

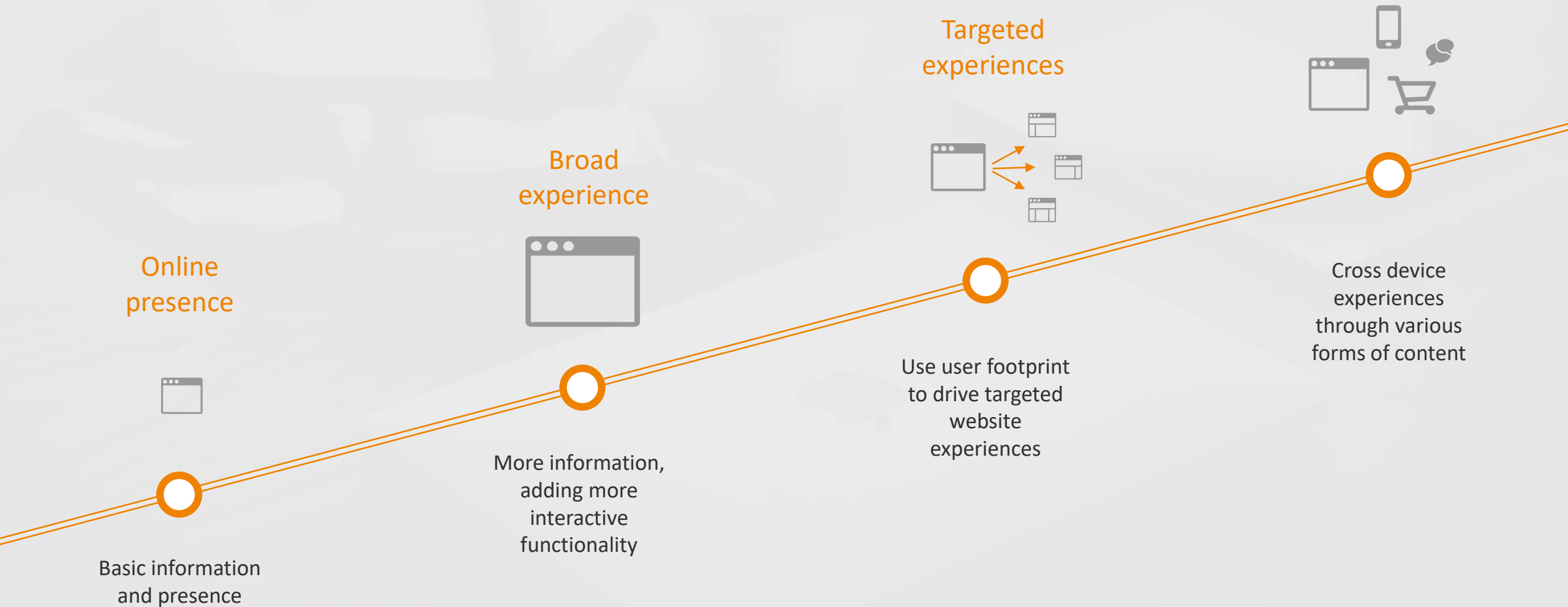
# How technology empowers marketers

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Own the experience™

# The Digital Evolution



# The Digital Evolution

## We're in the age of the empowered customer...

"The customer is now using technology to price precisely, to be able to critique your products precisely and publicly. And, to be able to buy from anywhere. The power is shifting away from institutions, towards the customers."

**George F. Colony,**  
Chairman and Chief Executive, Forrester Research

## ...where experience is the last differentiator...

89% of companies in a Gartner survey plan to compete primarily on the basis of the customer experience

**Gartner CMO Spend Survey 2015:**  
Eye on the Buyer

## ...and customer loyalty is hard to win – and harder to keep

Two-thirds of US consumers say the number of brands or companies they consider before purchase has increased significantly compared to 10 years ago

