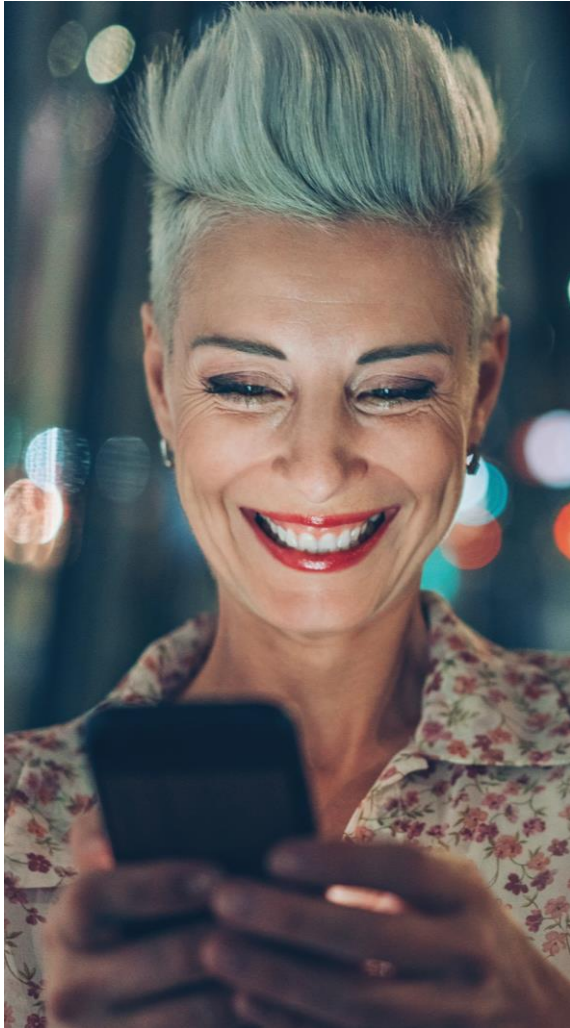


PERSONALISATION AT SCALE

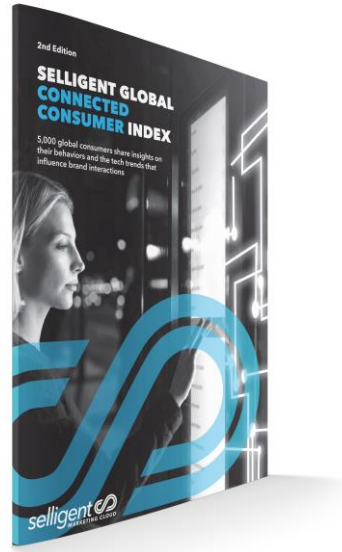


Tim Stone
Global Head of Revenue Marketing
@stonecollab





THE ***CONNECTED*** ***CONSUMER***



They are always-on.
They expect you to **treat them**
*****as individuals** and to***
*****'know'** exactly their needs***
*****and wants*****

71%

believe that personalisation is very important.

71%

expect brands to know *their story* after *one* interaction.

FINE LINE BETWEEN TARGETING & BEING INTRUSIVE

69%

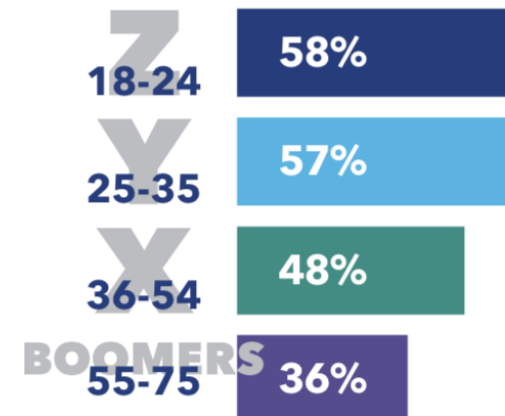
*Find it 'creepy' when they receive ads based
on unprompted cues from voice assistants*

***The younger the consumer, the
more privacy-wary.***

51%

*of global respondents worry
that their voice assistants are
listening to them without
their consent*

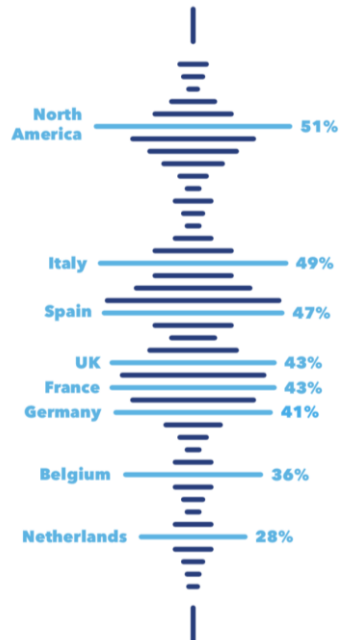
**Younger generations are more
suspicious of voice assistants
listening without cues:**



