

agilic SUMMIT19

The Naked Truth About Omnichannel Marketing

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IMPACT
EXTEND


NØRGÅRD MIKKELSEN

Novicell

ONEMARKETING

 pentia

RESPONSIVE




WEB2MEDIA

The naked truth about omnichannel marketing

Rasmus Houlind, Chief Strategy Officer, Agillic
Malthe Cederborg, Chief Marketing Officer, Miinto

Agillic Summit 2019



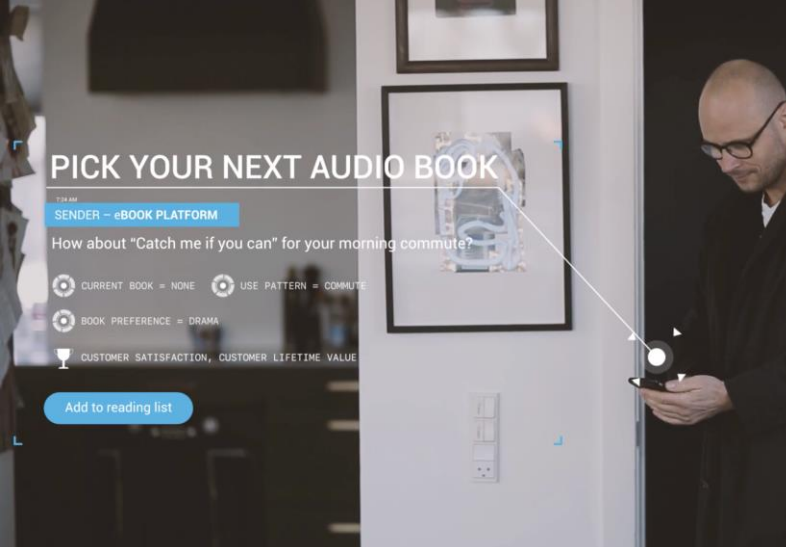
Agenda

- Can we be relevant to everybody all the time?
- Introducing Miinto
- Campaigns vs. automation
- Progressing into omnichannel
- Using AI in Marketing
- Organisation and buy-in
- Creativity and the human side

“Agillic’s Why

We believe that profitable customer relationships are best created through relevant and timely communication

That’s why our mission is to provide marketers with the tools to always act on insight



PICK YOUR NEXT AUDIO BOOK

7:28 AM

SENDER - eBook PLATFORM

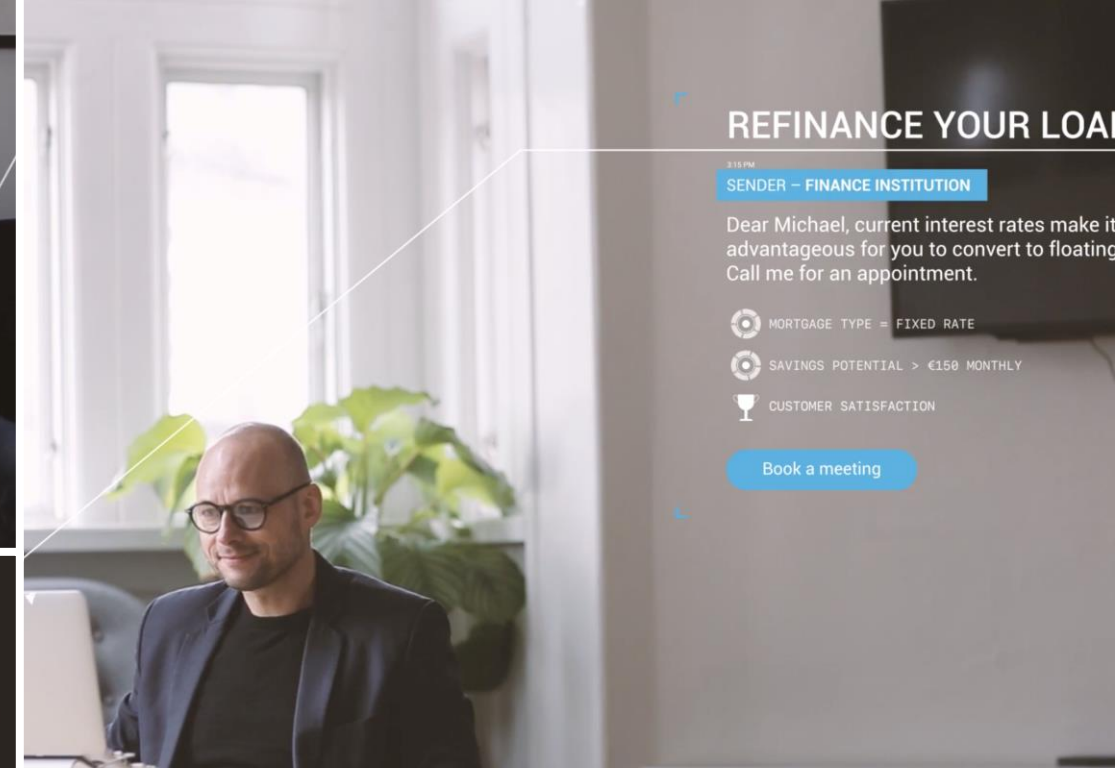
How about "Catch me if you can" for your morning commute?

⌂ CURRENT BOOK = NONE ⌂ USE PATTERN = COMMUTE

⌂ BOOK PREFERENCE = DRAMA

🏆 CUSTOMER SATISFACTION, CUSTOMER LIFETIME VALUE

Add to reading list



REFINANCE YOUR LOAN

3:15 PM

SENDER - FINANCE INSTITUTION

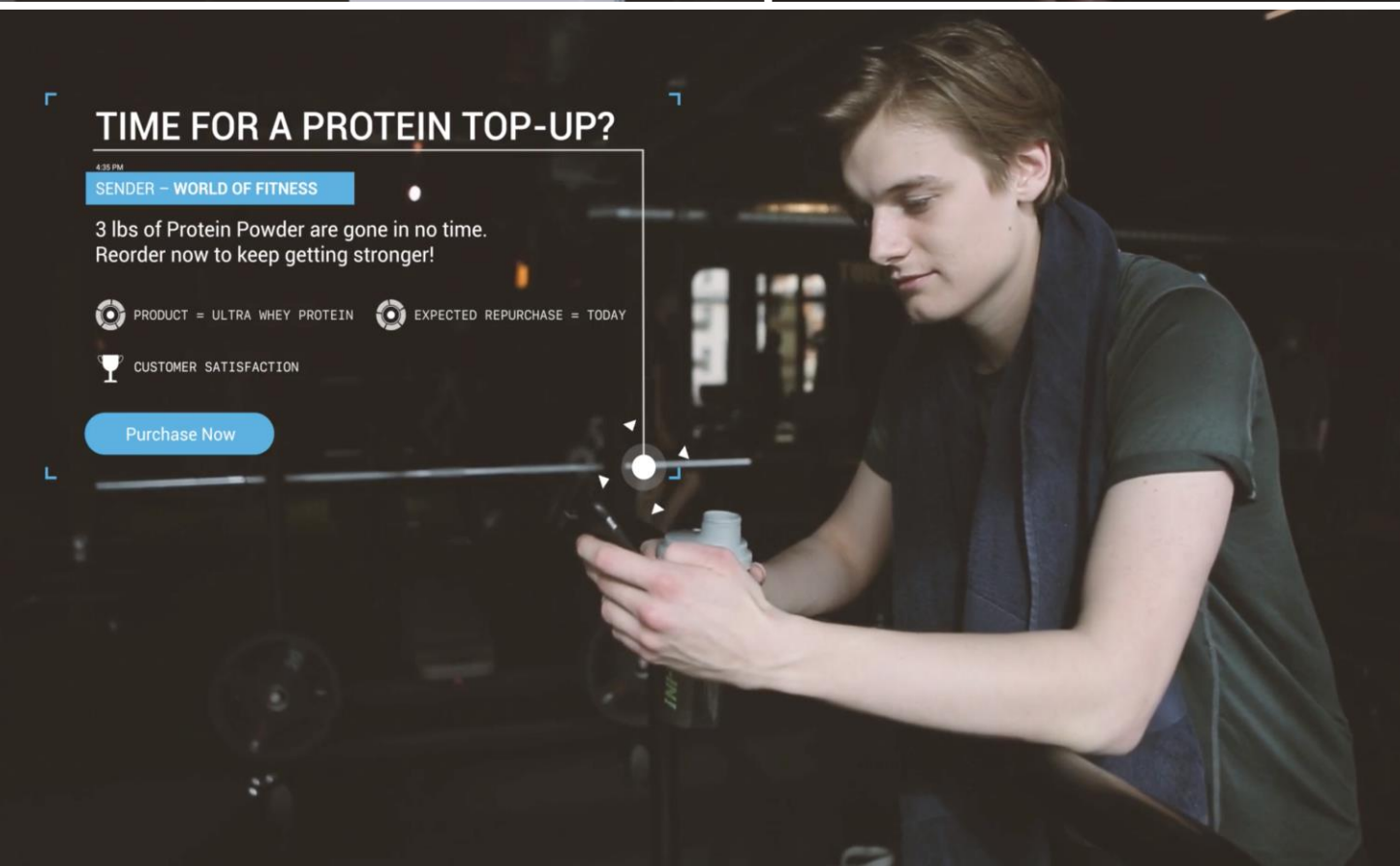
Dear Michael, current interest rates make it advantageous for you to convert to floating. Call me for an appointment.

⌂ MORTGAGE TYPE = FIXED RATE

⌂ SAVINGS POTENTIAL > €150 MONTHLY

🏆 CUSTOMER SATISFACTION

Book a meeting



TIME FOR A PROTEIN TOP-UP?

4:35 PM

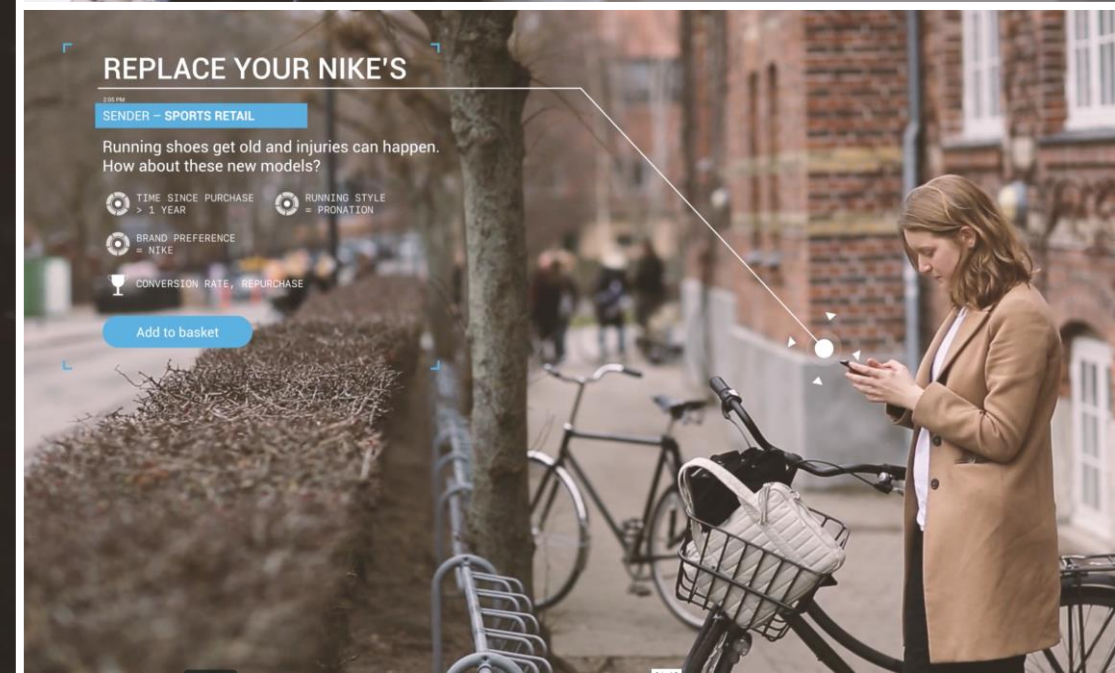
SENDER - WORLD OF FITNESS

3 lbs of Protein Powder are gone in no time. Reorder now to keep getting stronger!

⌂ PRODUCT = ULTRA WHEY PROTEIN ⌂ EXPECTED REPURCHASE = TODAY

🏆 CUSTOMER SATISFACTION

Purchase Now



REPLACE YOUR NIKE'S

1:05 PM

SENDER - SPORTS RETAIL


Running shoes get old and injuries can happen. How about these new models?

