ACQUIA
EXPERIENCE DIGITAL FREEDOM

Building better relationships with data-driven email marketing

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Mautic Project Lead, Acquia
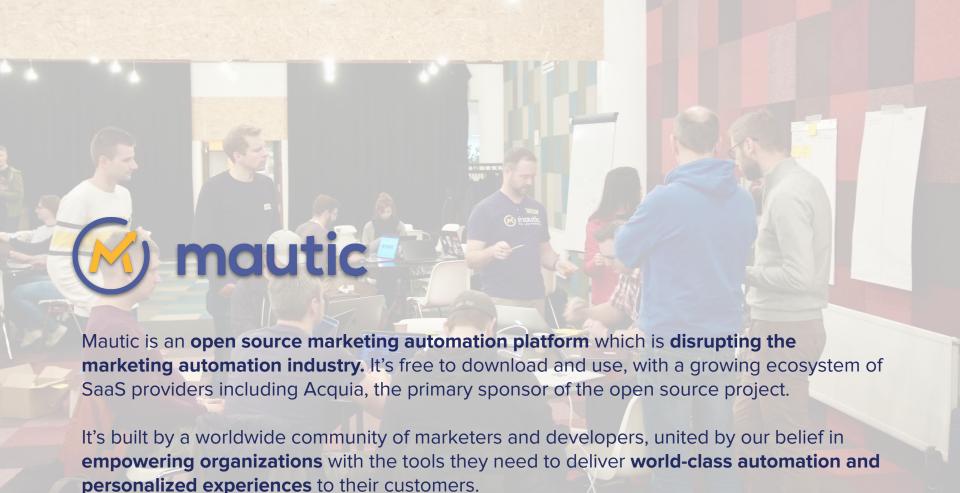
SPARKPOST
INBOX EXPO

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ACQUIA

mautic

Mautic is an **open source marketing automation platform** which is **disrupting the marketing automation industry.** It's free to download and use, with a growing ecosystem of SaaS providers including Acquia, the primary sponsor of the open source project.

It's built by a worldwide community of marketers and developers, united by our belief in **empowering organizations** with the tools they need to deliver **world-class automation and personalized experiences** to their customers.

mautic.org

WE NEED TO UP OUR GAME

"Consumers don't just buy products and services anymore; they buy experiences. This demands a new approach to marketing, sales, and services; one that hinges on winning customer trust."

Ben Jackson, The Future of Commerce

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What makes it so difficult to deliver a connected digital experience?

Siloed Systems; Isolated Connections

POS & Inventory Systems

BI Systems

Identity Data

Marketers make ad-hoc BI requests, subject to analyst bandwidth.

Data is collected and stored, but identities are not resolved into a cleansed, de-duped system of record.

Direct Mail & Email

Segments are pulled for outbound marketing on request; not real-time.

Digital Ad Campaigns

CRM

Call Center

Website

Digital campaigns are limited to anonymous third party data; isolated for this use case.

E-commerce Systems

Website activity is isolated to the web.

Web Personalization

Customer service, call center, and other systems of customer interaction are isolated; information isn't shared with other tools.

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WE NEED DEMOCRATISED ACCESS TO DATA

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DATA-FIRST MENTALITY

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WHERE DO WE START?

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ORGANISE THE DATA!
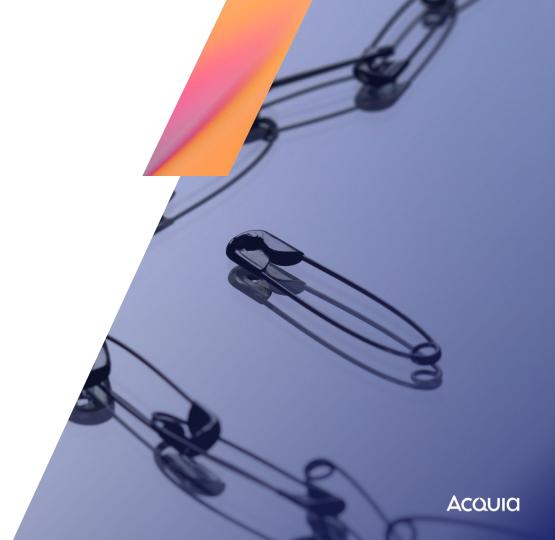
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FIND, ACQUIRE AND _INTEGRATE_ RELEVANT DATA

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USE THE DATA IN MEANINGFUL WAYS

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Automated omni-channel customer experience with CDP

POS
Purchases

2nd/3rd Party Data
Profiles, Signals

Website Behavior
Profile
Product
Content

ERP, PIM
Inventory, Order, & Product Data
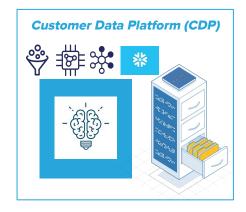
Social
Profile, Influence, Preferences
Campaign Events

