



CUSTOMER JOURNEY MAPPING

STRATEGIES, TACTICS & TRENDS



Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend2[™]
RESEARCH-BASED MARKETING

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➤ Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

Survey Respondents

Primary Marketing Channel

B2B	42%
B2C	29%
B2B and B2C equally	29%

Number of Employees

More than 500	23%
50 to 500	22%
Fewer than 50	55%

Primary role in company

Owner / Partner / C-Level	48%
Vice President / Director / Manager	40%
Non-Management Professional	12%

Customer Journey Mapping

Creating a relevant and enjoyable customer experience requires an understanding of how a person interacts with a brand and navigates from discovery to purchase to retention. Journey mapping allows marketers to visualize this experience and better adapt to customer needs.

But how are marketers executing a strategy to leverage customer journey mapping?

To help answer this question, Ascend2 and our Research Partners fielded the Customer Journey Mapping Survey. We thank the 273 marketers who responded to this survey during the week of August 10, 2020.

This Survey Summary Report, titled *Customer Journey Mapping*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

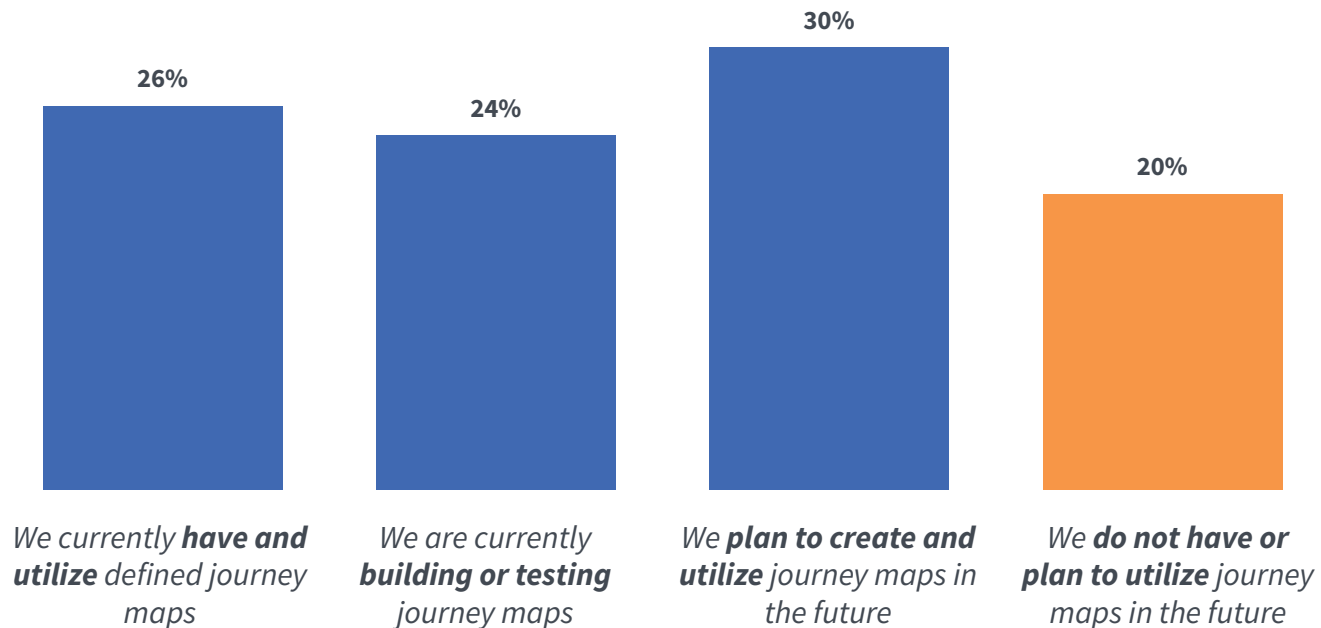
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➔

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Current Status

Determining the path of interactions an individual may have with a brand is fast becoming an effective way for organizations to visualize and optimize the customer experience. Customer journey mapping is on the radar for over half (54%) of marketers who are either in the **planning** or **building stages** of executing a strategy. For one-quarter of those surveyed, journey maps are **defined and utilized** as a part of their marketing strategy.

