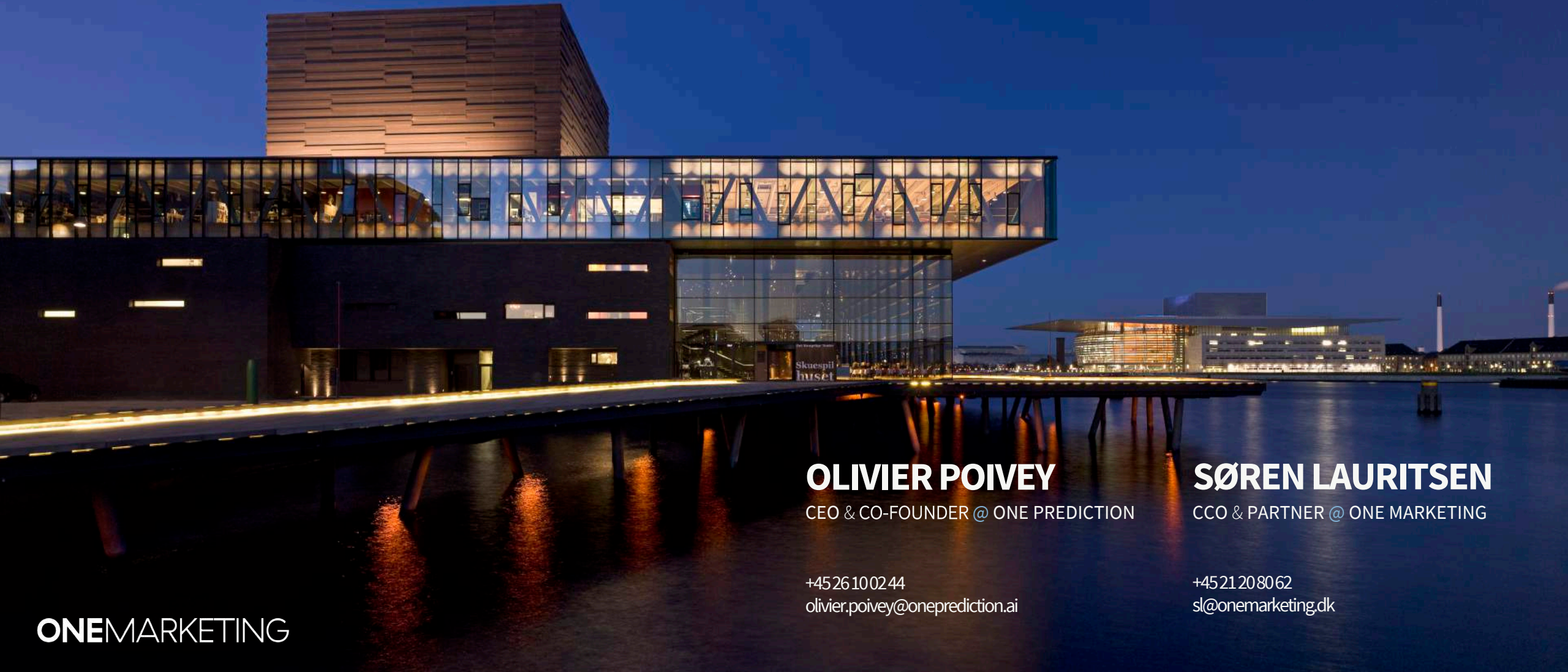


# LEAN PERSONALIZATION

## LEARNINGS FROM ACROSS THE NORDICS



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**ONEMARKETING**



WE HELP OUR CUSTOMERS EXECUTE  
**LEAN MARKETING AUTOMATION** AND  
**PERSONALIZATION**

WE PROVIDE THE EXPERIENCE, SKILLS AND TECHNOLOGY  
NEEDED TO SUCCEED IN ALL PHASES

**DECIDE**  
**IMPLEMENT**  
**ACCELERATE**

## FORBES: CUSTOMERS' **EXPECTATIONS** TO OMNI-CHANNEL PERSONALIZATION

88%

14%

## CUSTOMERS' **EXPERIENCE**

4.5x conversion rate  
with in-app messaging



+230% sales with AI-driven  
segmentation and personalization



Record for omni-channel  
lead-to-conversion is 20 minutes



“**LEAN** PERSONALIZATION & MARKETING AUTOMATION” = 
$$\frac{\max ( \# \text{ **VALUEABLE CUSTOMER INTERACTIONS** )}{\min ( \text{ **COST** )}$$

+5 markets and 8x viewings  
on the same operating budget



+230% sales and 100% automation  
achieved by 2 people



+50% automation, +100 lead sources  
and 4 fully integrated partnerships





40X **ARCHITECTS, CONSULTANTS**  
AND **EXECUTION SPECIALISTS**

SERVING 20+ CLIENTS  
ACROSS THE NORDICS



40X **ARCHITECTS, CONSULTANTS**  
AND **EXECUTION SPECIALISTS**  
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ONEMARKETING

HOW CAN WE HELP?



