

INDIVIDUAL MARKETING AT SCALE



01

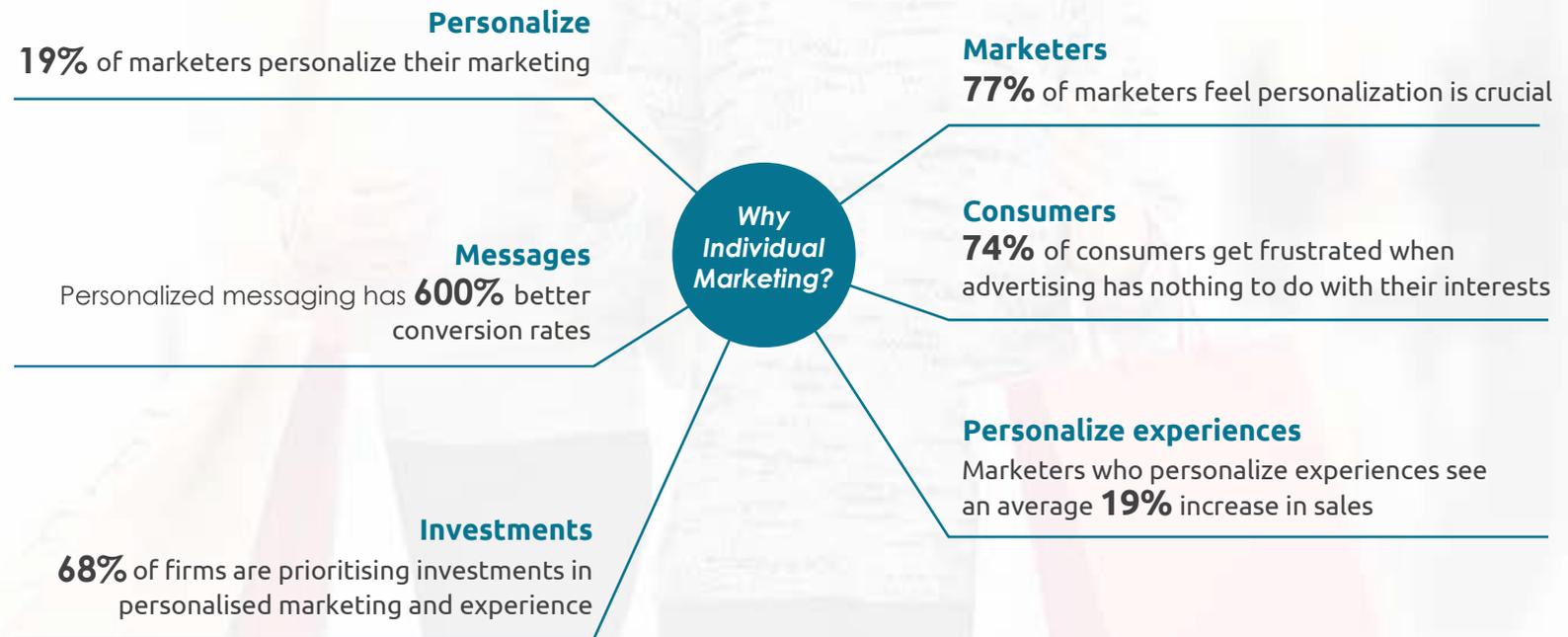
Individual marketing

Table of contents

- 01 Individual Marketing
- 02 Marketing Levels
- 03 Three Challenges
- 04 The Personalised Message
- 05 Personlisation with Privacy
- 06 The Opportunity

Increase ROI with individual marketing at scale

Context Matters. The more contextually relevant a message is, the more likely a person is to interact with it. The more personal you make a message, the more relevant it becomes. This has a profound impact on the customer experience and your marketing ROI.



(Source: CMO.com; Forester Group; VentureBeat)