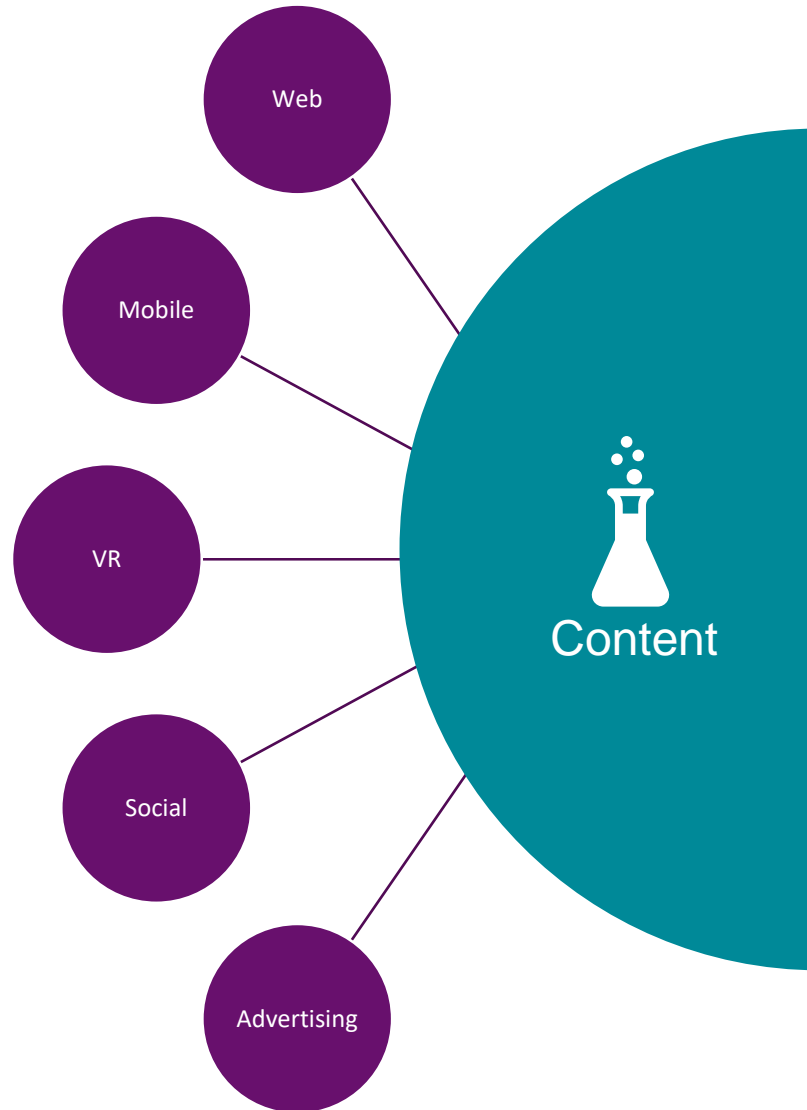
**Customer 2020: Are You Future-Ready or Reliving the Past**  
Accenture, 2015

