

A CODEHOUSE PUBLICATION



# The Experience Ecosystem

A Codehouse approach to combining Sitecore, CRM, and marketing automation to transform your marketing – **in just 90 days**

Worldwide corporate and social adjustment, along with uncertainty about the future, has changed the way we connect with customers. In fact, 57% of companies have said their entire business model needs to be reconsidered in the wake of Covid-19<sup>1</sup> – and digital is taking the lead.

As a result, marketers are under tremendous pressure to overhaul their use of technology to provide differentiated, digital-first customer engagement.

But all too often, technology can raise barriers in connecting with customers when not viewed and used in the right way. Different elements of customer data can become siloed and disconnected, leading to a clunky, unfriendly experience. 44% of companies say one of their top challenges is siloed systems and customer data.<sup>2</sup>

With 71% of customers using multiple channels to complete a single transaction, it's no surprise that customers are demanding a seamless experience.<sup>3</sup>

With digital channels now the main connector between customer and brand, omni-channel growth across websites, social media, and email has grown 7%, 32%, and 11% respectively since 2018.<sup>4</sup>

Since the start of 2020, digital transformation has increased seven-fold<sup>5</sup>, and companies investing in omni-channel experience jumped from 20% to more than 80%.<sup>6</sup>

Now is the time for organisations to act.

Change is the conversation we need to have.

*Organisations need to start seeing digital as a unified ecosystem, and not a single platform or channel.*

1 Forbes  
2 Marketo  
3 Salesforce  
4 Salesforce  
5 Salesforce  
6 PWC

# Experience leadership means business survival.



The C-suite and marketers know that digital engagement is more important than ever.

- **90%** of CEOs believe the customer has the greatest impact on their business.
- **84%** of companies that work to improve their customer experience report an increase in their revenue.
- **87%** of marketers report a lift in success due to personalisation.
- **82%** of marketers recognised a positive return on investment from marketing automation and said that it makes them more efficient.<sup>1</sup>

Our Experience Ecosystem takes your Sitecore website, marketing automation, and CRM system, and surfaces key customer experience data, and makes it actionable, across all your customer touch-points and segments, in real time, so that you can:

- ✓ **Maximise customer revenue.**
- ✓ **Maximise customer engagement.**
- ✓ **De-silo and use customer data in the right ways.**
- ✓ **Maximise the value of your marketing stack.**
- ✓ **Build a data-driven digital marketing future.**
- ✓ **Start small, and deliver proof-points at each step, so your executives see iterative results from small projects.**



# 90-day Digital Marketing Transformation

The Experience Ecosystem is purpose-built to give you:

- ✓ Personalised website, social, and email campaigns.
- ✓ Connectors to make platform integration easy.
- ✓ Data-driven, actionable customer intelligence.
- ✓ Best-of-breed platforms, working in orchestration.
- ✓ Simplified roadmap and speed to market.





## Marketing initiates a Top of Funnel campaign to drive sales. The campaign has two goals:

1. Increase sales.
2. Capture prospect details for ongoing lead nurture.

### Customer Acquisition Campaigns

### Customer Retention Campaigns

### Increase Wallet Share Campaigns

### Lapsed Customer Campaigns

## Marketing Automation

Marketing Automation starts the campaign and initiates drip nurture on contact acquisition.

The flow triggers emails "in the moment" based on website behaviour, rather than generic dates.

 Campaign Message

 Triggered Email

 Triggered Email

### Why?

Triggered emails have a **70.5%** higher open rate and **152%** higher click-through rate than generic email.

## CMS/DXP

The CMS triggers personalisation and aligns the website experience with each nurture email – connecting and curating the path to purchase.

The prospect is profiled for additional segmentation and profiling.

### Why?

Personalisation increases sales by **19%**. **54%** experience a lift of almost 10% while **13%** experience a lift of over **30%**.

## CRM

The CRM is updated with rich, previously invisible, customer behaviour intelligence.

Marketing can segment audiences, design and action new campaigns in a data-driven model.

