

VÄLKOMMEN!
WELCOME!

SPEAKER:

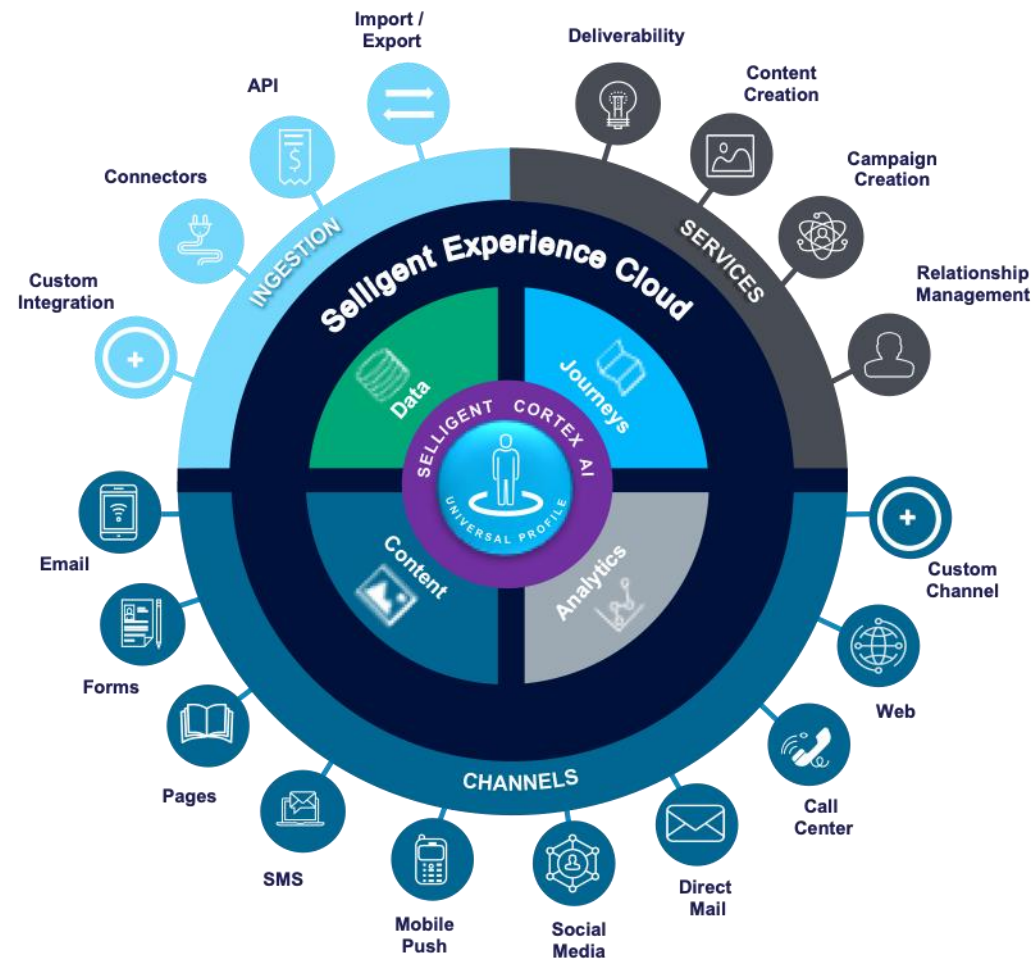
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 @Selligent



