

HOW TO BECOME
**A MASTER OF
CUSTOMER METRICS.**

You want it all.

Really, you do. But, man, you're juggling 16 data sources¹ just to see what customers are up to.

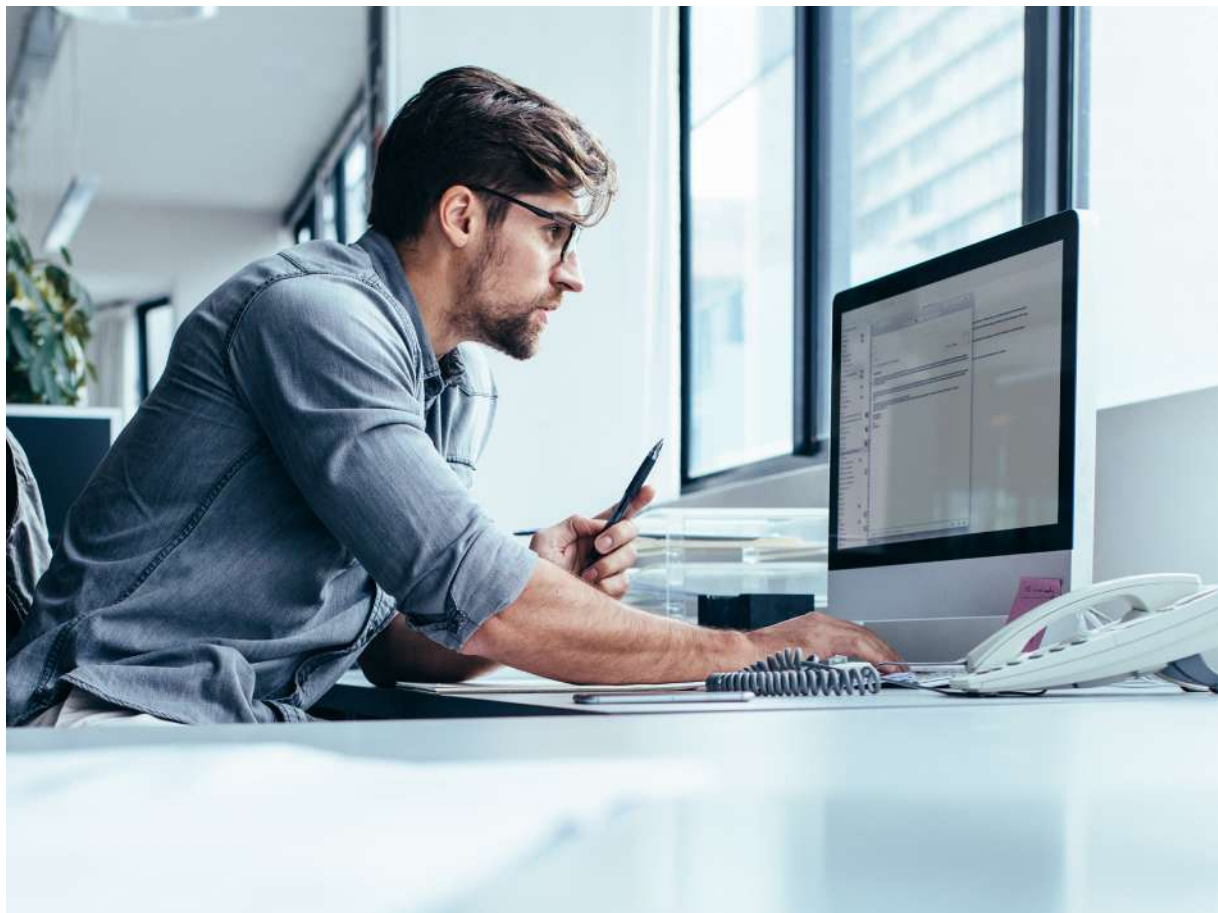
Yes, the customer experience is everything ... heck, you're part of the 81% who expect your brand to compete entirely on CX within the next two years¹ — but 16 data sources, really?!

No.

That sucks.

Especially, if you can get app, web, and location behavior — and survey consumers — from a single platform. Spoiler alert, you can, but I'll show you that later on, in Step 3.

First, I'll walk through how to become a master of customer metrics in 3 easy steps.



Step 1: Data.

The data you need to succeed.

To become a master, you want the basics.

So, pull out a headband, put on your best Karate Kid impersonation and get ready to “wax on, wax off.” First up, data quality. Bad data costs \$3 trillion dollars a year.² So, clearly, your customer experience data should be clean. You don’t have the time (or patience) to get it wrong.

