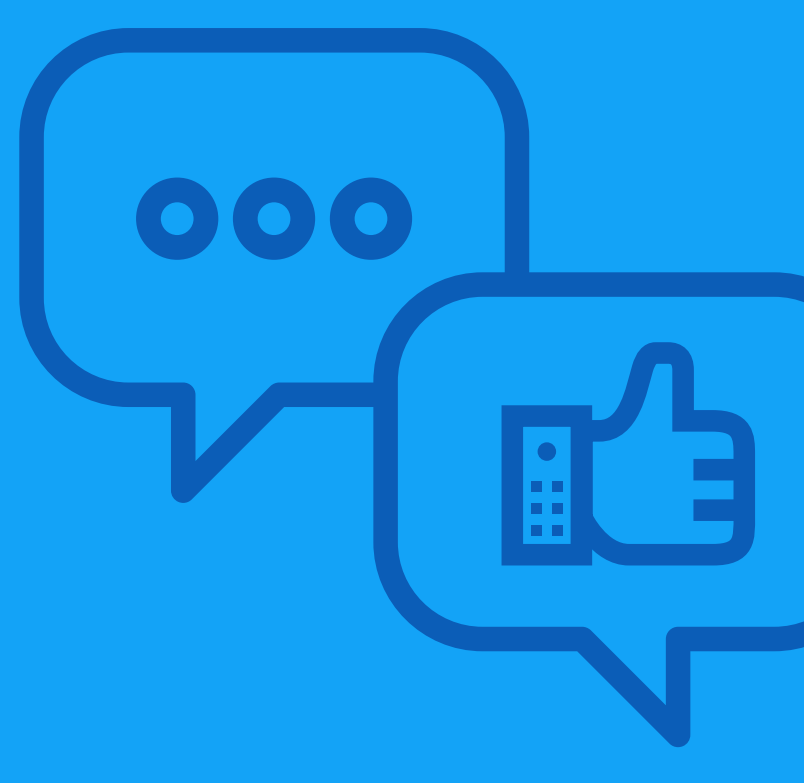


Infor Customer Experience Suite

Dude, where's my data?

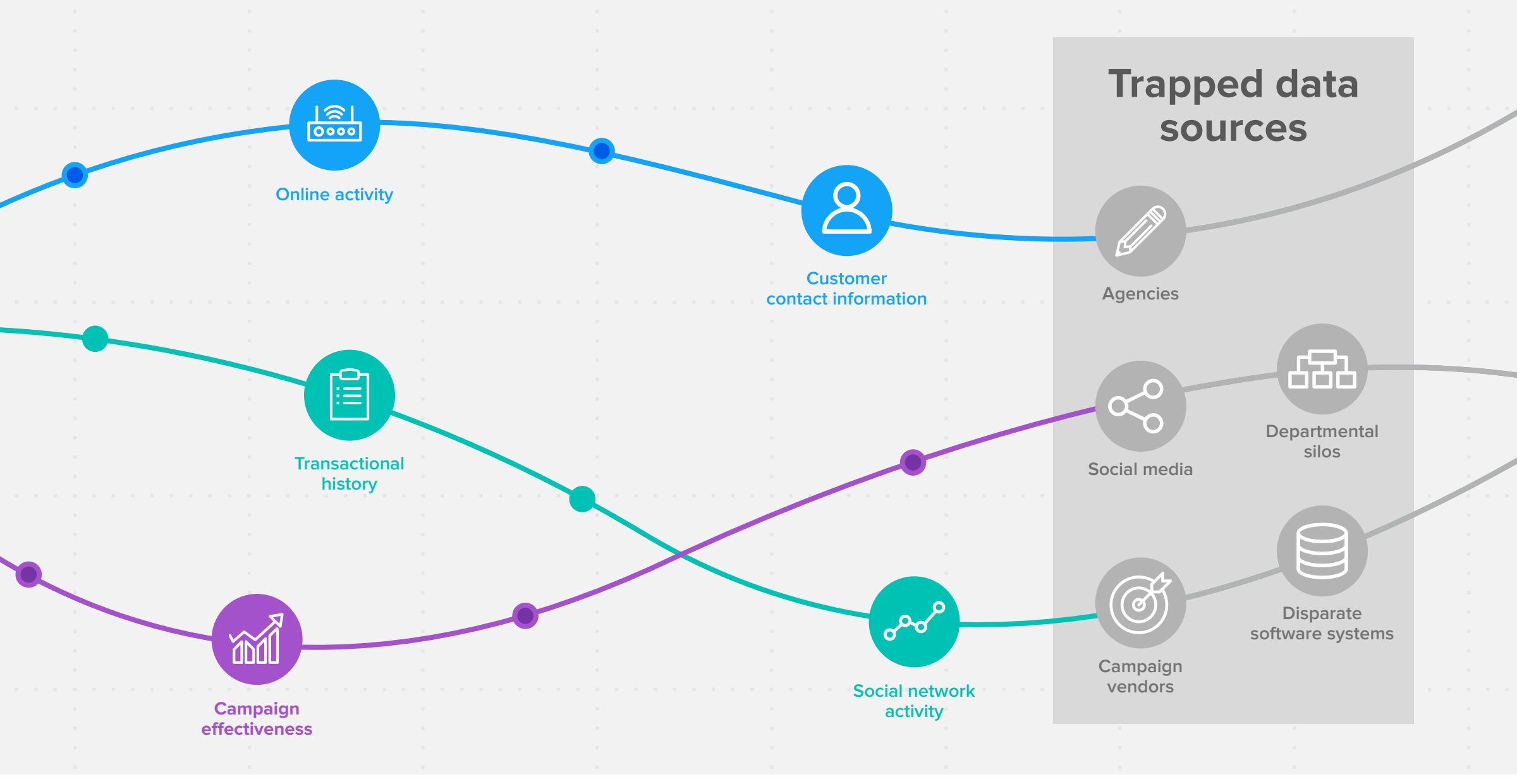
Gone are the days when marketers yearned to access data that could actually help them get to know their customers and use it to make thoughtful decisions about their marketing plans. Today, there's more data than ever, but keeping up with the sheer volume and speed of collecting and applying customer data to marketing initiatives can seem daunting.



