

All For One – One For All

Boosting Sales in Retail with Cross-Channel Personalisation

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Challenges For Retailers



People's expectations of retailers have changed, profoundly and forever.

Technology has transformed how we buy and choose products.

The Way We Interact With Media

- The digitisation of our physical world means we are always on.
- The growth of social means we are always connected to our communities.
- Programmatic media has pushed marketing from broadcast to conversations.



A Way to Sell?

Dear Valued Customer,

I don't know your name
or what you care about,
but...
I'd like to sell you something.



People's Expectations of Retailers Have Changed



Understood and spoken to
as individuals.

Engaged in the places and ways
that we prefer.

Reached with smart timing
and respectful frequency.

Delivered relevant and helpful
information.

It All Starts With the Customer



What Is It All About

The Right Audience
(Full Funnel)



Our User

The User-Centric Approach

The Right Audience
(Full Funnel)

The Right Creative



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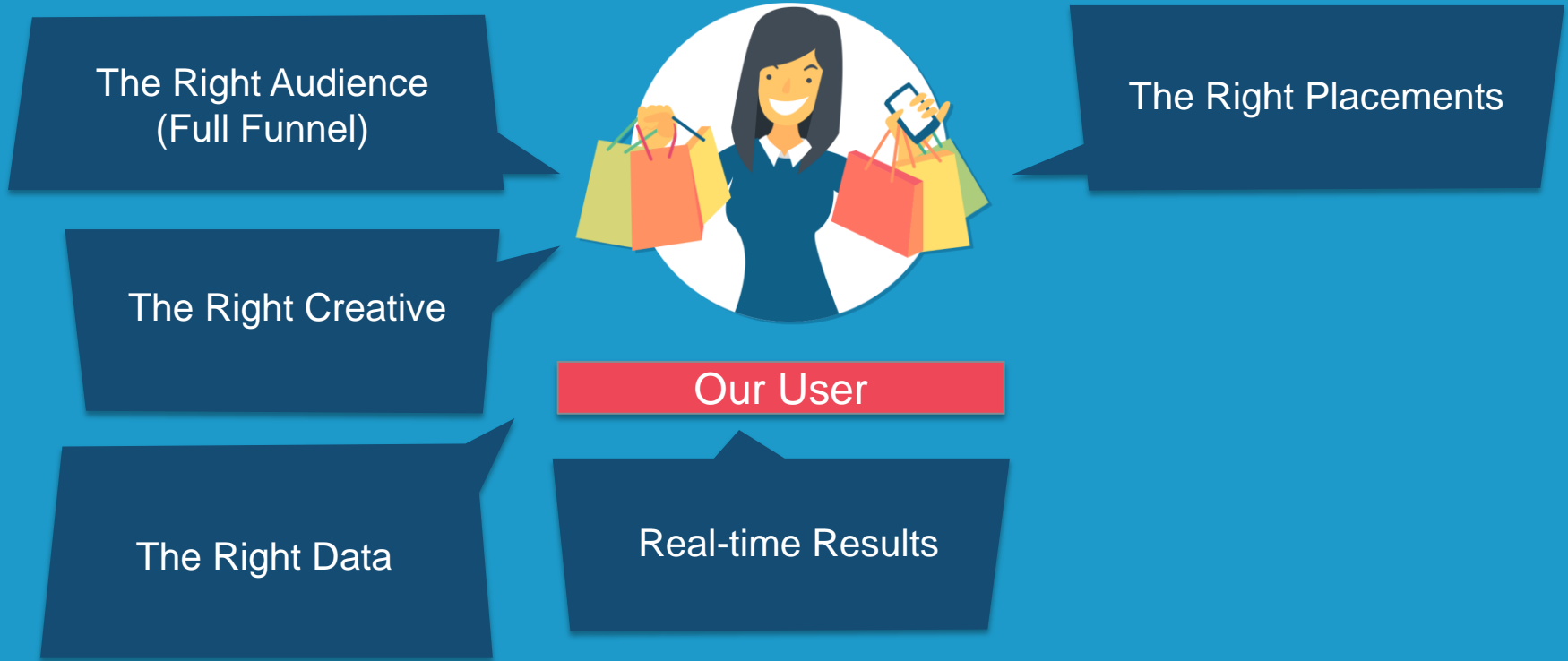
The Right Data



