



Spanning the digital divide throughout the customer lifecycle

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OUR LIVES, CHANGED

@RCheesley





escado

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.



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*





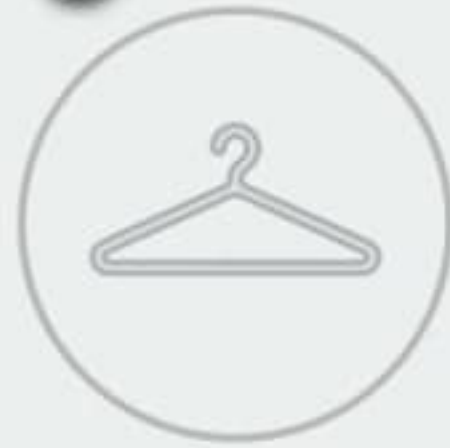
What is the business case for personalising the digital experience?

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](#)

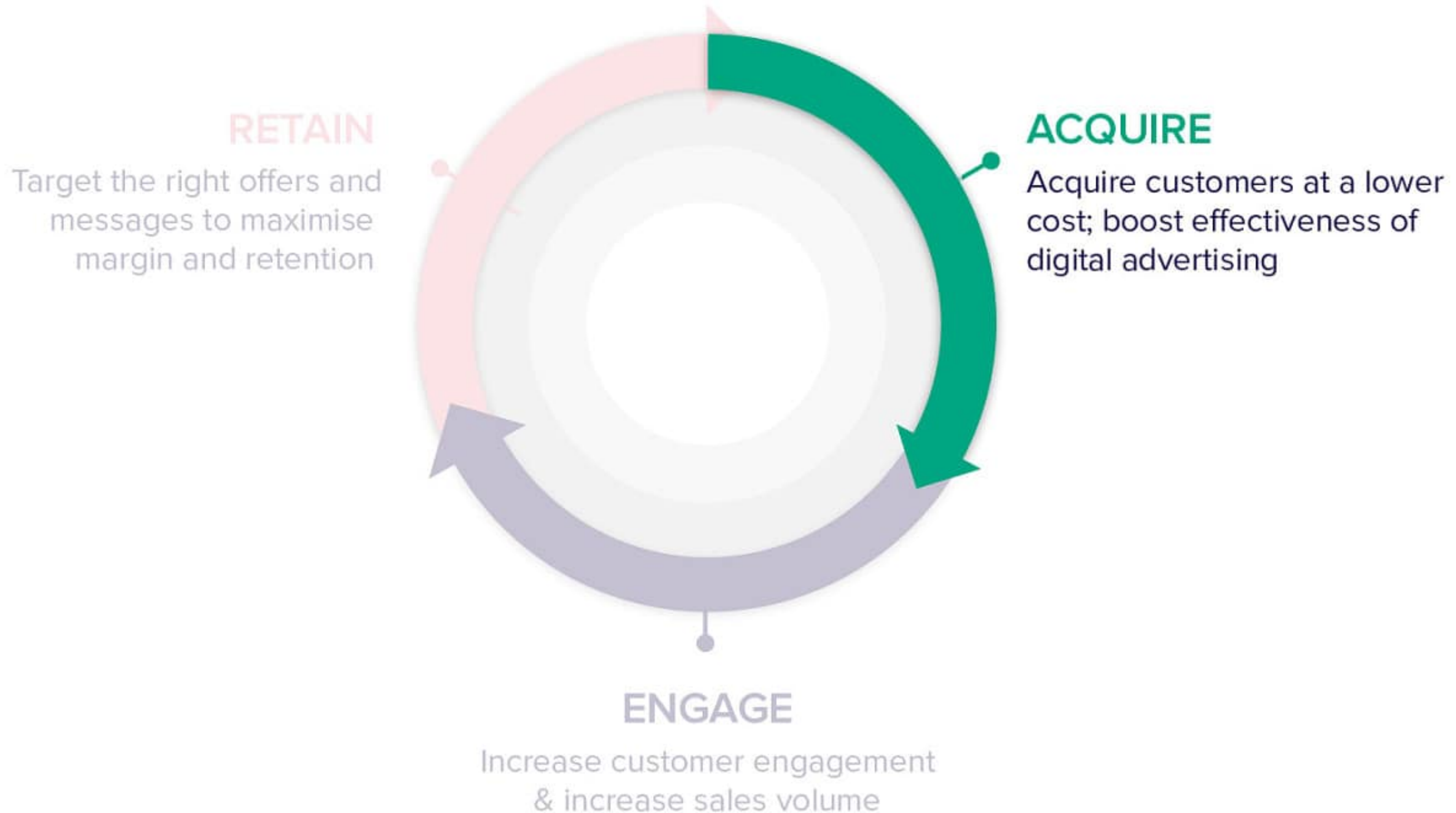
85%

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

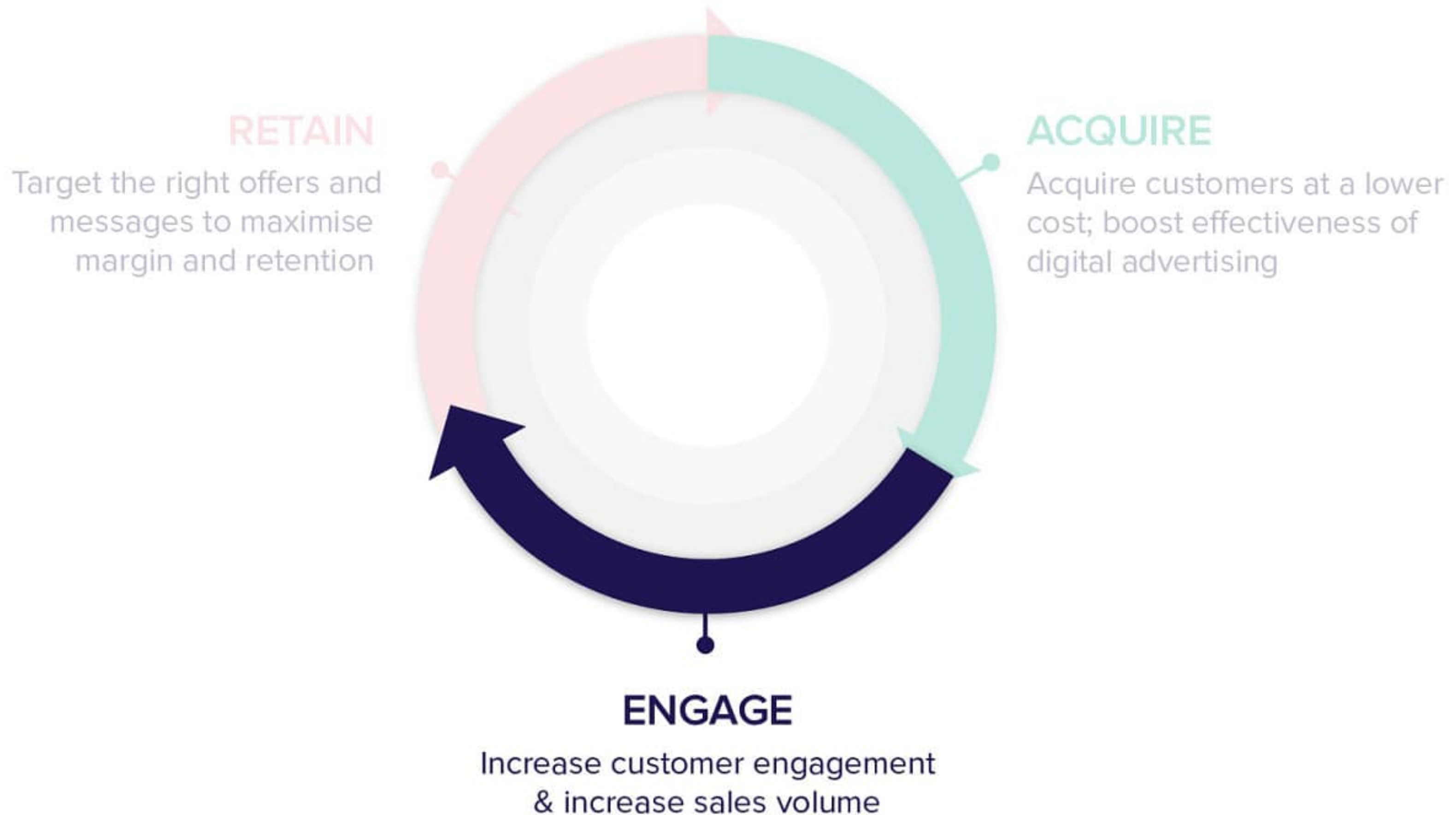
Source: [Kibo, 2017](#)