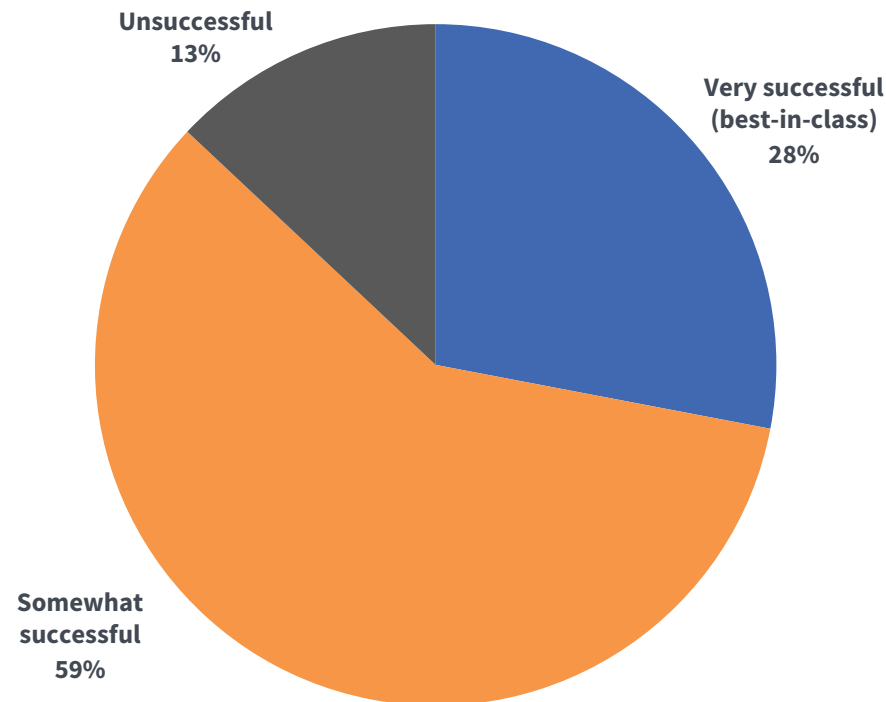
What is the CURRENT STATUS of your journey mapping strategy?



Strategic Success

Are there significant benefits to defining and utilizing journey maps? When it comes to achieving the objectives intended for a journey mapping strategy, 87% of marketers report seeing **success to some extent**, with 28% describing this success as **very successful, or best-in-class**, compared to their competitors.

How would you rate the overall **SUCCESS** of a customer journey mapping strategy at achieving the goals set for it?



Barriers to Success

Nearly half (48%) of marketers report that allocating enough time, staff and resources to successfully execute a customer journey mapping strategy is a major challenge. One-third of marketers face a **lack of quality data** (35%) available to define these journeys, a **lack of budget** (33%) needed to execute and an **inability to measure the customer experience** (32%).

What are the greatest BARRIERS TO SUCCESS for your journey mapping strategy?



Data Collection

Collecting quality data from internal and external resources is critical to the success of a customer journey mapping strategy. **Customer feedback surveys** is the most effective way to collect this essential data according to 58% of marketers. **Internal analysis** of how a customer uses or interacts with the product or service is also an effective method for 47%.

