INSIGHT-LED MARKETING STORIES 2023

WELCOME EVERYONE!

Ricardas Montvila, VP Global Strategy at Mapp

AGENDA



3:30 PM

The Insight-Led Culture: What Is It And Why You Need To Adopt It

Ricardas Montvila, VP Global Strategy, Mapp



3:40 PM

7 Most Important Marketing Strategies In 2023 With 1st Party Data

Joshua Beale, Principal Account Director, Mapp

Read abstract



3:55 PM

Why Gamification Should Be On Your Roadmap in 2023

Jacques Prothon, CEO, Odicci



4:05 PM

How Insights Create Opportunities

Amy McCafferty, CRM Manager, Creed

Read abstract



4:25 PM

The Dawn of Transparent Consented Offline Conversion Tracking

Simon Harris, Commercial Director, eyos

Read abstract



4:40 PM

Mappy Hour - Cocktails and Canapes

Mapp UK Office

SPEAKER: RICARDAS MONTVILA

The Insight-Led Culture: What Is It & Why You Need To Adopt It

THE STATE OF CUSTOMER EXPERIENCE 2023



SPEAKER: JOSHUA BEALE

7 Most Important Marketing Strategies In 2023 With 1st Party Data



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mapp CLOUD

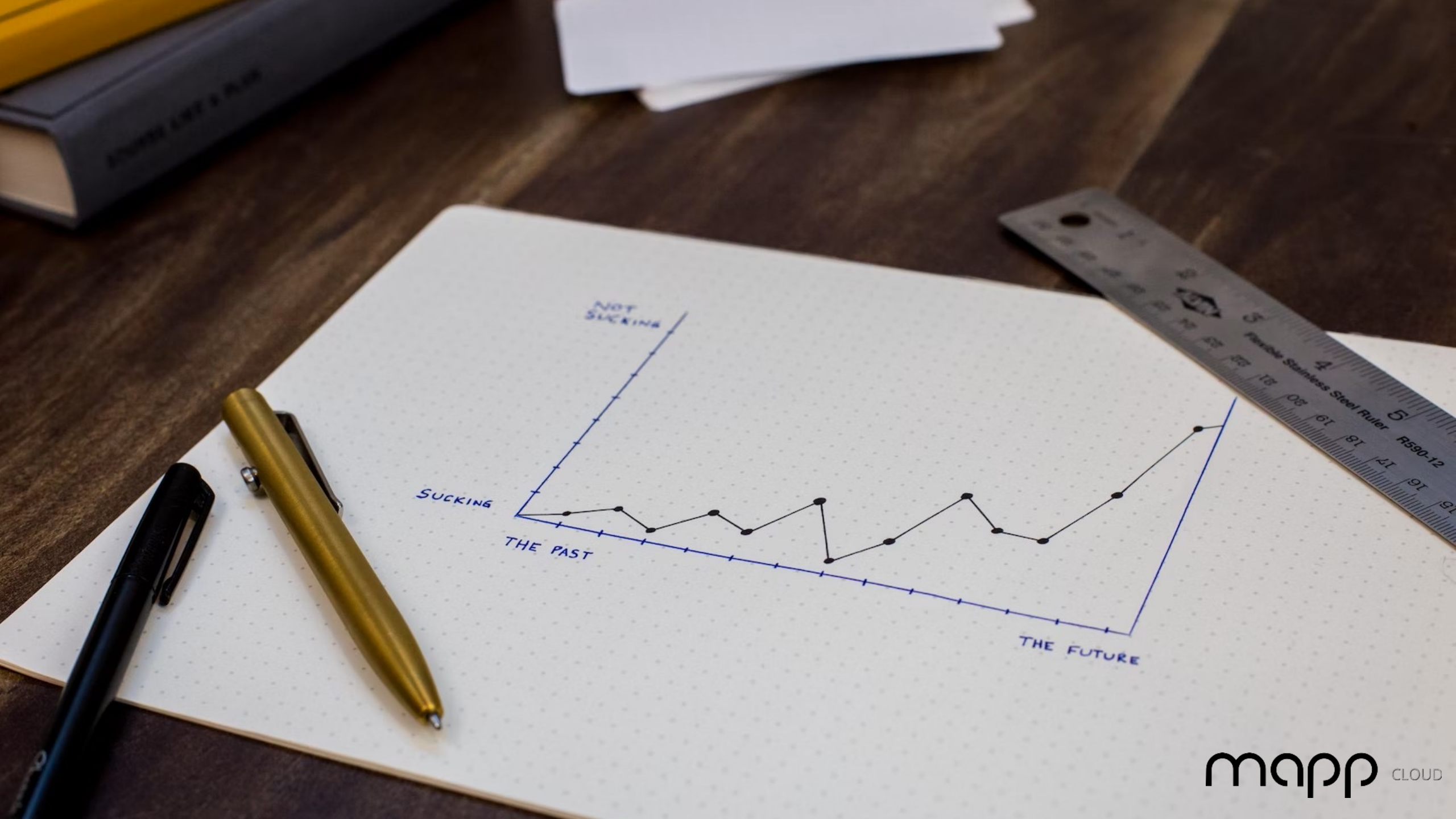

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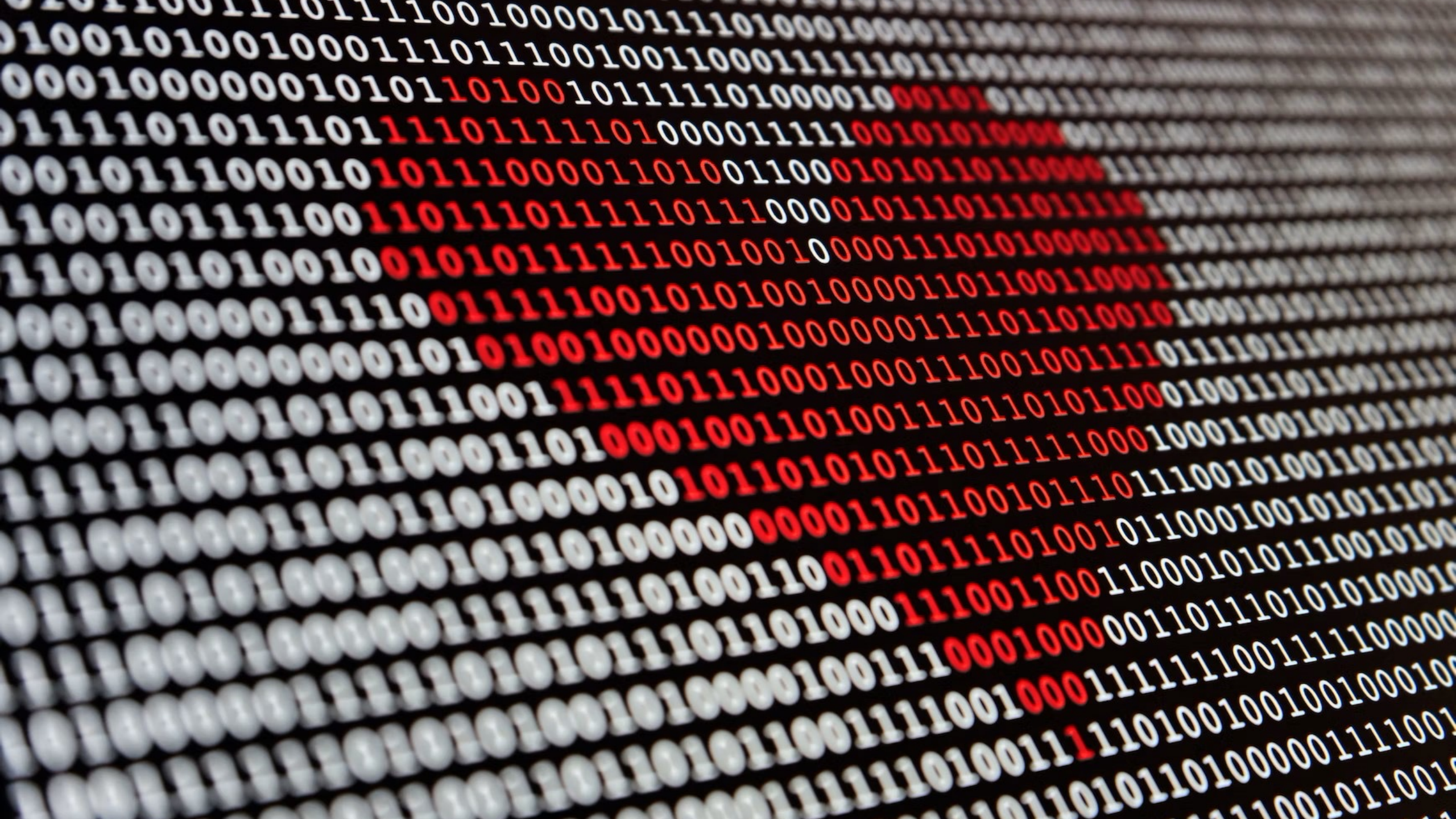


mapp CLOUD



mapp CLOUD


1:44
AA
google.com
ALL
IMAGES
Google
Weather
Sports
What to watch
Restaurants





mapp CLOUD



mapp CLOUD


mapp CLOUD


GAME
mapp CLOUD


Workflow Strategy
abandons cart
1 hr. delay
left cart
1 day delay
No purchase
add
Promo

mapp CLOUD

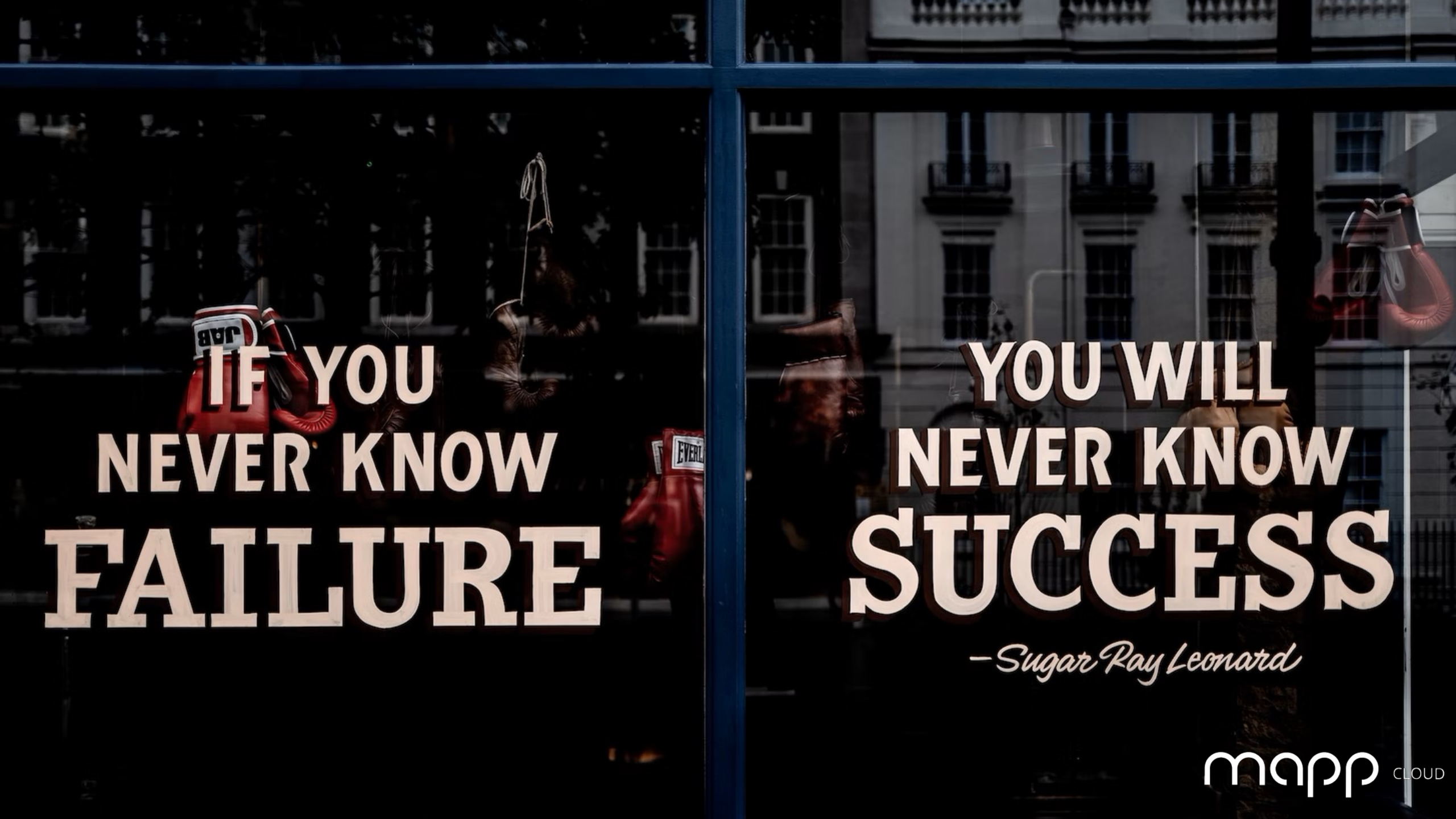


mapp CLOUD


GEICO
Proud Partner of the Arizona Diamondbacks
GOLDSCHMIDT
44
Diamondbacks

mapp CLOUD


7
8
9
9
8


IF YOU
NEVER KNOW
FAILURE
YOU WILL
NEVER KNOW
SUCCESS
—Sugar Ray Leonard

mapp CLOUD



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mapp CLOUD


mapp CLOUD

CASE STUDY

JYSK

JYSK'S INTERNATIONAL EXPANSION & ACQUISITION GROWTH, WITH MAPP & LEADFAMLY



CHALLENGE: Required a unified marketing database that worked on a global and local scale

GOAL: Boost their database numbers and enrich profiles to provide a more granular view of their customers

MAPP PILLAR SOLUTIONS: Unified Customer Data, Customer Engagement

JYSK.CO.UK/ / GLOBAL / RETAIL

CHALLENGES

- With more than 3,000 stores globally, across 51 different countries, and with different marketing strategy requirements, JYSK needed a solution that provided them with a "single source of truth. They required a unified marketing database that worked on a global and local scale
- Wanted to not only boost their database numbers, but also enrich those profiles, providing a more granular view of their customers
- Customer experience was important for JYSK, and they wanted to create a campaign to engage with their current customers, as well as potential future customers

> Working in collaboration with both Mapp and Leadfamly has not only massively improved the performance of our campaigns locally, but also on a global scale. Leadfamly has enabled us to easily create campaigns from scratch, as well as reuse games so that campaigns can be localised for relevant markets. By feeding all of this data into Mapp Engage, we have really been able to enrich our customer profiles, and get a much better steer on how best to really engage the right people at the right time. It's provided us with an amazingly accessible way for JYSK to interact and engage with our audience on an ongoing basis.

