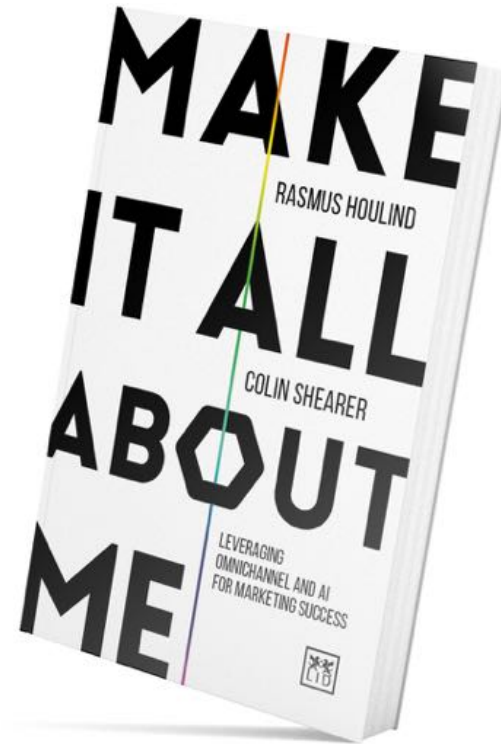




Fact checking hyper personalisation

Who's speaking?

- Rasmus Houllind
- Chief Experience Officer at the software company Agillic
- Author of the Omnichannel Book "Make it all about me"
- Professional history from Digital Agencies
- Contact:
- dk.linkedin.com/in/houllind
- rasmus.houllind@agillic.com
- Tlf. +45 53 886 555
- www.agillic.com



Panelists for today's webinar



Dan Brain
Co Founder
Mad//Fest



Marie Goddard
Customer Marketing
Director
FT.com



Paloma Truong
Head of CX
Miinto Group



Zacchary Couldrick
Managing Director
Aexus UK

Agenda

- The promise: Hyper Personalisation can bring you a 6x lift in conversion rates
- Reality: Increasing relevance often comes with a heavy penalty in terms of scale
 - Key dilemmas in personalisation
 - Balancing scale with relevance
 - Balancing campaigns with lifecycle coms
 - Orchestrating marketing effectively across channels (esp. paid vs. owned)
- Panel discussion and real world examples from FT.com, Miinto Group and Aexus

The promise

agilic

Email Marketing

Study: Personalized Emails Deliver 6X Higher Transaction Rates, But 70% Of Brands Fail To Use Them

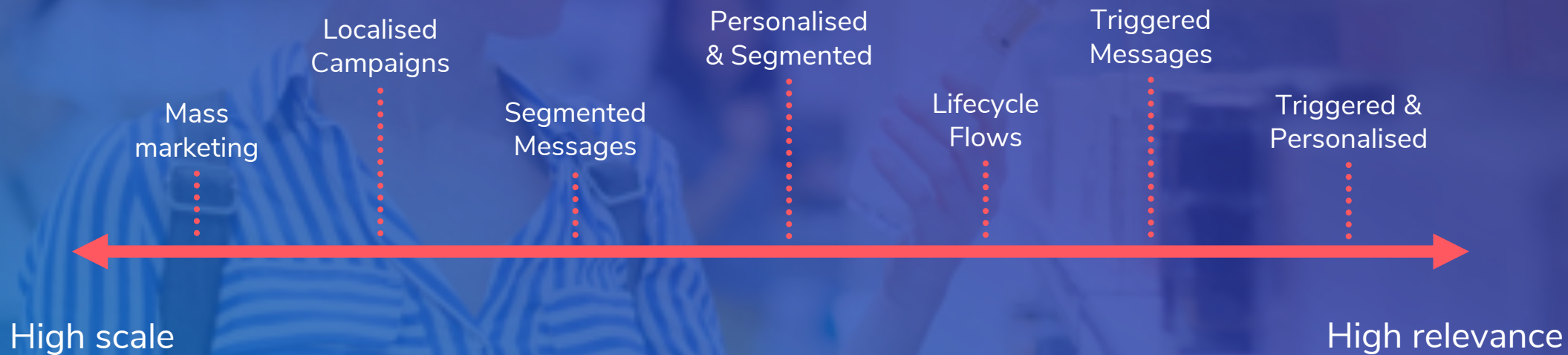
agilic

The real life challenge

Hypotheses roasted by real life marketers

agillic

How to balance scale with relevance?



Introducing Aexus

- helping B2B tech companies with new market entries



Zacchary Couldrick
Managing Director
Aexus UK

Great research can help you stand out from the crowd in the LinkedIn inbox - but it's not scalable




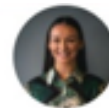
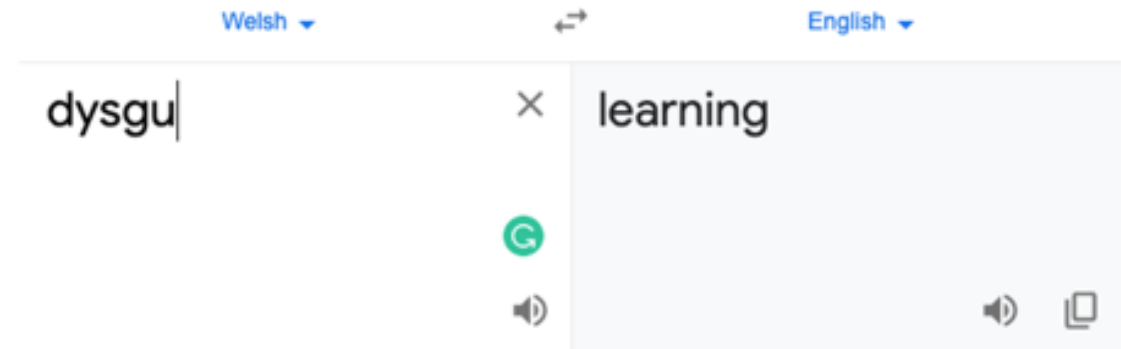
'Bore Dah!'

Education

 **The University of Glamorgan**
Information Security and Computer Crime, Advanced Technology
2006 – 2008

 **University of Wales, Newport**
E-Commerce (BSc. Hons), Computing
2003 – 2006

 **Crosskeys Campus, Coleg Gwent**
A Levels
2000 – 2002



Olivia Williams • 9:47 AM

Bore da

You're clearly an information security enthusiast. I googled that "Dysgu" means learning in Welsh. I represent , have considered ethical hacking and bug bounty already?

