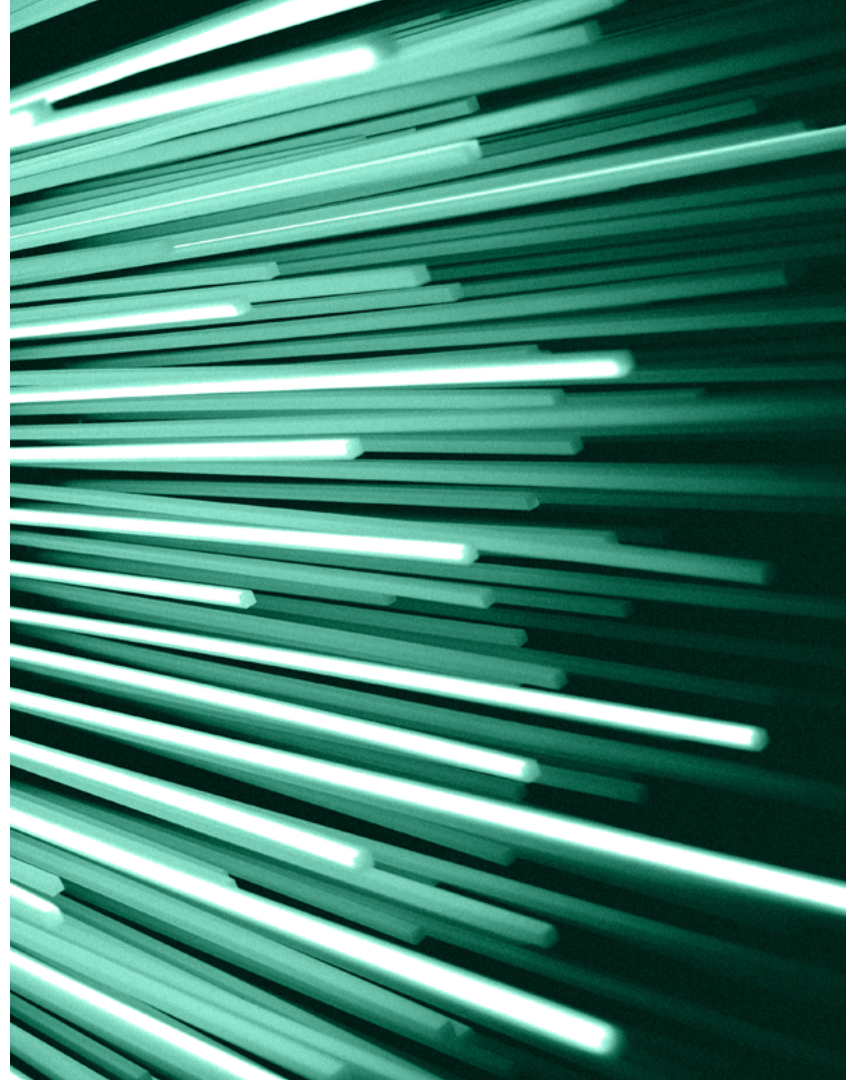


Elevate Your Brand's Integration Strategy For Maximum Business Impact

How Holding Integration To A Higher Standard
Can Level Up Customer Experience

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Ineffective Integration Hampers Marketer Productivity And Effectiveness

Marketers strive to build direct relationships with their customers that engender both loyalty and trust. To do so successfully requires integration of the marketing technology (martech) and data sources that impact customer experience (CX). Yet integration is less than optimal for a lot of organizations today, beginning with identity and privacy missteps, and ending in broken customer experiences. To resolve the misalignment of multiple tools and meet evolving customer expectations, marketers must first have a handle on their organizations' true level of integration to develop insights and craft and execute effective engagement strategies. That means having an ecosystem that provides a single view of their customers to deliver delightful experiences and drive tangible business results.

Key Findings



Integration is a tall order that requires flexibility. Most of respondents' organizations need to connect 10 or more solutions; for 40%, it's 15 or more solutions.



Analytics is a top expectation that is still unrealized. Providing insights is the top technology buying requirement and yet delivering insights is also the top stated operational challenge.



Proper integration delivers customer, employee, and business benefits. Over 60% of respondents report better CX, better internal collaboration, and improved campaign speed to market.

