

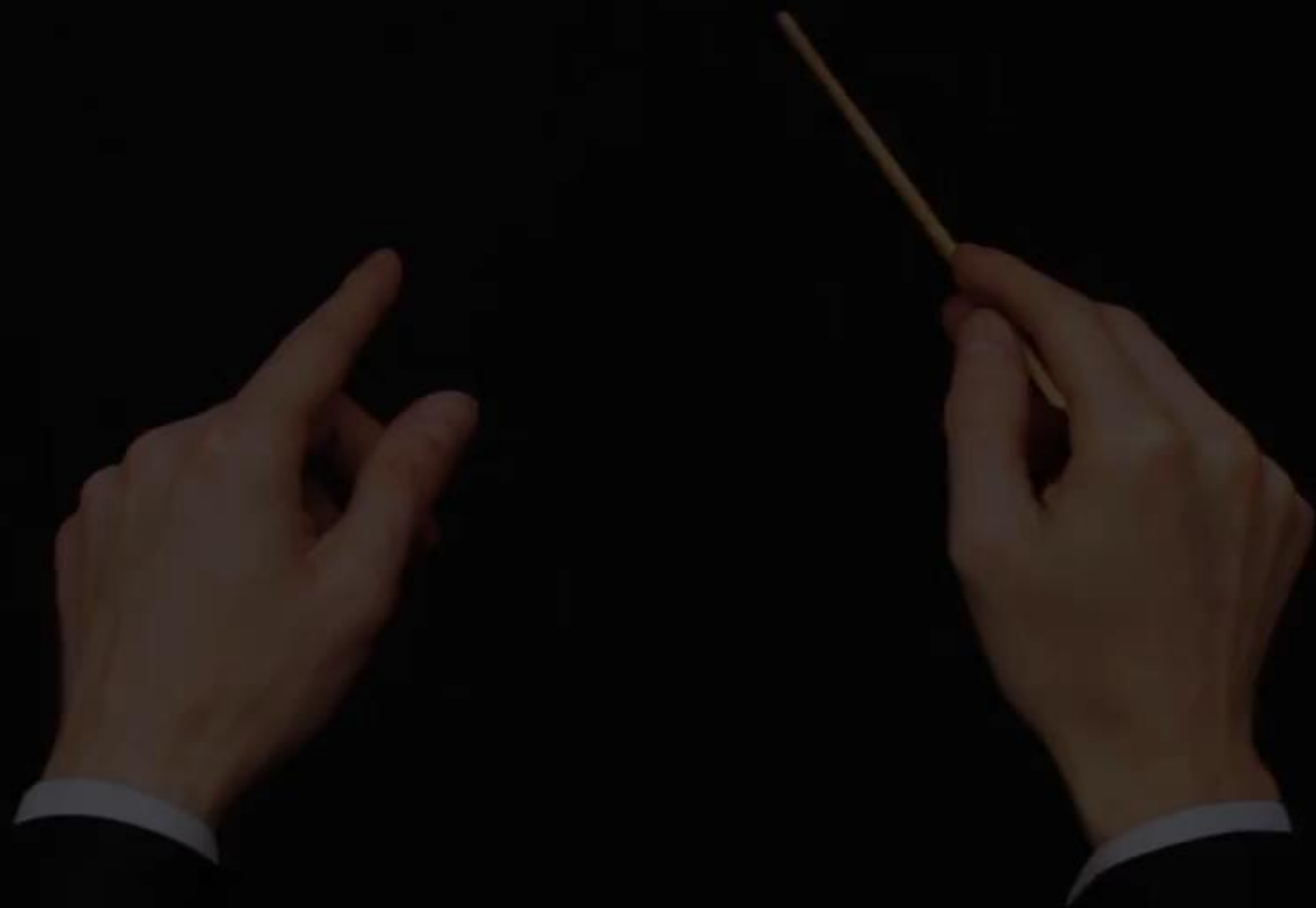
Beyond the Website

Successfully orchestrate cross-channel marketing

Customer User Forum

London, 22 November 2018





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Successfully orchestrate cross-channel marketing

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Speakers



Nick Fleetwood

Director of Strategy &
Analytics, EMEA

ORACLE®



Franco Loos

Managing Consultant,
EMEA

ORACLE®



Jack Westwood

Principal Consultant,
EMEA

ORACLE®



Thorsten Tekieli

Senior Associate
Consultant, EMEA

ORACLE®



A V O N



BURBERRY



first direct



NEW LOOK



T E D B A K E R
L O N D O N



ORACLE®

Agenda

- | | |
|---------------|---|
| 09:30 – 10:00 | Breakfast and Registration |
| 10:00 – 10:05 | Welcome and Introduction
Nick Fleetwood, Director of Strategy & Analytics, EMEA, Oracle |
| 10:05 – 10:25 | Introduction to Cross-Channel Marketing
Franco Loos, Managing Consultant, EMEA, Oracle |
| 10:25 – 10:40 | Mapping Your Customer Journey
Jack Westwood, Principal Consultant, EMEA, Oracle |
| 10:40 – 11:30 | Customer Journey Mapping Workshop |
| 11:30 – 12:00 | Break |
| 12:00 – 12:15 | Workshop Review
Jack Westwood, Principal Consultant, EMEA, Oracle |
| 12.15 – 12:45 | Realising your Customer Journey in the Maxymiser Platform
Thorsten Tekieli, Senior Associate Consultant, EMEA, Oracle |
| 12:45 – 13:00 | Panel Q&A and Close |
| 13:00 – 14:00 | Networking Lunch |

Introduction to Cross-Channel Marketing

Franco Loos

Managing Consultant, EMEA, Oracle





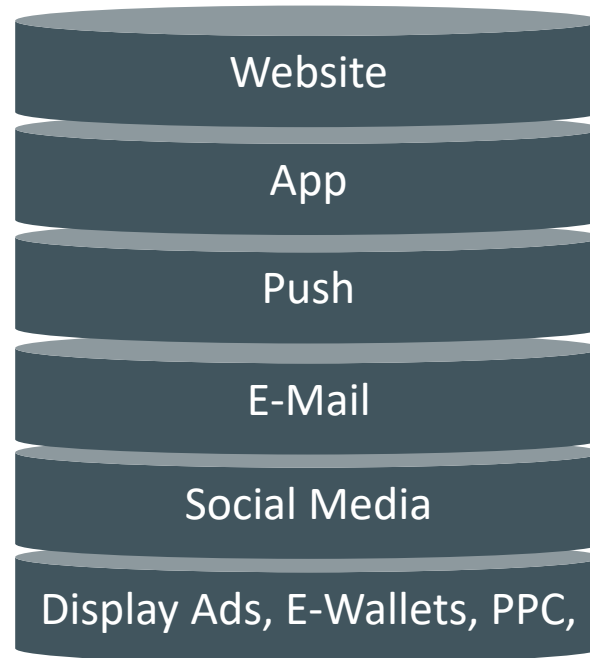


CHANNEL

Hardware



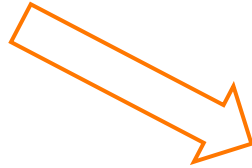
Online



Offline



MULTI

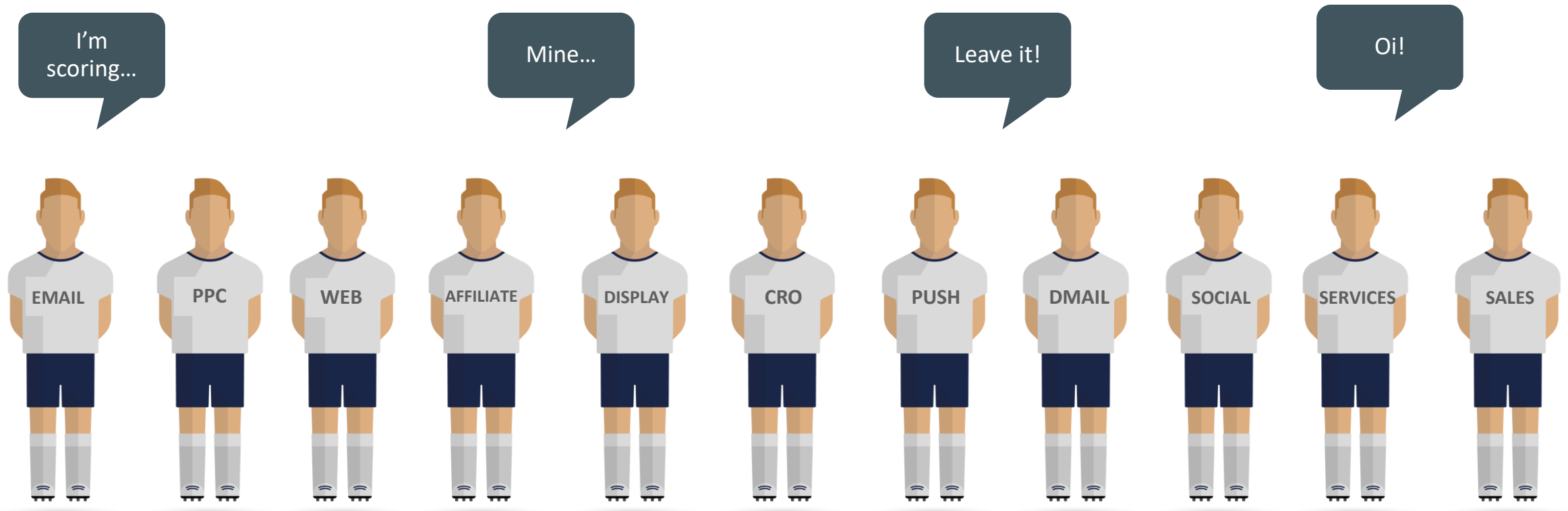


CROSS



CHANNEL

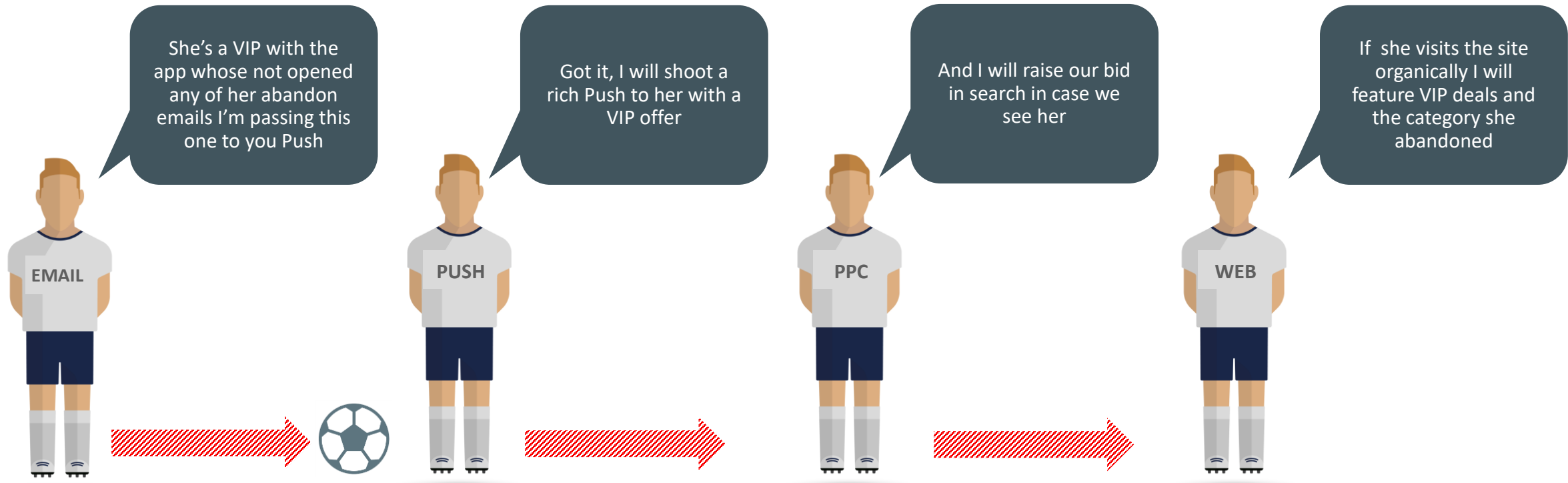
Multi-Channel Kick Off – you're fielding a full team but none of them talk to each other (and they all want to score on their own)



Cross-Channel Half Time – you're fielding a full team and *some* of them talk to each other



Cross-Channel Full Time – full team and *everyone* talks to each other they happily pass the ball to create opportunities





WHAT
IS CROSS-CHANNEL?

