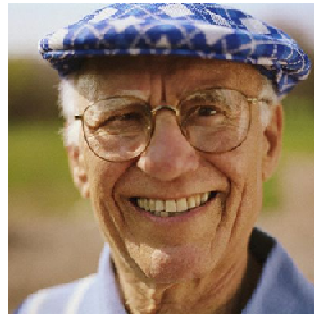
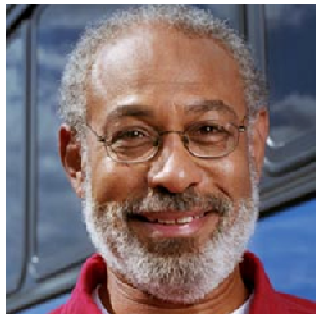
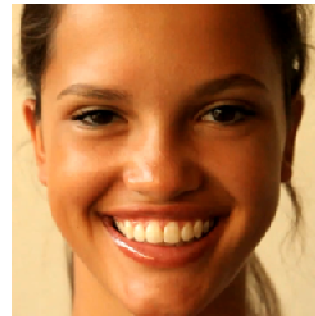
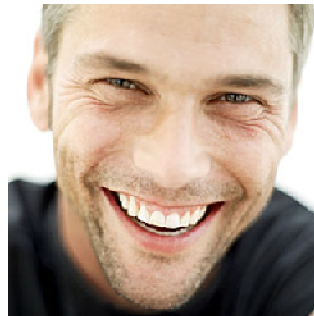
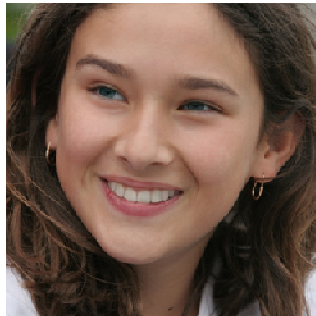
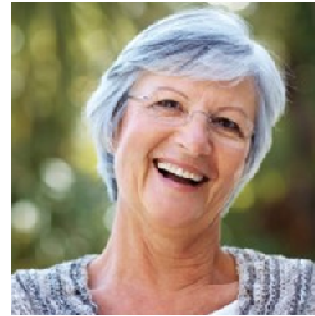
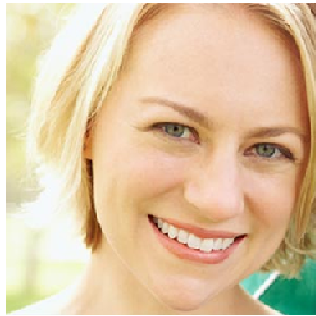


IT'S PERSONAL



PERSONALISATION

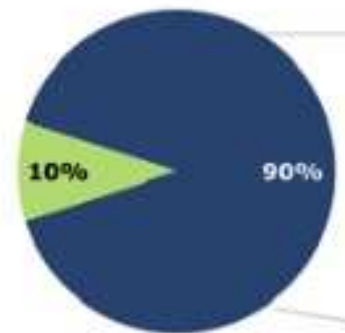
“The process of using a customer’s information to deliver a targeted solution”

Peppers & Rogers

FACTS & FIGURES

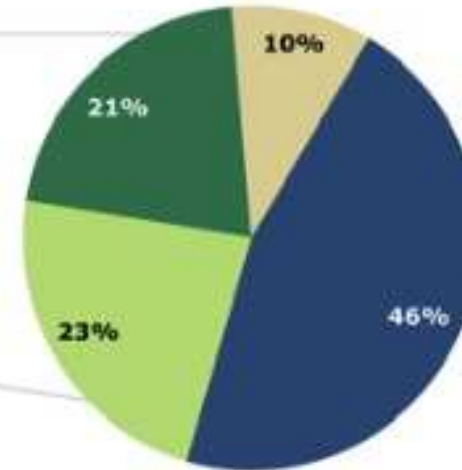
Consumers' Online Privacy Concerns (% of US adults) February 2012

