

Known knowns



How using CRM data can boost
the effectiveness of your paid media

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Practical information



Webinar in three parts

Poll in the beginning

Ask questions during

Questions will be answered at the end



Contact me afterwards

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Poll

Agenda

The power of one

Customer lifecycles

Channel optimisation

– where does paid media fit in?

Intelligent targeting

Privacy

Savings and gains

The power of one



The value of personalisation

A silhouette of an archer is positioned on the right side of the frame, aiming a bow. An arrow is captured mid-flight in the center of the image, moving from the archer towards the left. The background is a dramatic sky at sunset or sunrise, with warm orange and red hues and scattered clouds. The foreground shows the dark silhouette of grass and a low horizon line.

Personalisation of marketing programmes yields significant performance benefits

Even simple personalisation typically doubles email open rates

Joined-up omnichannel marketing, creating one-to-one conversations is even more impactful

We frequently see better than 10X improvements in sales value

SPORTMASTER

Vild med sport



Up to 40% of revenue generated through email + SMS

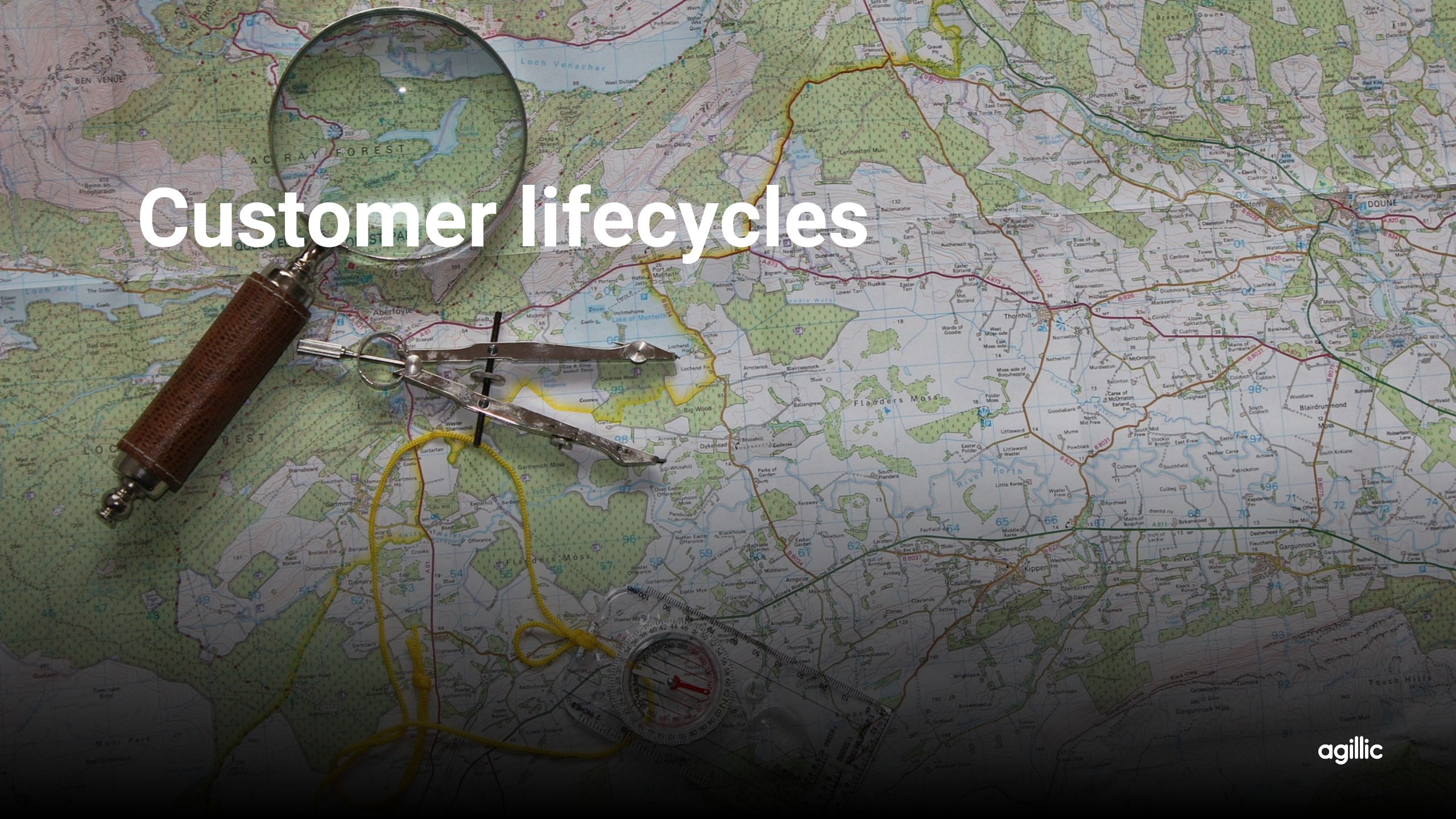
40-45% more value for omnichannel customers

