

A top-down view of a Christmas dinner table. The table is covered with a red cloth and is set with various dishes, including a large pie being held by two hands, a roasted turkey, a bowl of green peas, a plate of carrots, and a glass of red wine. The table is decorated with greenery, red and gold ornaments, and a small red paper flower. The text "Christmas food & delicious content" is overlaid in the center in a large, white, sans-serif font.

Christmas food & delicious content

On stage

Niklas Roupé

Founder & CEO
Bombayworks



Magnus Corlin

Sr. Nordic Partner Manager &
Influencer, Optimizely

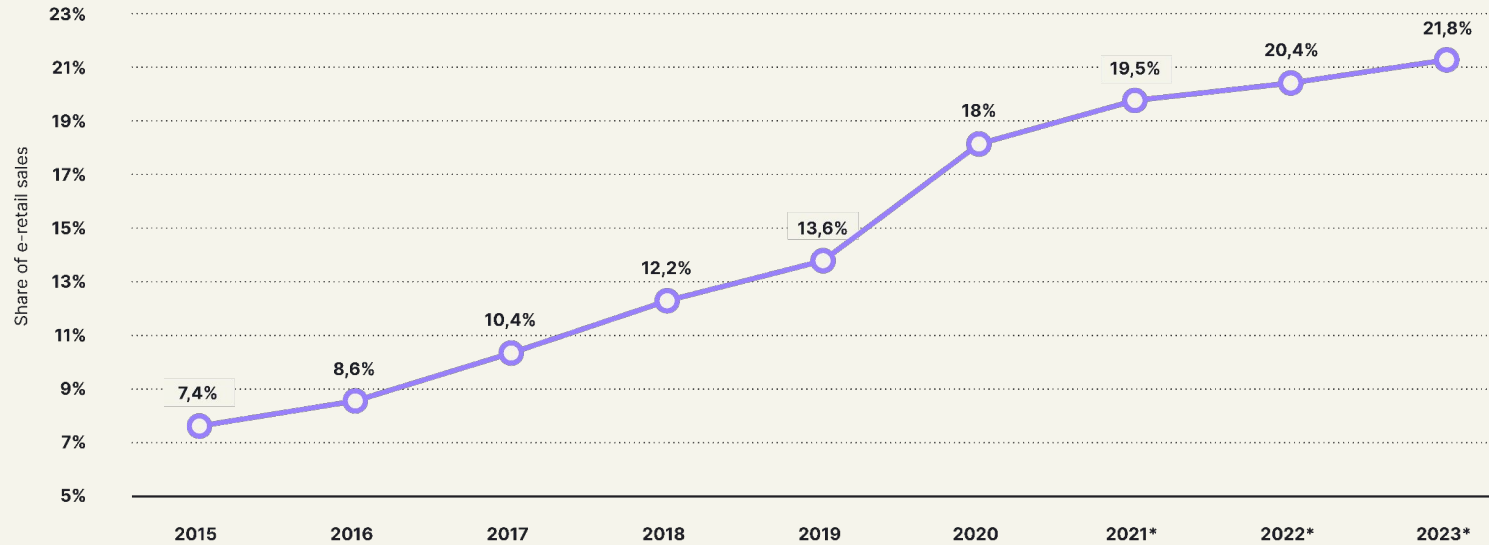


Christmas food & delicious content

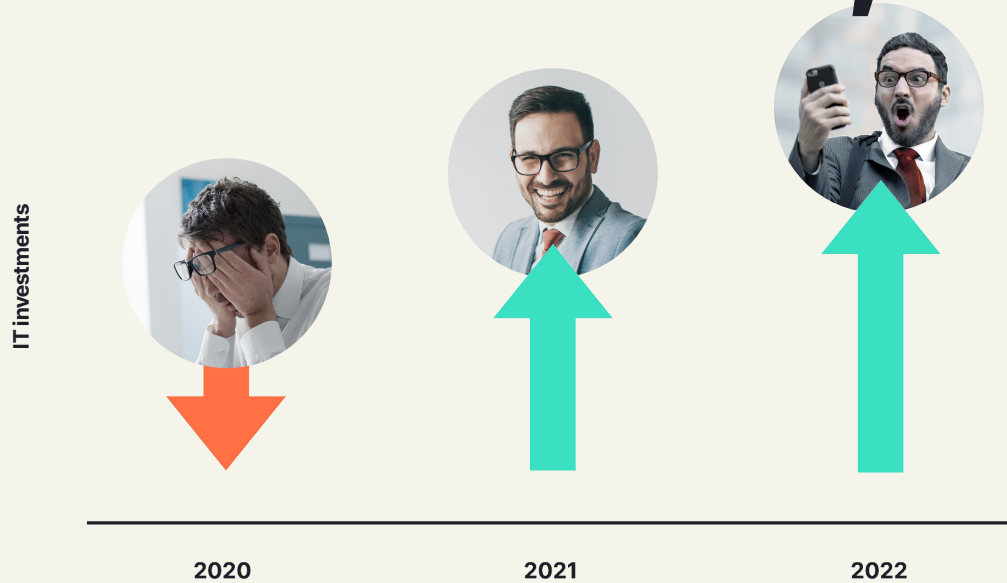
**Do you
remember
this, that...**