Too Many Tools And Unleveraged Data Lead To Negative Impacts for CX And The Bottom Line

Over 90% of respondents have implemented data warehouses or other data storage solutions, but having a complete integration strategy that meets the demands of modern customer engagement is not always a given. Integration plays a crucial role in shaping the customer experience, and insufficient or fragmented data storage and management presents obstacles for marketers, resulting in subpar CX.

Creating an integrated technology stack is easier said than done, given that 84% of respondents note their companies use 10 or more solutions that impact CX. Over 40% of respondents rely on more than fifteen tools. The number of tools and disparate data sources leaves marketers toggling between solutions, struggling to piece together a cohesive understanding of their customers. This fragmented approach hinders their ability to create effective experiences and negatively impacts the business bottom line.

The Number Of Tools Impacting The Customer Experience



84% of respondents' organizations have **over 10 tools**.



40% of respondents' organizations have **over 15 tools**.



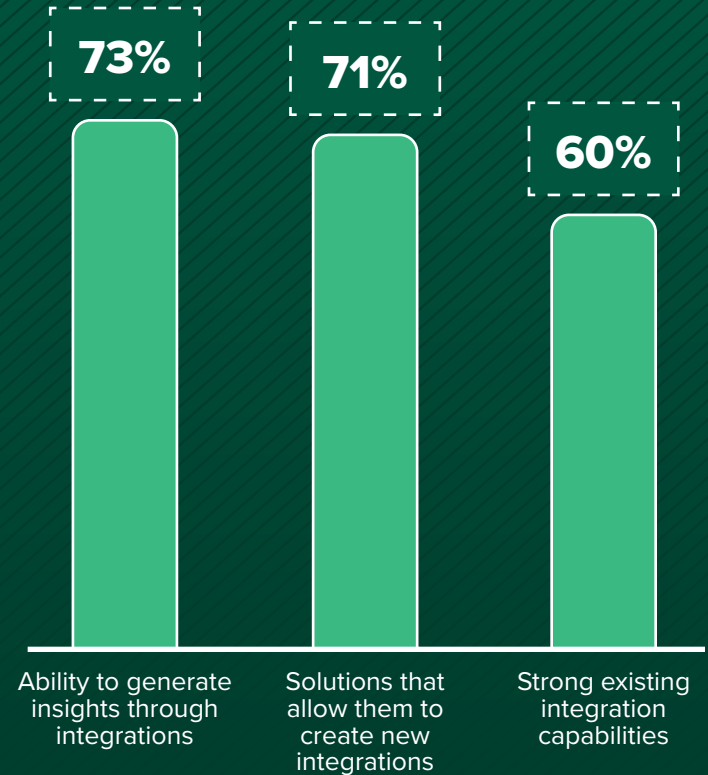
Marketers Seek Solutions To Help Master CX

The number of solutions a company has is less important than how well they work together and the effectiveness of their cumulative capabilities. To minimize duplicated work across multiple tools, true integration is necessary.

When evaluating data-related solutions, respondents prioritize factors that optimize current and future business needs. Technical capabilities like the ability to generate insights through integrations (73%) and strong existing integration capabilities (60%) are key considerations. However, flexibility is also a significant factor. Marketers seek solutions that allow them to create new integrations (71%) and scale existing integration capabilities (67%). While out-of-the-box integrations are a good start, customizing existing integrations and the flexibility to create new ones are important.

Privacy is also critical. Ninety-five percent of respondents emphasize the importance of a privacy-forward approach to the success of their marketing efforts. Choices regarding consent management, data collection, and customer privacy preferences heavily impact CX.

Respondents Prioritize Technical Capabilities



Issues With Data Operations And Activation Have Marketers Running in Place

A consistent, unified, and accurate view of customers is key to delivering the best possible CX. However, a lack of integration hinders optimal data utilization, resulting in data activation problems for marketers. Respondents cite challenges around customer data, including the manual effort required to analyze data for actionable insights (57%), challenges testing and optimizing campaigns (52%), difficulty tracking and observing customer preferences (52%), and difficulty building holistic customer profiles (49%).

What's more, marketers are not confident that they have the best data for those operations; only around half of respondents are very confident in their data's quality, security, reliability, precision, and activation. In order to execute campaigns based on holistic customer profiles, marketers must level up the integration of the solutions they use to manage data.

“What operational challenges does your organization currently face with its approach to managing and using customer data?”


