



The Vanishing Work-Home Divide



How Marketers
Can Leverage Data
to Connect with
Today's Audiences

Engaging today's prospects requires marketers to know who people are both in their professional and personal lives. Here's what the future of marketing to the person will look like.



Today's Reality

The world's shift to remote, more-flexible working environments was kicked into hyperdrive by the COVID-19 pandemic, and there's no going back. This creates a monumental sea change for marketers and how they need to think about their audience data.

In the wake of the global pandemic, our professional and personal lives have never been more entwined. Even as we move out of the pandemic, its effect is here to stay. Gartner notes that 80% of business leaders will continue at least part-time work-from-home models for employees, and almost half (47%) will allow staff to continue to work from home permanently.¹

Unique times call for unique solutions.

Historically, when building their target lists marketers were forced to choose - business or personal contact information and attributes. Do I want to have their job title and work email? Or know if they are married and where they live?

Today marketers now require new data sets and approaches that can enable them to connect with people as they fluidly slip between their professional and personal personas. After all, basic dayparts no longer apply. An insurance executive today is just as likely to be helping her son troubleshoot a virtual learning Zoom call for school at 2 p.m. on a Wednesday as she is to be thinking about the CRM needs of her organization.

Likewise, a dad of two is also the manager of a major retail banking operation and catching him to think about the new SUV isn't necessarily unwinding from his day at 8 p.m. on a Friday evening. He might be prepping for a big meeting the next day. Either way, understanding the mindset of these individuals in the moment is everything when it comes to building a strong customer journey.

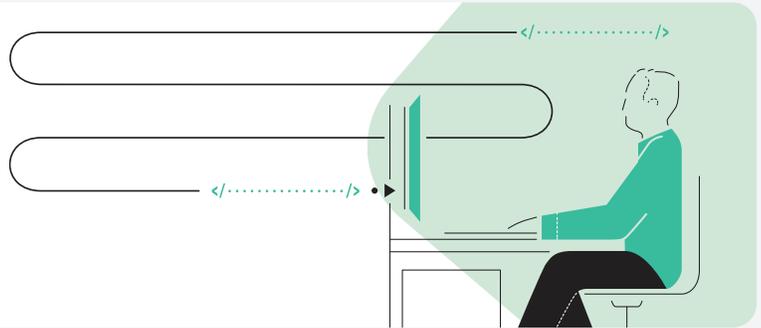
So, what can a unified view of people's personal and professional profiles tell marketers about their audiences? And more importantly, how can such data and insights be put to use? This paper will explore the new challenges facing marketers in today's blended work-life reality and how they can address them with unique blended business and consumer data solutions like Data Axle's B2C Link.



Use cases for blended B2B–B2C data solutions

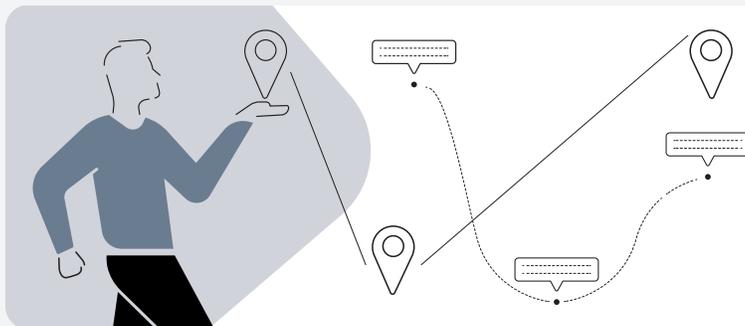
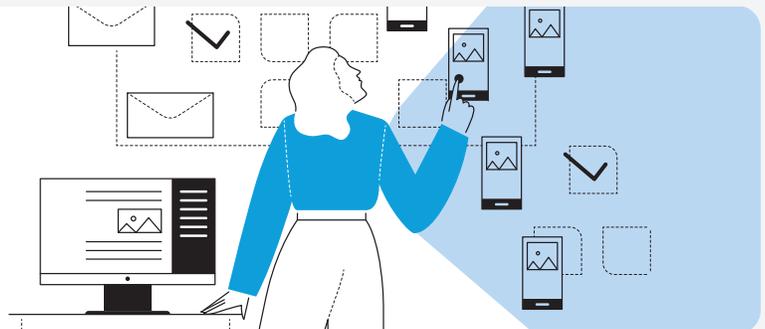
It's a common challenge: marketing brings in plenty of leads, but your sales team says too few are high-quality. In fact, 68% of B2B professionals say that increasing lead quality is a top priority.³ Savvy marketers focused on lead gen stick to a targeted approach and avoid “spray and pray” campaigns that cast a wide net to bring in “just anyone.” Successful lead generation starts with a deep understanding of your audience, which means having the right data about your customers and the ability to analyze that data and identify common attributes across your most valuable customer segments.