Online Privacy Concerns



■ Worry at least sometimes
■ Never worry

Frequency of Worry



■ Sometimes ■ Frequently ■ Always ■ Never

MC MARKETINGCHARTS.COM

Source: TRUSTe

FACTS & FIGURES

Views on Data Collection to Personalize Search Results

(% of search engine users)

March 2012



- Would not be okay with it because you feel it is an invasion of your privacy
- Would be okay with it, even if it means they are gathering information about you
- Neither
- Don't know

MC MARKETINGCHARTS.COM

Source: Pew Internet & American Life Project

FACTS & FIGURES

“75% of UK consumers prefer to receive promotional offers that reflect their tastes and preferences”

Direct Marketing Association (2011)

FACTS & FIGURES

“97% of global retailers state that delivering real time personalised offers by gaining more detailed customer preference [data] is highly valuable to them”

RSR Research (2011)

CASE STUDY



Personalised “Featured Destination”
Generated a 41% increase in conversion rates and
a 4% improvement in bookings

CASE STUDY



23% uplift in bookings of their experiences products

CASE STUDY

Lastminute.com

Achieved a 28% increase in look-to-book conversion rates

THE PROCESS



EXPLICIT METHODS



- ✓ First Party Data
- ✓ Elicit Relevant Insight
- ✓ Accurate & Reliable
- ✗ Dependent on User Input
- ✗ Lack of Engagement

IMPLICIT METHODS



- ✓ No User Interaction
- ✓ Profiles All Users
- ✗ Privacy Concerns
- ✗ Depends on Inferences

TRANSACTIONAL DATA



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London St Pancras to Paris Nord: 2 Adults

[→ Outbound - Friday 6th April 2012](#) [Cancel this selection and search again?](#)

18:31 - London St Pancras	21:47 - Paris Nord	02h16m (duration)	Standard <input type="checkbox"/> Non flexible <input type="checkbox"/>	£149.00
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[← Inbound - Sunday 8th April 2012](#)

20:13 - Paris Nord	21:39 - London St Pancras	02h26m (duration)	Standard <input type="checkbox"/> Non flexible <input type="checkbox"/>	£179.00
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Travellers	Food Preference	→ Outward Seat(s)	← Inbound Seat(s)
1. Adult - Mr Christopher Jones	No preference	Carriage 18 , Seat 62	Carriage 15 , Seat 31
2. Adult - Mrs Mary Jones	No preference	Carriage 18 , Seat 66	Carriage 15 , Seat 32

Total price for all passengers (average price per person - £164.00) [Fare breakdown](#) ☐ **£328.00**

Delivery Tickets on departure **£0.00**

Grand Total **£328.00**
For all credit card purchases over £30.00 there is an additional [fee](#) ☐ of £4, but you can avoid it by paying with a debit card.

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TRANSACTIONAL DATA



TRANSACTIONAL DATA



SUCCESS PRINCIPLE #1

Don't rely on transactional data to reveal the contextually rich insight required for personalisation

BEHAVIOURAL TRACKING



BEHAVIOURAL TRACKING



BEHAVIOURAL TRACKING

“Average of 2.4 people per household; and more than 4 computing devices in the average home”

Office National Statistics / Mozy (2011)

SUCCESS PRINCIPLE #2

Don't rely on behavioural data as it can lead to inaccurate recommendations

PAST PURCHASE DATA



SUCCESS PRINCIPLE #3

Whilst past purchase behaviour is indicative of future intent; it would be better to have trip specific insight

SUCCESS PRINCIPLE #4

Don't rely on inferences or assumptions made from implicit methods – aim for explicit insight

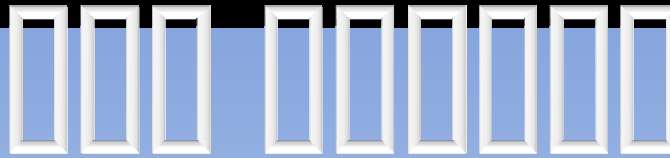
MAKING SENSE OF IT ALL



TOO MUCH

“One third of companies have lots of data and do not know what to do with it...”

