

WHITEPAPER



The Evolution of the Modern Marketer





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The Evolution of Marketing

Product, price, place, and promotion. The 4 P's of marketing have long been a staple in business schools trying to simplify what a marketer's ultimate responsibility is. And while they're still important foundations of marketing, executing the 4 P's today is a much different beast than it was more than 50 years ago when the concept was first introduced.

As we rounded into the 21st century, businesses tried to make sense of a world growing more connected by the day. There were "marketing" and "digital marketing" teams, the latter being a separate and (usually) younger group of marketers that knew how to navigate the online space. But back then, digital was largely just another advertising vehicle, not an integrated piece of the puzzle. Early e-commerce websites were little more than virtual catalogs, pushing people to in-store or call center purchases. Mobile phones were primitive — surfing the mobile web was a (clunky) novelty, and there was zero thought of actually doing any transactions

via your Nokia or Blackberry. "App" wasn't part of the wider lexicon.

Two decades later, there are more touchpoints and more datapoints than ever before. We have the ability to know almost anything about our customers and how they interact with our brands, but harnessing that into meaningful marketing interactions is tough.

No longer is there a distinction between digital marketing, brand marketing, and offline marketing. Consumers don't see the world this way — they simply see an overall engagement with a brand — so marketers can't afford to think this way either. Forrester warns that "Brands must be prepared to interact with consumers in moments that occur during all stages of the customer lifecycle and across the full spectrum of physical and digital experiences, devices, and consumer- and brand-initiated engagement."¹

This all sounds great, but how do marketers actually

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get to this place? How in the world can a marketer be good at executing and knowing the ins and outs of messaging, branding, advertising, marketing strategy, and mobile experiences while also being able to tie all of those elements together to form a cohesive experience?

To start: Marketers have to care about data. Not just what it can do for them, but they need to care about data as a foundational element of virtually everything they do.

They need to know what data they're working with, where and how that data is stored, how they can work with it to serve their customers better, and how well their efforts are doing in driving meaningful business results. And they have to be in tune with what technology they use and how it interacts with (and affects) their data.

This requires marketers to be more aligned with what's going on in the broader organization, from I.T. to customer service to finance and operations. Specialization isn't going away — someone's always going to need to know the ins and outs of a channel or tactic — but marketers can no longer be in silos working on their own. It's imperative that the modern marketer knows how every action they take impacts the organization at large — and vice versa — and understand fully where they fit into that ecosystem of teams all working toward the same goals.

Marketing is more complex and challenging today than it's ever been, but there are also more opportunities for marketers to stand out and deliver amazing experiences than ever before. The modern marketer has to have an understanding of where their data comes from and how they can use it for them to be successful.



... Marketers have to care about data. Not just what it can do for them, but they need to care about data as a foundational element of virtually everything they do.

¹<https://www.forrester.com/report/The+Future+Of+Enterprise+Marketing+Technology/-/E-RES153016?objectid=RES153016>



Why Data Should Be On The Mind of Every Marketer

If you're on an enterprise marketing team, it's easy to get focused on all the work that's right in front of you and consider data to be merely tangential to your job. You have messaging campaigns to plan, copy to write, emails to design, and analytics to examine. Data may inform all of that, but that's someone else's job. You just expect that data to be where you need it when you need it. And when it's not, you may not be sure why, but it's largely out of your control, so you keep your head down and do your job.

But what many marketers lose track of is the fact that data — understanding where it lives, how it gets there, and how you get access to it — needs to be the heartbeat of your marketing strategy.

Isn't data I.T.'s job to handle?

This isn't entirely wrong. Data governance and security are typically going to fall to the I.T. team, and they'll likely have people who are rather

protective of the data you have — especially if your organization considers particular data to be Personally Identifiable Information (PII). In fact, in organizations that copy and ship their data out to a CDP or an ESP's marketing cloud to be used, I.T. may have an outsized influence on how data is used.

