

# *Data- och kundinsiktsdriven kommunikation*

*- Tips & Trix från en 45-årig digital immigrant*

*Mattias Andersson, Friends & Insights, part of House of Friends*



- Partner & Senior Analyst - Friends & Insights
- Head of CRM Analytics - SAS
- Business Analyst Manager - Telia
- CRM- & Kundklubbsansvarig - Twilfit
- Head of Analytics - 3 Sverige
- Part of the book "30 Advices from 30 Greatest Professionals in CRM and Customer Service in the World"

# # Timing (och lite till)





# Men Stefan.

Du verkar ha missat vår nya linje mellan Bromma Airport och Arlanda.  
Boka din biljett i vår app eller på [flygbussarna.se](http://flygbussarna.se) nästa gång.



**Flygbussarna**  
AIRPORT COACHES

SO HARD  
CK AND BLUE

re victims of abuse.  
illusion.

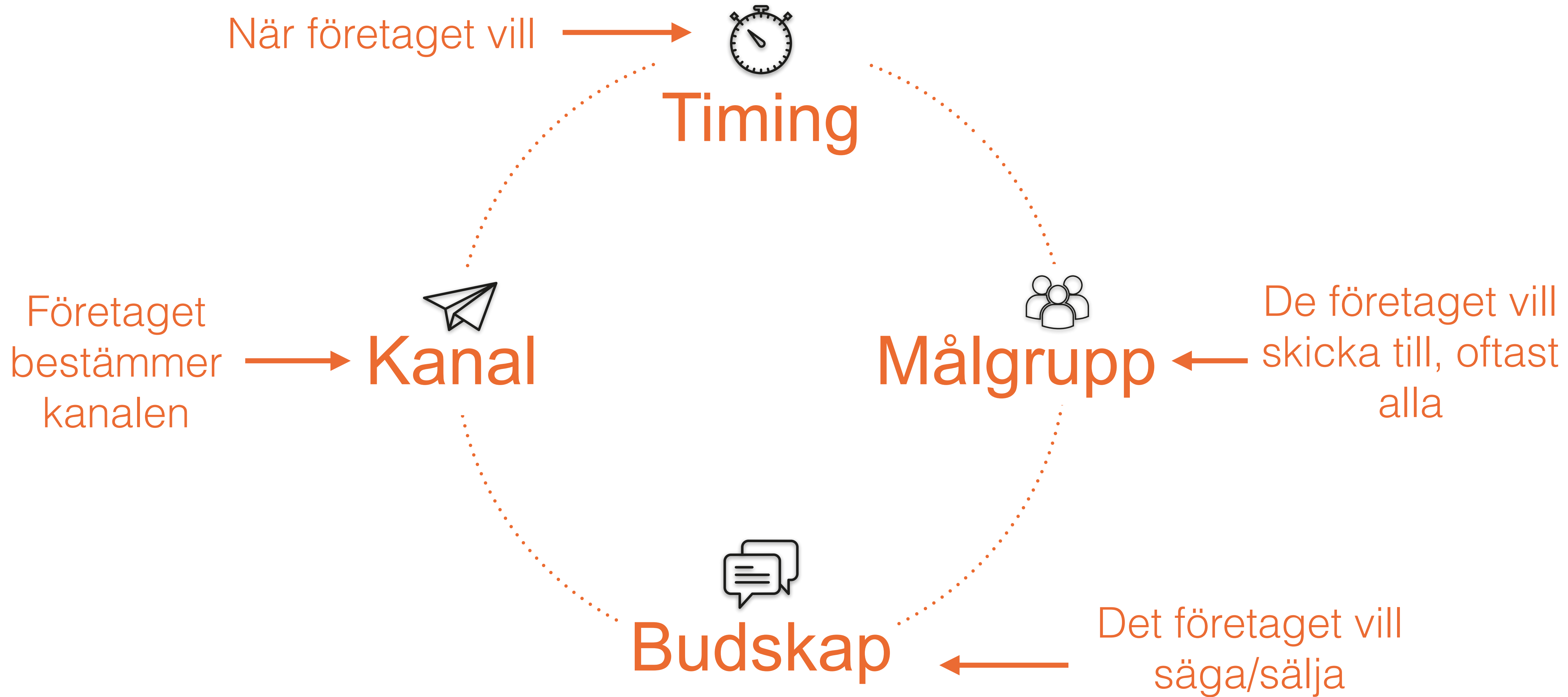


o help, contact us on 021 638 5511





# Marknads-/CRM-avdelningens verklighet kring kampanjer(?)

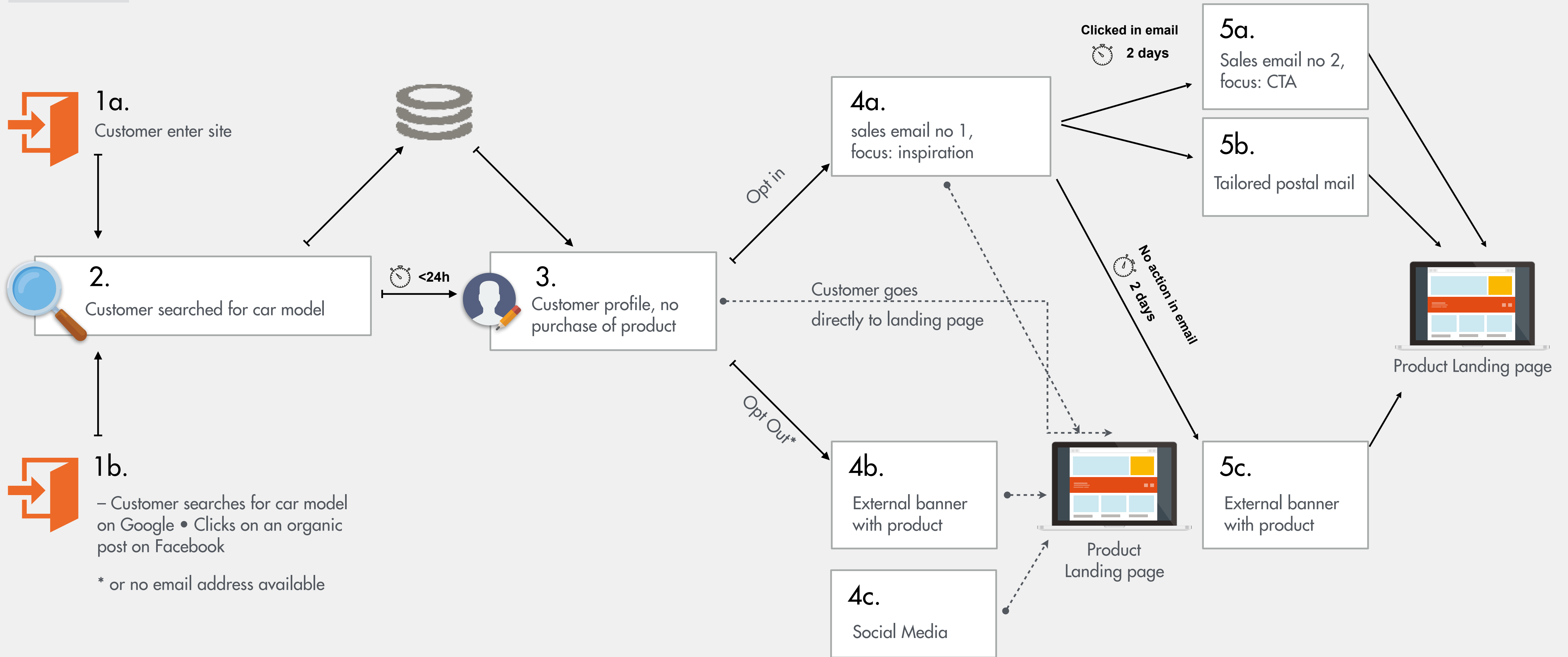




# Campaign vs. Always on

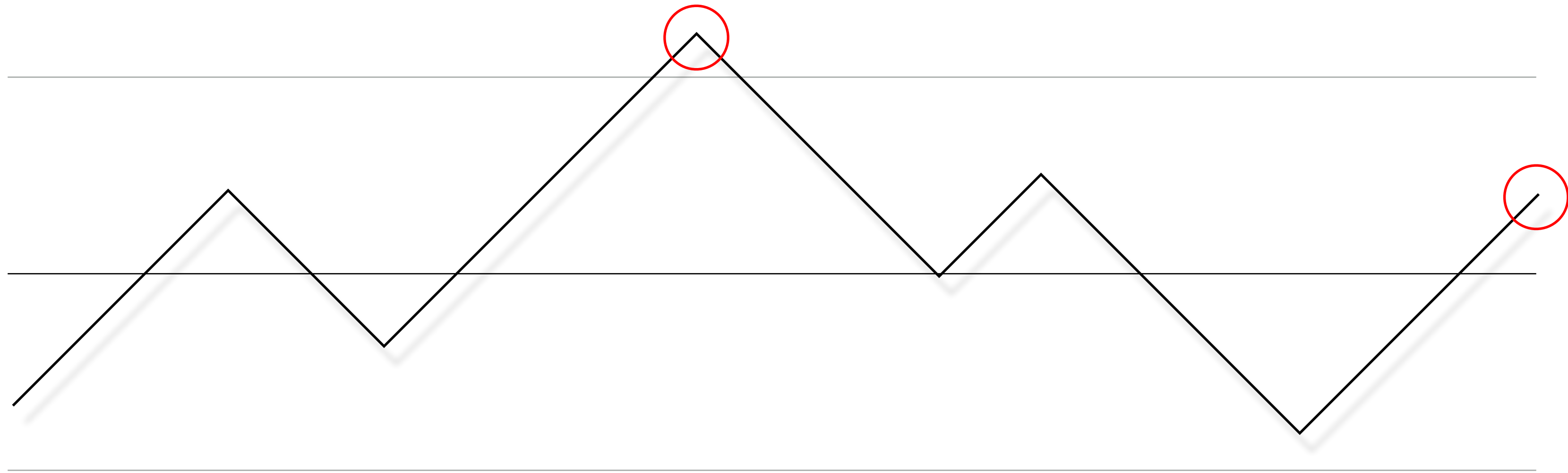








# # Sequential Marketing & Peak - end rule





# # *Attribuering & ROMI*

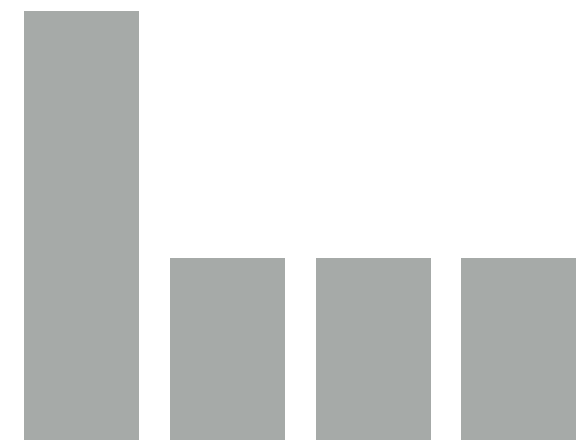