You need high-quality data.

Here, we say [Fair Trade Data™](#). But, whatever you want to call it, this is research you can rely on. It’s built on the backs of a fairly paid [consumer panel](#). People who actually take the actions you want to study, are paid in cash, and share feedback with you in an ethical, appropriate way.

Before you raise an eyebrow, I’ll tell you why that matters.

Right now, 54% of companies say data quality and completeness is the biggest challenge they’re dealing with in data-driven marketing.¹ So, if you want to keep your customer experience model safe from robots and fraudulent replies — it’s best to stick with quality data.

See [who, what, where, and why](#) customers are buying.

I’ll show you how, in Step 2.



Step 2: Track.

How to track the customer experience, visually.

It's funny.

With all the data on your phone today, you'd think people would have demanded access to a full customer journey a long time ago. But, we're here now, so let's dive in.

To the **whole** journey.

As a master, you should have access to everything about your buyers. So, start here. Before they step in-store *to buy anything*, 7 in 10 shoppers do research online.³ That means if you're not looking at your buyers' app and web data, you're missing 70% of the picture.



You can't afford that.

This pandemic is hard enough.

If you're like most Marketers, you're still sorting through consumer behaviors and scurrying to protect sales. Don't make things any harder.

Get a visual of exactly:

1. Who your buyer is.
2. What s/he is doing: on apps, sites and in stores.
3. And how much dwell time s/he spends in each location.

After all, 56% of customers are more loyal to brands that "get them."¹

So, what better way is there to prove you know buyers' needs, than by advertising where they spend all their time? You can place a perfectly curated marketing message, right where you know 100,000 demographically-balanced consumers will be: on apps, sites, and in stores.

Now, that's easy.



Step 3: Choose.

Choose a platform you can trust.

It's all here.

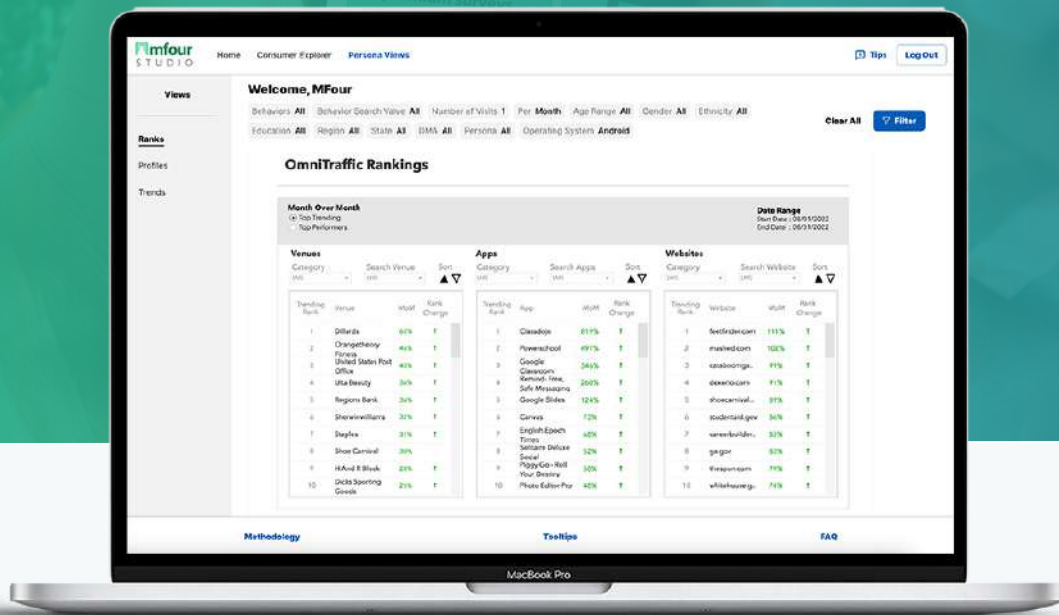
As a kid, my dad would tell me to “work smarter, not harder.” It's good advice. You shouldn't have to chase down data every chance you get. Track all today's crazy changes and trends from an easy-to-use, real-time customer experience dashboard. That's what a master would do.

You'll save time, and the headache that comes from second-guessing every single bit of data that comes across your desk. Your sanity, alone, is worth it. Find a dashboard where you can trust the data behind the platform, see the full customer experience, and do so easily. Work smarter.



Persona Views™

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MFour Studio clients:



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References:

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