Finding your next best prospect, whether they work from home or in an office.



Making better connections informed by both professional and personal insights

Creating greater engagement for greater lifetime value



Improving reach and impact across both B2B and consumer media



Target the Consumer and the Professional



Seminars

Locate businesses near your next session and their employees at their home addresses.



Fundraising

Try to reach a new segment of high-income earners at home or at the office.



Home Furnishings

Communicate with high-income consumers while they're at work, engaged on their desktop screen.



Executive Recruitment

A list of VPs within specific industries with X number of employees. Contact them at their home address or via email.



Travel

Vacation packages for executives who enjoy traveling. Bring in personal contact details for C-level executives using your agency for work-related travel.



Insurance Solicitations

Using your current commercial customer list, locate their employees through the B2C Link, and market your personal insurance solutions to them at home.



Real Estate Investments

Bring real estate opportunities to the growing businesses working out of their home.



Financial Service Offerings

Discover which personal account holders are also small business owners.



Gourmet Foods & Spirits

High incomes often lead to more refined tastes, both at home and as gifts.

The power of a universal Business + Consumer ID

In this new world of vanishing borders between professional and personal lives, customer profiles need to look a lot different. Let's take a look at what a more complete, holistic profile of a prospect or customer should look like in this new reality, as well as what a merged professional-personal profile can tell us.

The consumer profile shown here is of an anonymized real example from Data Axle's proprietary, privacy-compliant B2C Link database (see breakout). Here, we can see the power of cross-over professional and personal insights as it relates to understanding the more complete human behind the data. Digging deeper, we can see:

Unique, Integrated Business/Consumer Profile		Unique, Integrated Business/Consumer Profile	
Personal	Professional	Professional	Personal
Chief People Officer	Female	Male	Owner
Law Firm	A47	A49	Architecture
[NAME of FIRM]	Income: \$265,000	Income: \$230,000	[NAME of FIRM]
[Firm Address]	Homeowner	Homeowner	[Firm Address]
Commercial Litigation	Home Value: \$850,000	Home Value: \$850,000	[Firm Address]
	Home Address: 123 Residence Lane (?)	Home Address: 123 Residence Lane (?)	
Company Information	Mortgage: \$650,000	Mortgage: \$650,000	Company Info
\$387M	Married	Married	\$3.8M
350 Employees	3 Children (M16, F14, M11)	3 Children (M16, F14, M11)	6 Employees
5 Offices	2 Bernese Mountain Dogs	2 Bernese Mountain Dogs	1 Office
	Scarsdale Senior School, 1900	Boston Latin School, 1988	
	Boston College BA, 1996	Boston College BA, 1994	
	Fordham University of Law, 1990	Cornell University 1997	
	2020 Lexus LX SUV	2020 Lexus LX SUV	
	2021 Audi A5 Convertible Lease	2021 Audi A5 Convertible Lease	
[Work Phone]	[Home Phone]	[Home Phone]	[Work Phone]
[Work Email]	[Cell Phone]	[Cell Phone]	[Work Email]
	[Personal Email]	[Personal Email]	
	Chairwoman/Animal Care Centers of NYC	Board Member: JBJ Soul Kitchen	
	Board Member/Her Justice	Board Member/Her Justice	
	Frequent Traveler		
	Marriott Bonvoy Member	Marriott Vacation Club Owner	
	Hilton Honors Member	Marriott Bonvoy Member	

Spouse Information:

The individual detailed in this profile is not just married but has a much broader personal ecosystem. Based on a linked home address, we're able to further understand that ecosystem, along with the core professional details of her spouse.

A Shared Home:

While we see that these two individuals share many things—an address, three children, two cars (one owned, one leased), and two dogs—we're also given a window into their unique worlds. Though they crossed paths in undergraduate school, they went to different universities to earn their post-graduate degrees. Their professional profiles are quite distinct, and they have different personal interests as well.

