

CROSS CHANNEL ORCHESTRATION FUNDAMENTALS: ALIGNING WEB WITH ALL MARKETING CHANNELS



Today's consumers are demanding: they have become more unforgiving of a poor customer experience and expect interactions on their desktop and mobile devices to be responsive, intuitive, and easy to use. Marketers understand that delivering the most relevant experience is the key to gaining continued satisfaction and loyalty from their digital consumers.

Oftentimes, however, when it comes to marketing to consumers there are two dynamics. On one hand you have what consumers say they want out of a customer experience. On the other hand, there is what they actually receive.

What they want are experiences that are personalized, contextually relevant, and consistent—regardless of online or offline channel or lifecycle stage. What they too often get, however, are experiences that are disconnected, not contextually relevant, and inconsistent across channels and lifecycle stages.

Given the following data points, this is highly problematic for a great number of marketers.

- Two-thirds of all shoppers regularly use more than one channel to make purchases.¹
- The average number of channels used before conversion rose from 1.25 in January 2010 to 3.25 in 2014.²
- The average shopper now makes on average 9.5 visits to a retailer's site before deciding to buy.²
- Customers who shop on more than one channel have a 30% higher Lifetime Value than those who shop on only one.³

It's no wonder that, according to Econsultancy, a mere 5% of marketers say they are "very much set up to effectively orchestrate cross-channel marketing activities."

Who's Responsible?

Well, to put it bluntly, marketers themselves are partly responsible. The customer experience is broken because the marketer experience is broken.

¹ *Understanding the Multi-Channel Shopper*, Wharton, 2015

² *13 compelling stats from around the digital world*, Econsultancy, November 2014

³ *IDC*, 2015