- CONSULTING
  - Marketing Management Consulting
  - GDPR & Governance
  - Campaign Execution
  - Planning & Optimization
- ANALYTICS
  - AI-driven Segmentation & Personalization
  - Analytics & Reporting
- TECHNOLOGY
  - 360° Customer Data Platform
  - Omni-channel Integration
  - System Implementation
  - IT Operations

40X **ARCHITECTS, CONSULTANTS**  
AND **EXECUTION SPECIALISTS**  
SERVING 20+ CLIENTS  
ACROSS THE NORDICS



A FEW OF OUR CLIENTS



nuuday

Sydbank

K3NC2R1  
HUS4T

**IKANO**  
Bostad

*autobutler*

**L'EASY**



Kraftens Bekæmpelse

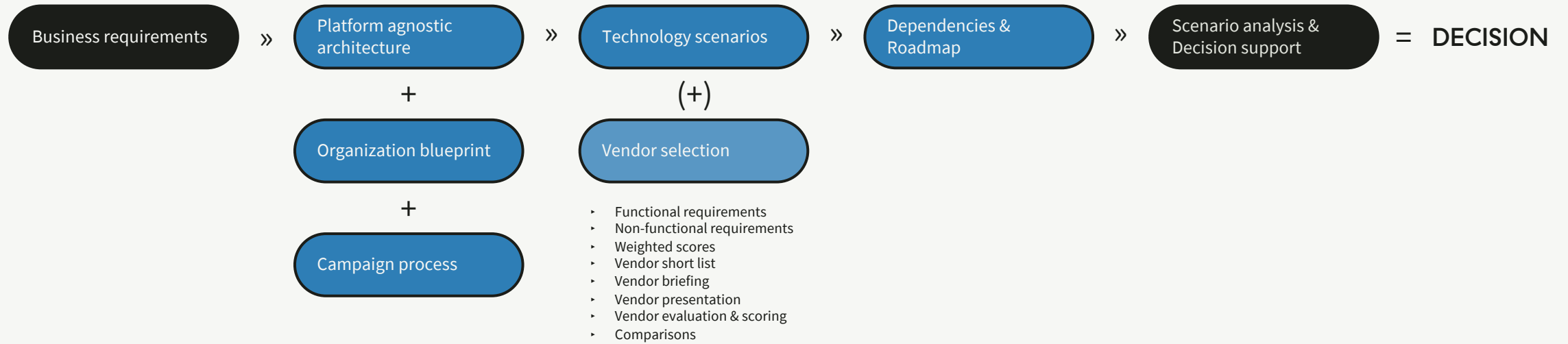
**ONEMARKETING**

**CHOOSE THE RIGHT TECHNOLOGY**

**1**

They want to use communication to nudge its customers to have an opinion on green energy and energy conservation

...but, customers spend very little time and effort on its energy provider



$$\frac{\max ( \text{Personalization using live data} )}{\min ( \text{100\% automation + technology fit} )}$$



## 2 Months

TO COMPLETE VENDOR SELECT

### SITUATION

Ambition was needed to survive relevant vendors

### SOLUTION

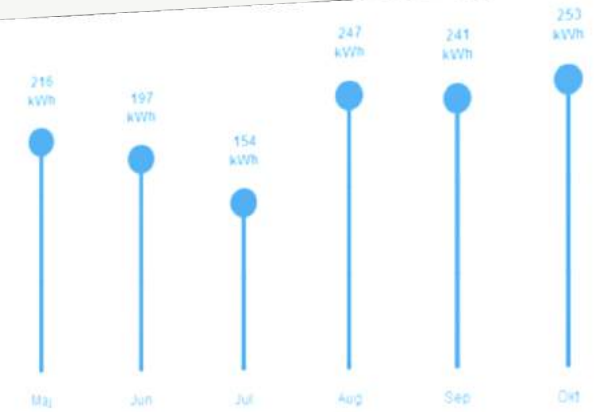
1) Specify ambiguous requirements, Deconstruct business integration, process

2) Identify short requirements, actual needs and

3) Implement core

### SERVICES

Marketing Manager  
Omni-channel  
System Implementation  
360° Customer Data Platform



19  
%

Du bruger 19 % af din strøm mellem kl. 17-20

Mellem kl. 17:00-20:00 fra oktober til marts er prisen for transport af strøm højere end i løbet af resten af året. Så hvis du kan flytte noget af dit elforbrug til andre tidspunkter, er det en god idé.

Du bruger i gennemsnit 19 % af din strøm mellem kl. 17-20. Generelt bruger vores kunder 19 %, så du bruger strøm som de fleste.