### Why?

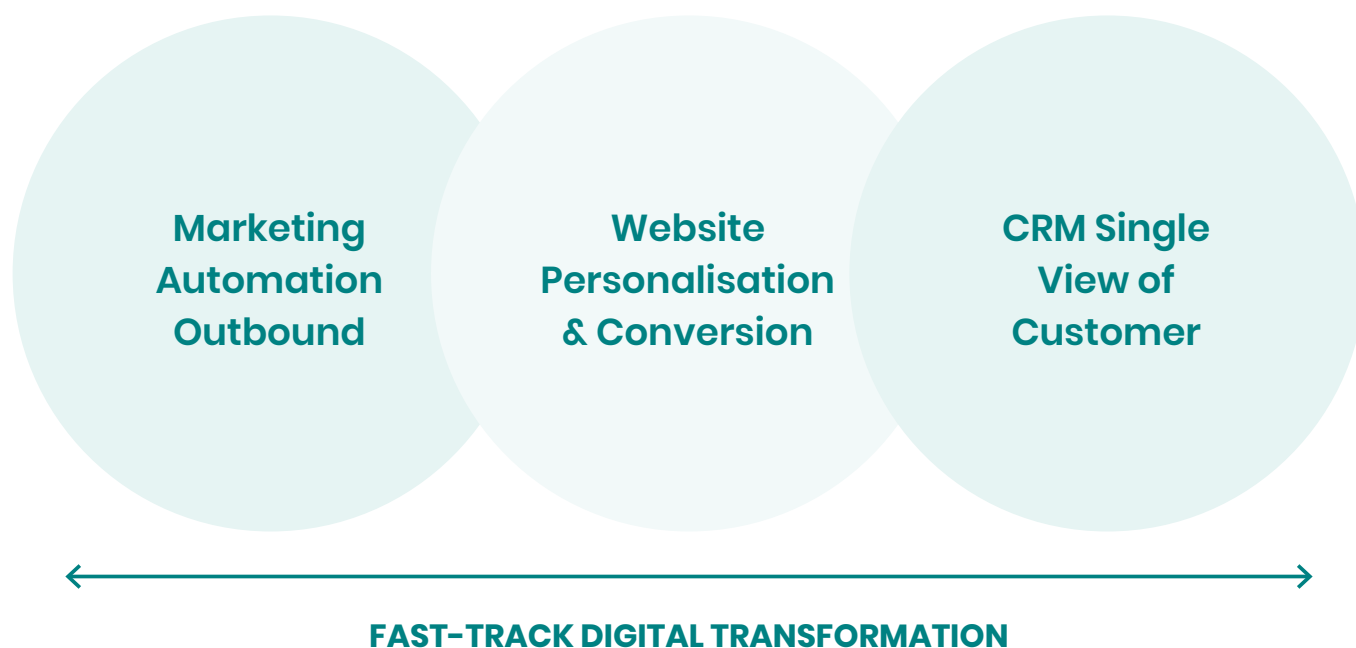
CRM makes sales more successful. **29%** sales increase **34%** increase in productivity

With our Experience Ecosystem approach, you will drive experience success with measurable sales and marketing outcomes:

1. Data-driven messaging delivered to the right customer, at the right time, on the right channel.
2. Personalised experiences, aligned with marketing communications and real-time behaviour.
3. Visibility and control of sales data and the path to purchase.

The Experience Ecosystem drives personalised customer experiences, and provides opportunities for business success across marketing and sales.

For the CMO	For the Marketer	For the Sales Person
<ul style="list-style-type: none"> <li>• Increase revenue</li> <li>• Prove marketing's value</li> <li>• Uplift customer experience</li> <li>• Simplified martech stack and digital transformation</li> <li>• Combine best-of-breed platforms</li> <li>• Connect customer data across marketing platforms</li> <li>• Action customer data for positive business outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Drive measurable revenue increases and marketing ROI</li> <li>• Deliver seamless, cross-channel, personalised experiences</li> <li>• Understand previously-invisible customer segments and behaviour data</li> <li>• Easily action data-driven marketing plans</li> <li>• Use familiar tools with greater effect</li> </ul>	<ul style="list-style-type: none"> <li>• Deeper knowledge of prospects and customers</li> <li>• Surface previously-invisible customer behaviour data</li> <li>• Combine CRM explicit data with CMS implicit data</li> <li>• Track and influence path to purchase</li> <li>• Access vital customer data for sales conversations</li> <li>• Improved qualification of leads</li> </ul>

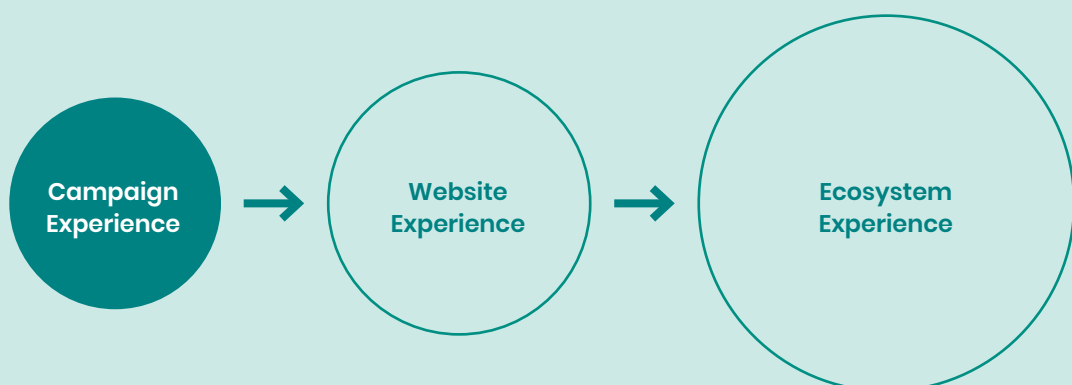




# 1

## Step One – Experience Campaign

- Maximise campaign conversions.
- Pilot format delivers low-cost entry points.
- Measure marketing ROI.
- Understand the campaigns that deliver value.
- Campaign segmentation & orchestration across channels.

