

The only omnichannel customer engagement platform

2.31000

FirstPur

the New Colles



Zach Hemmant-Low Regional Vice President Emarsys



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
CharlotteTilbury SONY	ZUMEZ FLANNELS Samsonie Sur la table REISS	allegro MYRON BrandAlley	Air Asia VivaColombia		REGAL HOTELS DESNEP
Corelle mymuesli Brands	Char-Broil. SPORTS DIRECT.com	GYMSHARK Tupperware TOYS & CRAFTS SHEIN phil&teds	W fiydubai•	kapten_	
Unilever Deliciously Ella	SPAR (TOOLSTATION KURT GEIGER Lane (rawford	DiscountFilters See TICKETS	SWISS easyJet	SnapCar	
KitchenAid	FATFACE STANCE STANCE		で で で で で で で で で	+Babbel worldremit.	TRAVELIST DESIGN HOTELS"
🎆 Tupperware 🖌 🖌	<i>QLeonisa</i> [™] <i>Medic</i> [®] <i>Markt</i> allsaints salling group ∏ SIGNA □ DEICHMANN	DEMDACO yappy	Rutube Gaia		Bitdefender 👸 twinspires
BEAUTY PIE	Russell&Promley HGREGGS NEWLOOK	CROSS INDUSTRY Bowlero (STYRIA 4	nordic games tipico	Goldman Sachs ▷ ▷ EIN ♥ iProperty Group ♥ Property Group	HEIN® EL PAÍS EUROPACES

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 Al 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

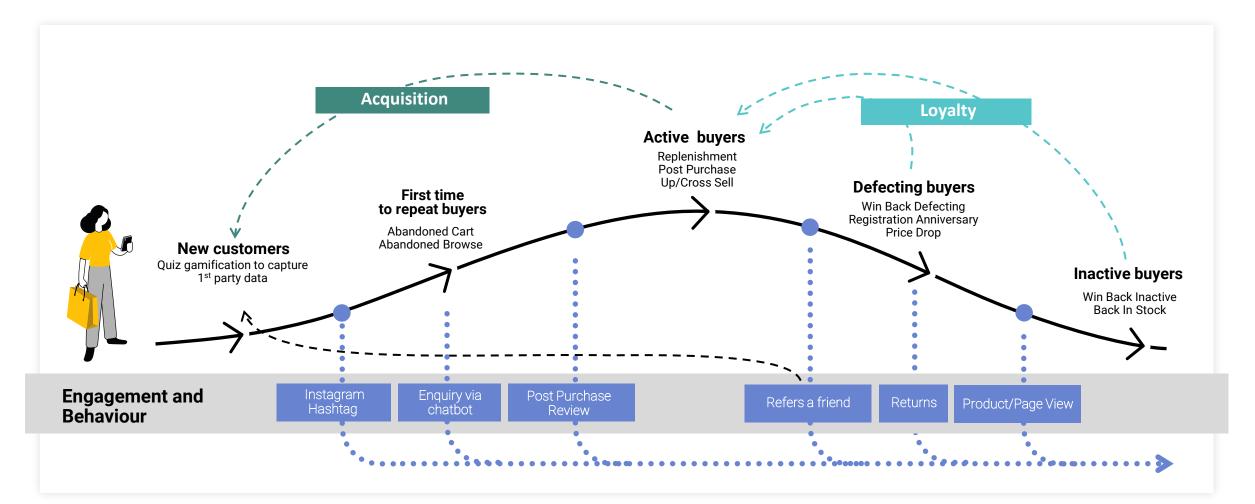




Lifetime Value Average Value of Sale Number of Transactions Retention Time Period



