bouncex

C-SUITE SERIES

The Manual to PEOPLE-BASED MARKETING

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The Manual to PEOPLE-BASED MARKETING

INTRODUCTION

Let's begin by admitting that we, as Marketers, have been distracted in recent years. Our marketing strategies have been muddled by the overwhelming technological advancements and emerging channels available to boost our brands.

As a result, our marketing teams have been focused on creating optimized digital experiences while siloed between the various marketing channels we rely on to up the bottom line for our businesses. We have a team devoted to email marketing, one focused on paid media, another dedicated to our retargeting ads program, possibly a fourth team committed to the on-site customer experience, and so on and so forth.

At the end of every month, every quarter, and every year, we look at how each of these siloed teams and their channels perform to assess the state of our marketing programs. Just think of the analytics - each row represents the success or failure of one of those channels.

I've got news for you, my friend - this approach to marketing is not cutting it. It's outdated and in dire need of rejuvenation.

The reason: We're living in a new world - a world where the notion of different marketing "channels" has been replaced by concept of **individual human "connections"**[1].

What does that mean? **It means times have changed**. We're no longer browsing on a single device. We switch from laptops to tablets to desktops to phones, and depending on the device, we interact with different browsers. Likewise, we're no longer stuck in a single marketing channel - we're privy to TV ads, emails, Facebook Ads, social media, etc.

[1] Baekdal, Thomas. "Platforms, Services, Channels, Tools, or Things?" Baekdal. N.p., 28 Feb. 2014. Web. 12 Oct. 2016.

Our devices, our methods of consuming information, and our mechanisms for making decisions are constantly changing, and they're only going to continue to evolve as technologies advance.

Throughout these changes, however, there remains a single constant - **the human**, the physical person switching between those devices and browsing across those channels - and she's there to stay.

Introducing People-Based Marketing - *the one connection to rule all channels, devices and browsers.*

People-Based Marketing is a function of Behavioral Marketing that hinges on the notion of "connections" and relationships between your business and the individual consumers engaging with it. Today, our marketing strategies and teams each pertain to the specific channels an individual may be browsing on a particular moment - Facebook, email, Google.

But it's not about that single moment or two an individual spends on Facebook or in her inbox. **It's about the full experience she receives with your brand across all those moments, and how those moments build a relationship.**

In the multi-device and multi-channel world we're living in today, it's too big of a risk to look at your marketing campaigns in a single dimension. You have to look at them through the lens of the least common denominator - the person, the individual engaging with your business across all channels, devices and browsers.

The People-Based approach allows you to do just that - you'll create ongoing conversations with each individual across every device, every browser and every channel both on and off your website. Your marketing approach becomes universal, each channel building on the next and working to guide consumers through a seamless journey to conversion.

By the end of this guide, you'll understand not only what People-Based Marketing is but where it came from, how it works, and why it's going to elevate your marketing strategy and unlock more revenue for your business.

> **Part 1:** People-Based Marketing, Defined.
>
> **Part 2:** People-Based Marketing, What It Is & Isn't.
>
> **Part 3:** People-Based Marketing, Why It Works.

Note: *The examples we've used in this guide are from eCommerce. That said, People-Based Marketing tactics can be applied across all business types. For more information on how People-Based Marketing can be applied to your business, email enterprise@bouncex.com.*

PART 1

PEOPLE-BASED MARKETING, **DEFINED.**

PART 1: PEOPLE-BASED MARKETING, DEFINED.

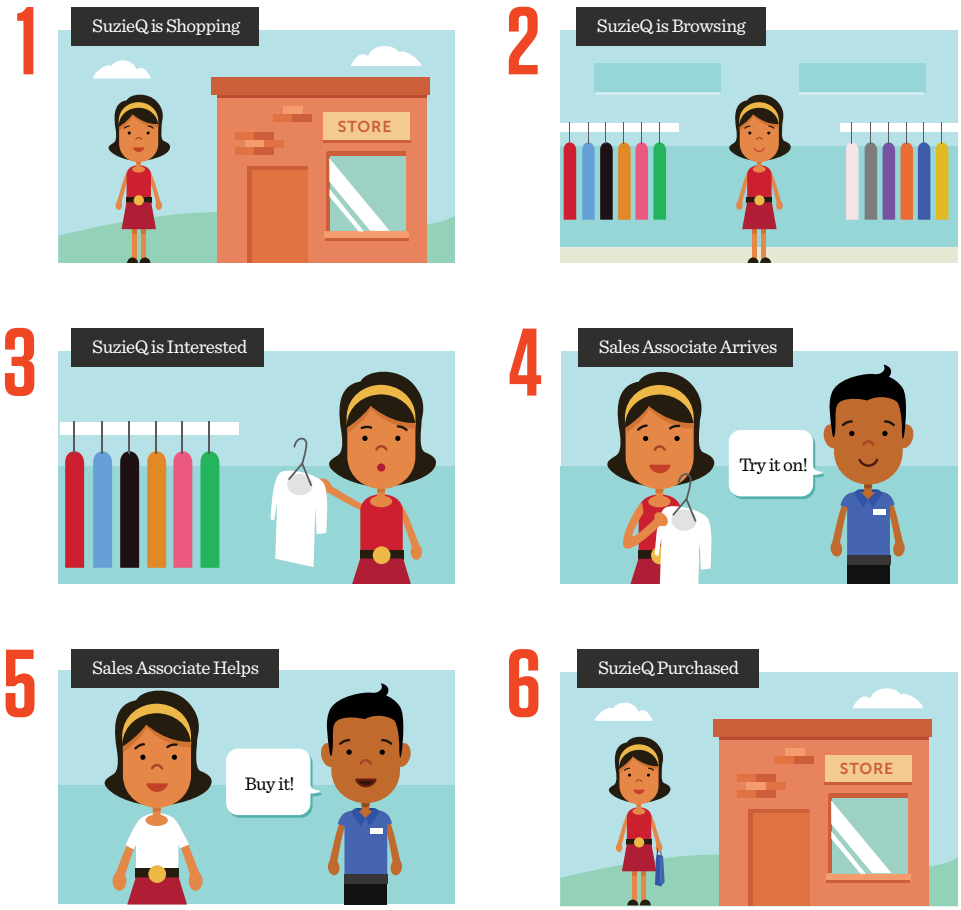
I'll begin with a definition:

> ***People-Based Marketing*** *is the approach to marketing whereby a business identifies and targets single individuals as they engage across every device, every browser and every channel both on and off the website. It results in the ability to create individualized behavioral profiles that follow consumers throughout their journey, empowering brands to create seamless digital experiences on a one-to-one basis.*

In other words, People-Based Marketing, as a function of Behavioral Marketing, brings the intimacy of the brick & mortar store experience to every aspect of your digital business. Based on the digital body-language visitors exhibit and the levels of purchase intent they display, People-Based Marketing nurtures relationships between the business and each of its consumers, guiding those consumers to their highest potential. *(*Pro Tip* For more information on Behavioral Marketing, check out the C-Suite Series: The Blueprint to Behavioral Marketing.)*

Let's take a look at an example of Behavioral Marketing from the world of retail when SuzieQ takes a shopping trip.

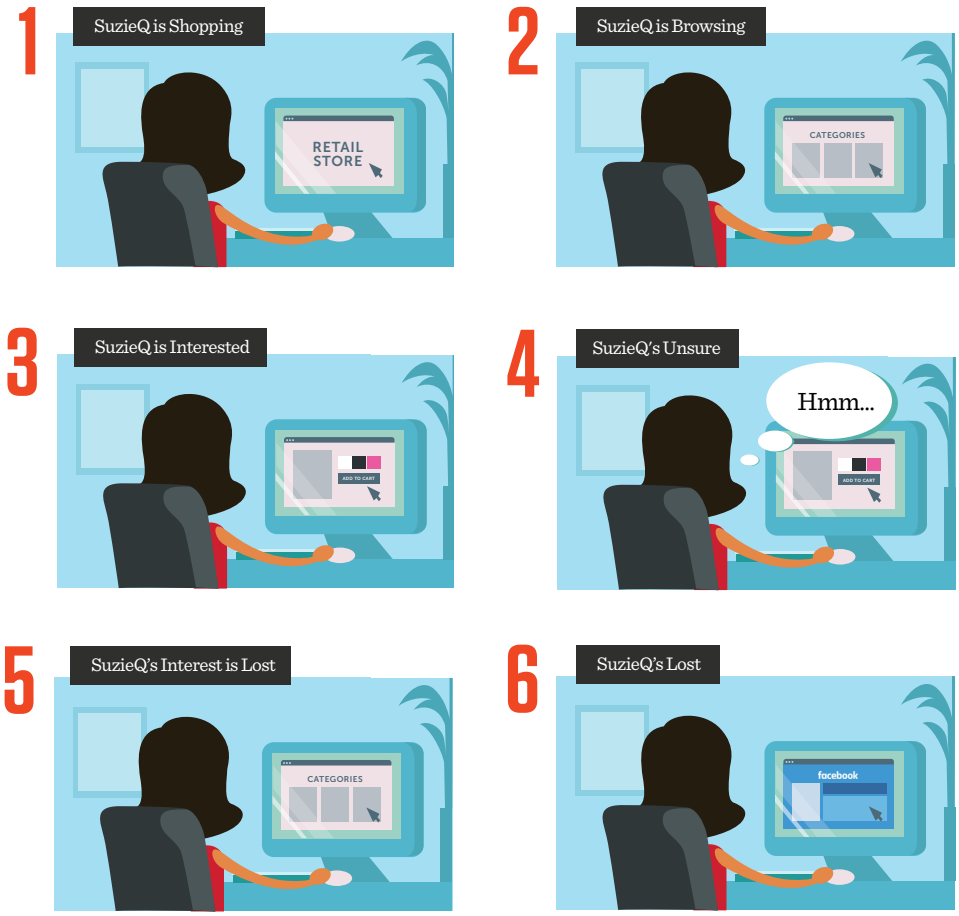
Behavioral Marketing in Retail



In this scenario, SuzieQ is greeted and guided by the sales associate after she shows interest in a product. The sales associate nurtures her interest in the product and encourages her to complete a purchase.

Now imagine SuzieQ shopping online. Let's see what her experience looks like.