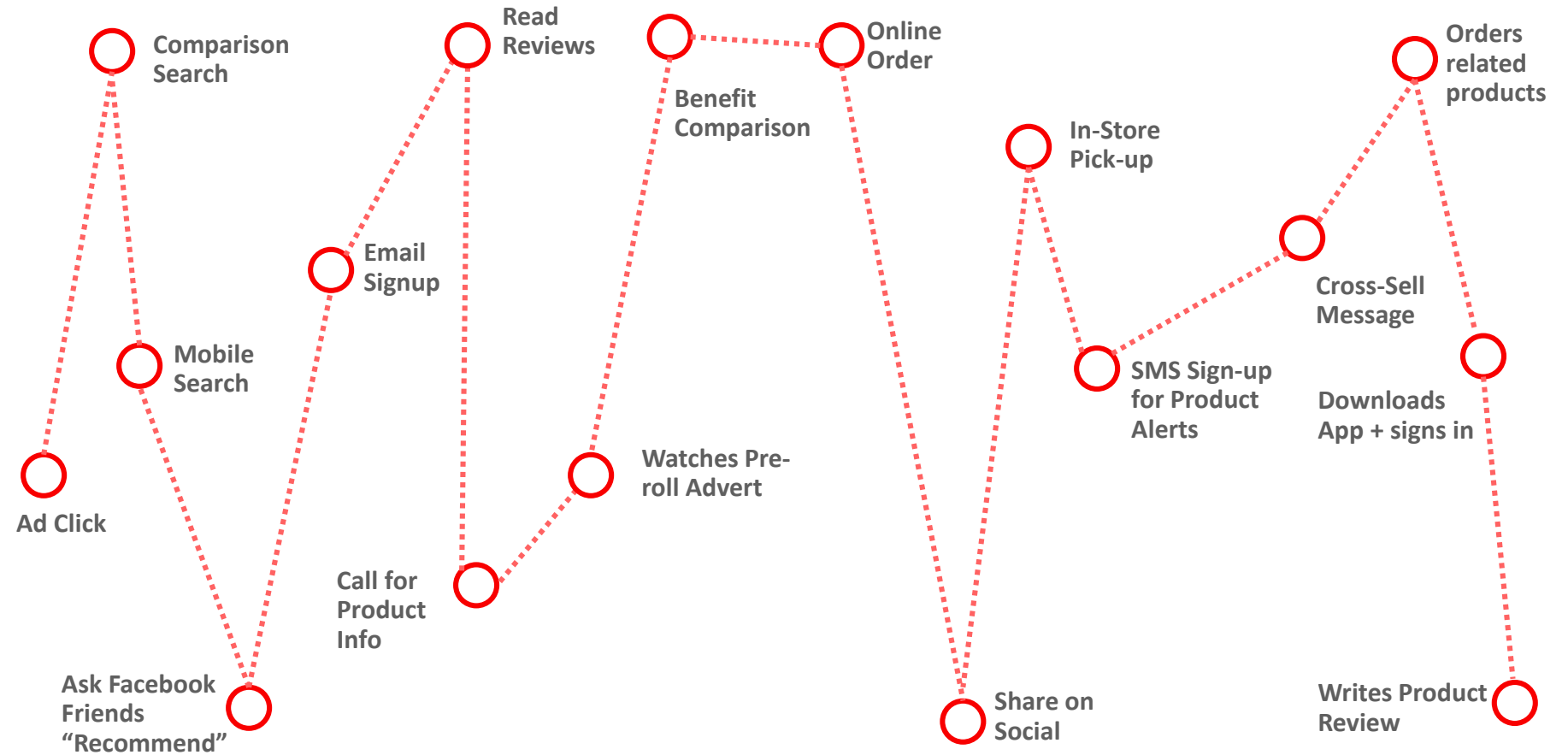
WHY
THINK ABOUT CROSS-CHANNEL?

HOW
TO GET STARTED?

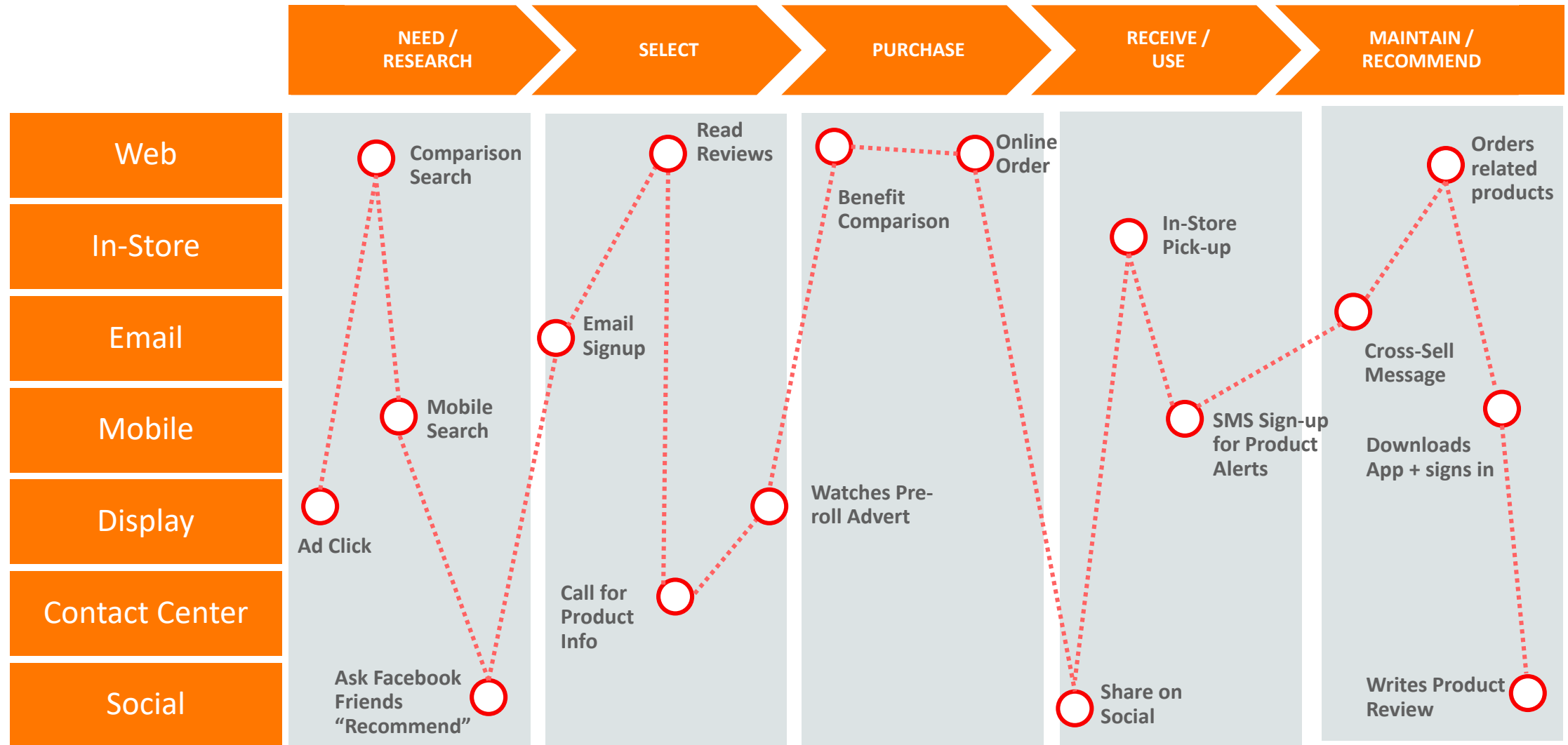
Problem: An infinite number of (digital) interactions.



Expectation: To orchestrate a joined-up experience...



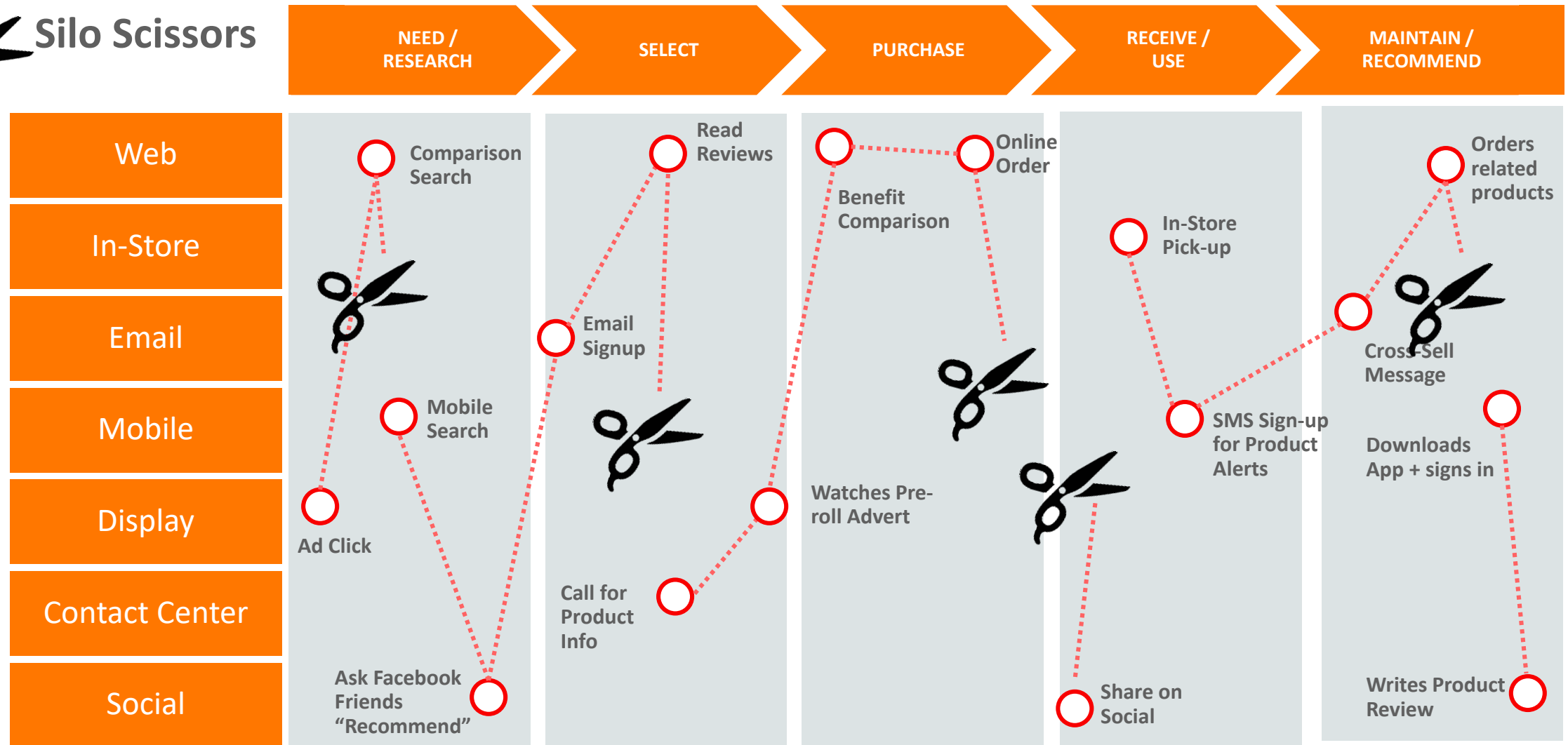
Appreciation: Where is the customer in the buying cycle...



...“siloed” channels = customer experience fragmentation...



Silo Scissors

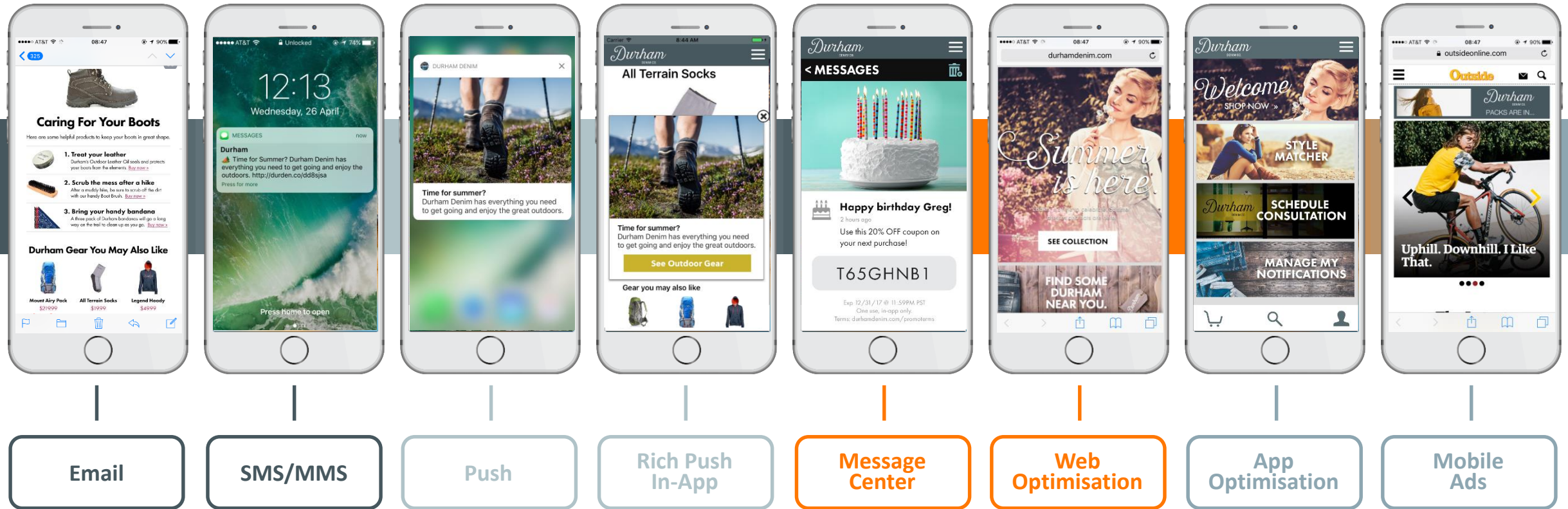


Cross Channel communications has increased among B2B & B2C brands.

For many brands this is still siloed communications to customers.

But your customers don't care....

