

# Boosta er Customer Experience med Data- och Optimerings- strategier

## MODERN MARKETING WORKSHOP

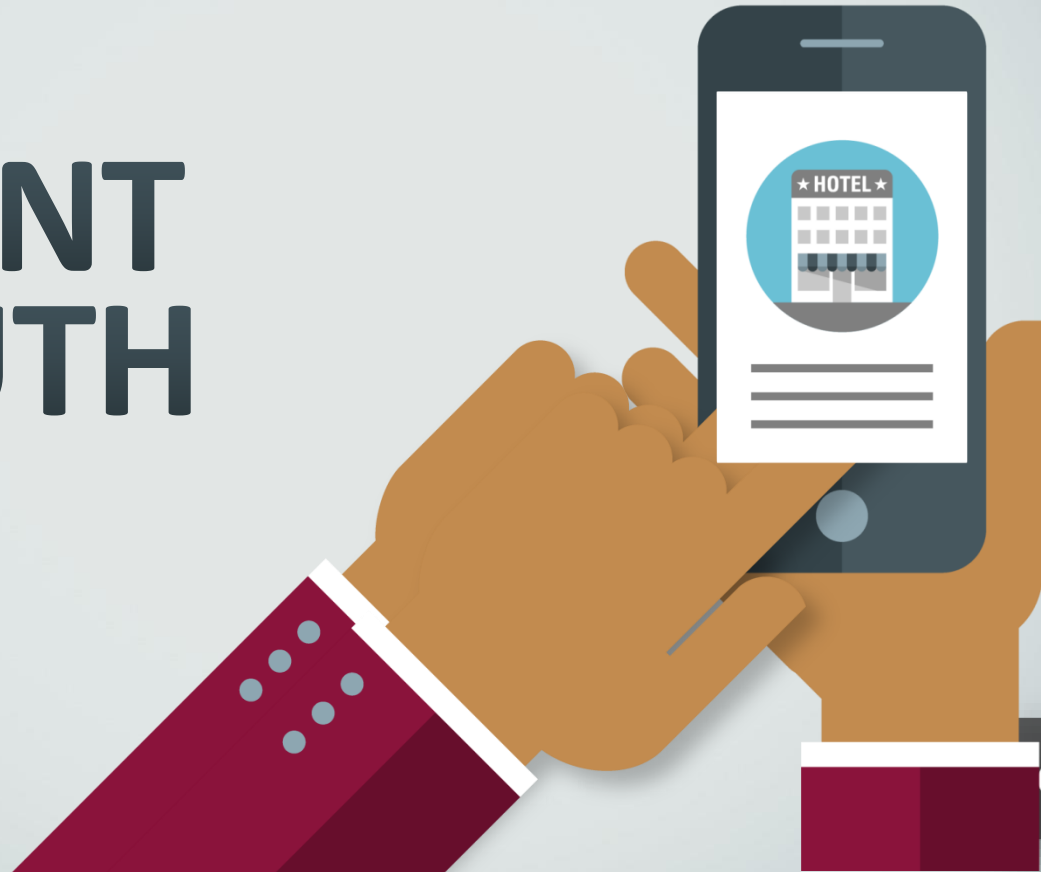


**WHY ARE  
WE HERE?**



ORACLE®

# MOMENT OF TRUTH



ORACLE®

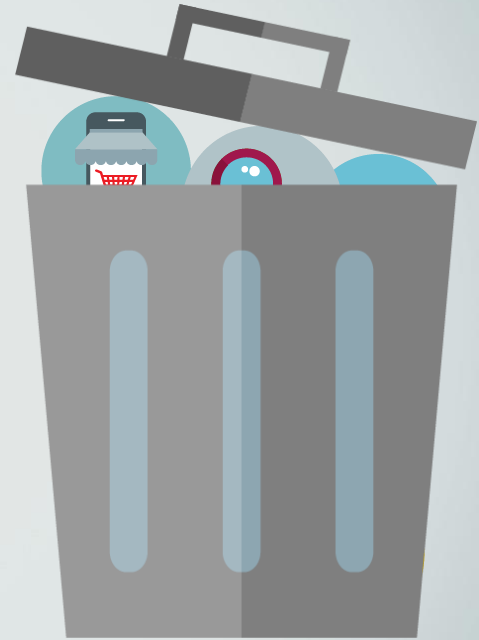
# CONTEXT IS KEY



# Capture All The Data And Tie All The Identities To Her



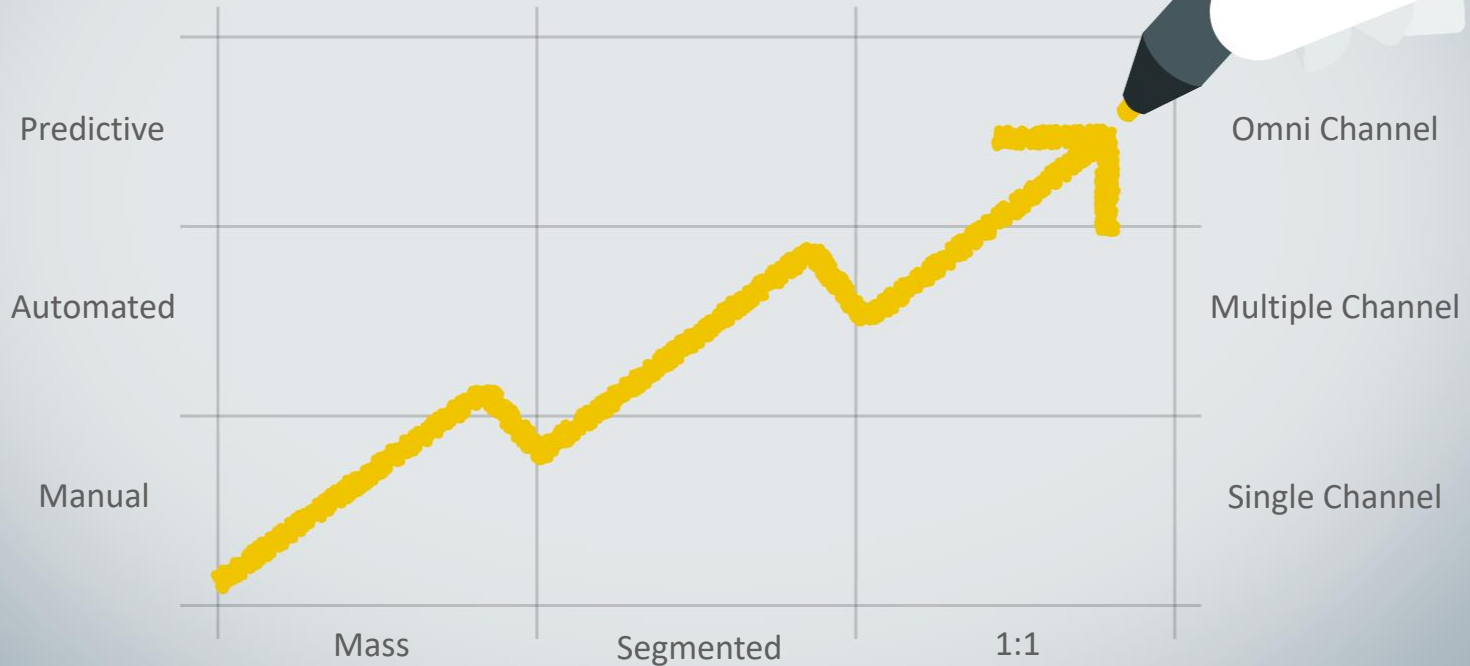
ACTIVATE  
DATA... OR  
IT'S **WASTED**



# THE MARKETER VIEW



# Digital Customer Experience





# THE CUSTOMER VIEW



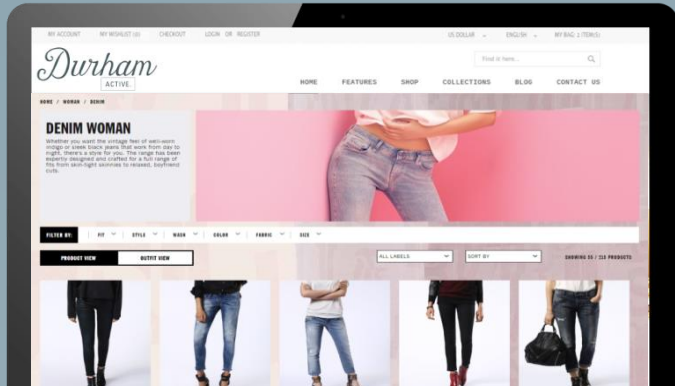