# Attribution models



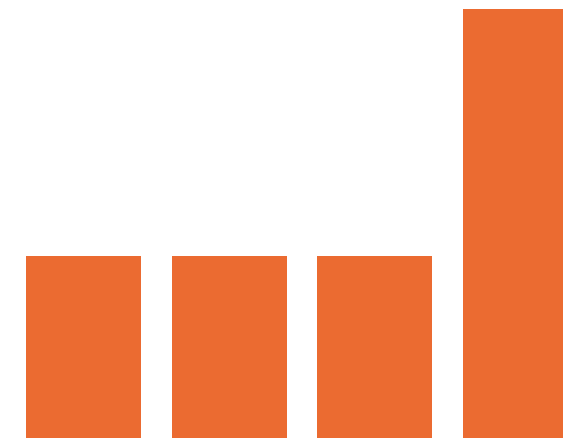
First click



# Attribution models

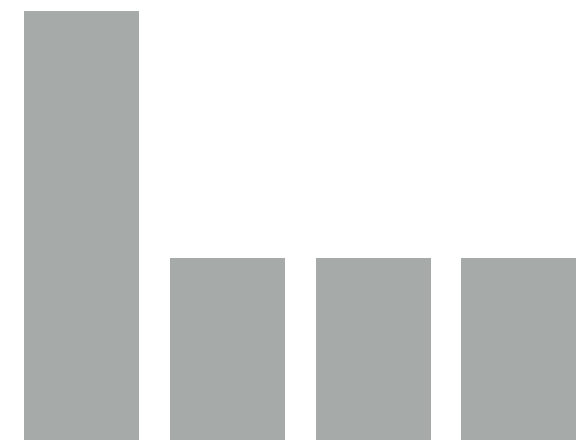


First click

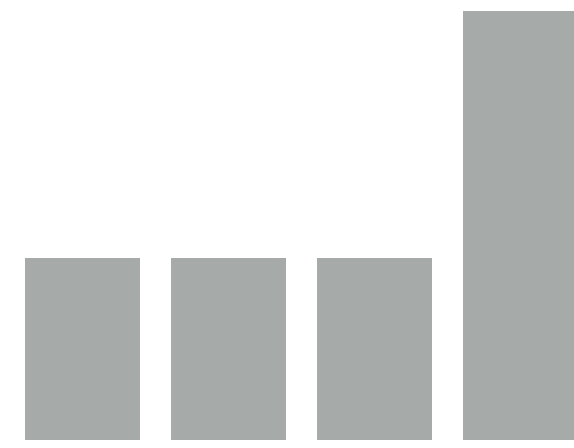


Last click

# Attribution models



First click



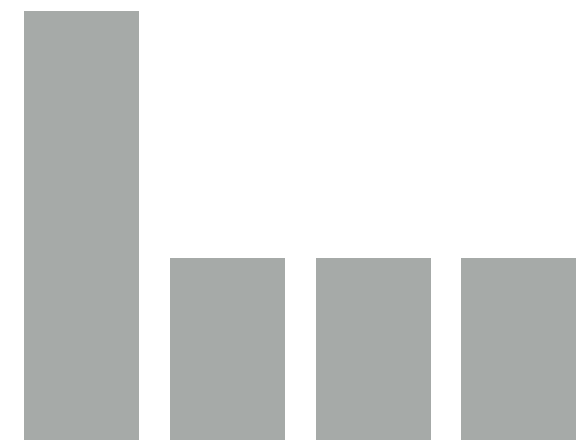
Last click



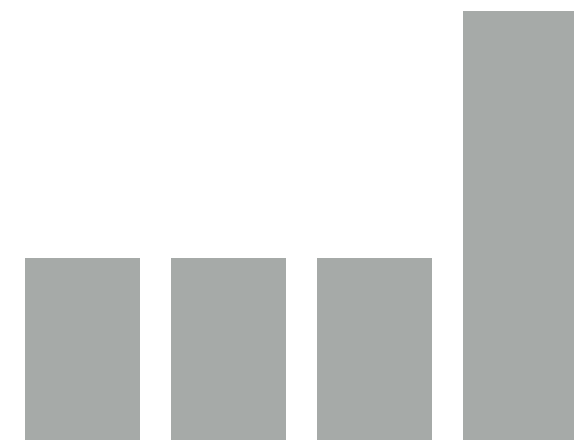
Linear



# Attribution models



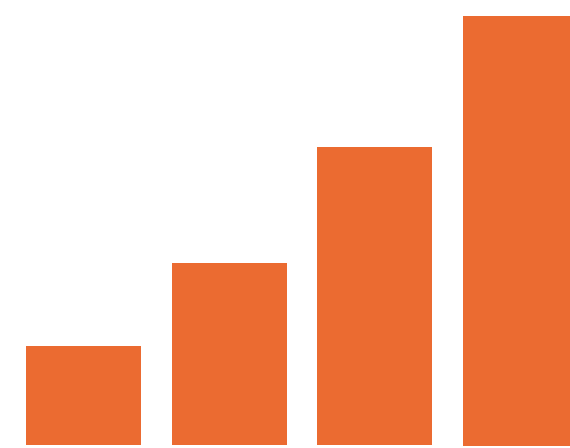
First click



Last click

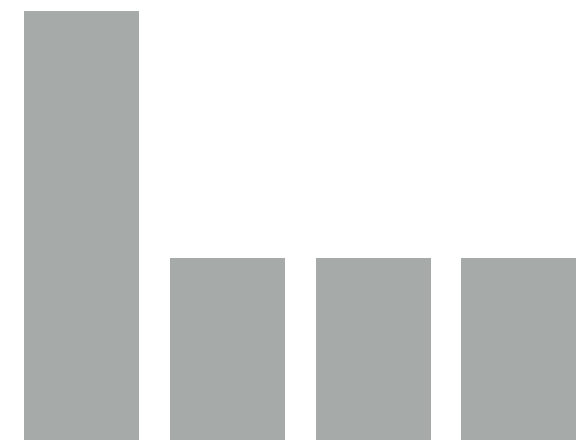


Linear

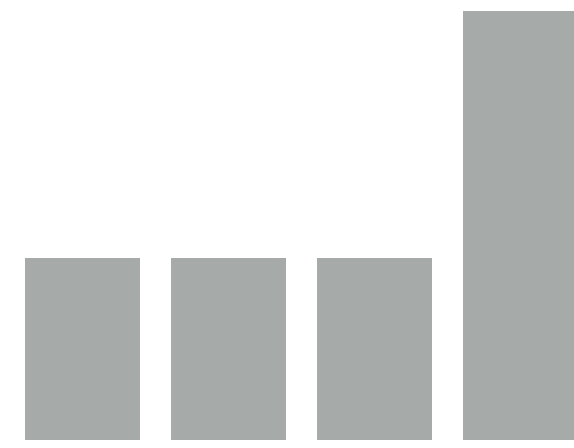


Time-Decay

# Attribution models



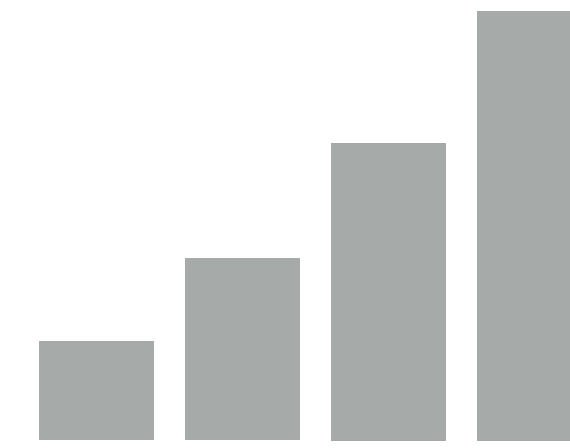
