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# INSIGHT-LED MARKETING STORIES




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MAARTEN ECTORS




RICARDAS MONTVILA



SIMON AMZALLAG




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INSIGHT-LED MARKETING STORIES

# UNVEILING SUCCESS

## HIGH STREET TV'S GROWTH STRATEGIES AND IMPACTFUL PROGRAMMES



high street tv

## LUCAS DYSON

Digital Marketing Executive

mapp

[hello]

# Unveiling Success: High Street TV's Growth Strategies and Impactful Programmes

**Lucas Dyson, Digital Marketing Executive, High Street TV**

high street tv

LIFE·LOVE IT·LIVE IT

high street tv

WE ARE A LEADING, DIGITALLY LED, MULTI-CHANNEL RETAILER AND MARKETING BUSINESS CREATING AND SELLING HIGH DEMAND CONSUMER PRODUCTS








**UNVEILING SUCCESS:** HIGH STREET TV'S GROWTH STRATEGIES AND IMPACTFUL PROGRAMMES

# Our Powerful Product-led Marketing Engine

WEB

MOBILE

AMAZON PRIME & ONE-CLICK

EMAIL

SOCIAL

PRINT – NEWSPAPERS, MAGAZINES & READER OFFERS

HIGH STREET TV ARE TRULY LEADERS IN MULTI-CHANNEL.




sky Channels 666 - 667 - 672 - 675

TELEVISION
4x24hr CHANNELS

TV – 3rd PARTY MEDIA
(50+ Channels)

TV – LIVE SHOPPING
(QVC)

PHONE

RETAIL

CATALOGUES

# Established Partnerships with Leading UK Retailers



# HIGH STREET TV - THE HOME OF THE BEST-SELLING LIFESTYLE BRANDS



Midea®

MANCHESTER CITY

OFFICIAL PARTNER

smartair






nutribullet.



Tupperware®







drew&cole®




new image®

PowerXL






smartair



Winner after winner with category leading products (Source: GFK)tup



# Over 800k database and social media contacts

# HIGH STREET TV FAMILY BRANDS




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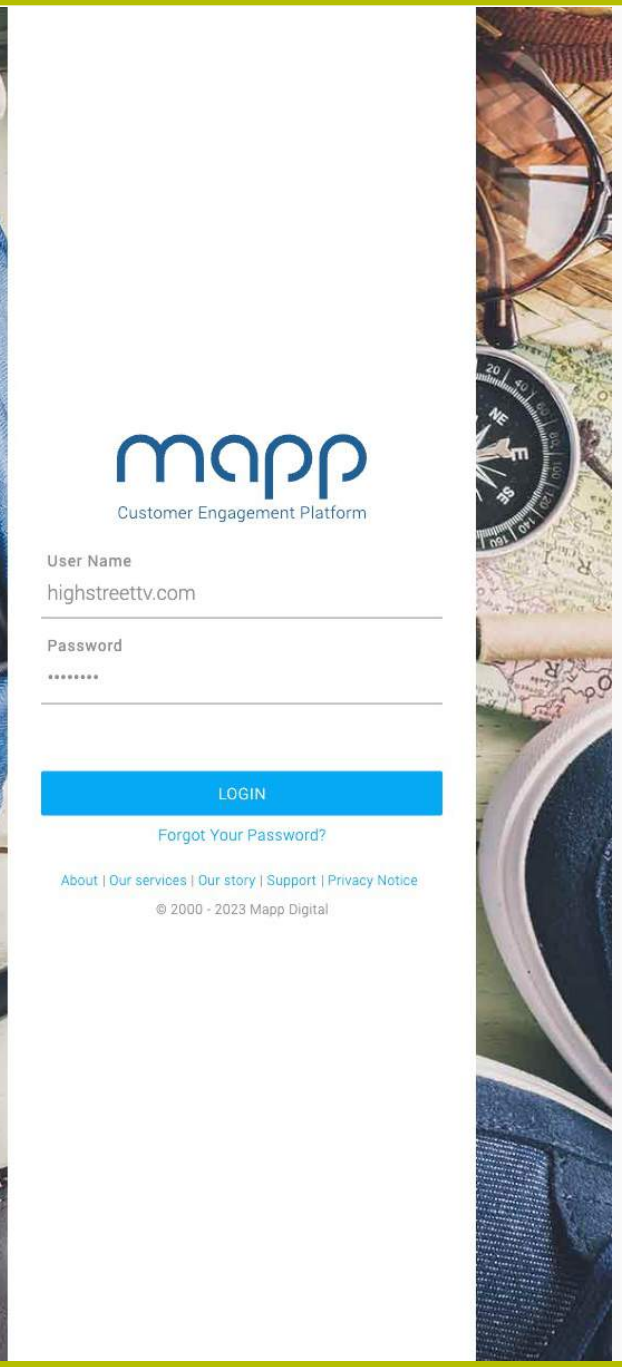





# Why MAPP?

- Easy Customer Segmentation
- Great Customer Support
- Data Tracking
- Mapp Intelligence
- Cross Platform Integration
- Fresh Relevance to combat cart abandonment

# TIMELINE OF EVENTS

**March 2022**

**Onboarded with HSTV** account

**Feb 2023**

Onboarded with **Nutribullet**

**July 2023**

Merged **Nutribullet & HSTV** accounts

**Sept 2023**

**HSTV Family Group Merge** - Ongoing

# CHALLENGE

- HSTV has the biggest volume of email subscribers
- How can we utilise this database to grow our smaller brands?

# SOLUTION

- Collect email opt ins as **High Street TV Family**
- **Target these users** to shop on our other sites

# MAPP Accounts Merge

- Data transfer of contacts
- Domain & landing page migration
- Creating new attributes & groups in system
- Amend existing whiteboards
- Test, test & more testing!



# HSTV Family Brands Merge

## How will it work from the Backend?

**Groups and attributes** to differentiate the different brands

**Store ID** & **Email Opt In**

Use of API's to send this data from **Magento & WordPress**

## How will it work from the Frontend?

**Users now are opted in** to HSTV Family

MAPP **preference page to opt out**

Customers will **receive selected emails** from the brands

Update your marketing preferences to let us know how we can contact you.
Please tick the boxes of our family brands you'd like to hear from.

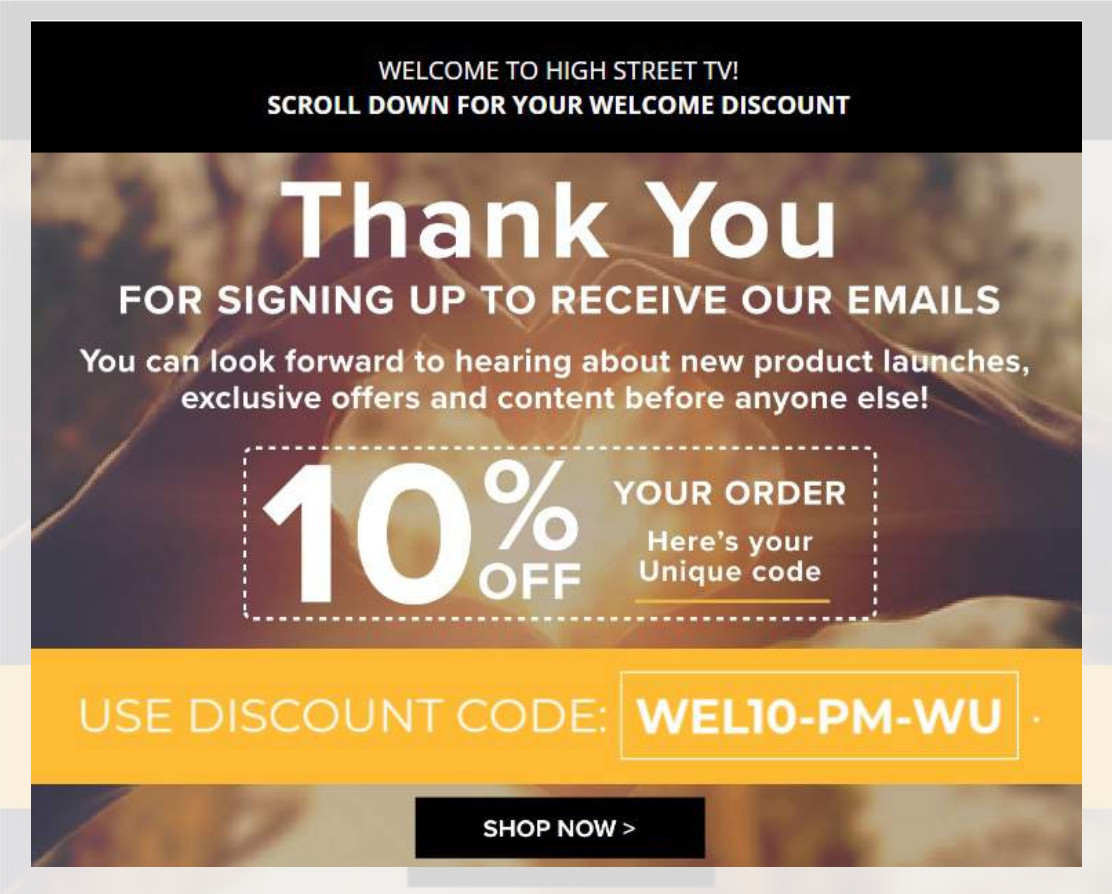
high street tv ☐

nutribullet ☐

new image® ☐

drew & cole® NUTRITION MADE EASY ☐

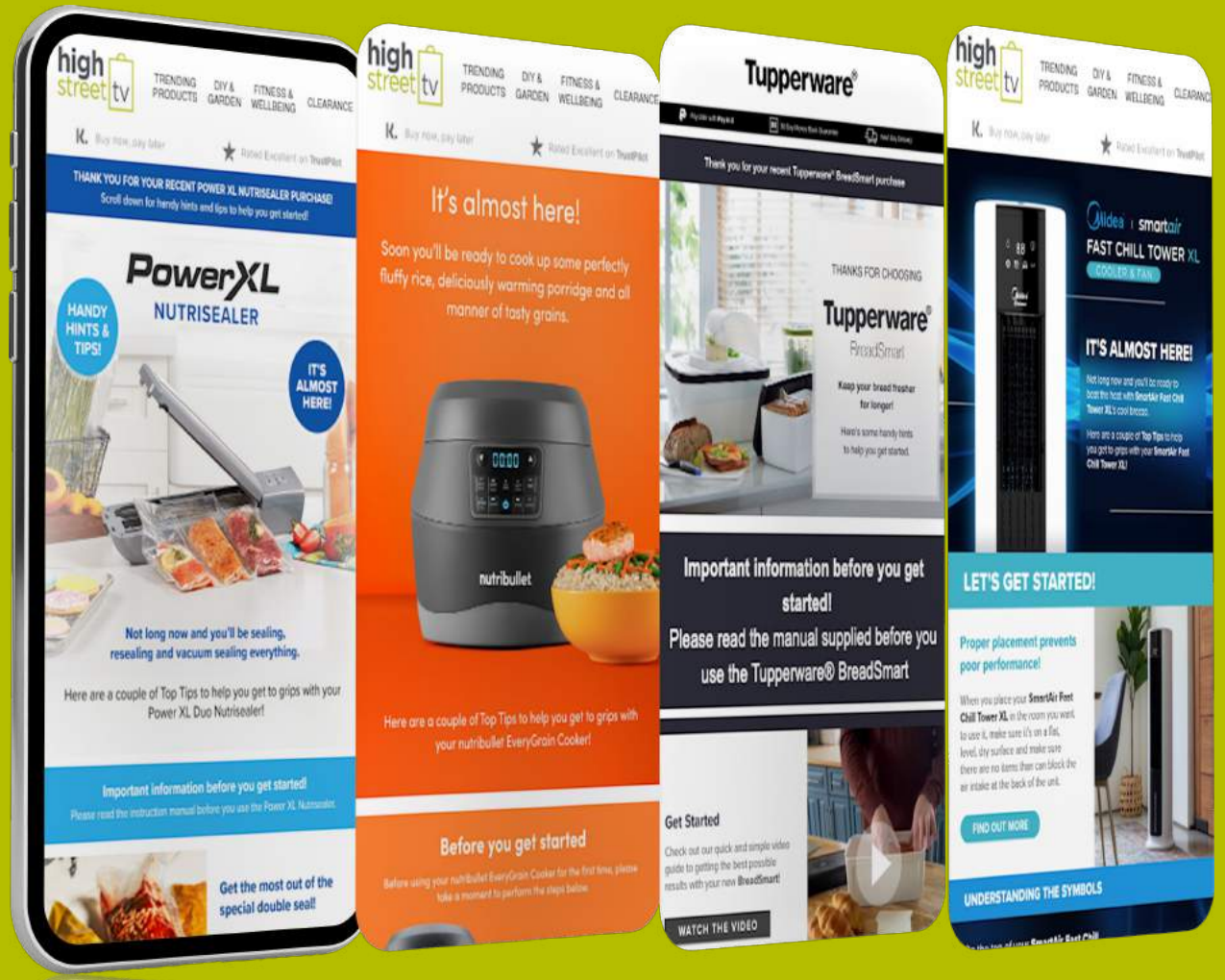
# HOW WILL WE RUN BRANDS **WITHIN MAPP**




- **Using custom attributes** to differentiate between users of each brand
- **Separate whiteboards** to move customers from welcome to main sending groups
- **Welcome emails** using fresh relevance smart blocks to offer **unique welcome discounts**

# Other Successful Growth initiatives

# POST PURCHASE EMAILS




- **Increase loyalty and minimise customer service contact.**
- **Lower return rate**
- **New reason to contact the customer**
- **Trigger automatically daily**

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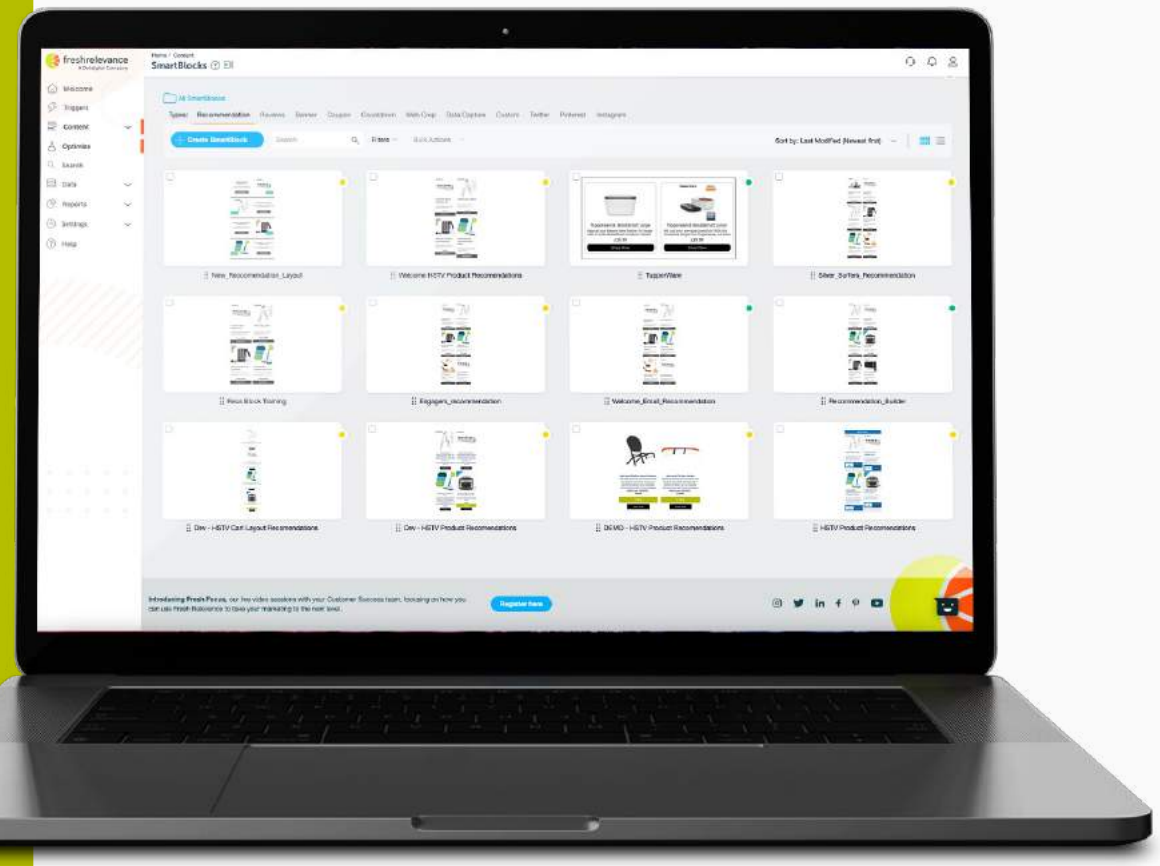
# FRESH RELEVANCE




- **Create personalised emails, based on customer behaviour and consistently drive eCommerce revenue.**
- **Identify shoppers across multiple devices, even when they aren't logged into their customer account.**
- **Abandoned browse & cart make up 20% of email revenue for HSTV**
- **Track, test and optimise campaign performance**

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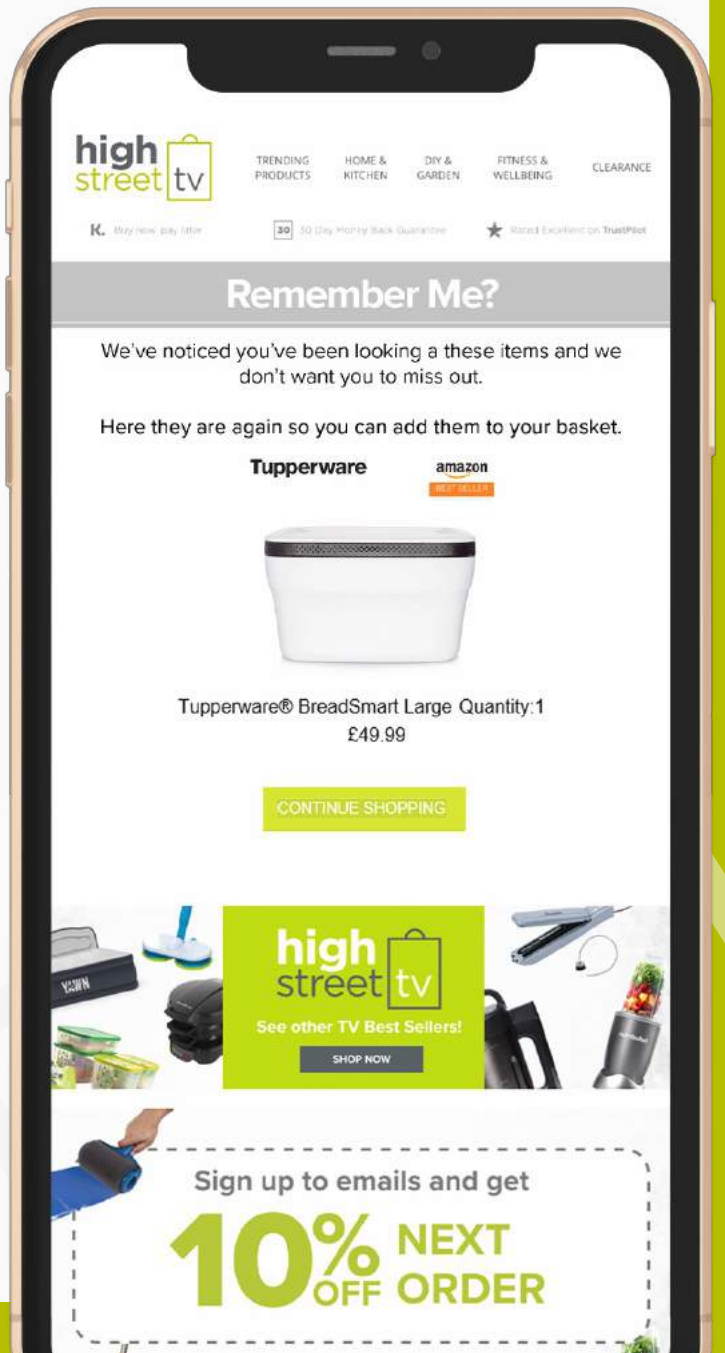
# ABANDONMENT EMAILS

| | Open Rate | Click Through Rate | Conversion Rate |
|---|---|---|---|
| Cart Email 1 | **53.48%** | **19.25%** | **9.88%** |
| Cart Email 2 | 41.64% | 8.32% | 8.08% |
| Browse Email | 47.92% | 10.93% | 4.72% |

- Strong uplift in abandonment revenue
- Expansion of abandoned browse trigger program
- Sign up to marketing featured on the emails



high street tv

# Any Questions?

High Street TV
Reviews 10,369 • Excellent
4.8

GOLD 2021 ecovadis Sustainability Rating

INVESTORS IN PEOPLE | Silver

THE HOME OF BEST-SELLING BRANDS

PowerXL nutribullet new image drew&cole smartair YAWN

WWW.HIGHSTREETTV.COM

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# ENHANCING PRODUCT DISCOVERY WITH FACT-FINDING INTELLIGENCE



FACT FINDER


## STEPHEN BATLEY

Regional Manager UK&I


mapp

FACT FINDER

# Next Frontier of eCommerce

## Embracing AI with FactFinder

# Who we are




## 20+ years experience

B2B & B2C
E-Commerce Experts



## 140+ talented people

make up our world-class, inspiring team



## 4 European offices

in Berlin, Pforzheim, Stockholm and Cambridge



## Patented AI

first-click fast learning: Truly understand your shoppers

# +2,000 online shops grow and excel with FactFinder

WHITE STUFF

Boots

OLIVER BONAS




Office DEPOT

SAINT-GOBAIN

# It's been a challenging few years in ecommerce



## Rising Inflation and cost of living

Consumers are tightening their belt and have less disposable income thanks to inflation and the increasing cost of living.



## Data and privacy regulations

Customer acquisition costs continue to rise thanks to continued privacy restrictions to protect consumers data and privacy.



## Supply chain disruptions

The conflict in Ukraine, rising cost of oil and the remnants of Covid are all impacting supply chain.

# Consumers expectations are higher than ever when it comes to online shopping.



## £2 trillion

lost each year from search abandonments



## 3 in 4

consumers reported that an unsuccessful search resulted in a lost sale



## 82%

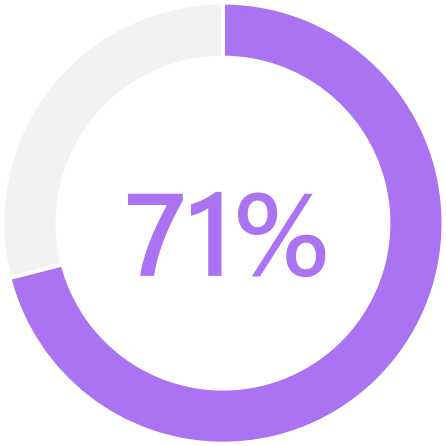
of consumers avoid websites where they experienced search difficulties

*Harris Poll survey of nearly 13,500 adults over the age of 18 in 14 countries who have visited a retail website and used the search function in the past six months (2022)*

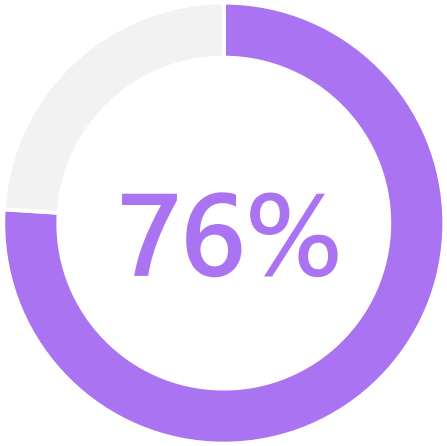
# Trend #1
# Personalization

# Impact of Personalization in eCommerce

## Consumer Expectations

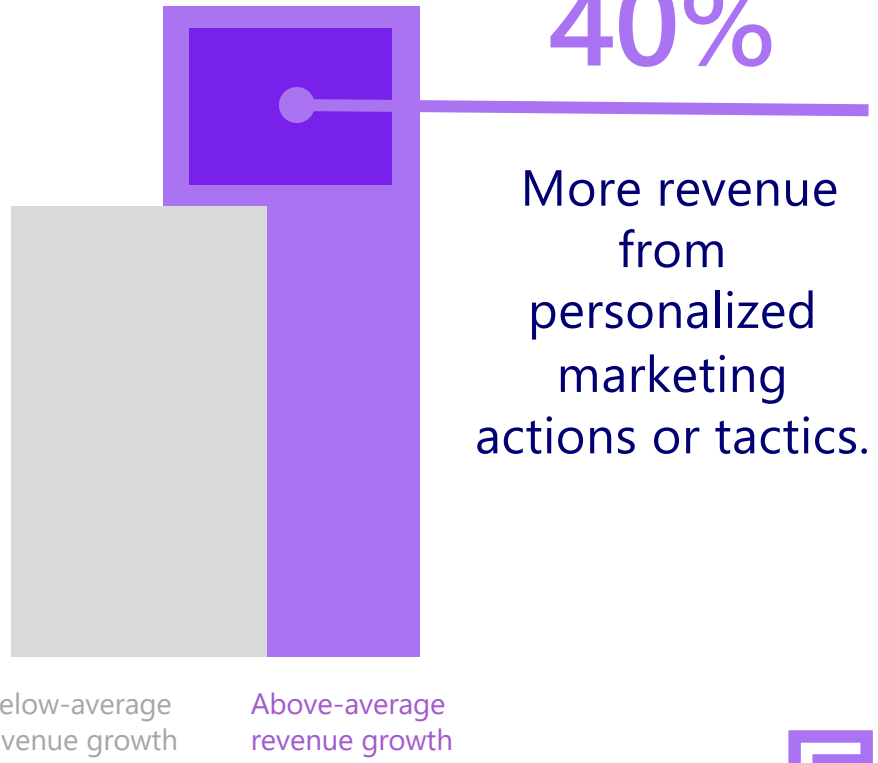



of consumer expect personalization




of consumer get frustrated when they don’t get it

## Business Impact




McKinsey 2022 Report

# Impact of Personalization on Product Discovery

UNGER-FASHION.COM

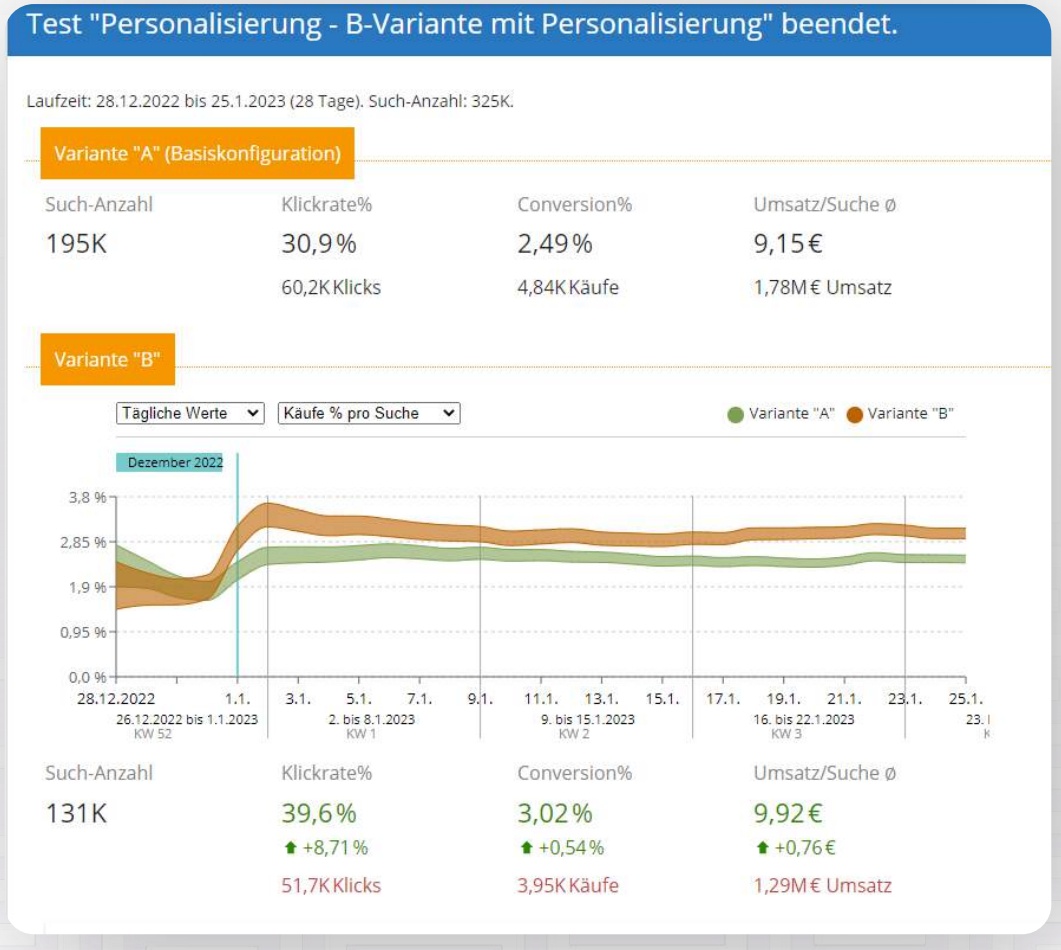
Unger Fashion ran an AB Test with personalization on and off that resulted in:

**8.5%**

increase in revenue per search

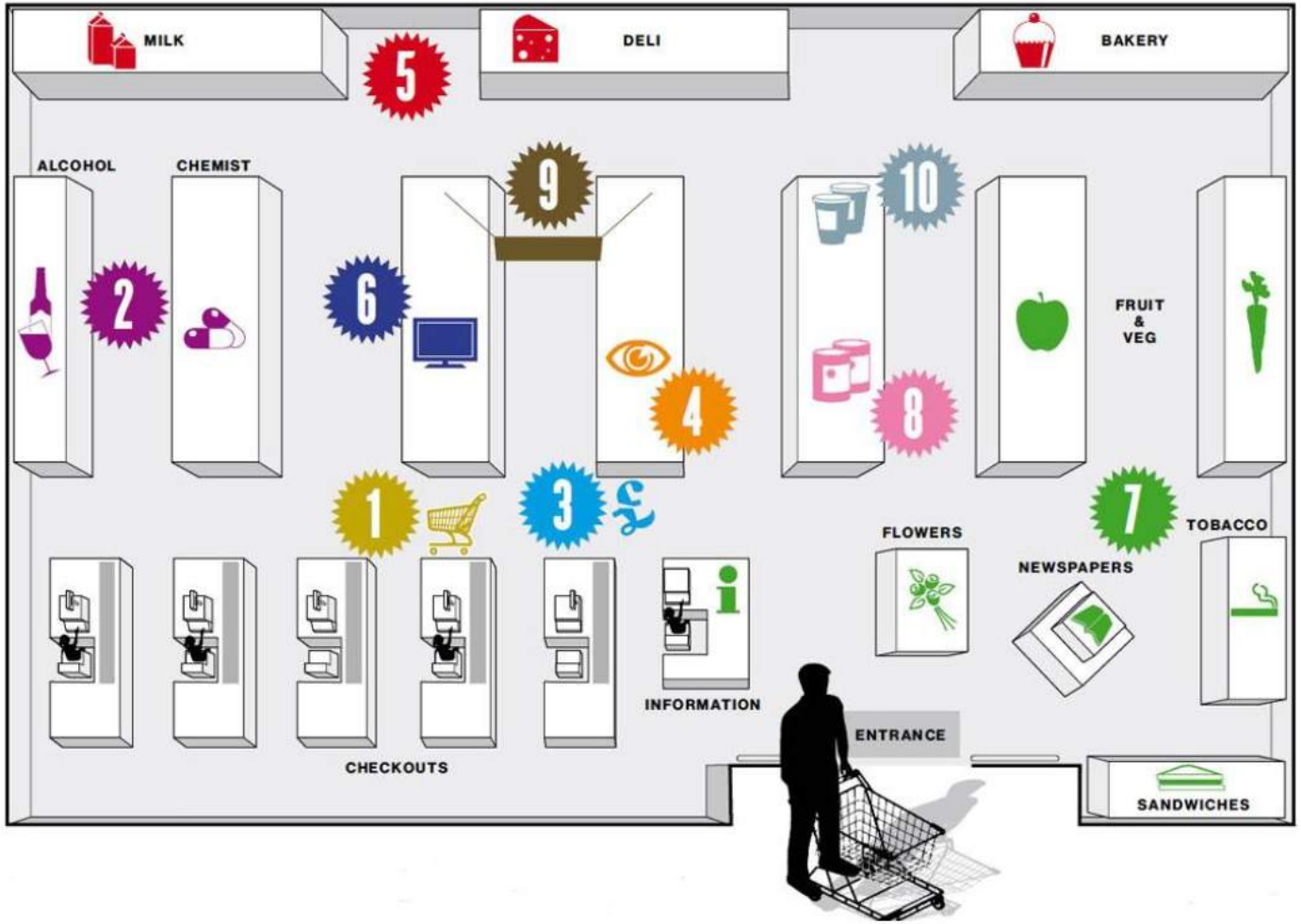
**9%**

increase in click-through rate



# How we personalise at Fact-Finder

## Session intent



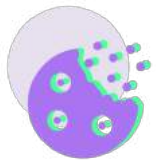
# Trend #2
# Shift from acquisition to retention

'40% will put a bigger focus on building loyalty  over acquiring new ones.'  ProfitWell

Marketing Dive

# Customer acquisition costs are higher than ever

CAC have risen by 60% in the last 5 years. (ProfitWell)



3rd Party Cookie Apocalypse



iOS tracking restrictions



Increased digital advertising costs



Increased competition

# The impact of product discovery on retention and loyalty

72%

of consumers globally say they are less loyal to a brand when it's hard to find what they want on a website.



99%

of consumers are somewhat likely to return to a website if it has a good search function.

Harris Poll Survey

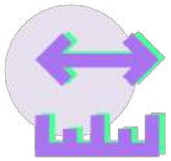
# How do we keep customer coming back at Fact-Finder?



Advanced search



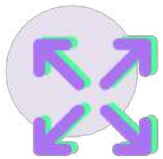
Smart suggest



Ranking rules



Guided selling



1:1 recommendations



AI-powered personalization

# Trend #3

# AI

*'83% of companies claim that using AI in their business strategies is a top priority'*

# State of AI Adoption in eCommerce: FactFinder Research

## 100%

Managers with budget responsibility

## Departments

37% eCommerce
43% IT
9% C-Level
11% Marketing

## Business Classification

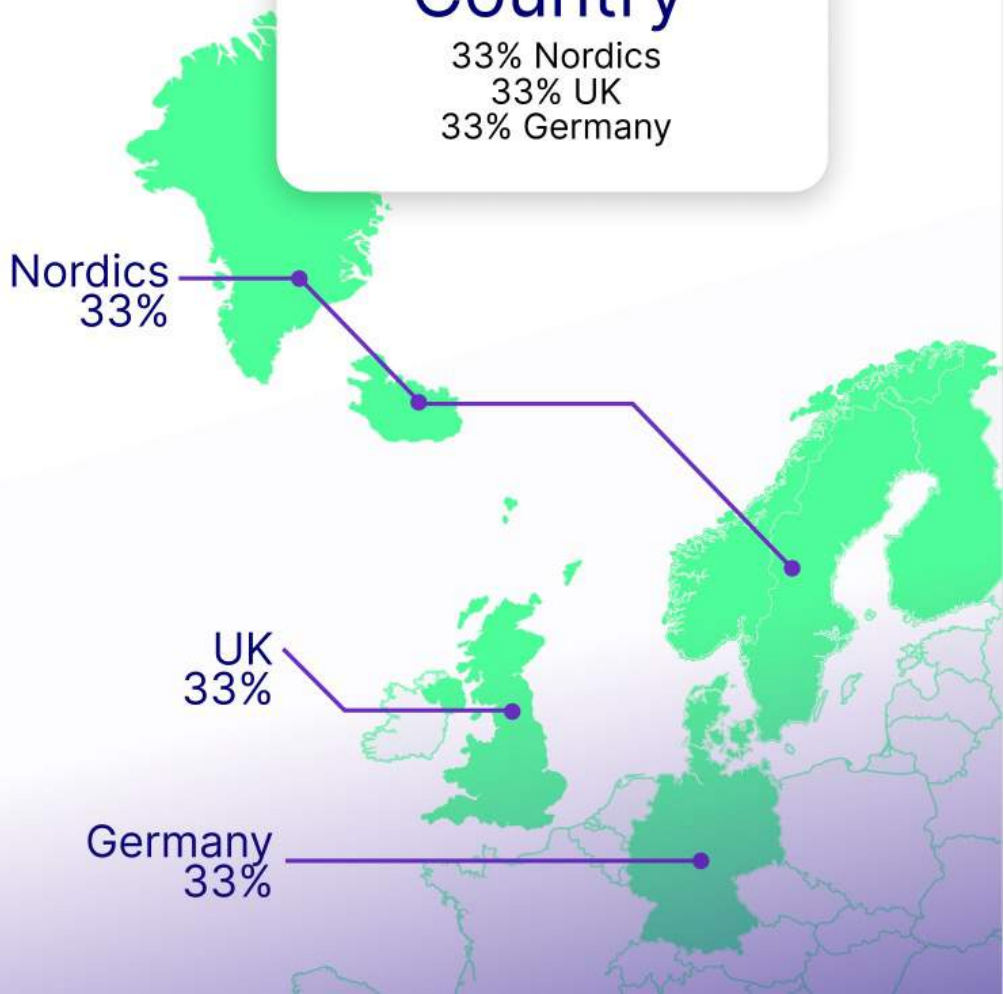
24% B2C
24% B2B
52% B2C & B2B

## Company Size

1-10 > 10%
11-50 > 10%
51-200 > 18%
201-500 > 19%
501-1000 > 14%
1001-5000 > 17%
5001-10000 > 7%
>10000 > 5%

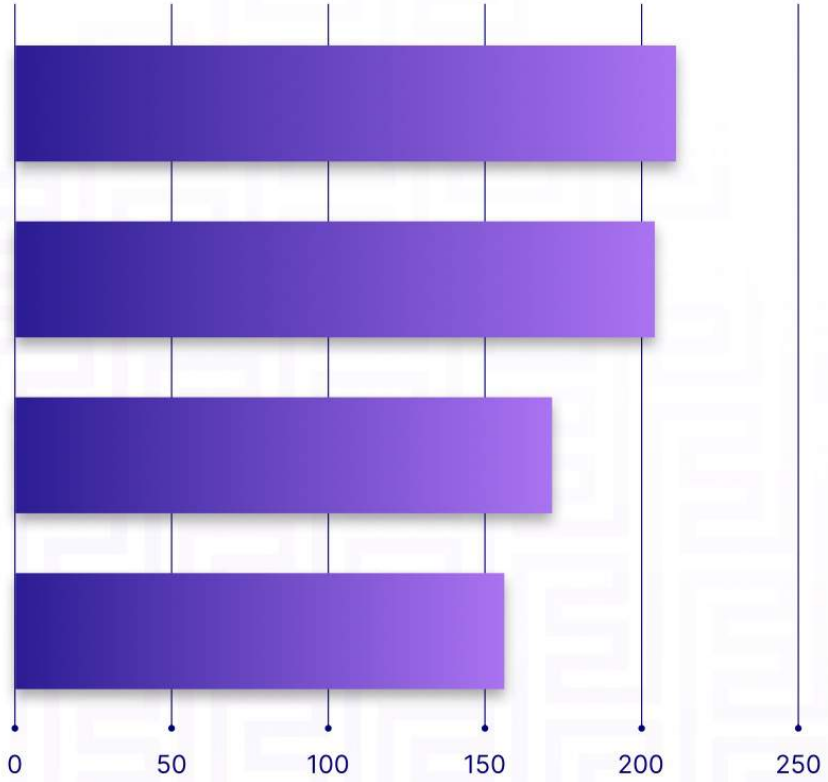
## Country

33% Nordics
33% UK
33% Germany



# #1 Goal for AI adoption in eCommerce is to increase profits

What are your goals for adopting AI in your eCommerce business?

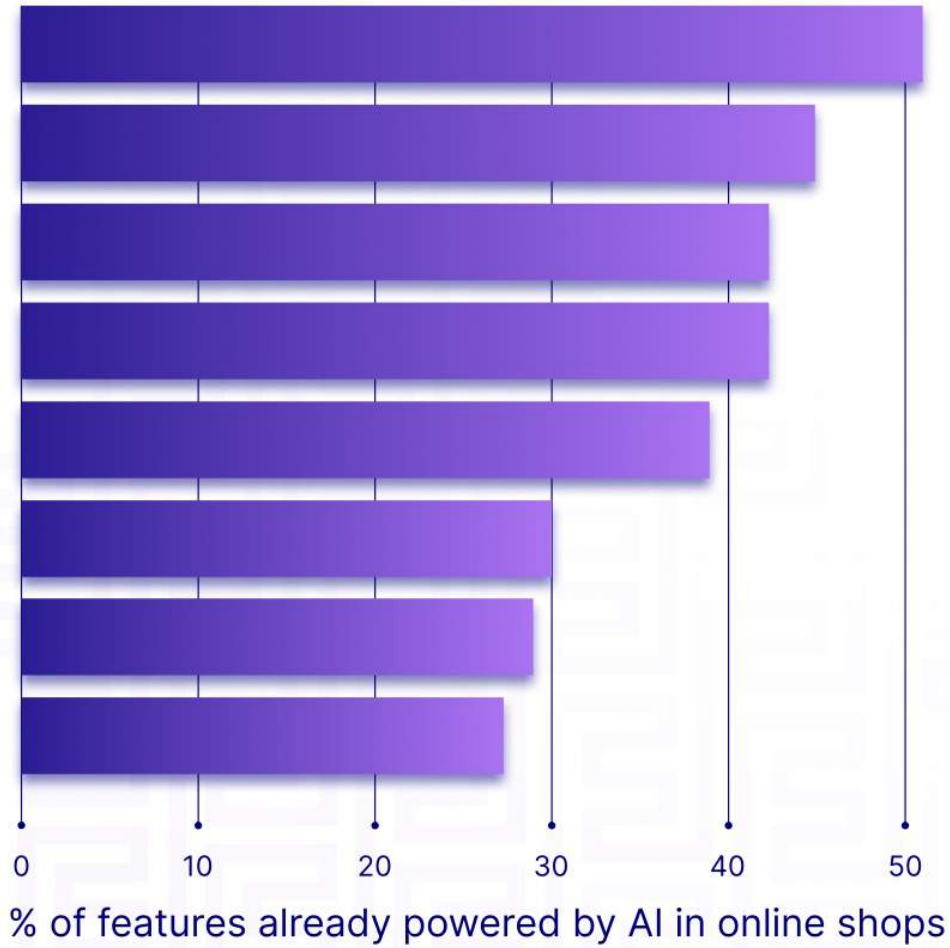



- 71% Increase profit
- 68% Save time/resources
- 61% Revenue Growth
- 54% Improve CX

The median investment in AI technology for eCommerce last year has been between 100-500k €, and 86% of decision makers are increasing their spend this year



# What areas of your online shop are already powered by AI?




- 51% Search
- 44% Personalization
- 42% Recommendations
- 42% Shopping Assistant Chatbot
- 39% Navigation
- 30% Voice Search
- 29% Dynamic Content
- 27% Merchandising

# Authentic Intelligence: The competitive advantage




*"Companies that successfully built human AI relationships get **5x** financial value than companies that just use AI to replace people."*

Shervin Khodabandeh, Managing Director of Boston Consulting Group

# The value of Authentic Intelligence in Product Discovery



## For your team

Empowering your team to automate away some of the more manual tasks, whilst giving them the opportunity to take control of some of the more strategic areas – creating big efficiencies.

**Automation: Efficiency and effectiveness**



## For your business

Authentic Intelligence allows you optimize the on-site experience and convert more customers, helping to overcome rising customer acquisition costs (due to cookie apocalypse and iOS tracking restrictions).

**Optimization: Increase sales, conversions and AOV's**



## For your customers

Authentic intelligence helps them find the things they want, fast and personalized, through intent data and machine learning coupled with human knowledge.

**Personalization: The joy of finding what they want**

**Efficiency + Effectiveness = Increased Profitability**

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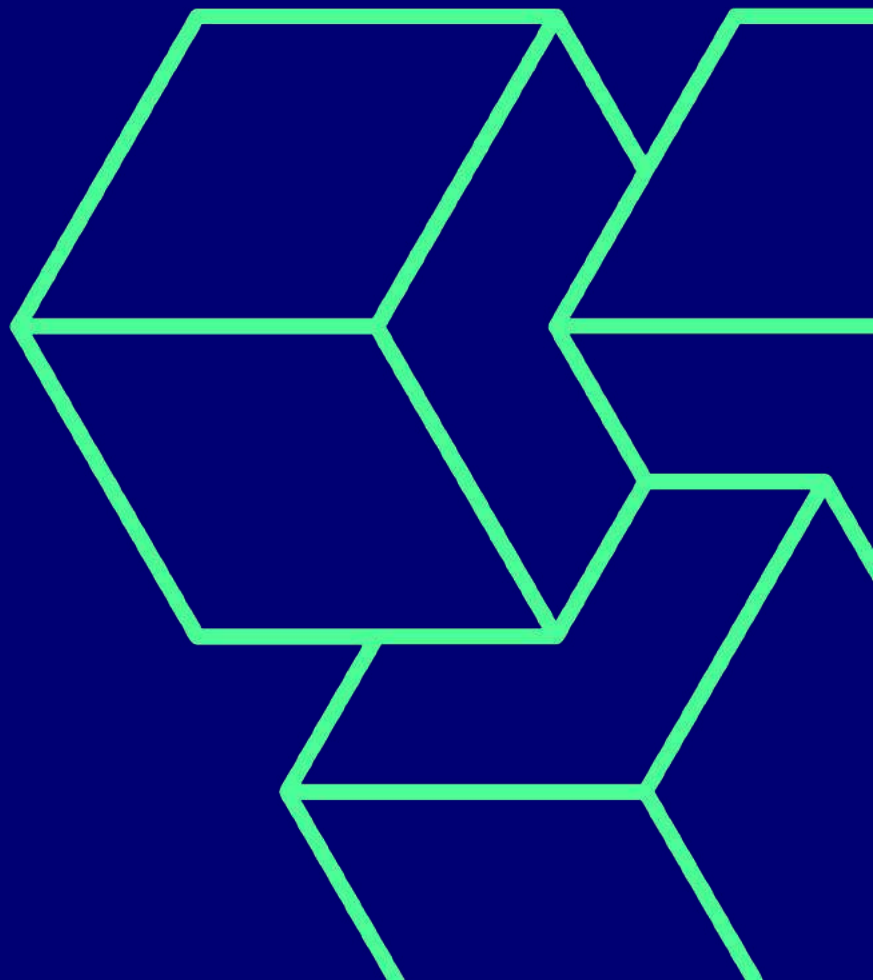
# Thank you!



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INSIGHT-LED MARKETING STORIES

# LOYALTY REIMAGINED

## INNOVATE YOUR CUSTOMER LOYALTY STRATEGY

mapp



## SIMON AMZALLAG

Global Head Of Growth

CK → SCHMACK → SCHMACK → SCHMA

volution → The CI

→ PROGRESSIVE → SEAMLESS → PRO



g → Omnichannel Mar

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ve marketing intelligence agency → World's


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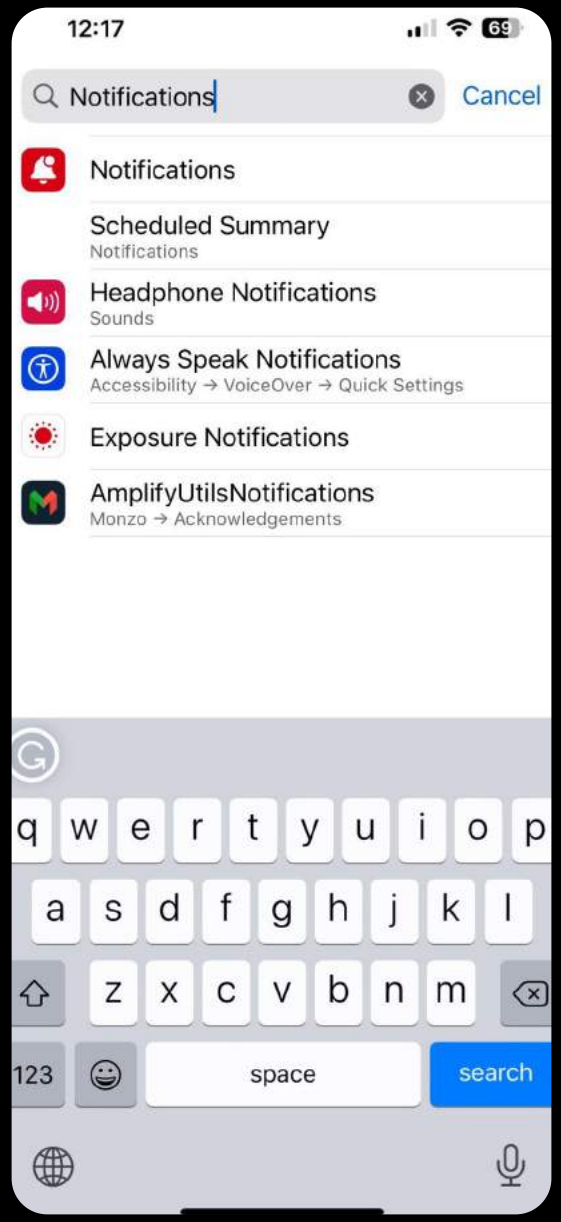
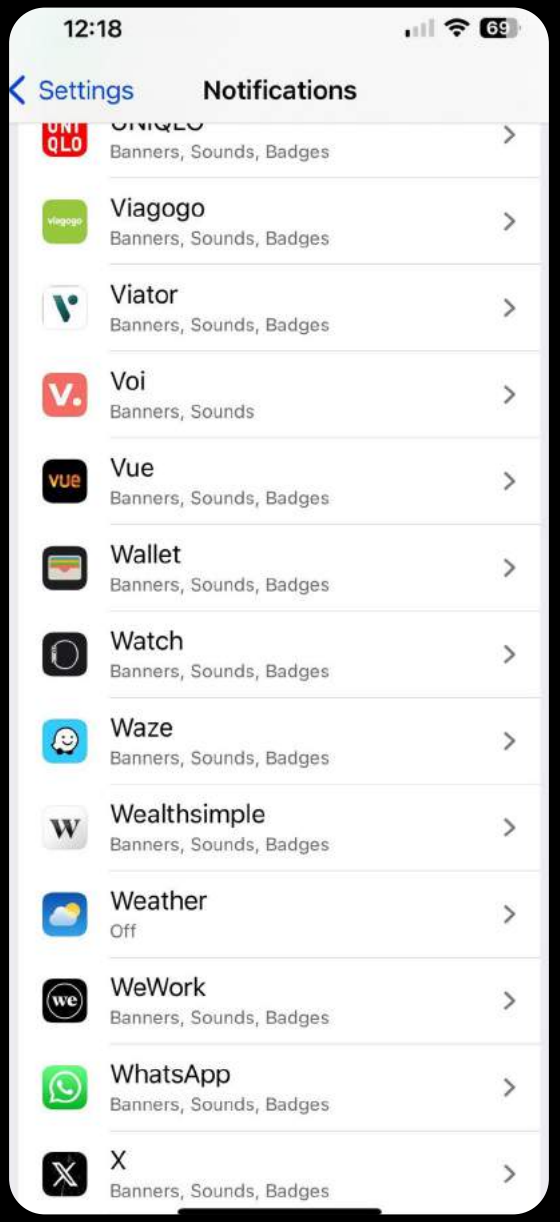
schmack.co/loyalty


12:17
Notifications
Cancel
Notifications
Scheduled Summary
Notifications
Headphone Notifications
Sounds
Always Speak Notifications
Accessibility → VoiceOver → Quick Settings
Exposure Notifications
AmplifyUtilsNotifications
Monzo → Acknowledgements
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
search


12:18
Settings
Notifications
Banners, Sounds, Badges
Viagogo
Banners, Sounds, Badges
Viator
Banners, Sounds, Badges
Voi
Banners, Sounds
Vue
Banners, Sounds, Badges
Wallet
Banners, Sounds, Badges
Watch
Banners, Sounds, Badges
Waze
Banners, Sounds, Badges
Wealthsimple
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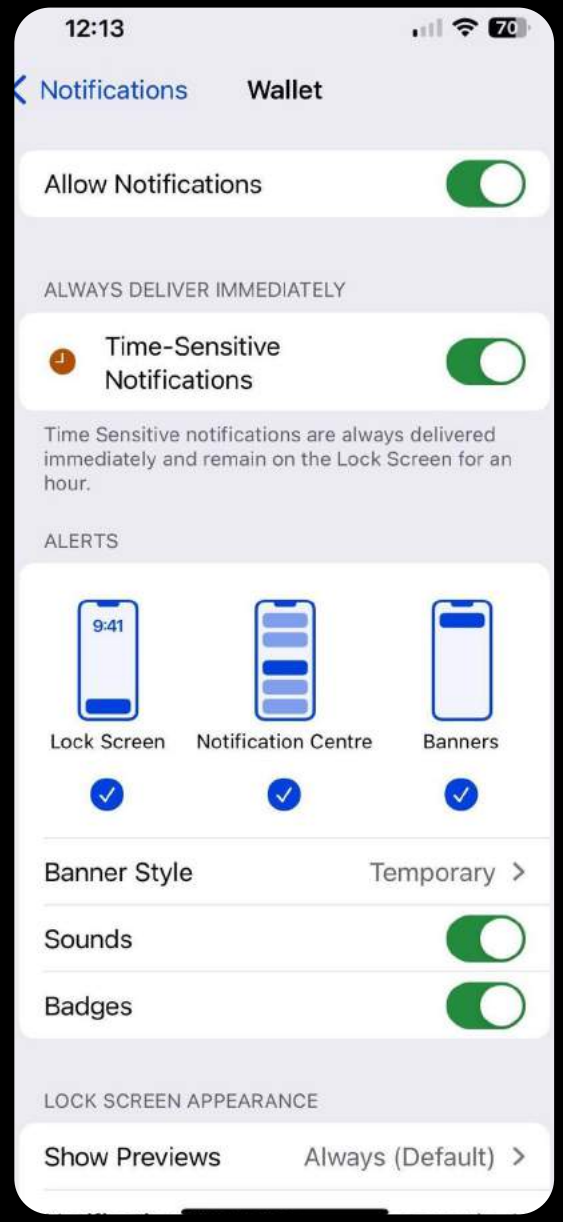
Weather
Off
WeWork
Banners, Sounds, Badges
WhatsApp
Banners, Sounds, Badges
X
Banners, Sounds, Badges


12:13
Notifications
Wallet
Allow Notifications
ALWAYS DELIVER IMMEDIATELY
Time-Sensitive Notifications
Time Sensitive notifications are always delivered immediately and remain on the Lock Screen for an hour.
ALERTS
9:41
Lock Screen
Notification Centre
Banners
Banner Style
Temporary
Sounds
Badges
LOCK SCREEN APPEARANCE
Show Previews
Always (Default)