CHOOSE THE RIGHT TECHNOLOGY

1

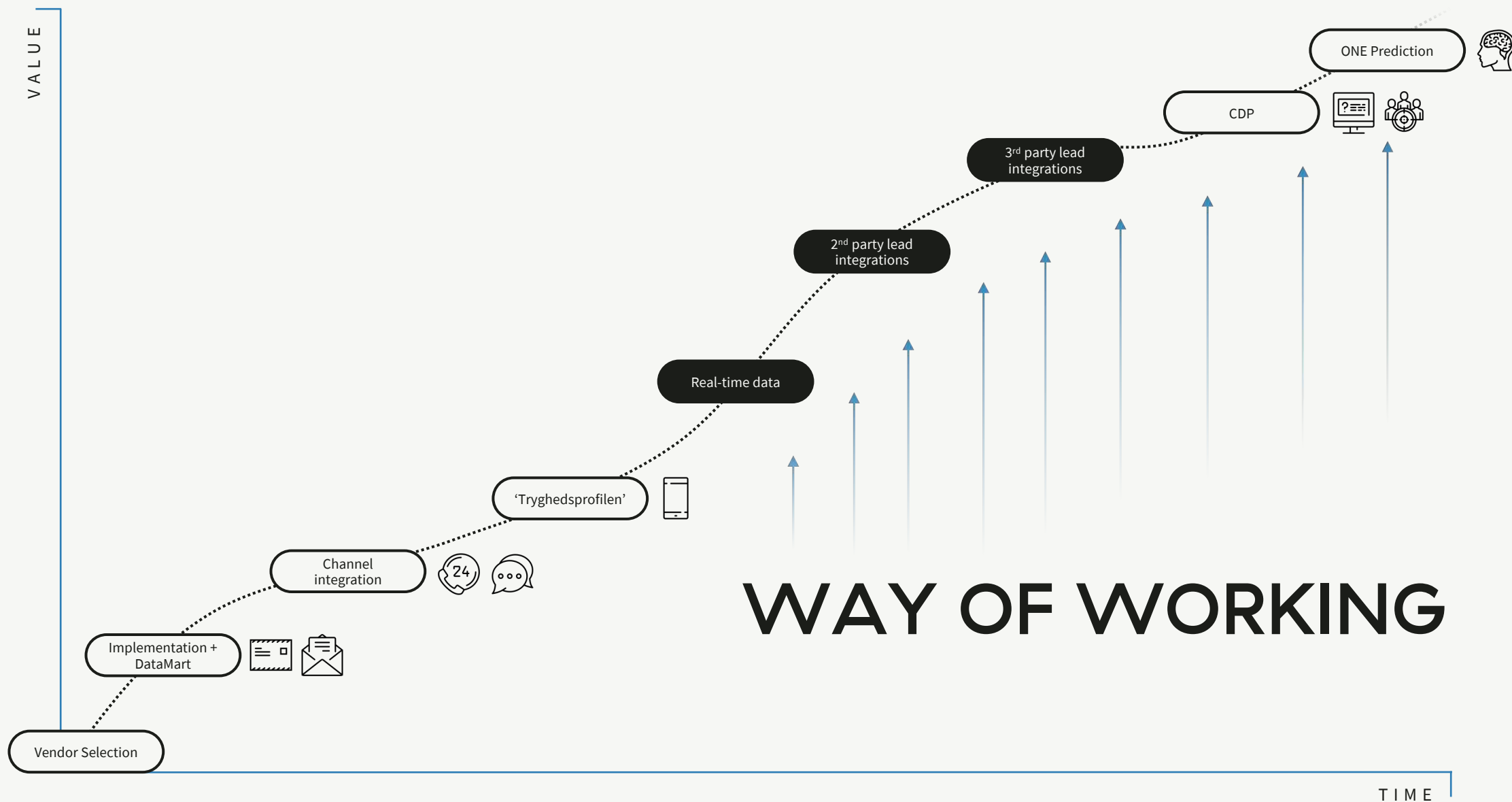
2

**OPERATING MODEL** MATTERS  
MORE THAN **TECHNOLOGY**

Insurance is a low-involvement product

When an existing or new customer is in the market, you need to be there and know the context





$$\frac{\max ( \text{Real time identity resolution} + \text{Lead routing} )}{\min ( \text{Automation} + \text{Effective operating model} )}$$



**<20 Minutes**

RECORD FOR AUTOMATED LEAD ROUTING

**+100 Lead sources**

AUTOMATED LEAD MANAGEMENT

SITUATION

Insurance is a low-involvement product. From when a lead registers their interest to when their will to take action is gone, is a matter of days. Timing and relevance is essential.

SOLUTION

1) A standardized lead data model and API was built to rapidly onboard and scale out number of lead partners (banks, retailers etc.) .

2) Existing Marketing Automation platform and Customer Data Platform was extended to include customized Lead Management functionality and corresponding data model.

3) Existing Marketing Automation platform was integrated with inbound channels (web, call center) to ensure personalized and optimal offer management in all touchpoint.

SERVICES

System Implementation & Configuration  
Omni-channel Integration & CR Management  
360° Customer Data Platform