SHIFTING BEHAVIORS DUE TO PRIVACY

45%

use voice assistants despite
'creepy' factor



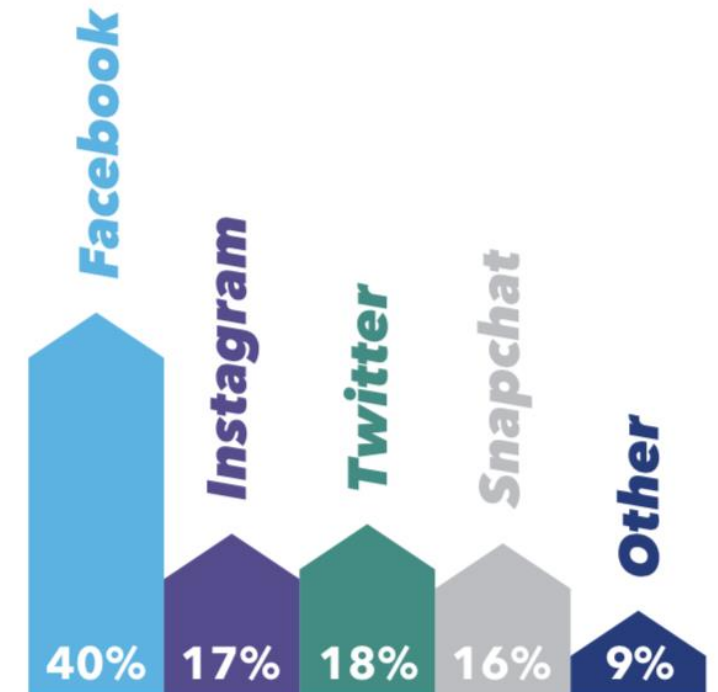
41%

reduced social media use due to
privacy concerns*
*last 12 months

32%

quit social media due to privacy
concerns*
*last 12 months

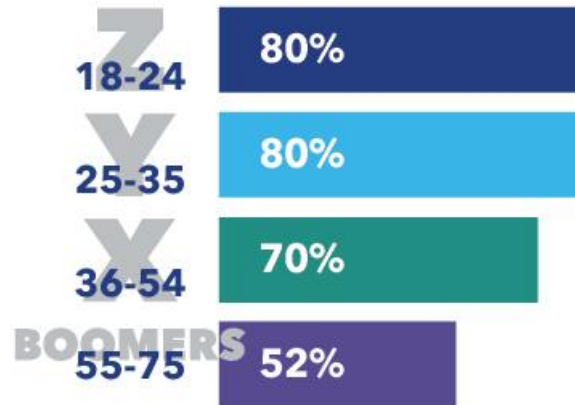
Platforms abandoned



DELIVER VALUE BY BRINGING THE RIGHT AMOUNT OF PERSONALIZATION

71%

agree that a personalized experience is very important



56%

57%

51%

38%

18-24

25-35

36-54

55-75

BOOMERS

51%

are willing to share personal details for a more personalized experience



FRICTIONLESS DELIVERY



Convenience



Speed



Service



Relevance



HIGH EXPECTATIONS FOR CONNECTED CUSTOMER EXPERIENCES



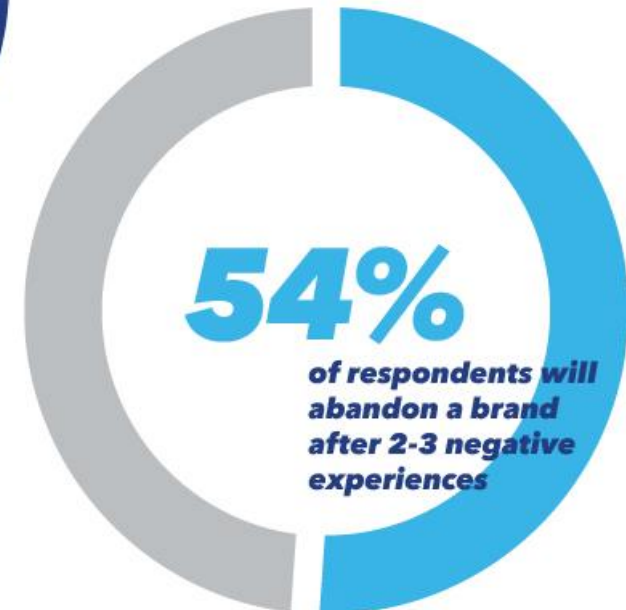
90%

expect a resolution
in 24 hours or less



71%

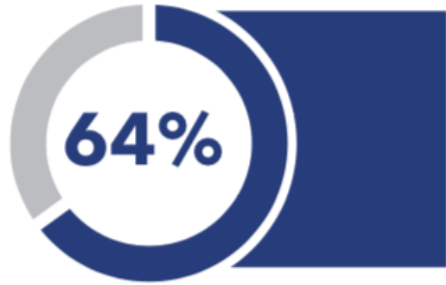
*of consumers expect
companies to have all
information about them
with an escalated issue*



54%

*of respondents will
abandon a brand
after 2-3 negative
experiences*

OMNICHANNEL EXPERIENCES REIGN



*Merge online and in-store
shopping experiences*

***360-degree view of
customer is critical
to seamless
online-offline
experiences.***



*Expect brands to assist and give
recommendations
in-store*



Top Tips to achieve Loyalty B.O.N.D

WHITE PAPER

