



The only omnichannel  
customer engagement platform  
**built to accelerate business outcomes**



Zach Hemmant-Low  
Regional Vice President  
Emarsys

Emarsys is part of 



# Agenda

1. **Why am I here?**
2. **Customer Lifetime Value**
3. **Difficulties of the modern day marketer**
4. **Personalisation**

# Emarsys are leaders in customer engagement



# Driving customer loyalty for 1,500+ Global Enterprises and Fast-Moving Mid-Market Brands

CONSUMER PRODUCTS	RETAIL	E-COMMERCE	AIRLINE	MOBILE APPLICATIONS	HOSPITALITY / TRAVEL					
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HENRY SCHEIN  
EL PAÍS  
hama  
experteer



## Emarsys data on customer engagement and scaling personalized content across any digital, physical and service channels

**7.9Bn+**

Contacts in customers' databases

**68MM+**

Contacts added monthly

**22Bn+**

Contact field updates monthly

Response data |  
Purchases |  
Location | Contact data

**520MM+**

Augmented AI predictions per month, in customers' profiles

Purchase | Churn |  
Product affinity | Timing |  
Channel predictions

**56K+**

Automated 1:1 marketing programs running at any given time

Real-time behavior |  
Scheduled journeys |  
Transactional messages

**20Bn+**

Outbound personalized messages sent monthly

Email | Mobile |  
Audiences | SMS | Direct Mail | Web

**8Bn+**

Real-time inbound interactions monthly

Product recommendations |  
Omnichannel consumer responses

\* Sparkles on the map are data from the Emarsys Customer Engagement Platform delivering personalized interactions







Lifetime  
Value

=



Average Value  
of Sale

x



Number of  
Transactions

x



Retention  
Time Period



Customer  
Lifetime Value

=



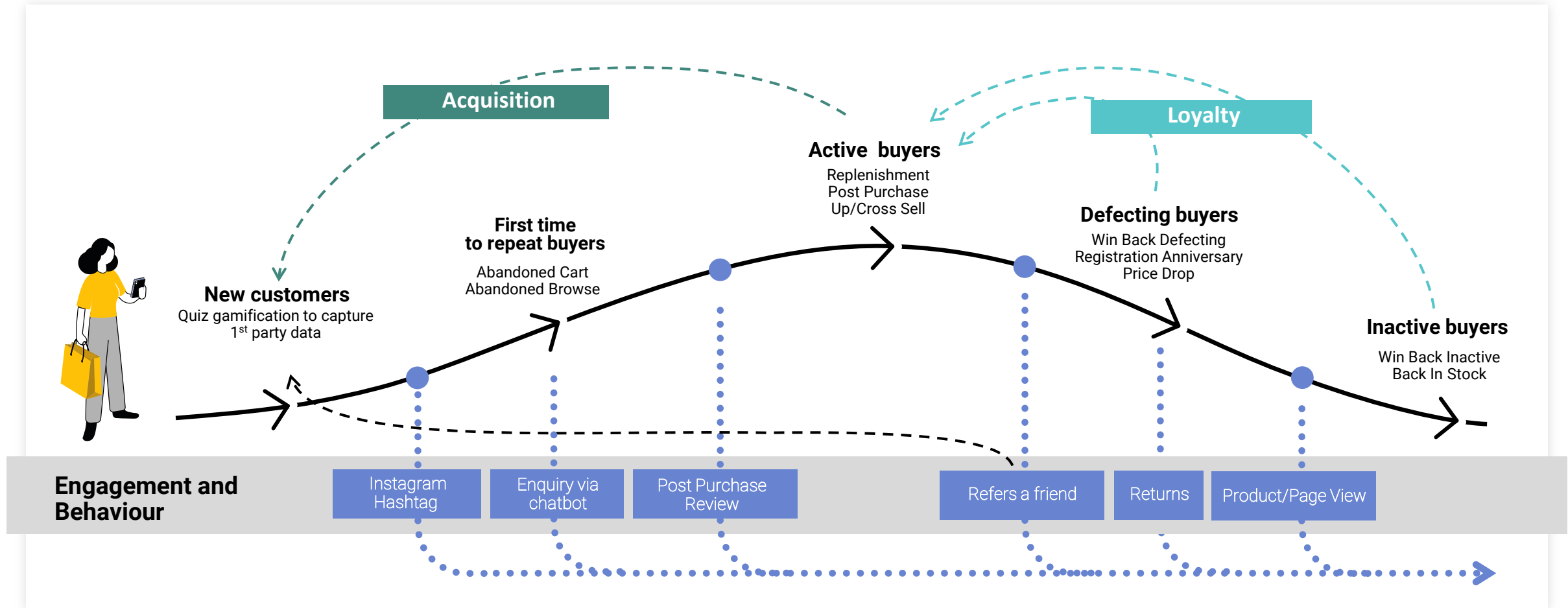
Lifetime  
Value

x



Profit  
Margin

# Customer lifetime value is getting more customers buying more often at higher values and lower acquisition costs



# Why is achieving customer lifetime value so hard?

**11+** separate repositories of data dispersed across varying customer experience applications and teams for over 50% of businesses  
~452 Research Sept 2020