CHOOSE THE RIGHT TECHNOLOGY

1

2

OPERATING MODEL MATTERS  
MORE THAN TECHNOLOGY

FOLLOW THE MONEY AND YOU WILL BECOME  
**OMNI-CHANNEL WHEN IT MAKES SENSE**

3

# Captain Marvel

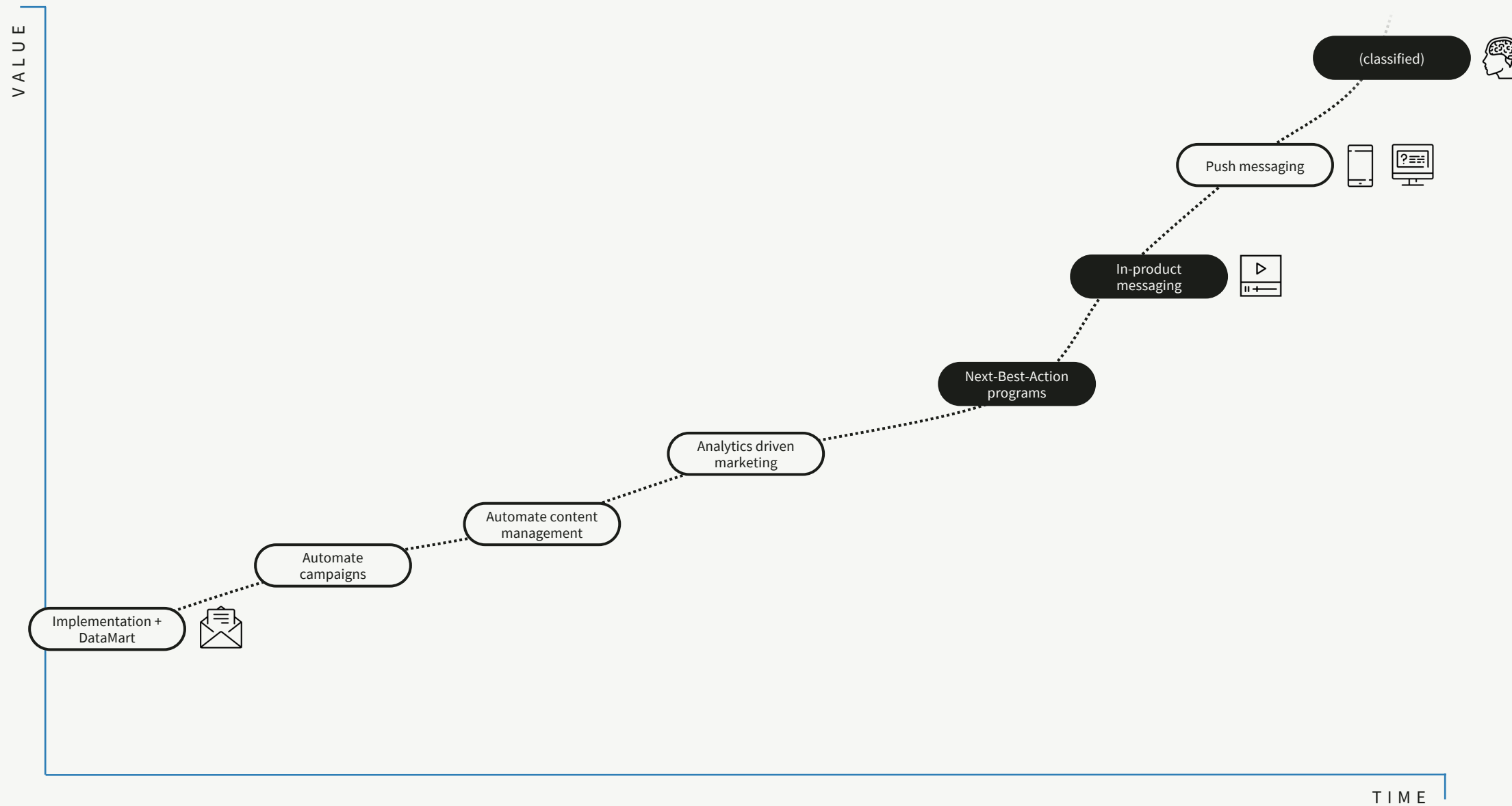
Inden Avengers og Furys klap for øjet, rejste sig en helt for hele universet.

Lej for 49 kr. i 48 t.

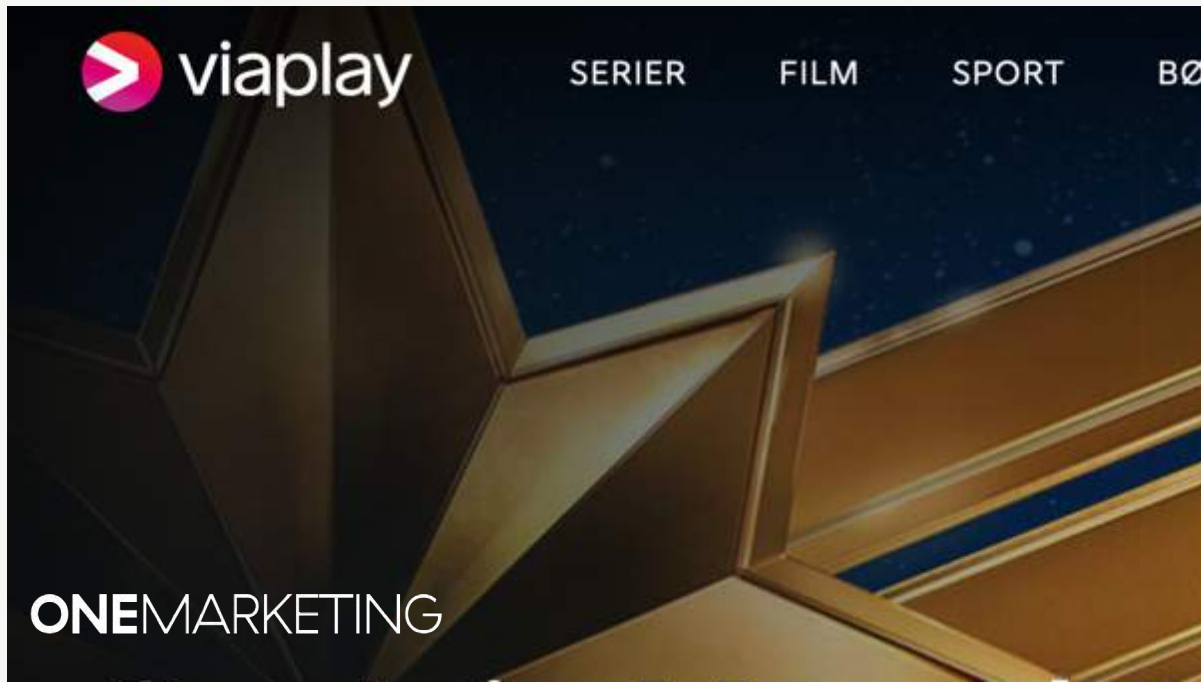
Læs mere

Competition for streaming subscribers is fierce

Ensuring trialists and subscribers understand and appreciate your offering is everything



$$\frac{\max \left( \text{Next Best Action} + \text{In-Product Messaging} \right)}{\min \left( \sim 100\% \text{ Automation} + \text{Effective Operating Model} \right)}$$



