# Data-Driven Messaging

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| AUDIENCE What are the key segments and how to speak to their different needs? |  |  |  |
| NEED What are the customers’ needs, and how do they change across time and context? |  |  |  |
| MESSAGE What messages will resonate with those “relevance opportunities” where need, context and time intersect? |  |  |  |
| DATA TRIGGERS What data is available to make these decisions? How can the brand recognize their customer and relevance opportunity? |  |  |  |

# The Customer Journey