Email, SMS, Chat
Profile, Nurture Transactions

Surveys
Profile, Sentiment

Customer Data Platform (CDP)

1. Identity resolution,
2. Intelligent segmentation,
3. Intelligent next-best action,
4. Activate.

Paid Media
Optimized Lookalike Targeting
VIP CX - Print

Owned Social
Engagement Follow-Up
Up-/Next-Sell Optimization
VIP CX

Website
Targeted Next Best Content
Recommended Products
Surgical Pricing

Messaging, Video Chat
Targeted Next Best Action

Email, SMS
Abandoned Event Nurture
Workflow Orchestration
Up-/Next-Sell Optimization

Showroom Digital Displays
Targeted Content
Up-/Next-Sell Optimization

Sales Rep Mobile
Context Mgt, Voice of Customer
Recommendations
Surgical Pricing
VIP CX - Events
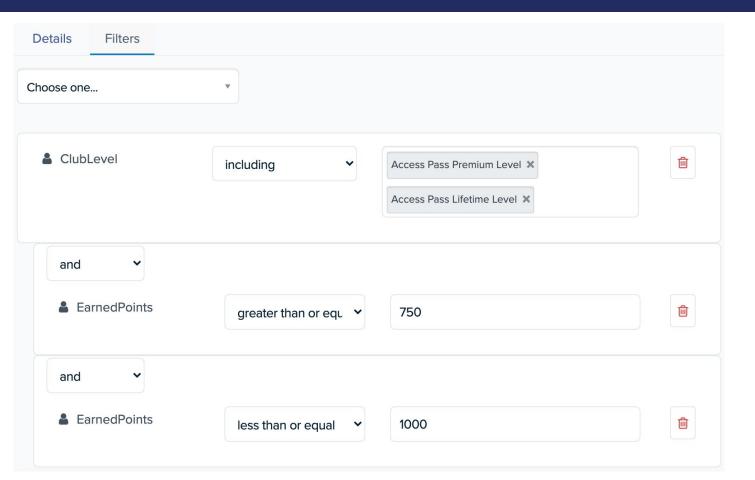
SEGMENT ALL THE THINGS

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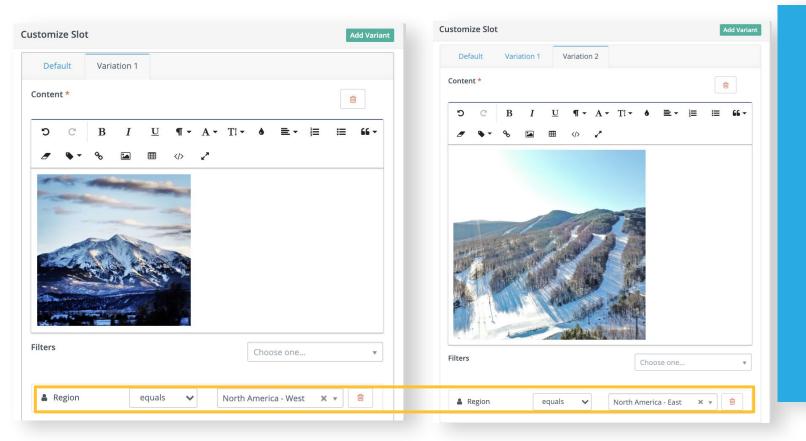
Basic Automation: Segmentation

Details   **Filters**

Choose one... ▾

👤 ClubLevel | including ▾ | Access Pass Premium Level ✖
| | Access Pass Lifetime Level ✖ | 🗑

and ▾
👤 EarnedPoints | greater than or equ ▾ | 750 | 🗑

and ▾
👤 EarnedPoints | less than or equal ▾ | 1000 | 🗑

Segment members of VIP scheme who are in certain levels and are most engaged (points)

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Personalise with Dynamic Content
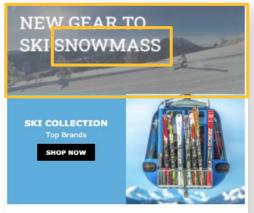
Content based on data e.g. Location

Rocky Mountains or White Mountains image
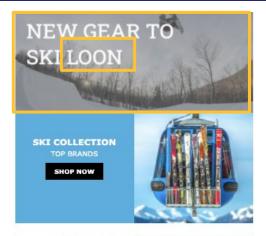
Email / Website Dynamic Content

