



Turning Marketing Insights Into Action

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Nearly every business says it cares about customer experience. So why do so many struggle to improve it? According to a new report from Harvard Business Review, the companies leading the way today are finding fresh ways to gather customer insights and turn them into action.

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Half of business leaders surveyed by Harvard Business Review Analytic Services (HBR-AS) said that customer experience is a top-two differentiator for their business.¹ Yet only half of that group said they actually perform well at it. How is this possible?

We've never had more detailed data about what consumers like and how they act in their micro-moments of choice. But detail is one thing, clarity quite another—and many companies still struggle to see and follow signposts through a fog of data.

Some helpful clarity can be found in [Measuring Marketing Insights](#), a new collection of articles from Harvard Business Review, sponsored by Google. This Insight Center Collection features marketers, researchers, and HBR experts sharing new tools and best practices for turning data into better customer experiences. Highlights include:

- A groundbreaking **elements of value pyramid** for measuring what your customers truly value, and what they're willing to pay for. This new framework lists the 30 fundamental attributes that address customer needs.
- A new **insights engine** developed by a consumer-packaged-goods giant to turn valuable data into actionable strategies. This firm used the engine to link disparate data sources and turn them directly into customer-centric growth strategies.
- New ideas for **breaking down the silos** that get in the way of customer-friendly changes. Best-in-class companies—those with winning customer experiences—often have done the best job of getting rid of these silos.

Ready to really improve your customer experience?

Check out [Measuring Marketing Insights](#), a collection of 32 articles from the Harvard Business Review online Insight Center, to learn more about using measurement and consumer insights to drive competitive advantage.

Sources

- 1 Harvard Business Review Analytic Services, "Marketing in the Driver's Seat: Using Analytics to Create Customer Value," 2015.