Lack of Behavioral Marketing in eCommerce



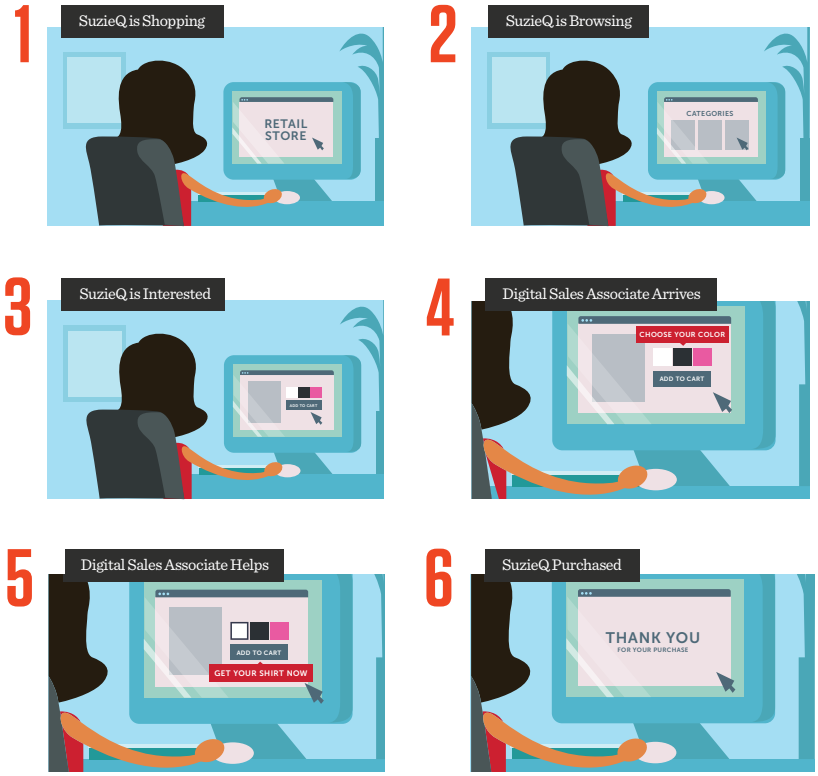
This time, while SuzieQ displays interest in a particular product via her digital body language and the distinct actions she takes on the website (making it to a specific product page and hovering over the image), there exists no sales associate to steer her hesitation and bolster her interest in the product.

Enter People-Based Marketing.

With People-Based Marketing, businesses have the opportunity to bring that human element of the brick & mortar sales associate to the internet and their digital businesses. They can tailor the experiences and create consistent communications across every marketing channel - emails, advertisements, the website itself - based on the unique behavioral profile of a single individual. In interpreting and reacting to the digital body language of website visitors, businesses will guide their valuable traffic to the next most productive and profitable action in the journey to conversion.

We'll begin with an on-site example. Let's take another look at SuzieQ's experience shopping online, this time with Behavioral People-Based Marketing in play.

Behavioral Marketing in eCommerce



Similar to the sales associate in the brick and mortar store, behavioral experiences can animate your website to create conversations with your visitors in order to guide them toward conversion.

Most importantly, People-Based Marketing unlocks the power to continue those on-site conversations via the other channels you're already using.

Let's imagine that in the previous example, SuzieQ abandoned the website even with the encouragement of the behavioral on-site experiences. Assuming the store has SuzieQ's email address (a unique identifier for People-Based Marketing... we'll get to that), the store can now target SuzieQ with experiences via emails and ads that remind her of where she left off.

Let's take a look at SuzieQ's experience.

Behavioral People-Based Marketing in eCommerce

1. The business identifies SuzieQ when she submitted her email on-site.
2. After SuzieQ abandoned the website, it emailed her to let her know she'd left items in her cart.
3. The business tracked that SuzieQ did not open the email.
4. It identified SuzieQ on Facebook and showed her an ad with the items she'd left behind and a stronger discount.
5. It tracked that SuzieQ clicked through the ad but still did not complete the conversion.
6. It sent another email to SuzieQ, reiterating the discount and adding urgency with an expiration date.
7. It tracked that SuzieQ clicked through the email, it let her know that her items were waiting for her when she returned to the website, and replenished her cart with the items she'd left behind, echoing the promotion that drove her to the next level in the conversion funnel.

PART 2

PEOPLE-BASED MARKETING, **WHAT IT IS & ISN'T.**

PART 2: PEOPLE-BASED MARKETING, WHAT IT IS & ISN'T.

Since you've made it this far, I'm going to assume you have a basic understanding of what People-Based Marketing is. I'm also going to assume that at some point while reading that initial section, you thought to yourself, "this sounds sorta like Personalization" or "this is Omnichannel Marketing." Maybe you even thought, "hey, I use personalization tools or I have a mobile friendly website - I'm ahead of the game here".

I have 2 responses for you:

1. Sure, People-Based Marketing sounds like all those other trendy marketing types. It even stems from their core principles. But People-Based Marketing is not Personalization and it's **not** Omnichannel Marketing.

2. You're **not** ahead of the game. You haven't implemented People-Based Marketing on your website. If you had, you wouldn't be reading this guide.

