

Driving Real Time Personalization Among Data Chaos

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SPEAKER

Henry Church

Data Infrastructure Strategy Director, EMEA



#1 Independent and Neutral CDP

- Founded in 2013
- Headquartered in NYC with 40+ Team members in EMEA and office in London, UK.
- Invented Data Automation space for Mobile + Web Applications
- \$270M+ in Funding
- 800+ Integrations Supported
- 400B+ API Calls per month
- 650B+ Events Forwarded per month



SØSTRENE GRENE



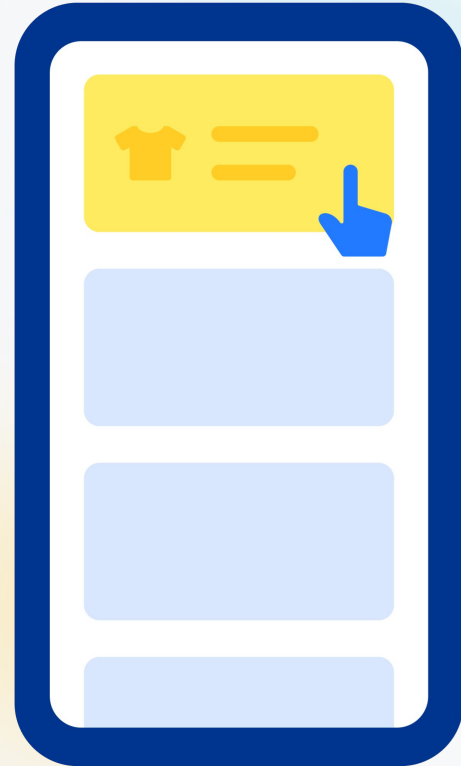
What is Personalisation?

Respectfully collecting relevant user data, then using that data across touchpoints within the marketing and sales funnel

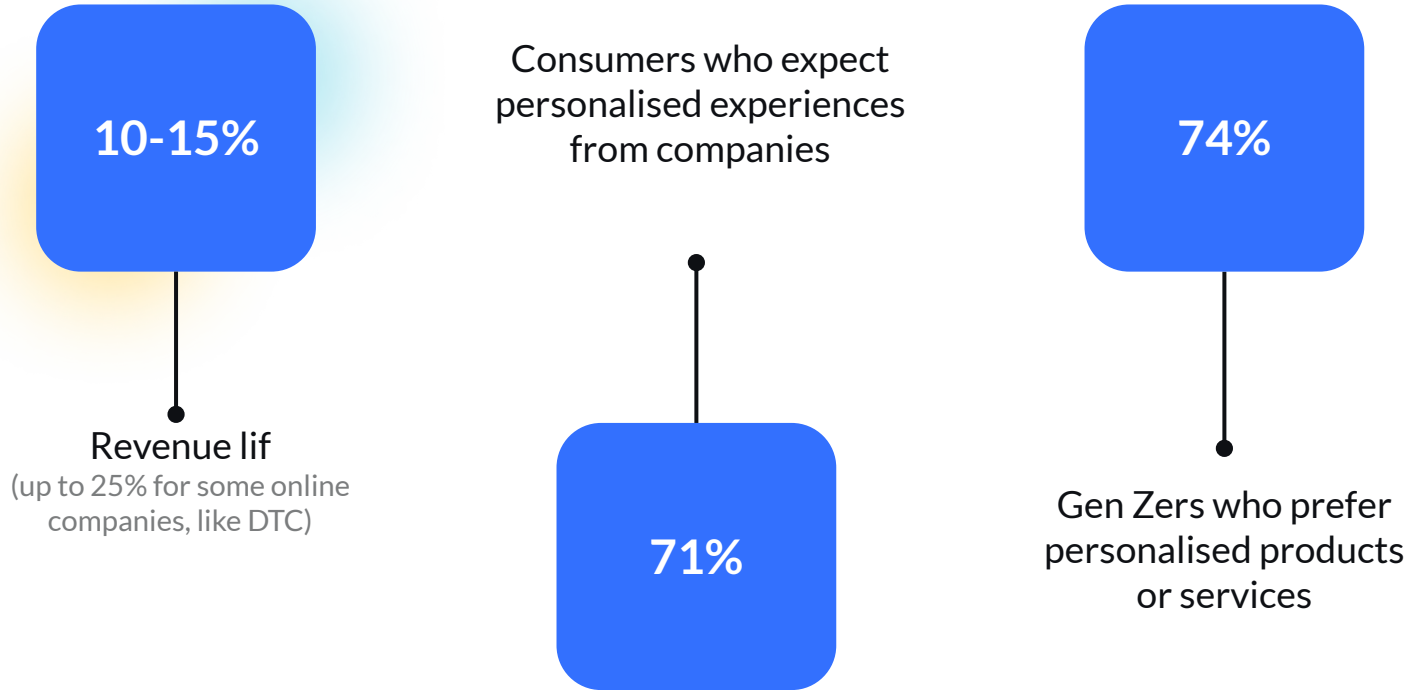


Individualised Customer Experiences

Create an individualised brand
experience across a multi-threaded
sequence of interactions.



Personalisation by the numbers (McKinsey, Salesforce)



Companies that use
personalization tactics **win**
more customers and **grow**
faster than those that don't.



