

# ~~DON'T STALK.~~ JUST SELL.

**A STORY OF HOW DIGITAL MARKETING  
CAN GO WRONG—AND HOW TO GET IT RIGHT.**

CONVERSANT 

Something like this has happened to you, hasn't it?  
You want some new shoes. So you visit a website  
and browse around. You're not ready to buy yet.  
So you leave. But the last shoe you browsed  
starts following you around. Everywhere.

You visit another website.  
You buy a different pair of shoes.

**BUT THAT BIG RED SHOE  
KEEPS STALKING YOU.**



You weren't even sure you liked **the shoes** that much. But now you can't stand **the brand**.

It's no way for a brand to start a relationship with you, is it? You expressed some interest. It responded by stalking you.



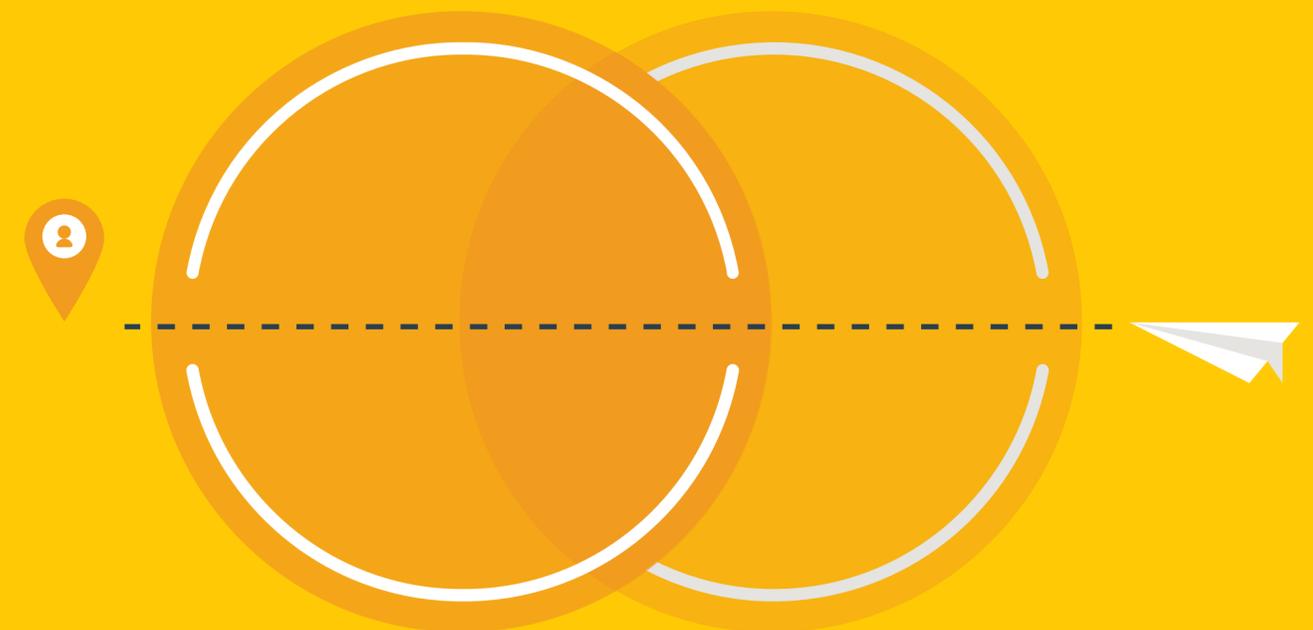
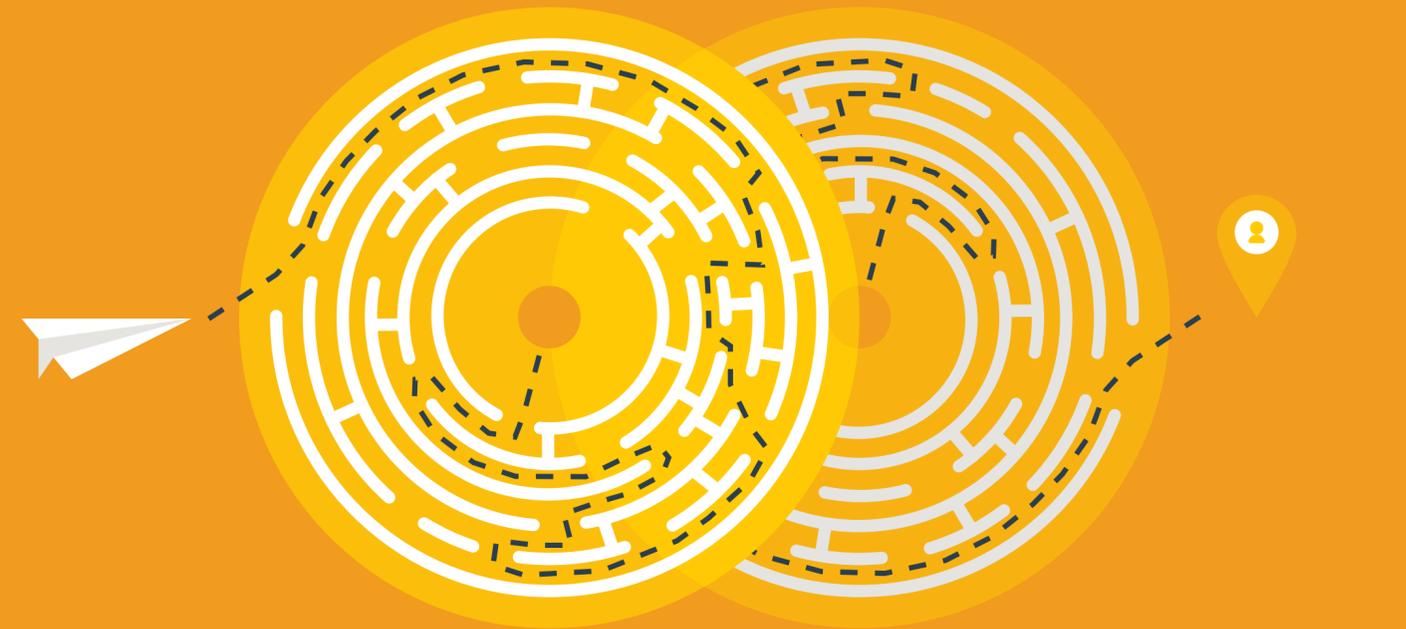
IF A BRAND WANTS TO START  
A RELATIONSHIP, IT SHOULDN'T  
STALK. **IT SHOULD:**

