

The Evolution of Customer Journey Management, For Marketing and Beyond



SEPTEMBER 2021

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In the process of developing this paper on customer journey management, Winterberry Group spoke to senior industry experts from both the US and Europe. These experts represented companies involved in all aspects of customer journey management, ranging from global data and technology companies, digital transformation agencies, and end user clients. To complement these interviews, WG ran an online survey of senior brand marketers and marketing decision-makers in April 2021 across the US and UK. The objective of this paper is to facilitate a better understanding of this rapidly changing market, currently being driven by a mixture of technological innovation, promotional and purchase channel transformation, and cross-channel data quality. The market challenge remains for brands to continue to better understand and serve their customers, when and where they are along the customer journey.