Nonprofit Connections:

She is a board member of Her Justice, and he sits on the board of JBJ Soul Kitchen. She donates to Feed the Children and St. Judes Hospital at least once a year. These affiliations speak volumes about their individual passions and open up new entry points for relevant communications and conversations.

Loyalty Programs:

They both travel, though she's the more frequent traveler in the family. They both frequent Marriott properties, though she also is a Hilton loyalty program member, suggesting she might frequent Hilton properties for business travel rather than personal.

Professional Insights:

She is a corporate executive at a mid-sized law firm, and her significant other is a small business owner of an architectural firm.

There's far more that can be deduced through this simple enhanced B2B-B2C profile, but the above gives you a taste of what happens when personal and professional data unites. An integrated profile means a significant expansion of what marketers can accomplish, from targeting and messaging to driving loyalty and boosting media ROI. Let's examine each in detail, as well as some examples of how the combined B2B-B2C profiles are being put to work by leading brands today.



The unique identities and insights powered by B2C Link

Data Axle's B2C Link combines personal and professional data about prospects to give marketers a complete, 360-degree view of their audience. The unique identities and profiles created by B2C Link enable marketers to forge relevant connections on the individual level, and they also provide high-level insights into key differences across groups of target stakeholders.

For example, within B2C Link, Data Axle is able to segment audiences according to important professional characteristics, such as whether individuals are C-level executives (112,000+ profiles available), managers (410,000+ profile available), or small business owners (1.8 million+ profiles available). These segments reveal unique insights that marketers can use to build media plans and message to the individuals of greatest value to their organizations.

The Importance of an Enhanced Consumer and Business Profile

Did you know that segmented campaigns can generate a 101% increase in clicks over non-segmented campaigns? B2C Link allows you to segment your audience by professional characteristics. Use these unique identities and profiles created by B2C Link to gain high-level insights into key target audiences and forge relevant connections on the individual level.



Small business owners



Managers



C-level executives



C-level executives

Purchase food labeled as natural or organic

1.3x
more likely than 

1.5x
more likely than 

Attend adult education classes at least once per month

1.2x
more likely than 

1.3x
more likely than 

Travel to foreign countries for vacation

1.3x
more likely than 

1.3x
more likely than 

Donate to charities

1.5x
more likely than 

1.3x
more likely than 



Managers

Engage in fantasy sports

1.3x
more likely than 

Pay bills online

1.4x
more likely than 

Have student loans

1.2x
more likely than 

1.5x
more likely than 

Spend on video games

1.2x
more likely than 

1.4x
more likely than 





Small business owners

Use dietary supplements

1.3x
more likely than 

Use onsite tax preparation to prepare their taxes

1.6x
more likely than 

Purchase health insurance through an agent, not through work

1.3x
more likely than 

Work in the service industry

2.9x
more likely than 

Taken in a vacuum, insights such as the above might not be singularly actionable. But when leveraged in the broader context of an audience, and then applied on an individual basis as segmentation is refined, such insights can help marketers more smartly target and better spark conversations and craft messaging to their various tiers of prospects and customers.





