INSIGHT-LED MARKETING SERIES 2023

WELCOME EVERYONE!

RICARDAS MONTVILA, VP GLOBAL STRATEGY AT MAPP!



The State of Customer Experience in Europe

2023 EDITION



359 respondents across UK, Italy and Germany

As in 2021, despite the challenges facing the industry, eCommerce continued to grow in 2022.

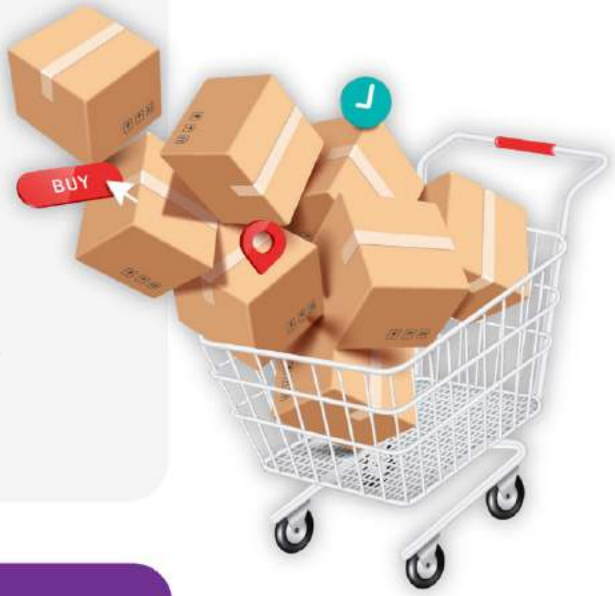
73%
of businesses saw an increase in sales in 2022

30%
of those more than expected

Whilst external factors were the top rated reason for increased sales:

28% of **senior business** leaders said it was improved marketing technologies

34% said that it was due to team maturity and understanding of data



Growing Maturity of Team **20%**

Better Understanding of data **14%**

Despite the cost of doing business hitting brands in 2022, marketing budgets continue to grow in 2023.

Businesses increasing marketing budget:

30%



Businesses maintaining the same marketing budget:

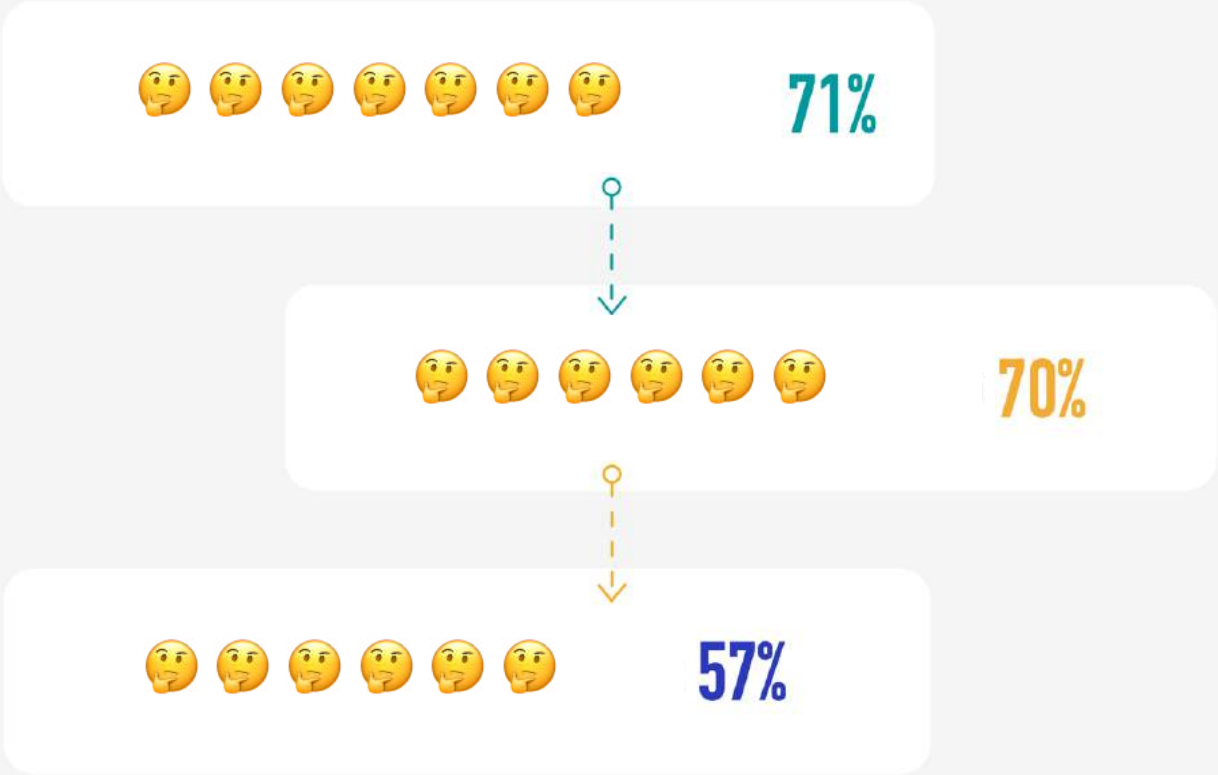
44%




New customer acquisition: 31%
Improving the use of tools and technologies: 30%
Where are brands investing?
Customer retention: 13%
Adopting new marketing channels: 14%

Senior marketing leaders said that technology will play a big part in their plans for the year.

The top three technologies businesses plan to invest in are:

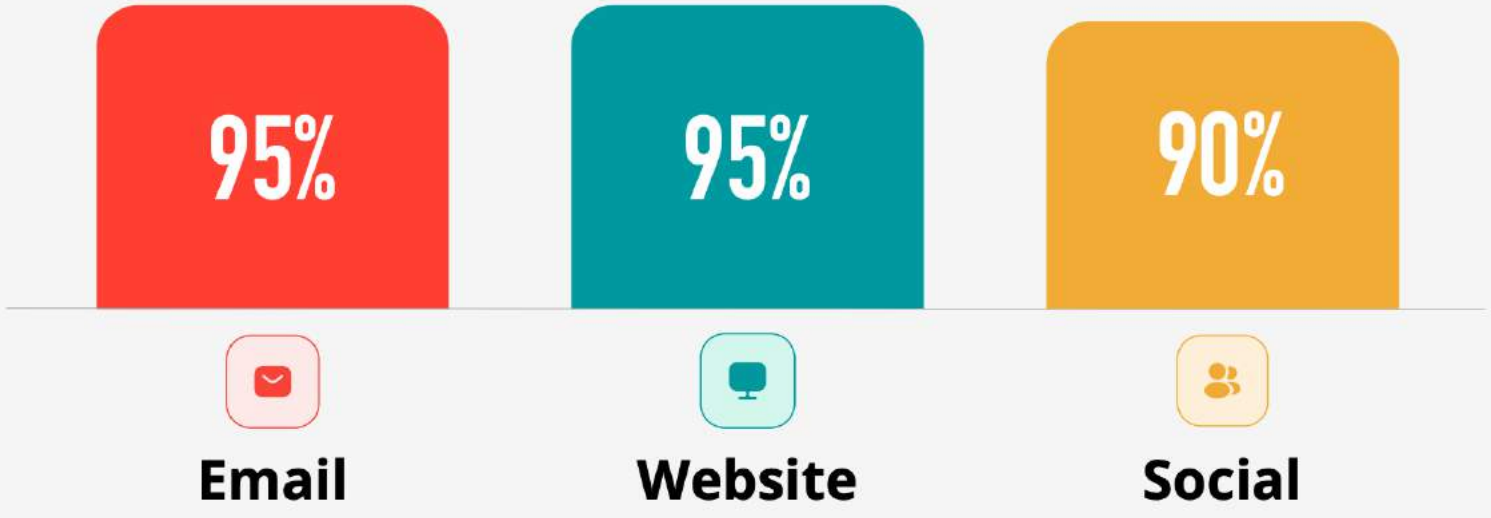




Many businesses are able to collect data on their customers, but struggle to utilize it.

41% of businesses who collect data are unable to initiate automated marketing campaigns in real-time.

Email, website and social are consistently the most used channels to reach customers as well as the most successful ones.





P&G's Marc Pritchard on media priorities:

"It's no longer about spending the most"

AMA Media conference in Orlando, Florida

"Celebrating a company as the largest spender implies that it's better to spend more and more each year. We see it differently. It's time for a reset. It's not who spends the most that matters.

What matters is who reaches the most consumers with the greatest media precision, the highest advertising effectiveness and the optimum efficiency to deliver sustained growth and value creation."



WHAT IS THE VALUE OF EMAIL?

WHAT IS THE VALUE OF EMAIL?

EFFICIENT



Lowest Cost
Per Click

Lowest Cost
Per Action

Lowest Cost
Per Impression

EFFECTIVE



Highest
Visit Duration

One Of The Lowest
Bounce Rates

Highly
Measurable

PRECISE



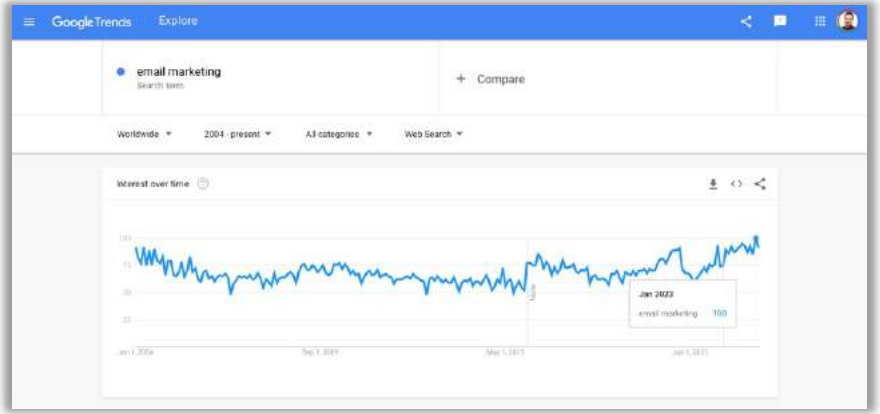
Most Significant
Consumer Identifier

Most Accurate For
Consumer Profiling

Allows To Test
And Inform Decisions

Most Precise
Targeting

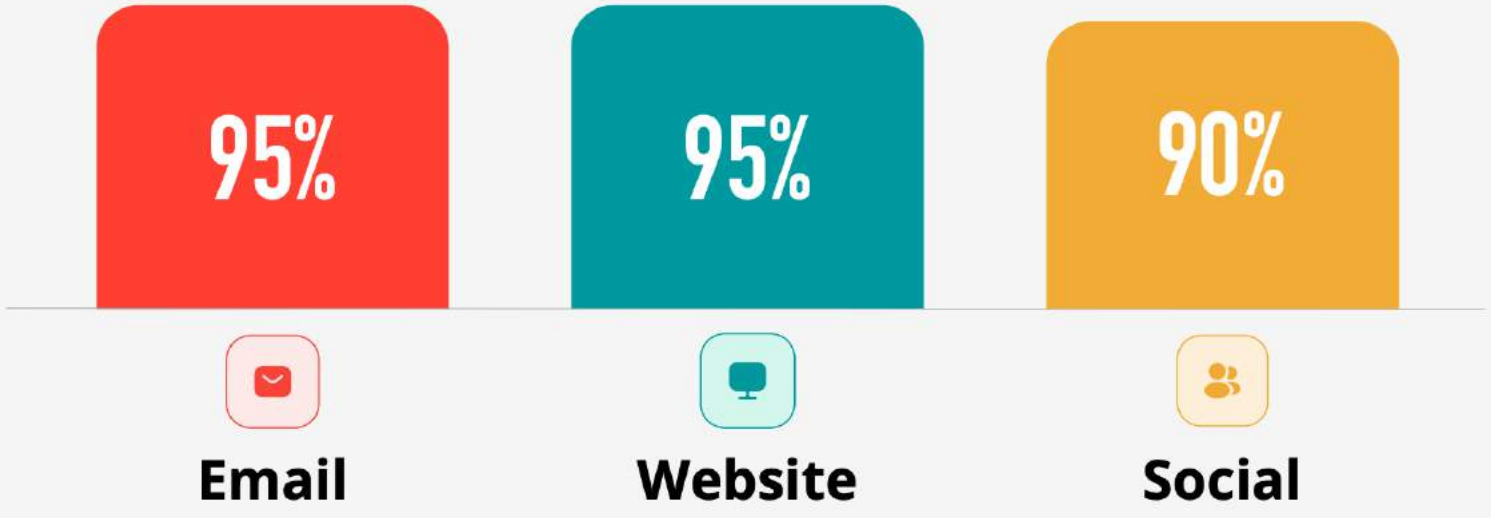
EMAIL – ALIVE AND CLICKING!



Top 10 marketing investment channels in 2023

In the UK:		In the US:	
Paid social media	**36%**	**Paid social media**	**43%**
Email	**31%**	**Email**	**32%**
Organic social media	**25%**	Media buying/ advertising	22%
Google Shopping	20%	Google Shopping	22%
Display Ads	17%	Organic social media	21%
SEO	17%	Influencers	19%
Content marketing	16%	Content marketing	20%
Media buying/ advertising	14%	Display Ads	18%
Paid search	13%	Paid search	14%
Influencers	12%	Referrals	14%

Email, website and social are consistently the most used channels to reach customers as well as the most successful ones.



But businesses lack the ability to make use of personalization.

Whilst **82%** use personalization in their emails

Just **42%** use personalization on their website



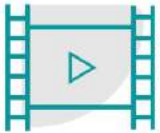
Lack of resources / bandwidth is the top reason businesses give for not doing more **71%**

So, what do senior marketing leaders see as the top trends for 2023?



AI

73%



Videos

44%



Influencer Marketing

40%



Gamification

37%

Access the interactive report!



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SPEAKER: RICARDAS

How MACH Alliance helps Marketers

MACH for Marketers

Welcome to the future of CX…



Ricardas Montvila
VP Global Strategy

mapp CLOUD

MACH ALLIANCE

MACH technologies support a composable enterprise in which every component is pluggable, scalable, replaceable, and can be continuously improved through agile development to meet evolving business requirements

Microservices

Individual pieces of business functionality that are independently developed, deployed, and managed.

API-First

Built with APIs from the ground up. All functionality is exposed through an **API.**

Cloud-Native SaaS

Software-as-a-Service that leverages the full capabilities of the cloud, beyond storage and hosting, including elastic scaling of highly available resources. Functionality is updated automatically, no manual effort required.

Headless

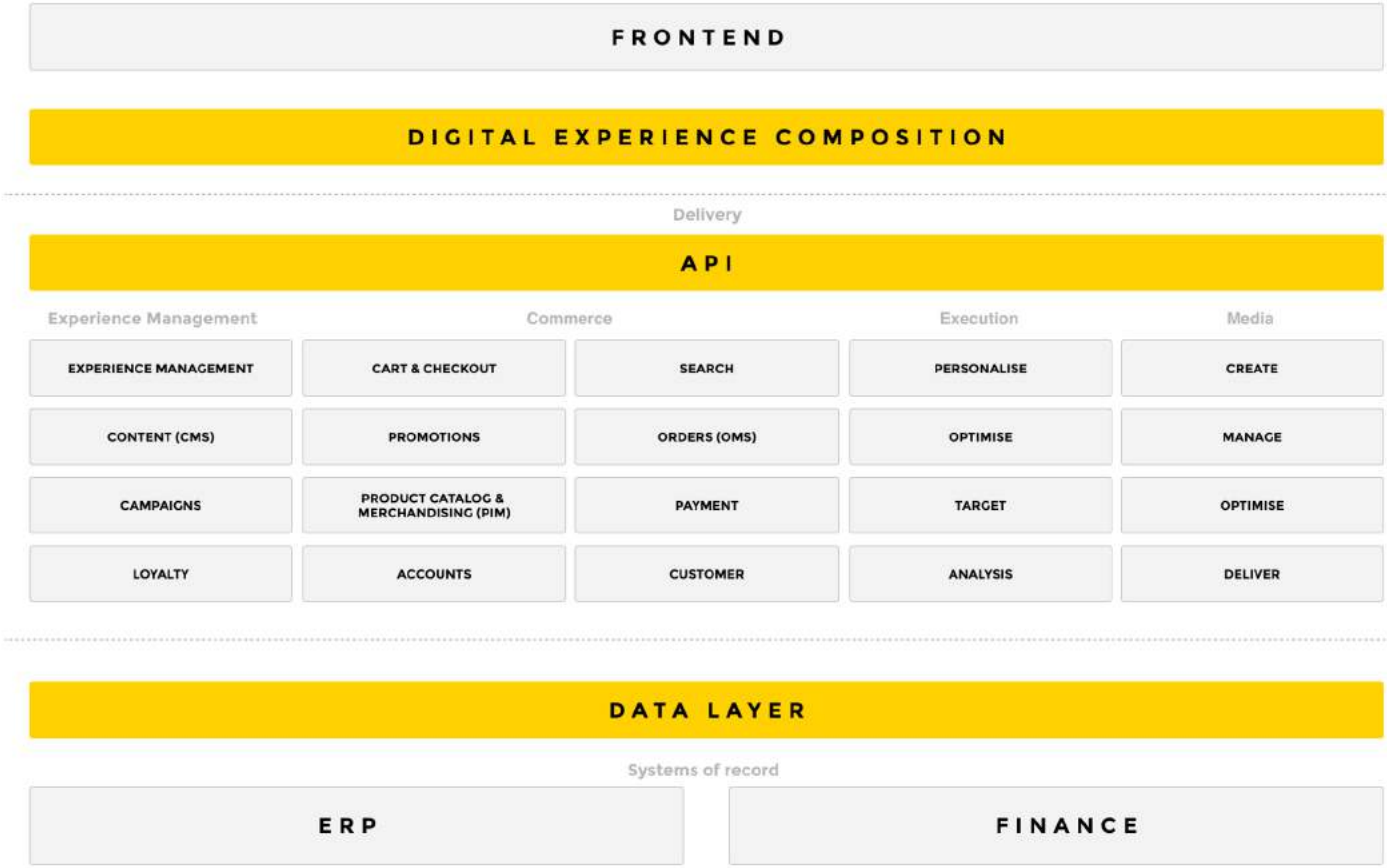
Front-end presentation is completely decoupled from back-end logic. Designed to be channel, programming language, and framework agnostic.