# 1 Organize your data

One central place for all your content and data



# Content



One central location to manage content

Integrate with 3<sup>rd</sup> parties content sources

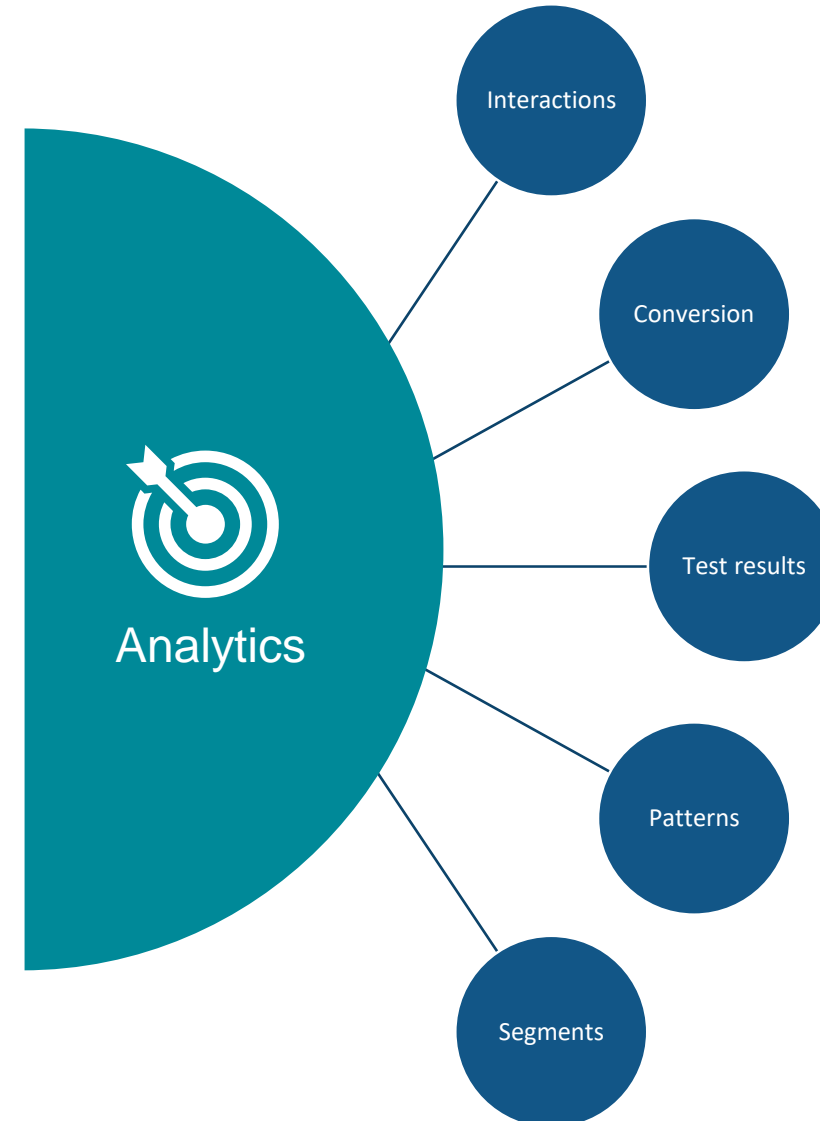
Open to push content across all channels

# Analytics

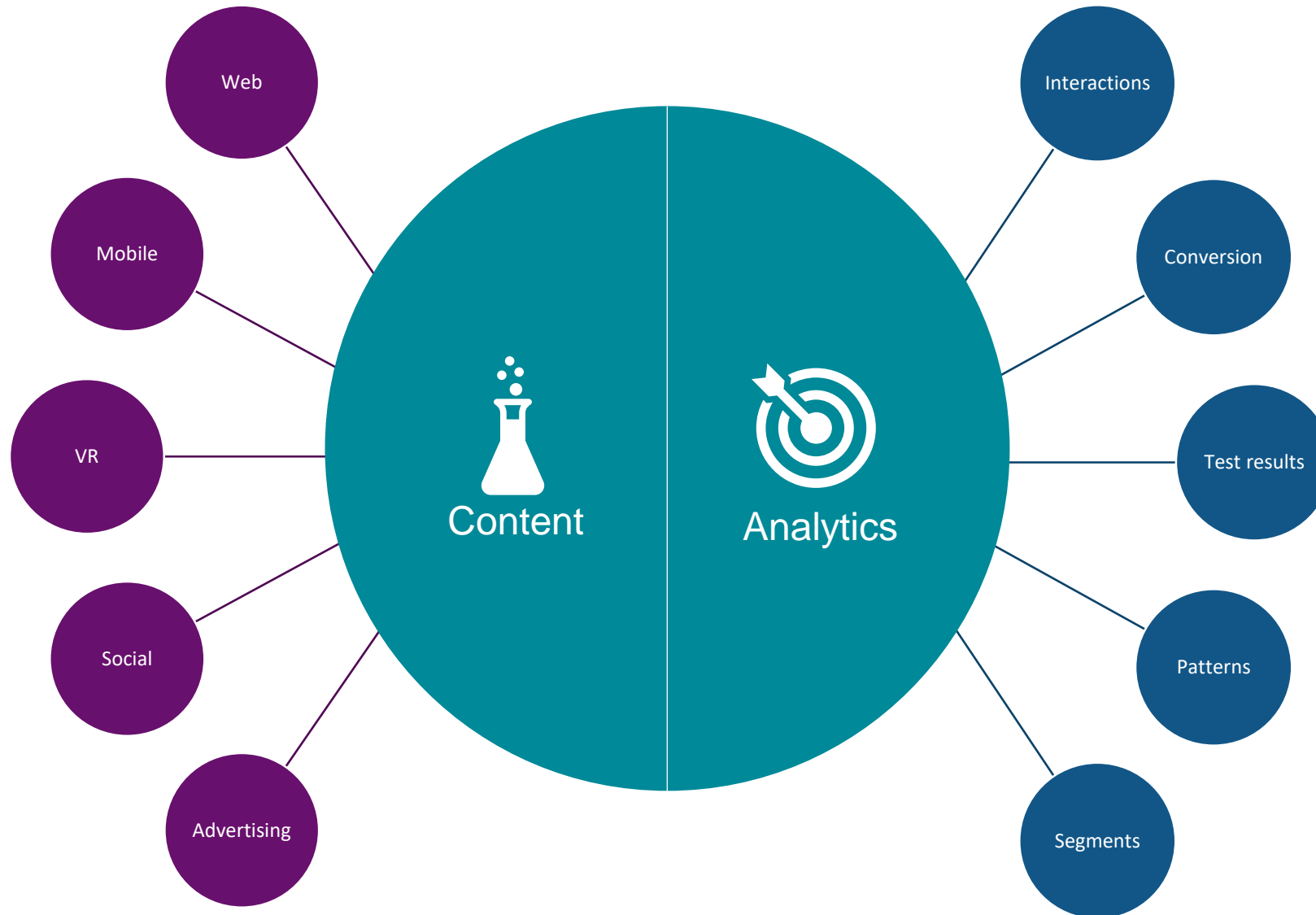
Analyze and measure your content effectiveness