First click



Last click



Linear



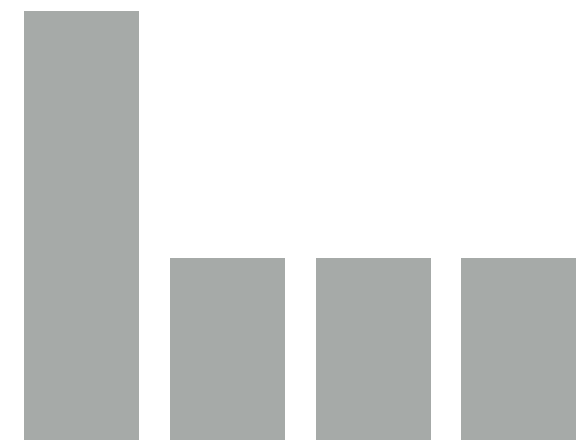
Time-Decay



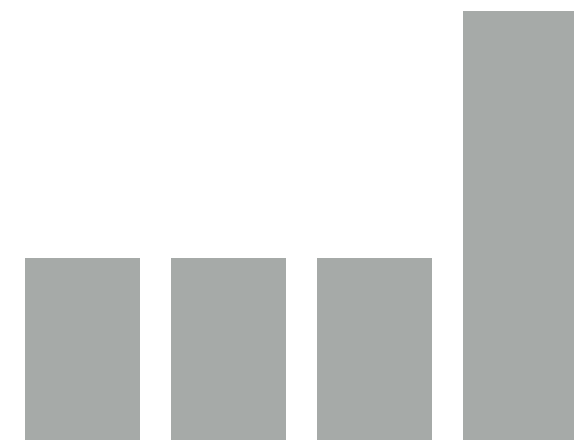
Data driven



# Attribution models



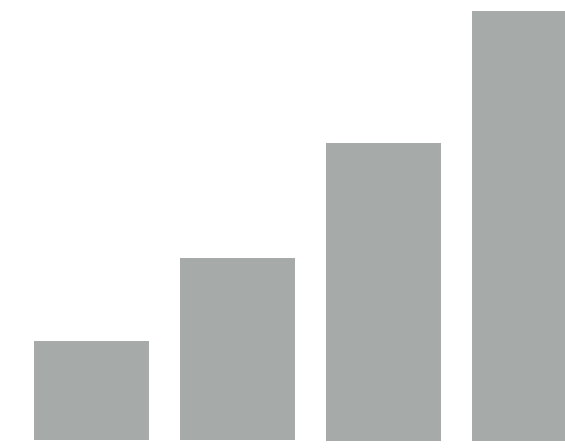
First click



Last click



Linear

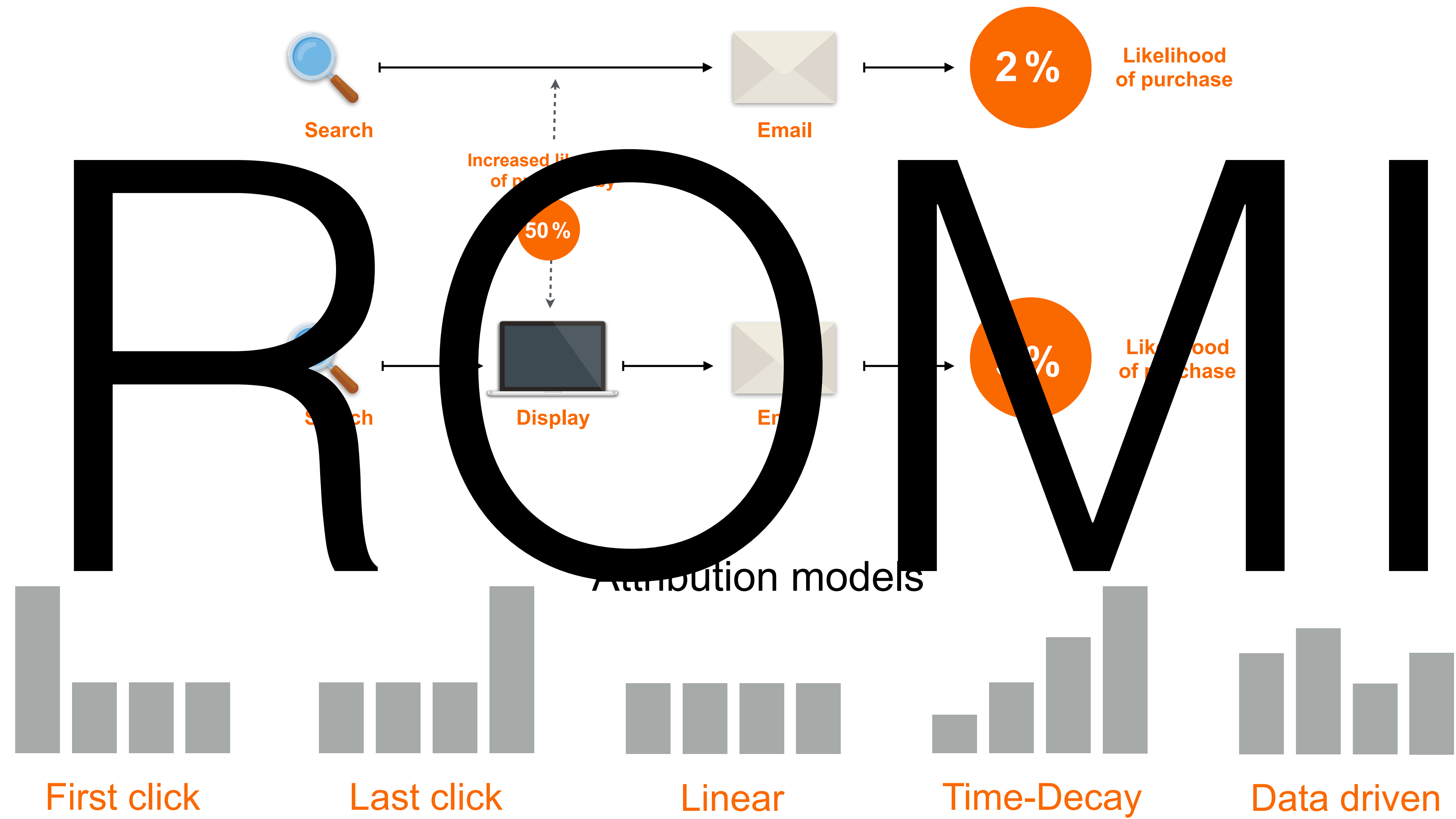


Time-Decay



Data driven

# Likelihood of purchase



*# Enkelhet*





*Bad response on  
complains*

*Pricing*

*Ethical problems*

# *Switching behavior*

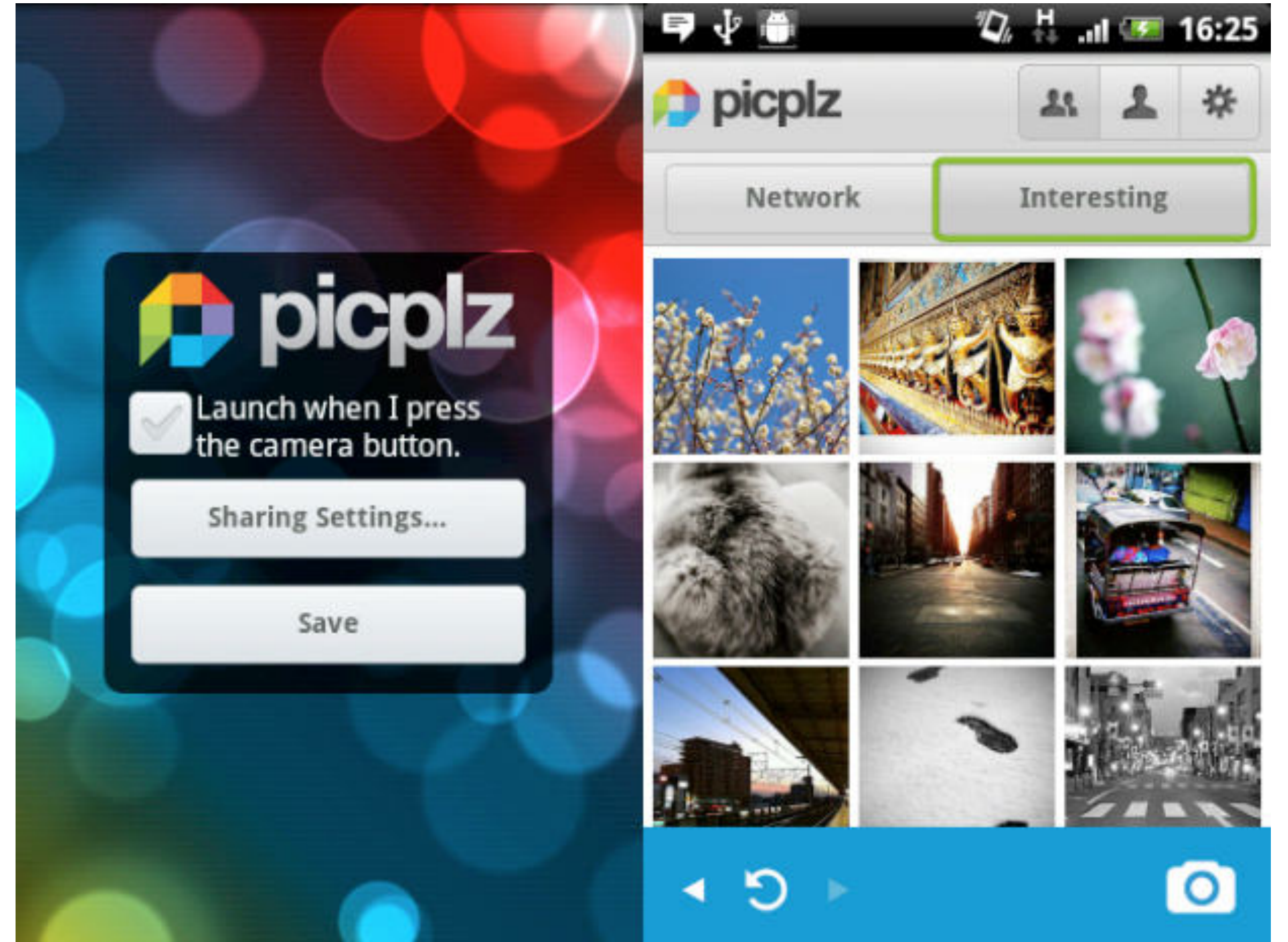
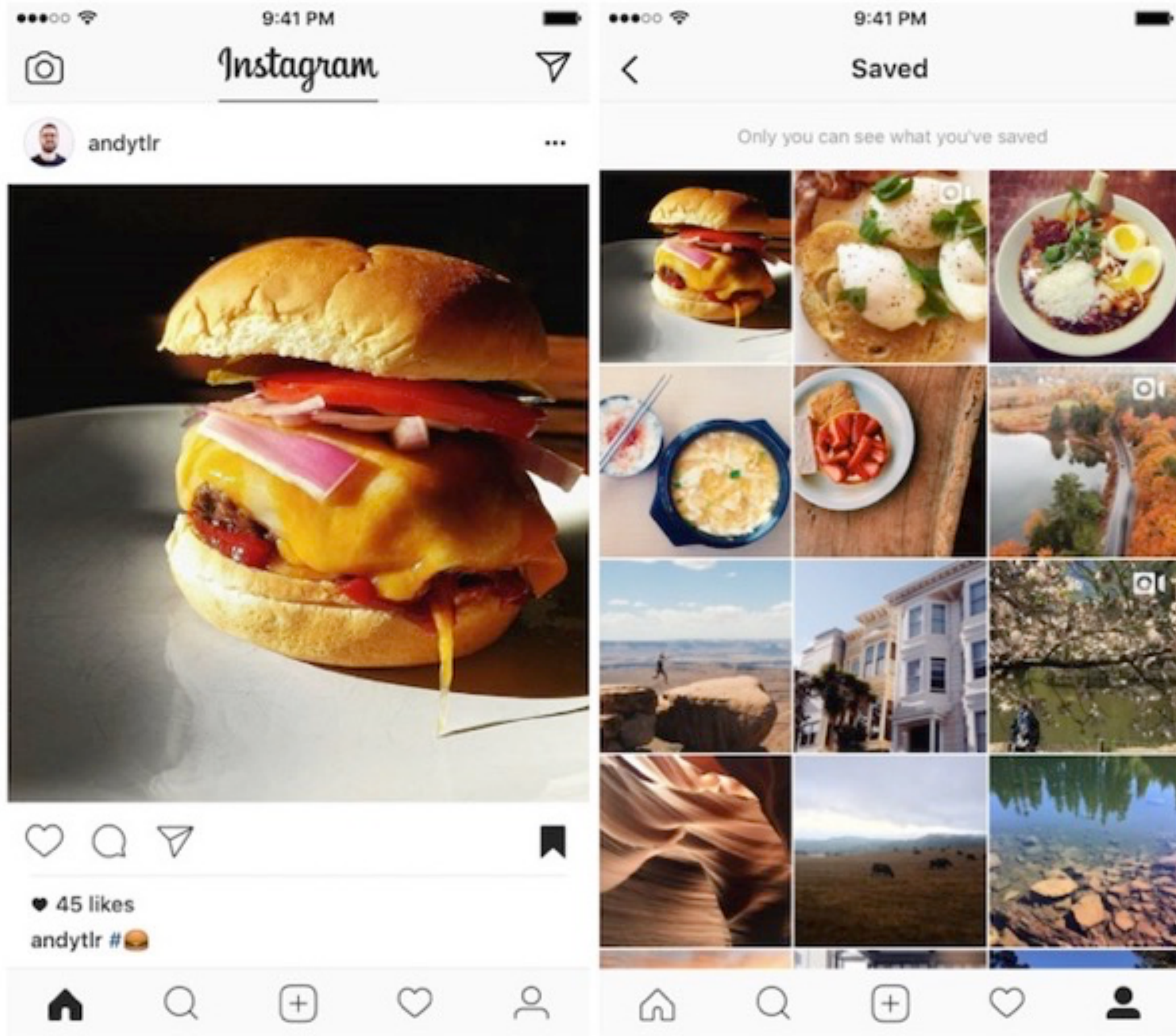
*Failure on core  
values*

