Reaching Your Customer In The Attention Economy

EverView™

How Do You Capture Consumers In An Attention Economy?

To engage your customers and earn their loyalty, you first need to realize how difficult it's become to capture their attention. The average American consumes 34 gigabytes of data and information daily[1] while consumers view 10,000 ads per day on average.[2]

To distinguish your message from your competitors in the attention economy, you absolutely must personalize it. If you don't, your message won't resonate, and you'll incur unnecessary costs. Why should you pay for 200,000 mailing inserts when your offer is relevant to less than 50,000 of all your recipients?

It's also becoming harder to reach your customers digitally. With consumers becoming more sensitive around their data privacy and regulatory entities coming down on big tech, you're unable to segment and utilize your available third-party data to reach your customers with the same accuracy as a few years back. The problems you face go well beyond your message being ignored. You also risk alienating your customers if you send them the wrong blanket message. If your special offer for a discounted service inadvertently goes out to customers who have just signed long-term contracts at a premium price, then your positive message suddenly becomes negative.

Unless you can tailor your message, you risk costly ineffectiveness at best – and making your most valuable customers seek out your competitors at worst.

58%
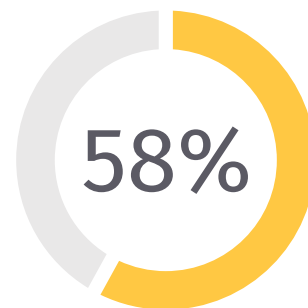
Percentage of consumers say that personalization is an important factor when determining whether they'll purchase.[3]

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Tailor The Conversation So You Are Heard

You're probably familiar with the ad-tech maxim that to get your individual customers to pay attention, you need to send the right message to the right person at the right time. But with EverView™, you'll adopt a modern view of the attention economy that goes beyond ads – and incorporates your billing data. Amidst the deluge of information, financial documents are arguably where consumers consistently pay the most attention to messaging. Paying a bill is a moment of attention you can capitalize on.

Using EverView first-party data, you can develop offers that are both relevant to your customers and properly timed to achieve your desired result – whether that means getting them to pay faster or spend more. You'll consolidate all your disparate data sources into a single, coherent platform, rapidly transform your data into a usable format, and utilize advanced data analytics tools to understand your customers better.

Using this knowledge, you can identify risk markers for each customer – such as who might be ready to defect or prone to pay late. What's more, you'll see who is likely to purchase more – and how best to upsell or cross-sell them. By knowing your customers better, you'll deliver greater value to them – which benefits you both now and in the future.

1.3 billion bills and 7.3 million emails are sent annually by EverView.[4]

**Here's How
You'll Go About It...**

## Use Billing And Payments To Extend Your Dialogue With Customers

The most valuable commodity in the world today is your consumers' attention. But once you have their attention, how do you keep it? With EverView, you can use our data to automatically build personalized and relevant customer touchpoints. Guided by these customized consumer profiles, you'll position yourself to suggest follow-up services and interactions specifically targeted to your customer, resulting in their being more receptive to your next offer.

If you're a monthly biller, you can use our platform to see when your customer is online paying a one-time bill, and then use EverView data to present them with an additional service offering right at the moment when they're most engaged. Likewise, you can take advantage of our combined services capabilities to embed a short customer satisfaction survey in your monthly bill. That way, you not only can improve your offerings, but also can know more about your customers.

By using EverView's platform, you can easily gather, combine, enhance, and appropriately disseminate customer data to shift away from one-time transactions, establishing an ongoing, targeted relationship that uses payments as its launchpad. As a result, you'll not only be able to gain greater customer receptivity, but you'll also cultivate their loyalty and future business.

90%
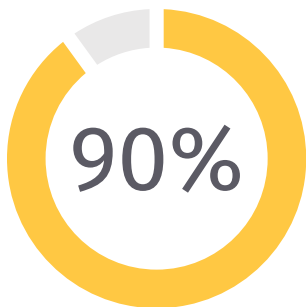
Percentage of consumers say the amount they spend or shop with a retailer is impacted by how consistently the retailer delivers a personalized shopping experience.[5]
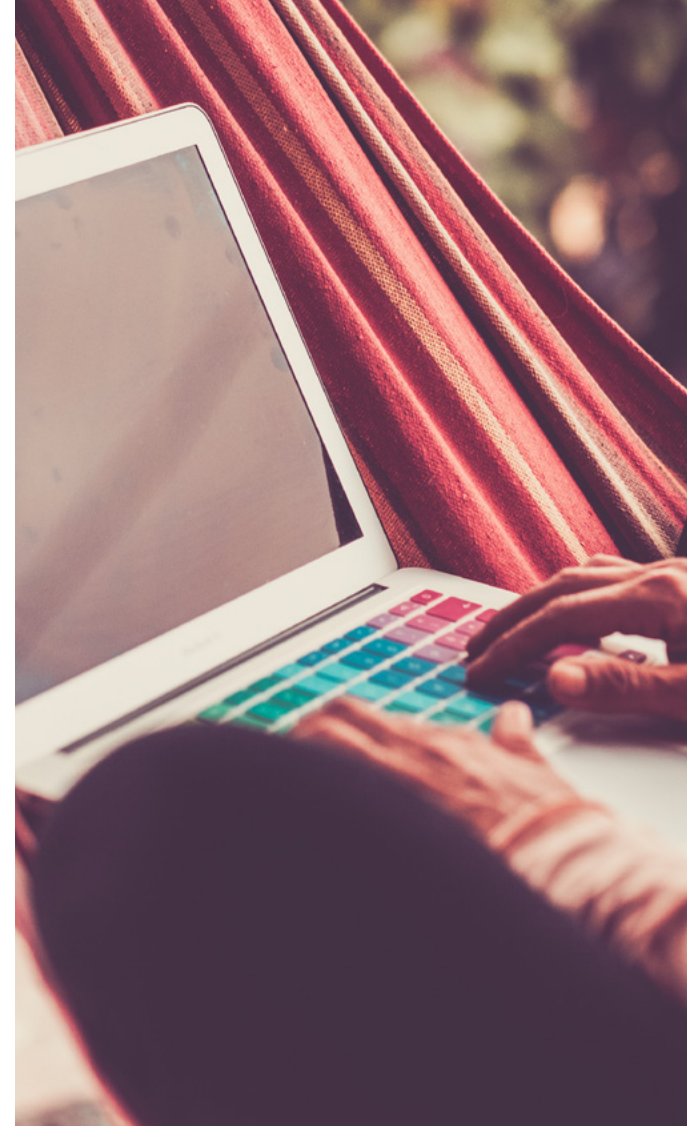
Make Complex Communications More Relevant And Effective