...The reality

01

**Customer-data
infrastructure not build
for marketer**

02

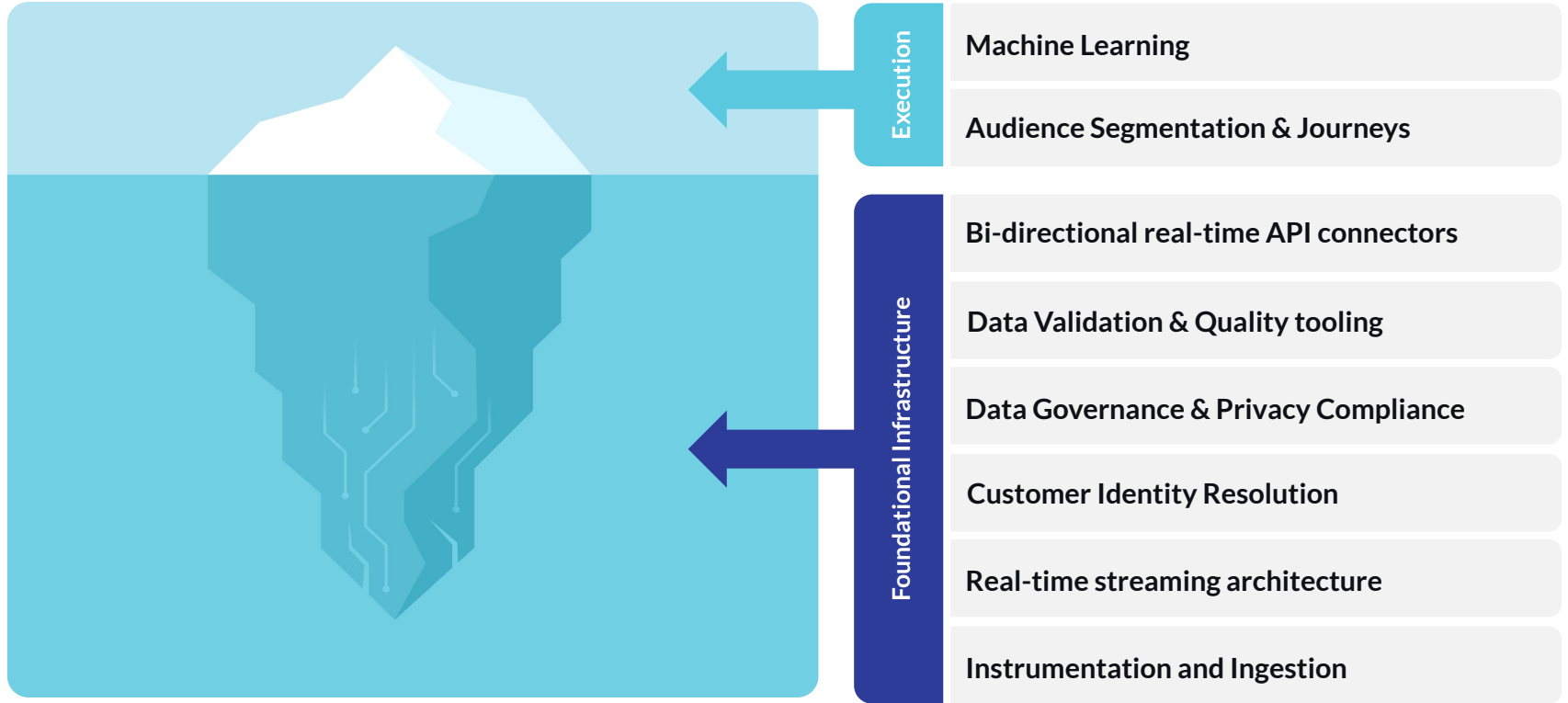
**Privacy Regulations
constantly changing, in
all markets**

03

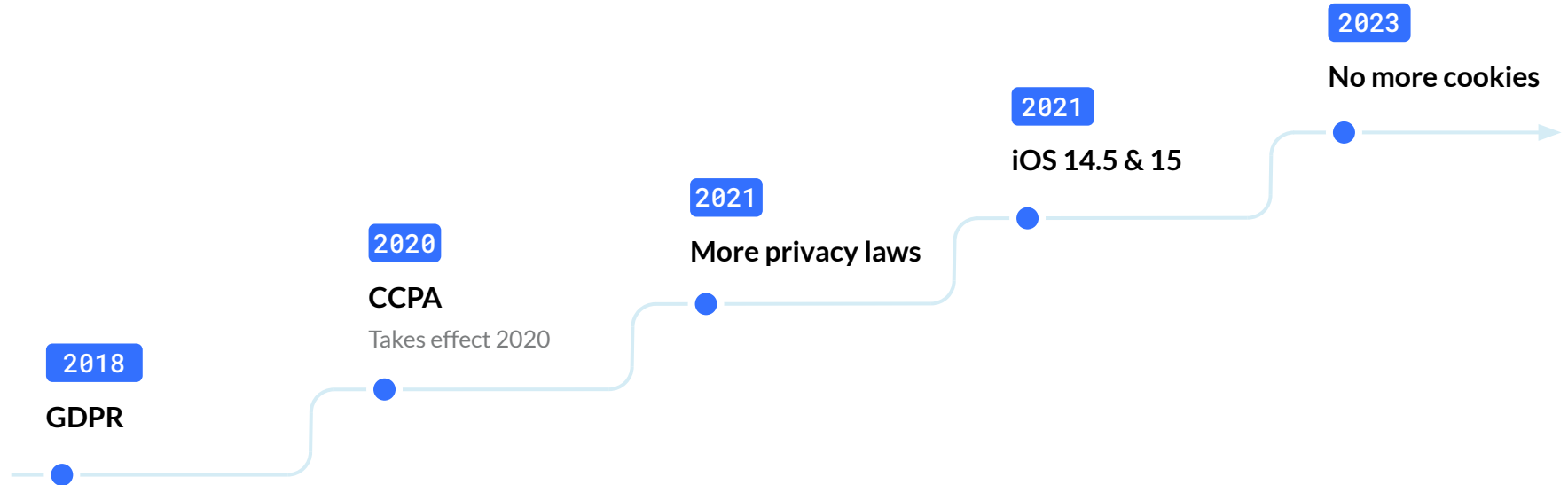
**Customer Journeys
more complex,
expectations are high**