SELLIGENT - THE INTELLIGENT OMNICHANNEL MARKETING PLATFORM



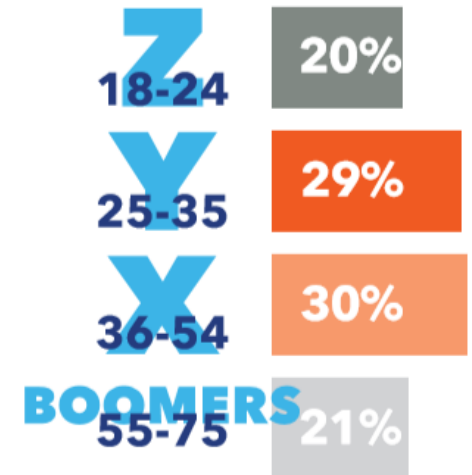
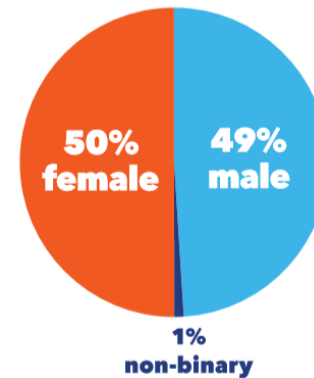
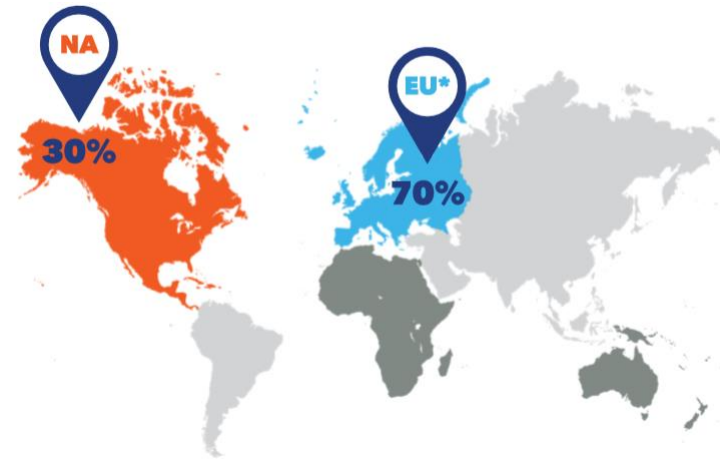
BUSINESS [UN]USUAL

CHANGING CONSUMER BEHAVIORS



SELLIGENT 2020 GLOBAL CONNECTED CONSUMER INDEX

- Our annual index surveys 5,000 consumers from around the world and in 2020 they share insights on their shifting priorities amid the global pandemic and how brands can meet changing expectations



TODAY'S AGENDA

- WHAT MATTERS MOST TO CONSUMERS
- WHAT CONSUMERS EXPECT FROM BRANDS
- MEETING NEW CONSUMER EXPECTATIONS



TIMES ARE CHANGING FOR CONSUMERS

GLOBAL HIGHLIGHTS – BY THE NUMBERS:

75% have had their jobs and income negatively impacted due to COVID-19, but optimism is still strong.