So, let's back up a little bit and look at those marketing buzzwords the industry loves so much: ***Personalization*** & ***Omnichannel Marketing.***

For both of these marketing types, the objective is essentially the same. Let's compare definitions:

> **Personalization** - a marketing strategy by which companies leverage data analysis and digital technology to deliver individualized messages and product offerings to current or prospective customers (also known as one-to-one marketing).
>
> **Omnichannel Marketing** - an approach that delivers a consistent and uninterrupted brand experience across all channels and devices[2].

While there are differences between each of these definitions, the ultimate goal remains the same - to create a unique experience for each individual consumer based on their relationship to your business, regardless of how they choose to engage.

Sooo... why am I wasting your time with another attempt at "one-to-one" marketing? Simple. **Because People-Based Marketing *actually* works.**

Let's walk through both Personalization and Omnichannel Marketing to understand why they've failed to deliver the truly one-to-one approach to marketers need and consumers crave and take a look at how People-Based Marketing has become the actualization of their ideas.

- ✔ Personalization
- ✔ Omnichannel Marketing
- ✔ People-Based Marketing

[2] Newman, Daniel. "What You Need To Know About Omni-Channel Marketing." Entrepreneur. N.p., 21 Sept. 2015. Web. 12 Oct. 2016.

PART 2: PEOPLE-BASED MARKETING, WHAT IT IS & ISN'T.

Personalization

Personalization was a revolutionary idea in the marketing realm. It represented the first attempt at making the internet a little less computerized and a little more human. In theory, Personalization was the **one-to-one approach** to marketing everyone had been trying to achieve. It's goal was to create individualized experiences based on data acquired on their consumers.

The idea was brilliant. It simply made sense. *The problem?* Personalization remained just that - a great idea. One that never came to full fruition.

One tool did materialize from the idea of Personalization - **Product Recommendation Engines**. While Product Recommendation Engines are widely used, particularly in the eCommerce industry, they too represent a failed attempt at one-to-one marketing.

A Product Recommendation Engine is a system that seeks to understand and predict user preferences based on the actions that individual has taken while browsing. Similar to Personalization, the idea behind the Product Recommendation Engine makes sense. However, this system simply doesn't work in practice (in the real world).

Let's take a look at the challenges faced by Personalization, identified by Experian[3], as they're applied to Product Recommendation Engines:

[3] "What Are Personalizations Biggest Challenges and Opportunities?" MarketingCharts. N.p., 24 July 2014. Web. 13 Oct. 2016.

The Problems with Product Recommendation Engines (& Personalization)

1. INABILITY TO LINK DIFFERENT TECHNOLOGIES

Because they're cookie-based, Product Recommendations cannot accurately predict across device or browser types. So, if you're shopping on your desktop at work and later return to that website on your phone, the Product Recommendation Engine can't identify what you previously looked at when making recommendations.

2. POOR DATA QUALITY

Since Product Recommendation Engines rely primarily on clicks and conversions, the recommendations aren't always insightful. For example, if you last purchased the first Harry Potter book, it might suggest the second Harry Potter book as opposed to one of a similar genre. Furthermore, it relies on historical data. If you purchased boots on a website during the winter, it would recommend similar boots even though you're now looking for summer sandals.

3. LACK OF RELEVANT TECHNOLOGY

Until now, there hasn't been a great understanding of how to implement Personalization. It just seemed like the best approach to everything. As a result, the Product Recommendation Engine often becomes a disruptive experience. If you know what you're looking for when browsing a website, the constant presence of product recommendations simply adds more clutter and distractions to your experience. There is no method to personalization. It's simply been implemented wherever and whenever possible for the sake of creating a "personal" experience.

Considering these challenges, it's no wonder that Personalization never fully materialized - it simply hasn't been possible.

Additionally, while the idea of a personalized and customized digital experience made sense in the 90s, it just doesn't fit in the current universe. Back then, we lived in two distinct worlds - the physical one and the digital one. The goal of personalization was to make the digital world feel less mechanical.

Today, there's no longer a separation between the physical and the digital world - the digital one is simply an extension of the physical one. You step on a scale after your vacation and your phone lets you know by what percentage your BMI has increased. You notice you're running low on Gatorade, so you tell Amazon's Alexa to order more.

Laptops, phones, tablets, watches, fitbits, Alexas ... in a few years you'll likely find BB-8 sweeping your kitchen.

As the digital realm continues to expand, we'll continue to find ourselves with new and more advanced means of browsing the internet.

So, the question becomes, not how can we merely personalize experiences, but ***how can we create a single unified experience that bridges the disparate channels and technologies of the internet?***

PART 2: PEOPLE-BASED MARKETING, WHAT IT IS & ISN'T.

Omnichannel Marketing

Omnichannel Marketing represents the attempt at answering the final question I posed in the previous section: ***how can we create a single unified experience that bridges the disparate channels and technologies of the internet?***

The ultimate objective of Omnichannel Marketing is to do just that - to create a unified brand experience across all channels and devices an individual might be using throughout her journey to conversion.

Think about how you browse the internet in a single day - whether shopping for clothes, looking for a service, or even reading articles. You'll likely peruse your phone in the morning before getting out of bed, browse a bit on your laptop throughout the workday, and scan your tablet or scroll through pages on your desktop in the evening at home. In some cases, maybe you'll make a stop at a brick and mortar store to try something on or get more information from a sales associate.

