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Marketing Automation Day

November 2019





Generations Now – Rapid constant change



Impatient used to instant gratification
 Continuous innovate campaigns



Always on and always connected
 Follow the customer behavior



Engaged and value driven
 Take a clear stance

Balance curation and technology



Fast fashion requires curation

- Decide a story and tell it



Algorithms outperform humans

- Use technology for the bulk



Technology must follow the customer

- Agile structure for insight to action





Performance marketing Marketing Automation

- - **Make it easy to test and measure? Not just content but processes/flows**
- - **Marketing is communication; not channels, make sure the message is aligned?**
- - **Automate to make time for creativity?**

TACK!

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