THE ULTIMATE GUIDE TO CUSTOMER LOYALTY

Maximize marketing ROI by creating a long-term B.O.N.D. with customers

- **Benefits**
 - *Ongoing, Financial + Non Financial*
- **Openness**
 - *Willingness to share data*
- **Nurturing**
 - *Personal and Regular*
- **Devotion**
 - *Brand Advocates*



***IT'S ALL ABOUT
THE DATA***





Customer State



Customer Sat.



Subscription Plan



Device Type



Current Location



Sales



Marketing

Service



EVOLUTIONARY APPROACH



The Power of a Rich Data Model



User Data

- **Acquisition source** (search, INN, web, social)
- **Email address, mobile #**
- **Channel Preferences**
- Customer History
- Day/time of Interest action
- Content Interests



Demographics

- Age
- Gender
- **Geography**
- **Income level**
- **Life Stage**



Email Behavior

- Which users **opened** or **clicked** through?
- What link categories did your users click through?



Mobile Behavior

- Which users **are reading on mobile devices?**
- What device? OS?
- Mobile Application download? Usage?



Web Behavior

- **Browse behavior**, click path
- Which users make a brand a **favorite**?
- What was the user's **search criteria**?



Social Graph & Behavior

- Which users are asking or tweeting about?
- Which users are:
 - **Critics**
 - Spectators
 - **Evangelists**



Data struggles – You are not alone!!