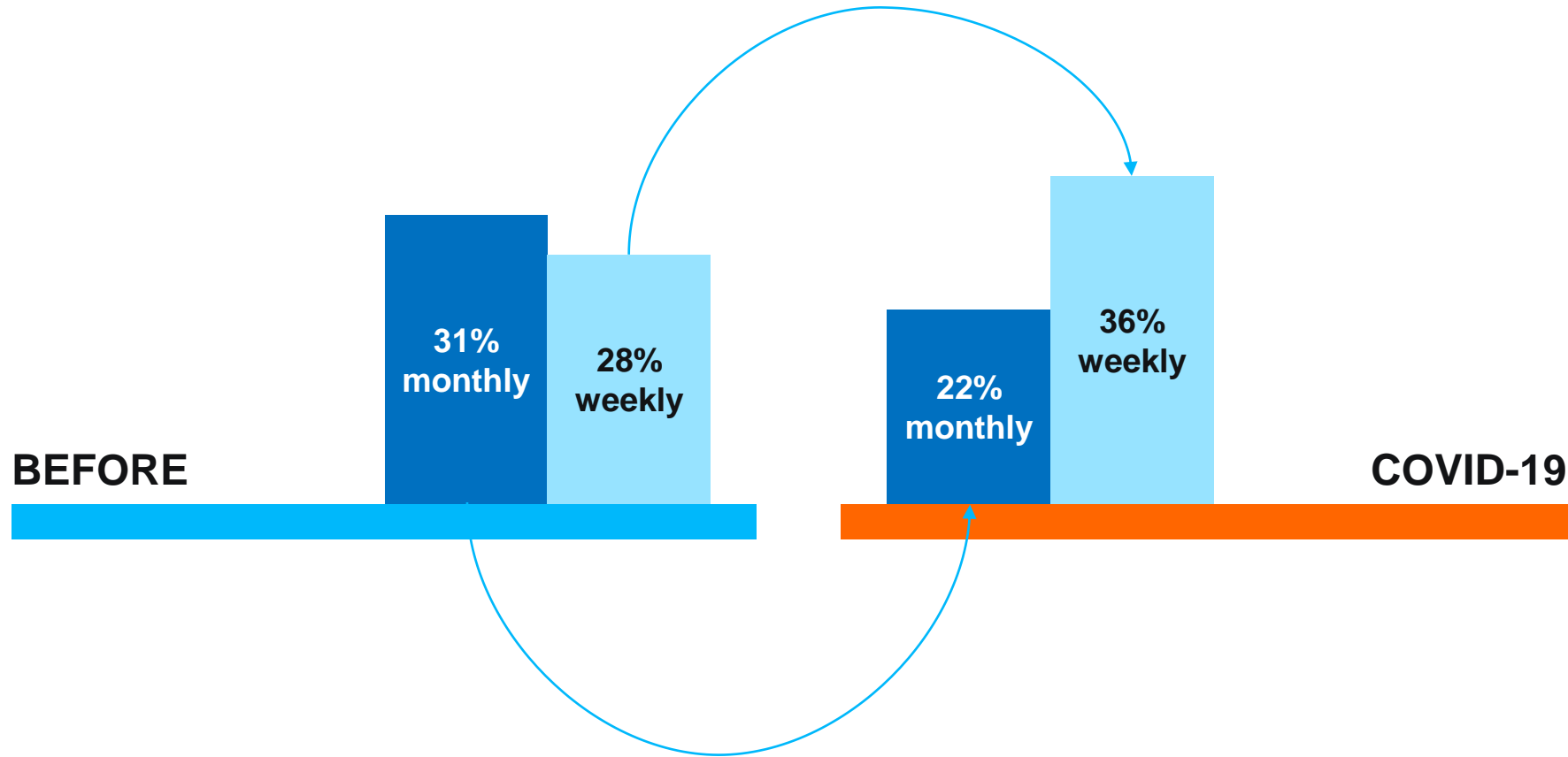
believe that remote work will be a part of their future. **58%**

56% intend to make new purchases to reflect this new remote work lifestyle, but data shows that consumers remain cautious about “non-essential” spending.



SPENDING BEHAVIOR

HOW WE HAVE CHANGE



SPENDING BEHAVIOR

HOW WE HAVE CHANGE

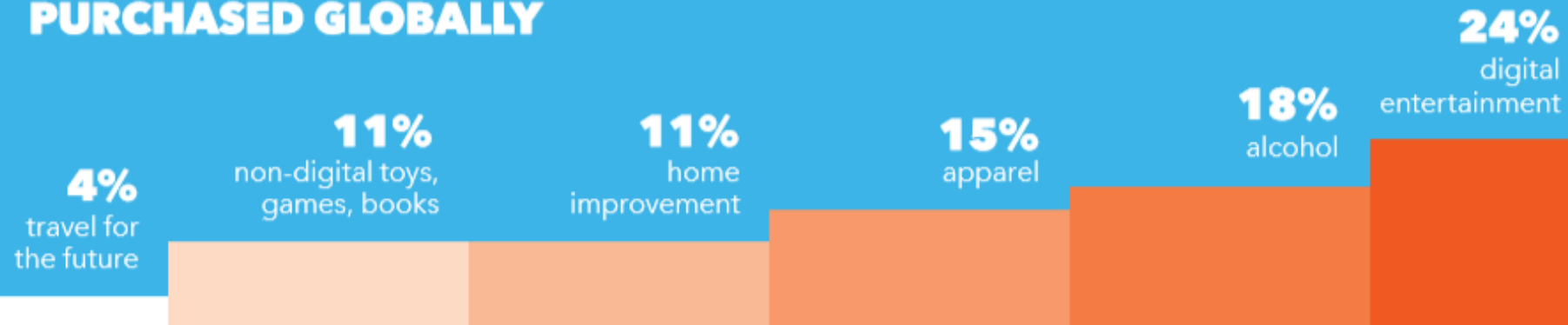


WHAT ARE PEOPLE BUYING ONLINE?