*"They're the bouncers controlling the velvet rope at the entrance of the **Coolest Tech in Town Club**."*

Forrester

MACH ALLIANCE


MONOLITH
Microsoft
ORACLE
Adobe
salesforce
SAP
VS
MICRO
SERVICES
153



M Microservices **A** APIs **C** Cloud Native SaaS **H** Headless

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This approach isn't new















































“How long would it take to stand up click and collect?”

“3-5 years”

What retailers would have said, before 2020, when many did it in a few weeks.

“We did not have the agility we needed in our tech when it mattered most.”

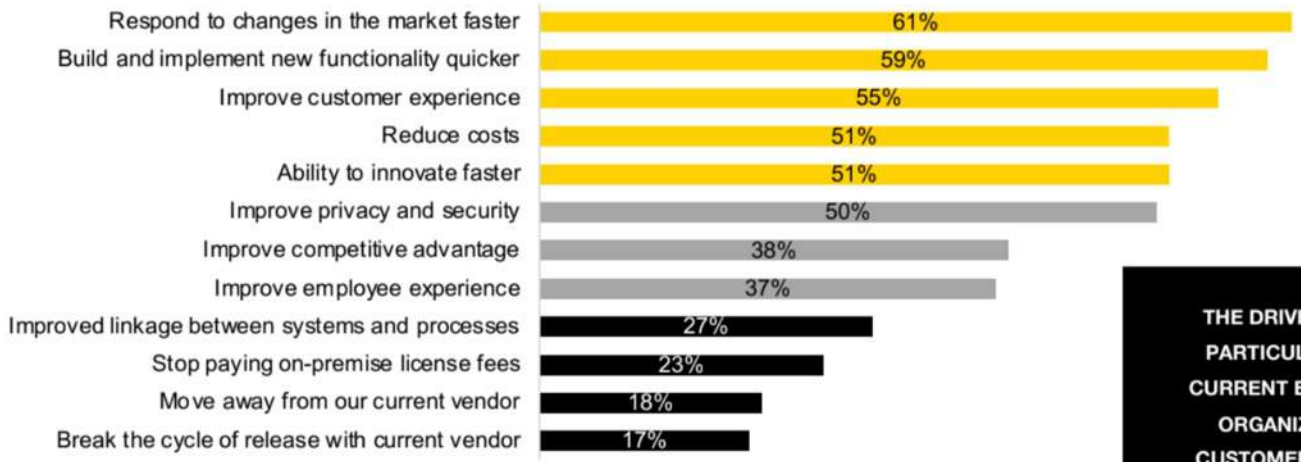
“We were surprised. We can’t be caught off-guard again.”

“Next time, we need to have more agility.”

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MACH Alliance research ‘23

KEY DRIVERS FOR MACH INVESTMENT



THE DRIVERS OF MACH ADOPTION ARE PARTICULARLY PERTINENT GIVEN THE CURRENT EXTERNAL PRESSURES FACING ORGANIZATIONS TO BECOME MORE CUSTOMER CENTRIC, AND THE NEED TO ADAPT AND MODERNIZE THROUGH UPGRADES

MACH ALLIANCE

Faster innovation delivery

- ➔ Quick iterations and automation are more simple with MACH
- ➔ Adopt vendor innovation iteratively instead of waiting for 2 year upgrades that are sometimes forced and may not include the functionality you want
- ➔ No more upgrade and release complexity
- ➔ Liberate data and build your experiences on top
- ➔ Shortened time between idea and delivery
- ➔ Capitalize on opportunities as they happen - say YES more

Whirlpool + ABInBev

Collaborative Commerce meets Headless: Whirlpool and ABInBev partner to guarantee that no customer is out of cold beer with the Smartbeer fridge.

IoT

The smart fridge has sensors to automatically identify if you are running out of beers.





Mobile App

The IoT is synced with the mobile app, build on top of VTEX APIs, where the user can browse and place orders.

Marketplace

During the buying process, have complete visibility of the ABInBev brands and products while VTEX Marketplace and OMS APIs route the order and payment.



VTEX

MACH Companies Grow Faster

According to Forrester Research

The companies considered **digitally advanced** first invest in themselves to improve IT capabilities that they need for **agility** and **innovation**. Second, instead of focusing on reducing costs, they got better at operations by using **the cloud and building platforms**.

Growing goes beyond top-line revenue and digital experiences. **Positive impact** on **talent acquisition** - the modernization of technology stacks like these makes a brand much more attractive to build out stellar teams.

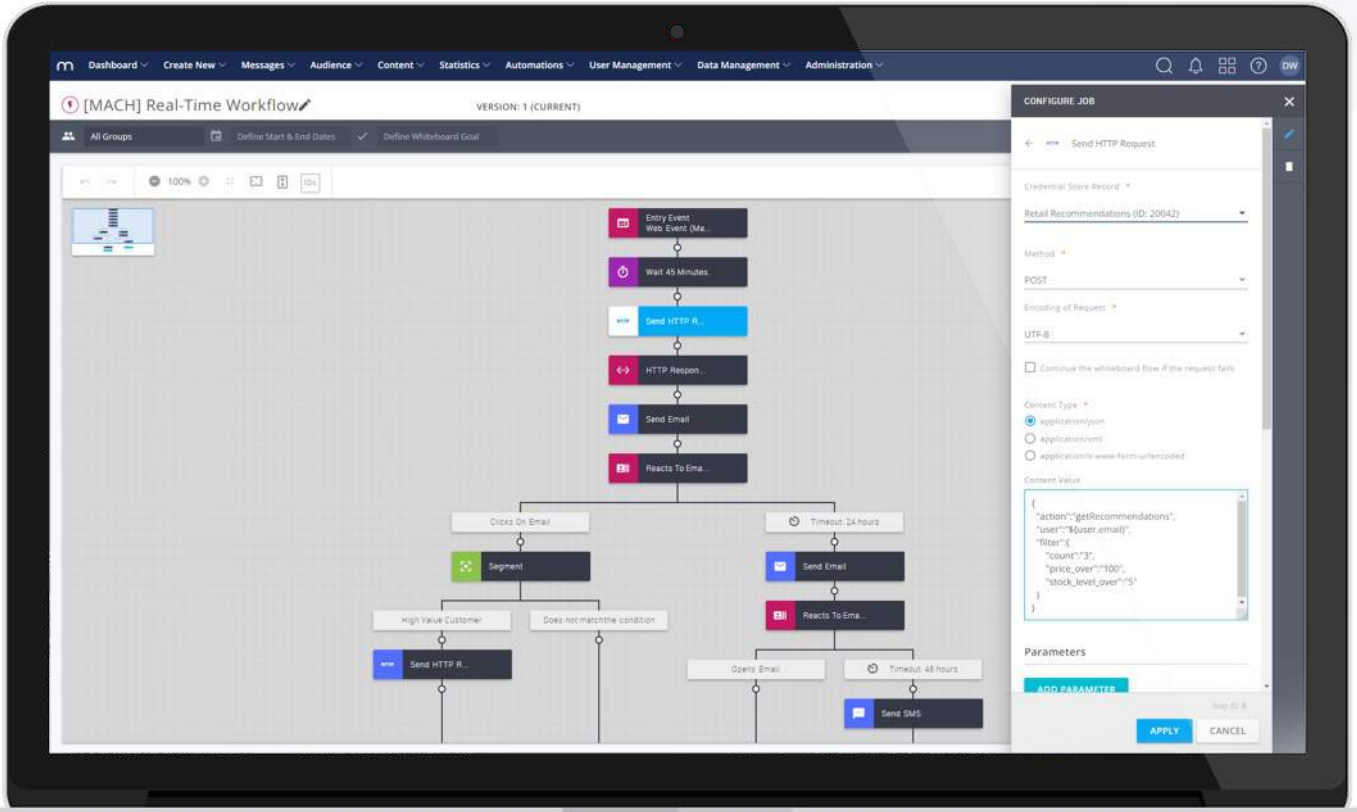
MACH offers **modern frameworks**, **up-to-date architecture** approaches and much more attractive ways of working (i.e. **product-led** and **pureplay agile**).

If you don't change your platform to **microservices**, you won't be able to keep up with customers' demands.

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Webhook / HTTP Request

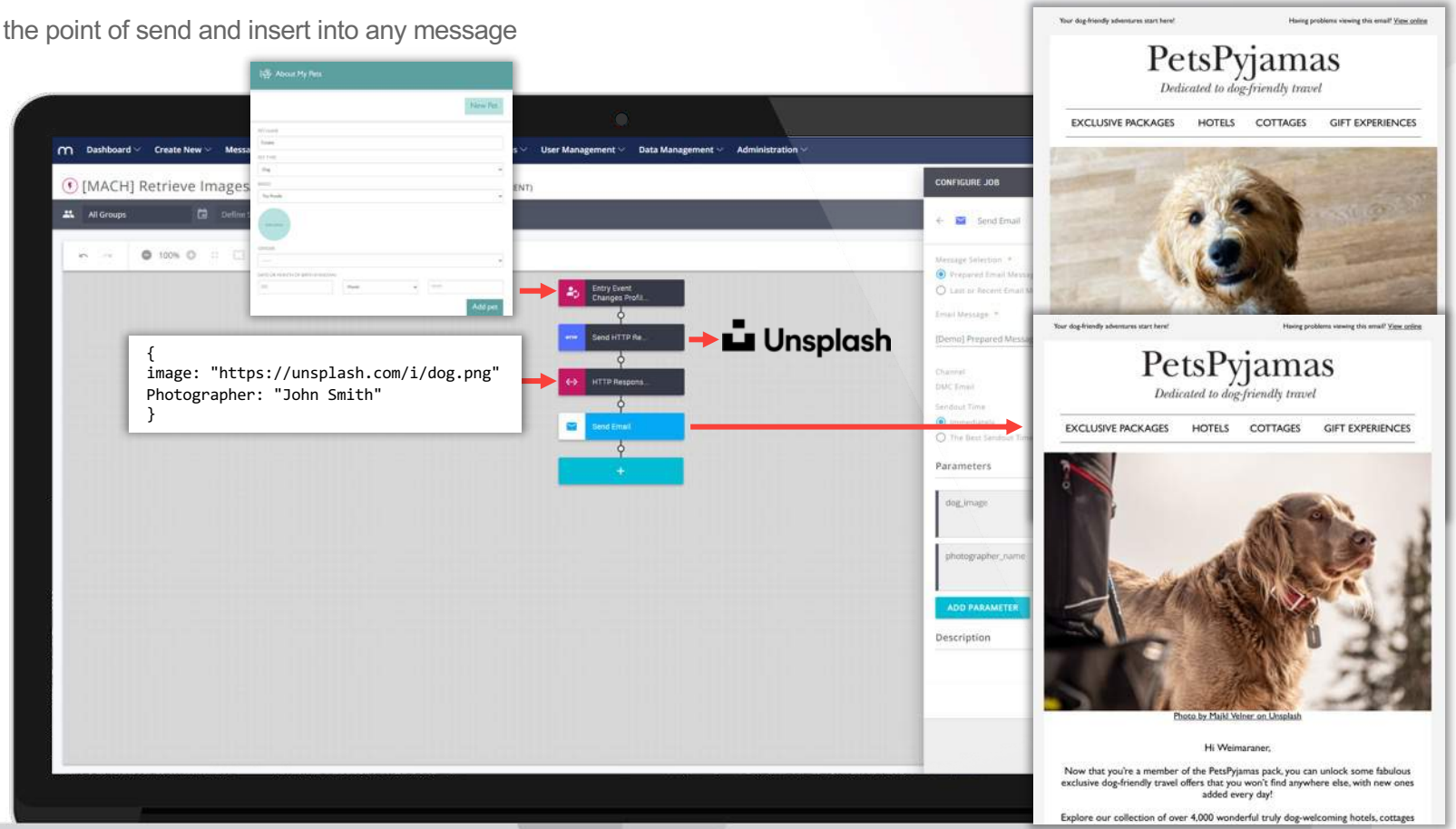
Trigger an API call and use the response to influence the next steps in a workflow



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Content Retrieval - Images

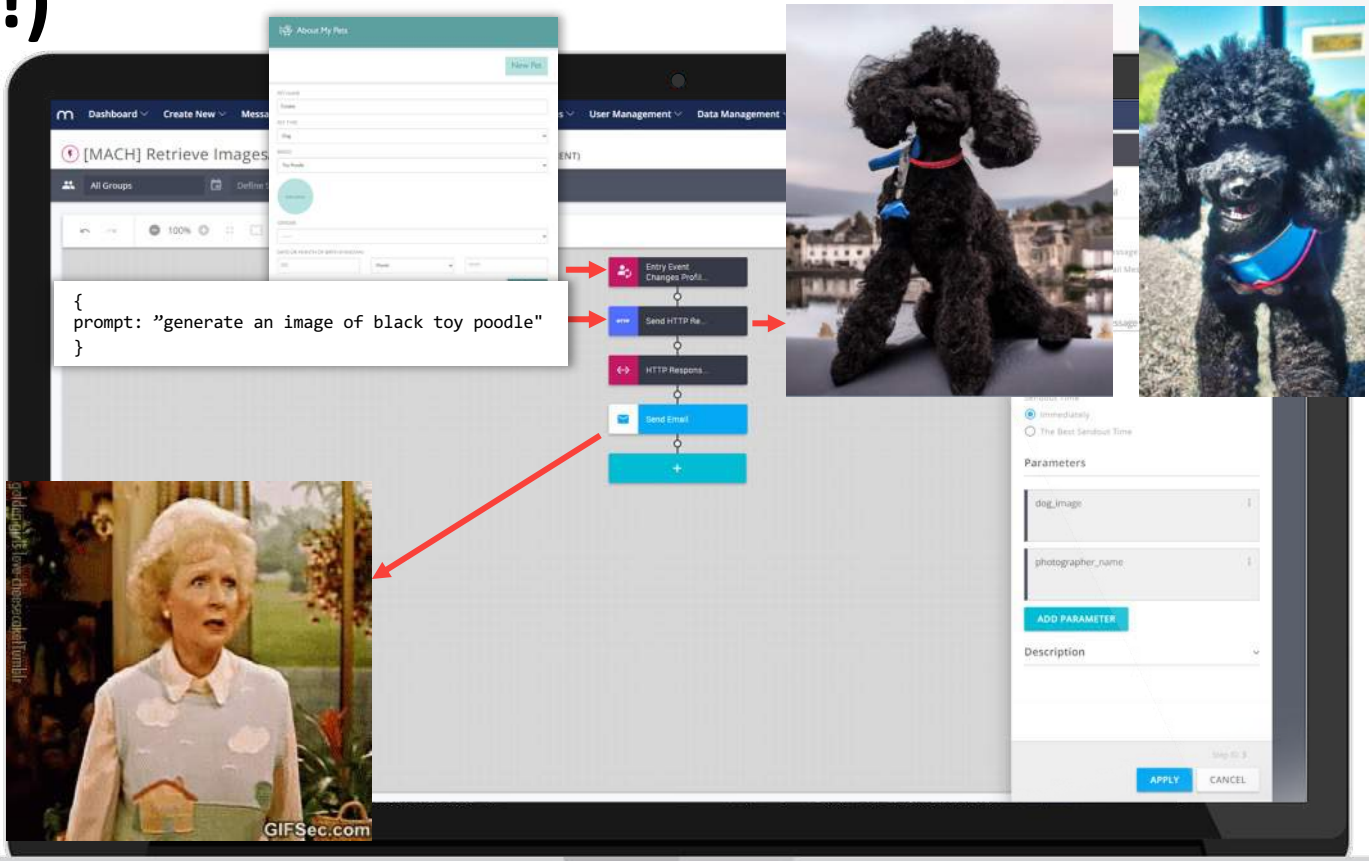
Grab content at the point of send and insert into any message



mapp CLOUD

Content Retrieval – AI generated images (for the brave!)