But this doesn't have to be the case. As a marketing team, you can advocate for tools that make your data more organized and accessible across the organization. Modern data warehouses like Snowflake and Google BigQuery can give you a cost-effective way to store your data behind your firewall, and MessageGears' products can plug directly into your database in order to make that data easy to use.

Letting MessageGears live wherever your data lives can greatly reduce I.T. involvement since then you can create dynamic audiences on your own — adding and subtracting fields from the entire database with

Why Data Should Be On The Mind of Every Marketer cont.

a few clicks of the mouse — and can maintain data security since nothing has to leave the safety of your firewall. You can take ownership of your data in a way you never have before, utilizing it in a deeper and more meaningful way.

How does doing this help the marketing team?

Beyond gaining more autonomy over the campaign-building and sending process, along with the data itself, marketing stands to benefit greatly in three ways:

- Better Messaging
- Decreased I.T. Needs
- Lower Costs

Better, more successful messaging

For the enterprise marketer, this is where the rubber meets the road: more engaging campaigns with a better ROI. More conversions and increased loyalty. Ultimately, that's what you want. Can putting more focus on data achieve those universal goals?

The first part of answering that question is to establish what you can do with data. You likely know that customer data is the foundation of audience building for your messaging campaigns, as you target based upon whatever attributes you can get access to. What you may not realize is that there's almost certainly a whole world of attributes you can't currently use for personalization and audience segmentation — possibly including location, gender, spending, credit score, and many others, depending

on your organization — if you haven't taken the steps to make that data secure and accessible.

Doing so means thinking and planning with your data in mind, making the case for investing in tools that consolidate, organize, and connect directly to it. And I.T. isn't likely to take these steps for you. They don't know the campaigns you want to build; they're just focused on protecting the data and, thus, the company. If you want to be able to [send highly personalized campaigns](#) based upon whatever attributes you think will help you tell your story, you're going to need to be the ones to make it a priority.

And, for modern enterprise organizations, it increasingly needs to be a priority. Consumers are out there telling you through their [actions](#) and their [desires](#) that they want your messaging to be relevant to them. They know you have their data, and they're even [willing to share it](#) as long as it results in a better shopping experience. Listen to them, and keep data at the forefront of everything you do.

Decreased I.T. Needs

We mentioned above that marketing taking a more data-first approach can help to reduce I.T. involvement, but let's dig into that a bit more. Why, exactly, does being data-first help to give marketing more independence from the I.T. team?

Let's start by saying that I.T. almost certainly doesn't want to meddle in your marketing anymore than you want them to. In fact, they'd probably be happy never to get another request to add a field to your audience, and then have to tell you it's going to be a few weeks before they'll be able to

Why Data Should Be On The Mind of Every Marketer cont.

both prioritize it and then get your ESP to make it accessible for you. And that's if it's a field they're OK with you using for personalization, which it may not be. They don't want to deal with broken feeds, schema misalignments, data breaches, and overnight refreshes. The autonomy you want, they'd love you to have.

[With MessageGears](#), most of those walks down to the I.T. department are over. Once you've prioritized data and brought in a customer marketing platform that connects directly to your database, you can do almost everything yourself because now you're actually working with your data, live and in real time where it lives. Add new fields at your whim. No feeds to break. No pre-defined schemas. The data is as secure as your firewall. And nothing needs to refresh because it's up to date the moment it flows into your database.

A data-first approach allows you to declare your independence from I.T., and it's a win for both teams.

Lower costs

We probably don't have to sell marketers on the benefits of lower costs, but let's dive in a little more deeply on exactly why — and how much — your team might be able to save on its budget with a warehouse-first approach.

Data storage is one of the most expensive parts of any Super Sender's marketing strategy. When you get a bill from your ESP or CDP, that's likely where a large chunk of that money is going. But the thing is, the data you're storing there isn't fresh, live, and original. It's a copy that becomes quickly outdated. It's adjusted to fit with someone else's schema. And — most importantly — it's the exact same data you're already paying to store in your data warehouse.



