

# Customer Centricity and Breaking Silos through Personalisation

MOVABLE INK

# Raise a Hand

## How are you looking to improve your customer-centric strategy?

- I need to find new ways to use and **grow customer data**
- I'm personalising using segments, but **not on a 1:1 level**
- My brand's personalisation is advanced, but **I want more inspiration**

# On the Agenda

- 1 | The Customer Data Value Exchange
- 2 | Getting Personalisation Right
- 3 | Reinforcing Loyalty Behaviors

# Introductions

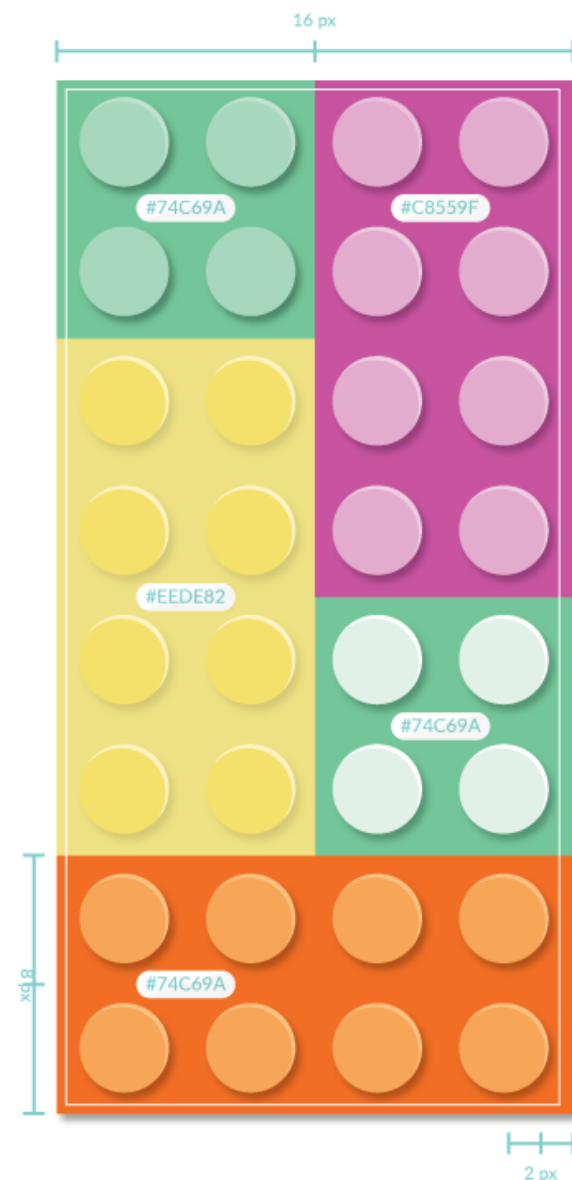


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**Movable Ink**

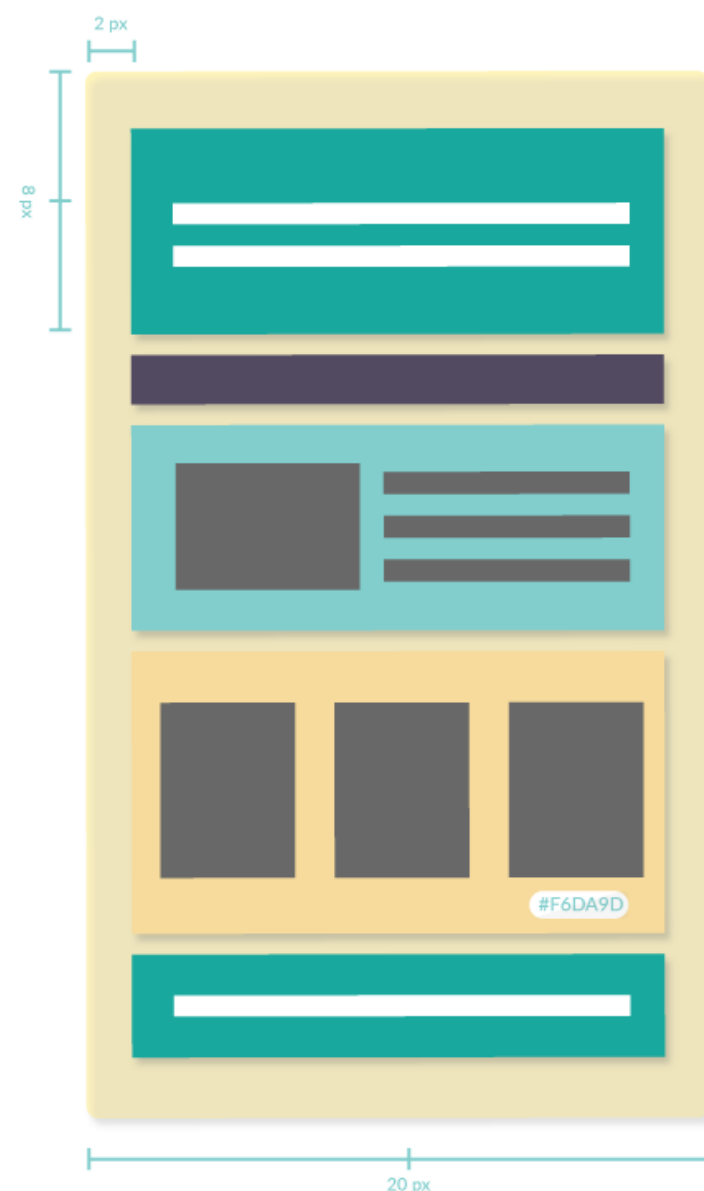
<https://www.linkedin.com/in/alex-manly/>



# Breaking Down Silos: From 1-to-many to 1-to-1



LEGO BLOCKS



MODULAR EMAILS

- By using a building block, or lego approach, you can create opportunities for static or dynamic content throughout
- Building modules and leveraging Movable Ink will allow for direct personalization without multiple templates
- Allows marketers to get to the 1:1 experience without tons of templates or campaign variations



# Overview of Survey

Movable Ink surveyed 3,000 consumers based in the US, Canada, UK & Ireland in April 2022 to identify the global consumer's perspective:

The report breaks down:

- What information helps consumers in their purchasing decisions
- What leads consumers to disengage
- What data are they willing to share and why