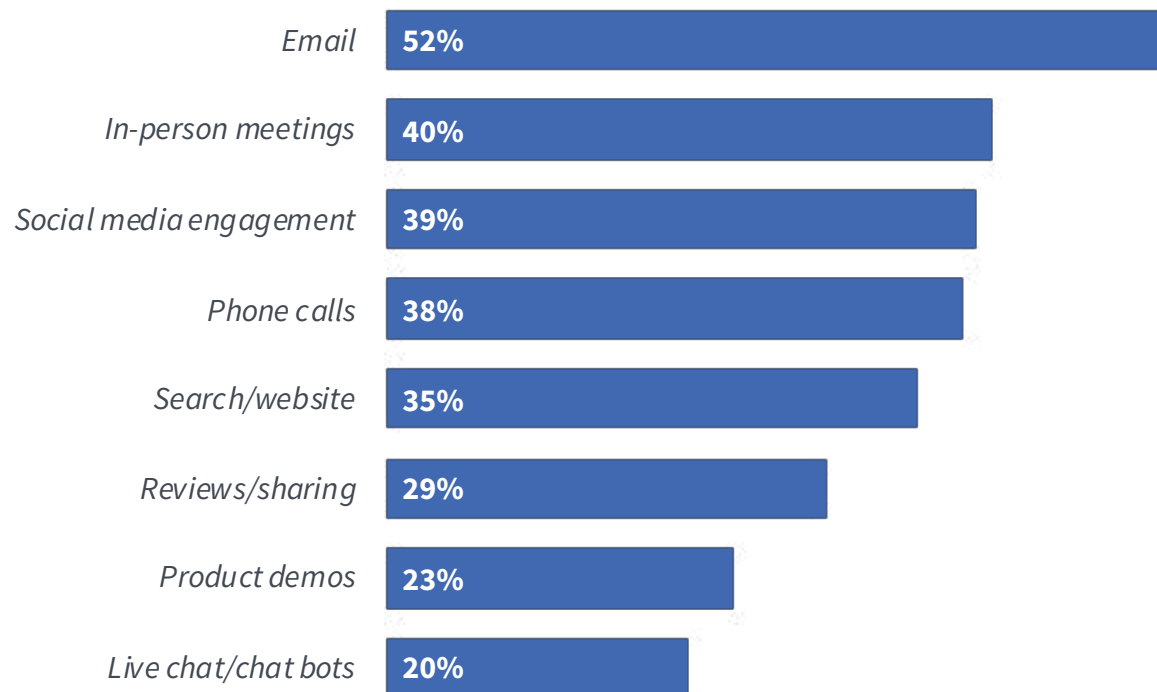
What is the most effective way to COLLECT DATA for the journey mapping process?



Actionable Touchpoints

With so many opportunities for an individual to interact with an organization, it is essential to capitalize on the most controllable and actionable touchpoints. For over half of marketers (52%) **email** is the most actionable touchpoint available. **In-person meetings** (40%) and **social media engagement** (39%) are also response-yielding interactions according to those surveyed.

