



**SPAN**  
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# Predictive Analysis for Technology Industry

**How Big Data Compliments your Email Marketing Strategies**



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# Overview

## Overview

Frankly, in today's technology marketing field, getting a new customer costs a lot. Even the smallest target-group in the digital market consists of thousands of listed prospects. And so, targeted marketing (even in the smallest scale) gobbles up a good share of the company budget. No matter how much we brag about personalized marketing tactics, sending an email campaign with customized content to each recipient is still practically impossible. And science fiction doesn't cook your chicken.

Predictive analysis is not a crystal-ball therapy session that entertains your imaginations. It is a sturdy strategy builder tool which samples massive data that is already available from multi-channel marketing processes. As leading marketers, you need sound analysis of the company's current state, develop calculated goals, and chart the most feasible path to take you there. Big Data is your big ticket to gaze into current B2B customer behaviors and predict future trends.



The B2B industry has always evolved ahead of its time. That's why it is the quintessential trend-setter amongst industries. Once businesses convince businesses about impending trends, rest of the world eventually follows suit.

# Overview

## B2B Industry in 2015:

- Businesses are more technology integrated.
- Marketing has incorporated an online-offline hybrid culture.
- Direct customer interactions with businesses have shrunk.
- CMO budgets are on the rise.
- Third-party investments, mergers, and acquisitions in the technology quarters are signaling a consolidated digital future.

As is evident, technology is the major game-changer of the hour. And the industry is seeing growth like never before. This so-called growth is driven purely by current needs which has been the result of an innovation frenzy in the technology sector. Such impulses won't stand the test of time. To stay afloat and continue in the current growth path, you have to translate this growth into a stable strategized marketing plan.

Big Data reveals core needs of customers through detailed interaction history of prospects. This makes trend predictions more about measured probabilities rather than miraculous possibilities.

Email campaigns are the best B2B communication technique which fetch the best returns on investments. In technology marketing it beats any other mode of communication because of its power to mix authority and helpfulness at a single stroke.

The following document is about combining potent elements from business, technology, big data, and email marketing to build up a thorough, researched success path in the technology sector.

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# Is Your Technology Compass Pointing Northward?

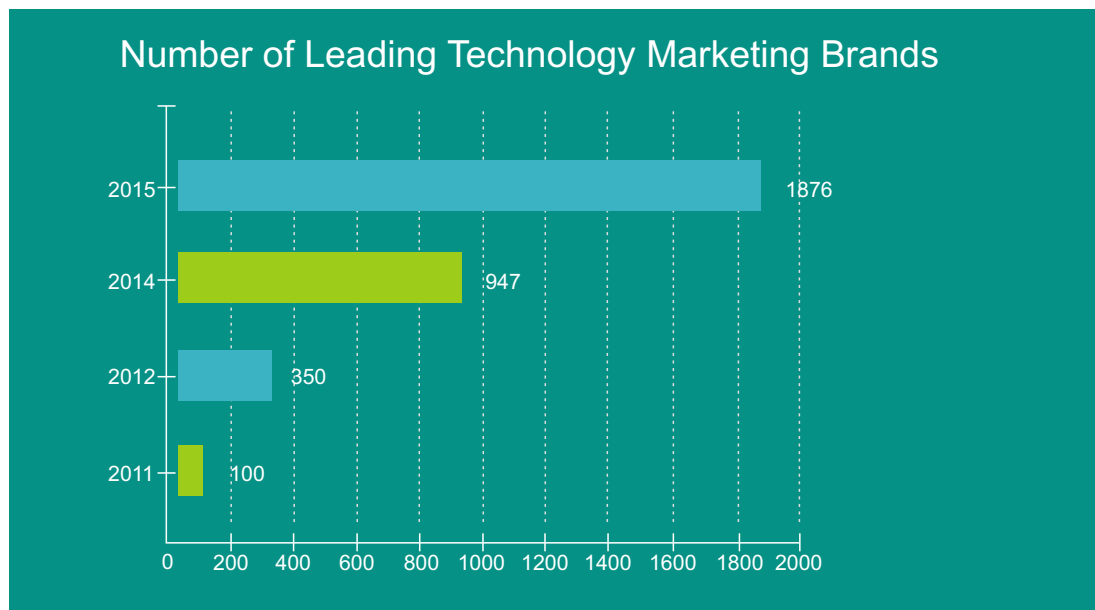
If one technical device goes down, we have another to fix it. If one technology is outdated, that is because another is taking its place. Our world, our lives are hell-bent on technological assets and we will go to any extent to get the most out of them. For businesses, this is not a matter of personal choice but is a necessity to stay ahead in competition. But even after penetrating leading B2B enterprises over the world, analysts judge the technology market to be not growing "as rapidly as it should".

