



# **CUSTOMERS LEAVE FOOTPRINTS EVERYWHERE!**

**SEPTEMBER  
2017**

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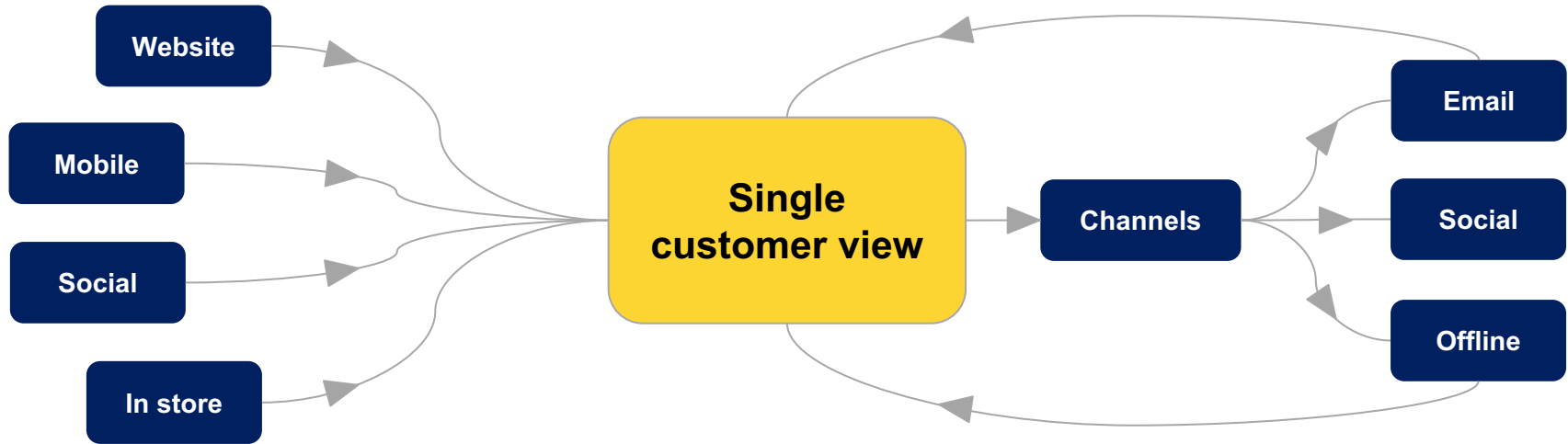


EXPONEA MARKETING CLOUD

# SINGLE CUSTOMER VIEW

# COLLECTION OF ALL CUSTOMER FOOTPRINTS

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# GIVE USERS POWER TO DEFINE THEIR OWN ATTRIBUTES

## CUSTOMER LEVEL VALUES

### Contacts

Email  
Phone  
Cookie

### Demographics

Age  
Sex  
Location

### Sales

Last sales time: today  
Sum of all sales: 1708€  
Sum of all sales in men fashion  
Sum of sales in men fashion in last 30 days

## EVENTS / TRANSACTIONS

### Sales

cid,	time,	product,	amount
11,	today,	iPhone X,	999€
11,	yesterday,	battery,	10€
11,	last year,	iPhone 7,	699€

each customer has many

### Campaigns

Online activity  
Offline activity  
Social data  
Product usage  
Returns  
...