Customer-data infrastructure overlooked



Brief timeline of digital privacy



A global phenomena

130
countries

have passed or drafted
privacy bills

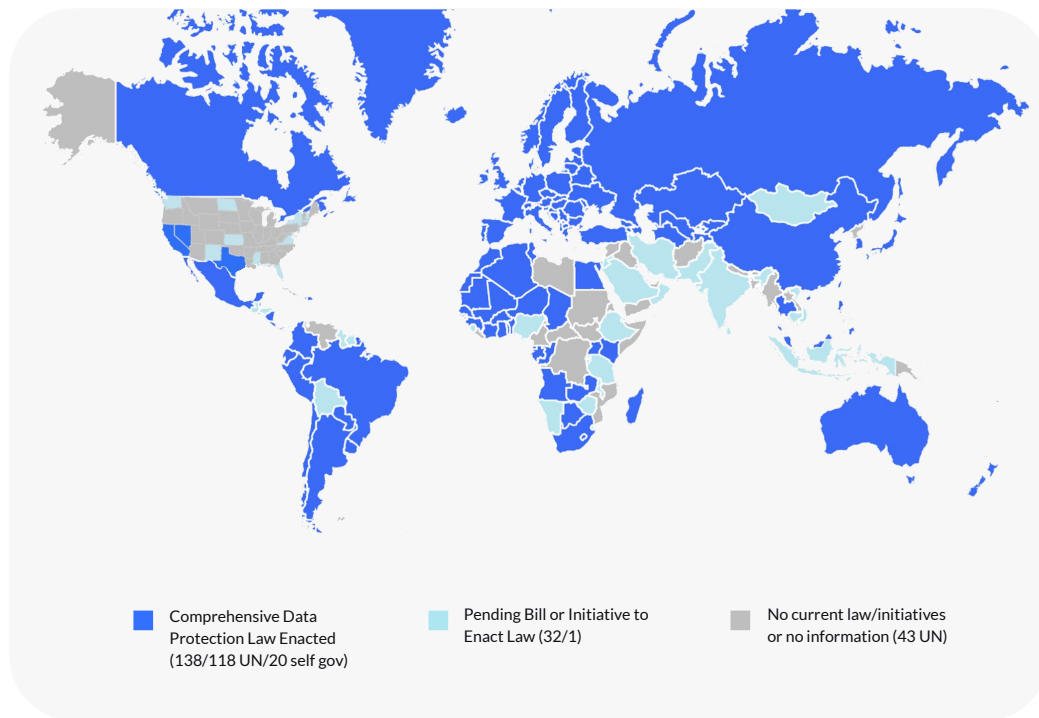
By 2023,

65%

Of the World population will
be covered by these bills

90+ different data breach notification laws

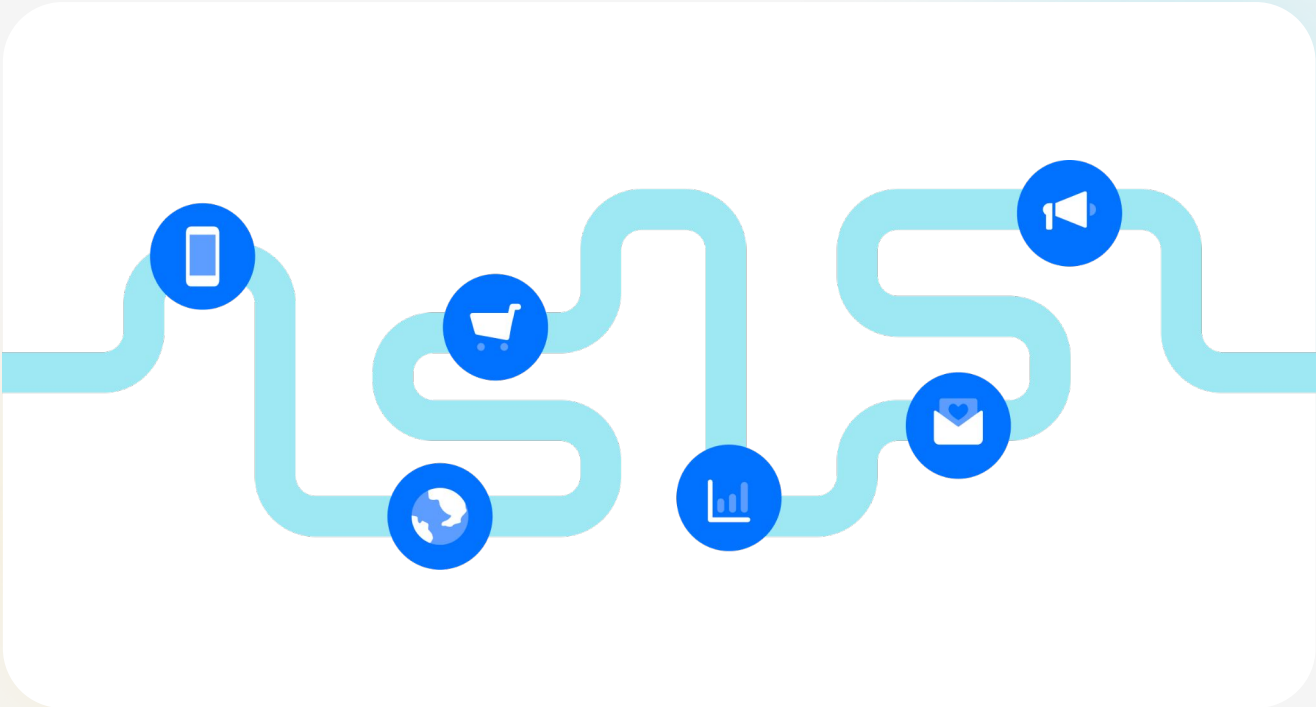
- ✓ All US states
- ✓ Europe
- ✓ Australia
- ✓ New Zealand
- ✓ India



Source: David Banisar August 2021

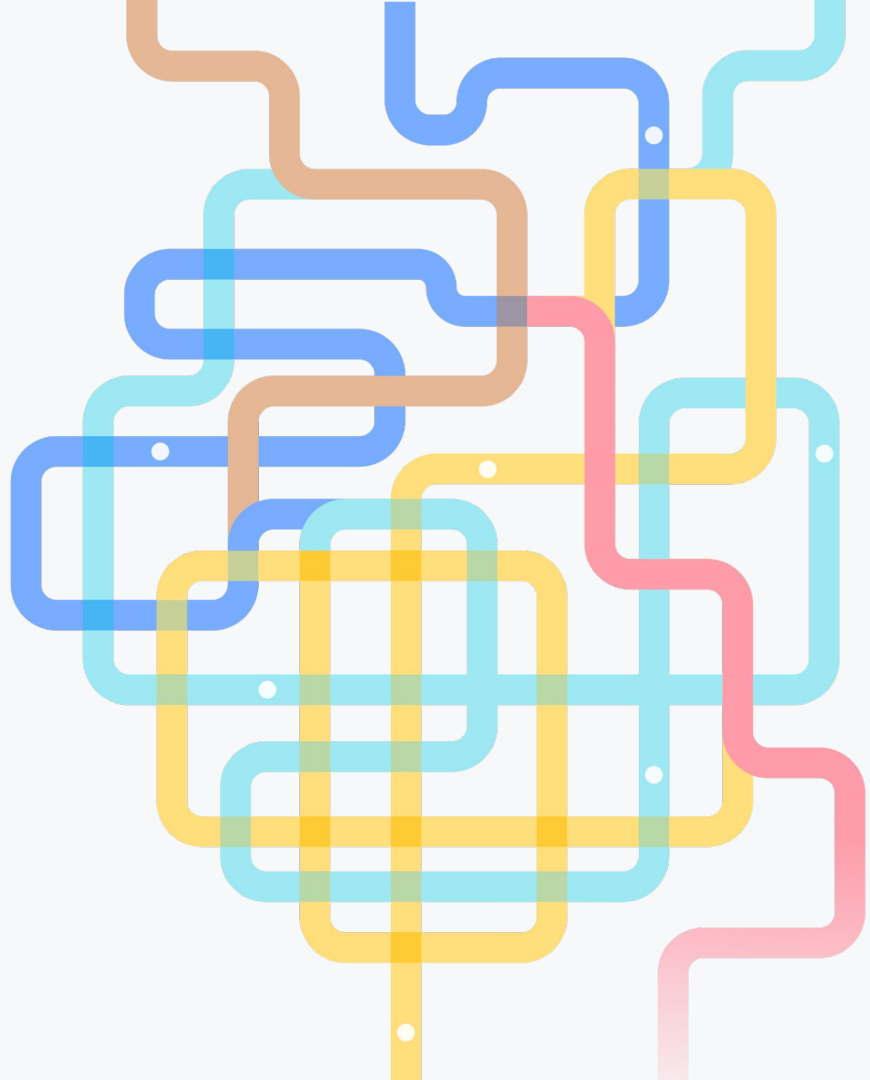


Customer journey is more complex



The result: Data chaos

The state of constant change caused by market conditions, evolving tools and channels, and rapid shifts in company priorities, resulting in unmanageable data