Emilia Slawe, Digital Marketing Co-ordination

RESULTS

By creating the campaign in the Leadfamly platform, JYSK was able to roll it out across 15 markets without having to go through the hassle of creating 15 separate campaigns. The Leadfamly platform enabled them to reuse the campaign by simply duplicating it, translating into the local language, tweaking the creative as needed, and then adding a relevant and custom reward for each market.

Mapp then collaborated with Leadfamly and JYSK to build automated flows based on either double opt-in or single opt-in communications. This varied depending on the requirements within each specific market.

45-65% Average Email Open Rates

290,000+ New Newsletter Sign-ups

640,000+ Total Prize Party Games Played

SIMILAR MAPP CUSTOMERS

Read the whole case study here

mapp CLOUD

CASE STUDY

PEPSICO



MAPP HELPS PEPSICO USE 1ST PARTY DATA TO DRIVE MAXIMUM SOCIAL ENGAGEMENT

CHALLENGE: Quaker Oats wanted to revive a "dusty" brand image and add a new Cruesli flavor to the supermarket shelves

GOAL: Boost Social Engagement for the Quaker Oats brand in the Netherlands

MAPP PILLAR SOLUTIONS: Unified Customer Data, Cross-Channel Engagement,

QUAKEROATS.COM / GLOBAL / FOOD & BEVERAGES

CHALLENGES

- Quaker Oats wanted to revive a "dusty" brand image and add a new Cruesli flavor to the supermarket shelves.
- Their campaign encouraged the public to help create a new flavor (new type of Cruesli combination) on the Quaker Oats
- website and give it a name. The winning flavor would be produced and the winner receives a prize of 10,000 €

KEY LEARNINGS

"The Battle" campaign was a huge success for Quaker Oats. PepsiCo shared these key takeaways:

- Ads using the 1st party data collected and stored in Mapp outperformed all other audiences, and was also the most cost-effective.
- Interacting with prospects in their database really paid off – the positive association with the brand lead to a much higher conversion rate, but Pepsico decided that incentives should always be a part of their campaigns.
- The second-best performing audience was the lookalike audience using the known attributes of the 1st party contacts.
- Reaching people while they are relaxing via social media was highly effective in driving participation in a competition.

RESULTS

PepsiCo has run many successful campaigns with Mapp. They were happy to share the highlights of their Quaker Oats Cruesli campaign called "The Battle" that recently ran in The Netherlands.

+50K New Contacts created in Phase 1

-50% On the cost-per-acquisition (CPA) for getting votes from their first-party contacts from phase 1 than broad market votes

+400K New contacts captured with the votes on the winning flavor in Phase 2

SIMILAR MAPP CUSTOMERS

DIAGEO, PHILIPS, Ella's kitchen, PERFETTI van Melle, LG

[Read the whole case study here]

mapp CLOUD

CASE STUDY

DIAGEO



DIAGEO TOAST GREAT SUCCESS FROM BUILDING FIRST-PARTY DATA-BASED CUSTOMER ACTIVATION AT A GLOBAL SCALE

CHALLENGE: Data consistency across global brands, regions, and territories

GOAL: Get a 360-degree-view of customers for effective and personalized customer activation

MAPP PILLAR SOLUTIONS: Customer Engagement, Unified Customer Data, Personalization

DIAGEO.COM / GLOBAL, EUROPE, ASIA, AUSTRALIA, BRAZIL / RETAIL, FOOD & BEVERAGES

CHALLENGES

DIAGEO operates in a multitude of different markets. They were looking for support across these many different continents while being able to restrict data access and controls between different users across its various brands and territories. This required a flexible operating model, from self-serve access, a hybrid agency working as well as central DIAGEO control.

"The Mapp team is integral to our customer communications strategy here at DIAGEO. For over 15 years, Mapp has provided unbeatable service levels going above and beyond to help our customers. The First-Party Data programs we operate on today are essential to our marketing success and are reaching millions of global consumers across our whole portfolio every day.

The incredible dedication of their Sales and Project Team assisted us to define and outline how our project would run, and a lot of genuinely satisfied customers on reference calls speak for themselves. We're looking forward to seeing a considerable upgrade to our customer experience, and the other future benefits we'll see from a great relationship that began from our very first call."

Nimai Meher, Global Product Owner - DIAGEO Digital & Technology

SOLUTION

For the past 15 years, DIAGEO has been using our platform to deliver large volumes of customer interactions across multiple brands in unison, while cooperating with their agency partner Havas CX Helia.

With numerous channels and multiple territories, DIAGEO felt it was important to feed customer engagement data back into their global data hub to build knowledge of their user base on a global scale. By using Mapp Cloud, DIAGEO could integrate this customer data and form a 360-degree view of its consumers for data consistency and efficiency.

RESULTS

- Outperforming industry benchmarks on engagement rates
- Use of first-party data for a 360-degree-view of global customers in Mapp Cloud
- Automated personalized campaigns for segmented consumers to activate customers at scale
- Key engagement campaign statistics around the click-to-open rate and growth of First-Party opt-ins indicate strong company performance
- Aligned KPI view & customer feedback from digital engagement into Mapp Cloud

SIMILAR MAPP CUSTOMERS

PEPSICO, PHILIPS, Ella's kitchen, PERFETTI van Melle

Read the whole case study here

mapp CLOUD

CASE STUDY



RIVERFORD ORGANIC FARMERS PRODUCE UNPRECEDENTED GROWTH USING MAPP CLOUD

CHALLENGE: Needed a Customer Data Platform with multiple relational data tables of customer, product, & order information to effectively communicate with their customers and keep up with the rising demand for their products & services.

GOAL: Ability to carry out complex queries, hyper-personalize & automate their customer communications efficiently to meet CX expectations

MAPP PILLAR SOLUTIONS: Customer Engagement, Unified Customer Data, Content & Personalization

RIVERFORD.CO.UK / UNITED KINGDOM / FOOD & BEVERAGES

CHALLENGES

- Riverford believed that having customers at the front and centre of all communications is key to achieving customer longevity and maintaining strong customer sentiment scores.
- The company needed to significantly scale up its automation capability in response to the increased demand for its services. The Digital Marketing team required a Customer Data Platform (CDP) with multiple relational data tables of the customer, product, and order information to support the complexity of their communications model and meet shoppers' expectations.

Mapp Digital's cloud technology helped us grow through an unprecedented time (20-21), delivering crucial customer comms, at speed. Since then, using Mapp's platform we have built out our contact strategies with the breadth of first-party data at our disposal, creating a highly personalised customer experience.

The team at Mapp have always been on hand to support us – whether that's been making efficiencies through automation or introducing an entirely new channel – and we look forward to continuing our work together, to encourage customers old and new to buy healthy, organic food that puts our planet first.

Nick Glover, Customer Loyalty Manager, Riverford

RESULTS

Wicked Leeks Magazine Weekly Newsletter:

38K	Subscribers
58.8%	Open Rates
15%	CTR

Riverford Veg Help Weekly Email Campaign:

42K	Recipients
6.3K	Total Clicks To Website
4.4K	Unique Clickers
10.4%	Click Rate

SIMILAR MAPP CUSTOMERS

Doves Farm, Ella's kitchen, PEPSICO

[Read the whole case study here]

CASE STUDY



HOW THE ENTERTAINER INCREASED TRAFFIC, CONVERSIONS, AND REVENUE WITH MAPP CLOUD

CHALLENGE: Required a truly scalable SaaS platform to handle the amount of customer actions and events that occur across their digital and physical landscape

GOAL: Modernize communication methods with customers

MAPP PILLAR SOLUTIONS: Customer Engagement, Personalization, Unified Customer Data, Intelligence

ELC.CO.UK / UNITED KINGDOM / ECOMMERCE

CHALLENGES

The Entertainer and Early Learning Centre wanted to modernize their communication methods with their customers. They required a truly scalable SaaS platform that could handle the amount of customer actions and events that occur across their digital and physical landscape. With COVID-19 and the dramatic rise of online shopping, the underpinning technology that communicates with customers needed to fit the purpose. Not only was the technology required to collect and store consumer data at a profile level, but also to be able to visualize the insights, enrich that data, and take action upon it in the correct marketing channel.

> Mapp is a hugely important part of the Entertainer Digital Team. The Entertainer is constantly innovating its communications strategies and the Mapp Cloud solution, as well as the strategic guidance offered by Mapp's Account Management and Customer Success teams, have underpinned our business growth. We output a plethora of campaigns and Mapp understands the need to think customer-first. Mapp is integral in driving strategy not only for Email and CRM, but also developing strategies to improve digital performance across our media channels.
>
> Rob Wood, Head of Online, The Entertainer & ELC

RESULTS

The Entertainer and ELC are now running more automated campaigns than ever before, while finding in-market audiences for key product brands and categories. The ability to combine purchase data, real-time web browsing behavior, channel activity, and predictive analytics creates segments that are highly targeted, resulting in strong revenue-performing campaigns. They've also seen a **triple-digit Year-over-Year % increase in revenue** from the email channel.

300M+ Dynamic personalization impressions served across email and web in last 4 months

150M Page views tracked across the website

430,000+ Unique customers converted in the last 3 months

SIMILAR MAPP CUSTOMERS

Prénatal myToys early learning centre

[Read the whole case study here]

CASE STUDY

NEW SIGNING: WEST HAM UNITED F.C. SCORES BIG WITH MAPP



CHALLENGE: Complex segmentation use cases and multiple websites to manage

GOAL: Create a unified supporter view across all websites, while providing a hyper-personalized fan experience

MAPP PILLAR SOLUTIONS: Customer Engagement, Unified Data, Personalization

WHUFC.COM / UNITED KINGDOM / SPORTS

CHALLENGES

With their recent Premier League success, West Ham United wanted to replicate this success off the pitch as well as on. After qualifying for the Europa League earlier in 2021, West Ham United has added a new dimension to their fan base. With more games, more hospitality and more communications to consider than ever before, they required a platform that could give them the support they needed, as well as deserved, to help them achieve their ambitious goals. Plus, with their previous marketing automation platform sunsetting, it was the perfect opportunity to consider their next move.

> West Ham's focus is centred around fan experience. Our ultimate goal is to ensure that we are providing a great experience to our supporters, online as well as offline, and making sure that they receive personalized and relevant communications from their favourite club. That's where Mapp comes in – by helping us to consolidate all of our communications, we will be able to better target our loyal supporters, as well as those just starting out with West Ham. We want to make sure that all fans, no matter where they are on their journey, know they are valued by West Ham United. With Mapp's ease and speed of onboarding, as well as the level of support compared to other platforms, we know we are in safe hands to make our goals happen.
>
> Head of Marcomm Operations - West Ham United F.C.

SOLUTION

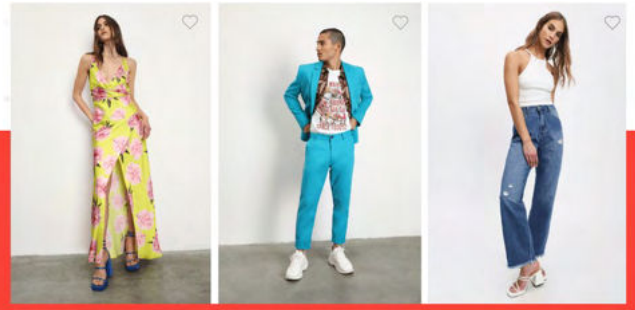
West Ham United chose Mapp Cloud as they wanted to cement themselves as an outstanding football club and needed a leading solution to partner with in order to do so. With complex use cases around segmentation, **Mapp will be supporting West Ham United to link up their main information website and eCommerce shop to ensure they have a unified supporter view across all of them**. By doing so, they will be able to really focus on the fan experience and ensure all supporters will receive hyper-personalized communications from the right channel and at the right time. They will be able to engage not only their long-time loyal supporters – but also their budding ones who are just starting out on their journey with the club.

SIMILAR MAPP CUSTOMERS

Read the whole case study here

CASE STUDY

IMPERIAL



IMPERIAL STYLES ITS OMNICHANNEL MARKETING WITH MAPP AND ALPENITE

CHALLENGE: Fragmented data silos from several different data sources

GOAL: Unify data to better understand each customer and implement effective hyper-personalized omnichannel marketing

MAPP PILLAR SOLUTIONS: Unified Data, Customer Intelligence & AI, Personalization

IMPERIALFASHION.IT / ITALY / RETAIL, FASHION

CHALLENGES

Imperial wanted to learn about their customer's unique viewpoints to form a truly comprehensive profile of each individual. They were looking for the right tools to help them plan and implement hyper-personalized marketing campaigns, according to their preferences and behaviors.

But Imperial had a fragmented view of its customers, as data was being collected from several different touchpoints, making it difficult to integrate and interpret the data itself. This limited the Digital Marketing team's ability to go even further in trying to draw reliable predictions on their customer's future behavior, which could be fundamental to consolidating relationships with their customers.

> Data unification and a great understanding of our customers on an individual level are our priorities for the improvement of our daily marketing activities. We chose Mapp Cloud and Alpenite's consulting services as they allow us to achieve our customer engagement goals efficiently, by optimizing communication flows with our customers on the different digital touchpoints and consolidating their relationship with our Imperial, Dixie, and Please brands.
>
> David Scaletta, CIO at Imperial

SOLUTION

Imperial has chosen Mapp Cloud as their insight-led CX platform to easily integrate their various data points and unify their data. By achieving this, Imperial can segment their data and create unified customer profiles that are enriched with real-time data collection. With a unified view, these enhanced and real-time customer insights enable them to personalize the customer journey and deliver relevant customer experiences across their digital touchpoints.