- 1 Speak to people as individuals, instead of devices, cookies or segments.
- 2 Reach people intelligently and proactively, instead of just reacting to a single action they take.
- 3 Maintain persistent relationships, so they don't have to reintroduce themselves to customers every time they connect.



BUT AS WE'VE ALL SEEN,  
**MARKETERS KEEP  
GETTING IT WRONG.**

Many of them combine a bunch of ad tech solutions,  
instead of working with one company that can collect  
all the customer data and keep it tied together.

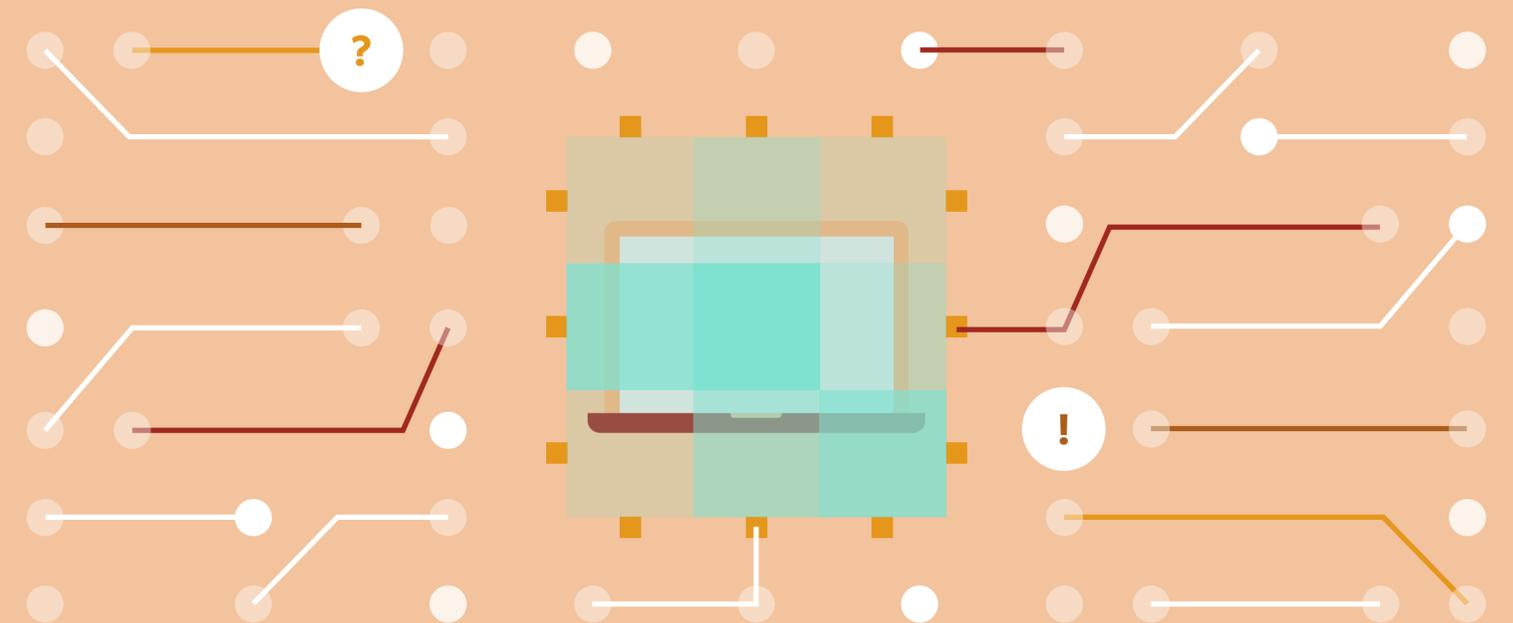


WHEN YOU COMBINE  
AD TECH SOLUTIONS,  
**YOU MISS OUT ON SCALE,  
ACCURACY AND RELEVANCE.**

Fragmented solutions lead to smaller, weaker pools of customer data. Marketers don't know much about each customer, can't accurately recognize all their customers—and sometimes match data to the wrong people.

Often, the best these marketers can do is to chase people around with ads based on the last webpage they visited.

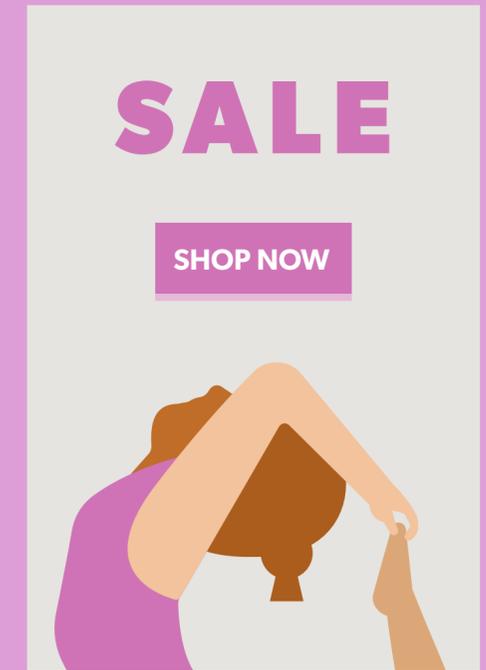
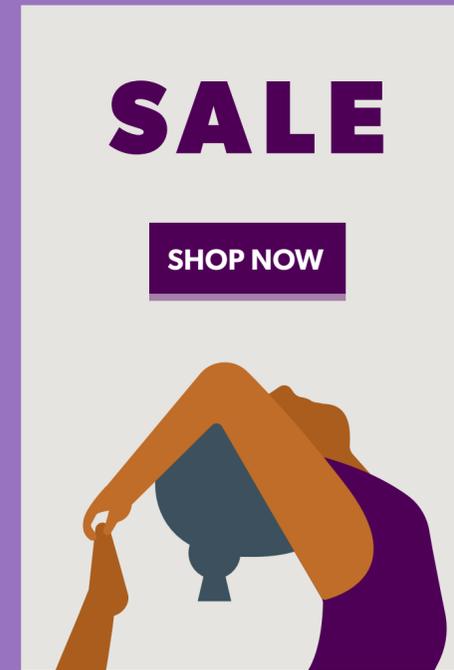
(Or the last webpage someone else in their household visited.)



IF YOU DON'T KNOW  
MUCH ABOUT YOUR  
CUSTOMERS, **YOU CAN'T  
DO MUCH FOR THEM.**

When marketers don't have enough intelligence about their customers, all the ads they serve will look the same. Customers will either get bored or get annoyed.

And when someone makes a purchase—either from the marketer's store or a different store—the ads will keep repeating, because the marketer doesn't know the purchase happened.



# THE RIGHT DATA IS OUT THERE. **GET OUT AND GRAB IT.**

Once you truly know your customers, you can make smart decisions about what to tell them. And the more data you've got, the better.

- *The computers, phones and tablets they use.*
- *The sites they visit.*
- *The videos they watch.*
- *The places they've been.*
- *What they buy (online and in stores).*
- *Thousands of other data points.*



Notice a couple of things that aren't on the list: names, addresses or anything that reveals identity. Those aren't important to get marketing right. Make sure that you privacy-protect all your data, and you'll build trust with your customers.

