celebrus
technologies

5 top tips

to getting started with
individual level online data.

Digital Big Data: Because customers are individuals

Introduction

Engaging customers in a meaningful dialogue which ultimately boosts recognition, revenue and retention is an increasingly complex task with the proliferation of channel and device options open to today's marketers. Key to getting it right is the ability to understand customers at an individual level, including their behaviour across online channels including websites, mobile apps, rich media, YouTube and Facebook. Including highly granular individual-level online data from Celebrus in your information architecture and customer intelligence programmes enables you to:

- Build a single customer view and deepen customer intelligence
- Drive truly personalised email marketing programmes
- Adapt website content in real-time for each visitor
- Optimise promotions and offers for individual customers
- Measure the real value of marketing investments
- Improve the online customer experience

But, realistically, how hard are these goals to achieve and how much effort is involved?

Based on real-life experiences, feedback and advice from existing Celebrus customers, as well as input from our own implementation and support teams, here are our top five reasons and tips for starting your Celebrus implementation now with minimal impact on time, resources and effort.

1 Getting started!

Don't hold off until you are "fully prepared": instead take the plunge and get started...then continuously learn as times goes by. The basic installation and deployment of Celebrus are both straight forward and, unlike traditional web analytics solutions, you won't need months of pre-planning before you can start as there's no initial tagging or on-going tag maintenance. Instead the single line of Celebrus code can be inserted into the page template or at the network layer and you're done, making the time and effort required from IT minimal. (With some installations we have started in the morning and been feeding in data that afternoon.) Plus, as Celebrus collects **ALL** the data you don't need to make any decisions about what to tag for up front. Instead you'll get all the data and can then decide what to focus on once you have a better feel for what will bring most value to your organisation.

Don't be tempted to put it off until next year because "we aren't ready for that kind of data" - you'll lose valuable learning time and will miss out a whole year's ROI; imagine what advantage that could give your competitors. Instead dive in and you'll quickly open the door to immediate benefits from an improved knowledge of your customers.

2 Use your existing team

Whilst the volume and type of data Celebrus provides might initially seem a little scary it's just, well, data. You don't need to re-skill or transform the team; your current database marketing and/or analytics teams can start playing with the data from day one and will quickly apply their existing analytics skills and experience to interpreting it, identifying patterns, improving existing models etc. Training available from Celebrus will help them understand how to apply the data to certain key business issues or alternatively you can work with a number of Celebrus partners to help you turn the raw data into actionable insight.

Tapping into the existing combination of data skills, knowledge of your business and naturally inquisitive minds will quickly lead to the big benefits that come from the interpretation of business patterns and increased knowledge about your customers. Your existing team is best placed to make the most of this data and get the benefits - use them. The best of them will love the opportunity!

3 Leverage incumbent technologies

Celebrus data is written into a fixed database schema that works across a variety of databases including MySQL, Hadoop, Teradata, Oracle, MongoDB and more, meaning you can leverage your existing database investments. It is also easy to interrogate with popular business intelligence (BI) tools so it's quick to turn the data into business insight. Celebrus customers use a wide variety of BI tools including Microstrategy, SAS, Qlik, Tableau, ThoughtSpot, Business Objects and Excel to overlay the data and create the reports and models which they and the business are familiar working with.

For our real-time technology we use open standards such as SOAP, JMS and HTTP POST to request and transmit data to make it as easy as possible to integrate Celebrus with your existing systems.

Using your existing technologies not only makes it quicker and easier to start getting value from your Celebrus implementation; it also lowers the total cost of ownership, potentially opening up your options in terms of capital or operational cost investment.

4   Start simple…and learn from there

If you don't have a big, highly experienced analytics team don't let that stop you. Starting with an approach that uses simple analytical skills to address your most critical business needs achieves both an early ROI win and builds the skills of your team. For example, a multi-channel retailer might start by looking at whether a customer searches online using product codes or not, a good indicator of whether they use the expensive catalogues sent to them.

You will find ever increasing value in the data available once you start to use it and over time you will identify data not included in your initial deployment that can be added for later phases. You can set up your Celebrus implementation to keep all the data for as long as you want, one to two months is normal, so if you haven't got the data you need in your current working set you can always go back and get it, unlike tagging where it's simply not available if you haven't tagged for it.

The more you play with the data the more you'll discover you want to know and the more value you'll get.

5   Engage the business

Make sure you share the data and the results you're seeing from it across the business. For one thing there are likely to be many people and teams in your organisation who will find profitable uses for the data once they know what is available, or what could be. For example, one Celebrus customer mainly uses the data to enhance customer engagement and marketing effectiveness, however they have also found opportunities to identify possible online fraud in their security team as well as additional applications in their financial services team.

Keeping the data to yourself can make it appear mysterious or even threatening to the rest of the organisation. This can potentially reduce the credibility and trustworthiness of your work. Instead sharing encourages integration with business processes, increasing ROI even further. It also strengthens trust in your work and might enable you to secure additional investment in your team to accelerate your results even further.

Start today and stay ahead

Whilst the uniqueness and volume of Celebrus' individual-level online data might make you feel you should approach it with caution, it's actually much quicker and easier to get value

from the data than you might think. And you won't be on your own - Celebrus partners will help hold your hand along the way so you'll soon be realising business benefits such as:

- Increasing customer lifetime value
- Growing revenue per email
- Raising conversion rates
- Decreasing PPC spend
- Heightening brand loyalty
- Reducing direct mailing and catalogue costs
- Maximising return on marketing investment
- Optimising channel performance

After all, the sooner you start the quicker you'll be driving value from the data.

To speak to us about how we can help you transform the way you connect with your customers with individual-level online data please visit **www.celebrus.com**, email us at **info@celebrus.com** or call us on **+44 (0)1932 893 325**.

About Celebrus Technologies

Celebrus Technologies (www.celebrus.com), an IS Solutions company, enables organisations to understand individual customers' interactions across their digital channels including websites, mobile apps and social media. Celebrus' award winning digital big data software feeds this data into a wide variety of technologies in real-time to power customer analytics, digital intelligence and real-time personalisation programmes that maximise revenue, marketing effectiveness and brand loyalty.
IS Solutions Plc (www.issolutions.co.uk) provides comprehensive products and services that lead the way in how data is used by businesses to drive value.

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