Test content and presentation across multiple segments

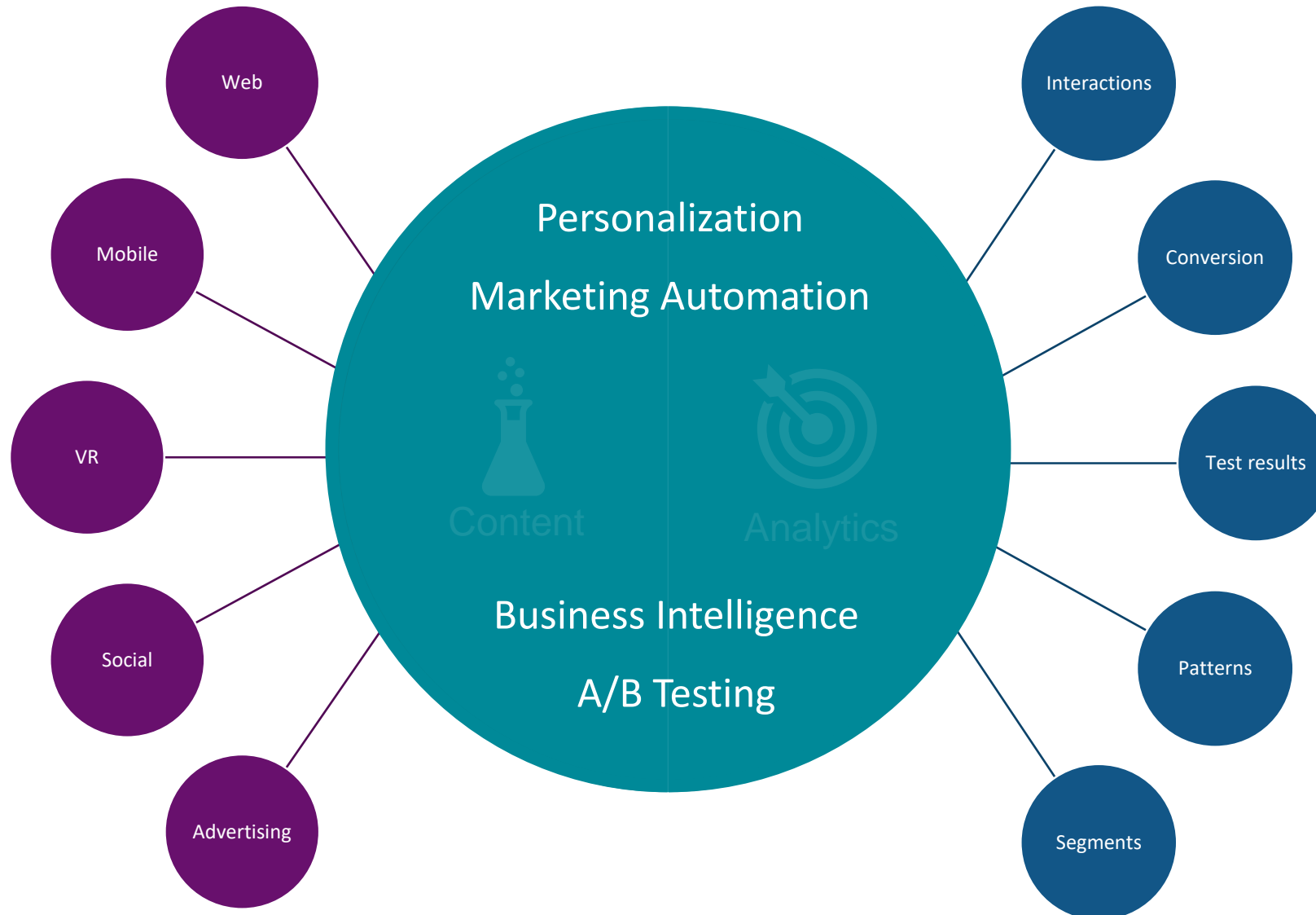
Data compliance (GDPR)



