



Spanning the digital divide throughout the customer lifecycle

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OUR LIVES, CHANGED

@RCheesley





ocado

EXPECTATIONS, CHANGED

You are in a virtual queue

Please wait here - don't close or refresh this page.

You are position 8077 of 8083. Your wait time will be about two hours.

...wait a little longer than usual to access the website.
...fit an imminent order.



Consumers Expect More From Their Interactions With Brands

"I bought that product in store two weeks ago, why are you telling me about special offers for it now?"

"I opted into your email list and shop every month, but continue to get messages and offers that aren't relevant to me."

"Your call centre rep has no clue that I'm a loyal customer"

"You're always showing me ads for things I don't care about."



*Overcoming these challenges
requires connecting 1:1 with consumers
to build trusted brand relationships*





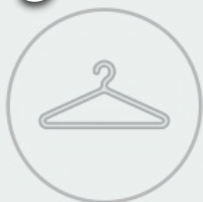
What is the business case for personalising the digital experience?

ONLINE
PERSONAL STYLIST

HOW IT WORKS



Take the quiz to find the perfect styles for you



Discover your personal style recommendations



Tell us what you like & dislike to keep your edits up to date



Check your wardrobe and inbox for edits tailored to you

WHAT COLOUR ARE YOUR EYES?



Blue



Grey



Green



Hazel



Amber



Brown

Don't forget, you'll need to create your own Online Personal Stylist profile to get access to your recommendations. To create your profile, follow the prompts at the end of the quiz!



6x

higher transaction rates with personalised emails.

Source: [MarketingLand, 2013](#)

75%

of consumers are more likely to buy from a retailer that recognises them by name, recommends options based on past purchases, OR knows their purchase history.

Source: [EConsultancy, 2020](#)

