

Omnichannel Dynamics

One Truth, Many Perspectives





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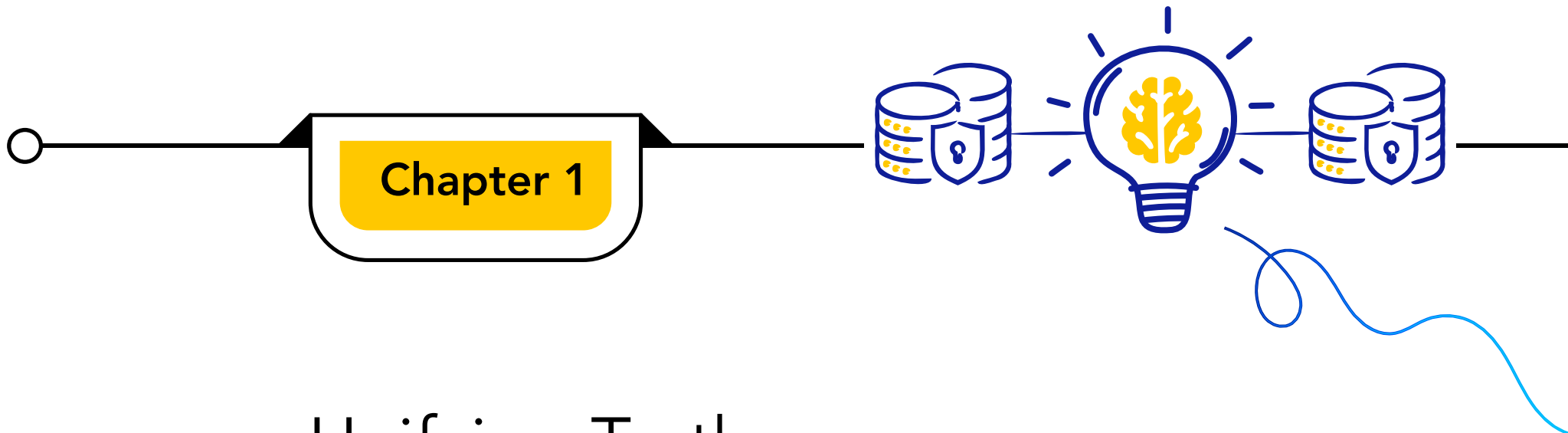
Introduction

Customers today interact with brands via three to five different channels during each journey, with many switching about six times between websites and mobile to start and complete a transaction. This growing omnichannel engagement highlights the importance of delivering consistent, personalised communication across all touchpoints both online and offline. This means omnichannel marketing has become indispensable for brands aiming to deliver seamless customer experiences.

One of the biggest challenges in achieving success with omnichannel marketing is fragmented customer data, which prevents marketers from gaining a unified view of their audience. Without this cohesion, campaigns can become ineffective, leading to missed opportunities that engage customers meaningfully.

This is why combining a **Single Source of Truth (SSOT)** with **Multiple Versions of Truth (MVOT)** is important. While Single Source of Truth ensures all data is accurate and consolidated, Multiple Versions of Truth allow for tailored messaging across different channels. Integrating these concepts can help you overcome data fragmentation, enhance omnichannel strategies, and provide a more cohesive customer experience.





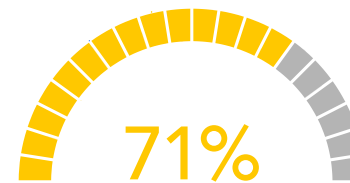
Unifying Truths: Connecting Data for Clear Decisions



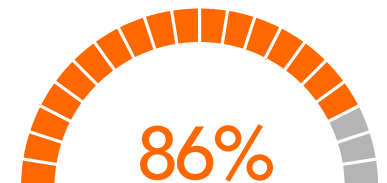
A Single Source of Truth (SSOT) is a centralised, reliable repository of accurate customer data. This unified hub acts as the foundation for all marketing activities, providing a consistent and up-to-date view of every customer's journey.

Why is Single Source of Truth (SSOT) crucial for marketers?

Today's customers expect companies to truly understand their personal needs and preferences in every interaction.



of B2C customers



of B2B customers

This is possible only with access to recent data consistently across marketing channels. Statistics indicate that 14% of organisations have been able to achieve a 360-degree view of their customer so far.

SSOT helps overcome the challenge and offers a holistic solution by ensuring:

01

Data consistency across channels

Single Source of Truth ensures that every department—from marketing to sales—works using the same dataset. This eliminates the risk of outdated or conflicting data, guaranteeing a unified approach to customer engagement.

