

Acquia

EXPERIENCE DIGITAL FREEDOM

Building better relationships with data-driven email marketing

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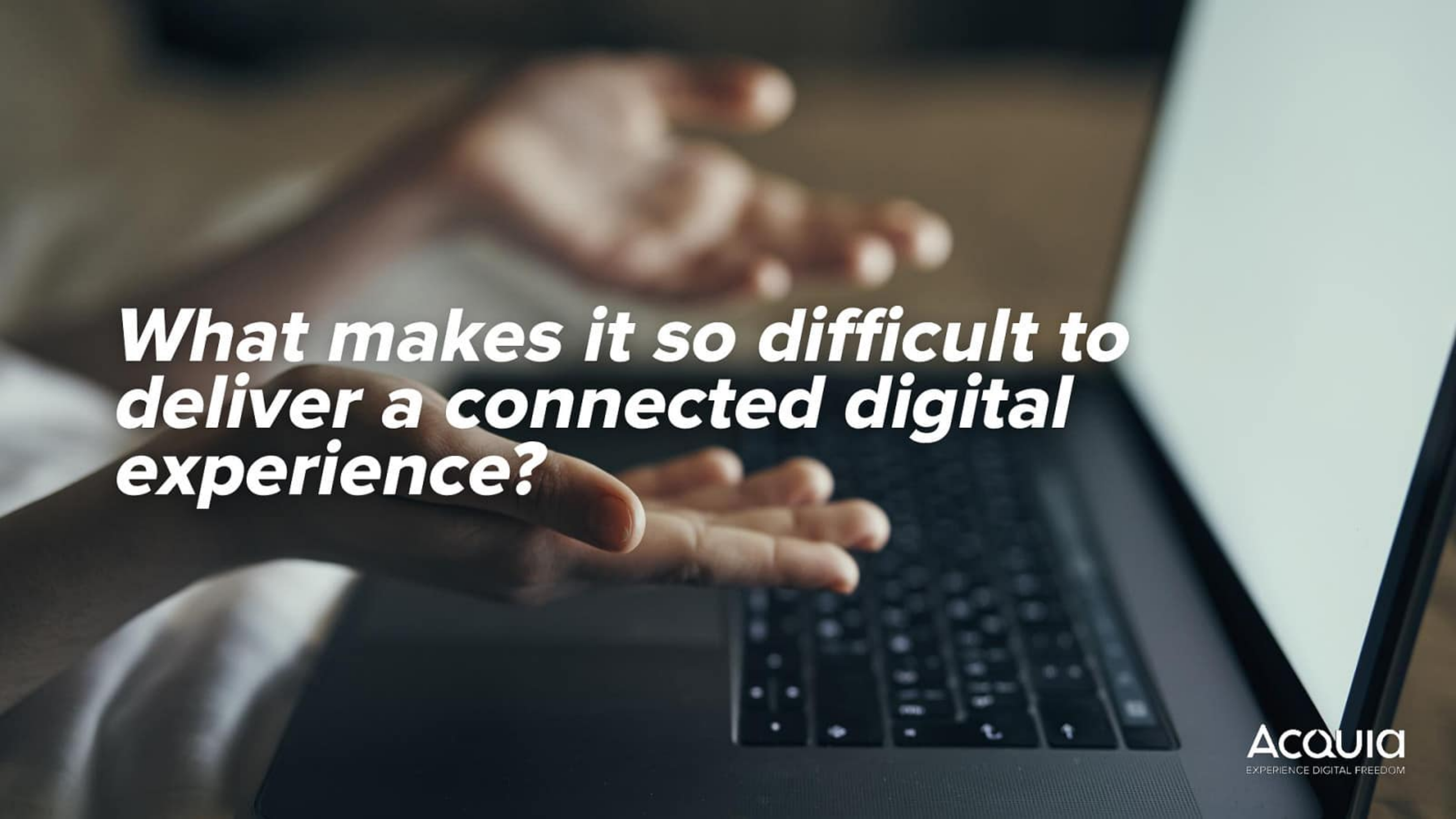
Mautic is an **open source marketing automation platform** which is **disrupting the marketing automation industry**. It's free to download and use, with a growing ecosystem of SaaS providers including Acquia, the primary sponsor of the open source project.

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.

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

A close-up, shallow depth-of-field photograph of a person's hands hovering just above a laptop keyboard. The hands are positioned as if they are about to type or are gesturing. The laptop is dark-colored, and the keyboard keys are visible. The background is blurred, showing more of the laptop and the person's arms. The overall tone is professional and tech-oriented.

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

Siloed Systems; Isolated Connections



***WE NEED
DEMOCRATISED
ACCESS TO DATA***

DATA-FIRST MENTALITY

WHERE DO WE START?