“Marketing ROI in the Era of Big Data,” NYAMA (2011)



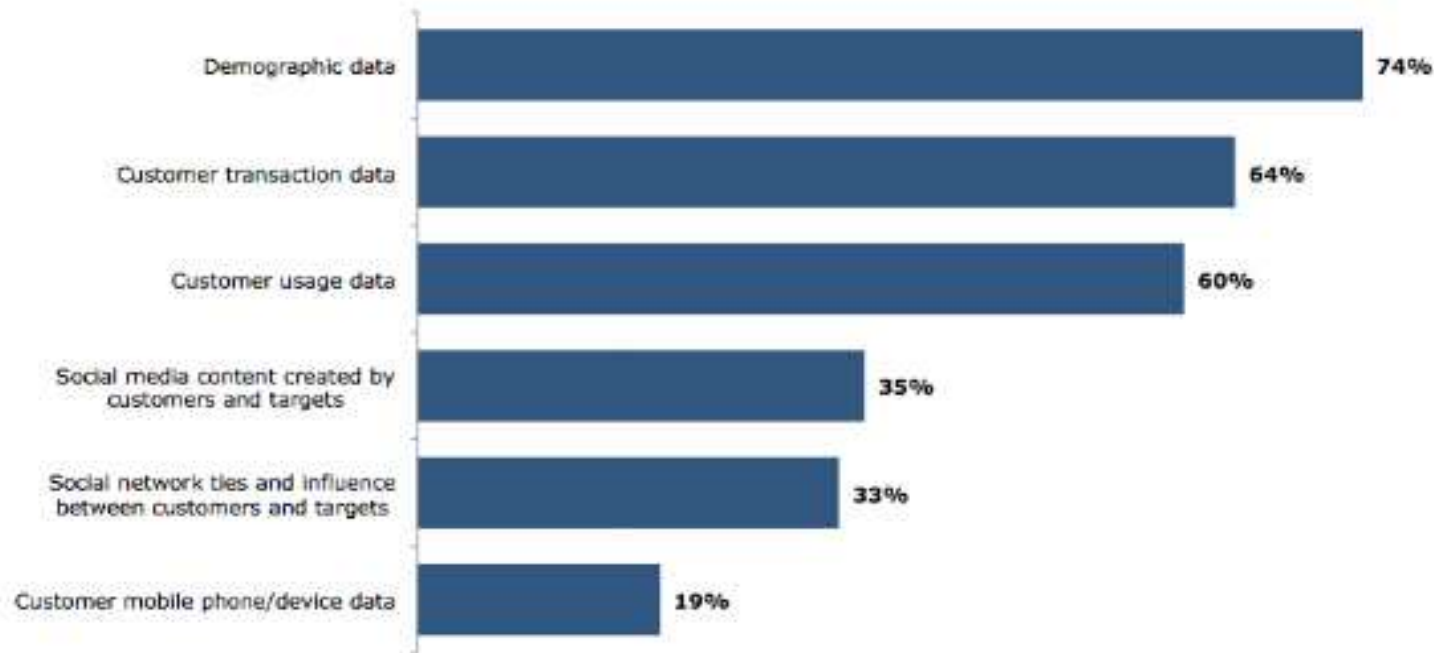
“Another third have too little customer data to utilise”
“Marketing ROI in the Era of Big Data,” NYAMA (2011)

TYPES OF DATA COLLECTED

Types of Data Collected by Marketers

(% respondents)

March 2012



MC MARKETINGCHARTS.COM

Source: Columbia Business School/New York American Marketing Association

HOW USEFUL IS THIS DATA?



WHAT DOES IT TELL US?



INTERESTINGLY...

“Only 28% of merchants say their data allows them to currently receive a 360 degree view of their customer... and enable personalised marketing”

e-tailing group (2011)

SUCCESS PRINCIPLE #5

Make sure you elicit commercially relevant, purpose-driven and action-oriented customer insight!