**48%** of marketers believe using data from different sources is the key obstacle to personalization  
~Forbes

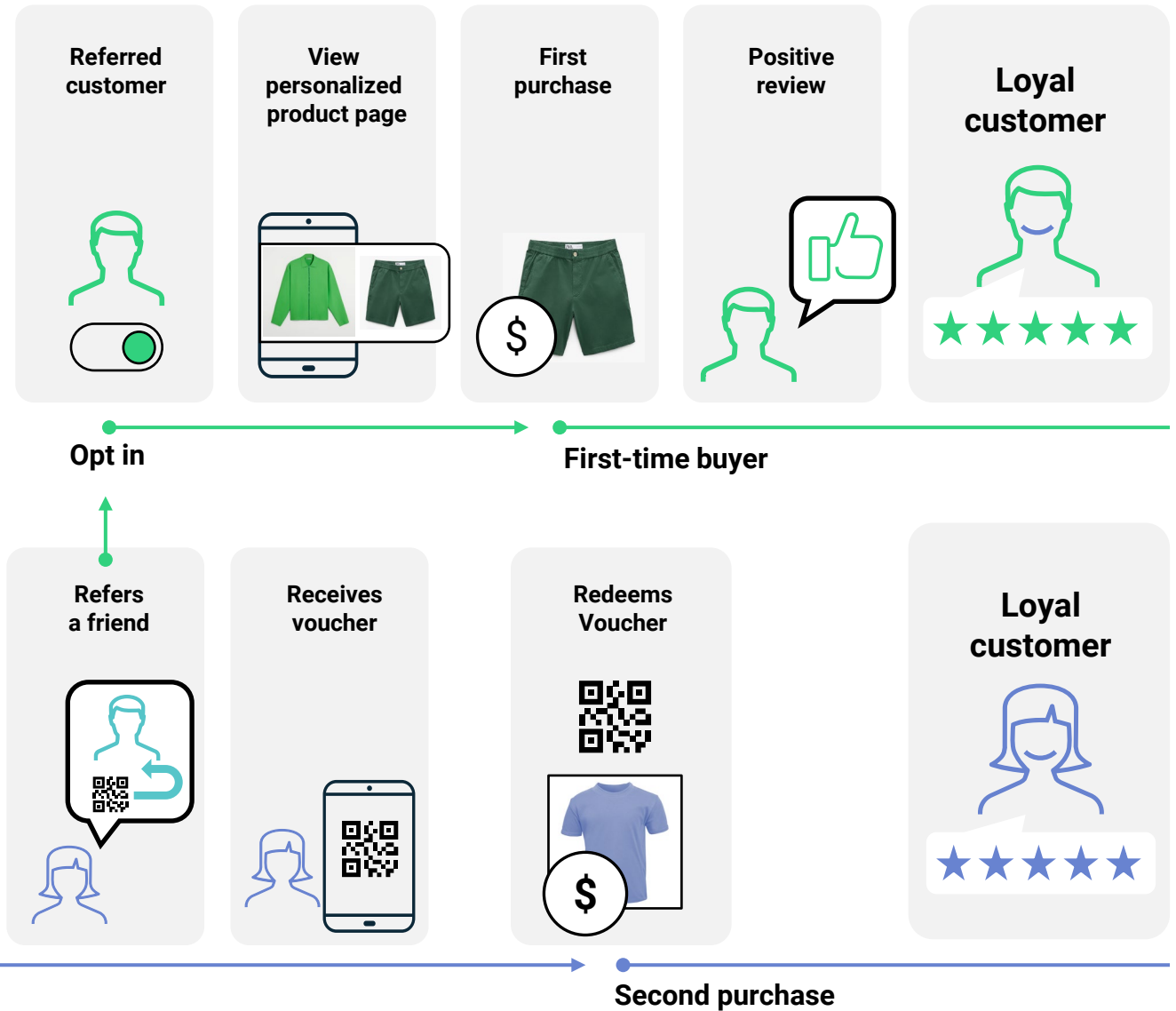
**80%** of marketers who have invested in personalization will abandon their efforts due to lack of ROI and the perils of data management  
~Gartner