60%

prioritized purchase of "essential items"

TOP "NON-ESSENTIAL" ITEMS PURCHASED GLOBALLY

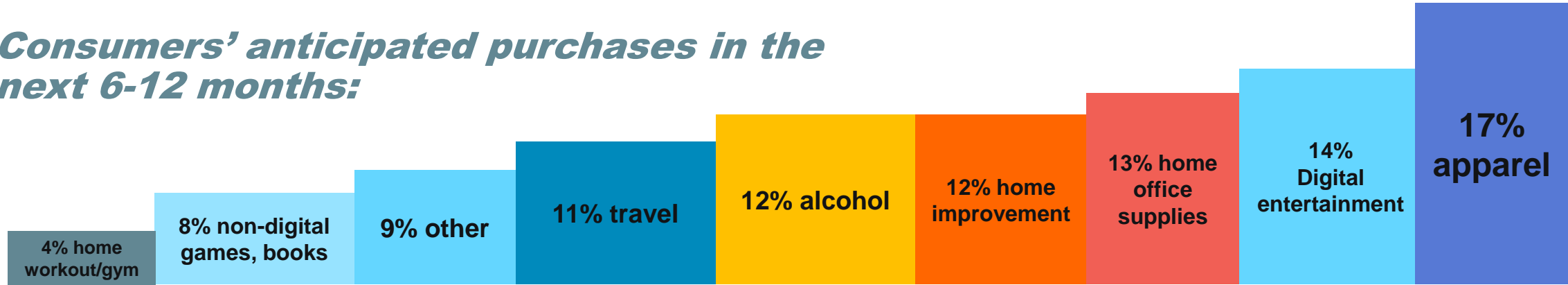


SPENDING BEHAVIOR

HOW WE HAVE CHANGE



Consumers' anticipated purchases in the next 6-12 months:



mix of online & in-store **39%**

continue mostly online **28%**

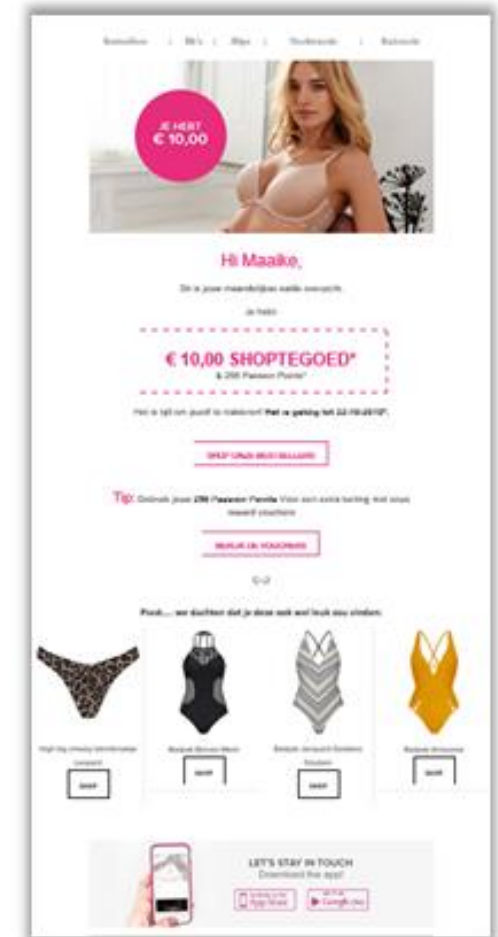
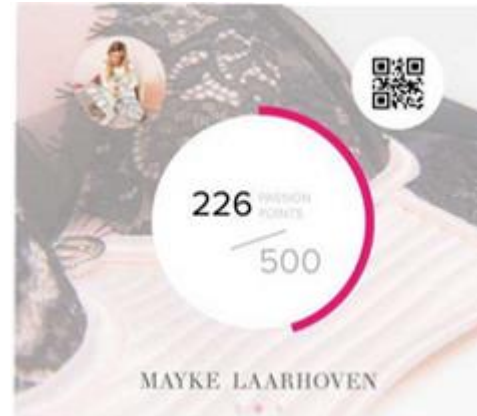
can't wait to shop in-store **24%**

haven't planned yet **10%**

When life gets back to a "new normal," consumers have varying shopping plans:



MOMENTS OF IMPACT: LOYALTY SCHEME



Converting virtual loyalty rewards into direct revenue quickly

- Automated emails with monthly balance statement
 - **Online conversion of 4.5%**
- Dynamic subject lines in newsletters and AB testing for increased personalisation
 - **Increased revenue when mentioning Shop Credit**
- Selligent Cortex – Smart Content product recommendations
 - **Items in the AI dynamic feed generated 20% of the total clicks**

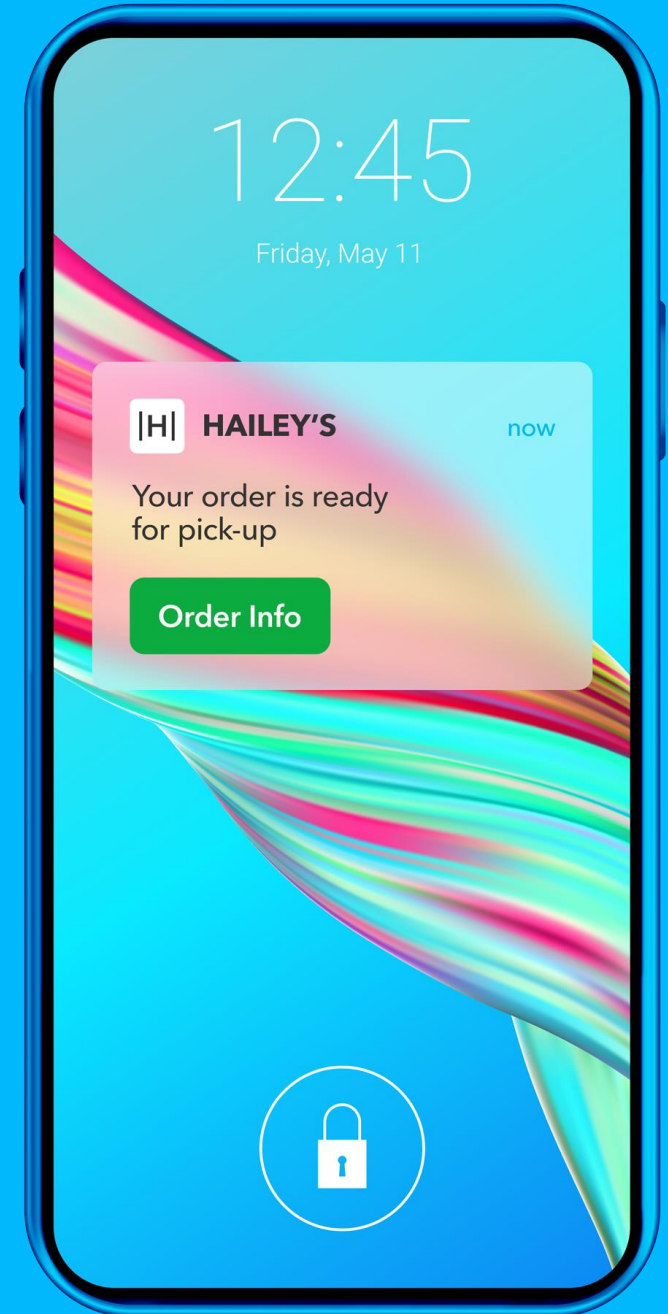
MEETING THE NEW DEMANDS TIMELY DIGITAL COMMUNICATION IS KEY

55% have unsubscribed from brand emails
due to “too many emails”

expect real-time app or email updates
on delays or changes when making a
purchase