*Bad treatment*

*It's  
difficult!*











Order Domino's with a

# \* TEXT \*

While the Emoji is most commonly known for its bizarrely wide range of facial expressions, there is one in particular we love most, the pizza slice. And if you have an Easy Order™, now you can order Domino's by simply texting with it.

HOW YOU ORDER:

TEXT 🍕 OR "EASY ORDER"  
TO DPIZZA (374992)

[LEARN MORE](#)





# CustomerEffortScore lika viktigt som NetPromoterScore i framtiden?

\* The company made it easy for me to handle my issue.

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
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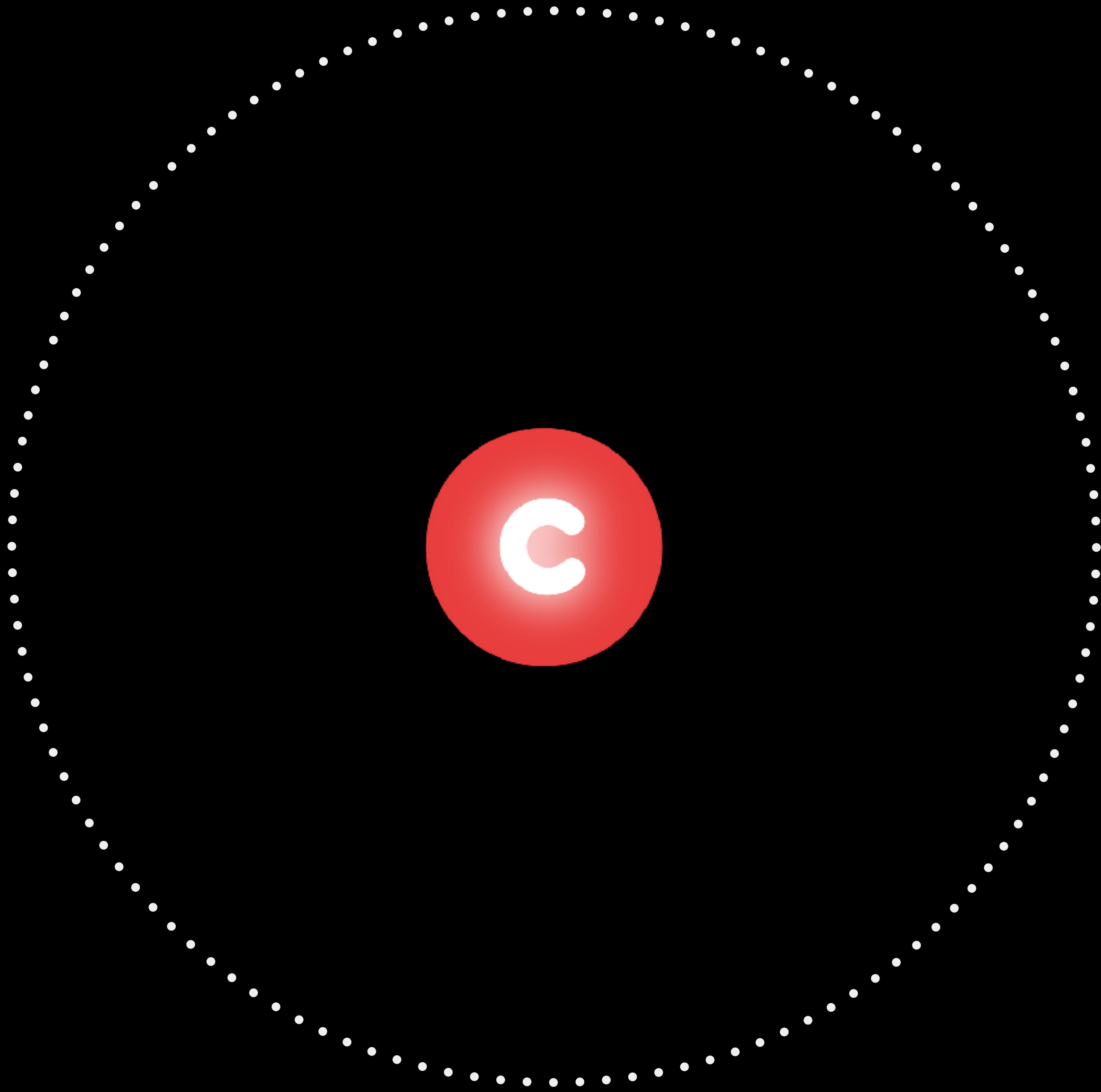
\* How likely are you to recommend our company to a colleague or friend?