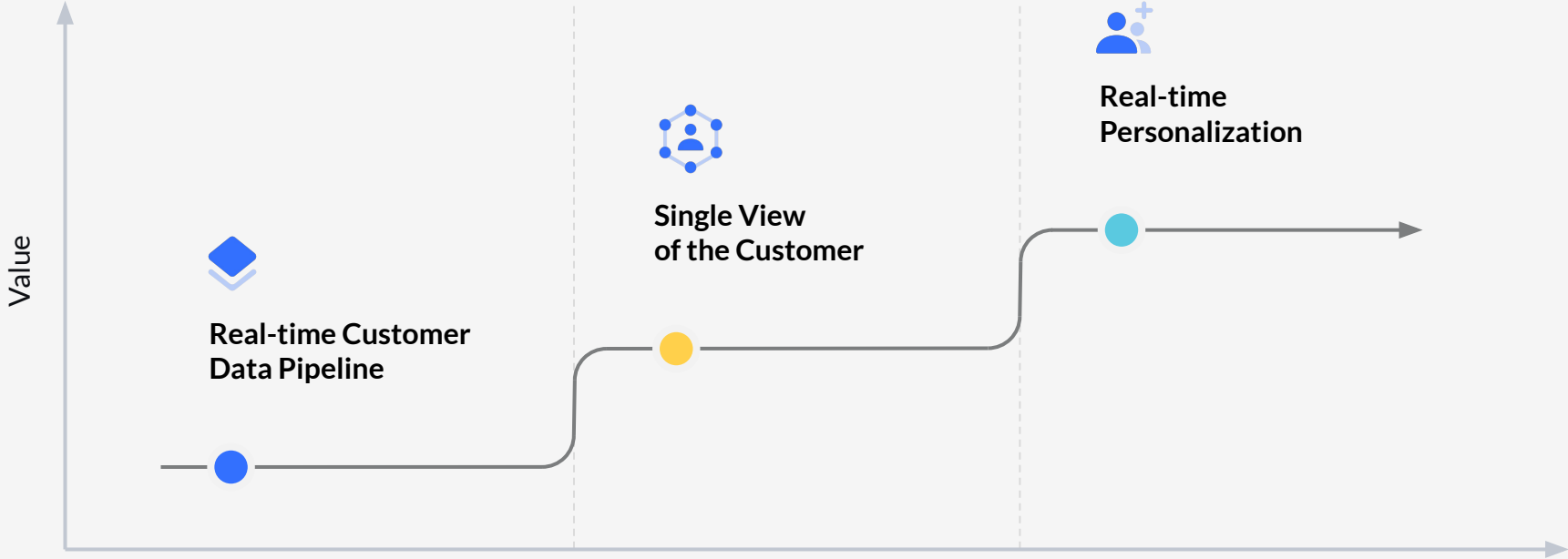


Any company that truly values its customers should welcome the end of the third-party cookie and seize the opportunity to develop a deeper, more meaningful, and more fully two-way relationship with them.

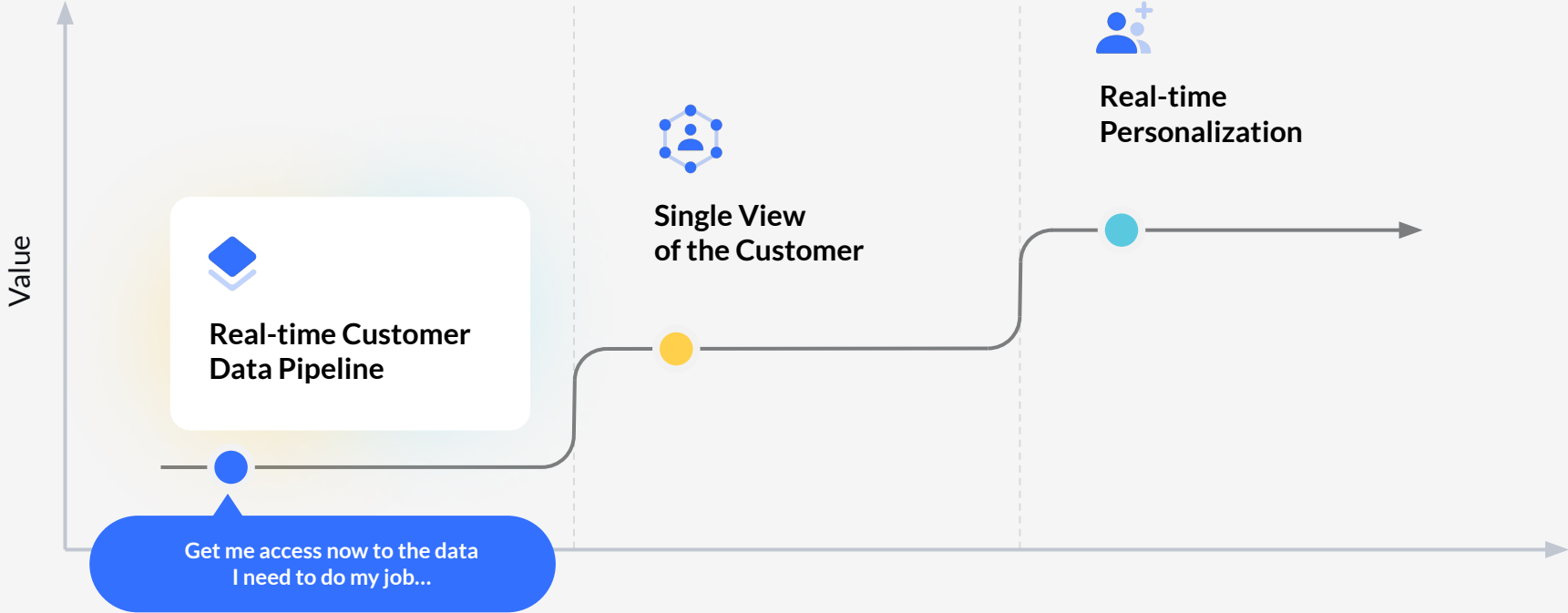


Jeremy King, CEO of Attest

The road to personalisation



The road to personalisation



Familiar with this scenario?



marcpeleja 11:55 AM

Hey man



George 11:57 AM

Hola! 😊

What's up? 😊



marcpeleja 11:57 AM

I am preparing a presentation about having a CDP (mParticle) from a marketer point of view. Could you pls point out 2-3 benefits of using mParticle ffrom a tech perspective? (edited)