ORGANISE THE DATA!

***FIND, ACQUIRE
AND INTEGRATE
RELEVANT DATA***

***USE THE DATA IN
MEANINGFUL WAYS***

Automated omni-channel customer experience with CDP

POS
Purchases

2nd/3rd Party Data
Profiles, Signals

Website Behavior
Profile
Product
Content

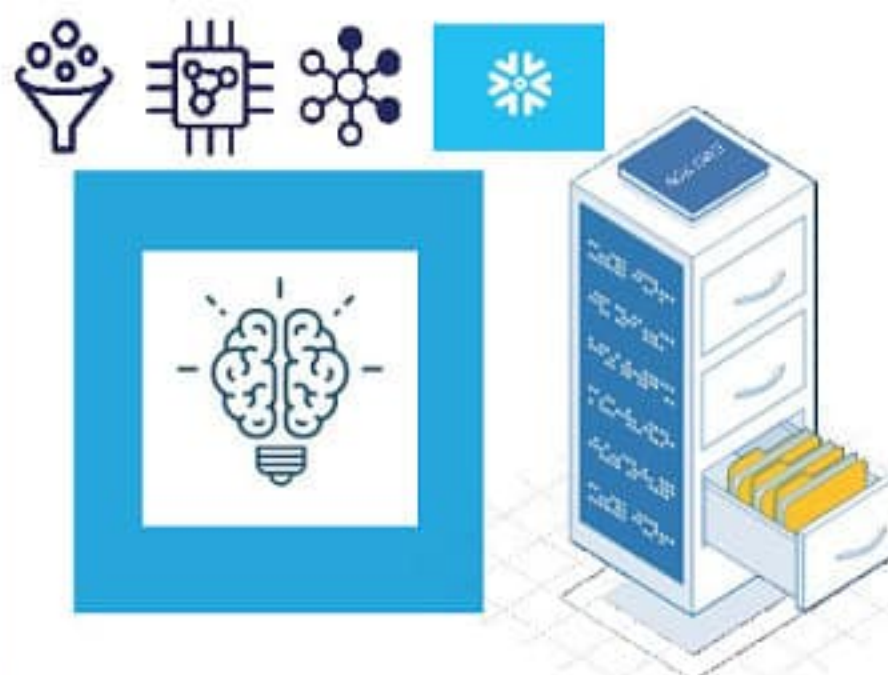
ERP, PIM
Inventory, Order, & Product Data

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 equal

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

Customize Slot Add Variant

Default Variation 1

Content ✖



Filters

Choose one...

Region equals North America - West ✖

Customize Slot Add Variant

Default Variation 1 Variation 2

Content ✖



Filters

Choose one...