⌂ TIME SINCE PURCHASE > 1 YEAR ⌂ RUNNING STYLE = PRONATION

⌂ BRAND PREFERENCE = NIKE

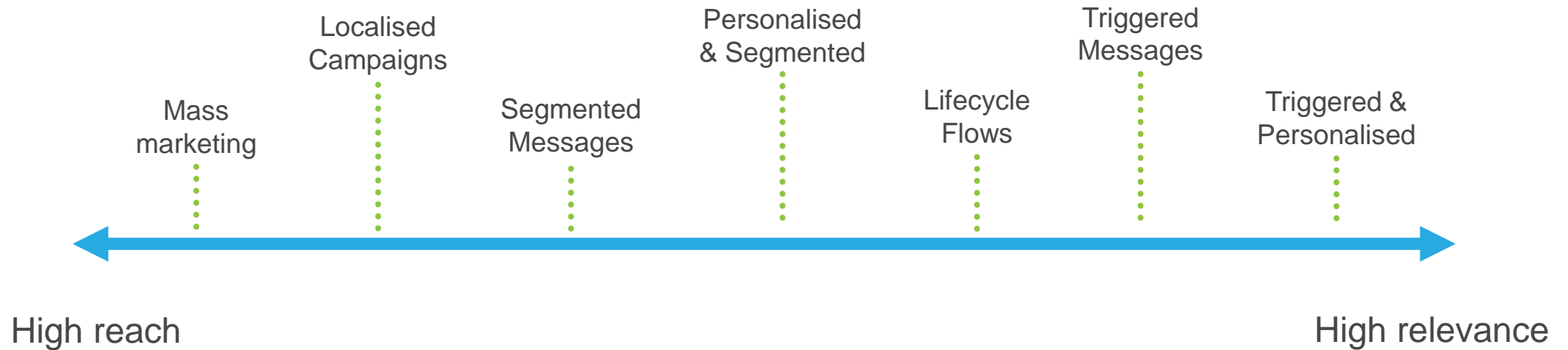
🏆 CONVERSION RATE, REPURCHASE

Add to basket



**“There will always be
customers you haven’t
engaged with
You will never have enough
customer data to be relevant
to everybody all the time**

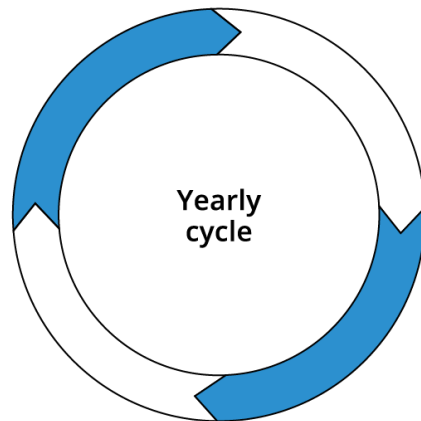
The marketer's dilemma



Two different ways of working

CAMPAIGN DRIVEN

Increase relevance



Mass
marketing

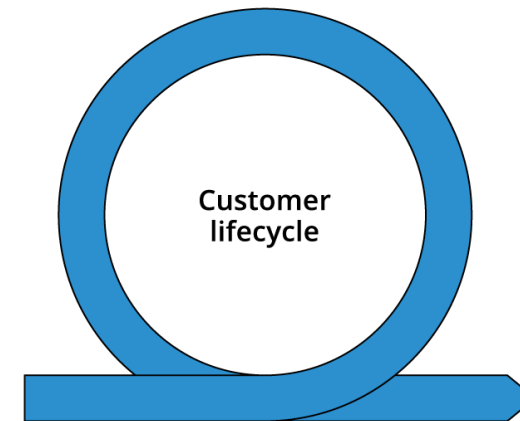
Localised
Campaigns

Segmented
Messages

Personalised
& Segmented

DATA DRIVEN

Increase reach



Lifecycle
Flows

Triggered
Messages

Triggered &
Personalised

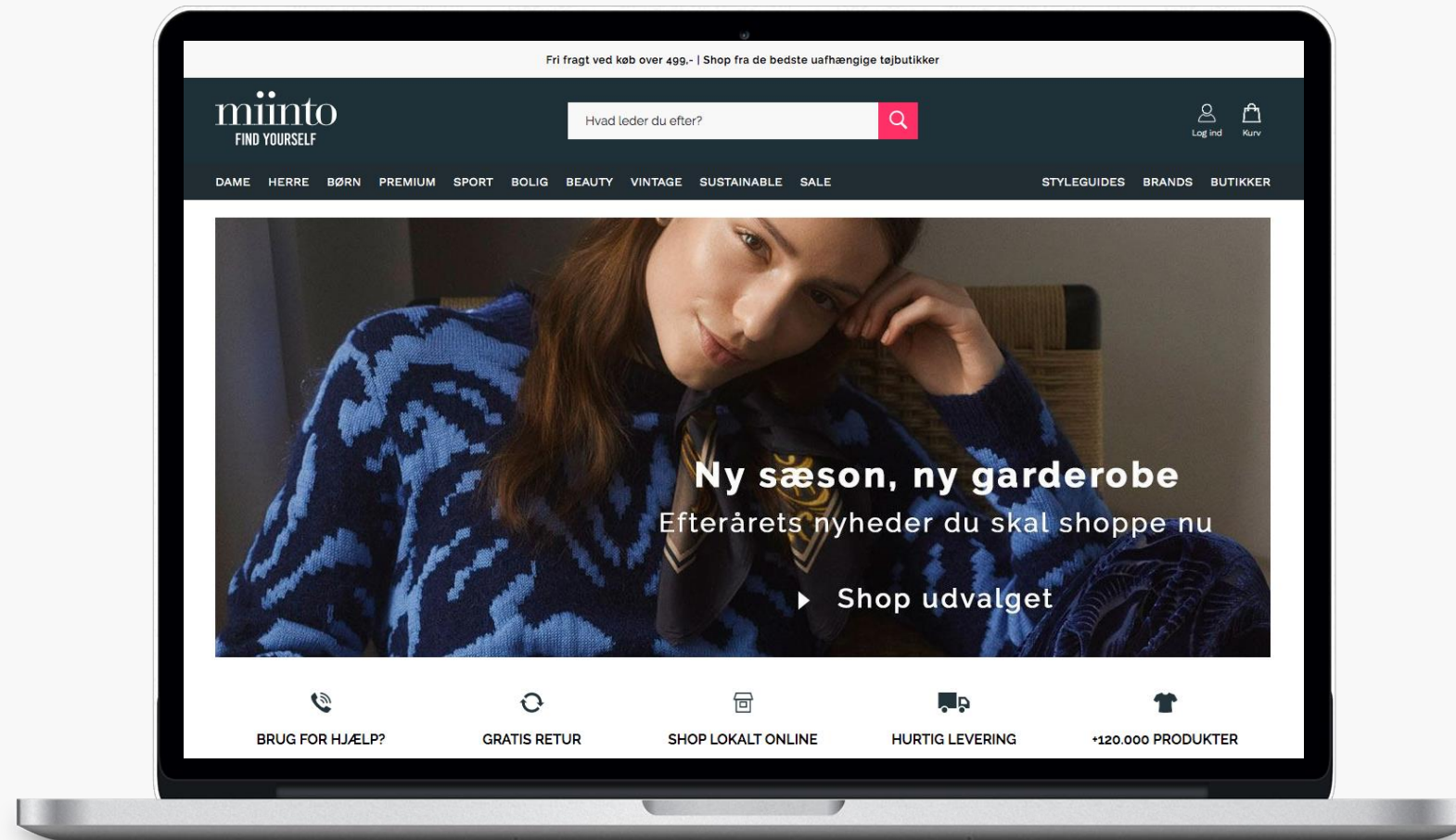


Introducing Miinto

Malthe Cederborg, CMO

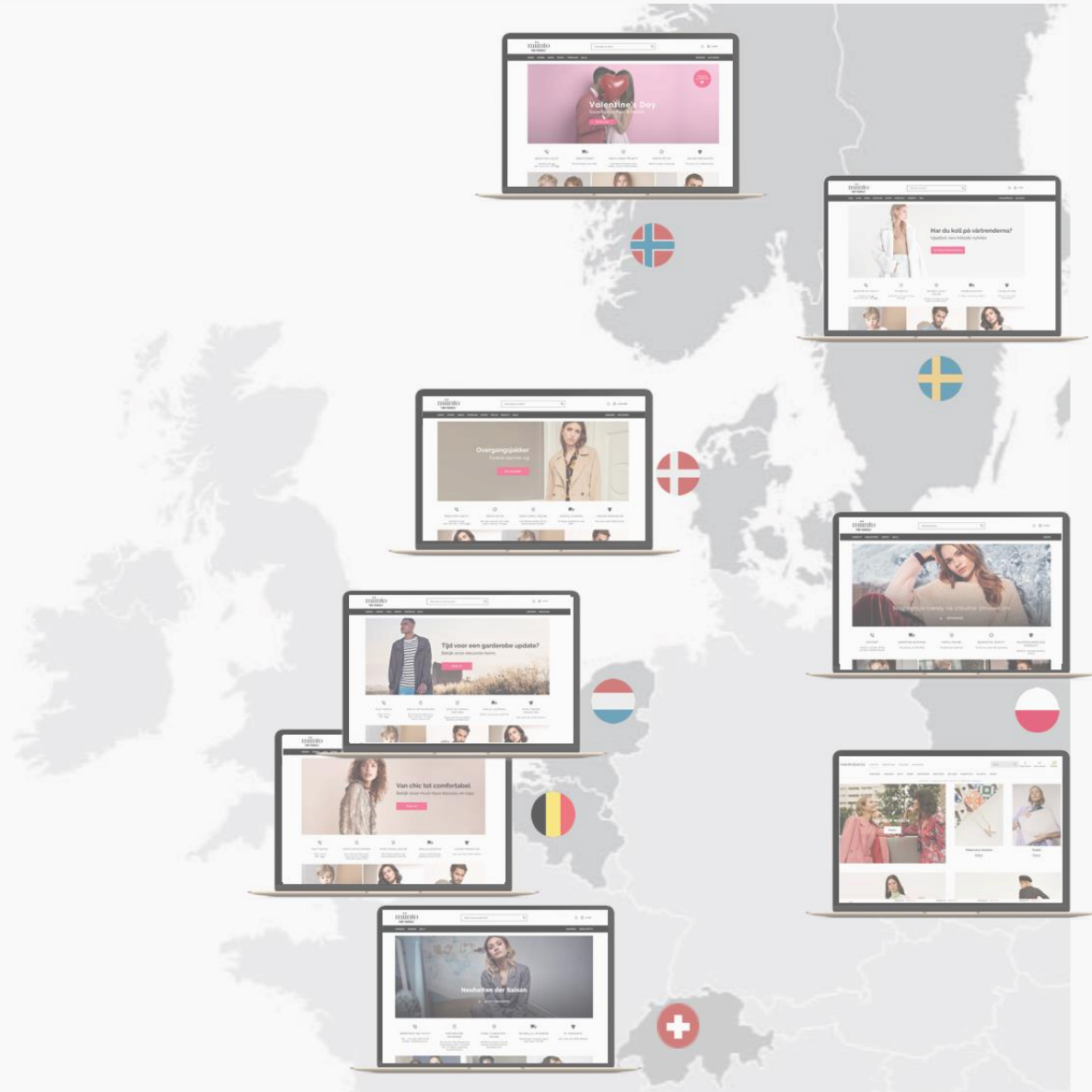
miinto
FIND YOURSELF

Miinto just another B2C e-commerce within fashion?