And then make sure you've got the right measurement tools to see what people do after they view your ads. If they buy the product—whether it's on your website, at your store or at a competitor's store—you should know about it.

LET'S SEE WHAT HAPPENS  
**WHEN THINGS GO RIGHT.**



Someone wants new shoes. She goes to your website, browses around and leaves without buying anything.

You have access to thousands of her attributes. You know she bought a yoga mat from you three months ago, and stopped by your store last week. You won't just show her the last pair of shoes she viewed, again and again.

BASED ON ALL YOUR DATA,  
YOU KNOW **THE RIGHT  
PRODUCTS, MESSAGES  
AND OFFERS TO SHOW HER.**

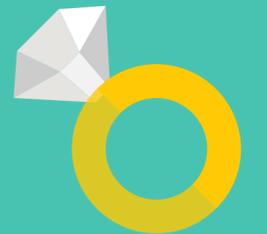
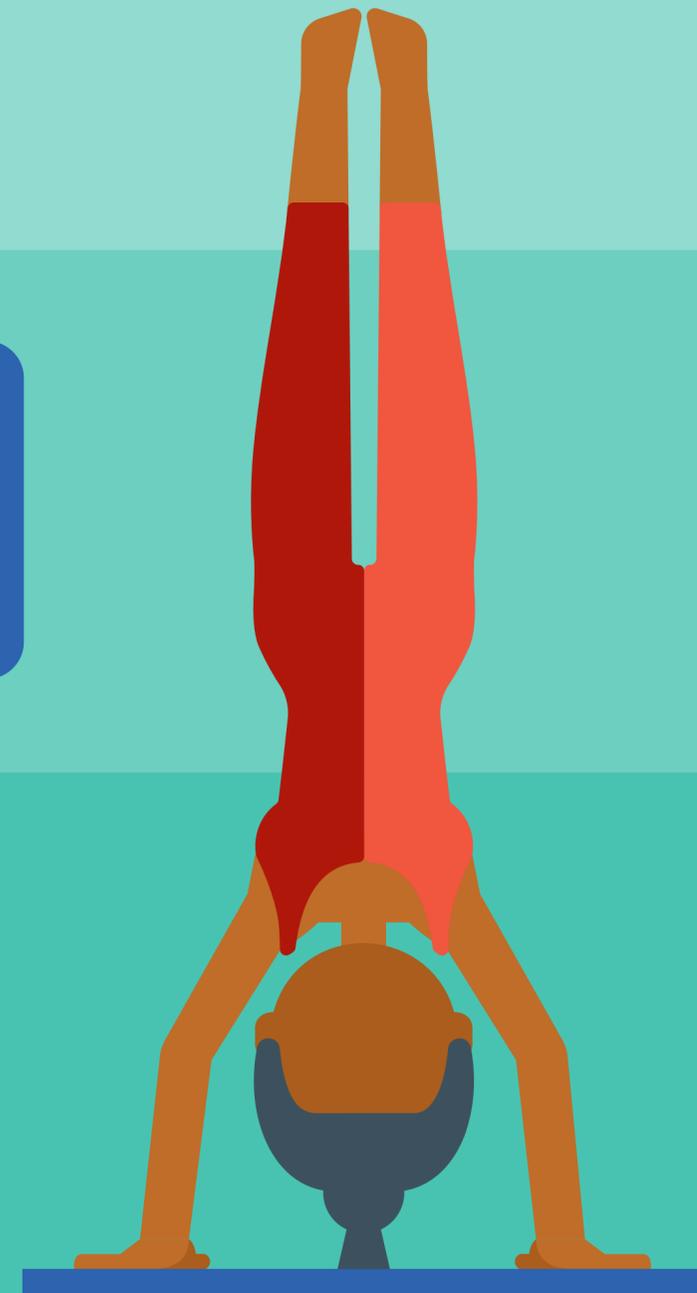
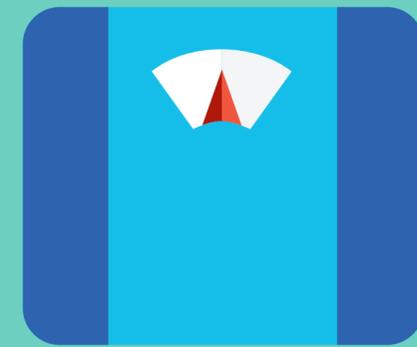


Maybe next time you see her, you show her an ad for clothing that matches her lifestyle. And then when you see that she clicked but didn't buy anything, you show her a similar one, but with an offer this time.

