

# 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	<b>ZUMEZ</b> FLANNELS Samsonie Sur la table REISS	allegro MYRON BrandAlley	Air Asia VivaColombia		REGAL HOTELS DESNEP
Corelle <b>mymuesli</b> 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> <sup>™</sup> <i>Medic</i> <sup>®</sup> <i>Markt</i> allsaints salling group ∏ SIGNA □ DEICHMANN	DEMDACO yappy	Rutube Gaia		Bitdefender 👸 twinspires
BEAUTY PIE	Russell&Promley <b>HGREGGS</b> 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

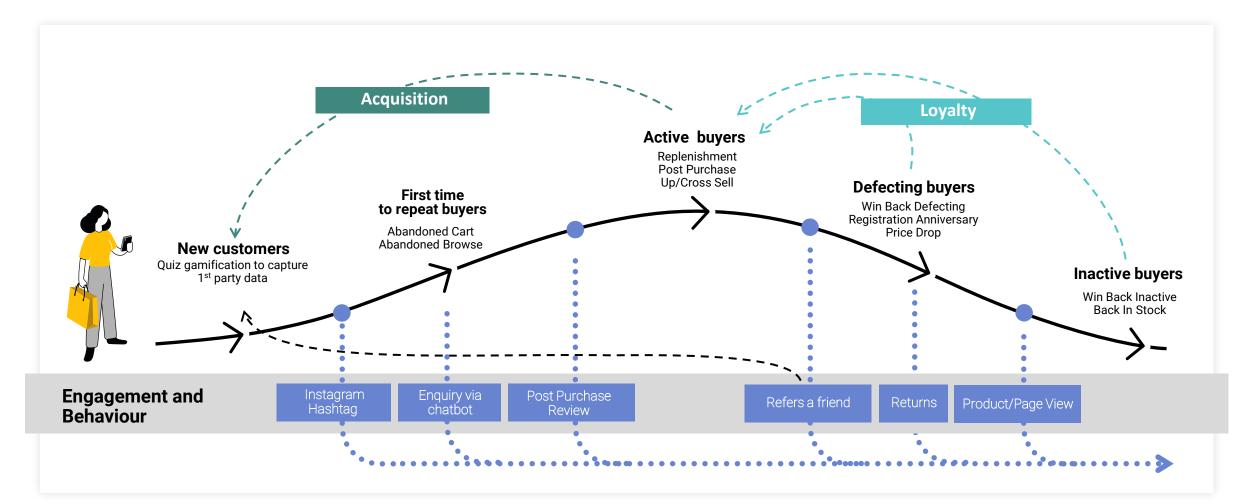




Lifetime Value Average Value of Sale Number of Transactions Retention Time Period