76%

64% desire mobile/contactless pick-up
and/or check-in options

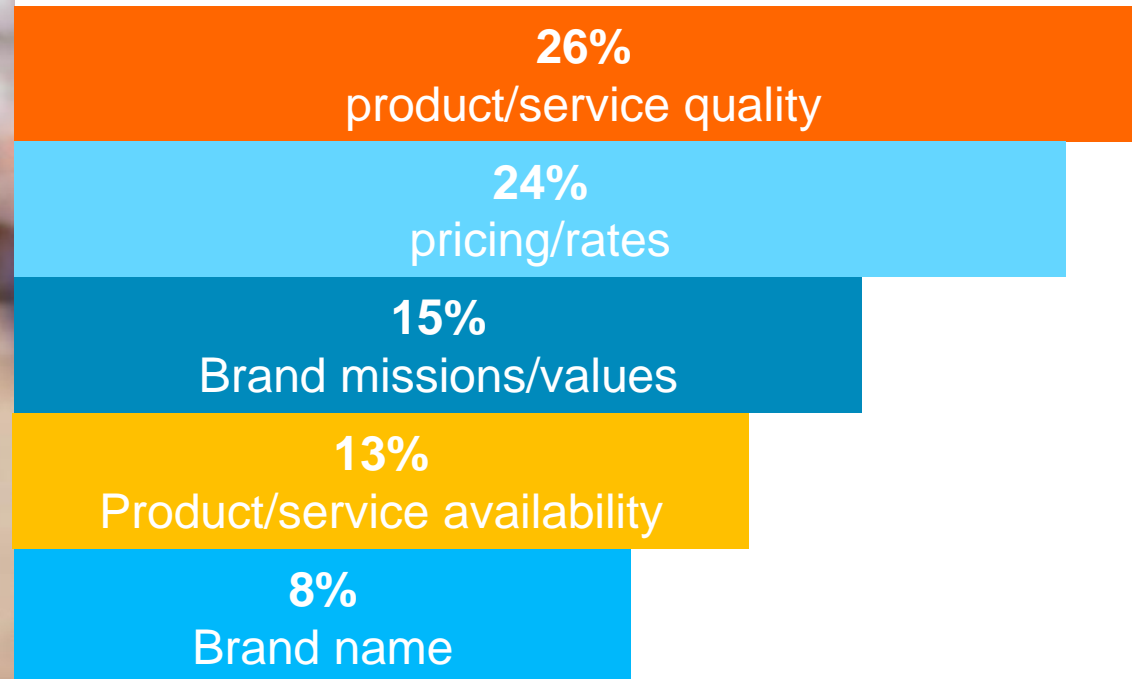




TRUST & LOYALTY

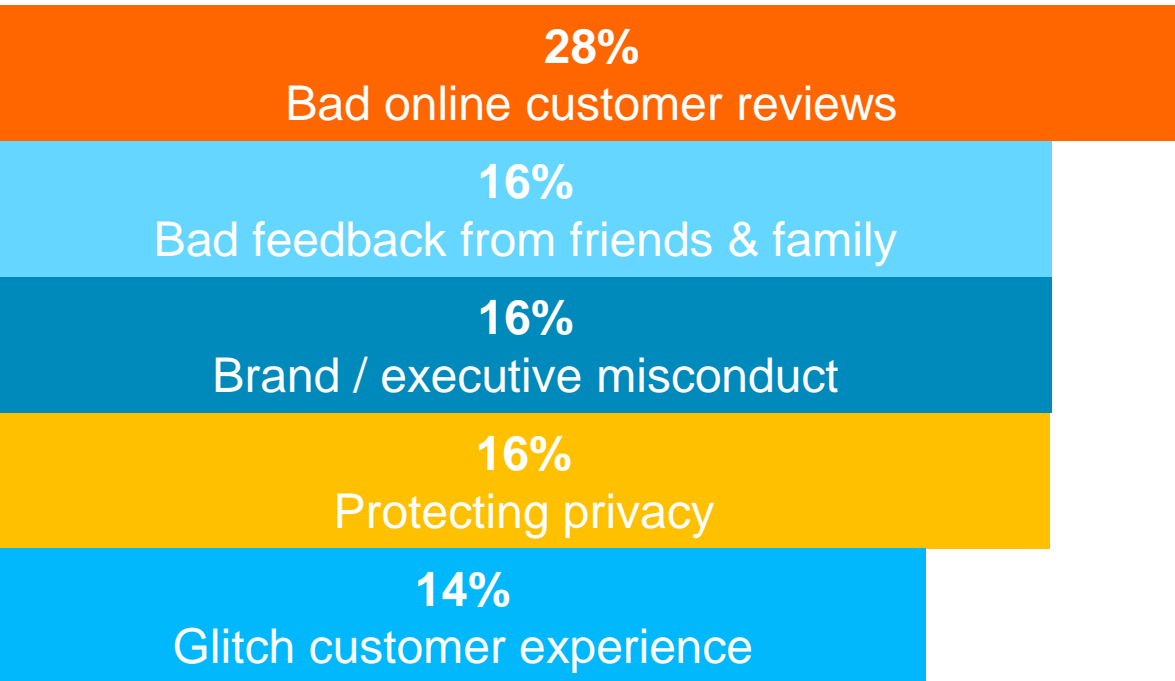
TOP 5 REASONS CONSUMER ARE LOYAL TO A BRAND

What does it take to earn trust now?
What motivates customers to come brand advocates?