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## Why is the Technology Growth Slowing Down?

- 1. Marketers are pushing almost identical technological products and services all over the world.** Being a closely-connected global market, any new technology reaches the furthest corners in a very short time. Thus, the market gets saturated over a new product very quickly.
- 2. Lack of optimum exposure in emerging markets, especially in Asia.** Small number of breakthroughs in offsetting the technology saturation in first-world markets is also declining the industry's initial growth path.
- 3. Rise of regional technology brands is spoiling the market for global multinationals.** Regional brands are utilizing local resources to compete with global technology products in their respective regions. As years pass, more countries are going to join in this competition, decentralizing the market's hold from the grasp of existent leading multinational brands.

But even when we say that comparative growth of the technology market has slowed down, we fail to look at the big picture. You can't also be blind to the overall growth that technology has achieved in recent years.



Source: Radius

Records of leading brands taken at the beginning of each year proved to be overwhelming in 2015.

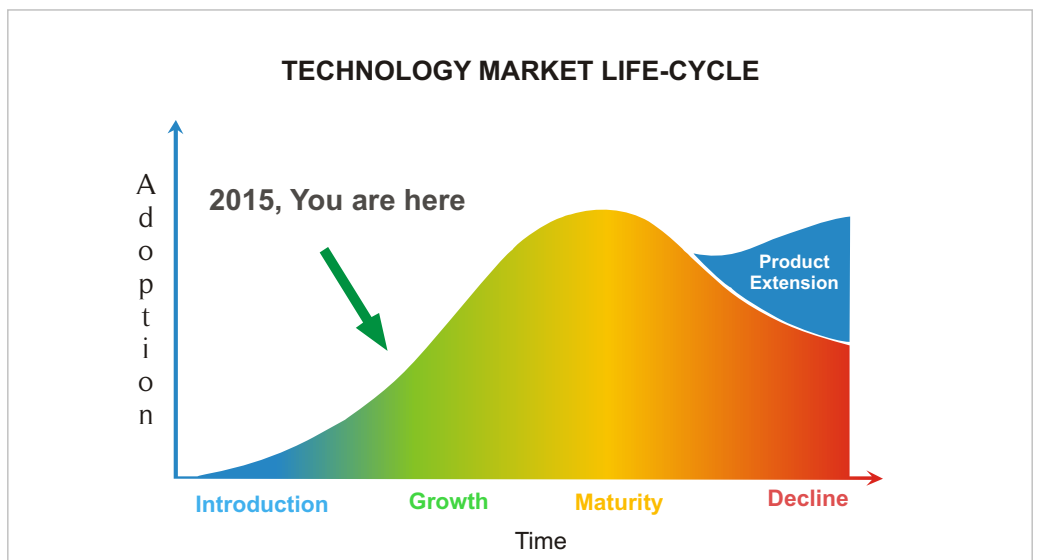
- Compared to figures from the previous year, technology industry has grown 170% more in terms of total number of leading companies in the field.
- Technology has also transformed into a trillion-dollar-per-year industry.
- The number of different technology categories (43) remained the same from 2014.

## Growth with Maturity – Signs for a Stable Future in Technology

1. The data analytics segment, in spite of initial speculations of contracting, has shown rapid expansion so far this year. This indicates that marketers are increasing their spending on both expansion and assessment of existent assets.
2. The other major factor that the number of technology market categories have hardly changed compared to the explosion of company numbers means that new companies are stabilizing their foothold in an established framework.

These two factors have played major roles in deciding technology market's maturity. The fact that big players of cloud and customer data platforms are spending more in mergers and acquisitions also confirm the conclusion.

As each technology category solidifies its position in the market, each newcomer becomes a niche player of an existing category. Consolidations between companies even out the distribution of new capabilities amongst players. Though these are just initial signs of a stable market. The effects of consolidation are still vastly outnumbered by the explosion of newcomers.



