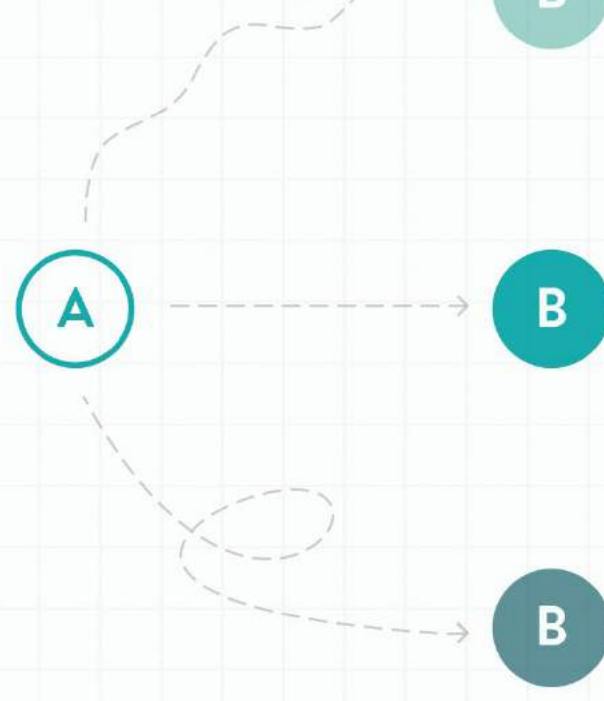


Be a Trailblazer With Customer Journey Analytics

From complex channels and nonlinear journeys to messy data and problematic attribution, it's not surprising far too many marketers still struggle with extracting meaningful customer insights. Customer Journey Analytics add some much needed science to the art of mapping customer behavior, using data to understand, measure, and optimize the moments that matter. Interested in generating more profitable outcomes while improving the overall customer experience? Run with these eight steps for successful Customer Journey Analytics:

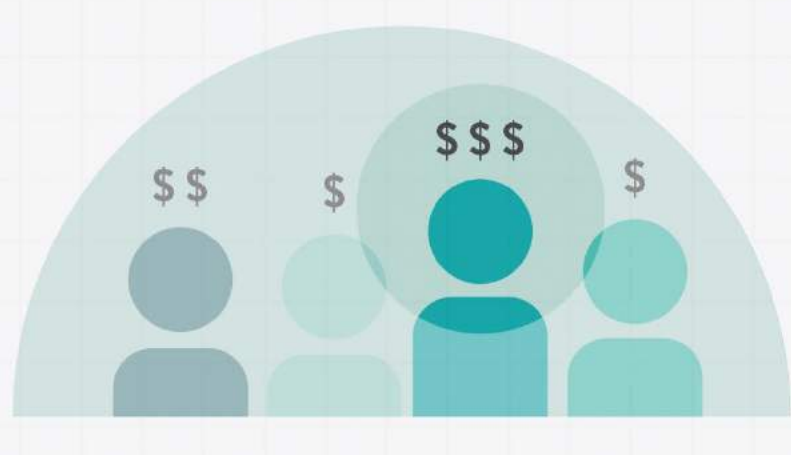
1 FOCUS ON A SPECIFIC JOURNEY

Individual customer journeys have different missions with different goals for the customer – **and the business**. Whether you are trying to optimize the path to purchase or improve the customer experience by minimizing friction, focus on a specific journey or use case first. Make sure all stakeholders have a clear understanding of both customer goals and desired business outcomes. When you have completed one journey, go back and tackle another.