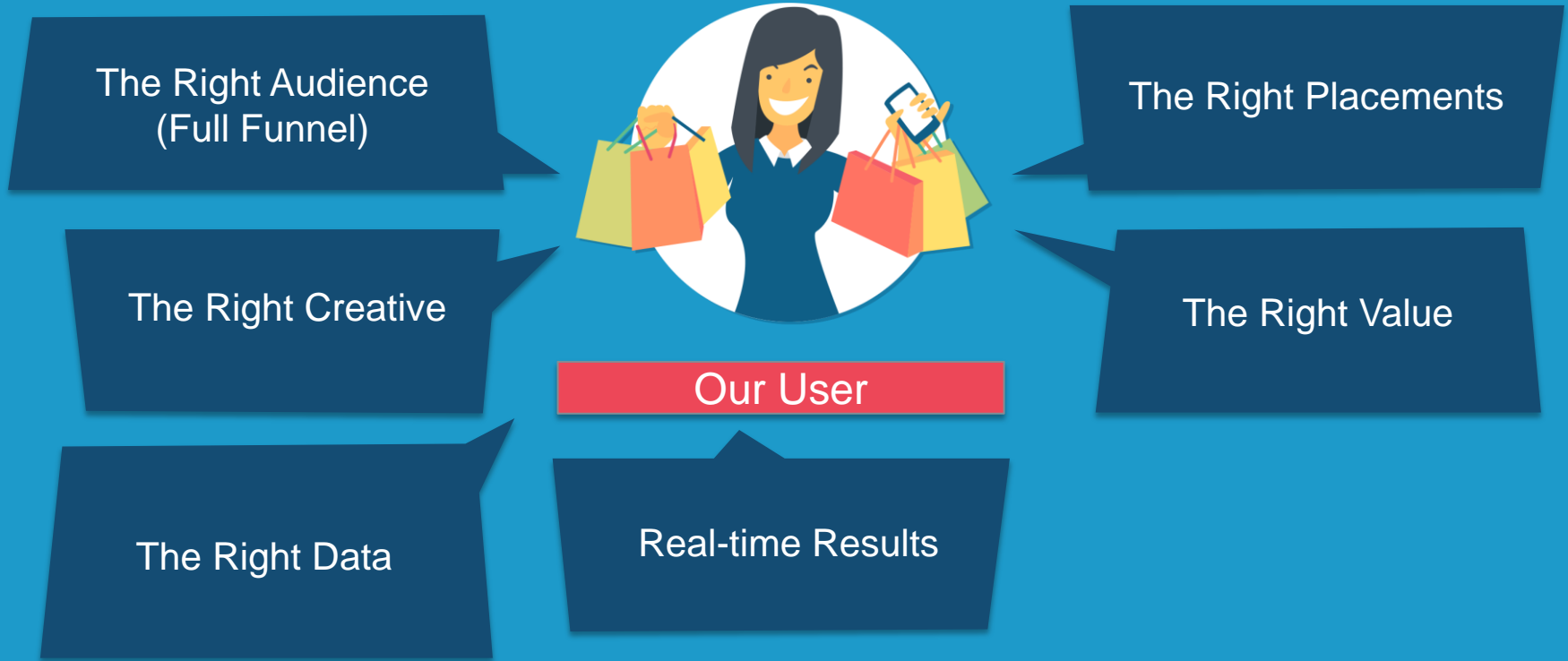
Our User

Real-time Results

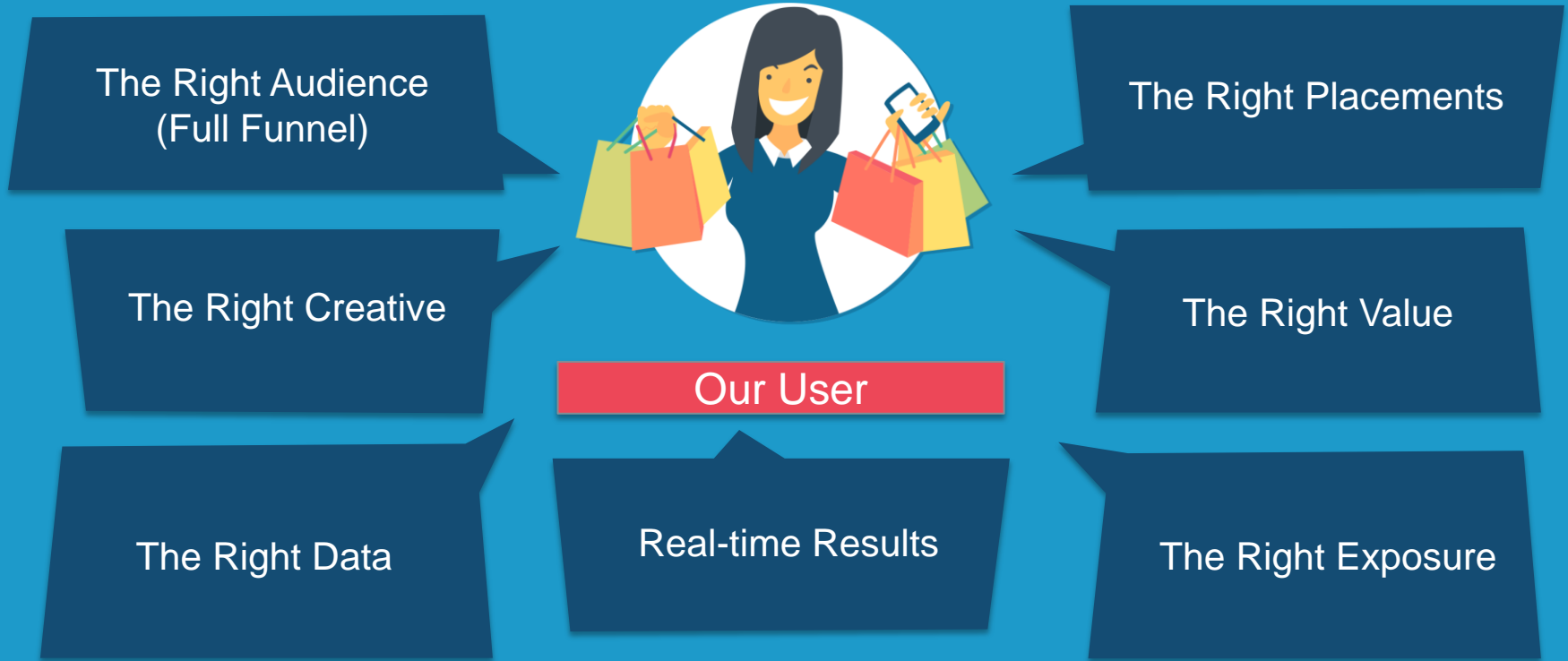
The User-Centric Approach



The User-Centric Approach



The User-Centric Approach



How Do We Know Which Client is
More Valuable ?

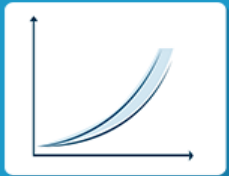
Customer Lifetime Value



RECENCY



FREQUENCY



MONETIZATION



ACTIVE

CLV: 1000 euro
eCPA: 8 euro



DORMANT

CLV: 475 euro
eCPA: 20 euro



Undecided

CLV: 160 euro
eCPA: 40 euro

Reach Customers as Individuals



Get relevant user's attention



Qualified new user visits shop

Programmatic Creative Personalisation



An Example of CLV importance

Joint expertise in driving CLV online and offline



The UK's largest grocery retailer with 51% online market share.



World leader in customer insight and building offline loyalty.



Experts in using programmatic display for online CRM segmentation.

Clubcard scheme operated by dunnhumby since 1994, 17million active households.

Acquisition by dunnhumby in April 2014.

Why would a supermarket want to retarget?

Historically, margins on grocery items too slim to justify performance display.



Groceries are seen as necessity purchases. Repeat orders and upsells will generate themselves.

Incrementality is hard to demonstrate for transactions as regular and frequent as grocery.

Measurability online is complex, due to volume of in-store transactions.

CRM segmentation is the key to success



Sociomantic and dunnhumby identify Tesco's target audience and Sociomantic find cooked users online.

Target customers are grouped according to custom-defined CRM segments based on recency, frequency and monetary factors.



Product personalisation and recommendations are dynamic, and combined with messaging relevant for that group.

Nursery Campaigns for Customer Lifetime Value



Upsell

'Amend your order before
11:45 the night before'
Increase AOV.



Loyalty

Second shop code to