2-3 x open rates using data for segmentation & personalisation

2-3 x conversion rates using data for segmentation & personalisation

Doubling the size of the omnichannel segment

Customer lifecycles



Bring customer data into focus

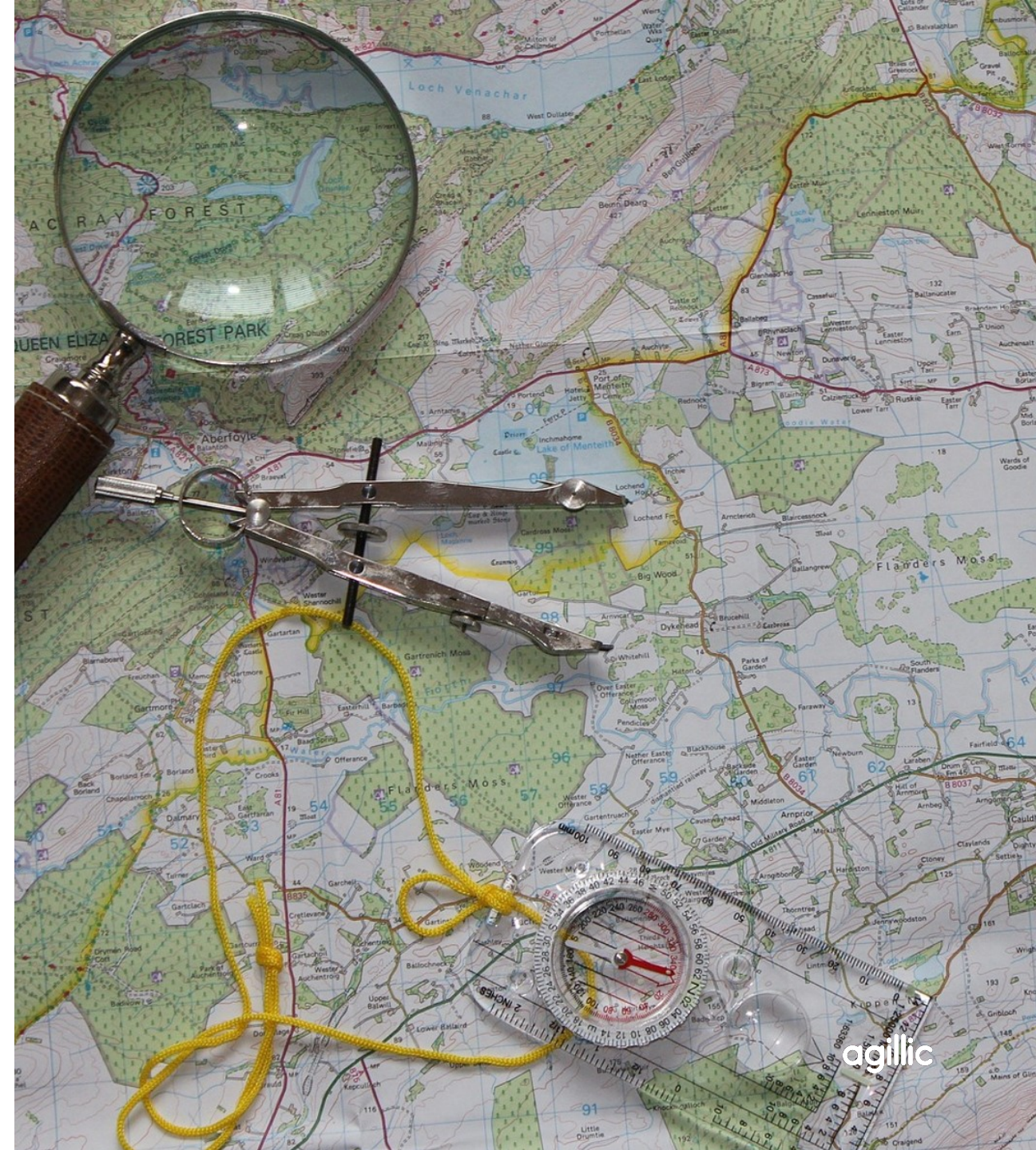
Mapping is the key to data visualisation