57%

Manually analyzing data for actionable insights across tools


52%

Difficulty testing and optimizing campaigns


52%

Trouble tracking and observing customer preferences


51%

Security vulnerabilities


49%

Difficulty building holistic customer profiles

Inefficient Data Practices Reduce Productivity, Security, And Revenue

The negative effects of incomplete or fragmented solutions and processes on CX are well known, but they also impact business KPIs. Marketers who rely on a poorly integrated environment experience delays in generating and launching campaigns (59%) and lost revenue (55%) for the business.

Poorly integrated environments with a high number of solutions increase security vulnerabilities (54%) as each new solution can serve as an entry point for malicious actors to compromise company and customer data. These challenges result in misalignment across the business, heightened security risks, and negative brand impact due to subpar customer experience (53%).

“What are the business consequences of having a poorly integrated customer data strategy/environment?”



More time spent to generate and launch customer campaigns

59%

Lost revenue due to extended campaign time to market

55%

Too many tools increase security vulnerabilities

54%

Impact to brand value due to poor customer experience

53%

Organizational misalignment

44%

Lost opportunities

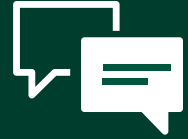
38%

To Provide The Best CX, Marketers Need To Reduce Martech Complexity

Marketers can deliver a more efficient and targeted CX when they have access to all customer data in a centralized and integrated environment, allowing them to launch more tailored customer experiences (63%) and campaign targeting (61%) with a shorter time to launch (60%). This not only results in better CX but also reduces wasted resources on duplicative, irrelevant, and slow campaigns that were created from manually analyzed or incomplete data.

Marketers also work more efficiently in a truly integrated environment. They can collaborate more effectively (61%) and avoid duplicating efforts (48%). With technology streamlining work processes, marketers can be more successful in their roles.

Benefits Of A Well-Integrated Customer Experience Technology Environment



63% Ability to tailor customer experiences

61% Improved internal collaboration

61% Ability to improve customer targeting for campaigns

60% Reduced time to campaign launch

48% Reduced duplication of efforts

Elevate Your Integration Standards For More Positive Business Outcomes

Respondents with a well-integrated technology environment report improved brand reputation (68%), increased revenue from shortened time to market (68%), increased ease of use/usability for end-users (67%), and the increased ability to analyze data in their applications (59%). With integrated solutions providing the best customer data management, user experience, and connected activation, marketers can create targeted campaigns that speak to current and prospective customers, ultimately improving the relationship between customer and business.

“What are the business impacts of having a well-integrated customer experience technology environment?”



Improved brand reputation from good customer experience



Increased revenue from shortened campaign time to market



Increased ease of use/usability for end users



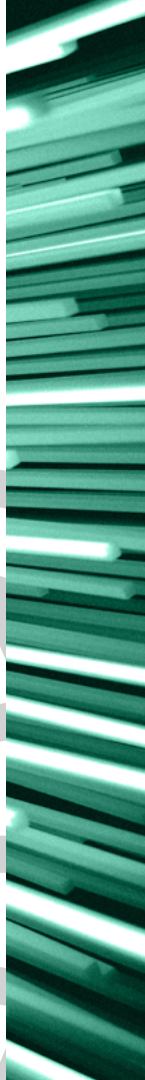
Ability to analyze data in app



Conclusion

To enhance customer experience and drive measurable business improvements, marketers should consider the following takeaways:

- **Focus on the generation of insights to guide initial integration improvements.** Curate data to create learning and knowledge and guide action.
- **Create collaborative data warehouse, management, and action environments.** Overlapping solutions leave customer and business data vulnerable to security threats and business benefits unrealized.
- **Prioritize complete integration of tools in the data environment.** When tools work together and duplicate efforts are reduced, employee efficiency gains will quickly improve customer experience.



Methodology

This Opportunity Snapshot was commissioned by Zeta. To create this profile, Forrester Consulting supplemented this research with custom survey questions asked of US marketers responsible for the integration and activation of customer identity solutions. The custom survey began and was completed in February 2023.

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Demographics

TOP 5 INDUSTRIES

Financial services	21%
Retail	20%
Insurance	20%
CPG	20%
Travel and hospitality	19%

RESPONDENT TITLE

C-level executive	19%
Vice president	55%
Director	26%

COMPANY REVENUE

\$100M to \$499M	61%
\$500M to \$999M	21%
\$1B to \$4.99B	10%
\$5B or more	8%

DEPARTMENT

Marketing	85%
IT	15%

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