ORACLE®

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them **feel.**"

*-Maya Angelou*

**IT'S REALLY ABOUT  
CUSTOMER  
EMOTION**

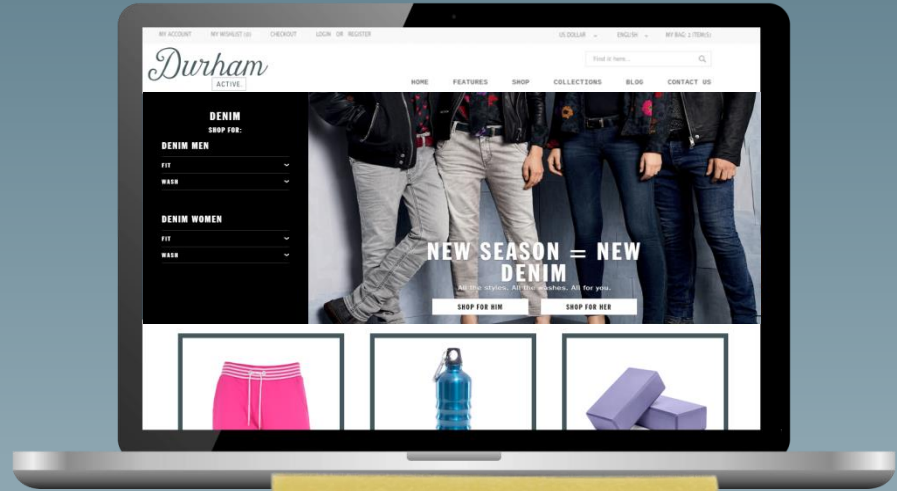
# TODAY'S CUSTOMER



ORACLE®



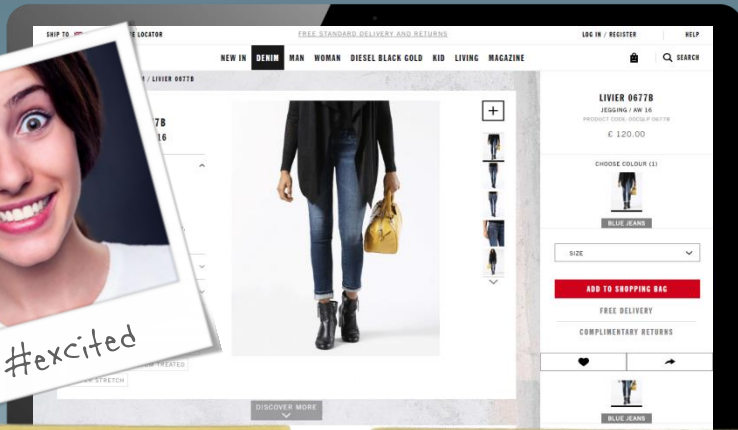
Sam googles,  
scrolls down,  
finds site and  
goes there for a  
look.



Greeted with  
standard landing  
page, has to wait  
for scrolling banner  
to reveal too many  
choices.



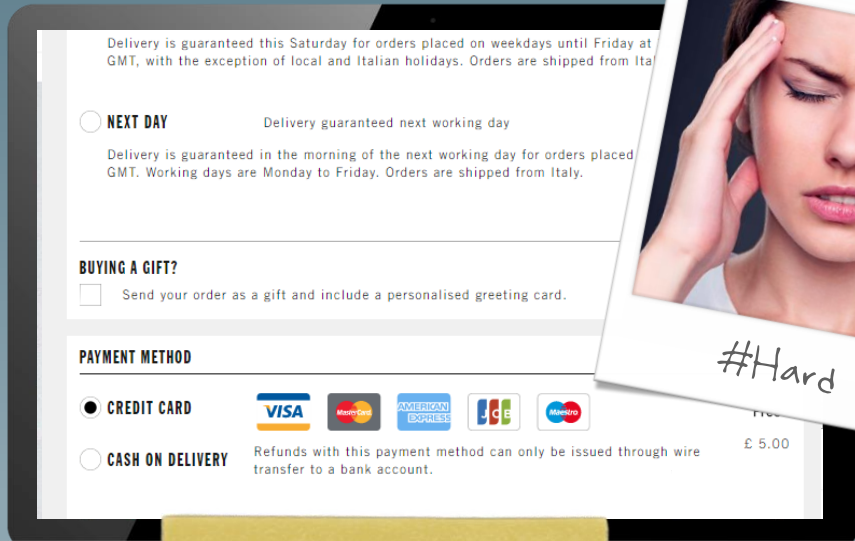
Searches and  
clicks on  
jeans.