Thanks,
Olivia

Good B2B Personalisation Example



[Redacted]

Mobile • 2h ago

Hey Olivia, thanks for reaching out, we've looked into bounty programs and it's likely we'll be a Hackerone house before the end of the year.



Olivia Williams • 11:32 AM

Hi [Redacted], Great to hear that [Redacted] are focused on this. Have you looked at Intigriti whilst doing your research? Our Head of Hackers, Inti De Ceukelaire, used to work at Hackerone and was 2018's World Champion Hacker.

Check him out on Google/LinkedIn. If I can pull some strings and get Inti to join a discovery call, would this convince you to give us a chance?

↓ Latest message



Olivia Williams • 4:39 PM

Hi [Redacted]

Just a note to wish you a good weekend. Could we jump on a call with you in a couple of weeks to introduce Intigriti and give Tide another option to consider?

Thanks, Olivia

[Redacted]

• 6:19 PM



Go on then. Wed 29th July 4pm?



Olivia Williams • 7:03 PM

Hi [Redacted] - that's great. Sounds like a plan. Can you share your email and I will send over an invite?

Enjoy your Friday evening!

Cheers Olivia 🍷

Typical LinkedIn Outreach Example



Hi Zacchary,

I think we may share an interest within IoT area. If that's correct I'd be delighted to have you in my network.

Thank you for connecting with me. I hope we speak sometimes. Have a day full of innovative ideas :)

Hi Zacchary,

I represent a group of skilled developers specialized in creating complete apps for professionals that connect to hardware through Bluetooth.

For instance, we helped our Norwegian client build an app used to remotely steer motor boats.

I thought you could help me understand current market demand better by answering this: What kind of new software would be valuable in your business (if any)?

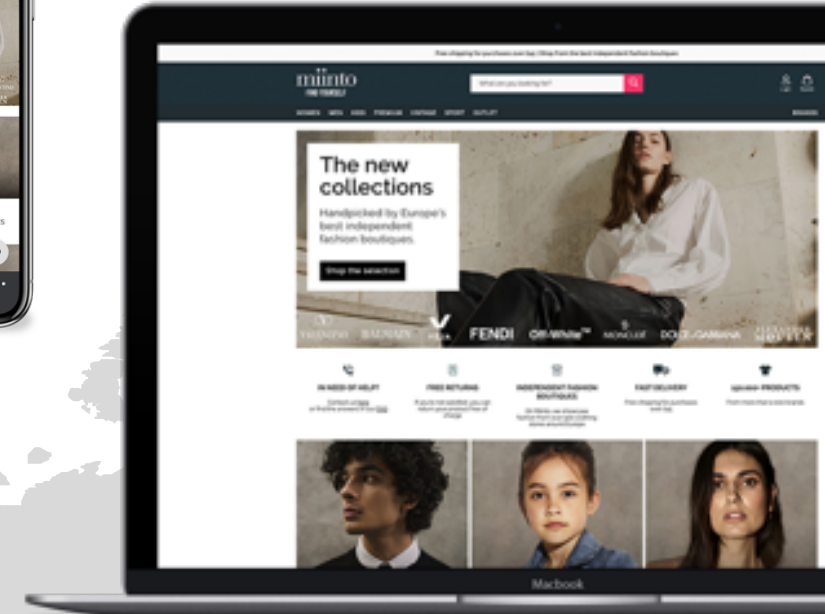
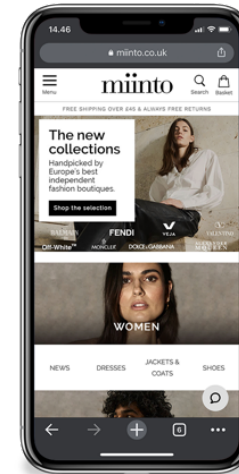
' This is just a friendly reminder :)

Zacchary Couldrick • 11:15 AM

Not interested. Thanks

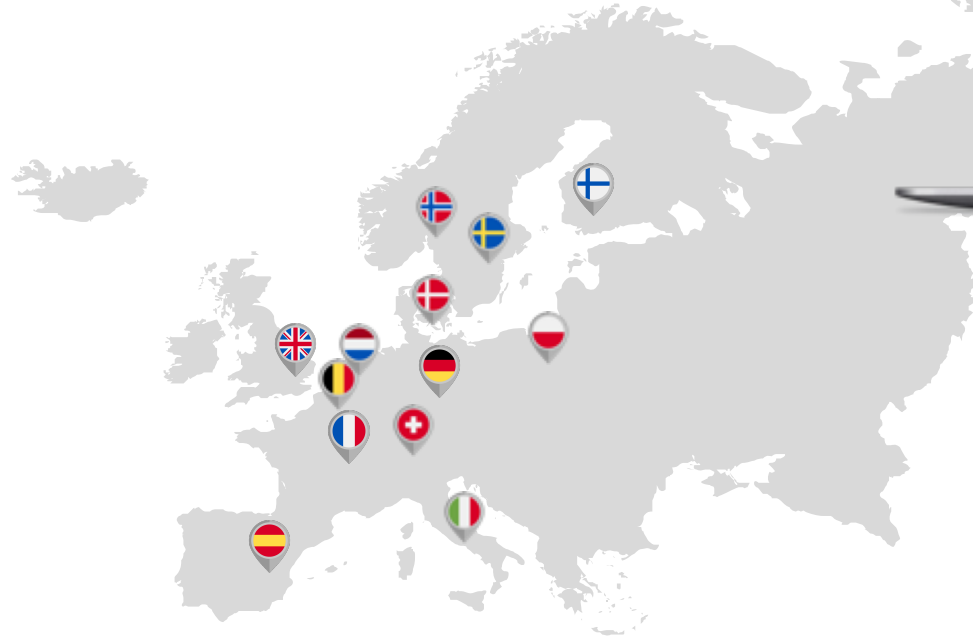
Introducing Paloma Truong from Miinto Group

