bounteous

# Insight-Driven Journeys

Are You Ready?

## Analytics and measurement are critical to identifying the moments that matter and how those moments differ based on segments.

The first step is understanding whether or not you have what you need to embrace an insight-driven approach. Ask yourself these questions:

**1. Are your marketing efforts across different channels disjointed?**

* Involve marketers from across all your channels.

* Understand if everyone is held to the same KPIs and success metrics. Understand where they differ.

* You don't have to have achieved harmony across all channels to get started, but you have to be willing to work toward it and have similar goals in mind.

**2. Do you have access to all data views of your customers? Is this data siloed or synchronized?**

* Take an inventory of data that could be useful in defining personas and journeys.

* Do you have systems where this data comes together? Are there databases or APIs to interact with and update customer data?

* Don't be paralyzed by achieving complete data about customers. Use what you have to achieve incremental successes.

**3. Are you using data to identify what matters to your users? Are your user journeys based on your gut or informed by data?**

* Dig into your data to understand what users are currently doing. Are there surprises? Themes?

* Taking a consumer-first approach, and leveraging the data you now have, hypothesize what users could or should do.

* Does your current experience support this? What gaps need to be addressed?

**4. Can your customers take any path they want as long as it's the one you've built? Is your customer's experience rigid or adaptive?**

* Is your CX a one-size-fits-all approach or do you provide differentiated experiences for personas?

* Evaluate the different experiences you support and see if you're truly providing different prospects and customers what they need or if you have a single thread.

* If you have more of a one-size-fits-all approach, use data to identify which persona would create the most value by providing a targeted experience, and focus there.

* If you have different targeted experiences already, do those experiences adapt dynamically to individual users (through content, next best action, etc.)? If not, again target by value and find ways to start testing deeper personalization of experience.