Take a customer's eye view of the relationship you want to develop

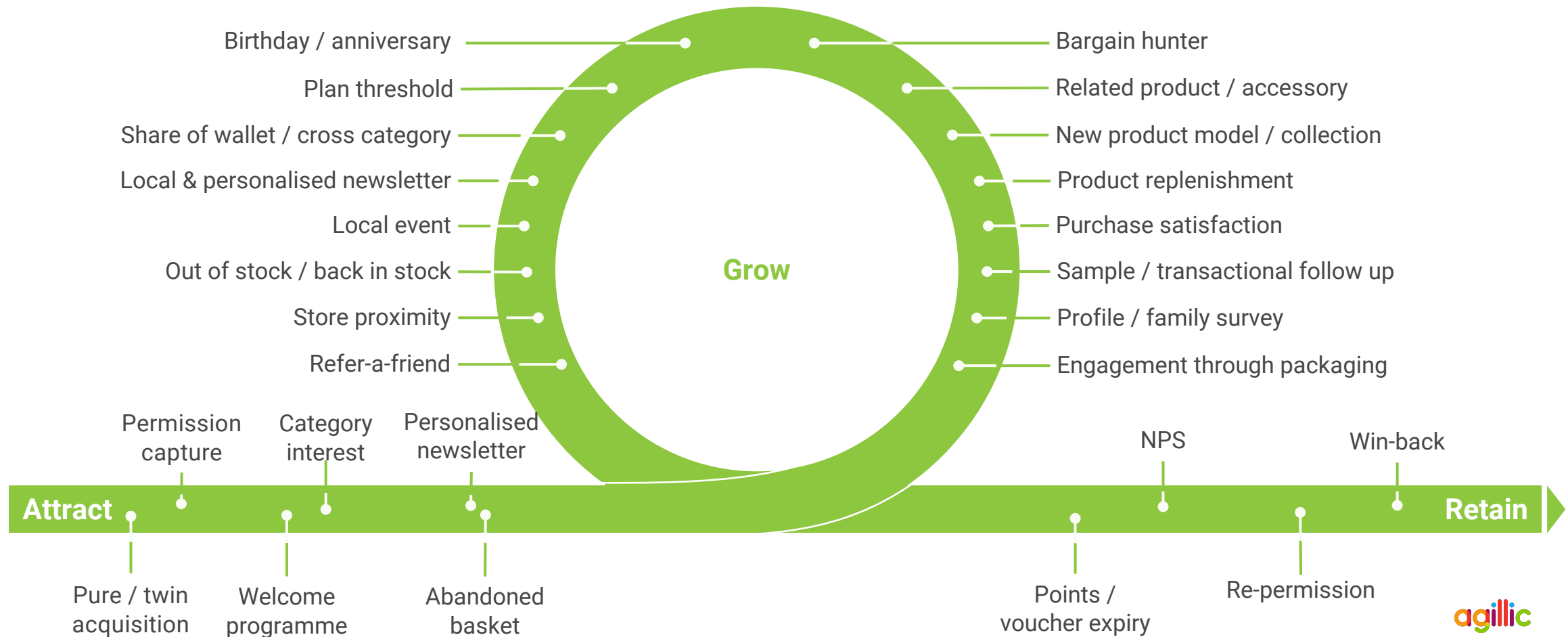
... then overlay it with your perspectives

