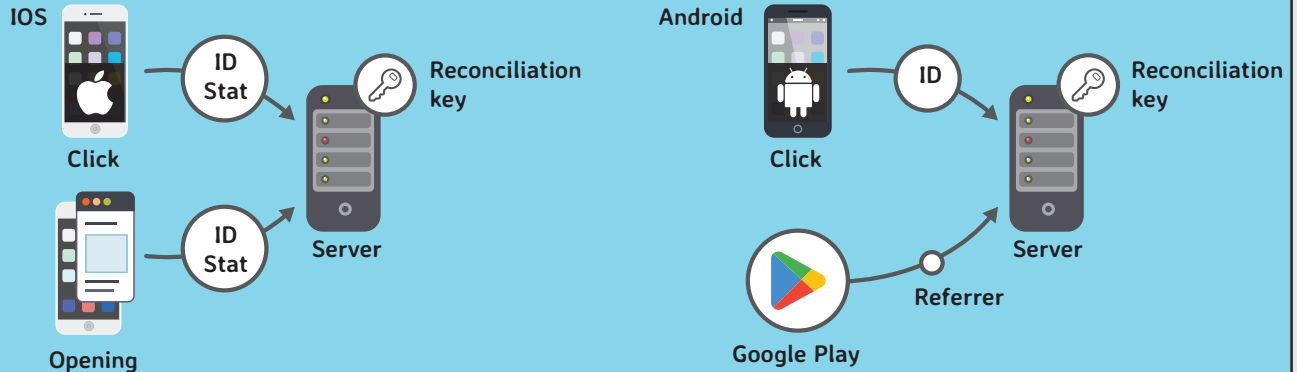He clicks, downloads and continues on the App. He analyzes the choices offer to him.

This is it, it's perfect, he found his happiness. Put in cart, buy, joy!

Browsing mobile users are difficult to follow: they can both interact with the brand from an App or a browser. However, managing the link of a click on a web banner, at the downloading and browsing on the App is essential to have a complete view of the customer journey. In order to follow this journey, the click will be recorded thanks to the tracking and stored on the server side.

Click

Server
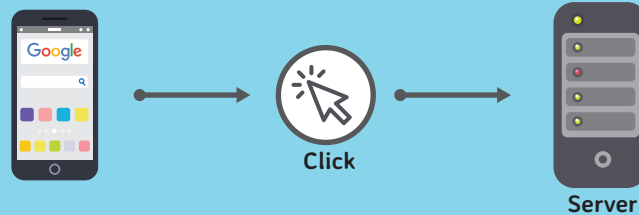
Then, to make the link between the download and the opening of the APP, the method differs depending on the mobile OS. On IOS: when clicking on the banner a statistical ID will be created (from the elements provided by the device). On opening, another ID will be created. If the ID is identical, we can reconcile the data. On Android, Google will provide, at the opening of the APP, the "referrer" to link with the previous advertising interaction.

IOS

Click

ID Stat

Opening

ID Stat

Server

Reconciliation key

Android

Click

ID

Server

Reconciliation key

Google Play

Referrer

The story of Guillaume, from the TV to the online conversion

Guillaume is a fan of TV. After work, he likes to sit on his couch and relax watching his usual programs.
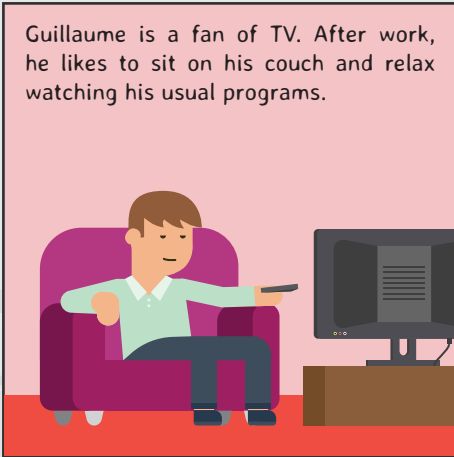
At the time of advertising, an insurance offer caught his attention.
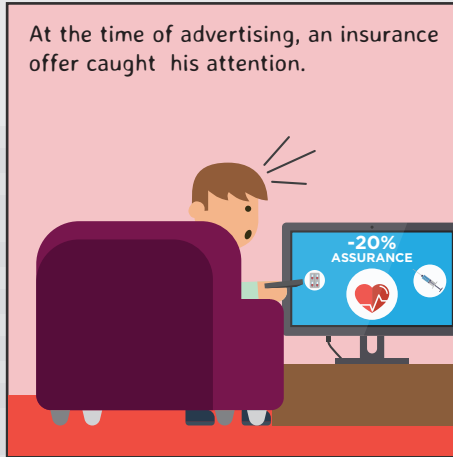
That's perfect, he was not happy with his current insurance.
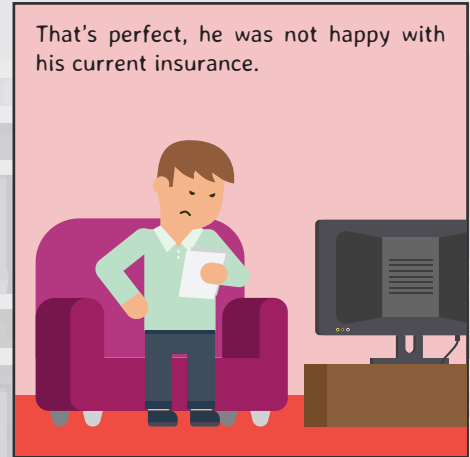
Quickly he takes his laptop and starts his navigation.