Our technology doesn't enable it

84%

Our data is too siloed

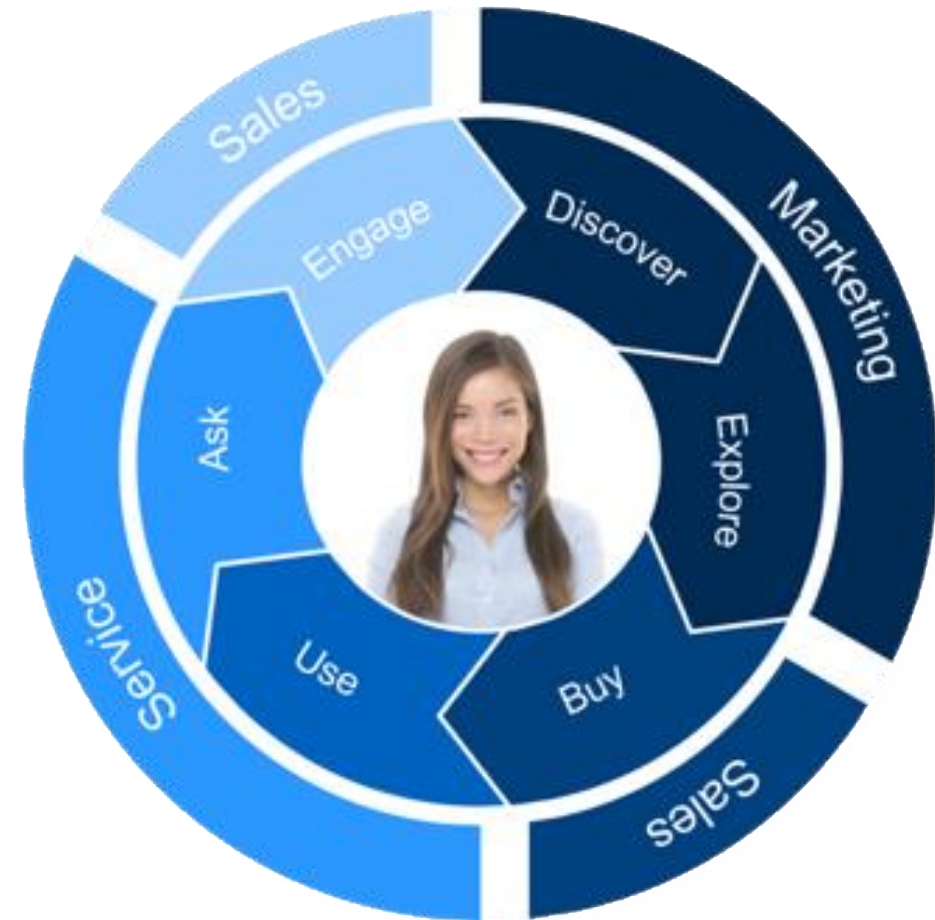
51%

Our processes are too antiquated

34%

Study your stack

- Can you tie data back to an individual?
- Are real-time data updates supported?
- Do you have the capability to import/export easily?
- Are frequent batch processes supported?
- Is API data transfer + trigger communications
- Can you harvest behavioral data?



Predicting the next shopping moment

65% increase in conversion
38% Open Rates
<1% Unsubscribe

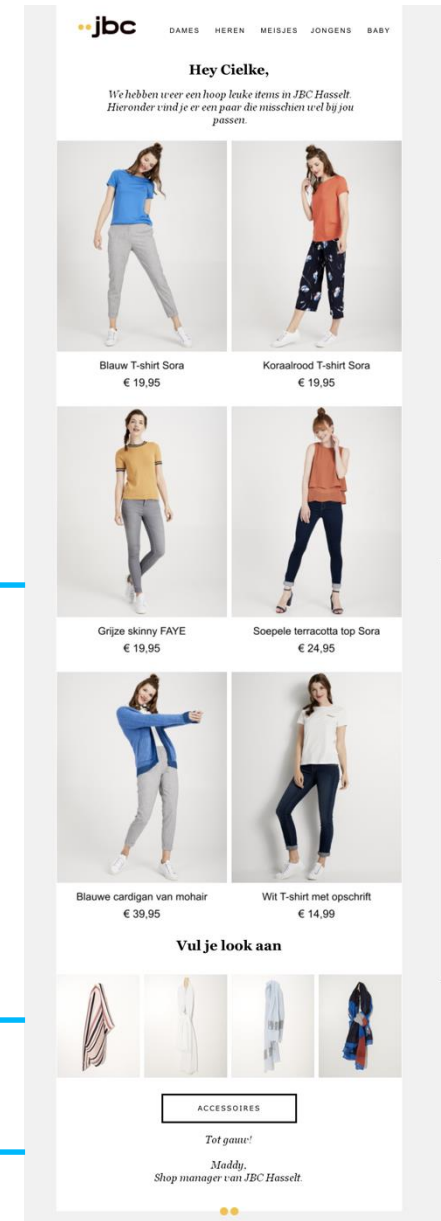


Favorite/closest store

Recommended Products:

- Main shopping department
- Purchase browse behavior
- Stock
- Season

- Name of store
- Manager/personal shopper
- True Multichannel





Case Study: Cool Blue

Connecting the Customer Experience for the European tech retailer

1

Proactive Engagement

- Outbound engagement campaign in Selligent
- Instructional videos sent upon delivery
- Reduced call volume & returns



2

Repurpose Agents (no reduction of agents)

- Converted agents into inside sales reps
- Built cell phone outreach campaign in Selligent w/ 30-sec call guarantee
- Transformed cost center to profit center



3

Deliver Results

90%

Decrease in returns calls

30%

Decrease in return rate

+2pt

Improvement in NPS Score

28%

Sales conversion rate on cell phones



Omnichannel engagement



- ING surveyed their target audience (young people) to design campaign around their preferences
- Highly personalized engagement before during and after music festivals leveraged automated email, mobile and social platforms
- Pre-registration for free giveaways created new customer conversions
- Share-to-social videos and selfies generated additional exposure

43,000 participants registered, shared selfies, and for a total reach of 70,000



ACCELERATE WITH AI



WHO is it?