Not at all likely

Extremely likely

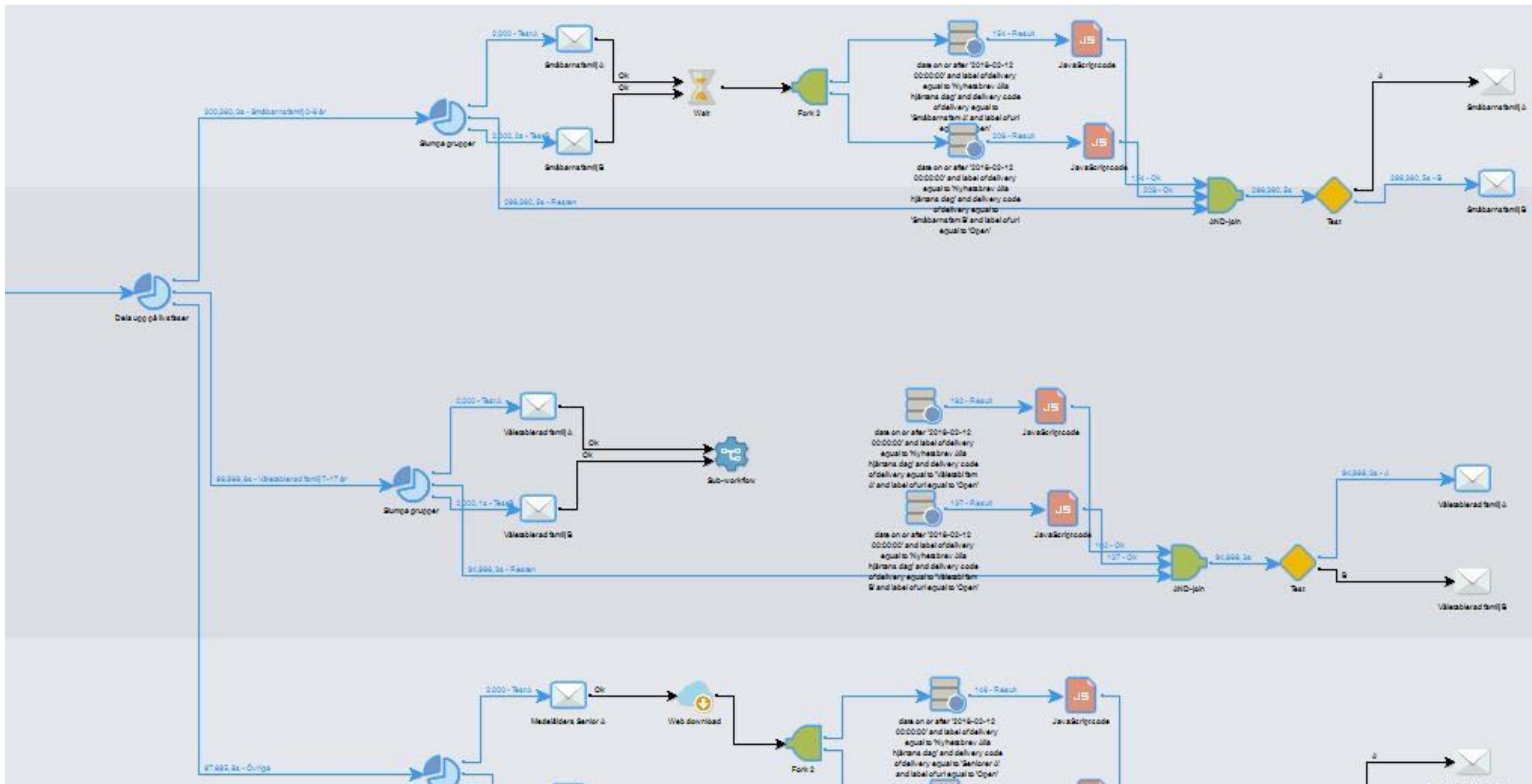
0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

