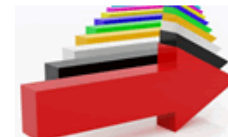


# Targeting for Multi-Channel Marketing



Andy Bell - Head of Classifications



Half-day seminar:

**Targeting for multi-channel marketing**

London, 23 November 2009

# Overview

- **Targeting for multi-channel marketing using geodemographics can only get so personal**
- **Requires the application of consumer preferences and personalisation**
- **Applications of the approach to create personalised marketing campaigns**
- **Case studies**

# What do we mean by multi-channel?

- Mail
- Telephone
- Email
- Mobile
- Micro Sites
- Web Pages
- Web Chat



Advertising: online, TV, outdoor, newspaper, magazine

# Geodemographics

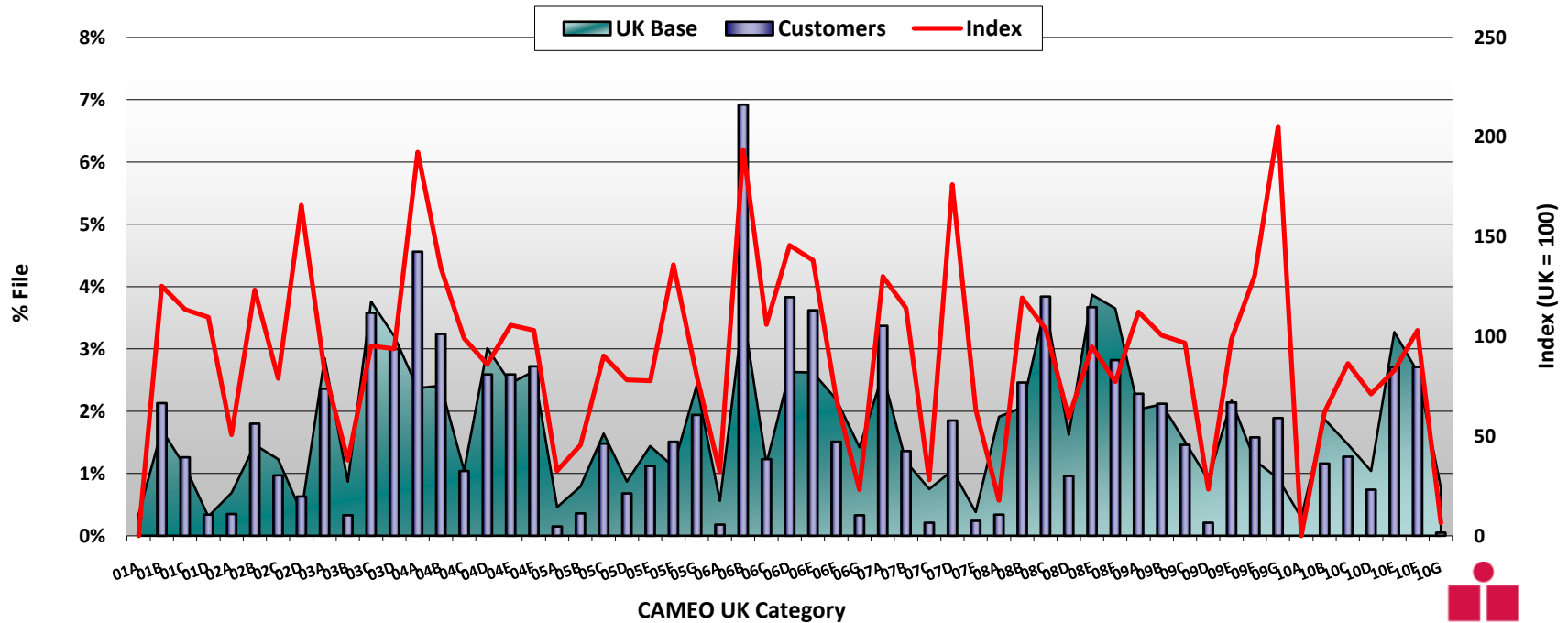
- **Geodemographics informative for multi channel marketing**



