

# WINNIE SHEN

A CRITICAL CONVERGENCE OF MEDIA,  
CONTENT & CUSTOMER JOURNEYS

# 5 POINTS TO REMEMBER AND 5 ACTIONS TO TAKE

## 1 YOU CAN'T TRULY UNDERSTAND YOUR CUSTOMERS IF YOU REDUCE THEM TO FLAT PERSONAS.

Dig deeper into the many layers of who individual consumers are.

## 2 MODERN MARKETING REQUIRES MOMENT-BASED DATA ACROSS THOUSANDS OF PERSONA PERMUTATIONS.

Combine both identifiers and intent signals to understand the contribution of each touchpoint across multiple channels.

## 3 COMPETITOR PREFERENCES ARE A GOLDMINE OF AUDIENCE INSIGHTS

Create mutually exclusive personas based on shared signals and attributes—such as their interactions with competitors.

## 4 A PLETHORA OF DATA CAN MAKE IT DAUNTING TO COME TO THE RIGHT INSIGHTS.

Optimize media spends based the channels where your audiences are most directly, consistently engaged.

## 5 UNDERSTANDING YOUR CUSTOMER'S "WHY" STARTS A FLYWHEEL OF INTELLIGENCE.

Use conversion paths, channel data, your CRM and various attribution models (not just last touch) to get to that "why."