Endless options →  
good to have flexible tools /  
team

Ideally  
in real-time

# APPLICATIONS

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## ANALYTICS

- PERFORMANCE REPORTING
- UNDERSTANDING OF CUSTOMER NEEDS
- ANSWERING AD HOC QUESTIONS

## MARKETING CAMPAIGNS

- INSPIRATION
- TARGETING

## OTHER

- CUSTOMER CARE
- ARTIFICIAL INTELLIGENCE

# **TIP FOR CEOs:**

## **ANALYSE 100+ CUSTOMER PROFILES MANUALLY**

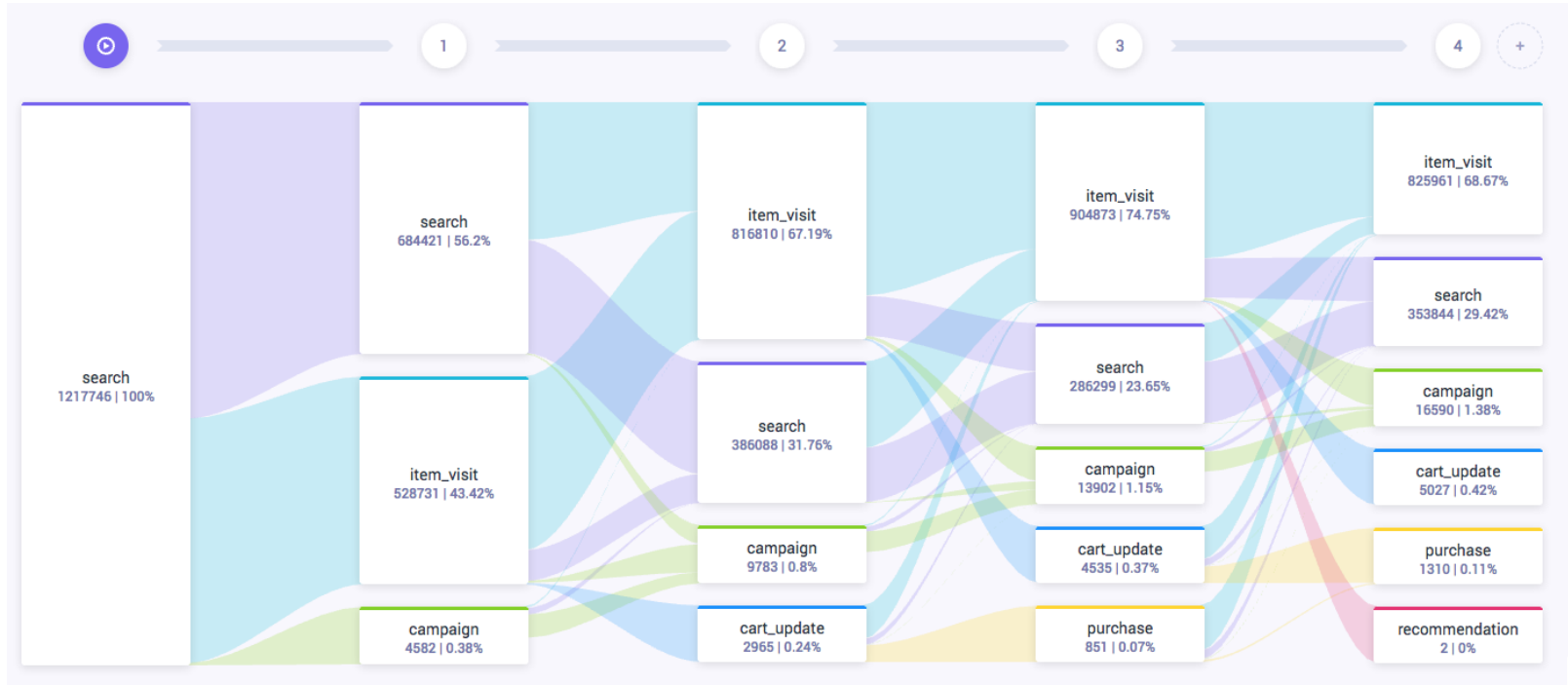
- **Do you track all necessary data?**
- **Do customer behave as they are supposed to?**

The background of the slide is a dark, blue-tinted photograph of a workspace. It features a laptop keyboard on the right, a pair of glasses on the left, and various papers and documents scattered across the surface. The overall aesthetic is professional and creative.