## Xx Retention

NEXT-BEST-ACTION ONBOARDING

## Xx Conversion

IN-PRODUCT MESSAGING

SITUATION	Fierce competition for subscribers and many trialists do not convert to paying customers.
SOLUTION	1) 360° Customer Insight Dashboard in which they can analyse behavioural patterns to identify key drivers for converting trialists to paying customers.  2) Next Best Action program designed to capture the individual users behaviour and respond with personalized communication in all touchpoints to drive behaviour that is known to drive satisfaction and conversions.
SERVICES	Marketing Management Consulting Marketing Analytics & Reporting Omni-channel Integration & CR Management 360° Customer Data Platform



CHOOSE THE RIGHT TECHNOLOGY

1

2

OPERATING MODEL MATTERS  
MORE THAN TECHNOLOGY

FOLLOW THE MONEY AND YOU WILL BECOME  
OMNI-CHANNEL WHEN IT MAKES SENSE

3

4

**TREAT EVERY CUSTOMER INDIVIDUALLY  
AND DO IT AT SCALE**

Marketing concerts that are not always selected because of commercial appeal is no easy task

Promoting concerts to the right people in the right context is the key to success



≠



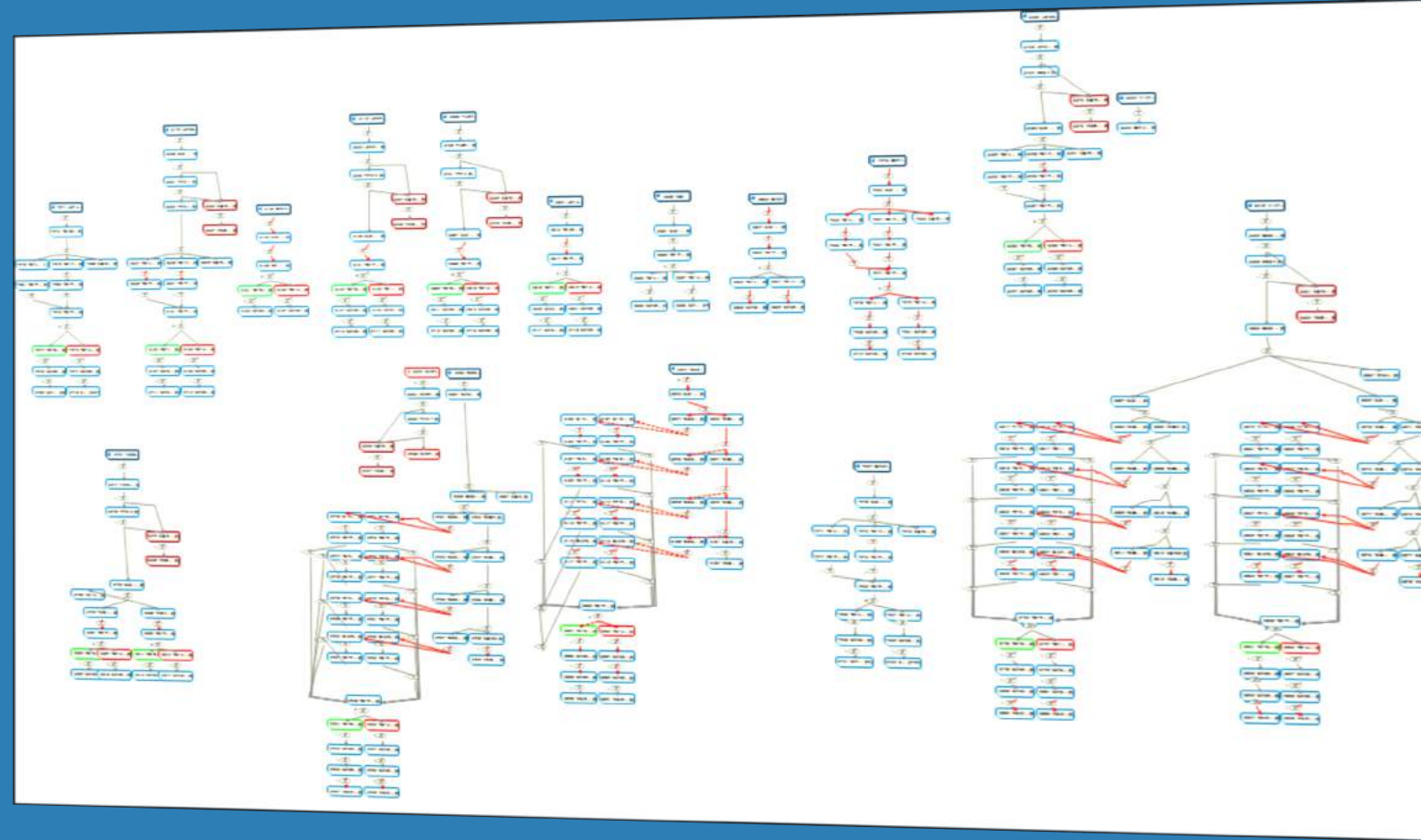
≠



For 10 years we have tried to put  
customers into boxes

It has worked well, but it is difficult  
to manage at scale

...and it is not accurate



/ CASES / DR KONCERTHUSET (ROYAL DANISH CONCERT HALL)