Page is ok.  
A bit dull, more text,  
no comments, no videos  
model wearing the  
jeans.



Concerned  
about returns,  
Sam looks for  
more  
information. No  
help online.



Returns policy hidden on another page. She finds it. Purchase.

Confirmation email comes through.





2 days later the jeans arrive, left at creepy neighbour.

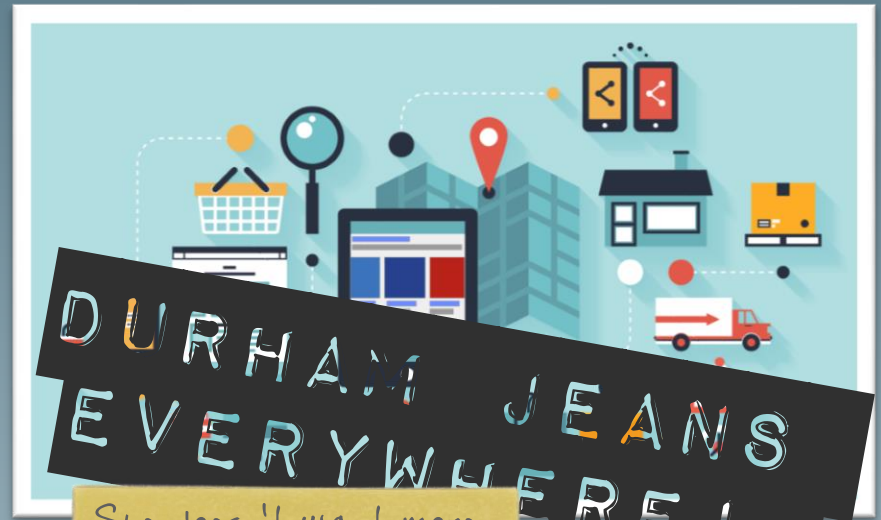
One fits, one doesn't.  
She goes on-line and hunts for the information again. Eventually finds it.

Complete the paper slip, freepost back. Posts through postbox en-route to work.





Receives email marketing message, "Just one more. Order another pair and we'll give you 15% off"



She doesn't want more jeans, but now every time she opens her Facebook feeds, there is the advert from Durham, every news site, there it is.



**HOW WAS  
THAT FOR  
YOU?**



**LET'S TAKE  
ANOTHER  
LOOK**



**BETTER USE  
OF DATA**

**BETTER USER  
EXPERIENCE**



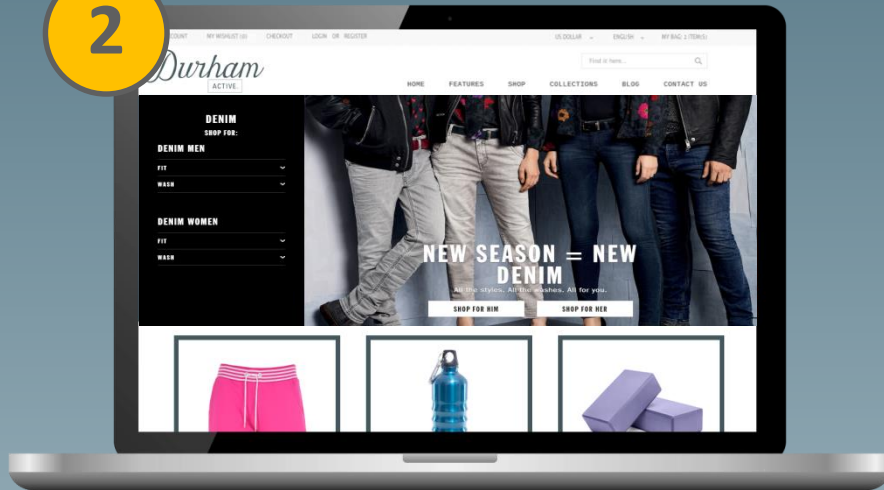
**ORACLE®**

1



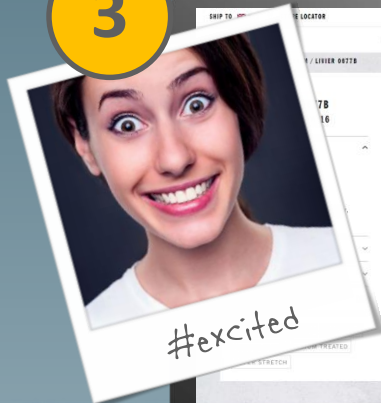
Sam googles,  
scrolls down,  
finds site and  
goes there for a  
look.

2

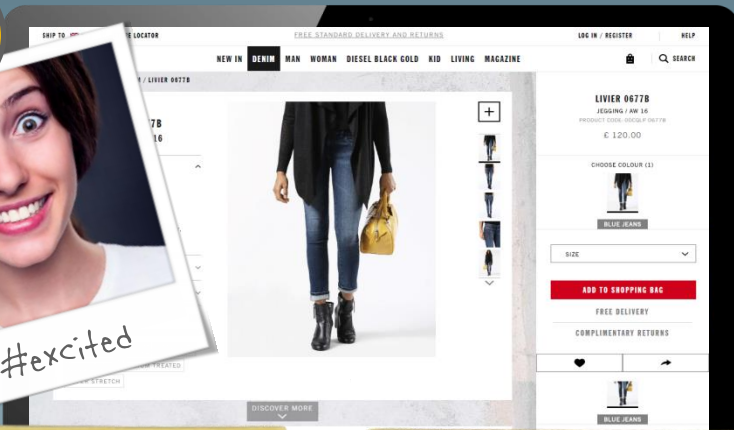


Greeted with  
standard landing  
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choices.

3



Searches and  
clicks on  
jeans.



Page is ok.  
A bit dull, more text,  
no comments, no videos  
model wearing the  
jeans.



Concerned  
about returns,  
Sam looks for  
more  
information. No  
help online.

4

Delivery is guaranteed this Saturday for orders placed on weekdays until Friday at GMT, with the exception of local and Italian holidays. Orders are shipped from Ita

NEXT DAY

Delivery guaranteed next working day

Delivery is guaranteed in the morning of the next working day for orders placed GMT. Working days are Monday to Friday. Orders are shipped from Italy.

BUYING A GIFT?

Send your order as a gift and include a personalised greeting card.