360 Profiles:

B2B Marketers

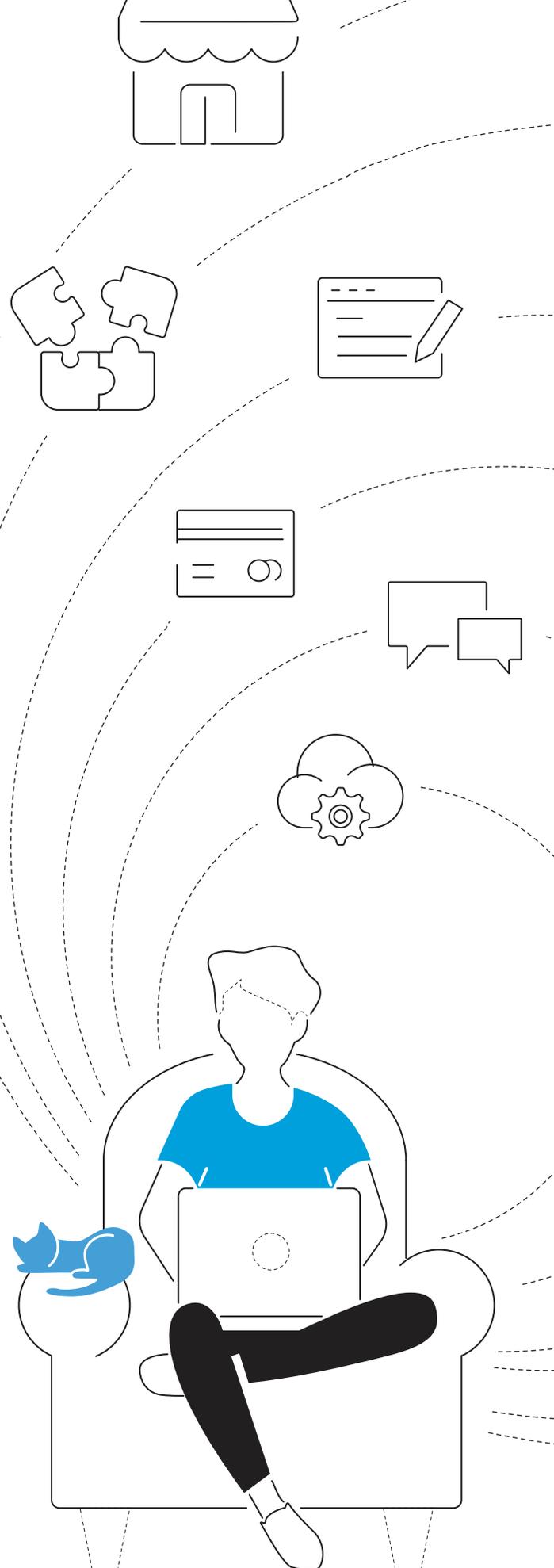
When you combine the power of Business and Consumer data, you're instantly looking at a more complete profile of individual prospects and customers based on a holistic view of both professional and personal characteristics (demographics, firmographics, interests, intent and more). This comprehensive view enables a wide range of new messaging opportunities. At the same time, these deeper insights into individuals allow you to refine your audience selection and targeting strategies based on individual business roles, responsibilities and likely product interest, as well as personal interests and likely consumer product interest.

Simply put: The more you know your audience, the more relevant and meaningful your communications can be, whether it's a marketing message or a sales call.

This power is magnified even further when you apply it to established ABM programs. This data allows you to amplify the benefits of your ABM program by giving you the knowledge to approach individuals holistically and grab their attention by targeting their personal interests. For example, Mary Smith, in her work life, is a busy VP of Human Resources in the hospitality industry. In her personal life, she's a mother of two with a passion for travel.

A savvy B2B marketer could use Mary's love of family and travel to connect with her via a hyper-personalized account-based marketing campaign that sends Mary a monthly calendar with different family-friendly vacation spots every month or a map she can hang in her office where she can mark off everywhere she has traveled – along with an invitation to chat about their solution further.

A B2C retailer could personalize messaging to address a busy professional juggling work and family. For example, they could send her an email with recommendations for an outfit that is appropriate for an HR representative, but that is also comfortable enough to wear to pick up her children from soccer practice and take them out for pizza





B2B–B2C data in action:

Finding and connecting with prospects, both personally and professionally

A top marketing technology company made the shift from geo-based sales to a tiered ABM approach, with named enterprise accounts assigned to each sales executive. Within the named ABM accounts, sales prioritized companies based on opportunity size to receive highly customized communications based on company-specific business and technology needs.

Within this prioritization, a top tier of accounts—those identified as having the greatest potential—was identified to receive an even higher level of investment, with company- and contact-specific marketing plans designed to engage key decision makers and influencers. This is where B2C Link came into the picture. Data Axle worked with the company to build out detailed business and contact profiles that gave the marketing and sales teams a view of each individual's role in the buying decision process. That same individual's consumer profile also gave insight to create more relevant reasons to engage.

In one particular instance, the marketing team sent a thoughtful, packable puffer coat to a Southern prospect attending a conference in Vancouver who was unlikely to own one. The jacket was personalized with his daughter's Ohio State University logo on the front and the marketing technology firm's name on the inside jacket label—a perfect token for this Big Ten college sports fanatic.