Source: Radius

## Emergence of Customer Data Platforms – Optimizing Big Data Analysis

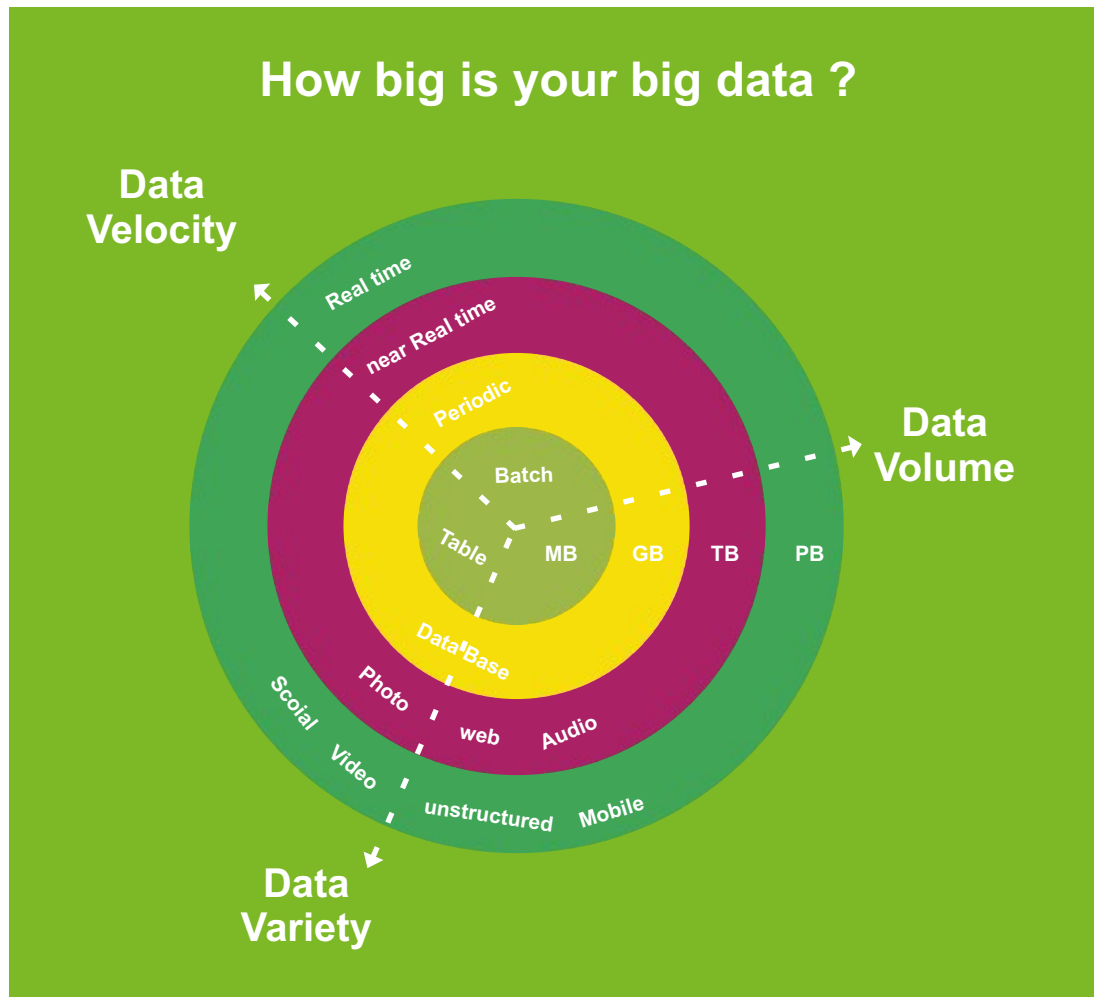
Big Data is the next best thing in technology marketing that is being discussed in all circles. The other major trend is content marketing. But even there, you need actionable data to make a marketable content plan.

### **Big Data**

*A collection of large complex databases, duly processed following a set of specified guidelines, curated and shared with relevant company resources at or near real-time speed.*

Established in 2014, Customer Data Platforms (CDPs) are a completely new segment of marketing that fully involves the best utilization of big data's potential. CDPs are focused on delivering optimized Big Data analysis for the B2B mainstream.

The growth of data is a history on its own. Big Data adds only another chapter to it.



Source: Smart Insights

According to surveys, most marketers are unaware of the potential of big data in today's marketing. Though data is collected automatically nowadays, marketers lack the expertise to create an actionable plan from the data available to them. Big Data can be found in two forms – organized and unorganized.

- **Organized data** found from old databases (mostly numerical records) created on earlier business platforms is still easier to arrange into actionable strategies.
- The problem is with **unorganized data**. It come in forms of audio, video, text, financial transactions etc. This type of unstructured data is completely personalized and often impossible to translate into a n y plan without proper expertise.

CDPs use multiple "smart" layers for processing unorganized big data through science and software and derive strategies out of them. For just being a two-year old segment, CDPs are gathering huge funding globally and are also actively being acquired.

CDPs started off in the middleware category. But the current surge in data amounts and sudden focus on customer behavior study is indicating their stronger presence in future technology markets.