SINGLE CUSTOMER VIEW FOR INSIGHTS

# WHEN CREATIVITY IS A KING

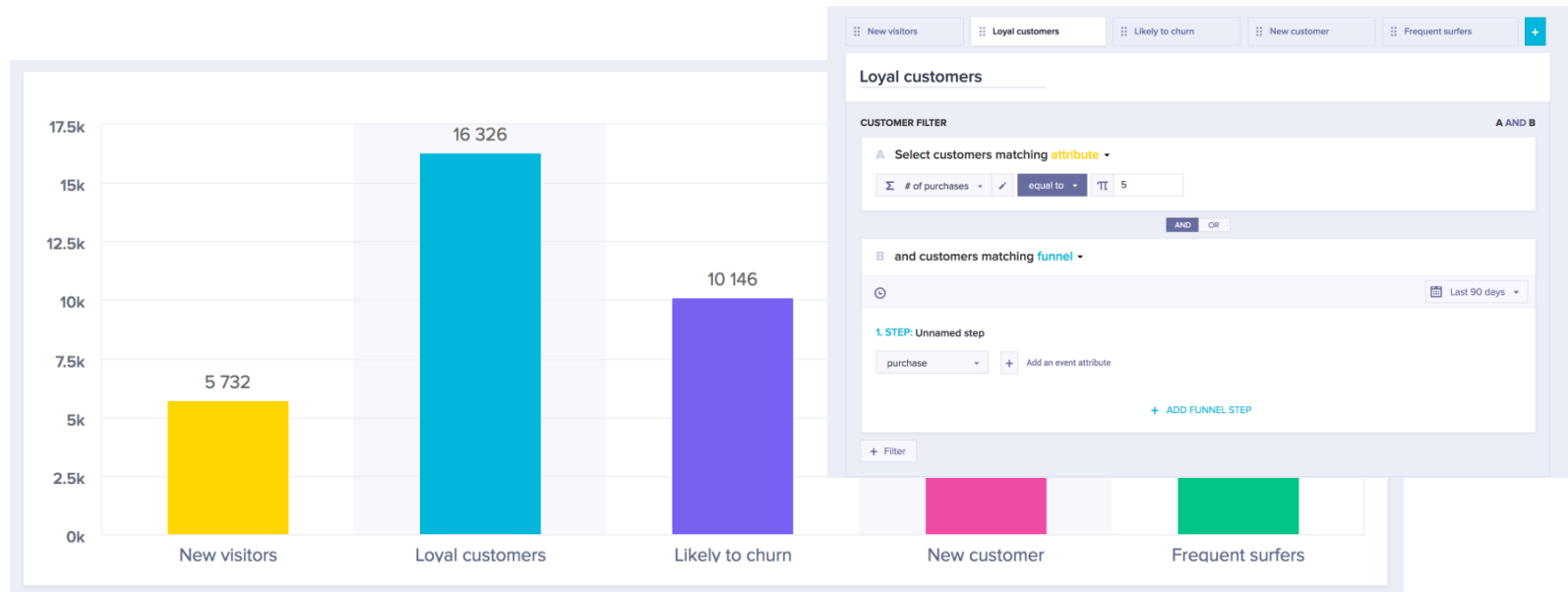
# FLows REVEAL CUSTOMER JOURNEYS



# FUNNELS SHOWS THAT OUR GOAL IS 3rd PURCHASE, NOT JUST 1st

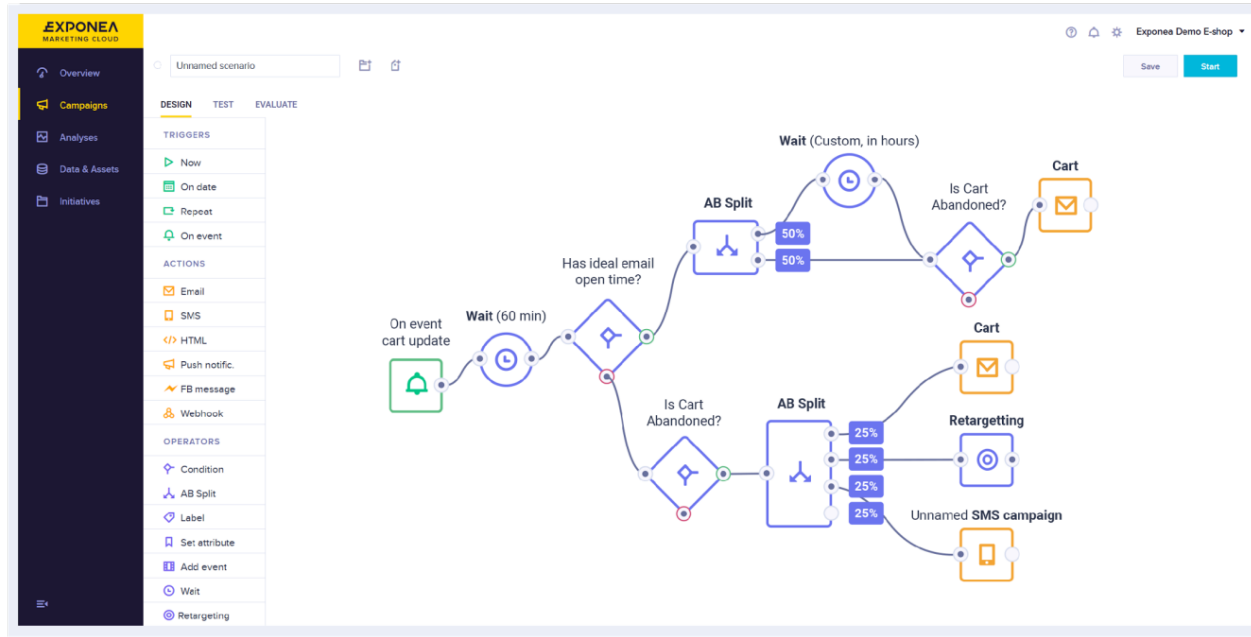


# SEGMENTATIONS: UNDERSTAND HABITS





# PER SEGMENT CAMPAIGNS



# TIPS

- **HANDS ON ANALYTICS ISN'T FUN FOR EVERYONE: HIRE A HELP**
  - **PRACTITIONERS: MAKE IT AS PRACTICAL AS POSSIBLE**

SINGLE CUSTOMER VIEW FOR AI

# WHEN PERFORMANCE IS A KING



**Elon Musk** ✓

@elonmusk

Following

OpenAI first ever to defeat world's best players in competitive eSports. Vastly more complex than traditional board games like chess & Go.

5:15 PM - 11 Aug 2017



# AI IN E-COMMERCE

Why is Deep Learning taking off?

Engine

Fuel

Large neural networks

Data

Baidu Research

And

# AI TOOLS IN E-COMMERCE

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## Likelihood models

How likely will a customer convert?

How likely will a customer buy product X?

How likely will a customer unsubscribe?

## Recommendations

What do similar people buy

What products are related?

What products look similar?

## Optimizations

Knowing all above,  
what's the winning strategy?

# AI APPLICATION IN E-COMMERCE

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## Personalised web experience

Recommendations everywhere

## Higher ROI on paid campaigns

Lower costs

Higher conversion

## Fully automated emailing, remarketing, on-site promo

Match customers and offers

Take likelihood and inventory  
into account

Identify preferred channels  
and ideal time





ŽENY

MUŽI

DĚTI

BYDLNÍ A DESIGN

PREMIUM

PRÁVĚ DORAZILO

VÝPRODEJ

ZNAČKY

**JACK & JONES®**

## Bílé tričko s potiskem Jack & Jones Carlos

**449 Kč**

Vyberte velikost ▾

Jakou velikost?