George 12:47 PM

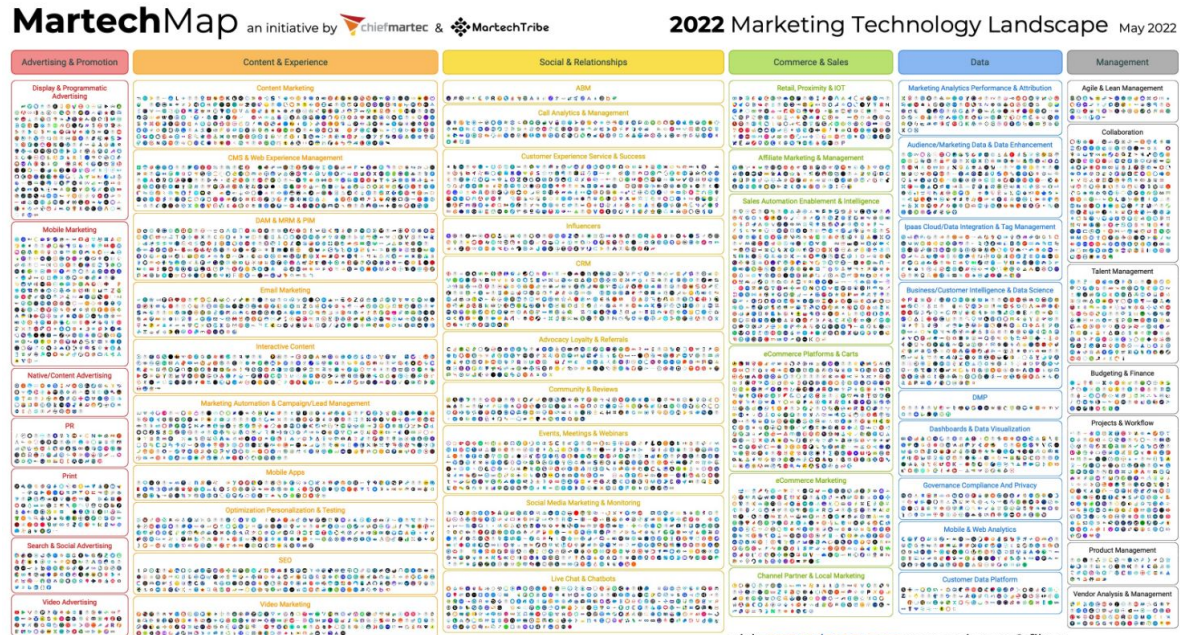
The main benefit is that you guys don't bother us anymore... you can handle all the data events, integrations etc... w/o us 😜



don't you miss us? haha



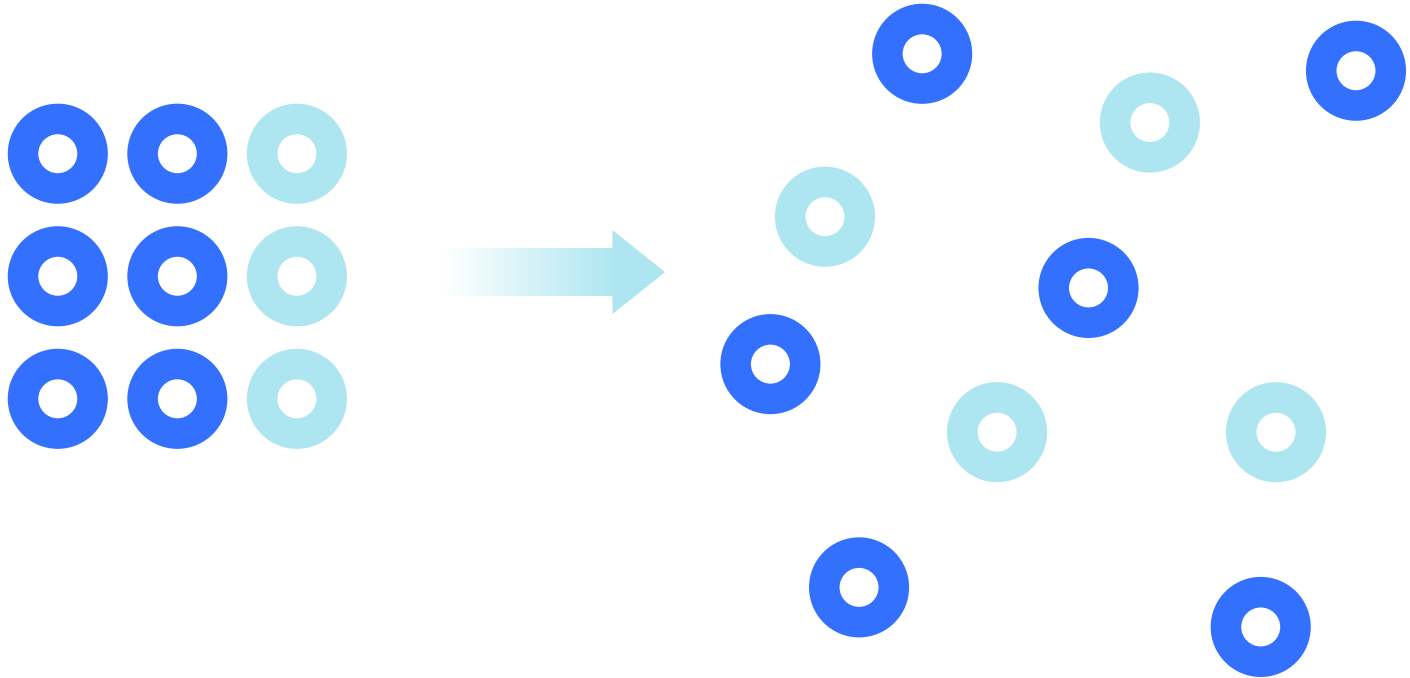
Today it is hard for Marketers to access, segment and connect between different customer data sources



visit martechmap.com to search, sort & filter



Data Quality dictates success, and change is inevitable



Airbnb accelerates growth and increases marketer efficiency

Challenge

Airbnb wanted to use best-in-class marketing tools to improve their app experiences, but integrating tools required lots of engineering work, and trialing new tools was expensive.

Solution

The Airbnb growth team centralized their customer data pipeline with mParticle and can now sync data to all of their tools in real time without engineering work.

Growth team can control which events are forwarded to each tool from the mParticle UI, making it easier to control costs, launch new campaigns, and protect data privacy.