The offer seems totally adapted to his situation and, in addition, the steps of termination with his old insurance will be managed for him!

He no longer asks questions, he subscribes.

Nowadays, judging whether an individual has been impacted in his journey by TV continues to be a central marketing subject. If tomorrow, programmatic TV will probably bring this answer, while waiting (and even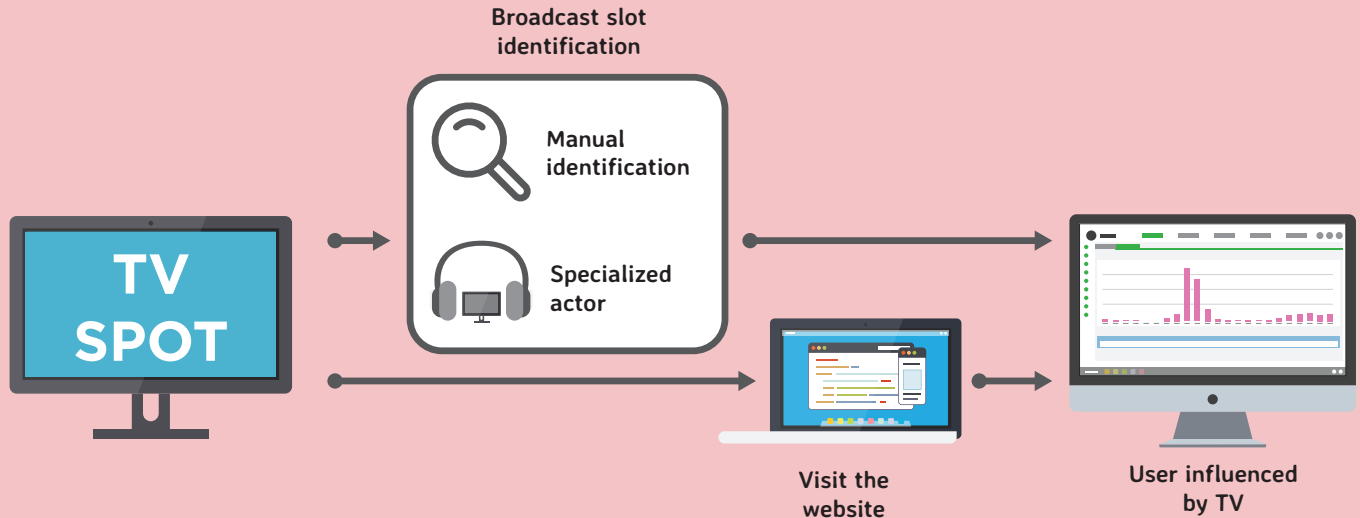 if it is not yet completely perfect), a probabilistic method exists to answer it. After having identified the broadcast slot of the TV spot (manually by configuration or dynamically via a specialized actor), this information will be sent to the marketing platform. If in a limited period of time (a few minutes), an individual connects to the site (via any device), then we can estimate that this individual was impacted by the TV. This method is based on a notion of incremental, once the usual visit threshold exceeded over this period of time, all individuals visiting the site may be qualified as coming from the TV media.

Broadcast slot identification

Manual identification

Specialized actor

TV SPOT

Visit the website

User influenced by TV

Follow Tanguy in an online journey that converts into an offline one

Tanguy is 35 years old and is finally ready to leave his parents' house. He has found his new home. Now he needs furniture.

While browsing the web, he is impacted by a Display campaign of a specialized site he knows well ... It's perfect! He clicks and begins to imagine how his home could be like.

Always on the lookout for new ideas, he signed up for the newsletter. And indeed, he discovers a great sofa.