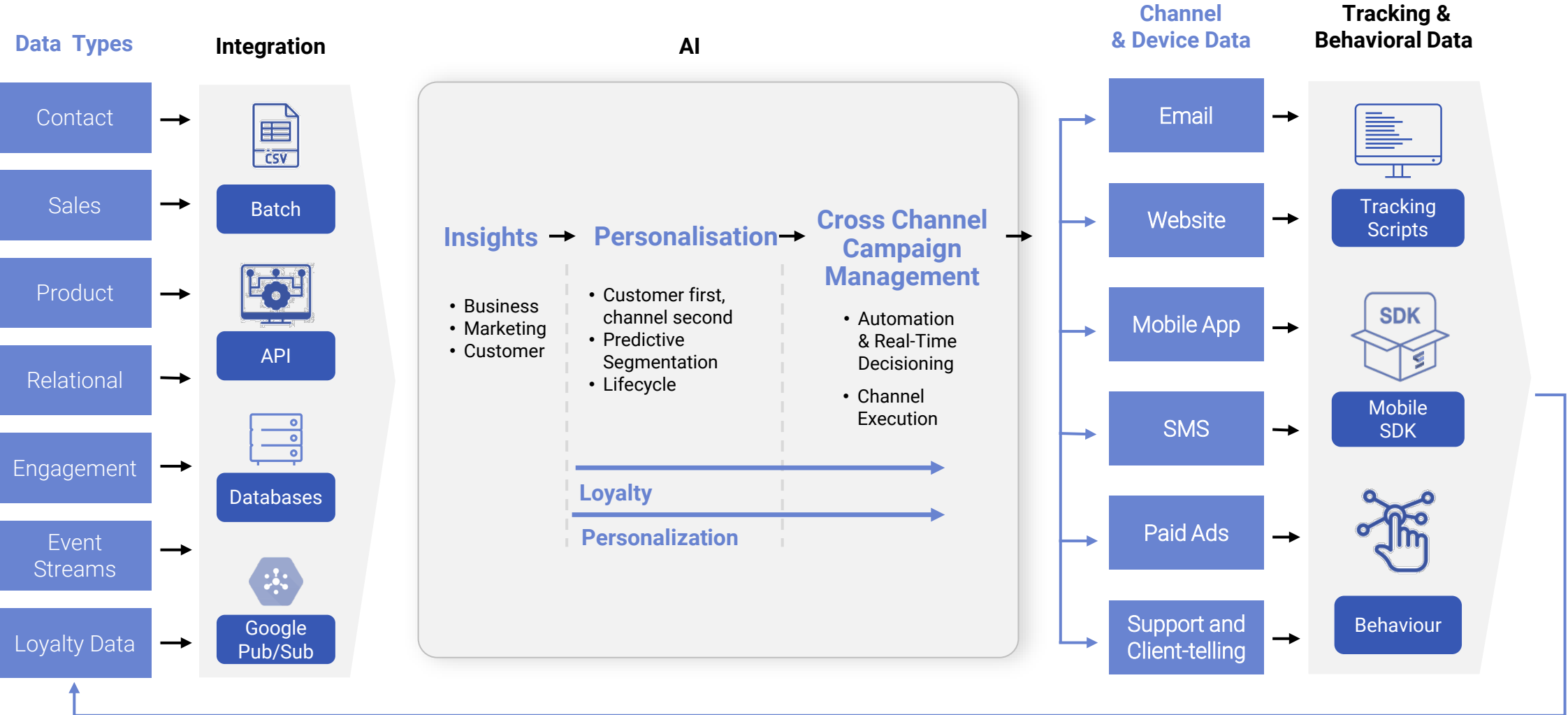


# 91% of consumers will shop with brands that provide relevant offers and personalized recommendations

Source: Accenture



# Scaling Personalisation



# Scaling Personalisation with a Unified Creator

Preview the campaign by contact to see personalization in action



A/B test content by creating multiple versions of the same campaign in the same UI



Have one editor and one campaign that supports multiple languages



Personalize engagements with over 50+ tokens organized by use cases

Drag and drop content block and push changes in minutes across thousands of blocks

First Name

Drag-and-drop personalization tokens into any content, campaign and channel

Loyalty membership status automatically populated with points balance

Item

Automatically personalize engagements with the right products



Using AI powered Visual Affinity, avoiding product tagging and recommending products based on the product image alone