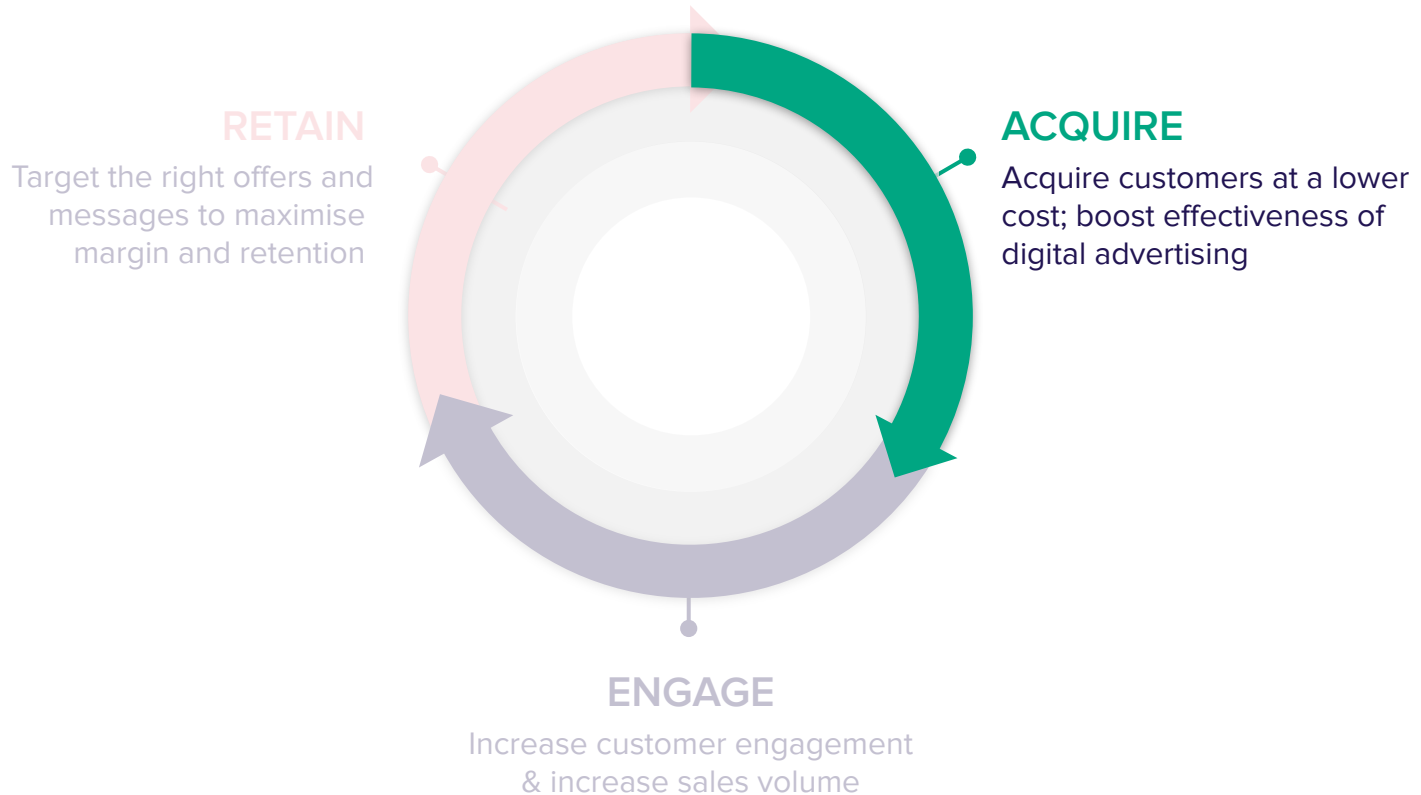
85%

of consumers, where the homepage was personalised with promotions that were directly relevant to them, were influenced to make a purchase as a result.

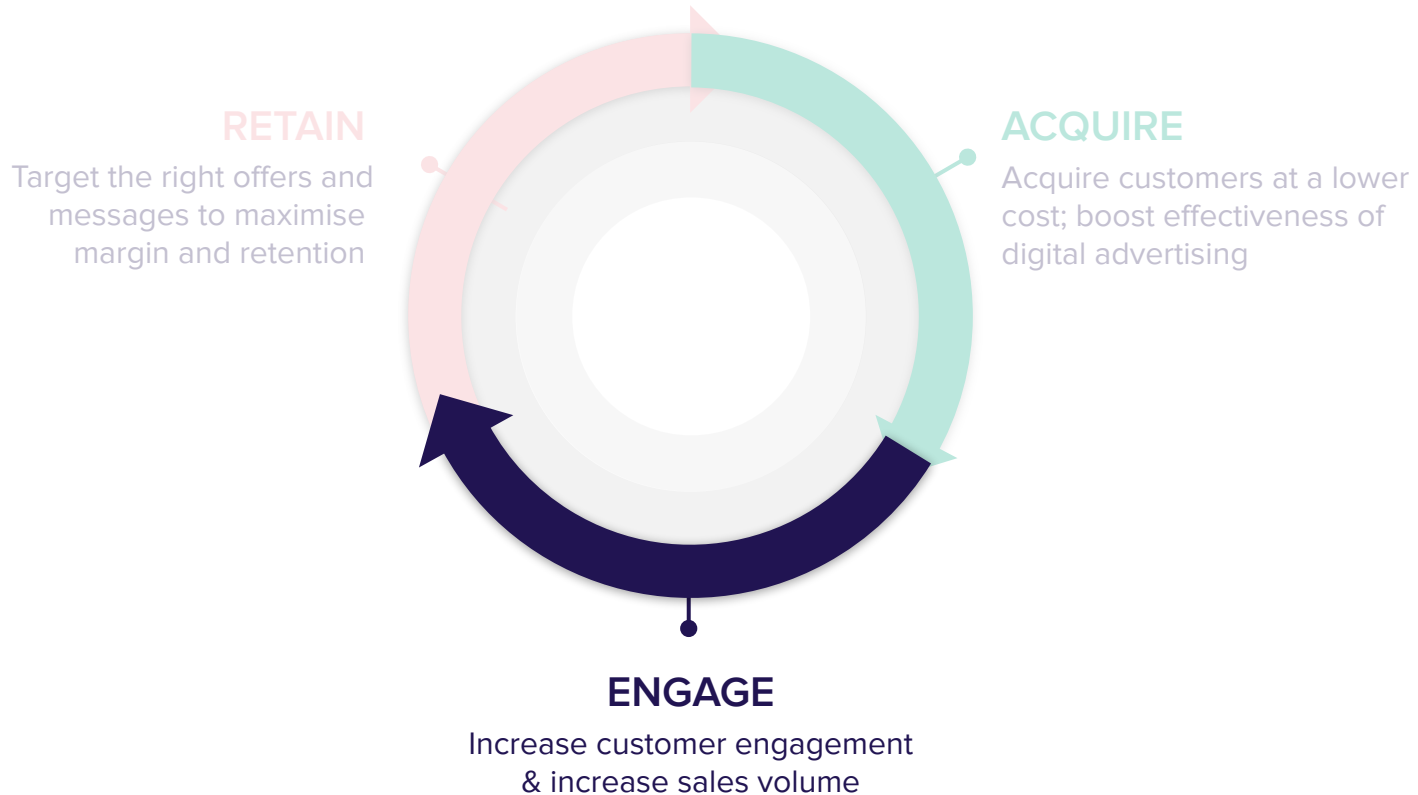
Source: [Kibo, 2017](#)



