



Contact Persona

StratApps

Driving relevant content marketing campaigns and high-quality leads with data driven insights.



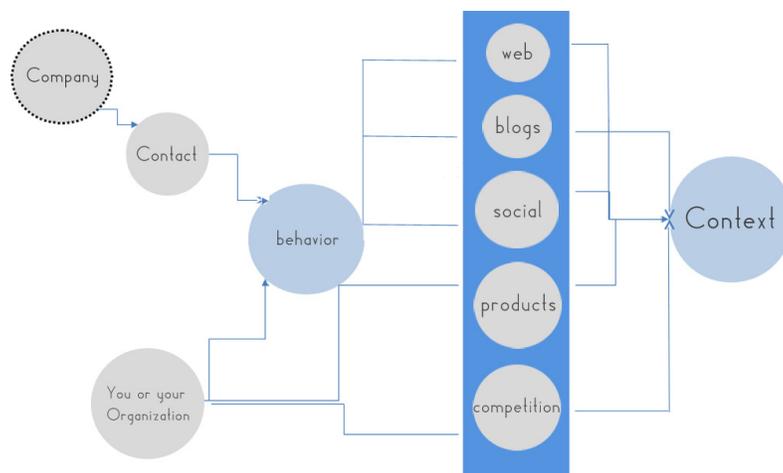
Fact: The response rate of your marketing initiatives is directly proportional to the context and the behavior of the recipient.

How can you make sure that the content is targeted to the context and behavior of your target audience?

What is Context?

The context of your contact or buyer is the unmasked profile of this person in relation to your products, objectives and needs. By unmasking this persona, you can micro segment your message to be very specific. E.g. If you knew that a set of contacts are influencers in the buying process and that they are more aligned to your competitor, wouldn't your campaign message be different to this audience? So, the million dollar question is how can you find this context? The answer lies in Contact Persona from StratApps. The Contact Persona Data-as-a-Service is developed based on more than 10 person year's worth of research and development using big data technologies, text mining and predictive analytics. Traditionally, marketers have relied on interviews, surveys and other methods to understand buyer personas. With the advents of social applications, blogs, and other social assets, it is now possible to get a contextual based persona of the buyer using the right technologies and the right decision models.

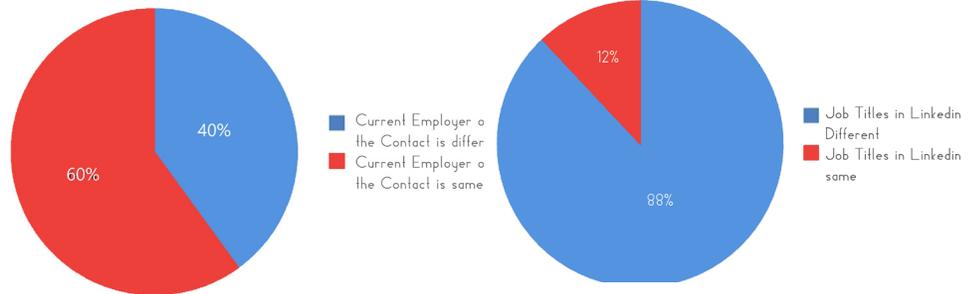
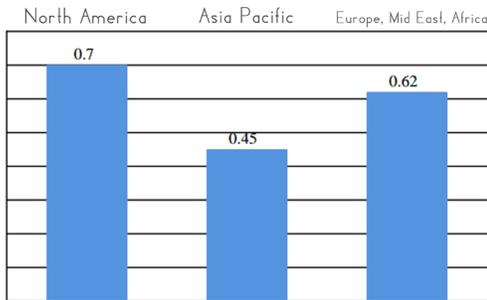
With Contact Persona, whether there's hundreds or millions of records, one can now get the complete profile of a target including their affinity to your products, who is most likely to be an influencer or a decision maker, and many other attributions that can directly influence the uplift in campaign response rates. Contact Persona bridges the gap between an individual and their context as related to your needs.