Region equals North America - East ✖

Content
based on
data e.g.
Location

Rocky
Mountains
or White
Mountains
image

Email / Website Dynamic Content



SKI COLLECTION

Top Brands

SHOP NOW



HELMETS

Safety 1st

SHOP NOW

NEW PARKAS

35% OFF

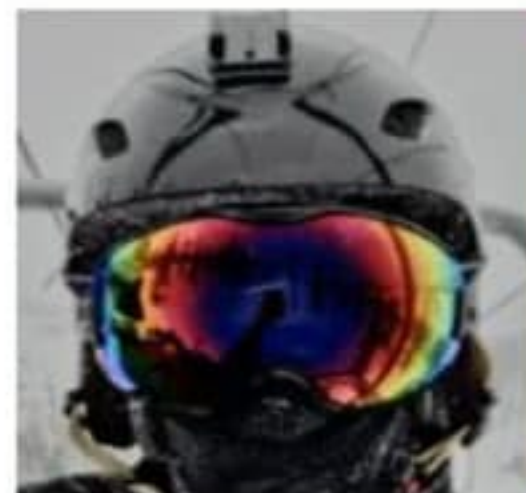
LEARN MORE



SKI COLLECTION

TOP BRANDS

SHOP NOW



HELMETS

SAFETY 1st

SHOP NOW

NEW PARKAS

35% OFF

LEARN MORE

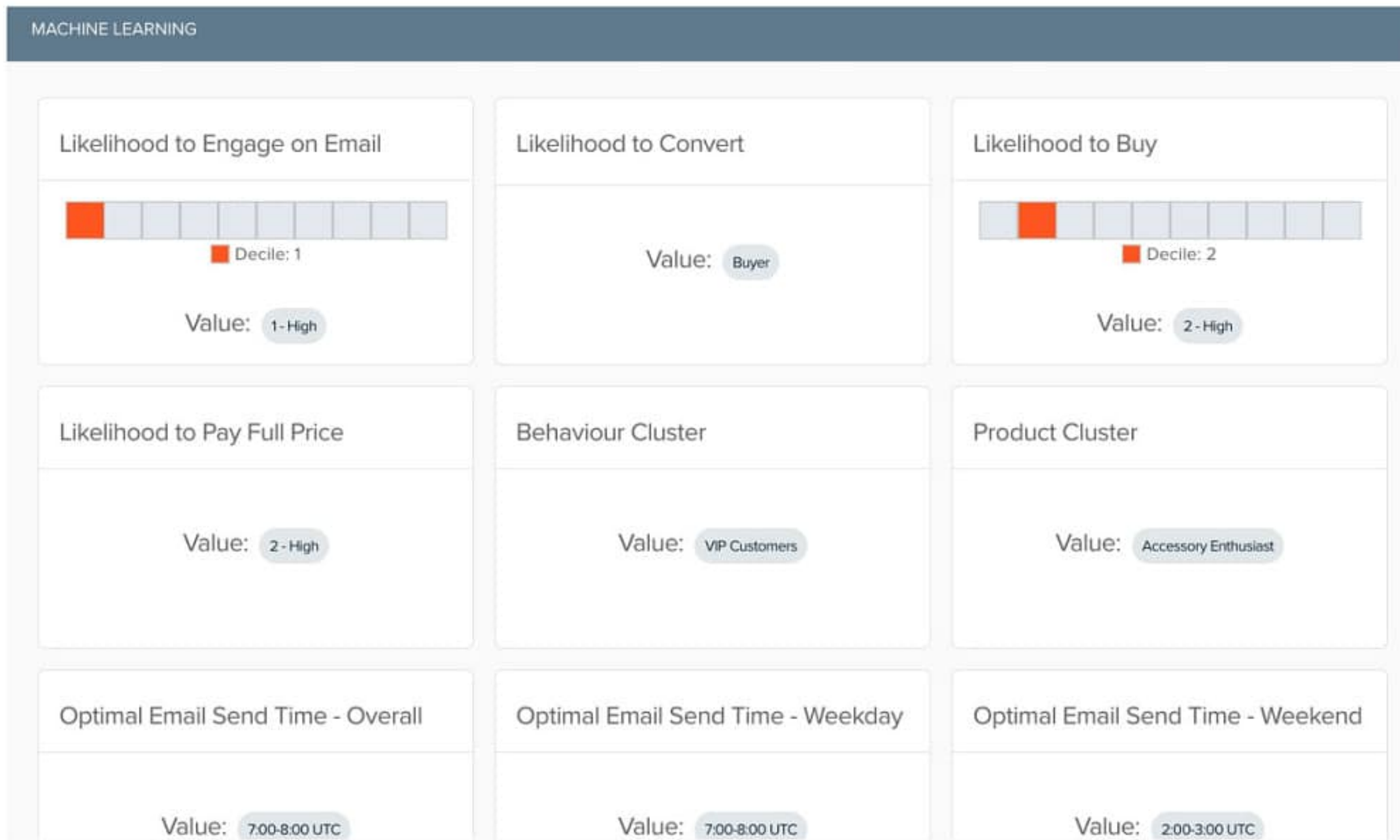


One Email / Landing Page,
Different Messages tailored
to the local audience (could
also be A/B tested).