CK → SCHMACK → SCHMACK → SCHMA
volution → The Cl
→ PROGRESS → MLESS → PRO
g → Om nnel Mar
a → Branding → Orch
ve marketing intelligence agency → World's
schmack.co/loyalty



# Loyalty programs don't *care* about you

Ladbrokes

William Hill




# Risk

bet365

FANDUEL

airbnb

Skyscanner

# Adventure



SAS

Booking.com

tinder

bumble




Hinge

thursday

Customer Experience = *Human Experience*

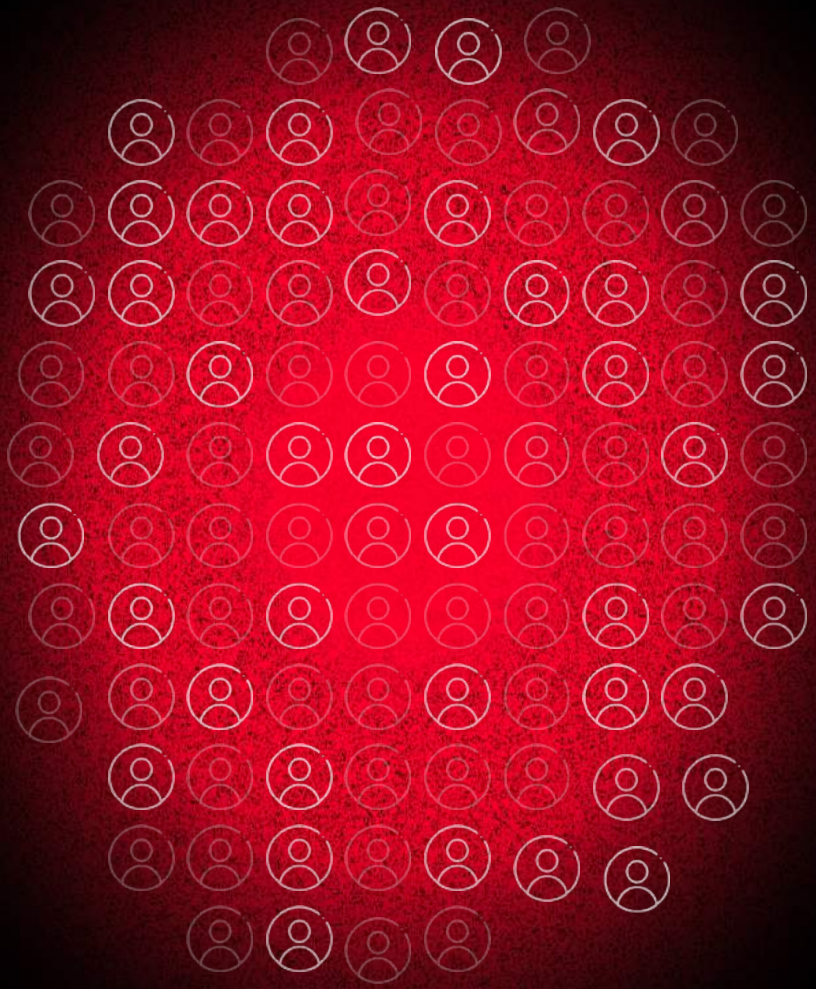
**How can you understand** *what makes your customers loyal,*

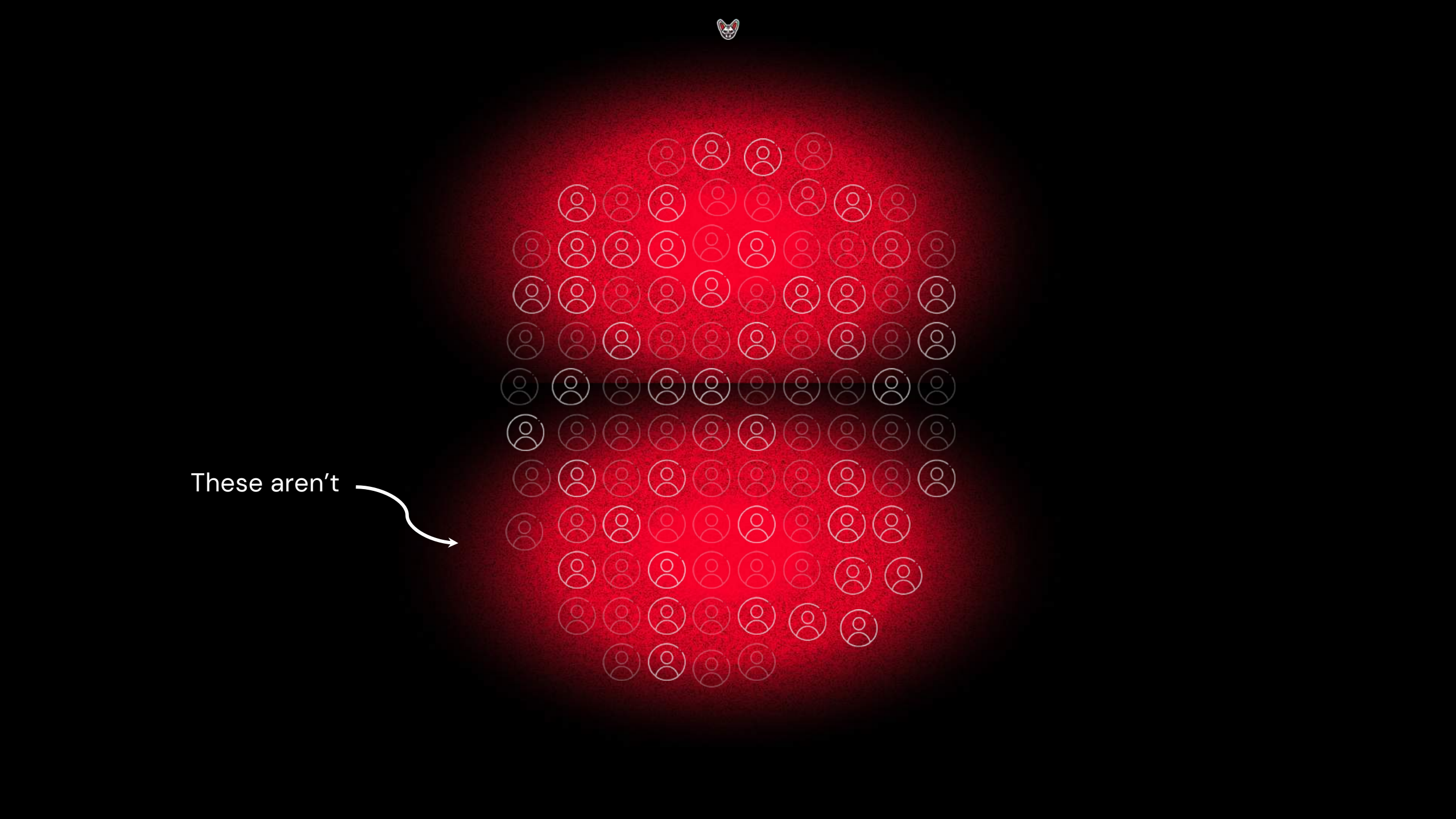
**if you don't understand** *how humans develop habits?*

# Loyalty programs don't *care* about you


You already know
your audience, right?

These are your high spending users

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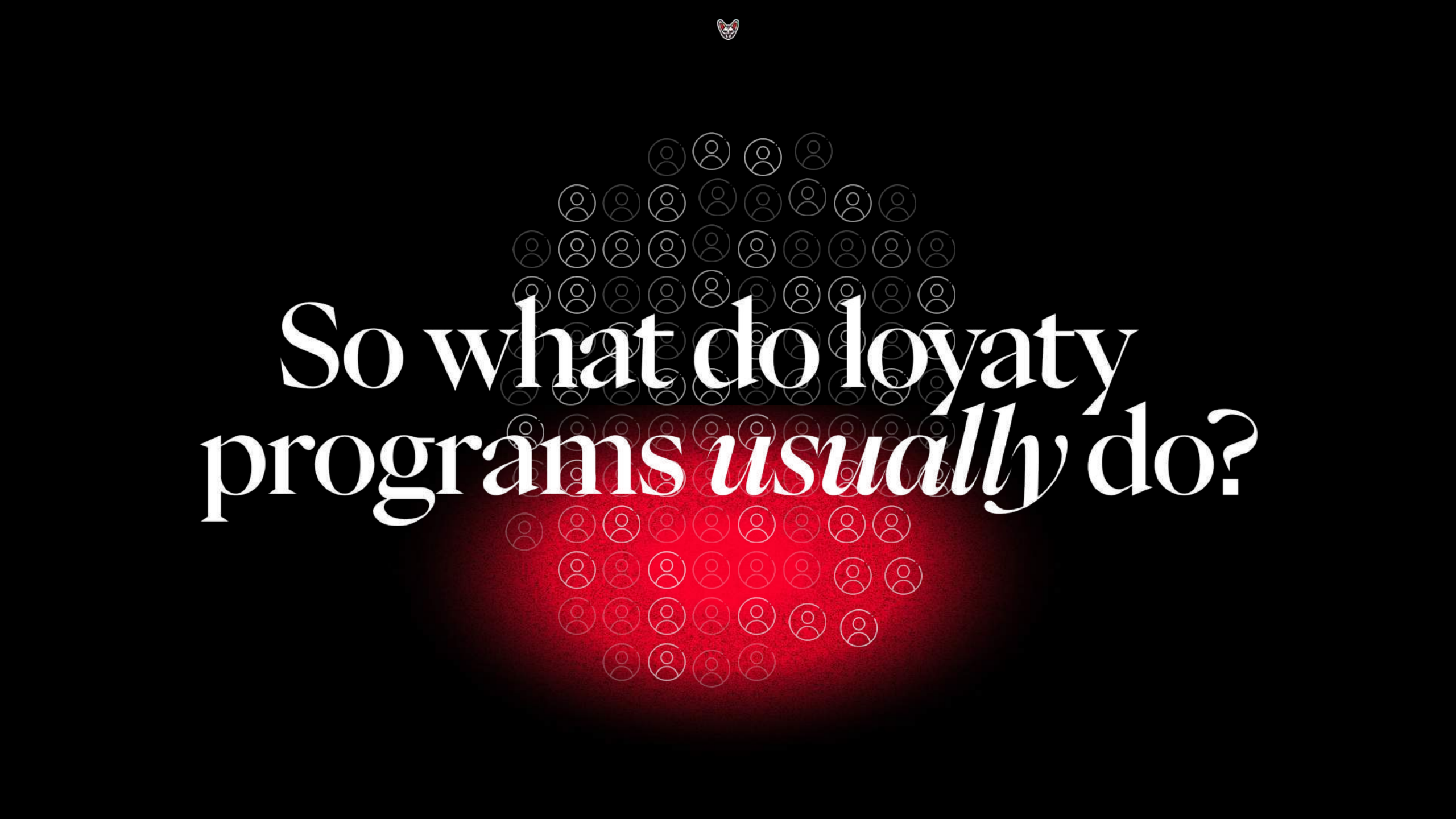
So what do loyaty programs usually do?


VOUCHER
VOUCHER
SALE
FREE SHIPPING
SALE
50%
FREE SHIPPING
FREE SHIPPING
20%
VOUCHER
50%
20%


VOUCHER
SALE
VOUCHER
50%
FREE SHIPPING
SALE
FREE SHIPPING


50%
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SALE
50%
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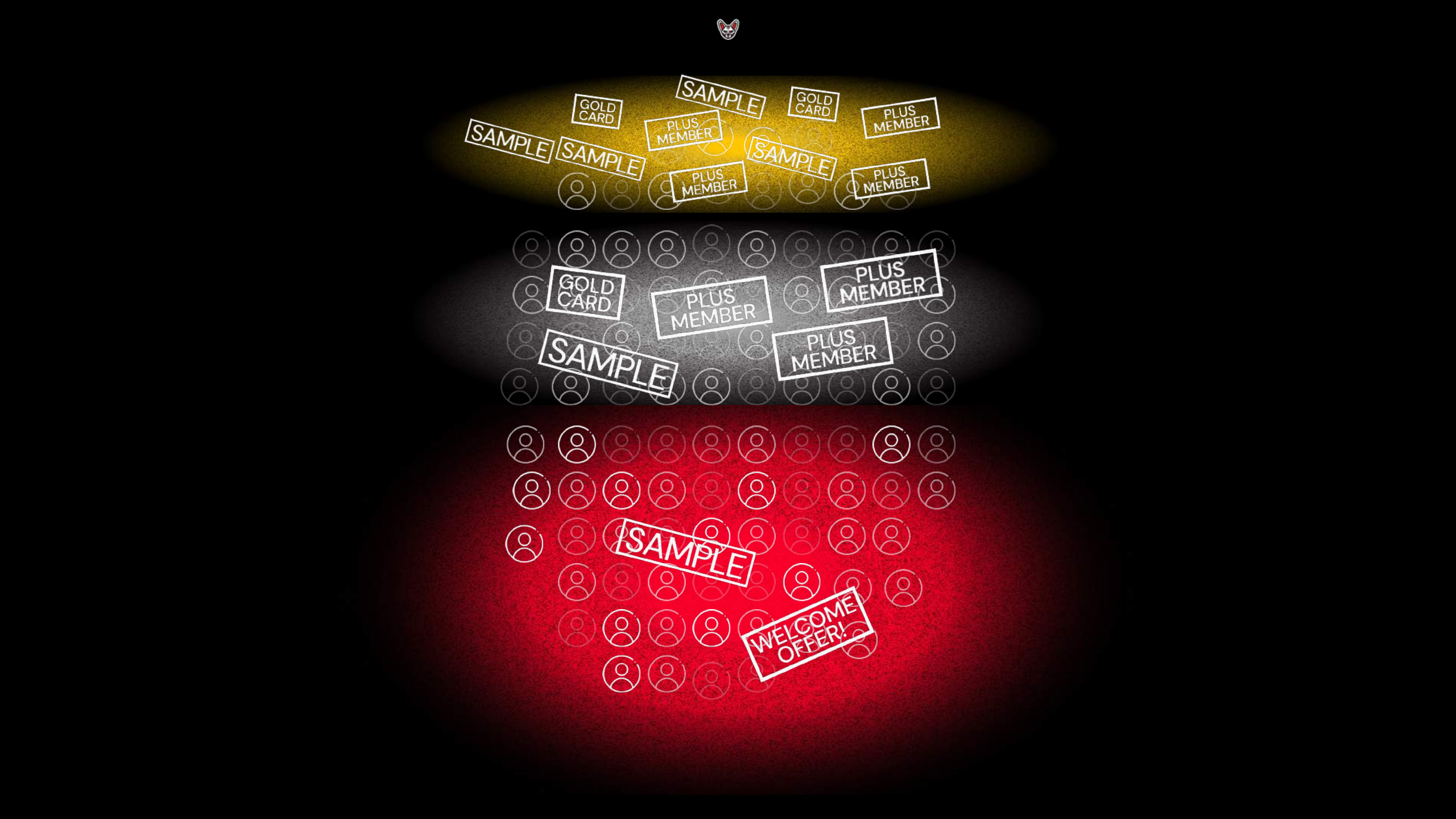
20%
VOUCHER
FREE SHIPPING
SALE
VOUCHER


SAMPLE
GOLD CARD
GOLD CARD
PLUS MEMBER
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SAMPLE
PLUS MEMBER
SAMPLE
PLUS MEMBER
PLUS MEMBER
GOLD CARD
PLUS MEMBER
PLUS MEMBER
SAMPLE
SAMPLE
WELCOME OFFER!