PAYMENT METHOD

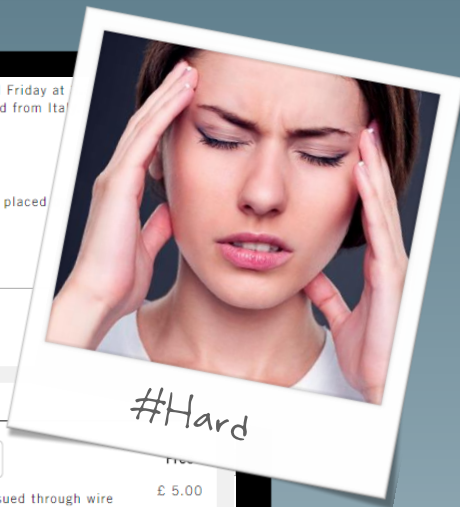
CREDIT CARD



CASH ON DELIVERY

Refunds with this payment method can only be issued through wire transfer to a bank account.

£ 5.00



Returns policy  
hidden on  
another page.  
She finds it.  
Purchase.

Confirmation  
email comes  
through.





2 days later the jeans arrive, left at creepy neighbour.



One fits, one doesn't.  
She goes on-line and hunts for the information again. Eventually finds it.



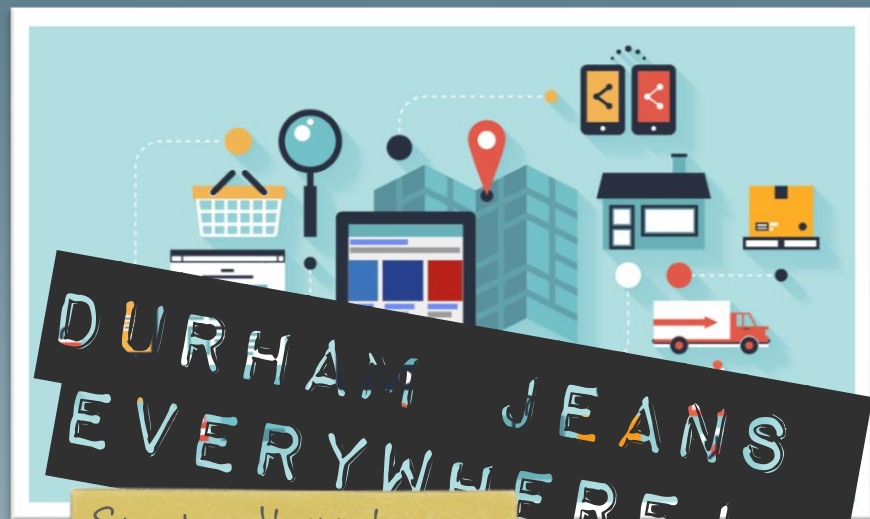
Complete the paper slip, freepost back. Posts through postbox en-route to work.



6



Receives email marketing message, "Just one more. Order another pair and we'll give you 15% off"



She doesn't want more jeans, but now every time she opens her Facebook feeds, there is the advert from Durham, every news site, there it is.



# BETTER USE OF DATA

**She expects you to  
know who she is,  
recognize her and  
consider her  
interests.**



**WHY IS THIS SO HARD?**

# Disparate Interactions on Multiple Devices and Channels



**On average, a person uses 3 devices and has over 20+ identities. They are not connected.**



Data fact 1

**YOU NEED TO KNOW  
YOUR CUSTOMERS  
BETTER**

# Why do you need to reach out beyond your own data?

## What you know about Sam

L'Oréal loyalist



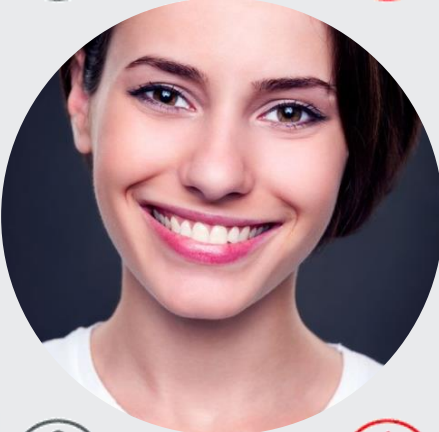
Has young children



She's a runner



Buys bags



## What you don't know about Sam

Drives an SUV



Has a dog



Health & Beauty buyer



Quick meal fixer





# Find the right audiences using online and offline signals



Purchase-based  
(e.g., Shoe Buyers)



Lifestyle  
(e.g., Fashionistas)



Interests  
(e.g., in Health & Beauty)



TV Viewership  
(e.g., Sports)



Fans  
(e.g., Disney brand buyers)



Demographics  
(e.g., Family composition)



In-Market  
(e.g., Travel in US)



Device Data  
(e.g., Android OS)



Retail proximity  
with CRM data



Geography  
Living location

Data fact 2

**CHANNEL AND TIMING  
ARE CRITICAL**

# A Data Management Platform to support your Data & Digital Campaigns



## Display

Programmatic, Premium, DCO



## Video

in Banner, in Page, Connected TV



## Social

Facebook, Twitter, etc.



## Mobile

iOS, Android, Apps, Browser



## Commerce

Site Optimization, Recommendations



## Search

RLSA



## Email

ESP etc.

Data fact 3

**YOU WON'T GET  
ANYWHERE WITHOUT  
A DATA STRATEGY**

# How do you define a data strategy?

**Objective:** Increase jeans online sales by 20% per year due to offline saturation => metrics are the CTR, the conversion rate and the revenue

**Use case:** acquisition, upsell, cross-sell, - mobile & desktop Ads + Social to increase engagement with show-specific online content