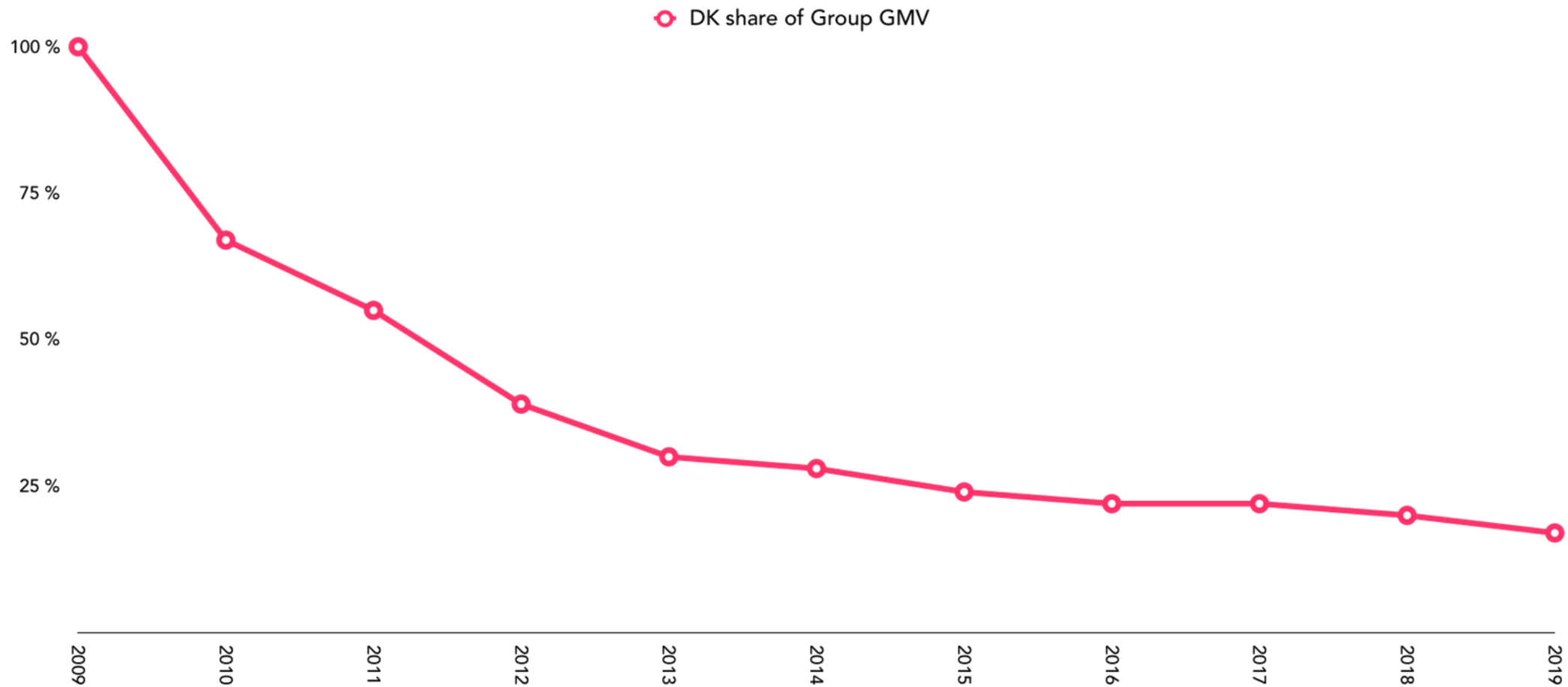


Miinto in numbers

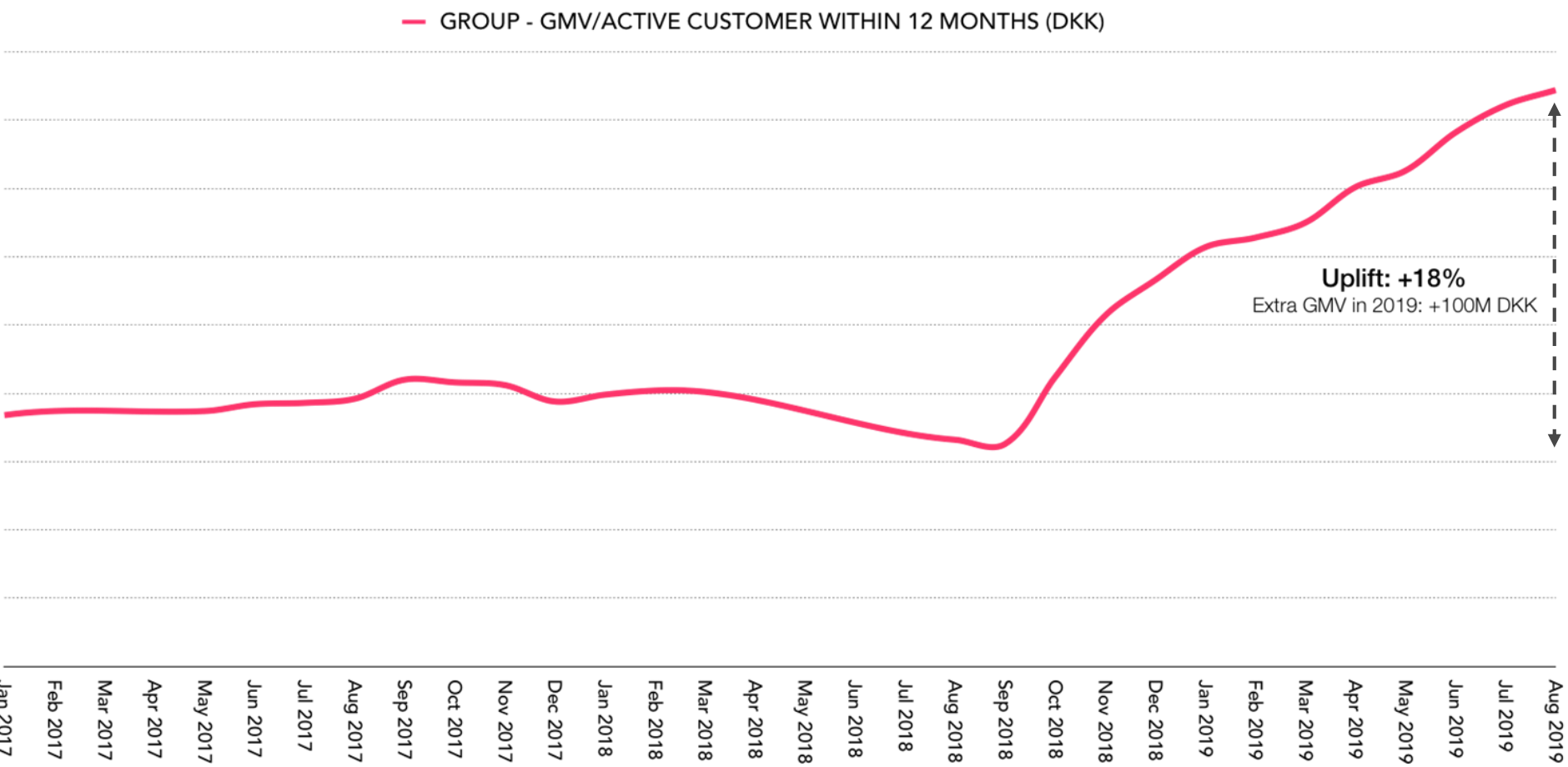
- Gross Merchandise Volume: +700M DKK
- Annual GMV growth: +40%
- Number of products: +450K
- Number of boutiques: +1.800
- Number of brands: +5.000