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### Overall market trends that will extend to the next year:

- B2B purchases will be executed with informed decisions through enhanced data analysis and operated under a buyer-controlled environment.
- Buyers will have more say in the choice of content they want to access and where they want to access it.
- Role of Sales and IT executives will continue to shrink while influencing purchasing decisions, giving more way to promotion and marketing initiatives. Content marketing will hold a good deal of importance in customer approach.
- Predictive analysis from big data research will be the spotlight for board-room executives while strategizing marketing plans.
- Emails will be more personalized and marketing automation will penetrate more into the email marketing fora.

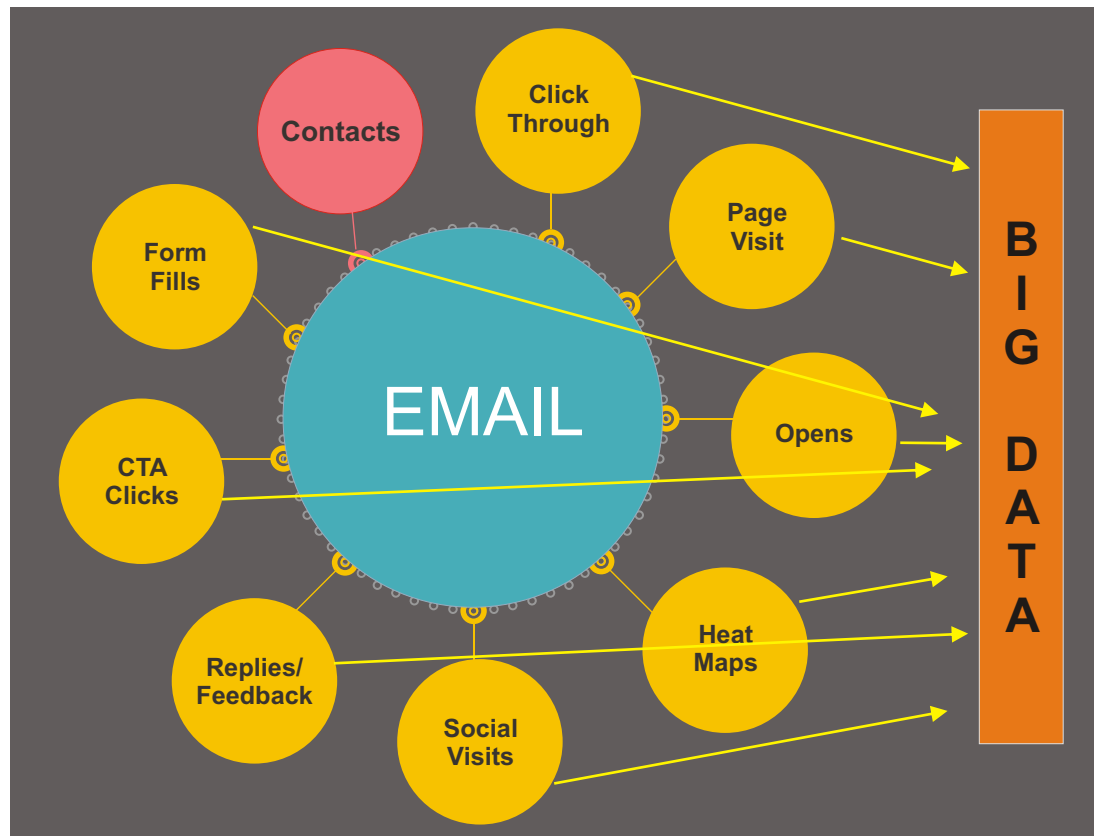
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## The Big Picture



- Connected life platforms will channelize the buying cycle, creating an inter-connected mesh of virtual transactions. Direct business interactions will be lesser.
- Mobiles and smartphones will be receiving the lion share of marketing promotions. Multi-channel marketing will be more biased towards mobile platforms.
- LTE data connectivity is already well accepted in technology hubs. Speed of data access will continue to be a matter of concern for on- or offline business interactions.
- Companies will be spending more in buying new technology. Subsequently, technology marketing budgets will also see an uplift. CMOs of tech firms will outspend CIOs in the near future.
- CMOs will focus their target on the demographic of new-age buyers who are more habituated to the enhanced technological environment.
- Complexities of new technological innovations is pushing marketers for package solutions. Apart from CDPs, technology management communities are also getting their share of market investments. They work to connect disparate automation tools in order to formulate ready-made decisions from their collected data. This kind of services will be in huge demand for the coming few years.

## How Actionable is Your Email Marketing Big Data?



Contact data is the foremost important information that can be collected through emails. But while this contact can transform into a well-deserved lead, marketers often miss out on the interaction information that is also collected by your email automation tools.