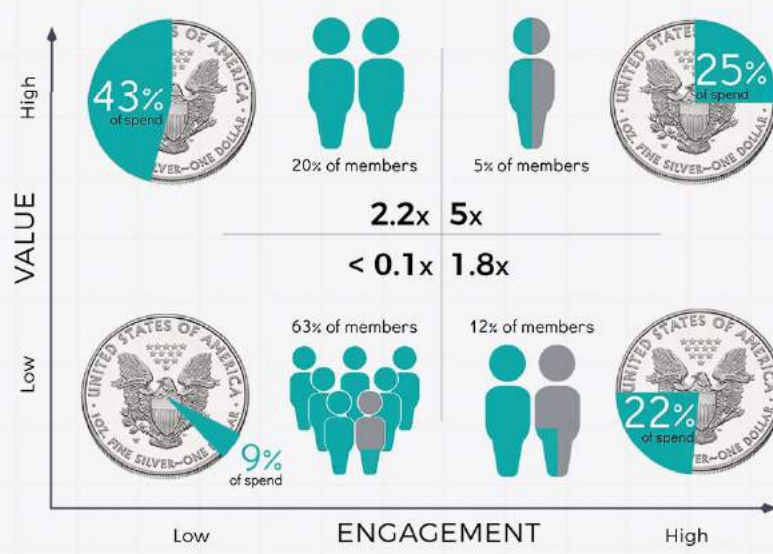
2 PRIORITIZE YOUR CUSTOMERS

Not all your customers are the same. Different customers behave in different ways so you need to make a choice on which customers to prioritize.



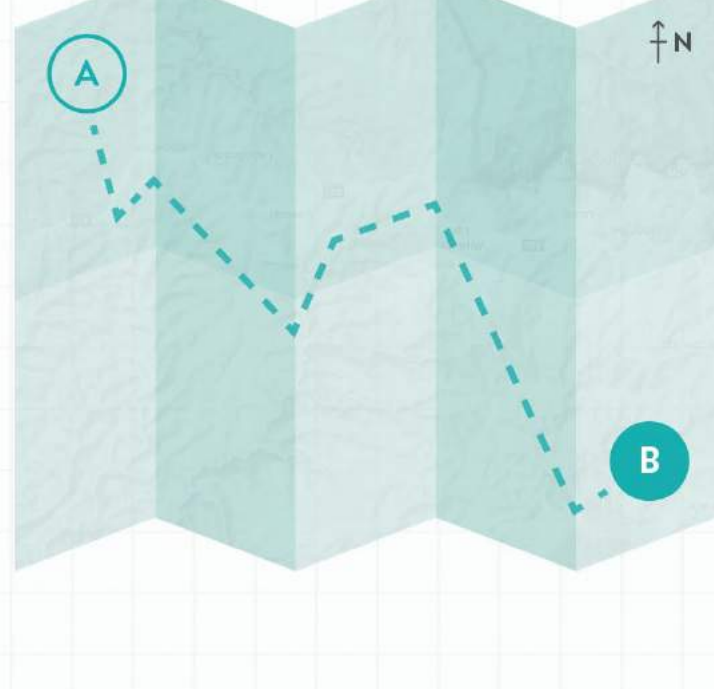
An opportunity analysis of your customers will allow you to identify your most valuable ones, enabling you to focus on...

- Your best customers
- Aligning benefits and promotions with key customers
- Investment in driving the right customers to higher levels of engagement and value



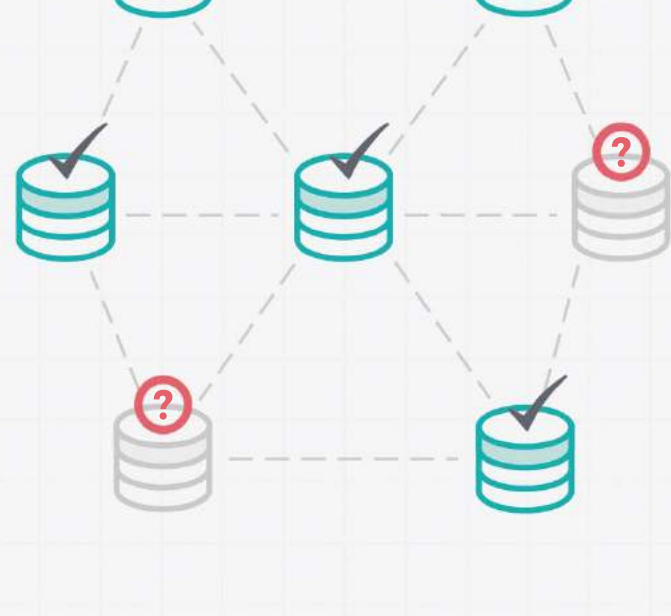
3 MAP THE CUSTOMER JOURNEY

Developing a model of how the customer is moving through the journey allows you to make sense of all the customer touches and available data. Additionally, it will aid in identifying pain points and the moments that matter. Lastly, it will help identify where you have gaps in your understanding and where you need to do a better job of tracking customer behavior.