Paloma Truong
Head of CX

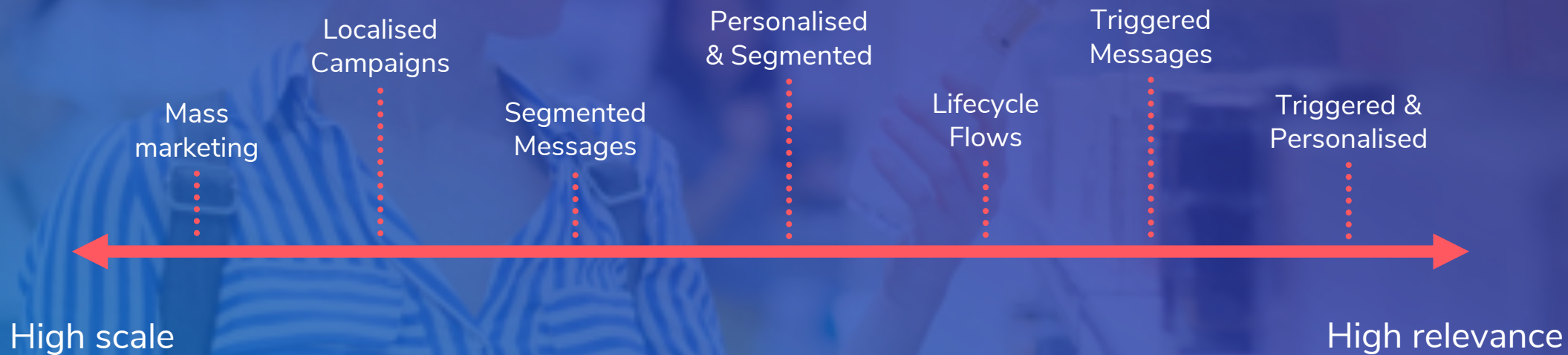


Miinto Group in numbers

- Gross Merchandise Volume: +£130M
- Annual GMV growth: +50%
- Number of products: +700K
- Unique monthly visitors: +7M
- Number of partners: +2.000
- Basket size: +£175



How to balance scale with relevance?



Hyper-personalization of the browsing experience led to significant revenue uplift

A/B test 1: From 25% of the product assortment personalized to 50%

+ 5% in RPV*
+3% in CR**
+3% in AOV***

A/B test 2: From 50% of the product assortment personalized to...