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

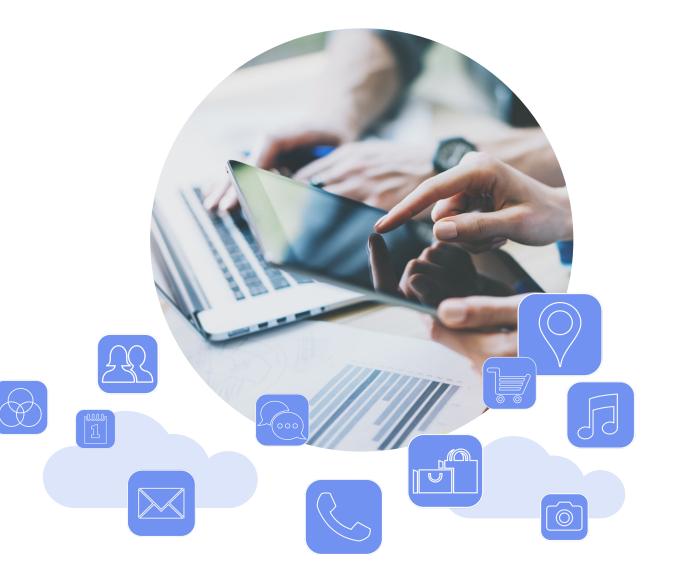


# Why is achieving customer lifetime value so hard?

**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

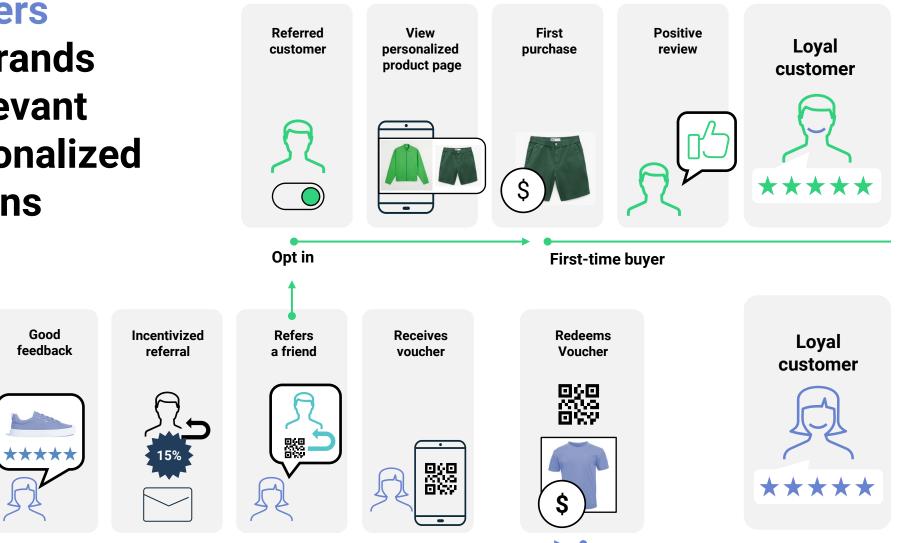
First

purchase

\$

Good

feedback



**First-time buyer** 

Get quote

Source: Accenture

Filled in form

on Facebook

F

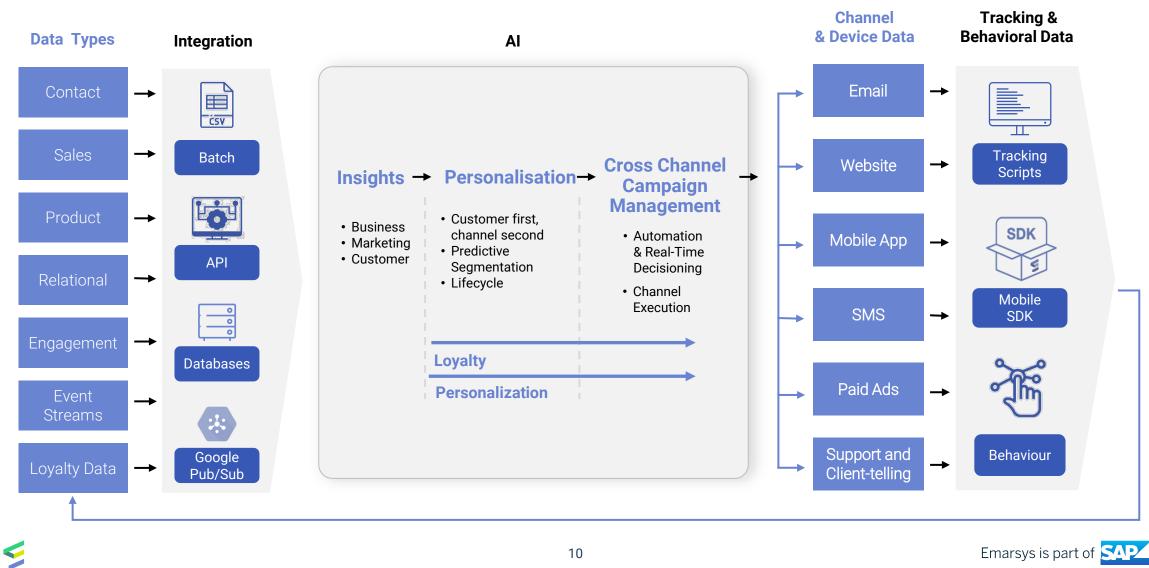
Name

Email

Second purchase

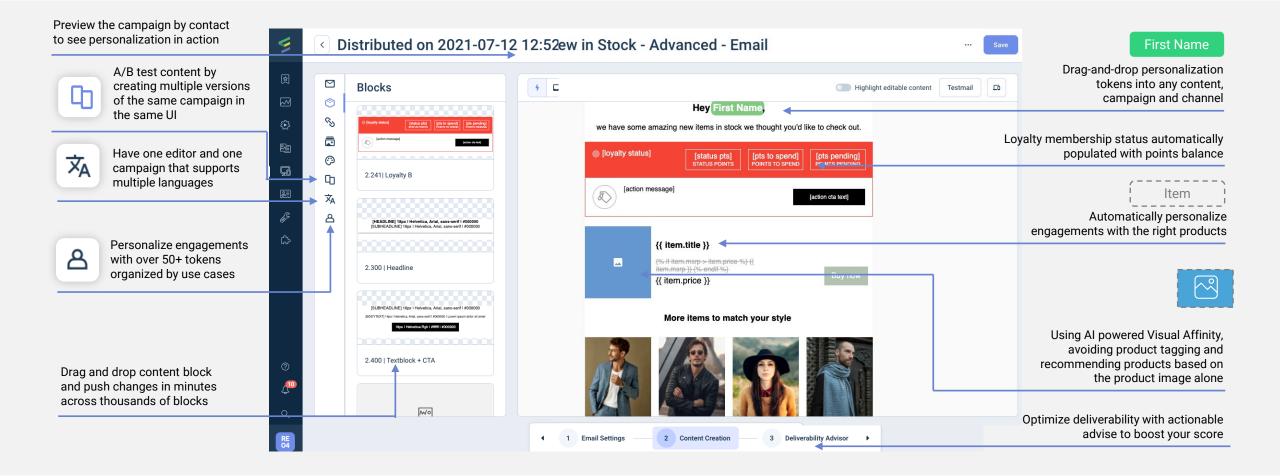


### **Scaling Personalisation**



Emarsys is part of SAP

# **Scaling Personalisation with a Unified Creator**

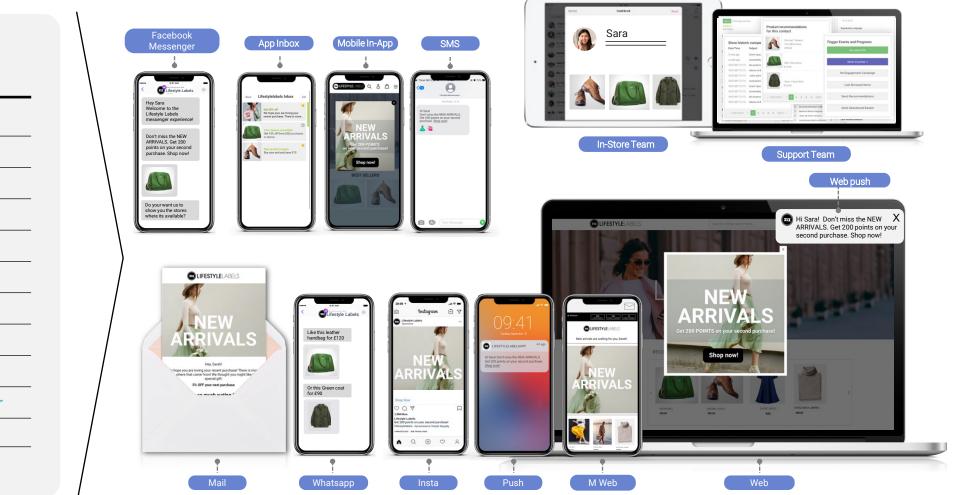


# Unlocking first-party customer data into actionable insights

#### CUSTOMER-CENTRIC PERSONALISATION

#### **OMNICHANNEL