Result

7x

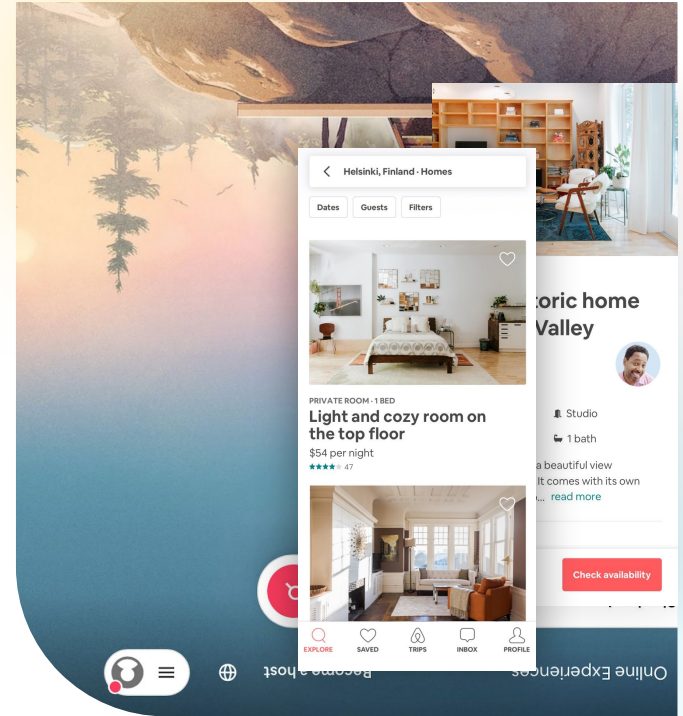
Increase in Experiences bookings

\$800m

Saved by reorganizing Marketing spend

1000s

Hours Saved in Engineering time



TECH STACK



+



+

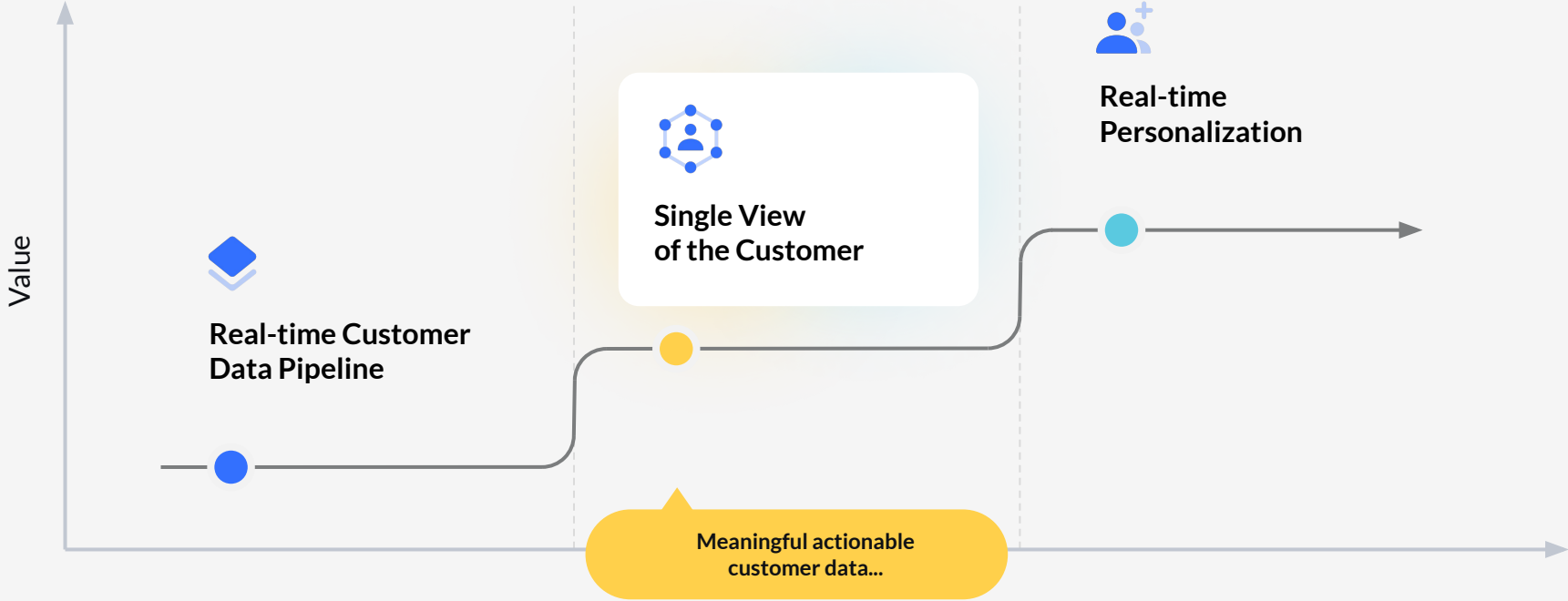


Google Analytics

Remove any
mistrust in data quality,
reduce anxiety and start
actioning

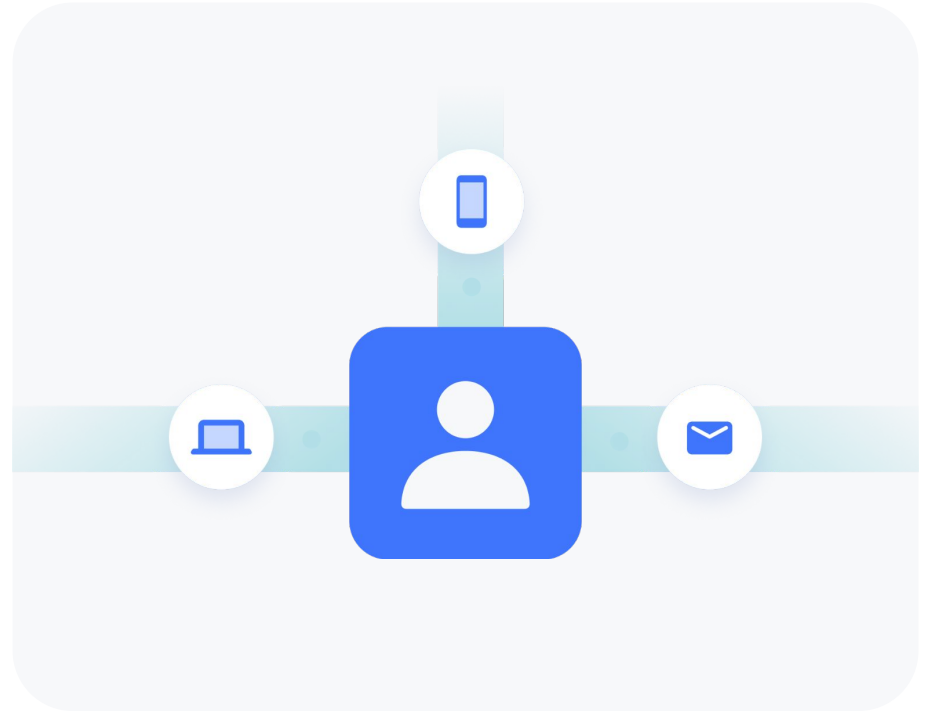


The road to personalisation

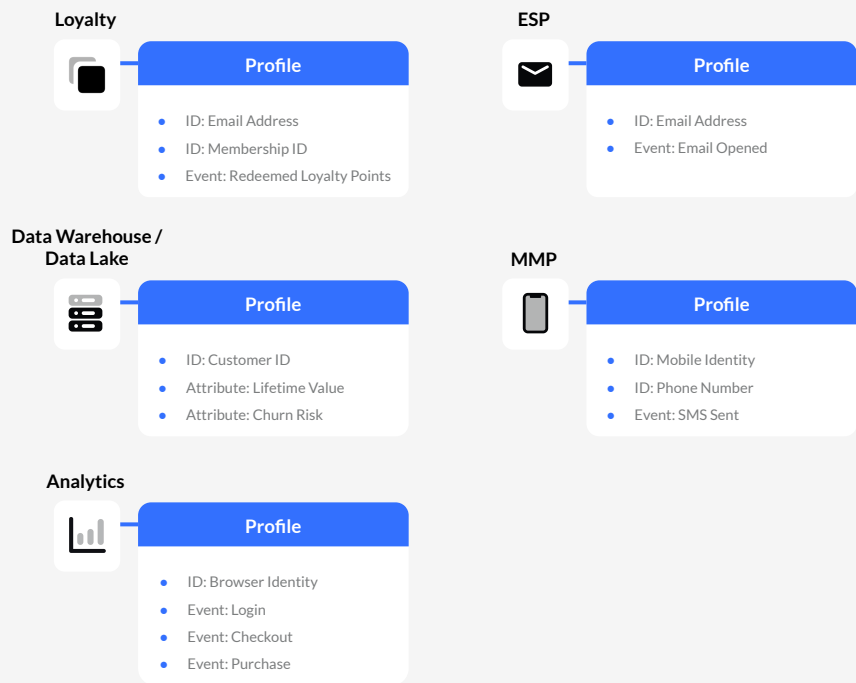


The road to personalisation

- **There is just one you**
Deterministically resolve identities to unique users by matching identifiers
- **Reconcile anonymous to known users**