Generate an image using DALL-E and insert into the email at the point of send

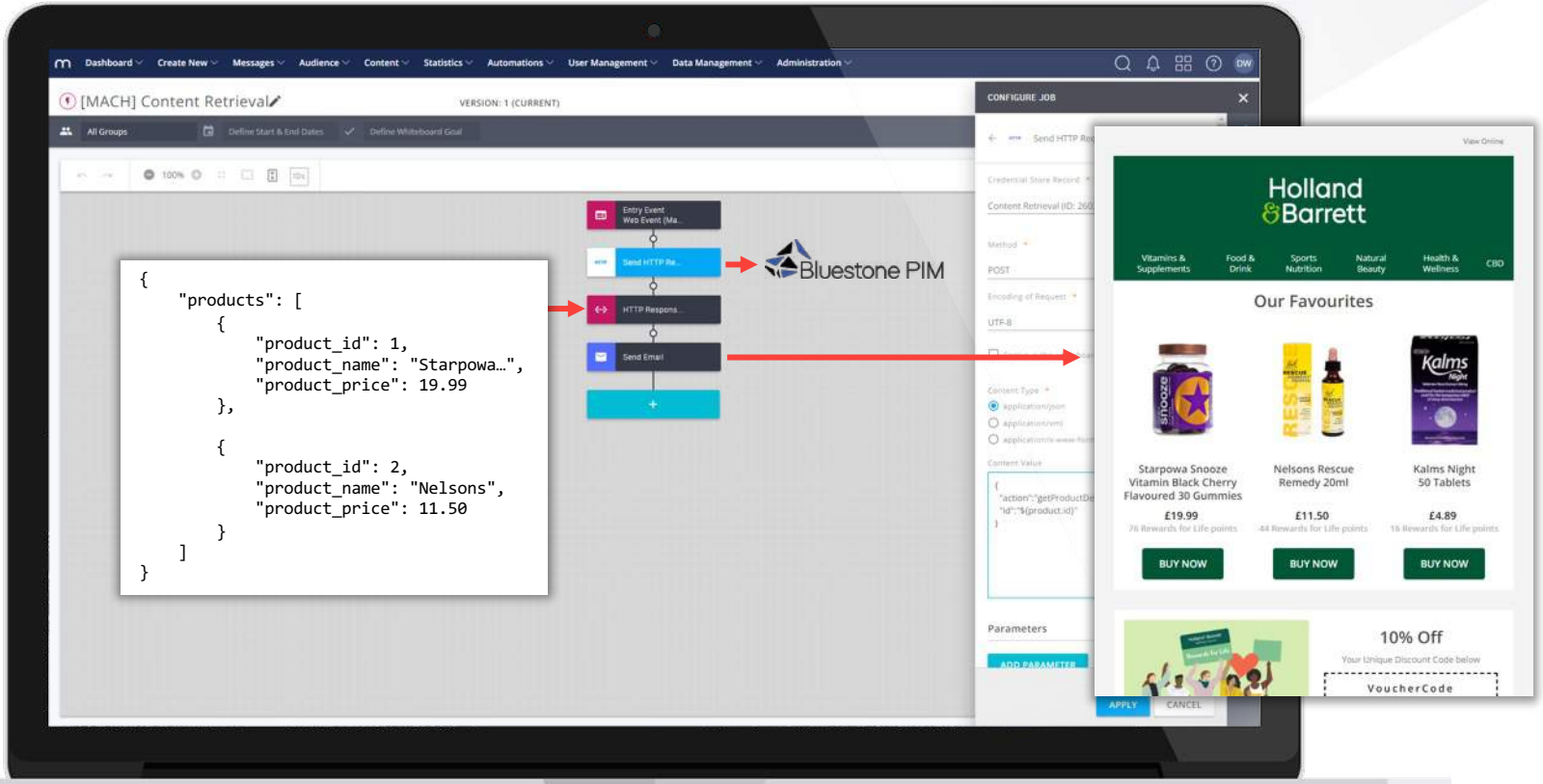




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Content Retrieval - Product Details

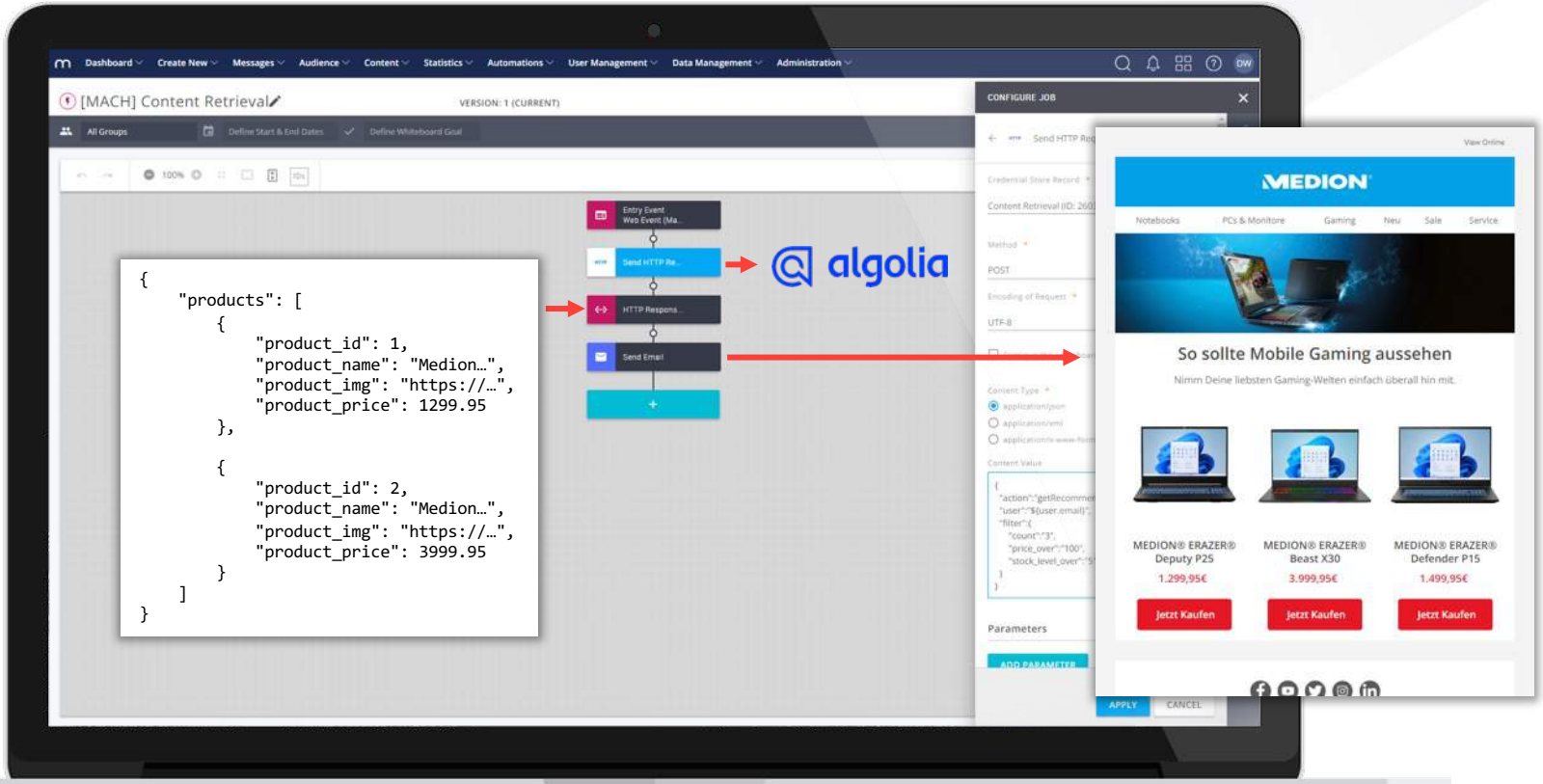
Grab content at the point of send and insert into any message



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Content Retrieval - Recommendations

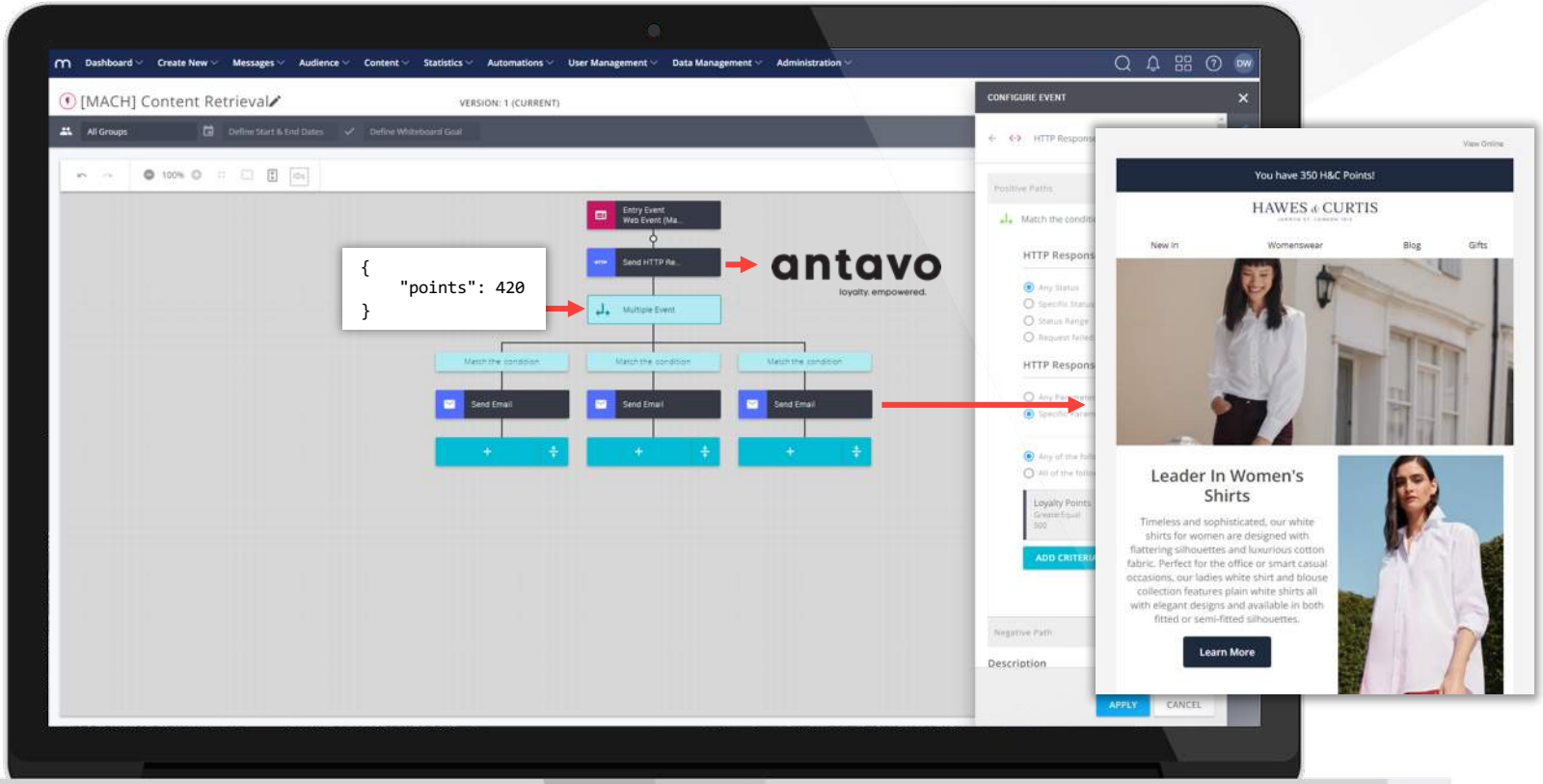
Grab content at the point of send and insert into any message



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Content Retrieval - Loyalty Points

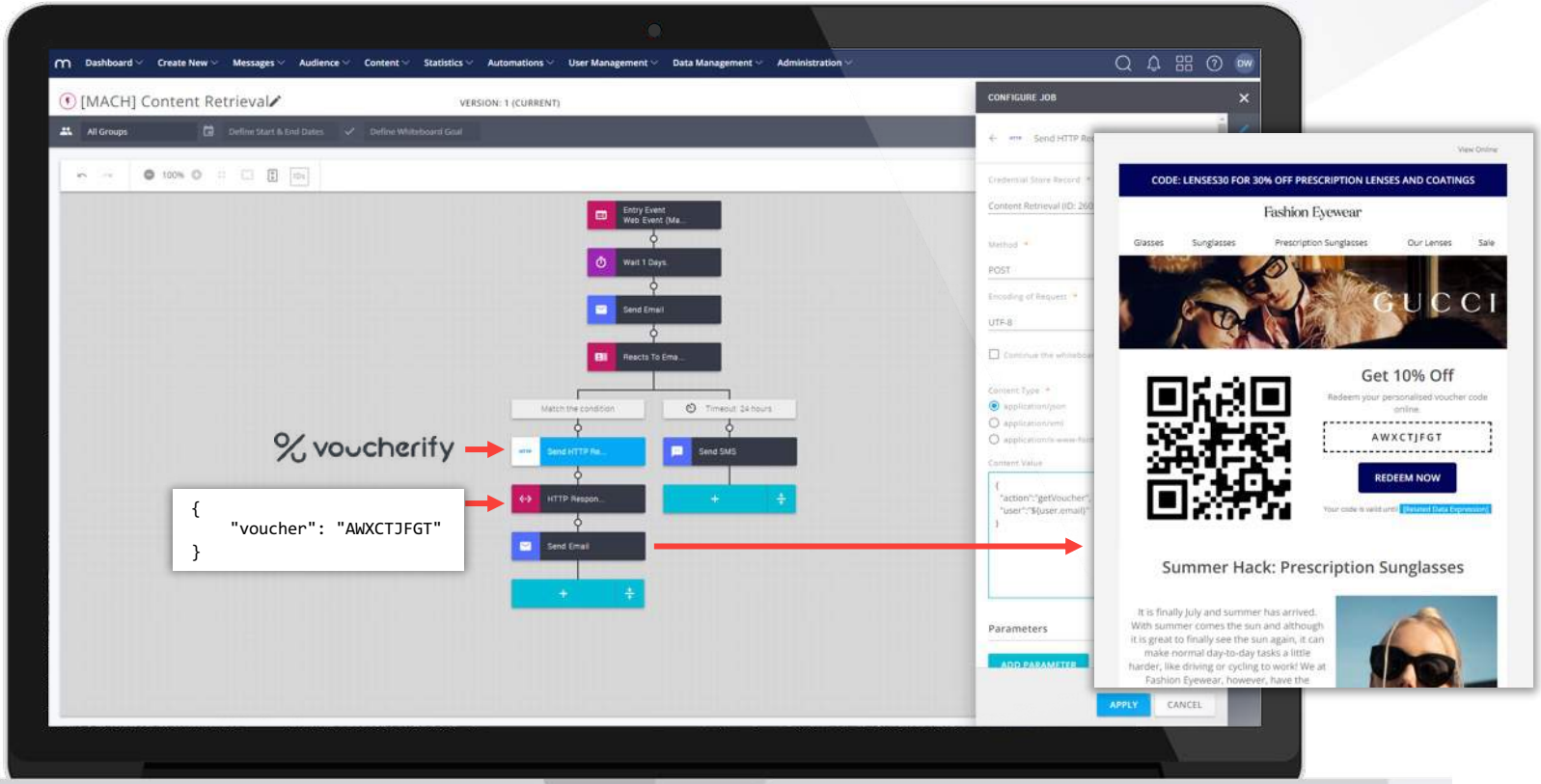
Grab content at the point of send and insert into any message



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Content Retrieval - Voucher Codes

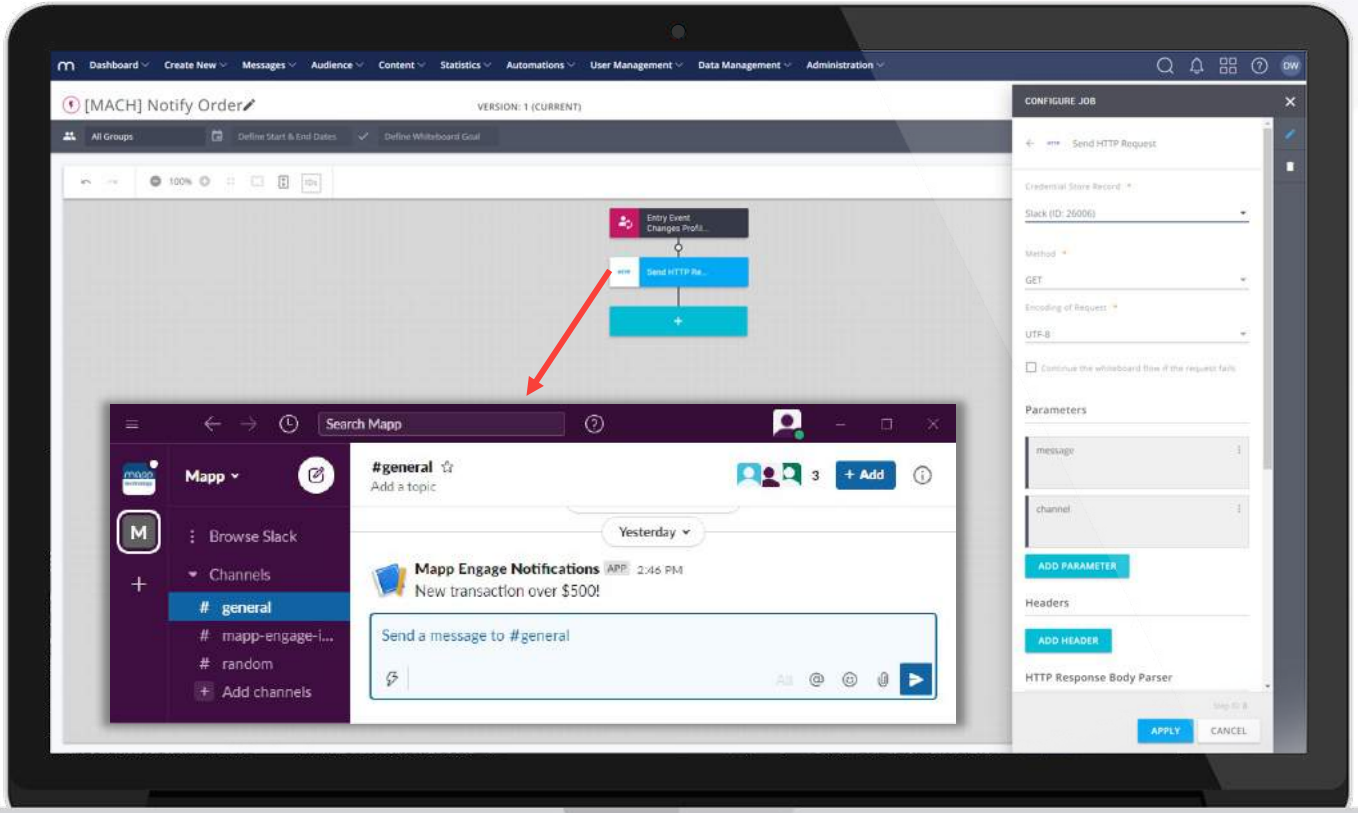
Grab content at the point of send and insert into any message