60%

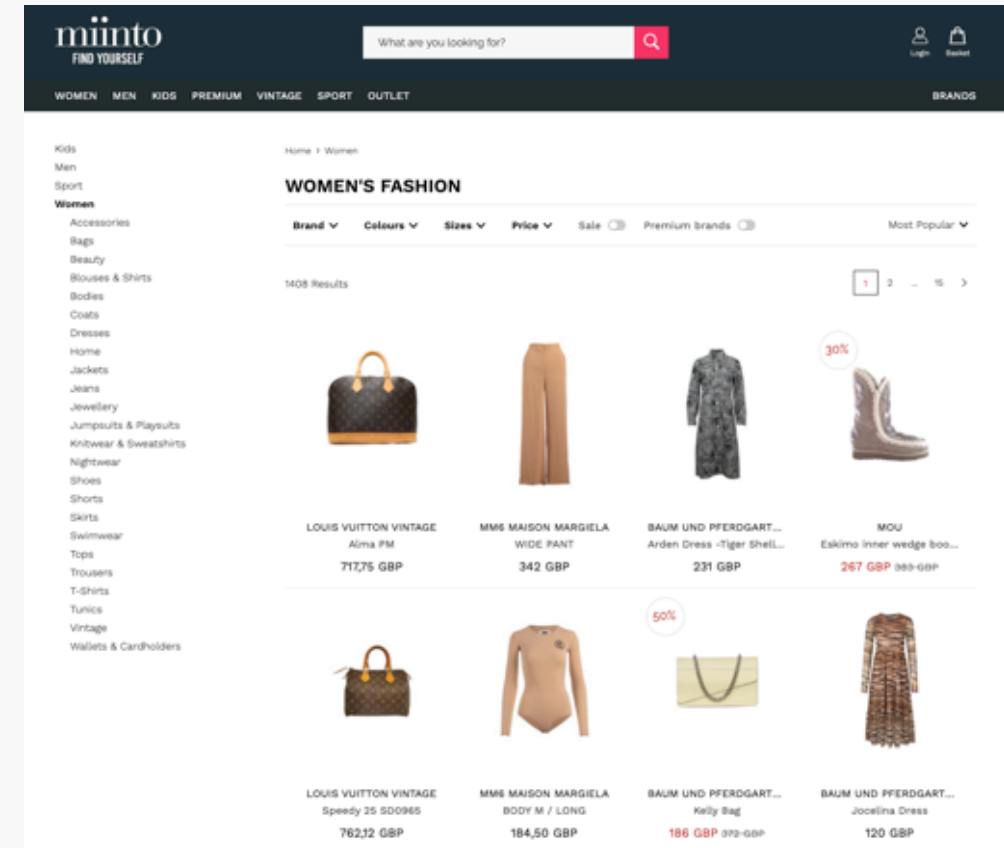
+4% in RPV
+3% in CR
+1% in AOV

65%

+11% in RPV
+6% in CR
+5% in AOV

70%

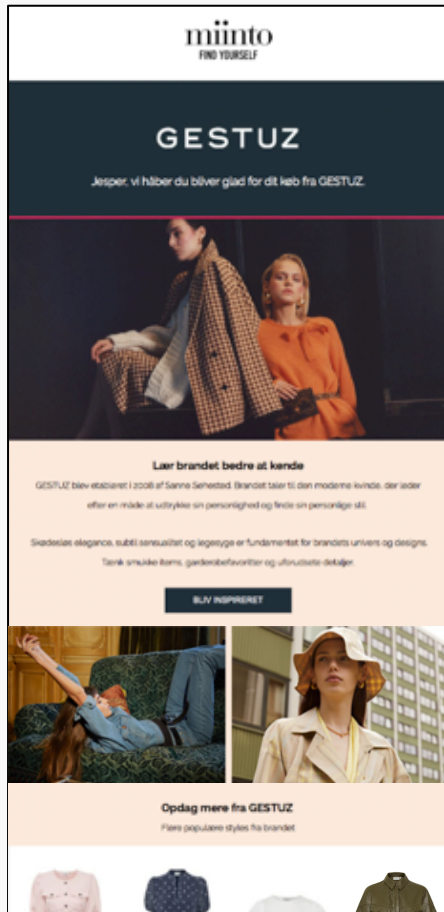
-5% in RPV
-2% in CR
-6% in AOV



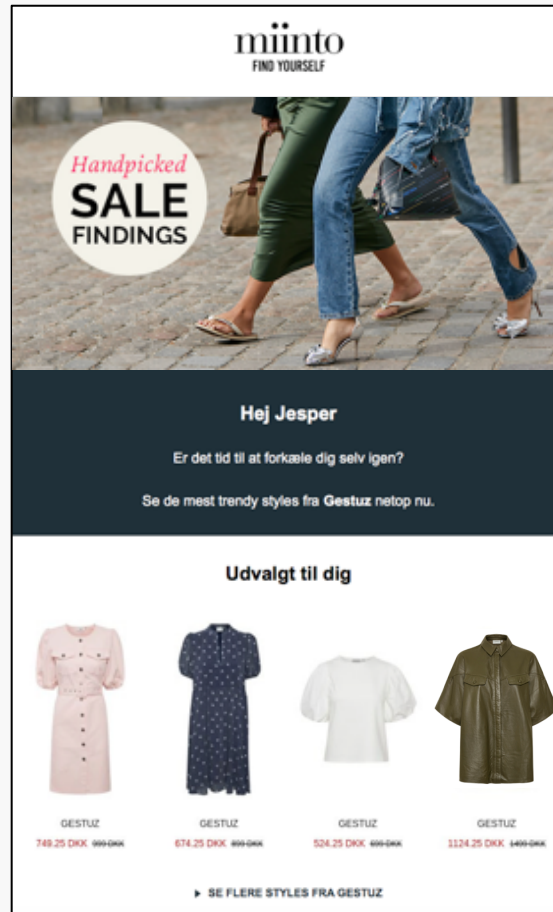
- Personalization is only as good as the quality of your data
- Hyper-personalization vs. Discovery
- Fine line between being relevant and being invasive

*Revenue per visit
** Conversion rate
*** Average order value

Hyper-personalization at the expense of scale if content is too specific



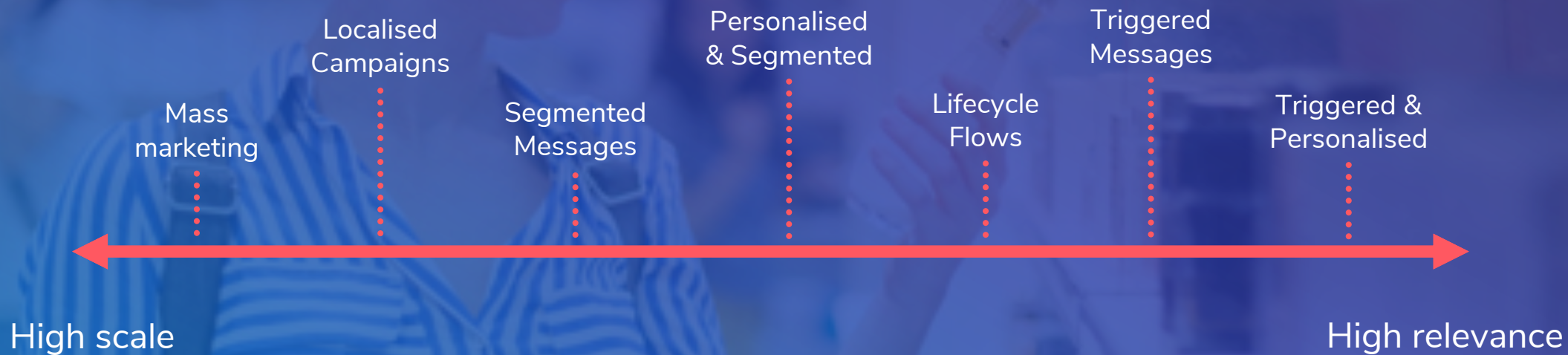
Open rate: 36%
Click rate: 18%
Conversion rate: 2,5%
Sent: 486 times in 30 days



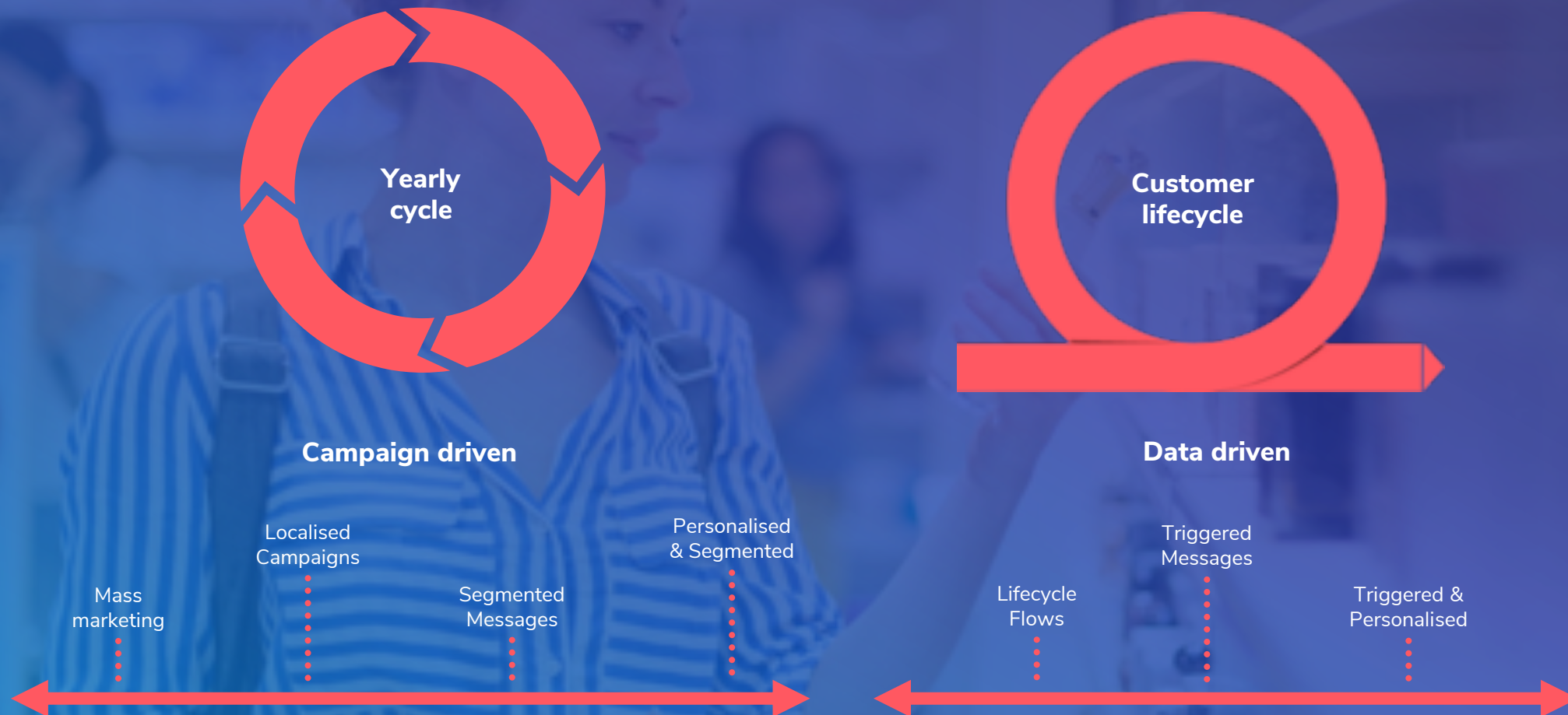
Open rate: 33%
Click rate: 14%
Conversion rate: 2%
Sent: 15 635 times in 30 days