# Customer Data Value Exchange

# Top Consumer Concerns when Sharing Information



**46%**  
**DATA SOLD TO  
OTHER PARTIES**

US = 45%  
UK / Ireland = 48%  
Canada = 47%



**45%**  
**DATA STOLEN**

US = 46%  
UK / Ireland = 43%  
Canada = 44%



**26%**  
**A LACK OF  
PRIVACY**

US = 27%  
UK / Ireland = 24%  
Canada = 26%



# Customers *Will* Share Data In Exchange for Personalisation



	Total	United States	United Kingdom / Ireland	Canada
Gender	<b>78%</b>	79%	80%	76%
Age	<b>69%</b>	70%	71%	65%
Email Address	<b>66%</b>	66%	69%	63%
Marital Status	<b>60%</b>	62%	63%	56%
Birthday	<b>59%</b>	64%	59%	55%
Location	<b>44%</b>	44%	45%	43%
Number of children in household	<b>46%</b>	47%	44%	46%
Household income	<b>32%</b>	35%	32%	30%
Cell phone number	<b>31%</b>	34%	31%	29%

# Customer Data Exchange in Action

# Polling

# Progressive profiling

43%

Movable Ink drove 43% of the revenue for the campaign overall





Location-based  
targeting

API automated  
data-points

75%

Savings in production  
time

# Customer Data Exchange in Action



discovery+

MEDAGLIERE

	ORO	ARGENTO	BRONZO	TOTALE
1  Norvegia	16	8	13	37
2  Germania	12	10	5	27
3  Cina	9	4	2	15
4  Stati Uniti	8	10	7	25
13  Italia	2	7	8	17

Cerimonia di chiusura

A Pechino, terminano gli spettacolari ed emozionanti Giochi Olimpici Invernali di Beijing 2022.

L'Italia chiude con un bottino di medaglie al di sopra delle aspettative.