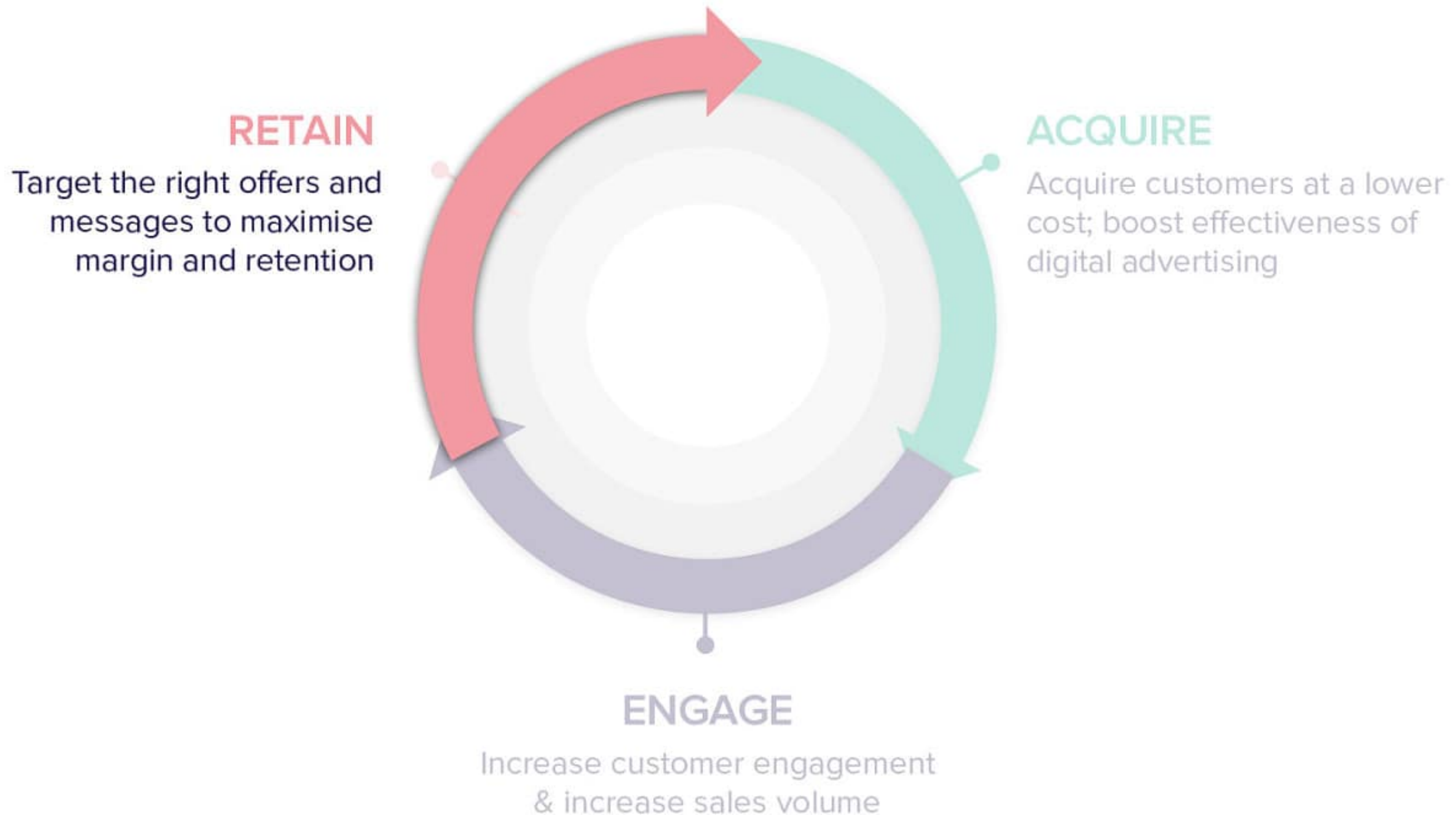
Why personalise?



Why personalise?



Why personalise?



How Do We Deliver Consistent Experiences Across The Digital Divide?