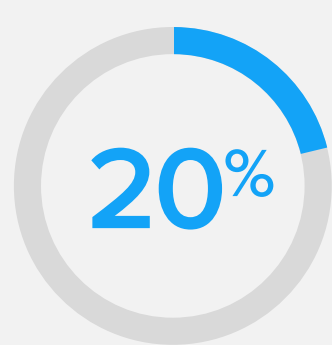
It's time to break through the noise

Vast data points

Companies are drowning in data, but still can't form a complete picture of their customers. The key is to tie together customer and campaign information from across your enterprise and all your channels, including relevant external data sources to gain a complete view of the customer.



41% of marketers cite inconsistent data across technologies as their biggest challenge for maximizing the return on investment in marketing technology.¹



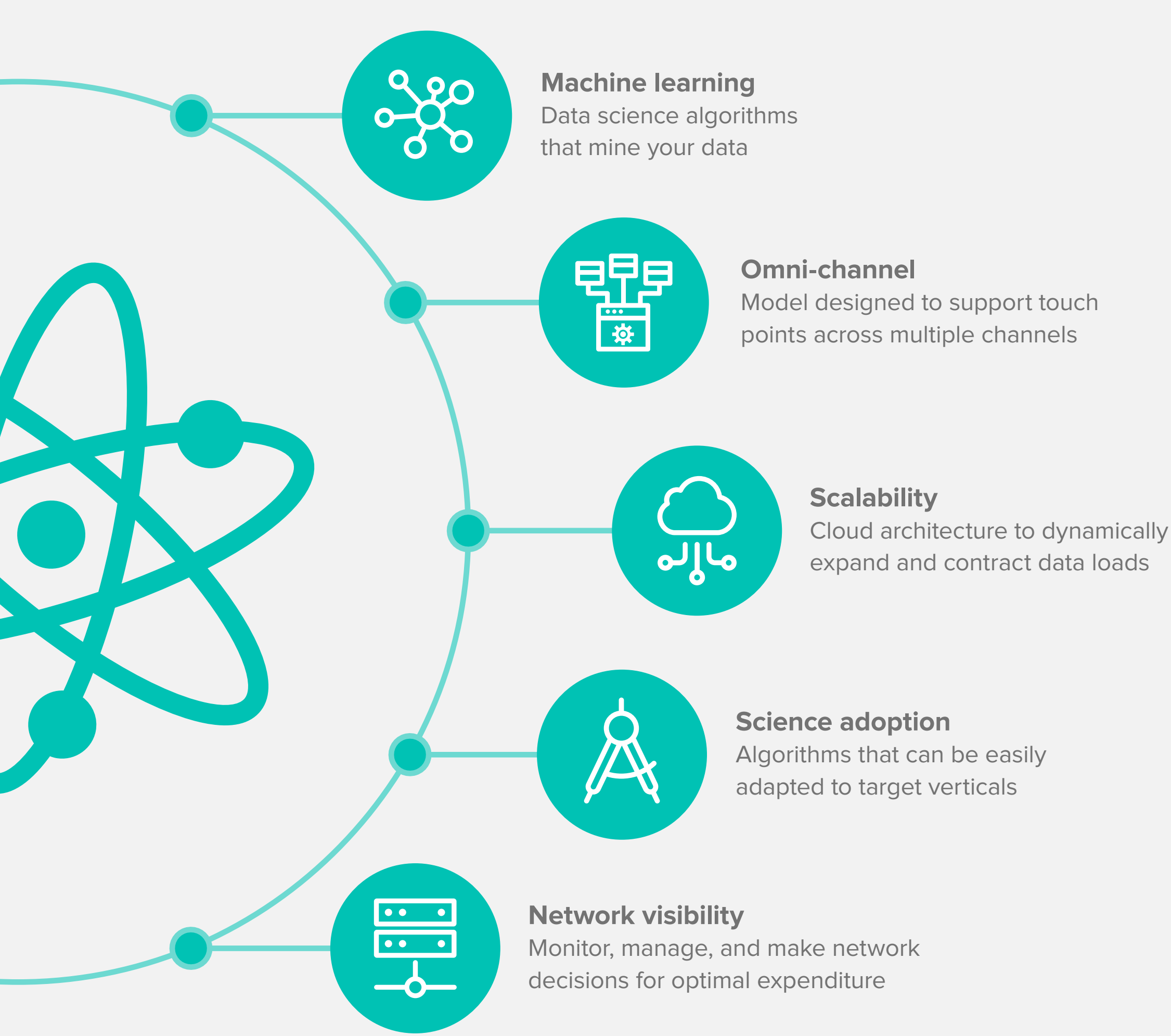
205 billion emails were sent each day in 2015, and by 2019 that number **will increase by 20%** to 246 billion emails each day.²



81.3% of global marketers describe data as **important to their efforts**. **59.3%** call it "critical."³

5 key elements to using data effectively

Marketers need to consolidate data points to gain a complete view and gather the insight to optimize their campaigns.

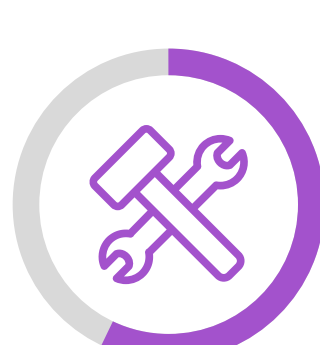


Get personal

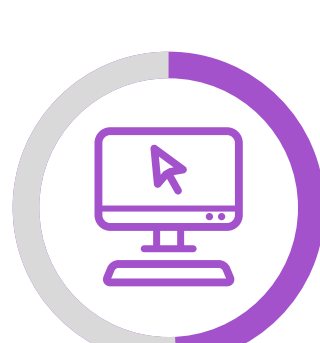
Brands need to be relevant, credible, and personal to drive revenue. Customer expectations are high; using omni-channel data can help marketers deliver personal interactions that help them acquire new customers, keep existing customers, and earn their loyalty.



Close to **3/4 of leaders** say they are seeing increased customer engagement as a result of data-driven efforts.⁵



56% of customers are **more likely to buy** with a personalized experience.⁶



45% of online customers **buy more from sites** offering personalized product recommendations.⁷

Put the power of customer data in your hands

Technology tools that turn Big Data into smart data put customer information to work for your brand. The key is to optimize how you collect, analyze, and share data to find the best offer to present to your customers and create a unified omni-channel marketing strategy.

Innovate and analyze data to develop powerful customer insights, refine offers based on customer preferences and continually drive strong customer relationships.



[Learn how >](#)

¹ Dun & Bradstreet, 2016
² The Radicati Group, 2015
³ The GDMA & The Winterberry Group, 2015
⁴ 2016 Gartner Press Release
⁵ Forbes, 2015
⁶ Usabilla, 2015
⁷ Usabilla, 2015