# What do all these models have in common?

Spend is going to the **Wrong People**

Programmes are extremely **Expensive**

Behaviours are **Not Changing**

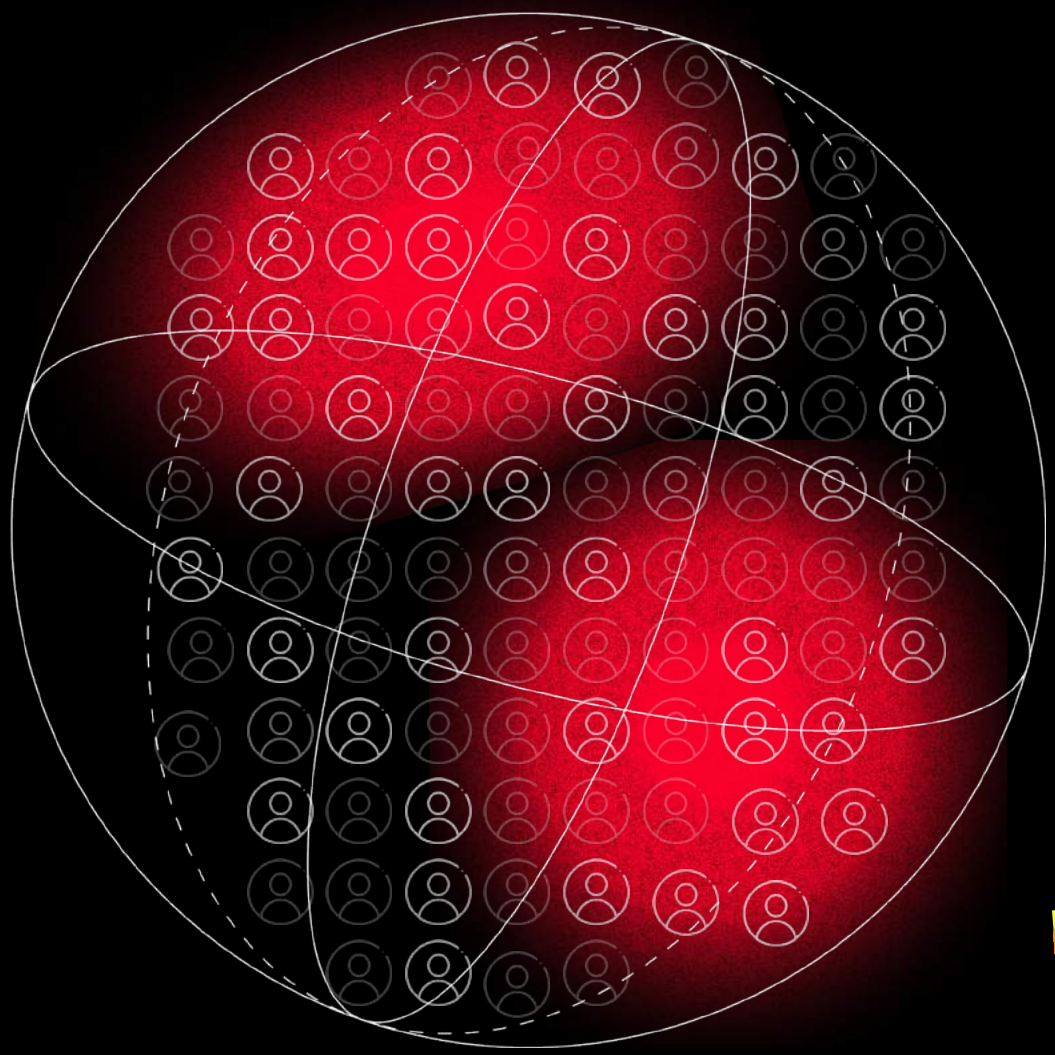
# You haven’t showed me that you

You haven't showed me that you *understand.*


The totally real
SCHMACK
Merch Store
MEMBERSHIP PROGRAM

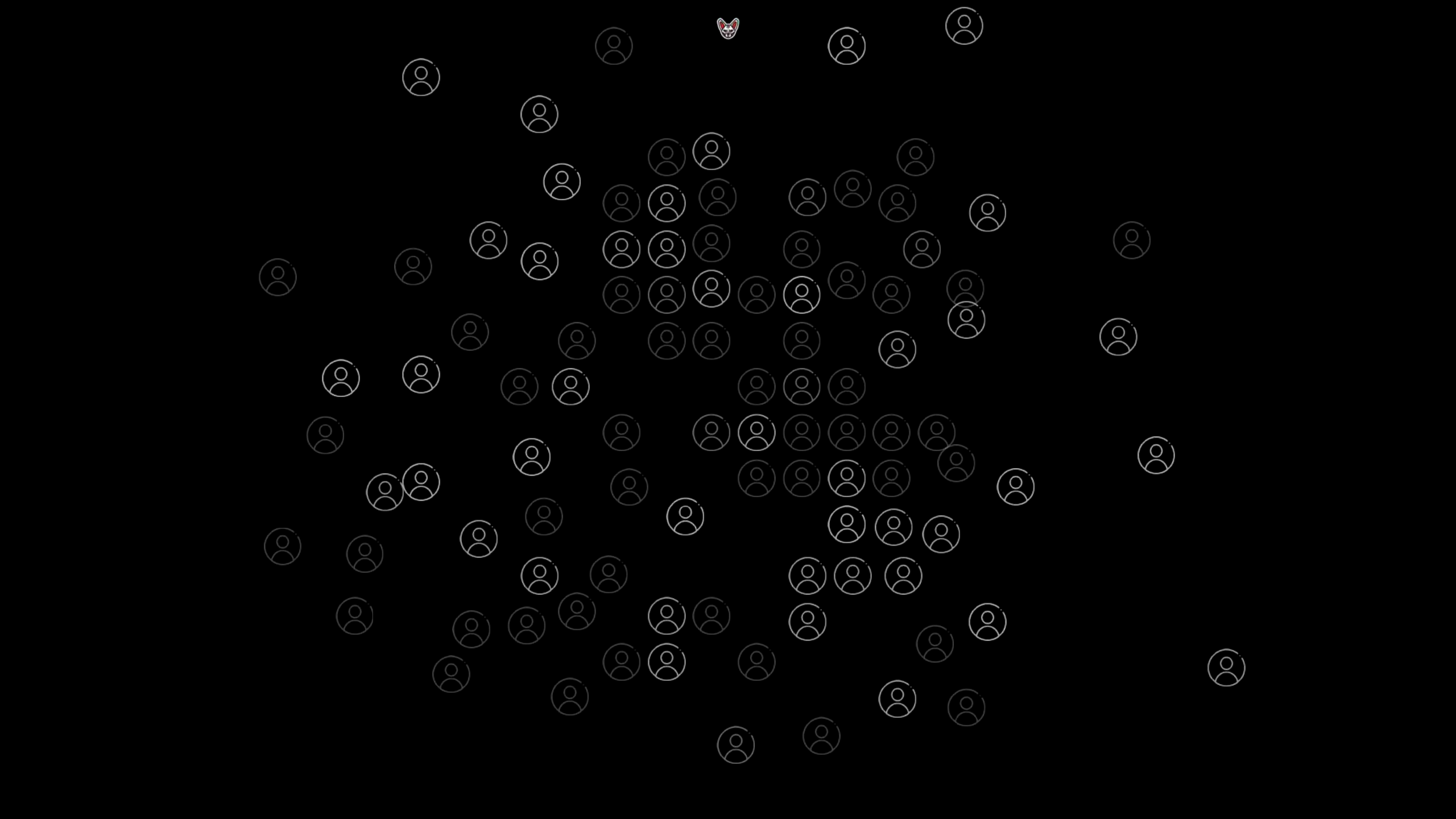
With real products

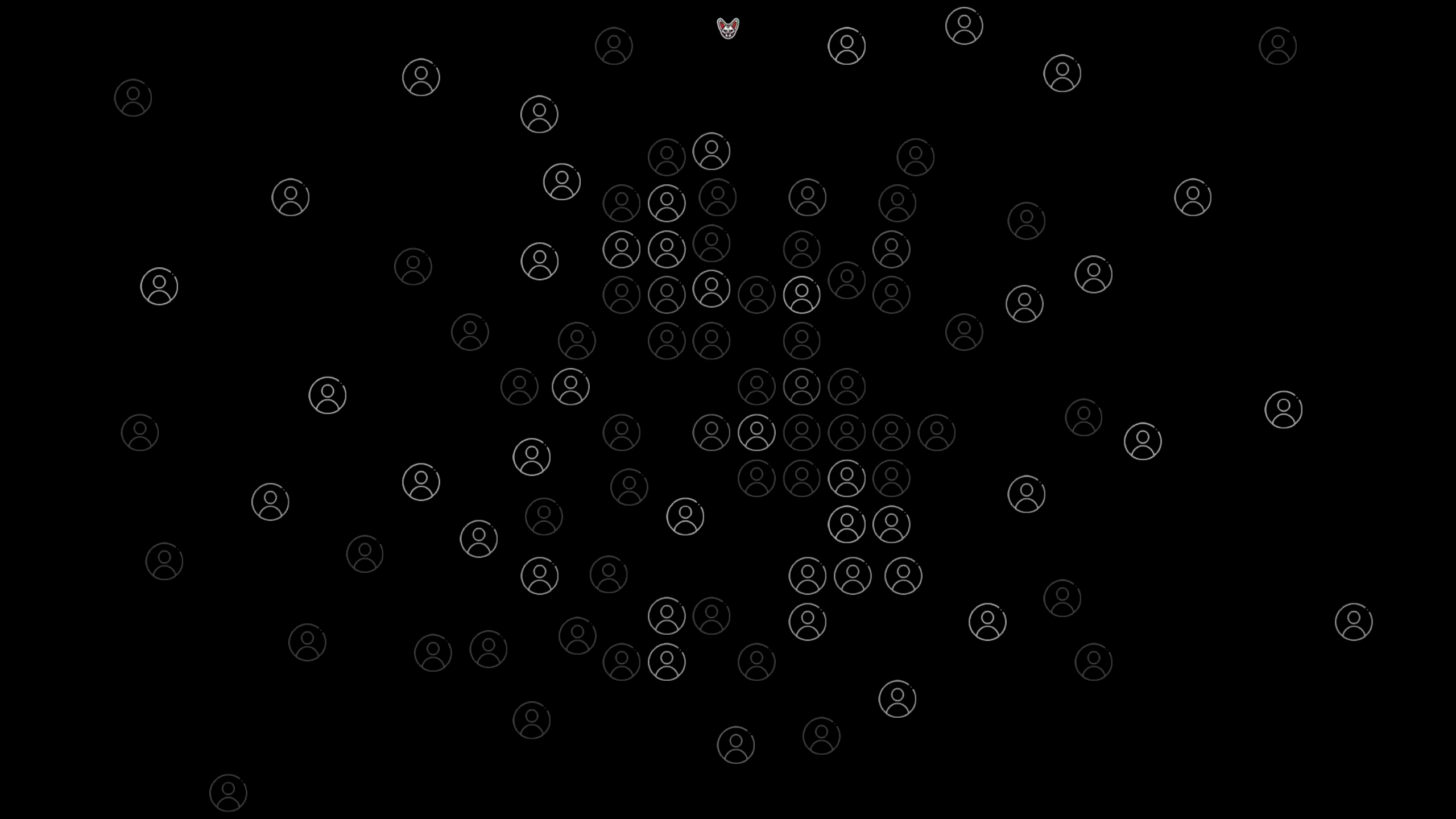


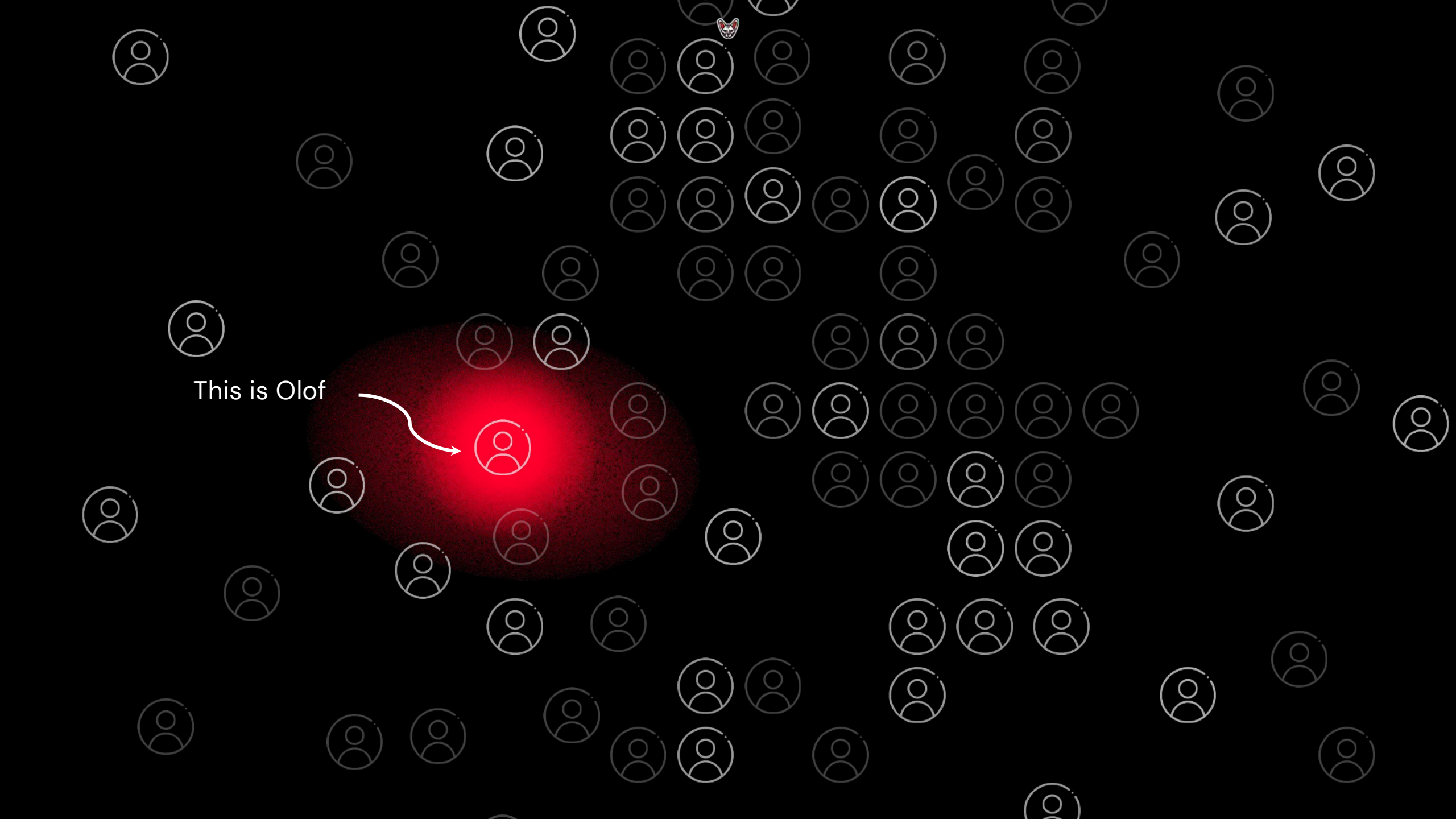

And fake data

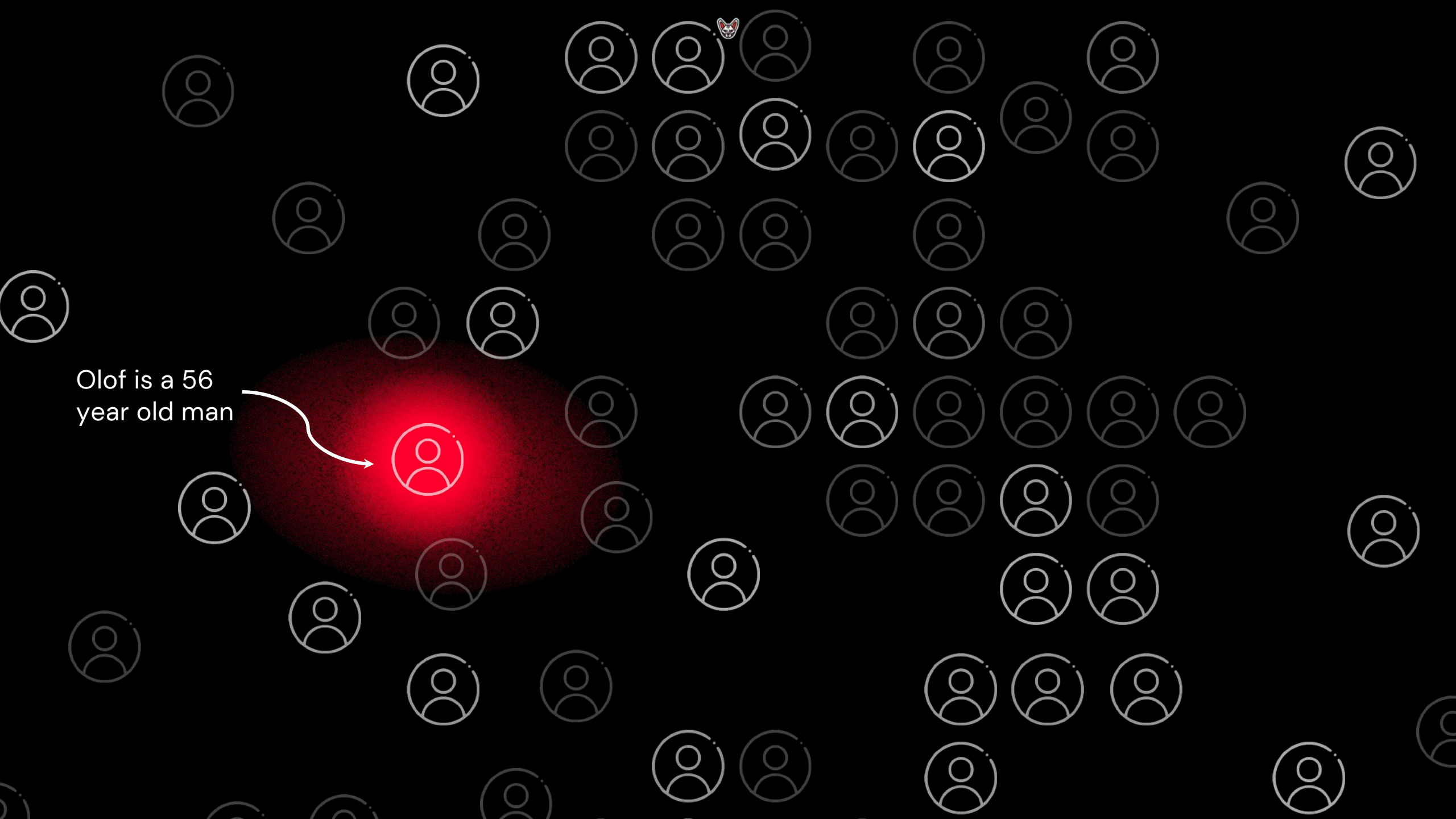
STEP 1

# SEGMENTATION PERSONALIZATION






This is Olof


Olof is a 56
year old man

And this is his
most purchased product




# SWIMSUIT —— SCHWIMWEAR

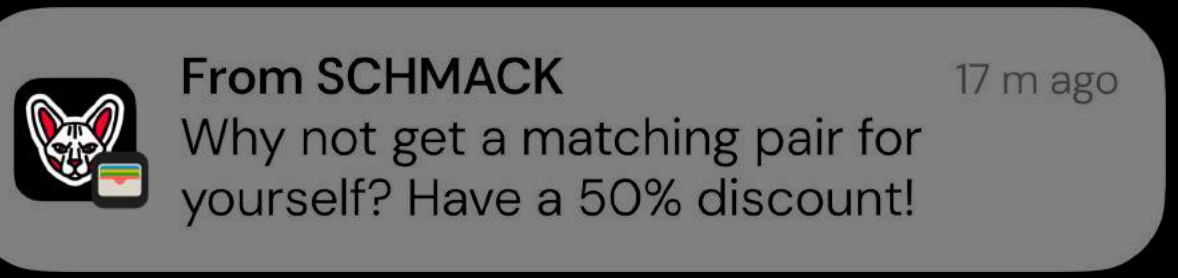
SEK 329.00

STEP 2

# INCENTIVISATION

STEP 1

# SEGMENTATION
# PERSONALIZATION

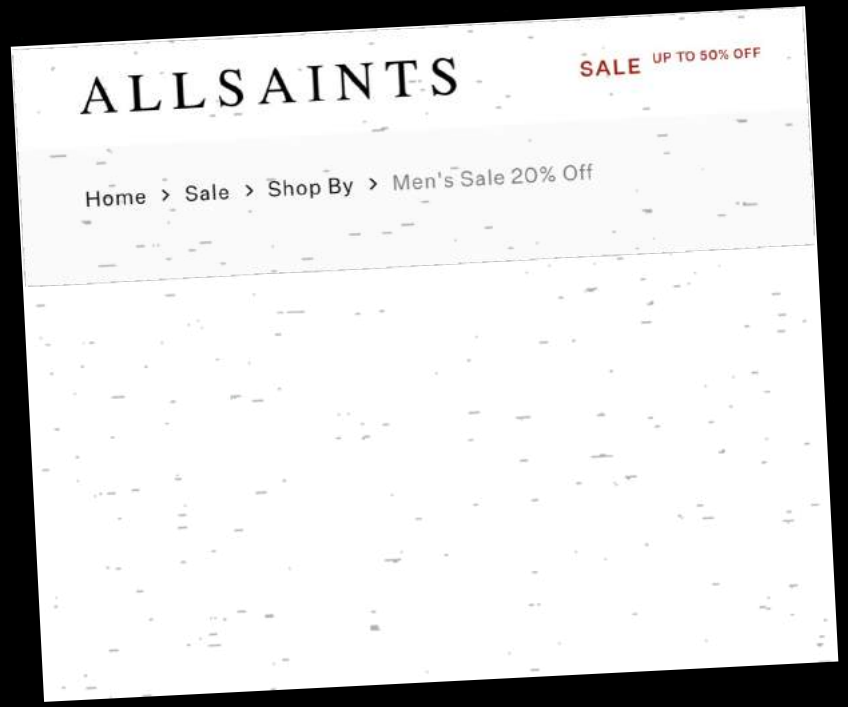

From SCHMACK
17 m ago
Why not get a matching pair for yourself? Have a 50% discount!

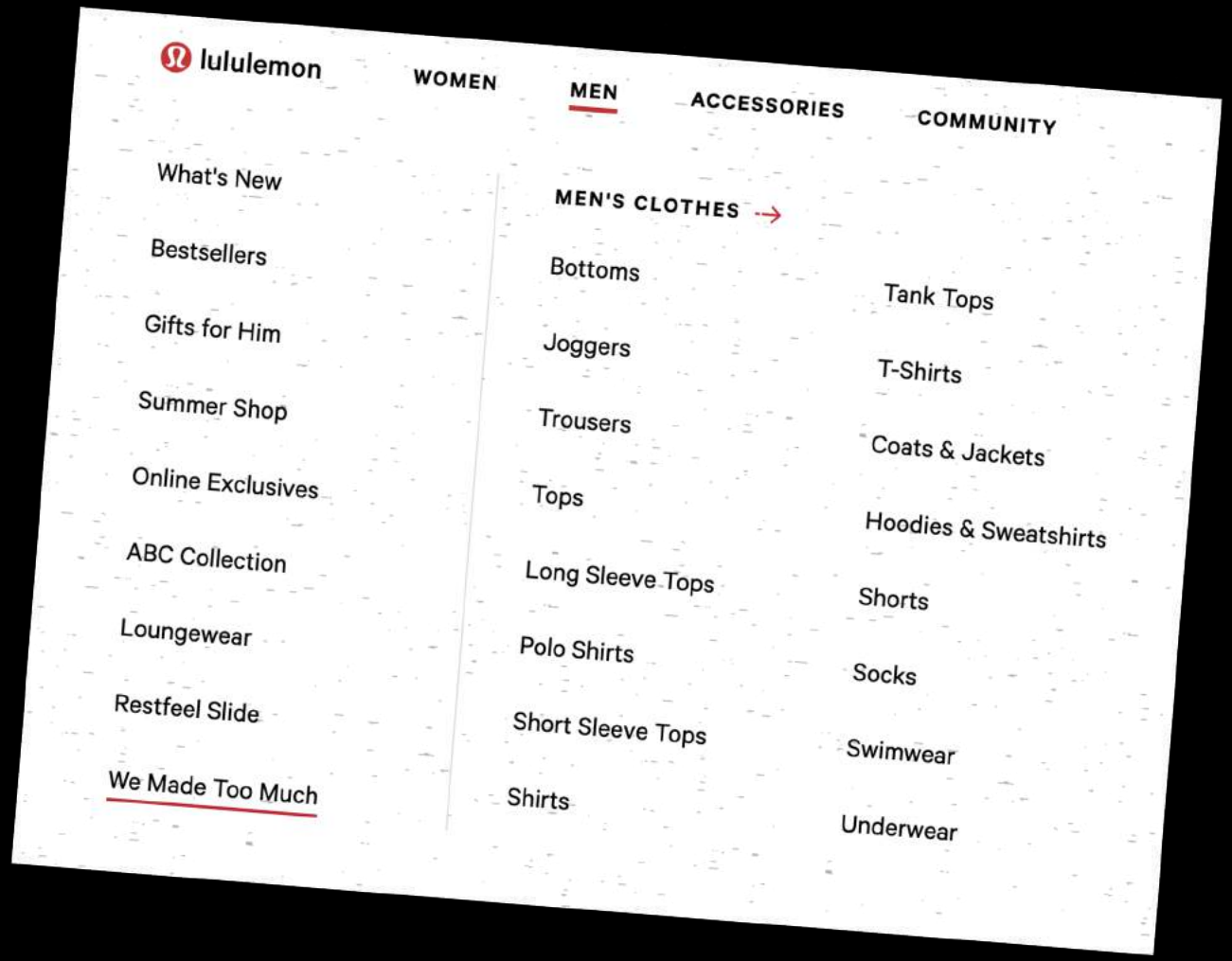

SCHMACK


We have
3 pairs pairs of
the swim trunk
in 3XL left...
SCHMACK


And *winter* is
right around
the corner...
SCHMACK


50%
SCHMACK


ALLSAINTS
SALE UP TO 50% OFF
Home › Sale › Shop By › Men's Sale 20% Off


lululemon
WOMEN
MEN
ACCESSORIES
COMMUNITY
What's New
Bestsellers
Gifts for Him
Summer Shop
Online Exclusives
ABC Collection
Loungewear
Restfeel Slide
We Made Too Much
MEN'S CLOTHES
Bottoms
Joggers
Trousers
Tops
Long Sleeve Tops
Polo Shirts
Short Sleeve Tops
Shirts
Tank Tops
T-Shirts
Coats & Jackets
Hoodies & Sweatshirts
Shorts
Socks
Swimwear
Underwear

STEP 2

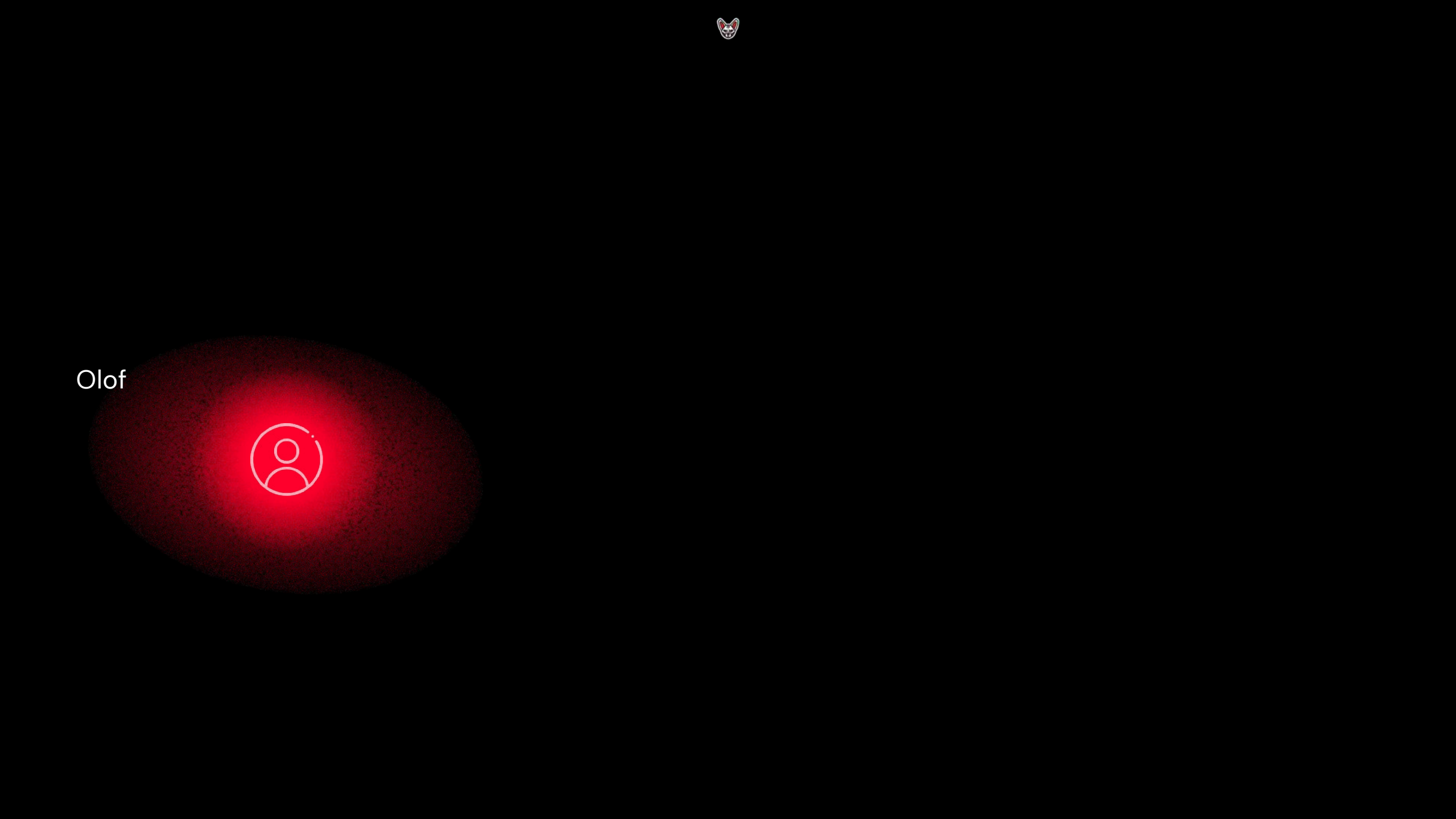
# CONTEXT BASED REWARD

STEP 2

# INCENTIVISATION

STEP 1

# SEGMENTATION PERSONALIZATION


Olof

Olof
3XL?



Deepening **Relationships**

Olof



Increase **Product Valuation**

Stronger **Brand Equity**

Decreasing **Stock Erosion**

# WIN / WIN

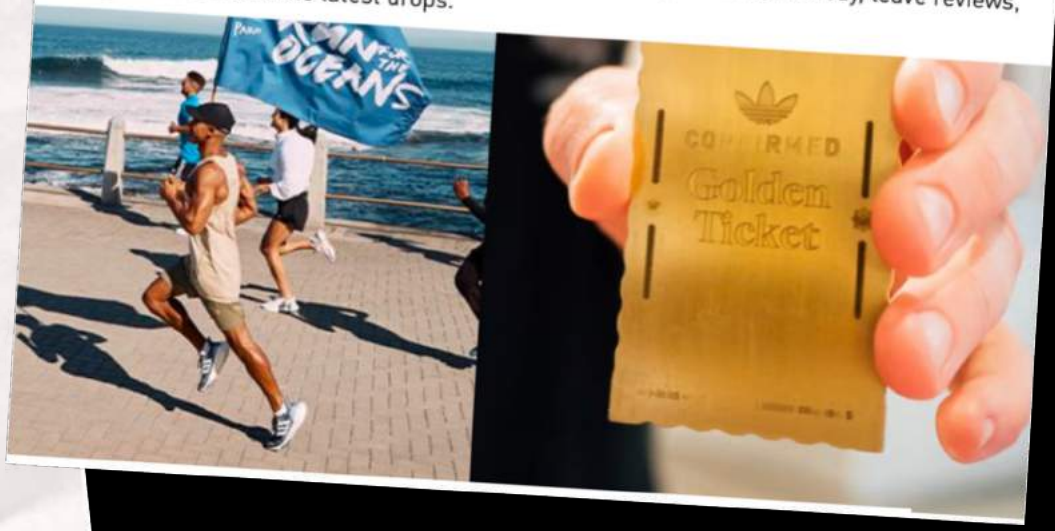
# STAND A CHANCE TO WIN A MESSI SIGNED JERSEY

**With min. spend of RM350 inclusive of a football product**

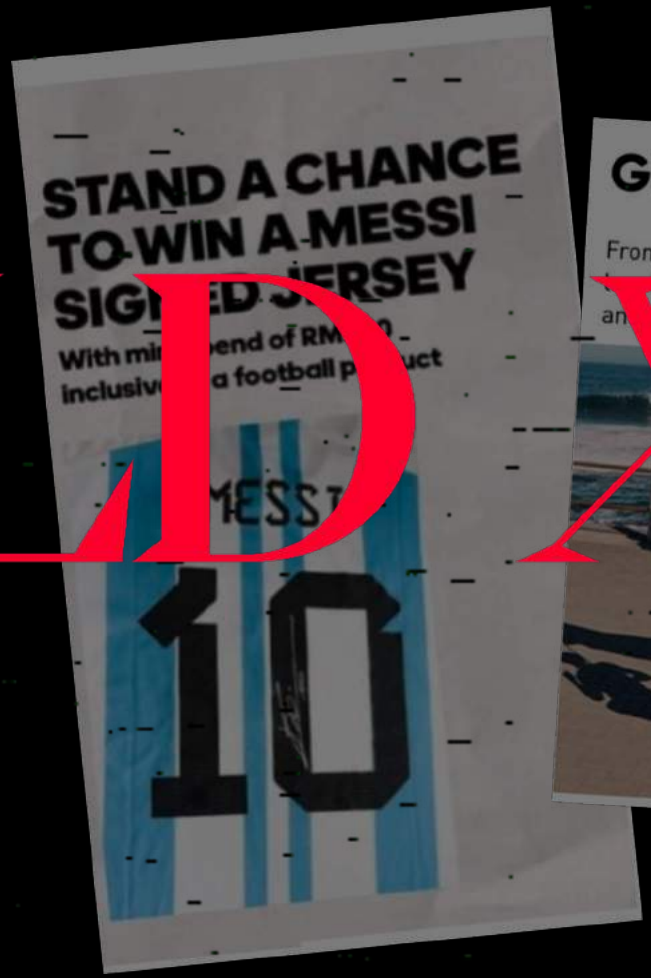



# GET REWARDED ON THE MOVE

From members only products to the latest releases and prizes, never miss out on what you love from adiClub with the adidas app. A platform where you can have a say, leave reviews, and get access to all the latest drops.



# OLD X NEW







adidas

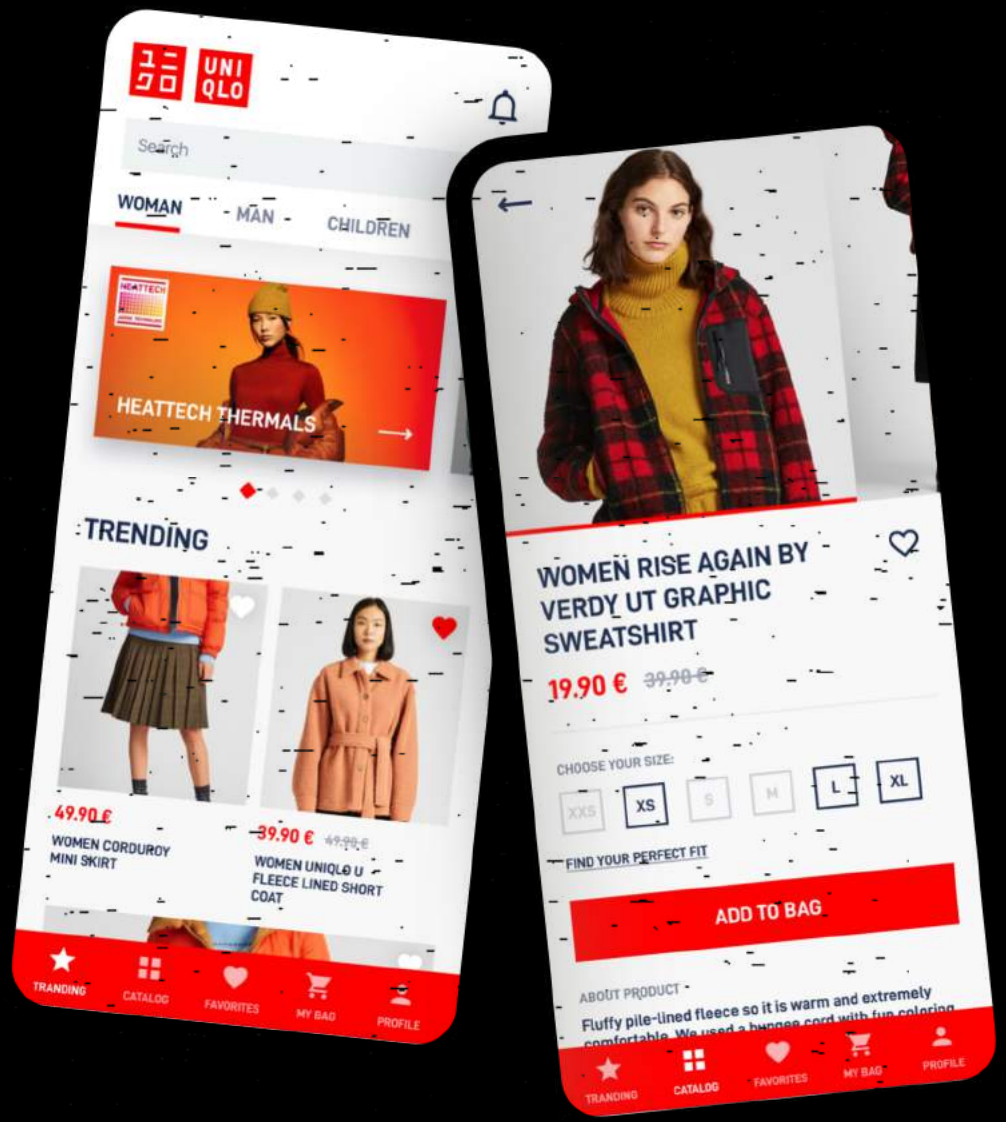
# Business goals
# vs.