Enrich known user profiles and execute better campaigns in the moment
- **Easily merge duplicate profiles**
Maintain a healthy data set and predict campaign results better

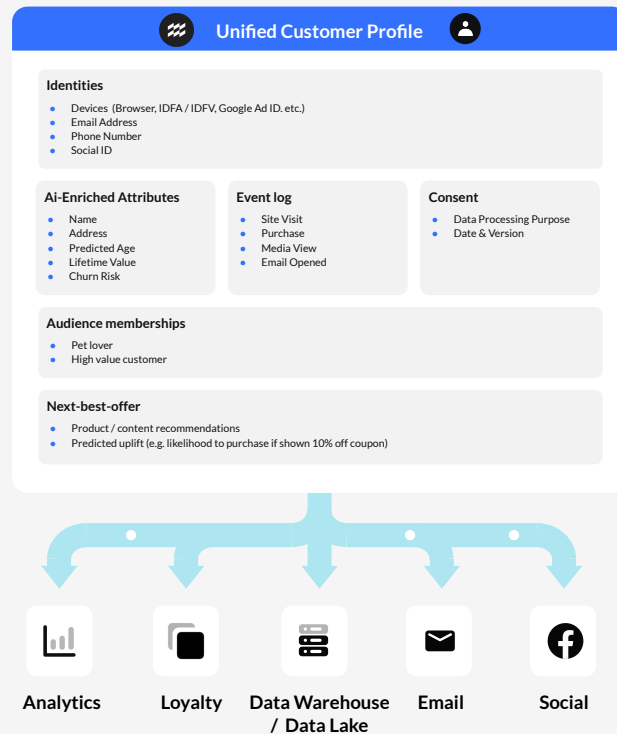


Build better customer context



Before

Siloed, disjointed customer profile data.



After

Single view of the customer across the entire stack.

Søstrene Grene brings hygge to omnichannel customer data



Gaining a unified view of each customer will help us provide shoppers with the most relevant information and product deals whether they are shopping online or in-store.



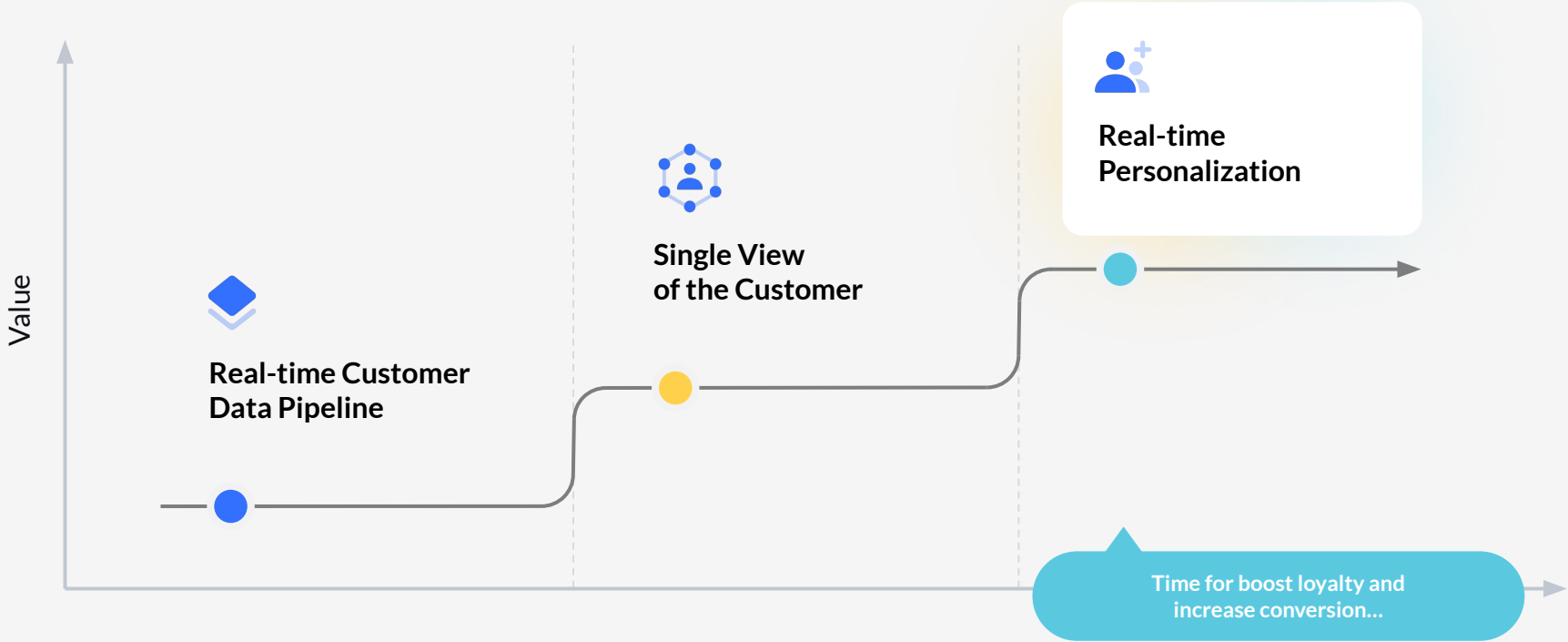
Rasmus Skjøtt, Chief Digital Officer
Søstrene Grene