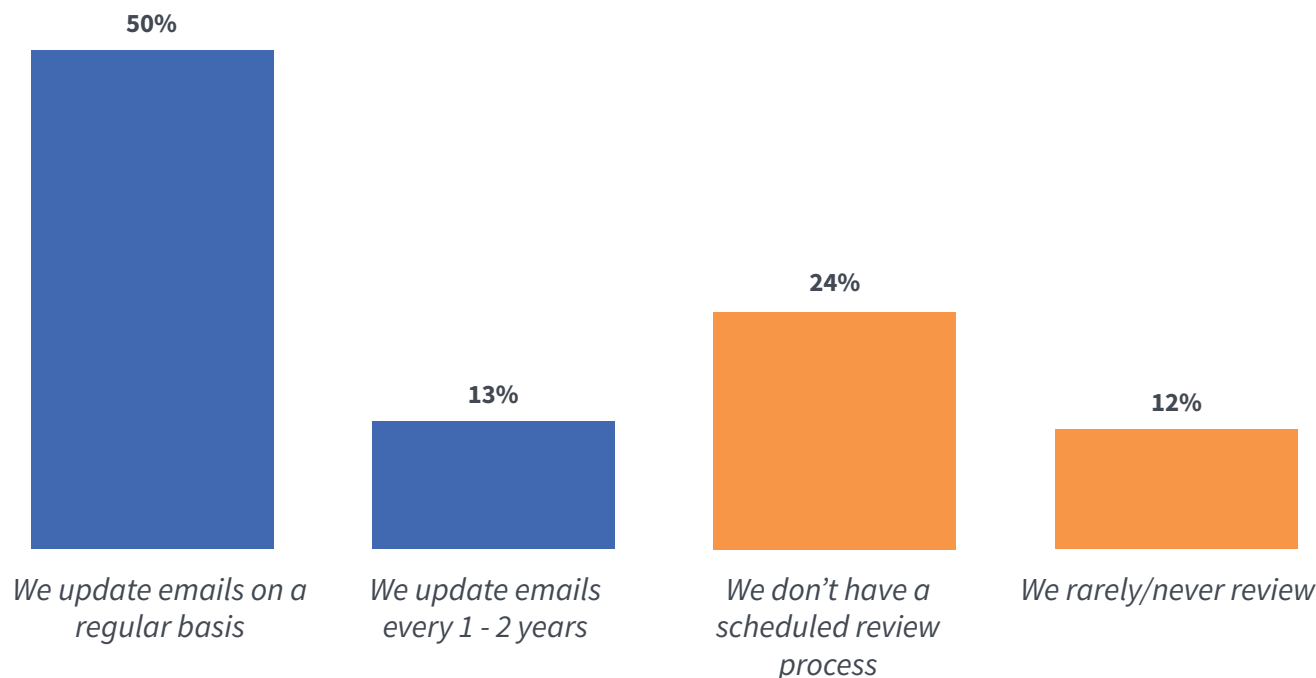
What are the most ACTIONABLE TOUCHPOINTS in the customer journey?



Email Campaign Review

With email being the most actionable touchpoint to many marketers, keeping emails relevant is critical to half of marketers who **regularly update** their journey-related email campaigns as a part of a customer journey strategy. Nearly one-quarter (24%) of marketing professionals report updating email campaigns on an **as-needed basis**, but not on a predetermined schedule.

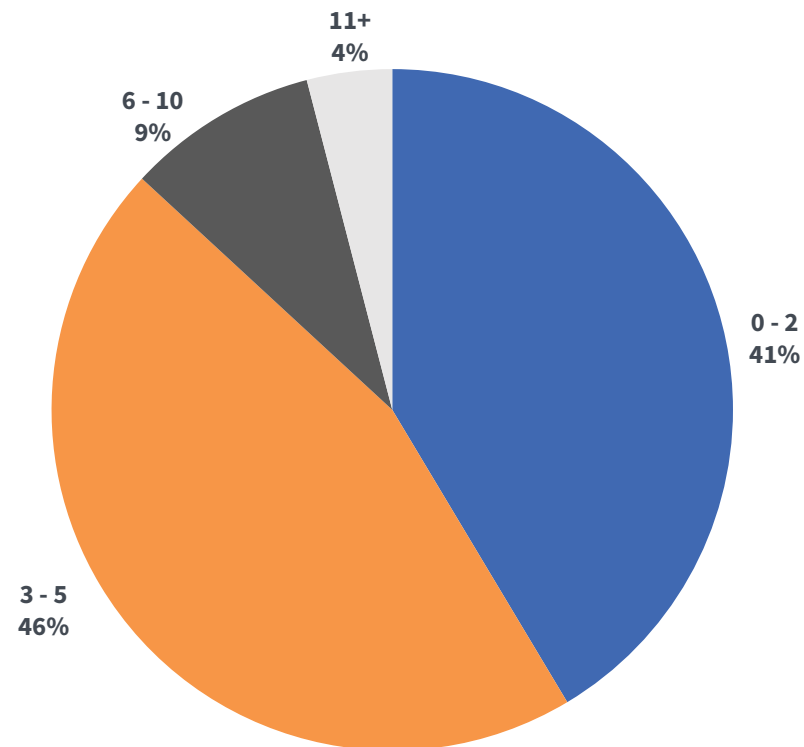
How often does your organization review and update journey-related email campaigns?