NEW GEAR TO SKI SNOWMASS

SKI COLLECTION
Top Brands
SHOP NOW

HELMETS
Safety 1st
SHOPW NOW

NEW PARKAS
35% OFF
LEARN MORE

NEW GEAR TO SKI LOON

SKI COLLECTION
TOP BRANDS
SHOP NOW

HELMETS
SAFETY 1st
SHOP NOW

NEW PARKAS
35% OFF
LEARN MORE
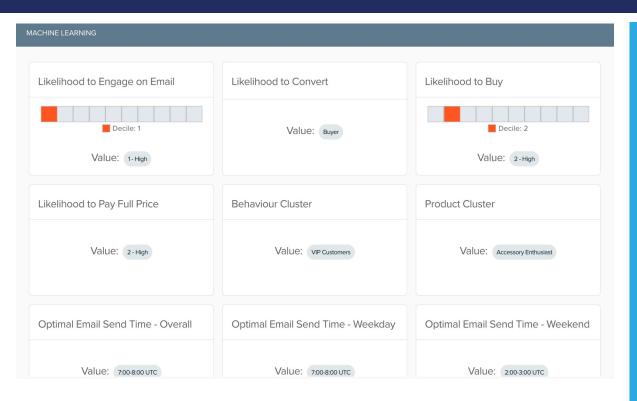
One Email / Landing Page, Different Messages tailored to the local audience (could also be A/B tested).

Could be geo-location based, or by user specified favourite mountain range / next to visit.

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Next Level: Apply Machine Learning

MACHINE LEARNING

Likelihood to Engage on Email

Decile: 1

Value: 1 - High

Likelihood to Convert

Value: Buyer

Likelihood to Buy

Decile: 2

Value: 2 - High

Likelihood to Pay Full Price

Value: 2 - High

Behaviour Cluster

Value: VIP Customers

Product Cluster

Value: Accessory Enthusiast

Optimal Email Send Time - Overall

Value: 7:00-8:00 UTC

Optimal Email Send Time - Weekday

Value: 7:00-8:00 UTC

Optimal Email Send Time - Weekend

Value: 2:00-3:00 UTC

Segment based on

- likelihood to engage on email (if low, use another channel)
- **Likelihood to buy / pay full price (lighter discounts)**
- **Behaviour**
- **Product interest**

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Data-Driven Customer Journey - Retail

AWARENESS

INTEREST

CONSIDERATION

PURCHASE

RETENTION

ADVOCACY

SEARCH FOR JACKET ON WEB, SIGNS UP FOR OFFERS PERSONALISED BASED ON ACTIVITY

BROWSE OTHER JACKETS & REVIEWS

RECEIVES CART-ABANDON EMAIL & ADS FOR JACKET

PERSONALISED INVITATION POSTCARD, IN-STORE TARGETED INFORMATION ON DISPLAYS

PRIORITISE BROWSED JACKETS ON WEBSITE, PURCHASES JACKET

RECEIVES EMAIL CONFIRMATION WITH TARGETED UPSELL

PUSH NOTIFICATION / SMS UPDATES ON ORDER STATUS

PERSONALISED, RELEVANT AND TARGETED OFFERS

INVITATION TO LOCAL STORE

RATES NEW JACKET

SHARES ON SOCIAL MEDIA

REFERRAL CREDITS

| ADVERTISING | WEB | DIGITAL SIGNAGE & POS | CROSS-DEVICE PERSONALIZATION | CROSS-CHANNEL NURTURE & RETARGETING | OPTIMIZATION & FATIGUE MANAGEMENT |

CUSTOMER DATA PLATFORM

| Website Content | CRM Data | Customer Support Data | Behavioral Data | ID Data | Geolocation & Beacon Data | Transactional Data | POS Data |

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Data-Driven Customer Journey - Cruise

AWARENESS

SEARCH FOR CRUISE ON WEBSITE - FILLS FORM TO RECEIVE BROCHURE

INTEREST

PERSONALISED CRUISE BROCHURE MAILED WITH UNIQUE DISCOUNT CODE TO TRACK BOOKINGS

BROCHURE REVIEWED AND SHARED WITH FRIENDS, APP & EMAILS PROVIDE A TAILORED GLIMPSE OF SHIPBOARD EXPERIENCE

CONSIDERATION

CRUISE BOOKED!

INVITE TO CAPTAIN's DRINKS POSTCARD

UPSELL RELEVANT EXCURSIONS

SMS ALERTS WITH RELEVANT INFO / REMINDERS

PURCHASE

RETENTION

APP TAILORED TO SHOW RELEVANT UPSELLS, TOUR BOOKING, PORT GUIDES BASED ON CUSTOMER PROFILE

AFTER HOLIDAY, REMINDERS TO BOOK NEXT CRUISE, MEMORIES

SHAREABLE MEMORIES DURING CRUISE

REFERRALS TO GIVE TO FRIENDS AND FAMILY - EARN YOUR NEXT CRUISE FOR FREE!

ADVOCACY

ADVERTISING	WEB	DIGITAL SIGNAGE & POS	CROSS-DEVICE PERSONALIZATION	CROSS-CHANNEL NURTURE & RETARGETING	OPTIMIZATION & FATIGUE MANAGEMENT

CUSTOMER DATA PLATFORM

Website Content	CRM Data	Customer Support Data	Behavioral Data	ID Data	App Engagement Data	Transactional Data	Shipboard data

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