

WEBINAR

Increasing efficiency with effective collaboration





Eddy Swindell

CRO, Founder

Fresh Relevance

Real-time data & content collection



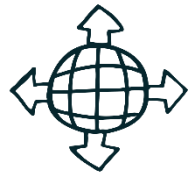
AI



Content
tools



Testing/
optimization



Execution across different channels

The tools



Web personalization



Email personalization



Triggered emails



Social proof



Behavioural targeting



Firehose



Data integration



Multiple sites



Geotargeting

Integrated with your other systems

...and many other systems you may have in your business

ESPs

mapp CLOUD

Adobe® Marketing Cloud

salesforce marketing cloud

ORACLE®

CHEETAHDIGITAL

eCom platforms

Magento™

salesforce commerce cloud

shopify

hybris

volusion

BIGCOMMERCE

Rating & reviews

TRUSTPILOT

bazaarvoice

feefo

POWER
REVIEWS

Reevoo

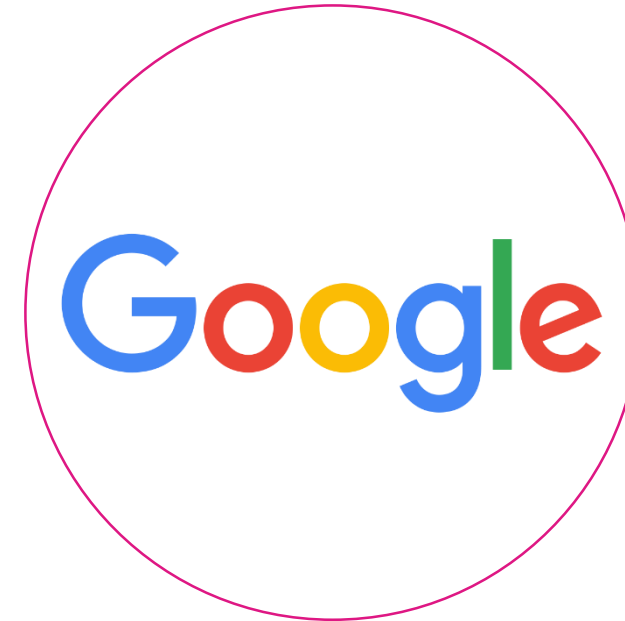
Social media



Instagram



facebook

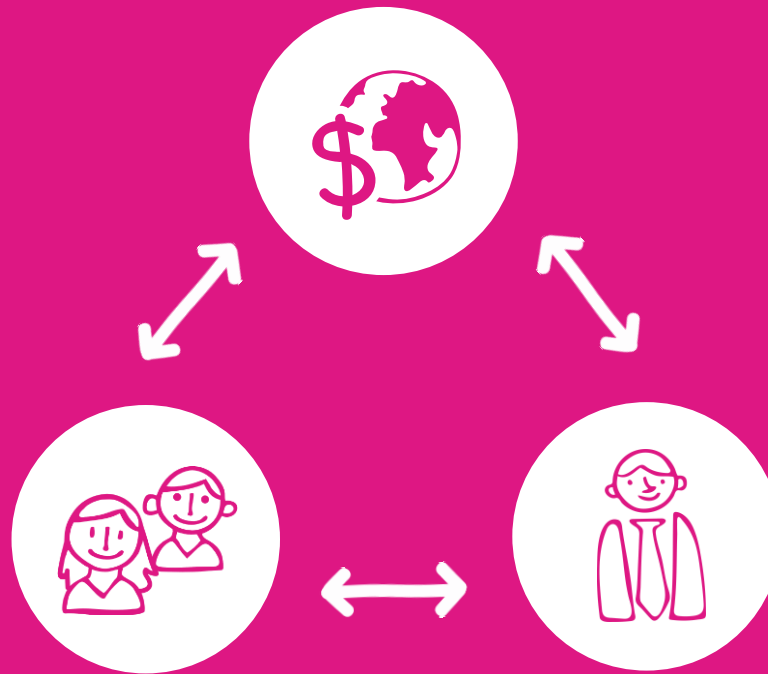


Companies operate in a challenging environment

The background is a solid blue color. There are three large, thin, light blue circles scattered across the frame. One circle is on the left side, another is in the upper right, and the third is in the lower right. The text "Changed market conditions" is centered in the middle of the image.