Every business's map will likely be different

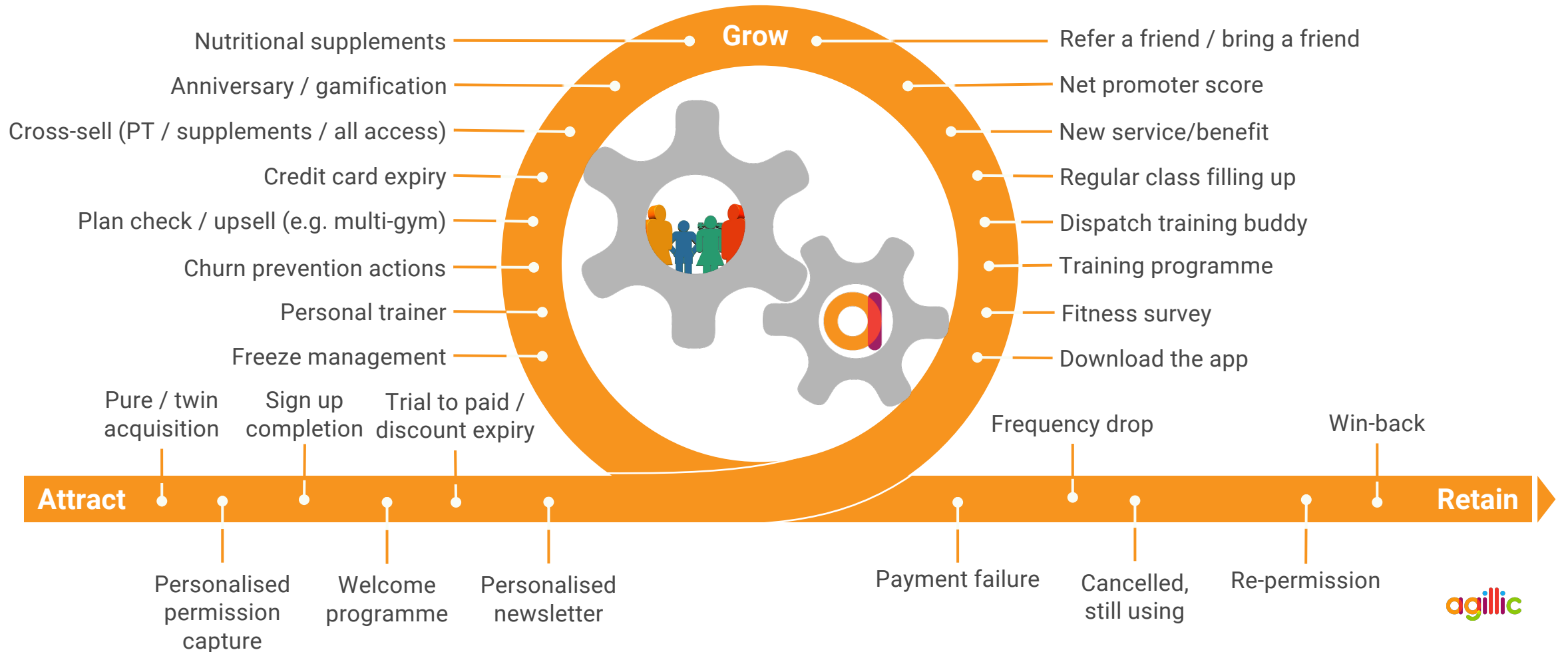
... but certain themes will repeat



Typical Retail Moments of Truth



Typical Gym Club Moments of Truth



Flip to the funnel

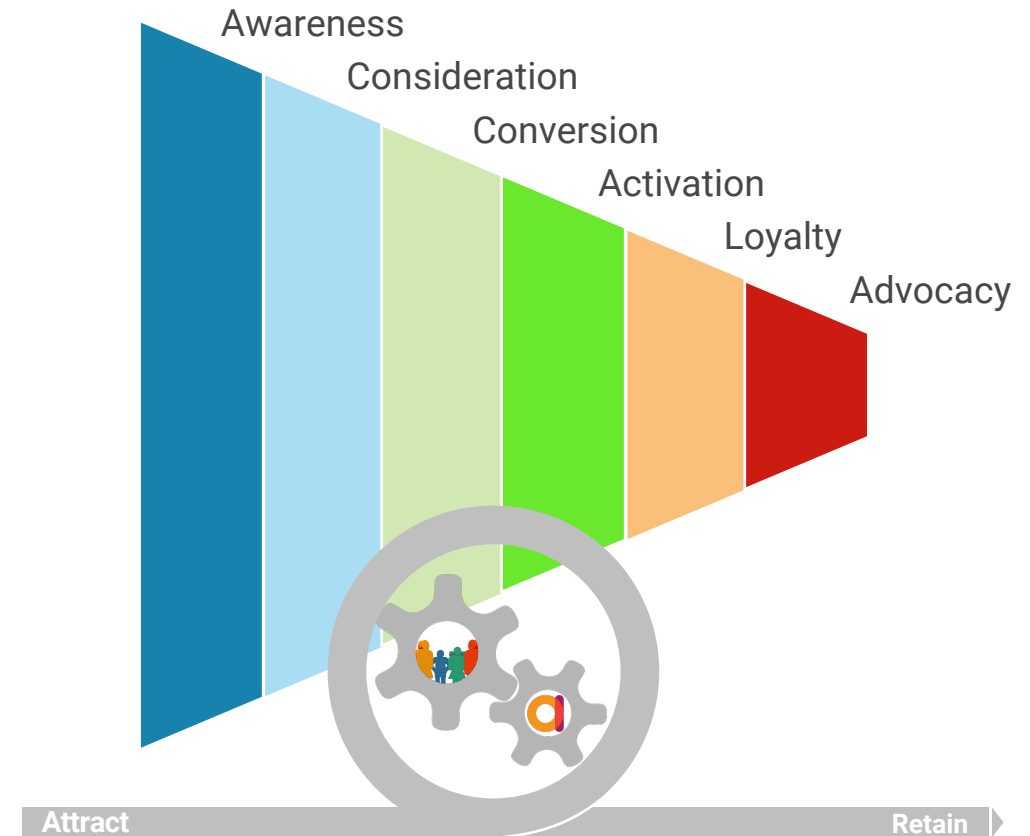
You've defined the customer's eye journey
... now match it back to your business's view

Which channel is best to reach these customer
moments of truth?

... some will be push channels

But what happens if you must rely on pull?

e.g. paid search
display advertising...