Optimize deliverability with actionable advise to boost your score



# Unlocking first-party customer data into actionable insights

## CUSTOMER-CENTRIC PERSONALISATION



### Customer Insights

Lifecycle Status: *ACTIVE*

Opt-In / Opt-Out: *OPT-IN*

Product affinity: *ACCESSORIES*

AOV: *£250*

Loyalty status: *GOLD*

Returns: *£50*

Offline, Online, Mobile: *MOBILE*

Predicted Spend: *£400*

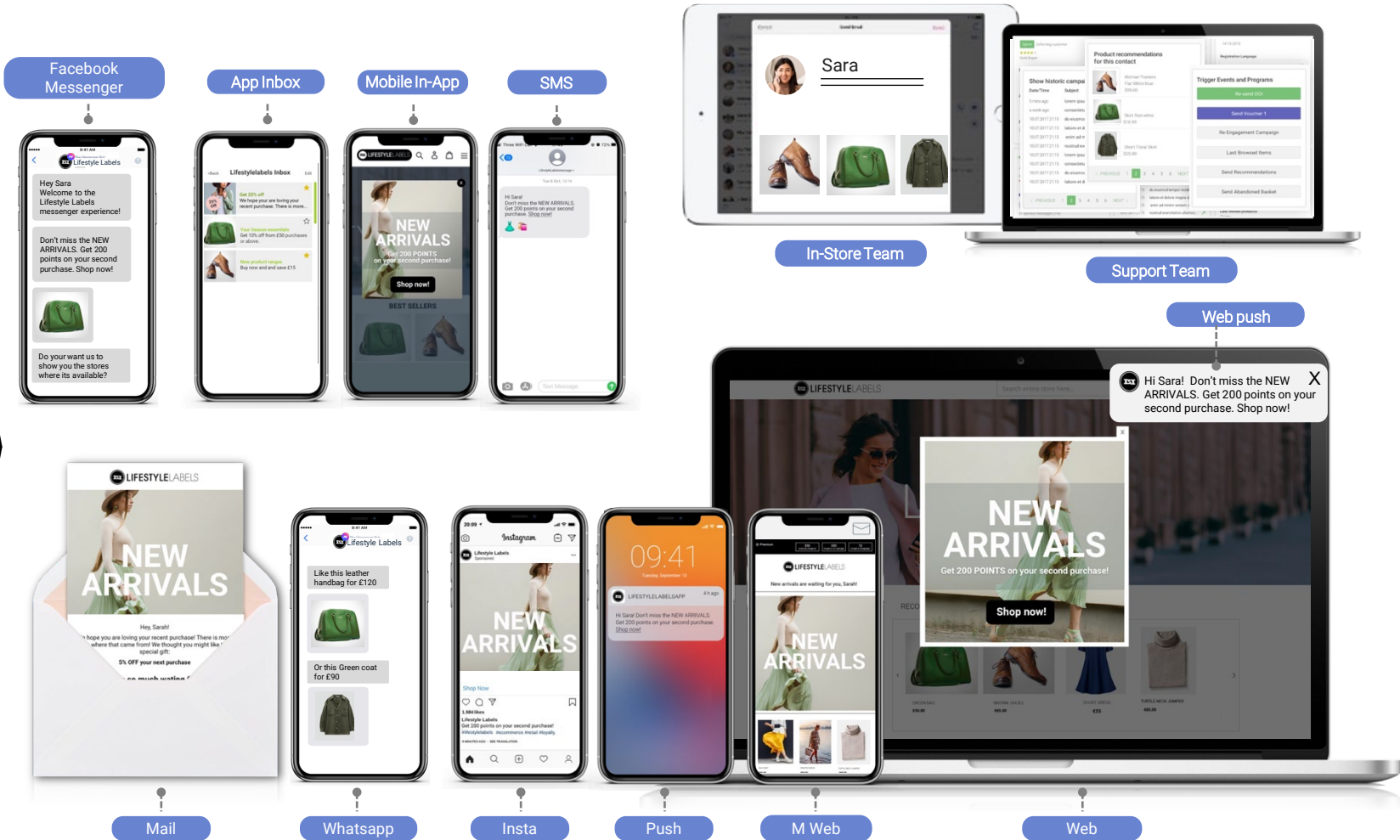
Number of purchases: *15*

App behaviour: *Active subscriber*

Channel Interaction: *Mobile App*

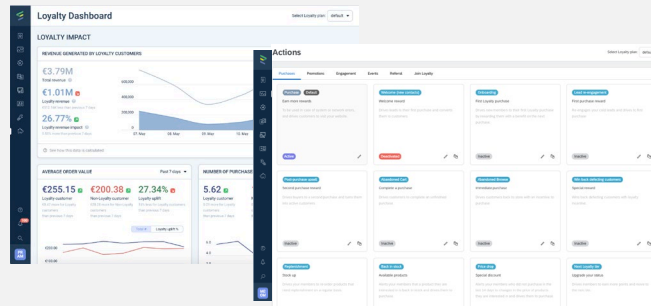
Years Active: *5*

## OMNICHANNEL EXPERIENCE

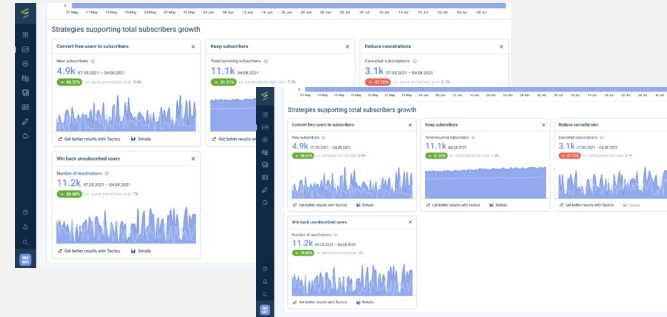