A sollevare al cielo la nostra bandiera, c'è Francesca Lollobrigida. In rappresentanza dell'Europa la leggendaria Arianna Fontana, un chiaro rimando al passaggio di testimone all'edizione di Milano-Cortina 2026.

Live dalle 12:30

Scelti per te

Finale Coppa Italia 2022

Alla Vittorino Arena di Pesaro va in scena l'ultimo atto della Final Eight di Coppa Italia tra Milano e la sorprendente Tortona.

Live alle 18:00

Ogni lunedì un nuovo episodio

Attraverso il lavoro dei Carabinieri, vengono raccontate realtà italiane dove le regole non sembrano esistere.

Guarda ora

WWE

Lo spettacolo della WWE va in scena ogni settimana in contemporanea con gli Stati Uniti in Esclusiva su discovery+.

Guarda Ora

Fratelli di Crozza

Salvini, Berlusconi, Calenda, Bristone, Forchelli, Zala, De Luca, Red Ronnie. La nuova stagione di Fratelli di Crozza è su discovery+!

Guarda ora

Da non perdere in Esclusiva

discovery+

MEDALS TABLE

	GOLD	SILVER	BRONZE	TOTAL
1  Norway	16	8	13	37
2  Germany	12	10	5	27
3  China	9	4	2	15
4  United States	8	10	7	25
19  Great Britain	1	1	0	2

discovery+ | STREAMING HOME OF THE OLYMPICS

discovery+

MEDALJESTATISTIKK

	GULL	SØLV	BRONSE	TOTAL
1  Norge	16	8	13	37
2  Tyskland	12	10	5	27
3  Kina	9	4	2	15
4  USA	8	10	7	25
5  Sverige	8	5	5	18

discovery+ | STREAMING HOME OF THE OLYMPICS



# Getting Personalisation Right





# Omnichannel Personalisation Drives Conversions

25%

consumers will uninstall a brand's app after receiving communications with wrong personalisation

26%

of consumers will unsubscribe from emails

How likely would you be to purchase a product or service if you received the following types of personalised content about it from a brand?





682%

Increase in clicks over static control

69%

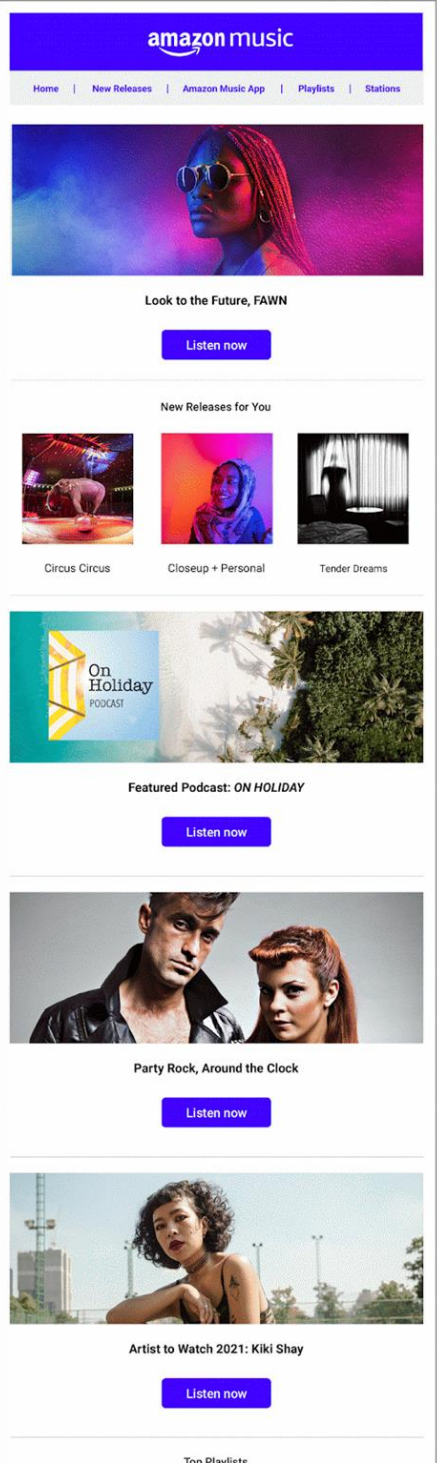
Increase in active playback rate

469

Hours of manual work saved



# The Importance of Getting it Right



Web behaviour

Abandon basket

+320%

Overall Movable Ink  
impact: DK observed a  
significant lift in CTR in  
DK

7.5X


ROI

# The Importance of Getting it Right




REKOMMENDERADE TILL DIG!