*# Kundresor*



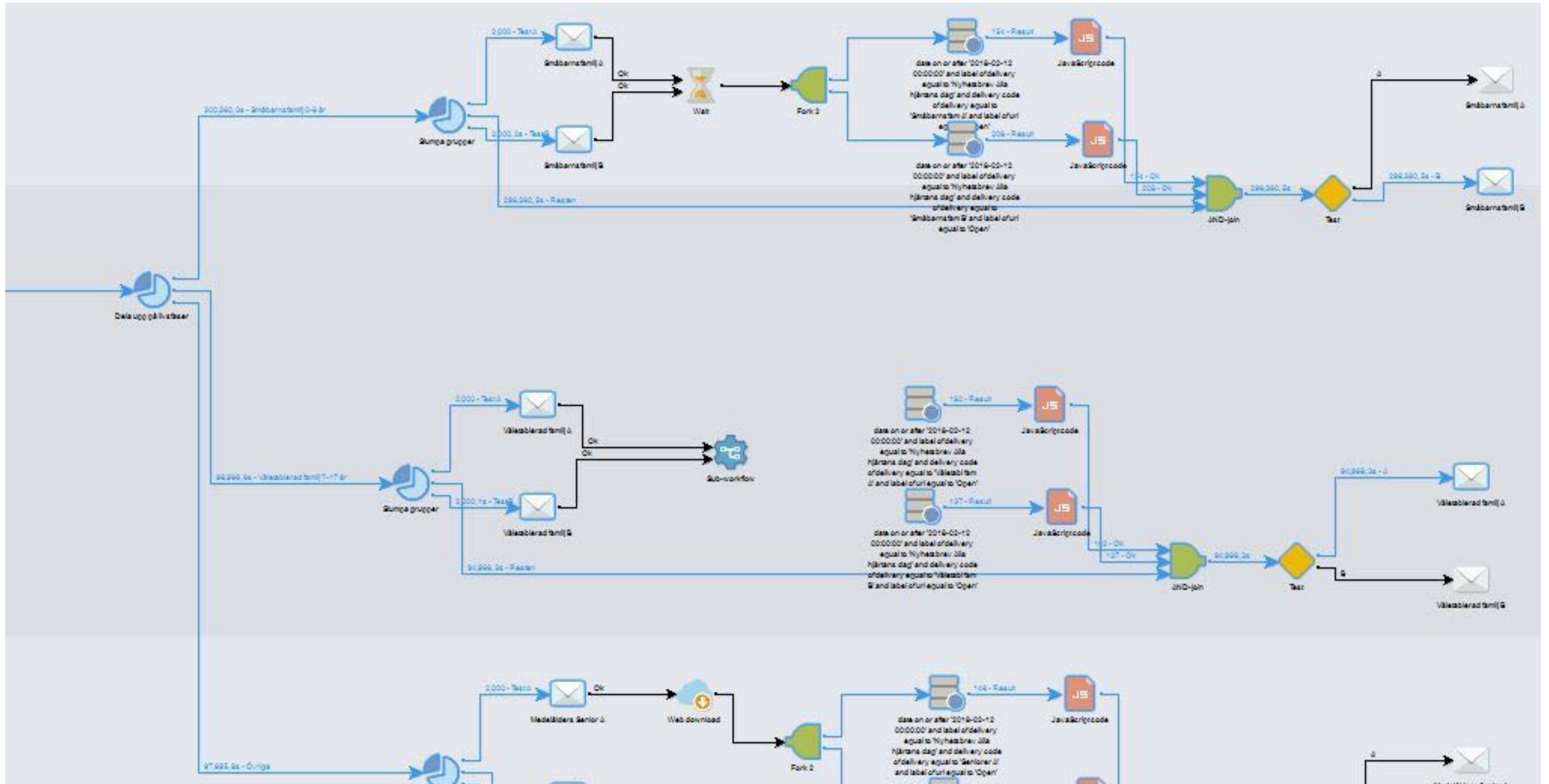
*# Testa, testa, testa*

# Testa budskap och kanal och målgrupp och timing





*# Nyttija tekniken*



# DN Bot

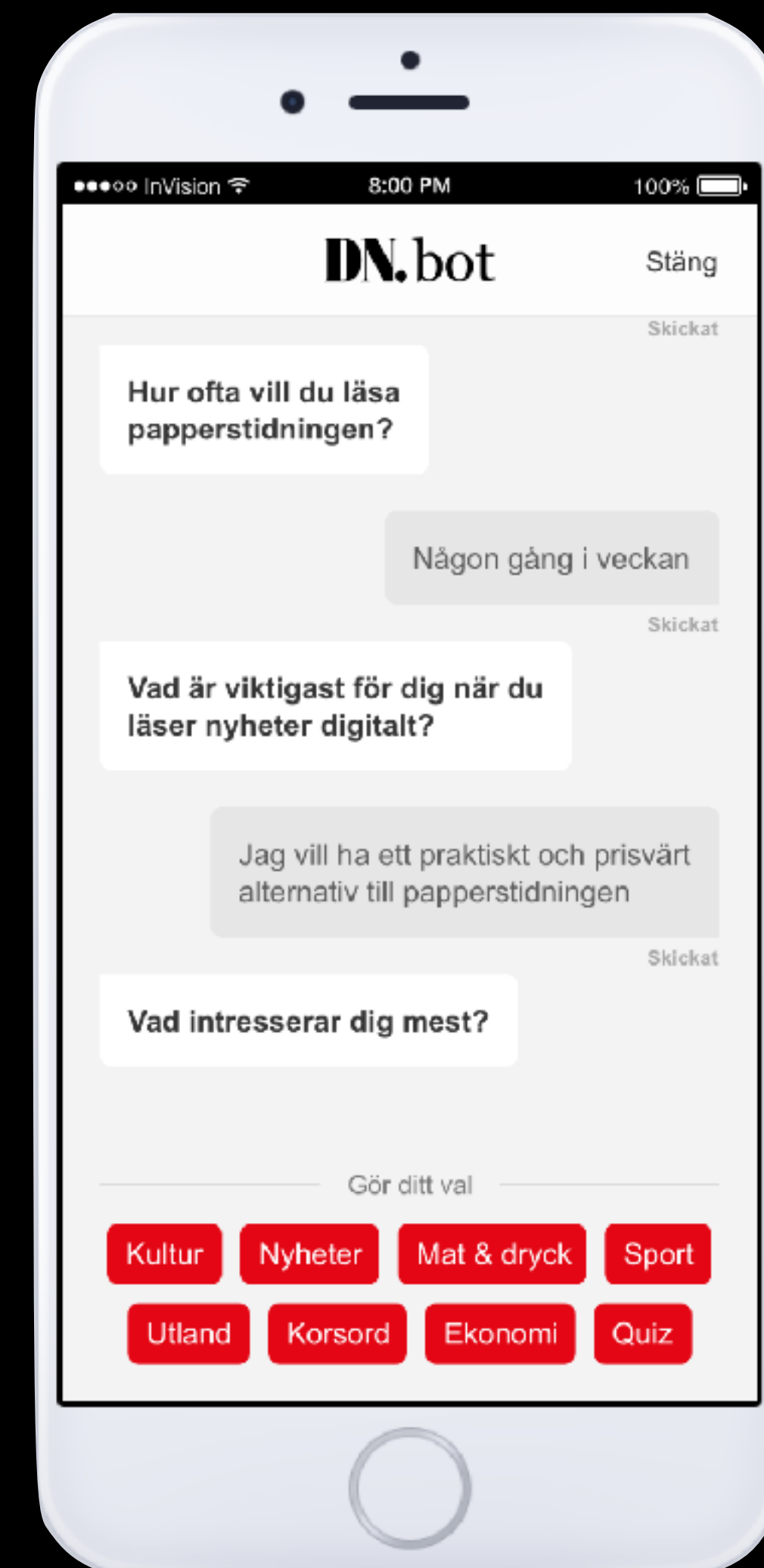
Botar som driver guidade kundkonversationer under köp/anti-churn faser med utgång från beprövade format från Messaging Appar.

## Syfte

Skapa en modern upplevelse för att trigga köp/anti-churn hos målgruppen genom att använda sig av bot- och konversationsgränssnitt.

## Utfall

Botarna resulterar ökad konvertering och minskad churn. Vidare bidrar även botarna till ökade kunskap om kunderna samt möjlighet till att driva aktiveringar av inloggat läge hos DN.