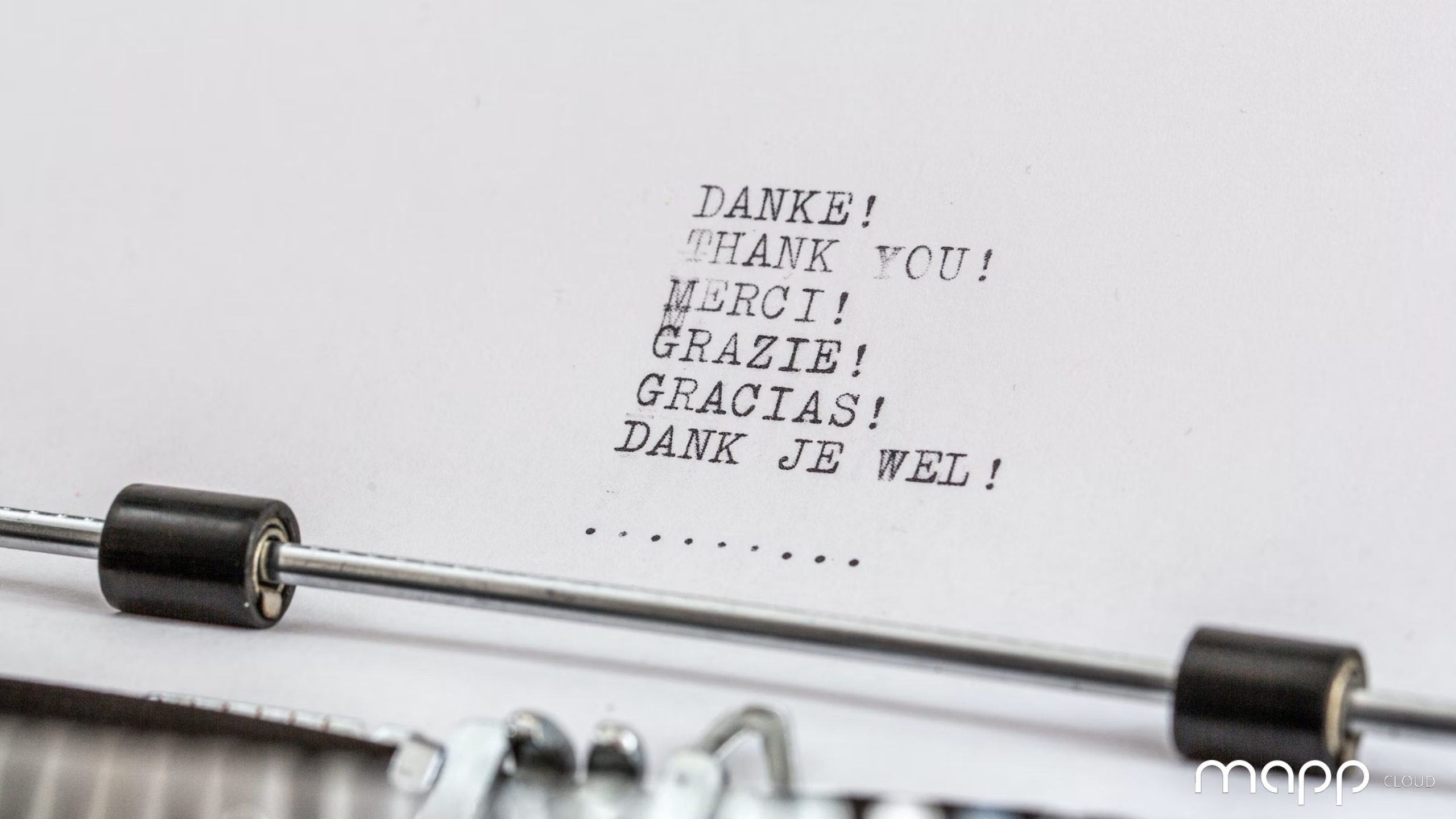
The collaboration with Alpenite was fundamental in bringing the omnichannel process and recommended roadmap to life, empowering Imperial to develop and manage successful marketing campaigns.

SIMILAR MAPP CUSTOMERS

Vivienne Westwood · FURLA SINCE 1927 ITALY · PIQUADRO · LIU·JO MILANO · TOAST

mapp CLOUD

Read the whole case study here


DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!
.....

SPEAKER: JACQUES PROTHON

Why Gamification Should Be On Your Roadmap in 2023

odicci

Making Data Collection a Rewarding Experience

All successful marketing begins with good data.



Jacques PROTHON
Founder & CEO

Digital Consumer Transformation



Data Privacy

Fundamental right
Consumer control



Value Exchange

As a consumer
what's in it for me?

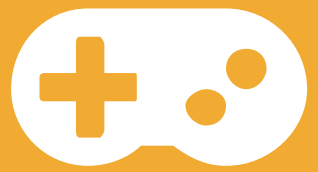


E-Commerce

Shift towards
online shopping

INTERACTIVE MARKETING HUB

GAMES



QUIZZES



REWARDS



REFERALLS



FIRST- & ZERO-PARTY DATA

odicci

How do we help e-Commerce businesses?

Convert more site traffic

Engage your audience to drive conversion

Improve Customer Retention

Encourage frequent purchase & re-activate lapsed customers

Increase AOV

Push basket value up with interactive experiences



Grow Email List

Drive sign-ups to grow marketing database

Improve ROAS/CPA

Increase Return on Ad Spend / Cost per Acquisition

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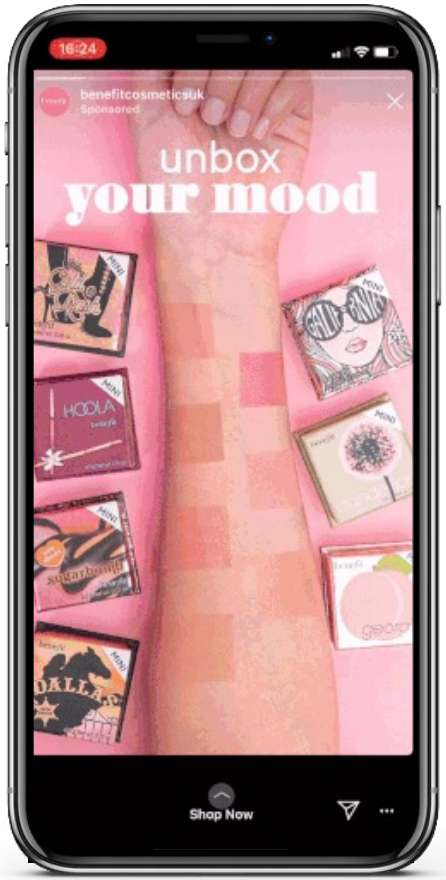
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Personality Quiz

Collect Intent & Interest

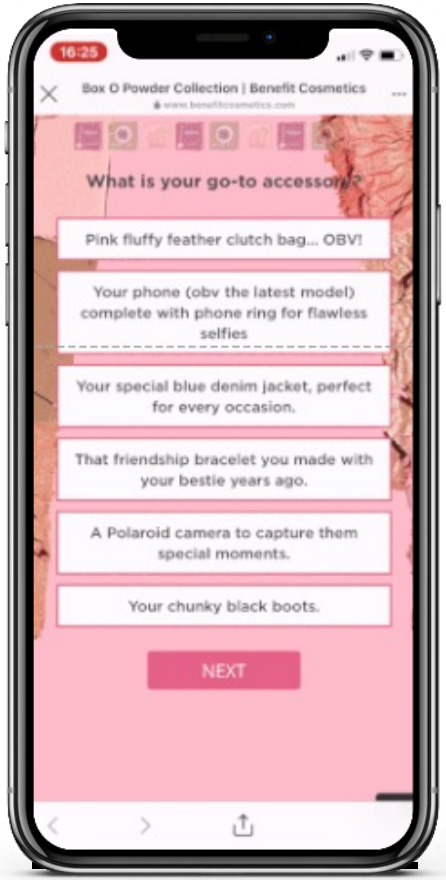
benefit SAN FRANCISCO

Instagram



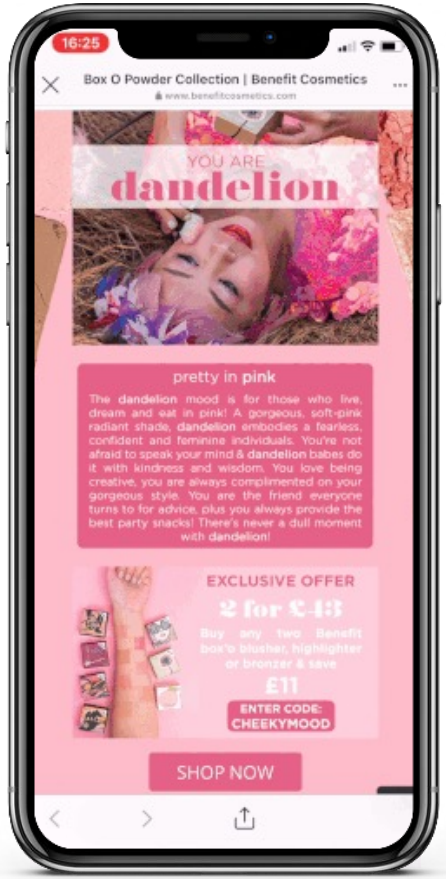
Instagram Story

Odicci



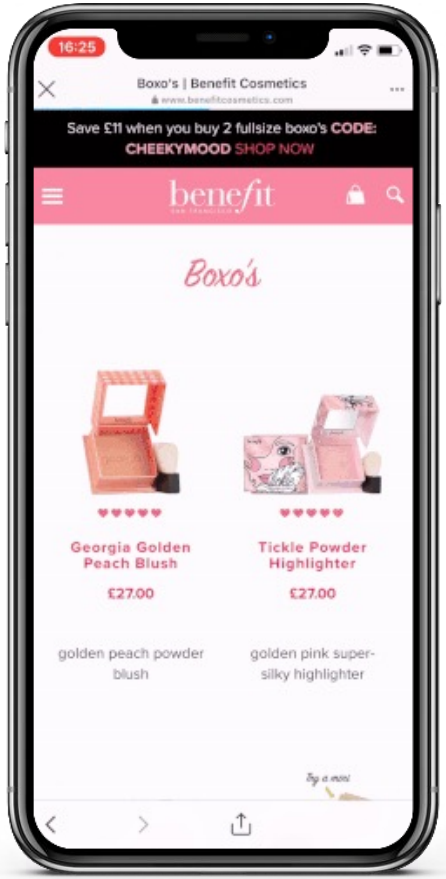
Interests
Profile Questions

Odicci



Profile Result
Unique Voucher

DTC Website



Recommendation
Conversion

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Preference Centre

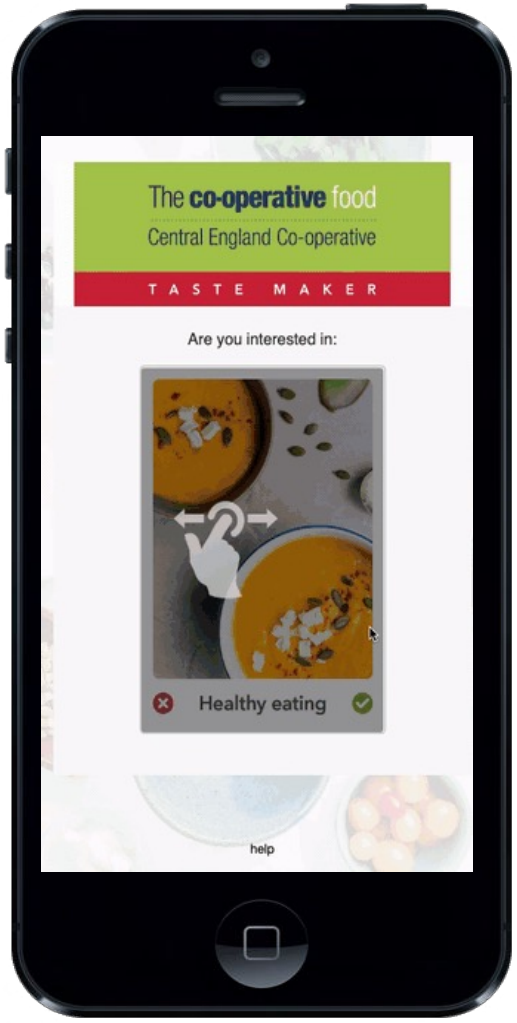
Enriching subscriber profiles

Conversion Funnel

Personalized email content to drive subscribers to their preferred product page

Traffic Source

Subscribers receive an email after signing up to the Co-Op newsletter



Results

28% Click Through Rate from email
20% Enrichment Rate of Customers

Intuitive and Fun

An innovative way of enriching customer preferences to drive future personalized offers