# Content & Analytics



# Content & Analytics





# Think ahead

Hosting multiple experiences in one platform helps identifying your customers and driving individual experiences across channels

## ● Analytics

To drive individualized experiences and identify opportunities you want to know what customers are doing across all your sites

## ● Multi-lingual

How can you build a trusted relationship with your customer if you don't even speak his/her language

## ● Multi-site

One website for all, or multiple websites per country. Having a system that can do both helps!

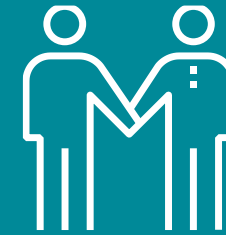
## ● Community

Often with advanced systems there are multiple solutions to a problem. Having a community behind you helps in getting the solution you need

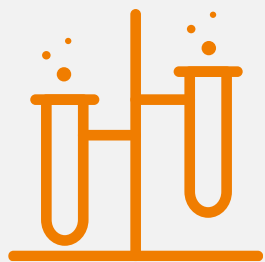


# Technology is your friend

Embrace new technologies



# What to do with the data?



## Hypothesis testing

Validation

A/B testing

Confirmatory data analysis



## Analytics

Business Intelligence

Data mining

Exploratory data analysis



## Machine Learning

Automated personalization

Segmentation

Predictive models

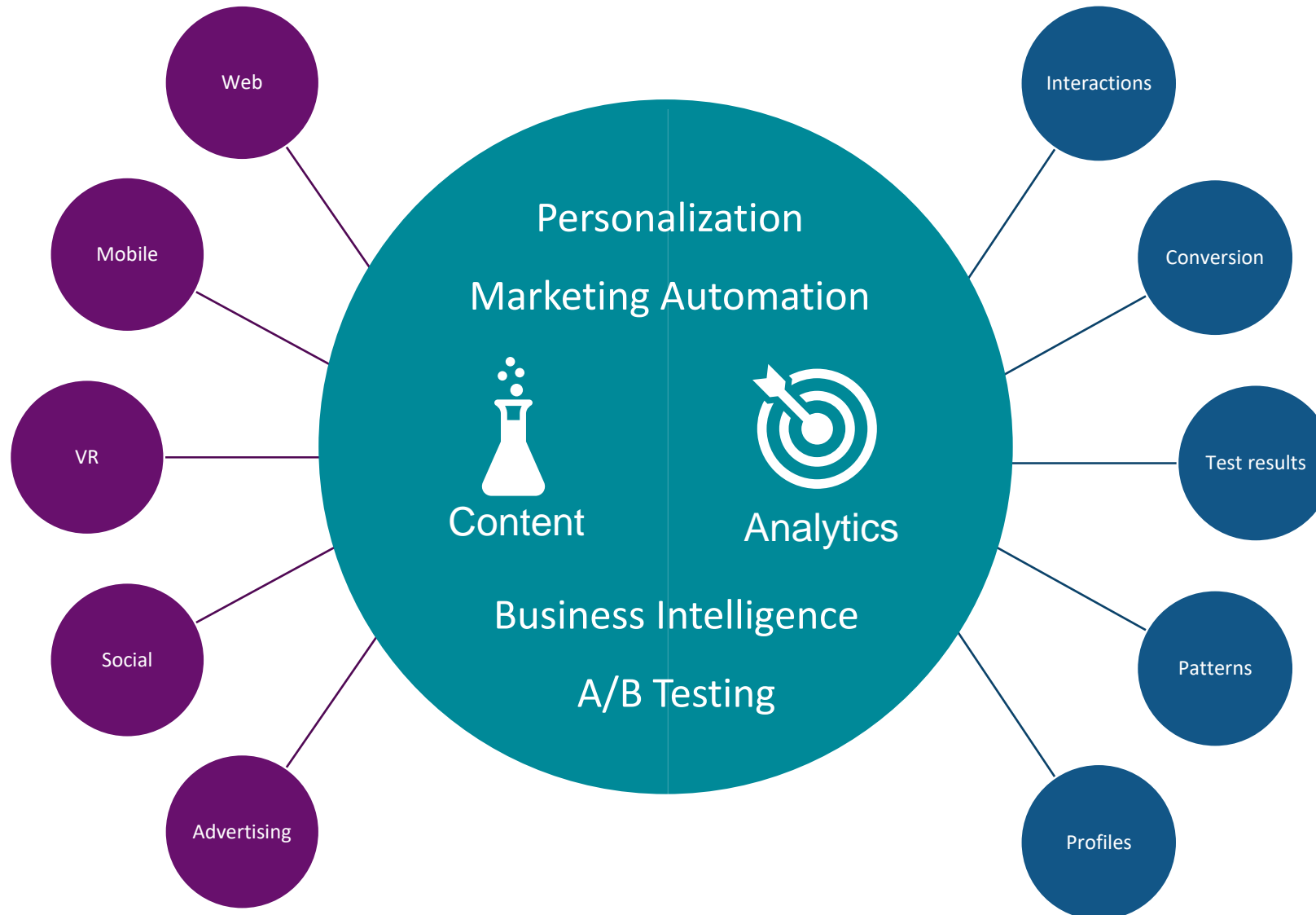
# Let the machine do the work for you

Machine learning requires a lot of data.