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External Notifications – Slack

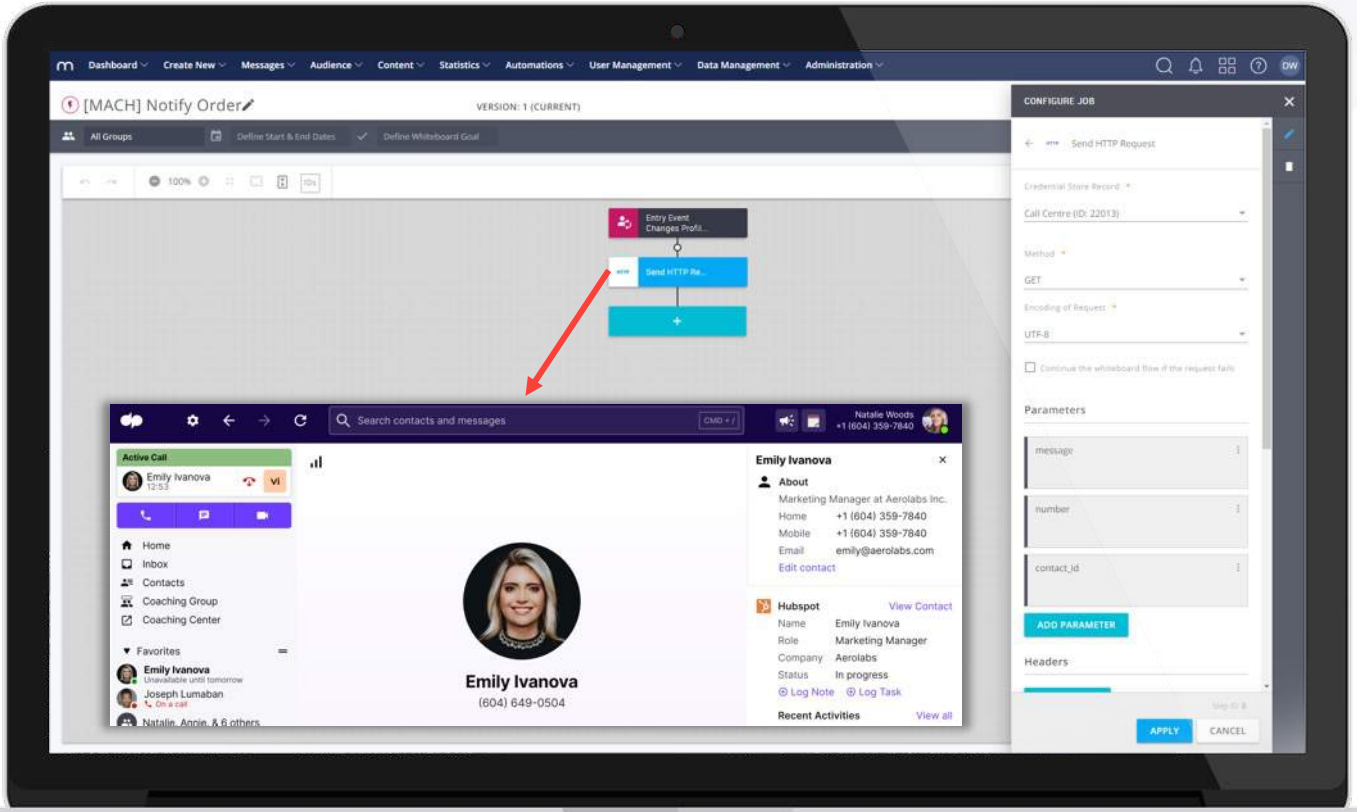
Send a message to an external channel



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External Trigger – Call Centre

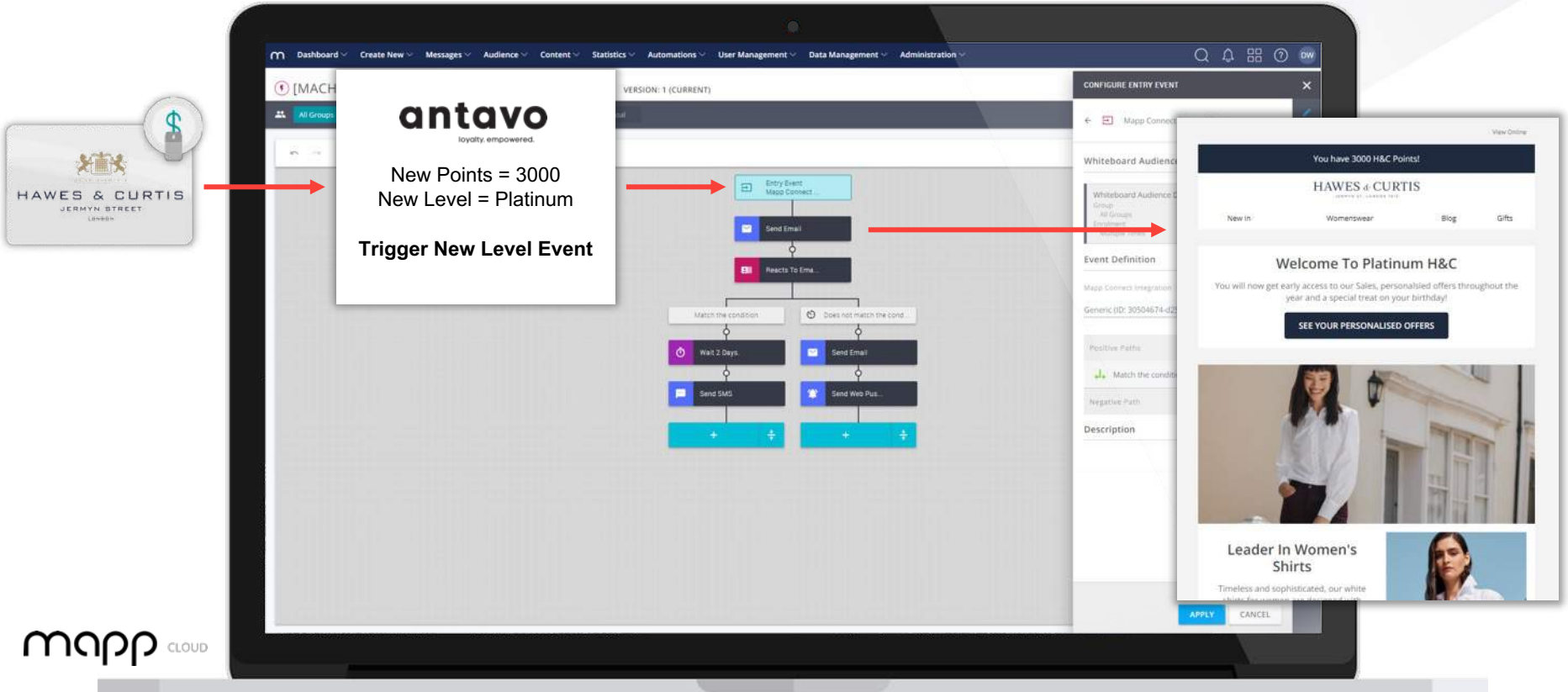
Send a message to an external channel



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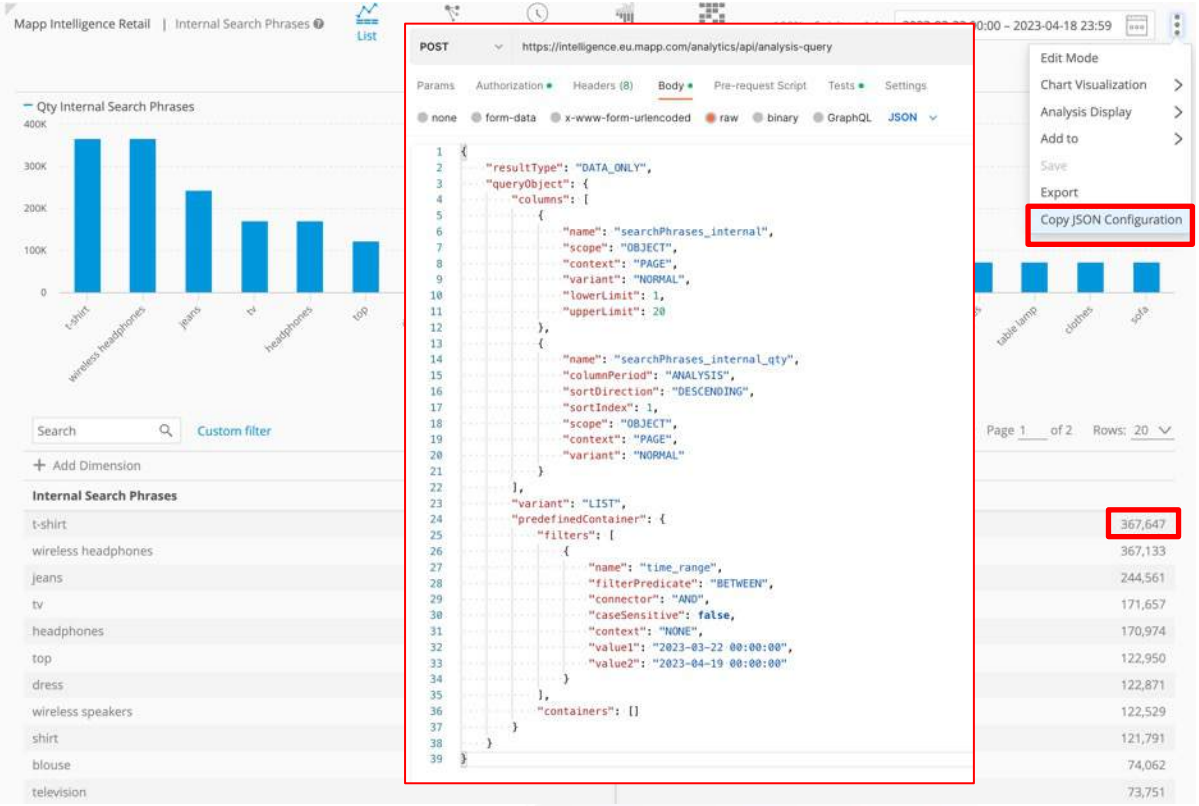
Inbound Triggered Events

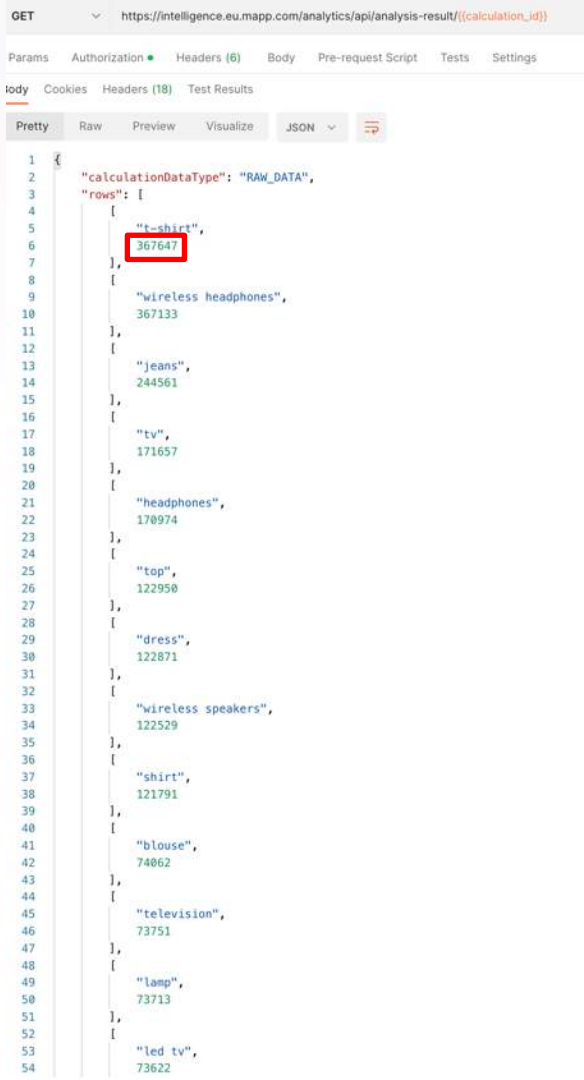
Starting an automation workflow from outside of the platform



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Analytics via API

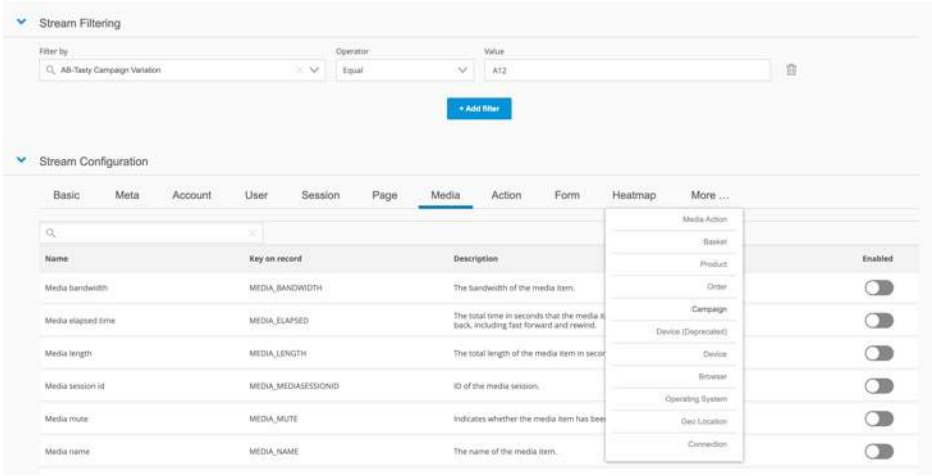


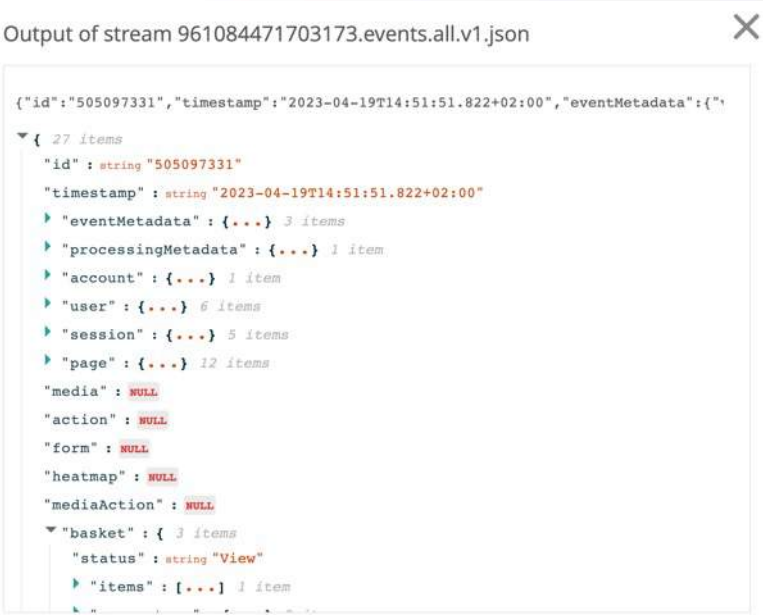


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Data Streams

Ensure unified decisioning across the entire organization





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How can I get involved?