Miinto growth international



Growth multiplied by reactivation through Agillic

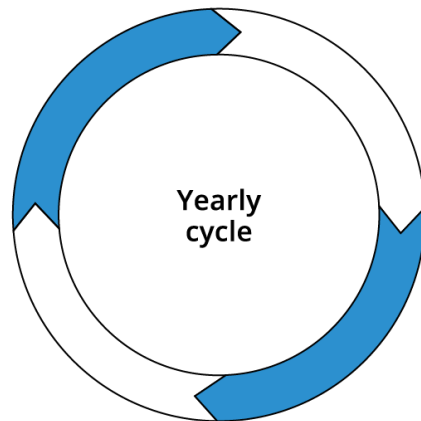


Campaigns vs. automation

Two different ways of working

CAMPAIGN DRIVEN

Increase relevance



Mass
marketing

Localised
Campaigns

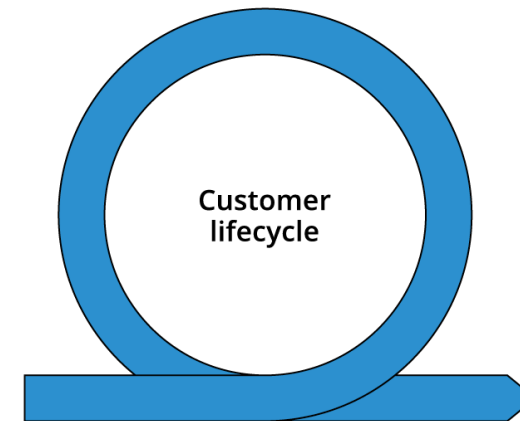
Segmented
Messages

Personalised
& Segmented



DATA DRIVEN

Increase reach



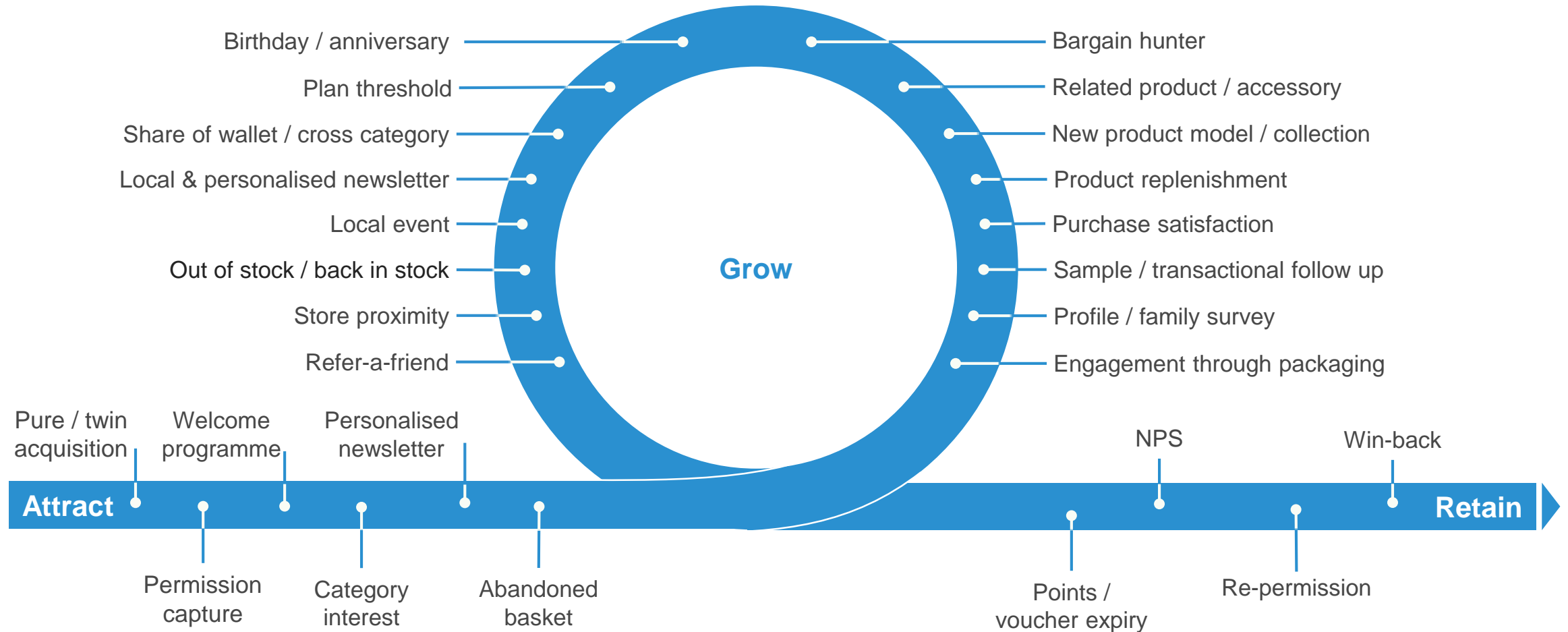
Lifecycle
Flows

Triggered
Messages

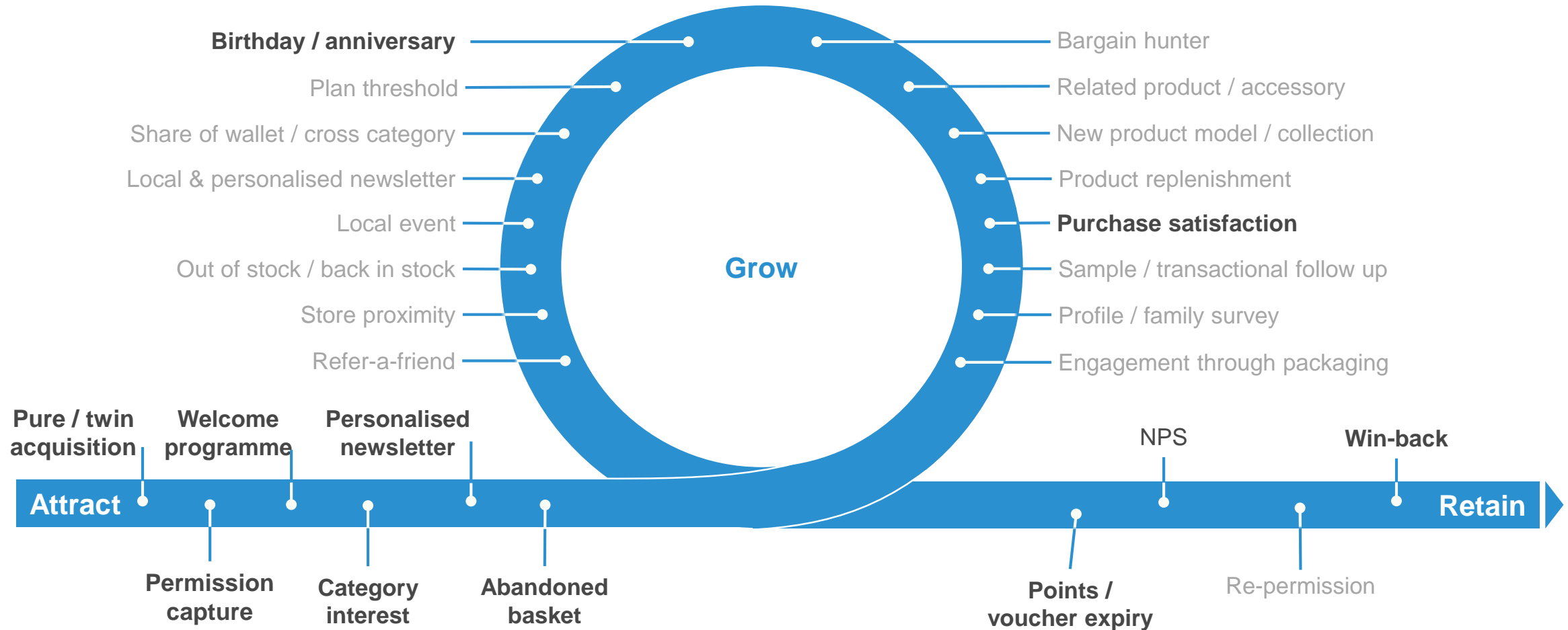
Triggered &
Personalised



Typical 'Moments of Truth' in retail



Typical 'Moments of Truth' in retail



YoY index
250%
campaign revenue

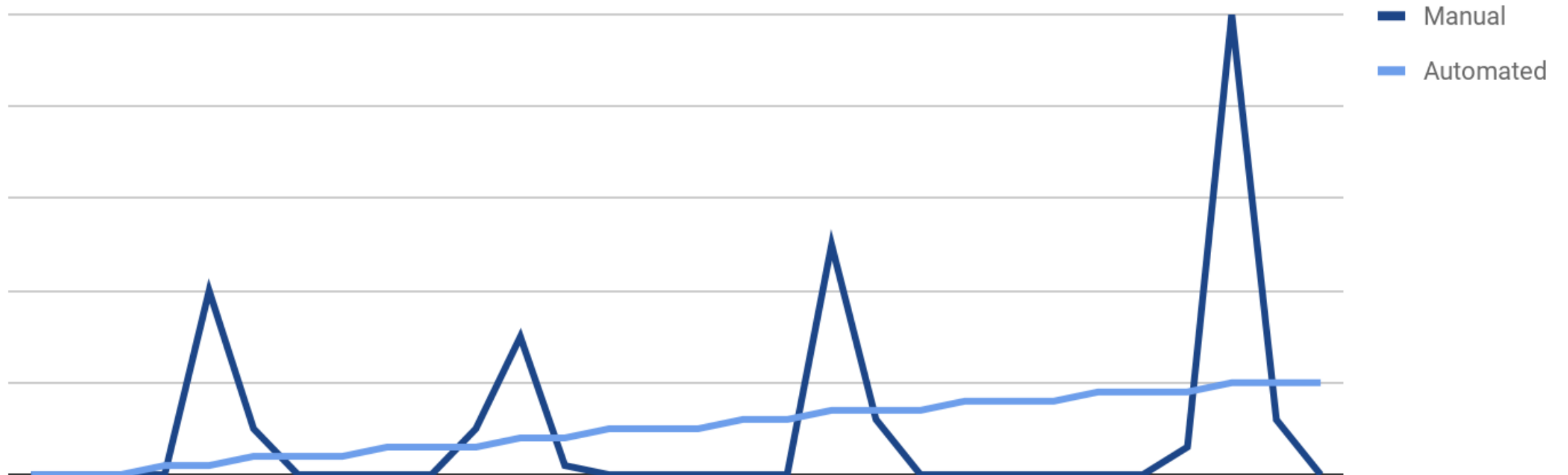
YoY Index
500%
automation revenue

~100
automated flows

35% of revenue from
automated flows

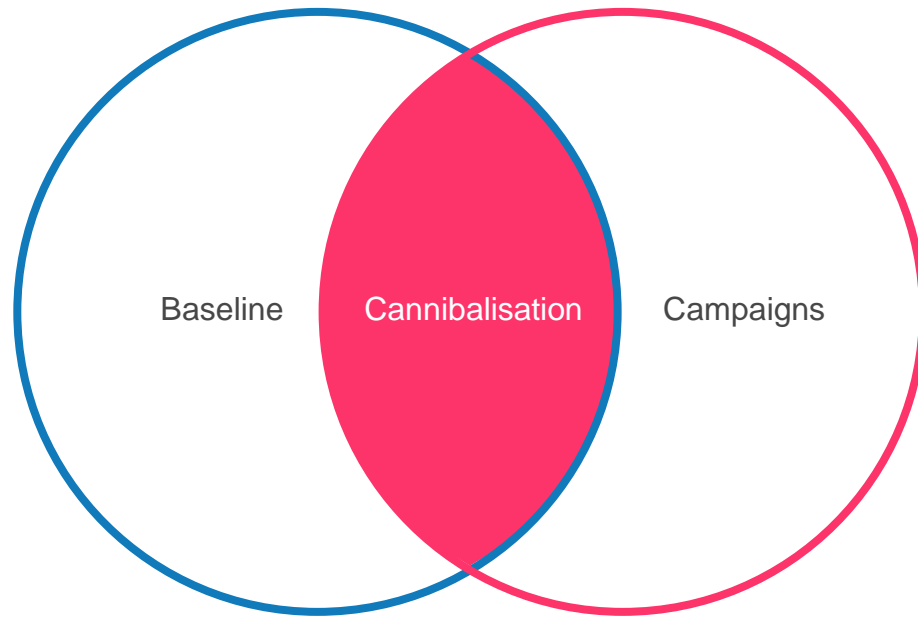
50% within
2020

Focusing on the most important manual campaigns and building automated flows

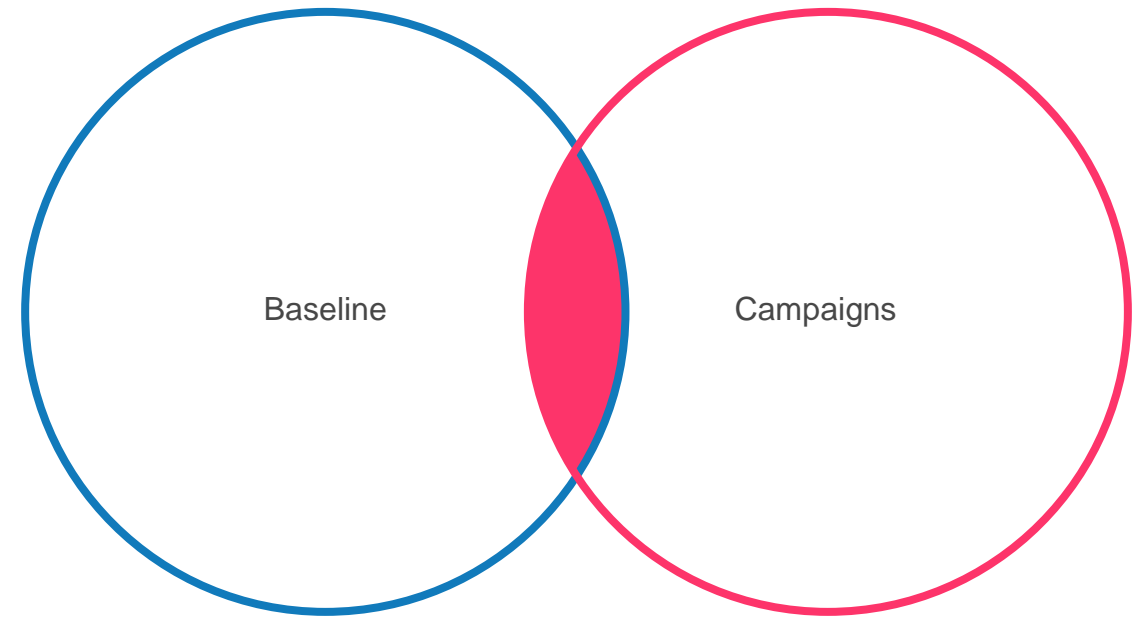


Campaigns w.o. Cannibalization

Before



After

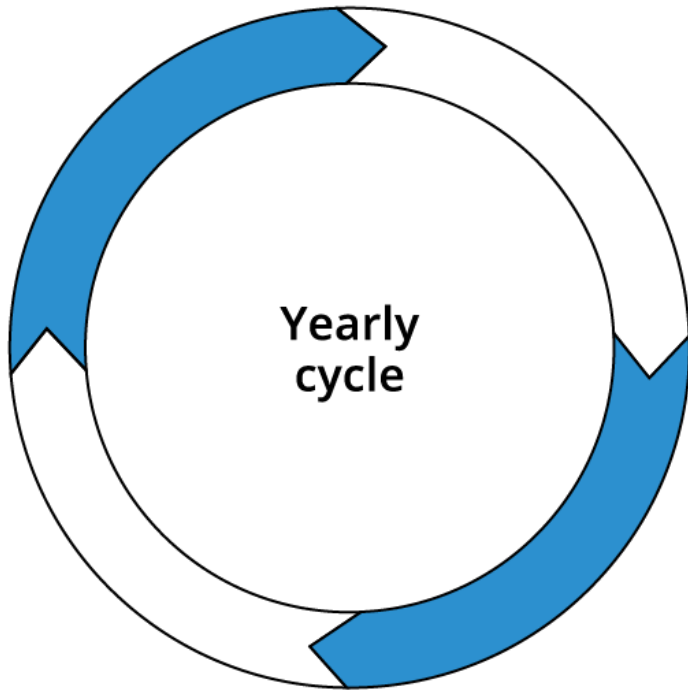


- Baseline = revenue from...
- Automated flows
- Direct & Organic traffic
- 'Always on'-advertising