THE WHY OF TRAVEL



BUT HOW...



JUST ASK



SUCCESS PRINCIPLE #6

If you approach it in the right way, customers are willing to share their preferences with you...

SUCCESS PRINCIPLE #7

a clear and immediate customer benefit...

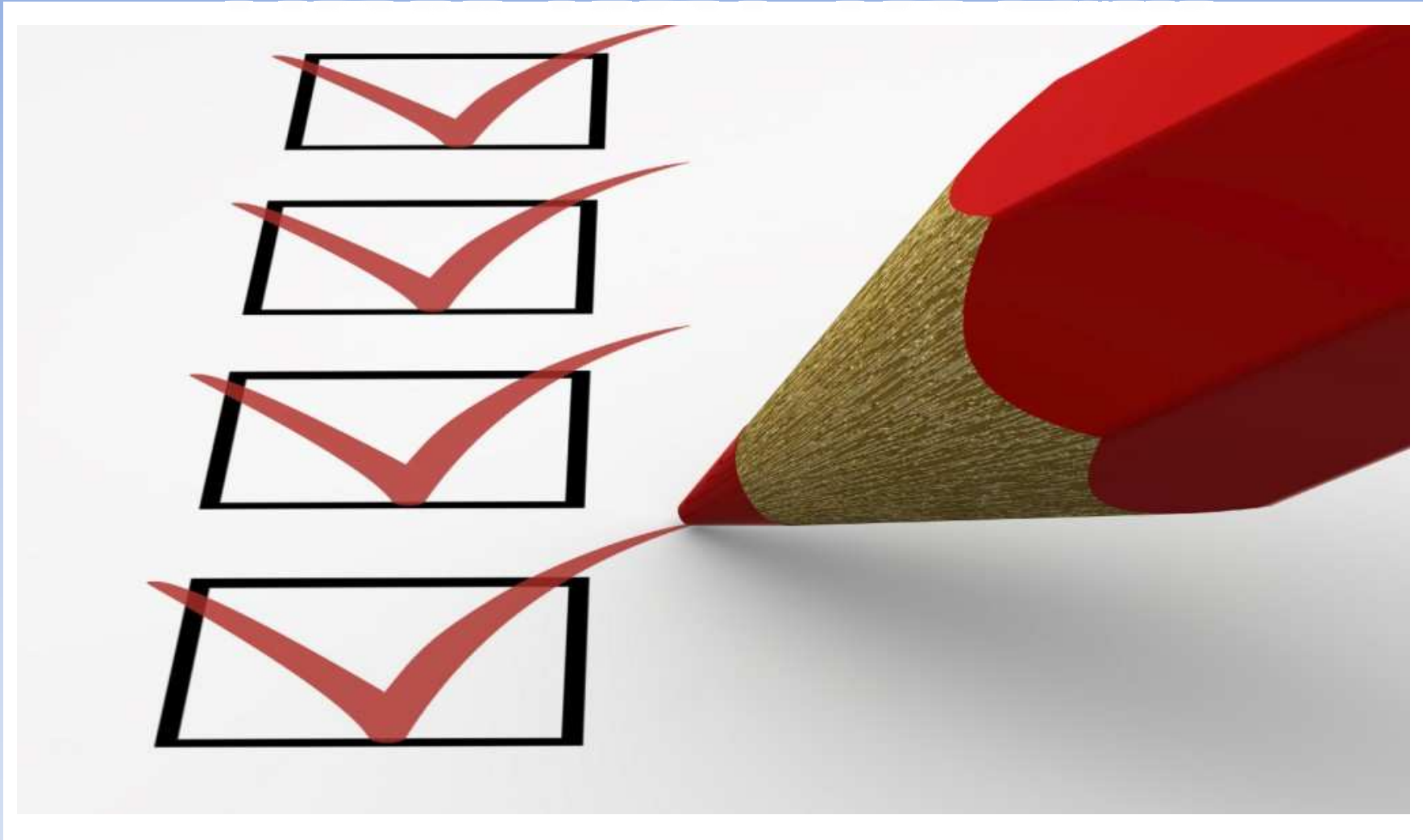
SUCCESS PRINCIPLE #8

of relevance to the customers interaction...