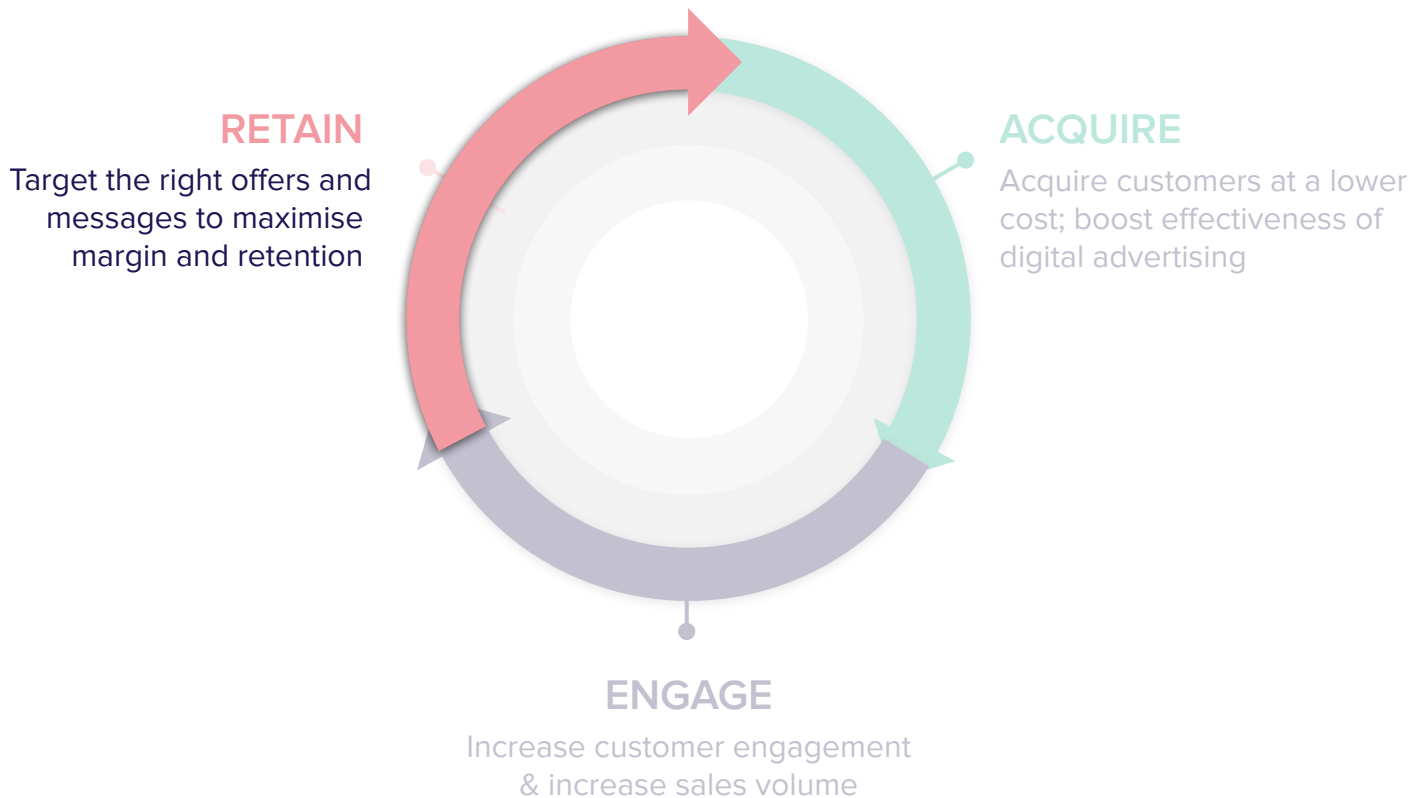
Why personalise?



Why personalise?



Why personalise?



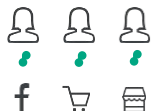
***How Do We Deliver
Consistent Experiences
Across The Digital Divide?***



The challenge for marketers



Companies have **multiple ways to interact** with their customers, from acquisition, conversion, growth to servicing their needs in both online and offline channels



These interactions happen through **siloed systems** where the same customer may have many duplicate identities



The winning strategy for the modern enterprise is to treat customers **individually at scale**. This requires an holistic view of the customer including single identity, behaviour and analytics.