However - Customers don't see Channels

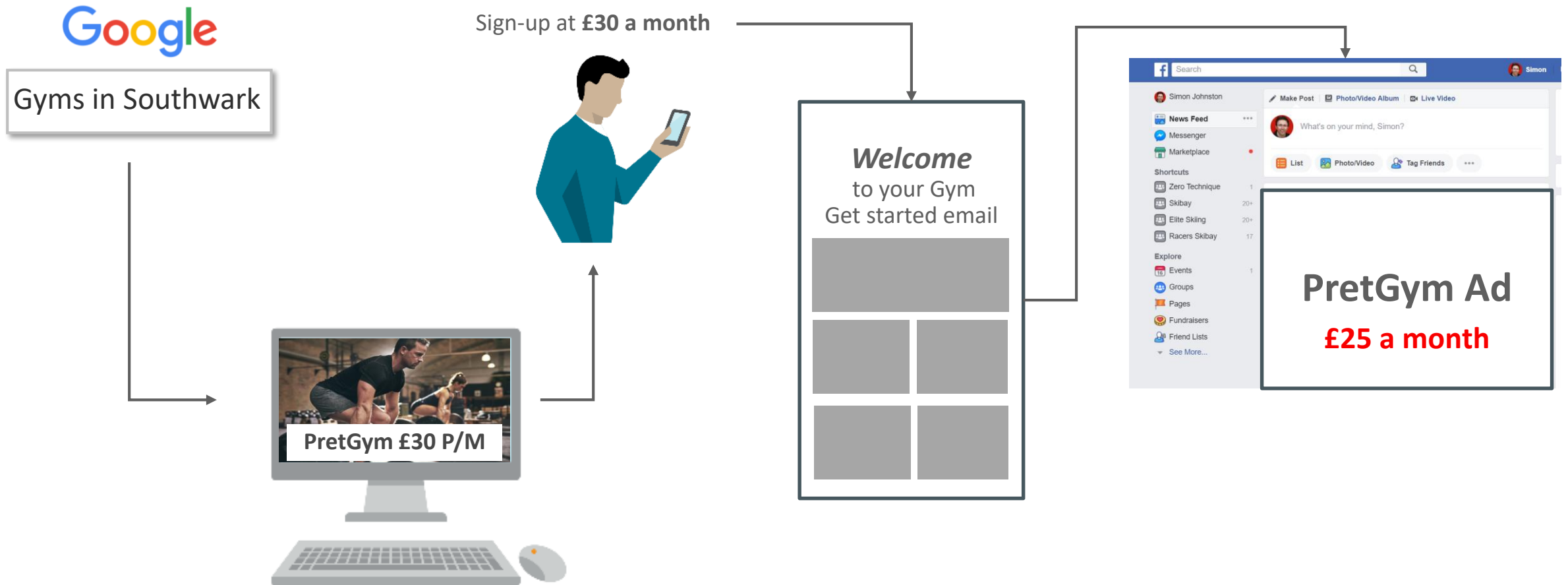


...they are looking for a **Connected Brand Experience**

Fragmented vs. Connected Experiences



The “Fragmented” Experience



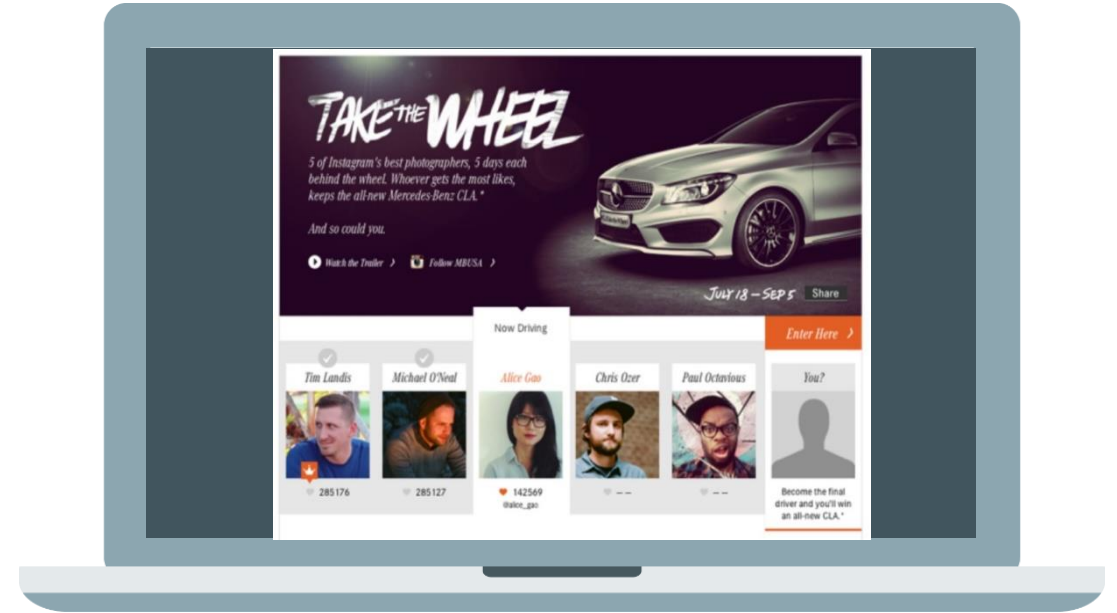
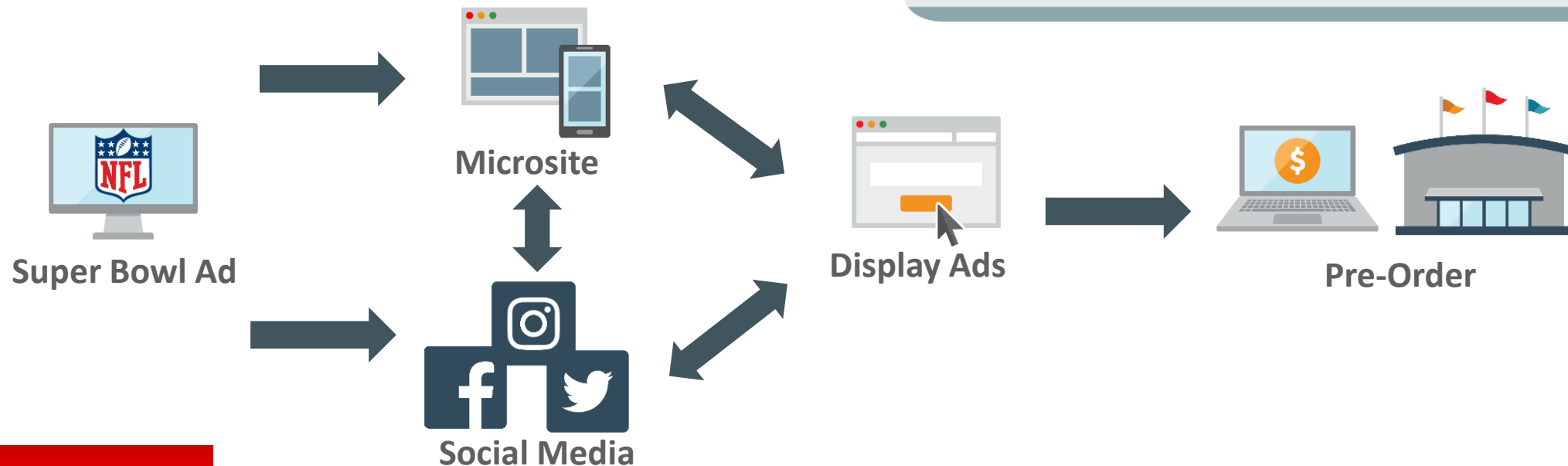
The “Connected” Experience

CHALLENGE

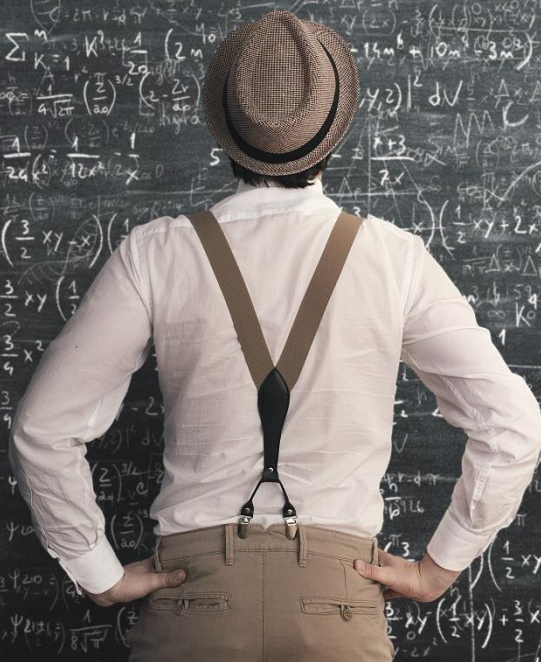
Current Customer Base: avg. 56 years old

Target Audience: Millennials, with medium to high income

STRATEGY



Sounds complex. Why bother?



The world in 2020...



