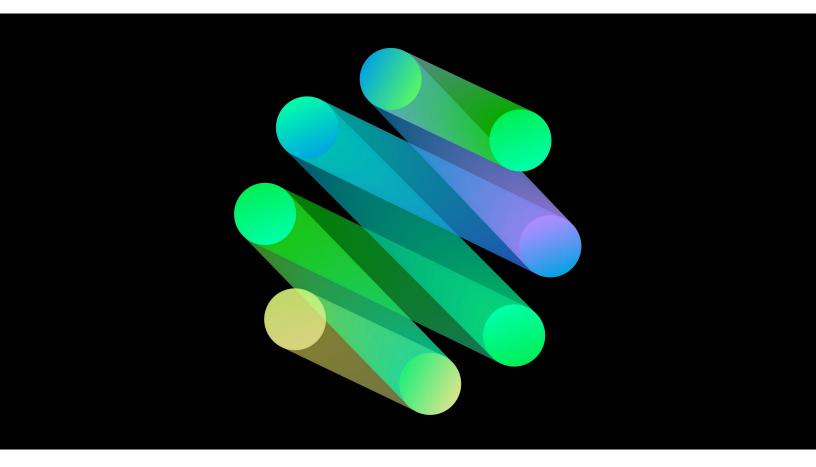# Deloitte.

ConvergeCONSUMER: Personalized Marketing

A five-minute read on data-driven segmentation and personalization at scale

Customers can get what they want, where they want it in minutes, not days, which drives home the importance of seamless, relevant customer experiences. While hyper-personalization is expected, many organizations are often challenged in achieving personalization at scale and struggle to measure its potential benefits, such as increased conversion rates and improved brand loyalty. How can you overcome common roadblocks and keep up with evolving consumer preferences to exceed customer expectations and drive growth? We share common challenges and how ConvergeCONSUMER™ offers a differentiated approach to help you overcome them.

Converge™
by Deloitte

5 common client challenges:

5 ways ConvergeCONSUMER can help:

Lack of industry specificity: Some marketers feel that their current solutions don't offer the industry-specific capabilities they need to differentiate from their competitors and provide hyper-relevant experiences to their target audiences.

Everything rooted in outcomes: Prebuilt AI models are industry specific and outcomes focused, tailored to help organizations move the needle on priorities like customer acquisition, increased engagement, and retention. The solution also contains a playbook of use cases and methods to guide which segmentation approach can be taken and which predictive models to use in different scenarios to achieve desired business outcomes, curated by a specialized team of marketers, data scientists, and strategists.

Lack of velocity: Human resource constraints, technology limitations, and the lack of a streamlined workflow make it difficult for organizations to create multiple variations of content and experiences at scale, limiting their ability to deploy and manage the wide range of tactics necessary for effective personalization.

Gives you flexibility: ConvergeCONSUMER enables organizations to configure prebuilt models or build their own models in their preferred cloud platform using cloud-native decisioning technology. This gives organizations limitless modeling options to differentiate themselves from competitors who use the same out-of-the-box models. In fact, many software-as-a-service (SaaS) vendors are introducing the "bring your own model" capability, and ConvergeCONSUMER offers prebuilt connectors from cloud platforms into SaaS platforms to further enable this feature.

Disparate data, limited data science capabilities: Many organizations have difficulty managing and integrating the plethora of online and offline data sources across first-party, second-party, and third-party datasets, leading to incomplete consumer insights. Plus, developing data science models that inform segmentation and personalization tactics is time consuming and difficult, and many teams don't have the data science talent to do so.

Takes a broad approach to data: An organization's first-party data is coupled with third-party data and insights for a differentiated approach that gives a broad view of consumer preferences, behavior, and interactions both inside and outside the brand's four walls. This enables organizations to deliver more focused and tailored messaging to the right audience at the right time.

Highly manual tasks across siloed teams: Personalization tasks across strategy, planning, execution, and measurement require extensive coordination and approvals, leading to lengthy processes and inefficiencies. Multiple teams with different budgets and priorities also make it hard to deliver a cohesive, end-to-end customer experience across all channels.

Automates parts of the process: With ConvergeCONSUMER's "bring your own model" assets, model scores can be automatically integrated into marketing and advertising platforms for faster segmentation and campaign activation. ConvergeCONSUMER also automates marketing processes by using generative AI to rapidly summarize features and insights about customer segments and then automatically create content and copy for each segment based on those features.

Inadequate measurement: Organizations are rethinking their approaches to measurement as data, technology, and regulatory environments continue to evolve. A gap in reliable, trustworthy measurement often prevents personalization programs from progressing beyond the experimental phase.

Optimizes personalization ROI: With a continuous feedback and measurement loop of actionable insights based on performance, organizations can make informed decisions in real time to improve return on investment and guide future tactics.

Learn more about ConvergeCONSUMER

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