- ➔ Make your next vendor a MACH certified vendor
  https://machalliance.org/members
- ➔ Sign the “Women in MACH Manifesto”
  (chat to Esther to learn more)
- ➔ Join MACH Events
  https://machalliance.org/machevents
- ➔ **FOR BRANDS**: Become an Ambassador
- ➔ **FOR VENDORS**: Apply for MACH Alliance



https://the.machalliance.org/machtwo/

MACH ALLIANCE

SPEAKER: SUZANA BULEARCA

PBSL: Mastering Multi-Brand Personalization & Cultivating Customer Loyalty

Mastering Multi-Brand Personalisation & Cultivating Customer Loyalty

Suzana Bulearca - Chief Marketing Officer

PBSL GROUP

CORE BRANDS IN OUR GROUP



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THE JOURNEY SO FAR

Evaluation

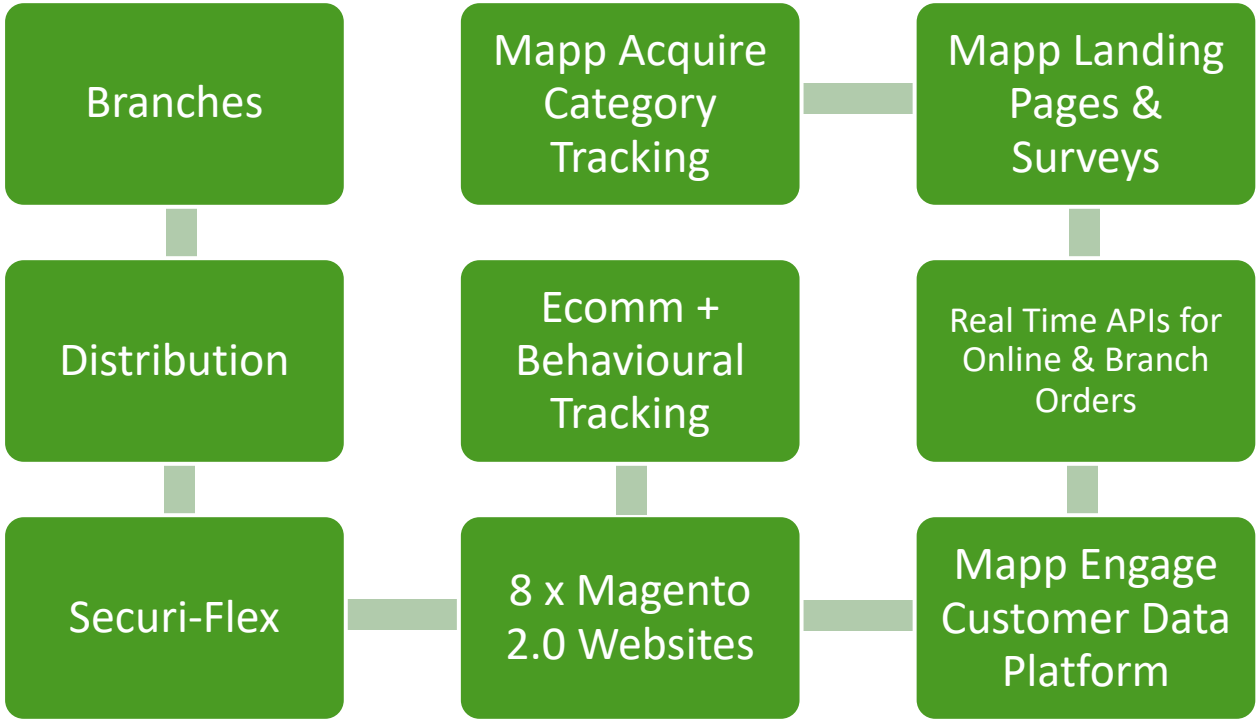
- Email marketing needs outgrow incumbent platform
- Thorough market evaluation

Mapp Cloud

- Comprehensive implementation plan based on our business requirements
- Data unification
- From email marketing to insight led marketing
- Mapp Acquire, Mapp Engage & Fresh Relevance

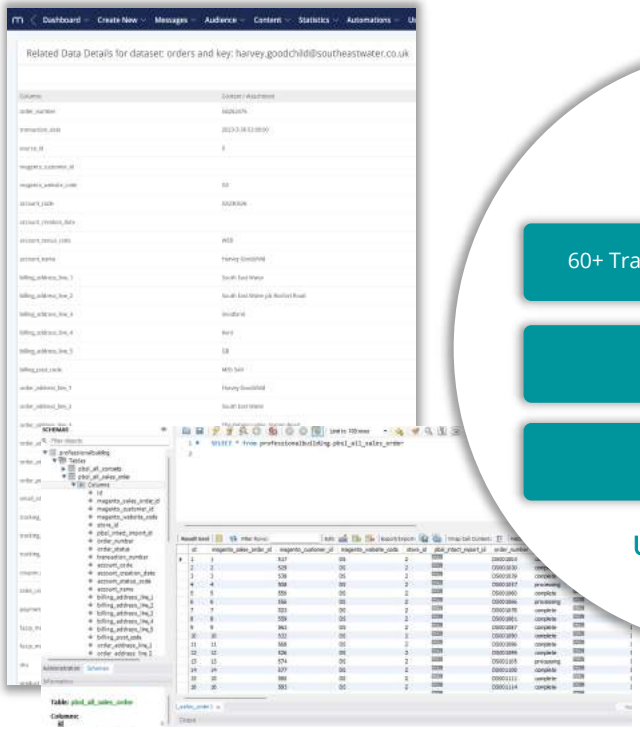
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HOW WE WORK WITH MAPP CLOUD



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PERSONALISATION STARTS WITH CENTRALISING CUSTOMER DATA IN MAPP CLOUD



60+ Transactional Attributes per Order

Magento Account Data

Popup Subscriber Data

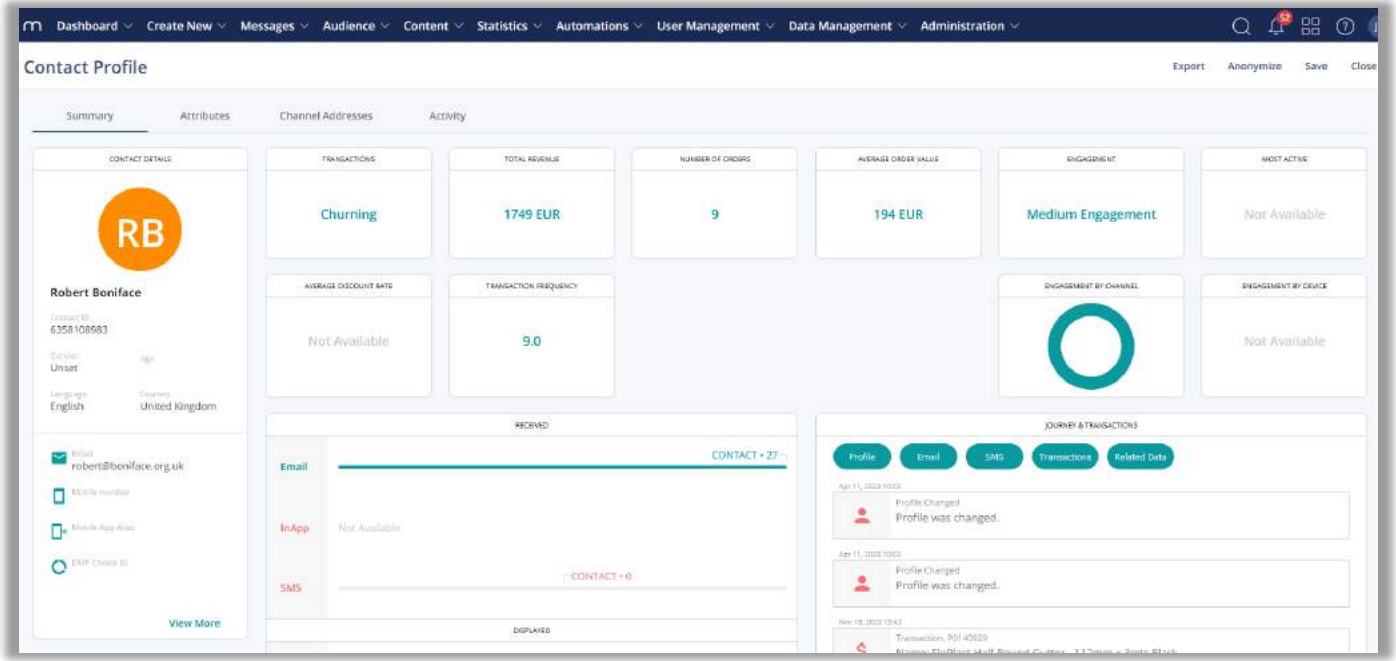
UNIFIED CUSTOMER PROFILE





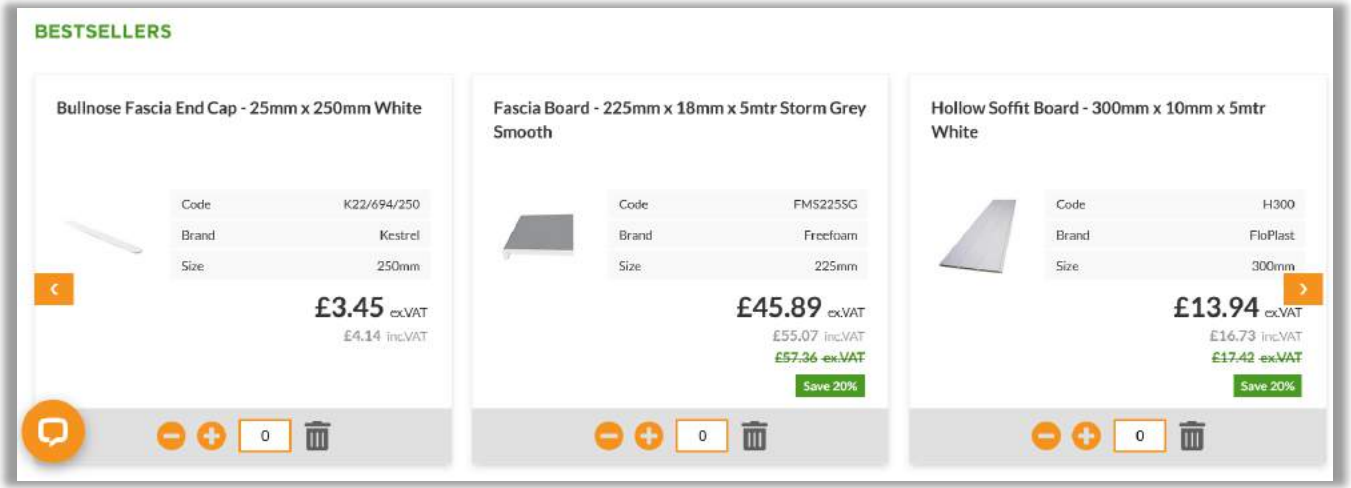
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PERSONALISATION STARTS WITH CENTRALISING CUSTOMER DATA IN MAPP CLOUD



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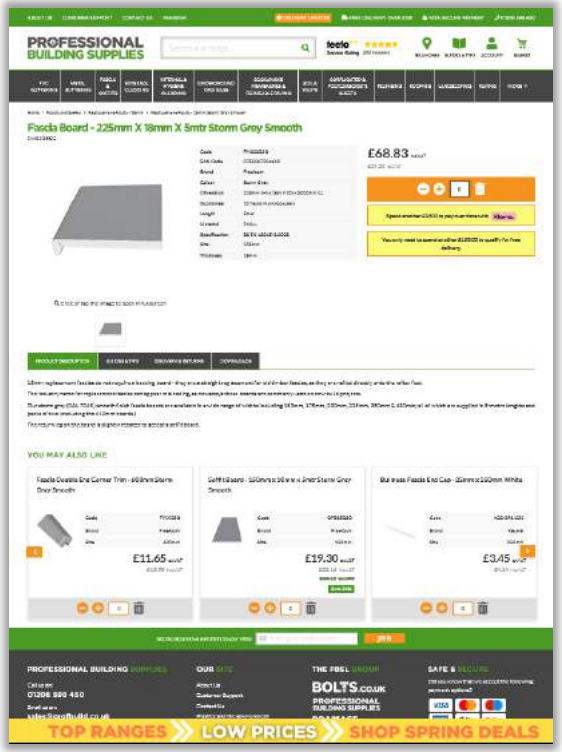
ONSITE PERSONALISATION