# My SkiStar

Your Guide Online







2011  
Gamification



2017  
Go online  
Loyalty concept







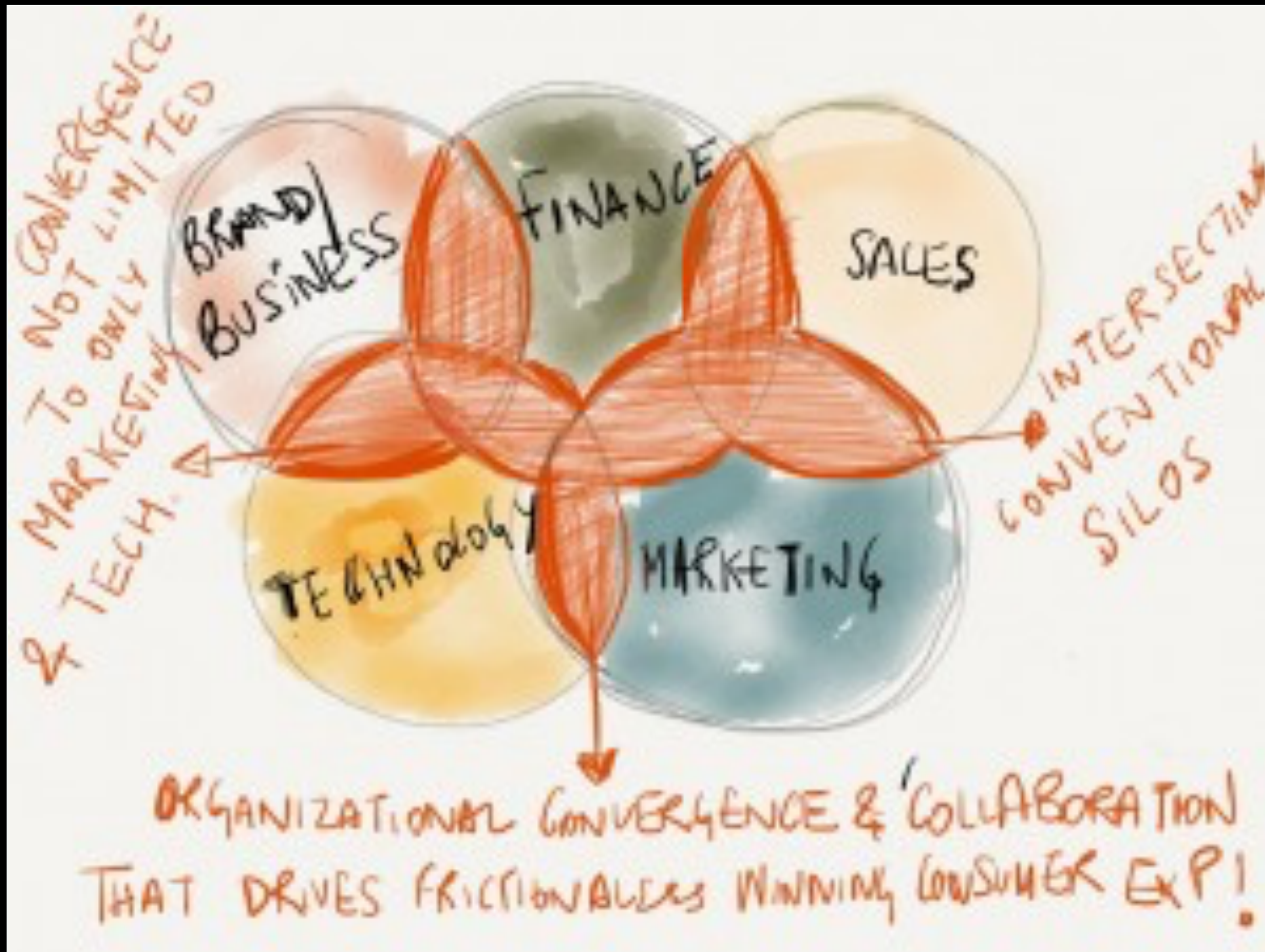
**LIVE** 1.8K 14:28 LIVE

**NEW!**  
GO LIVE ON  
FACEBOOK

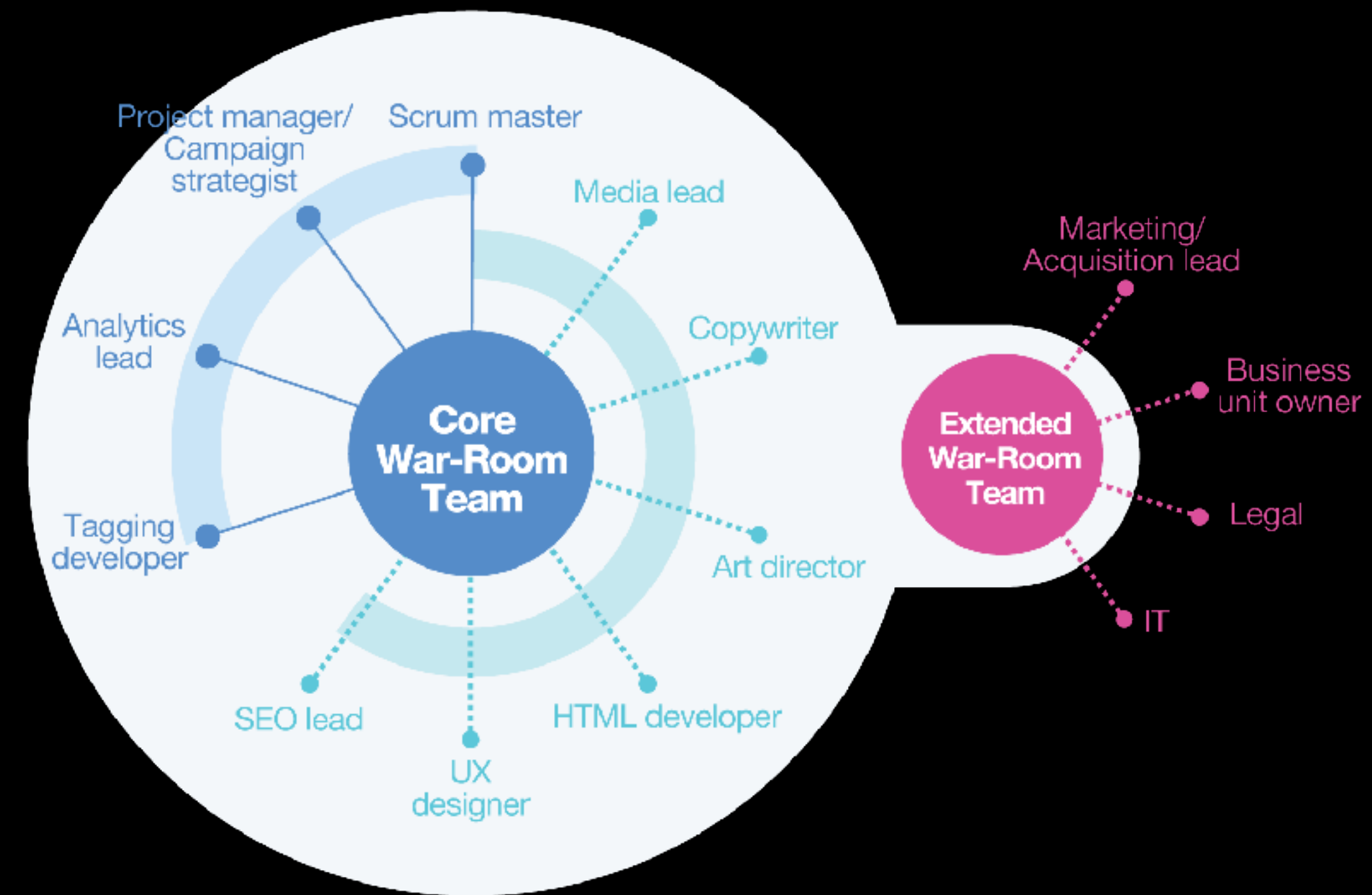


# # *Filmvisning*

# Riva silos & Agile Marketing &  
Integrated Marketing &  
Omnichannel Marketing &  
Marketing Automation etc



The makeup of an agile war-room team



These roles can be internal or outsourced to vendor.





**1a.**  
Customer enter site

**2.**  
Customer searched for car model

**1b.**  
– Customer search for car model on Google • Clicks on an organic post on Facebook

\* or no email address available

<24h

**3.**  
Customer profile, no purchase of product

Opt in

**4a.**  
sales email no 1,  
focus: inspiration

Opt Out\*

**4b.**  
External banner  
with product

**4c.**  
Social Media

Customer goes  
directly to landing page

Clicked in email  
2 days

**5a.**  
Sales email no 2,  
focus: CTA

**5b.**  
Tailored postal mail

No action in email  
2 days



Product  
Landing page

**5c.**  
External banner  
with product



Product Landing page

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**friendsinsights**