



CommTech is the application of data and analytics to create communications campaigns that engage a broad range of stakeholders as unique individuals based on their behaviors, beliefs and interests to drive desired actions and outcomes.

Building and integrating a CommTech stack can seem like a daunting task, but if done successfully, it can take your communications initiatives to the next level.

The CommTech Evolution

The technologies that enhance the work that we do is only part of what makes CommTech both powerful and essential. CommTech is a new discipline that demands a new organizational mindset. This guide outlines the elements of that new mindset. It describes the changes that CommTech requires and offers suggestions on how to get started.

From Fixed Roles & Specialization to Skill Acquisition & Recombinant Teams

Building agile teams that can react and innovate quickly is perhaps the most crucial aspect to building a CommTech-focused organization. Agile development has guided tech startups for years, allowing for collaboration between cross-functional teams.

What Does This Look Like in Practice?

From Siloed Teams  **To** Agile teams with diverse skillsets

Outcomes
Better results and efficiency from campaigns and communications activities

Recommended Reading
[Building an Agile Communications Function](#)

From Measurement of Results to Real-Time Instrumentation & Optimization

A successful CommTech focused team knows that measuring results is just step one. Moving beyond that, it is essential that your team and technology are able to act on that data to help refine your strategies, campaigns and efforts in real-time.

What Does This Look Like in Practice?

From**To**

Analyzing success of campaign after it has finished

Automating those insights to optimize your campaign creative in real time

Outcomes

Campaigns will perform better and you will be able to showcase better ROI to key stakeholders

Recommended Reading

[Hubspot's Primer on A/B Testing](#)

From Targeting Segments to Personalized Communications & Content

Hunt with a spear, not a shotgun. Understanding not only your key audiences, but how to craft messages and content that are most effective in driving behavior and action, is key to building a CommTech-focused team.

What Does This Look Like in Practice?

From**To**

Targeting generalized audiences

Using intelligence / research tools to more specifically define and identify audiences, and deliver customized content based on a specific users' interests and behaviors such as digital activity, purchasing habits, and social activity

Outcomes

Increased engagement with content and more successful CTAs

Recommended Reading

[Customer Segmentation and Targeting – A Guide](#)

From Content Production & Distribution to Defined Journeys, Experiences & Content

Similar to personalized communications and content, creating a communications and content experience that is unique to audiences will improve ROI. Think of it as a choose your own adventure for your audience: let them optimize your campaigns for you.

What Does This Look Like in Practice?

From

Delivering all content to all audiences

**To**

Delivering dedicated messages based on interactions with content or distribution channels

Outcomes

You are able to craft multiple journeys and experiences based off of audience segments and improve interaction and results

Recommended Reading

[The Definitive Guide to Engaging Email Marketing](#)

From Producing Nebulous “Engagement” to Demonstrable Business Outcomes

Communications are vital to the bottom line, and demonstrating that has never been easier with CommTech. Showing how your efforts are translating to demonstrable business outcomes is essential for the successful pacesetter.

What Does This Look Like in Practice?

From

Media clips

**To**

Direct attribution of media coverage to business outcomes and connect thought leadership to audience building / engagement

Outcomes

Ability to directly show how communications efforts improve the bottom-line will help increase communications share of voice within the company

Recommended Reading

[How PR Can Boost Lead Generation](#)

[Lead Scoring 101](#)

From Shaping Perception to Driving Behavior

Ensure that your efforts help translate audience thought to action and, ultimately, habits.

What Does This Look Like in Practice?

From → **To**
Shaping Reputation → Increasing Purchasing Consideration

Outcomes
A clear connection between your efforts and consumer actions

Recommended Reading
[Public Relations and the Content Marketing Funnel](#)

From Instinct & Executive Consensus to Scientific Methods & Precision

Data-centric teams are essential to building out successful CommTech teams. Your team needs to not only understand how to analyze data, but know which data sources to turn to and when.

What Does This Look Like in Practice?

From → **To**
Gut decisions → Combining instinct with data

Outcomes
A clear connection between your efforts and consumer actions

Recommended Reading
[10 Steps to Creating a Data-Driven Culture](#)
[How To Inspire a Culture Of Experimentation](#)

From Fidelity to a Plan to Embracing Change as a Mindset

Being too loyal to a plan will render your CommTech efforts meaningless if you are not reacting to what works and what doesn't. Set up checkpoints to make sure you can adjust your campaigns and content based on your metrics.

What Does This Look Like in Practice?

From

Rigid strategies



To

Strategies that are built around constant evaluation so that you can change course

Outcomes

Better results and efficiency from campaigns and communications activities

Recommended Reading

[The Best Leaders are Versatile Ones](#)

Privacy & Data Considerations

It is important to remember that while CommTech is essential for moving our profession forward, we must be aware of the risks and privacy considerations that come with adopting a CommTech strategy.

Regulatory

Ensure you are following local regulations when it comes to data compliance and privacy:

[GDPR](#)
[California Consumer Privacy Act](#)
[HIPAA](#)

Reputational

With more data collection comes the reputational risk associated with knowing more about your consumers.

New York Times (Opinion): [You are Now Remotely Controlled](#)
Stanford Center for Internet and Society: [The Promise and Peril of Personalization](#)

Discriminatory

Data brings with it the biases of its users.

Brookings Institute: [Algorithmic bias detection and mitigation: Best practices and policies to reduce consumer harms](#)