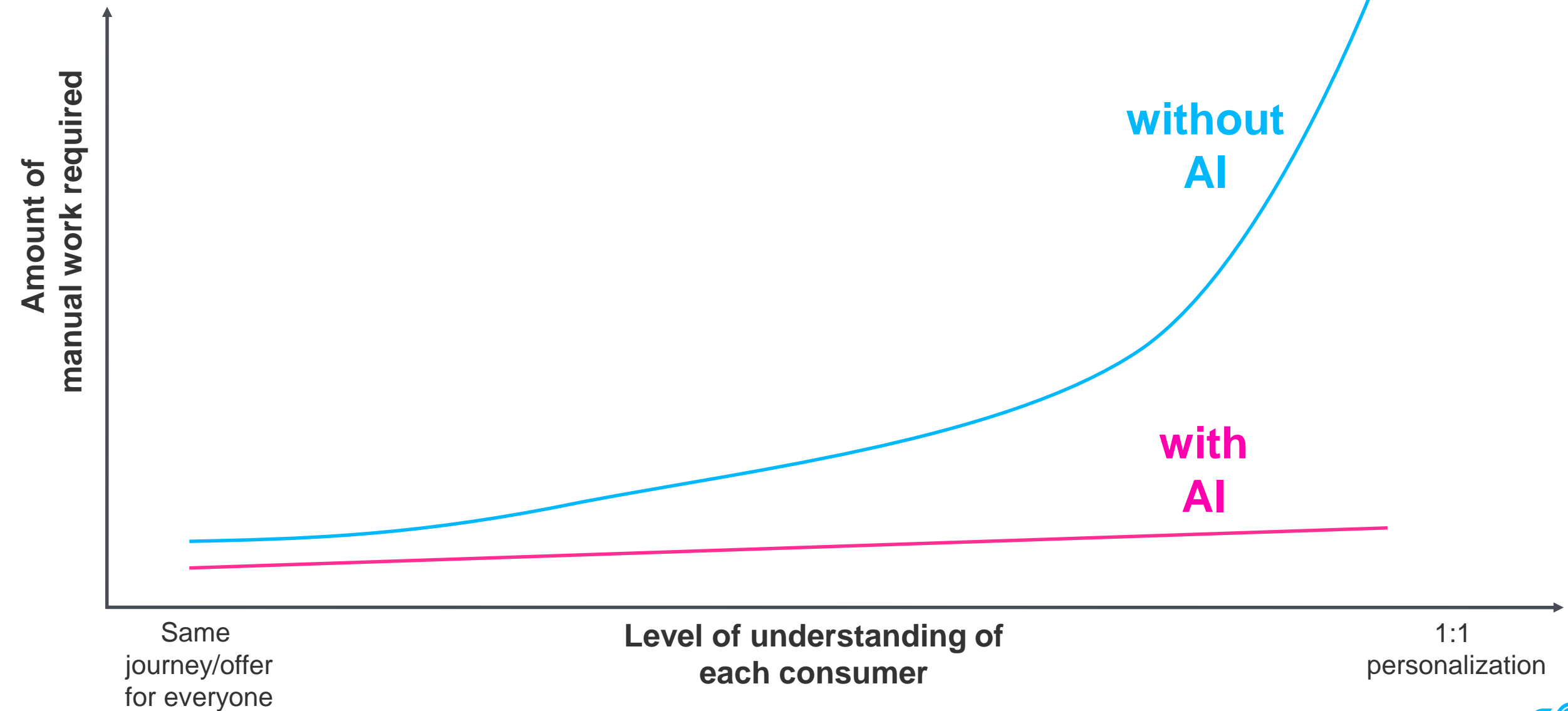
WHAT does he/she want?

HOW / WHEN does he/she want it?

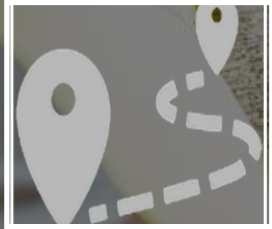




Marketing Needs AI



WHY PARTNER WITH SELLIGENT?



We are uncomplicated

No partnership tiers, complicated engagement processes or conflict with internal sales and services teams. We make partnership straightforward, predictable and fun..



No barriers to entry

No expensive annual fees, training or support costs. We invest heavily in our partners and our combined success..



Entirely focused on business and growth

We provide access to our sales, services and marketing resources from Day 1. We are entirely focused on finding new opportunities to build business together and don't discriminate by size or specialism. We tailor the partner model to you..

Final Thoughts



Time to Value



Intelligent
Platform



Trusted Partner



Customer
Experience





Pepe Jeans
LONDON



IHG®
InterContinental
Hotels Group



TI Media

Penguin
Random
House

Club Med



Thank You

VISA



Office DEPOT®
OfficeMax®

HEARST

VIACOM®

build.com.



T-Mobile®