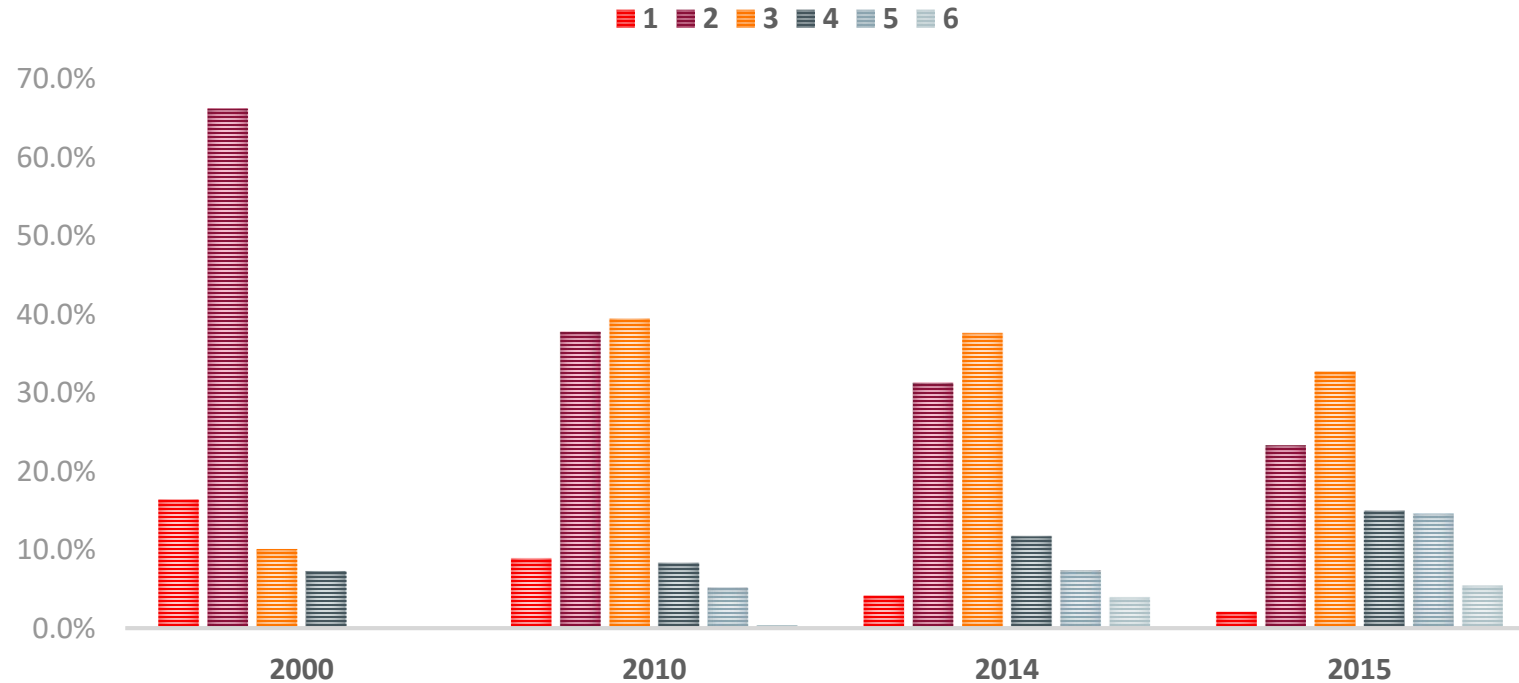
7.8bn
Population



50bn
Devices with Internet Connection

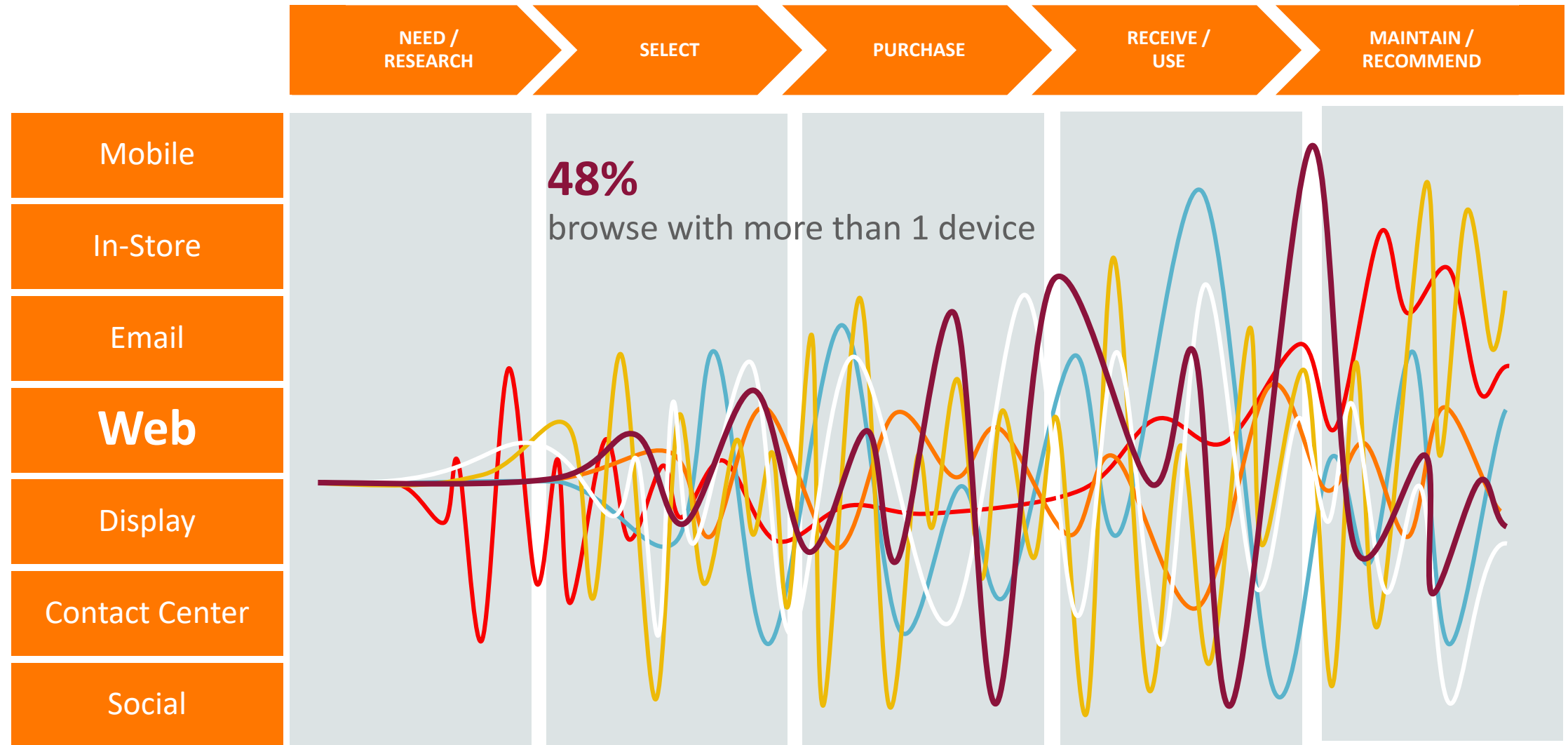
More Devices... More Touch Points...

NUMBER OF TOUCHES PRIOR TO PURCHASE

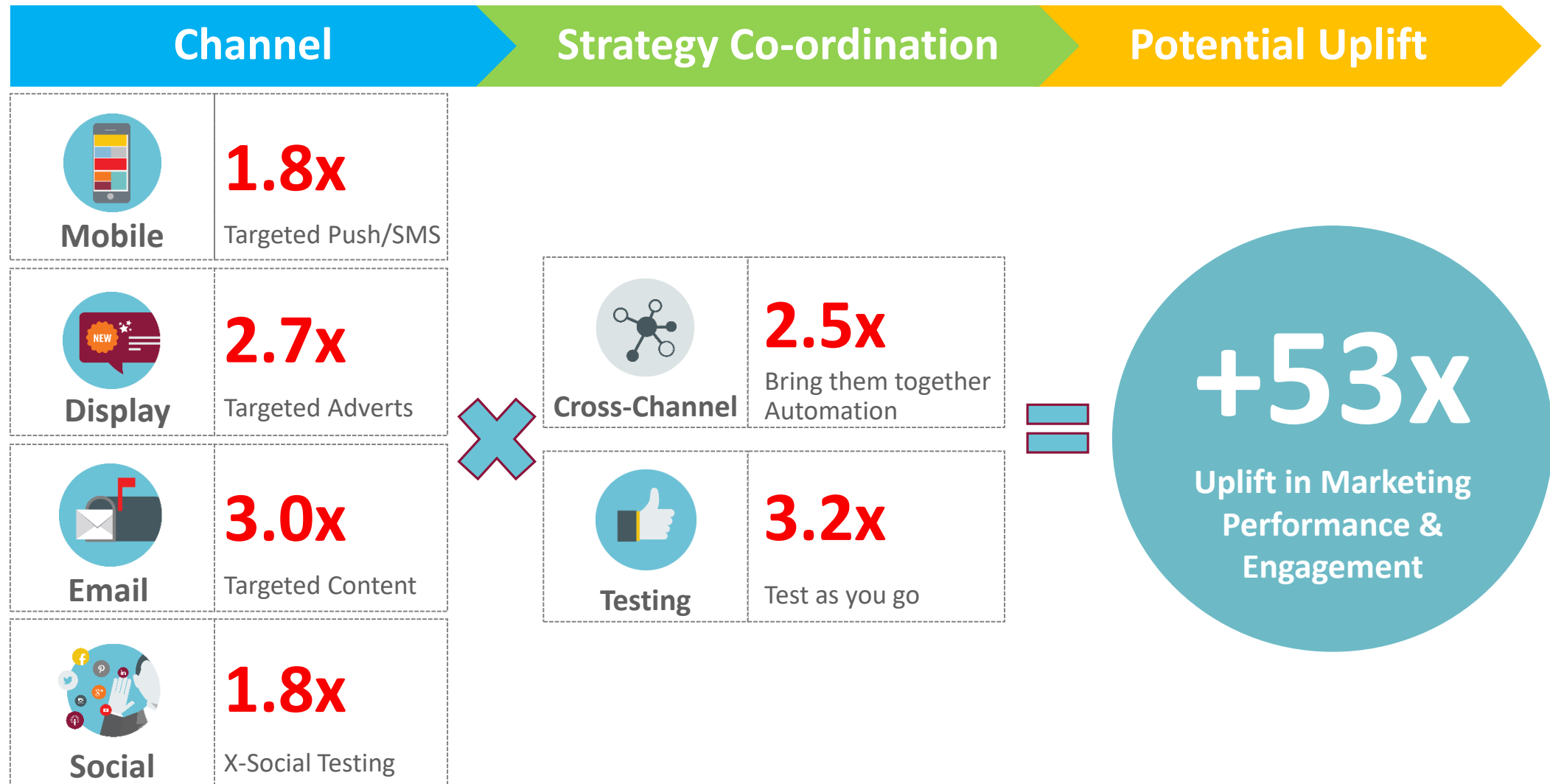


*MarketingWeek

Infinite amounts of frenetic touch points!



What does Cross-Channel mean to B2C?



It makes commercial sense

Companies with the strongest omni-channel customer engagement strategies retain an average of 89% of their customers, as compared to 33% for companies with weak omni-channel strategies.

Aberdeen Group Inc.



So if you're not doing it...
You can be sure your competitors are

69%

**Of marketers say it is a priority
for all marketing to be
integrated across channels**





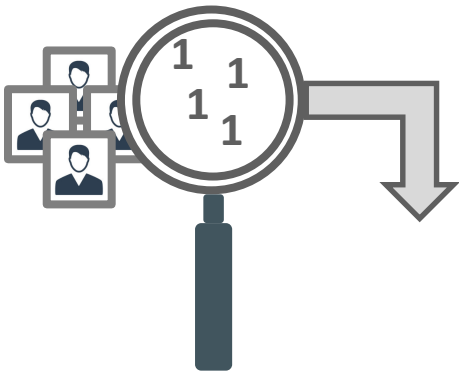
The main ingredient for
cross channel marketing
is having the right **strategy**.

Main Cross Channel Strategies

1

Acquisition

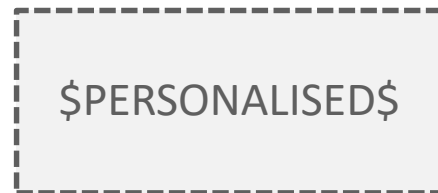
Acquire new customers with better targeting using data from existing customers



2

Personalisation

Personalise message with data gained from another channels to improve response



3

Frequency +

Increase message **frequency** for important communications



4

Retarget

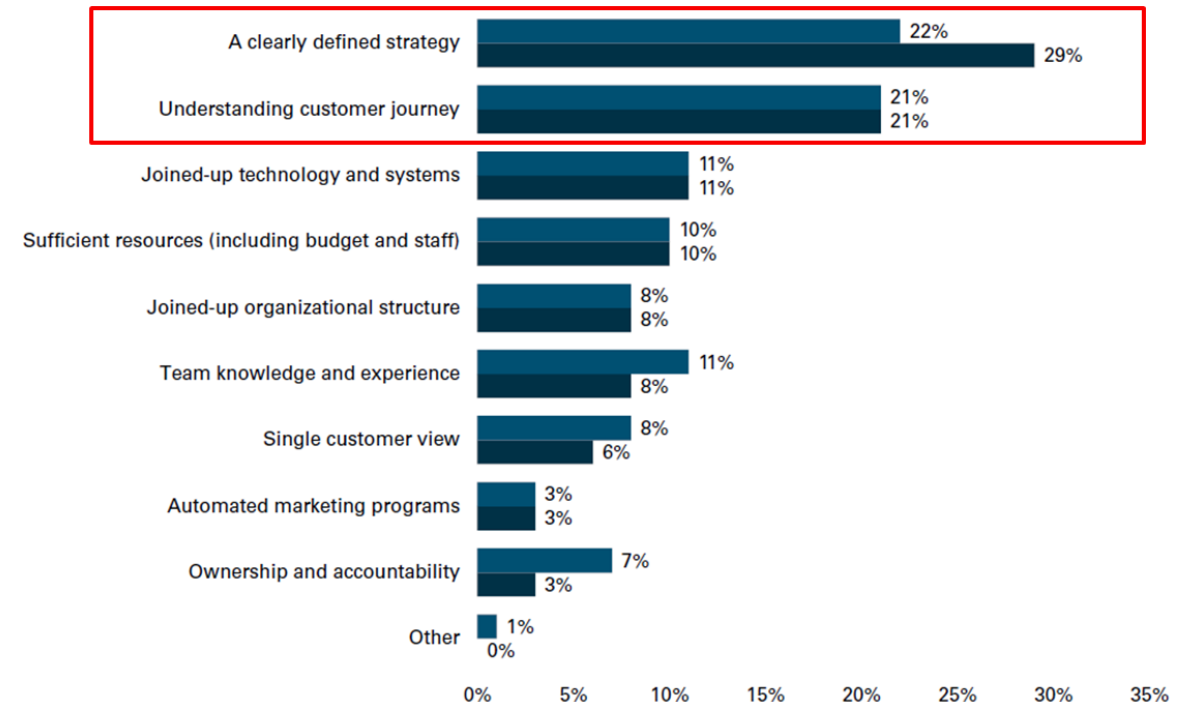
Retarget or **reactivate** non responders using an alternative channel



Your Strategy starts with a “Customer Journey”

One-fifth of respondents (21%) said “*Understanding the customer journey*” was the most important factor for effective cross-channel orchestration

FIGURE 7: WHAT IS THE SINGLE MOST IMPORTANT FACTOR WHICH ENABLES EFFECTIVE ORCHESTRATION OF CROSS-CHANNEL MARKETING ACTIVITIES?



Mapping Your Customer Journey

Jack Westwood
Principal Consultant, EMEA, Oracle



Agenda



WHAT
IS JOURNEY MAPPING?

WHY
DO IT?

HOW
TO GET STARTED?

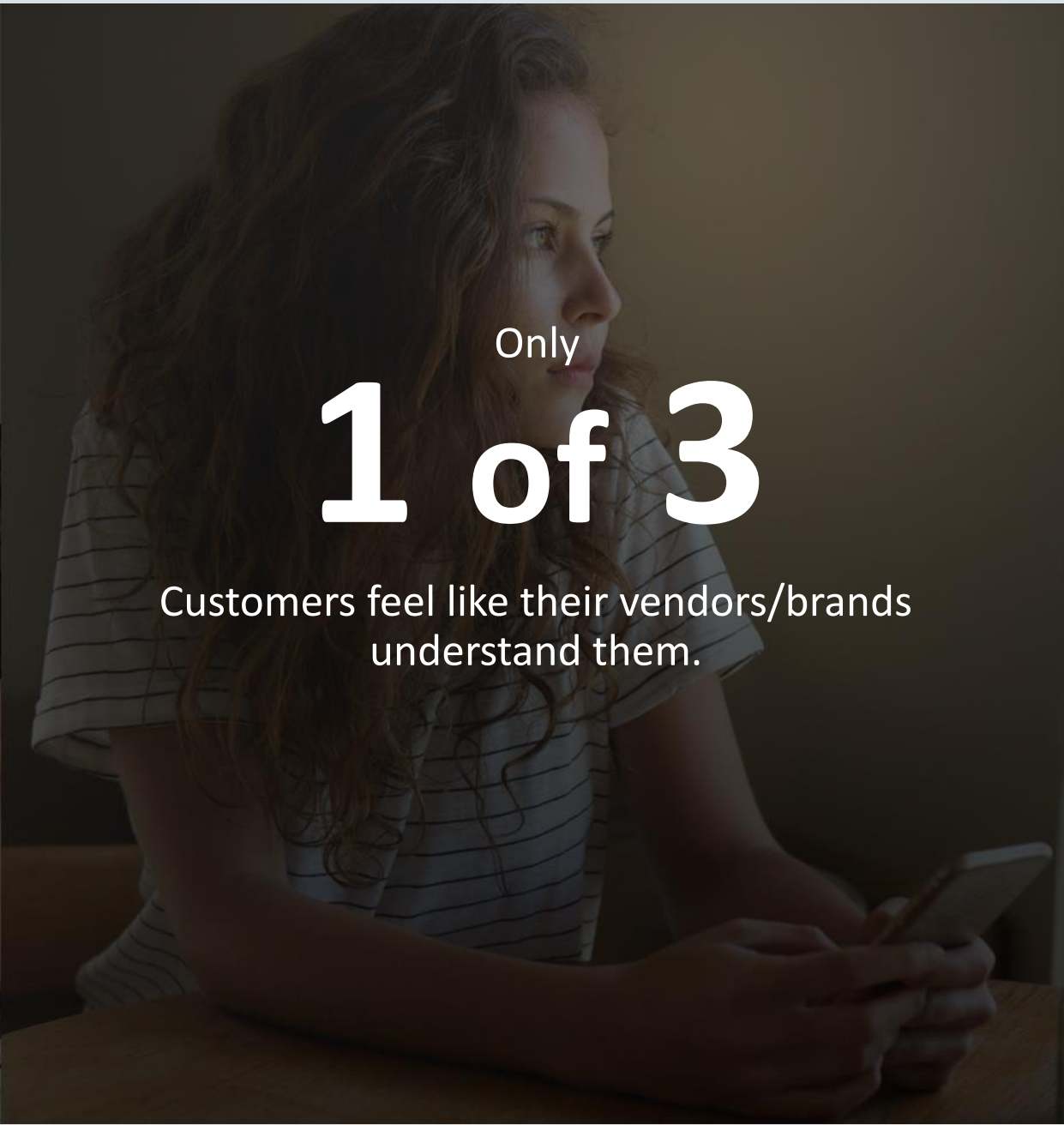
A background image showing three business professionals (two men and one woman) looking at a computer screen in an office setting. The image is dimmed to allow text to be read.