02

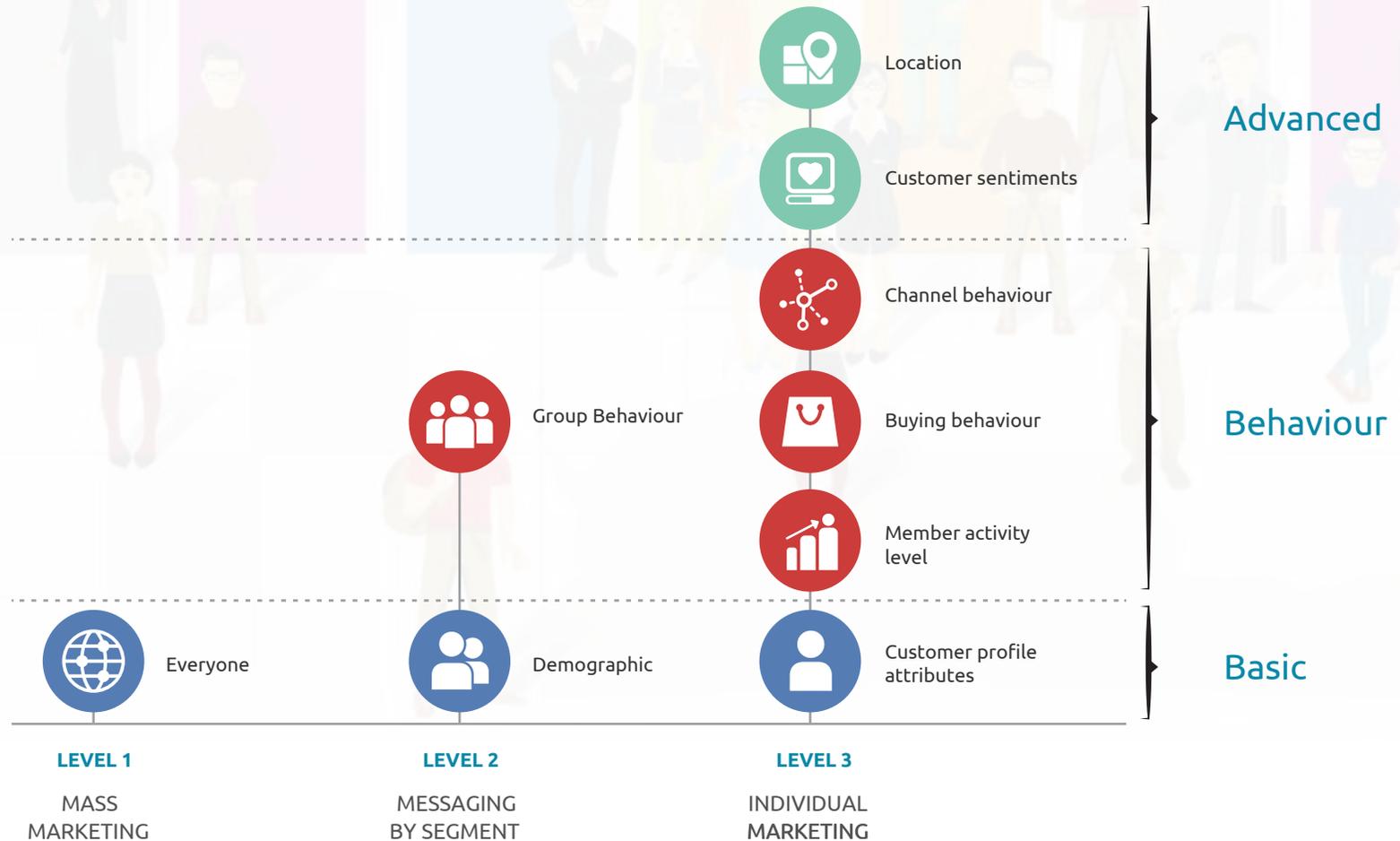
Marketing Levels

Marketing levels

It is clear that personalised marketing can generate attractive returns, but what information and insights can you use to make a message relevant to a person? To answer this question we need to understand how you can ensure that the right message reached the right group or individual:

1. No segmentation, send a message to everyone
2. Segmentation based on a specific group of people
3. Individual segmentation, send a message to one person based on different attributes

Please see below the different levels and which type of attributes you can use to target your message:



LEVELS

01 Mass Marketing [1 to All]

Attempt to appeal to the whole market and reach as many people as possible using one strategy or offer

02 Messaging by Segment [1 to Many]

Segment the data to target a group of people (often thousands of people) that have certain common attributes or behaviour with the same strategy or offer sent at the same time.

- **Basic demographic based segmentation** - basic attributes of the person such as gender, age, profession, interest, income, address.
- **Advanced behaviour based segmentation** - This can include one or several aspects of spending history (type of product, average spend, frequency, changing spending patterns) and channel interactions (web, mobile, e/m-commerce, social media, physical visits).

03 Individual Marketing [1 to 1]

Only when several specific attributes are “fulfilled” will the personal message be automatically triggered to one person. The more attributes that is included to trigger the message the more relevant it becomes for the person. We have divided the type of attributes into the below categories, however, many of the triggers may be using multiple attributes across categories to send the message.

- **Customer profile attributes** - A simple message commonly used is the birthday month promotion.
- **New and renewal** - The message is automatically triggered to the person based on new, active, lapsing or inactive customers (or members) group. The content will be relevant based on their activity level.
- **Buying behaviour** - the spending history (type of product, average spend, frequency, changing spending patterns) is used to trigger a message.
- **Channel behaviour** - the channel interactions (web, mobile, e/m-commerce, social media, visits) is used to trigger a message.
- **Customer sentiments** - may include feedback forms, service cases, likes on social media.
- **Location** - These are often real-time messages being sent when a person is close to, outside or inside a particular location.