**Data for targeting:** female, millennial, fashion addict, in-market for clothes, frequent buyer

## Audience Plan Example



**CRM data**  
Customers  
in segment  
“high value”

**Demographics**  
Millennials  
Female  
Average income



**Online behavior**  
Frequent  
buyers,  
fashionistas

**In-Market**  
for Clothes  
for Travel  
for Beauty



# Process

---



**KEEP  
CALM  
AND  
FOLLOW  
THE PROCESS**

# Data process

## Channel



Web



Mobile



Display



Video



Social



Search



Email

Personalisation  
Recommendation

Programmatic  
Premium  
Dynamic Optim

Twitter  
Facebook

RLSA  
AdWords  
Marin

## Use Case

In-App  
Browser  
iOS  
Android

In-banner  
Pre-roll  
Youtube

## Profile

## Content

## Other channels

# Data process

Channel

Use Case

**Paid Search  
/ RLSA**

**Prospecting  
/ Acquisition**

**Retargeting**

**Site Optimisation /  
Web Personalisation**

**Other**

Profile

Content

Other channels



# Data process

Channel

Use Case

Profiles

**Purchase intent | Lifestyle | Interests | Demographics | Past purchase | Fans | Geographic | CRM**

- Clothes
- Shoes
- Beauty products

- Fashion
- Comedy movies
- Travel

- Bags
- Electronics
- Travel in FR

- Country
- Region
- City

- Fashionistas
- Urban
- Runner addict

- Gender
- Age
- Family size
- Revenue income

- Disney buyer
- Social networks
- Cooking

- Frequent buyer
- High value
- Loyalty member

Content

Other channels

# Data process

Channel

Use Case

Profile

**Content**

**Advertising w/  
specific banner**

**Promotion /  
Discount**

**Message /  
Alert**

**Advertising  
w/ URL**

**Personalised  
Offer**

Other channels

# Data process

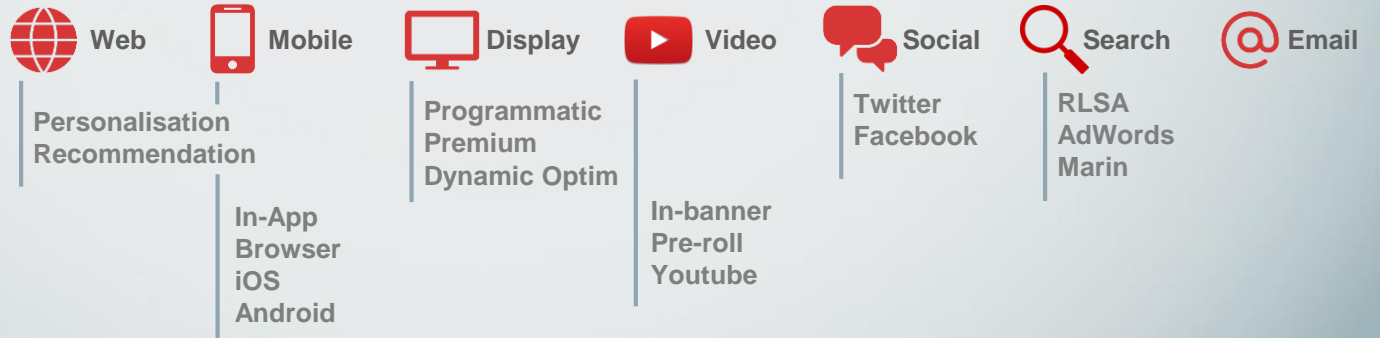
Channel

Use Case

Profile

Content

## Other channels





Sam googles,  
scrolls down,  
finds site and  
goes there for a  
look.

Channel Activated

Paid Search

Use Case

Acquisition

Profiles Needed

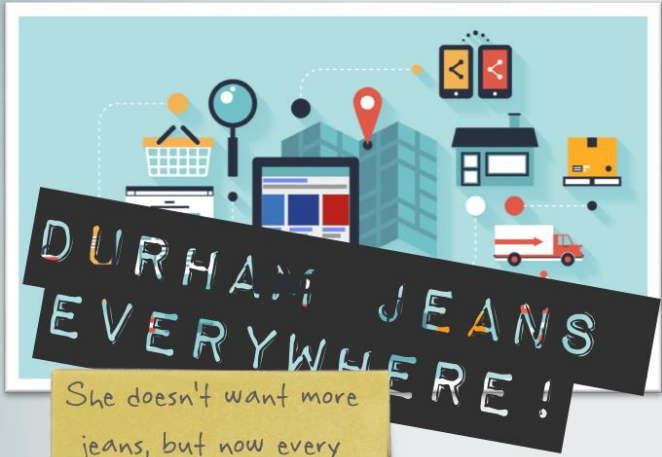
Women millennials  
searching for jeans  
and/or Durham brand

Content to Show

Ad with a specific  
link to Durham's site  
with women jeans

Other Channels to Activate?

None



She doesn't want more jeans, but now every time she opens her Facebook feeds, there is the advert from Durham, every news site, there it is.

Channel Activated

Social

Use Case

Retargeting

Profiles Needed

People who have recent purchases  
Purchase category

Content to Show

Ad with an attractive upsell message based on purchase category

Nothing at all

Other Channels to Activate?

Display  
Email

# BETTER USER EXPERIENCE



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**She wants her  
experience to be  
personal and  
relevant to her.**



**WHY IS THIS SO HARD?**



Optimization fact 1

**YOU ARE NOT YOUR OWN  
CUSTOMER**

# Whose website is it anyway?



Your web designer



Your visitors

# Brand vs Function

Currency: United Arab Emirates Dirhams | Language: English | Toll Free | Mobile | Retrieve booking | Join Now | Login My Sirius

Jumeirah  
STAY DIFFERENT

HOME | HOTELS & RESORTS | DESTINATIONS | RESTAURANTS | SPAS | OFFERS | MEETINGS & EVENTS | LOYALTY

Burj Al Arab  
The Definition Of Luxury  
> EXPLORE MORE

**BOOK WITH JUMEIRAH** | Best Price Guarantee

Hotels & Resorts | Restaurants | Activities

SELECT A DESTINATION

ALL HOTELS

CHECK IN: 11/05/2016

CHECK OUT: 12/05/2016

ROOMS (1)

ROOM1: ADULTS (2) | CHILDREN (0)

+ ADD PROMOCORPORATE CODE

+ ADD GROUP CODE

CHECK AVAILABILITY

JUMEIRAH FLAVOURS | SUITE SENSATION | ADVANCE PURCHASE RATE - BOOK EARLY TO SAVE

Summer Flavours & Sunsets | Romance Package at Burj Al Arab | Live the Dubai Suite Life with a Burj Al Arab Carlton Tower

Currency: United Arab Emirates Dirhams | Language: English | Toll Free | Mobile | Retrieve booking | Join Now | Login My Sirius