4 FOCUS ON THE DATA YOU HAVE

It's impossible to track every part of a customer's journey, so make the most of the data you do have and establish a means to acquire more where feasible or available from 3rd parties.



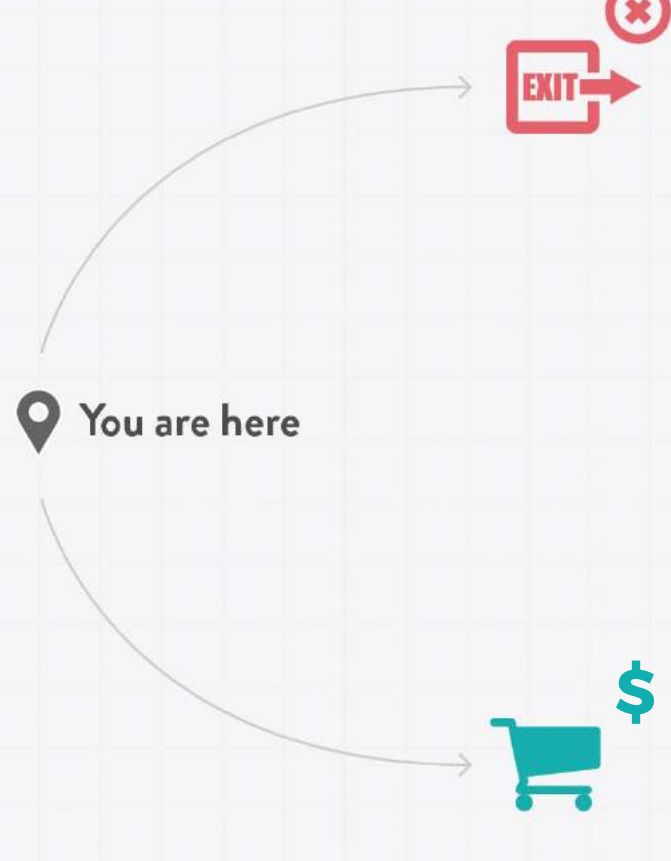
5 MAKE IT SIMPLE

With an endless number of shopping and browsing paths, it's critical to simplify the data and analysis; e.g. classifying page views into sessions representing a journey stage helps develop pattern identification. Similarly, we use a high watermark technique for clearing out browsing "noise" to distill actionable insights.



6 KNOW WHAT GOOD LOOKS LIKE

Develop a clear view of what the best journey should be – consistent with your commercial and/or customer experience strategy. This should be common to all stakeholders. Once you have this it gives you a clear model against which you can start to identify and optimize sub-optimal journeys.



7 PRIORITIZE THE MOMENTS THAT MATTER

Customer Experience is often dictated by one or two important "moments that matter." These interactions may, for example, strengthen a brand relationship or prevent an abandoned cart. Identify those moments and optimize them!



8 CALL IN THE EXPERTS

Customer journey analytics requires a high level of expertise mining customer-level data and using advanced analytics. This needs to be done while focusing on the application of insights to improve the customer experience and drive more profitable customer behavior.



Customer Journey Analytics Expertise on Demand

If your organization lacks the right resources or available bandwidth to accelerate your customer experience improvements, bring in the experts that can get the job done. 89 Degrees practice leaders and data scientists can quickly establish a foundation for you to optimize the moments that truly matter for personalized customer experiences and generate more profitable outcomes.

Learn more about unlocking competitive advantage from your existing marketing systems in our new **Advancement of Loyalty and Personalization** white paper.

[Read Now](#)

Follow us on LinkedIn

Visit 89DEGREES