EXPERIENCE**

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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

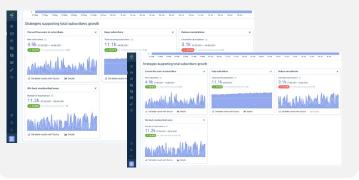
Years Active: 5

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

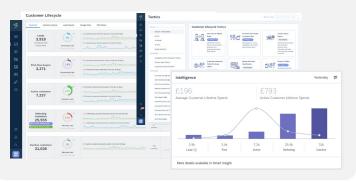
#### **Loyalty Membership Programs**

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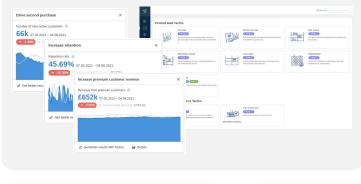
#### **Subscription Programs**



#### **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

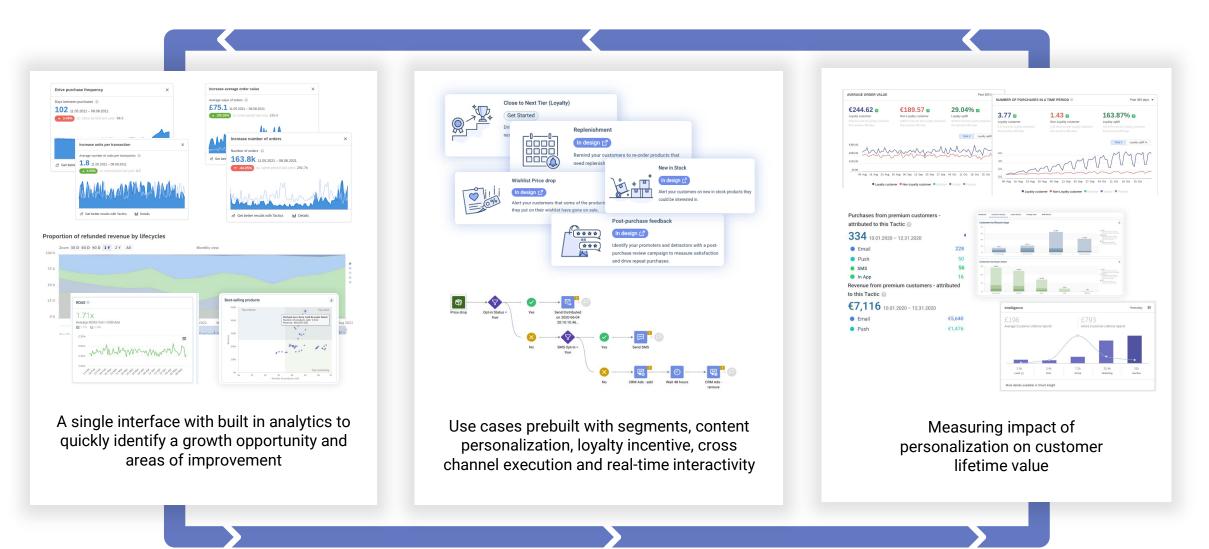


+70% Customer Lifetime Value

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### Measuring the impact of personalization on customer lifetime value



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