Why would you pay to store the same data in multiple places? And, with the massive size of datasets at enterprise organizations, all those costs of data duplication and storage start to seriously add up. Not only are we significantly less costly up front than the competition [because we don't store your data](#), but our direct data connection has resulted in massive boosts to ROI due to better quality of messaging.

"Almost immediately, we saw increases in customer engagement as both open and click rates were elevated," Blue Nile VP, Media and Performance Marketing [Himanshu Sinha said](#). "After a few months of monitoring, we observed a net lift in margin and revenue per customer, greatly increasing our ROI — in fact, we've been able to capture 20% more abandoned cart occurrences using MessageGears because we are operating from our live data."

When you think about your ESP as the center of your messaging universe, it's easy to think, "Well, of course the data needs to go there so I can work with it." But once you shift your mindset to data being at the center of everything, hopefully you start to realize how absurd it is that the data would be copied and shipped elsewhere. Put your data first, and marketing will see the benefits add up quickly.



Why Your Data-First Marketing Platform Isn't Using Your Data

Your ESP and your CDP lied to you.

It's not like they meant to, but unfortunately they lied when they said they were data-first. What followed was a six-month migration to ship them the data that could fit into their system and allow you to activate your customer. By the time you found out that nothing was anywhere near as easy — or data focused — as they promised it would be, you were Customer Success's problem, and the sales guy was on to the next prospect.

What's fundamental to all these platforms is that they're operating on a [copy of your data](#) outside of your environment while your data sitting in your database is effectively going unused by these platforms. They brag about easy and simple API integrations or native connections to your other tools, but what they're really doing is making it as easy as they can for you to hold another copy of your data in their tool.

There are two huge downsides to this approach:

A funny quirk to these platforms is that whatever data you have or want to use has to neatly fit their definition of what data looks like. That makes it difficult to actually “use” the data in a message, especially at scale. New data points can take weeks to be used, and marketers are often living with a subset of what they could do.

The second issue is how much money it's going to cost you to operate these tools at scale. The data you're operating on might be “real time” if you can pay to have your developers build out APIs to get it there fast enough, but you're paying extra money for them to hold it. All these companies have proud stats about the hundreds of billions of data points they've activated upon or “used” for their customers, but it's creating a ton of overhead and adds unnecessary marketing spend.

Why Your Data-First Marketing Platform Isn't Using Your Data cont.

Maybe you're starting to realize the downsides by now, but you think there's nothing you can do about it. This is just the way the industry is, you think. After all, your marketing friends at other enterprise companies share the same fundamental issues. You commiserate. You complain. And, at the end of the day, you lament that no one has solved these problems yet.

And that's where we come in.

At MessageGears, we believe there's a better way to utilize your data to build marketing campaigns, and we've made that the guiding principle of everything we do. We allow your data to live at the center of your marketing universe. We don't make you copy your data into our system. We use it where it sits in your data warehouse that you've probably upgraded in the past few years, and we allow you to use it in whatever format it's in, as much as you'd like. We call this our Accelerator data technology, and it's why many of the world's biggest brands have gone all in on MessageGears without turning back.





Research: The biggest senders have their eyes on a modern data warehouse

For many enterprise marketing teams, the modern data warehouse (MDW) has become an indispensable part of their martech stack. It brings their data together in one place, allowing them to use it directly for building personalized messaging campaigns. If it wasn't already clear that the MDW is making a massive impact on the marketplace, [Snowflake's IPO](#) last year drove the point home better than anything else probably could.

Not everyone's on board yet, though. It does take an upfront investment, and requires an executive level that's bought in on the idea that their own first-party data is perhaps their most valuable asset. As part of our latest research, we looked into which sorts of companies are most likely to make the move to an MDW in the near future.

The more messages you send, the more you want an MDW

- 88% of those with 40M+ recipients either

have or plan to invest in an MDW in 2021, vs. 61% of smaller databases

- Almost 1 in 5 with <10M recipients said an MDW isn't in their plans, vs. 8% of others
- Only 6% who send multiple times a day said MDW isn't in their plans, vs. 16% of others

The correlation between sending volume and having or wanting an MDW was even stronger in our results, and that may make sense. It's one thing to say digital messaging is important to your team, and to have your eyes on the tools that reflect that priority. It's another to be already sending messages at such a volume that investing in an MDW has been the only way to realistically make your massive amount of data usable at scale.

