

# Customer Experience Services

## Communication Program & Journey Development

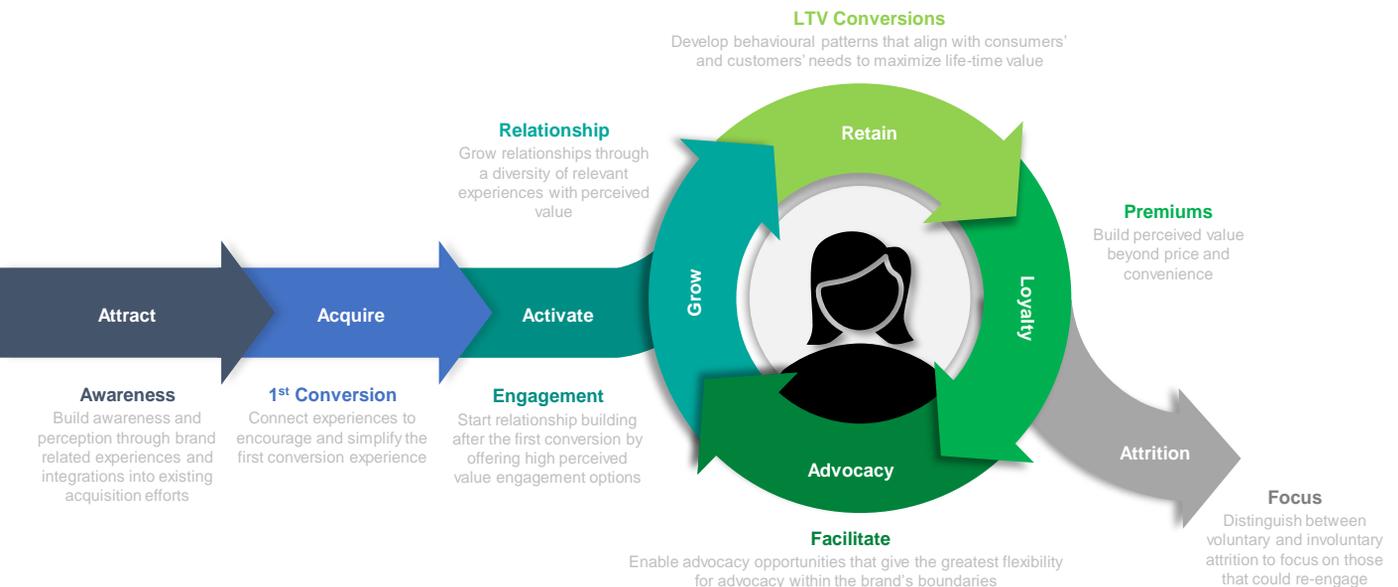
### Are Your Customer Experiences Relevant?

Smart marketers leverage their data to provide relevant experiences where, when, and how customers desire, ensuring more prospects become customers, and customers keep coming back for more. The most effective marketing communication programs balance relationship building and revenue generation in a relevant, cohesive, and consistent way, without sacrificing life-time value and relationships for short-term gains.

Our communication services deliver practical and actionable outcomes so B2C and B2B marketers can deliver on the promise of Big Data to improve the customer experience and communication program performance leading to increased ROI, customer LTV, and customer satisfaction. At Marketing IQ, we champion proven strategies and tactics while developing innovative approaches for our clients' unique needs.

### Key Benefits

- Reduce Customer Attrition
- Reduce Reliance on Discounting
- Cultivate Longer Customer Relationships
- Build Value Perception & Price Premiums
- Optimize Message Targeting & Content
- Increase Customer Engagement



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### Build Long-Term Revenue and Relationships

Creating effective customer experiences that deliver the greatest value to customers and the brand requires vision, persistence, and coordination. Our core communication services focus on four areas proven to grow revenue and long-term relationships:



**Strategic & Tactical Planning:** Defines cohesive strategies and tactics to move beyond disjointed one-size fits all programs and heavy discounting to drive customer behaviors tied to key business goals

**Communication Programs:** Develops programs that are part of an overall acquisition, activation, and retention communications portfolio that leverages data to improve targeting and content engagement results



**Customer Journeys:** Builds a cohesive framework for all touch points while guiding research to better understand customer and consumer experiences, needs, and brand opportunities

**Test Plan Development:** Maps out a set of learning objectives, tests, and metrics that provides continual learning opportunities, and are directly tied to the brand's goals and strategies



**Contact us to learn more:**  
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#### About Marketing IQ

Marketing IQ was founded in 2009 to help businesses become data-driven by improving their understanding of the customer and leveraging their Big Data assets all the way from compliance to outbound communication programs. Not with theoretical or academic solutions, but practical and tactical outcomes.

We have helped a wide array of businesses from multi-national technology and data management firms to growing restaurant groups and multi-channel retailers by developing and implementing innovative and highly actionable data frameworks that power insights-driven communication programs. All based on a robust understanding of their customer and prospect audiences that is designed to drive and effectively measure engagement, conversion, and ROI.