Digital Intelligence

What It Means to Marketers

What Is Digital Intelligence?

In short, digital intelligence involves companies leveraging the data they have captured to make better business decisions.

Forrester defines digital intelligence as "the capture, management, and analysis of data to provide a holistic view of the digital customer experience that drives the measurement, optimization, and execution of marketing tactics and business strategies."[1]

If done right, digital intelligence gives marketers the ability to leverage the data they have to generate the results they're looking for.

[1]Forrester, 2017. Welcome to the Era of Digital Intelligence. https://go.forrester.com/blogs/12-02-17-welcome_to_the_era_of_digital_intelligence (accessed October 06, 2017).

[2]Seacrist, J., 2012 Digital Intelligence: The Backbone of Customer Experience Management. CMSWire.com (accessed October 06, 2017).

Why Are Data Capture and Digital Intelligence Important?

They're important to the business because they create a competitive advantage, efficiencies in sales and marketing, increases in productivity, effective customer experiences, and better engagements with prospective clients.

Data is being collected everywhere, and modern technologies have made it easier for companies to interpret and, most importantly, use it for the betterment of their organization. For marketing, today's proliferation of data and information offers an opportunity to optimize customer experiences and create meaningful relationships with prospects and clients alike.

By plugging big data into an active, strategic process, marketers can evolve their strategies and tactics "from static, reactive, and aggregate to dynamic, proactive, and personalized."[2] This is the essence of digital intelligence.

To start infusing digital intelligence into their core strategy, marketers should consider three requirements for optimizing the management and usage of their data.

Three Requirements for Digital Intelligence

1 *Seamless Integration*

Marketing data is derived from multiple systems and at many user levels. To maximize the benefits, these systems and user levels need to be synergistically connected and their data synthesized. Salespeople need insight into how and when to deploy presentation content in the field. Systems like CRM and marketing automation need accurate data to trigger automated emails and sales alerts. A seamless and intuitive process for gathering, storing, and relaying information across these different user levels helps marketers gain the most out of engaging a captive prospect.

2 *Timing and Efficient Data Capture*

Delays and inefficiencies in the capturing, management, and processing of data greatly inhibits sales results, especially when managing marketing campaigns. The success of these opportunities to engage customers is also contingent on information being as complete and accurate as possible. If data is inconsistently gathered or outdated, marketing outputs will fail to engage prospects because they will be irrelevant or unengaging, which greatly affects conversion potential.

3 *Predictability*

As the business landscape evolves, digital intelligence helps marketers keep pace, and even get ahead, of their customers' expectations. The influx of data and metrics gives marketing teams the visibility to identify trends, tendencies, and unmet opportunities in their customer base — insights that translate to immediate actions. Specific buying behaviors can trigger certain communications. Sales teams can better tailor presentations to prospect interests. Having insights into key audiences enables marketers to remain flexible in their processes and meet customers head-on with information and content that drives conversions forward.

A New Way to Leverage Data

The effective utilization of big data gives marketing the ability to get more out of their customer interactions whenever and wherever they occur. With the right insight, collaboration, and proactivity, digital intelligence gives marketers the ability to leverage the data they have to generate the results they're looking for.

About vablet

vablet allows you to capture the data you're looking for to make better-informed business decisions. With our sales enablement platform, you'll know what content is being used, who's using it, what's closing sales, and more.

Get a demo now and start collecting data intelligently!