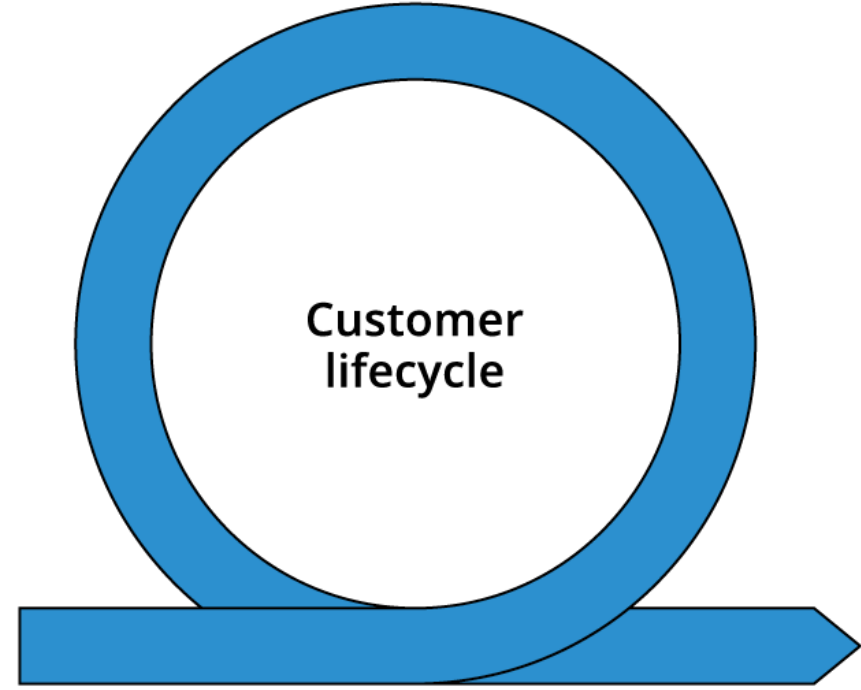
Going Omnichannel

Going omnichannel

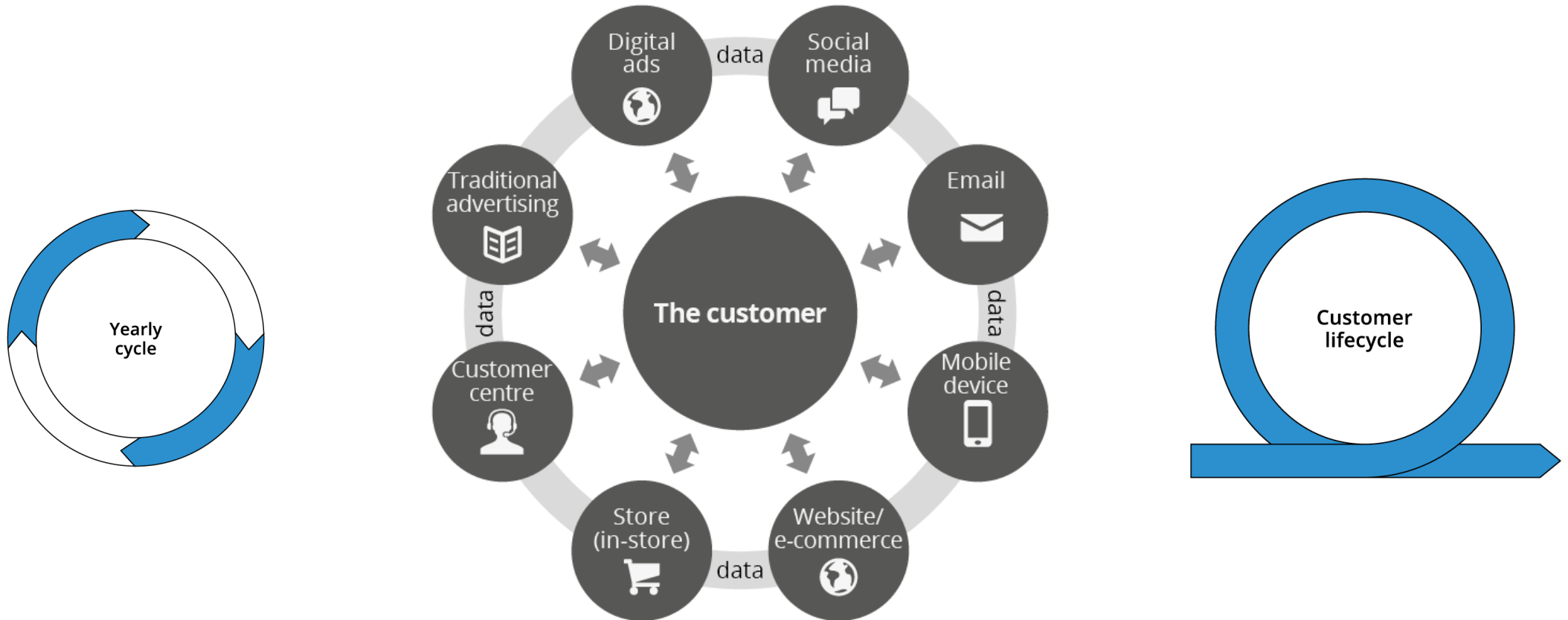
CAMPAIGN DRIVEN



DATA DRIVEN

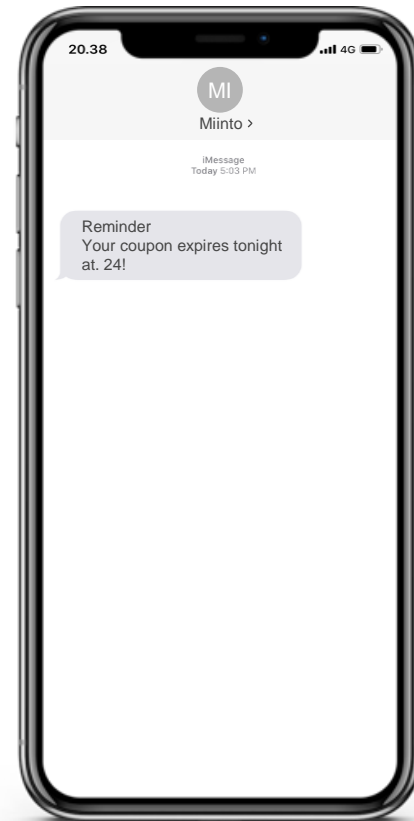
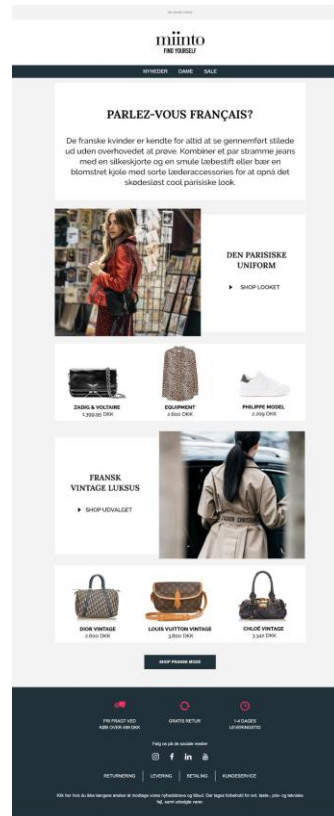


Going omnichannel

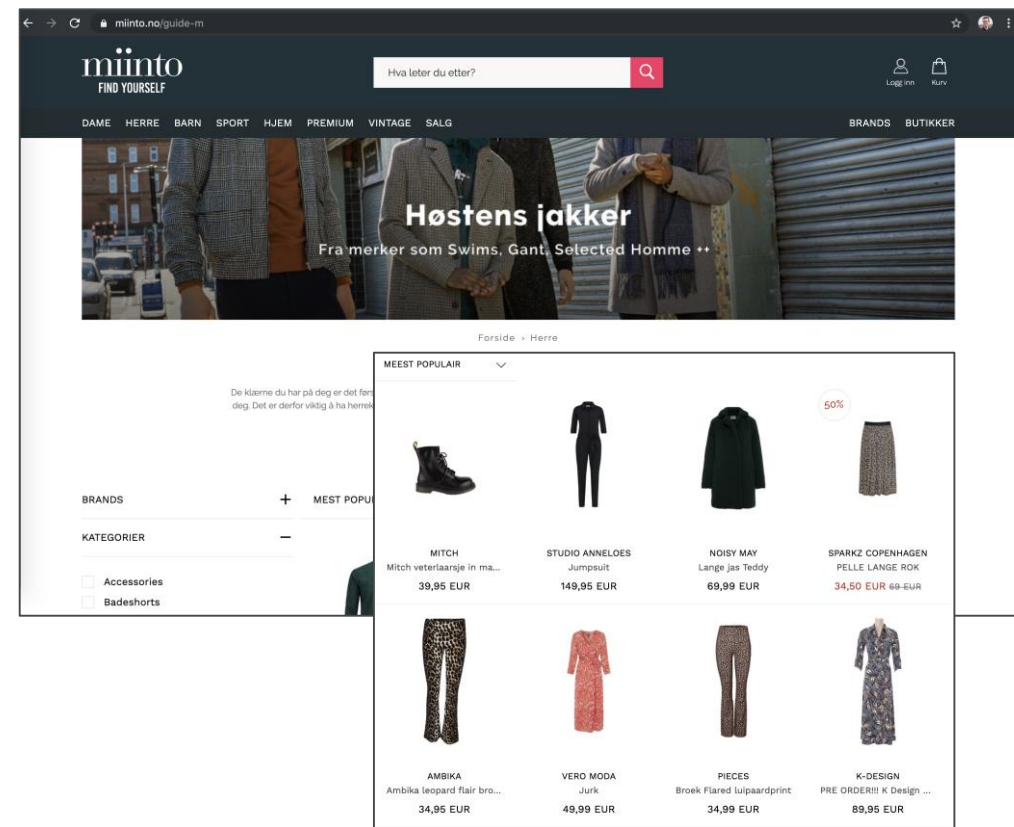


Other channels than e-mail

Outbound



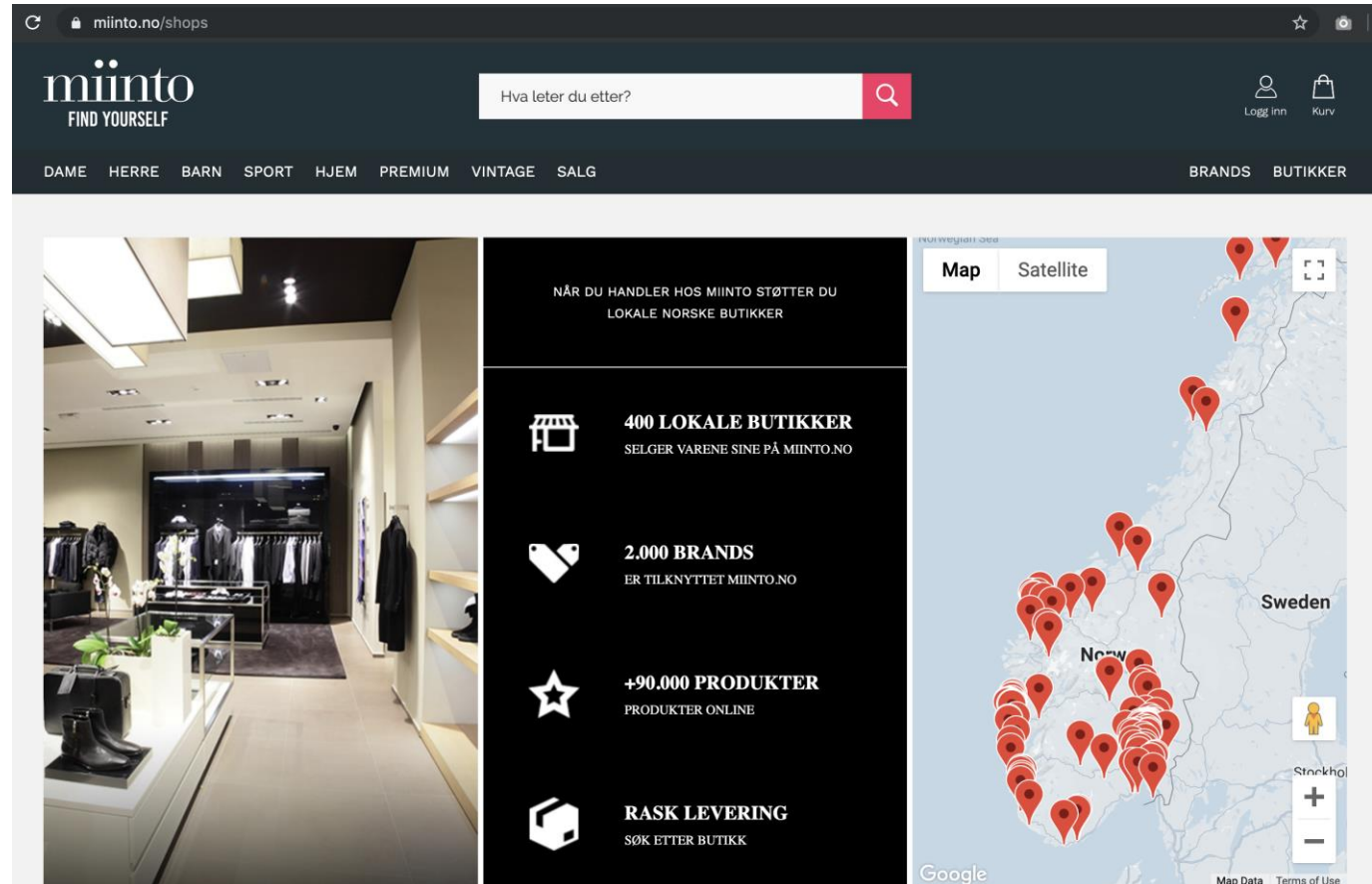
Inbound



Other channels than e-mail – physical stores

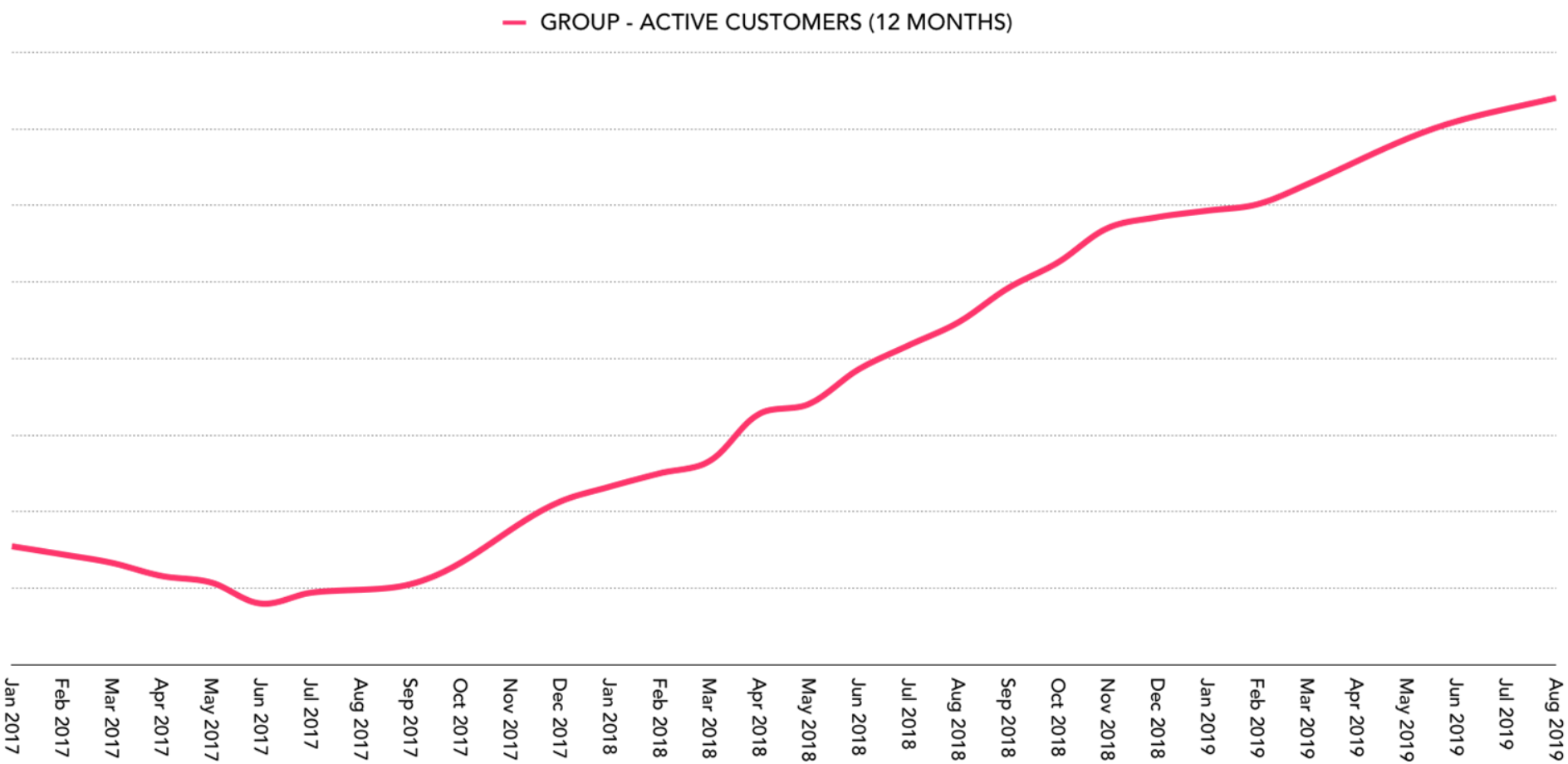
Ongoing communications
to partner stores