- **Development of market/situation specific products**
  - Channel Preference, ChannelChoice, e-Types, TrueTouch, Personixx Onliners

# Geodemographics - Example

- CAMEO UK – TGI Regular purchaser: food, drinks and household goods online**



# Geodemographics - Example

- **CAMEO Personal Finance Channel Choice**
- **Classification describing: Credit Behaviour, Attitudes to Personal Savings, Personal Investment Activity, Attitudes to Personal Finance and....**
- **Channel Preference: Online Transactors, Branch Bankers, Phone Bankers, Channel Indifference**



**CAMEO**  
— Classifications —

# Geodemographics

- **Geodemographics applicable but needs to.....**
  - be more personalised - understand the consumer as an individual
  - recognise personal motivations
  - measure and monitor behaviours
- **Personalised marketing**
  - Messages tailored for the individual based on their profile and the selected channel
  - Offer multiple ways/channels to interact with your brand

# Multi-Channel – Getting Personal

- **How do you get personalisation?**
- **Merging geodemographics, segmentation, and personal preferences, individual consumer behaviour**
- **Why do we need to get more personalised?**
- **Consumer expectations for personalised content**
- **Multi-channel – personal choice and preferences**



# Personalisation

## No personalisation...

If you have problems viewing this email please [click here](#) to open a new web browser



**WELCOME TO YOUR EROS REWARD CARD NEWSLETTER**

Now everyone can **save at least 20%** on the cover price of the Evening Standard with the Eros Reward Card - either with your card or with our new paper vouchers. And the more credits you buy the greater the discount.

Visit [eroscard.co.uk](http://eroscard.co.uk) to put credit on your card.

**Where can I use my Eros Card?**  
There are over 150 locations where you can use your card. [click here](#) to see the full list. If you regularly buy the Evening Standard outside of Zone 1, or your location is not listed [click here](#) to find out more.

## Personalisation introduced...

If you have problems viewing this email please [click here](#) to open a new web browser

**DINE OUT FROM ONLY £10 AT 20 TOP LONDON RESTAURANTS**

[Click here for details](#)

**THIS WEEK'S OFFERS**

Spurs v Portsmouth - 3 pairs of tickets up for grabs

Buy one pizza, get another half price

2 for 1 tickets to 10 Off West End shows

**FREE WITH YOUR EVENING STANDARD**



**Dear Paul,**

This week we have some fantastic offers to help kick start the new year, including 150 free tickets with exclusive backstage access to five top London shows and one month's free membership with British Military Fitness.

Plus - we have 3 free pairs of tickets up for grabs for Tottenham Hotspur v Portsmouth this sunday.

**CREDIT REMAINING ON YOUR EROS CARD**

**5**



Additionally subject lines, imagery, copy and greetings can all be personalised

# Email – Conditional Content

- **Conditional Content is the generation of an individually-targeted email for each recipient of an email campaign, based on the personal preferences stated by the recipient when maintaining their profile**
- **Features**
  - Relevance
  - Tailored 1 to 1 communications
  - Automated routines
  - Profile updates
  - Detailed content & segment tracking
- **Benefits**
  - Improved open and click rates
  - Improved engagement
  - Customer loyalty
  - F2F increases
  - Deeper insight (behaviour)
- **The benefits of Conditional Content must outweigh the resource investment to be viable**

# Email – Conditional Content

The screenshot shows an email newsletter from waterscape.com. At the top, there are navigation tabs: Boating, Walking, Cycling, Book a holiday, Waterways guide, and Marketplace. Below the header, there's a main image of a family on a boat. The newsletter is dated 4 February 2005 / Issue 2. The main content area is highlighted in yellow and contains several sections: 'This Week's Top 5 Walks', a 'Reader survey', 'Enjoy a riverside cottage break', 'What's on', 'Competition', and 'Special offers'. Arrows from the right point to these sections, indicating conditional content based on user location and response history.

This email was sent to [richardshaffer@mac.com](mailto:richardshaffer@mac.com). If you'd prefer not to receive mailings from us in future, please reply to this email with the word "unsubscribe" in the subject line. If this newsletter is not displaying properly on your screen, you may need to adjust the security settings of your email program.