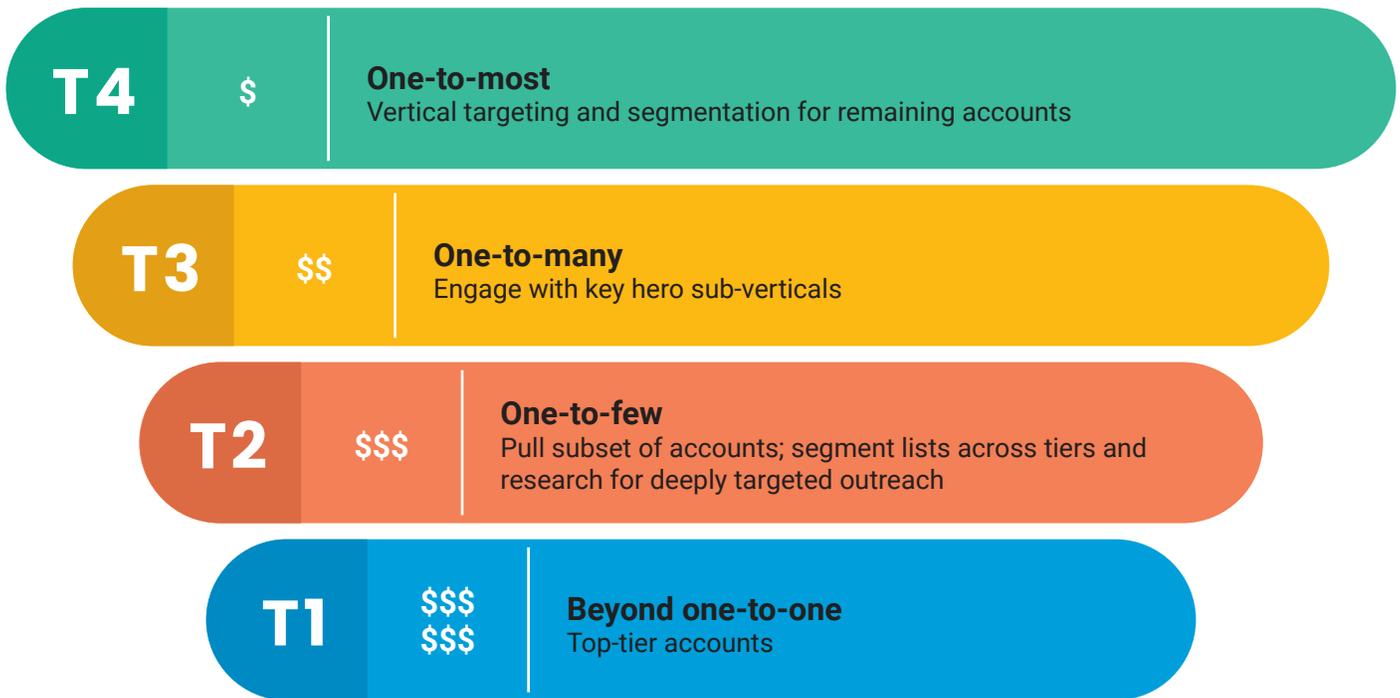
Elevating ABM to form a direct connection

To make that deeper connection with your prospects, marketers need to target the person behind the account. As a strategy, this enables deeper connections and drives greater revenue by focusing on the individual, their full personal and professional identity, and the insight and intelligence that brings true personalization to the B2B marketing mix.

A recent Forrester survey found “marketers strongly agree that personalized content (56%) and advanced data management (43%) are keys to ABM’s success.”² Yet, in a recent ITSMA survey, the top challenge identified by respondents was “personalizing and tailoring our marketing to the key contacts at each account.”³ Another top 5 challenge was “developing campaign assets that are mass customizable to allow scale.”

Data and insights are the foundation of personalization, and a tiered approach can help organizations prioritize their efforts most efficiently and form a deeper connection between the company and prospect account. Below is a framework for how companies can structure their ABM programs for maximum success, with integrated business and consumer identities and profiles proving vital to informing outreach efforts in Tiers 2 and 1, where the highest value prospects warrant the highest levels of personalization.

Evolved 4-tier ABM approach



Consider, for example, the law firm executive who we met in our sample Business and Consumer profile back on page 5. By overlaying personal interest details on a standard business profile, we discovered that this executive also serves on the board of a local charity designed to help women living in poverty. Rather than reaching out to this individual with an offer for a coffee meet-up, imagine if a sales executive (one for whom our legal exec was considered a Tier 1 prospect) proposed getting together to volunteer at a local food pantry? Or instead of sending the standard swag laptop case to this prospect, marketing donated applicable items to the charity the executive supports? That’s the type of personalized outreach that becomes possible when you understand a prospect as a person rather than just a job title. It’s not just about better sales. It’s about better relationships.



