



## On-demand Data Access for Relevant Consumer Engagement

How many times have you heard the phrase, “communicate with your consumers in a relevant and timely fashion”? In order to effectively do that, you need to understand your consumers and leverage past and in-session interactions to help anticipate how best to engage them the next time.

Sounds easy enough, so why isn’t everyone doing it? Well, because it is not quite that easy; and if it were, your organization would be doing it without fail. Typically, engagement data is in multiple places and engagement solutions do not have all the access needed to effectively put all the data together to create the consumers’ journeys to drive the desired next best action.

In this article, we will draw upon our experiences to discuss the various ways you can make your engagement data available to support your consumer interactions...including, a glimpse at new solution that can make your engagement data accessible on-demand.

# 185

**Average number of hours per year spent by a marketing analyst collecting, organizing, and analyzing marketing data from different sources.<sup>1</sup>**

### Wasting valuable time

This probably will not surprise you, but there is an exorbitant amount of time being used to find, obtain and analyze data to support your consumer engagement activities. If your data is sitting in business and/or functional silos, whether in a

**Embel Assist**

## Consumer Engagement Consultancy

Embel Assist has spent more than 20 years implementing marketing technologies and relationship management solutions for some of the largest companies in the US across multiple industry domains.

Our niche is working with our clients to define, implement and operationalize state-of-the-art, insight-guided consumer engagement platforms. These are designed to execute and facilitate inbound and outbound batch and real-time consumer interactions using an omni-channel strategy to deliver an orchestrated, timely and relevant consumer experience.

*To find out more about Embel Assist, visit [www.embelassist.com](http://www.embelassist.com).*



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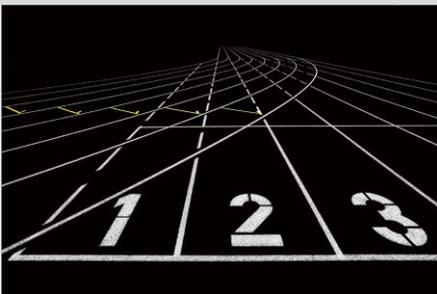
## Crawl, Walk, Run

Using a crawl, walk, run (CWR) strategic delivery methodology to drive change is highly effective and allows you to create quick value with minimal investment.

Embel Assist has adopted this approach with great success delivering highly effective consumer engagement platforms. We will help you focus on delivering the use case(s) rather than on the technical components that make up the holistic engagement platform. That gets built as a product of delivering the use case(s).

The crawl phase is inevitably the most important. It paves the way, sets the tone and creates the needed excitement and funding to keep going it all going.

Call it all crazy, but it works!



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database or consumer-facing application, it is a necessary task to wrangle the data. It is just not a viable option anymore to blast messages without data driving what those messages should be...it is neither effective nor efficient.

### Data access options

Cloud marketing automation platforms (CMAP) do not have on-demand data access capabilities to directly integrate with the data sources you may need to build your target populations. As a result, you need to manually upload data, use batch upload tools or API macro data sync interfaces to map the data into the proprietary CMAP data structure.

But, wouldn't it be great if there were a simpler way? Let's look at the options.

#### Option 1: Data extracts

By working with your marketing teams to define an engagement strategy and associated campaigns to drive out the strategy, you will identify the data needed and where it lives. An effective first step is to pull a data extract from one or multiple sources that can be ingested directly into your CMAP.

The use of data extracts can be an

effective way to prove out the solution, generate a quick win(s); and more importantly, validate your data requirements.

It is easy for the data extracts process to become a productional process, so moving the manual creation of the data extracts to automated data movement cadence will be something you will want to do quickly on the heels of getting the data extract process in place.

Let's be clear; the data extracts approach is tactical and is not where you want this destination to end.

#### Option 2: Consolidated data

Adopting a data strategy to consolidate your base engagement data to a relational

**2x**

**Companies who use a consolidated consumer database or CDP are twice as likely to outperform their marketing goals<sup>2</sup>**

data mart or customer data platform (CDP), whether in the cloud or on-premise, is a logical and smart next step. It allows you to put structure and governance around your data while simplifying access to it.

Using batch and/or streaming data movement tools, you can create indirect integration to your CMAP to support segmentation and export contact and response history data back to the consolidated data mart for performance reporting.

In our experience, it is highly unlikely all the data you will ever need will be in your consolidate data mart. The data extract option will need to exist to provide flexibility for the creative engagement strategies your marketing team will most inevitably devise.

Using a hybrid model is required with CMAP, and it can be effective. However, it will require data movement maintenance and development if data requirements change.

**Option 3: On-demand access**

The previous scenarios discussed have been used in many of our past implementations and have become more prevalent with

**75%**

**Expected percent reduction of data needed to be unnecessarily replicated to CMAP by processing data at its source using EALink**

the popularity of CMAP and cloud data storage platforms. When both the MAP and the data were on-premise, direct connection to the database was easy and straightforward.

That is not the reality anymore; and simplifying the hybrid model was necessary. Embel Assist saw the inability to directly connect CMAPs to any data source whether that be a database or application residing either on-premise or in the cloud as a functionality gap that needed to be solved.

So, we built an application called EALink and integrated it with leading CMAPs. Our goal was to empower the marketing analyst by giving them direct and on-demand data access to build precise target populations for their campaigns.

**Conclusion**

Incorporating all three options into a crawl, walk, run strategy can be highly effective and generate great value, but aspiring to achieve on-demand data access will provide your team with unparalleled flexibility while saving them time wrangling data.

Footnotes:

1. <https://blog.hubspot.com/marketing/marketers-routine-tasks-data>
2. London Research and BlueVenn, "Customer Data Excellence" report, published on KoMarketing website



Linking data to marketing

EALink is a proprietary application directly integrated into the Oracle Eloqua and Salesforce Marketing Cloud user interface allowing campaign analysts direct, on-demand access to externally sourced contact data.

With the ability to synchronize contacts and leverage decision logic against one or multiple external databases (on-prem or cloud) and/or applications (i.e. web analytics, financial systems), your campaign analyst will be fully enabled to create precise segments to support all your marketing demands.

No need to replicate the data; just use the data where it lives and simplify data access.



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