TRUST & LOYALTY

TOP 5 REASONS PEOPLE DISTRUST BRANDS

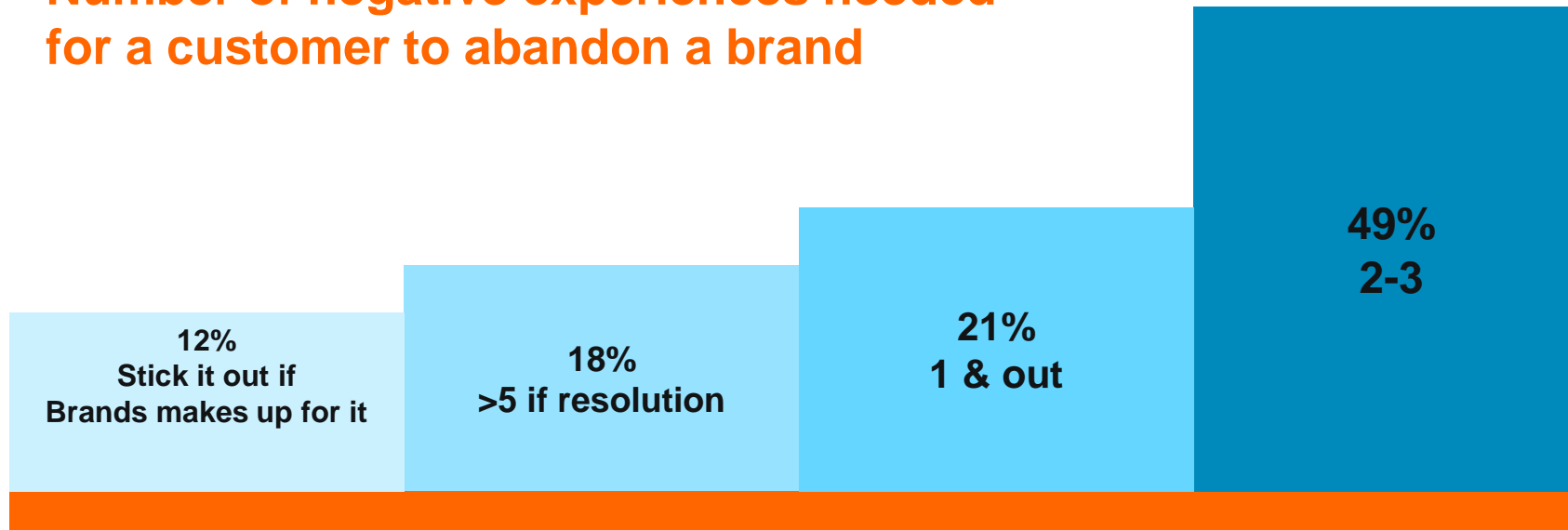


TRUST & LOYALTY

NEGATIVE EXPERIENCES



Number of negative experiences needed
for a customer to abandon a brand



MOMENTS OF IMPACT: **SUBSCRIPTION SCHEME**

Keeping subscribers informed, actively subscribed, engaged, and satisfied with product and services during the coronavirus

- Digital & email channels with the ability to quickly and easily create engaging and relevant content to their subscribers
- Ability to segment their data accordingly and utilizing send time optimization based on behavioral triggers in single-batch journeys

Overall they sent just over one million emails in seven rounds to our global audience of subscribers:

