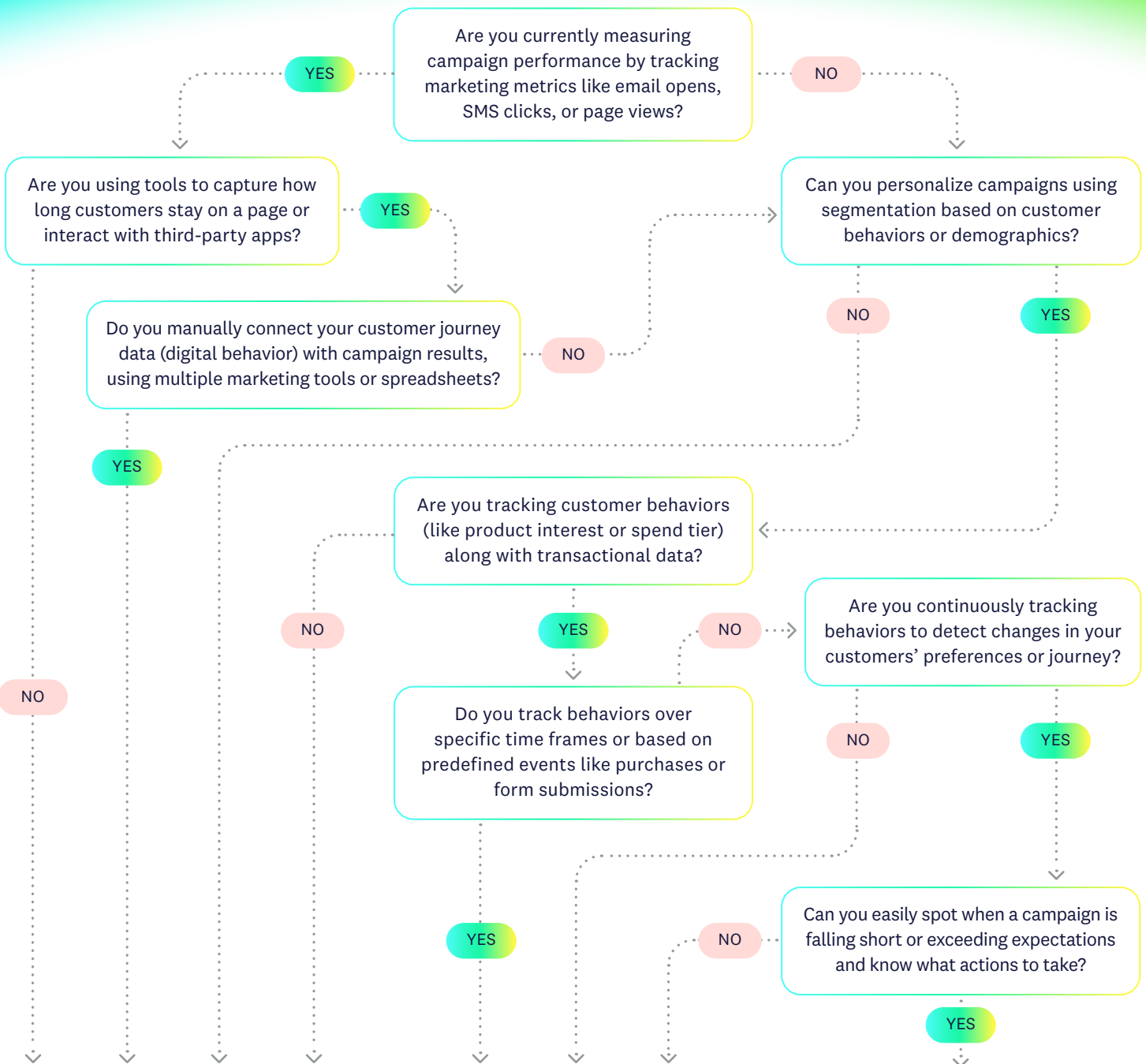


Unlocking customer behavior

Are you getting the complete picture?

Your customers are telling you more than you think — are you missing opportunities to connect and convert? This quiz will help you uncover engagement gaps and discover new ways to maximize those moments. Find out how you can make every customer interaction count 📌



You're laying the groundwork 🛠️

You're focusing on campaign metrics like email opens and page views, and that's a solid start, but you could be missing the bigger story your customers are telling.

Challenges

You're probably spending too much time manually pulling data from different places or tagging in other teams for help, making it harder to roll out effective campaigns quickly.

Solution

Find ways to automatically connect your data to your platform to give you more visibility into your customer's journey and the ability to personalize their experiences. To learn more, [check out our one-pager](#) on adding insights to your automation collection.

You're building momentum 🏃

You're ahead of the game, using customers' behaviors to personalize messages, while capturing valuable insights that go beyond just clicks and opens.

Challenges

You're mostly getting snapshots of your customers rather than tracking long-term patterns in their behavior. This limits how deeply you can connect with customers.

Solution

To enhance your personalization, focus on capturing marketing, digital, and experience behaviors continuously. This way, you'll understand how your customers' journeys evolve and be able to adjust your campaigns in real time. [Download our book](#) to get additional tips for creating personalized campaigns.

You're cracking the code 🧐

You've unlocked the full customer journey, and now you're ready to make bold, data-driven decisions. Not only are you continuously tracking their behaviors throughout their lifecycle, but you're adjusting your marketing strategies in real time and sending personalized messages when it matters most.

What's next?

At this point, you can focus on building even more specific audience segments and leveraging insights to create campaigns that boost loyalty and lifetime value. To fine-tune your ability to identify and act on customers' behaviors as they happen, [download our book](#).