*Client goals*

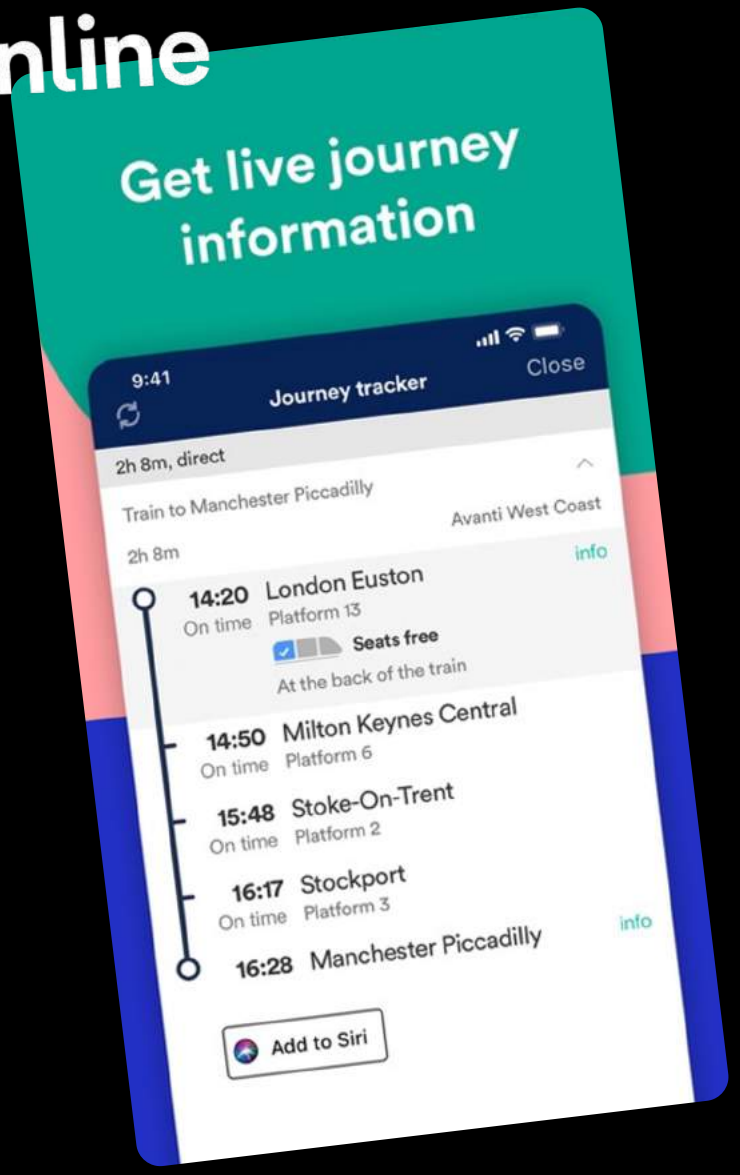
# Have you asked yourself...

# Have you asked yourself...

*Do we need an App?*


UNIQLO
Search
WOMAN
MAN
CHILDREN
HEATTECH THERMALS
TRENDING
49.90 €
WOMEN CORDUROY MINI SKIRT
39.90 €
49.90 €
WOMEN UNIQLO U FLEECE LINED SHORT COAT
TRANDING
CATALOG
FAVORITES
MY BAG
PROFILE
WOMEN RISE AGAIN BY VERDY UT GRAPHIC SWEATSHIRT
19.90 €
39.90 €
CHOOSE YOUR SIZE:
XXS
XS
S
M
L
XL
FIND YOUR PERFECT FIT
ADD TO BAG
ABOUT PRODUCT
Fluffy pile-lined fleece so it is warm and extremely
TRANDING
CATALOG
FAVORITES
MY BAG
PROFILE

trainline


Get live journey information
9:41
Journey tracker
Close
2h 8m, direct
Train to Manchester Piccadilly
Avanti West Coast
2h 8m
info
14:20 London Euston
On time Platform 13
Seats free
At the back of the train
14:50 Milton Keynes Central
On time Platform 6
15:48 Stoke-On-Trent
On time Platform 2
16:17 Stockport
On time Platform 3
16:28 Manchester Piccadilly
info
Add to Siri


H&M

# Do you *need* to choose?

# Is your business trying to

*Be Present*

# Is your business trying to

*Be Georelevant*

# Is your business trying to

*Be Content Rich*

Loyalty *is* habit, and habit *is* human

# *Thank you!*

CK → SCHMACK → SCHMACK → SCHMA

volution → The CI

→ PROGRESSIVE → SEAMLESS → PRO



g → Omnichannel Mar

a → Branding → Orch

ve marketing intelligence agency → World's

SPONSORED BY

FACT FINDER

4TH EDITION

INSIGHT-LED MARKETING STORIES

# PRACTICAL USES FOR AI IN MARKETING



mapp

## RICARDAS MONTVILA

VP - Global Strategy

mapp

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FACT FINDER



2:30 PM

## Welcome

Ricardas Montvila, VP - Global Strategy, Mapp



2:35 PM

## Unveiling Success: High Street TV's Growth Strategies and Impactful Programmes

Lucas Dyson, Digital Marketing Executive, High Street TV



2:55 PM

## Transformation within E-commerce: Personalisation, Retention, and the AI Advantage in Product Discovery

Stephen Batley, Regional Manager UK&I, FactFinder



3:15 PM

## Loyalty Reimagined: Innovate your Customer Loyalty Strategy

Simon Amzallag, Global Head of Growth, SCHMACK



3:35 PM

## Practical Uses for AI in Marketing

Ricardas Montvila, VP – Global Strategy, Mapp



3:55 PM

## Navigating NextTech: Gaining Insights from a Profit Growing Innovator

Maarten Ectors, Multi Award-Winning Innovator, ex. Legal & General at Nokia



4:15 PM

## Mappy Hour - Cocktails and Canapes

mapp CLOUD

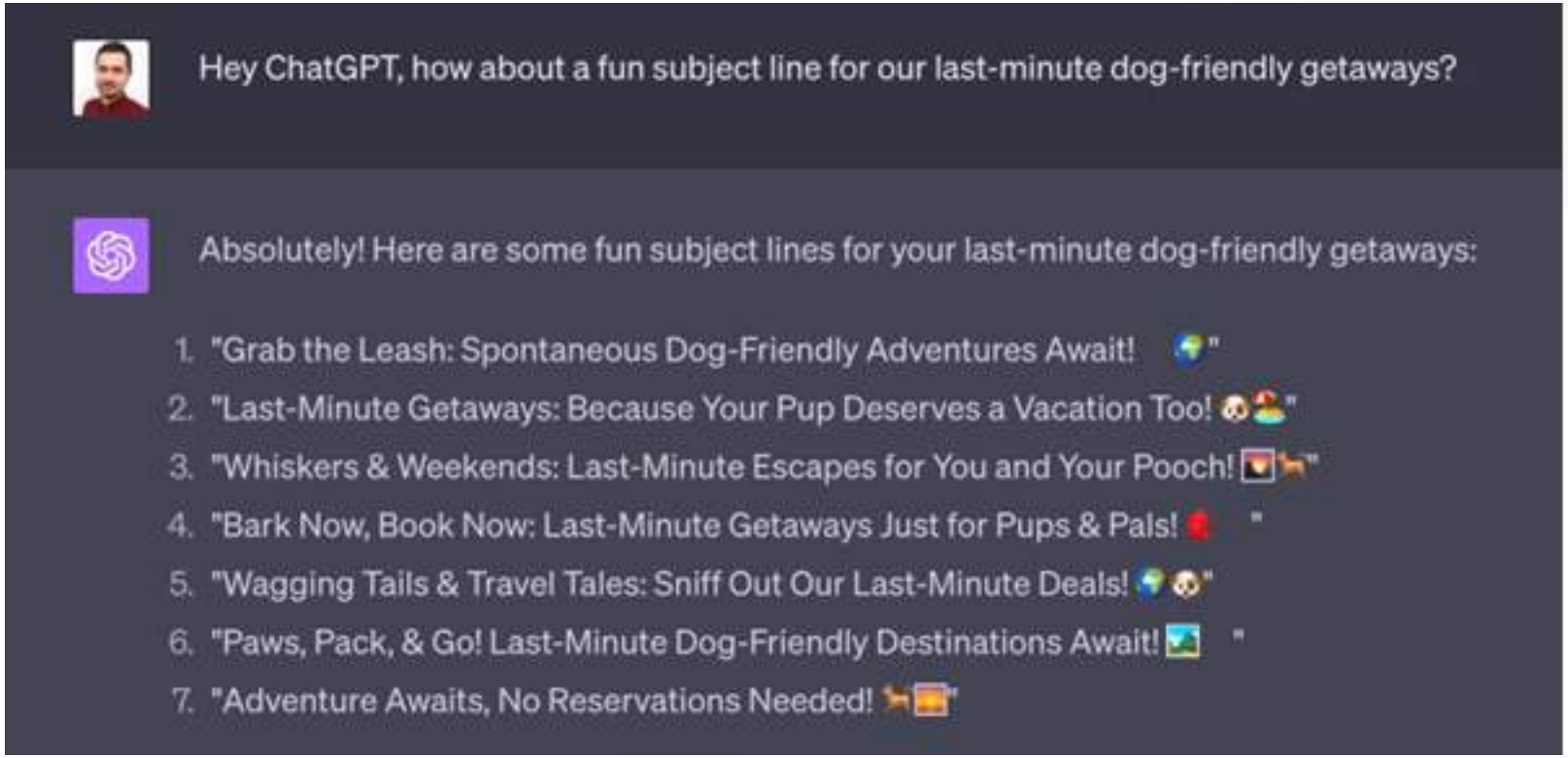
mapp CLOUD

# PRACTICAL USES FOR AI IN MARKETING




**MIDJOURNEY prompt:** /imagine marketer holding a clock in one hand and bag of money in another in Wes Anderson style

# GENERATE CONTENT



# ENRICH IT WITH CONTEXT



Provide more subject lines, but include behaviour traits of toy poodles

Of course! Toy Poodles are known for their intelligence, elegance, and playful nature. Here are some subject lines that incorporate these traits:

1. "Elegant Escapes for Your Sophisticated Toy Poodle! 🐩✨"
2. "Brains & Beauty: Getaways Fit for Your Toy Poodle's Charm! 🌟 "
3. "For the Poodle with Panache: Last-Minute Getaways Await! 🐩🌍"
4. "Playful Poodle Adventures: Whisk Your Furry Genius Away! 🎈 "
5. "Smart Pups Deserve Smart Trips: Last-Minute Poodle Perfection! 🧠🐩"
6. "Twirls, Curls, & World Tours: Getaways for Your Spirited Toy Poodle! 🌎 "
7. "Elegance on Four Paws: Travel Destinations Your Toy Poodle Will Adore! 🐩🏖️"
8. "For the Poodle that Knows Best: Last-Minute Luxe Getaways! 🌟 "
9. "Prance & Play: Whimsical Weekends for Your Toy Poodle! 🎉🐩"
10. "Curious Canine Capers: Explore with Your Intelligent Toy Poodle! 🌍 "

# ADAPT FOR DIFERENT CHANNELS

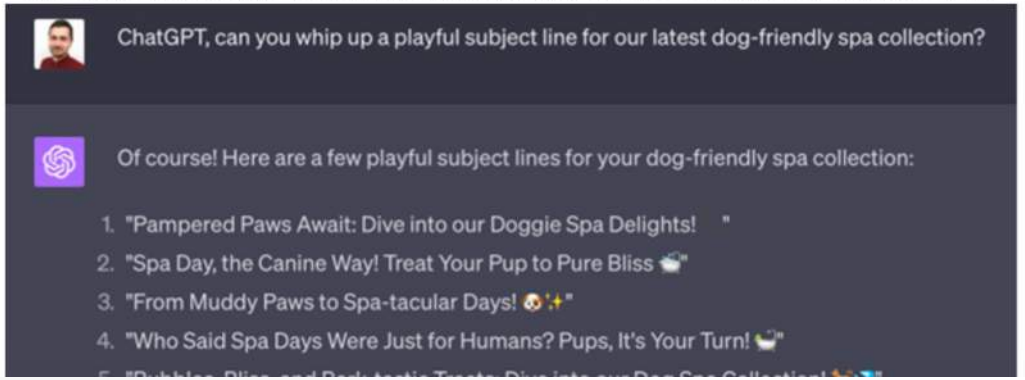
**Unleashing ChatGPT for Doggone Great Email Subject Lines!** 🐾

Hey, all you pet-loving marketers out there! Ever felt like your email subject lines are just not fetching the attention they deserve? Well, wag those worries away because ChatGPT is here to be your ultimate marketing sidekick. With just a bark (or a prompt), you can get tail-waggingly good subject lines that'll have your audience paw-sing to open your emails.

**Here's how to get started:**

1. **Sniff Out Your Message:** Before you let ChatGPT off the leash, make sure you know the message of your email. Is it about a last-minute getaway deal or perhaps a new collection of dog-friendly spa hotels?
2. **Pick the Perfect Tone:** Whether you're going for a playful bark or a sophisticated woof, decide on the tone that'll resonate with your furry-loving audience.
3. **Throw ChatGPT a Bone (or a Prompt!):** With your message and tone in mind, craft a playful prompt for ChatGPT. For example:

*"ChatGPT, can you whip up a playful subject line for our latest dog-friendly spa collection?"*



# WRITING ARTICLES BASED ON INTERVIEWS



descript

TRANSCRIBE | IDENTIFY SPEAKERS | REMOVE FILLERS

2.5hrs

5min

ChatGPT

CREATE AN INTERVIEW | TURN INTO ARTICLE | CHANGE TONE

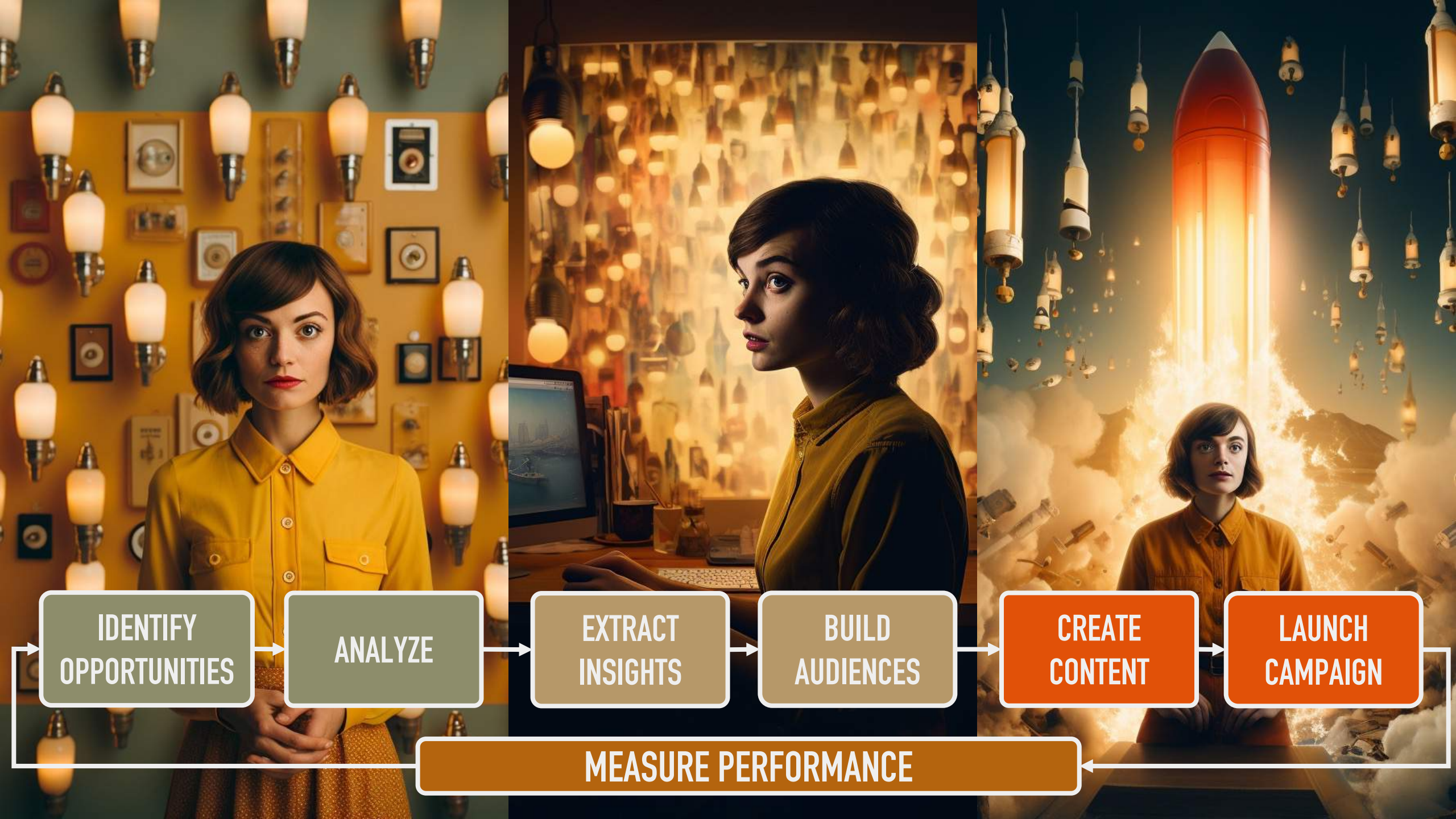
1.5hrs

20min

SAVING
2hrs 35min

x9

23hrs 25min


IDENTIFY OPPORTUNITIES
ANALYZE
EXTRACT INSIGHTS
BUILD AUDIENCES
CREATE CONTENT
LAUNCH CAMPAIGN
MEASURE PERFORMANCE

mapp CLOUD

# INSIGHT-LED CUSTOMER EXPERIENCE

## STRATEGY

Partners | Tactics | Support

## DATA SOURCES

Service | CMS | Website

CRM | EDW | E-commerce

## INTEGRATIONS

Onsite Pixel | Data Streams | Mobile SDK

Connectors | Batch Upload | Rest API

## YOUR DATA

CRM / Preferences | Transactions | Offline / In-Store

## COLLECTED BY MAPP

Campaign Feedback | Web Interactions | App Interactions

## ENRICHED & PREDICTED BY MAPP

Campaign Insights | AI Predictions | Lead Scoring

Recommendations | Loyalty | RFM Modelling

## UNIFIED CUSTOMER PROFILE

## ENGAGEMEN T

Social Proof | Reviews | Search | Geotargeting

Email | AMP | Web | Paid Ads

SMS | Push | In-App | Custom Webhook

## INTELLIGENCE

Insights

Analytics & Dashboards

Optimization

Artificial Intelligence

Message Statistics

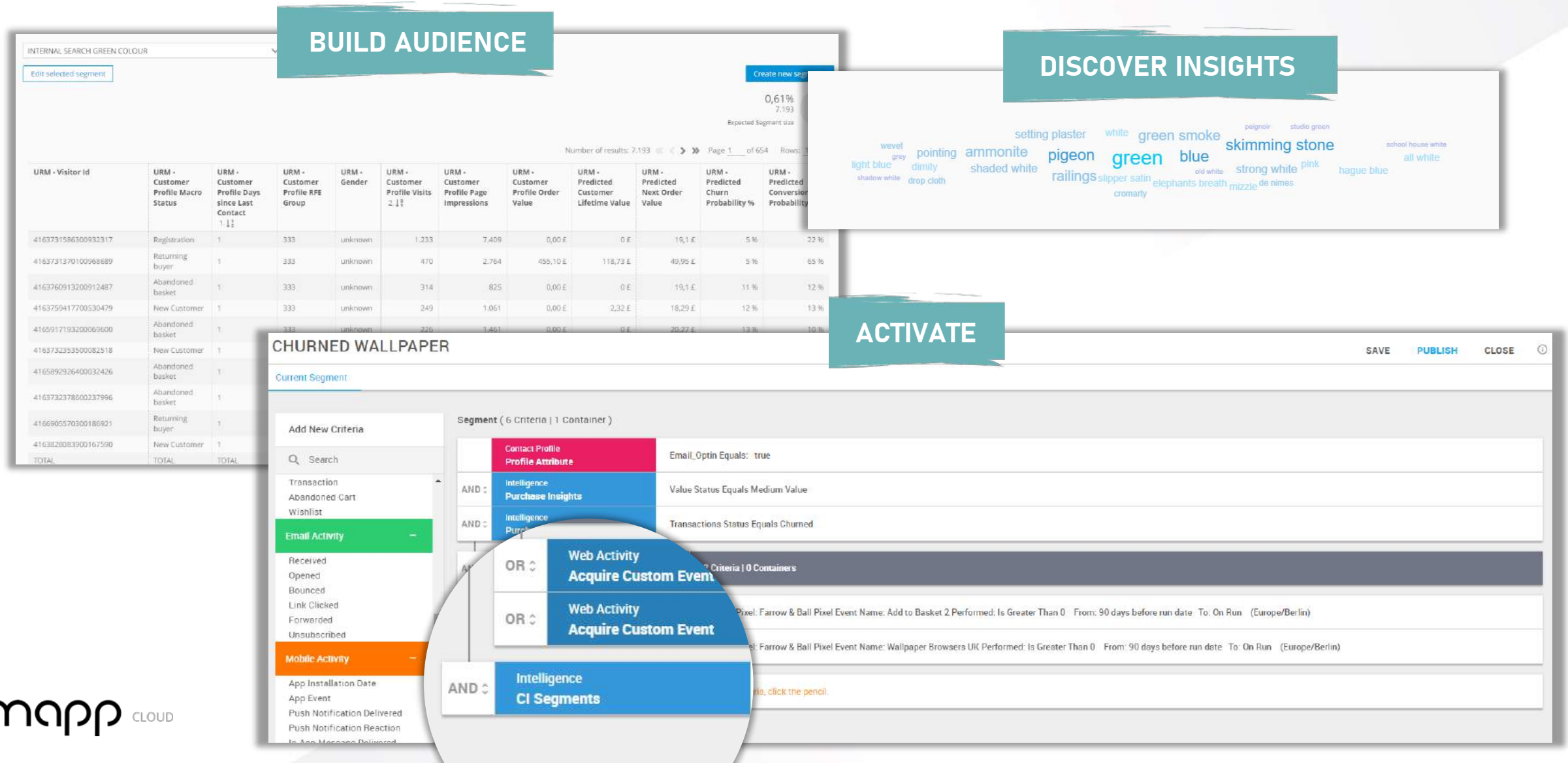
*"Mapp Cloud stands out for its aspirational vision of marketing as an insights-driven business function. It differentiates with marketer-friendly analytics, AI-driven planning and orchestration, and comprehensive measurement and optimization capabilities aligned with business KPIs"*

FORRESTER

mapp CLOUD

MAGIC 2023 MEMBER CERTIFIED

# WHAT DOES THIS ALLOW TO DO?




mapp CLOUD

# WHAT ARE THE REWARDS?




**+35%** Email Revenue

**7.4x** CR increase

LloydsPharmacy

**154%** CTR increase

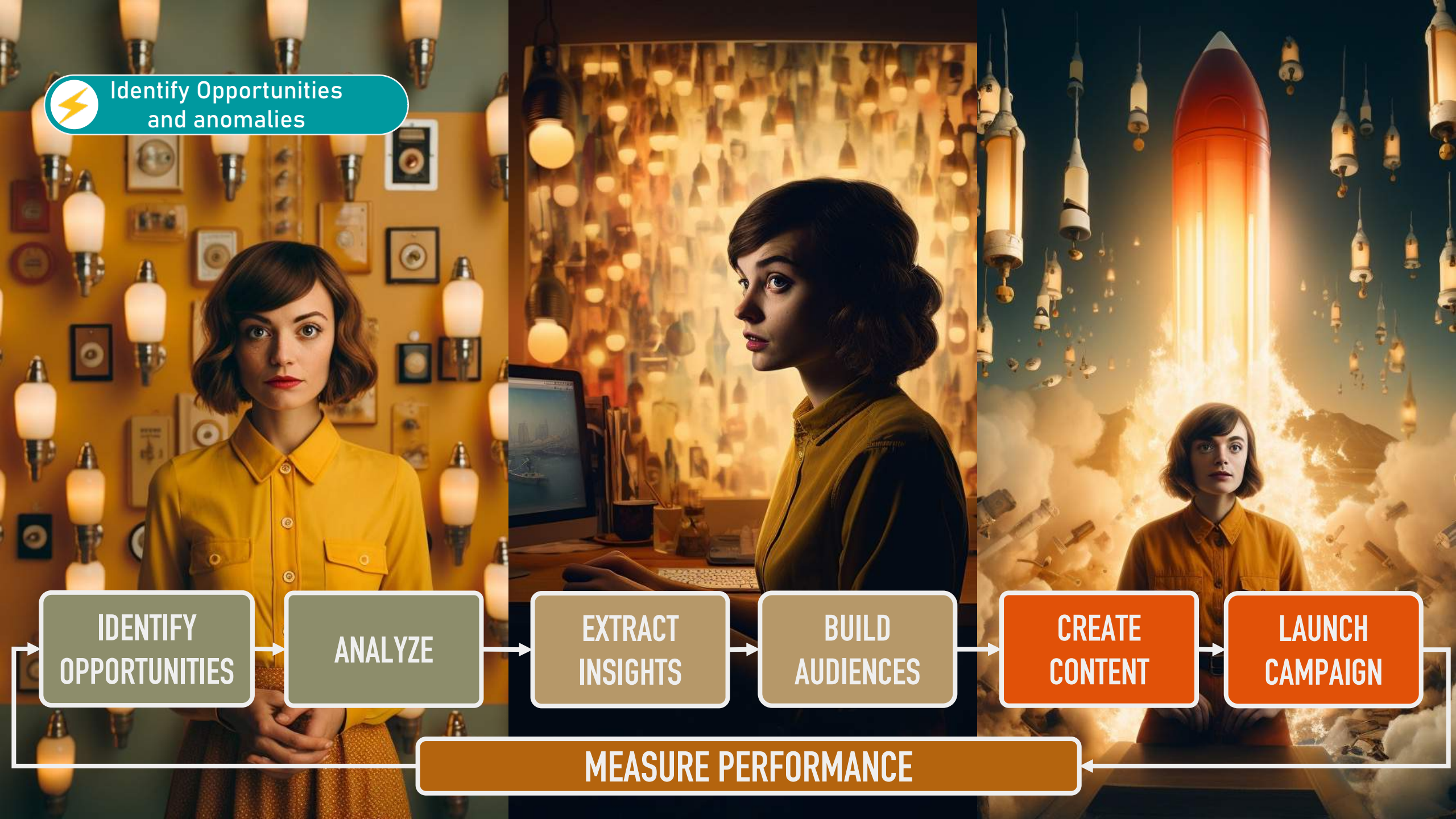
**667%** CR increase

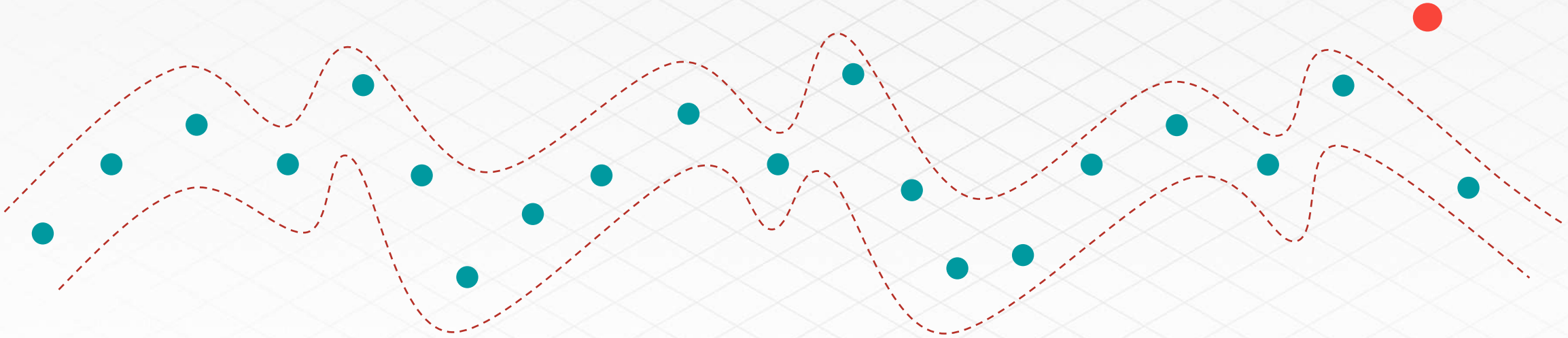



Mapp Cloud delivers
**540%** ROI

mapp CLOUD

MEMBER MACH 2023 CERTIFIED


Identify Opportunities and anomalies
IDENTIFY OPPORTUNITIES
ANALYZE
EXTRACT INSIGHTS
BUILD AUDIENCES
CREATE CONTENT
LAUNCH CAMPAIGN
MEASURE PERFORMANCE