Objednejte a **dnes v 18:00** to můžete mít.**PŘIDAT DO KOŠÍKU**♡ [Přidat do přání](#)**ZAPLAŤTE AŽ PO VYZKOUŠENÍ**  
doprava zdarma

+

**O PRODUKTU**

-

**Typ:** tričko s krátkým rukávem a potiskem**Barva:** bílá, černá, šedá**Vzor:** nápis**Materiál:** 100 % bavlna**Vlastnosti materiálu:** měkký, příjemný, hebký**Praní:** 40 °C**Rozměry pro vel. L:**

šířka ramen - 45 cm

délka - 75 cm

Kód produktu: **346362****CHCETE JINOU BARVU?**

černá

tmavě zelená

světle šedá

MOHLO BY SE VÁM LÍBIT



Bílé triko s potiskem Jack &amp; Jones

**389 Kč**

Bílé triko s potiskem Jack &amp; Jones

**389 Kč**

Bílé vzorované tričko Jack &amp;

**599 Kč**

Bílé triko s červeným potiskem

**449 Kč 314 Kč**

UŽ JE NEZMEŠKÁTE!



Zeptejte se stylistky &gt;&gt;



[ŽENY](#)[MUŽI](#)[DĚTI](#)[BYDLENÍ A DESIGN](#)[PREMIUM](#)[PRÁVĚ DORAZILO](#)[VÝPRODEJ](#)[ZNAČKY](#)

## Hnědé pánské kožené chelsea boty Bullboxer

### 2 699 Kč

Vyberte velikost

[Jakou velikost?](#)

Objednejte a **dnes v 18:00** to můžete mít.

**PŘIDAT DO KOŠÍKU**

[Přidat do přání](#)



**ZAPLAŤTE AŽ PO VYZKOUŠENÍ**  
doprava zdarma



**O PRODUKTU**



**Typ:** pánské kožené chelsea boty

**Barva:** hnědá, černá

**Materiál:**

vnější - pravá kůže

vnitřní část - textil, syntetika

podrážka - syntetika

**Vlastnosti materiálu:** pevný, odolný, kvalitní, hladký

**Něco extra:** výrobek z pravé kůže

**Rozměry pro velikost 42:**

výška podpatku - 2,5 cm

Kód produktu: **317063**

**OBJEVTE VÍCE**

[léto](#)

[pravá kůže](#)

[podzím](#)

[do práce](#)

[chelsea](#)



Hnědé pánské kožené kotníkové

**2 699 Kč**



Hnědé pánské kožené chelsea

**2 699 Kč**



Černé pánské kožené kotníkové

**2 699 Kč**



Černé pánské kožené kotníkové

**2 399 Kč**



Hnědé pánské kožené kotníkové

**2 399 Kč**



Černé pánské kožené chelsea



[Zeptejte se stylistky >>](#)

UŽ JE NEZMEŠKÁTE!



# **PRO TIP:**

- **REDUCE COMPLEXITY BY LEVERAGING THE STRENGTHS OF AI**
- **LACK OF TALENT AVAILABLE FOR IN-HOUSE SOLUTIONS**



EXPONEA MARKETING CLOUD

# GDPR IMPLICATIONS

# GDPR

## RIGHT TO BE FORGOTTEN

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~~Phone~~  
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11,	last year,	iPhone 7,	699€

#### Campaigns

#### Online activity

#### Offline activity

#### Social data

#### Product usage

#### Returns

...

# GDPR

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## AI isn't affected by GDPR

There's no value  
in personal data anyway.

## Ability to send direct campaigns is impacted

Want to have automated emails?  
Care about consent in advance.

## Google/Facebook will benefit

They have consents and heavy user base  
and will gladly serve your ads for money.

## Direct channels costs

CPC on FB/Adwords

# **PRO TIP:**

- **GDPR COMPLIANT COMPANIES WILL HAVE COMPETITIVE ADVANTAGE**



# THANK YOU



[www.exponea.com](http://www.exponea.com)  
[facebook.com/exponea](https://facebook.com/exponea)

[jozo.kovac@exponea.com](mailto:jozo.kovac@exponea.com)