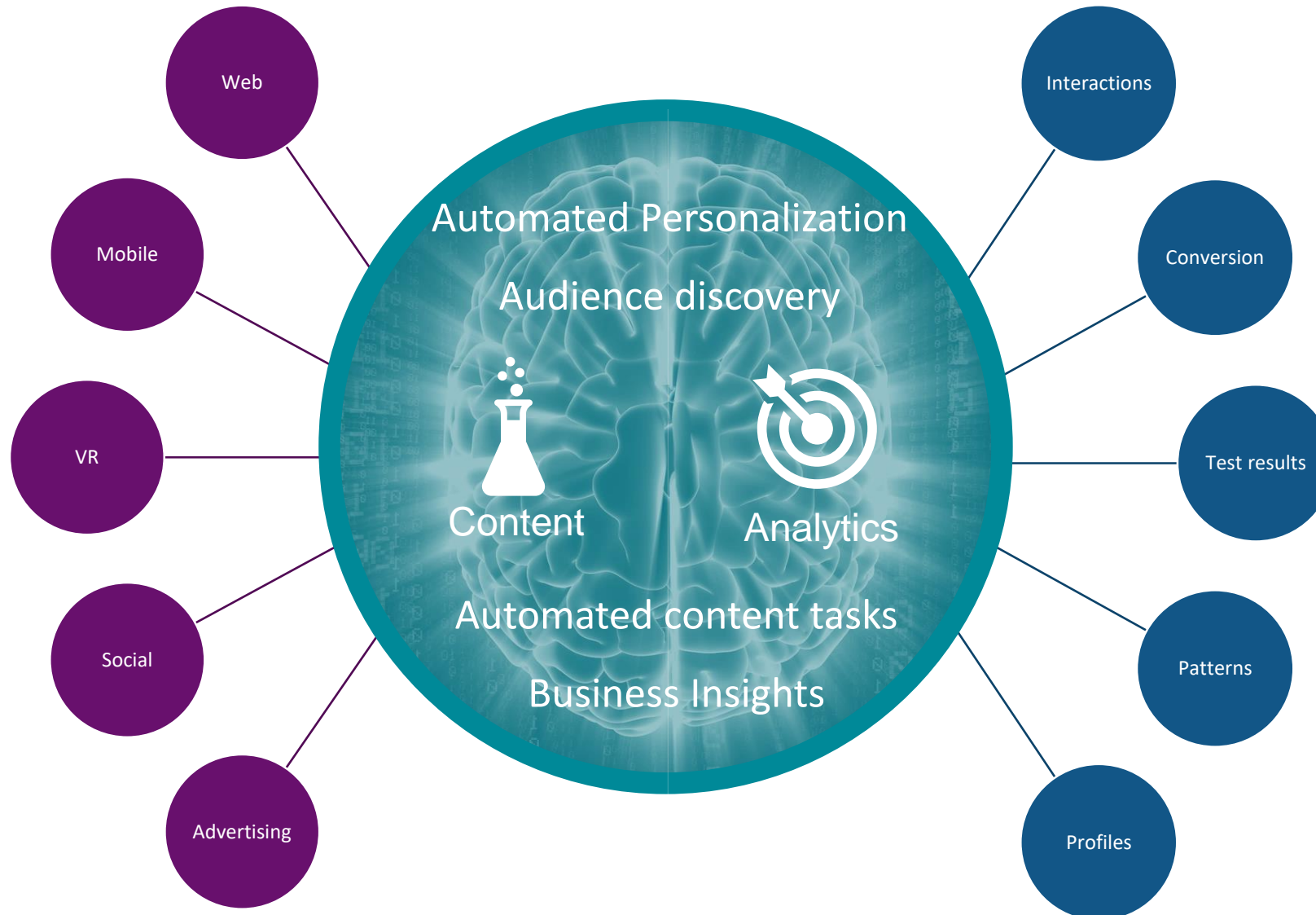
Finally get value out of your “Big Data”



# Content & Analytics



# Content & Analytics



# Are you ready?

## 1 Is your CMS extensible enough?

Your CMS needs to closely integrate with peripheral systems, like customer experience management platforms and e-commerce solutions.

## 2 Is your data organized?

Do you store all your data in one place? Do you track all interactions and optimize on all your channels.

## 3 Is your data ready?

Machine learning algorithms depend on clean, structured, tagged, and organized data to be effective.

## 4 Do you have a trusted Techie?

Technology is your friend. It can also be overwhelming, work closely with your development team.

# Never stop Learning

Standing still is going back





# Never stop Learning



## Guide: Which CMS should I use?

Everything you need to know about buying a CMS for a multichannel world.



## Webinar: Delivering B2B personalization at scale

You can deliver personalized customer experiences by providing the right content at the right time in the right channel.

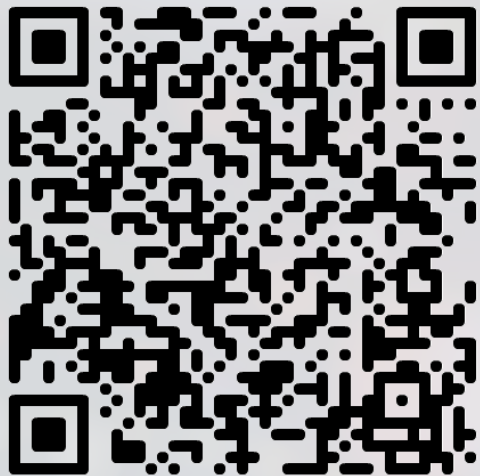


## Whitepaper: 10 tactics for optimizing the commerce experience

Personalizing the experience for your customers before, during, and after the sale is critical to building trust in your brand and your customers' experience of your storefront.

# Thank you!

Let's connect on LinkedIn and Twitter  
[@pieterbrink123](#)



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BLOCK 01

BLOCK 01

NODE 06

NODE 02

NODE 04

NODE 05

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