- Challenge of making content inspiring and personalized while targeting a large-enough audience to make the effort worth it
- Too relevant and specific content leads to very narrow target group
- Dynamic email content used to increase scale:
 - Copy with personalized fields
 - Dynamic product recommendations

How to balance scale with relevance?



How to balance Campaigns with Lifecycle Marketing?



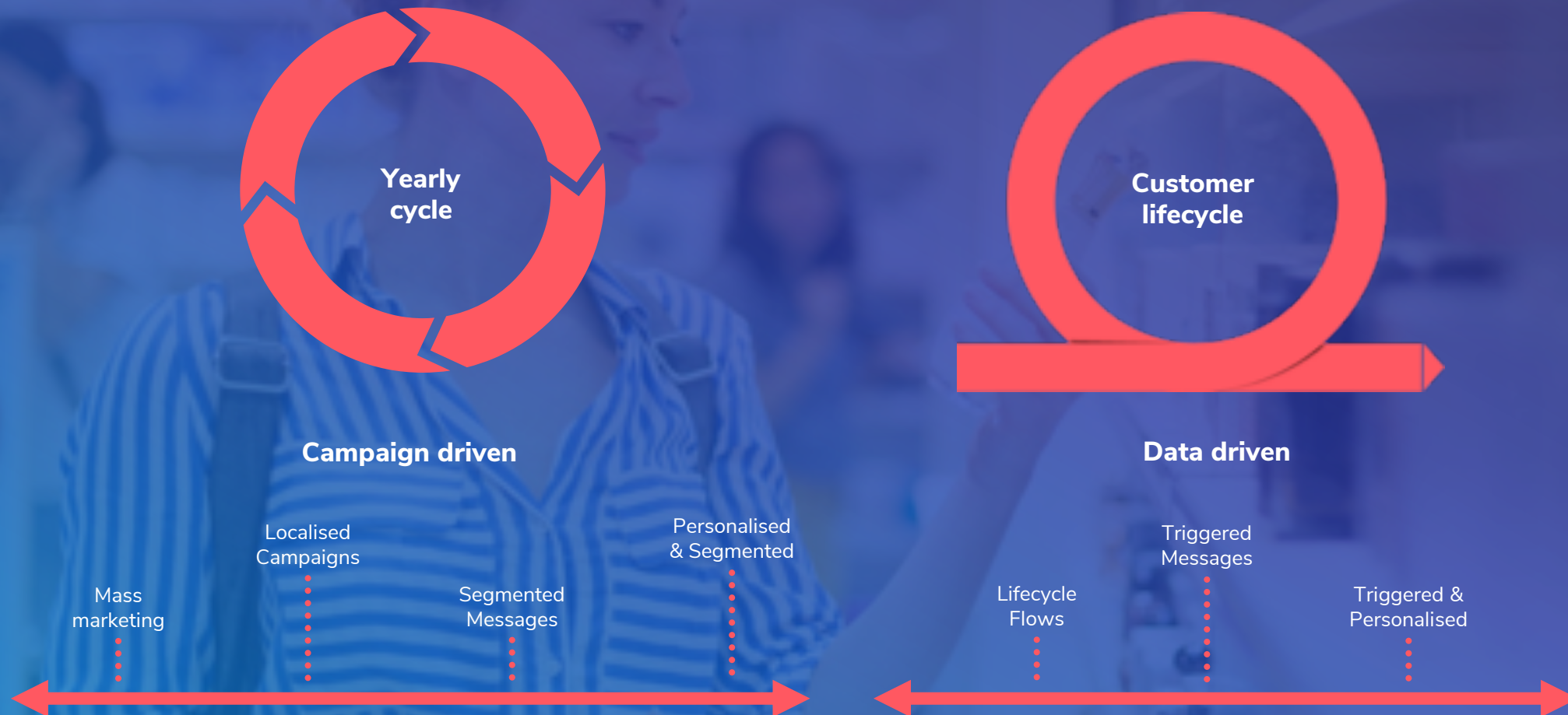
About the FT

- Global news publisher, c.1.1m paying subscribers
- FT Newspaper and FT.com
- Over 920k digital subscribers
- 27% B2C audience
- 77% engaged B2C audience
- Subscription revenue > advertising revenue
- 2020 : 18% increase in B2C revenue



Marie Goddard
Customer Marketing Director
FT.com

How to balance Campaigns with Lifecycle Marketing?



How to balance Campaigns with Lifecycle Marketing?