360 Profiles:

Consumer Marketers

In addition to enabling better targeting and messaging for customer acquisition and engagement, integrated identities and profiles can open multiple, unique avenues for marketers to drive greater lifetime value with customers across both business and consumer categories.



Wholesale Club:

Identifying Cross-Sell and Upsell Opportunities

It's a common challenge: marketing brings in plenty of leads, but your sales team says too few are high-quality. In fact, 68% of B2B professionals say that increasing lead quality is a top priority.³ Savvy marketers focused on lead gen stick to a targeted approach and avoid “spray and pray” campaigns that cast a wide net to bring in “just anyone.” Successful lead generation starts with a deep understanding of your audience, which means having the right data about your customers and the ability to analyze that data and identify common attributes across your most valuable customer segments.

Data Axle recently partnered with a major wholesale club to help the company make the most of business and consumer cross-sell opportunities. The club boasts far more consumer members than they do business members, and the company rightly identified those business memberships as an area for growth.

Using Data Axle's B2C Link, the wholesale club identified which of their consumer members work for companies that could benefit from a business-level membership. These individuals were targeted with dedicated messaging speaking to the benefits of a business membership, while still addressing the individual as a known customer on the consumer side.

Additionally, the club discovered that their business members tend to be heads of households with children in the home who own more than one car. Likewise, the club also discovered that their consumer members tend to have professional titles below the manager level, whereas managers and above are more likely to become business members.

With knowledge like this, the club crafted targeted messaging to customers and prospects most likely to upgrade memberships, cross over to additional types of memberships, or purchase new memberships in a given category. Ultimately, the club saw a 15% increase in membership upgrades.





Hotel Group:

Increasing customer lifetime value

Hotel groups and other travel brands have a tremendous opportunity to leverage business and consumer data resources to better retain and expand their business among existing customers. For example, hotel groups can match their files of business travelers against B2C Link to identify those that frequently travel in their personal lives and stay at competing hotels when they do so.

Armed with these insights, hotel groups can reach out to those business customers with compelling consumer offers that give them a reason to consolidate their professional and personal travel within one hotel loyalty program.

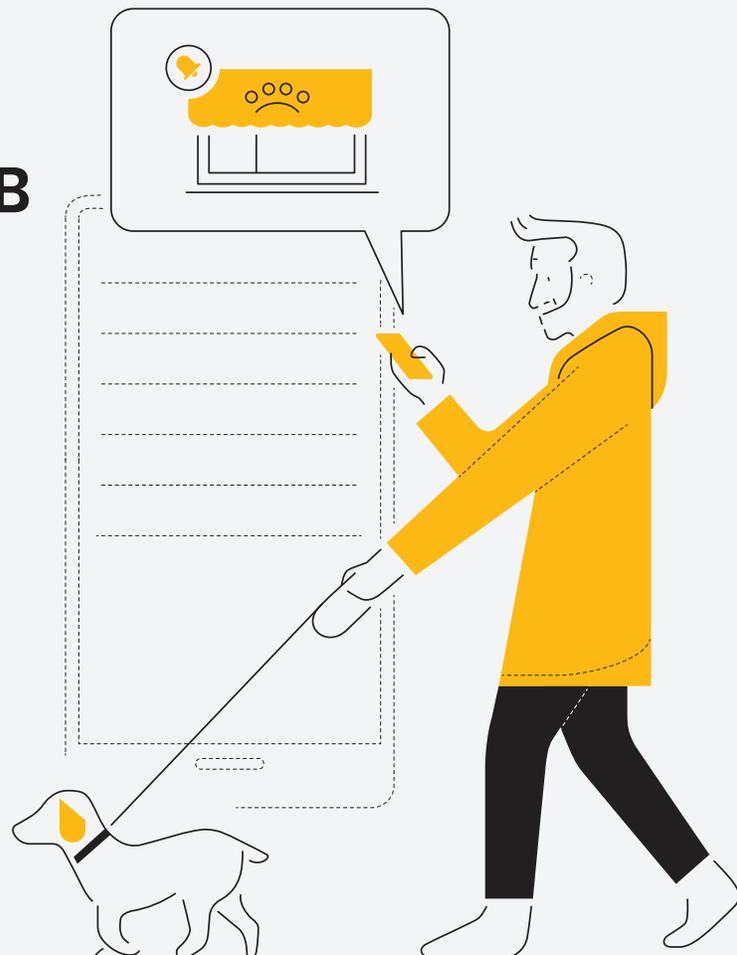
Remember our law firm executive back on page 5? Based on the comprehensive information we have about her, we know she's the most frequent traveler in the family, and that she likely favors Hilton properties when traveling for business but stays at Marriott when traveling with her family. In this instance, both hotel chains have an opportunity to target her with offers designed to bring both types of travel bookings to their brand. In that regard, the insights within the executive's B2C Link profile are vital to crafting messaging and deals that are likely to resonate—ones that acknowledge the existing relationship and how it can be expanded.