It's all about the Customer

97%

of Client-side Marketers Say that Focusing on
User Needs Leads to Better Business Outcomes

- eMarketer

A background image of a woman with long, wavy hair sitting at a desk and looking at her smartphone. The image is dimmed to allow text to be read.

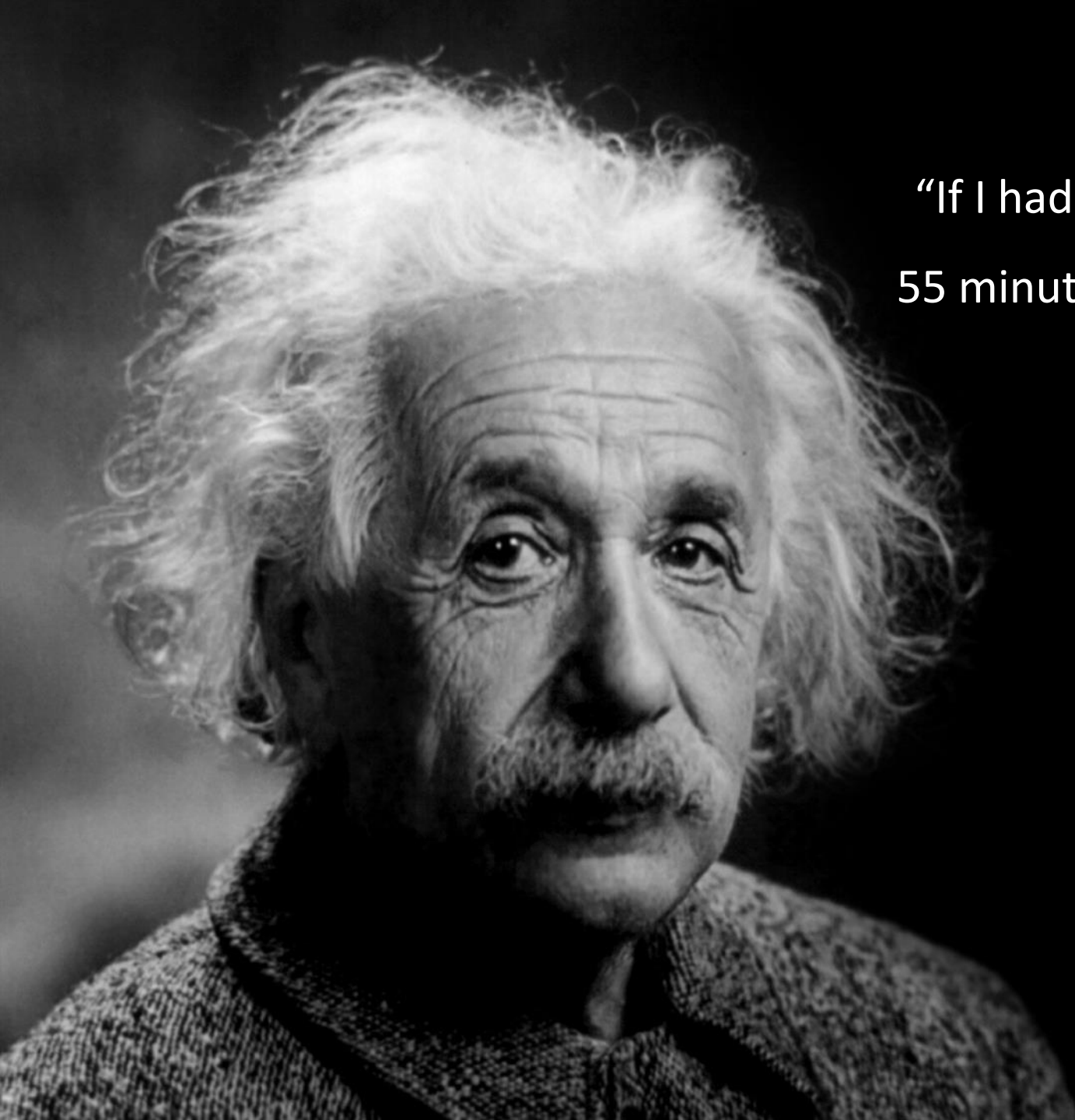
Only

1 of 3

Customers feel like their vendors/brands
understand them.

CONTEXT IS KEY

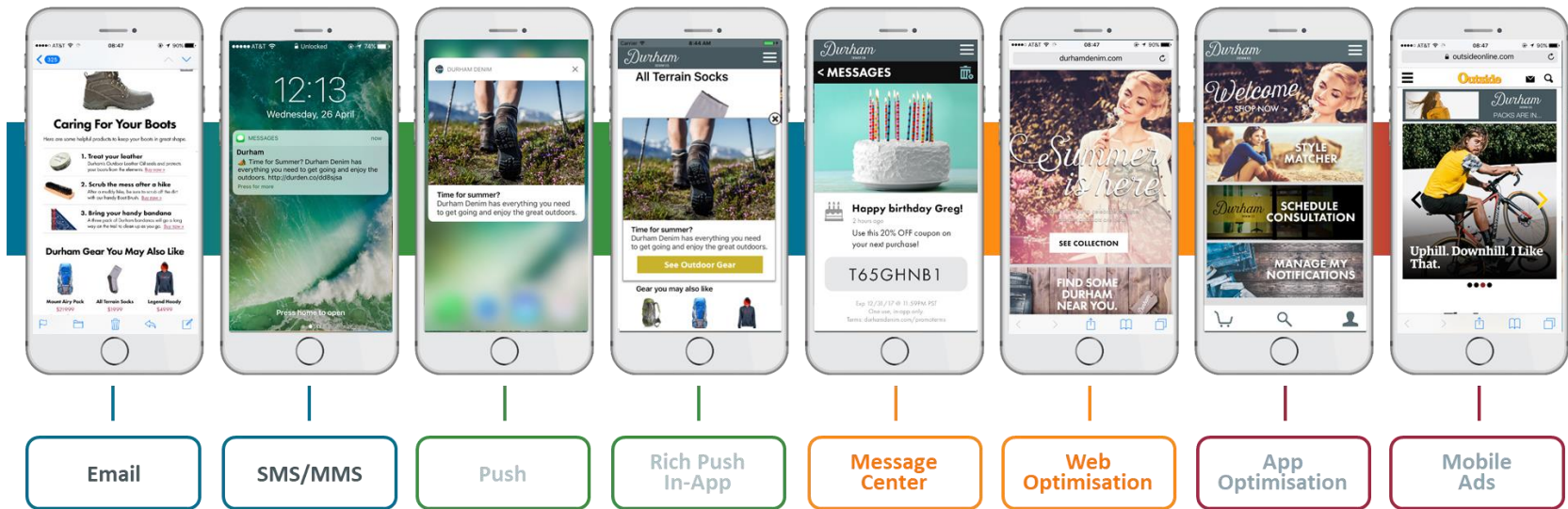




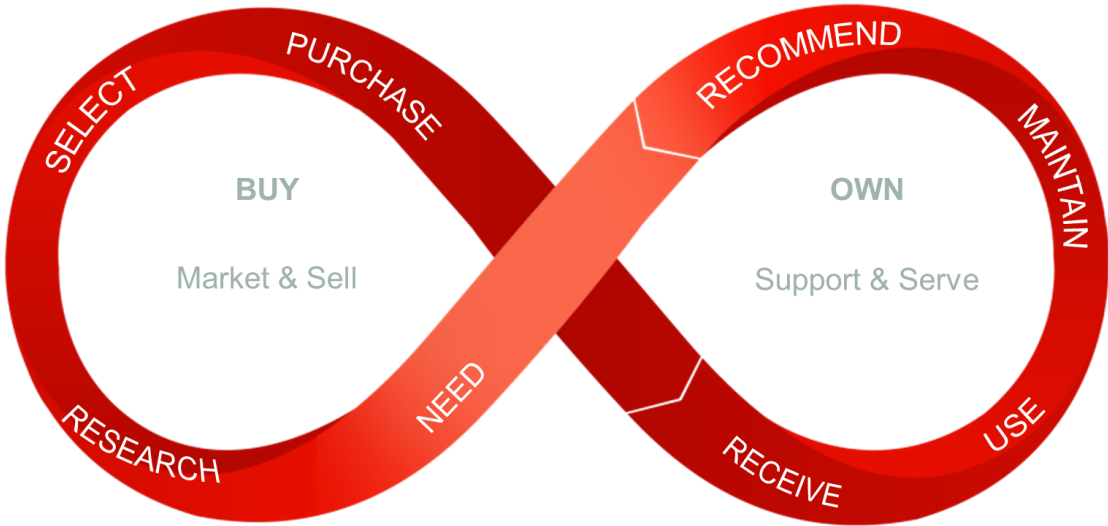
"If I had an hour to solve a problem, I'd spend
55 minutes framing the problem, and 5 minutes
thinking about solutions."

Albert Einstein

So before we can get to this...



We need to develop & build this...



{The Customer Experience Journey}

“The success of a Cross-Channel Strategy
relies on a strong *Customer Journey Map*.”

-- OMC Strategic Services EMEA, 2017



*Customer Journey Mapping...
visually illustrates customers'
processes, needs & perceptions
throughout their interaction and
relationship with an organisation*

Customer Journey Mapping

Categories and elements

Create initial map

- Persona, brand attributes, key trends
- Behaviour line
- Touchpoints
- Attitude & Emotions
- Enablers

Evaluate

- Evaluate attitudes
- Prioritise focus
- Determine impact
- Readout

Explore

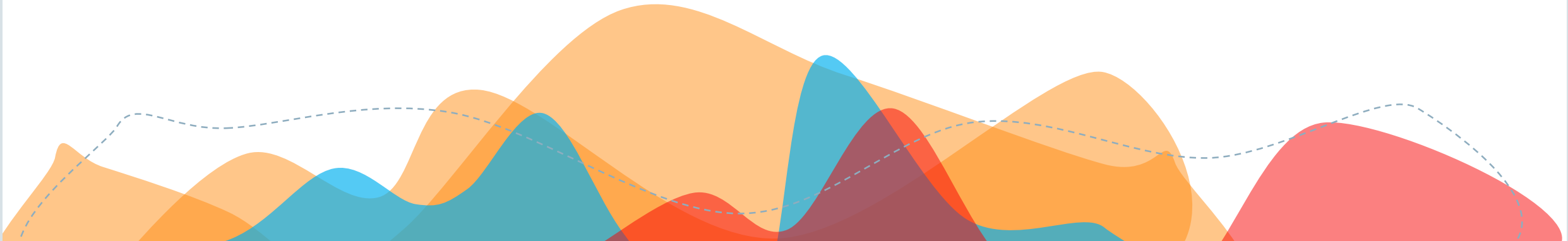
- Clarify needs & drivers
- Examine capabilities (roles & processes)

Brainstorm

- Desired transformation
- Build CX design canvas
- Brainstorm innovation

Design new experience

- Reality check
- Redesign experience
- Build CX hypothesis



Sofia's Story – Customer Journey Mapping in Action





DOUG -
GREAT
ENGINEER



GE Healthcare



The new **GE Optima MR360**

is well suited for a wide range of MR

scans – with

software to help

streamline

workflow

and

more
rou

auto

operate

**GREAT
PRODUCT**

Sofia

Age 6½



{ The Experience }

Journey Mapping the End User Experience



SOFIA

Aged 6½

Suffering from bad headaches

Outgoing and confident

Loves animals & the outdoors

Has a lot of friends

Enjoys school - loves reading (Not Maths!)

Wants to work with animals (one day)

① CREATE INITIAL MAP

Attitudes, Behaviours and Experiences



SOFIA



I'M REALLY NERVOUS

THAT LOOKS SCARY!

WILL IT HURT ME?!

MUM CAN'T HELP?

NO! NO! PLEASE NO!

CHECKS IN

WALKS TO MRI ROOM

SEES MRI MACHINE

CRIES & RESISTS

...

SEES DOCTOR ENTER

GETS DRUGGED

GOES THROUGH MRI

ON STAGE
EXPERIENCE



CHECKIN NURSE

IMAGING TECH

MUM

NURSE

DOCTOR ANESTH.