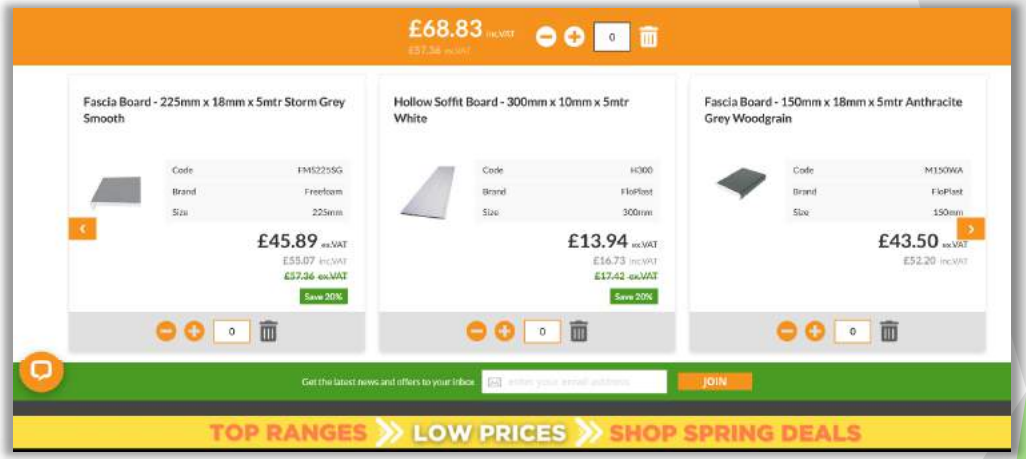


Homepage → Product Listing Page → Product Details Page → Checkout

PBSL GROUP

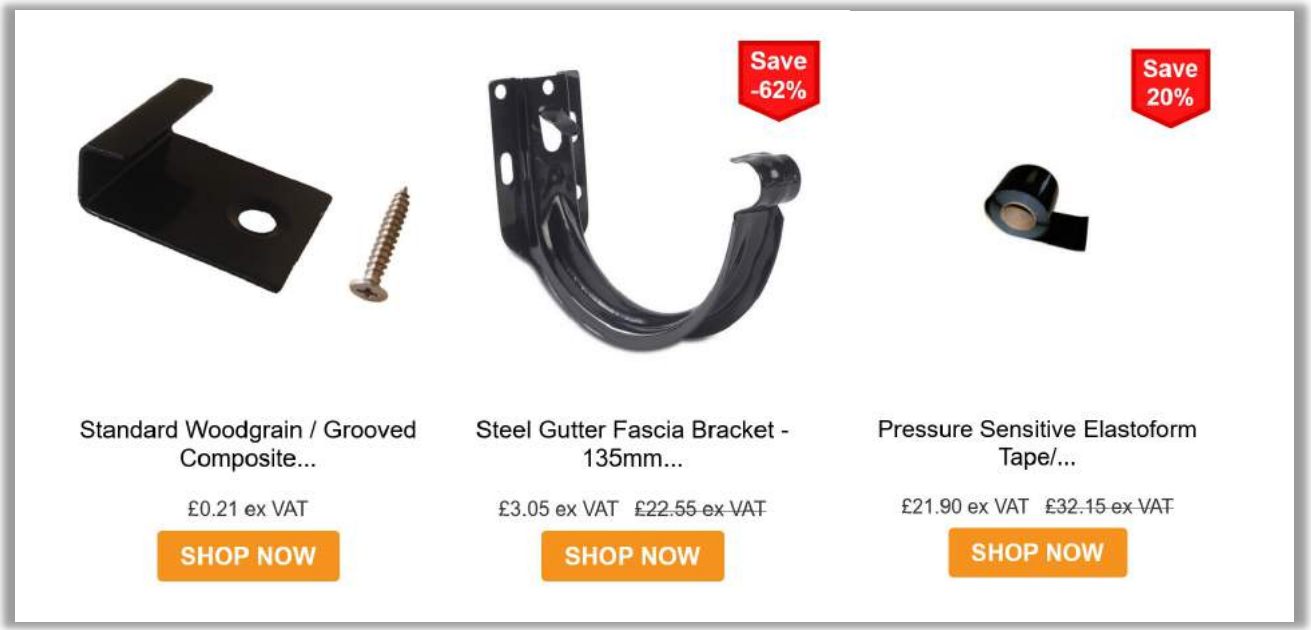
ONSITE PERSONALISATION





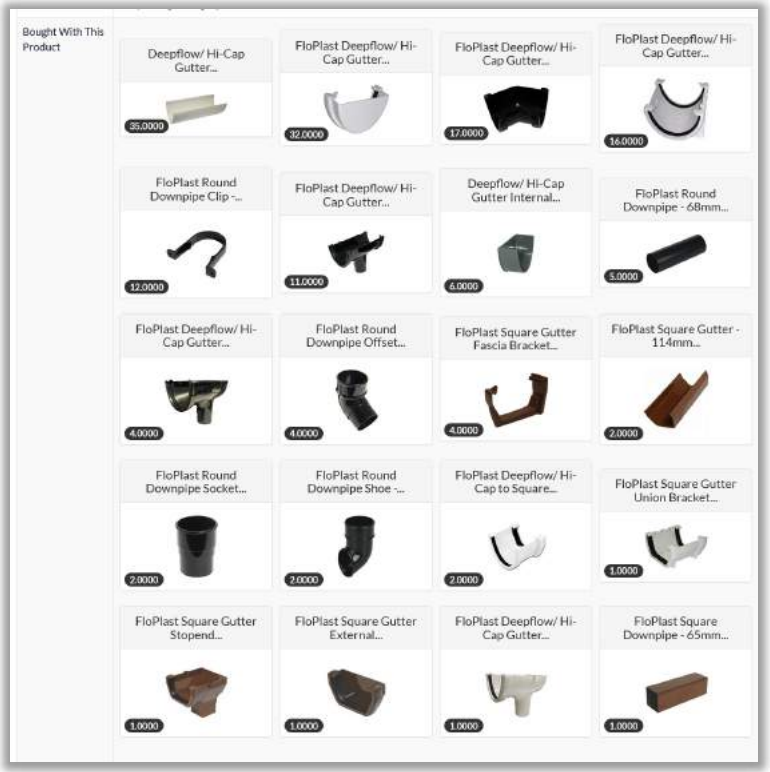
PBSL GROUP

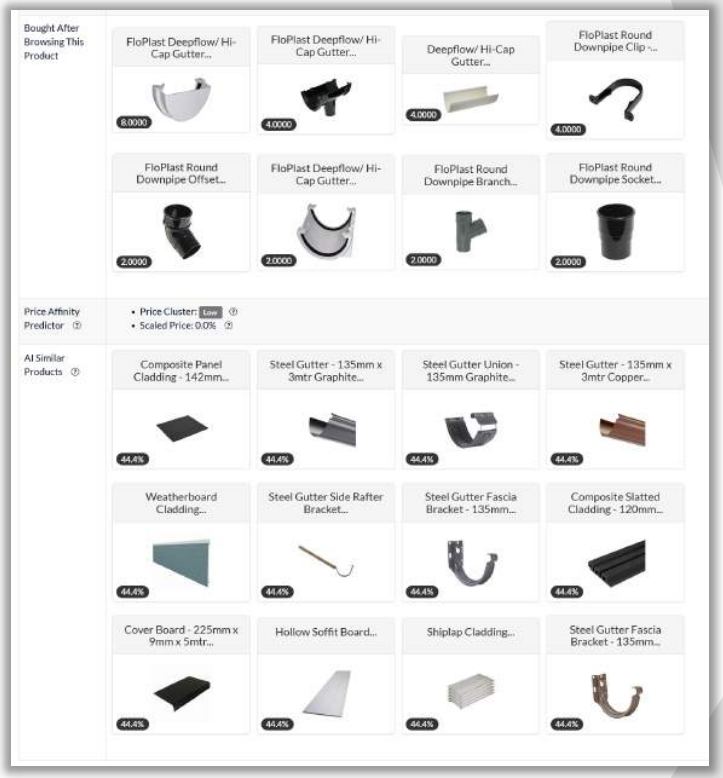
PERSONALISED RECOMMENDATIONS IN EMAIL, ACROSS OUR BRAND PORTFOLIO



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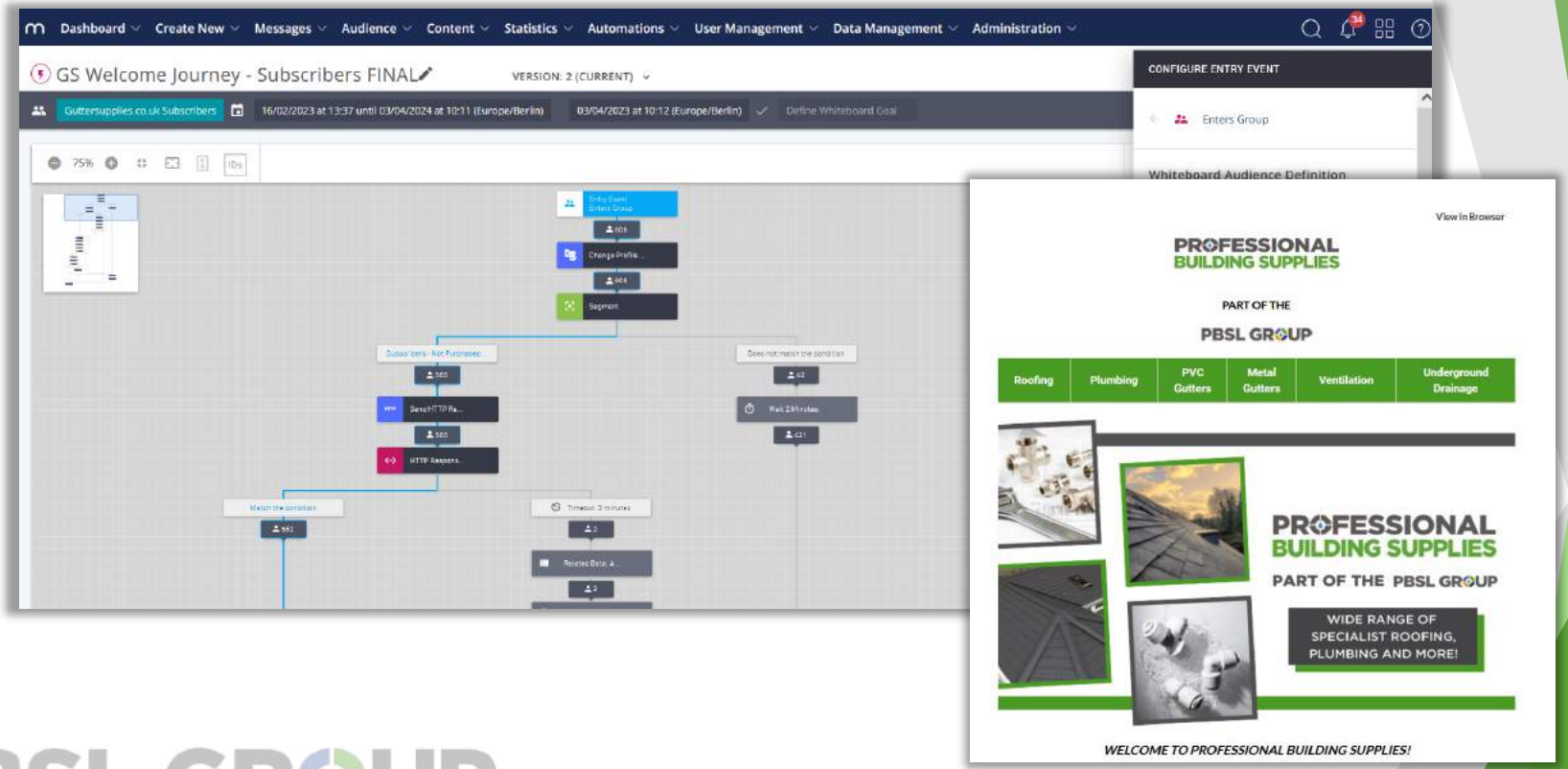
DETAILED PRODUCT INSIGHT PER ITEM





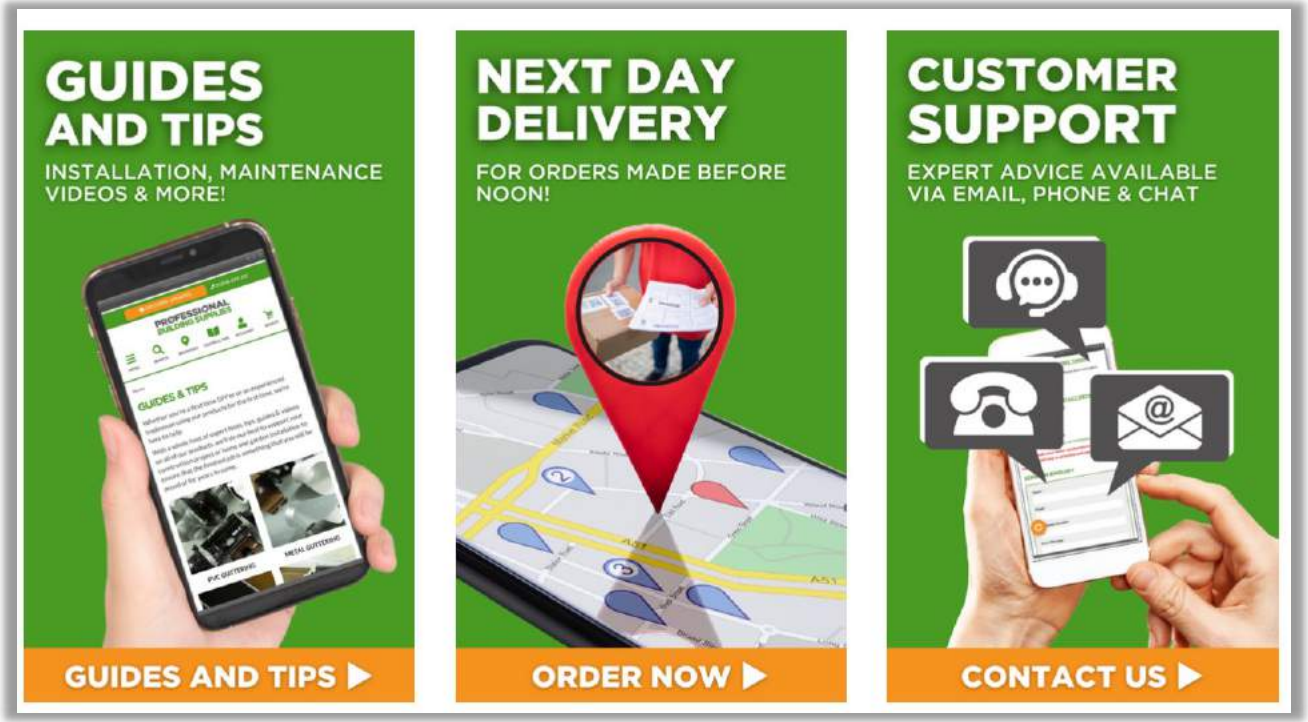
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REAL-TIME AUTOMATION FLOWS



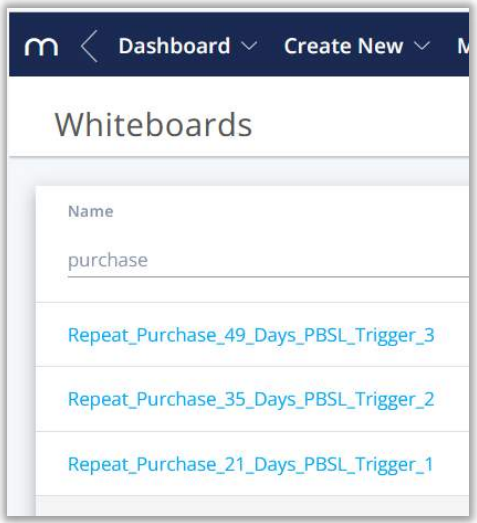
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KEY USPs FOR CUSTOMER LOYALTY



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LOYALTY BASED AUTOMATIONS





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DRIVING AOV AND REPEAT PURCHASE FREQUENCY



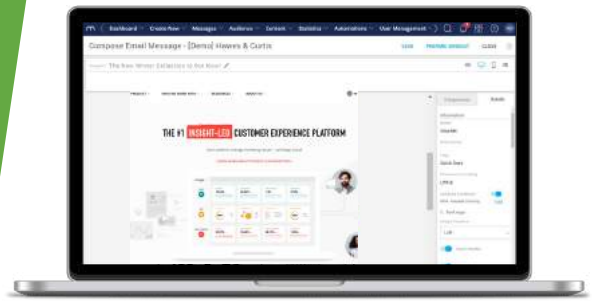
- Leveraging Cross Brand Campaigns
- Drilling into real time web interactions using Mapp

Acquire to create customised segments

- Core Automation Programs focussing on Subscribers, Customers, Zero Spend users after certain subscription periods
- In moment campaigns for Abandon Basket & Browse
- Post purchase with basket building recommendations and cross sell

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TOP LINE RESULTS ACHIEVED WITH MAPP CLOUD



- Average engagement rates through email have increased by 225% (open and click rates)
- Unsubscribe rates have dropped by 15%
- eCRM revenue performance has increased by 80%
- Fresh Relevance customer recognition rates have improved by 62%
- PBSL now generate 45% of all email revenue through automated programs
- Time to generate multi branded communications using the Mapp Drag and Drop has decreased by 15 mins per campaign
- Most importantly, we now collect significantly more data than we ever did before, and this is key to understanding our customers

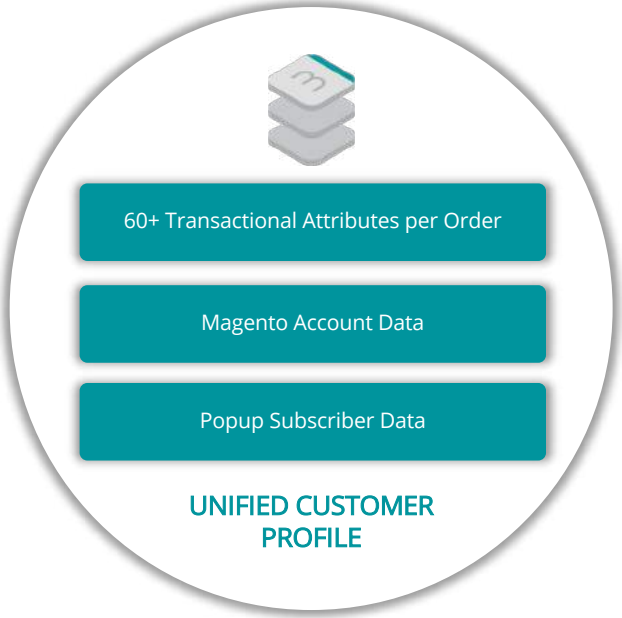
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BEYOND PERSONALISATION – DATA FOR BUSINESS STRATEGY

Online Transactions

Branch Transactions

Non transactional behaviour



Email Marketing

Personalisation

Paid Search

Sales & Account Management

Location Analysis/ Branch Expansion

Stock Analysis/ Procurement

AI Powered Software

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WHAT'S NEXT

- Beginning Cross Channel Exploration with Mapp Cloud
- Bolstering our Insights capability to truly understand cross brand shopping habits and build further tailored programs
- Looking at core revenue lines of items and building specific upselling and product bundling to provide a "one stop shop" for customers projects requirements
- Further focus on onsite personalisation



PBSL GROUP

THANK YOU

https://www.linkedin.com/in/suzanabulearca

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BREAK & COFFEE

DON'T FORGET TO DOWNLOAD THE INTERACTIVE REPORT



SPEAKERS: SHEILA POWER & JOE DANTER

Antavo: Key Insights from the Global Customer Loyalty Report 2023 with Success Stories from KFC and BrewDog



Sheila Power

Chief Sales Officer at
Antavo Enterprise Loyalty Cloud



Joe Danter

Director of Sales at
Antavo Enterprise Loyalty Cloud

antavo
Enterprise Loyalty Cloud

GLOBAL CUSTOMER LOYALTY REPORT 2023

TRENDS AND TECH



antavo
Enterprise Loyalty Cloud

Manage experience-based, paid and lifestyle loyalty programs wherever your customers are: online, in-store, or on the go.

Recognized By

Gartner

FORRESTER

Certified By

ISO 27001

ISO 27017 CERTIFIED Cloud Security

UKAS MANAGEMENT SYSTEMS 0005

IN LOYALTY SINCE
2016
founded in 2012

TEAM
110+

CLIENTS
40+

SELECTED
Key Clients

Kathmandu

BMW

BREWDOG

Yeo Valley ORGANIC

benefit SAN FRANCISCO

KFC

Heathrow

LUISAVIAROMA.COM

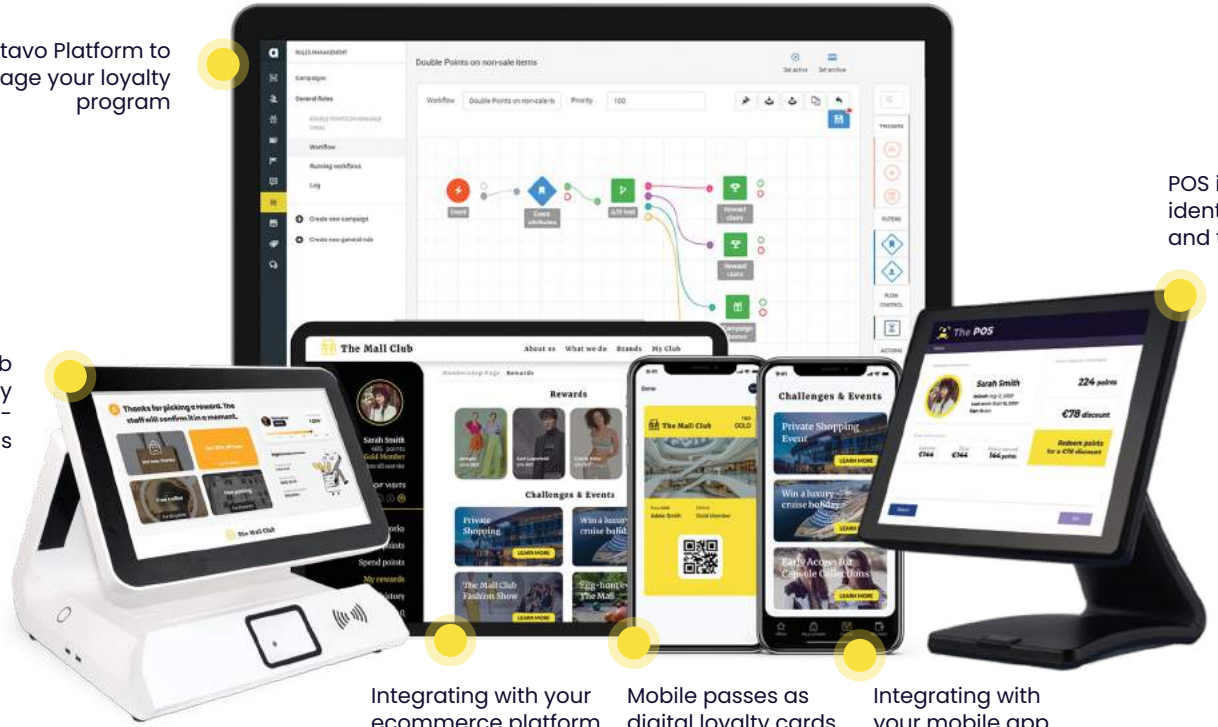
proffsmagasinet

Platform Overview

Antavo Platform to manage your loyalty program

POS integration to identifying customers and tracking purchases

Coalition Loyalty Hub to operate your loyalty program across multi-tenant locations



Integrating with your ecommerce platform

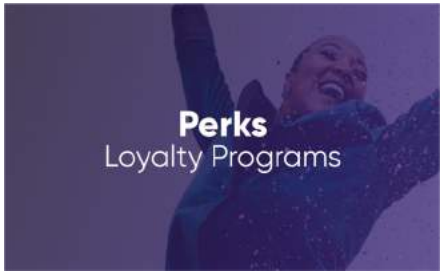
Mobile passes as digital loyalty cards

Integrating with your mobile app

LOYALTY PROGRAM TYPES

Antavo can power a huge variety of loyalty types















highly adaptable









GCLR23 Lift-Off!

- **Surveyed 260+ marketing and loyalty professionals**
- **Conducted 600 minutes of qualitative interviews**
- **Analyzed 290 million loyalty program actions**

Technology & Infrastructure

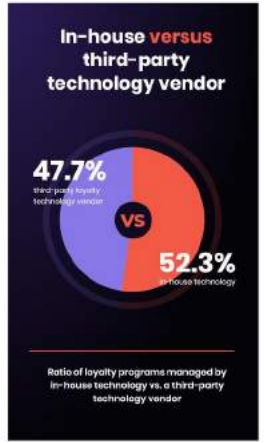
The fact that loyalty program infrastructure and technology ranked as the second most important investment means that companies are thinking beyond strategies when it comes to future-proofing their reward program.