...led to this, followed by...



...years of heavy investments, ...



**...resulting in the
perfect setup!**

So there is a lot of "new tech", but maybe some old habits?



Investment shifts in 2024 and 2025

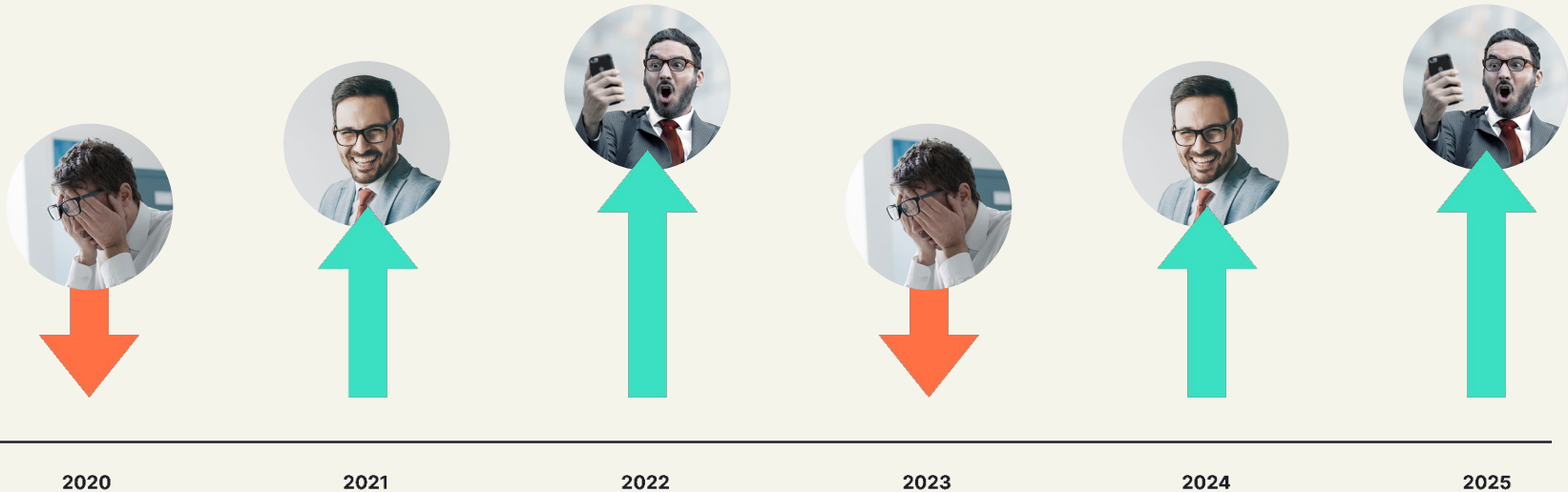
“Faced with a new wave of pragmatism, capital restrictions or margin concerns, CIOs are delaying some IT spending. ... Organizations are shifting the emphasis of IT projects towards cost control, efficiencies and automation, while curtailing IT initiatives that will take longer to deliver returns.”

— Lovelock, VP Analyst at Gartner

<https://www.gartner.com/en/newsroom/press-releases/2023-10-18-gartner-forecasts-worldwide-it-spending-to-grow-8-percent-in-2024>



Deal with the table setting you already have.