IMAGING TECH

DESK & COMPUTER

CHART

MRI MACHINE

TISSUES

NEEDLE & DRUGS

MRI MACHINE

BACK STAGE
SUPPORT



SYSTEM ADMIN.

DOUG

PATIENT SAFETY TEAM

IMAGING TECH

PATIENT RECORD SYSTEM

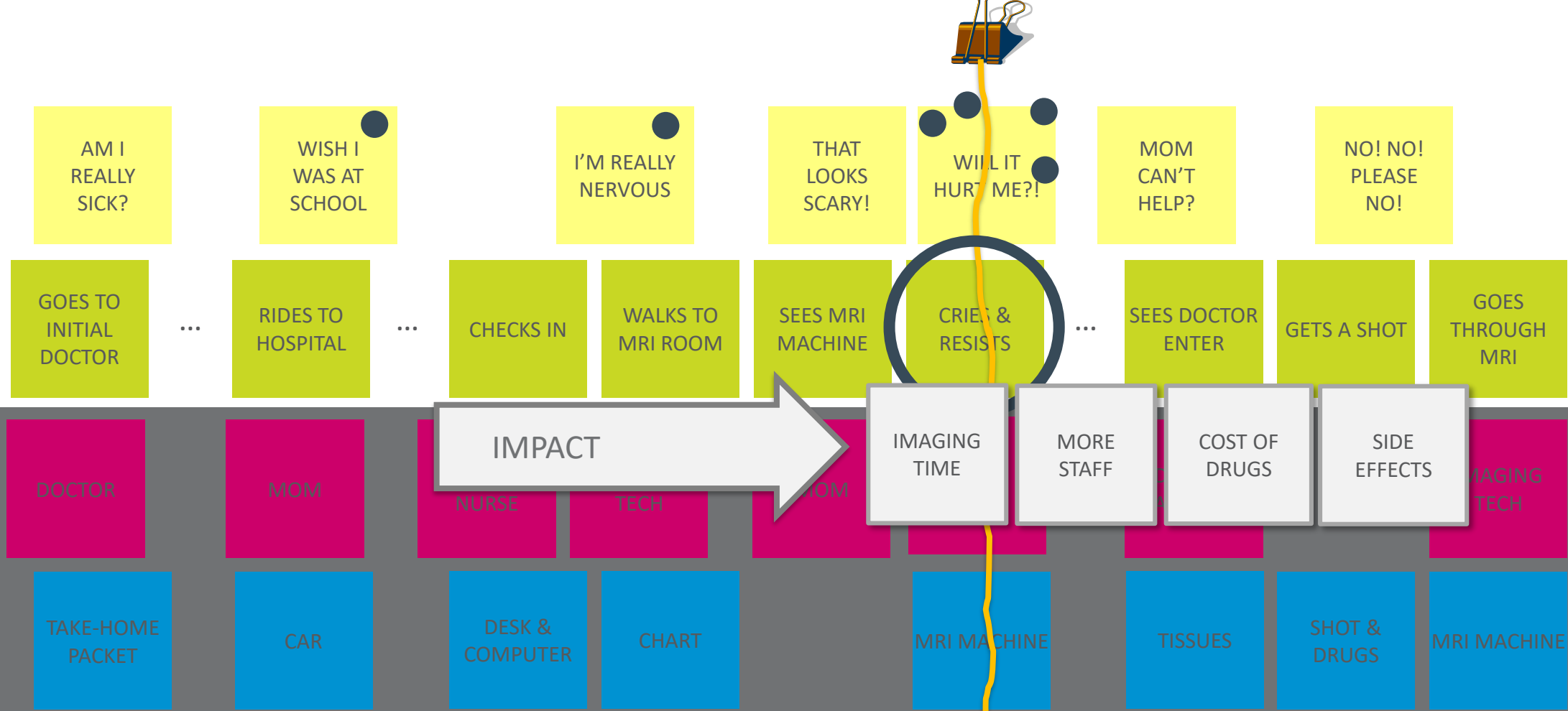
STAFF PAGING SYSTEM

DRUG ROOM

IMAGING RECORD SYSTEM



SOFIA

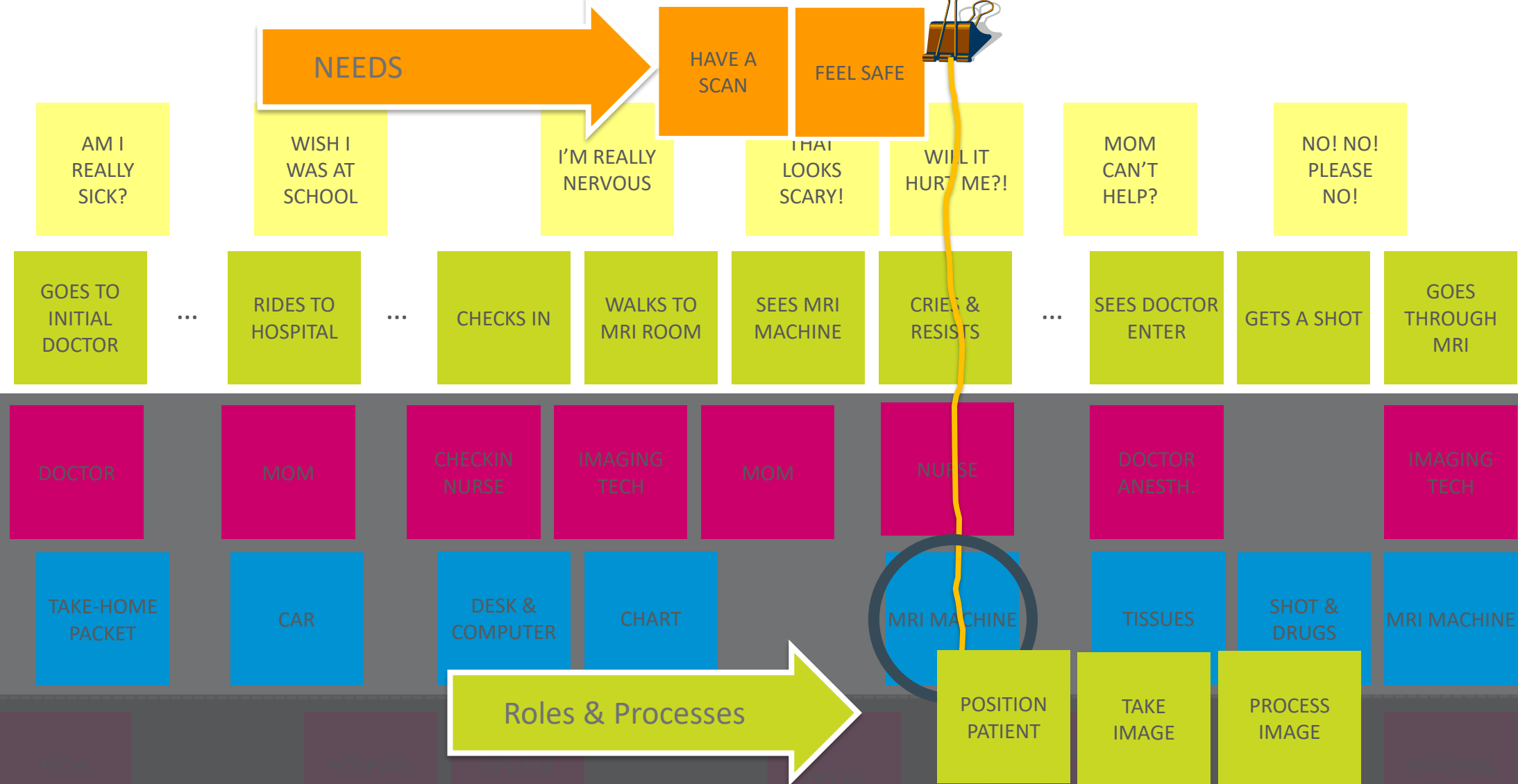


② EVALUATE – PRIORITISE & ASSESS IMPACT

Identify “moments that matter” for the customer and the organisation



SOFIA

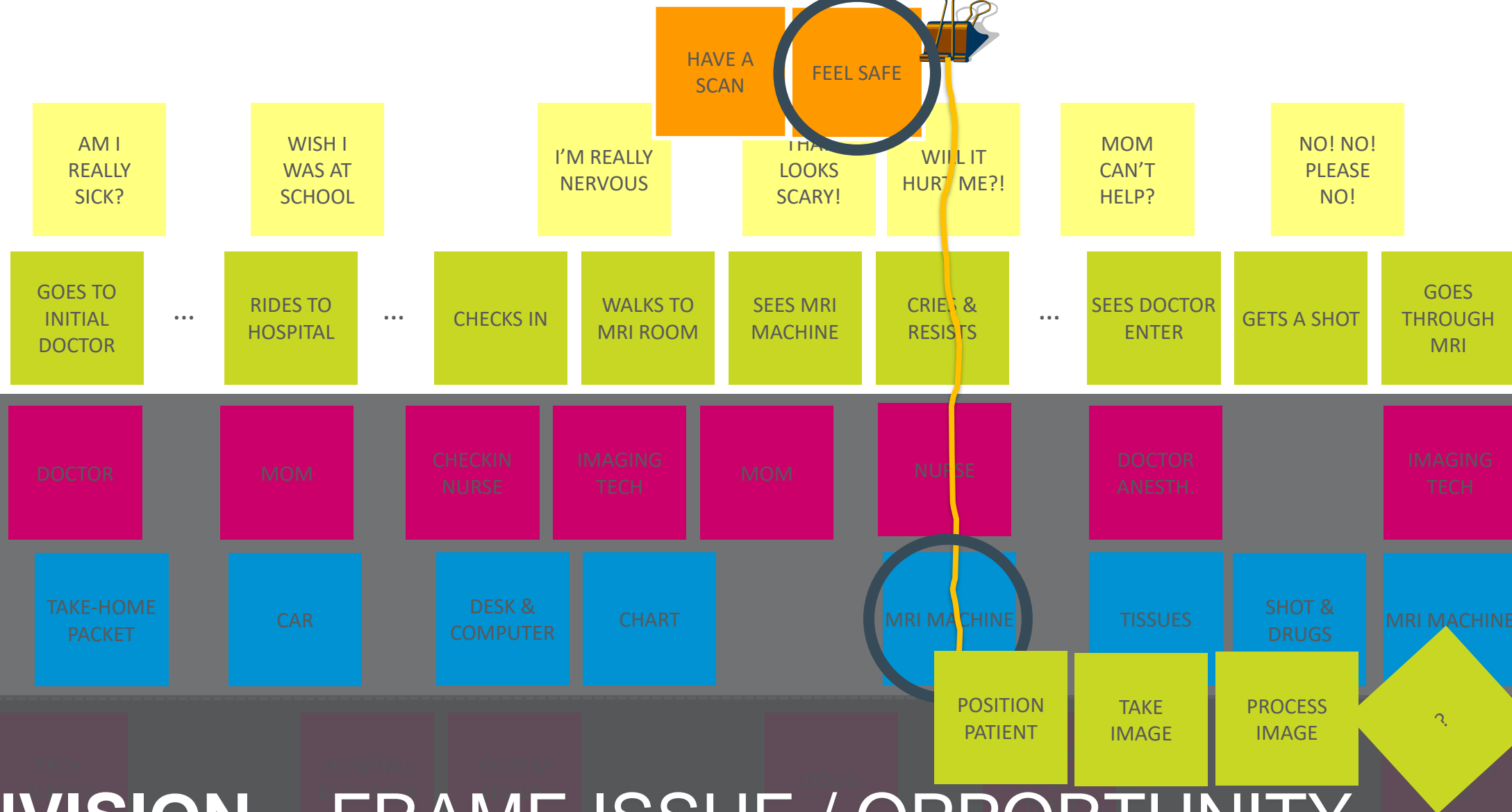


③ EXPLORE - ADD DETAIL TO UNDERSTAND

Gain deeper understanding of needs, and how those needs are fulfilled



SOFIA



④ ENVISION – FRAME ISSUE / OPPORTUNITY

Based on deep customer understanding



④ ENVISION – FRAME ISSUE / OPPORTUNITY

Based on deep customer understanding



SOFIA



⑤ DESIGN NEW EXPERIENCES

Influence attitudes to change behaviours





SOFIA



TEST NEW EXPERIENCES

New attitudes, new behaviours...different result

Great Experience



GE Healthcare



The new **Optima MR360**

well suited for a wide range of

MR scanning needs – with

the ease of operation to help

make a clinician's staff more productive. For

streamlining routine scans, the Optima MR360

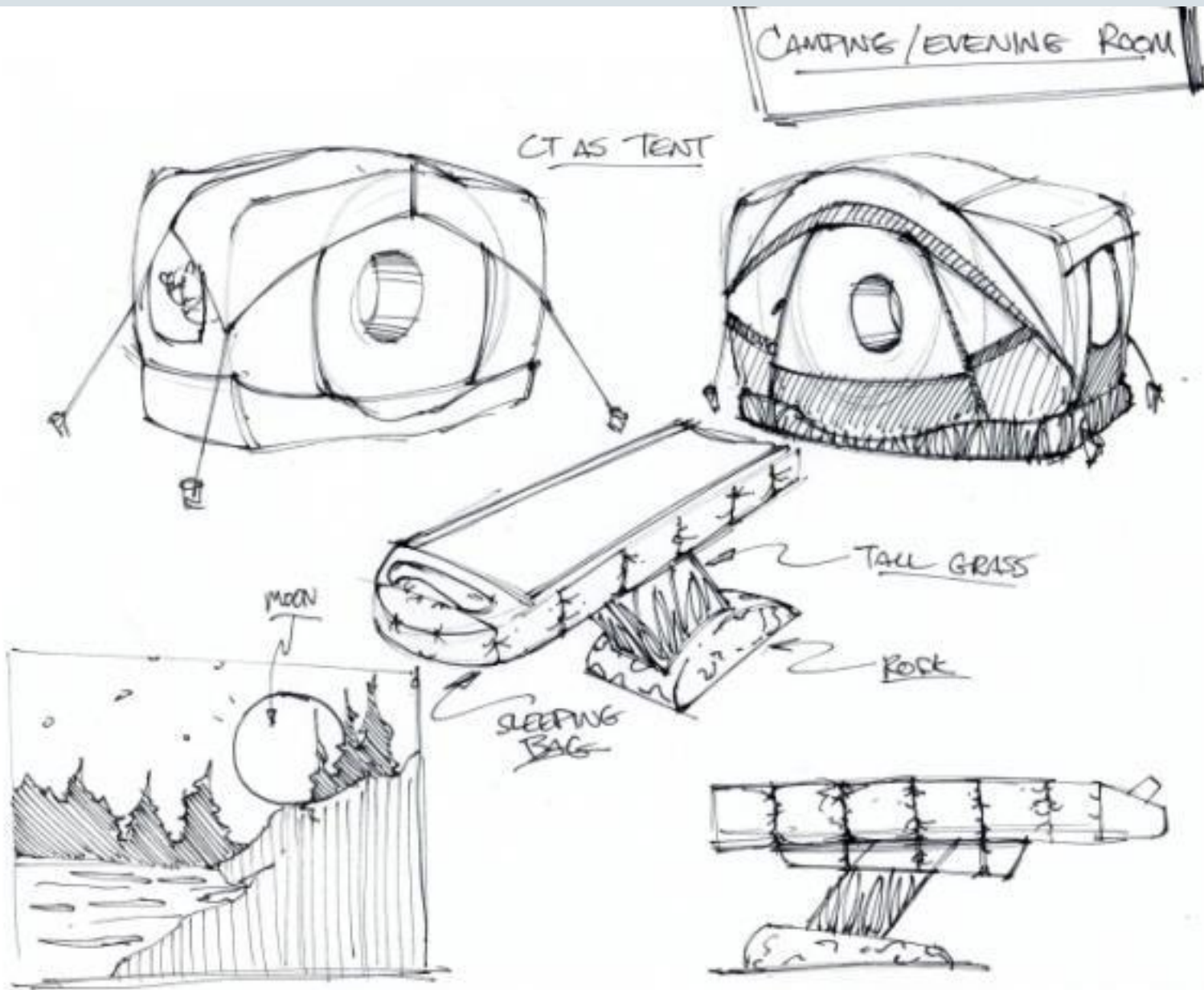
incorporates an express exam approach to MR. It

includes many intuitive and automated functions

that help increase patient comfort, operator

confidence, image consistency, and professional

satisfaction of MR staff.







attitudes drive behaviours

IMAGING
TIME ↓

FEWER
STAFF

NO DRUGS

↓ SIDE
EFFECTS



Workshop: Customer Journey Mapping

Customer Journey Mapping

Categories and elements

Create initial map

- Persona, brand attributes, key trends
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- Enablers

Evaluate

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Explore

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Brainstorm

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Say hello to your Persona...

James

Persona



James

- Age 25 & single
- Pharmaceutical scientist – just got a promotion
- Active Instagram user – follows SnowBoarding influencers – on it all the time
- Loves the outdoors, esp. hiking and camping
- Learnt to ski as a child, now identifies as a Boarder – loves it!
- Most weekends include a night out at pubs & gigs with friends
- Part of a large close-knit group of mates, all have varying jobs and incomes
- Always wears NewBalance trainers. Shops at Crew Clothing (workwear), Volcom, NorthFace, Uni-Qlo
- Primarily shops online – it's easy and quick
- **Currently in market for a ski holiday with his friends**
- **Always buys his ski clothing/apparel within 3 months of travel date**
- **Focus:**
 - *Reliable brands, good service, good quality*
- **Attitudes to travel & retail companies:**
 - *Knows what he wants / likes – happy to pay premium*
 - *Buys mainly last minute*

Customer Journey Mapping Scenarios to pick from:

Scenario 1: “Snow Chance Travel”



- Winter getaway travel agency – 15 years strong
- Specialists in Ski and Boarder holidays for the 21 to 35 year old
- Offer cheaper, high discounted group travel rates (8 or more)