-25%




**Biotherm**  
Baume Corporel Set  
**254 kr**  
Tidigare: 339-kr  
**KÖP**

-20%




**Wet'n Wild**  
Cover all Concealer Palette  
E61462  
**63 kr**  
Tidigare: 79-kr  
**KÖP**

-38%



**Maybelline**  
Lash Sensational Full Fan  
Effect...  
**79 kr**  
Tidigare: 129-kr  
**KÖP**

Se här vad du glömt i din varukorg 

**KLICKA HÄR >**

Erbjudandet gäller fram till midnatt 9/2 så långt lagret räcker.



# Reinforcing Loyalty Behaviours



# Personalisation Builds Brand Loyalty & Purchase Behaviour



2x

more consumers **prefer a personalized experience** vs. a non-personalized one

61%

of customers are likely to buy goods or services **when a company has created a personalized experience.**

68%

of customers are **likely to be loyal and/or purchase more of their products** if a brand is engaging and building personal relationships with them.



# Personalisation Translates into Loyalty Behaviour



Image  
personalisation

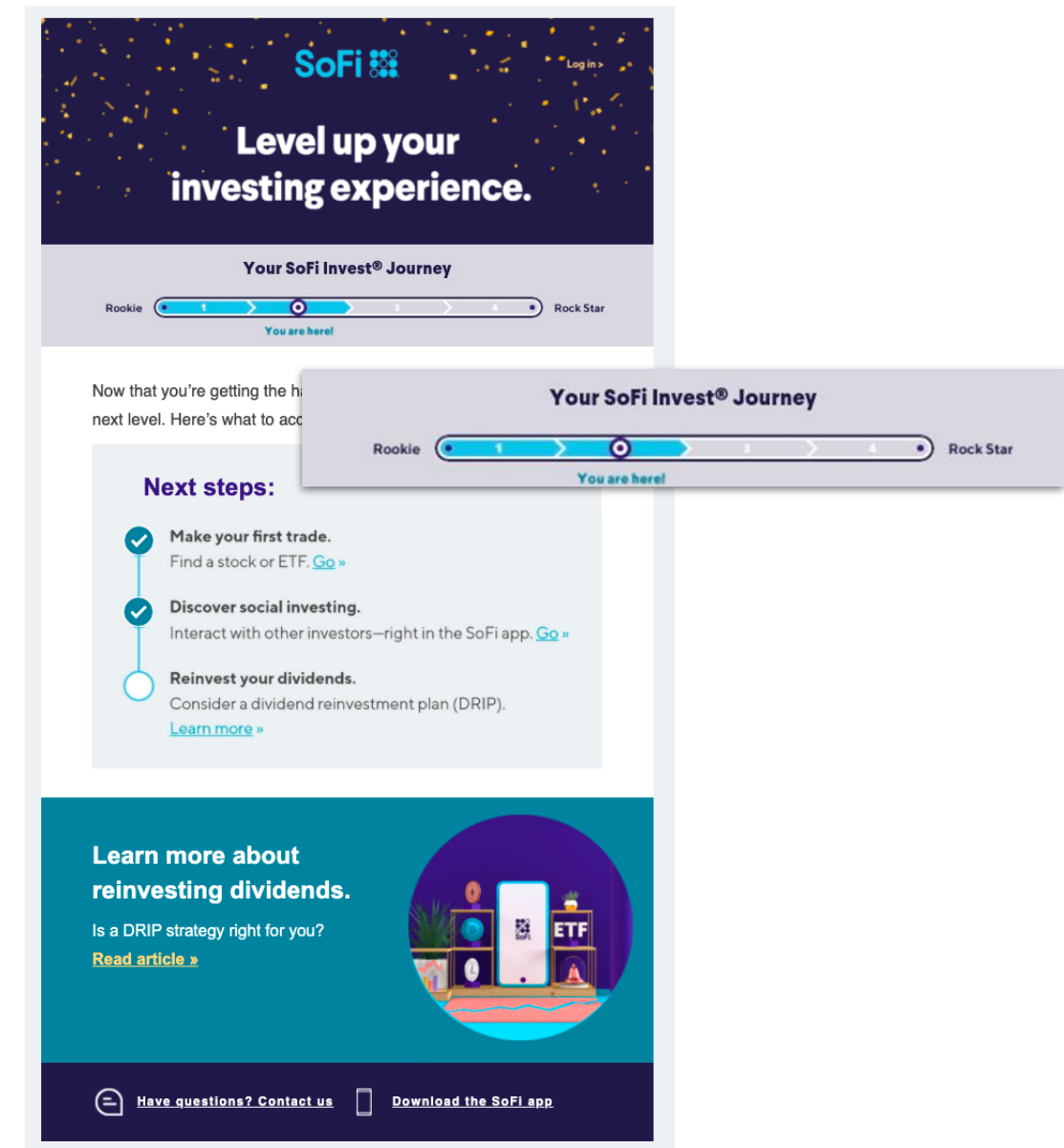
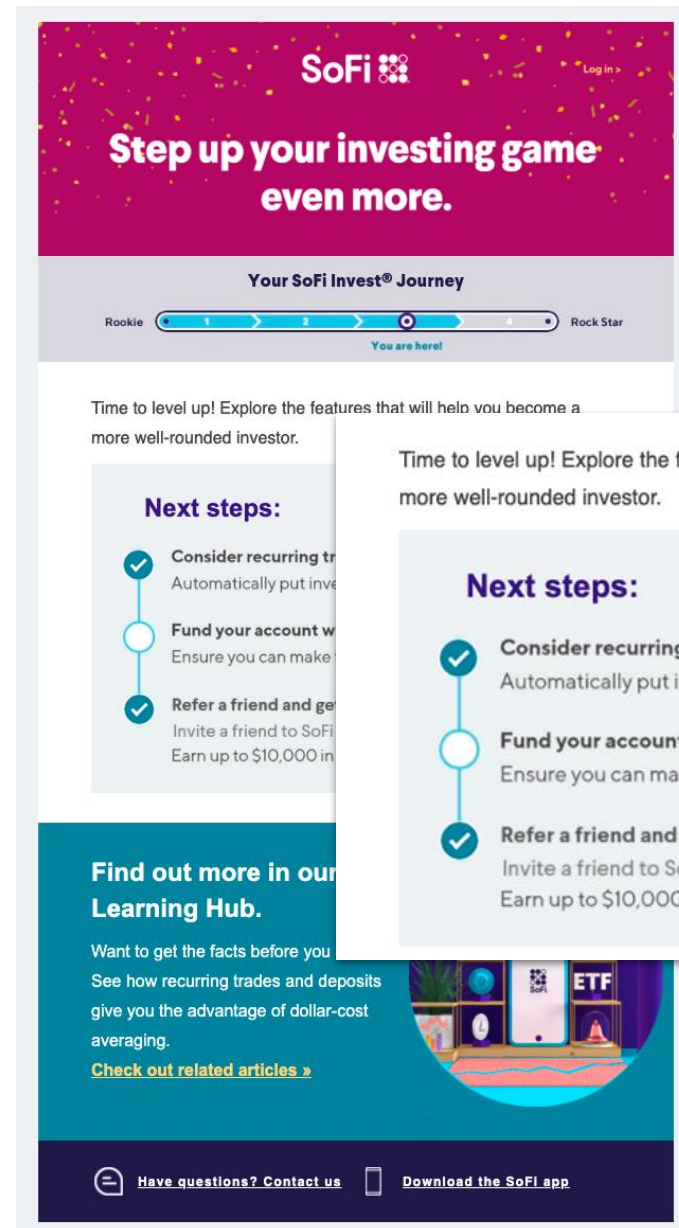
Data visualisation