Hasn't responded in last 3 months



**Win a boating holiday**  
Win a week's luxury boating holiday in France for up to four people, worth up to £1,500, courtesy of Crown Blue Line  
[Enter here >>](#)

[Llanqollen Canal makes top 100 holiday list >>](#)  
[British Waterways engineer flies out to Sri Lanka >>](#)

Has responded in last 3 months



**Enjoy a scenic winter stroll**  
With crisp fresh air and peaceful footpaths, there's nothing better than following the winding trail of an unexplored river. Discover frosted woodlands and meadows that are yours alone to enjoy.  
[Go walking >>](#)

[Llanqollen Canal makes top 100 holiday list >>](#)  
[British Waterways engineer flies out to Sri Lanka >>](#)

Outside 20 miles of Birmingham

**Eating and drinking in Birmingham**  
Fancy a relaxing pub lunch? A gourmet meal with sweeping views of the canal? Or maybe a quick coffee mid-way though your Sunday stroll? Now you can get the lowdown on Birmingham's best bars, restaurants and watering holes with Waterscape.com's comprehensive guide to eating and drinking by the water.  
[Find out more >>](#)

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[Find out more >>](#)

# Email – Case Studies

- Times Newspapers wanted to engage customers and encourage weekend newspaper purchase.
- Callcredit Marketing Solutions developed a complex algorithm that uses a series of rules to assign content to a subscriber based on their interests, segmentation modelling, CAMEO and a priority ordering of the content, in order for each recipient to receive an individually personalised and specifically targeted email.
- **Key Objectives**
  - Understand readers and develop a workable dialogue with them
  - Achieve readership and circulation gains
  - Generate additional revenue streams
- **Benefits**
  - Grew open rates from 15-20% to 40-50%
  - 71% of recipients always or usually open the email
  - 50% of recipients agree that receiving the Your Weekend email makes them more likely to purchase The newspaper

**Your Weekend**  
Coming up November 18 & 19  
THE SUNDAY TIMES

Email to a friend | View email online | More previews | Choose your interests | Print

**FREE GUIDE TO THE ASHES**  
Prepare for this year's showdown with our essential 68-page guide to cricket's greatest clash, with exclusive features and analysis from Hoggard, Warne and Gattling  
Get your guide free with The Times this Saturday

Dear Chris,  
DID YOU ENJOY THE ARTICLES PREVIEWED HERE? If you'd rather preview other kinds of articles, [CLICK HERE](#) to tell us what you're interested in. We will then tailor your emails around your preferences

**SATURDAY** THE SUNDAY TIMES  
**SUNDAY** THE SUNDAY TIMES

**Clint Eastwood goes to war** *The Knowledge*  
The movie star who has matured into one of Hollywood's finest directors makes our day with an exclusive interview. He tells us about the Battle of Two Jims, in a film already being touted as an Oscar-winner  
**Love Film? Win a home entertainment system**

**Life goes on** *MAGAZINE*  
Fighting still rages in Afghanistan, yet away from the frontline the strangest boom economy has emerged. Find out why stretch limousines and drinks by the pool are order of the day for some of Kabul's inhabitants  
**The Kite Runner - a wonderful Afghan novel**

**Farewell Swan Hellenic** *travel*  
Sir Roy Strong, veteran guest lecturer on the legendary Swan Hellenic cultural cruises, takes a nostalgic look back over its 50-year history and feels it will be a sad day for fans when the cruise comes to its looming end  
**Cruise the Norwegian Fjords from £399**

**Polaroid stars** *The Sunday Times Magazine*  
Most photographers discard their Polaroid test shots but Rankin, British photography's bad boy, is selling his. We take a look at his fascinating collection featuring stars from Derek Jacobi to Jodie Kidd  
**Save £100 on an Olympus SLR camera**

**Go fishing in Bhutan** *Travel*  
Bhutan is one of today's most exotic destinations but Victorian pioneers knew well the beauty of this remote Himalayan kingdom - and even stocked the rivers with trout. We take a remarkable fishing trip