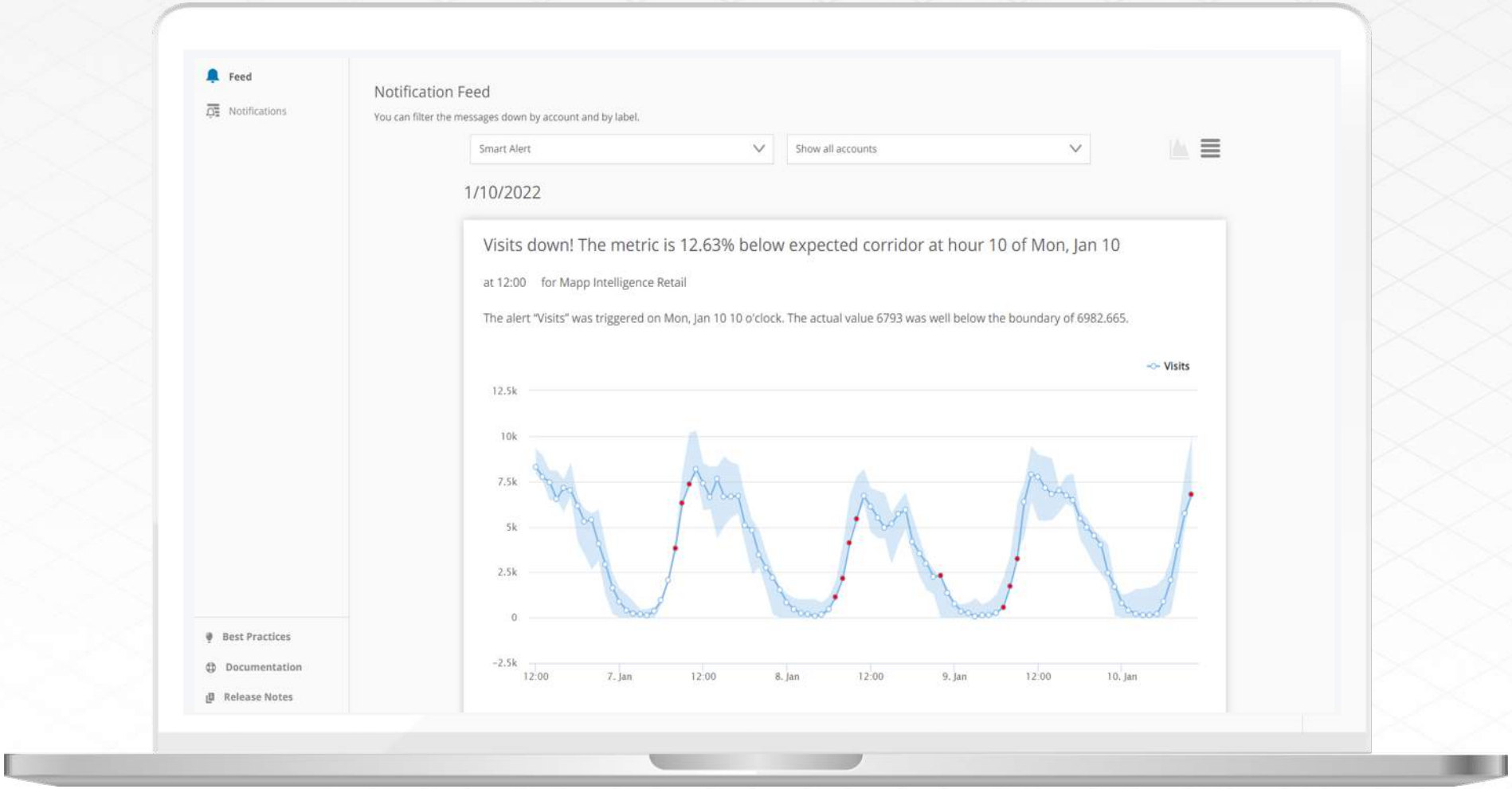
mapp CLOUD



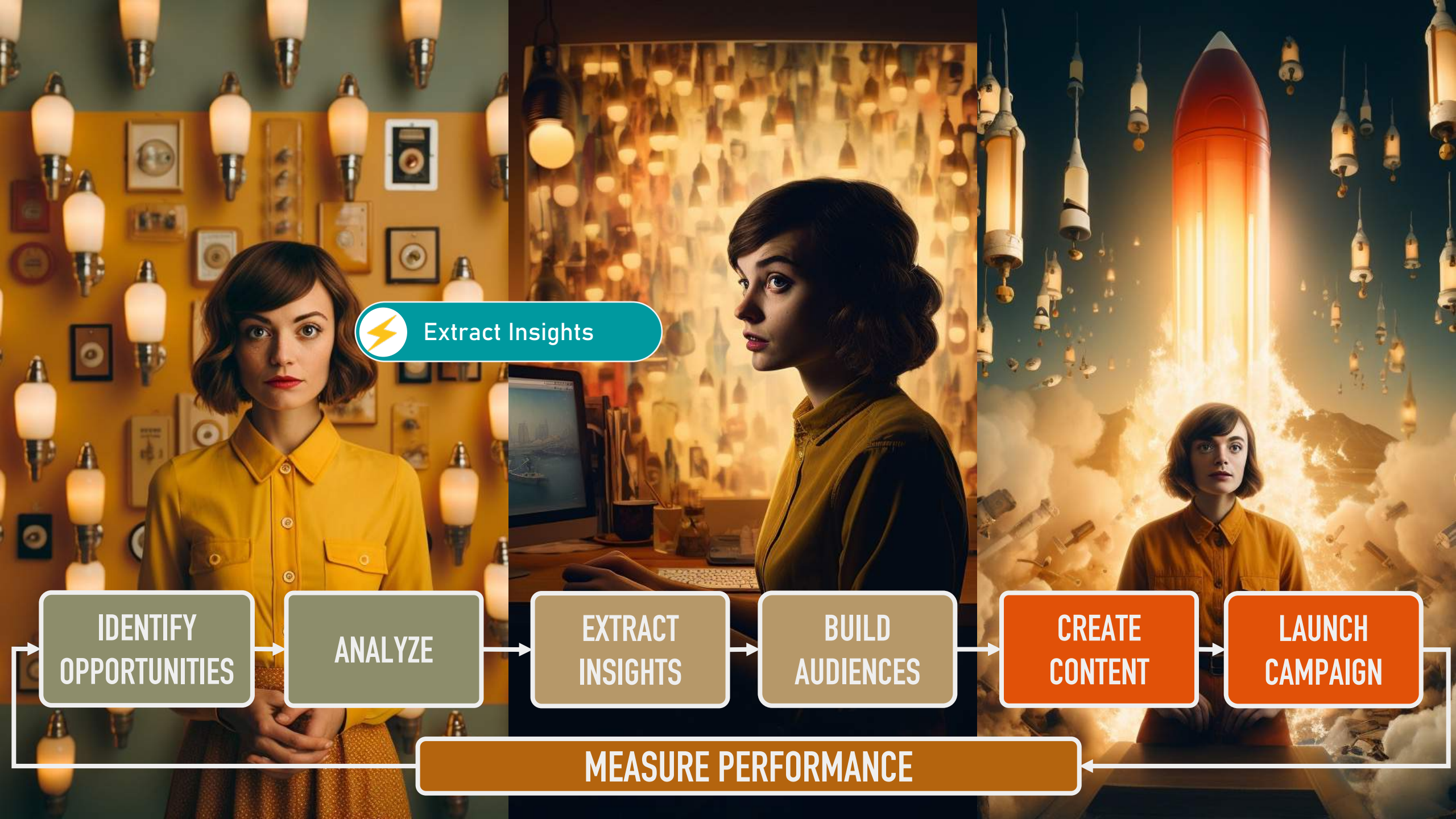
I want to know what I should focus on next.

AVAILABLE NOW

# IDENTIFY OPPORTUNITIES AND ANOMALIES




mapp CLOUD


Extract Insights
IDENTIFY OPPORTUNITIES
ANALYZE
EXTRACT INSIGHTS
BUILD AUDIENCES
CREATE CONTENT
LAUNCH CAMPAIGN
MEASURE PERFORMANCE

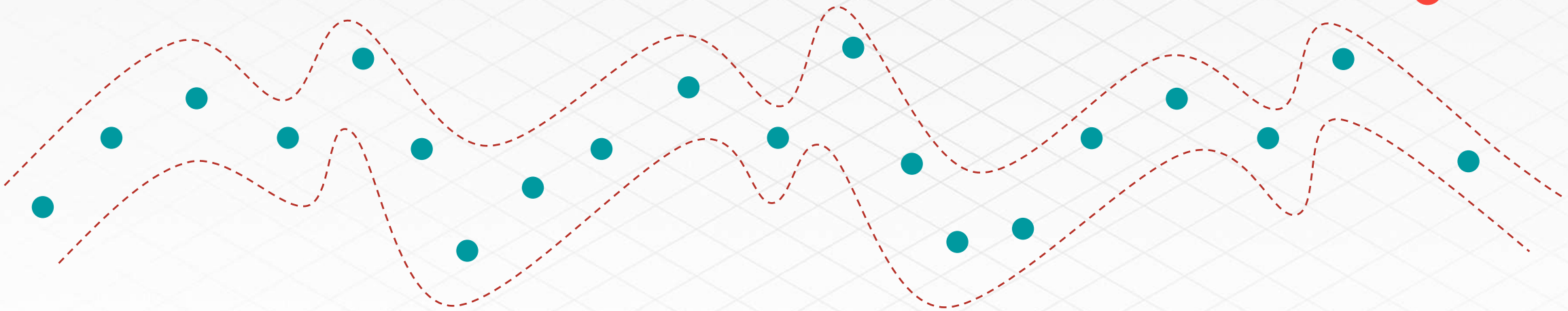
PRODUCTS IN BASKET

FIRST ORDERS

SECOND ORDERS

REPEAT ORDERS

ORDER VALUE INCREASED BY 11%



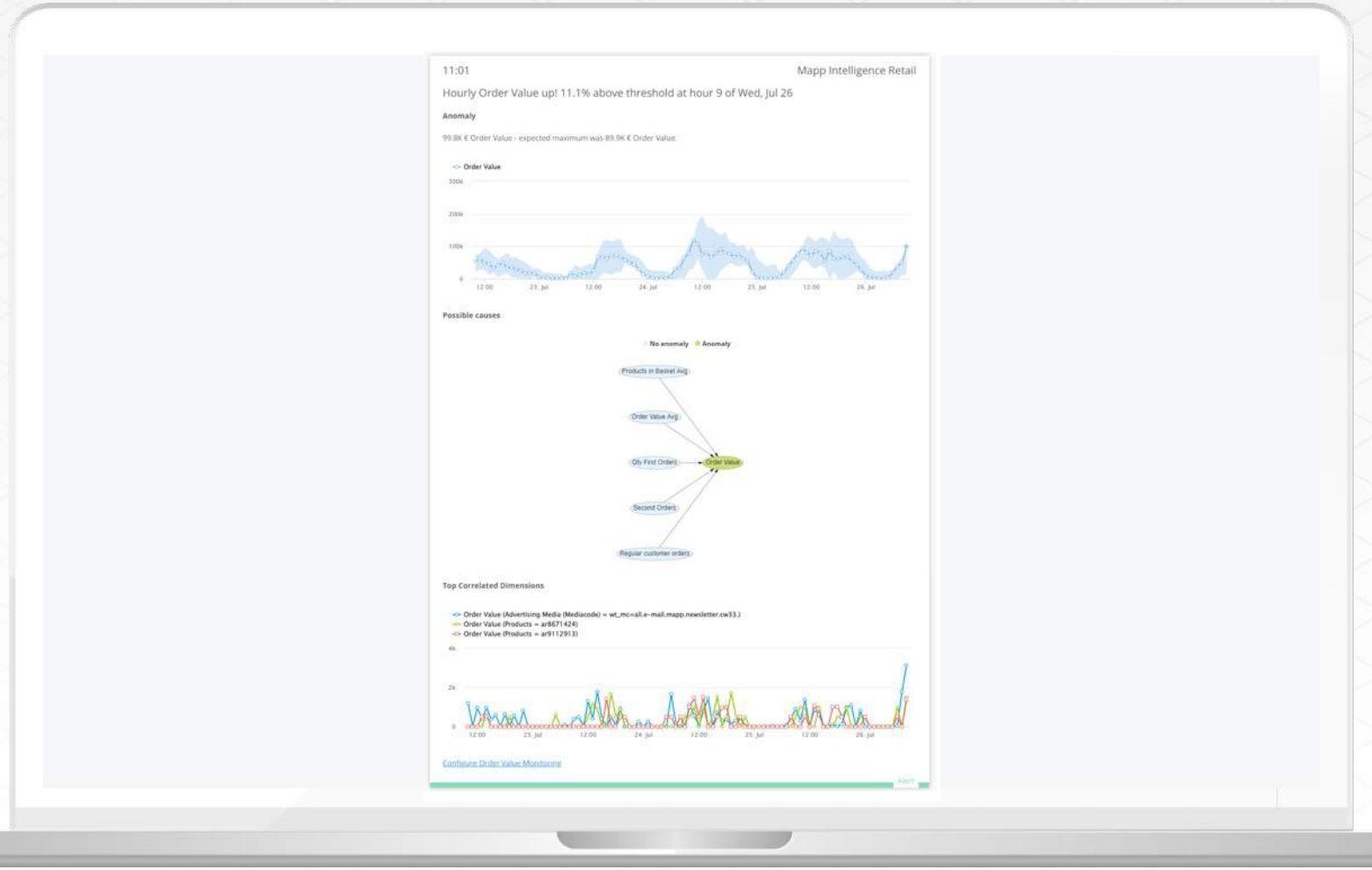
mapp CLOUD



I want to know as soon as anomalies occur and want help with analysis on why they occurred.

AVAILABLE SOON

# ORDER VALUE MONITORING




mapp CLOUD



I want to identify friction in key parts of the customer experience journey.

## CUSTOM PROCESS MONITORING

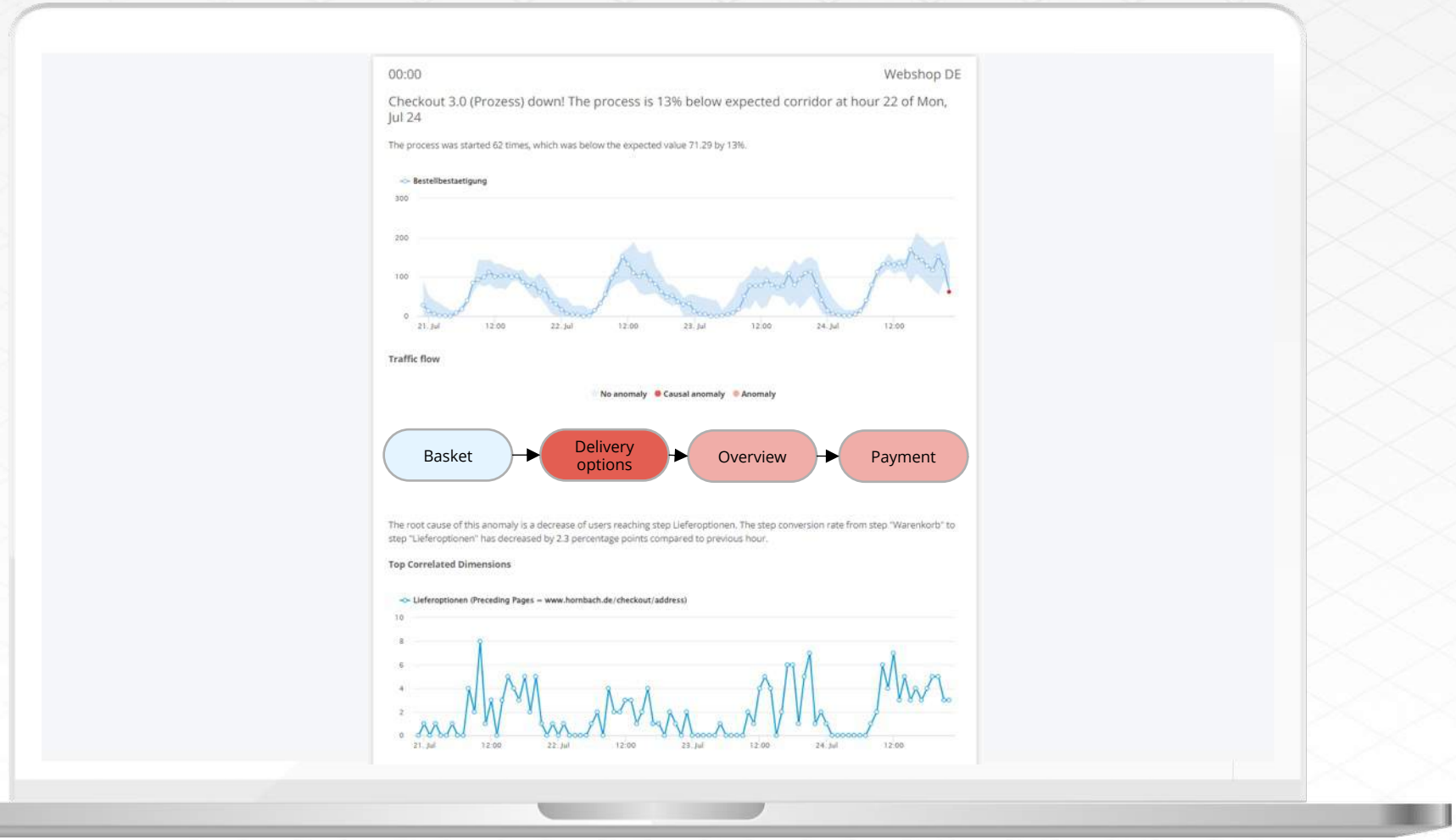




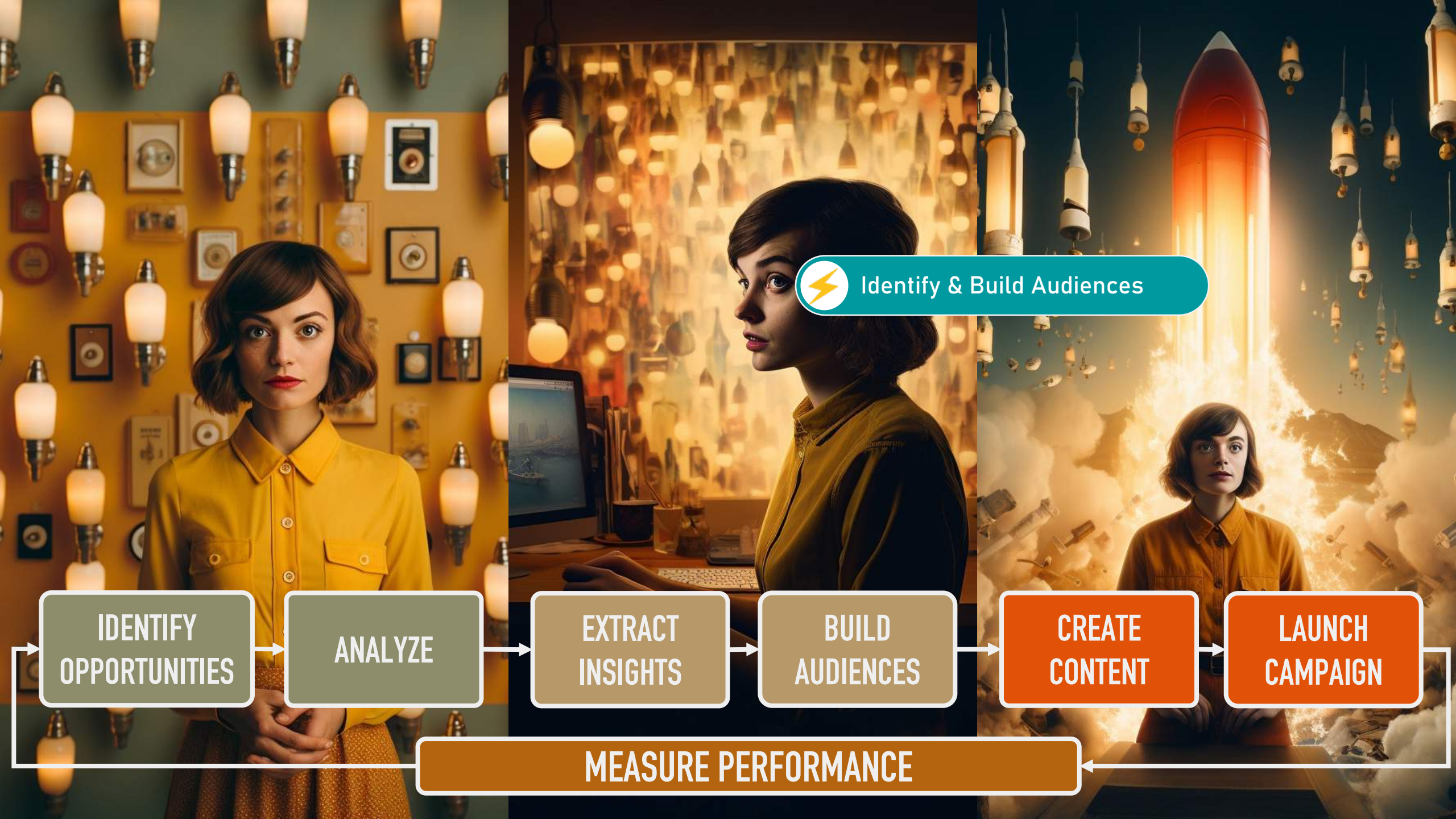
I want to identify friction in key parts of customer experience journey.

AVAILABLE SOON

# CUSTOM PROCESS MONITORING




mapp CLOUD


Identify & Build Audiences
IDENTIFY OPPORTUNITIES
ANALYZE
EXTRACT INSIGHTS
BUILD AUDIENCES
CREATE CONTENT
LAUNCH CAMPAIGN
MEASURE PERFORMANCE

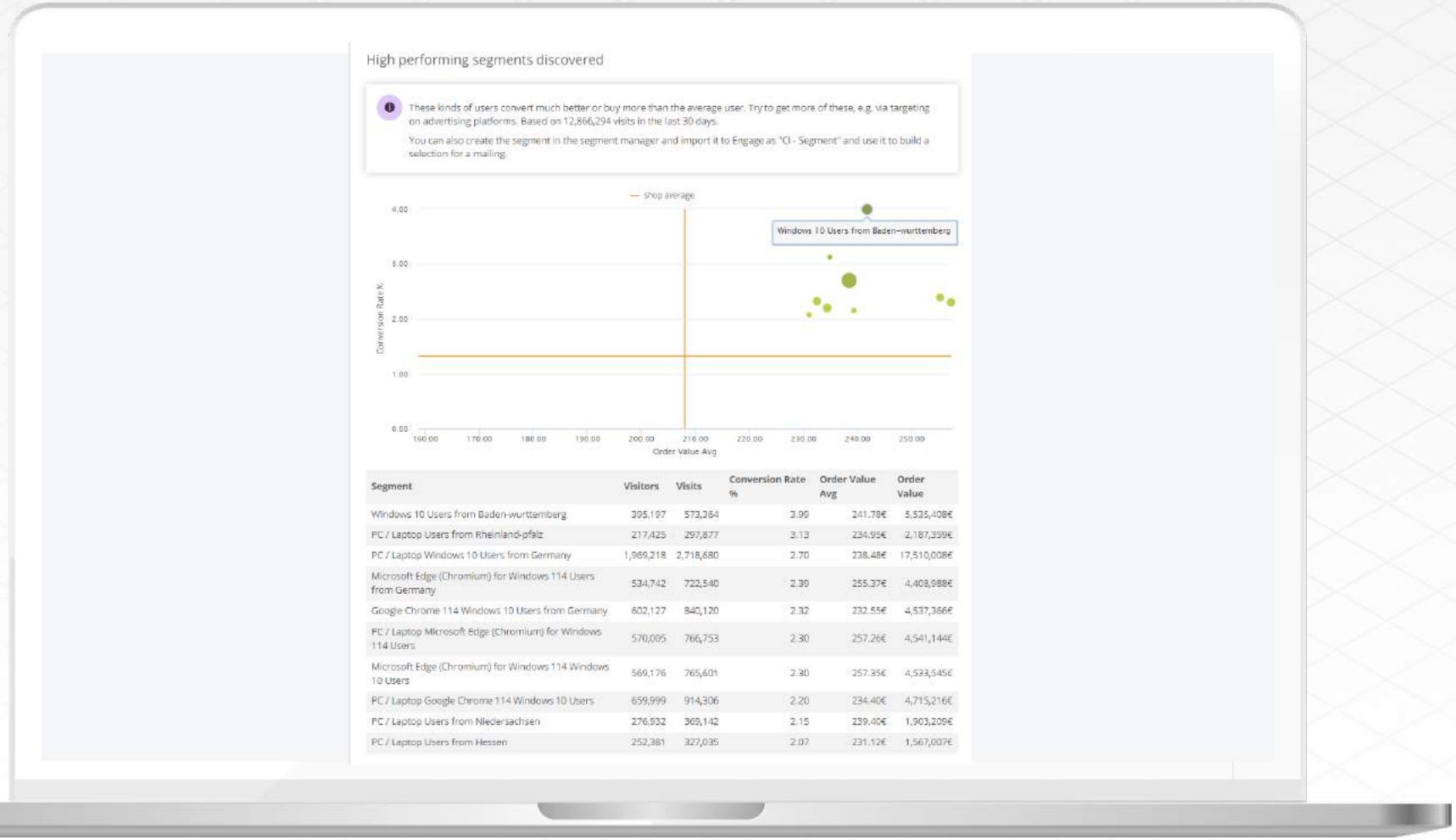

WINDOWS 10, BERLIN, EMAIL SUBSCRIBERS
AVG. CONVERSION RATE
AVG. ORDER VALUE



What are my most valuable customer segments?