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Social Gamification

Bring your audience to your site

Watch Video

DR. BARBARA STURM

Engagement

Completion rate: 72%

Average duration: 69 seconds

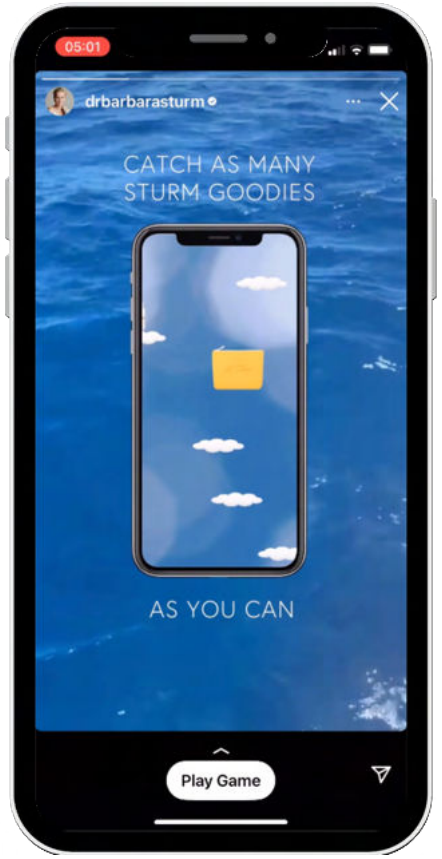
Tablet 13% / Mobile 83%

Acquisition

Email addresses: 11,321

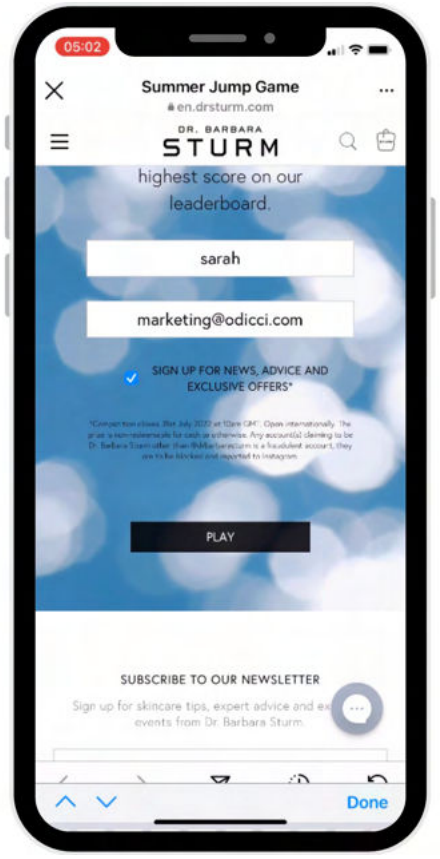
Opt-in rate: 68%

Instagram



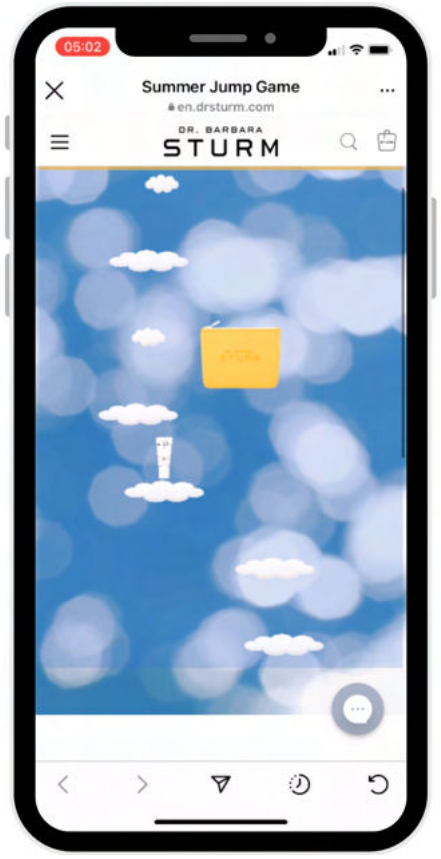
Teaser Video

D2C Site



iFrame / Data Collection

D2C Site



Game / Prize Draw

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(Advent) Calendar

Supercharge Christmas Trading

L'OCCITANE EN PROVENCE

Conversion Driver

Unique offers, rewards

Revenue dashboard tracking redemptions

Traffic Source

Facebook, Email, PPC, influencers, Instagram



Results

66% Completion Rate

20,110 participants, 72% Opt-in rate

84% on mobile

Increased AOV by 20%

Interactive

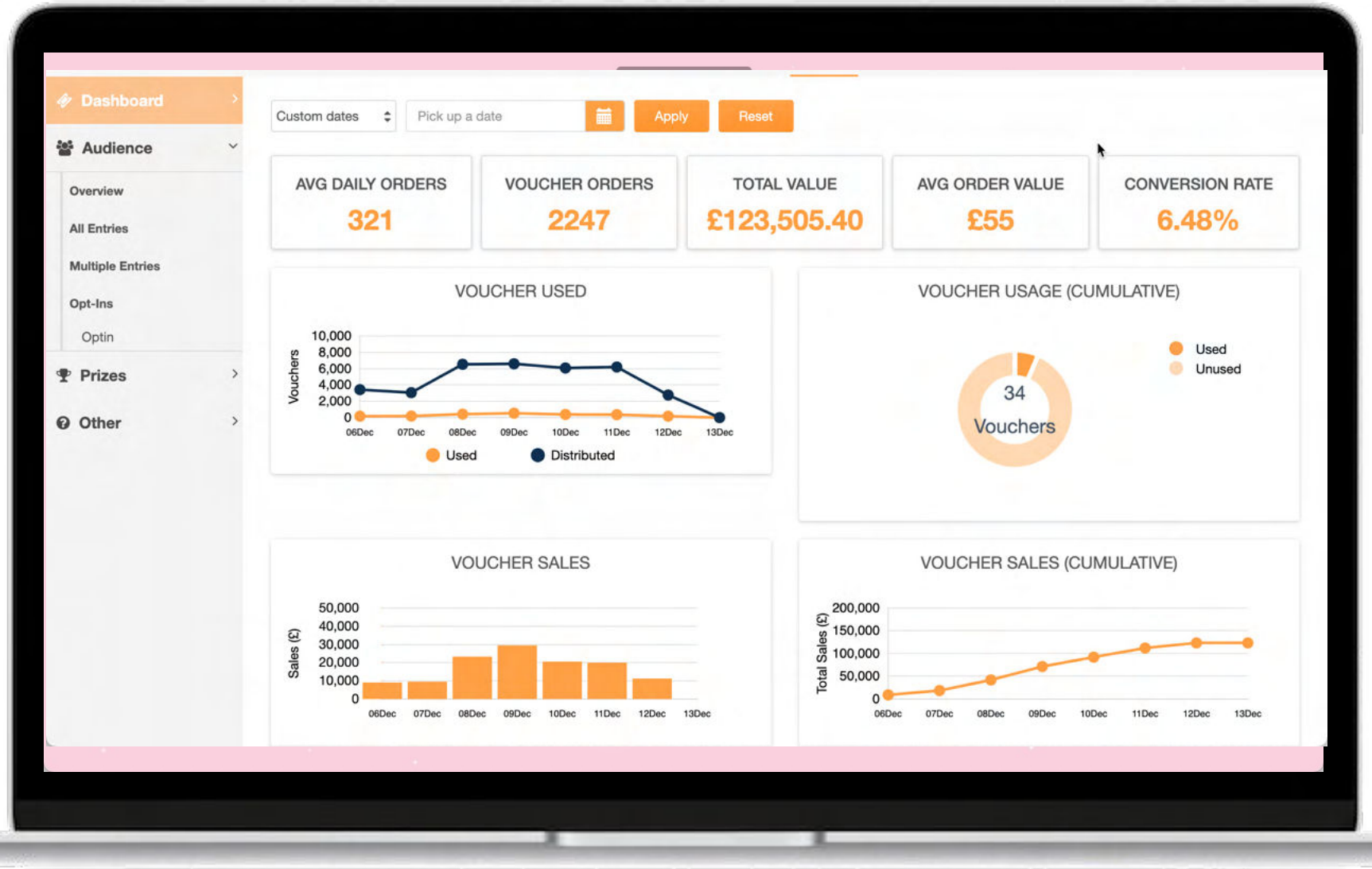
Scratch, peel, slide to reveal rewards and offers

mapp CLOUD

odicci

Christmas Ferris Wheel

Wheel of Fortune integrating Shopify vouchers



6.48%

CONVERSION RATE

(based on the vouchers distributed)

shopify

meee

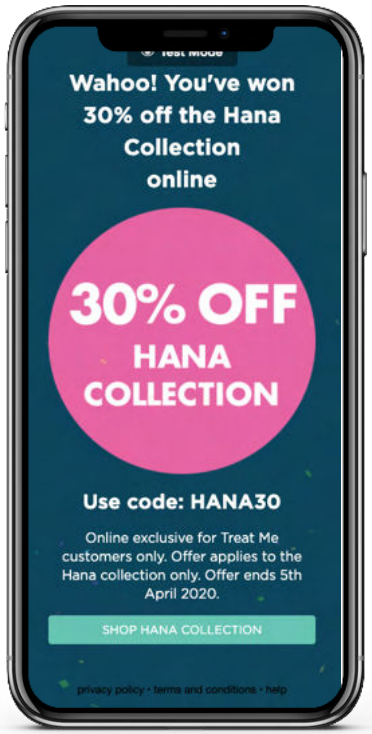
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Loyalty Rewards