Changed market conditions

The economy



The consumer

The organization

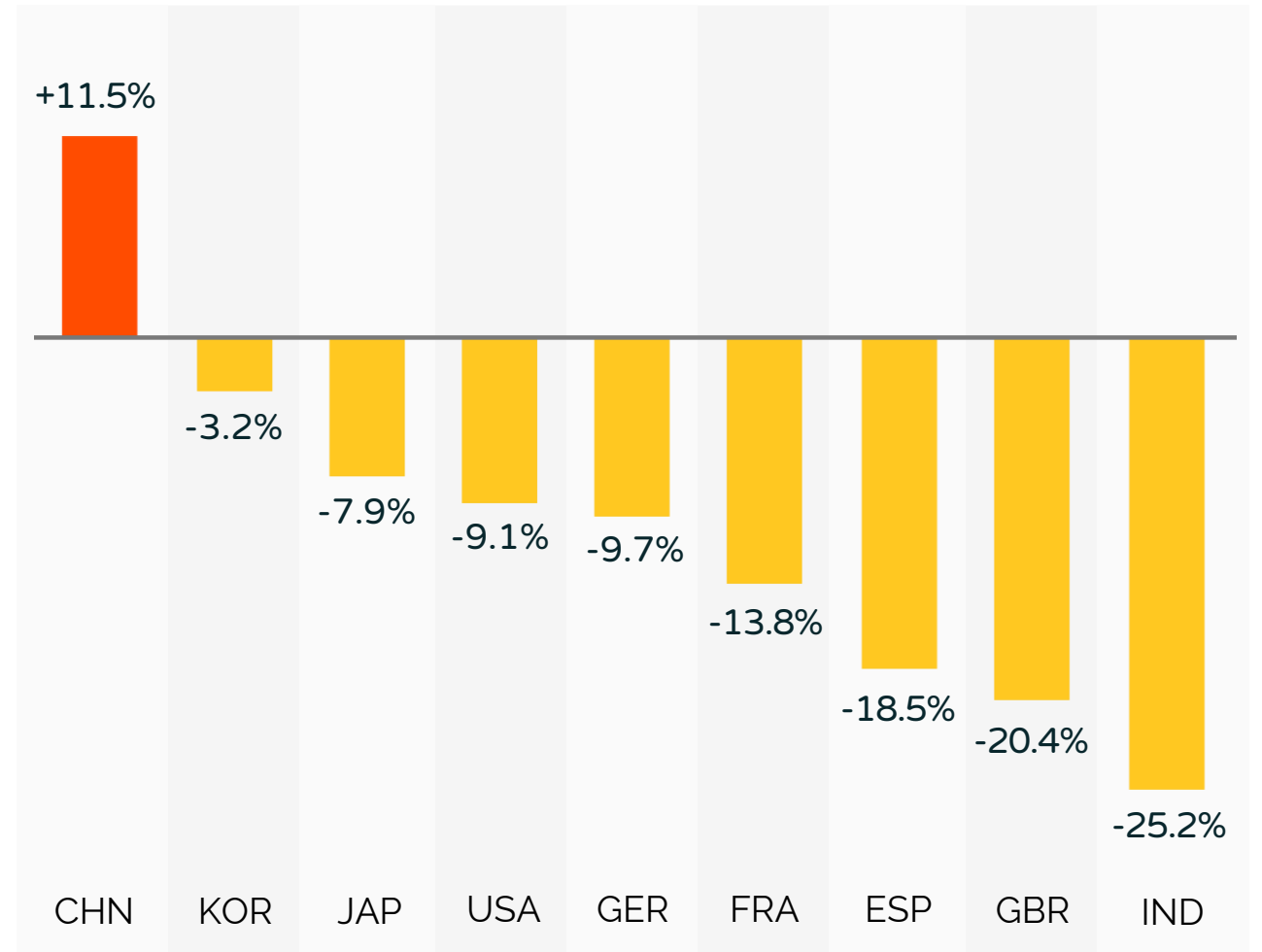


The economy

2020 Q2 GDP growth in selected countries

Quarter-on-quarter growth, not
annualized

Source: OECD



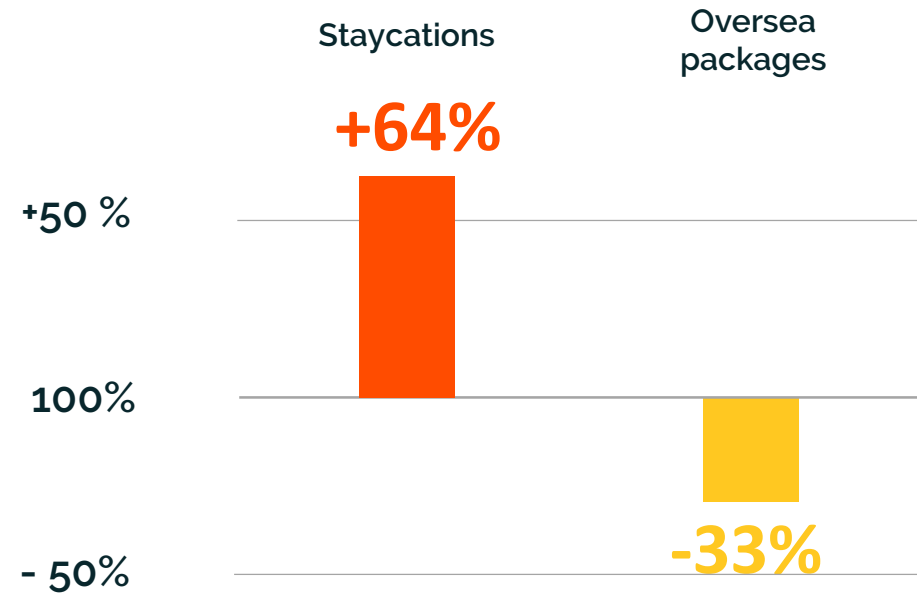


The consumer

Destination preferences in Sep 2020

Online revenue growth compared to
March 2020

Source: Fresh Relevance





The organization

**90% delayed
or reviewed
their budget
commitments**

**85% paused
new hires**

**81%
suspended tech
or infrastructure
spend**

Source: Marketing Week / Econsultancy survey, 6 April 2020

The impact on marketing teams

1. Smaller teams due to furlough/redundancies
2. Have to do more with less
3. Budget needs to work harder



**We have an incredible
opportunity to drive efficiency
through collaboration**



Marketing & acquisition



eCommerce



Merchandising



CRM



Testing & optimization



Let's look at some tactics

Recommendations



Marketing & acquisition

- Use new and trending offers for new customers
- Use referring source to influence recs
- How well do recs work for the net new segment over other segments?



eCommerce

- May not be aware of marketing segments.
- Look at conversions overall as well as for marketing segments.
- Seek to understand LTV along side general conversions



Merchandising

- Merchandising need to work with all other teams
- How can offers be elevated without impacting eCom or marketing metrics significantly?
- Rec systems rely on AI or ML, there needs to be an element of over ride!



CRM

- LTV focus, number and value of transactions above general conversions, reduce attrition
- Recs based on past transactions or loyalty segments



Testing & Optimization

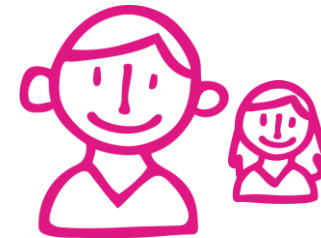
- Various elements of recs can be tested and optimised.
- Key is to align testing metrics with other teams.
- Take a longer term view where possible.

Personalization strategy framework

Introducing the framework



Customer
journey



Personification
or profiling

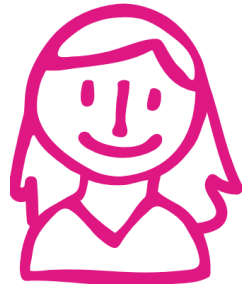
Stages	Awareness	Consideration	Decision & transaction		Loyalty & advocacy	
Customer Activities	Hear from friends, see offline or online ad, read from newspapers	Compare & evaluate alternatives	Add items to the shopping cart	Make a booking	Book again	Share experience
Customer Goals	No goal at this point	Find the best solution to buy the item or service	Find and select products easily, get inspired	Order effortlessly	Repeat good customer experience	Share feelings, give feedback