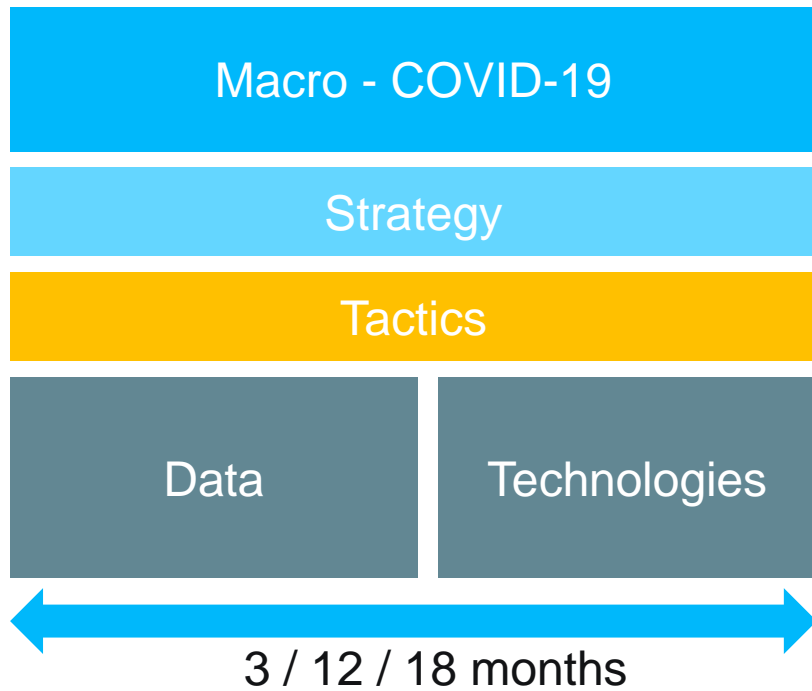
- **25% Open Rate**
- *The Week Junior* saw **over 20,000 downloads** in just the first month of launch of its new digital edition's app
- *Cyclist* magazine subscriptions increased by **39%** since January



FINAL THOUGHTS

SMART, AGILE, FUTURE-PROOF

- PRIORITIZE A STRONG OMNICHANNEL PRESENCE
- EMPHASIZE REAL-TIME, CUSTOMER-FIRST SERVICE
- ADAPT TO THE CHANGING MEANING OF LOYALTY

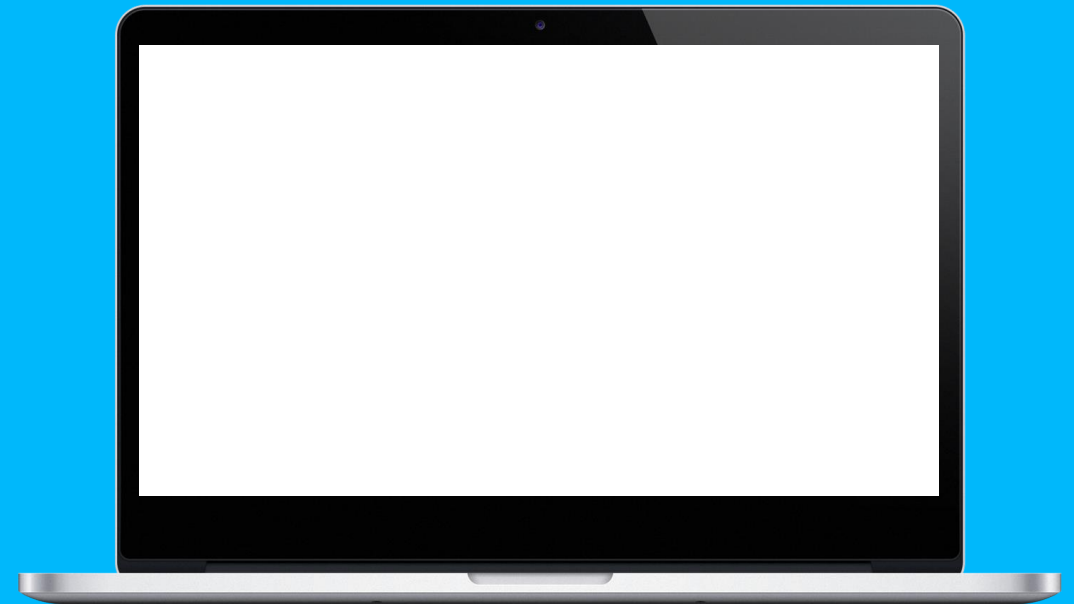


GLOBAL CONSUMER SURVEY INDEX



www.selligent.com/connectedconsumer

PERSONALIZED ONLINE DEMO



www.selligent.com/demo





Tack så mycket
Thank you

