

The Perfect Partnership:

Leveraging Customer Data and Behavioural Science to Drive Business Growth



Following Impression's marketing leader [research](#), 57% of marketing professionals said they plan to increase investment in Digital Experience Platforms (DXPs) and Customer Data Platforms (CDPs) in the next 12 months. Over the last few years, we've seen more marketers embracing customer experience platforms and using real-time metrics, automation, behavioural data, and personalisation to test and experiment with their marketing activity.

But how do you gain these insights? Behavioural Science blends psychology, neuroscience, and economics to understand consumer behaviour and the motivations behind decision-making. Techniques like [nudge marketing](#) subtly guide users towards desired actions, which is just one area of this field.

In this guide, you will learn how to start thinking strategically with behavioural science in mind and using customer

relationship marketing (CRM) - not just tactically - to enhance your marketing effectiveness, strengthen brand communication, and drive growth. We'll introduce key principles, explore real-world applications, and dive into the MINDSPACE model to help you devise and deliver more impactful marketing.

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Understanding Behavioural Science in Marketing

Marketing has always been rooted in behavioural science theory, whether marketers have realised it or not; its core goal is to understand what your target audience wants, communicate how you meet those needs, and ultimately deliver on those expectations.

The marketing strategy aspect of behavioural science is the approach to customer focus. To start, you need to understand what your customers are doing and why they are doing it.

Research shows that human behaviour, including customer behaviour, is goal-oriented. Understanding the goals that motivate us to purchase a product or service is paramount to acquiring, converting, and retaining customers.

Behavioural science in marketing is an approach that has many fields and tactics, but first and foremost, it's about understanding the customer and what signals we can employ

which encourage or reinforce certain behaviours. For example, we can influence how a customer may feel through social proof, a tactic we can use is something like customer reviews. But why does it work? It works because it taps into the human tendency to follow the actions of others, especially when faced with uncertainty. As a result, social proof builds trust and credibility by showing that others have had a good experience with the product or service. On the other hand, tactics such as meal deals reduce decision fatigue by offering a pick-and-mix approach at a fixed price, subtly guiding choices while allowing you to gather consumer demand data.

If you want a customer to take a certain action, you should start looking at the quantitative (what) and the qualitative (why) to form a hypothesis. Following this, you can shift towards personalised messaging and away from generic campaigns, reaching the right audience at the right time with a strong, goal-driven message.

The Role of CRM in Modern Marketing

The role of customer relationship management (CRM) is to optimise and extend the lifetime value of customers through a process that Impression calls Customer Value Optimisation.

By analysing customer behaviour, interests, and spending patterns—then testing what works best (e.g. alongside methods like [propensity modelling](#))—businesses can increase customer value in three key ways:

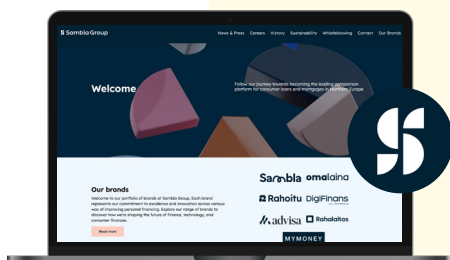
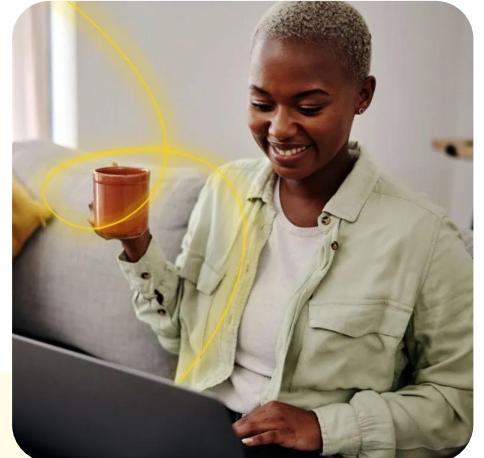
- 1 Increase the number of transactions
- 2 Increase the size of the transaction
- 3 Increase the frequency of purchase

[Jay Abraham 'Three ways to grow your business'](#)

This is achieved through a multi-channel, multi-touchpoint approach across both paid and owned media, ensuring consistent and personalised messaging. Channels in this part of the marketing mix might include email, mobile apps, SMS, WhatsApp, and social media, each playing a role in engaging customers at different stages of their journey.