The food

The food

**A wise man
once said...**

“Content is king”

Bill Gates, 1996



Not just any content - but personalized content



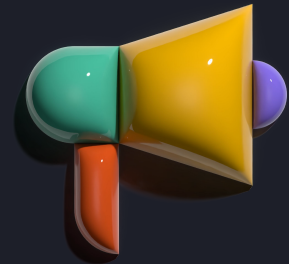
Right message



Right person



Right time



Right channel

The food

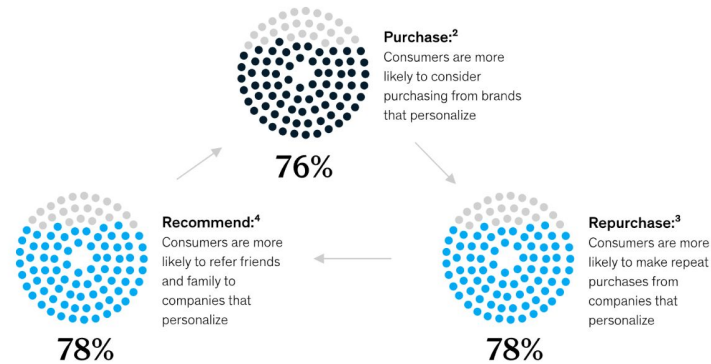
**You know
what I like,
don't you?**



When served your favorite food you eat more

Personalization directly influences buying behavior across the customer life cycle.

Likelihood to purchase, recommend, and repurchase depending on personalization, % of respondents¹



¹ Question: "Please indicate how much you agree or disagree with the statements below when it comes to personalized communications and products/services from brands/businesses."

² Purchase: "I am more likely to consider buying from brands/businesses that engage with me in a personalized and tailored way."

³ Repurchase: "I am more likely to repurchase from brands/businesses that offer personalized communications and products/services."

⁴ Recommend: "I am more likely to recommend brands/businesses to my friends and family that offer personalized communications and products/services."

Possible answers: "strongly disagree"; "disagree"; "somewhat disagree"; "somewhat agree"; "agree"; "strongly agree." Numbers shown indicate respondents that selected "somewhat agree"; "agree"; and "strongly agree."

Source: McKinsey Next in Personalization 2021 consumer survey 9/7-9/8/2021 (n = 1,013), sampled and weighted to match the US general population 18+ years

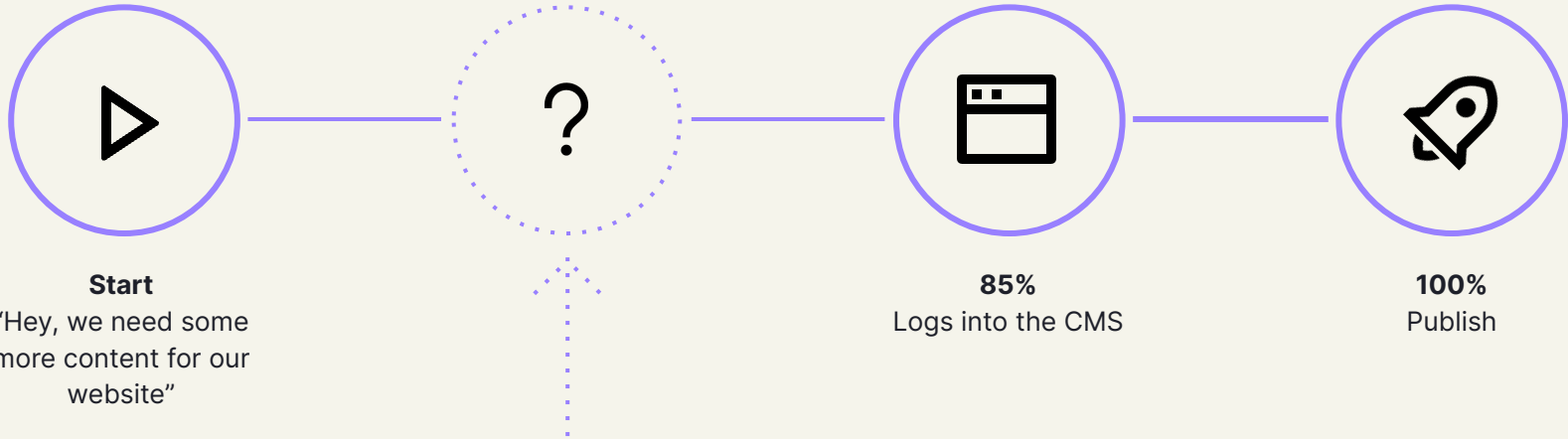
We want clean plates only after dinner

- Know what to serve and to who.
- Know about allergies, diets, favourite dishes and what your grumpy uncle Bill doesn't like.
- Don't throw away neither food nor content. 65% of all content is wasted!