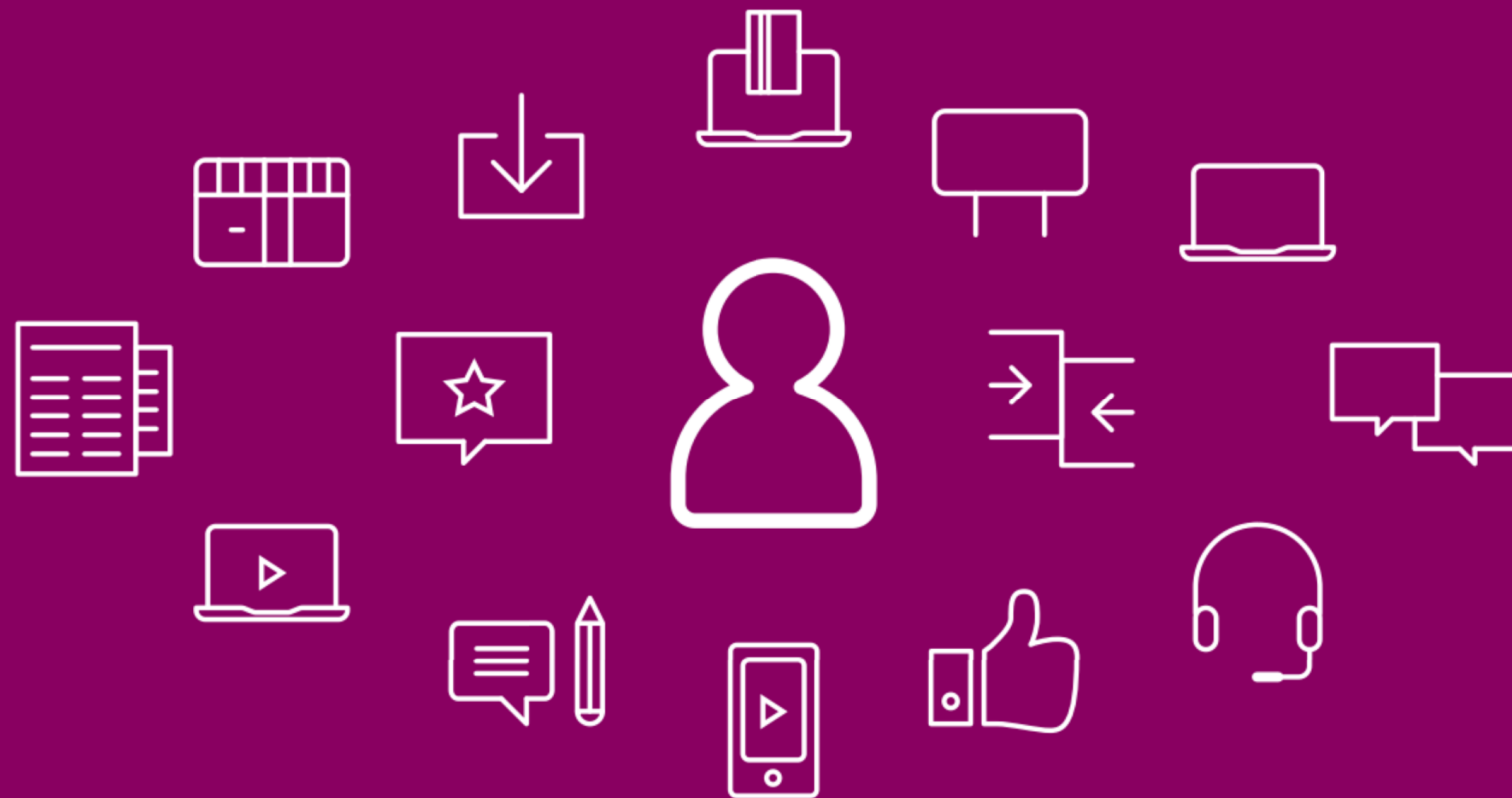
Channel optimisation



**Your customer moves
effortlessly from channel
to channel...**

Can you?

Can you?



Intelligent targeting