Jumeirah  
STAY DIFFERENT

HOME | HOTELS & RESORTS | DESTINATIONS | RESTAURANTS | SPAS | OFFERS | MEETINGS & EVENTS | SIRIUS

Burj Al Arab Jumeirah  
The Definition Of Luxury  
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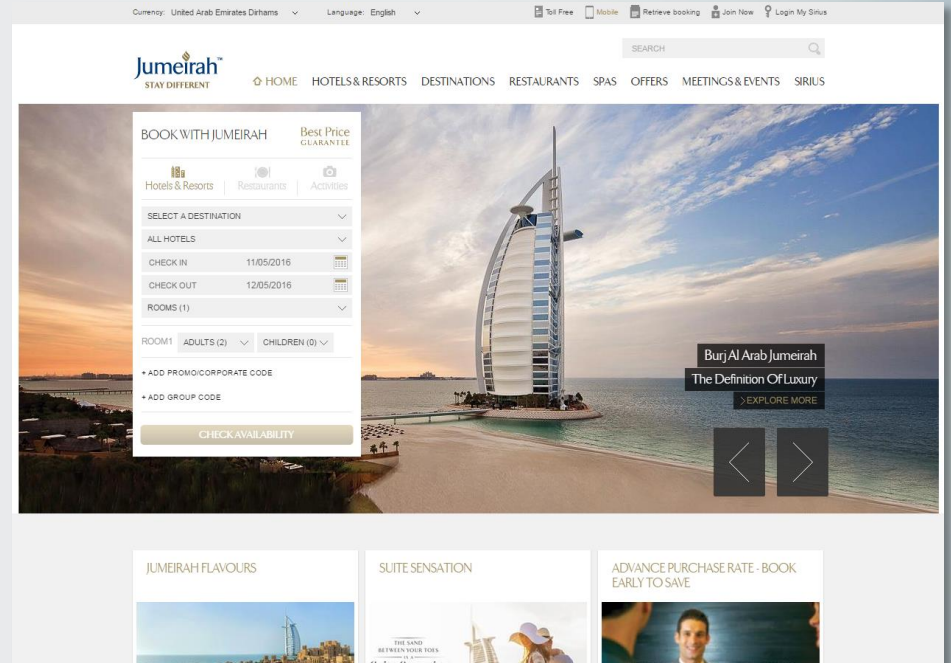
CHECK AVAILABILITY

JUMEIRAH FLAVOURS | SUITE SENSATION | ADVANCE PURCHASE RATE - BOOK EARLY TO SAVE

Summer Flavours & Sunsets | Romance Package at Burj Al Arab | Live the Dubai Suite Life with a Burj Al Arab Carlton Tower

# Brand vs Function

44%  
more  
searches



## Optimization fact 2

**WITHOUT DATA YOU'RE  
JUST ANOTHER PERSON  
WITH AN OPINION**

W. Edwards Deming

# Prove it.

Currency: United Arab Emirates Dirhams | Language: English | Full Site | Mobile | Retrieve booking | Join Now | Login My Sirius

Jumeirah  
STAY DIFFERENT

HOME | HOTELS & RESORTS | DESTINATIONS | RESTAURANTS | SPAS | OFFERS | MEETINGS & EVENTS | LOYALTY

Like 1.1k | Tweet 150 | Pin 1.3k

SEARCH

Burj Al Arab  
The Definition Of Luxury  
> EXPLORE MORE

BOOK WITH JUMEIRAH

Hotels & Resorts | Restaurants | Activities

Best Price Guarantee

SELECT A DESTINATION | ALL HOTELS | ROOMS (1) | CHECK AVAILABILITY

CHECK IN: 15/05/2014 | CHECK OUT: 17/05/2014

ROOM 1: ADULTS (2) | CHILDREN (0)

+ ADD PROMO/CORPORATE CODE  
+ ADD GROUP CODE

SUMMER FLAVOURS: JUMEIRAH HOTELS & RESORTS IN DUBAI

ROMANCE PACKAGE AT JUMEIRAH VITTAVELI

LIVE THE LONDON SUITE LIFE WITH JUMEIRAH CARLTON TOWER

Including: 2,000 Sirius Bonus Points

Currency: United Arab Emirates Dirhams | Language: English | Full Site | Mobile | Retrieve booking | Join Now | Login My Sirius

Jumeirah  
STAY DIFFERENT

HOME | HOTELS & RESORTS | DESTINATIONS | RESTAURANTS | SPAS | OFFERS | MEETINGS & EVENTS | SIRIUS

SEARCH

BOOK WITH JUMEIRAH

Best Price Guarantee

Hotels & Resorts | Restaurants | Activities

SELECT A DESTINATION | ALL HOTELS | CHECK IN: 11/05/2016 | CHECK OUT: 12/05/2016 | ROOMS (1) | ROOM 1: ADULTS (2) | CHILDREN (0) | CHECK AVAILABILITY

+ ADD PROMO/CORPORATE CODE  
+ ADD GROUP CODE

Burj Al Arab Jumeirah  
The Definition Of Luxury  
> EXPLORE MORE

JUMEIRAH FLAVOURS

SUITE SENSATION

ADVANCE PURCHASE RATE - BOOK EARLY TO SAVE



# The importance of the right metrics

## France

The screenshot shows the product page for the 'ANDY RODDICK ZIPPED SWEATSHIRT' on the Lacoste website for France. The price is £140.00. The page includes navigation menus, a search bar, and a detailed product description with size options and an 'ADD TO BAG' button.

Clicks

+0.36%

Add to basket

+7.53%

Purchase

+8.58%

## UK

The screenshot shows the product page for the 'ANDY RODDICK ZIPPED SWEATSHIRT' on the Lacoste website for the UK. The price is £140.00. The page includes navigation menus, a search bar, and a detailed product description with size options and an 'ADD TO BAG' button.

-0.09%

+3.55%

+8.32%

## Germany & Austria

The screenshot shows the product page for the 'ANDY RODDICK ZIPPED SWEATSHIRT' on the Lacoste website for Germany & Austria. The price is £140.00. The page includes navigation menus, a search bar, and a detailed product description with size options and an 'ADD TO BAG' button.

+0.56%

+3.34%

+3.62%

**Better to be slapped with  
the truth than kissed with a  
lie.**

Russian Proverb



Optimization fact 3

**THIS DOESN'T HAPPEN  
ON ITS OWN**

# Process

---



**KEEP  
CALM  
AND  
FOLLOW  
THE PROCESS**

# Optimization process

## **Themes**

What are the main optimization themes for your business?

## **Hypothesis**

What do you think will change your visitors behavior?

## **Prioritization**

How do you work out what tests to run?

## **Metrics**

How are you going to measure this change in behavior?