Number of Journey Maps

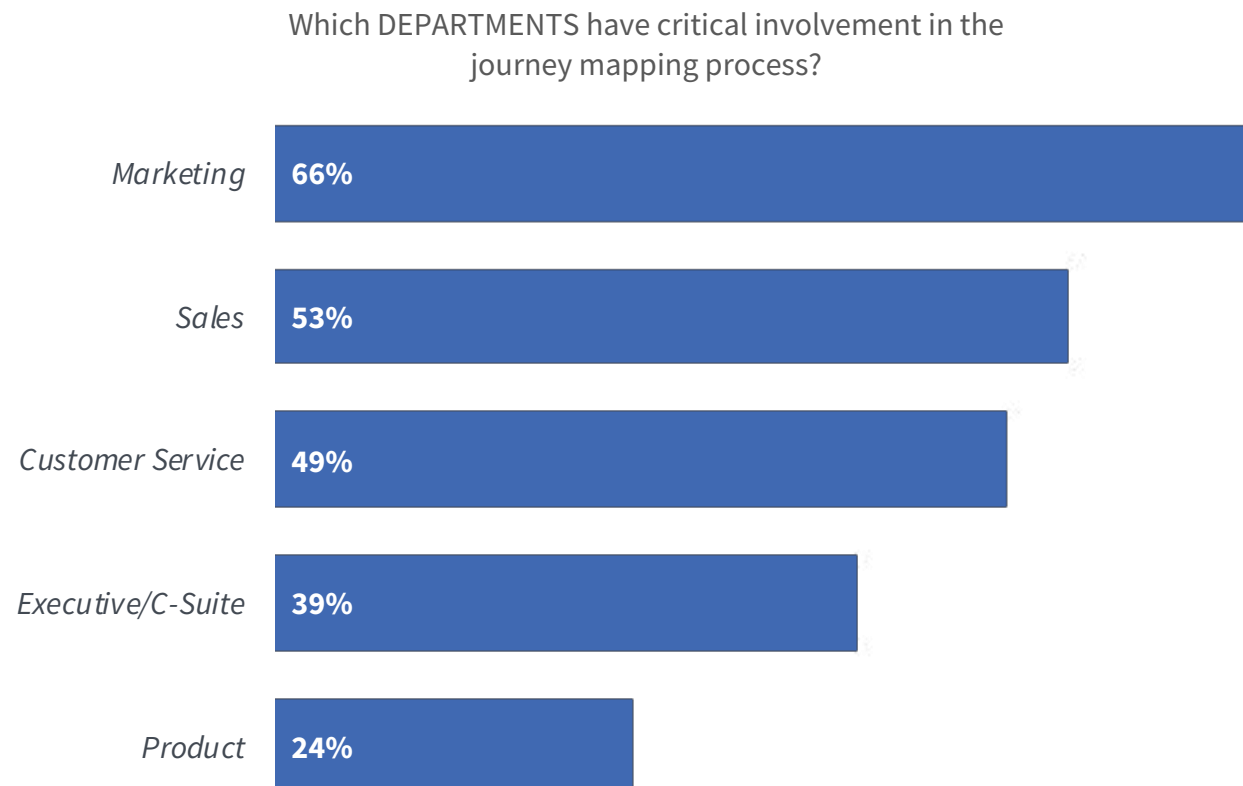
Customer experience can vary greatly based on individual behaviors and preferences. That is why journey maps are often based on personas associated with a target audience. An 87% majority of businesses have **five or less defined journey maps** used as the foundation of the customer journey mapping strategy.

How many defined JOURNEY MAPS does your organization have or plan to have?



Cross-Department Involvement

Collaboration of multiple departments within an organization is critical in obtaining an holistic perspective on the customer experience. Marketing, sales and customer service departments play the most critical roles in the development of a customer journey mapping strategy according to 66%, 53% and 49% of marketing professionals surveyed, respectively.





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