SUCCESS PRINCIPLE #9

and of actual value to the customer...

HOW NOT TO ASK



WHAT ABOUT THE CUSTOMER

All Inboxes (38)

9 of 125



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TECHNOLOGY FOR MARKETING & ADVERTISING
FOR MULTI-CHANNEL MARKETING

OA&A
ONLINE ADVERTISING & AFFILIATE EXPO
FOR THE FUTURE OF PERFORMANCE BASED MARKETING

DMX
DIRECT MARKETING EXPO
FOR COMPLETING THE INTEGRATED MARKETING MIX

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GREAT MINDS

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WHAT ABOUT THE CUSTOMER



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The Reader Panel is designed to give us feedback from people like you. We want to know what people who read our newspapers think so that we can keep improving and making these the best that they can be.

As a panel member you will be invited to participate in short on-line surveys to tell us how you feel we are doing. The surveys will cover a wide range of different and interesting topics. Good news, or bad, we want to hear it all. Not only will your opinion count, but the surveys also offer additional chances to win prizes.

All you need to do is to complete the following registration survey which will take about 10 minutes of your time. If you have any queries about the Reader Panel or this survey, please contact us by email on readerpanel.nz@nielsen.com or phone us on 0800 226 737.

Once you have completed this registration, we will send you a confirmation email to confirm your registration has been accepted. You will need to click on a link in this email to confirm your place on the panel.

To register, please click on the button below. As you move through the survey please use the buttons at the bottom of each screen. Do not use your browser buttons.

The New Zealand Herald

WeekendHerald

HERALD ON SUNDAY



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SUCCESS PRINCIPLE #9

Make it about the customer... not you!

MAKE IT ENGAGING

What single thing makes the greatest contribution to the character of New Barnet? Please tick one box only.

Its setting ☐ Its size ☐
Its buildings ☐ Its people ☐
Its lifestyle ☐ Its closeness to London ☐

Other – please specify

Enhancement

Do you think that the centre of New Barnet needs to be improved?

Yes ☐ No ☐ Don't know ☐

What three things would do most to improve the centre of New Barnet?

Improvement 1:

Improvement 2:

Improvement 3:

Would you like to see more people attracted to use New Barnet for shopping, leisure and services?

Yes ☐ No ☐ Don't know ☐

Does New Barnet need improved facilities in the following areas?

Health

Major need ☐ Minor need ☐ No need ☐ Don't know ☐

Education

Major need ☐ Minor need ☐ No need ☐ Don't know ☐

Do you think New Barnet needs more homes?

Yes ☐ No ☐ Don't know ☐

Do you think more homes are needed in New Barnet that are affordable by Barnet borough residents?

Yes ☐ No ☐ Don't know ☐

Traffic and parking

How often do you have trouble parking in the centre of New Barnet?

Always ☐ Often ☐ Sometimes ☐ Rarely ☐ Never ☐

How often does congestion or the volume of traffic delay you in travelling around the centre of New Barnet?

Always ☐ Often ☐ Sometimes ☐ Rarely ☐ Never ☐

At which one location in New Barnet does traffic congestion cause you most delay?

Employment

Does New Barnet need more employment opportunities?

Major need ☐ Minor need ☐ No need ☐ Don't know ☐

What effect do you think the proposed development will have on employment opportunities in New Barnet?

ENGAGING

Which of these do you find most romantic?



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SUCCESS PRINCIPLE #10

Make the elicitation process fun, simple and engaging

IN CONTEXT



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select as many chapters as you wish



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Seafood



Healthy Options



Dessert



Oriental



Indian



Sandwich Bars



Middle Eastern

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