02

Consistent customer identity across channels:

Single Source of Truth consolidates various data points to create a single, unified customer profile. This ensures that every interaction, whether online or offline, reflects a consistent identity, leading to more coherent and personalised experiences.

03

Enhanced personalisation

87% of marketing leaders acknowledge that customers increasingly expect relevant, personalised information based on where they are in their decision-making journey. With Single Source of Truth, marketers can create more accurate and personalised experiences. When all customer and identity data, from demographics to behaviour patterns, is centralised, personalisation efforts become more precise, driving higher engagement and conversion rates.

04

Operational efficiency

A unified data source minimises duplication and errors, allowing marketers to focus on strategy rather than reconciling with disparate data. It streamlines workflows across marketing operations, helping teams execute campaigns faster and with greater accuracy.

Power of Single Source of Truth in Omnichannel Marketing



01 Audit your current channels

Start by mapping out how customers interact with your brand across channels. Identify gaps or inconsistencies in messaging or customer experience.

02 Evaluate your data

Check if your customer data is centralised or siloed. This will help you understand the root cause of disjointed omnichannel efforts.

03 Consolidate your data

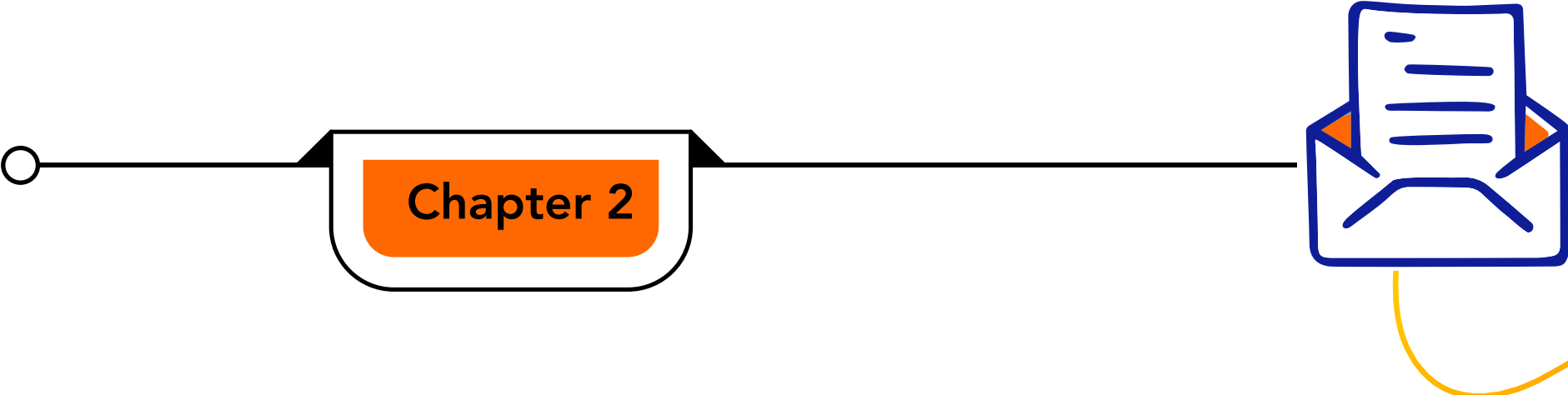
Begin integrating your data into a single, centralised source—whether using a Customer Data Platform (CDP) or other tools like Epsilon's identity solutions. Ensure you have a 360-degree view of your customer.

04 Align teams on Single Source of Truth

Get all departments—marketing, sales, customer service—aligned to use the same dataset, preventing conflicting messages from being sent to customers.