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

OVERVIEW PROFILE JOURNEY 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: Calcos Sarah Maria
Source Product Number: 101203364

Revenue - Lifetime \$2,840.00

RECENT TRANSACTION ITEMS

@RCheesley



***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

Click a
'slot' to
personalize

1

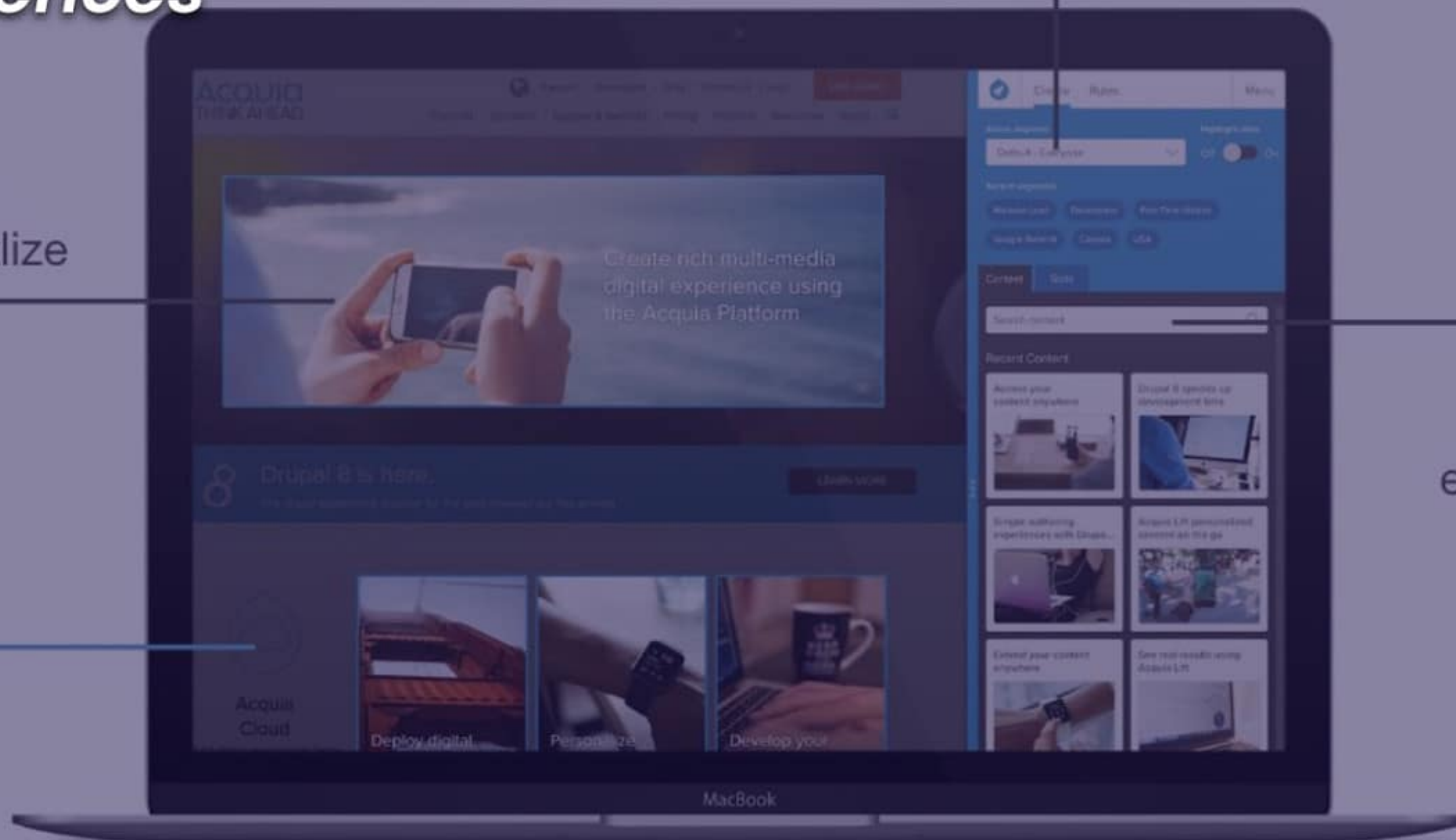
Select a target
segment

2

3

Search and find
the perfect digital
experience for that
segment

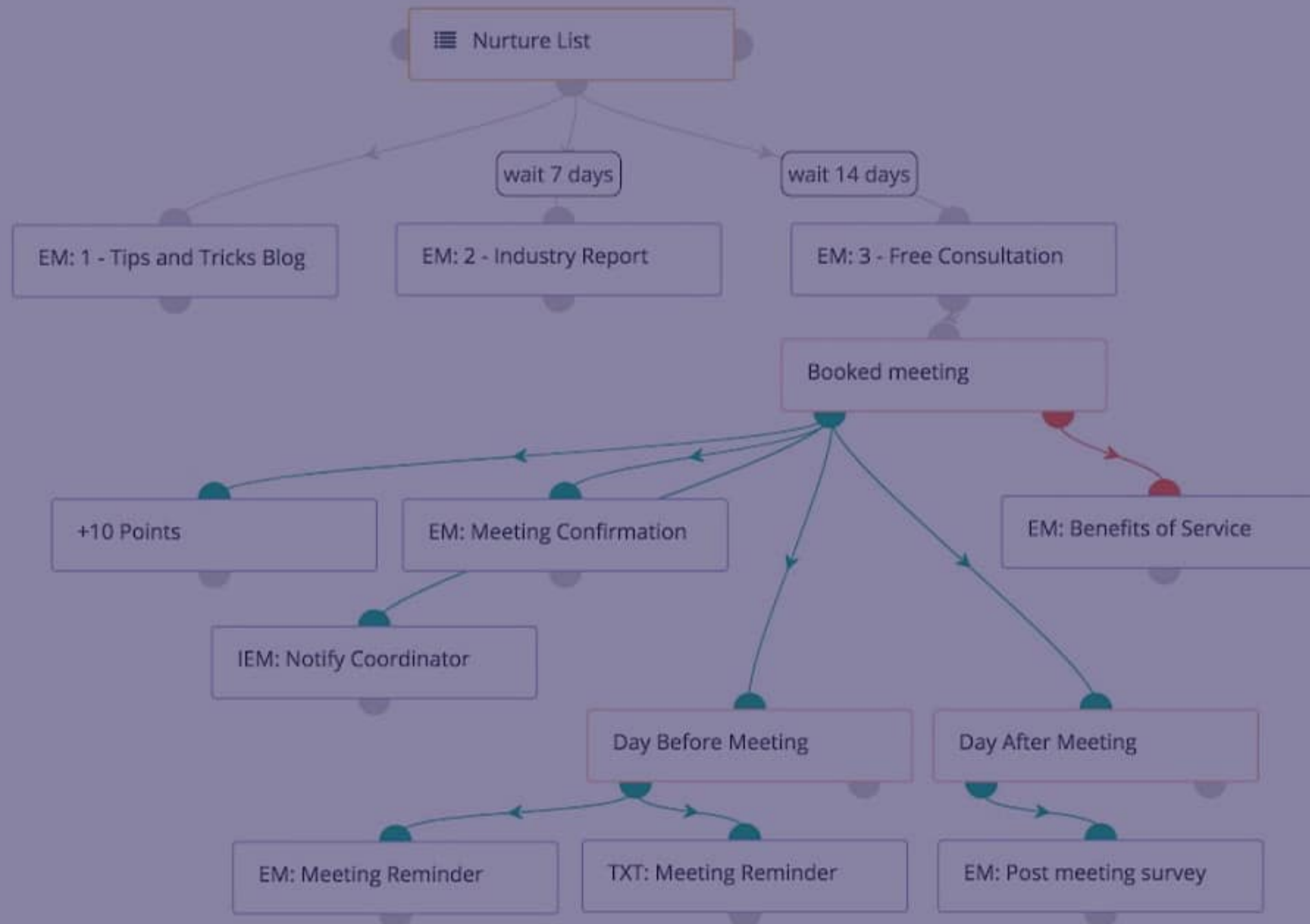
Your site



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

Apply

Close Builder



A woman with long brown hair, wearing a red turtleneck, is smiling and looking down at a tablet computer. She is standing behind a counter in a modern, open-plan office with large windows and wooden pillars. A hand from the left is holding the tablet, which displays a dashboard with various charts and data. A small brass unicorn figurine is on the counter next to the tablet. A card reader is also on the counter, and the woman is holding a card. The background shows other people working at desks.

***AUTOMATE,
PERSONALISE***

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**



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noti.st/rcheesley for slides & resources

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