In today's universe, the journey to conversion is complex - relying on various vehicles to get you, the consumer, from point A to point Conversion.

Throughout that journey, you'll often find yourself bombarded with emails and ads - all set up with the intention of guiding you to that end point more quickly.

The goal of Omnichannel Marketing is to make the journey seamless and cohesive, regardless of which vehicle you're in and across those ads and emails.

Like with Personalization, the ideas and goals behind Omnichannel Marketing are completely valid and even ingenious considering the state of today's world. But also like Personalization, Omnichannel Marketing is not without its challenges.

According to a study completed by Periscope™ focused on online retailers, 78% of businesses admit to failing to create a unified brand experience across marketing channels. The challenges faced by businesses trying to take an omnichannel approach mirror those experienced by those trying to implement personalization[4].

[4] "Periscope™ Research Shows Retailers Know They Are Not Delivering Omnichannel Experiences Fast Enough." RealWire. Periscope™, 21 Apr. 2016.

The Problems with Omnichannel Marketing

1. INABILITY TO LINK DIFFERENT TECHNOLOGIES

Due to the siloed state of marketing organizations, even if cross-channel data is available, it's nearly impossible to act on. Performance is dictated by the results of individual sections of the business rather than by how teams and channels could work together to contribute to the conversion journey. As a result, teams aren't incentivized to join forces to create a unified and omnichannel experience.

2. POOR DATA QUALITY

Likewise, even if marketing teams were unified, there exists a lack of customer analytics across channels. Because every marketing channel has a unique method of operation, there is little to no data available about how channels interact and contribute to the bigger picture customer journey to conversion.

3. LACK OF RELEVANT TECHNOLOGY

The inability of businesses to identify consumers across numerous website visits (let alone channels) is a direct consequence of the lack of knowledge surrounding how to de-anonymize website traffic. If you can't identify the traffic on your website, how can you even begin to identify them when they're not on your website?

In the face of these challenges, it's no wonder Omnichannel Marketing has floundered.

Even for those companies who claim to have created the truly omnichannel business - they haven't.

It's simply not possible. So, you have an adaptive website that renders on any device. Maybe you've even ensured that your email marketing and ads strategies are aligned. What might that look like?

Think back to SuzieQ, who abandoned items in her shopping cart while browsing online. She received a cart abandonment email. You were able to track whether or not she opened the email, yet you were not able to identify her other places on the web and instead had to resort to generic promotional ad. She didn't click through. Since she had yet to purchase, though, you sent her a follow up cart abandonment email. This time she opened the email on her phone. But when she clicked through the email, and landed on your mobile adaptive website, her items weren't there (since she added items to cart on her desktop).

In this scenario, while you've established a consistent brand message across every device and channel with your adaptive website and aligned promotional messages, there are still major pieces missing. Specifically, the data. You completely lose SuzieQ when she browses on a new device, on a new browser or in a new channel. As a result, SuzieQ's experience as a consumer is completely interrupted. She has to start from scratch when browsing on her mobile device. She sees irrelevant ads. It's a messy and disjointed experience.

Ultimately, it's not just about the brand experience. It's about the consumer's experience with your brand - an experience that should not only be seamless regardless of channel, browser or device but also tailored to the individual experiencing it.

Think ***true*** Personalization + ***functioning*** Omnichannel Marketing.

What does that get you? **People-Based Marketing.**

PART 2: PEOPLE-BASED MARKETING, WHAT IT IS & ISN'T.

People-Based Marketing

To recap what we've covered so far:

- Personalization: **it failed**
- Omnichannel Marketing: **it couldn't make it**

And to summarize what I'm about to tell you about **People-Based Marketing:**
IT WORKS!

As a reminder, here's the definition of People-Based Marketing:

> ***People-Based Marketing*** *is the approach to marketing whereby a business identifies and targets single individuals as they engage across every device, every browser and every channel both on and off the website. It results in the ability to create individualized behavioral profiles that follow consumers throughout their journey, empowering brands to create seamless digital experiences on a one-to-one basis.*

People-Based Marketing essentially takes the brilliance behind Personalization and Omnichannel Marketing and puts it into practice. By focusing on the identification of individual website visitors, People-Based Marketing overcomes the challenges that made the one-to-one, cross-channel approach previously impossible. The individual people become central to your marketing strategy, forcing those continually changing technologies - channels, devices, browsers - to revolve around them and create an experience based on their unique relationships to your business.

