THE CX GRAND PRIX
RACE 02

Teamwork makes the dream work

"World's Best Wingman."

12 December 2021. The Abu Dhabi Grand Prix.

Hamilton and Verstappen are neck and neck on 369.5 points each. The race begins and Hamilton immediately takes and holds the lead...

Until lap 20, when Verstappen's teammate Sergio Perez holds Hamilton up, allowing Verstappen to close the gap from 11 seconds to 1.3 seconds.

While Perez had to retire from the race, Verstappen went on to win, securing the 2021 Driver Championship spot—thanks in large part to his teammate, who soon earned the title of "World's Best Wingman" in countless internet memes.

We don't tend to think of Formula 1 as a team sport. We think of individual star drivers like Hamilton, Alonso, or Verstappen. But F1 is full of examples of **teammates working together** so that one of them has a better chance of winning. **So that the team wins.**

And **F1 is a model of teamwork** in other ways too...

Perhaps the most famous example is the pit stop. The driver pulls in and up to two dozen mechanics rush out to change all four tires and adjust the wings. It's an oil-stained ballet without equal, and over in seconds.

Everyone on the team knows their job perfectly. For example:

3 men to each tire | **1 for each jack** | **1 with the engine start gear** | **1 to hold the driver in place**

And the champs of rapid tire changes? The Red Bull team, who have **held and broken the World Record four times now.** First with 1.96 seconds, then 1.92, then 1.88, and finally 1.82 seconds—the record they set during the Brazilian Grand Prix in 2019.

watch here >

> **"The main reason for our achievements is teamwork. It's quite simply the group of people that are here at Red Bull Racing and Red Bull Technology working as one unit."**
>
> **- Christian Horner**
>
> Team Principal at Red Bull Racing

The power of teamwork

With teamwork like that, it's no wonder the Red Bull team went on to win the 2022 Grand Prix season. Or that they're leading this season, too.

Top level marketers understand this. They know to use different channels and targeted marketing to give their product or service **the best possible chance of success.**

We've seen how F1 pit teams must work faster and faster to stay ahead of the competition—and how teamwork is key to that success. So **marketers are asked to go faster**, to do more with less, to **optimize ROI in the shortest time possible**—and using all the **right channels, tools, and messaging are key** to that success too.

You wouldn't bring Max Verstappen into the Red Bull pit lane with only one mechanic—so why would you launch a new product or service **not engage your customers across all channels?**

Teamwork in action

Let's take a deeper dive into what teamwork looks like today for marketers, using a real-world scenario.

A retail brand has the target of selling 1,000 sales from their new collection. They launch the collection on their website and within a week they've made 400 sales.

It's a good start but they're a long way off their target. So what do they do?

website launch
(400 Sales)

email
(200 Sales)

600 products sold

The marketing team sends an email to subscribers to promote the new collection. This generates another 200 sales

They run an ad campaign on Instagram which gets another 150 sales.

website launch
(400 Sales)

email
(200 Sales)

instagram
(150 Sales)

750 products sold

website launch
(400 Sales)

email
(200 Sales)

instagram
(150 Sales)

whatsapp
(150 Sales)

750 products sold

They run a WhatsApp Commerce campaign, bringing in a further 100 sales.

Finally, the marketing team runs a **cart abandonment campaign** to website visitors who added the product to their basket and didn't convert. This **drives a further 150 sales** and now they've **hit their sales target.**

The product launch alone made 400 sales, **but it took multiple channels and tools working together** to turn that into 1,000 sales.