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

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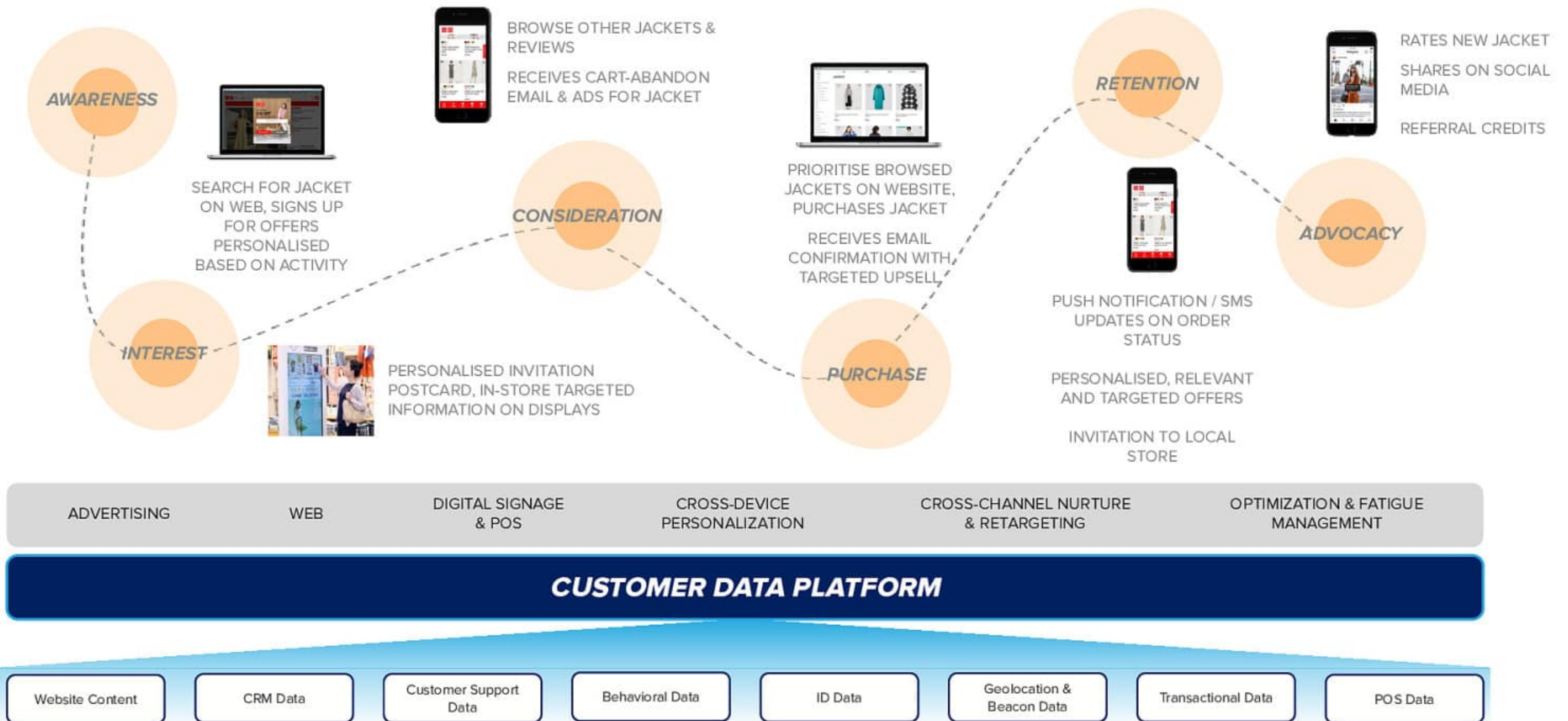
Next Level: Apply Machine Learning



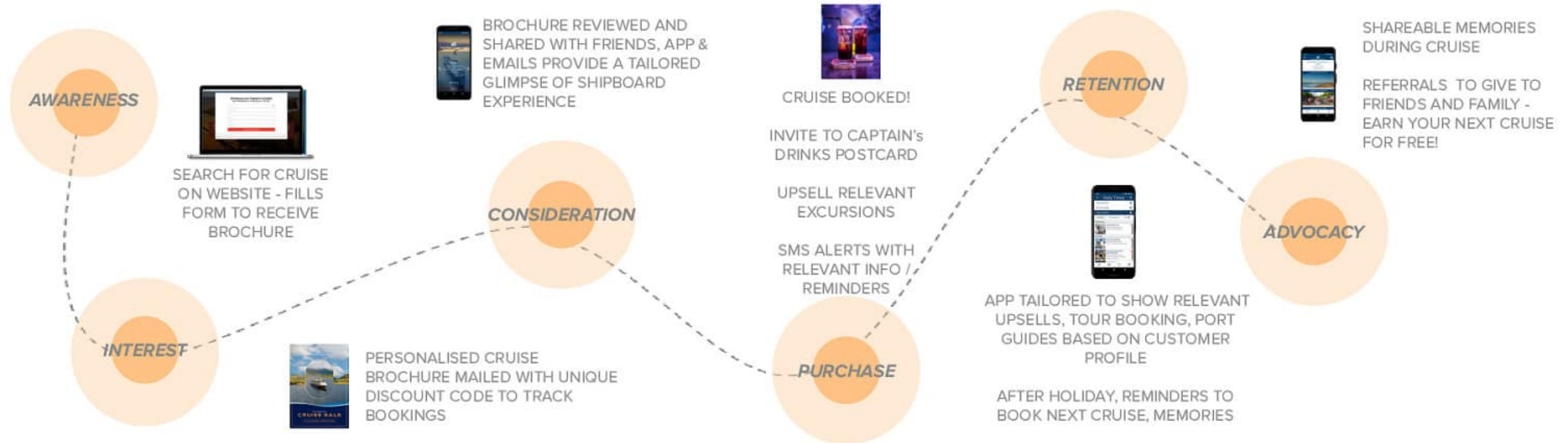
Segment based on

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

Data-Driven Customer Journey - Retail



Data-Driven Customer Journey - Cruise



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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