Achieving People-Based Marketing

Let's take a look at how People-Based Marketing addresses the problems faced by Personalization and Omnichannel Marketing:

	PERSONALIZATION	OMNICHANNEL MARKETING	PEOPLE-BASED MARKETING
ABILITY TO LINK DIFFERENT TECHNOLOGIES?	**NO.** Cookie-Based -visitor information is tied only to a specific cookie on a specific device or browser.	**NO.** Siloed organizational structures make it nearly impossible to create a linked omnichannel experience.	**YES.** People-Based - visitor information tied to specific uniqueidentifiers that can be identified across any device, any browser, and any channel.
DATA QUALITY?	**POOR.** Businesses lack the ability to manage, analyze, and create targetedinsights based on mines of customer data.	**POOR.** Because marketing teams are siloed, the overall data quality required to enable Omnichannel Marketing does not exist.	**GREAT.** Behavioral People-Based Marketing tracks, analyzes, and manages the information for you.
RELEVANT TECHNOLOGY?	**NOT AVAILABLE.** Product Recommendation Engines represent the only real by product of Personalization (but they too have failed).	**NOT AVAILABLE.** There exists no technology that allows businesses to identify and track their visitors holistically across different marketing channels.	**AVAILABLE.** Behavioral Marketing Software allows you to identify your websitevisitors and create individuals experiences based on how visitors engage with your business across any device, browser and channel.

PART 3

PEOPLE-BASED MARKETING, **WHY IT WORKS.**

PART 3:
PEOPLE-BASED MARKETING, WHY IT WORKS.

Now that you understand:

- ✔ **What People-Based Marketing is**
- ✔ **Where People-Based Marketing came from**

Let's discuss **why People-Based Marketing is the key to unlocking some serious revenue for your business.**

It all boils down to a unique, individual digital identifier. This key point of identification can be anything from an email address to a phone number to a device ID - so long as it can be associated across device, browser, and channel. People-Based Marketing overcomes the challenges that made the one-to-one, cross-channel approach previously impossible. The individual person becomes central to your marketing strategy, forcing those continually changing technologies - channels, devices, browsers - to revolve around her and create an experience based on her relationship to your business.

BounceX, the leader in Behavioral Marketing technologies, leverages the almighty email address as one of its core identifiers to power People-Based Marketing. It simply makes sense. In today's world, visitors expect a request for an email address, as it is the primary tool of communication for businesses.

And before you even start to think it, let me tell you: Email is NOT dead. I've read the articles preaching the demise of email, and I've seen the blogs predicting the coming email-pocolypse. It's all hype.

But keep in mind that in the digital portion of our universe, email engagement is about as close as you can get to a handshake. When someone clicks your email, they've taken at least 3 high intent actions already: read the subject line, clicked to open the email, read the email, clicked on the email to be directed to your website.

Most importantly, an email address represents more than a mere channel for communication. Just think about everything you use your email address for today:

The list is endless.

An email address is essentially the social security number of the internet. It's what breathes digital existence into a physical human being. Without an email address, you can't have Amazon Prime deliver the groceries you need for dinner tonight, you can't pay that bill online at the last minute, and you can't download games on your phone or binge on the latest season of Peaky Blinders!

With the collection of a single email address, or the unique identifier of your choice, your business establishes a *connection* to the human behind the mouse, the swipe, the tap. And that connection becomes your skeleton key to unlocking lots of revenue doors for your business.

Let's walk through in greater detail how People-Based Marketing addresses the challenges faced by Personalization and Omnichannel Marketing to deliver a truly single-view of the consumer - across every device, browser, and channel.

1. LINKING TECHNOLOGIES:

Creating Connections through Identification

2. DATA QUALITY:

Building a Single-View of the Consumer

3. RELEVANT TECHNOLOGY:

People-Based Marketing with a Behavioral Marketing Partner

PART 3: PEOPLE-BASED MARKETING, WHY IT WORKS

I. *Connection Through Identification*

One of the primary obstacles for both Personalization and Omnichannel Marketing was their inability to identify individuals across devices, browsers and channels.

The problem? ***Cookie-Based Identification.***

Today's Personalization tools and the majority of advertising channels outside of Facebook rely on the shotgun approach of targeting cookies as opposed to targeting the actual individuals in question.

The consequence of cookie-based identification and targeting is that the information gleaned about an individual's relationship to your business is specific only to the device and browser it happened on.

So, if SuzieQ adds items to cart on her work laptop, the business doesn't recognize her when she later browses on her mobile device. SuzieQ doesn't want to search for those shoes again, so she abandons.

In other words, because cookie-stored information is fixed within the parameters of the device and browser in which it occurred, there's no hope for creating a fluid experience across every device, browser and channel.

People-based identification makes that hope a reality, empowered by the omnipotent unique identifier. Once a business has captured and stored a single email address, it has the ability to recognize that individual any and everywhere - so long as it ties back to that email address.

Now, when SuzieQ clicks through the cart abandonment email on her phone, the website can recognize who she is and replenish her cart accordingly, regardless of which device she originally used to create her shopping cart.

Furthermore, by targeting a single individual, your marketing strategy becomes focused. You're no longer sending ads into the universe hoping they appear to the right people. You no longer have to send "Batch and Blast" emails praying they're relevant to someone on your email list.

Instead, your marketing approach will be tailored and unique based on the email address you've selected to serve an ad to or send an email to. Since you'll create a single-view of each of your visitors across every device and every channel - your onsite, email, and ads strategies will revolve around that individual - but more about that next . . .

PART 3: PEOPLE-BASED MARKETING, WHY IT WORKS

2. *A Single View of the Consumer*

Think of the story your Social Security Number tells. It follows you throughout your life - banks, taxes, driver's licenses, credit cards, residences. If someone were to spend time reading and analyzing all that information - they'd likely be able to piece together a decent understanding of your life.