DR  
K3NC2R1  
HUS4T

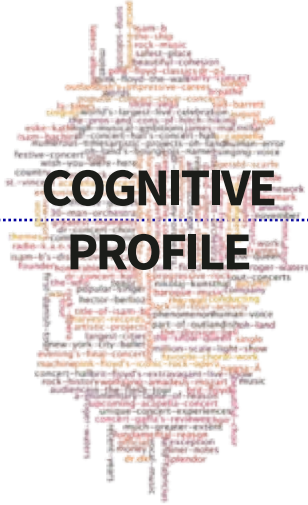


12. NOV '19 KL. 20:00

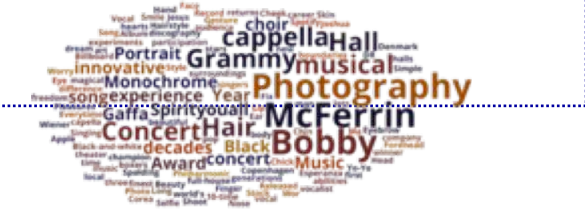
KONCERTSALEN

ONEMARKETING

Hand Face Record returns Cheek career Skin  
Vocal Smile Jesus Gesture choir Spotify Joshua  
hearts Hairstyle audience new boundaries DR Denmark  
Song Album discography stars Grammy musical halls  
experiments participation surroundings Simple  
dream art Portrait innovative Style singers  
Billboard Monochrome Year Fix Photograph  
Worry Eye magical difference Song experience Gaffa Spirit you all Lip man lots  
freedom Pleasures Everytime Singing Concert Hair Bobby Ma Eyebrow  
Wiener capella Apple Black-and-white decades Black Bobby company  
theater champion Award concert Chick Music Yo-Yo  
time music Spalding Philharmonic Copenhagen Esperanza first  
local three finest Beauty full-house generations abilities  
Photo Long world's 10-time Released Stock Wor vocalist  
Corea Selfie Shoot Nose



**COGNITIVE MATCH**



**INCREASED DECISION  
ACCURACY**

## SoMe

## WEB



**MEDITATIONSKONCERT**  
**VOR FRUE KIRKE**  
**13. OKT. 2018 KL. 20:00**

NR. K3NC2R1  
HUS4T


**V**  
**DR**

A screenshot of a Facebook post from the page 'drkoncerthuset - Følger'. The post text reads: 'drkoncerthuset Sæt dig godt til rette. Luk øjnene. Mær rummet, lyset og tøjene. Kald blødder til vores populære meditationskoncert på drkoncerthuset.dk Advokatsensmidt #advokatsensmidt #drkoncerthuset #meditation'. Below the text are two icons: a heart and a speech bubble. The engagement statistics show '28 synes godt om' (28 likes) and '(8.6.16)'. At the bottom, it says 'Tilføj en kommentar...' followed by three dots.

**DR SymfoniOrkesteret** har tilføjet 11 nye billeder.

17. august kl. 11.31 · 🌐

📸 fra en fuldstændig magisk aften med Jakob Stegelmann, Eimear Noone, Conductor and Composer de fremragende solister og det bedste publikum, man kan forestille sig ❤️ Vi gør det heldags igen i aften! ... og hvis du ikke har billet kan du høre det live på DR P2 🎧👉👈😄




👍 Du eg 93 andre

13 kommentarer 23 delinger

Synes godt om Kommenter Del

# UDVALGT TIL DIG

**OUMOU SANGARÉ**

Omou Sangaré er tilbage med sin nye album 'L'Art Noir' som hun har lavet sammen med sin søn. Albumet er udgivet af Warner Music Group.

**L'ART NOIR**

**HEATHER NOVA**

Heather Nova er tilbage med sin nye album 'The Heart of the Matter' som hun har lavet sammen med sin søn. Albumet er udgivet af Warner Music Group.

**THE HEART OF THE MATTER**

**THE ROOTS**

The Roots er tilbage med sin nye album 'Black Up' som hun har lavet sammen med sin søn. Albumet er udgivet af Warner Music Group.

**BLACK UP**

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The Roots er tilbage med sin nye album 'Black Up' som hun har lavet sammen med sin søn. Albumet er udgivet af Warner Music Group.