Meuble & Co
Les offres du moments
-50%
Canapé
Hyper confort

But a proper sofa is expensive. No room for mistakes. Therefore, he goes to the store to see if it's really worth it.
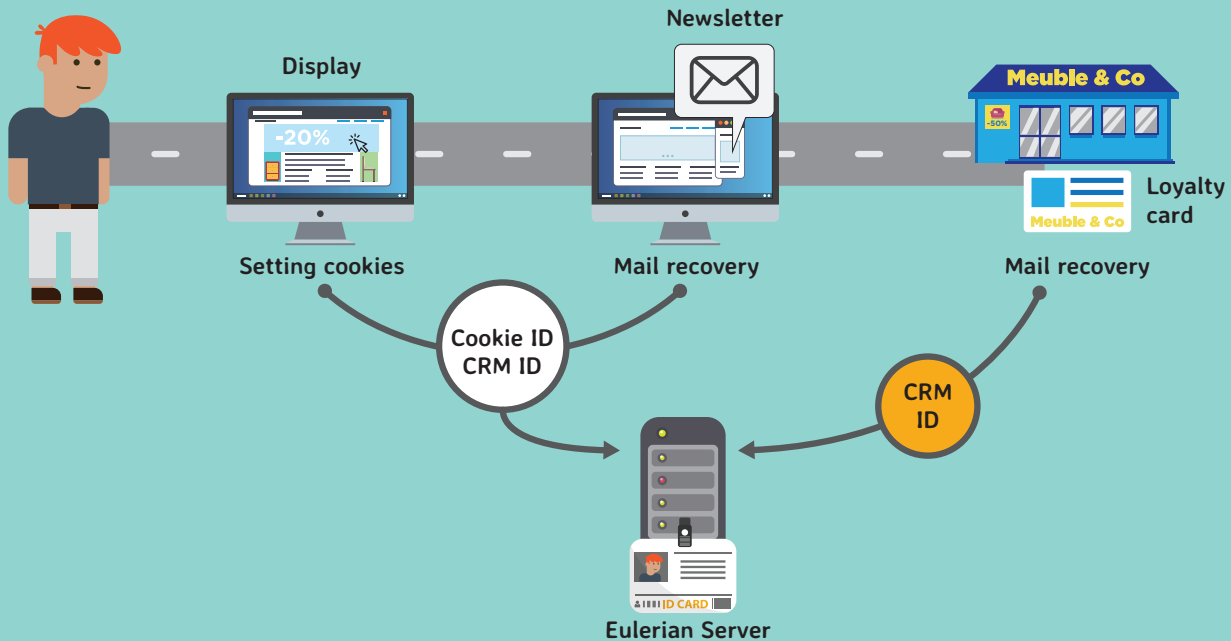
Meuble &
-50%
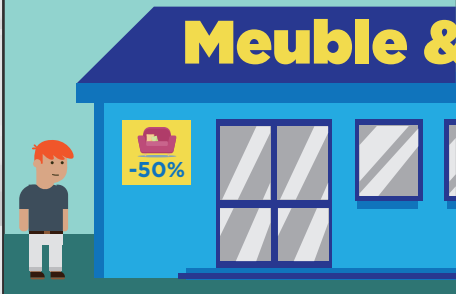
And indeed, not only the spotted sofa is beautiful, but it is also super comfortable. Amazing!

Meuble & Co
-50%

He goes to the cash register, takes a loyalty card (he knows that the sofa will not be enough to furnish his apartment) and finalizes his purchase.

Meuble

Getting a global vision of the story that is created between a consumer and a brand is a challenge for all companies with physical stores. On one hand – online, it will be necessary to successfully identify that the consumer has logged in at some point for his research (e.g. subscription to a Newsletter). And on the other hand – offline, it will retrieve an ID at the time of the purchase. Like in the present case, thanks to a loyalty card, or through a recovery of an email address or a telephone number at the time of purchase. The synchronization of offline interactions will then be done by batch (file deposit) or API (Application Programming Interface). The common ID, which has been retrieved in each environment, will then reunify the entire journey.

Newsletter

Display

Meuble & Co

Loyalty card

Setting cookies

Mail recovery

Mail recovery

Cookie ID
CRM ID

CRM ID

Eulerian Server

Conclusion

In a context where companies that offer their customers personalized experiences see their revenues increase by 6% to 10%, two to three times faster than those who do not[4], it's essential to be able to collect all of the consumer's data and to unify them.

To address data-driven growth, your brand must be able to unify most, if not all, of the journeys mentioned. Online media (in its integrality), cross-device, TV, mobile or offline ... These are the stakes at hands!

The benefits that will ensue will be numerous. The unified Customer Journey can be made available to the Data Science department for the creation of new offers & actions, new services, etc. It can also be activated by your marketing department to the AD TECH environment in order to increase the performance of the campaigns carried out by the media partners: retargerting, Display, affiliation, connections with Trading Desk Agency, DSP or Ad Server.

This unification will allow you to set up an effective long-term strategy.

The storyline is now in your hands! To be continued...

[4] https://globenewswire.com/news-release/2017/05/08/979826/0/en/Personalization-Programs-Increase-Leading-Companies-Revenues-by-6-to-10.html

Acknowledgment

Naïma

Paul

Victor

Guillaume

Tanguy

Author

Marie-Caroline Rougé,
Content Manager
mc.rouge@eulerian.com

Design

Jérôme Creusot,
Graphic designer
Web designer

eulerian.

EULERIAN is a SaaS editor (operating model where software is installed on remote servers) which proposes technological solutions allowing marketing departments to optimize in real time their marketing operations for the benefit of their growth.

EULERIAN
2 Place du Colonel Fabien
75019 Paris, FRANCE
+33 1 84 16 64 54
www.eulerian.com