Paperchase

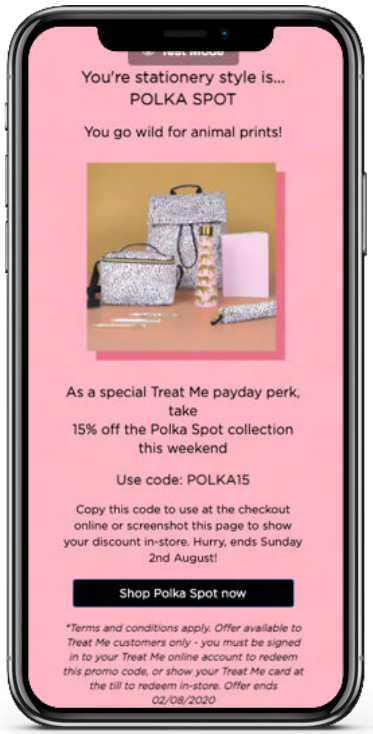
Surprise and delight VIP members

January



Spin to Win
Payday Perk

April



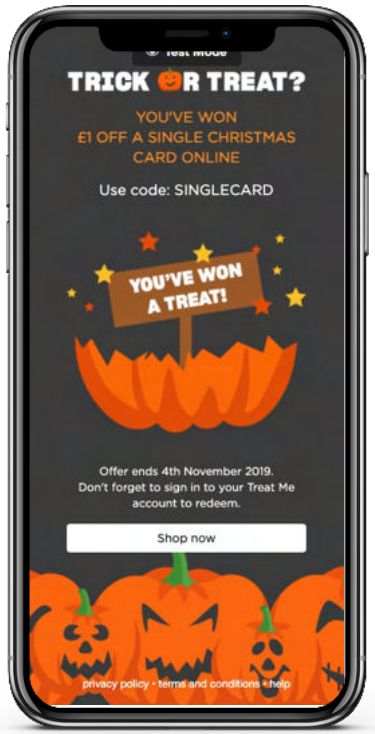
What is your style?
Payday Perk

July



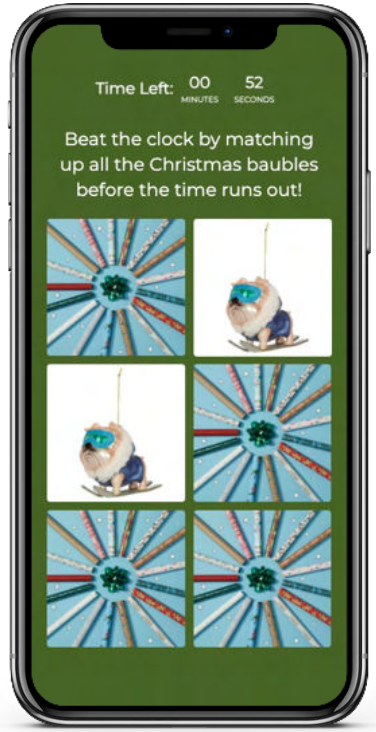
Spin to Win
Payday Perk

October



Special Offers
Halloween Treats

December



Memory Game
Christmas Treat

mapp CLOUD

odicci

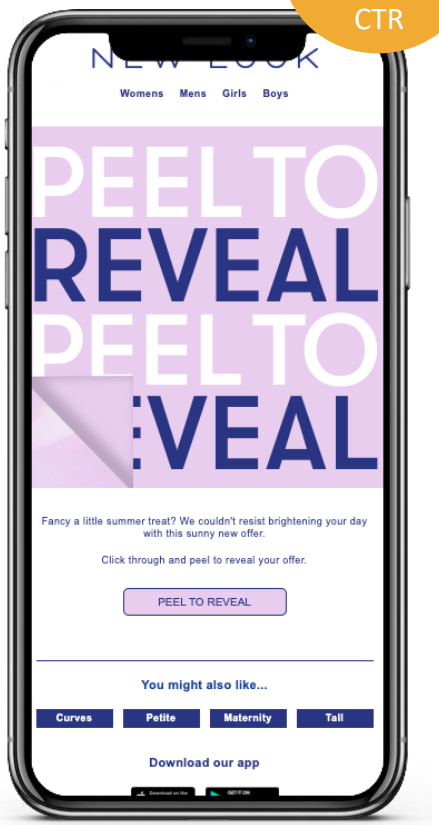
Reveal Offer for Lapsed

NEW LOOK

Increase Customer Lifetime Value

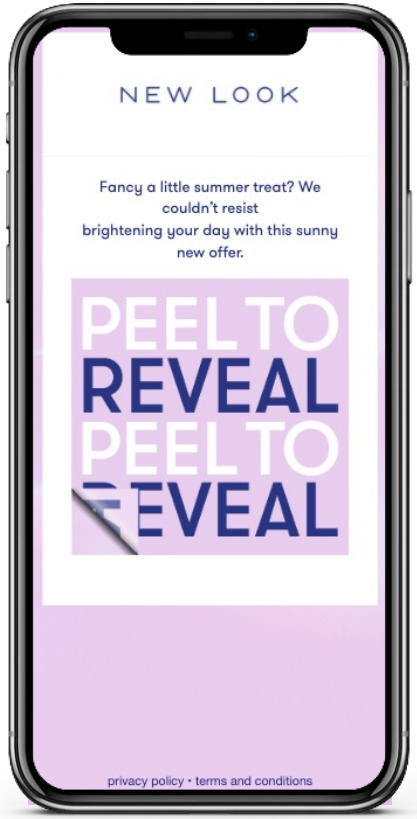
EMAIL

+391% CTR



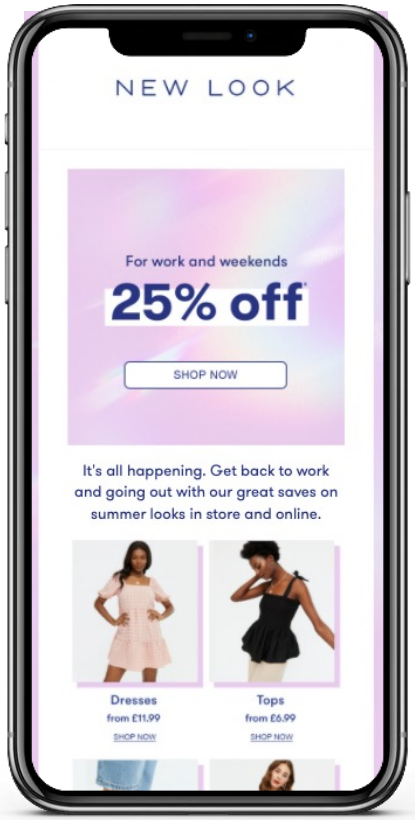
Mystery offer

ODICCI



Peel to Reveal

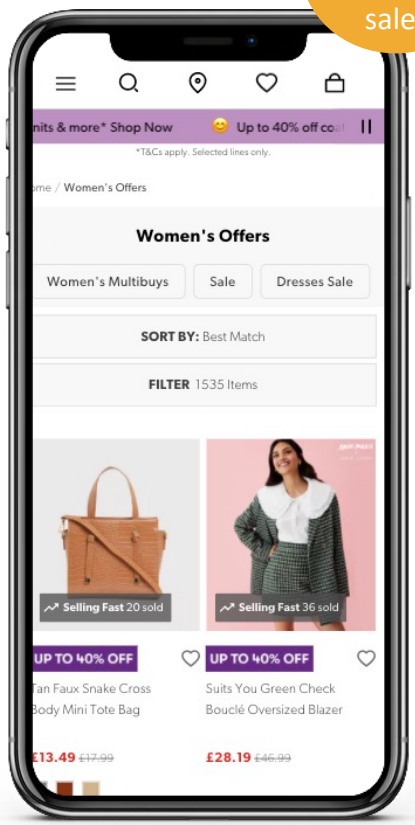
ODICCI



25% Off Offer

WEBSITE

+48% sales



Shop

mapp CLOUD

odicci

Odicci Platform / Studio

Enabling Marketers to deliver unique interactive experiences

ONE Platform

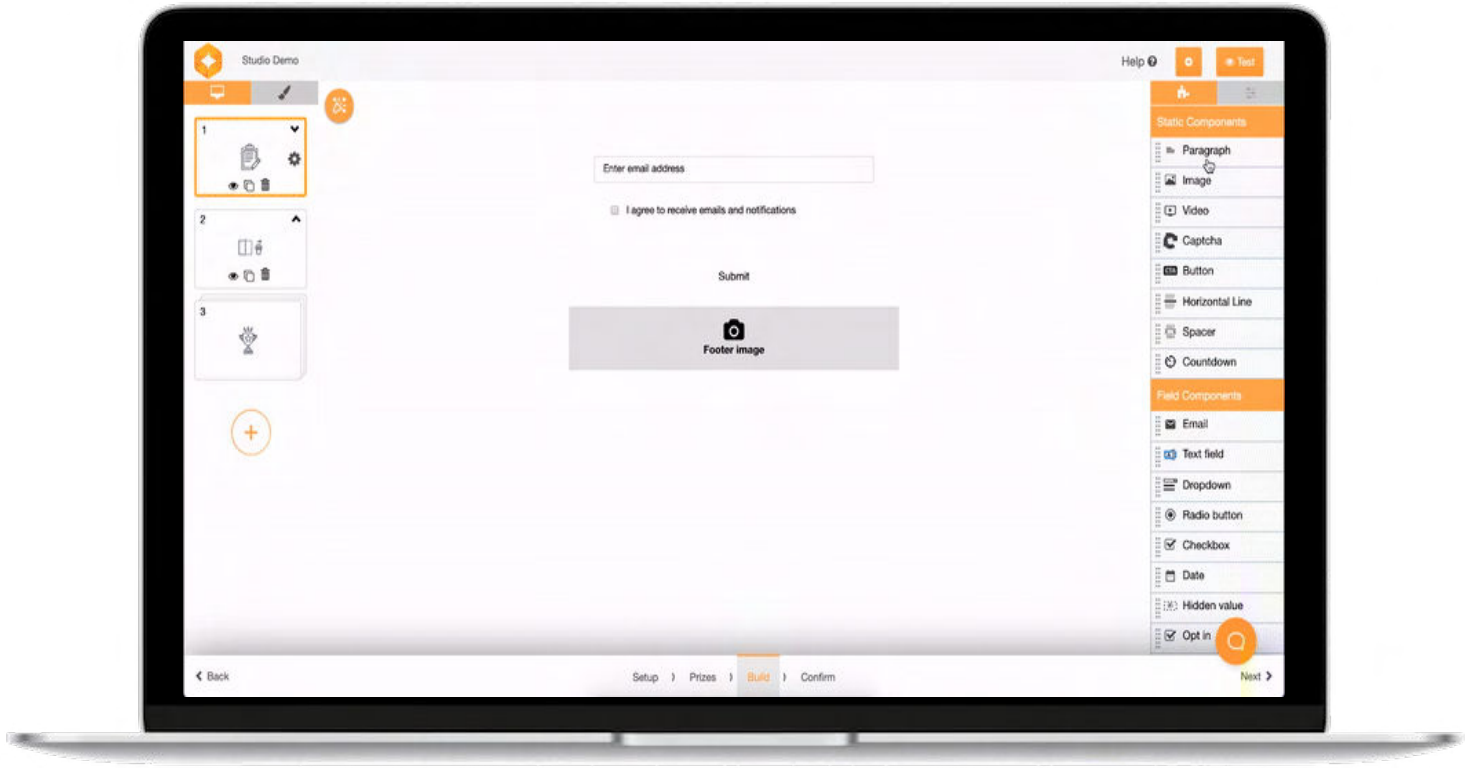
Combining Refer a Friend, Promotional Marketing, Profiling and Gamification

EASE of Use

Drag and Drop Studio with pre-configured experiences, Detailed reporting

OPEN integrations

Integrates with all major e-CRM and e-Commerce platforms.



SAP · shopify · VTEX · shopware · BIGCOMMERCE · WOO · salesforce · Magento · ORACLE Commerce Cloud

mapp CLOUD

odicci

100+ Pre-Built Templates

Ready, Steady, Go!

Use Cases

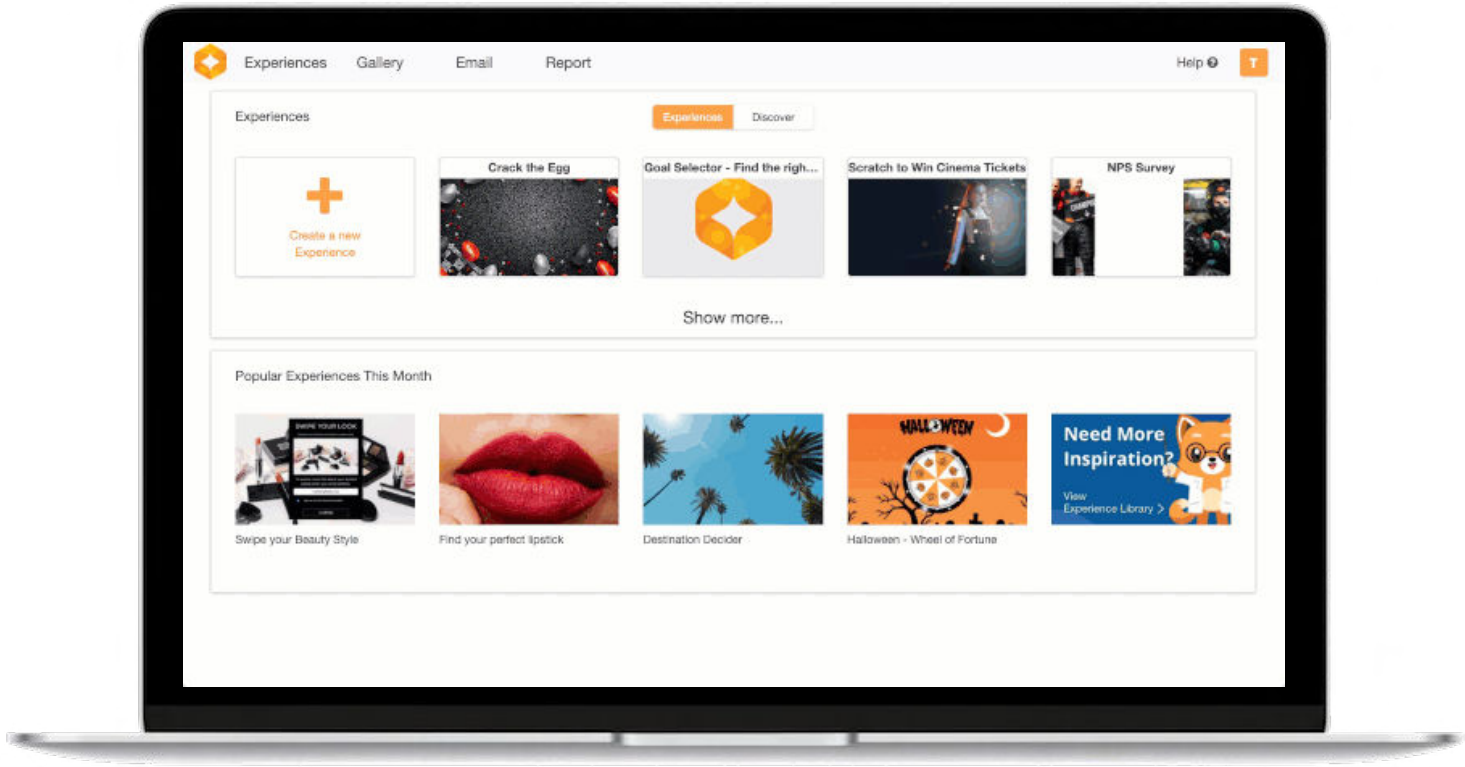
Promotions, Always-On, Acquisition, Loyalty, Retention, Referral, Reward, …

Modular

Quiz, Instant Win, Games, Refer a Friend, Calendar, …

Seasonal

Christmas, Easter, Mother's Day, Valentine's Day, Summer, Black Friday



mapp CLOUD

odicci

“We love the fun experiences that the odicci platform has.”

SEPHORA

Carla MARTINI
Head of onsite experience

“our audience really love the interactive engagement…”



Natasha Cousins
CRM Manager

We partner with amazing brands

HOTEL Chocolat. BRITISH CACAO GROWER

SEPHORA

L'OCCITANE EN PROVENCE

CharlotteTilbury

NEOM ORGANICS • LONDON

DR. BARBARA STURM

MICHAEL KORS

benefit SAN FRANCISCO

DUFRY

FATFACE UNITED KINGDOM

NEW LOOK

Paperchase

co op

HOMEBASE

Ryman

RIU HOTELS & RESORTS

mapp CLOUD

odicci



www.odicci.com

Jacques Prothon
jprothon@odicci.com

SPEAKER: AMY MCAFFERTY

How Insights Create Opportunities



X



How Insights Create Opportunities

Insight-Led Marketing Stories

Amy McCafferty, CRM Manager

Agenda

- The Creed brand story and how the business operates today
- How we work with Mapp
- The importance of being insight-led
- What data we gather through Mapp
- How Mapp has helped us to shape a view of who our customer is
- How we action insights
- Key revenue driving activations as a result of being more insight-led



The Creed Story

7 Generations Of Expertise

James Creed	Henry Creed	Henry Creed ii	Henry Creed iii	James Henry Creed	Olivier Creed	Erwin Creed
						
1710 - 1798	1765 - 1837	1824 - 1914	1863 - 1949	1904 - 1980	b. 1943	b. 1980

1760

A pair of scented leather gloves are delivered to King George III.

1854

Napoleon III appointed Creed as an official supplier to the royals & Creed relocated to Paris.

1885

Queen Victoria grants a Royal Warrant as a result of the bespoke riding habits Creed created.

1970

Fragrances are made publicly available in the 1st boutique in Paris.

2010

Launch of Aventus.

Journey started as an exquisite tailor based in Mayfair.

Creed embellished its reputation from impeccable tailoring to rare fragrances.

Continued to create a legacy of unrivalled scents for men and women.

The Creed Brand In 2023

A luxury fragrance brand

We are the number 1 niche luxury fragrance brand

We use raw materials to create a sensory experience resourced from around the globe.

We create timeless niche perfumes from the Creed family-run factory on the outskirts of Paris.

Each Creed fragrance is still today filtered, bottled and labelled by hand.

The process is labour intensive, but Creed is driven by artistry and perfection – a timeless, yet modern take on history, bottled.