When she buys the product at your store, you know it's her. So next time, you show her something to complement her purchase.

She won't feel stalked. She'll feel like you really get her.

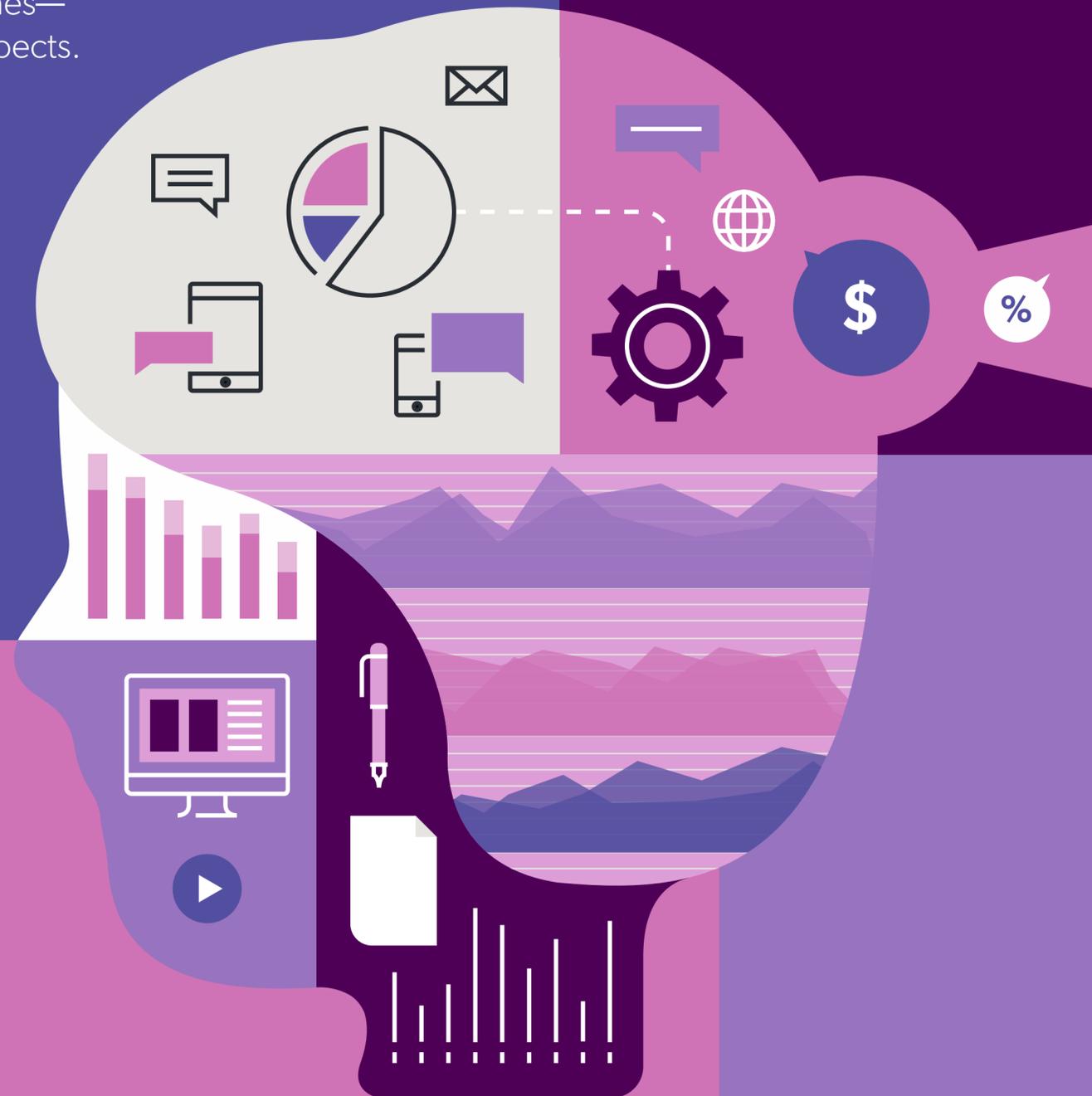
AND YOU'RE ON  
YOUR WAY TO HAVING  
**A LIFELONG RELATIONSHIP.**



Now just do it a couple million times—  
for all of your customers and prospects.

That's how to put people at  
the center of your marketing.

**IT'S HOW  
YOU GET  
MARKETING  
RIGHT.**



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