Among respondents with 40 million or more recipients in their database, **88%** said they either already have or plan to invest in an MDW in 2021,

Research: The biggest senders have their eyes on a modern data warehouse cont.

while just 61% of those with smaller data sets said the same. Meanwhile, **almost 1 in 5** of those with fewer than 10 million in their database said an MDW isn't in their plans, vs. just 8% of the rest. And **6%** of those who send multiple times a day had no interest in an MDW, against 16% of everyone else.

Our takeaway: Teams either saw their databases and volume ramp up to such levels that they had to consolidate in an MDW, or once they invested in an MDW, the benefits were so great that they were able to massively expand their volume after that.

The marketers most committed to digital messaging want an MDW

- 66% who said digital messaging is extremely important have or plan to get a MDW
- Those who didn't say digital messaging was extremely important are 3+ times more likely to not have interest in an MDW than those who put extreme importance on digital messaging

How high a priority is digital messaging for your marketing team? Not every company is going to have the same answer to that. For many, though, it's undoubtedly the cornerstone of their outreach strategy, always innovating and finding new ways to get themselves in front of customers with creative, personalized cross-channel campaigns.

For those marketing teams, data is basically everything. In order to provide the [consistent, tailored experiences customers demand](#), that data has to be accessible across various teams, live and in real time. It has to be reliable, secure, and seamlessly integrated with their messaging tools. And to accomplish all of that, they're coming to

66%

who said digital messaging is extremely important have or plan to get a MDW

Those who didn't say digital messaging was extremely important are **3+ times** more likely to **not** have interest in an MDW than those who put extreme importance on digital messaging

realize a modern data warehouse or its equivalent is almost impossible to do without today.

That's why 66% of our respondents who said digital messaging is extremely important also said they either have an MDW or plan to get one in the near future. And those who didn't consider digital messaging to be extremely important to their strategy were more than three times more likely to not have an MDW in their near-term plans than those who placed extreme importance on digital messaging. Those who invested in an MDW have been overwhelmingly satisfied with the results, as our research showed 95% said it's improved their overall messaging engagement.

Our takeaway: Those teams that have prioritized their digital messaging are, by and large, also recognizing how important a role an MDW stands to play in making sure they have the success they want. If you're a high-scale and high-volume digital message sender, find out where your organization is going so you don't get left behind.



Are you getting the most out of your Modern Data Warehouse?

For any enterprise marketing team that prioritizes its data for building messaging campaigns, a modern data warehouse is a very smart investment. Getting that data organized with a tool like Snowflake or Google BigQuery is a huge step in the right direction toward taking full ownership of the data you've collected.

But any investment like that brings with it a responsibility to make it worthwhile; in fact, the C-Suite is going to demand it. So, the question is this: Are you maximizing your investment in a modern data warehouse? And what are the warning signs that the answer very well might be no? Here are the keys to recognizing that you're only using a fraction of the potential of your modern data warehouse, and how MessageGears can help you start using it all.

Warning Sign 1: You're maintaining copies of data outside your modern data warehouse

The magic of a modern data warehouse is that it organizes your data, making it both highly performant and accessible across your organization. In order to take full advantage of that, though, you really need to be able to use the data right where it is, live and in real time, rather than having to copy pieces of it and ship them somewhere else.

If the tools you're using still require you to copy data and send it elsewhere in order to build audiences for targeting, you're throwing away a lot of your modern data warehouse's potential. You've spent all that money and devoted so much time to securing your data in a single, location, only to then duplicate it somewhere else. Not only does that not make much sense operationally, but it effectively doubles your costs since you'll be paying for the same data to be stored in two different places.

Are you getting the most out of your Modern Data Warehouse? cont.