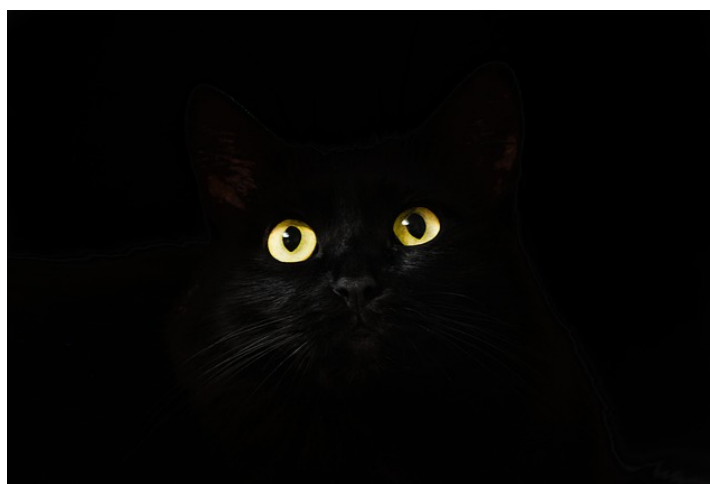


3 examples where CRM data adds value

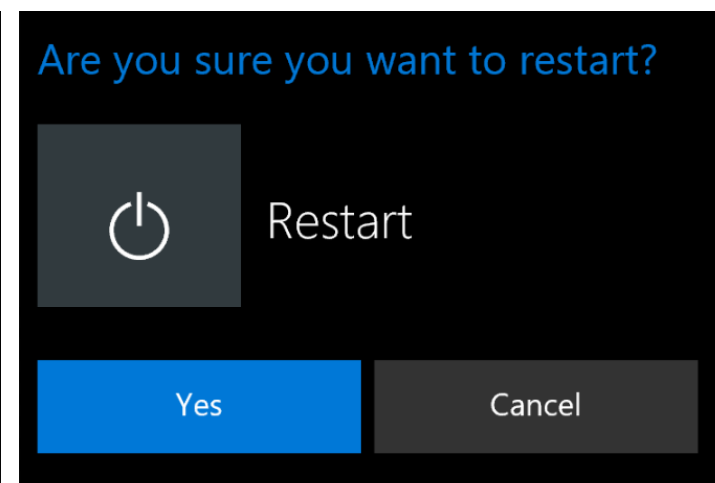
Margin protection



Re-targeting



Re-engagement



50%



Are you sure you want to restart?

