Scalable user acquisition

**Based on a presentation from Guillaume Cabane,
Founder at Growth Ex Machina**

Create great experiences to build a moat

When you get down to it, marketing and product is about one thing: creating a great experience. Great marketing and product experiences delight your customers, which helps set your company apart from your competitors. That's what Guillaume refers to as "building a marketing moat."

Guillaume's moat is built by finding a competitive advantage and using that advantage to drive down your customer acquisition costs. Once you've done that, you'll be able to acquire customers at a faster rate for less money than your competitors can.

You can find the competitive advantages that build your moat by investing in marketing technologies that create great experiences for your customers.

Three ways to build your moat with marketing technology

Here's how Guillaume recommends setting your company apart:

1. USE PREDICTIVE MODELING TO FIND YOUR HIGHEST-VALUE CUSTOMERS.

Typically, companies spend the same amount acquiring each customer, regardless of their individual potential lifetime value (LTV). Companies on the cutting edge of analytics are starting to use predictive modeling to help identify customers who will be more valuable to the company.

If you can identify those valuable customers, you can dedicate the resources required to create great experiences for them. That will help set your company apart from your competitors because they won't be doing the same thing for those high-value customers. As a result, potential customers will be more likely to work with you.

InVision is one company that created a predictive model using Clearbit and ClearBrain in conjunction with Segment. Their predictive model allowed them to build a more relevant and meaningful experience for potential customers.

> " **Buyers don't want to talk to us, and when we shove our messages in their face they ingore it.** "
>
> – Guillaume Cabane

2. CREATE VALUE WITH PERSONALIZATION.

G2 Crowd found that only 5% of buyers were interested in listening to what marketers had to say. To get around that low number, you need to make your messages more meaningful to your audience.

The best way to do that is to use personalization. Personalization will catch the attention of your potential customers and make them feel like you're really in-tune with their needs.

Each potential customer has unique pain points. If you're shoving your message in their face, they'll ignore you. But if you can understand their pain points, you can cater your messages to them and make them more relevant. They'll listen to that message because it's about them, not about you.

At Looker, Guillaume tested 433 messaging variations by using machine learning to customize the company's website to specific categories of website visitors. That resulted in a 44% increase in sales-qualified leads (SQLs).

3. PAIR LIVE CHAT WITH PREDICTIVE MODELING.

If you push live chat to every website visitor, you'll be wasting time and money on website visitors who will never become customers. With predictive modeling, you can use live chat with only the visitors who have the highest likelihood of becoming customers.

Once you've done that, you can add value in unique ways. When Guillaume was at Segment, he used live chat to ask high-value website visitors if they liked coffee. That question was unique, so it caused website visitors to pause and answer. Once the website visitor answered, Segment would deliver coffee to their office using Postmates. That gave Segment an easy way to say, "Hey, while you're waiting for your coffee to arrive, why not join us for a 10-minute demo?"

The coffee and delivery may have cost Segment $20, but it was much cheaper than running Facebook ads to prompt people to watch a demo. It also created a unique experience, which his competitors weren't doing. That's how Guillaume started to build a moat.

How Segment can help

All of Guillaume's suggestions require a deep understanding of your customers and your data. Search through our integrations catalog to find enrichment tools to help with predictive lead scoring. Guillame specifically mentions MadKudu, Clearbit, and Drift but there are a lot of other tools that will work too.

With Segment's own tool, Personas, you can use your data to understand what is most important to your website visitors and build more effective campaigns based on that.

You'll also want to search through our recipes database to learn about specific use cases for the MarTech tools that we integrate with.

Keep reading to learn more

- **How to automatically identify high-intent leads**

- **Breather used Segment to get better ROI on ads**

- **Powering Account-Based Marketing Across Your Stack with Personas**

- **How Peerspace doubled signups by personalizing landing pages with Segment and Mutiny**