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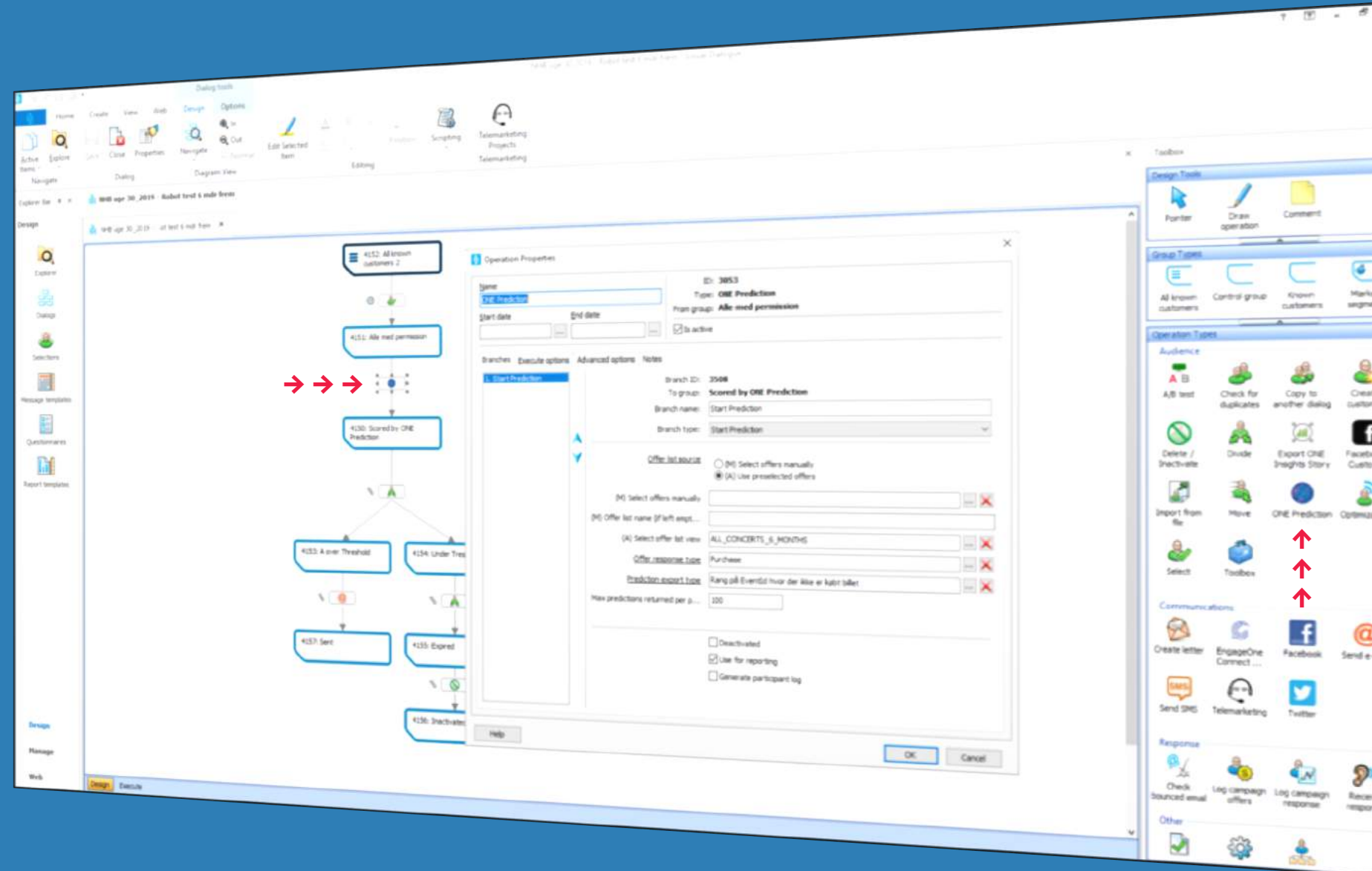
**BLACK UP**

**THE ROOTS**

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**BLACK UP**

ONE Prediction integrated  
into marketing programs for  
full scale automation



Offer Recommendation integrated  
into their core CRM view

The screenshot displays the 'Customer info - Contact' page in a CRM system. The left sidebar contains navigation links under 'General', 'Recent work', and 'Quickcreate'. The main content area shows contact details for 'Kim Gregersen' and a 'Details' section with a tabbed interface. The 'Recommendation' tab is active, showing a table of suggested events.

Contact Rank	Prediction	Event Id	Event Name	Last Updated	Contact Id
1	0.0938801169	95251	R - Halloween-koncert	10/2/2019 7:56 AM	138108
2	0.0862872276	95952	K - Klassisk Top 50 - De skønneste kor	10/2/2019 7:56 AM	138108
3	0.0617196464	95243	K - Vedernikov & Tjajkovskojs 4.	10/2/2019 7:56 AM	138108
4	0.0589957373	95220	K - Luisi & Nielsens 3.	10/2/2019 7:56 AM	138108
5	0.0589957373	95227	K - Russiske mestre	10/2/2019 7:56 AM	138108
6	0.0589957373	95236	K - Luisi & Gerhafer	10/2/2019 7:56 AM	138108
7	0.0468403402	95238	K - Luisi & Bruckners 4.	10/2/2019 7:56 AM	138108
8	0.0459563175	95345	K - Sammen om sorgen	10/2/2019 7:56 AM	138108
9	0.0371381417	95578	R - Aura Dione	10/2/2019 7:56 AM	138108
10	0.0354224012	95452	K - Rolando Villazón - Solo recital	10/2/2019 7:56 AM	138108
11	0.0302433983	95219	K - Collon & Sjostakovitjs 9.	10/2/2019 7:56 AM	138108
12	0.0239672717	96101	U - Danmark synger julen ind	10/2/2019 7:56 AM	138108
13	0.0211945257	95208	K - Saraste & Sørensen	10/2/2019 7:56 AM	138108
14	0.0196580141	95212	K - Botstein & Strauss	10/2/2019 7:56 AM	138108
15	0.0193648804	95959	J - Bobby McFerrin	10/2/2019 7:56 AM	138108
16	0.0187699031	95956	U - My Dad Wrote A Porno - World Tour 2020	10/2/2019 7:56 AM	138108
17	0.0169096336	95211	K - Rustioni & Sjostakovitjs 13.	10/2/2019 7:56 AM	138108
18	0.0105040003	95348	K - Fantastiske stemmer	10/2/2019 7:56 AM	138108
19	0.0097923969	95234	K - Mena & Schuberts 9.	10/2/2019 7:56 AM	138108
20	0.0080326293	96019	J - Musikken fra Cirkus Summarum	10/2/2019 7:56 AM	138108

$$\frac{\max \text{ ( Cognitive profiling )}}{\min \text{ ( 100\% Automation + Effective Operating Model )}}$$



ONEMARKETING

**+230% Sales**

AI-DRIVEN PERSONALIZATION

**100% Automation**

INTELLIGENT PROCESS DESIGN

SITUATION

As a concert venue with public service obligations, they have a massive array of genres and formats they have to market. They had reached the limits of what declared interests and historical purchases could deliver in terms of personalization and sales.