Customer
lifecycle

Lifecycle Marketing for a subscription company



Lifecycle Marketing for a subscription company



Personalised Conversion journey

Dynamic offers based on
likelihood of limited price
sensitivity (no trial)



-4% CR
decrease

Lifecycle Marketing for a subscription company



Personalised Retention Campaign



Campaign driven



End of
Year
Review

+1%
Retention
improvement
+£150k pa

Personalised Retention Programme pt. 1



Triggered
Subscription
Review

+4%
Cancellation
improvement
+£1.02M* pa



* Incremental LTV (lifetime value) generated



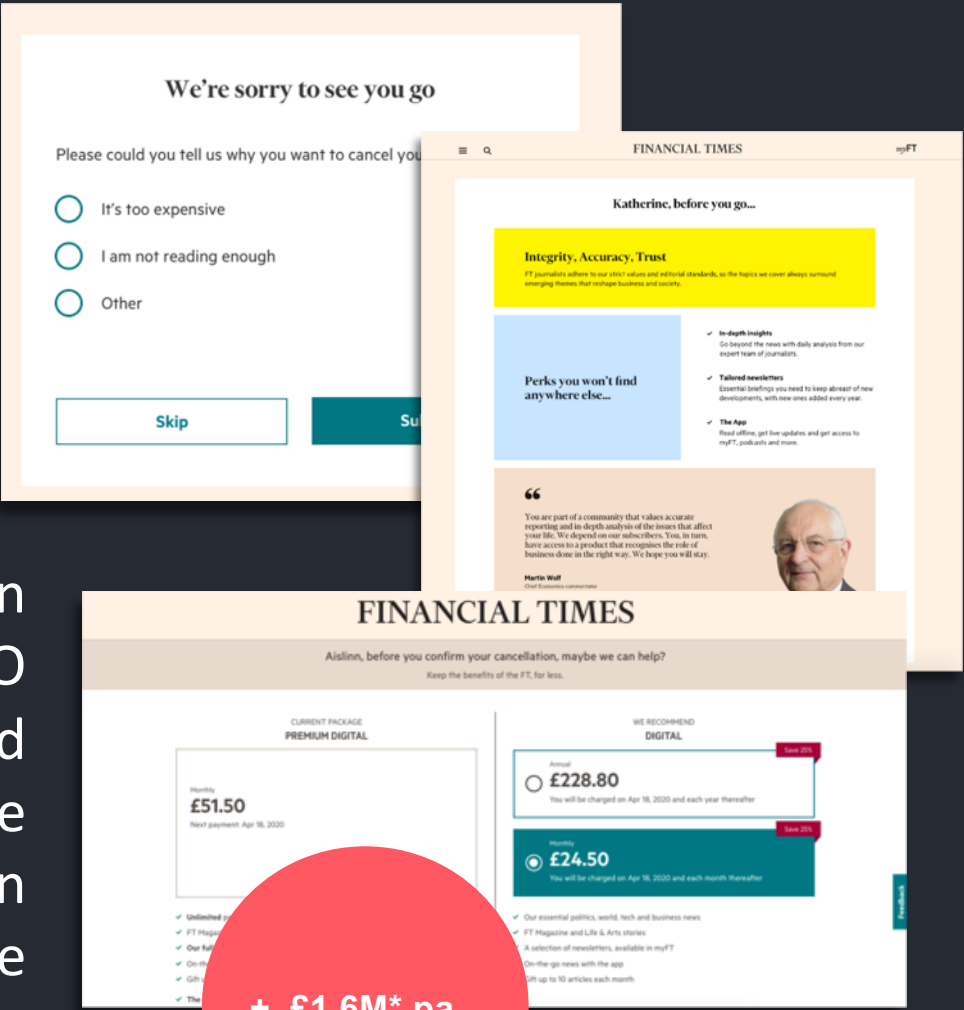
Personalised Retention programme pt. 2

Triggered
Subscription
Review



+4%
Cancellation
improvement
+£1.02M* pa

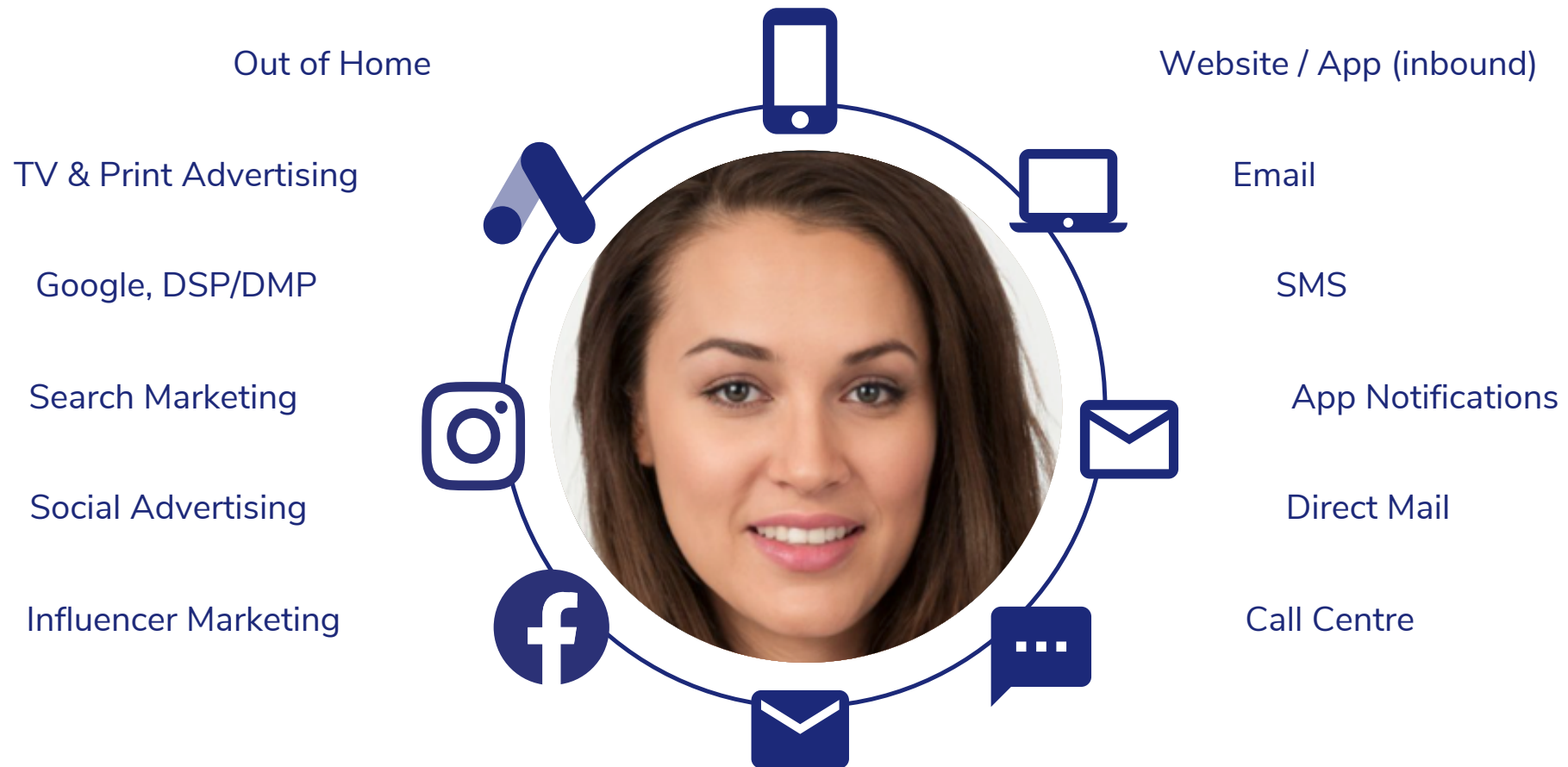
Personalisation
of FOMO
content and
offers on the
cancellation
page