Customer engagement has undergone a vast transformation. Just a few years ago, you would send your engagement campaigns in the form of mass digital ads or bulk mailings. But today you can launch EverView's Omnichannel Journeys to engage your audience, using our EverView Platform to smartly leverage insights from multiple consumer touchpoints.

With EverView, you don't have to analyze consumer behavior because the system does it for you. You can access our platform to learn which of your consumer actions is most important – whether that's prior shopping, incomplete account applications, or even lack of behavior – when it comes to engaging them.

Using these signals, you can trigger automated journeys for your customers, journeys designed using best-practice experience gained from the millions of transactions processed by EverView each day. For instance, if you want to use EverView to upsell another product to your customer, you can use EverView's solution to automatically deploy a series of emails, followed by an online ad, social media outreach, and then a text message – thereby recapturing their awareness, interest, and business.

By putting to use first-party data from EverView, you'll make your marketing campaigns easier, more effective, and far more relevant than you would relying on the third-party data offered by platforms from the big tech giants. After all, customers can apply ad-blockers to most platforms – but they don't block their online paystubs or bills.

Marketers using three or more channels in any one campaign earned a 287% higher purchase rate than those using a single-channel campaign.[6]

89%
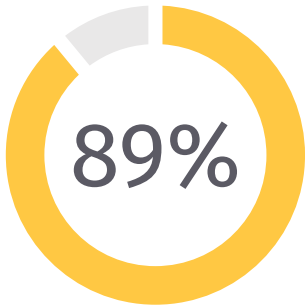
Percentage of customers that are retained by companies with strong omnichannel strategies.[7]

Deliver A Unified Experience Across Every Touchpoint

It's hard to deliver consistency when your customer data lies scattered across multiple systems. But with EverView, you can put this risk to rest. With our EverView™ platform, you can funnel your data in any direction – to print documents, deliver e-bills, accept payments, send emails, and more – with only one point of implementation. As a result, you create personalized, cohesive messaging across your entire customer journey.

You can also continually tailor and evolve your customer conversations with EverView, since our system immediately records when customers act on one of your offers or pay their bill – and adds that information to their profile. With this powerful mechanism, you can create consistent messaging that is relevant to the individual. The net effect is that you'll increase your reach and impact with your customer, incentivizing them to conduct more business with you.

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Take The Digital-First Approach

When you partner with EverView, you tailor the conversation, so you're heard. You also unlock the power of your data and use billing and payments to deepen your customer relationships – while making your complex marketing operations more personalized and effective. Altogether, you'll deliver a unified experience across every customer touchpoint.

As a result, you will:
• **Build ongoing, targeted relationships with customers by shifting away from one-time transactions**
• **Sharpen and simplify your communications and engagement experiences by triggering it with actual customer actions**
• **Increase your reach and impact with your ideal customer**

To learn more about taking a digital-first
approach, visit

[1]*New York Times, https://www.nytimes.com/2009/12/10/technology/10data.html, December 9, 2020*

[2]*Red Crow Marketing, https://www.redcrowmarketing.com/*

[3]*PNC Digital, https://pncdigital.com/personalization-in-all-aspects-of-marketing/, March 19, 2018*

[4]*OSG internal data, 2021*

[5]*Inmar Intelligence, https://www.globenewswire.com/en/news-release/2021/05/20/2233213/0/en/Inmar-Intelligence-Survey-Shows-65-Percent-Shoppers-Are-Willing-to-Share-Their-Data-with-Retailers-but-They-Expect-a-Better-Experience.html, May 20, 2021*

[6]*Omnisend, https://www.omnisend.com/blog/omnichannel-statistics, February 17, 2020*

[7]*Softtek, https://softtek.eu/en/tech-magazine-en/user-experience-en/omnichannel-strategies-help-retain-89-of-customers/, December 28, 2020*

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