Solution: MessageGears Segment allows you to use your data precisely where it lives so that you're:

1. allowing your modern data warehouse to work as intended;
2. maintaining your data security by keeping it behind your firewall
3. saving money by only paying to store your data once.

Warning Sign 2: Your tools said they'll connect, but they don't

Almost any martech tool you look into buying will have their sales people telling you they connect directly to your data. They don't make a lot of sales by telling potential customers no. But, in virtually all cases, it's half the truth at best.

Some of them will connect to certain data warehouses, but not others — most don't play well with Snowflake and BigQuery, for instance. Others will connect, but it's incredibly painful and time consuming to make it work because of language rewrites and complex operations adjustments.

What does it mean for your team if you have your data in Snowflake and then sign a contract with a CDP that can't connect to them, or it's extremely difficult to do so? It means neither tool is going to work as intended, and you're going to struggle to get much out of either one while your team has to spend countless hours trying to connect them.

Solution: MessageGears Segment integrates directly with any data warehouse, Snowflake and

Almost any martech tool you look into buying will have their sales people telling you they connect directly to your data. They don't make a lot of sales by telling potential customers no. But, in virtually all cases, it's half the truth at best.

BigQuery included. And it does so without any language rewrites or operations issues. We're agnostic as to how you store your data and will simply allow you to use it how it stands right now. MessageGears Segment is plug-and-play.

Warning Sign 3: Your tools make you fit into a prescribed data model

Inside your data warehouse, your data is currently formatted in the way that works best for your team. Your columns are labeled with language structures that makes sense for your business, and were likely that way even before you purchased your data warehouse. Capital letters, commas, pipes, and other symbols are where you expect them to be.

Are you getting the most out of your Modern Data Warehouse? cont.

But many CDPs and other tools you may work with have prescribed schemas they'll force your data to convert to in order to use it. This creates a significant (and completely unnecessary) amount of purely operational work and frustrating QA to get straight, especially when something breaks and you don't quite know why.

Solution: MessageGears Segment has no prescribed data models because it's not storing your data. You are. So however your data is structured now is how you'd continue to utilize it with MessageGears Segment, building dynamic audience segments without frustrating formatting work.

If you're struggling to maximize your company's investment in a modern data warehouse, you're not alone. They're terrific tools with incredible potential for ROI if used correctly, but we've talked to plenty of marketing teams whose other tools can't seem to get out of its way enough to allow its potential to be reached.

If you'd like to learn more about how MessageGears Segment can help you better tap into that potential, reach out about talking with one of our experts and seeing a demo.



A close-up photograph of a person's hands. One hand is holding a pen and writing in a calendar on a desk. The other hand is holding a smartphone. The calendar shows dates from 1 to 30. There are also some glasses and a cup of coffee on the desk. The background is slightly blurred.

2021 and Beyond: Three trends to watch for in data-led marketing

As we look into the future, it's important to remember that real widespread change happens slowly for such a large industry. People have been talking about assembling customer 360-degree views and utilizing "Big Data" for closing in on 20 years, and articles detailing how effective and popular AI will be in marketing go back close a decade.

Which is not to say change isn't happening, but that it comes gradually, in fits and starts as industry innovators latch onto a popular idea or technology and the rest of the market tries to understand what the change means for them before they decide to take the plunge and invest in the new advance.

Viewing it through that lens, the future of data-led marketing is more of a spectrum from innovators to mainstream adopters — companies more prepared to make technological and strategic changes vs. organizations that like to wait a bit to see how new

tech may apply to them. There are always going to be organizations — often either startups that can move quickly or large organizations with significant resources — whose ethos drives them to be more willing to take that early leap, while others stay the course longer.

There are three key areas where you can expect the innovators of the marketing space to really push forward in the coming years, while the more mainstream adopters trail a bit behind.

From a warehouse-first marketing approach to streaming

While mainstream adopters just begin to turn the corner, adapting and believing in the warehouse-first approach to data and marketing, expect innovators to start utilizing more streaming and one-to-one, data-driven methods of communicating with their customers.

2021 and Beyond: Three trends to watch for in data-led marketing cont.