Touchpoints	Word of mouth, traditional media, social media	Word of mouth, website, brick & mortar store, social media	Mobile, computer, tablet	Website, app, order confirmation email	Mobile, computer, tablet, e-mail, phone call	Word of mouth, Social media
Business Goals	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value & conversion rate	Increase online sales and conversion rate	Increase retention rate and order value and/or frequency	Turn customers into advocates, turn negative experiences into positive
KPIs	Number of people reached	New website visitors	Shopping cart value, conversion rate	Online sales, conversion rate	Retention rate, order value and frequency	Customer satisfaction

Personification / profiling



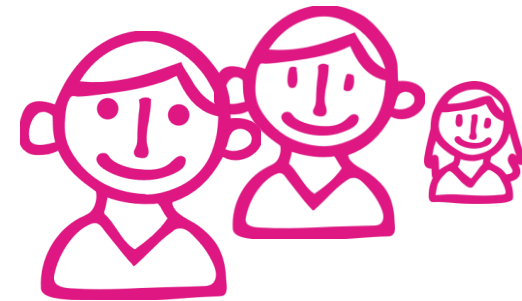
Lifecycle stage

Marketing / acquisition
Customer type
(Potential, new, lapsed)





Business objective

Acquisition, upsell, etc



Persona

eCommerce
Based on inferred
characteristics

Roles	Awareness	Consideration	Decision & transaction	Loyalty & advocacy
 Marketing	<ul style="list-style-type: none"> • Data capture • Recs for new visitors • Personalized content based on source 	<ul style="list-style-type: none"> • Behavioral triggers • Shopper insight to improve all marcoms • Recs based on micro behavior • Personalized banners 	<ul style="list-style-type: none"> • Upselling goals by segment • Behavioral triggers aligned with segmentation strategy • Shopper insight to improve all marcoms 	<ul style="list-style-type: none"> • Rapid inclusion in segments defined by transactional behavior • Promote related products • Promote replenishable products
 eCom	<ul style="list-style-type: none"> • Refine data capture targeting to balance CX with marketing goals • Work with marketing to optimize landing page personalization to reduce bounce rates and increase engagement. 	<ul style="list-style-type: none"> • Work with marketing to inject relevant personalization into behavioral triggers • Test recs with engagement metrics aligned with marketing segments 	<ul style="list-style-type: none"> • Personalized bundling of products • Exit intent data capture targeted with marketing insight as well as behavior 	<ul style="list-style-type: none"> • Drive product and service reviews • Understand conversions in the context of wider loyalty definitions • Work with marketing on personalization of landing pages for next visit

THANK YOU