- Classical onboarding
- Welcome flows
- Monthly update
- Campaign preparations / info
- Restock recommendations

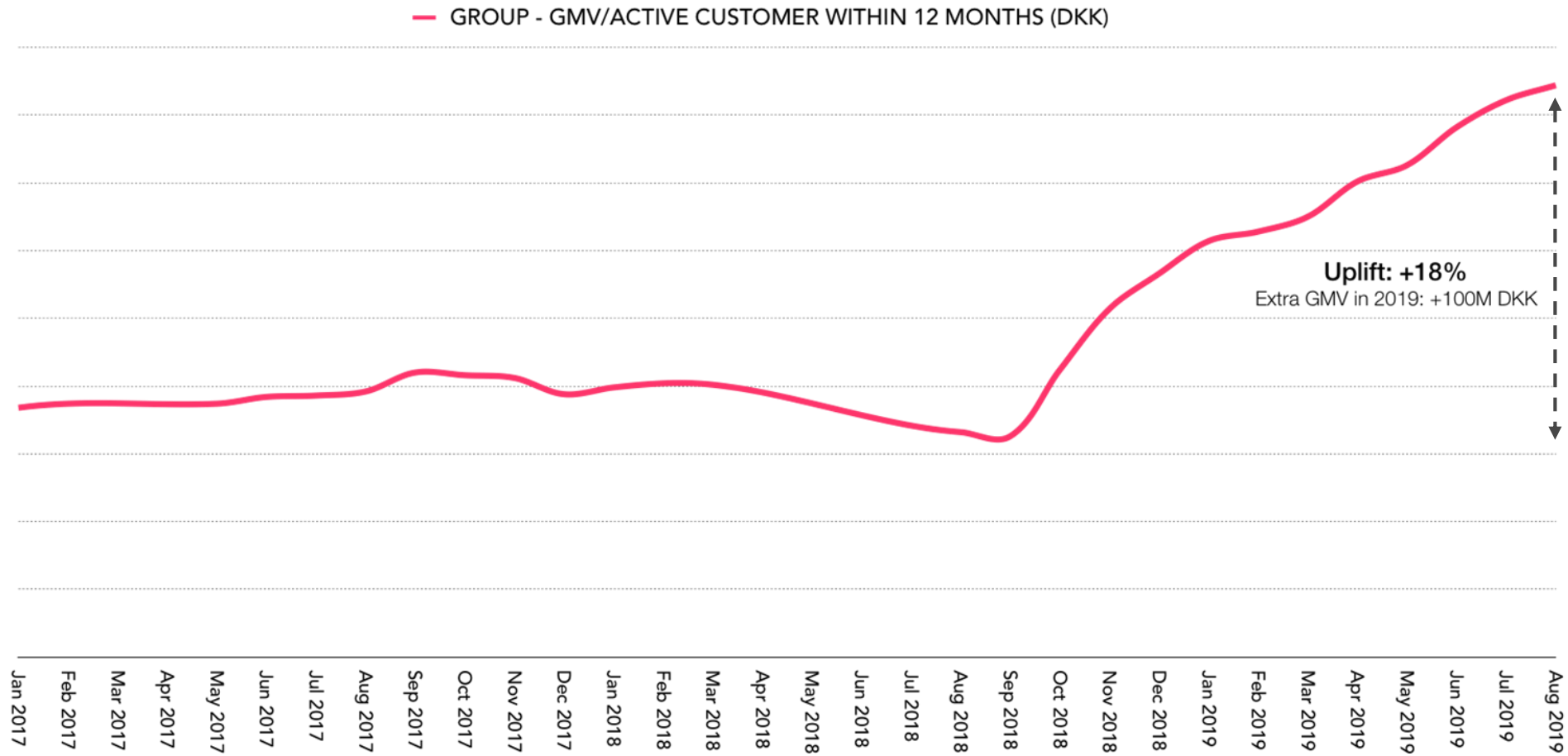


Owned and Paid Media

From focus on growth driven by acquisition on paid media



To growth multiplied by reactivation through Agillic

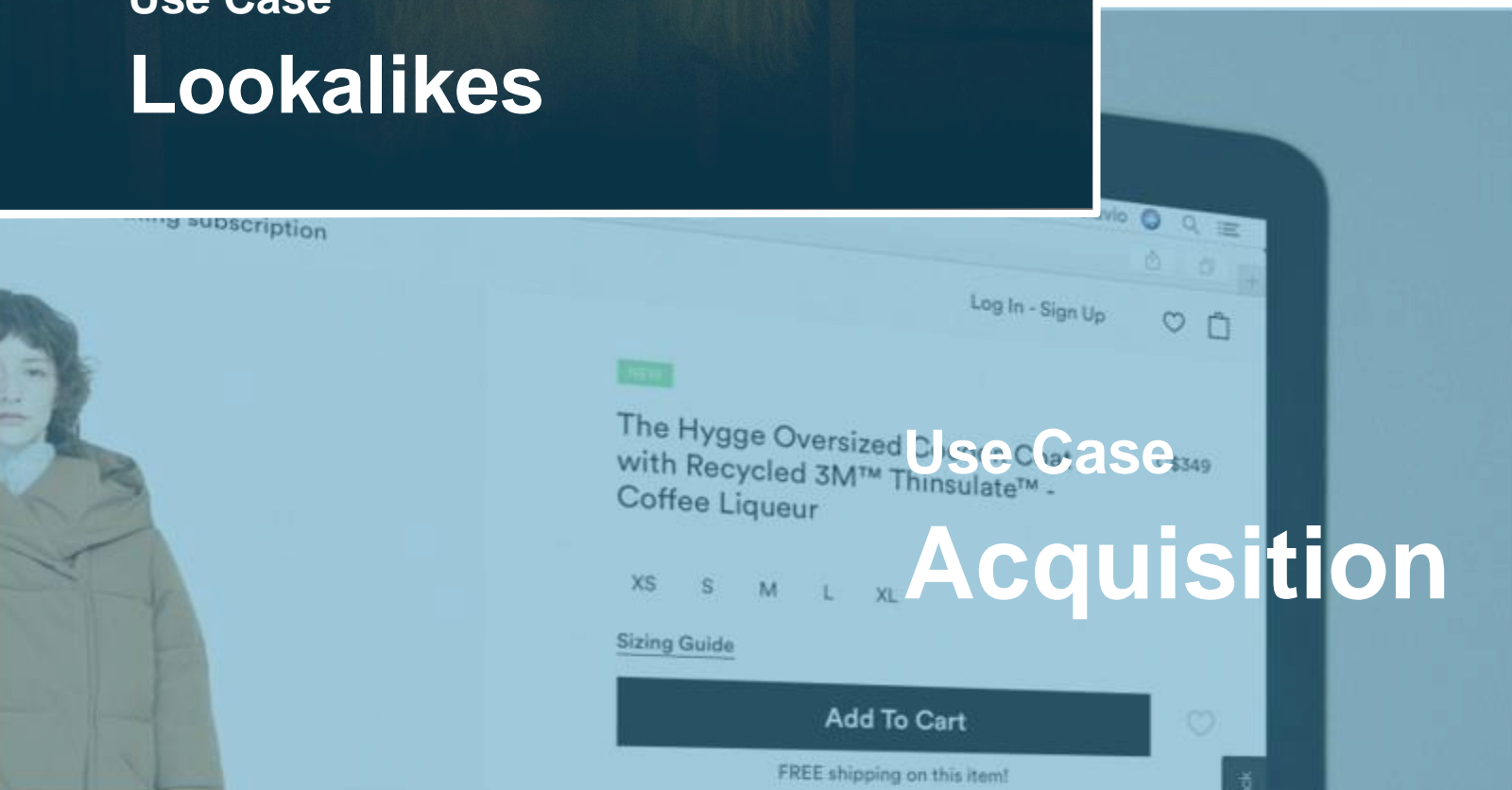




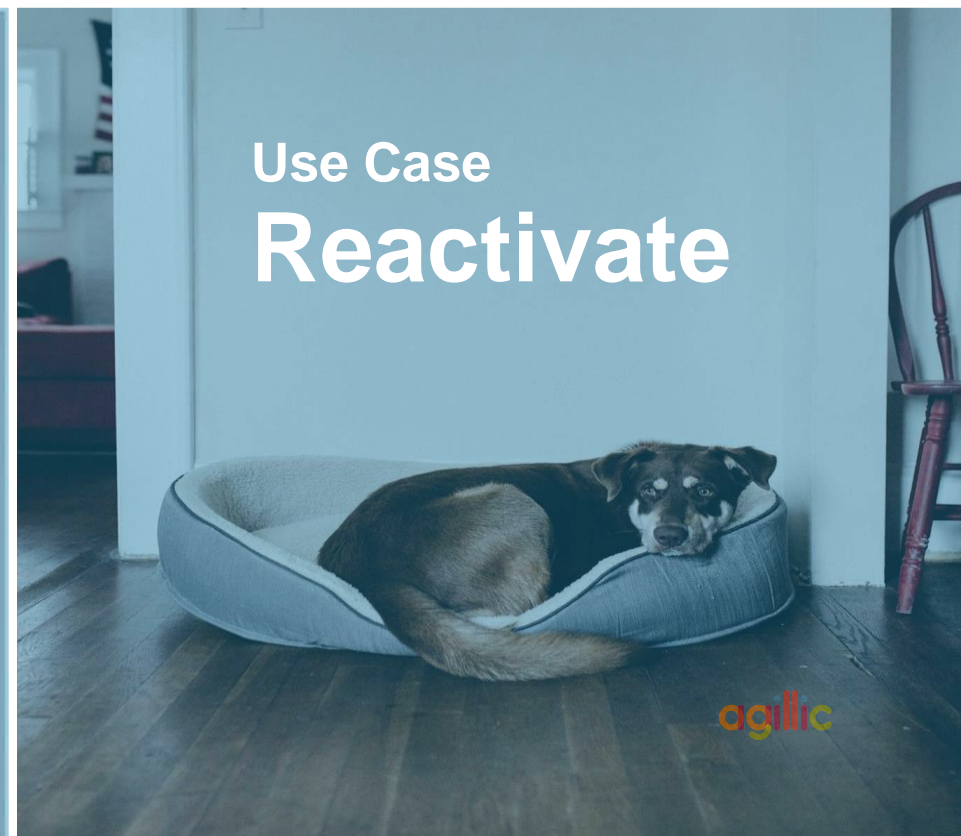
Use Case
Lookalikes



Use Case
**Channel
Synergy**

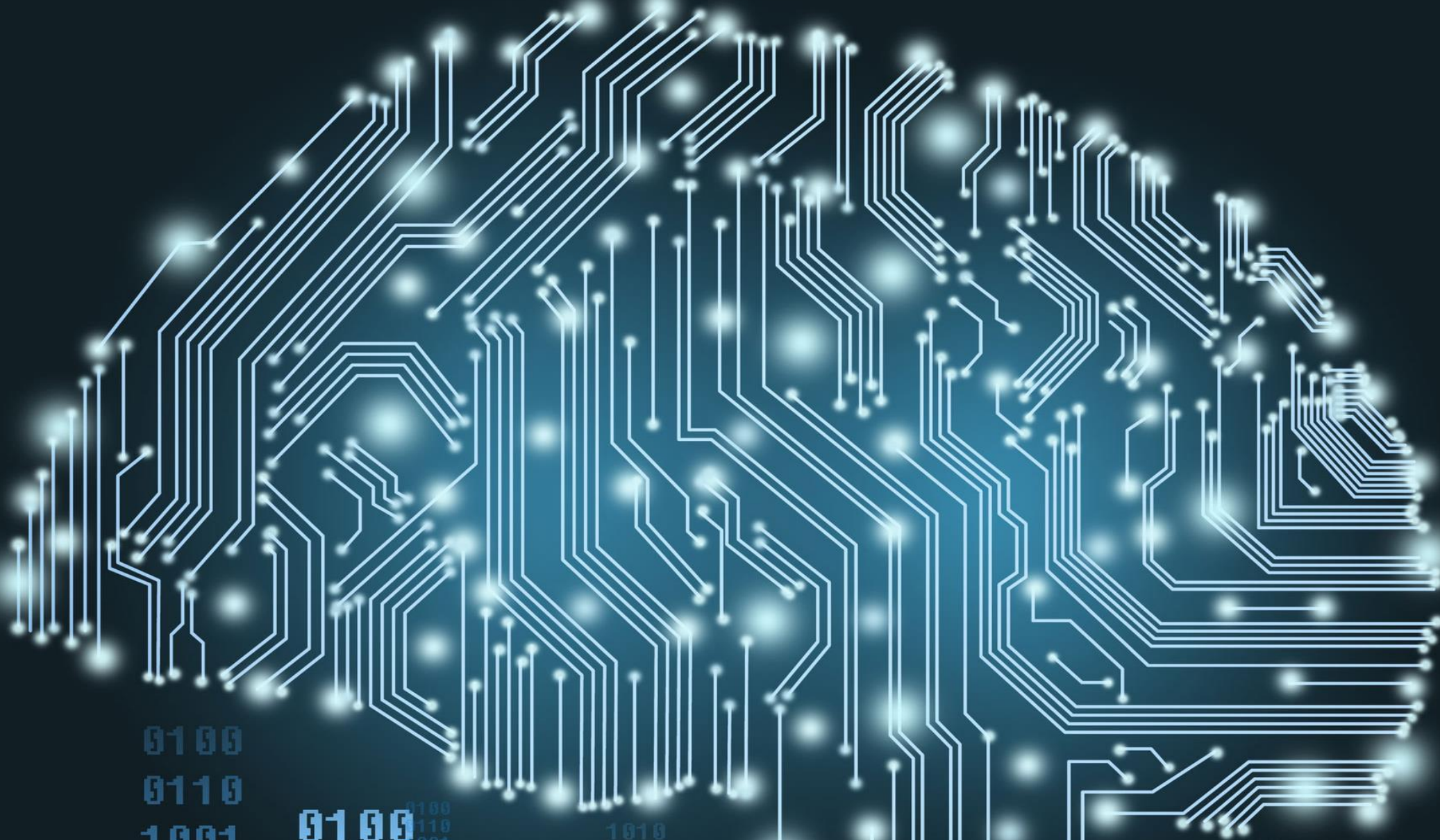


Use Case
Acquisition



Use Case
Reactivate

AI



0100

0110

1001

0101

0100

1101

0100

0110

1001

1010

0110

1001

0101

0100

1101

0101

1010

0110

1001

0101