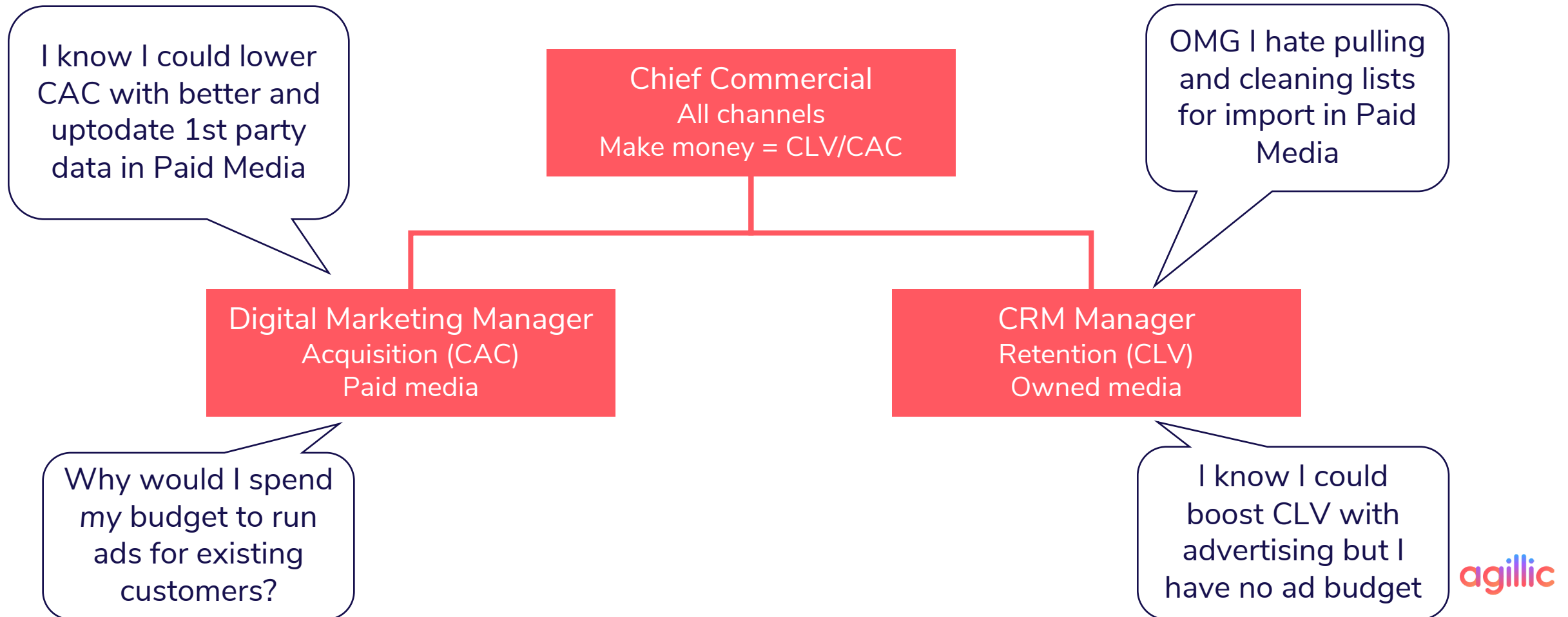
+ £1.6M* pa

* Incremental LTV (lifetime value) generated

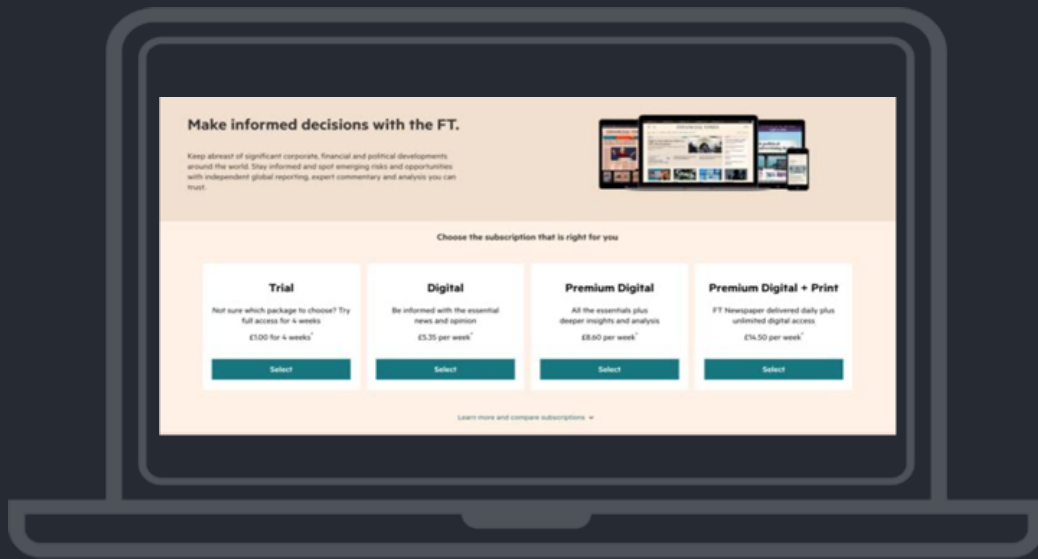
How to balance Paid Media with Owned media?



