

The SDL customer journey analytics solution

We provide data, software and real-time insights that allow companies to design and deliver exceptional customer experiences in every market in which they operate. We do this through our unique combination of the following:

- Our data warehouse containing the last 2 years of global data from a wide range of social and digital platforms, which allows us to provide historical context together with current comparisons and trends in the customer needs and wants.
- Innovative machine translation technologies that enable cost effective, multilingual analysis of the global data set
- Proprietary algorithms and metrics that measure real-time performance across three critical consumer journeys:
  - **The Buying Journey** (from discovery, through purchase to post purchase experience)
  - **The Brand Commitment Journey** (from discovery through deepening engagement to evangelism)
  - **The Content Relevance Journey** (from discovery through engagement to active sharing)

Language

SDL Customer Journey Analytics – Better Decisions for Global Business

A recent Gartner study revealed 58% of consumers are willing to pay more for a superior customer experience. However, while 80% of organizations believe they deliver a superior experience to customers, only 8% of customers surveyed actually agree.

This highlights just how challenging it is to thrive in today's market. Consumers are relying less on businesses and more on each other when evaluating the quality of their experiences. This new reality necessitates an entirely new approach to business: being agile – collaborating across functions, being consistently available across a growing array of channels, delivering frictionless customer journeys all while tracking and rapidly acting on customer feedback. It is even more complex and costly if you are a global business working across geographies, cultures and languages.

Answering the critical questions that drive global business

Our global team of Insight Professionals trained in understanding consumer behavior providing deep insights and actionable recommendations. Our solutions address common challenges that businesses face as they compete in today's globalized market. Some of the questions we help answer are:

How do I enter/expand in new markets?

- How do I compete to win in new markets?
- What is my competition doing?
- Is there any market best practice I should learn from?

How can I optimize new product launches?

- What can I do pre-launch to prevent costly issues later?
- How can I make sure that we are competitive from day 1?
- How can I be agile and track launch feedback daily?

How do I get maximum ROI from the campaigns that I run?

- How can I execute agile campaigns using real-time feedback?
- Is my campaign driving purchase intent?
- Where do I need to tweak creative to have greater impact?

How can I cost effectively measure perceptions of my brand in every market we operate in?

- Why is my brand more successful in some markets than others?
- What can I learn from global and local competitors to elevate my brand?

If any of these questions seem familiar then SDL customer journey analytics can help.

SDL customer journey analytics offerings

We offer tailored solutions to support the following global business activities:

Market entry and extension

A product that is hugely successful in one market may not perform in a different culture or competitive environment. A leading brand in Europe may be an anonymous start-up in an emerging market. SDL customer journey analytics can help you mitigate the risk of new investments, prioritize your next market entry and design an expansion strategy by providing you with the following resources:

- Recommendations for the next best market based on where your brand or product is already known
- Identification of markets where purchase intent shows growth within the target category
- Deep dive analysis of market / category you are considering entering to show best practices

Product launch

Product launch planning starts long before anything goes to market and requires a thorough understanding of the category landscape, regional or market differences. Our product launch solution provides the following essential information through every stage of your launch:

- Best and worst practices in the launch category
- Existing and competitive product benchmarks
- Real time insight on consumer reactions to your launch
- Metrics and insights to set the foundation for long term, data-driven product management strategy and drive effectiveness across all stages of the customer journey
- Recommendations on where and how global product launch strategy may need to be localized or personalized to suit local market expectations

Ready to learn how customer journey analytics can help you make smart decisions to drive your business forward? Please visit **www.sdl.com/si** for more information.

Campaign effectiveness and optimization

Modern marketers need to measure the effectiveness of their campaigns and are challenged to prove that marketing investment delivers. Our campaign effectiveness solution provides the following key data points to measure and optimize your success:

- Real-time metrics before, during and after the campaign to show the influence specific campaigns have in driving purchase intent and brand advocacy
- Identification of the stages of the customer journey where the campaign resonates
- Insights to increase current and future campaign effectiveness
- Recommendations on where and how global campaign strategy may need to be localized or personalized to suit market expectations

Brand health tracking

In today's constantly changing world, annual customer satisfaction surveys or brand trackers lack agility and at best, deliver lagging indicators. SDL customer journey analytics provides a real-time measure of your brand's competitive health across all languages and markets where digital data is available.

Our brand health tracking solution supports your global understanding of brand performance through:

- Highly cost effective competitive benchmarking for your brand, including historical trends of up to 2 years
- Real-time insight on consumer reactions to your brand so you can respond quickly
- Identification of global markets where brand messaging and content is resonating
- Insights for building brand equity in individual markets and on a global level
- Recommendations for localizing brand messaging to suit local market expectations

SDL

For more information, visit www.sdl.com

SDL (LSE: SDL) allows companies to optimize their customers' experience across the entire buyer journey. Through its web content management, analytics, social intelligence, campaign management and translation services, SDL helps organizations leverage data-driven insights to understand what their customers want, orchestrate relevant content and communications, and deliver engaging and contextual experiences across languages, cultures, channels and devices.

SDL has over 1,500 enterprise customers, over 400 partners and a global infrastructure of 70 offices in 38 countries. We also work with 72 of the top 100 global brands.

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