At the core of this process is customer data. A well-structured [Customer Data Platform](#) (CDP), such as Bloomreach, serves as the single source of truth – consolidating data and insights gained from all customer

touchpoints, acquisitions, sales and service. When set up correctly, CDPs are a goldmine of valuable information, enabling precise segmentation, targeting, improved personalisation, and data-driven decision-making.



SAMBLA GROUP

This is exactly what Sambla Group, the leading loan comparison platform in Northern Europe, wanted to achieve. However, it was struggling to effectively engage consumers with disparate tech solutions. By using Bloomreach, Sambla was able to unify its customer data and seamlessly connect multiple systems. Now, Sambla can deliver personalised marketing campaigns across email, SMS, push notifications, and more.

The Power of Integration: Behavioural Science + Customer Marketing

It's easy to market without really knowing your audience – but don't expect to go far. The real power of behavioural science lies in truly understanding how your customers think, act, and decide.

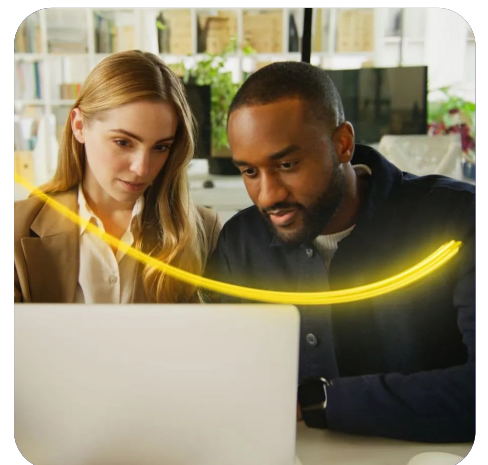
Segmenting customers based on their previous behaviours is an excellent way to map intent, understand their propensity to convert, and provide a cohort for measurement and experimentation to establish what is required to keep them converting more frequently.

For example, customers looking to purchase a car from an online dealership using a form can be segmented based on the vehicles added to their wish list. This can include brand, price range, fuel type (EV or petrol), and whether they have previously considered financing.

Behavioural science models such as [MINDSPACE](#), (established by the UK Institute for Government)

identify a factor of human biases, such as herd behaviour. Techniques like social proof help showcase a product's popularity - building credibility, trust, and a sense of reliability with your audience.

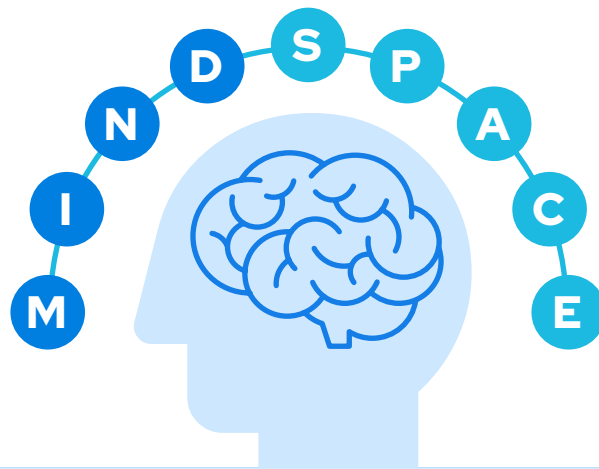
For example, a car dealership, backed by a CDP, can use customer data to make the most relevant products salient to the user by testing different ways to display products to them. We can leverage purchase decisions based on emotion and self-identification by offering customers products and services that speak to their desired persona.



