

THE 5 COMPONENTS OF DIGITAL MARKETING OPERATIONS

Successful digital marketing operations can **improve marketing effectiveness by 15-25%**

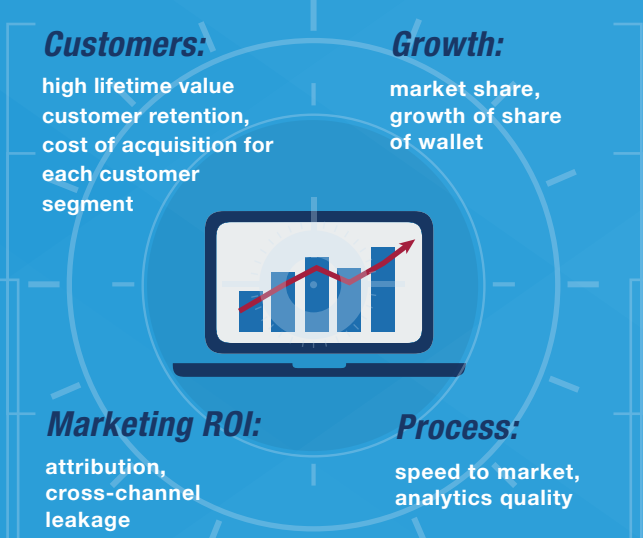
1.

Customer Insights

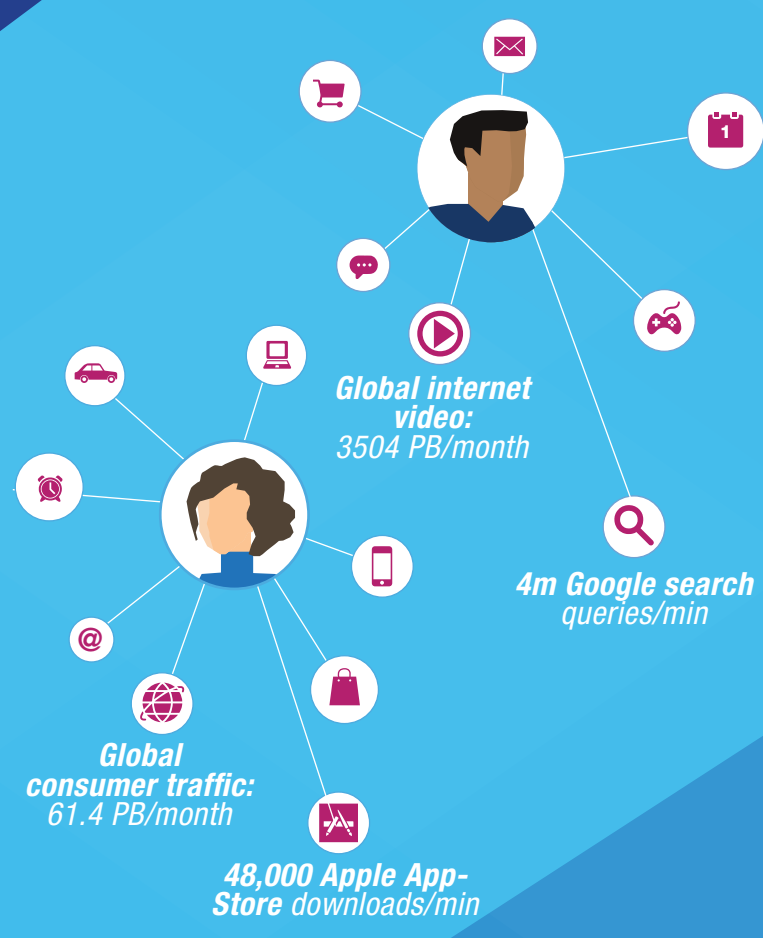
Online and offline data about customers fuels digital operations.

3. KPIs and Measurement

Decision guidelines and metrics that track customer decision journey performance.



3X Companies that apply customer analytics are **3X more likely to generate above-average turnover growth**