POS

Ecomm

Loyalty

Call Center

Email

Web

Mobile

Youtube

Facebook



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**We need a single source of truth
for the customer profile which
spans the digital divide**

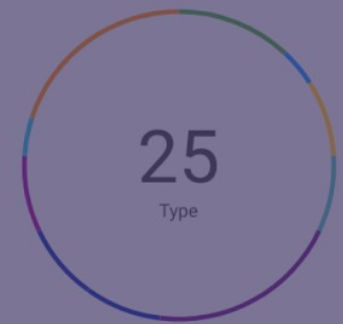
OVERVIEW PROFILE JOURNE... TRANSACTIONS MACHINE LEARNING IDENTITIES HOUSEHOLD CROSS-BRAND CUSTOMER

REVENUE - LIFETIME
\$2,840.00




TRANSACTION COUNT - LIFETIME: 5

AVERAGE ANNUAL TRANSACTIONS - GROUP
2 - 3 orders/year

AVERAGE ORDER VALUE - GROUP
\$ 500+



RECENT EVENTS

- Sep 24, 2019**
5:45 PM PDT  **Cortex Discovery**
Name: oval serving dish glass melt
Source Product Number: 101203358
- Sep 23, 2019**
3:50 PM PDT  **Product Browsed**
Name: Blue pasta bowl
Source Product Number: 101203357
- Sep 23, 2019**
2:39 PM PDT  **Cart Updated**
Name: Caicos Sarah Maria
Source Product Number: 101203364

Revenue - Lifetime **\$2,840.00**

RECENT TRANSACTION ITEMS



We need a strategy for incrementally gaining trust, and delivering meaningful value

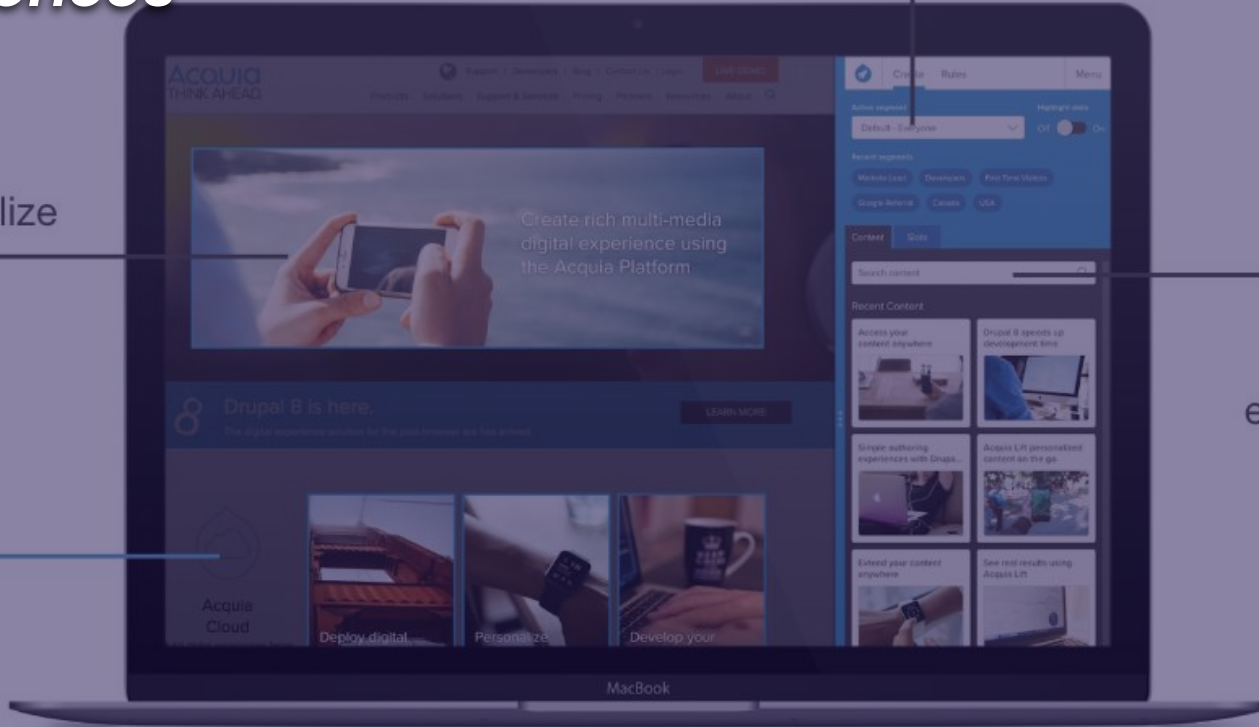


We need tools that allow us to rapidly create and deploy personalised experiences