Practical Strategies for Integration

Designing Campaigns with Behavioural Science Models

Multiple behavioural science models can be applied to the design of email communication. The MINDSPACE model in particular is a great place to start when looking to enhance the design of your customer email communications:



MESSENGER

We are heavily influenced by who is communicating information

INCENTIVES

Our responses to incentives are shaped by predictable mental shortcuts, such as the strong desire to avoid losses.

NORMS

We are heavily influenced by what others do.

DEFAULTS

We “go with the flow” of pre-set options.

SALIENCE

Our attention is drawn to novel things that seem relevant to us.

PRIMING

Our actions are often influenced by subconscious cues.

AFFECT

Our actions can be powerfully shaped by our emotional associations.

COMMITMENTS

We seek to be consistent with our public promises and to reciprocate actions.

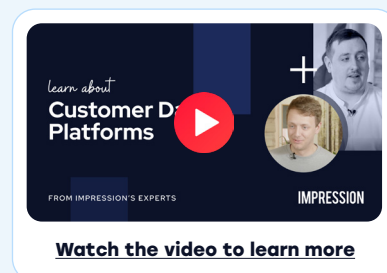
EGO

We act in ways that make us feel better about ourselves.

Building Behaviourally Driven Customer Segments

Once data is organised within your CDP, the next step is to create behavioural and intent-based segments. Understanding key behavioural influences - such as interactions with products, filters, navigation, delivery, and payment options - helps refine audience targeting.

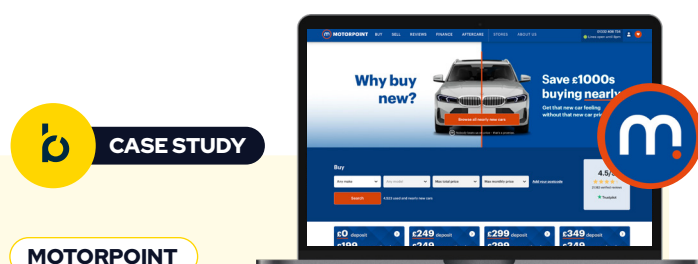
Psychographic insights can be gathered through surveys and improved customer data gathering through more personalised forms. Incentives like exclusive content, personalised offers, or loyalty rewards encourage profile completion, enriching customer databases. This enables tailored marketing efforts that align with individual needs and behaviours, improving segmentation, engagement, and long-term brand loyalty. Understanding audience context, goals, and likely reactions to marketing communications enhances customer loyalty and lifetime value.



Customer Segments and Journey Maps

Customer segments and journey maps visualise the **Customer Value Optimisation** (CVO) process. This process strategic approach focuses on building lasting relationships and generating maximum value across customer experience, acquisition and retention.

By categorising customers based on their behaviours, we can increase their lifetime value and streamline advertising spend. Value-based segmentation, for example, by RFM modelling, allows us to treat customers differently based on their value to the company and their position in the customer life cycle.



Motorpoint, the UK's leading independent retailer of nearly new and used cars, knew it needed AI to create more impactful customer experiences. By turning to Bloomreach, the brand can now use advanced AI to analyse customer data in real-time to better predict when customers will engage. This will allow Motorpoint to work more efficiently and personalise the customer experience across all of its touchpoints.

Testing and Optimisation

A strong experimentation strategy maximises lifetime value. Testing should balance innovation (new channels, segmentation methods, and new activity) with refinements (subject lines, imagery and messaging adjustments). Successful insights - like the positive impact of customer reviews - should be scaled across communications. At the same time, addressing friction points, such as post-purchase uncertainty, helps to build stronger customer relationships. By setting clear KPIs and tracking lifetime value, brands can drive long-term, sustainable advantage.

Overcoming Common Challenges

Data Quality

A typical first hurdle of customer data platform trust and adoption lies in the data quality. There is a mantra that rings true with CRM, which is 'garbage in, garbage out'.