**The perfect fish and chips** *style*  
If you think a dousing of vinegar raises the humble British classic of fish and chips to the level of perfection, think again: Heston Blumenthal's recipe calls for vodka, lager and a soda siphon  
**More mouth-watering recipes from Heston**

**Top up your Cut and Run Airmiles HERE and you could soon be flying to one of 19 destinations across Europe**

**WHO'S THE DIDDY?**  
Rapper, record-company mogul, philanthropist, restaurateur, father, activist - we look through the many guises to find the soul of P Diddy  
Only in The Sunday Times Magazine this weekend

You have received this e-mail because you have opted in to receive information and offers from The Times and The Sunday Times. If you do not wish to receive this bulletin in future then please [click here](#) to unsubscribe yourself from this service. We are committed to your privacy - you can remove your details at any time. If you no longer wish to receive offers from The Times and The Sunday Times, please call +44 (020) 7860 1433 or see our privacy policy at [www.ntd.com](#).

If you feel you have received this e-mail in error please notify News International using the e-mail address [info@newsint.co.uk](#)

# Exploiting Multi-Channel Communication

- **Profiling existing customers to identify key characteristics of:**
  - High value customers
  - Willing donors
  - Responders
- **Apply this knowledge to create prospects list for multi channel campaigns**
- **Often see mass customer acquisition program with post acquisition analysis**

# Customer Acquisition via Mobile Products

## text4email - SMS & Email Integration



Prospective supporter will text Toybox plus their e-mail address to 81222.



Text back – *'Thanks for contacting Toybox. U should receive an e-mail within 15 mins. If u require more info, please contact Toybox on 0845 466 0010. Thank u for your support.'*



Prospective supporters will receive an html email that gives additional information about the charity including links to Toybox's website.

# Customer Acquisition via Mobile Products

## text4post - Brochure Request & Database Look Up

**LIVE SERVICE**



*'Thanks 4 contacting WorldVision.  
Pls reply to this SMS with FAMINE,  
First and Last name, House  
Number, Postcode & Date of Birth  
regards Worldvision'*



Address  
verification  
and Cleaning



Address Match



Non Match –  
web/postal referral



Data feed



Multi media  
database –  
CRM activity

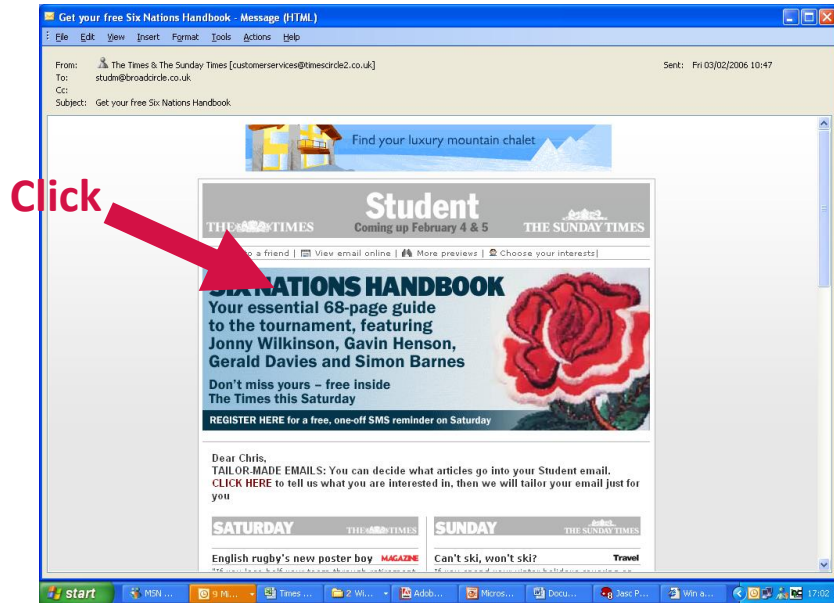
Text famine to 81222



*'Thanks for sending your  
details. Worldvision will process  
your request and send out a  
Famine pack as soon as possible'*

# Email and SMS Integration

## text4alert - Email to SMS Integration



**Student**  
THE SUNDAY TIMES Coming up February 11 & 12 THE SUNDAY TIMES

**Free SMS reminder: Woody Allen's 'Take the Money and Run'. Get your DVD free with The Times**

This weekend The Times is giving away Woody Allen's directorial debut Take the Money and Run on DVD, absolutely free of charge.