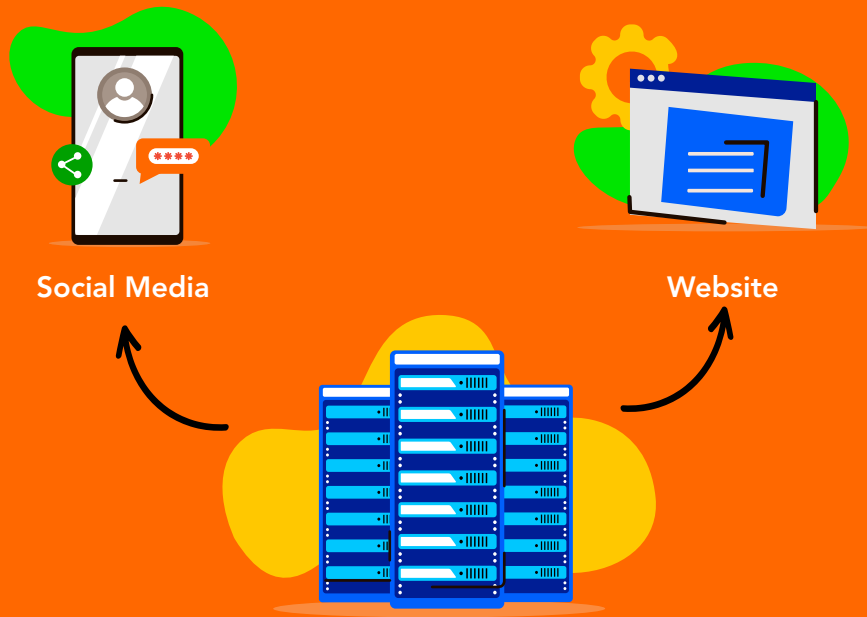
05 Invest in data hygiene

Regularly clean and update your data to ensure your Single Source of Truth remains accurate and up to date.



Chapter 2

Empowering Marketers to Adapt Messaging Across Channels



Multiple Versions of Truth comprises different expressions of core customer data designed to suit the specific nuances of each channel, while still anchored to the Single Source of Truth. While the Single Source of Truth works at the data level and provides a unified view, Multiple Versions of Truth supports the management of information.

Why marketers need Multiple Versions of Truth?

Different stakeholders interpret brand messages differently based on their unique experiences and beliefs. To engage diverse audiences, marketers must address these varying perspectives. Multiple Versions of Truth allows for multiple versions of data to co-exist, enabling marketers to adapt their messaging to individual platforms that accommodate diverse viewpoints and requirements.

Here is how Multiple Versions of Truth works:

Channel-specific adaptation



Multiple Versions of Truth ensures that foundational data is consistent but adapts content to fit platform preferences. For example, visual storytelling for social media but detailed product information for websites.

Real-time customisation



Multiple Versions of Truth allows marketers to track and analyse customer behaviour in real time, enabling on-the-spot adjustments to messages. For instance, if customers on a mobile app show more interest in flash sales, Multiple Versions of Truth can help trigger a targeted push notification on the app.

More precise targeting



Multiple Versions of Truth allows marketers to segment audiences more accurately by capturing nuanced data like context, demographics, engagement patterns, sentiment, feedback, and purchase triggers. These insights help create highly tailored, relevant messaging for each segment. For example, one customer segment may engage with sustainability messages, while another prefers discounts.

This data is relevant for tailoring how a campaign is visible to each segment- promoting eco-friendly products to one and offering redeemable vouchers to another.

Benefitting from Multiple Versions of Truth

01

Identify core data points

Define the essential data from Single Source of Truth that you want to use across all channels (e.g., purchasing behaviour, engagement history).

02

Customise messaging for each channel

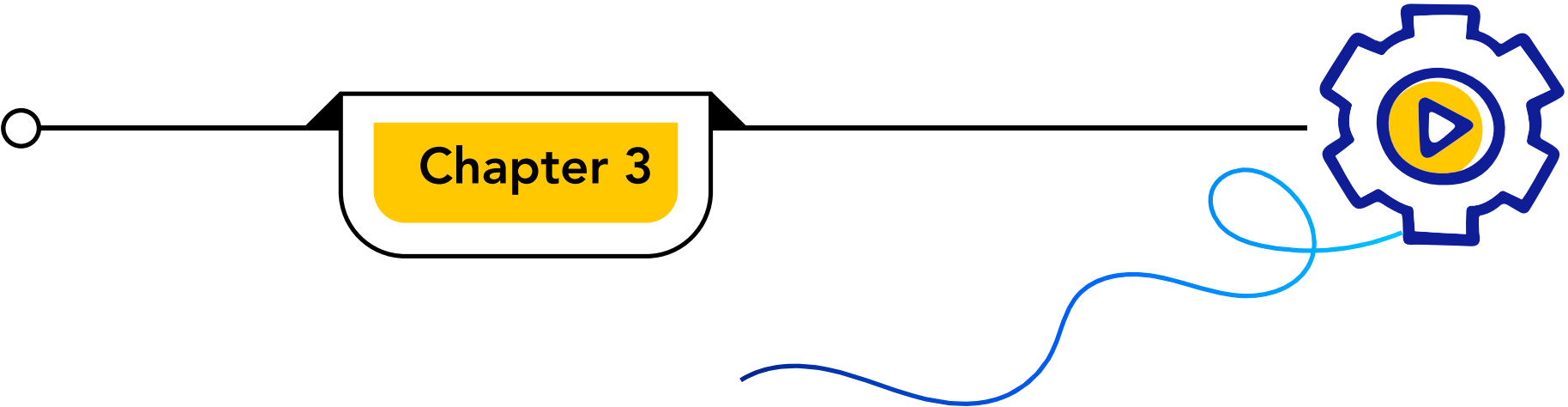
Create tailored messaging that adapts to the context of each platform. For example, adjust social media content to reflect current trends while keeping the brand's central message intact. Use an audience insights tool that helps connect your first-party data with unique individuals. This helps tailor marketing efforts to specific demographics.