Popular Fragrances



Aventus



Aventus For Her



Wind Flowers

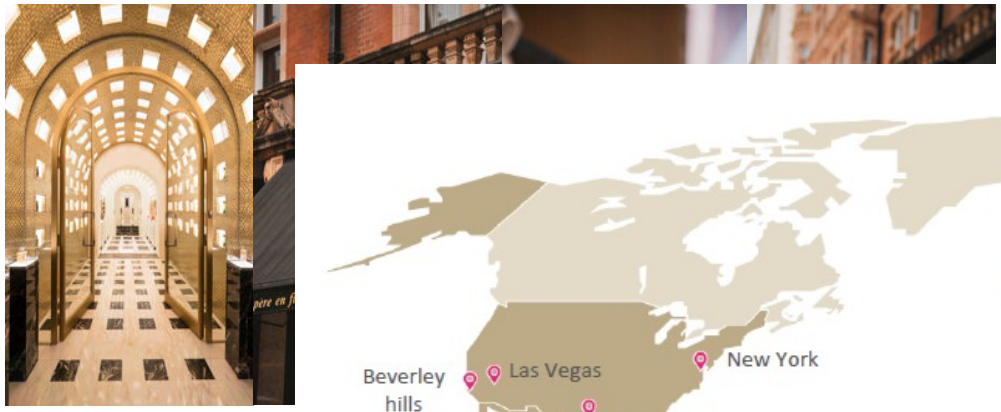


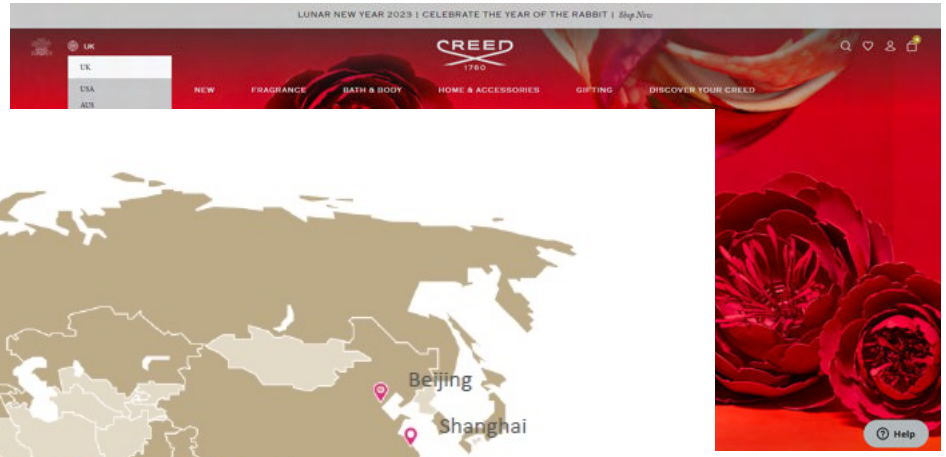
Green Irish Tweed

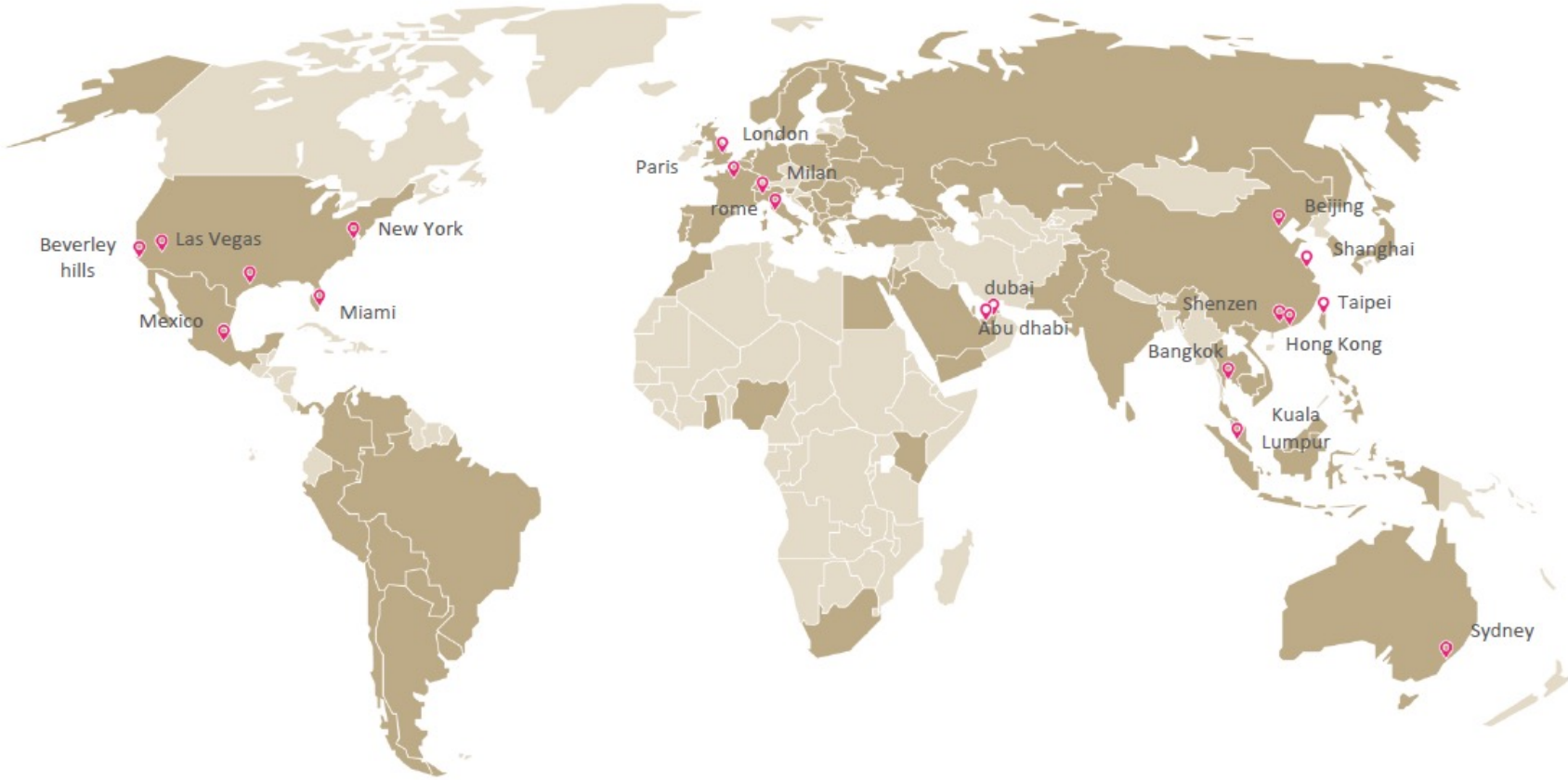


Silver Mountain Water

How The Brand Operates Today

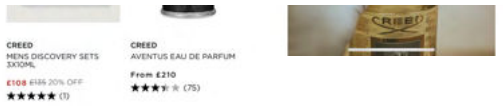


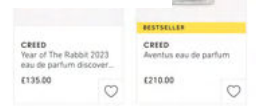




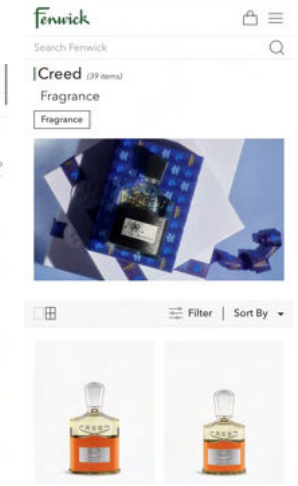












How we Work with Mapp

mapp CLOUD

mapp ACQUIRE

Data collection: tracking pixels to look at different site events.

Integration: pushing data to other channels i.e. Google Ads

Audiences: used for specific campaigns i.e. Abandoned Cart

mapp ENGAGE

Importing data: adding data from acquisition methods i.e. competitions, lead gen ads, Magento 2

Content building: creating emails for all BAU campaigns & journeys

Creating segments: building audiences for email and other channels

Customer journeys: creating email automations

mapp INTELLIGENCE

Dashboards: used for weekly and monthly email/customer reporting

Building custom reports: for ad-hoc insight requests, to build a customer profile and to analyse insights to become insight-led.

What Does It Mean To Be Insight Led?



"Insight-led customer experiences rely on data, tools, and processes by which to unearth actionable insights from all the available information. Today's technologies allow you to obtain a 360° view of your customers, including their demographics, buying preferences, digital habits, and more."

- Steven Warren, CEO Mapp

What does it mean to us?

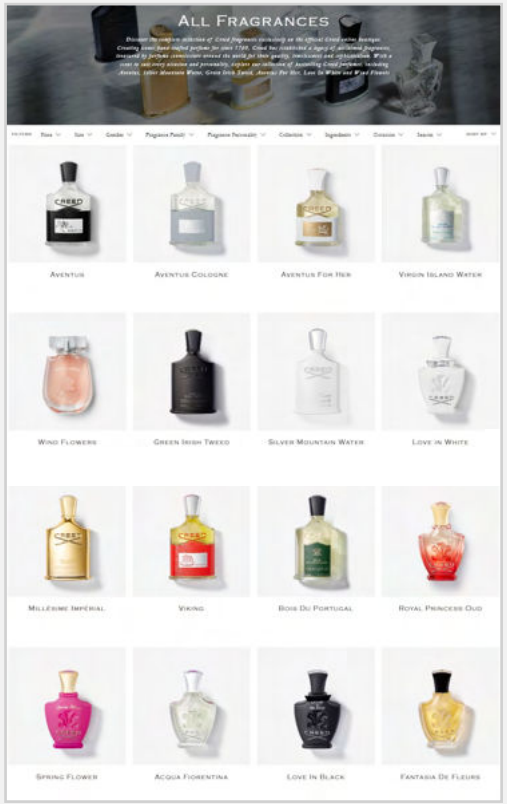
Being insight-led puts the customer at the centre of all strategy planning and relies on past data to make fully informed decisions about future campaigns and business decisions. This leads to more targeted and more successful marketing campaigns, as well as informed advice and expertise to the wider business and management to improve overall business performance.



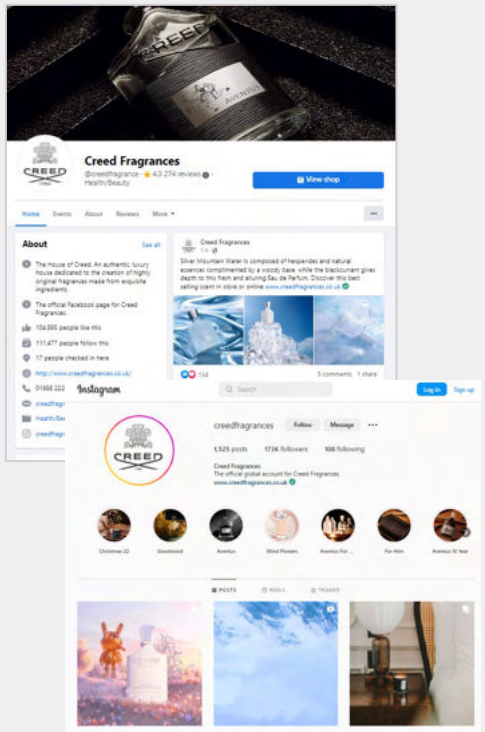
What Data We Gather Through Mapp

Business Performance

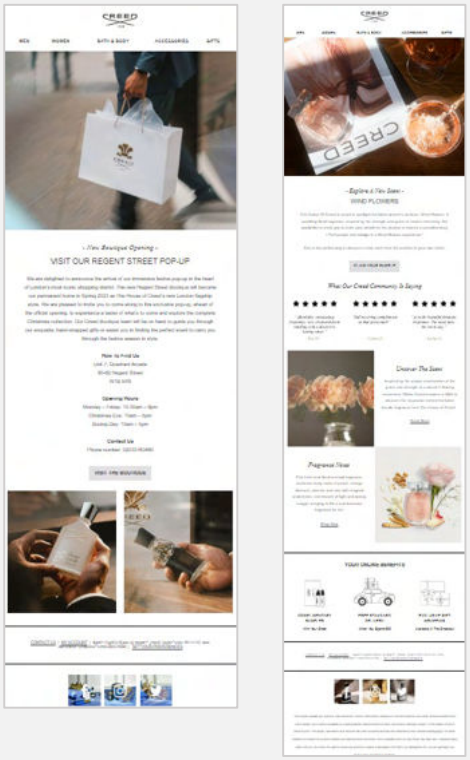
Category/Product Performance



Channel Performance



Campaign Performance



Customer Insights



How Intelligence insights have shaped a view of who our customer is

Types of Customers

- **New vs existing customers:** total business, categories, specific products
- **Customer demographics**: age, gender, location

Purchasing Behaviour

- **What** customers are purchasing
- What customers have purchased before or after another purchase
- **How often** customers are purchasing/RFM Model

Online Customer Buying Journeys

- **Which** channels do customers use
- **Interactions** with emails and channel **engagement**

Customer Preferences

- Personal **details**
- What customers want to hear about

KPI Report

New vs. Repeat

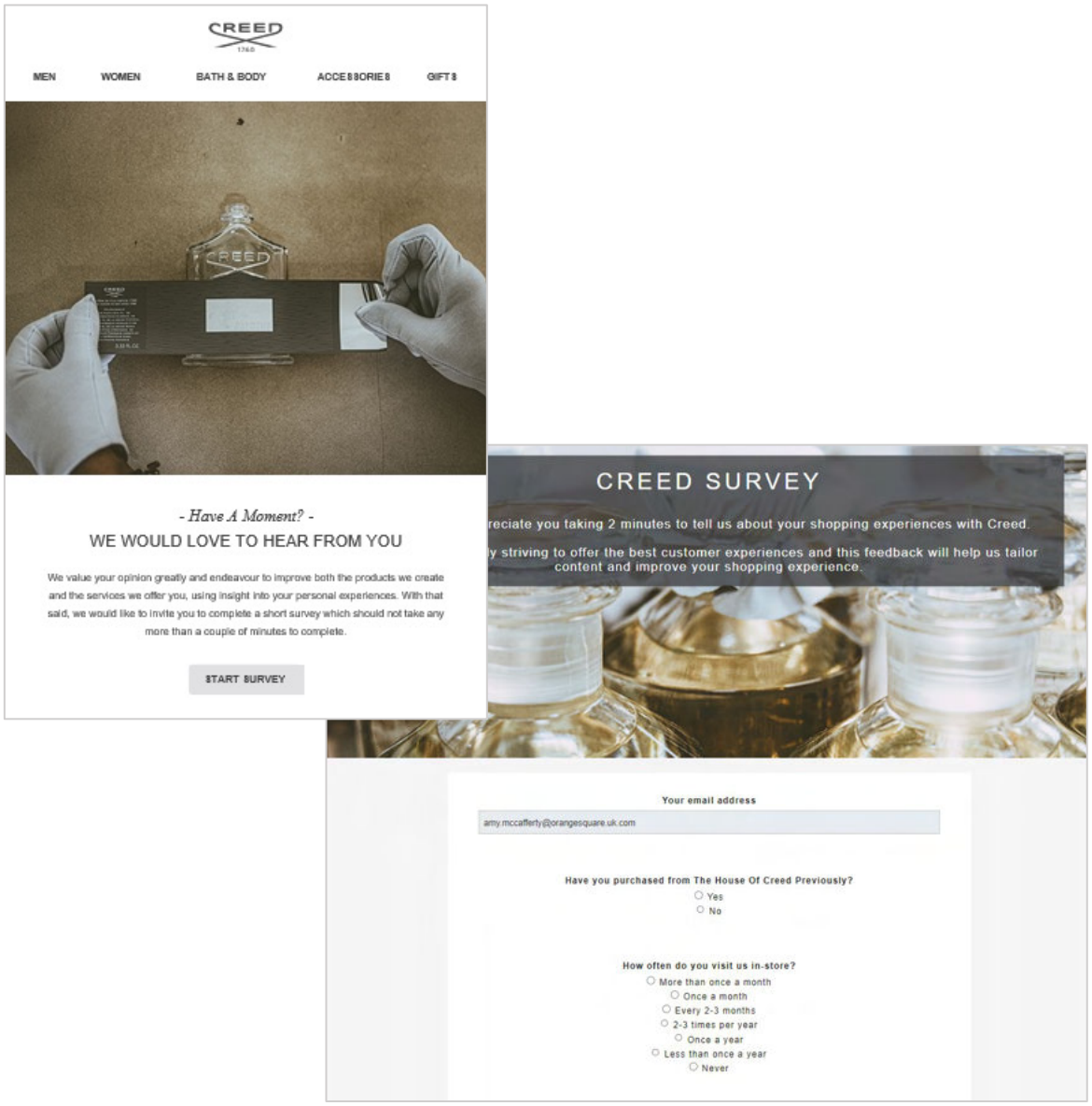
PC03 - Product Name	MI | Qty Orders per Customer	Total Customers	New Customers	Existing Customers	Single Purchase Customers	Repeat Purchase Customers (2+ Times)	Orders % (New Customers)	Orders % (Repeat Customers)	MI | Repeated Order Rate
Love in White Soap 150g	1.30	10,150	9,514	30	5,946	4,204	41.59 %	58.41 %	49.44 %
Aventus Soap 150g	1.28	29,908	28,432	304	20,364	9,544	54.54 %	45.46 %	34.20 %
Spring Flower Shower Gel 200ml	1.22	10,078	9,456	13	5,932	4,146	32.47 %	67.53 %	76.00 %
Green Irish Tweed Soap 150g	1.19	10,414	9,777	58	6,230	4,184	44.99 %	55.01 %	43.01 %
Original Vetiver Aftershave Balm 75ml	1.18	219	186	7	100	119	51.28 %	48.72 %	60.00 %
Acqua Fiorentina Shower Gel 200ml	1.18	11,804	11,133	9	7,067	4,737	49.15 %	50.85 %	24.14 %
Love in White Body Lotion 200ml	1.16	3,900	3,575	8	2,079	1,821	53.27 %	46.73 %	33.33 %
Original Santal Shower Gel 200ml	1.16	10,634	10,005	23	6,524	4,110	42.36 %	57.64 %	68.85 %
Original Vetiver Soap 150g	1.16	7,395	6,882	22	4,419	2,976	52.70 %	47.30 %	28.21 %