TECH STACK

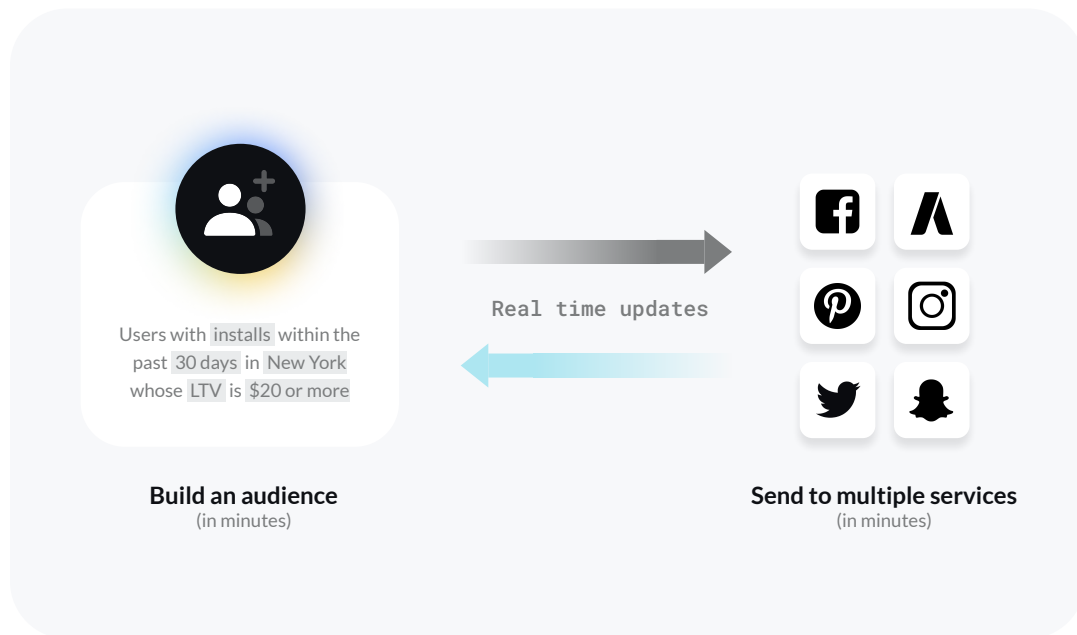


The road to personalisation



Personalisation must go beyond the basics

- Basic, demographics-based personalisation (e.g. gender) is too generic. **Business value minimal.**
- Create granular user segments, using real-time context (e.g. product impression, cart abandonment, location update). **Thoughtful engagements, enhanced business value.**



ML/AI-assisted personalisation enriches insights beyond humans

Humans



Rules-based Audience Segments

Ex. Users who have viewed shoes 2 times in the last week.



Rules-based Offers

Ex. Send coupon to all customers who signed up



Computed Attributes

Ex. Average order value, based on last 10 purchases

vs.

ML/AI



Predictive Audience Segments

Ex. Which users are most likely to purchase shoes?



Dynamic Offers / Uplift Modeling

Ex. Optimize sending coupon to maximize ROI (for example, if they're likely to purchase at list price, don't send coupon)



Predictive User Attributes

Ex. Is this user likely to own a house?



Imagine a world where you can....



Email / Mobile Marketers

- **Churn prevention**
Send push notification to users most at risk of going inactive
- **Efficient targeting**
Send promo email to users most likely to buy <product>



Digital Commerce

- **Increase in-app conversion**
Pop up an onsite promo display to users most likely to buy <product>
- **Dynamic in-app promos to maximize ROI**
Conditionally offer users a 20% off coupon, based on likelihood to convert



Ad-Tech

- **Tailor campaigns to an ICP**
Expand a small seed set of user attributes by predicting the value of that attribute for all remaining users





Let's recap



TAKEAWAY 1

What's under the surface actually matters most



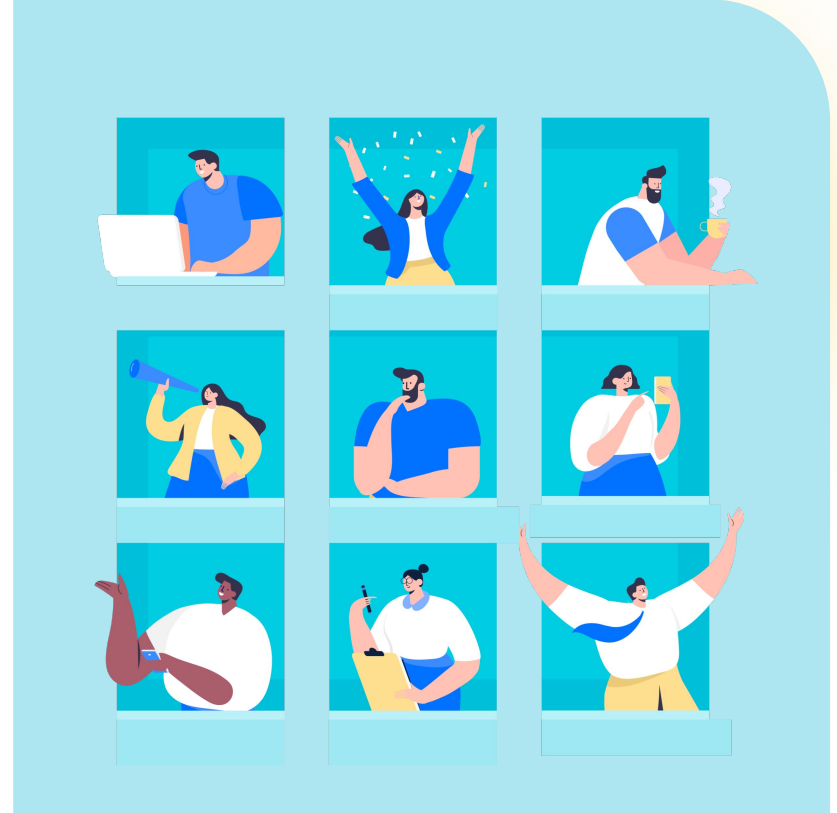
TAKEAWAY 2

Adaptability is
the foundation for
CX success



TAKEAWAY 3

Develop a data-strategy that supports your customer centric ambitions



Questions

Thank you!