TOGETHER WE SOLVE
A TRANSFORMATIVE ERA FOR MARKETING

6 ways analytics empowers marketing teams to optimize recovery from COVID-19

The COVID-19 pandemic presents unprecedented challenges for organizations around the world that are experiencing extreme fluctuations in how they communicate, support, and engage with customers and prospects. Many industries are impacted by changes in demand for their products and services, a disconnected customer experience, and adjustments to current marketing investments. As a result, CMOs and marketing teams are looking for new ways to stay connected to their customers, engage the market, and minimize disconnection and disruption for their customer base.

1. SHIFT TO ONLINE EVENTS
Organizations that rely on conferences for the majority of revenue are impacted by their inability to host events, which can mean less leads for certain sales teams. WITH ALTERYX, you can optimize channel-based marketing by analyzing channel-specific data from various internal and external sources to maximize customer acquisition. You can also leverage location data and even customer segmentation to understand which prospects and potential areas might have the most impact.

2. INVEST IN ADVERTISING, MEDIA, + WEB
Costs and competition may be decreasing in these areas. If organizations are able to shift budget and take advantage of advertising, media, and digital promotion, marketers stand to gain a leg up on the competition in the long run. QUIGLEY-SIMPSON uses analytics for media optimization to help manage rapidly changing marketplaces with dozens of disparate data sets while supporting many teams with varying reporting needs.

3. MONITOR, REPORT, + REACT TO CUSTOMER SENTIMENT
Understanding the sentiment of your customers and potential customers can help you get a sense of when to shift your priorities, activities, messaging, and support. Being able to adapt messaging to current organizational needs can help drive engagement. COMBINING AND ANALYZING survey data, social media data, and customer service data through a dashboard can quickly give you the insights you need to shift priorities and focus your efforts on the right engagement channels.
4 CHANGE MESSAGING AND POSITIONING

Not recognizing the situation at hand can create a sense that a business is operating as usual without regard for their customers. Ensuring that brands take a compassionate approach to advertising will ultimately lead to long-term consumer trust, satisfaction, and loyalty.

5 MAINTAIN CUSTOMER LIFETIME VALUE

With slashed or frozen budgets, acquiring new customers, cross-selling, or up-selling customers is a challenge. Discounting may have to come into conversations on a more consistent basis. All of this could impact sales and your bottom line.

6 MANAGE VENDOR AND SUPPLIER RELATIONS

Many organizations are cutting or freezing spend, so making sure you’re prioritizing spend is critical. Look at spending that will drive efficiency and bring value. But also, working from home or the quarantine of employees may cause disruptions in processes and executions.

TECHNIQUES LIKE A/B TESTING can be used to help examine the impact of the changing message of an offering for different segments or even through different platforms such as web and social.

THE DIGITAL INTELLIGENCE GROUP was able to help a large appliance manufacturer drive $40M in revenue through creating an analytics driven campaign system from data hygiene, lead management, price elasticity, loyalty management, and more.

ANALYTIC MODELS can provide insights into various vendors to ensure that they consistently provide a quality product. With Alteryx, you can connect vendor reviews with vendor spend and identify vendors with poor reviews and high PO amounts. These outputs can serve as reporting systems or visualizations for easy consumption.

LEARN MORE
Learn more at alteryx.com/solutions/department/marketing-analytics

LET’S SOLVE TOGETHER
Marketing challenges are unprecedented, but not insurmountable. Start solving with Alteryx, free for one month.