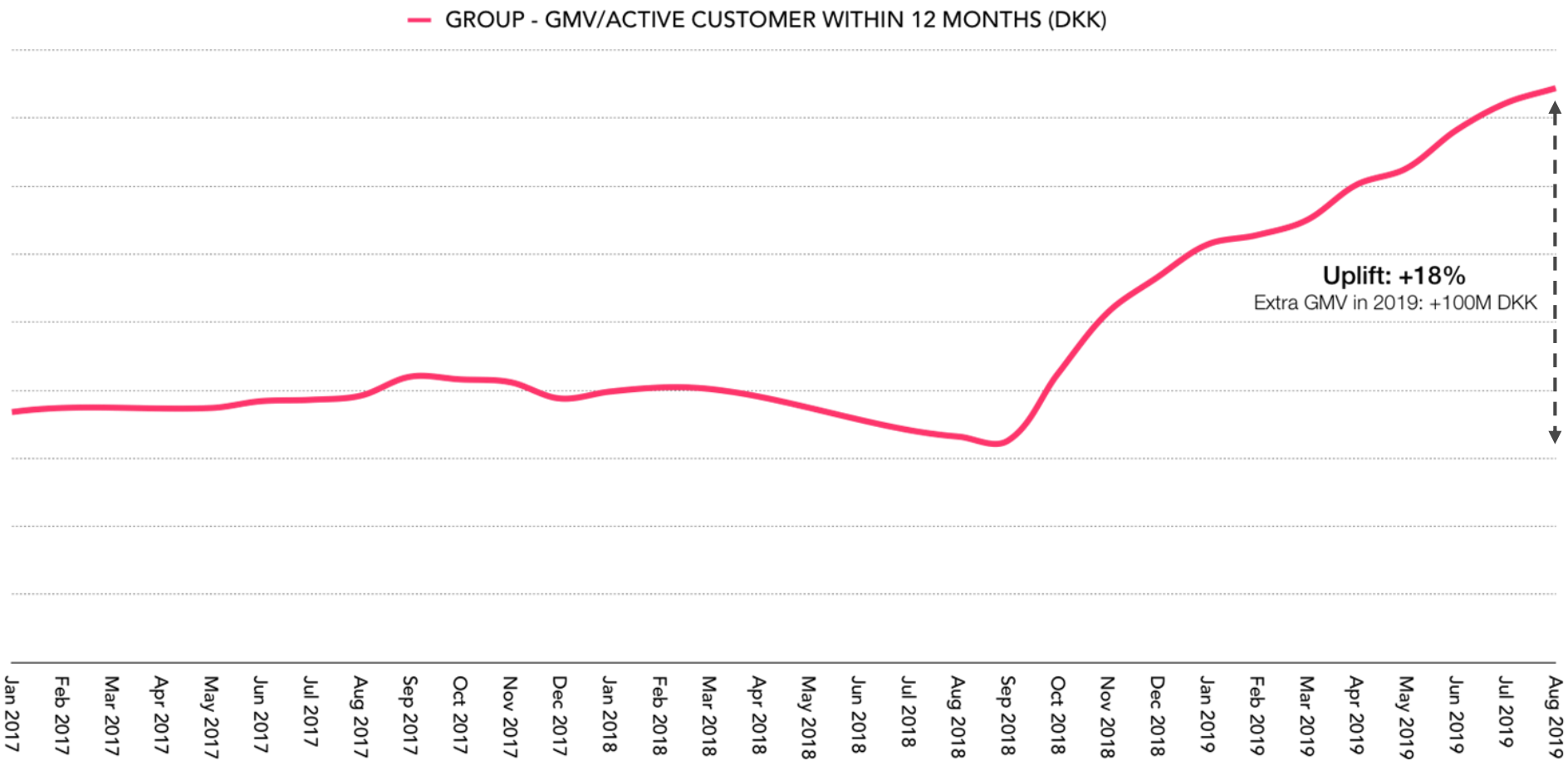
0100

0110

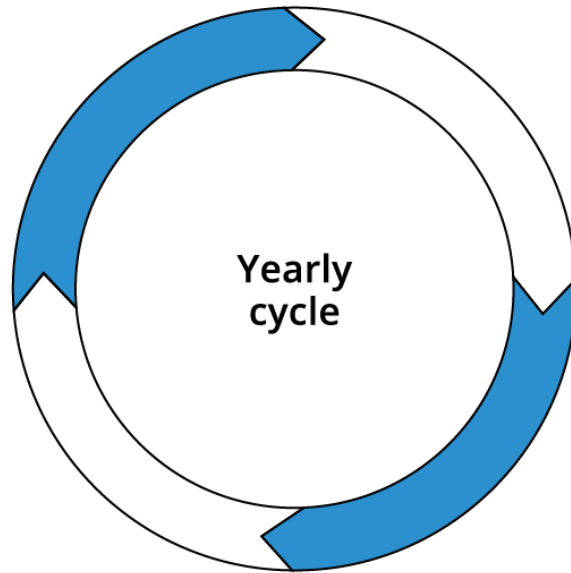
1001

Organising and buy-in

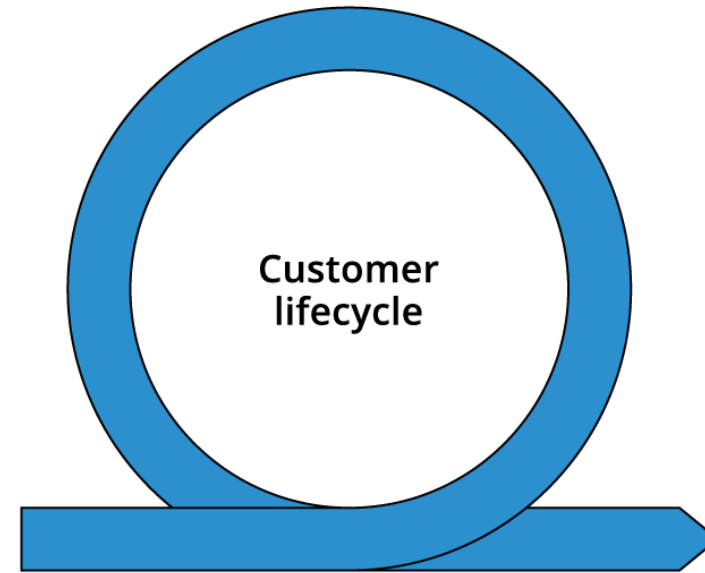
Growth multiplied by reactivation through Agillic



Campaigns and customer lifecycle communications supplement each other

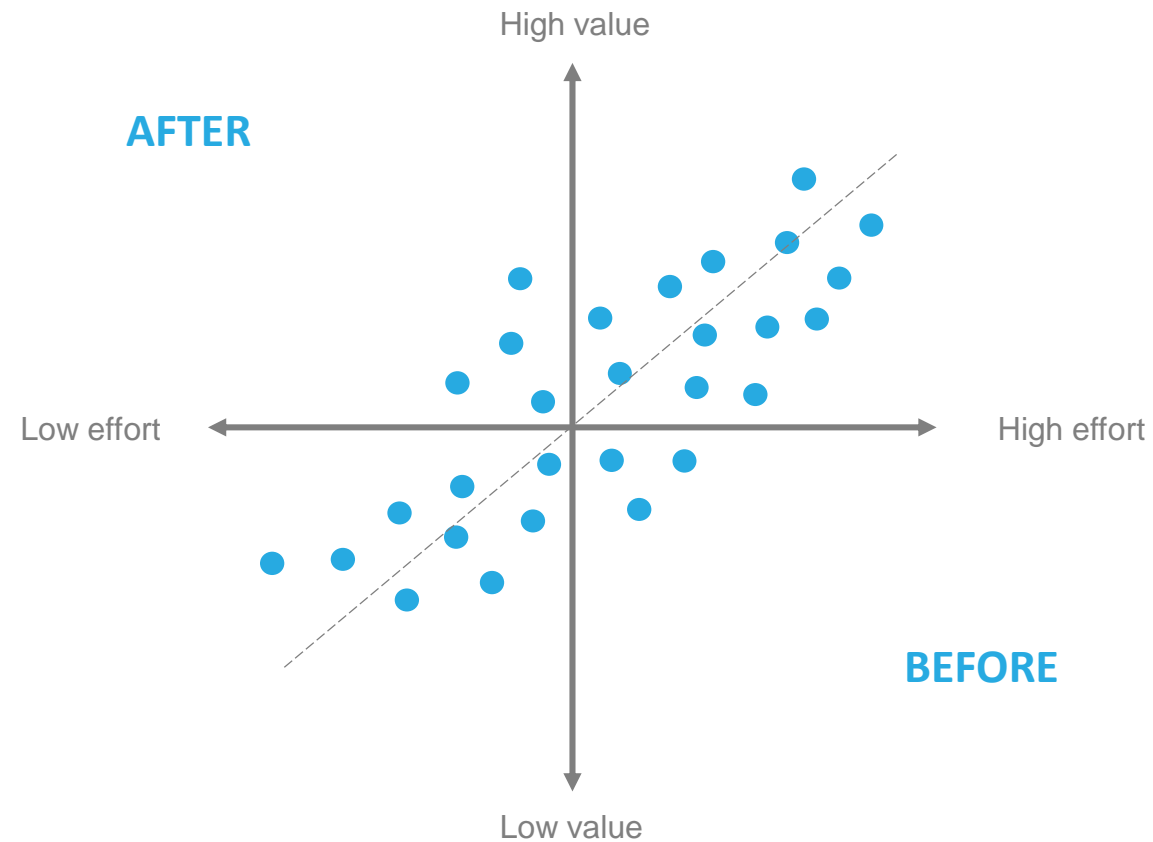


CAMPAIGN DRIVEN

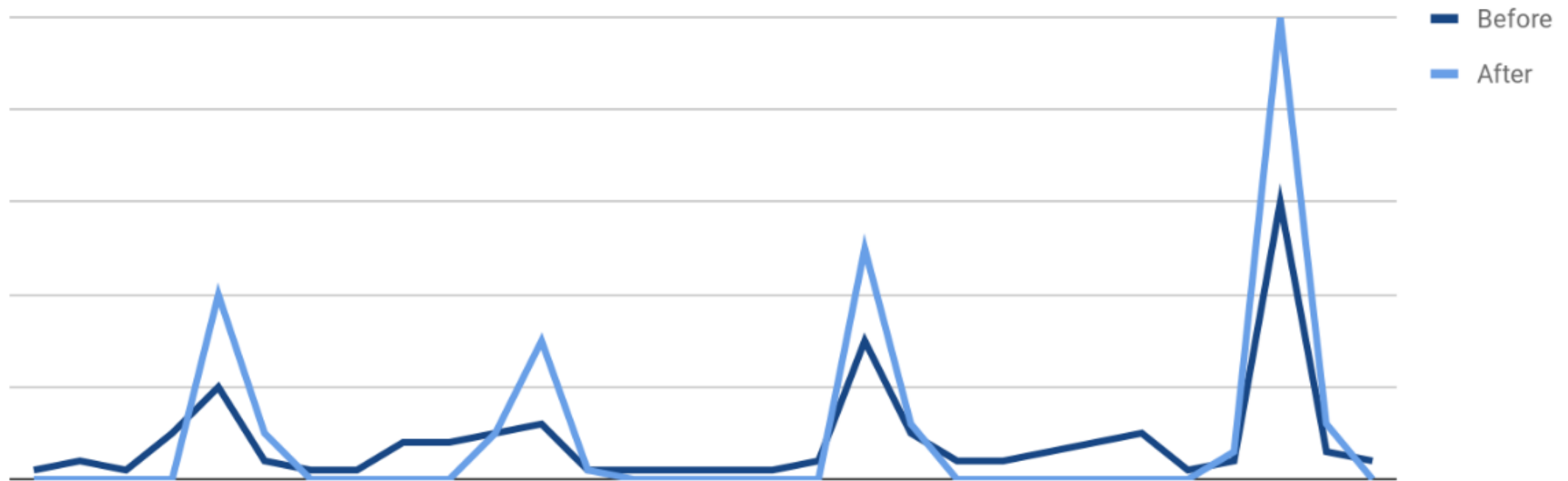


DATA DRIVEN

Focusing on the most important manual campaigns and building automated flows



Focusing on the most important manual campaigns - skip the rest

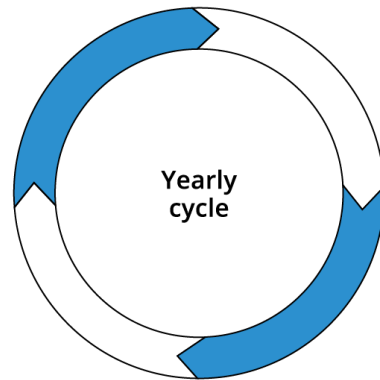


Organizing for success

You cannot manage
what you don't understand!

