



# How to handle disconnects in the consumer experience in your marketing campaigns

There are a number of elements that might influence a brand's capacity to attract, convert, and retain customers, but they all boil down to one thing: disconnection. If marketers are unable to engage with customers owing to technological, data, or sensory challenges, their ROI will inevitably suffer.

To avoid more major concerns down the road, disconnects in your marketing initiatives should be addressed as soon as feasible.

## Customers' experiences are fragmented

Customer experience is vital to most marketers, yet many don't know what their customers want or how to solve problems. De Libero brought this divide with customers to light by citing a Forbes research that revealed that organizations who focused on enhancing customer experience saw an 80 percent boost in sales.

"There's a disconnect because there's a client demand that isn't being addressed," De Libero explained. "According to the data, the average gap between what customers expect from a brand and what they receive is roughly 38%. That's a huge hole."

"Once these things happen, it's already too late," he continued. So, why don't we begin by ensuring that our customers' customer experience is as exceptional as possible?"

## Customer analytics and data that aren't connected

"While 80 percent of those marketers are ecstatic to acquire first-party data," De Libero said, "just a small proportion of them are using data to create that comprehensive cross-channel experience for their clients."

Data must be gathered in order to address the disconnected customer experience. While gathering non-first-party data isn't as straightforward as it once was due to much-needed privacy regulations, marketers have a variety of tools and methods at their disposal to help them adapt.

Far too few marketers are taking advantage of these tools, which appears to be due to data collecting quality difficulties and disconnects.

## **Artificial intelligence and machine learning are unconnected**

Artificial intelligence and machine learning have exploded in popularity in the marketing arena in recent years, owing to marketers' growing desire for automation. However, these technologies are used by far too few brands.

According to De Libero, "84 percent of digital marketing leaders believe that artificial intelligence would improve their ability to give real-time personalized experiences to their clients." "However, only 17% of marketing departments use artificial intelligence and machine learning."

These tools can aid your marketing efforts by boosting consumer segmentation, automating time-consuming procedures, and personalizing campaigns, among other things. Leaving them out of the process, especially for enterprise-level firms, could stifle consumer growth.

## **How do you deal with marketing inconsistencies?**

"Remarkable customer experiences are the only way to drive revenue, acquisition, conversion, and retention,". "The consumer experience is crucial - it is the most critical factor."

"The voice of the customer will help you drive that experience."

However, addressing these disconnects entails more than just improving the customer experience, though that is a major concern. Marketers must also unify all aspects of their campaigns so that they may act as the foundations for those experiences.

"If you can unite those strategies — customer experience, content, analytics, and marketing technology," De Libero added, "you'll have a robust digital strategy that you can stand on."

"It's the foundation for digital transformation, [marketing](#) transformation, and so much more," says the author.

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