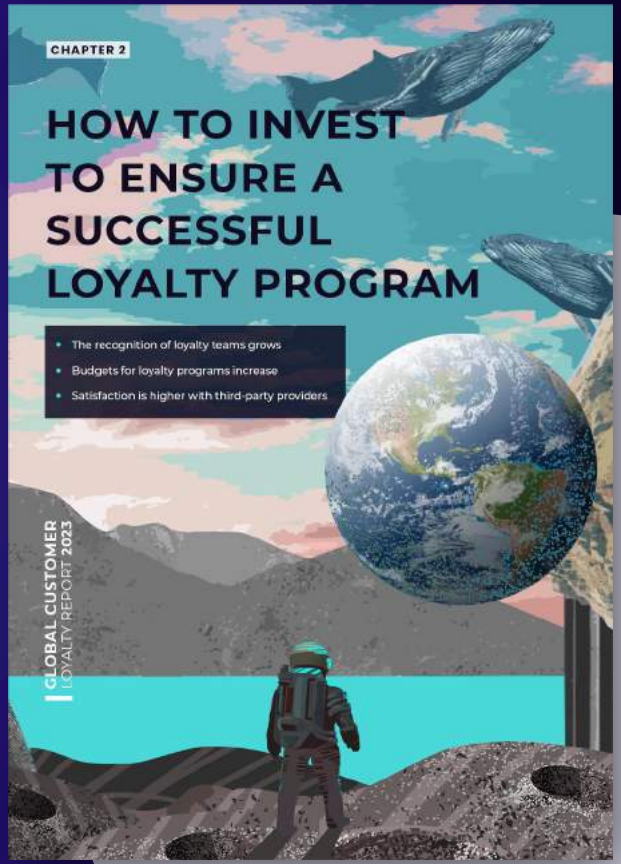
As such, it's worth examining how the interest and satisfaction regarding loyalty technologies (third-party or in-house) have changed as a result of the economic downturn.

In terms of preferred technology, the survey indicated that **52.3%** of loyalty programs are managed by in-house technology, while **47.7%** of loyalty programs are managed by a loyalty technology solution vendor. It's a rather close match, which changed only slightly from last year in favor of in-house technology.

What is the difference between in-house and third-party loyalty technology?

- In-house or DIY technology means that you have to dedicate your own resources to developing the loyalty platform, from coding the loyalty engine to building the frontend interface. On the plus side, the end result is tailored to your specific needs. The downside is that there is a higher risk related to stagnant technology and lack of innovation.
- With a third-party loyalty technology vendor, like Antavo, you are licensing a ready-made software. It only needs to be integrated to your existing tech stack, and configured. These kinds of technologies tend to be more sophisticated, come with a lot of extra built-in features, and are constantly innovating.





ACTIONABLE INSIGHTS

Though personalization and relevant offers are attractive for customers, data privacy is also on their minds. So make sure to collect data in a responsible manner.

You don't necessarily have to spend a lot of money on rewards to make the loyalty program successful. With a little creativity, you can even save money.

1. Never ask more than 3-4 questions during the enrollment phase

It makes the process slow, and might scare away privacy-conscious customers.

2. Make up for the missing data by having a comprehensive profile section

Members who complete their profiles can be rewarded.

3. Loyalty programs are a great source of zero- and first-party data

Use surveys that are gamified or incentivized to learn more about customers' preferences and interests.

Remember the difference between financial and emotional value. A coupon is a good deal, but an invitation to an exclusive sales event, a private buying group, or a members-only factory viewing have a bigger impact.

Customers love privilege-driven rewards like early access to new products and sales. And the best part is: setting these up can generate high return on investment and increase satisfaction.

When calculating the reward costs for physical gifts and merchandise, make sure to factor in the cost of logistics, storage and fulfillment.

Featured Loyalty Program: **adiClub**

Promoting an active, charitable lifestyle

Internationally renowned shoe, clothing and sportswear designer and manufacturer adidas runs a loyalty program that gives back to the community by offering a non-transactional entry point for sport fans and by promoting a variety of charities members can donate to.

Equity for sweat

adiClub is a trailblazing membership program where members can level up by making purchases and/or tracking their workout progress in the adidas Running or Training Apps, which utilize a technology called **move2earn**. The logic is simple: **users earn two points in their adiClub account for each kilometer generated** with a sporting activity tracked by the apps. These points can be spent on unique products, events and discounts.

Promoting noble causes

adiClub members can also spend their points on things other than themselves. The brand hosts charitable campaigns where members can **donate to five amazing non-profit community organizations** working to improve diversity for and accessibility to sports, highlighted by adidas athletes. Campaigns are time-limited and, based on the volume of points donated by members, adidas then donates a corresponding amount to the charity organization.





This description was created based on publicly available information of adiClub, available in multiple countries, alongside the contribution from adidas. Content & Image Source: https://www.adidas.com/us/adiclub. Information taken during October–November, 2022. Details of the loyalty program might change over time.



Mary Pilecki

FORRESTER®

“Loyalty is a lifeline during the inflation crisis”

Loyalty programs in 2023 and onwards

Loyalty programs will be renewed

Companies will invest more into loyalty

3 trends will influence the industry

Loyalty programs in 2023 and onwards

Loyalty programs will be renewed

Companies will invest more into loyalty

3 trends will influence the industry

Program owners who want to revamp:

8 out of 10

89%
trust loyalty to help them overcome the inflation crisis

67%
were helped by outside tech and agencies

Loyalty programs in 2023 and onwards

Loyalty programs will be renewed

Companies will invest more into loyalty

3 trends will influence the industry



Gartner
"Marketing Trends and Predictions for 2023"

"1 in 3 businesses without a loyalty program will establish one by 2027"

40%

of companies dedicate a full team to leading the loyalty program

4.9X ROI
is generated by programs that have a positive ROI

4.5X
higher CLTV for members who use personalized offers

Top loyalty program KPIs & benchmarks:

1. ROI
2. Adoption rate
3. Redemption rate
4. Repeat purchases
5. Incremental sales
6. Reduced churn
7. Customer lifetime value

Loyalty programs in 2023 and onwards

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Companies will invest more into loyalty

3 trends will influence the industry

Trend #1: Premium loyalty programs

Free + premium elements grew from

8% to 24%

Trend #2: Partner rewards

The annual spend of those who redeem partner rewards is

3.4x higher

Trend #3: Supporting ESG causes

2/3rd

of businesses reward, or plan to reward responsible behavior

Trend #3: Supporting ESG causes

no.1 benefit:
aligning the loyalty program with the brand's and customers' values

Real-life Examples



CASE STUDIES

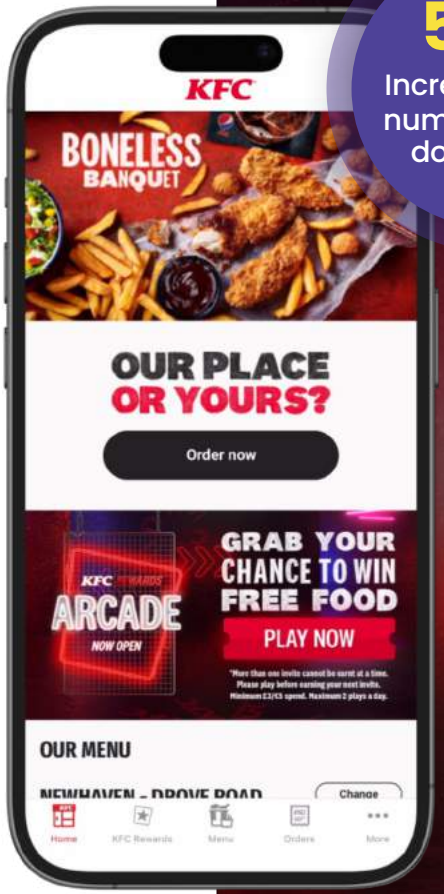
Taking Gamification

To the Next Level

53%
Increase in the number of app downloads

New in-app experience

- Works exclusively via app
- In-app invitation to play after spending £3
- Rewards include 12 different freebies



CASE STUDIES

Taking Gamification

To the Next Level

Instant gratification & long-term brand appeal

- Instant-win mechanic
- Encourages customers to come back for more
- Goal: boost craving for chicken



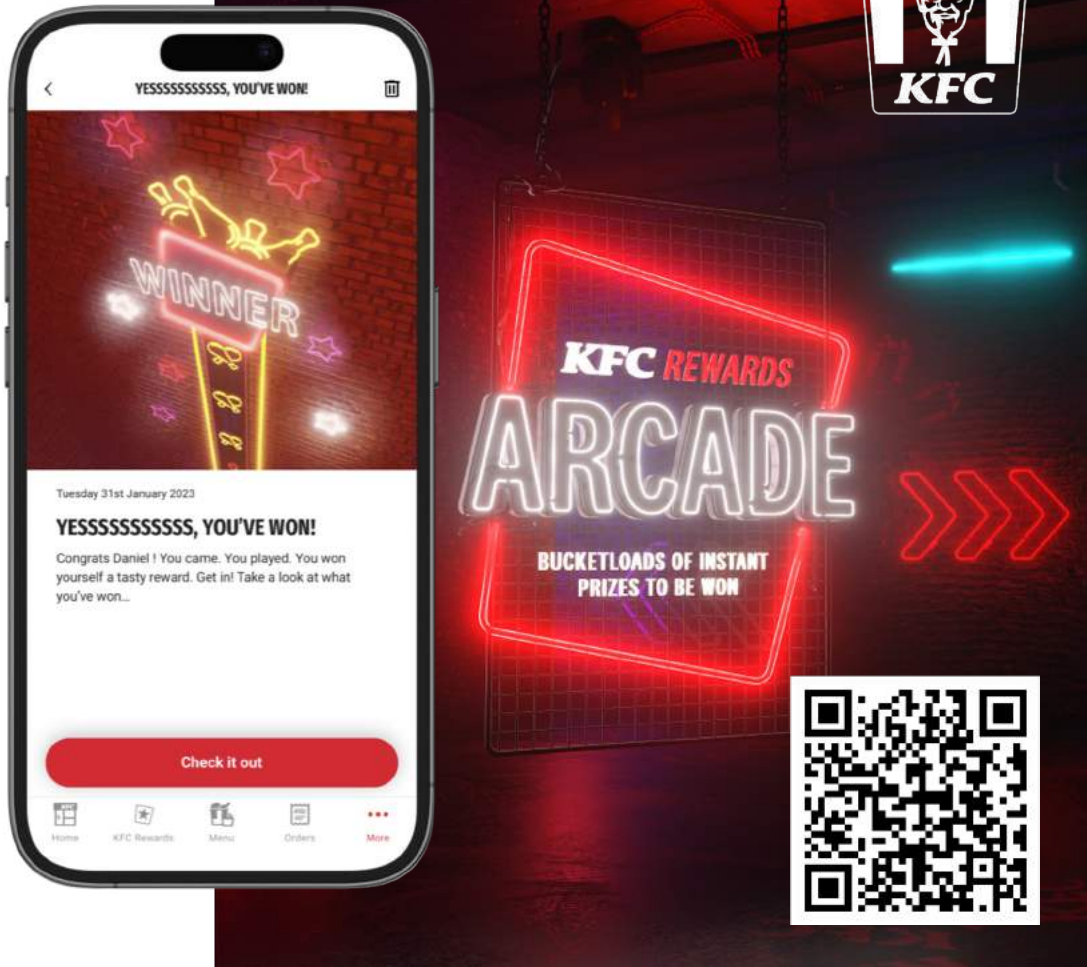
CASE STUDIES

Taking Gamification

To the Next Level

Collecting customer data in a holistic manner

- Encourages daily interactions
- More touchpoints on all channels
- Data collection opportunity

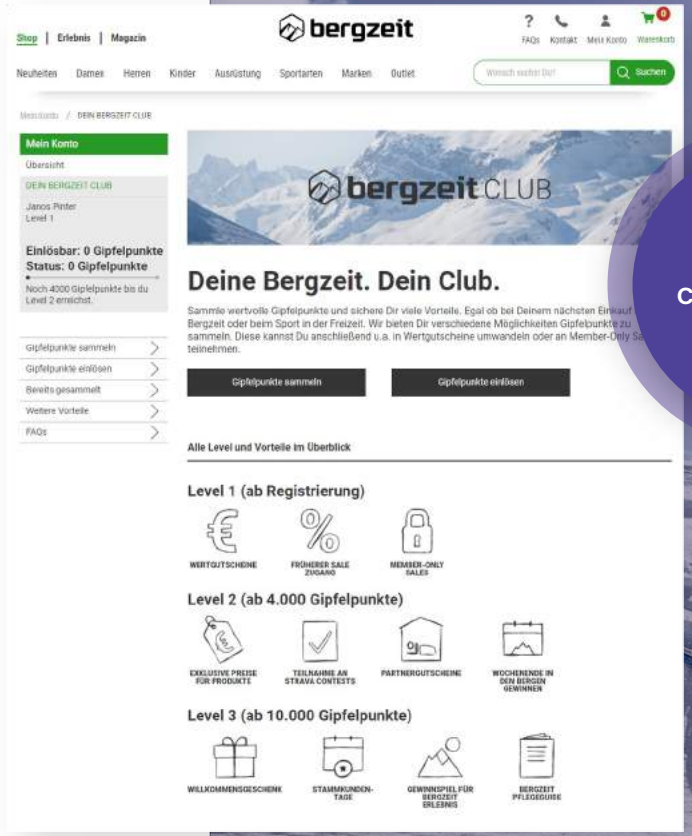


CASE STUDIES

Driving The Behavior You Seek With Gamification

Hybrid loyalty logic

- Seamlessly merges points and tiers
- Engaging both short and long term
- Best of both worlds



Easier to get customers to 2nd & 3rd purchase

CASE STUDIES

Driving The Behavior You Seek With Gamification

Strava
Sport tracker integration

Rewarding activities beyond purchases

- Caters to fans of hiking
- Rewards mountain climbing with points
- Integrated sports tracking app

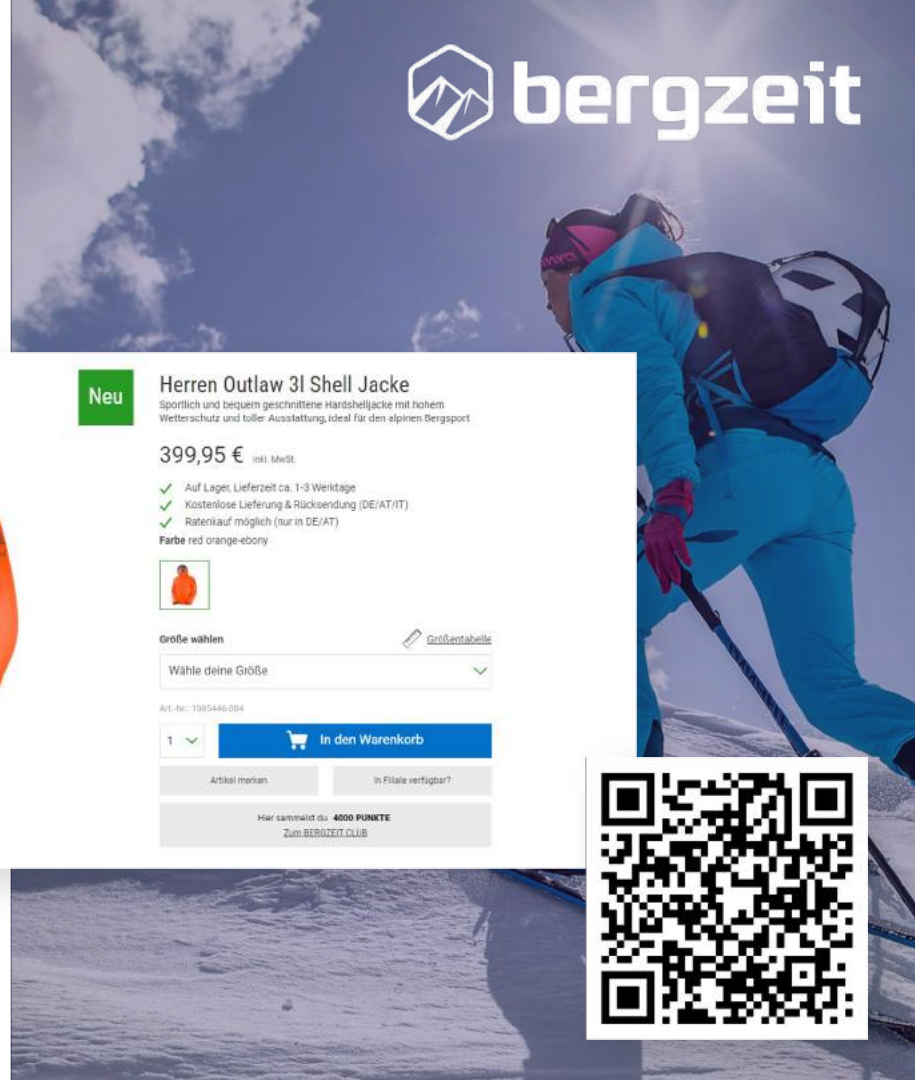


CASE STUDIES

Driving The Behavior You Seek With Gamification

Incentivized customer interactions

- Points for soft actions
- Friend referrals, product reviews
- Build credibility among customers