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

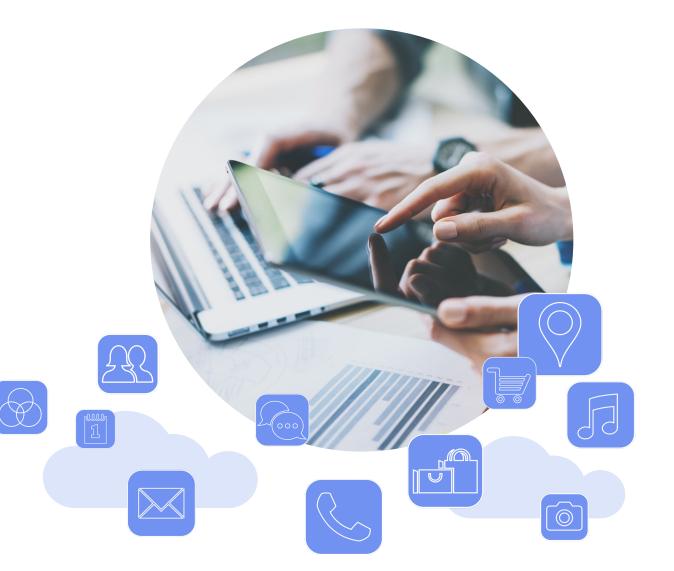


Why is achieving customer lifetime value so hard?

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 <u>data from</u> <u>different sources is the key obstacle</u> 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