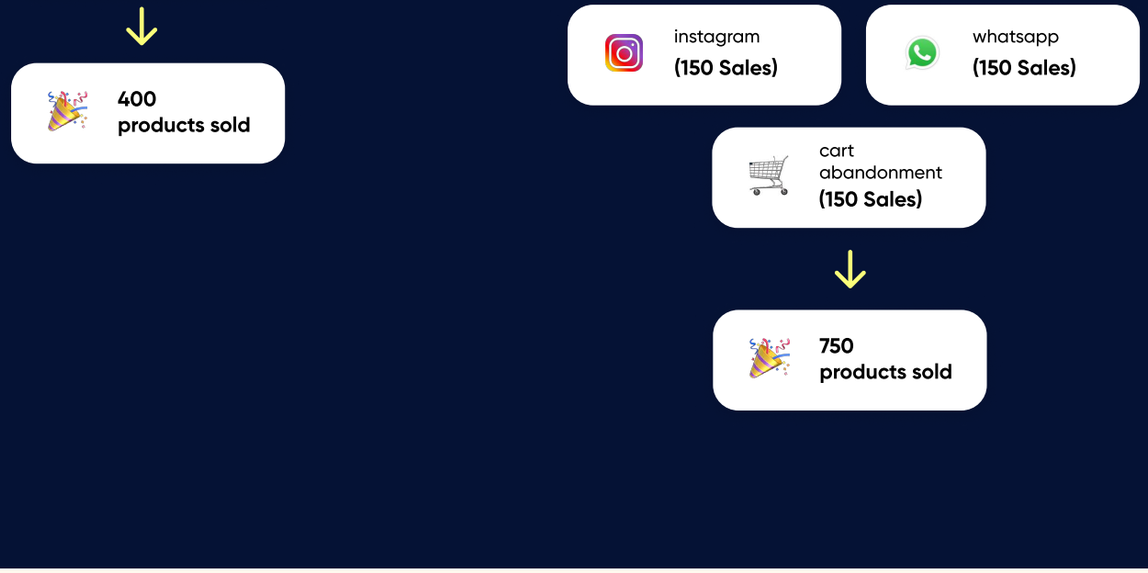
Single channel marketing

website launch
(400 Sales)

Multichannel marketing

website launch
(400 Sales)

email
(200 Sales)



This teamwork of channels and tools working together is what helped the brand deliver results that the product alone couldn't achieve. Just as a single mechanic can't change all the tires on an F1 car in less than two seconds. Or an F1 driver succeed without being guided by his team during the course of a race.

Just as Hamilton or Verstappen's hearts would sink to see a single mechanic awaiting them in the pit lane, your product stands little chance of success if all you do is launch it on your website.

Of course, just adding channels isn't the best approach either. Instead, brands should take another leaf out of the Red Bull F1 team's book—and **think strategically**. Consider the multichannel marketing campaign above. That approach works better than relying on just one or two channels. It will get you a points finish. But **you won't reach the podium** with this approach.

Instead, to be a truly **innovative and results-driven marketer** that breaks the mold you need to go beyond multichannel and use omnichannel marketing. **Omnichannel marketing will take you to the podium.** But how is it different to multichannel and why does that matter?

TIP OF THE DAY

Multichannel vs omnichannel

"Multichannel ecommerce is a strategy that allows your customers to buy your product through multiple channels. These channels usually include physical stores, online stores, mobile applications and digital marketplaces (such as Amazon or Alibaba).

By adopting multichannel ecommerce, you give your customers the power of choice so they can jump from one channel to another that fits their needs. Nowadays, customers expect that sort of flexibility."

"Omnichannel puts customer experience in the center of your operation. It takes the best from a multichannel strategy and leverages technology to deliver a consistent and seamless experience to your customers while simplifying your operation."

VTEX

Find out more from our partners at VTEX

"The omni-channel experience is marketing, selling, and serving customers on all channels to create an integrated and cohesive customer experience no matter how or where a customer reaches out. The experience should be the same for customers regardless of the platform or method they choose to use."

Source: HubSpot

Introducing the next stage in your marketing evolution:

Omnichannel campaign management

In race 1, we learned the importance of having a customer data platform (CDP). A CDP is the foundation for building an omnichannel marketing strategy. Now imagine what you could do if you were tracking key customer data metrics, such as:

- Browsing history
- Purchase history
- Online behavior

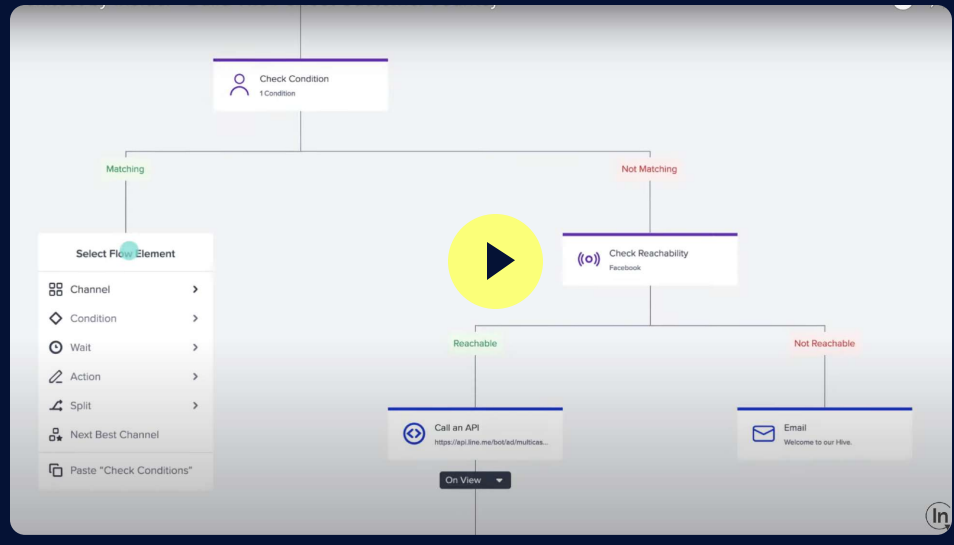
You'd be able to create **truly granular messaging and campaigns**, right? Take it a step further—imagine also being able to:

- Understand the next **best channel to target** each specific user, according to where they are in their customer journey
- **Optimize message send times** based on previous engagement data
- Know **how likely a user is to purchase** based on previous behavior and predictive AI

Customer data platforms (the subject of our previous race) make this possible by giving you a 360-degree view of your customer. They then use AI to predict intent, behavior and demand.

Meet Architect

Insider's omnichannel campaign management software



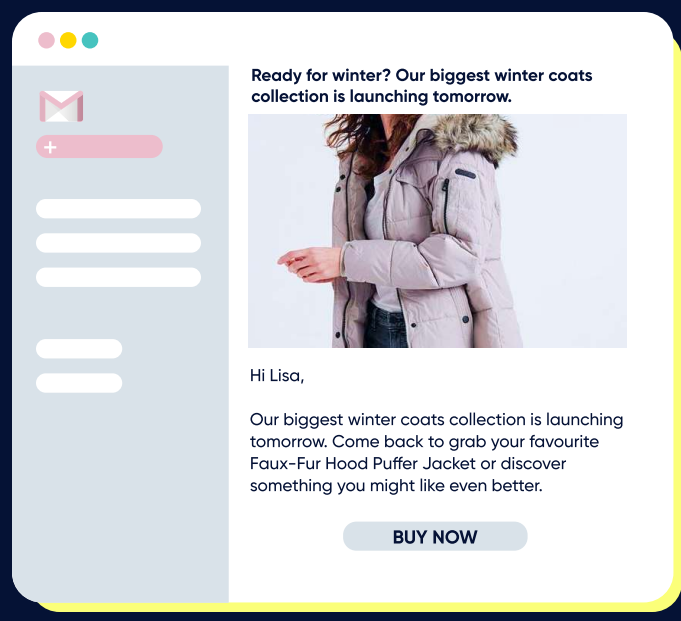
watch here >

Architect is Insider's cross-channel campaign management technology which enables marketers to create and optimize omnichannel marketing campaigns quickly and efficiently into a seamless customer experience.

Architect does much more than just integrate multiple channels. It uses Insider's **data analysis** and **predictive AI** to engage users with relevant, timely content that makes it much more likely they will buy.

