Turn Browsers into Buyers with Targeted Advertising
Introduction

We’re all familiar with the glut of retailer emails, texts, and mail. Think about how often you actually click through, much less open and read an email or text, or look at a mailer. If the offer isn’t personally interesting to you, you’ll probably delete it or throw it in the trash without much thought.

Businesses, however, thrive by attracting net new customers and grow by retaining them. But in today’s hyper-competitive economy, new customers are increasingly harder to come by and current customers are constantly being wooed by competitors. Brand loyalty has been replaced by customer experience—which includes receiving personalized, tailored offerings that indicate a retailer is attentive to a shopper’s individual wants and needs. As the saying goes, “the devil is in the details,” or in this case, the data.

There’s a lot of customer data up for grabs—from behavioral data, site cookies, and shopping patterns to social media and loyalty programs—and customers are more receptive to sharing it.

Retailers that don’t leverage the power of that data are losing out on opportunities. The trick is to get a handle on all of it and distill it into something useful, like creating targeted advertising that resonates with customers to give them what they want, when they want it, at the right price and through the right channel.

In fact, a recent Google/SKIM Rethinking Readiness Study² found that by tailoring advertising content to stated and inferred user needs, purchase intent rose 15 percent and click-through rates rose 30 percent versus ads with standard personalization.

According to an Accenture study¹, 65 percent of survey respondents say they’ll share more of their personal data in return for a better, more customer-focused experience.

² Katie Herskovitz, “New research shows automation can make ads more meaningful, not less,” Think with Google, October 2020.
Targeted Advertising

The ability to identify customer needs and create targeted advertising begins with data. Marrying that data from disparate sources and applications and different parameters and contextual information can be overwhelming if you don’t have the right tools. In some cases, this has been a game of catch up for retailers who started as brick and mortar verses those whose storefront has always been online.

New and traditional methods of data collection are radically different. Innovative, tech-driven companies capture data from Internet of Things (IoT) devices; Internet of Behavior (IoB)—the intersection of technology, data analytics, and behavioral science; social media platforms; and other systems of engagement. Traditional companies often still rely on customer relationship management (CRM) and enterprise resource planning (ERP) systems of record that can include historical customer transactions.

Regardless of the method and source, you must be able to aggregate all of the data, and that often means bridging the gap between historical systems and the latest technologies. To do that—while you cut out the clutter and noise to get straight to promoting the things your customers want to hear about—you need an application workflow orchestration platform that digests, distills, and disseminates data from multiple sources to give you valuable insights right when you need them. Without it, you run the risk of getting out-advertised by your competitors.
Enter
BMC Helix Control-M

BMC Helix Control-M is a SaaS application workflow orchestration platform that gives companies a single point of control for automating the process of ingesting, storing, processing, and analyzing customer data from multiple sources by integrating and orchestrating application workflow development, scheduling, execution, and monitoring at scale. From there, you can harness that data to build timely, personalized, and relevant advertising delivered to customers at the right time. It’s a win-win. Your customers get incredible experiences and advertising about products they actually want, and you get an increase in customer engagement and sales.

Here’s a look at how two companies are leveraging application workflow orchestration to maximize targeted advertising with their customers.
Customer Success: Italian media company

When a major multi-platform media company in Italy wanted to update its operating model to achieve new levels of automation, speed, agility, efficiency, and stability, it turned to BMC. By introducing application workflow orchestration, they were able to redesign critical business services and automate workflows for its popular voting contest.

The contest promotes involvement online and through their app and incentivizes the audience to subscribe to its loyalty programs, which include more than 2.5 million members and exponentially more interactions. Before introducing application workflow orchestration, it took days to manually execute voting contests and comply with strict regulatory and partner guidelines.

Now the media company can execute the winner selection process in near real-time and separate existing customers from those eligible to join and solicit them to subscribe. The process is 90 percent faster, trimming three days of work to two hours. Customers are more engaged, the winner is selected faster, and the network has tripled the number of contests. The risk of errors has been reduced to near-zero, enabling higher service quality, better service level agreements and regulatory compliance, and cost savings, with no additional checks required.
Customer Success: A leading broadcaster

When advertisers invest billions of dollars in broadcast network advertising, they want their ads to be appropriately slotted during programming so that the ads are targeting the correct demographic, getting more “bang for their buck,” and ensuring the ads run during programming that attracts the appropriate audience.

To do this, broadcasters must gather and analyze data about each program’s viewers, including their personal information—such as age, gender, income, geography, and viewing habits—to help advertisers correctly target their ads. This means collecting, storing, collating, and processing millions of data points from many different systems so the right ads can be served to the right audience. Regulatory oversight also requires that data is held and moved securely and that ads are correctly slotted. This helps broadcasters avoid regulatory fines, negative publicity, and the loss of customers.

By automating the entire process, the broadcaster secured more than 1,100 new advertisers within a year and ran more than 7,500 targeted ad campaigns across a viewer impression total of 5 billion. Application workflow orchestration also gave the company better process visibility and established a secure audit trail to prove data security.
Conclusion

The old adage that the customer is king has never been more true. In the race to attract and retain customers, businesses are seeking new and innovative ways to differentiate themselves. Finding that sweet spot with targeted advertising requires collecting and distilling volumes of data—and making sense of and yielding value from it. With BMC Helix Control-M, you have a powerful SaaS application workflow orchestration platform to orchestrate and automate that process so you can focus on growing your business.

Now, the next time you’re online and the perfect ad pops up or an email appears in your inbox at just the right time, you’ll have a good idea which businesses are leveraging data. Will you engage?

For more information on BMC Helix Control-M, visit: bmc.com/helixcontrol-m
About BMC
From core to cloud to edge, BMC delivers the software and services that enable over 10,000 global customers, including 84% of the Forbes Global 100, to thrive in their ongoing evolution to an Autonomous Digital Enterprise.

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