Sample Set Report

Top 100 Purchased Fragrance Product w/ previous Sample Set

Purchased PC03 - Product Name	w/ previous Men's Classic Sample Set	%	w/ previous Women's Classic Sample Set	%	w/ previous Universal Sample Set	%
Aventus 100ml Spray	1,281	4.82 %	736	2.34 %	297	0.94 %
Aventus 50ml Spray	599	5.94 %	465	2.55 %	139	0.76 %
Aventus For Her 75ml Spray	417	4.08 %	418	6.72 %	68	1.09 %
Aventus For Her 30ml Spray	303	5.46 %	442	12.71 %	48	1.38 %
Green Irish Tweed 100ml Spray	232	8.02 %	141	4.07 %	56	1.62 %
Aventus Cologne 100ml Spray	213	6.58 %	126	2.95 %	56	1.31 %
Aventus 10 Year Anniversary Limited Edition 100ml	148	8.67 %	72	4.55 %	14	0.89 %
Aventus Cologne 50ml Spray	145	9.28 %	116	4.56 %	40	1.57 %
Love in White 75ml Spray	141	4.12 %	116	7.84 %	12	0.81 %
Green Irish Tweed 50ml Spray	132	9.41 %	83	4.27 %	43	2.21 %

Using Mapp To Distribute Survey For Customer Insights



Customer Interests

- Are customers interested in the **brand**
- What are they interested in **hearing** from us about

Purchasing Behaviour

- **How often** are customers purchasing a new fragrance
- Do customers purchase for themselves, as a gift or both
- How customers have **discovered fragrances**

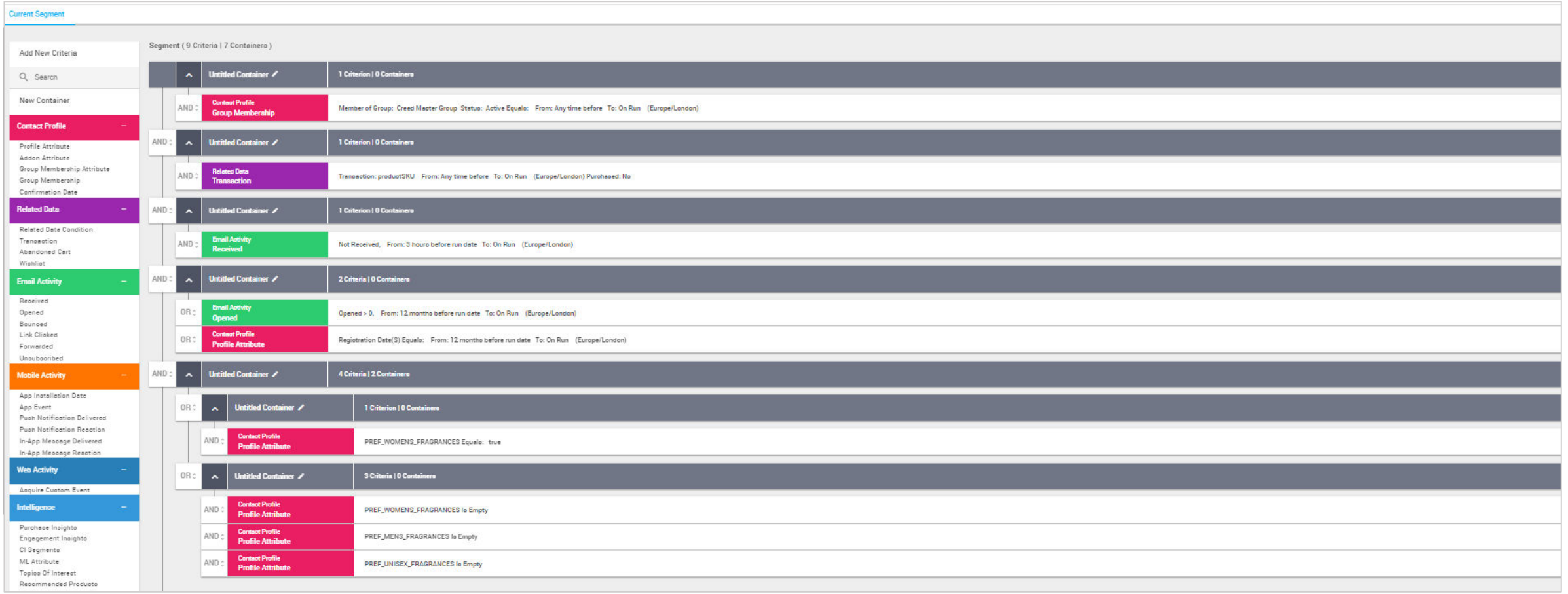
Market Insights

- What **competitors** are customers purchasing from

Holistic Customer Buying Journeys

- **Where** are customers purchasing (online, in store)
- How often do customers visit us in store

How Being Insight-Led Has Improved Performance Digitally



How Insights Are Allowing us to Become More Of an Omnichannel Brand





Through Mapp we have collected customer data via database sign up forms for the Boutique and other retailers. This allows us to:

- Reach out to customers and communicate via email to them about their local boutique/store
- Increase footfall to specific events/offers
- Gain insights into customer preferences
- Analyse customer insights

Using segmentation builder we can also create segments within our online master group for specific locations and then target customers to let them know about particular events.

How Insights Are Used To Advise The Rest Of The Business

As a result of analysing customer insights we're able to feed back to the wider business to make informed business decisions:

- NPD
- Keeping existing products
- Product focuses
- The value of sampling
- Pricing of products
- The benefit of creating exclusives
- Wider marketing strategies
- Brand messaging
- The value of campaigns



Key Revenue Driving Activations as a result of being Insight Led

Activity Based Email Scheduling Plan & Content Performance Tracking
Built an **activity level email plan** based on interactivity with emails and **analysed content performance**. As a result we've increased our email **revenue** by **+32%** YoY.

Segmented Email Campaigns
We have promoted exclusive offers and GWPs to **specific customer groups**, driving **+743% increase** in **CVR** vs a similar campaign we pushed previously.

Email Auto Journeys
Launched additional **auto journeys** and revamped all existing auto journeys, including A/B testing offers. As a result of this we have seen a **+47%** revenue increase in auto journeys YoY.

Paid Social & Search Audience Targeting
We saw a +**220%** increase in **ROAS** and +**200%** increase in **revenue** as a result of using customer insights to create custom audiences to encourage **retention** and lookalike audiences to target **new customers**.

Summary

Being insight-led puts the customer at the centre of all strategy planning and relies on past data to make fully informed decisions about future campaigns and business decisions.

This leads to more targeted and more successful marketing campaigns, as well as informed advice and expertise to the wider business and management to improve overall business performance.

We're able to use Mapp, and specifically Intelligence, to shape a view of who our customer is and analyse purchasing behaviour, demographics, customer journeys and more.

We can then action these insights which, improves performance digitally, allows us to become more of an omni-channel brand and advise other teams in the business on how we can all improve performance.







SPEAKER: SIMON HARRIS

The Dawn of Transparent Consented Offline Conversion Tracking

Mapp: Insight-Led Marketing Stories

The Dawn of Transparent Consented Offline Conversion Tracking


Shoppers are more
empowered than
ever before

87%

of shoppers are seeking information before visiting a store

79%

of shopper are browsing while visiting the store



Deloitte, Forrester, Omnicom

Digitally influenced in-store sales



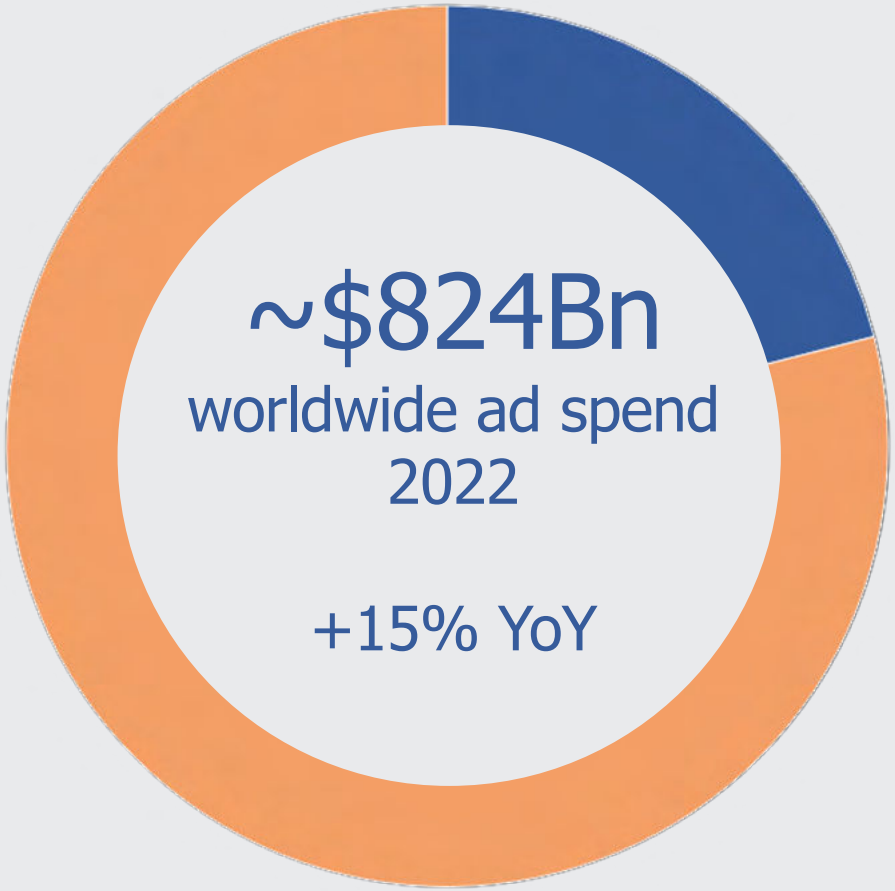
Deloitte, Forrester


85%
of retail sales is generated in physical stores
also after the pandemic
eyos, Deloitte

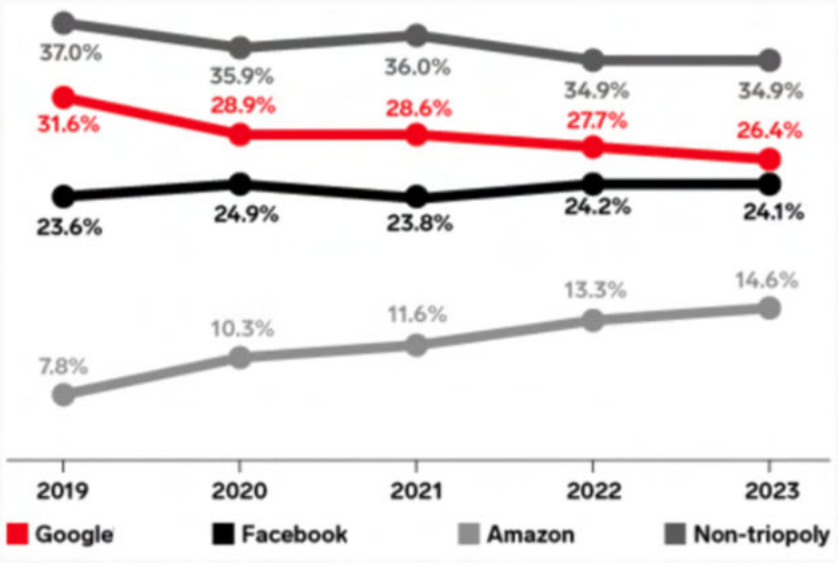
"To win in retail,
you must win in store."

"To win in store,
you must win in digital."

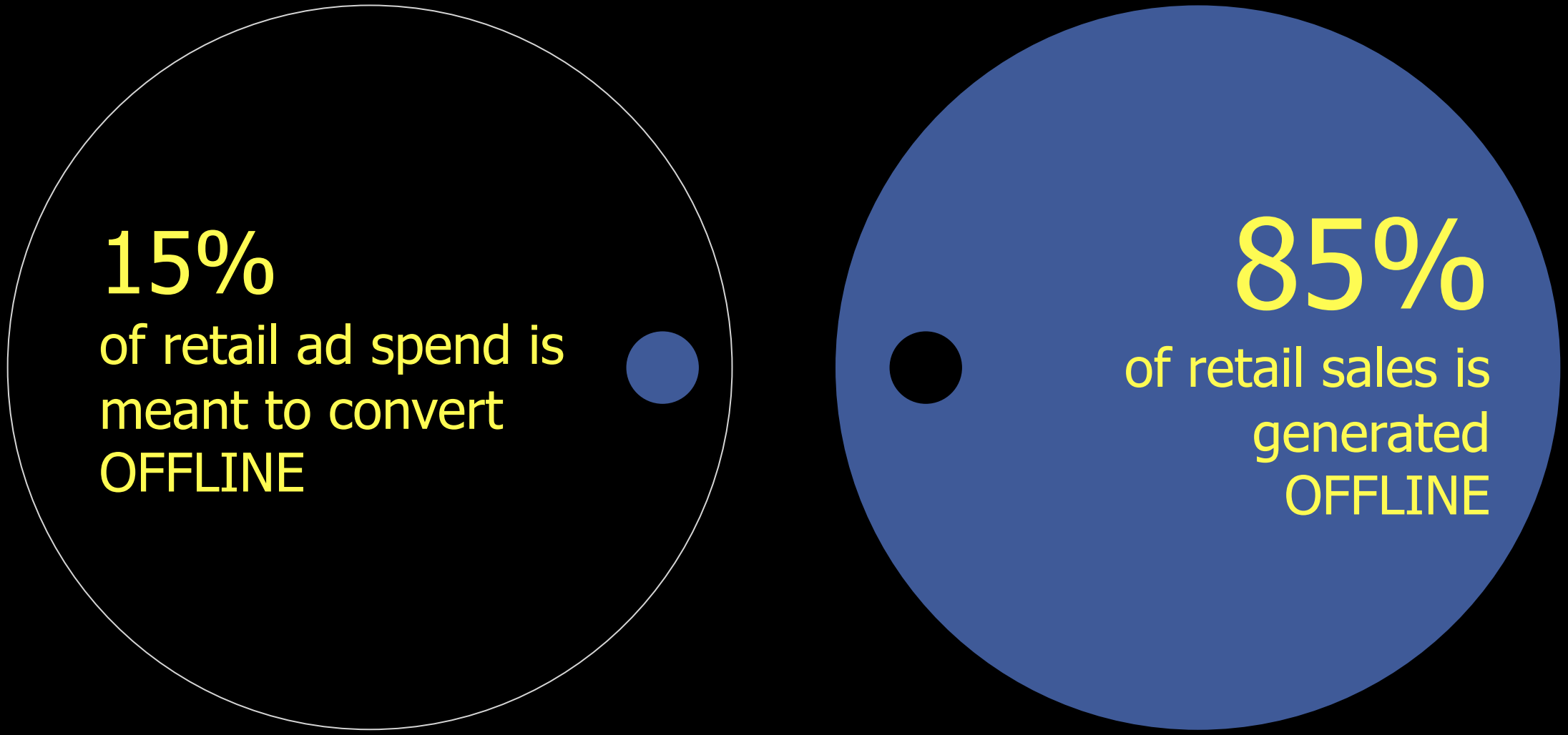
21%
Retail / eCommerce



~$524bn
digital ad spend
64% of total ad spend



Statista, eMarketer


15%
of retail ad spend is meant to convert OFFLINE
85%
of retail sales is generated OFFLINE

eMarketer


OFFLINE
PERFORMANCE
1
60in
2
3
4
5
6
7
8

Device location gives us a good proxy

But,

Who are the device holders?

