



3Q WHITEPAPER

Ask the Right Questions to Break Down Customer Data Silos

Introduction

Marketers hear it ad nauseum: understanding your customer is critical to effective marketing. While that is indisputable, many marketers aren't holding all the cards when it comes to an organization's full suite of customer-based information.

In our work with dozens of clients, ranging in size and vertical, 3Q Digital's Growth Strategy team has consistently recognized challenges of siloing Performance, Brand, Product Marketing, Product and Sales teams - all of whom should be ideally aligned on a common goal of delivering brand experiences built on what matters to customers. One of the biggest challenges is that each team is privy to a slightly different body of information on customers, and that information isn't reliably shared across teams.

In this brief, we'll lay out critical customer-focused questions you should know how to answer. Ultimately our goal is to provoke better communication and a more comprehensive understanding of your customer across teams.