Data to Context - Why is it important?

When you have context surrounding your relationship with a contact, you are able to provide more personalized and relevant marketing content that's targeted specifically to their needs. When you create marketing that's targeted at people's point of need, it stands to reason that your response rate will increase as well. You aren't delivering marketing content that's misaligned with their interests or stage in the sales cycle. The content will be relevant to the contact and that will in turn increase conversion.

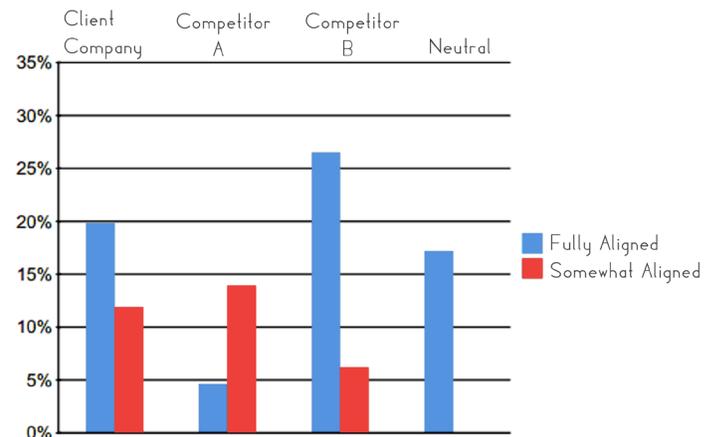
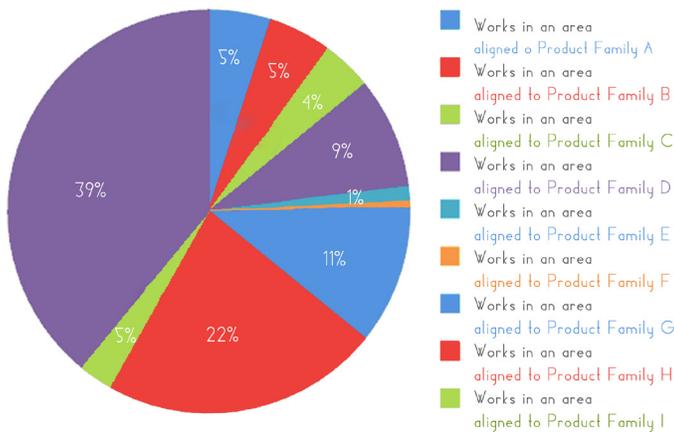
While using Contact Persona, a Global 100 software giant was able to get current contact database information, micro segment that population, and go on to achieve 40%-60% uplift in campaign response rate!



With Available Web Assets: StratApps was able to match the majority of contacts from the client's marketing database using fuzzy logic and sophisticated text matching algorithms in Hadoop. This includes contact records in international languages.

Data Cleansing: StratApps provided accurate information on "most recent employer" for each contact. Almost 60% of the contacts had wrong accounts attached.

Data Cleansing: StratApps provided accurate information on recent "job titles" for each contact. Almost 88% of the contacts had inaccurate job titles associated in the contact database to begin.



Client Background: Using predictive analysis and text mining across the web assets of a contact, Contact Persona provides pinpoint accuracy of their background as it relates to client's product offerings.

Alignment: This company was able to segment the complete contact population in terms of competitive affinity, thus helping the field level marketing teams to come up with precise messaging.

So, why Big Data?

Big data is a collection of all sorts of data, at all speeds which they come in, all the time. It stands that social data is a large part of that unstructured, continuous and various collection. Social data often evolves over time and are contextual in nature. With big data technologies, we can stay on top of this ever incoming information more easily. The Contact Persona service can help you cleanse and standardize your data, then, using text mining and predictive analysis, you'll be able to grasp the bigger, ever changing picture. By taking in consideration the overlaying context, you can analyze your relationships and use them to micro segment your campaigns. With the technology advances that big data births, the result is quick, reliable insights that improves campaign response rates.