AVAILABLE SOON

# SEGMENT DETECTION




| Segment | Visitors | Visits | Conversion Rate % | Order Value Avg | Order Value |
|---|---|---|---|---|---|
| Windows 10 Users from Baden-wurttemberg | 395,197 | 573,264 | 2.99 | 241.78€ | 5,535,408€ |
| PC / Laptop Users from Rheinland-pfalz | 217,425 | 297,877 | 3.13 | 234.95€ | 2,187,359€ |
| PC / Laptop Windows 10 Users from Germany | 1,969,218 | 2,718,680 | 2.70 | 238.48€ | 17,510,008€ |
| Microsoft Edge (Chromium) for Windows 114 Users from Germany | 534,742 | 722,540 | 2.39 | 255.37€ | 4,408,988€ |
| Google Chrome 114 Windows 10 Users from Germany | 602,127 | 840,120 | 2.32 | 232.55€ | 4,537,366€ |
| PC / Laptop Microsoft Edge (Chromium) for Windows 114 Users | 570,005 | 766,753 | 2.30 | 257.26€ | 4,541,144€ |
| Microsoft Edge (Chromium) for Windows 114 Windows 10 Users | 569,176 | 765,601 | 2.30 | 257.35€ | 4,533,545€ |
| PC / Laptop Google Chrome 114 Windows 10 Users | 659,999 | 914,306 | 2.20 | 234.40€ | 4,715,216€ |
| PC / Laptop Users from Niedersachsen | 276,932 | 369,142 | 2.15 | 239.40€ | 1,903,209€ |
| PC / Laptop Users from Hessen | 252,381 | 327,035 | 2.07 | 231.12€ | 1,567,007€ |

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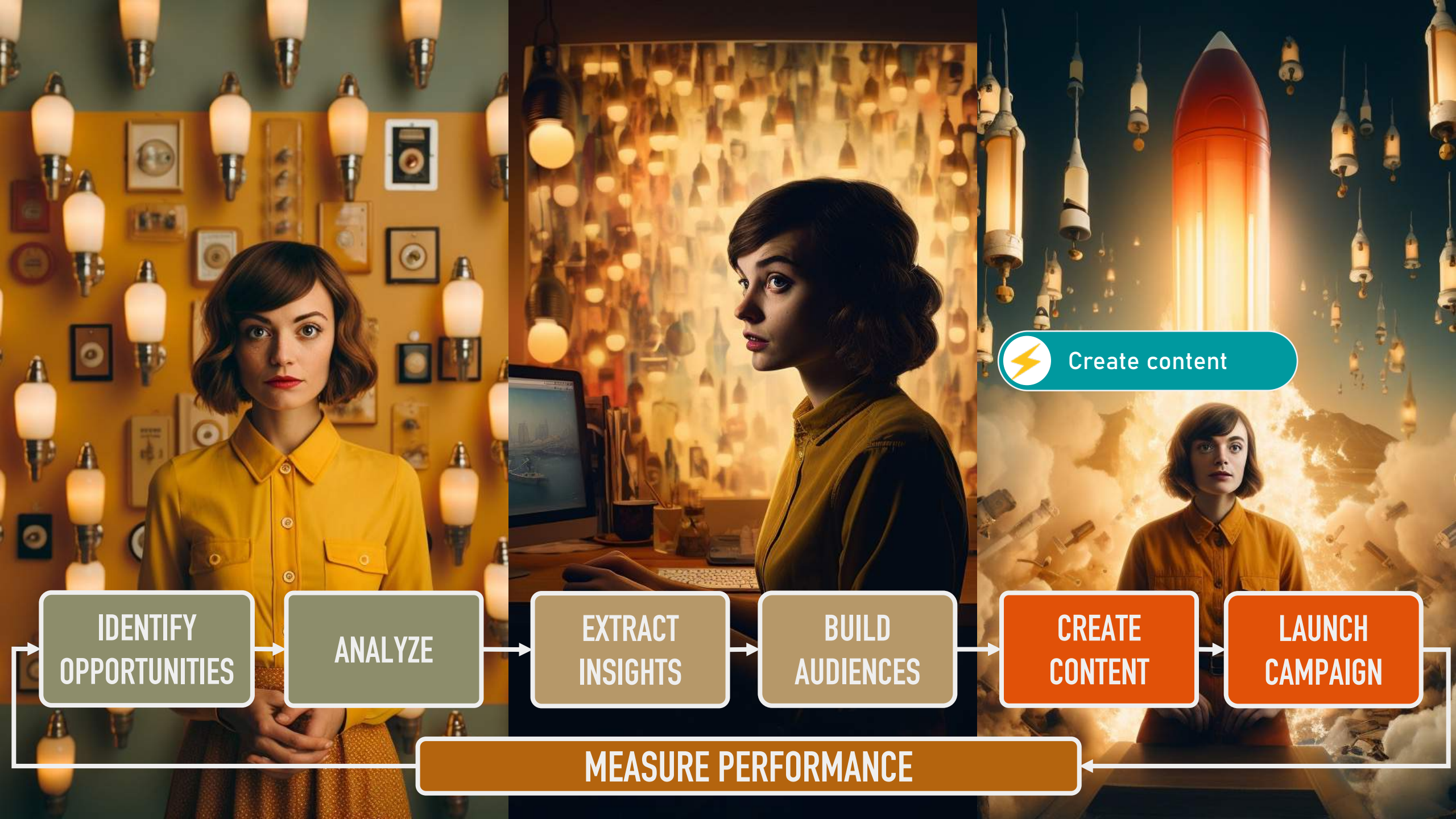
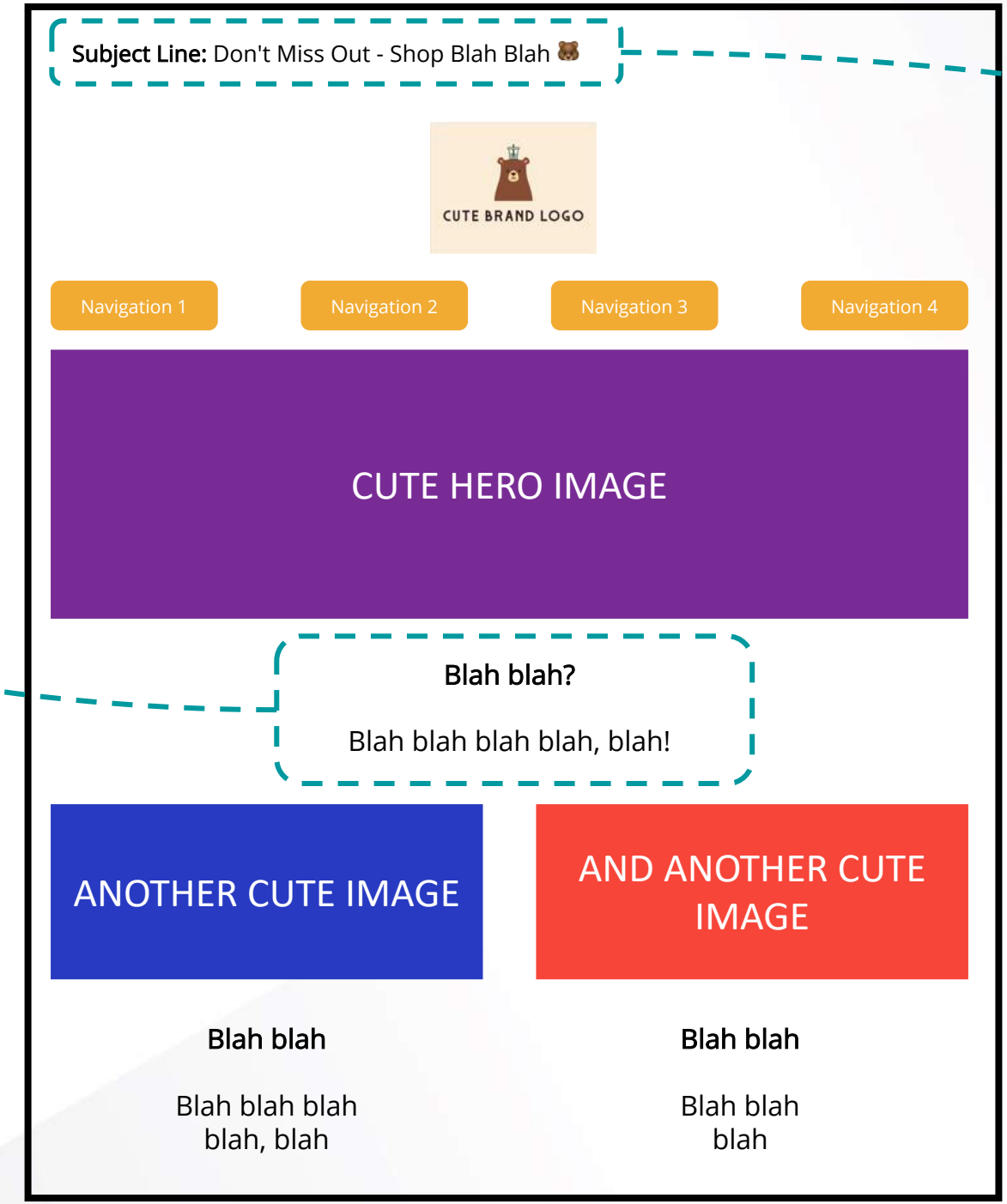

Create content
IDENTIFY OPPORTUNITIES
ANALYZE
EXTRACT INSIGHTS
BUILD AUDIENCES
CREATE CONTENT
LAUNCH CAMPAIGN
MEASURE PERFORMANCE




SUGGEST A BETTER SUBJECT LINE?

IMPROVE THE COPY?

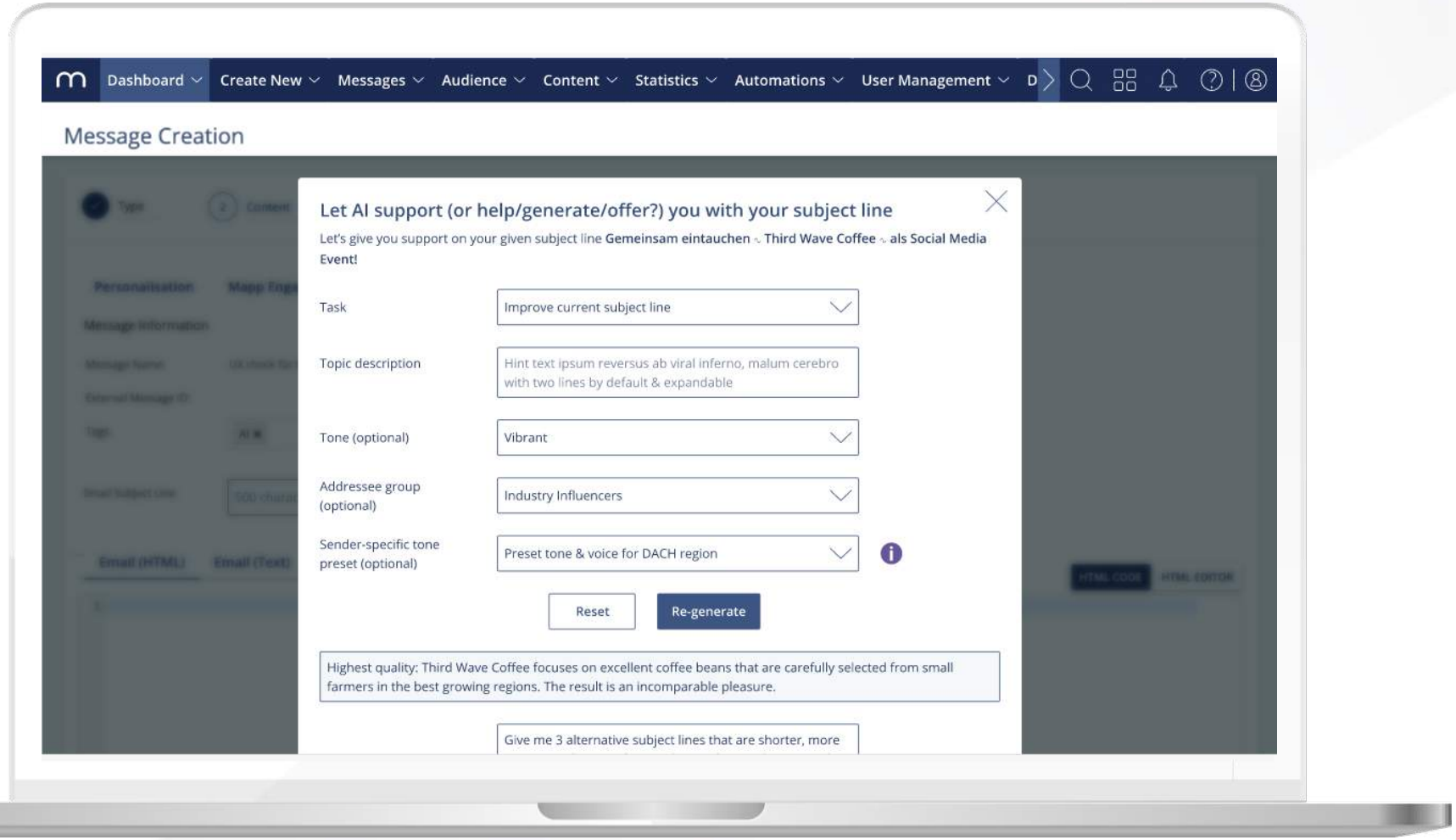
mapp CLOUD



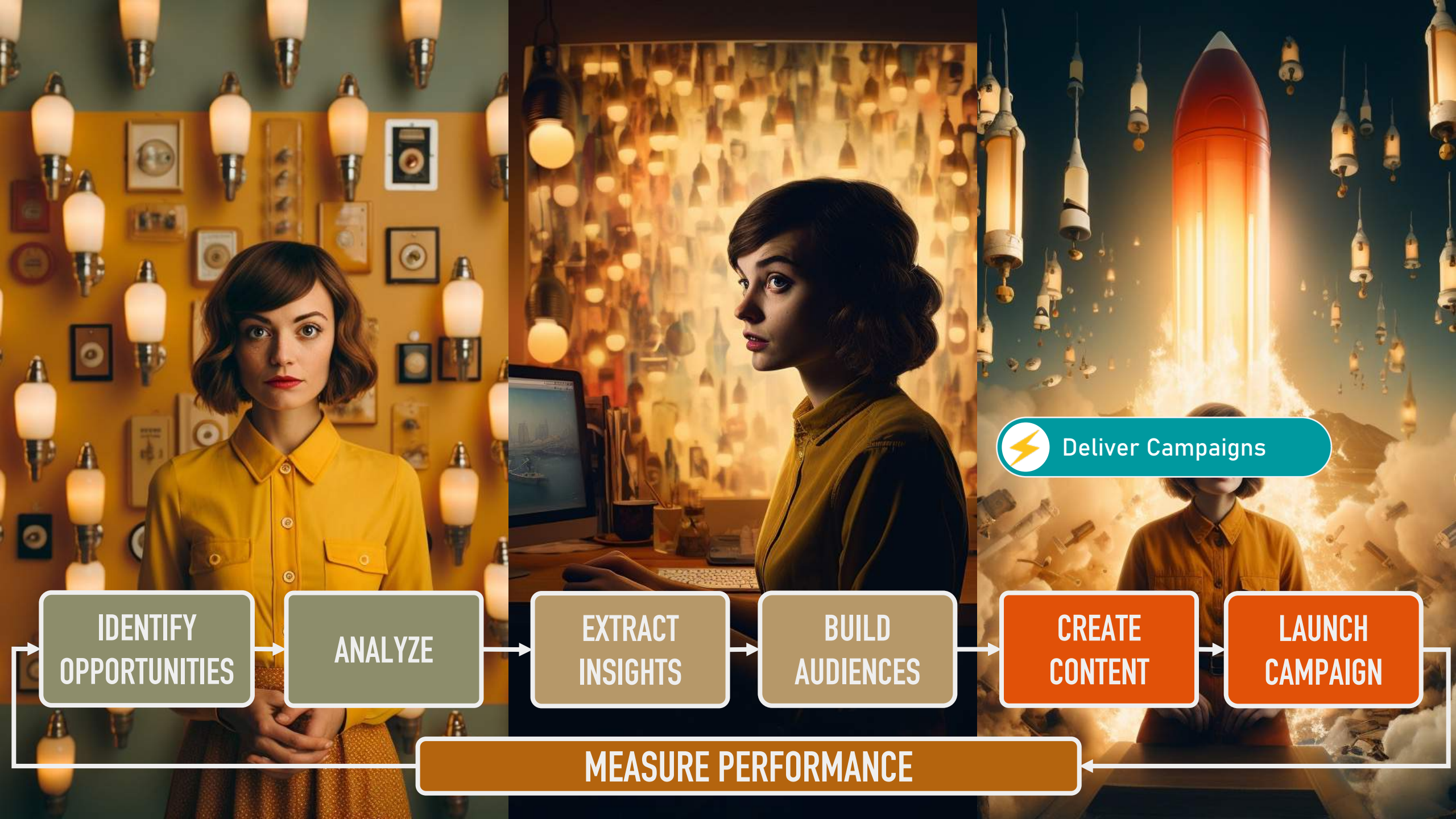
Can you improve my content?

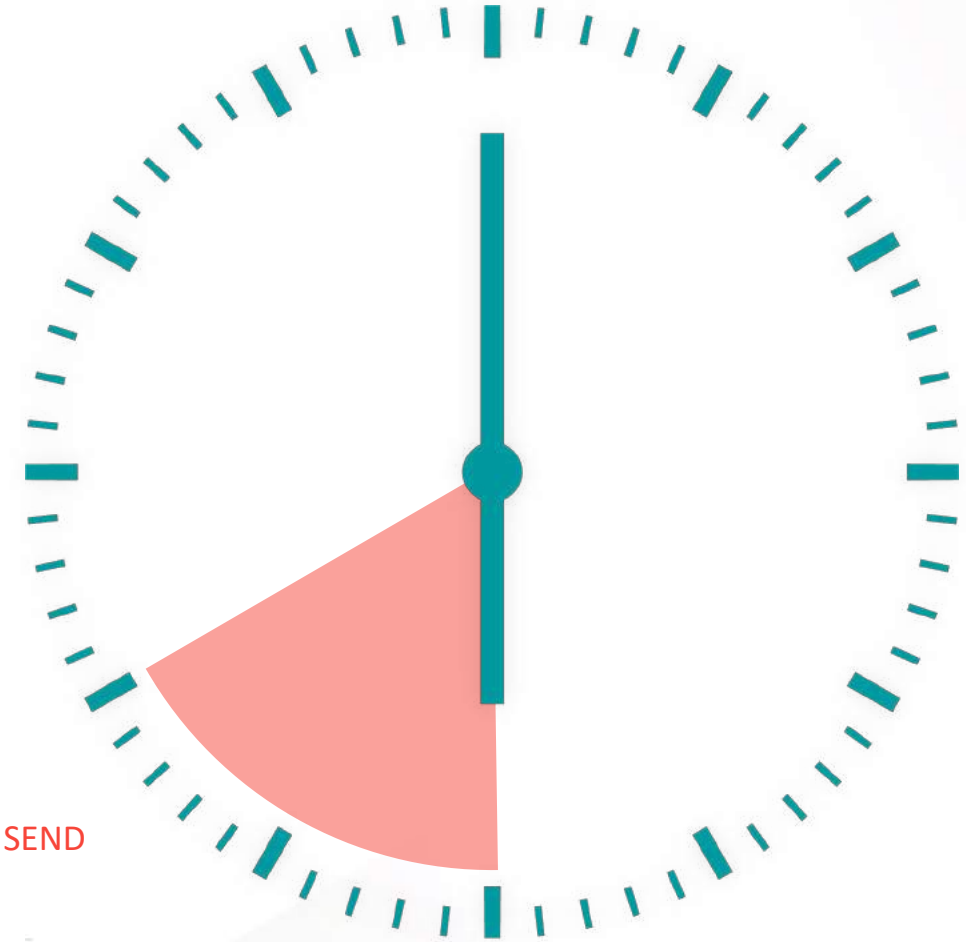
AVAILABLE SOON

# CHATGPT IN MAPP ENGAGE

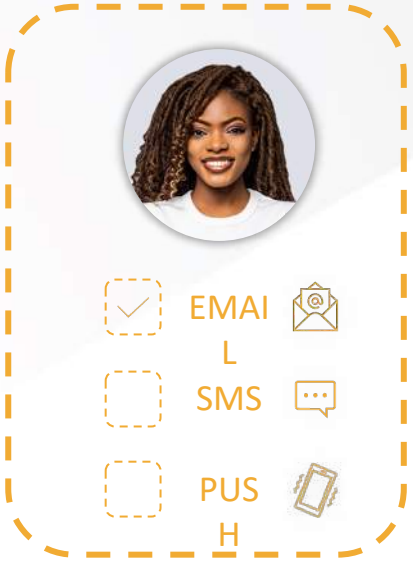



mapp CLOUD


Deliver Campaigns
IDENTIFY OPPORTUNITIES
ANALYZE
EXTRACT INSIGHTS
BUILD AUDIENCES
CREATE CONTENT
LAUNCH CAMPAIGN
MEASURE PERFORMANCE



BEST TIME TO SEND



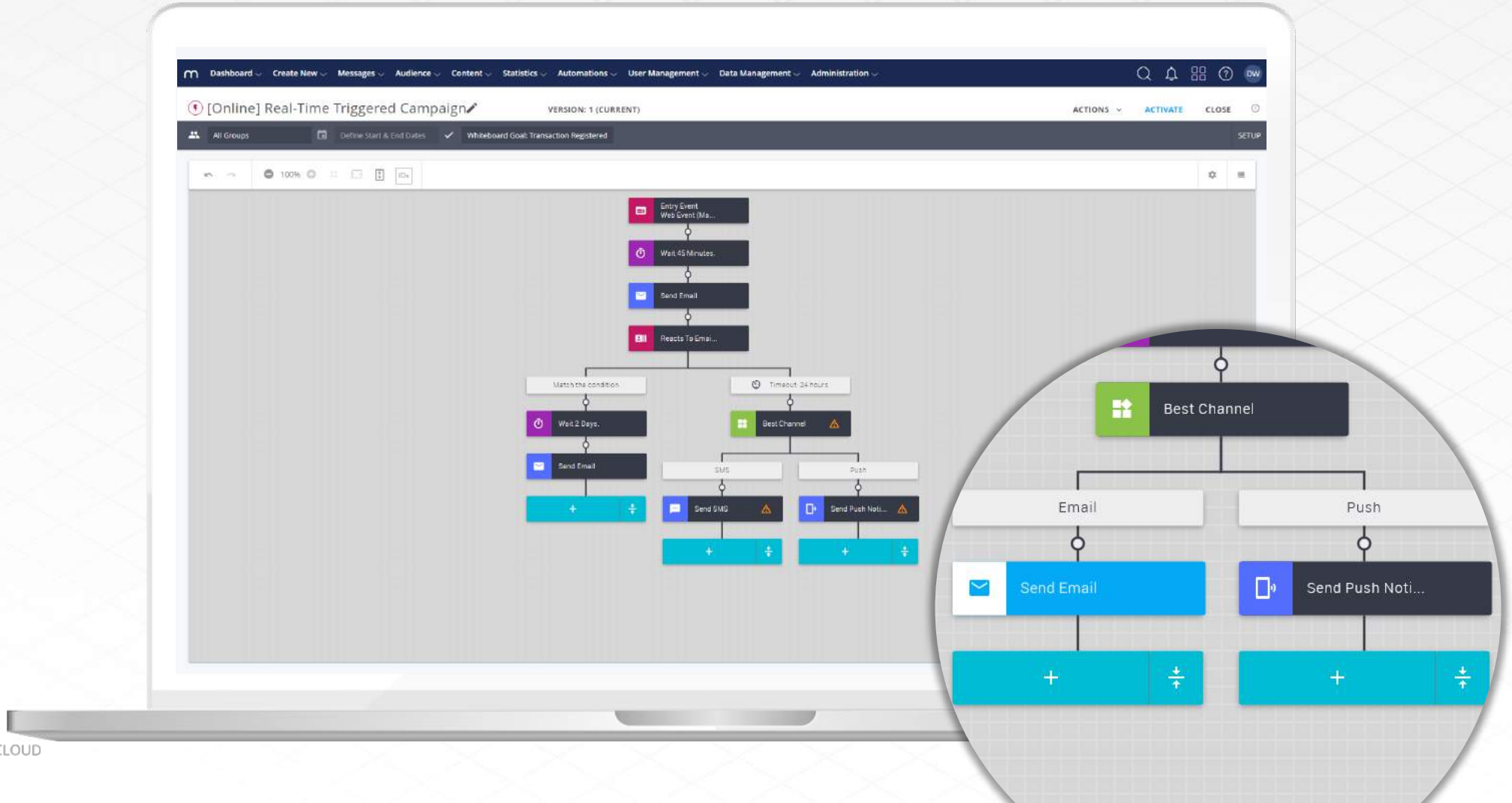

BEST CHANNEL TO SEND



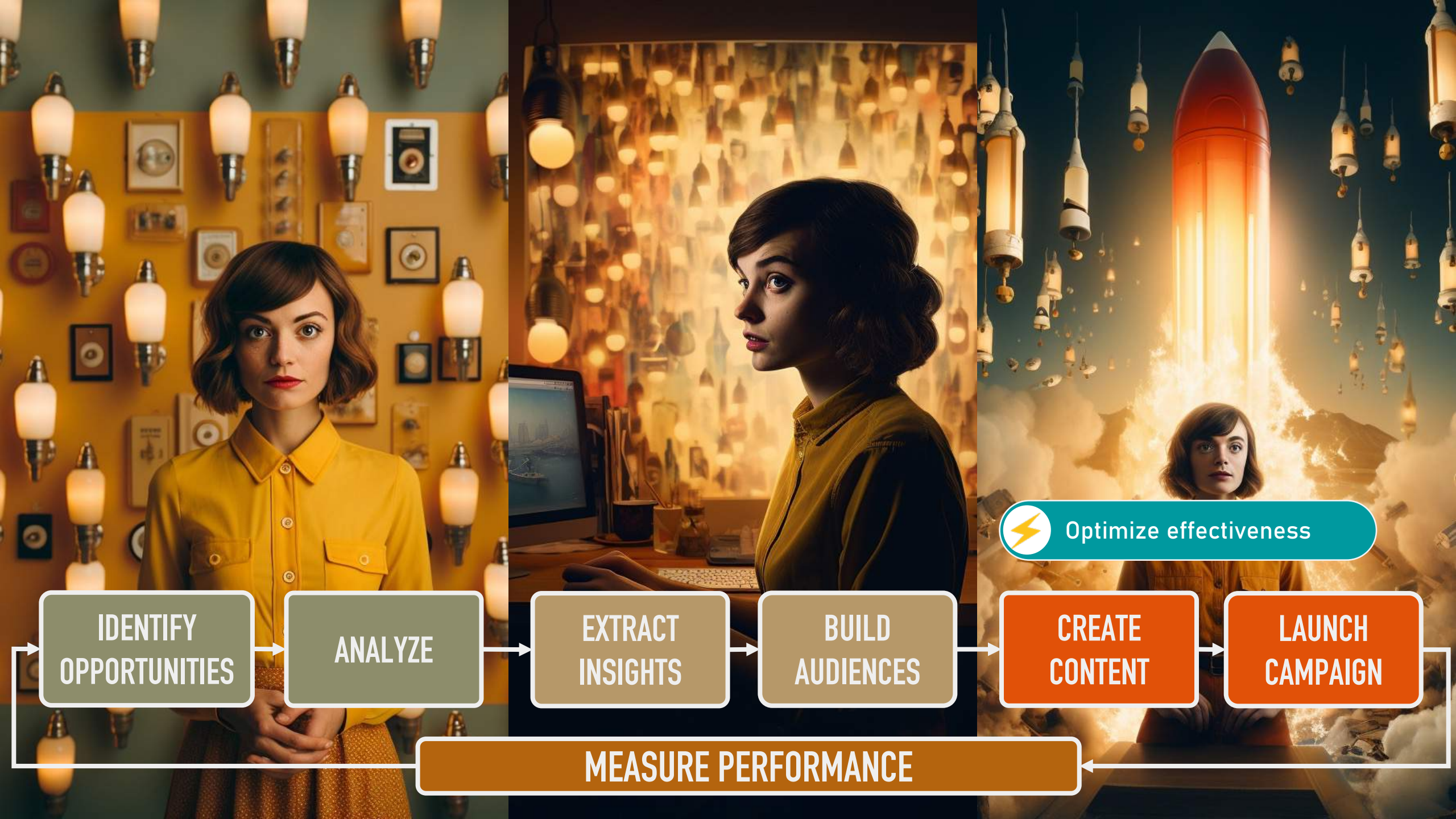
What is the best time to engage my customers?