133%

lift in trades

59%

lift in deposits



Gamification  
visualisation

Loyalty API

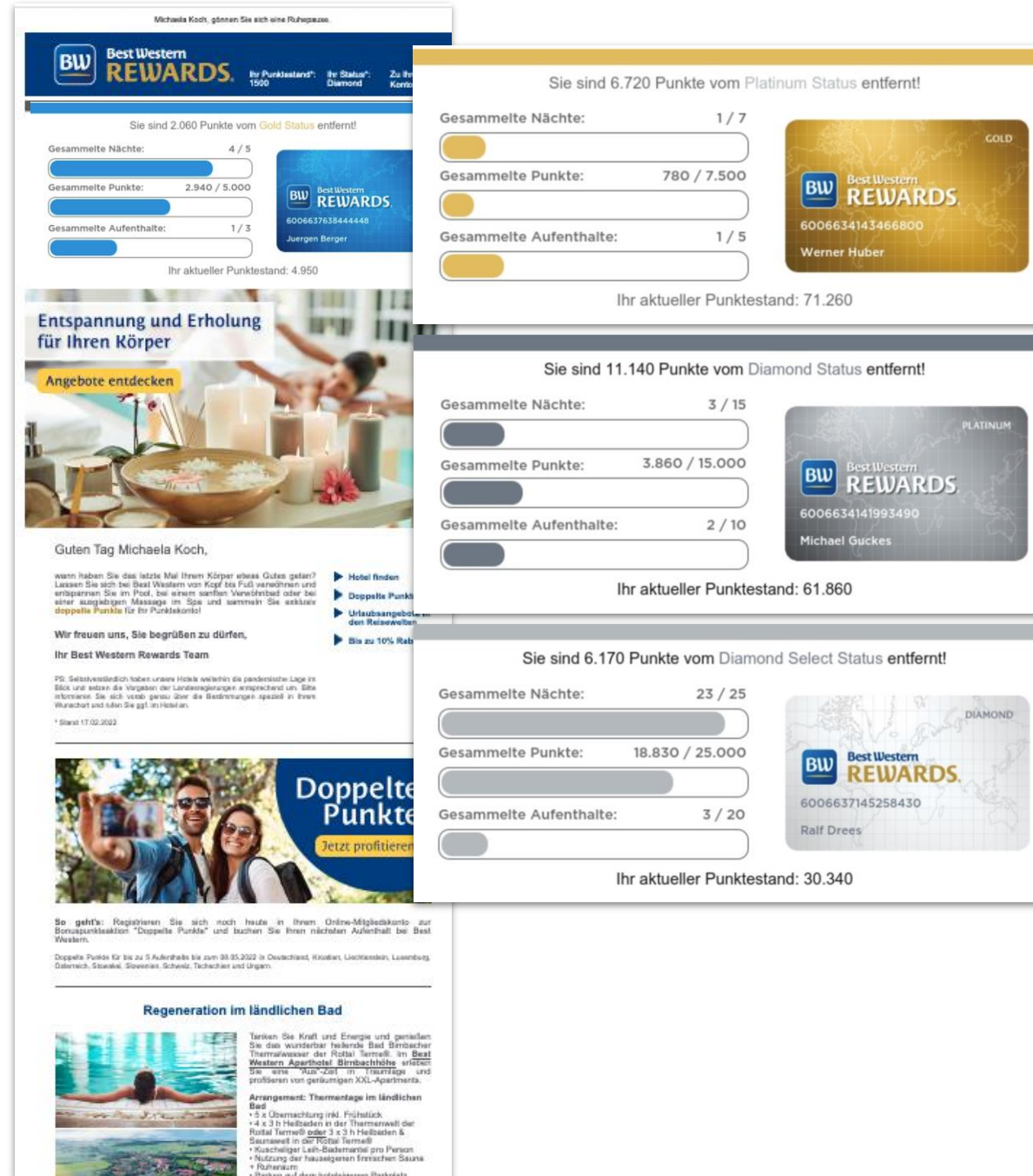
15X

uplift in engagement

5X

uplift in web traffic

# Personalisation Translates into Loyalty Behaviour

The screenshot displays the Best Western Rewards website interface, showing a user's progress towards Gold, Platinum, and Diamond status. The user's current status is Gold, with 6,720 points needed to reach Platinum. The website also features a section for "Entspannung und Erholung für Ihren Körper" (Relaxation and Recovery for Your Body) with a "Angebote entdecken" (Discover Offers) button. Below this, there is a "Doppelte Punkte" (Double Points) promotion for bookings made by a certain date. The user's current points are 4,950, and their current status is Gold.

**Gold Status Progress:**

- Sie sind 6.720 Punkte vom Platinum Status entfernt!
- Gesamelte Nächte: 1 / 7
- Gesamelte Punkte: 780 / 7.500
- Gesamelte Aufenthalte: 1 / 5
- Ihr aktueller Punktestand: 71.260

**Platinum Status Progress:**

- Sie sind 11.140 Punkte vom Diamond Status entfernt!
- Gesamelte Nächte: 3 / 15
- Gesamelte Punkte: 3.860 / 15.000
- Gesamelte Aufenthalte: 2 / 10
- Ihr aktueller Punktestand: 61.860

**Diamond Status Progress:**

- Sie sind 6.170 Punkte vom Diamond Select Status entfernt!
- Gesamelte Nächte: 23 / 25
- Gesamelte Punkte: 18.830 / 25.000
- Gesamelte Aufenthalte: 3 / 20
- Ihr aktueller Punktestand: 30.340

**Entspannung und Erholung für Ihren Körper**

Angebote entdecken

Guten Tag Michaela Koch,