That unique identifier can have an equally impactful effect when it comes to painting a picture of the relationship between your business and each of its consumers.

How's that? It's actually pretty simple. **Once you've captured your identification of choice, you've tapped into the ability to associate the actions an individual takes when engaging with your business to that single identifier.**

Over time, you'll build entire behavioral profiles dedicated to specific IDs. Each profile becomes a representation of how an individual interacts with your business, their digital body-language -- the actions they took on your website and their method of engagement with your emails and ads (opens, clicks, click-throughs, conversions).

Based on the behavioral profiles of each of your no-longer-anonymous website visitors, you can create experiences across the various channels of your business - website, email marketing, advertisements - that react to those behaviors in order to guide each visitor to the next most productive action on your website.

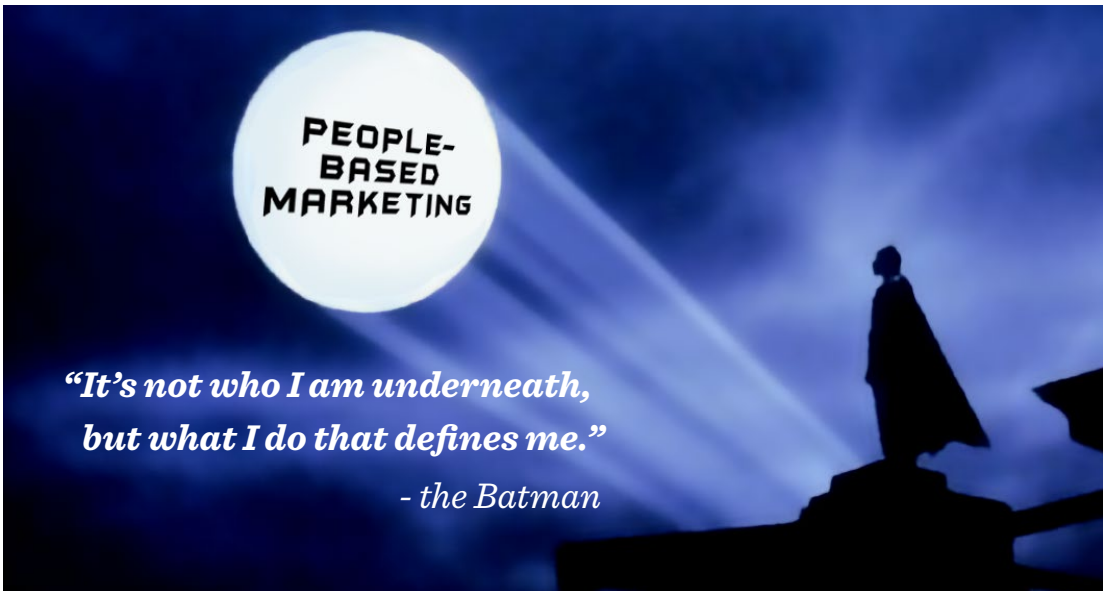
Remember SuzieQ's people-based experience when shopping online?

1. The business identifies SuzieQ when she submitted her email on-site.
2. After SuzieQ abandoned the website, it emailed her to let her know she'd left items in her cart.
3. The business tracked that SuzieQ did not open the email.
4. It identified SuzieQ on Facebook and showed her an ad with the items she'd left behind and a stronger discount.
5. It tracked that SuzieQ clicked through the ad but still did not complete the conversion.
6. It sent another email to SuzieQ, reiterating the discount and adding urgency with an expiration date.
7. It tracked that SuzieQ clicked through the email, it let her know that her items were waiting for her when she returned to the website, and replenished her cart with the items she'd left behind, echoing the promotion that drove her to the next level in the conversion funnel.

The online business was able to target and retarget her throughout each step of the conversion journey based on her digital body-language across the website, the cart abandonment emails, and the advertisement. In doing so, the business created an ongoing conversation with SuzieQ, leading her to the natural next step at every moment it made sense to do so. *(*Pro Tip* For more information on understanding the digital body-language of your traffic, check out the C-Suite Series: The Blueprint to Behavioral Marketing.)*

Ultimately, the beauty of the behavioral profile stems from the fact that it's tied to an email address. The email address allows the behavioral profile to be read, analyzed and assessed across every channel and device - so long as it can associate the email address - truly providing, for the first time, a single-view of a consumer.

But what do I know? I'm just a behavioral people-based marketing account manager turned writer. So if not me, listen to the Dark Knight. As our Caped Crusader so wisely said:



Translation: The actions your visitors take are crucial to understanding who they are and their potential value for your business.

Unlock that value with **People-Based Marketing.**

PART 3: PEOPLE-BASED MARKETING, WHY IT WORKS

3. *People-Based Marketing with a Behavioral Marketing Partner*

Until now, there's been no technology to bring the ideas behind Personalization and Omnichannel Marketing to life. Today there is and it can be found in your neighborhood Behavioral Marketing partner.

Behavioral Marketing is a new marketing channel based around the principle of identifying your previously unidentifiable website traffic and enabling businesses to target their traffic on a people-based level. With Behavioral Marketing software, businesses can identify and address the friction points in the conversion funnel as visitors experience them in real-time, both on and off a website.
*(*Pro Tip* For more information on Behavioral Marketing, check out the C-Suite Series: The Blueprint to Behavioral Marketing.)*

But where does the budget come from?