Preparations

The first 85%



Plan - Create - Store - Distribute - Measure

Optimizely Content Marketing Platform

Execution

5 central themes of success

Execution

Do, don't overdo

Do, don't overdo



Electrolux has a set of predefined journeys and templates. Fewer, rather than many.

BOMBAYWORKS

Valtech ✱

BW as well as Valtech gets started rather than overplanning.

[Watch the presentation "5 steps to enhance your marketing campaigns" by Valtech & Optimizely.](#)



Optimizely user stats indicate that starting off small renders larger growth down the line reaching up to **2X the amount of assets** per year.

Execution

All in one place. Do not serve some of the food from the bathroom.

All in one place



Ikano Group has centralised their assets in one place. They call it the Ikano Toolbox - The one source of truth - consisting of brand content, communication, guidelines and assets for all businesses globally.



Being able to find everything we need to be able to deliver saves us, and our clients, time, money and frustration over back-and-forth emails on “where the latest version of the logo?” or “can you approve the latest copy?”.



Supporting the entire content and campaign lifecycle — from planning and creation, to storage, distribution and analysis — you never have to leave the platform creating a **2.5x factor in efficiency**.

Execution

The image displays two overlapping screenshots of the Optimizely execution interface. The background screenshot shows a calendar view for the period of June 1 to June 30, 2021. The calendar includes a navigation bar with options for List, Calendar, Timeline, Board, People, Chart, and Saved Views. A search bar and a 'Save View' button are visible. The calendar grid shows tasks as horizontal bars across days, including 'Content Marketing World ...', 'Partner Event', 'Instead of interrupting, work on attracting', 'Content is king.', 'The best marketing doesn't feel like marketing.', 'Partner Event 2', and '2021 Event Planning Session'. A sidebar on the left contains navigation icons for Home, Idea Lab, Marketplace, Plan, Library, Analytics, and Requests.

The foreground screenshot shows a board view of a workflow. The board has a navigation bar with List, Calendar, Timeline, Board, and Saved Views. It includes a search bar, a 'Filter' button with a notification badge, and a 'Share' button. The board displays five workflow steps: 1. Search Video Materials (3), 2. Create Video (0), 3. Approve Video (1), and 4. Publish (0). Step 1 is expanded to show three tasks: 'Video of bird', 'Video of cat (3 skipped)', and 'Video of Koala (3 complete)'. Each task card shows the task ID, title, assignee, and status. A notification badge is present in the bottom right corner of the board view.

Execution

Reuse, have some evergreens, some true classics such as Jansons, ham, salmon and meatballs

Reuse



Templify as you go along. Turn new ideas for dishes into classics once they have been tried out and successful. Däckspecialen has the same returning process yearly and they have the structure and templates set up for this instead of for all their deliveries.



Working on identifying the best performing content and optimizing it over time allows us to support our clients in creating other types of valuable content. Laziness makes perfect!



Use data-driven insights to plan impactful content and find gaps and opportunities. Allow marketing teams to store, manage, and organize their assets, **enabling brand governance and encouraging content reuse.**

**Democratize and
establish ownership,
be transparent and
let everyone know
what's on the
smörgåsboard**

Democratize and ownership



BoKlok allows for users across all markets to pitch in on content ideas whilst showcasing a mix of central and local initiatives, all initiatives with a clear declaration of ownership, in their shared content calendar.

BOMBAYWORKS

We and other digital consultants are skilled at what we do but finding the best ideas and driving those is easier with the brains of many.



Keep your team aligned, and provide visibility into what is happening, and when. Resulting in more campaigns being created and up to **87,5% of time spent in meetings now spent on productive work.**

Each dish has a clear budget and a clear goal (ROI). Kalix löjrom is great, but will you jeopardize the ecological ham?