wann haben Sie das letzte Mal Ihrem Körper etwas Gutes getan? Lassen Sie sich bei Best Western von Kopf bis Fuß verwöhnen und entspannen Sie im Pool, bei einem sanften Wellnessbad oder bei einer ausgiebigen Massage im Spa und sammeln Sie exklusive **doppelte Punkte** für Ihr Punktekonto!

Wir freuen uns, Sie begrüßen zu dürfen,  
Ihr Best Western Rewards Team

PS: Selbstverständlich haben unsere Hotels weiterhin die pandemiebedingte Lage im Blick und setzen die Vorgaben der Landesbehörden entsprechend um. Bitte informieren Sie sich vorab genau über die Bestimmungen speziell in Ihrem Wunschort und seien Sie ggf. in Hotels an.

\* Stand 17.02.2022

**Doppelte Punkte**  
Jetzt profitieren

So geht's: Registrieren Sie sich noch heute in Ihrem Online-Mitgliedskonto zur Bonusaktion "Doppelte Punkte" und buchen Sie Ihren nächsten Aufenthalt bei Best Western.

Doppelte Punkte für bis zu 5 Aufenthalte bis zum 31.05.2022 in Deutschland, Österreich, Italien, Liechtenstein, Luxemburg, Dänemark, Slowakei, Slowenien, Schweiz, Tschechien und Ungarn.

**Regeneration im ländlichen Bad**

Teilen Sie Kraft und Energie und genießen Sie das wunderbar heulende Bad Birnbacher Thermalwasser der Rotal-Termale im Best Western Aparthotel Birnbach. Sie sind eine gute Idee - Ziel im Urlaub und profitieren von geräumigen XXL-Apartments.

**Angebot: Thementage im ländlichen Bad**

- 5 x Übernachtung inkl. Frühstück
- 4 x 3 h Heißbad in der Thermenwelt der Rotal-Termale oder 3 x 2 h Heißbad & Saunawelt in der Rotal-Termale
- Kuscheliger Lein-Bademantel pro Person
- Nutzung der hausgemachten Erntesauna
- Parkraum
- Parken auf dem hoteleigenen Parkplatz