This additional "big" data can be a boon to your tech firm's future email marketing efforts and also to have a better understanding of your target-groups.

- Numerous Fortune-1000 companies still optimize their campaigns according to "past experiences" and "gut instincts".
- Email marketing is still not a data-driven effort. Only 11% participants of a CEB survey said that they rely on data while taking decisions.

The problem remains same for email marketing as for technology marketing or any other marketing as such. Data-smart being a comparatively new marketing tactic, it is still stuck to a minority of marketers only. Unlike in real world, all recipient interactions can be measured, calculated and quantified digitally.

Very few marketers are open to this fact. As a result, 25% of new business opportunities are being wasted because technology firms are not using their search data while forming marketing strategies.

On the other hand, 50% of CFOs and CIOs repeatedly aware decision-makers about big data's positive impact on business decisions. Like in the B2B sector, data-driven marketing is suffering in retail industries too. 9 out of 10 retail executives in North America realize that failure to utilize data in the decision-making process results in loss of revenues.

Email marketing is not what it used to be. With competition from other technology participants increasing exponentially every year, it will be hard to penetrate target-groups without higher accuracy and relevance. Transactional and trigger-based emails are bridges that connect marketers with their audiences.

### **The Action Plan:**

#### ***Step-1:***

Define you problem by actively zeroing in on the relevant data in the company database. Try to fit it into the email automation provider's system. The system figures out the best plan by itself.

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## The Big Data Black Hole of Email Marketing

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## How to Make Your Big Data Actionable

**Step-2:**

Construct a plan from your problem definitions and set the stage for its execution. Choose the most suitable storage platform, collect resources (both technology and human), and finally, assess that you already have the data you need or not.

**Step-3:**

Run simulations before you launch the project. Test it on simpler scenarios with one or two parameters – like demographics / purchasing history, content engagement / competitive data or some other pair. Start with the smallest dataset you have.

**Step-4:**

When you are finished, check for similarities in the big data you have collected. Look for patterns. When successful, try it on a larger dataset. The more experiments you conduct, more accurate your trend analysis will be.

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You should realize the power that your B2B email carries. For your clients, it is the digital version of authenticity.

## Conclusion:

There are four types of primary data that email marketers get from their repeated campaigns.

1. Email Interaction Data
2. Web Interaction Data (through links in the campaign)
3. Past Purchase Data
4. Profile Preference (from various social links or digital communities where clients host themselves)

B2B email subscribers use emails for almost everything – deals, confirmations, notifications, research, news and information, updates and many more. With so many columns to fill, emails are the ideal platform for collecting and analyzing variety of customer data-sets.

Experts suggest, half of the B2B emails are deleted from recipients' inboxes within 2 seconds. So, forget open rates! You need to work on the subject line and more importantly, the sender's name. Span Global Services helps you out in the little details that makes an email campaign successful.

With our B2B **Email Marketing** services, you can:

- Reduce your customer acquisition cost
- Increase your brand reach, awareness, and engagement
- Get complete profiles of your customers
- Increase campaign relevance with optimized customer-centric content
- Schedule campaigns on properly segmented lists

Our **Campaigner** tool is the end-to-end email marketing support that solves your big data needs. Collect and convert your big data into actionable insights in no time. But is that all you need to make a successful campaign? Your adaptability to constantly changing trends of the digital market also take you forward. Chief strategists need to sit, decide and inculcate the actions into their daily work schedule.

Outsourcing is an option if a trusted name is by your side. A readymade **data-driven marketing** team with the requisite technology saves you infrastructure setup costs and also keeps a keen eye on your precious campaign results.

The number of business emails sent this year has crossed 258 billion per day. And this number is only going to grow in the coming years. Investments in better email marketing technologies will help your companies accumulate quality data that can translate into better and relevant brand engagement. While modern marketers impact their audiences through precise and relevant messaging, email marketers have a higher chance of increasing their precisions by leveraging the big data available to them.



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- **SPICE WORKS**
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- **Oracle**

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## About Us:



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Span Global Services is a leading provider of digital marketing and data-driven services. The brand's forte lies in its data intelligence, which holds the largest intellectual mapping available in the industry. As an expert B2B marketing solutions provider, Span Global Services specializes in customized services using the latest business models in online marketing, search marketing, and innovative data strategies. It is the world's only social verified and email verified data provider today. With nearly a decade's expertise in digital marketing, its business intelligence enables companies to utilize the intellectual online marketing strategies along with data insights, market reports, and IT support services. Consulting, Marketing, or Outsourcing solutions — Span Global Services is the most preferred choice.

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