Although the idea of the warehouse-first approach may seem like the newest craze, many leading organizations have been adopting these sorts of marketing efforts over the last five years. [Snowflake's record-breaking IPO](#) doesn't happen in a world where a warehouse-first approach is some overnight sensation or passing fad. Snowflake's massive opening is indicative not only of the current popularity, but of the progress brands have been making in consolidating data for some time now.

As larger institutions in banking, finance, and healthcare begin to adopt many of these ideas and centralize to a performant data warehouse, industry innovators are beginning to see the friction in applying that approach to all their workflows and are seeking to become more stream-first than warehouse-first.

[The rise of Databricks](#) is a good indication — built on top of the Apache Spark streaming platform, the product can be seen almost as a transition, incorporating warehouse-first principles with [the ability to stream](#). Innovators will begin to drive

more and more of their marketing programs from dedicated stream- and event-based services and will look for marketing vendors to take advantage of these new data sources for better messaging.

From cross-channel messaging workflows to AMP and RCS

Innovators will begin to utilize new interactive channels like [AMP for Email](#) and RCS messaging, while mainstream adopters will truly adopt cross-channel messaging workflows.

AMP for Email “allows senders to include AMP components inside rich engaging emails, making modern app functionality available within email².” Like many innovations, AMP for Email made a splash a few years ago, but adoption has been slow because practical application of its offering needed to be developed. More email providers now offer AMP functionality, and innovative marketers will start utilizing it to deliver rich experiences.

Similarly, [Rich Communication Services \(RCS\)](#) protocol is Google's take on mobile messaging that offers up popular features from other messaging apps like Facebook Messenger, iMessage, and WhatsApp into one platform. For both AMP and RCS early adopters, now is the right time to lead and deliver interesting new avenues to stand out to customers, as both of these channels are early enough where there's opportunity to make an impact. But ability to capitalize on them is easier than it was when they were first introduced.

Mainstream adopters are finally at the point where they're essentially forced to get cross-channel messaging right. The “omnichannel” concept is no longer theoretical — consumers now simply expect

**... now is the right time
to lead and deliver
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2021 and Beyond: Three trends to watch for in data-led marketing cont.

a seamless experience regardless of where the interaction takes place — so brands, particularly in the retail, hospitality, and financial sectors, will work to get it right.

From dabbling in AI to making AI a core part of your brand

Innovators will make Artificial Intelligence a core part of their brand, while mainstream adopters begin to experiment with AI and adopt conversational messaging. AI has been around forever and is talked about every year, but is just now to the point of being approachable for the average marketing department. Tools are available that make it easy to leverage AI, and consumers enjoy experiences where earlier adopters have utilized it well.

So what does it mean to make AI a core part of a brand? For many, it's subtle usage in website or headline copy, recommendations, or other situations where the functionality makes the customer experience better. Retailers will use it to help customers make important buying decisions, travel brands will use it to help customers plan the perfect vacation, and financial brands will help customers make sound decisions with their money. AI will help marketers connect consumers with the brand in new and meaningful ways.

²<https://developers.google.com/gmail/ampemail>



Delivering Cross-Channel Messaging Success

MessageGears is the only customer marketing platform built for today's enterprise. We empower marketers to deliver more relevant, personalized messages. Our unique technology connects directly with a company's database, enabling marketers to maximize the value of their customer data in real time. Join sophisticated marketers at WebMD, Rakuten Rewards, and Expedia who rely on MessageGears to deliver more personalized cross-channel messaging campaigns.

For more information, please visit
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MessageGears

Segment

MessageGears Segment provides a powerful segmentation engine designed for marketers who want to understand their users and deliver seamless, relevant experiences across any touchpoint.



MessageGears

Message

MessageGears Message is a one-of-a-kind cross-channel orchestration product that connects to your customer data and helps you build personalized messaging campaigns that deliver results.



MessageGears

Engage

Utilizing MessageGears Engage provides you with an always-accessible segment of your live data to connect to any third party in order to build highly personalized campaigns in real time.