

Leveraging Data and Creativity With ADT's DeLu Jackson

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In this episode of The Speed of Culture podcast, Suzy founder and host Matt Britton interviews DeLu Jackson, executive vice president and chief marketing officer at home security service ADT.

Jackson discusses the evolution of marketing through technological advancements, the importance of listening to customers, and how ADT is innovating to meet changing consumer needs.

ADT has been providing safety and peace of mind to millions for 150 years. As technology continually reshapes industries, ADT remains committed to integrating advanced digital tools to enhance customer experiences.

Jackson brings a wealth of experience in marketing and brand strategy, with a career spanning over 25 years in some of the world's most recognized companies. Before joining ADT, Jackson held key executive roles at Nissan, McDonald's, Kellogg's and Conagra Brands.

Listen to DeLu Jackson on The Speed of Culture podcast and

gain insights into how ADT leverages technology, data and creativity to meet changing consumer needs and drive growth.

Key takeaways:

00:00:45-00:03:09 The Evolution of Marketing: Jackson emphasizes that standing out in today's market requires a blend of creativity and human-centric approaches that go beyond what machines can replicate. While technology provides tools for efficiency and data analysis, the emotional and experiential aspects of marketing are crucial for building genuine connections with consumers.

06:40-07:20 Customer-Centric Approach: Throughout his career, Jackson has found success by listening to customers and understanding their needs. He explains the concept of "jobs to be done," where marketers focus on what the customer is trying to solve. This approach not only helps in creating effective marketing strategies but also drives innovation. Prioritizing customer feedback and insights guides product development and marketing initiatives to better meet consumer needs.

00:07:47-00:08:48 The Power of Purpose and Mission: The company's mission to make the world safer is paramount, constantly driving its efforts. Jackson expresses pride in the 13,500 employees dedicated to providing peace of mind and safety to customers. This collective dedication creates a powerful motivator, aligning everyone toward a common goal and fostering a sense of responsibility among the team. Embedding a strong sense of purpose and mission within your organization drives motivation, job satisfaction and a unified team dedicated to making a meaningful impact.

00:12:57-00:14:12 ADT's Omnichannel Approach: ADT's commitment to meeting diverse consumer needs through an omnichannel approach is evident in its flexible options, whether customers prefer self-service online, virtual support or in-home assistance. This strategy reflects ADT's adaptability and

customer-centric focus, offering seamless and convenient experiences tailored to individual preferences. Providing various service options not only builds stronger client relationships but ensures that customers feel supported and confident in their choices.

00:16:25-00:17:12 Leveraging First-Party Data: First-party data gives ADT a significant advantage, enabling informed decisions and enhanced customer experiences. By analyzing vast amounts of data, ADT can identify effective communication channels, quickly respond to market changes and drive growth. Responsible data use is also crucial for building trust, and ADT ensures customer information is handled with the utmost care, strengthening brand loyalty and fostering long-term relationships.

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