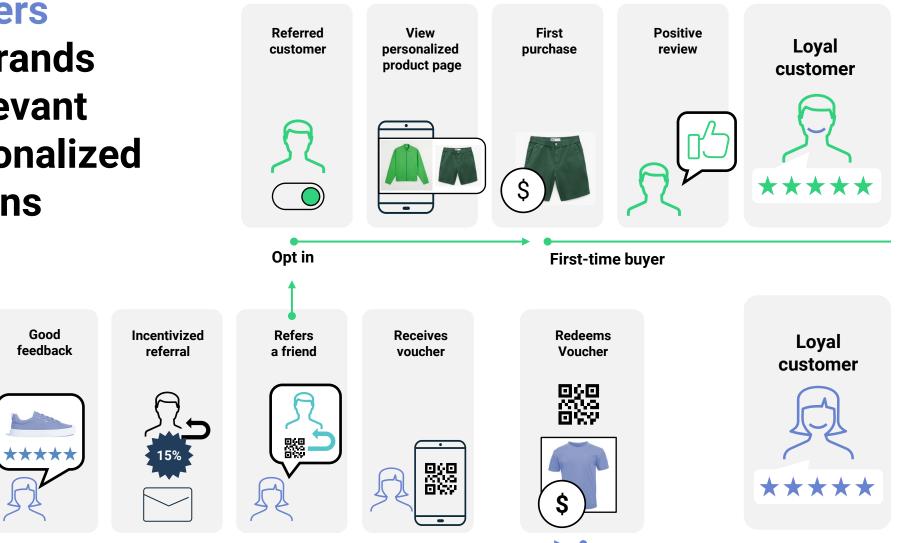
First

purchase

\$

Good

feedback



First-time buyer

Get quote

Source: Accenture

Filled in form

on Facebook

F

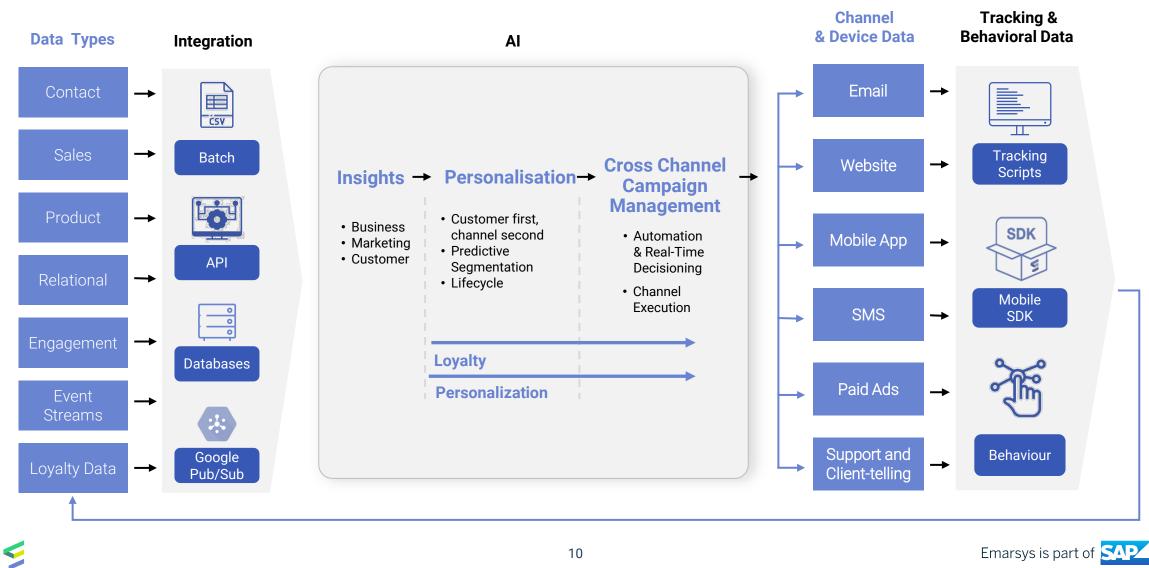
Name

Email

Second purchase

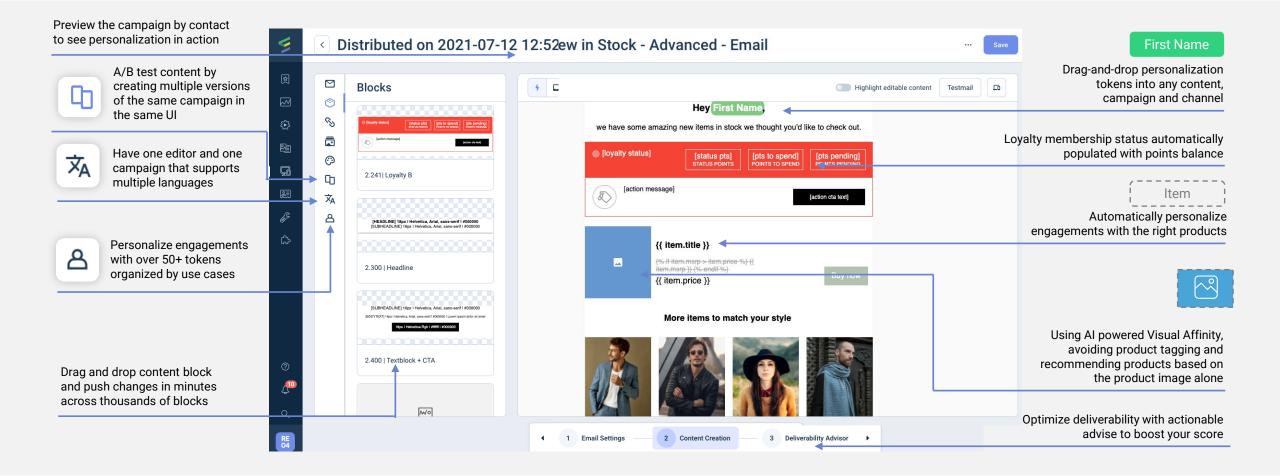


Scaling Personalisation



Emarsys is part of SAP

Scaling Personalisation with a Unified Creator

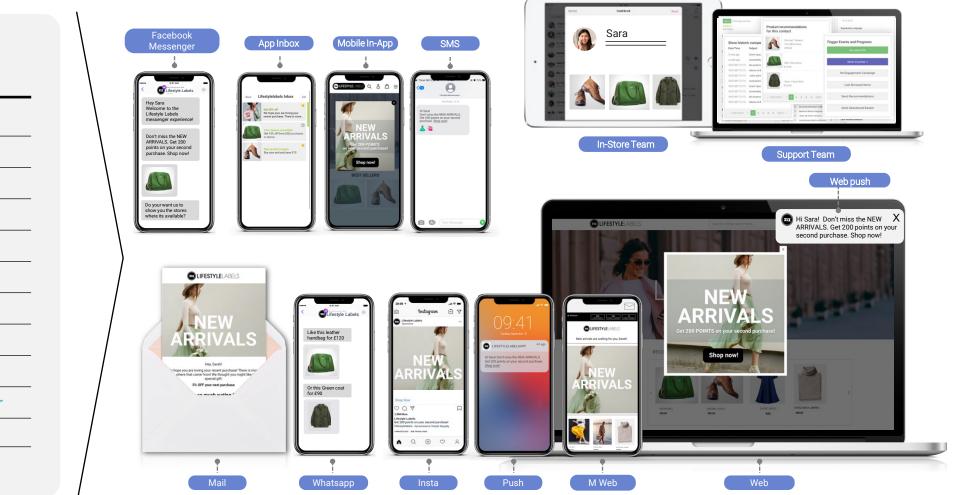


Unlocking first-party customer data into actionable insights

CUSTOMER-CENTRIC PERSONALISATION

OMNICHANNEL EXPERIENCE

Emarsys is part of SAP



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PERSONALISATIC

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

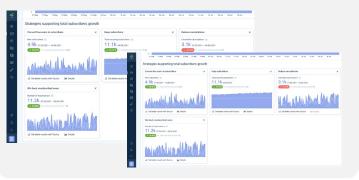
Years Active: 5

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