Be sure not to forget to pick up your copy. Simply sign up to our one-off, free SMS service and you will be sent a reminder on Saturday.

ENTER MOBILE NUMBER HERE:

Terms and conditions  
1. SMS reminder will be dispatched to the recipient free of charge.  
2. SMS reminder will be dispatched after 11 am on Saturday, February 11, 2006.  
3. The Times Newspapers won't use the recipient's mobile number for any other purposes, unless recipient has given permission to do so elsewhere.



Don't forget to pick up your free 6 nations handbook, free with the Times today. We hope you enjoy it and find this one-off SMS reminder useful.



# Pollen Alert Service

## Bespoke Pollen Alert SMS Service Solution

- Registration page built to capture customer details
- Customers register either online or via SMS
- Data stored in a database and region assigned according to postcode
- SMS alerts are broadcast to specific or multiple regions on a risk basis
- Reports are automatically generated on volumes sent



# Smoking Cessation Programme



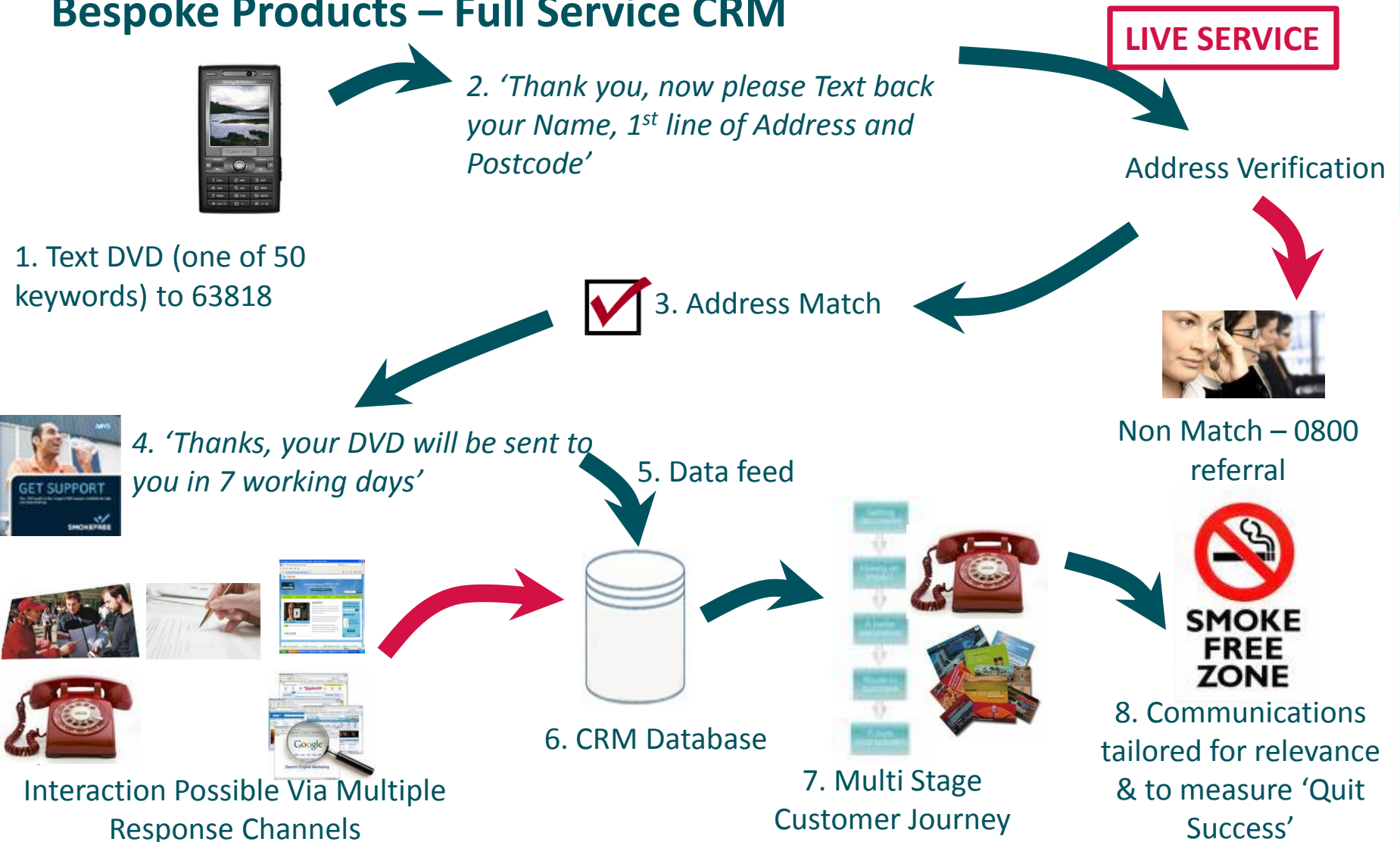
## Driving a 'customer' journey

- Service started with simple response handling and brochure fulfilment in 2000. Evolved to what is now a multi-channel CRM solution
- Consumers offered range of options. Depending on what they sign up for, receive a series of timed comms via phone, mobile, email and post.
- Now targeting high risk individuals, using real time segmentation to create personal dialogue via multi stage marketing and lead management using specialist support centres.
- Better targeting and increased dialogue is having a positive impact on quit rates.
- New level of closed-loop marketing just introduced using outbound calling - driven by:
  - A sophisticated and complex database
  - Automated business rules
  - Workflow management
- ... Resulting in a cost effective and reliable solution



# Smoking Cessation Programme

## Bespoke Products – Full Service CRM



# Microsite – Case Study

- CCMS manages BBC WS email programs, including regular communications and customer profile management via a micro site. The site was designed to support the service and ensure that data was secure, accurate & relevant. Part of the contact strategy demanded profile update which has proved a considerable success.