Improving reach and impact across both B2B and consumer media

By bridging the professional-personal data gap, marketers can ultimately achieve greater media impact by reaching people on the devices and at the times most optune for them - whether that's at home or during work hours. Especially now that work and home life is getting increasingly blurred, it's important to look at your target audience for the full person of who they are.

One main area is ad targeting. You don't want to overpay to reach your target audience. By having one data file on your target audience, marketers can achieve higher digital media match rates, and reach audiences in digital media where they are most likely to engage. What's more, by leveraging data that adheres to current privacy standards, marketers can respect each individual's privacy preferences, regardless of whether they're wearing their personal or professional hats.

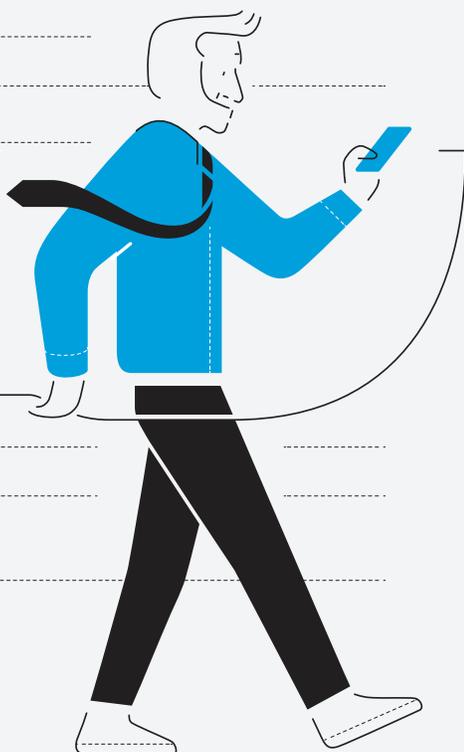


Business and Consumer data in action:

Improving reach and impact across both B2B and consumer media

A large health insurer needed to reach individual employees who act as their companies' plan sponsors. In partnering with the insurer, Data Axle was able to help the company identify these key decision makers within the digital media ecosystem.

Typically, when onboarding a business-centric audience, an advertiser can expect a match rate of roughly 30-40% to digital IDs for activation. Prior to onboarding the B2B data for the health insurer, however, Data Axle appended B2C Link consumer data to each of those records. By using more prevalent consumer information, Data Axle was able to identify and match to more digital identifiers of an offline PII-based audience. For this particular initiative, a 64% match rate was achieved, and the insurer was able to target 60% more people than they had in the past.





Conclusion

After the changes in the last year, you know that the blending of personal and professional lives has significant implications for how we structure our days, environments, and even our fundamental daily mindsets. These dramatic shifts have vast implications for consumer journeys in both the B2B and consumer marketing worlds, particularly when it comes to how marketers think about audience data.

Work-life worlds have blurred and marketers need their data to catch up. By only having someone's business contact file, you're missing out on how to form a connection with them in the world they now live in.

Integrated identity graphs that marry personal and professional data can offer a holistic view of your prospect or customer via a unique, combined profile across both professional and personal data. This enhanced perspective enables marketers to better understand your audience at the individual level, reach them wherever they are in today's world, and deliver the most meaningful message at the most opportune time.

Going forward, we need to stop communicating with "consumers" or "business stakeholders." Above all, we're communicating with humans—complex individuals with equally complex daily schedules and shifting mindsets. We need to apply human-level insights to understand these complexities and identify the new moments when they are ready to hear from our brands.

Are you ready to create targeted prospect audiences that combine business and consumer profiles for maximum impact?

Check out [B2C Link](#); we'd love to help you create a 360-degree view of your consumers and drive more business.