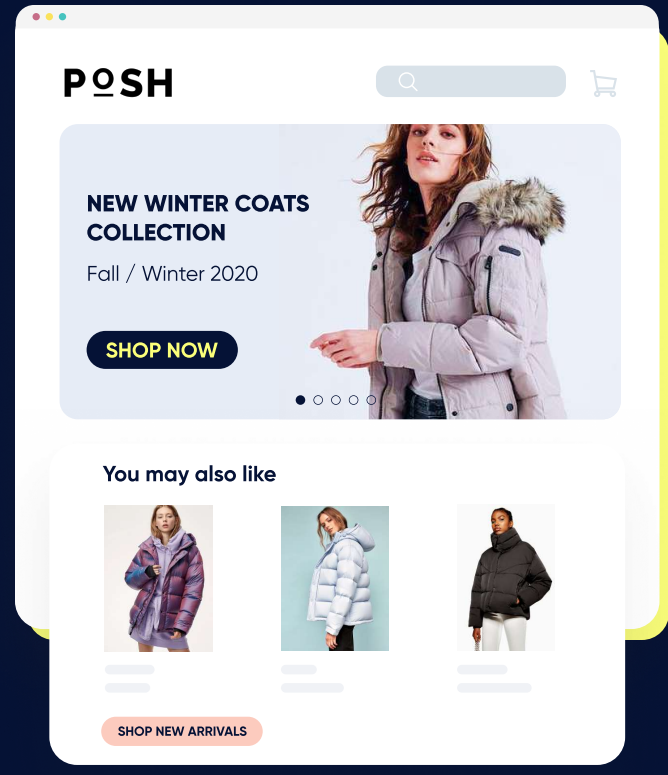
Architect in action

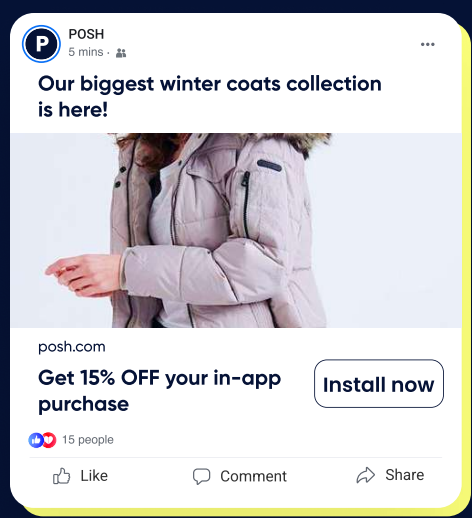
Take the example of Lisa, who's searching for the perfect winter coat. She visits the product detail page for a Faux-Fur Hood Puffer Jacket, but doesn't buy. This trigger's **Architect's personalized customer journey AI**, which **sends Lisa an email** about the jacket a couple of hours later.



Lisa doesn't see the email in her inbox. But that's no problem for Architect, which sends her a **Web Push** two days later.

She clicks on the Web Push and is directed to an **optimized web page.**

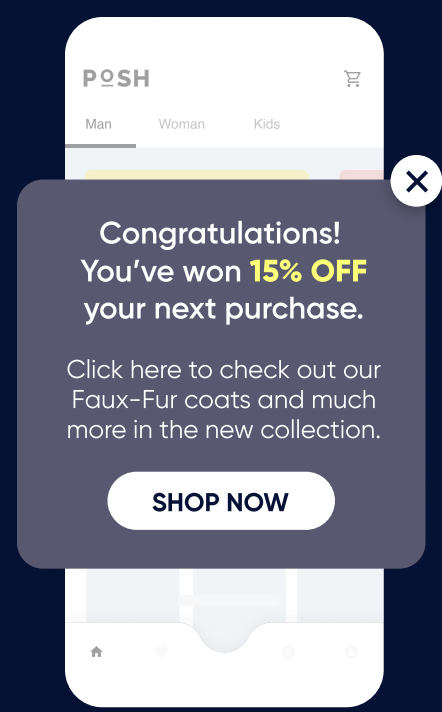




But she's walking to the gym. Distracted by needing to cross the road, she pockets her smartphone and forgets about the jacket. Two hours later, Lisa's on the bus home from the gym. She opens up her Facebook and sees this in her feed.

Lisa downloads the app.

And she makes a purchase.



Architect managed all this automatically, continuously adapting the channel and message according to Lisa's evolving customer journey and changing circumstances. Rather than simply use all available channels, Architect optimizes the message, channel, and timing to suit Lisa, increasing the chance of her making a purchase.

But don't just take our word for it...