SOLUTION

1) AI-driven personalization engine developed to create fully automated cognitive profiles out of all interaction with leads and customers. The output is a range of scores that determine an individual's interest in each new offer, treatment impact from the available channels and how ready are they engage.

2) Their Marketing Automation platform was set up automatically create audiences and build personalized eMails and social media campaigns to all included individuals based on the concerts that were promoted online.

SERVICES

AI-driven personalization  
Omni-channel Integration  
Analytics & Reporting  
360° Customer Data Platform

**CHOOSE THE RIGHT TECHNOLOGY**

1

2

**OPERATING MODEL** MATTERS  
MORE THAN **TECHNOLOGY**

FOLLOW THE MONEY AND YOU WILL BECOME  
**OMNI-CHANNEL WHEN IT MAKES SENSE**

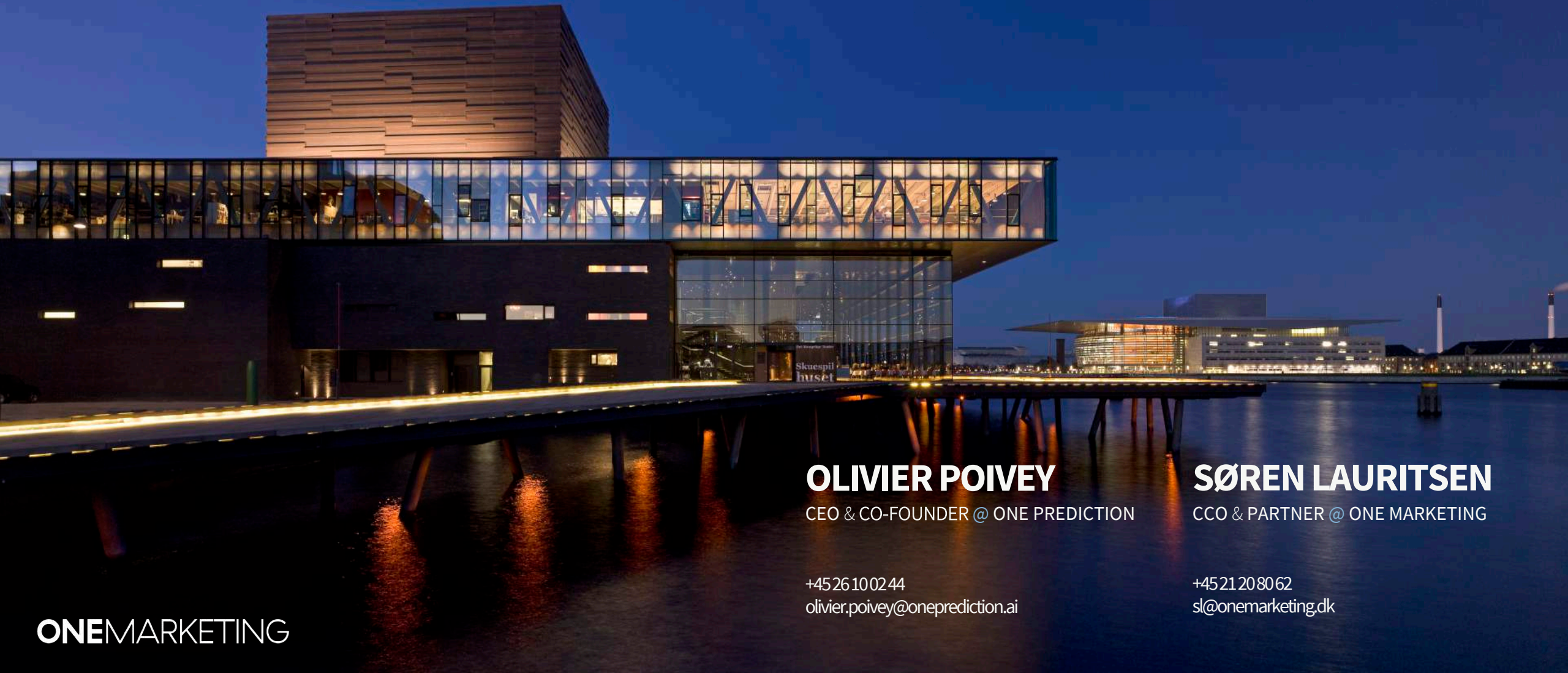
3

4

**TREAT EVERY CUSTOMER INDIVIDUALLY**  
AND DO IT AT SCALE

$$\text{"LEAN PERSONALIZATION \& MARKETING AUTOMATION"} = \frac{\max ( \# \text{VALUEABLE CUSTOMER INTERACTIONS} )}{\min ( \text{COST} )}$$

# THANK YOU



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