Can we reach them?

Did they buy or browse?

Which products did they buy?

How much did they spend on each product?

When did they buy?



IDENTIFY in-store customers

LINK them to their item-level purchase

STREAM the data to where it creates value, reduces cost or measures ROI

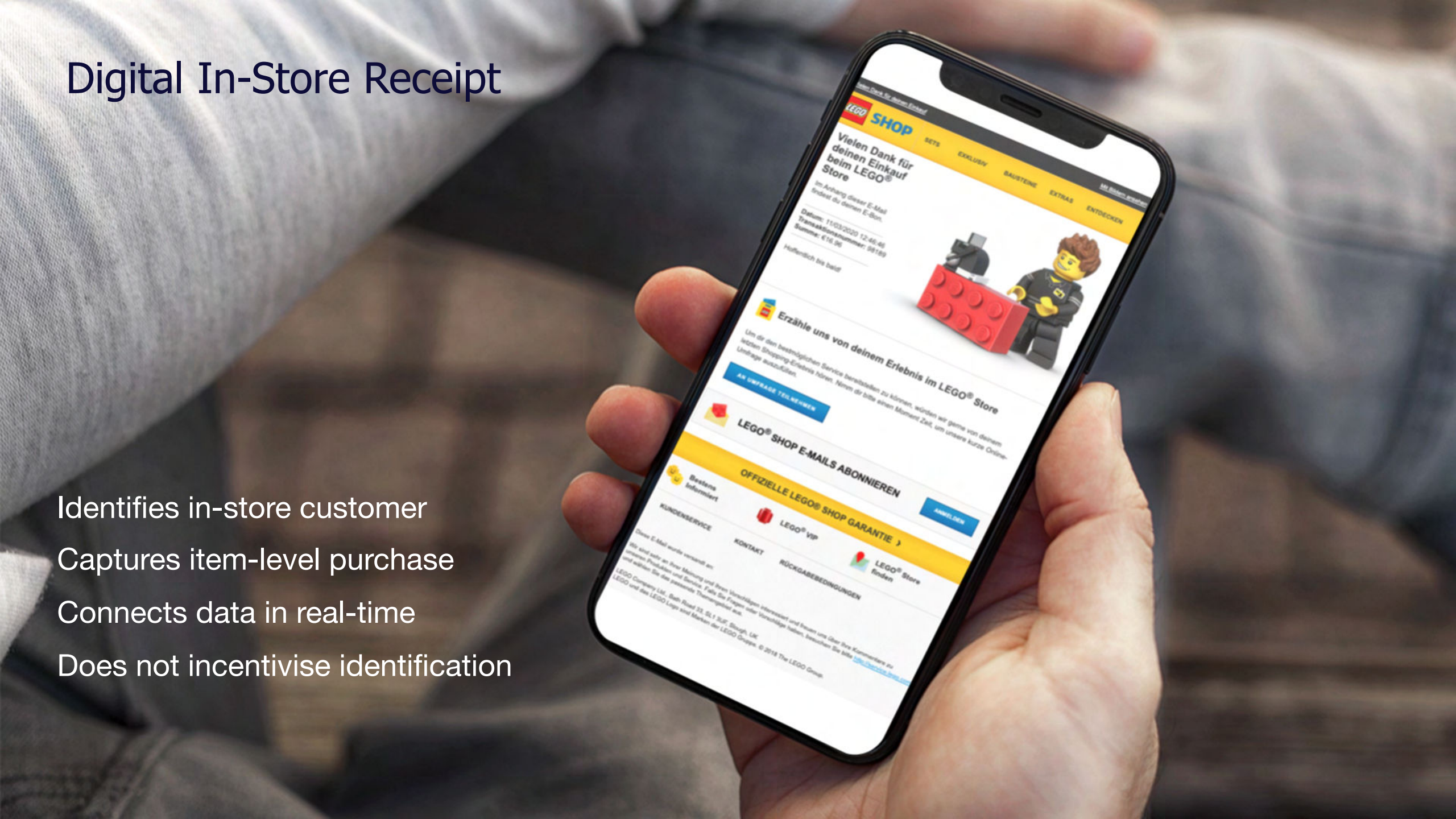
LOYALTY PROGRAMME



LOYALTY PR

+ you only reach a subset of customers (who are

Digital In-Store Receipt



Identifies in-store customer

Captures item-level purchase

Connects data in real-time

Does not incentivise identification

Retailers use our software to identify shoppers and to connect 100% of in-store transactions to any platform they use in real-time.

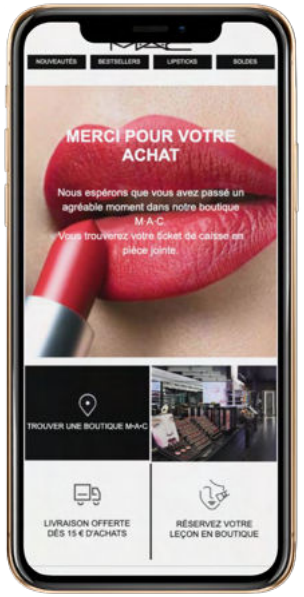


eyos prism

Installed on existing tills*

.



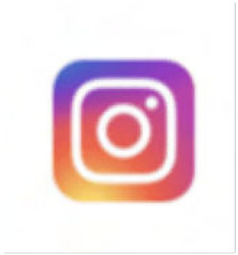


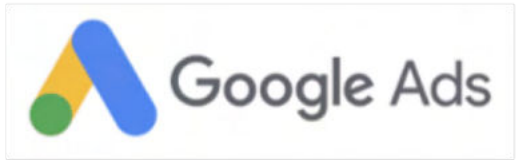
Send a branded digital receipt to the shopper

eyos

*No EPOS integration, IT development, or new hardware.

Measuring in-store ROI of digital ad spend is key to unlocking the full potential of digital advertising









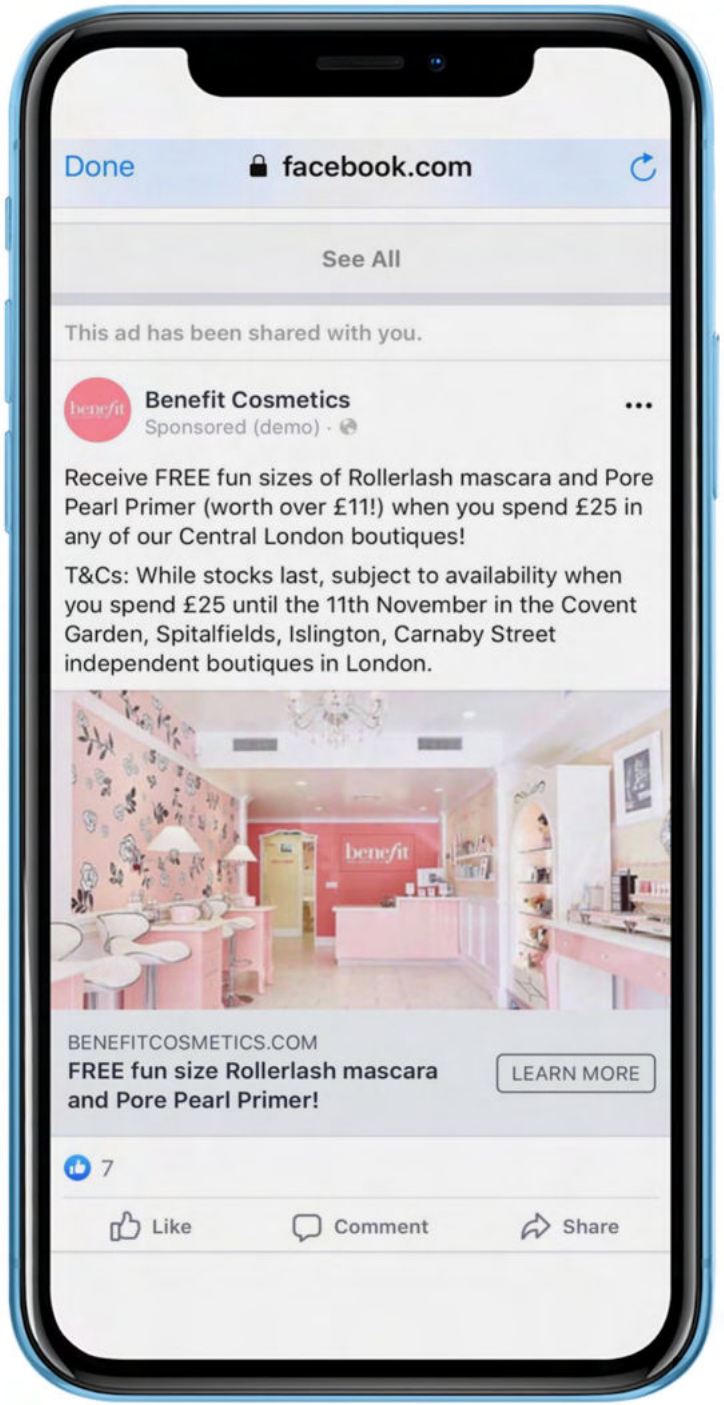


benefit SAN FRANCISCO facebook

Measuring the offline impact of
Local Facebook Ad campaigns

+45% Sales uplift compared to control stores.

+29% In-store ATV compared to online ATV influenced by campaign.



NEW LOOK

Google Ads

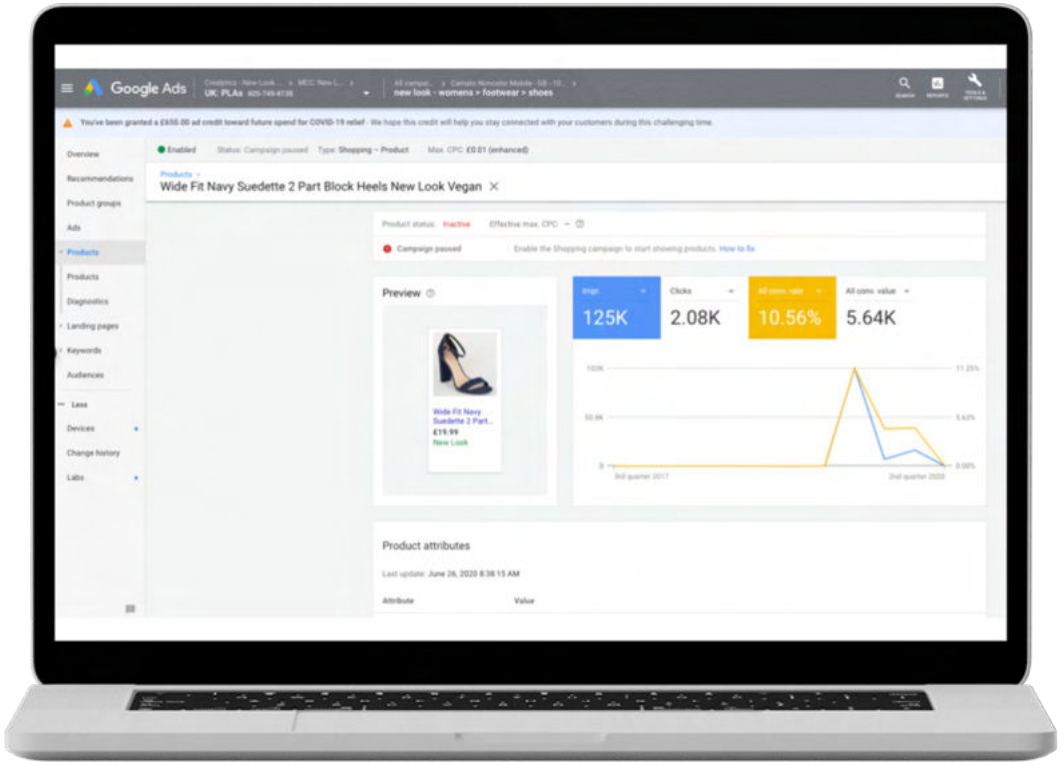
Measuring the offline impact of Google Ads

£21

Return on Investment for every £1 spent on Google paid search campaigns.

70%

of all attributed revenue across Google campaigns come from in-store compared to online.





It’s not enough to only be where your customers are.

You got to measure what they do, wherever they are: online & offline.

ROI transcends touchpoints.

So, what to do next?

1. Find out whether you measure in-store ROI of digital ad spend
2. If not, commit to start doing something about it in the next 90 days
3. If you need help, contact us on www.eyos.one

Thank you

Any Questions? Get in touch



Simon Harris
Commercial Director
simon.harris@eyos.one
+44 7805 03 6860


THANK YOU!