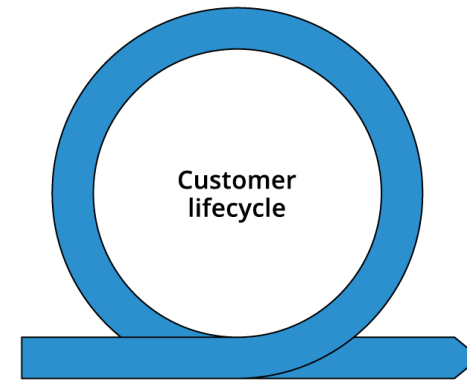
Two separate teams

CAMPAIGN DRIVEN



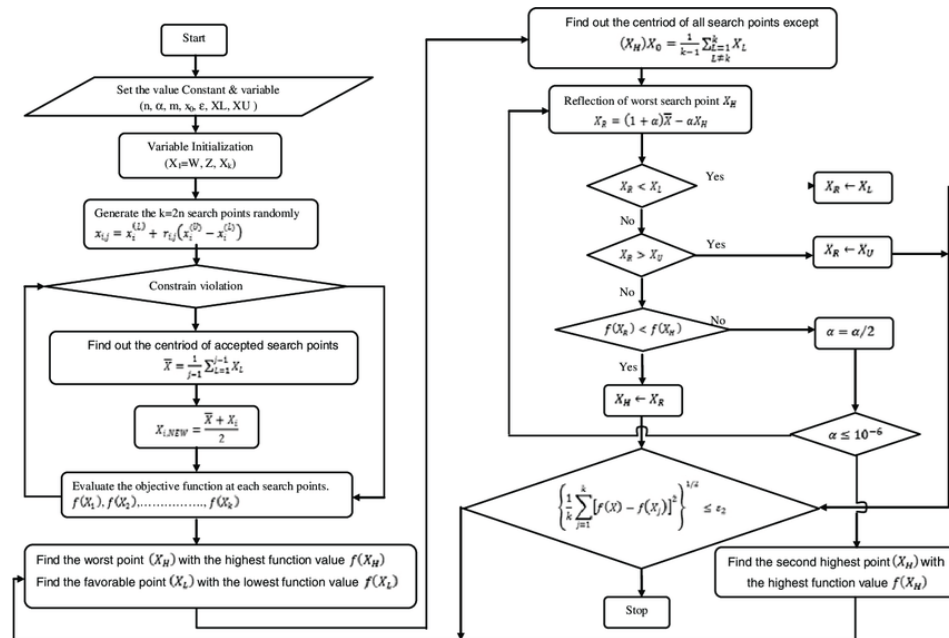
Marketing Content Coordinator
Marketing Assistant for each market
(part-time)

DATA DRIVEN



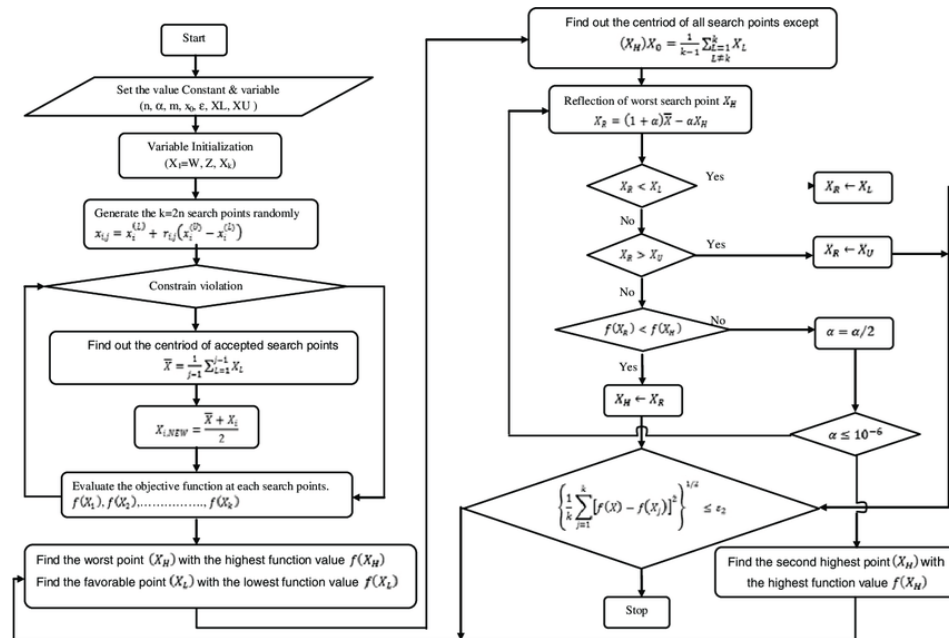
Group eCRM manager
Group BI Specialist

Don't waste time on getting it perfect
- it will never be and you won't get anywhere



Estimated effect: **+15%**

Don't waste time on getting it perfect
- it will never be and you won't get anywhere

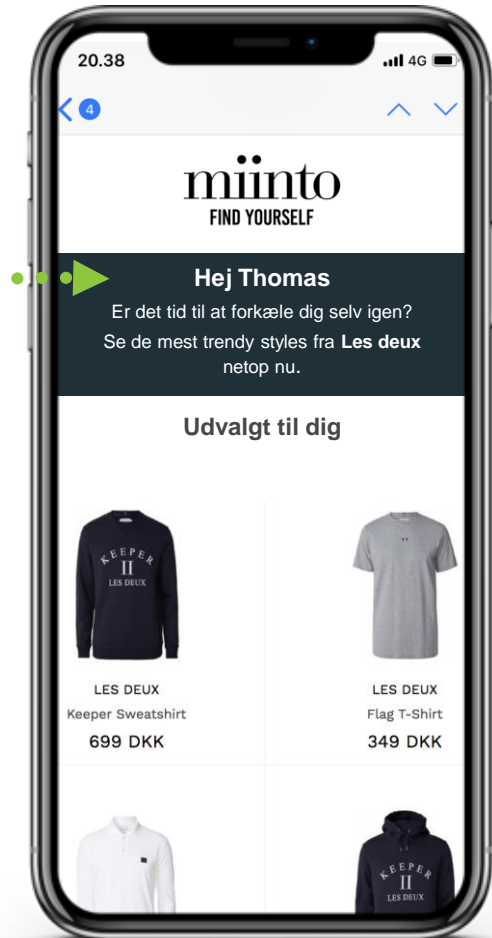


Estimated effect: **+15%**

Reality: 0%

Because it never goes live!

We started with the more simple flows
and got more and more personalized



Creativity and the human touch

How about the human touch?



De er altid online

miinto
FIND YOURSELF

Vi ♥ Vintage

De mest eftertragtede og ikoniske brands



Chanel

Siden det blev etableret i 1909 af den legendariske designer Coco Chanel og senere fort ind i det 21. århundrede af modeikonet Karl Lagerfeld, har modehuset været den ultimative inkarnation af tidløs chik mode. Foruden at være det nok mest eftertragtede brand i verden, er Chanel også et af de mest indflydelsesrige luksusbrands i dag.

► CHANEL TASKER

► CHANEL ACCESSORIES



CHANEL VINTAGE
10.800 DKK

CHANEL VINTAGE
4.605 DKK

CHANEL VINTAGE
6.058 DKK

► SHOP VINTAGE CHANEL

Louis Vuitton

Louis Vuitton har været et symbol for fransk mode i mere end 160 år og har etableret sig selv som et hovednavn inden for luksus og lædervarer. De fleste af os kender nok brandet bedst for deres mange ikoniske tasker.



► LOUIS VUITTON TASKER

► LOUIS VUITTON ACCESSORIES

De er altid online

miinto
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Nye cool brands på Miinto du bør kende



Fra italienske kvalitetssko til kult-kjoler og dansk streetwear..

AGL

I mere end 50 år og gennem tre generationer har den italienske Giusti-familie skabt italiensk producerede kvalitetssko. Det er familiens passion for raffineret design og kunstnerisk udtryk, der stadig driver dem.

I dag er det dog de tre yderst chikke og cool døtre Sara, Vera og Marianne, der driver virksomheden som stadig laver sko, der kan noget særligt og som har et ekstra twist, for eksempel i form af en skulpturel hæl eller en lille sløjfe bagpå.

► SHOP AGL SKO HER



AGL
1.999 DKK

AGL
1.999 DKK

AGL
2.499 DKK

Nanushka

Leder du efter en feminin kjole med kant, så har du fundet dit mærke. Det Budapest baserede mærke

De er altid online

miinto
FIND YOURSELF

Vi introducerer Sustainability



Mode med omtanke

Modeindustriens CO2-aftryk skal ned. Fra produktionen til transporten til indpakningen. Vi vil være med til at skabe gennemsigtighed for dig, når du handler hos Miinto. Under 'Sustainability' finder du de mærker hos Miinto, der aktivt tager deres miljømæssige ansvar alvorligt.

Hos Miinto kan du shoppe mere bæredygtigt efter følgende kategorier:

FAIR BEHANDLING

Brands, der er optagede af den menneskelige trivsel og sundhed af de involverede parter i tøjproduktionen.

► SHOP KATEGORIEN



MATERIALER MED OMTANKE

Brands, hvis hjerte banker for bæredygtige materialer.

► SHOP KATEGORIEN



PRODUKTION MED OMTANKE

Her finder du mærker, der går op i, at selve tøjproduktionen er så skansom for miljøet som muligt.

► SHOP KATEGORIEN

MINDRE SPILD

De er altid online

miinto
FIND YOURSELF

Miinto Favourite H-Brands



MADE IN ITALY

Mintos første italienske partnerbutik bringer nogle af de bedste italienske og internationale brands til vores platform.

Udforsk butikken

STØVLER



UGG
1.399 DKK 1.999 DKK

VIA ROMA 15
2.283 DKK

DR. MARTENS
1.492 DKK

SNEAKERS



NIKE
1.515 DKK

PHILIPPE MODEL
2.283 DKK

NAKED WOLFE
1.724 DKK

JAKKER & FRAKKER



CANADA GOOSE
6.871 DKK

MICHAEL KORS
1.761 DKK

KENZO
4.297 DKK



► BESØG BUTIKKEN PÅ MINTO

De er altid online

miinto
FIND YOURSELF

NYHEDER DAME SALE

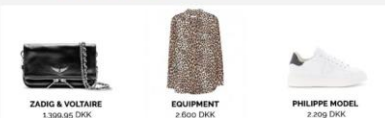
PARLEZ-VOUS FRANÇAIS?

De franske kvinder er kendte for altid at se gennemført stillede ud uden overhovedet at prøve. Kombiner et par stramme jeans med en silkeskjorte og en smule læbestift eller bær en blomstret kjole med sorte læderaccessories for at opnå det skodeslest cool parisiske look.



DEN PARISISKE UNIFORM

► SHOP LOOKET



ZADIG & VOLTAIRE
1.399.95 DKK

EQUIPMENT
2.600 DKK

PHILIPPE MODEL
2.200 DKK

FRANSK VINTAGE LUKSUS

► SHOP UDVALGET



DIOR VINTAGE
2.600 DKK

LOUIS VUITTON VINTAGE
3.800 DKK

CHLOÉ VINTAGE
3.342 DKK

SHOP FRANSK MODE

miinto
FIND YOURSELF

agilic

agilic