# Optimization themes

Research & Inspiration

Guidance

Trust and Confidence

Search and Selection

Incremental Revenue

Personalisation

Loyalty



### Copenhagen, Denmark

Tue 16 - Wed 17 May 2017, 1 night, 1 room, 2 adults [Change search](#) [Show recent searches](#)

Sort by **Our favourites** Star rating Distance Guest rating Price

**47%** booked  
47% booked for your travel dates. Don't wait until it's too late, book now.

**Narrow results:**  
242 hotels and holiday rentals

**Name contains**  
Hotel name...

**Price (for 1 night)**  
£0 to £500+

**Star rating**  
 ★★★★★  
 ★★★★☆  
 ★★★☆☆  
 ★★☆☆☆  
 ★☆☆☆☆

**Guest rating**  
0 to 5

**Payment & cancellation**  
 Free cancellation

**Hotels.com™ Rewards**

**Neighbourhood**

**Landmarks**


**Accommodation type**

**Facilities**

**Themes / types**

**Accessibility Features**

**Skt. Petri**  
Krystalgade 22, Copenhagen, 1172 Denmark, 0203 450 6788




Copenhagen City Centre  
4.4 miles to The Blue Planet Aquarium  
4.6 miles to Kastrup Airport (CPH)

**Very Good 4.0 / 5**  
975 Hotels.com guest reviews  
2,077 reviews

**Special Deal**  
~~£374~~ **£261**  
✓ free cancellation  
1 left on our site  
**Choose Room**  
Sponsored listing

**Social Proof**

**Zleep Hotel Copenhagen Airport**  
Loëgårdsvej 97A, Kastrup, 2770 Denmark, 0203 450 6788



Kastrup  
1.9 miles to The Blue Planet Aquarium  
1.3 miles to Kastrup Airport (CPH)  
0.9 miles to Copenhagen Tårnby Station

**Good 3.7 / 5**  
389 Hotels.com guest reviews  
117 reviews

**£171**  
price for 1 room for 1 night including taxes & fees  
✓ free cancellation  
3 left on our site  
**Choose Room**

**Absalon Hotel**  
Helgolandsgade 15, Copenhagen, 1653 Denmark, 0203 450 6788

Copenhagen City Centre

price for incl.

**Why book with us?**  
 Hotels.com doesn't charge

115 people are currently looking at hotels in Copenhagen

- Recommendation
- Anchoring
- Reassurance
- Scarcity
- Confirmation

# Business question – Hypothesis

**Problem:** There is a high drop-off rate on the delivery options page.

**Hypothesis:** By reducing the number of delivery options, more people will go on to purchase.



# Prioritization

## Is this worth doing?

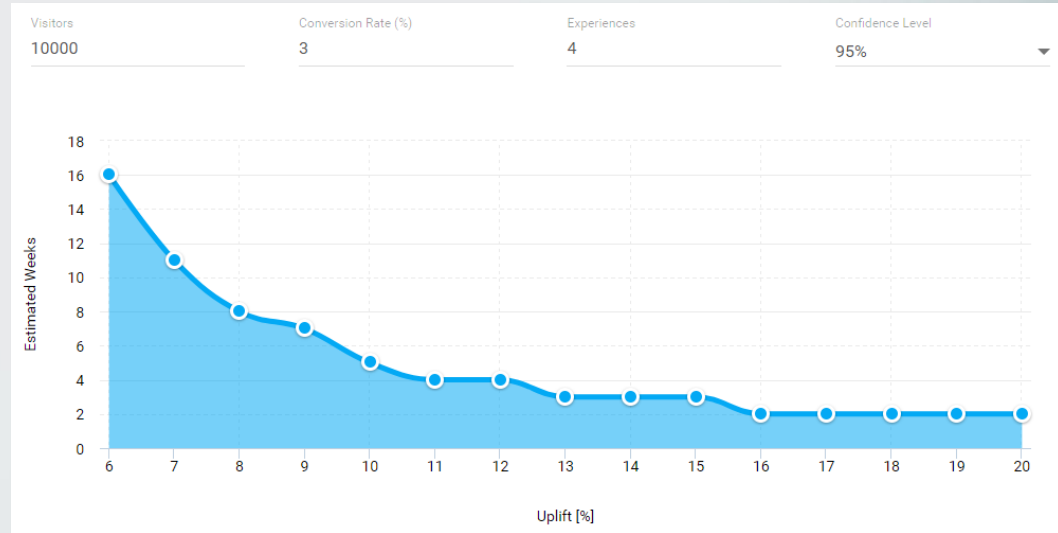
- Is there enough traffic volume to test effectively?
- Is there enough value to generate ROI?
- Are we re-allocating existing ROI?

## Can you build it?

- Could a winner be implemented?

## Internal politics

- Is anything stopping you from testing?
- Is there something you have to do first?



# Actions and Metrics

**Action** : Predefined events on a website that are performed as part of a task



**Metric** : A measure of performance of an action





FREE STANDARD DELIVERY ON ALL ORDERS\*

FREE NEXT DAY DELIVERY LIMITED TIME ONLY\*

FREE BUY & COLLECT WHEN YOU ORDER BY MIDNIGHT

HOMEPAGE / WOMEN / Tops

WOMEN'S TOPS

Be at the top of the style game with our stylish selection of women's tops. From brands like Whistles, Mint Velvet, Phase Eight and more, we have everything from going-out tops to t-shirts, women's blouses to sweatshirts.

Blouses & Shirts

T-Shirts

Bodysuits

Bardot Tops

1-30 of 4052

30 100 ALL



Sort by

1/36

REFINE BY

STYLE

- Blouses and Shirts (1,028)
- Cardigan (4)
- Crop Tops (8)
- Golf Tops (27)
- High-Low Tops (5)
- Hoodies (7)

TOP BRANDS A-Z

- Superdry (350)
- Oasis (194)
- Hallhuber (155)
- White Stuff (149)
- Mint Velvet (139)
- Ted Baker (137)

SIZE

- 2 (5)
- 4 (32)
- 6 (880)
- 8 (1,466)
- 10 (1,625)
- 12 (1,588)

COLOUR

- Black (765)
- Blue (833)
- Brown (21)
- Gold (8)
- Green (144)
- Grey (409)

NECK TYPE

- Rounded collar (22)



**BIBA**  
Ruffle Front Logo Trim Blouse  
Be the first to write a review  
**£59.00**



**BIBA**  
Pleat and frill long sleeve blouse  
Be the first to write a review  
**£69.00**



**BIBA**  
Loop neck long sleeve blouse  
Be the first to write a review  
**£59.00**



**TED BAKER**  
Copey Chelsea Black Bardot Top  
Be the first to write a review  
**Now £43.00** Was £109.00



**BIBA**  
Deco print long sleeve ruffle blouse  
Be the first to write a review  
**£60.00**



**LABEL LAB**  
Studded elbow sweat  
Be the first to write a review  
**£35.00**



## 1) Themes

Research & Inspiration

Incremental Revenue

.....

Guidance

Personalisation

.....

Trust & Confidence

Account Management

.....

Search & Selection

Loyalty

.....

## 2) Hypothesis

1. By reducing the number of filter options we reduce complexity and drive more sales.
2. Clear payment terms early in the process will increase checkout rate.