How to balance Paid Media with Owned media?



Coordinating across Paid and Owned Media at FT.com



- CRM team has its own (modest) advertising budget
- CRM team knows how to book paid media campaigns
- Need to integrate better
- Need to align media spend closer to the Customer Lifecycle in the future

Conclusion

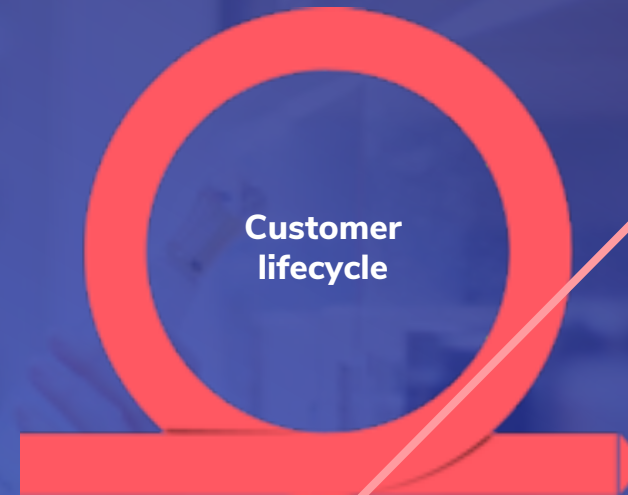
agilic

How to balance Scale with Relevance?

Don't stop doing campaigns!
Always personalise if technology makes
it scale or if it's easy!

Start
your CLC
efforts there

Not
there



Campaign driven

Data driven

Mass
marketing

Localised
Campaigns

Segmented
Messages

Personalised
& Segmented

Lifecycle
Flows

Triggered
Messages

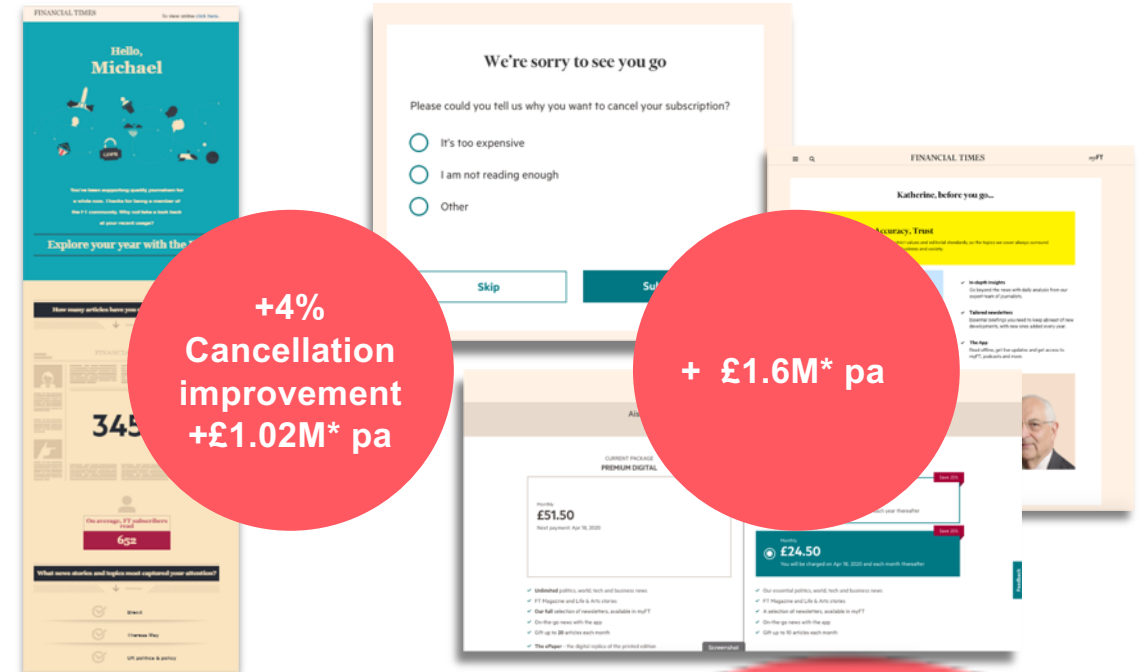
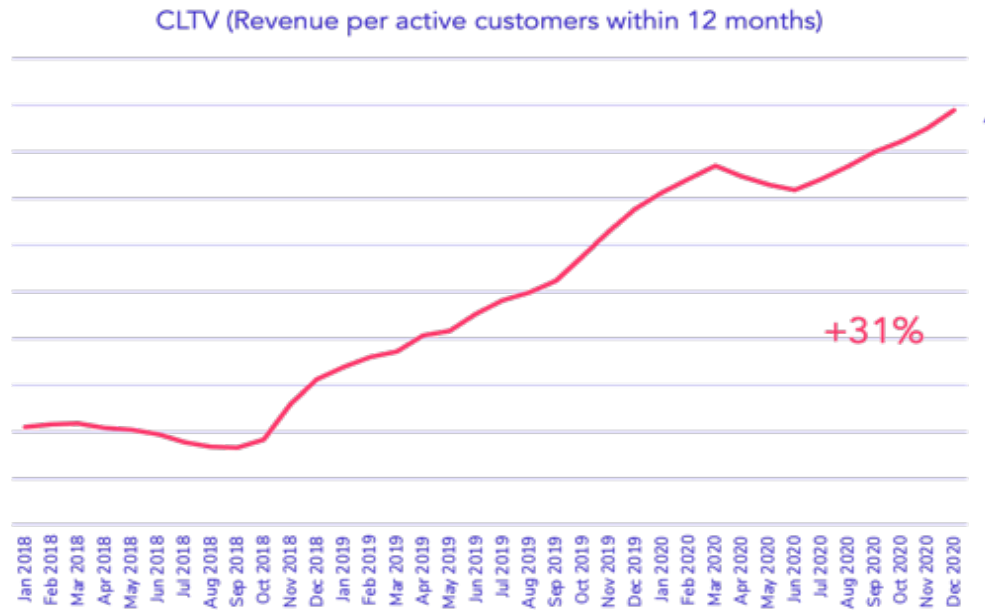
Triggered &
Personalised

agillic

Be patient with the effect from lifecycle flows



Personalisation and automated lifecycle flows can improve CLV dramatically





Thank you



Questions?

Personalized Communication to Millions

agillic