As a new marketing channel for your business, Behavioral Marketing software typically lives within the paid media budget or whichever bucket contains your AdWords and Facebook Advertising spend.

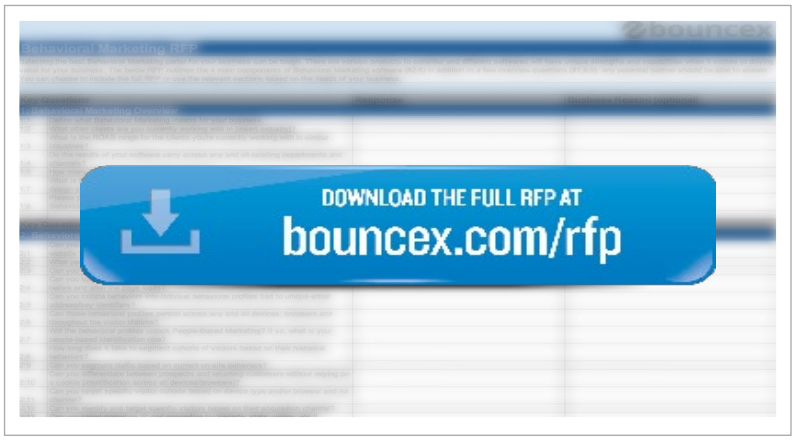
In some cases, because of its software component, we've seen Behavioral Marketing aligned with the technology budget.

Finally, how do you find the Behavioral Marketing partner that will best address the needs of your business?

Make sure your Behavioral Marketing partner understands the importance of People-Based Marketing to your business' bottom line. Their software should enable your business to engage with its visitors across every marketing channel based on their digital body-language, ultimately driving incremental revenue across all marketing efforts.

Here are a few questions to start with when assessing your options:

- Define what Behavioral Marketing means to your business.
- Can you identify anonymous website visitors via 10+ sources on and off your website?
- Can you link a single visitor across all devices and browsers?
- Can you track all aspects of visitor behavior in real time, collecting 100s of behaviors before and after the page loads?
- How does your company define and implement People-Based Marketing?



CONCLUSION

Over the last few years, the marketing industry has been thrown off course - getting too focused on expanding their business across devices and extending their reach across every marketing channel.

It's time for a change - for a return to the people-centric approach to marketing, where the human comes first and your business (the devices, the channels) adapts to the individual in question.

People-Based Marketing is crucial for business growth, especially today as new technologies emerge on what seems to be an hourly basis. With Behavioral Marketing software, you'll unlock incremental revenue across all your current marketing channels simply by focusing on the individuals interested in what you're offering in the first place.

My last piece of advice to you: **Follow the below steps and make your marketing strategy a People-Based one.**

- ✔ **Grow your email list.** Identify your anonymous traffic.
  (If you don't, you'll lose them forever.)
- ✔ **Understand human behavior.** Track it. Act on it.
  (If you don't, this is all pointless.)
- ✔ **Find a Behavioral Marketing partner** who truly understands the power of People-Based Marketing and prioritizes identifying your anonymous traffic above all else.
  (If they don't, you'll waste a lot of money.)

BOUNCEX'S BEHAVIORAL MARKETING CLOUD™

WHY BOUNCEX?

Top 5 Marketing Channel: BounceX is a new, top 5 marketing channel. We exist right up there with Facebook and Google as a core infrastructure to marketing execution by amplifying the marketing investments you've already made and ultimately enhancing your business' bottom line.

Behavioral Marketing Cloud™: BounceX has solved the most prominent digital pain points across all industries and designed a behavioral software, the Behavioral Marketing Cloud™, dedicated to addressing each of those pain points both on and off your website.

People-Based Marketing: With the BounceX ID engine, we work to identify and profile your anonymous visitors regardless of where they might be browsing or which device they might be browsing on.

- The industry average for a People-Based identification rate is roughly 5%.
- The BounceX average for a People-Based identification rate is 38%.

White Glove Service: Our world-class design studio, cutting-edge developer team, and expert conversion scientists combine talents from many practices to move the needle for your business. Our campaigns never stop learning, and you never have to lift a finger.

BOUNCEX BEHAVIORAL MARKETING CLOUD™

Behavioral ID Engine: Identifies and profiles anonymous website visitors to unlock previously impossible targeting opportunities both on and off your website.

Behavioral CMS: Increases the revenue per session for you current traffic by adapting your website to real-time digital body language displayed by your traffic.

Behavioral Email: Identifies previously anonymous website traffic, unlocking People-Based Marketing channels and triggering high-impact emails, customized to an individual's behavior.

Behavioral Audiences: Revolutionizes your acquisition and retargeting strategy by extending the information gleaned via the Behavioral ID Engine (both on-site and email behavioral data) across the Internet.

Behavioral Ads: Enhances the ad experience to drive greater on-site engagement for publishers and maximum performance for advertisers by determining the best and highest-yielding moment to engage each visitor with a relevant ad.

Email Enterprise@bounceX.com

Learn what the Behavioral Marketing Cloud™ can do for your business.