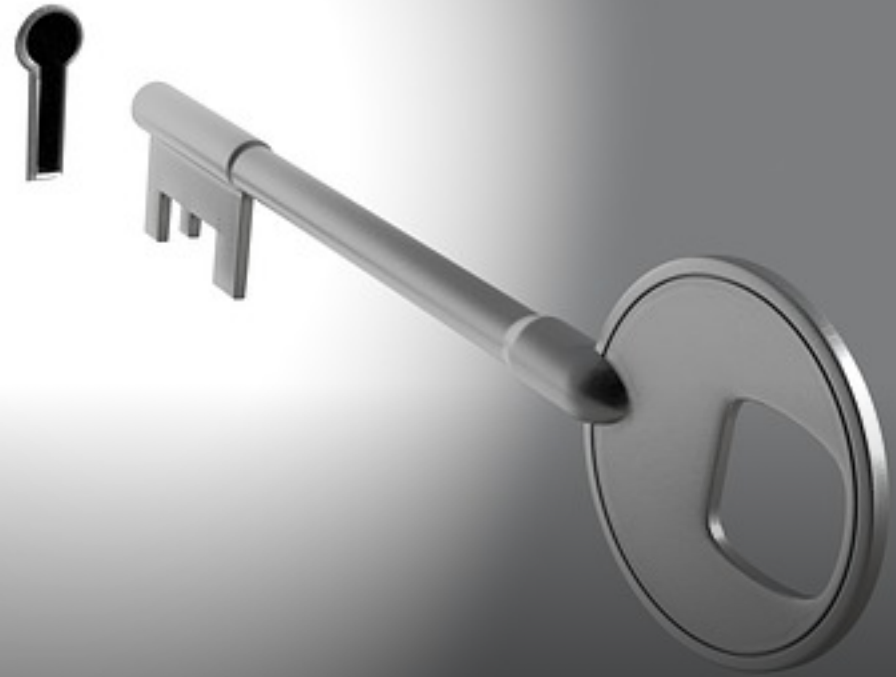


Restart

Yes

Cancel

Privacy



Just a heads up...

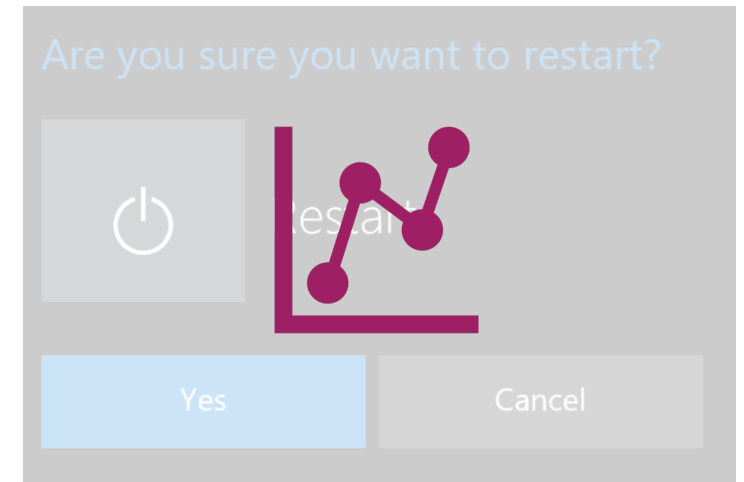
- Be sure you've captured the right permission from your customers
- Don't expose their personal data to unauthorised 3rd parties, however well intended
- Adjust your privacy policy



Savings and gains



So what value can I expect?



What have we learnt today?

Relevance delivers increased business value

Getting relevance right across all channels, doubly so

Match customers' moments of truth to your marketing funnel

Include paid media in your personalised multichannel journeys to create seamless, relevant communications

Q&A

Contact info



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