# A single platform to help you achieve grow LTV across your business

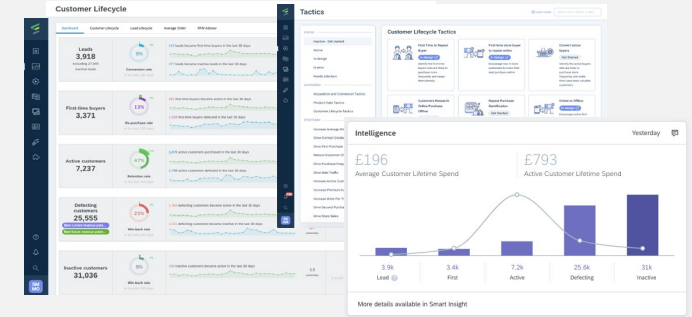
## Loyalty Membership Programs



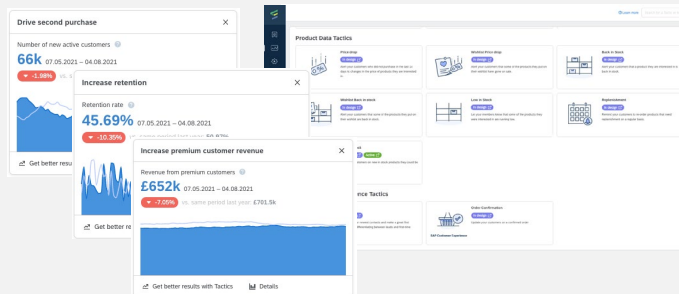
## Subscription Programs



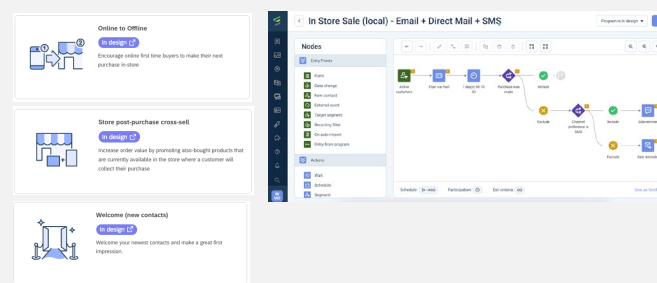
## Customer Lifecycle Programs



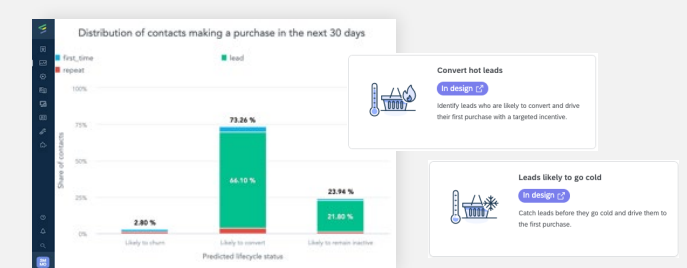
## Retention Marketing Programs



## Traditional Marketing Programs



## Predictive Marketing Programs



**+50%**  
Database  
Growth



**+62%**  
Purchase  
Frequency



**+19%**  
Average  
Order Value



**30x**  
Return On  
Ad Spend



**+70%**  
Customer  
Lifetime Value



# Measuring the impact of personalization on customer lifetime value