encourage repeat shops.



Frequency

Customer
service/awareness
message informative,
helpful rather than sales-y.

Sharing Cookie Pools to Reach New Audiences



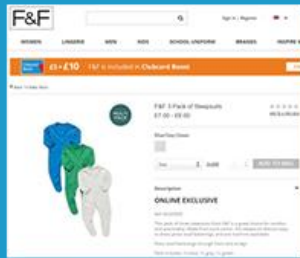
Browsed kids' toys on
Tesco Direct
Show kids' clothes from F&F



Browsed bikinis on F&F
Show sunscreen from
Tesco Groceries



Browsed lunchbox items on
Tesco Groceries
Show Back-to-School from
Tesco Direct



Case Study: Water brand & Big Polish Grocery

CASE STUDY:

Leading Grocery and Leading Water Brand Join Forces to Promote New Product and Boosts Acquisition with Dynamic Advertising with Cookie Pooling

SET UP

- > Co-branding
- > New Product Promo
- > Customer Acquisition

RUNTIME 2 months, in PL, summer season

The Story:

The water brand wants to introduce a new product – flavored water

The grocery retailer agrees to share it's clients data base



Dynamic Creative



- We introduced 2 banner sets (each for each flavor)
- Same user saw 2 different banners (for each flavor)
- Dynamic banners were enriched with a static part – brand water flavored promo
- We set high priority showing for our product (flavored water of water brand) on the banner

Average results of the Shop

Growth of sale for Water Brand



30%

The Growth of Sales
of Water Brand



6,4%

The Number of Orders
with Water Brand



5,6%

Number of Clients of
Water Brand

Average results of the Shop

Growth of sale for New Product



The Growth of Sales
of Water Brand



16,5%

The Number of Orders
with Water Brand



3,0%

Number of Clients of
Water Brand

Wins For Brands

- Increased category and brand sales in-store and online,
- more efficiency and measurability for their media spend.

Wins For Retailers

- Category uplift,
- driving traffic to online site,
- strengthen relationship with supplier (brand).

Q&A

Programmatic?

Segmentation?

CRM?

CLV?



Thank You!

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