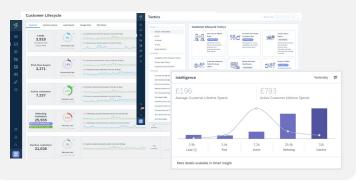
Loyalty Membership Programs

LOYALTY IMPACT				
REVENUE GENERATED BY LOYKLTY CUSTOMERS	Actions			Select Lepsity plan. data
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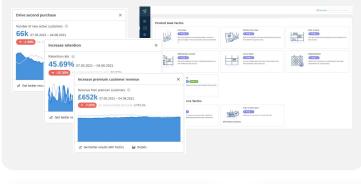
Subscription Programs



Customer Lifecycle Programs



Retention Marketing Programs



Traditional Marketing Programs



Predictive Marketing Programs



+50% Database Growth



+19%
Sallyeurope
Average
Order Value

30x Tupperware Return Ad Sp

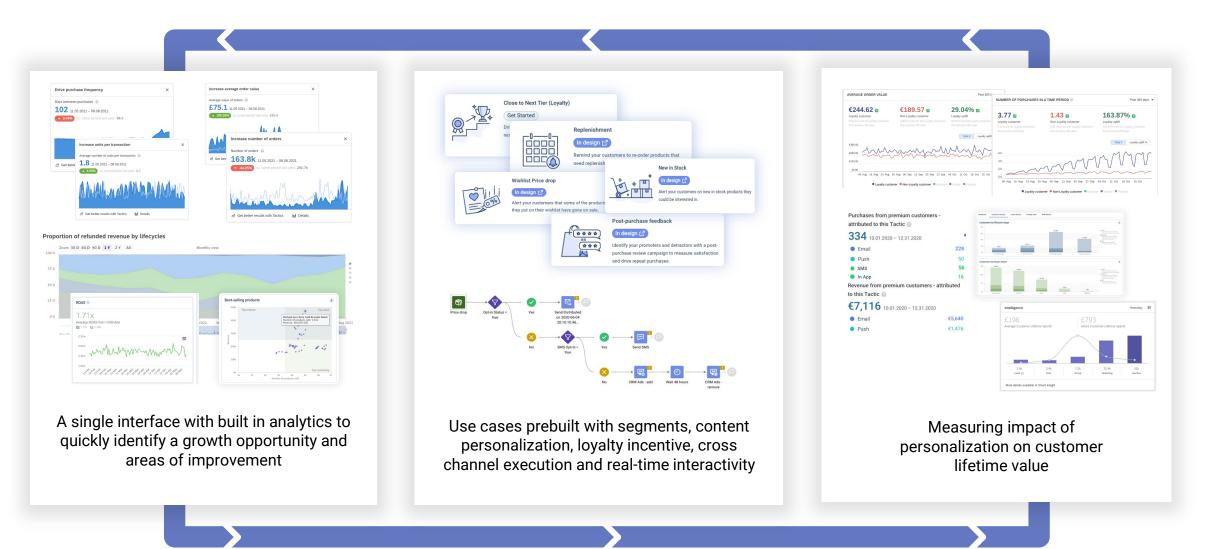


+70% Customer Lifetime Value

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Measuring the impact of personalization on customer lifetime value



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Emarsys is part of SAP