- Have an excellent reputation in the market amongst age group & they have a new awesome APP with weather forecast in multiple resorts
- Lots of resort destinations available
- Active on social media and have lots of vlogs and YouTube channel (4M subscribers)
- James currently has no relationship with this brand
- **You are the CMO, and your task with the identified Persona is:**
 - Continued high growth objectives need to be met. It's all about acquisition of this age group
 - Target market share of indirect competitors (i.e. Summer holidays to Winter Holidays)

Scenario 2: “Powder Retail”



- Specialists in ski equipment and apparel. Sell high end equipment – target market is frequent skiers/snowboarders
- Customers know the jargon. Company is 5 years old, relatively new but agile company – online only, adaptable to change
- Solid APP with message inbox for new offers to customers
- Blog/socials – lifestyle related, jargon, people you meet on the slopes, best equipment, professional scene – extreme sports
- Sponsorships with extreme sport professionals
- Released a new product – anti-glare Snow Goggles
- James has seen the brand but has not purchased or signed-up to email
- **You are the CMO, and your task with this identified Persona is:**
 - Get new customers
 - Sell more clothing, in particular the new Snow Goggles
 - A separate goal is to build advocacy with new customers

Business – Goals & Objectives



James



▪ **Goal:**

- *Educate and secure new customers for second tier group Winter holidays*

▪ **KPIs**

- *Holidays purchased with high number of participants*
- *Post-holiday engagement + repeat business*



▪ **Goal:**

- *Educate on clothing lines, short delivery times, great service beyond purchase*

▪ **KPIs:**








- *Clothing and apparel purchases*
- *Advocacy – reviews + social content while on holiday*



Let's create an initial Customer Journey Map for James

Pick a Scenario

CUSTOMER JOURNEY MAPPING FLOW

BEHAVIOUR LINE (Yellow Post-it)	 	 		
TOUCHPOINTS (Pink Post-it)	Research/Awareness	Select	Purchase	Advocacy
WEB				
APP (in-app messaging)				
WORD OF MOUTH				
MOBILE (Push/SMS)				
EMAIL				
SOCIAL				
DISPLAY				
ATTITUDE / EMOTION (Green Post-it)	 	  	  	 

• Behaviour line – (Yellow Post-it)

- At each stage of the funnel, what type of behaviour is likely for the Persona to have (positive or negative) OR behaviour you want to drive from them (Think, Feel, Act)?

• Touchpoints (Pink Post-it)

- What interaction is needed at each stage of the funnel to address the identified behaviour(s)?

• Attitude & Emotions (Green Post-it)

- Based on the behaviour and interaction, what are the Attitudes & Emotions you want the Persona to have?

Facilitators
please stand-up

You have
40'ish
minutes...
Good Luck!



Workshop: Customer Journey Mapping

Break!

Please be back and ready to
start at 12:00pm

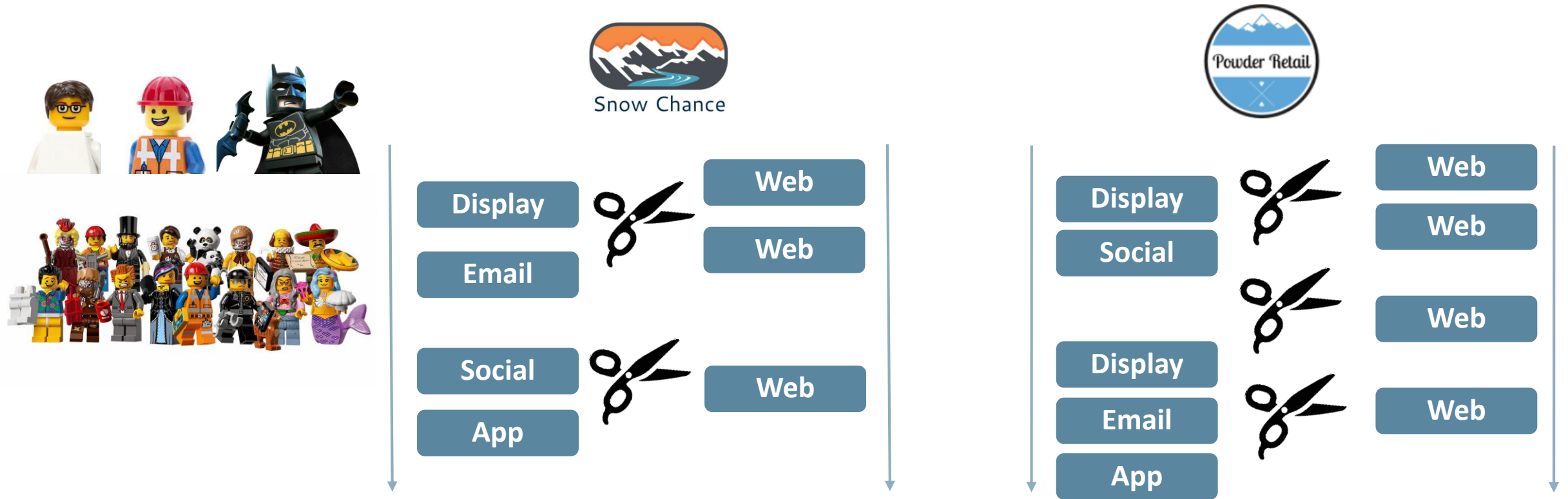


Workshop Review

Jack Westwood
Principal Consultant, EMEA, Oracle



Customer Journey Flow: Old Experience

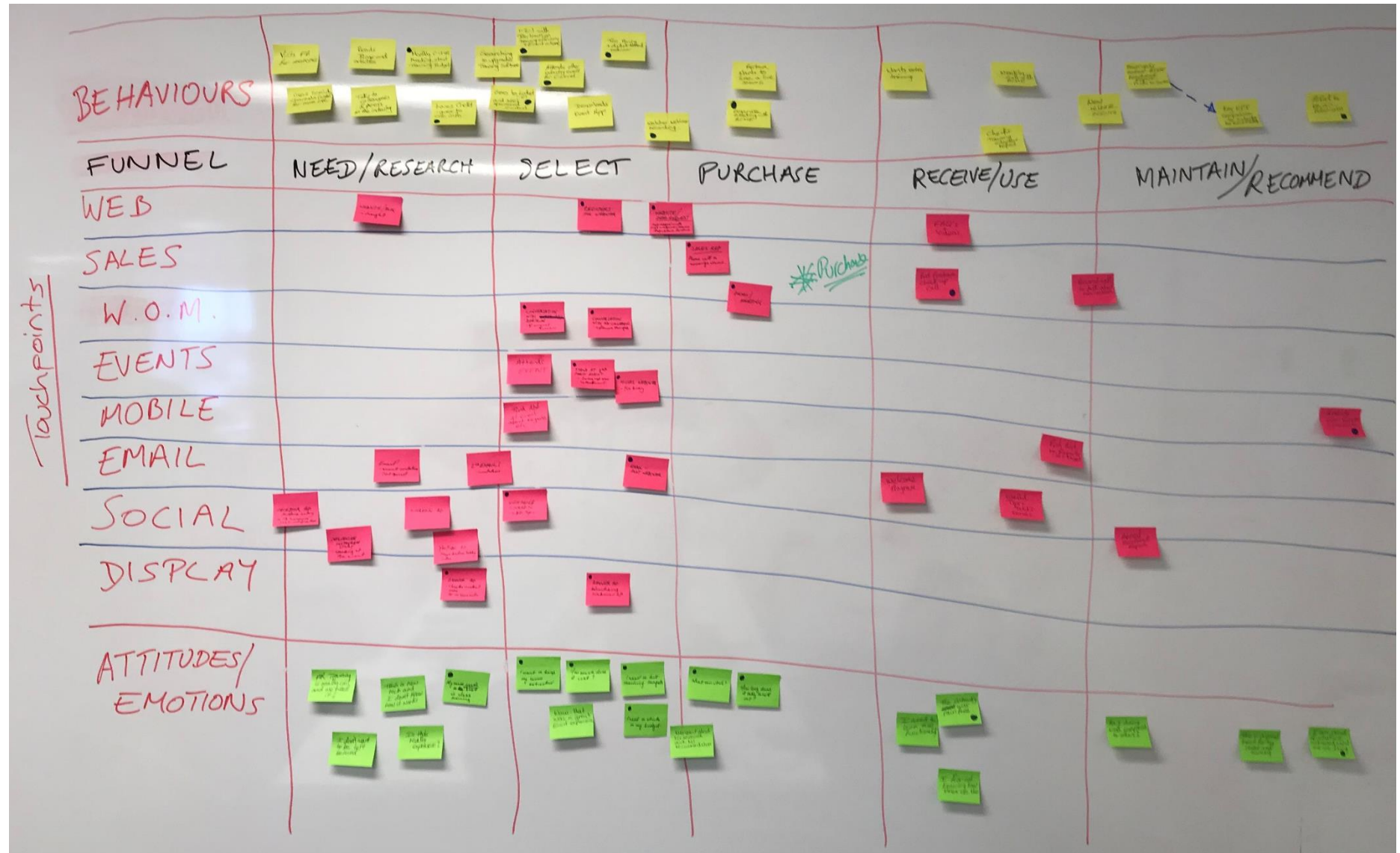


Siloed Comm's = Different Messages / Different Experiences

Disconnected Flow = Reduced Engagement & Revenues

No Alignment on Business / Marketing KPIs between Teams

Who ended up with something like this?