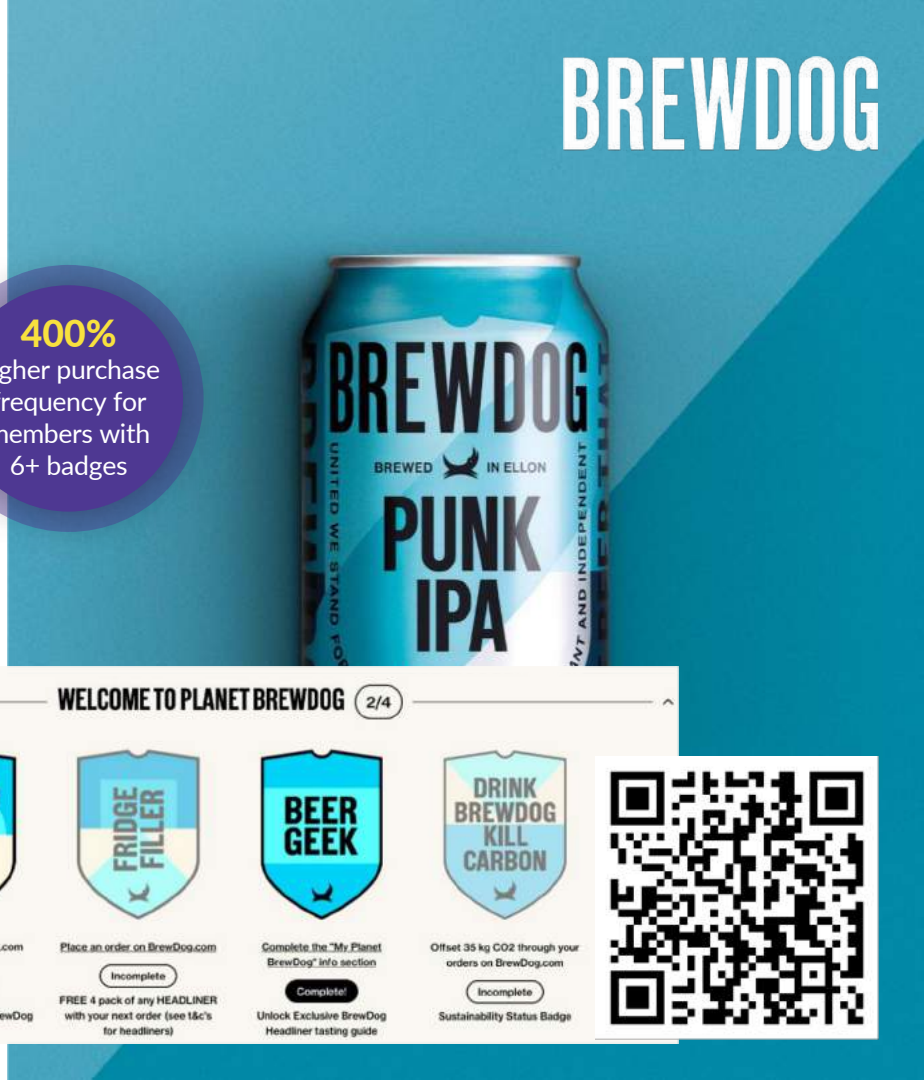


CASE STUDIES

A Badge-Tastic Reward System

A badge-driven loyalty concept

- Unique visual, a catchy name, and a reward for each badge.
- Encourages different challenge completions
- Goal: drive both online traffic and bar visits



CASE STUDIES

A Badge-Tastic Reward System

Keeping the reward experience fresh

- Limited-time events like prize draws, and event- exclusive badges
- A sense of achievement when unlocking a new badge
- Goal: increase CLV and strengthen the community around the brand



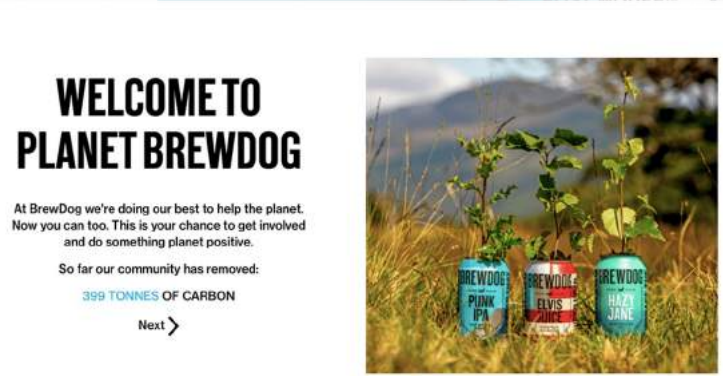
CASE STUDIES

A Badge-Tastic
Reward System

Promoting sustainability

- Offering a specific badge for offsetting carbon through purchases
- Creating a community of eco conscious members
- Goal: increase the brand's reputation and positive word-mouth







Download the report!

Antavo is an Enterprise Loyalty Cloud, providing best-in-class technology for loyalty programs. Learn more about our tech at **antavo.com.**

Let’s connect on Linkedin!



Sheila Power

Chief Sales Officer at Antavo
Enterprise Loyalty Cloud



Joe Danter

Director of Sales at
Antavo Enterprise Loyalty Cloud

SPEAKER: JOSHUA BEALE

Pepsico: Maximising MACH and 1st Party Data with Mapp


PEPSICO
DIGITAL
mapp CLOUD
QUAKER
OATS
1kg
pepsi
MAX
MAXIMUM
no sugar
Doritos
LIGHTLY
SALTED
Lay's
Marketing Overview

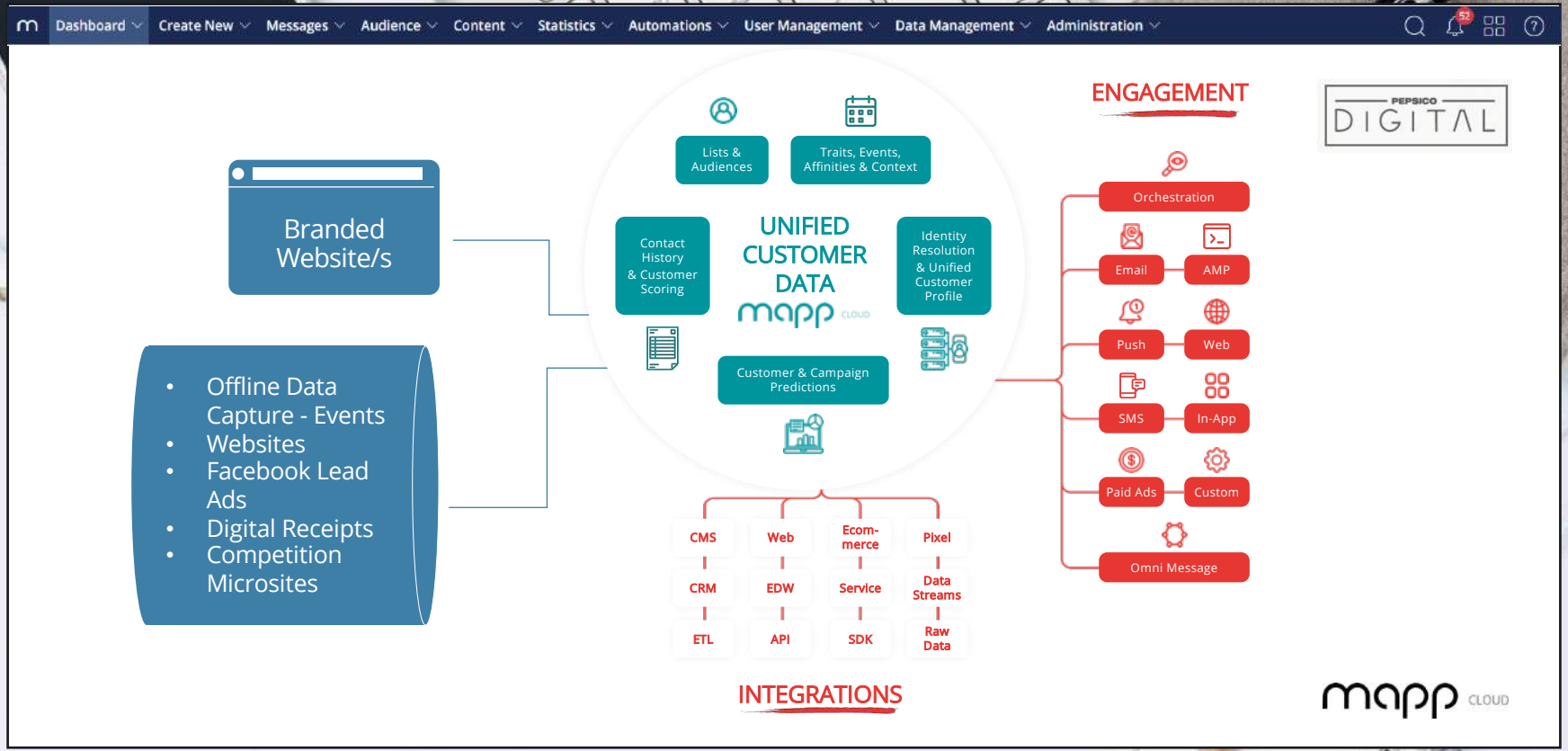
Maximising MACH and 1st Party Data with mapp CLOUD

- How PepsiCo operate across EMEA
- MACH Principles for utilising data at scale through our business.
- Importance of quick campaigns for PepsiCo and building 1st Party Data
- Future Plans



- Walkers
- Lays
- Pepsi
- Alvalle
- Bugles
- Cheetos
- Doritos
- Cruesli
- Quaker
- Gatorade
- Mountain Dew
- Naked Juice
- Tropicana
- Rockstar
- Snack-a-Jacks

- UK
- Benelux
- Italy
- Spain
- Portugal
- Nordics
- Ireland
- Poland
- Germany
- Turkey


Dashboard
Create New
Messages
Audience
Content
Statistics
Automations
User Management
Data Management
Administration
Branded Website/s
Offline Data Capture - Events
Websites
Facebook Lead Ads
Digital Receipts
Competition Microsites
Lists & Audiences
Traits, Events, Affinities & Context
Contact History & Customer Scoring
UNIFIED CUSTOMER DATA
mapp CLOUD
Identity Resolution & Unified Customer Profile
Customer & Campaign Predictions
CMS
Web
Ecom-merce
Pixel
CRM
EDW
Service
Data Streams
ETL
API
SDK
Raw Data
INTEGRATIONS
ENGAGEMENT
Orchestration
Email
AMP
Push
Web
SMS
In-App
Paid Ads
Custom
Omni Message
PEPSICO DIGITAL
mapp CLOUD



First Party Data Landscape

PepsiCo Confidential

1st party data?

- Email address
- Mobile Number
- Postcode
- Optin
- First name
- Last name
- Signup source / date
- Brand

✓Directly given by consumer

✓Explicit approval (GDPR)

How PepsiCo Collect Consumer Data

Lead ad



Email sign ups

UNWASTED NIEUWSBRIEF

Schrijf je in op de Unwasted nieuwsbrief en blijf op je hoogte van het laatste nieuws. Mochten de boxen uitverkocht zijn, dan laten we het via de nieuwsbrief weten wanneer ze weer op voorraad zijn.

Vul hier je mail adres in

Sign up via website



Online games



PepsiCo Confidential



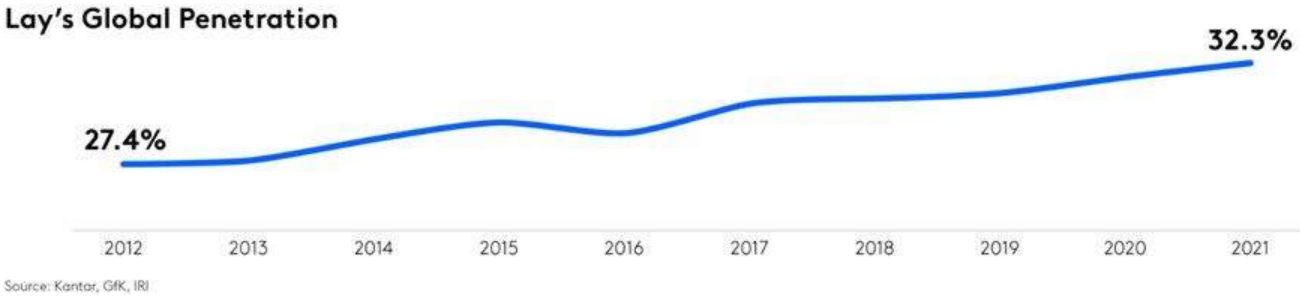
Campaign

- Lays and Pepsi – Perfect Match Campaign
- eCRM, Social Media, Above the Line.
- Lionel Messi Ambassador





Lay's: Fastest growing salty snack brand of the decade





https://kantar.turtl.co/story/brand-footprint-2022-p/page/6/4



Microservices-based

API-first

Cloud-native

Headless



MACH (Microservices, API-first, Cloud-native, Headless) Alliance philosophies are at the core of our campaign building strategy. By adopting these principles, we are able to build campaigns quickly and efficiently while maintaining flexibility and scalability.

We use microservices architecture to break down our campaigns into smaller, manageable components. We also prioritize API-first development to enable seamless integration with third-party tools including Mapp Cloud and prize fulfillment. Additionally, we leverage cloud-native infrastructure to ensure high availability and performance, and headless technology to decouple our front-end and back-end systems for greater agility.



By using MACH Alliance philosophies, we are able to build campaigns quickly and efficiently. Our microservices architecture allows us to develop and deploy new features and updates faster than traditional monolithic systems.

We also leverage cloud-native infrastructure to scale up or down as needed, ensuring that our campaigns can handle fluctuations in traffic and demand. Additionally, our headless technology enables us to easily customize and optimize our campaigns for different devices and platforms.

PepsiCo Confidential



Quaker Cruesli The Battle

PepsiCo Confidential

QUAKER
-EST? 1877-



+



How do PepsiCo use 1st Party Data?

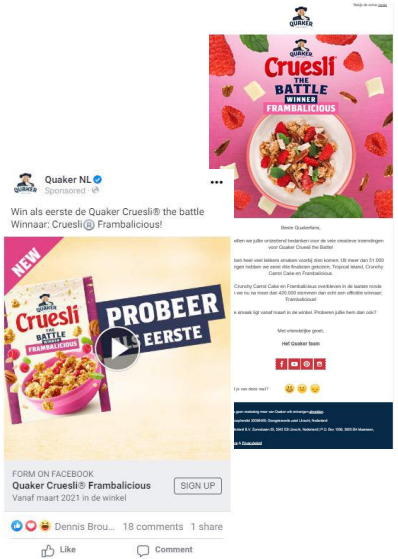
1. Collect



2. Retarget



3. Activate & Collect



Phase 1: Create your Cruesli & Win

CTA: Create your new Cruesli combination & win 10k!









+50k creations

Multi channel mix

Phase 2: Vote for your favourite

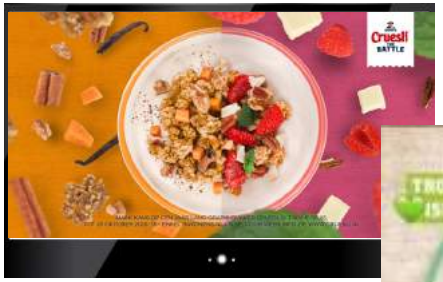
CTA: Vote for your favourite finalist to hit the shelves (& win!)





+400k votes



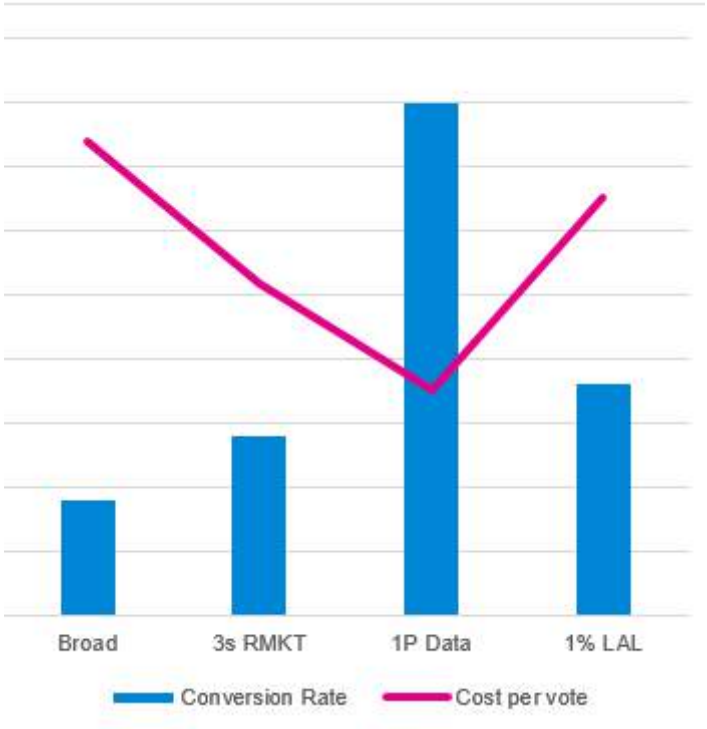




Phase 2: Vote for your favourite



- ✓ 1P + 1% LaL outperformed the other audiences
- ✓ CPA 50% lower for 1p vs broad



Phase 3: Reveal of the winner !







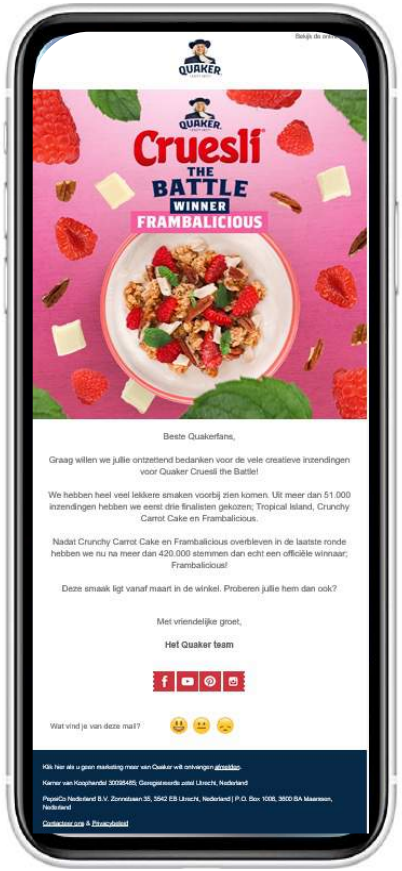
Lead ad
Be first to try!



E-mail
blast



CRM to remind & activate



Lead ad to build database + create excitement



PepsiCo Confidential

PEPSICO DIGITAL

FUTURE PLANS



Continuing to build 1PD across our markets as we move to the cookieless world.



Leveraging 1PD across all owned and paid channels



Use 1PD to build best-converting audiences and drive customer loyalty.

PepsiCo Confidential



PepsiCo Confidential

Access the interactive report!



mapp CLOUD