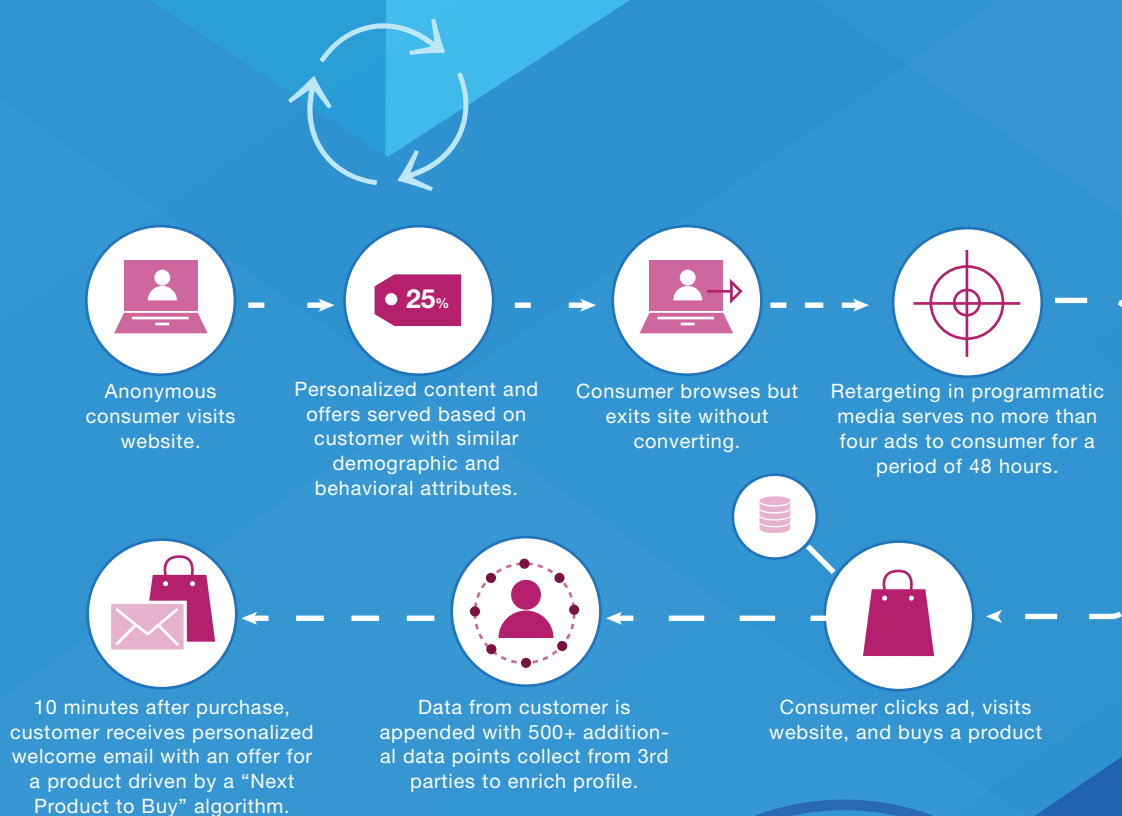


(*data volume 2015)

2.

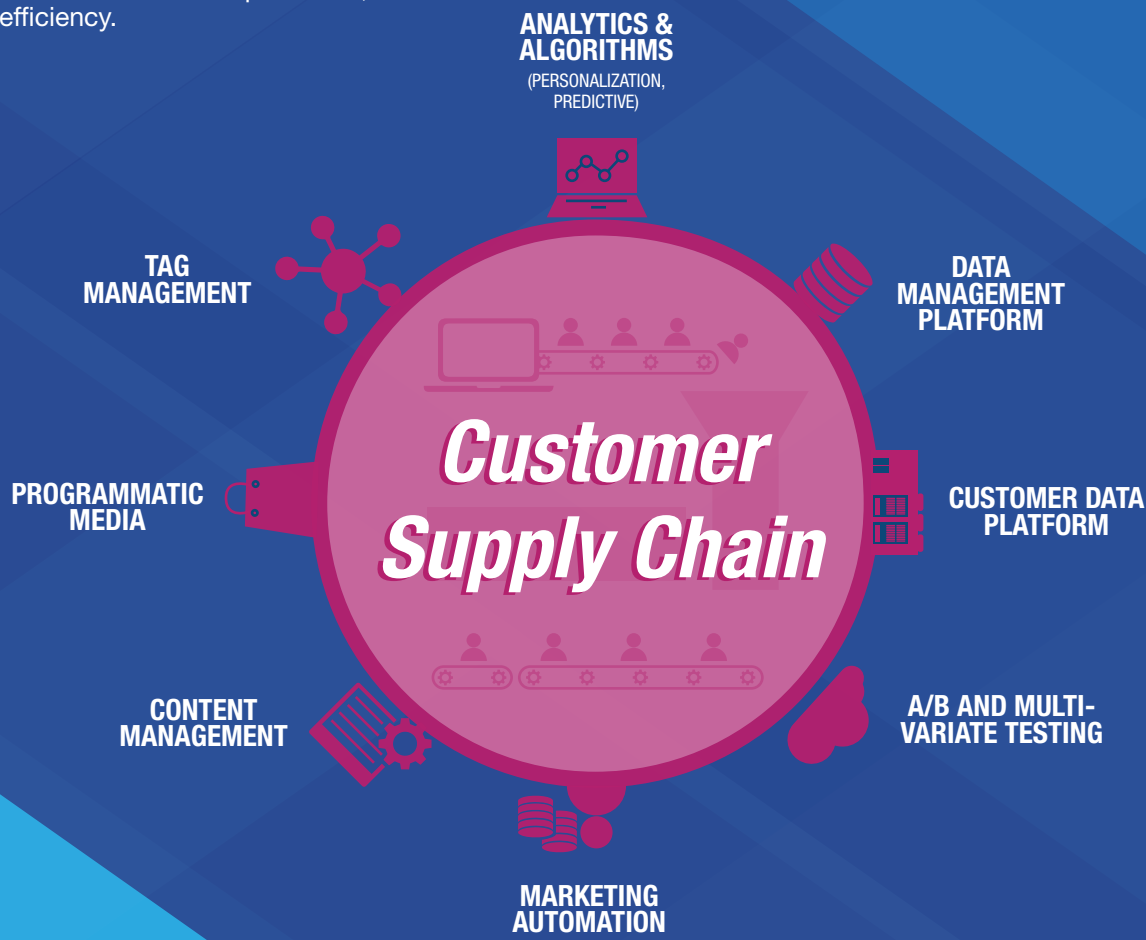
Customer Experience

Customer insights are translated into content and offers, which is then directed through the content supply chain to arrive at the right person, across the right channel on the right device at the right time. *One example:*



4. Marketing Technology Infrastructure

All of the marketing operations are supported by technology to enable personalization at scale, automated customer experiences, and workflow efficiency.



By 2015
50% of investment capital for consumer products will be focused on customer experience innovation.

5. Process & Governance

Standards and guidelines to help with decisions.

How to govern data utilization across the organization

In-house capabilities and managing a portfolio of agencies

Standardized briefing and campaign processes

Decision rights: Technology purchase processes

The greatest value comes from all five components working in unison.

McKinsey & Company

Sources:

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