Customer Journey Mapping

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- Reality check
- Redesign experience
- Build CX hypothesis

Our Brainstorm & Experience



James

▪ Objectives:

- Wants to go on a ski holiday, loves travel
- Wants new cool clothing to look good on the slopes!

▪ Touchpoints:

- Facebook / Instagram / Youtube
- Email
- Websites / Blogs / Vlogs
- Friends have a big influence

▪ Needs & Drivers:

- I love to Board in the best places, but I want to enjoy it with my friends
- I want to feel and look good when I go away

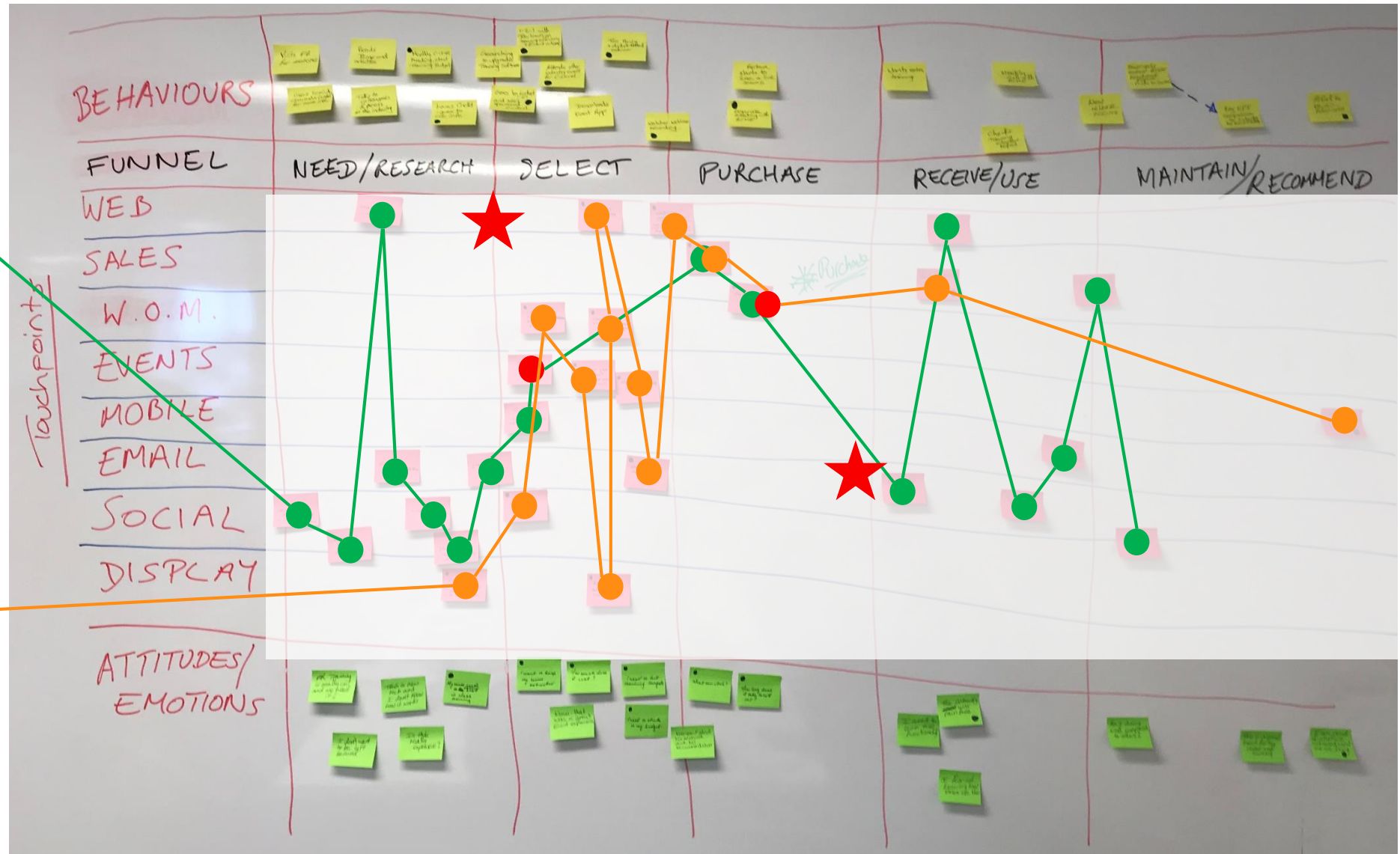
▪ Moment that Matters:

- **Snow Chance:** Helping him convince his friends to go on a winter holiday
- **Powder Retail:** Last minute rush to get everything he needs for the holiday – delivery messaging key

▪ Determine Impact:

- **Snow Chance:** Purchase conversion rate + average group size for holiday bookings
- **Powder Retail:** Purchase conversion rate + next day deliveries

Bringing it all together: Journey Mapping Alignment



Customer Journey Flow: New Experience



James

Experience Idea:
“Suave Boarder”



Display - Lookalike

Based on Persona created for James
Blogger sites / Interest sites
Served banner ad on news website

Banner for Email Sign-up

Offers for Sign-up
New Range / News

APP - Push Welcome

In-App messaging - link to Insta
Product Reviews
Testimonials

Email Recommendations

Browse / Help & Guides
Content Rich

Website - Personalised to James

Optimised based on past visits

Facebook Lead Gen

Targeted ads through FB

Web Optimised Landing Pages

Home Page tailored to James
based on entry source

Welcome Program

Brand / Offers / News
App Sign-up

Social content on Insta

Images / content

Web Retargeted Ads

Push back to site
Web optimised pages based on Prod Category

Email - Post Webinar

Webinar content hosted on LP

Purchasing

Post Purchase Program
Cross/Up-sell Programs
Ratings & Review Program

Cross Channel Journey
– no more silos among
marketing teams

Common KPIs set at
each stage of journey
– measures for success

Testing occurring at
each stage to help
optimisation

New experience for
‘James’ that can be
modified over time

Customer Journey Mapping: Key Takeaways



Cross-Channel Strategies are only effective when the Customer Journey for different Personas are mapped out (data analytics is key)



Customer Journey Mapping puts the customer at the forefront of marketing, i.e. Customer-Centricity



Customer Journey Mapping should be optimised continuously so you are giving the best experience to your prospects / customers



Each “Touchpoint” needs to have a KPI that matches to the overall Business & Marketing Objectives and has to be measurable



The website is not the only channel when you understand your customer(s) journeys and context is key

Thorsten Tekieli
Senior Associate Consultant, EMEA,
Oracle

Senior Associate Consultant, EMEA, Oracle




Article Restricted


Areas we'll look at today:









- Display ad optimisation
- CRM data via E-mail
- Data Layer / Cookies



	Loan Vallue	Preset	None	Yes ▾	ADD
	Gender	Preset	Data Layer	No ▾	EDIT
	Facebook_ad	Preset	URL	No ▾	EDIT

“Custom attributes are Maxymiser’s way to pull meaning full information about your customers into the Maxymiser platform”

	Display_Ad	Preset	Tracking pixel	No ▾	EDIT
	CustomerType	Preset	Cookie	No ▾	EDIT
	Basket value	Fretext	None	No ▾	ADD

	Loan Vallue	Preset	None	Yes ▾	ADD
	Gender	Preset	Data Layer	No ▾	EDIT
	Facebook_ad	Preset	URL	No ▾	EDIT
	<div>Capture method? (Properties)</div>				EDIT
					EDIT
	Display_Ad	Preset	Tracking pixel	No ▾	EDIT
	CustomerType	Preset	Cookie	No ▾	EDIT
	Basket value	Freertext	None	No ▾	ADD

USER CASE 1



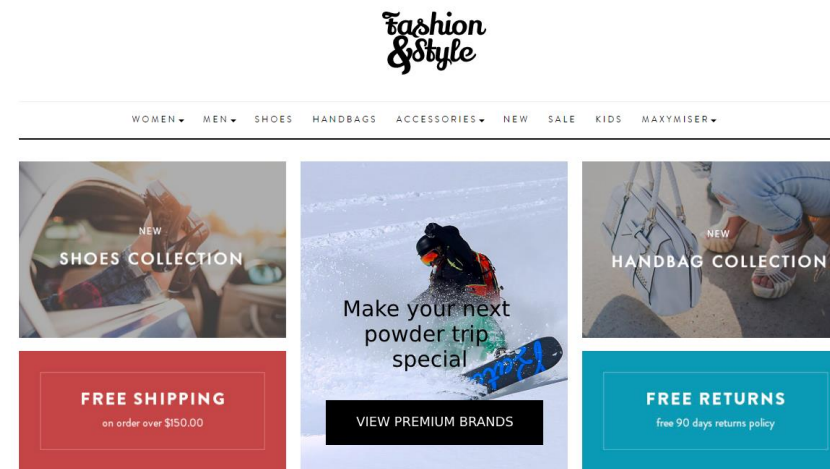
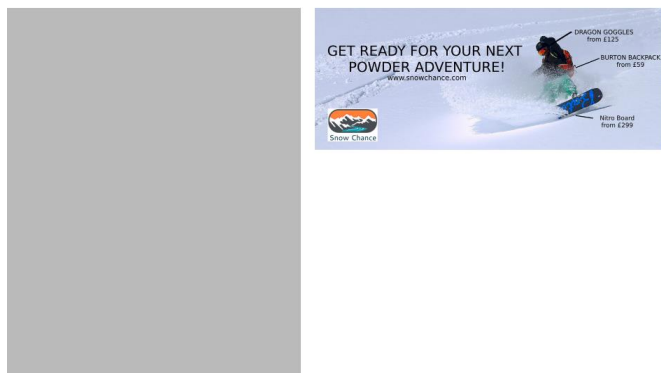
1. The scenario

We want to continue delivering a similar message for prospects that are driven to our site after seeing an ad

1 Serve display ad based on in market / look a like

2 James sees the Ad, does NOT click on it and gets to the site a few days later

3 Alter the homepage with a similar creative, messages and an easy access to premium brand Snowboard gear



USER CASE 2



2. The scenario

Using CRM data to optimise the onsite experience at a later point

1

Customer receives an e-mail including different offer links e.g. regular shirt sizes vs large shirt sizes

2

Customer clicks on the link, lands on the site and navigates around

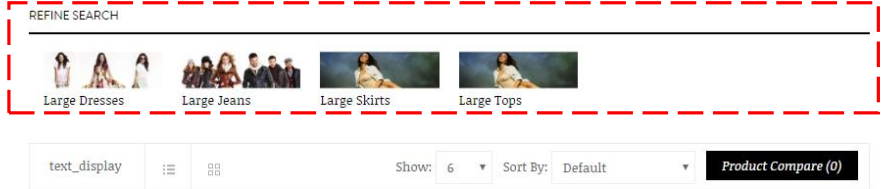
3

Continue to alter pages further down the line with similar offers or messages (e.g. highlight large filter options on category pages)



WOMEN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mi eros, facilisis ac mollis et, ullamcorper non neque. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed ac pretium dui. Praesent arcu dui, convallis eget facilisis in, vulputate ut lacus. Aliquam ultricies laoreet malesuada.





<https://sale.maxymised.com/?Source=E-mail&Campaign=Size&value=large>

USER CASE 3



3. The scenario

Using already available information in your DataLayer or Cookies from other sources to optimise the onsite experience

1

Customer logs into their account



2

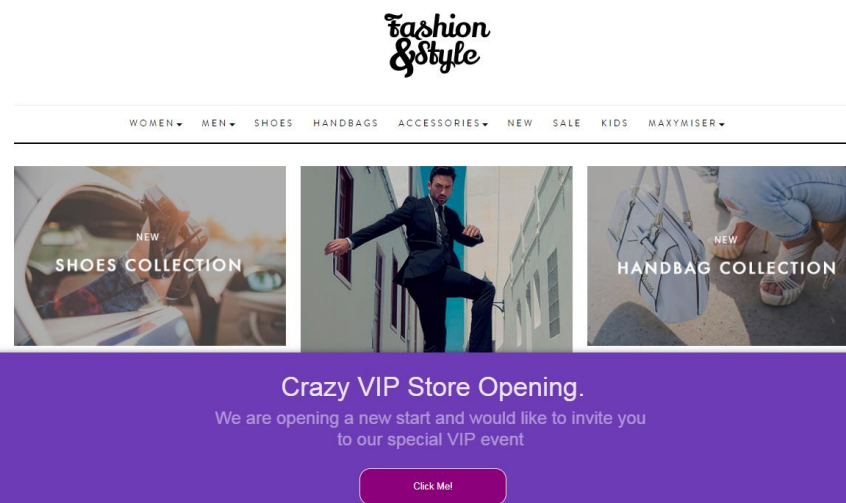
Information about their e.g. customer status (VIP) is pushed into the dataLayer

```
▼ user:
  crm_segment: "VIP"
  device_header: "is_tablet=false,is_mobile=false"
  hashed_email: "b114ba23916e9ab8a8c0eeb208413be0"
  login_status: "Soft Logged In"
  md5_email: "b114ba23916e9ab8a8c0eeb208413be0"
  sha256_email: "095fdf7ae5b5776568089ae0ce55c007616c2c308"
  ► subscriptions: []
  user_agent: "Mozilla/5.0 (Windows NT 6.1; Win64; x64) Ap
  user_geolocation: "georegion=2,country_code=GB,region_co
  user_id: "9011680101"
```



3

Promote special offers or events for particular segments





Panel Q&A



Summary & Close



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