### 3) Prioritisation

Payment options

Quick win that will likely to generate the most uplift

### 4) Metrics

Add to basket,

Click rate to product detail,

Basket value

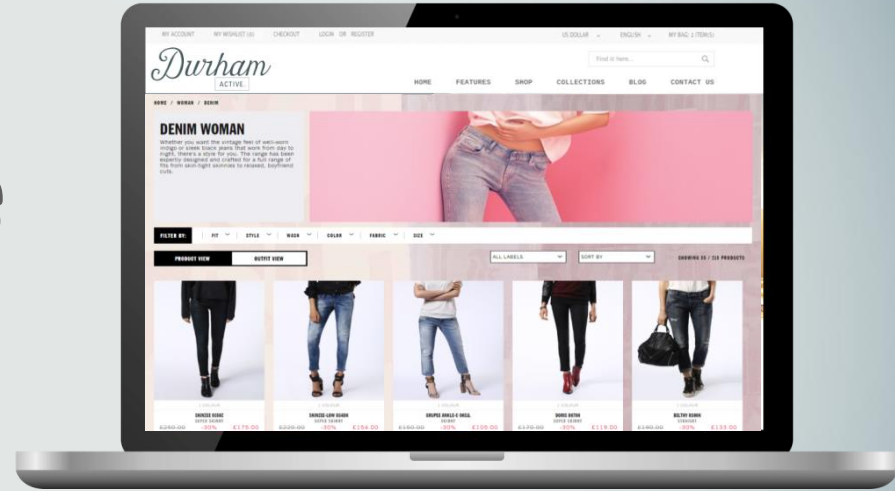
# WHERE DO WE GO FROM HERE?



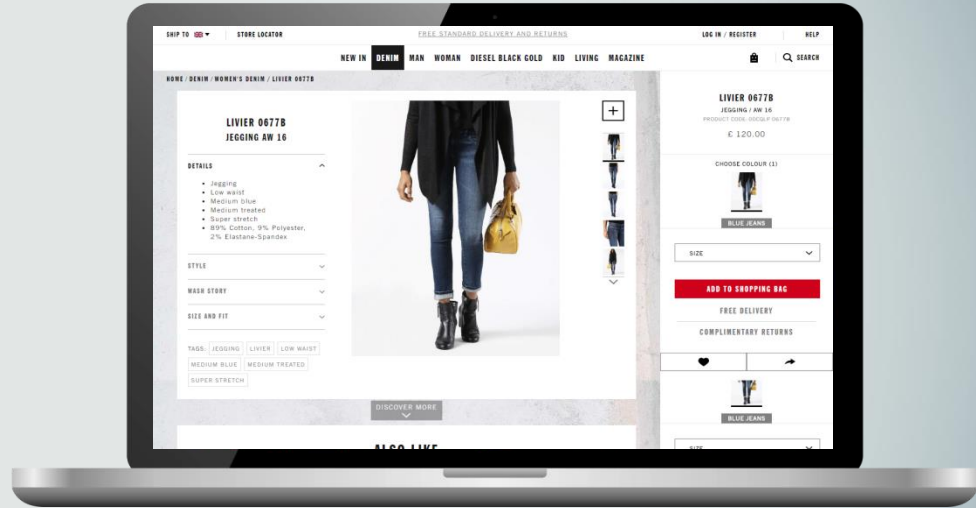


Targeted search  
can increase click-  
through rate by  
up to **76%**

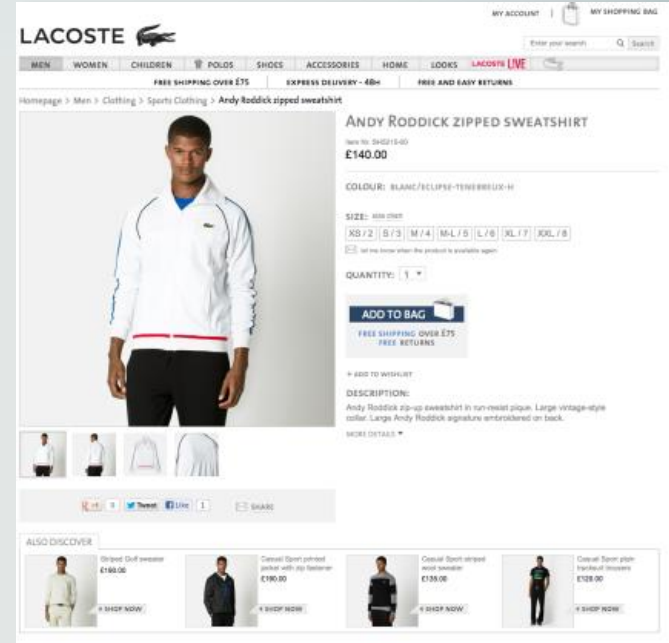
Targeted landing pages can increase conversion by **15%**



Optimized  
product pages  
can generate an  
additional **3%** of  
revenue



Optimized  
product pages  
can generate an  
additional **3%** of  
revenue

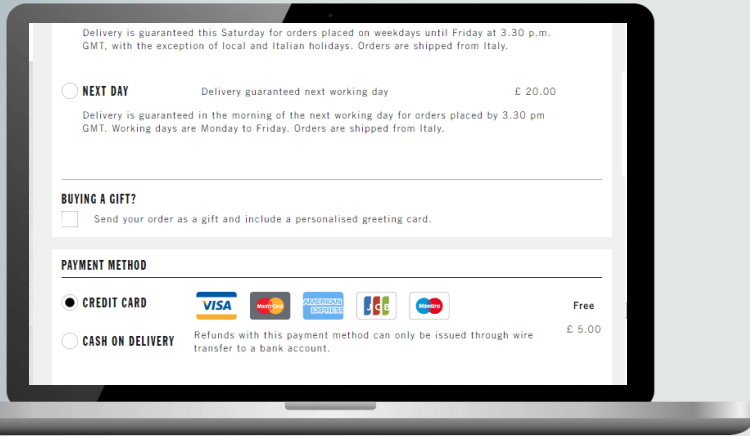


**+8.58%**

ORACLE®



# Clear terms and conditions increase trust and confidence and can add up to **5%** to conversion rates



Effective use of data can improve return on AD spend (ROAS) by up to **30%**



# Upcoming Event

Customer Experience Journey Mapping (CXJM)  
Workshop

Location: Copenhagen (Ballerup)

Date: April 12th, 2018

At this free workshop you will not only get hands-on experience with learning how to design customer journeys, but you will also be given access to the tools and methodology needed to bring this back to your organization.

[Register Here](#)



# LET'S TALK!



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**ORACLE®**

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**MARKETING  
CLOUD**