# Key Takeaways



# Key Takeaways

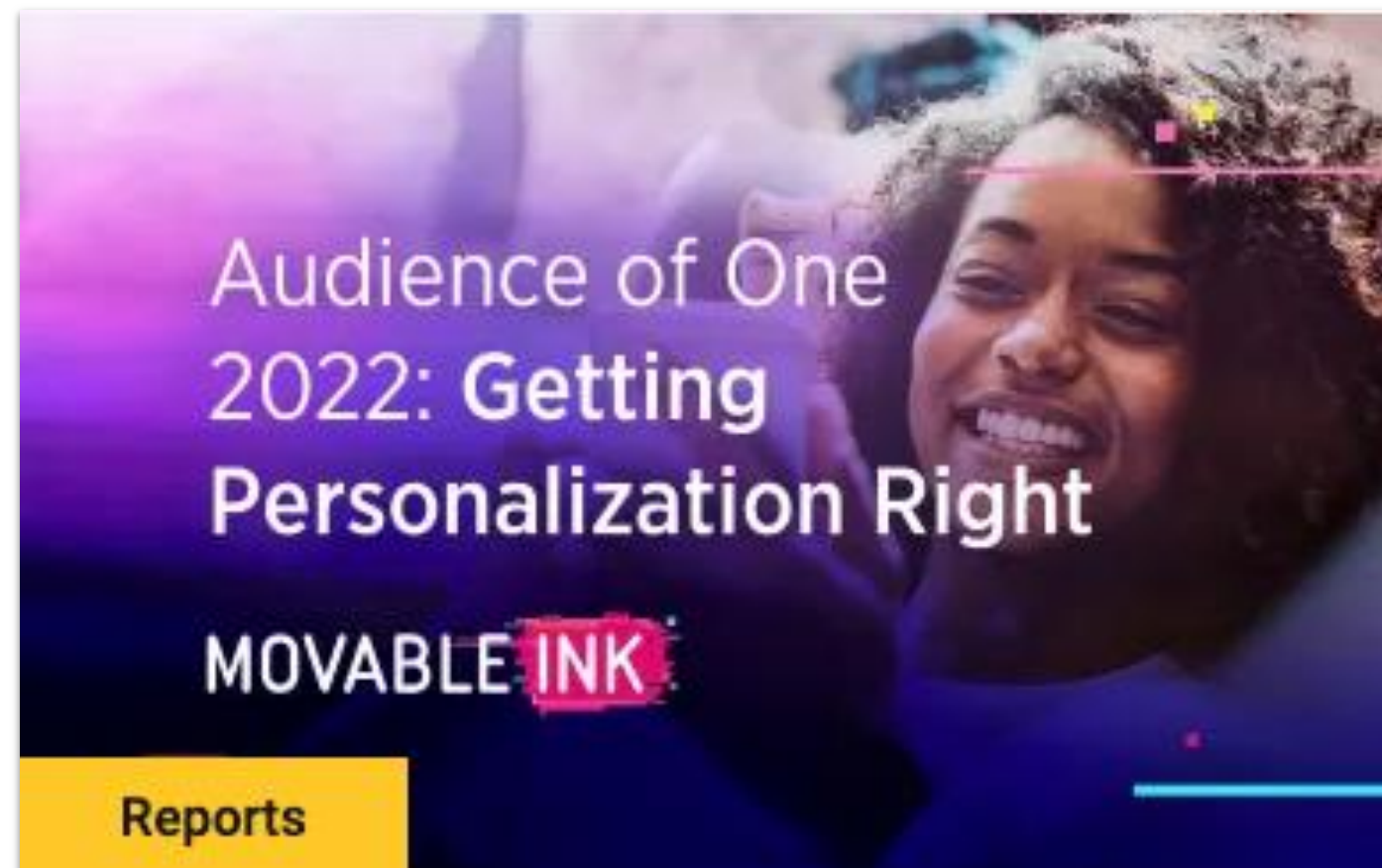
Over twice as many consumers prefer a personalised experience to a generic one

Three in five (61%) consumers say they are likely to buy goods or services when a company has created a personalised experience

Over half (58%) of consumers agree that they share more personal information with the brands they are loyal to

Over a quarter (26%) of consumers will unsubscribe from an email after a personalisation error

# Further Reading



Q & A

MOVABLE **INK**



# Thank You

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