

Thought Leadership: Transforming Enterprise Marketing



Marketers have been talking about the dynamic potential of one-to-one marketing since the early 1990s.

But thanks to the evolution of technology, data analytics, streamlined workflows and outsourced marketing services, we're finally, finally ready to "personalize everything!"

The official birth of the one-to-one revolution.

Back in 1993, Don Peppers and Martha Rogers published their groundbreaking book, *The One to One Future: Building Relationships One Customer at a Time*.

"The 1:1 future will be characterized by customized production, individually addressable media and 1:1 marketing, totally changing the rules of business competition and growth," the authors wrote. "Instead of market share, the goal of most business competition will be share of customer—one customer at a time."

It was an exciting prediction. And it catapulted the book onto the business best-seller lists. Marketers around the world began talking about a more powerful approach to personalization.

Technological and organizational barriers slow down adoption.

Despite the obvious potential, the revolution got off to a slow start—for a number of reasons.

- Marketers and print buyers struggled to understand the true value of digital print-on-demand documents with variable data. Many of them had traditional ideas about advertising and printing. They focused on the higher unit costs of print on demand and discounted the ROI value of personalization. In the early stages, marketers were also concerned that the limited finishing options available with digital printing handicapped their creativity.
- Few companies had the data management and analytic capabilities—let alone the organizational structure—needed to consolidate disparate sources of internal and external data. As a result, they could not generate the actionable insights necessary for relevant one-to-one marketing.
- Data driven marketing technologies—often lacking standardized platforms, processes and terminology—created



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confusion in the marketplace, which slowed the pace of adoption.

- Direct marketers were so accustomed to a 2 to 3 percent response rate it was hard for them to envision the possibility of dramatically improved results.

The train is ready to leave the station.

Now for the good news. Over the past 17 years, there have been some major advancements in this field.

Sophisticated analytics are available to help you turn data into real-time actionable customer insights. Improvements in data management, technology, processes and workflows streamline the production and distribution of digital and physical communications that are highly relevant and effective.

In addition, state-of-the-art systems for digital color printing now make it more cost-effective than ever to bring the power of personalization, color and design right to people's doors. But in the internet age, there's an interesting twist: Online programs now drive print rather than the other way around.

No matter what communication channels you choose to use, when you combine them with customer-centric strategies and interactive communication technologies designed to collect data and customer feedback, you're well on the road to a marketing program based on the principle of continuous improvement that will help you generate markedly better ROI results.

Get ready for the new media landscape.

Of course, the marketing environment has changed considerably since the publication of *The One to One Future*. And companies now use multimedia, social media and mobile computing platforms to reach the eyes and ears of their customers and prospects.

Now, after almost two decades of technology improvements and market acceptance, enterprise data intelligence is finally poised to engage this dynamic digital technology once again.

This time, the target is real-time, strategic, customer-centric marketing programs. This time, business intelligence (BI) processes are the vehicles that will drive the demand for 1:1 marketing. And this time, the "missing link" is finally commercially mature and will soon open the doors for explosive 1:1 demand.

We have passed the tipping point of generic, static mass marketing, because today's consumers want and expect highly relevant messaging from marketers. Get ready for the new decade of "personalize everything."

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Kelly', with a stylized, looping flourish at the end.

Susan Kelly