- **Key Objectives**
  - Support the **email marketing** program by capturing relevant data
  - **Driving traffic** to the web site
  - **Add value** through optimised personalisation & content
  - Ensure content is as relevant and up to date as possible
- **Benefits**
  - CCMS micro site perfectly matched BBC web site
  - The contactable universe has grown by 60% in Yr.1
  - Regular preference updates enabled relevant communications
  - Data integrity was maintained with 99% + Deliverability

The screenshot shows the 'Weekly Email Network' registration page on the BBC World Service website. The page features a navigation menu at the top with links for Home, News, Sport, Radio, TV, Weather, and Languages. A search bar is located in the top right corner. The main content area is divided into several sections:

- Weekly Email Network:** A blue header section with a description: 'An essential weekly guide to your favourite BBC World Service programmes packed with programme highlights on world affairs, arts, science and sport.'
- PERSONAL PROFILE:** A section with the heading 'Only fields marked with an \* are compulsory'. It includes a 'Step 2 - Update your details' section with the following fields:
  - Email address\*:
  - First Name\*:
  - Family Name\*:
  - Where do you live?\*:
  - Year of birth:
  - Gender:  Male  Female
  - Occupation:
  - Education:
  - How do you listen to BBC World Service programmes?:
  - Is English your first language?:  Yes  No
  - How did you hear about us?:
- Checkboxes:** Two checkboxes are present: 'Check this box if you would like to receive invitations to participate in user surveys' (unchecked) and 'I confirm that I would like to receive this e-mail newsletter and other programme related information from the BBC World Service' (checked).
- Buttons:** A 'SUBMIT' button is located at the bottom of the form.
- Sidebars:** On the left, there is a 'Radio home' menu with links for World Service, Programmes, Radio Schedules, Languages, and Learning English. On the right, there is a 'Find your favourite programme' section with an 'A-Z List' dropdown and a 'GO' button, and a 'Start Radio Player to listen' section with a 'START RADIO PLAYER' button.