Insider is a Leader in the Forrester Wave™: Cross-Channel Campaign Management (Independent Platforms) Q3, 2021

"Insider scored 5.0/5.0 in 16 criteria including personalization, platform architecture, innovation roadmap, native and third-party integration, predictive analytics and machine learning—and the highest score in the campaign orchestration criterion.
(Source: Forrester)

Read more

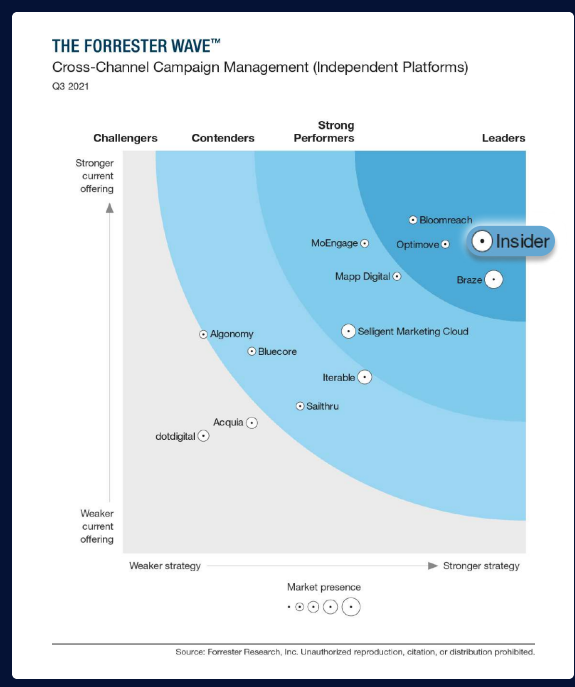


Image source: Forrester

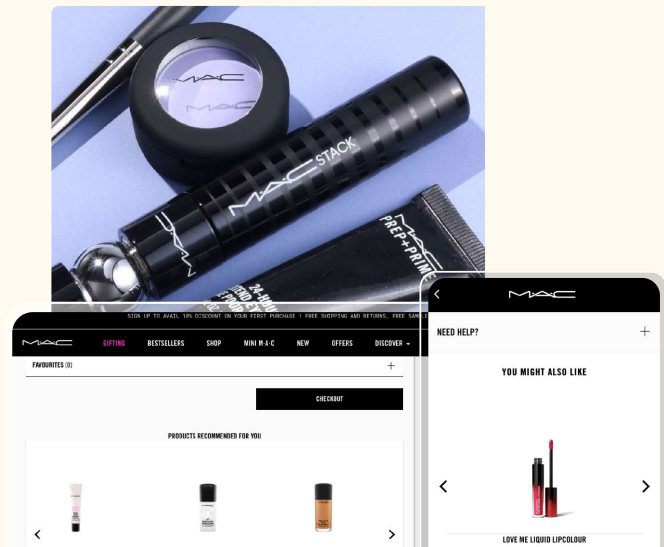
Race 2. Teamwork makes the dream work

And so who is our Race 2 winner? What innovative brand has focused on effective channel teamwork to achieve incredible results? Let's find out...

RACE 02 WINNER

Attracting and retaining younger customers requires a personalized and interactive approach

MAC Cosmetics wanted more of their first-time website visitors to complete a purchase while also improving lead collection on their website. They wanted to try **a more interactive approach** to encourage customer engagement and increase the chances of them making a purchase.



MAC needed a technology partner that could offer a wide set of features and tools including ready-to-use templates, gamification capabilities, a fast and agile approach, offers and promos support with onsite and offsite scenarios, and algorithm-based recommendations for cross sell.

Building a personalized omnichannel strategy

Using Insider's Architect, MAC built a true **omnichannel engagement strategy** across desktop and mobile. By consolidating data from user behavior across different channels using the CDP explored in race 1, MAC was able to **create unique customer journeys for each customer** for maximum impact and efficiency.

By engaging across both the desktop web and mobile web, MAC was able to establish multiple channels of communication to continue engaging their customers. MAC also set up Web Push notifications that could target customers even when they weren't on the website. Building a cross-channel journey helped them target their customers with the right message at the right time on the right touchpoint.

To win race 2, marketers must leverage the power of cross-channel campaign management to deliver truly personalized campaigns at scale—quickly and intuitively.

Insider's Cross-channel Campaign Management technology empowers marketers to **build a true personalized customer experience**, communicating with customers via multiple channels at scale. MAC Cosmetics, a youth-oriented Estee Lauder brand, created a **fun omnichannel customer journey** which included targeted gamification using Insider, achieving a **29% click-through rate** and **17.2 x ROI.**

RACE 03

COMING SOON

Sign up for our Formula 1 series to be alerted of new content as soon as it drops! Race 3 will be heading your way soon...