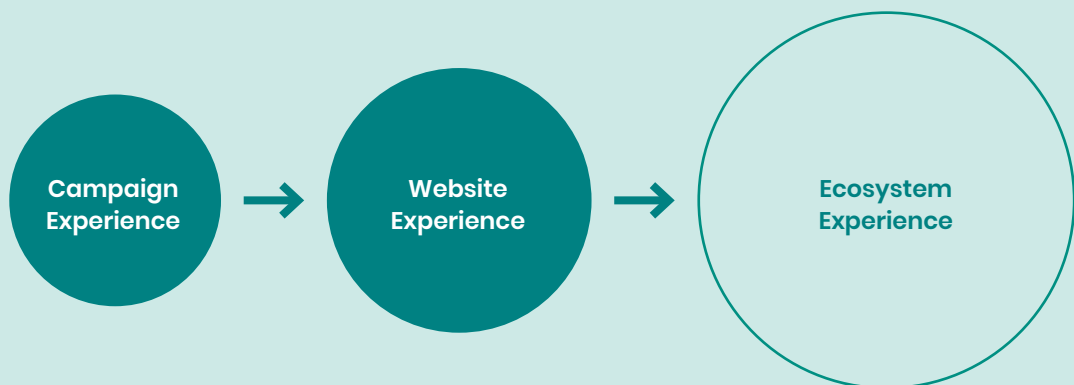




# 2

## Step Two – Experience Website

- Maximise your Sitecore investment.
- Maximise campaign conversions.
- Establish actionable Sitecore analytics.
- Introduce personalisation.
- Profile customers for predictive personalisation.
- Introduce AB testing.



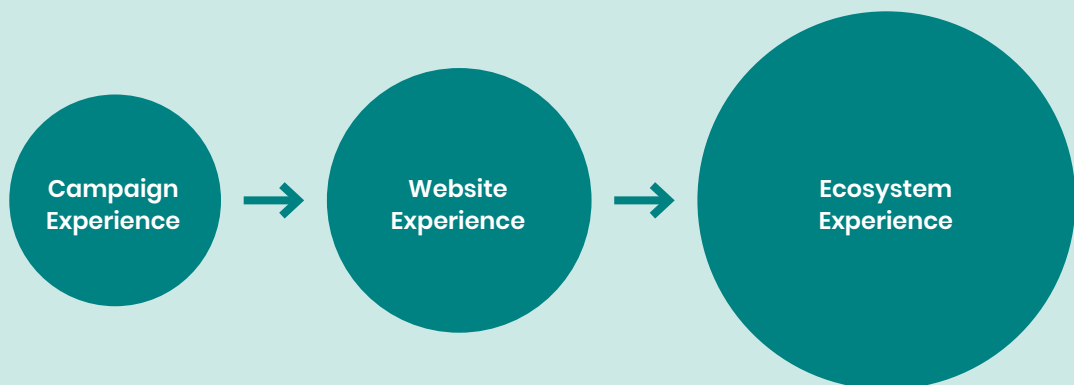




# 3

## Step Three – Experience Ecosystem

- Single view of the customer.
- Provide customer intelligence to sales & marketing.
- Leverage data-driven marketing.
- Deliver martech platform ROI.
- Drive business uplift across touchpoints.
- Establish a baseline for machine learning and AI.





# Your business. Your brand. Your experience ecosystem.

Companies that lead in customer experience outperform laggards by nearly 80%.<sup>1</sup>

78% of consumers say personally relevant content increases their purchase intent.<sup>2</sup>

With the best-of-breed digital experience platform in Sitecore, your CRM system, and marketing automation all working in harmony, with unified data sources, and personalisation, your organisation will help attract, delight, and keep customers for the long term, driving marketing and business success.

Our Experience Ecosystem approach will help get you there.

We're Sitecore experts, and we're one of the elite group who do it all, from design and build to ecommerce, personalisation, marketing optimisation, systems integration, and more. Our knowledge is unparalleled. We've been at the forefront of digital experience for over 15 years, helping organisations across the globe reinvigorate their digital presence to achieve clear stand-out in the market, and deliver game-changing digital experiences for their customers.

Contact us today to learn more and set the ball rolling on your re-imagined Experience Ecosystem.

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<sup>1</sup> Forbes  
<sup>2</sup> Salesforce