Clear budget and goal (ROI)



Trioworld applies a framework to all content created. This allows the team to define the goals, budget and KPIs before starting the creative process making sure valuable content is created and that its impact can be proven.

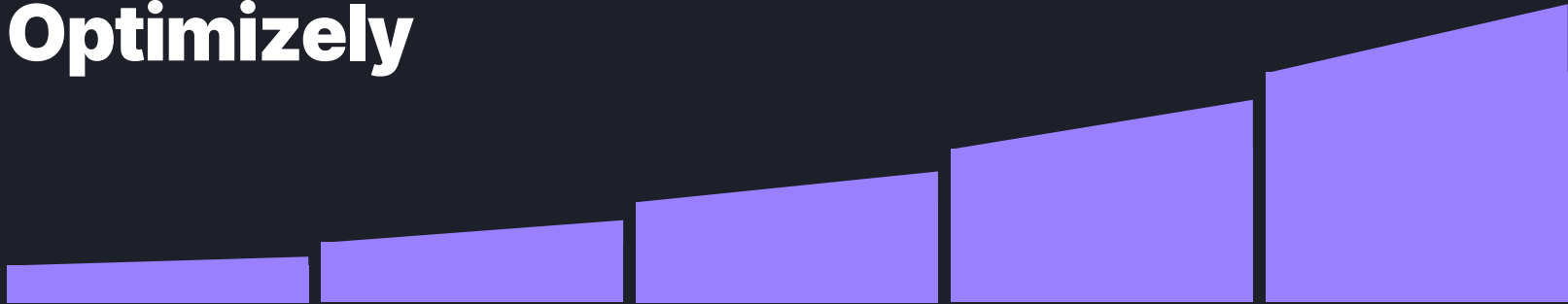


Clear goals, defined scope and allocated budget allows us to deliver maximum value within set boundaries. Bring on the challenge, we are up for it! Aiming for better ROI with less ROE.



Track which assets are driving desired behaviors (e.g. key conversions) among your audience. Quantify the impact of your content on lead generation and revenue, as well as which assets influenced the buyer's journey. **Less initiatives and better yield, saving up to 50% in production cost.**

Personalization at Optimizely



Segment

Using behavioural data to identify different audience segments and tailor content to their characteristics.

- ✓ Customized experience
- ✓ Configured commerce
- ✓ CMS

Automate

Using ML algorithms to customize content and product recommendations based on how users interact with your website.

- ✓ Product recommendations
- ✓ Content recommendations

Integrate

Incorporating offline data sources into your user profiles, creating more sophisticated audience segments.

- ✓ Data platform

Optimize

Experimenting with different variations to create the optimum user experience.

- ✓ Feature experimentation
- ✓ Web experimentation

Individualize

Leveraging extensive data and advanced algorithms to create a higher customized 1-1 website experience for every user

- ✓ Data platform

A comforting thought...

You are not alone. How you celebrate Christmas is similar to most everyone else. But you also have the freedom to celebrate any way you want to.

Learn from others but find your own way.







We are Optimizely

Bringing global expertise

2000

Employees

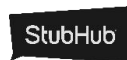
32

Global offices

10K

Brands

To serve the next generation of [digital leaders](#)



Digital Experience Platform

Roles and Permissions

SSO / 2FA

Enterprise-Grade Security

SOLUTIONS

PRODUCTS

ENHANCEMENTS

Orchestrate

INCLUDES

Optimizely
Content
Marketing
Platform

AND/OR

Optimizely
Content
Management
System

AND

Optimizely Digital Asset Management

Optimizely Content
Recommendations

Experiment

INCLUDES

Optimizely
Web
Experimentation

AND/OR

Optimizely
Feature
Experimentation

AND

Optimizely Program Management

Optimizely
Personalization

Monetize

INCLUDES

Optimizely
Customized
Commerce

OR

Optimizely
Configured
Commerce

AND

Optimizely Product Information Management

Optimizely Product
Recommendations

Optimizely
Commerce Analytics

Optimizely Data Platform

Optimizely App Marketplace

Optimizely Connect Platform



Product Strategy: Strength in one – dominance in DXP



Great together

 **Optimizely** × **BW**



75
—
Digital
Experts

Q&A

Want to know more?



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