1 Click a 'slot' to personalize

1

Your site



2 Select a target segment

2

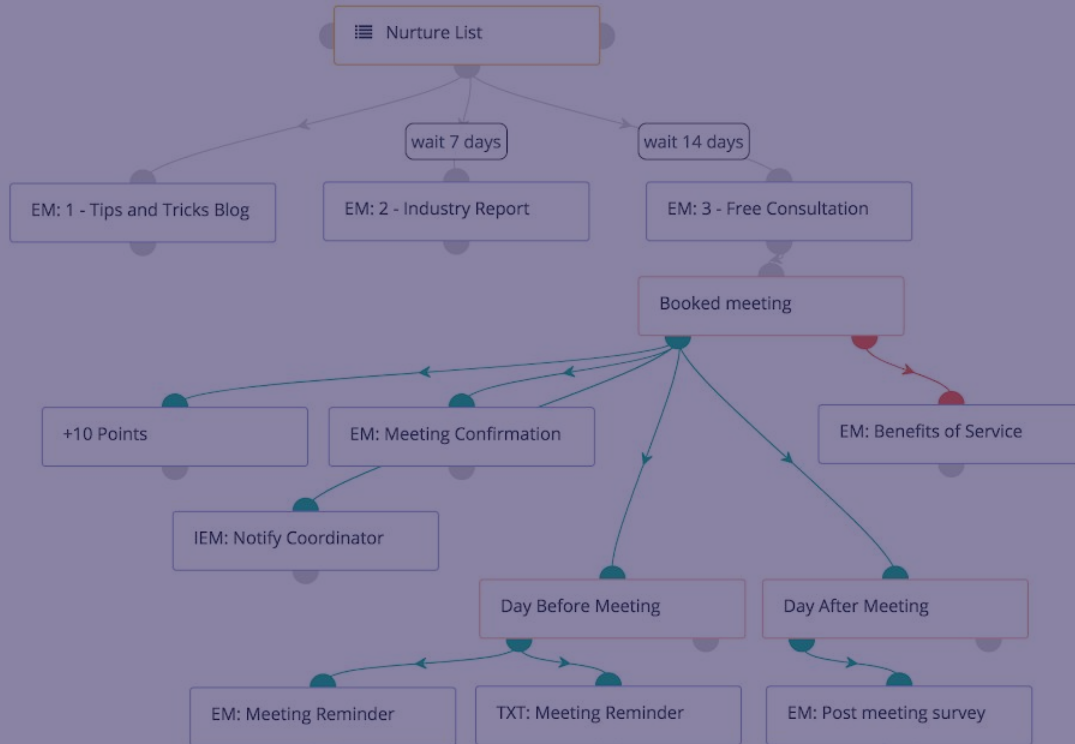
3

3 Search and find the perfect digital experience for that segment



We need a centralised way to create campaigns that span multiple channels

Apply Close Builder



AUTOMATE, PERSONALISE

@RChesley



MESSAGING

- **Special occasion campaigns**
- **Personalised recommendations**
- **Localised invitations to in store events**
- **Loyalty card scheme**
- **In-store personalisation**
- **Intent-based offers**



CONTENT

- **Personalised website content**
- **Cart abandonment campaigns**
- **Browse history informing content**
- **Location-specific content**
- **'Personal shopper' profile**
- **Customer wishlist/favourites**



OFFERS

- **Drive in-store visits with exclusive offers to 'warm leads'**
- **Deeper discounts to customers you may lose, lighter offers for regular customers**
- **Tailor offers based on behaviour - cart abandonment, browsing behaviour etc**



Single, unified customer profile

Create a single source of truth (customer data platform) that spans all places your customer interacts with you.

Strategy to gain trust & deliver value

Plan your marketing strategy around the customer. What value are you giving them for their data?



Tools to deploy resources quickly

Ensure your tools integrate with the data platform and allow you to quickly deploy personalised experiences

Multi-channel campaigns

Ensure your orchestration tool allows you to create multi-channel personalised campaigns

Personalised Digital Experience

When all these pieces are in place, you are well positioned to start personalising the whole customer journey across online and offline experiences

Start small, and build iteratively, ensuring that you are always delivering value to the customer and the business.



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