SOLUTION

Ensure your data schema is agreed upon among all stakeholders, your web event data capture is comprehensive and compliant, and that additional sales and service channels are feeding the platform as much as possible. Collaboration is key.

Integration

This can also be challenging, depending on the legacy solutions embedded into the business and whether or not your key stakeholders are included on the maturity journey.

SOLUTION

Ensure that you and all stakeholders from marketing, IT, sales, service, product and development functions within the business are on the same page and the journey together with you, with appropriate prioritisation. It's always a good idea to have a long-term view of your tech stack.

Assessing

Human psychology is complex and unpredictable.

SOLUTION

Before implementing behavioural nudges, test their effectiveness and appropriateness through localised experimentation to establish a good fit for your marketing approach and to avoid unintended friction that could drive customers away.

Ethics

CRM involves handling personal data, so compliance with your local market privacy regulations is essential, particularly in sensitive sectors like health and finance.

SOLUTION

Make sure you and your team are clued up on how local privacy laws affect marketing activities and what you need to do to stay on the right side of the law ([this guide will help you](#)) →



Complexity

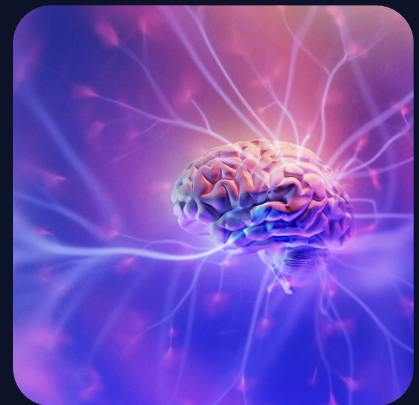
As marketing automation scales, integrating a well-maintained data strategy and customer journey mapping ensures visibility across the entire process.

SOLUTION

CRM programs should be built on a centralised data infrastructure, like a Customer Data Platform (CDP), to provide a unified customer view and prevent fragmentation as automation becomes more sophisticated.

The Key Takeaway

When behavioural science meets customer data and CRM strategy, marketing becomes more than just personalised - it becomes powerfully human. By understanding what truly drives consumer decisions and applying principles like trust, simplicity and priming, brands can create campaigns that resonate on a deeper level. This smart use of data and psychology doesn't just boost engagement - it builds lasting loyalty and long-term growth. And as technology evolves, the brands that blend behavioural insight with data-driven precision will be the ones that stay ahead.



This guide was created for you by



Dominik Prybila

Product Marketing Manager for Bloomreach Engagement

Dominik has over eight years of experience in Digital Commerce. He has worked extensively on digital initiatives for international online retailers, leveraging Bloomreach solutions to drive success. At Bloomreach, he leads multiple initiatives that support go-to-market strategies and empower customers to achieve sustainable growth through personalized and data-driven marketing.

dominik.prybila@bloomreach.com



bloomreach

Bloomreach is the agentic platform for personalization. Powering **autonomous search**, **conversational shopping**, and **autonomous marketing**, Bloomreach personalizes the entire customer experience. From retail to financial services, hospitality to gaming, businesses create experiences that drive higher growth and lasting loyalty. Bloomreach drives personalization for 1,400+ brands around the world, including American Eagle, Sonepar, and Pandora.



Mike Weir

Head of Behavioural Science at Impression

Mike has over 10 years of experience in digital design, collaborating with top brands like HSBC and Pretty Little Thing. As Head of Behavioural Science at Impression, he leads digital experience, focusing on CRO, CRM, and media solutions. He's also pursuing a PhD to explore how commerce interfaces influence motivation.

mike.weir@impressiondigital.com

IMPRESSION

Impression is a performance marketing agency setting the new standard of excellence through its people, performance, and technology. Their clients gain direct access to the most talented minds in the industry - creative problem-solvers who challenge the status quo. They are backed by a proven experimentation process and proprietary tools to measure and maximise marketing effectiveness. Together, they deliver high-performance marketing by turning evidence into action.

If you'd like to discuss the advice and recommendations in this report, [get in touch](#).