03

Test and optimise

Test different Multiple Versions of Truth to see which ones perform best on different platforms, and continuously refine them based on performance metrics.





Chapter 3

Integrating Insights for a Seamless Omnichannel Experience

How to Combine Single Source with Multiple Versions of Truth?

To excel in omnichannel marketing, brands must merge the reliability of Single Source of Truth (SSOT) with the adaptability of Multiple Versions of Truths (MVOTs). Here's how to bring these concepts together:

01 Define your core identity:

Create a comprehensive Single Source of Truth that centralises customer data from all touchpoints for a complete view of each customer.

02 Create channel-specific Multiple Versions of Truth

After establishing a Single Source of Truth, create Multiple Versions of Truth tailored to each channel's unique demands. For example, while an SSOT shows general buying habits, an MVOT adapts that data for a social media campaign rather than a website banner.

03 Leverage real-time insights

Multiple Versions of Truths thrive on real-time data. By monitoring customer interactions across channels, you can dynamically update your truths, ensuring you always deliver the most relevant and contextual messages.

04 Integrate feedback loops

Insights from in-store purchases should influence digital ad targeting. Create mechanisms to capture customer interactions in real-time and adjust your Multiple Versions of Truths accordingly.

05 Optimise continuously

Continuously evaluate the performance of your campaigns and refine your Multiple Versions of Truths to ensure that they align with your overarching Single Source of Truth.

Chapter 4

The Next Step: Futureproofing with AI and Analytics

As omnichannel marketing continues to evolve, AI, predictive analytics and data tools that help gain real-time customer insights are set to revolutionise how businesses engage with customers across multiple channels. Marketers who want to stay competitive must embrace these innovations while leveraging Single Source of Truth and Multiple Versions of Truth.

01

Start small with AI : If you are not yet using AI, start by testing basic personalisation tools. AI-powered platforms can help optimise your omnichannel strategy by enhancing your Multiple Versions of Truth with predictive capabilities. As AI usage grows, it is important to safeguard your brand from potential risks associated with its excessive use.

By 2026, **60%** of CMOs are expected to adopt content authenticity technology and user-generated content monitoring to protect their brands from the risks posed by generative AI. Embracing AI now while planning for these protections will ensure long-term brand integrity.

02

Invest in real-time data tools : Recent surveys have shown that 45% of brands worldwide lack real-time reporting capabilities while **44%** struggle to aggregate data from multiple systems. Consequently, 37% are unable to measure results of their marketing campaigns accurately.

Investing in real-time data platforms is essential to deliver more accurate, dynamic experiences for your customers. With real-time insights, you can continually refine your Single Source of Truth and Multiple Versions of Truth.

03

Keep innovating: Stay up to date on the latest trends in AI, predictive analytics, and customer data integration. Innovating in these areas will be key to staying ahead in omnichannel marketing.

Balancing Flexibility with Consistency

The key to success lies in striking the right balance. Multiple Versions of Truths should not stray too far from the Single Source of Truth. The goal is to maintain the integrity of the single truth while making it adaptable enough for diverse marketing channels.

To achieve this, create Multiple Versions of Truths tailored to each channel but ensure all messaging is grounded in the Single Source of Truth. Advanced data integration tools and campaign management platforms can help streamline this process.

Explore Epsilon Digital to take your omnichannel marketing to the next level.

🌐 <https://www.epsilon.com/apac/products-and-services/epsilon-digital>

Data Sources:
McKinsey | Gartner Survey | Deloitte Digital Research | Gartner The Future of Marketing