SOURCES

1 hrdive.com

2 forrester.com

3 abmleadershipalliance.com



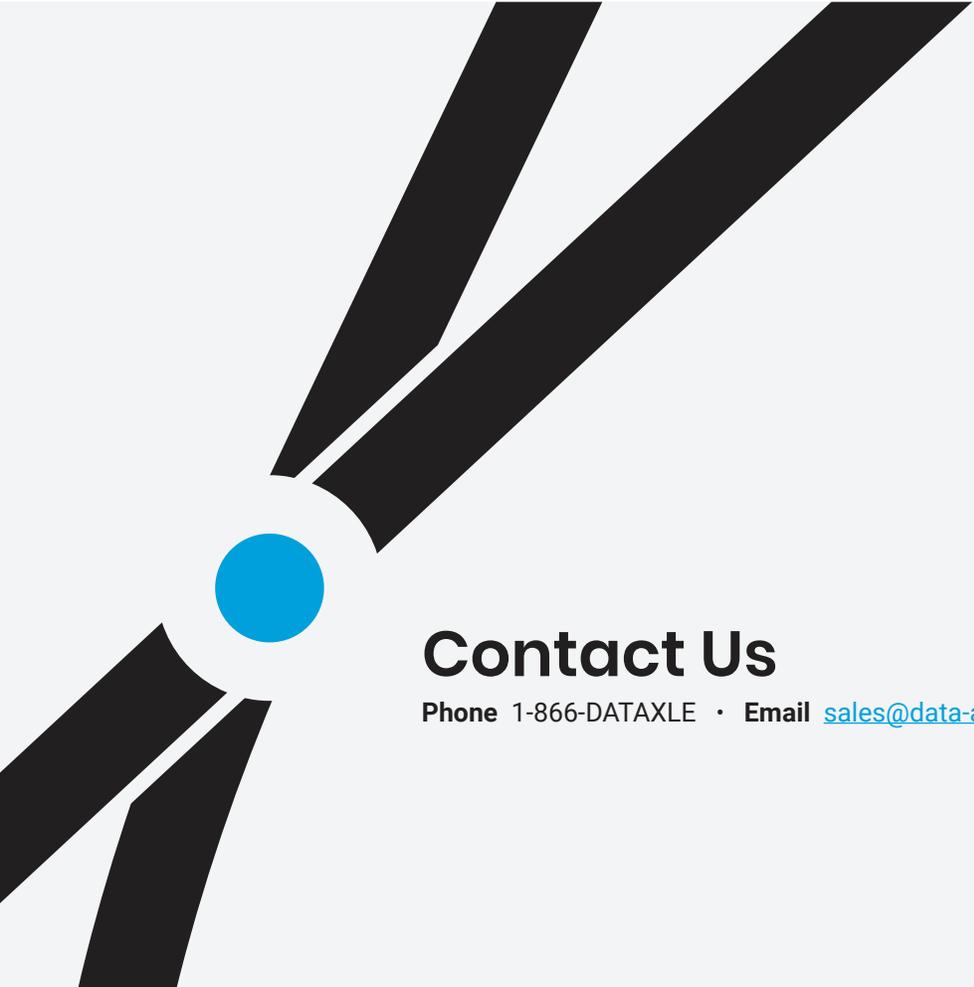
About Data Axle

Data Axle is a leading provider of data, data-driven marketing and real-time business intelligence solutions for enterprise, small business, nonprofit and political organizations. The company's solutions enable clients to acquire and retain customers and enhance their user experiences through proprietary business and consumer data, artificial intelligence/machine learning models, innovative software applications and expert professional services. Data Axle's cloud-based platform delivers data and data updates in real-time via APIs, CRM integrations, SaaS, and managed services. Data Axle has 45+ years of experience helping organizations exceed their goals. For more information, visit www.data-axle.com.

About B2C Link

B2C Link combines personal and professional data about your audience to give you a unique view of their business and consumer characteristics. Data Axle's B2C Link is one of our proprietary specialty databases. It allows you to target the same person at home and at work by linking customers' consumer and business profiles together. B2C Link gives you the power to cross-sell to your prospects, ensuring they've seen your message no matter if they're sitting on the couch or at their desk.

This unique ability to view both personal and business insights in one profile, redefines the way you target your audiences. Contact us to learn how B2C Link can revolutionize the way you do business.



Contact Us

Phone 1-866-DATAXLE • Email sales@data-axle.com • Website data-axle.com