Both mass marketing and segmentation are two important marketing techniques that should continue to be leveraged. However, individual targeted messages are often forgotten, despite the evidence around how successful it can be.



03

Three Challenges



To deliver individual messages there are three challenges that need to be addressed:

- 1 What data and context do you have available to make the message relevant to your customers?
- 2 What business rules and customer journeys do you need to create to personalise messages at scale.
- 3 How do you deliver, in real-time, personalised messages to your customers.

The first challenge can be addressed with integration to devices and touchpoints. Connect with your customers across touchpoints and understand how they are connecting to your brand. Today there are platforms that integrates with legacy systems, devices, social feeds, mobile networks, e-commerce, mobile apps and wallets. This allows you to get unique insights from your customers' behavior and act on it, in real time.

The second challenge will require a lot of work. You will need to define the right business rules linked to the customer journeys to deliver and personalise the messages. You can design customer journeys that drive engagement from a transactional, event and lifestyle perspective. It should not be a question if, but rather when you take the time to define these customer journeys. Once defined they will continue to deliver for you automatically, overtime, with a much higher conversion rate than what you will get from normal marketing campaigns.

The third challenge requires a scalable and robust technology platform that can address the challenges around delivery in real-time. You need an intelligent engine that is designed to consume terabytes of data and coordinate billions of connected events in real time to automatically engage customers individually; millions at the same time.

04

The Personalised Message

The more that you know about a person the more personal your message can be. The last aspect, before you start create truly personalised messages, is to decide what type of message that you want to send out. This can include promotions, information, guides, event invitations etc. Below are a few very specific targeting examples that achieves a personalisation that seldom is practised.



Example 2:

A person has recently bought shirts on your e-commerce site. Based on his previous spending pattern, he usually also buys ties to go with the shirts. You have recently launched a new set of ties in one of your stores. Three days later as he is walking down the street outside your store, your beacon detects that he is very close by. Based on this information the following push message with a picture is automatically created and sent via your mobile app to the customer: "Within the next 2 hours you have 10% off our new ties that has just arrived".

Example 3:

You recently launched your autumn collection and at 3 to 5 pm one of the designers will be in your store for autographs, and interacting with your customers. You have sent out email marketing to a relevant set of customers. One of your members have recently gone in a made a like in your facebook page on the autumn collection and visited the same store 8 days ago to make a purchase. The following SMS message is automatically created and sent: "Engage with our autumn collection designer in our store on 11th December between 3-5pm".

05

Personalisation with Privacy

Personalisation with Privacy

Personalization requires customer insight, while increased data privacy will limit the availability and accessibility of personal data.

Consumers are concerned about privacy, yet many consumers say, “Yes, you can track my buying preferences. You can interact with me in real time. But you must deliver value in return.” Accenture reports that **64%** of consumers would welcome text messages while in a store, with on-the-spot offers in line with buying preferences. A Microsoft study highlights that consumers are willing to share personal data if it means they can receive cash rewards **99.6%**, discounts **89.3%** and loyalty points **65.2%**.

The more personalized the data you collect, the more you must keep your consumer informed about exactly what you are doing with it. Transparency is key, a clear and open privacy policy can go a long way towards achieving this. **83 %** of Microsoft survey respondents said they ‘expect brands and advertisers to ask for their permission before they use their digital information.

(Source: Accenture, Microsoft)



06

The Opportunity

The Opportunity

At Memberson we are convinced that there is an opportunity for companies to better leverage personalised, real-time, hyper targeted messages. True value from data collection lies not in the complexity and breadth of inputs that you measure, but the strength of the output or insight that you provide to the end user. To ensure our clients take advantage of the capabilities that exist in our platform we:

- Have a database and best practices of automated business rules that makes it easier to define the right customer journeys.
- Understand the right level of parameterisation you should define. Keep the personal message while ensuring that the automatically triggered messages is reaching enough people to make a difference.
- Measure the difference and benefits of sending truly personalised messages from basic marketing segmentation.

A Memberson insights paper

Insight papers are there to help you understand the world of customer experience and CRM.



About Memberson

Memberson empowers retailers, merchants, shopping mall operators and franchises to connect, engage and transact with their customers with real-time data and marketing automation.

To date, our Reaktor® platform is connected to thousands of brands and touch points and engaging with millions of shoppers through various channels and devices.

As a forward looking innovative omni-channel service provider, we can help you engage with your customers at the right time through the right channel based on data-driven insights.

Feel free to contact us if you have any feedback, questions or need help with your current engagement strategy.

Best Regards,
Customer Success Managers
Memberson

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The Memberson Reaktor® platform helps retailers to transform into to new digital, online and social way of retailing leveraging from the physical store presence. We connect with social media, e-commerce, m-commerce, mobile apps, mobile wallets, web portals, campaign pages, POS, kiosks, beacons, Wifi and many other touch points to create the customer experiences that consumers are expecting today.



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