TRANSFORMING
'I THINK' TO 'I KNOW'

DIGITAL CUSTOMER PROFILES

Digital customer profiles use digital facts about your audience so that you can predict and positively influence website conversion.

THE NEXT LEVEL OF UNDERSTANDING

Digital customer profiles are informed by existing market segmentation analysis or marketing personas. They provide a deeper, more focused understanding of the specific behaviours and actions of your digital customers.

Identifying and understanding these customer attributes allows for real data to inform improvements to your digital experience.

WHY THEY ARE USEFUL

Creating a series of digital customer profiles allows you to:
- Remove the guesswork from your marketing planning, adding an extra level of sophistication.
- Create highly specific customer-led optimisation plans.
- Test offers and content targeted to specific customer profiles.
- Develop more informed, customer targeted content plans.
- Make more informed decisions about how to influence an outcome or conversion.
- Start the journey towards true personalisation.

HOW TO USE THEM

Profiling allows you to really know your digital customer, which means you can:
- Create plans, develop user experiences, positively influence and predict outcomes based on really knowing your digital customers.
- Realign your analytics dashboards to your digital customer profiles; *this is **what** customer profile Y has been doing.*
- Use attribution modelling to drive an even deeper understanding of **the what** for each digital customer profile.

THE DIGITAL BALANCE APPROACH

Work with us to identify the specific data attributes that you believe influence an outcome or conversion for your website.

Adobe SiteCatalyst allows us to extract the most informative web data that can then be enriched with the application of any additional internal business data (e.g. existing market segmentation or marketing personas).

This helps to move away from traditional visit-based metrics, to more sophisticated segments that can be used for optimisation.

You can also work with our planners to develop a digital customer profile-led optimisation plan for your website.

ABOUT DIGITAL BALANCE

Our aim is to help clients change their digital behaviour. We want to transform I think to I know and we do that by immersing ourselves in customer-based data, research and industry best practice.

We are proud to partner with Adobe across the APAC region, implementing Adobe's Digital Marketing tools for many of Australia's best-known brands.

LEARN MORE

Visit our site and learn more about creating digital customer profiles: www.digitalbalance.com.au

linkedin.com/company/digital-balance

twitter.com/dbsocialAU

(08) 9227 8073

enquiry@digitalbalance.com.au

digital balance