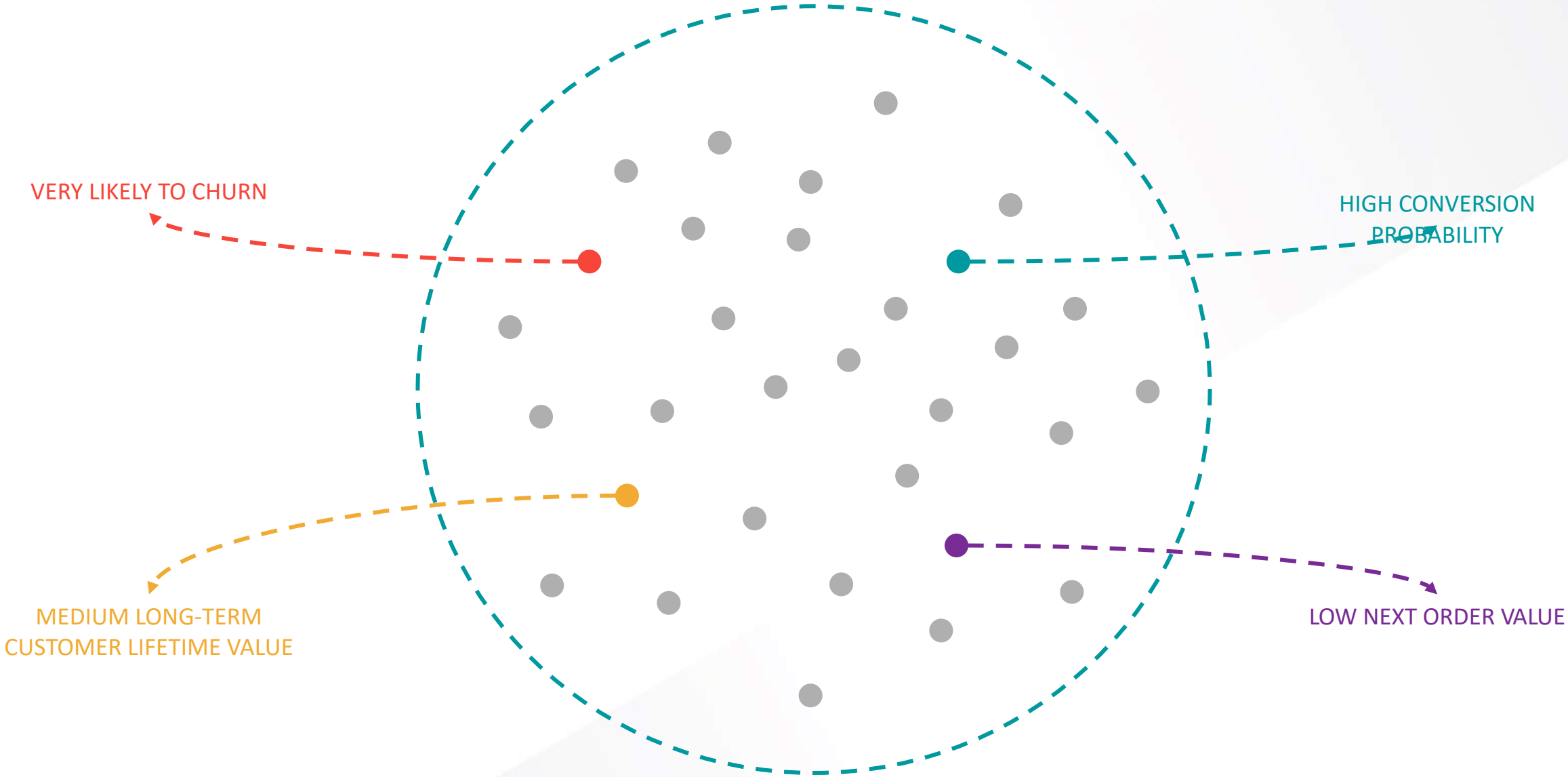
AVAILABLE NOW

# PREDICTING BEST CHANNEL & SEND OUT TIME




mapp CLOUD


Optimize effectiveness
IDENTIFY OPPORTUNITIES
ANALYZE
EXTRACT INSIGHTS
BUILD AUDIENCES
CREATE CONTENT
LAUNCH CAMPAIGN
MEASURE PERFORMANCE


VERY LIKELY TO CHURN
HIGH CONVERSION PROBABILITY
MEDIUM LONG-TERM CUSTOMER LIFETIME VALUE
LOW NEXT ORDER VALUE

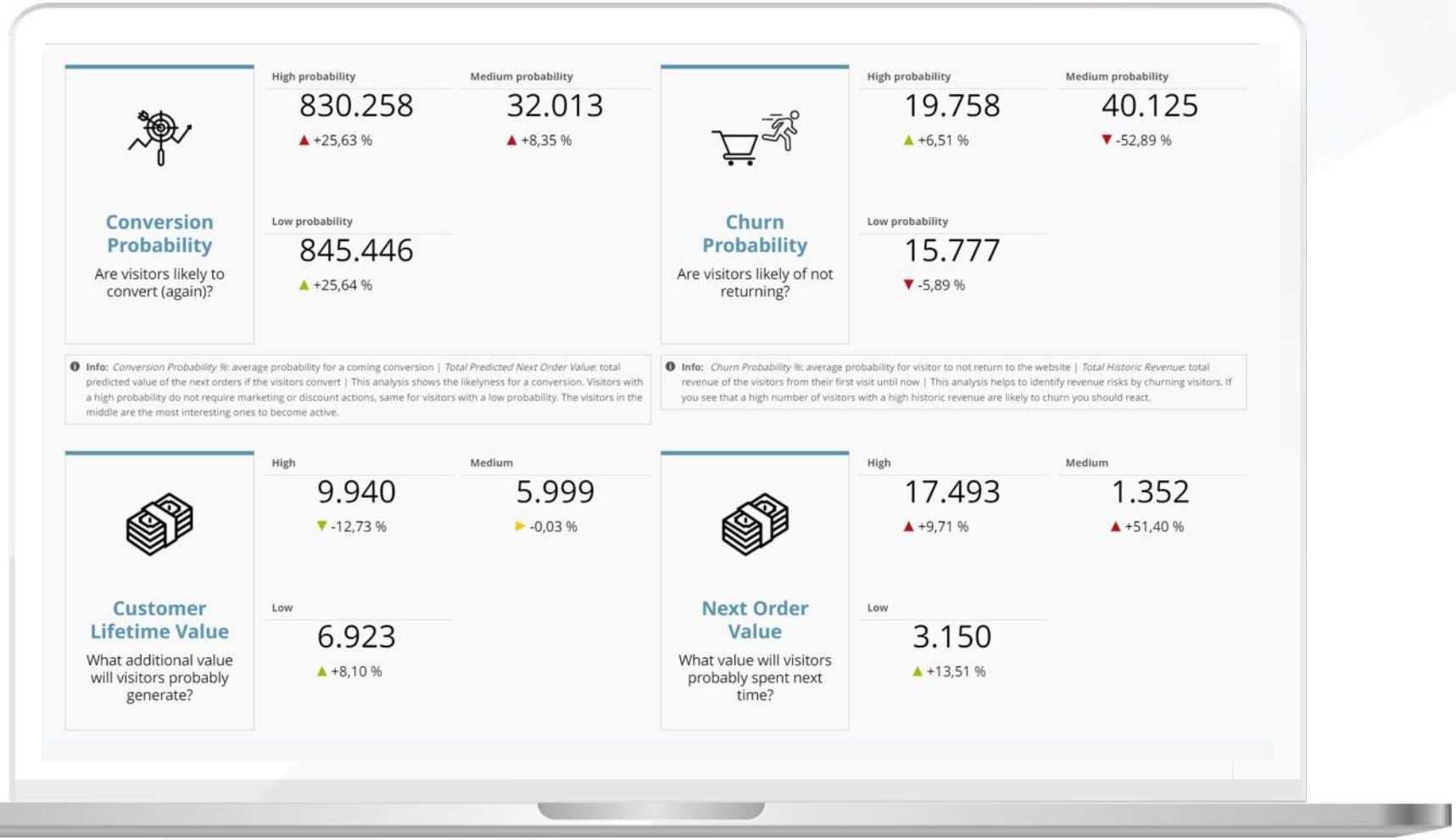
mapp CLOUD



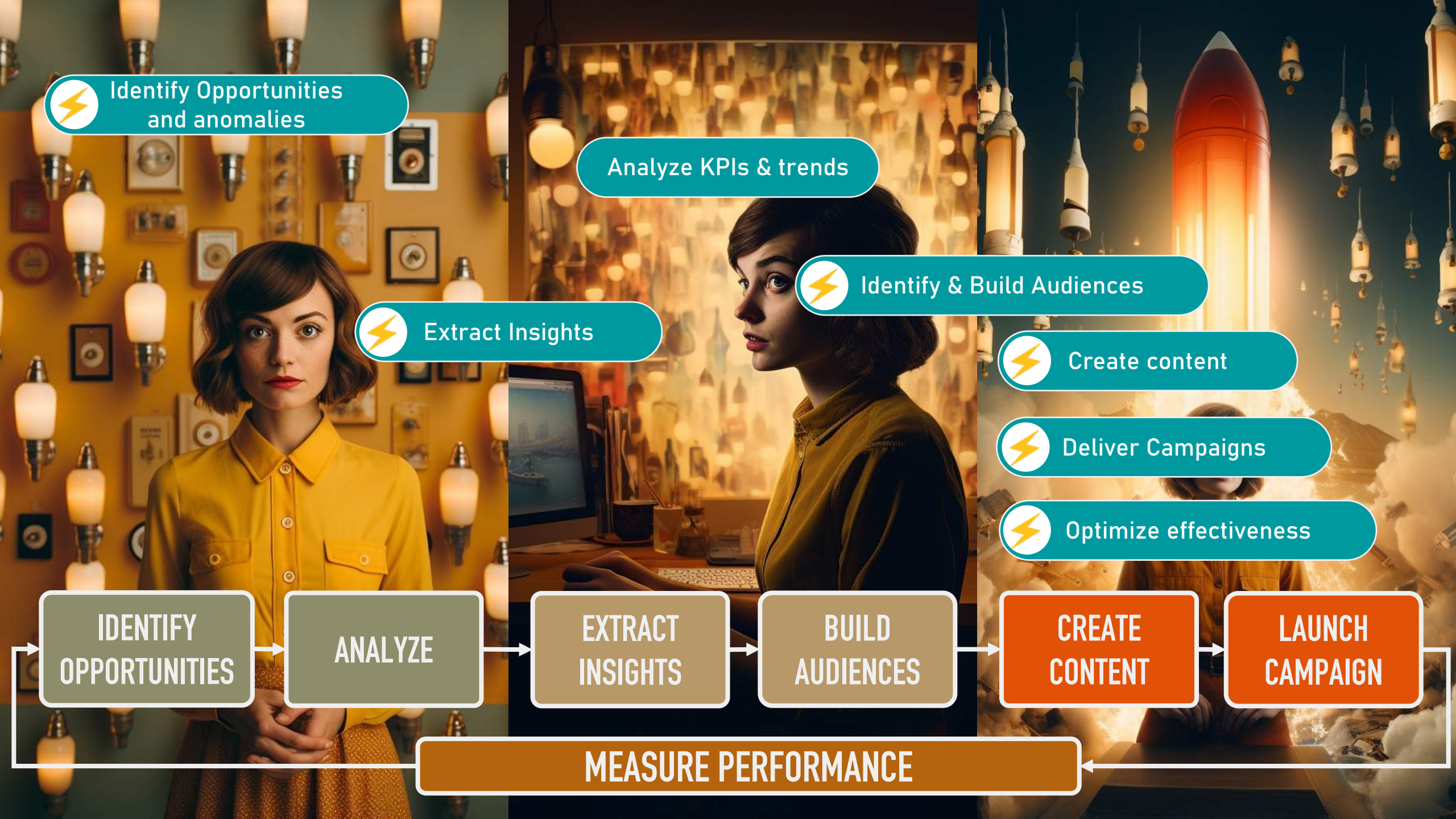
What are the opportunities in my current customer base?

AVAILABLE NOW

# CUSTOMER PREDICTIONS




mapp CLOUD


Identify Opportunities and anomalies
Extract Insights
Analyze KPIs & trends
Identify & Build Audiences
Create content
Deliver Campaigns
Optimize effectiveness
IDENTIFY OPPORTUNITIES
ANALYZE
EXTRACT INSIGHTS
BUILD AUDIENCES
CREATE CONTENT
LAUNCH CAMPAIGN
MEASURE PERFORMANCE

# THANK YOU

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4TH EDITION

INSIGHT-LED MARKETING STORIES

# NAVIGATING NEXTTECH

## GAINING INSIGHTS FROM A PROFIT GROWING INNOVATOR



Legal & General

NOKIA

# MAARTEN ECTORS

Multi Award-Winning Innovator

mapp







# Navigating NextTech

## Insights-Led Marketing Stories









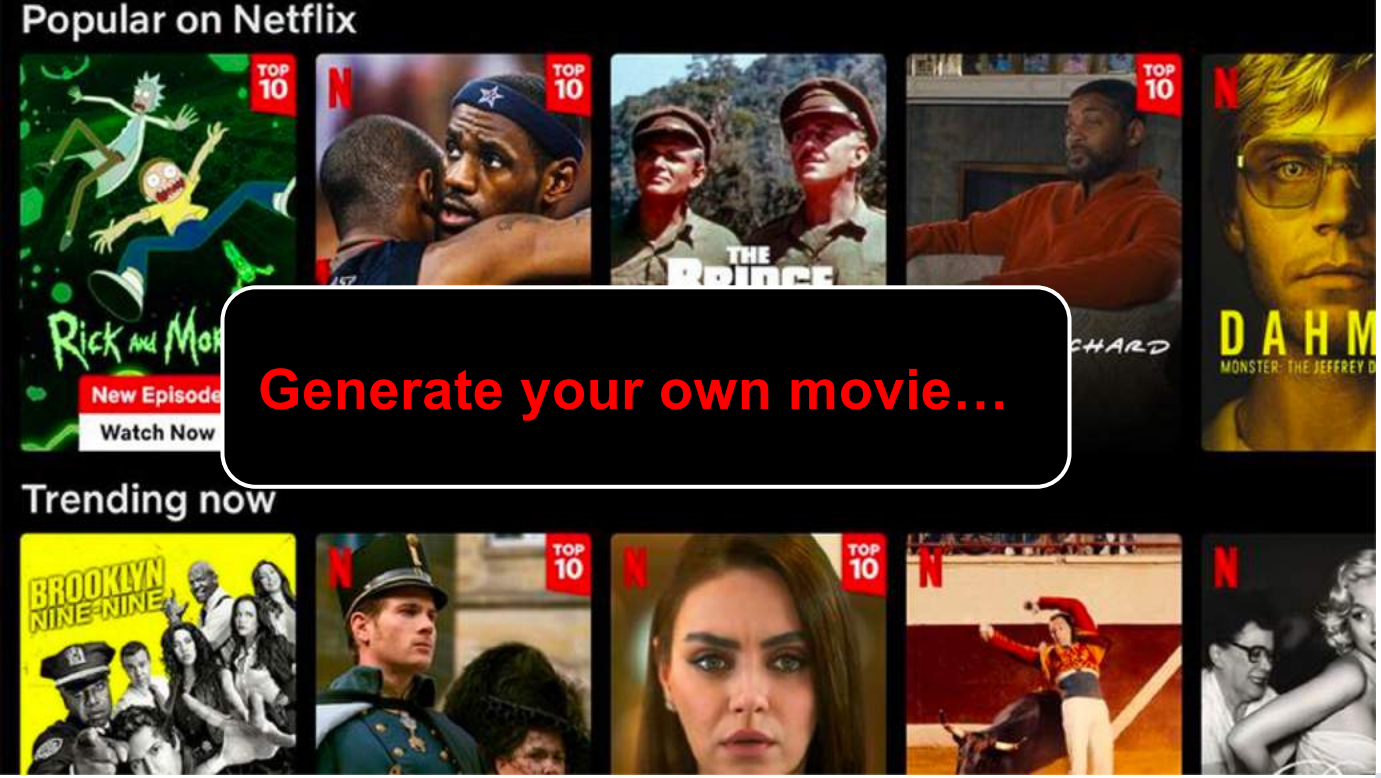
By Maarten Ectors



Dali's Mushroom Island according to Midjourney



# What comes after **GenAI**?




# GenAI v2027?

Google Ads















1990 2000 2010 2020



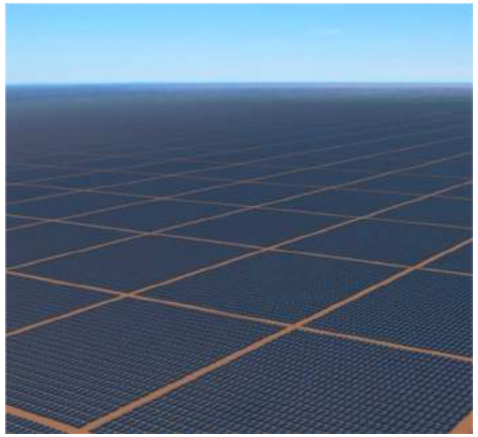

















2030

UNLIMITED ENERGY









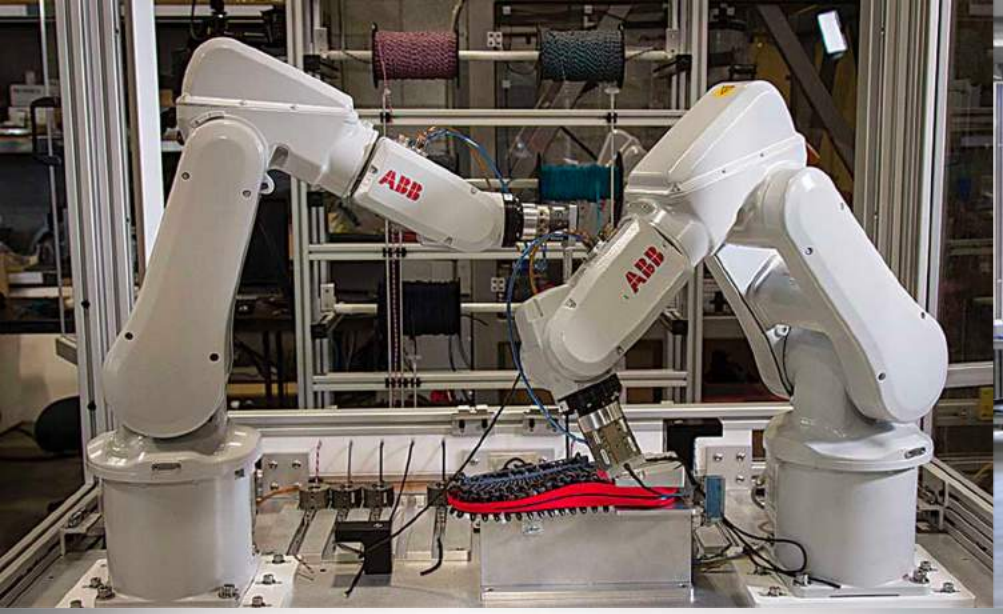
# What will we meat?





# What shoes are we going to wear on Mars?










Elon Musk
@elonmusk

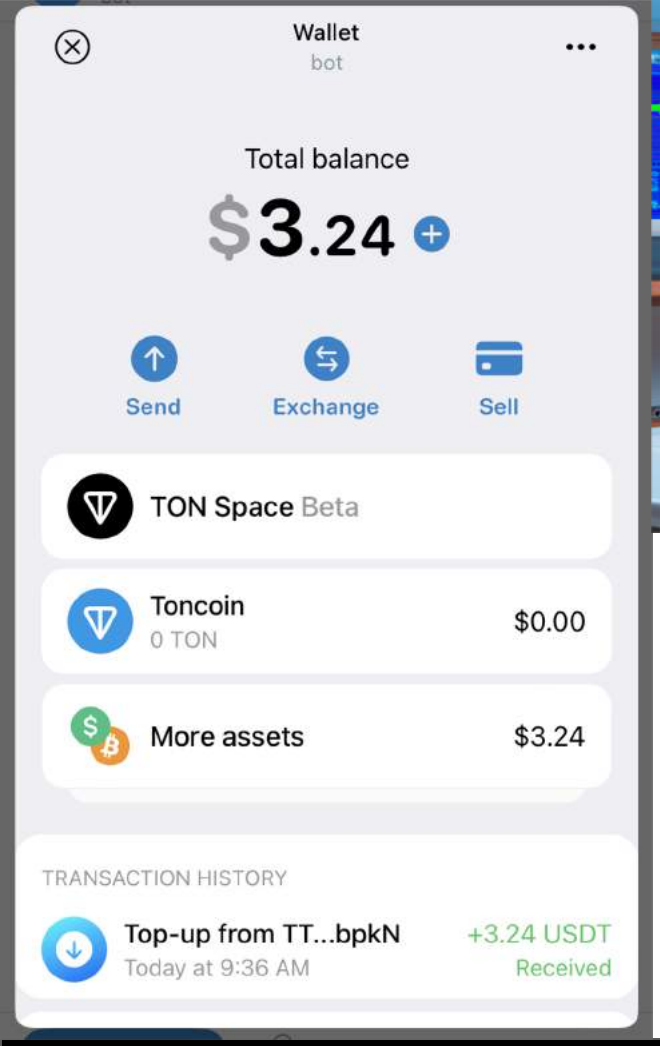
Buying Twitter is an accelerant to creating X, the everything app

3:39 PM · Oct 4, 2022 · Twitter for iPhone

**31.5K** Retweets **9,308** Quote Tweets **341.1K** Likes

# AIoT








# DAIFi







Stripe: 1.5-2.5% + 20p

$0.00025

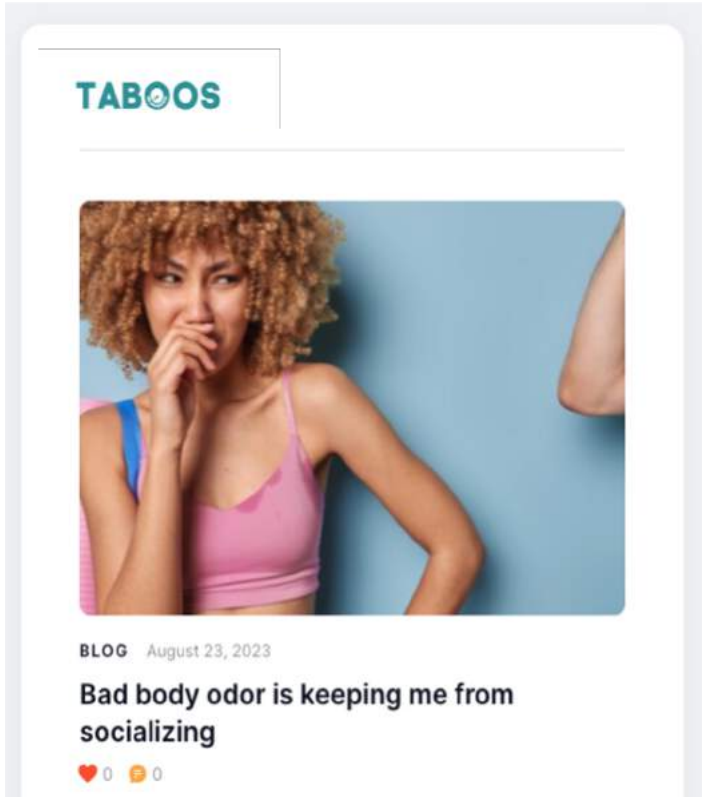
AVERAGE COST PER TRANSACTION

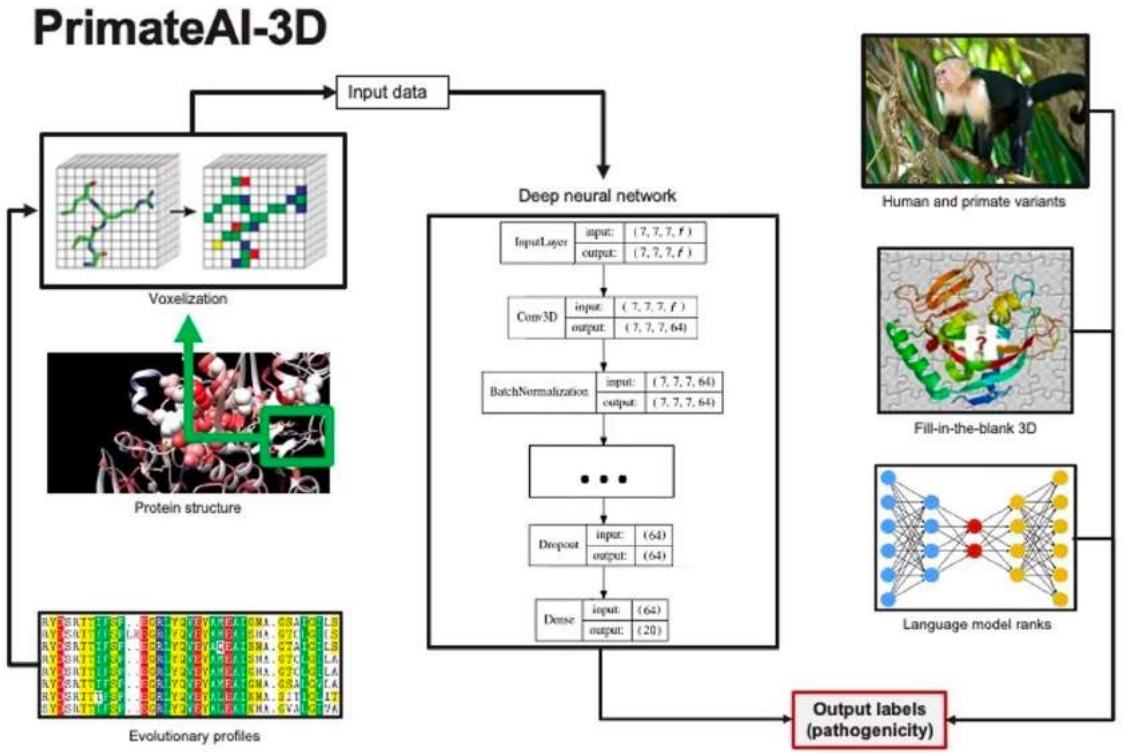
# Healthcare
# Hailthy







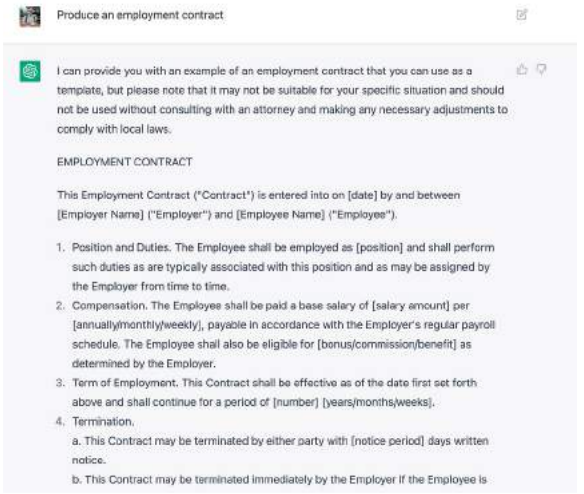

bit.bio

THE CELL CODING COMPANY

# The future of work? 20x productivity



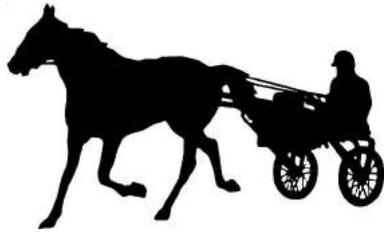
**Yesteryear's Lawyer**
5 contracts x *£1,000* =
£5,000 / day




**Tomorrow's Lawyer**
100 contracts x *£200* =
£20,000 / day

I own Superhuman.work - draw your own conclusions 😎 - bootstrapping: [dailydiamonds.co](dailydiamonds.co)

# Your choice:



1) Ignore and solve today's problems with yesterday's tools.



1) Focus on today's marketing problems with today's tools and build a solution.



1) Focus on tomorrow's marketing problems with tomorrow's tools and build a solution.




Giving it takes a day to build a solution, option 3 is the only option where tomorrow you will have a solution for today's problem with today's technology at a price that is cheaper than all yesteryear solutions while earning more.

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# INSIGHT-LED MARKETING STORIES



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## THANKS FOR WATCHING

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