**LIVE SERVICE**

# Web Chat

- **Web chat is another channel to communicating with an online audience, its immediate and personal which encourages loyalty and engagement with the audience**
- **Enables direct online dialogue with web browsers to provide customer service support or as a sales conversion tool**
- **Reactive Web chat – a button is located on a website that allows the consumer to instigate a conversation by click and engage with a customer services/sales agent**
- **Proactive web chat – using cookie based technology allow a customer service/sales agent to instigate a conversation when certain pages are viewed on a website – see [www.Orange.co.uk](http://www.Orange.co.uk)**



# Web Chat Live Example

The screenshot shows a Windows Internet Explorer browser window displaying the Orange shop website. The URL in the address bar is [http://shop.orange.co.uk/shop/show/handsets/pay\\_monthly/all/all?WT.svl=202](http://shop.orange.co.uk/shop/show/handsets/pay_monthly/all/all?WT.svl=202). The website header features the Orange logo, navigation links (home, news, sport, entertainment, lifestyle, email & communicate, help & support, your account), and a banner for Orange Maps. A prominent red box on the right side of the page contains the text "LIVE SERVICE".

The main content area displays "all pay monthly phones and devices" with a search bar and a "can we help?" chat window. The chat window contains the following text:

orange can we help?  
Hello.  
If you've got any questions, we're here to help.  
Would you like a chat?  
[yes please](#) [not right now, thanks](#)

The chat window is overlaid on a product listing for "Nokia 5800 in black silver" and "Samsung F480 Black". The Nokia listing includes a 3.2 Megapixel camera and touch control. The Samsung listing includes a 5 Megapixel camera, FM Radio RDS, and TET Touchscreen. A "your selection" sidebar on the right indicates that the selection is empty.

The Windows taskbar at the bottom shows the Start button, several open applications (12 Microsoft..., Pay month..., Digi Pres.zip, Microsoft Po..., EFI Job Moni..., Document2 -...), and the system tray with the time 15:26.

# New Digital Channels

- **Blogging** (A corporate blog is a more personal way of communicating with an audience. Regularly used by heads of industry and gurus Blogs are seen as a way to become your own journalist or spokesperson, these can be incorporated on micro-sites)
- **Social Networking/bookmarking** (These sites allow you to store, tag and share links across the internet. You can share these links both with friends and people with similar interests. You can also access your links from any computer you happen to be using) – Increasingly this is being used in email
- **Twitter** (This allows organisations to have a voice, a personality amongst all the corporate messaging. Increasingly ways of generating returns are a gray area however not having a presence can be a disadvantage)
- **Mapping/Mash ups** (Web sites, pages or widgets that combine the content or functionality of one website or data source with another to create something offering a different type of value to web users from the separate types of content or functionality – generally in the form of maps)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Myspace logo, featuring a white icon of three stylized figures and the text "myspace.com" in white on a black rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font on a white rectangular background with a subtle drop shadow.

# Testing

Email (and all online media) is an ideal testing ground, because it is incredibly flexible and cost effective, enabling many different creative permutations to be evaluated quickly and cheaply. Sample sizes must be big enough for statistical relevance

## A/B Testing

- Banner ads, emails, landing pages, offers, timing etc. can be tested. Be imaginative!
- Email copy text, layout, images and colours can be tested, best results are found when combining results from different tests to identify those that persistently generate uplift
- Test A vs Control tells us what when compared with Test B vs Control?

## Multivariate Testing

- Used to understand which content or creative variation produces the optimum improvement in terms of the web page's objectives (acquisition, conversion, sales etc.)
- Users effectively vote with their clicks for which content they prefer and which gets them to the objective quickest
- Dynamic content can be used



# Summary

- **Geodemographics informative**
- **But multi channel marketing requires much greater personalisation.**
- **However a lot of multi channel marketing is untargeted and can be detrimental to your brand image.**
- **It needs to be personalised and targeted**
- **But it has to be applicable to the channel**

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Thank You

