Targeting for Multi-Channel Marketing

Andy Bell - Head of Classifications

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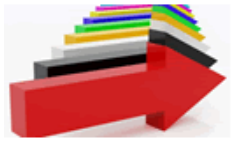

Half-day seminar:

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**

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What do we mean by multi-channel?

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

Advertising: online, TV, outdoor, newspaper, magazine

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Geodemographics

- **Geodemographics informative for multi channel marketing**

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

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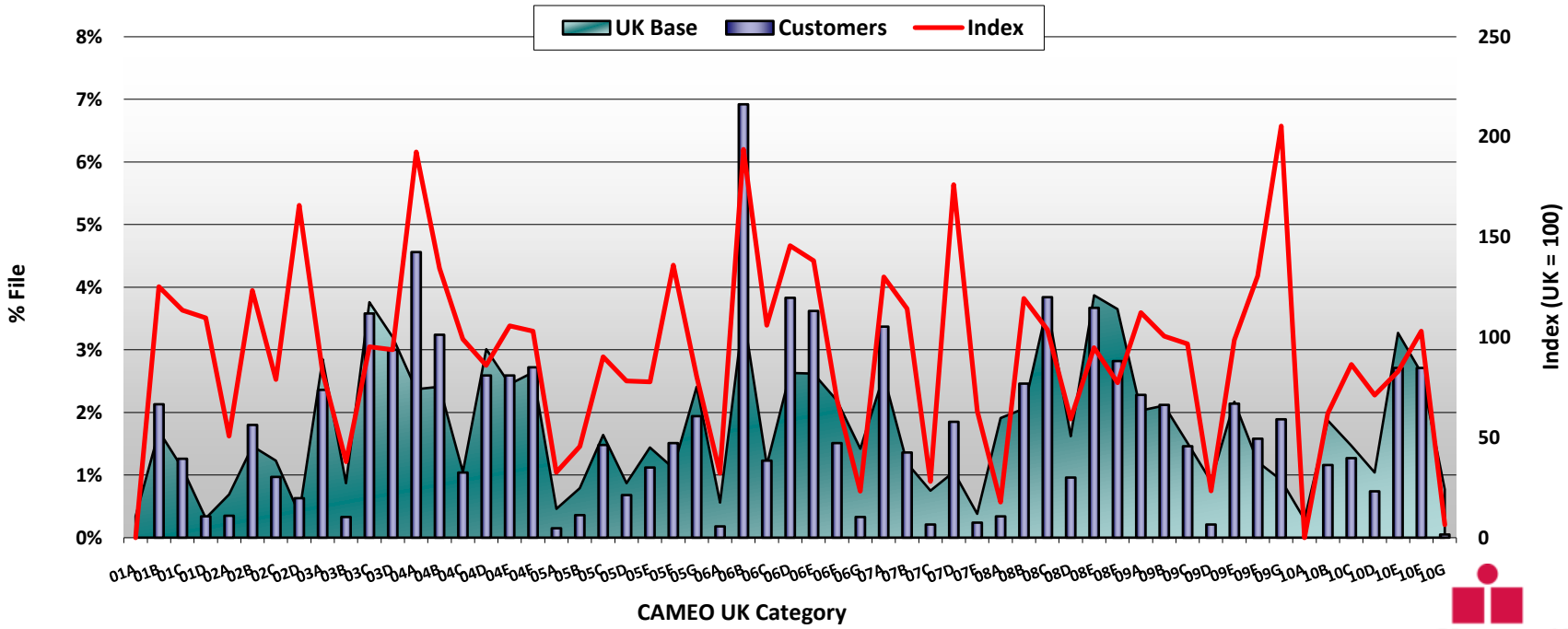
Geodemographics - Example

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



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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

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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

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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**

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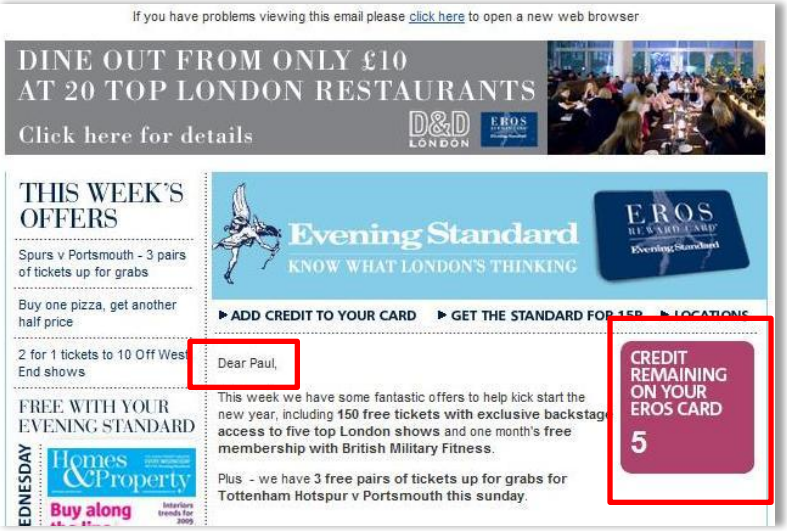
Personalisation

No personalisation…

Personalisation introduced…



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

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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**

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Email – Conditional Content

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 on Crown Blue Line
Enter here »

Llangollen 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 »

Llangollen 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.
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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

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**

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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.

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Customer Acquisition via Mobile Products

text4post - Brochure Request & Database Look Up

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Text famine to 81222

'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

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

Data feed

Multi media database – CRM activity

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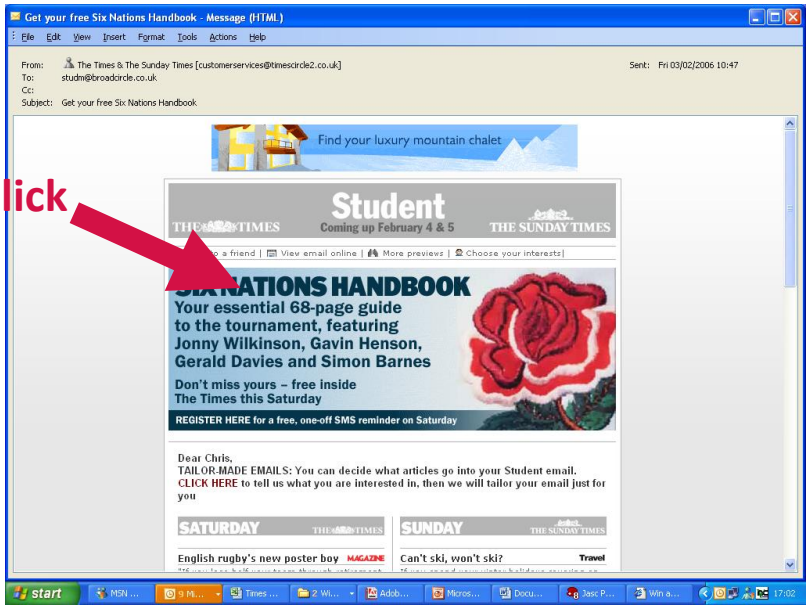
Email and SMS Integration

text4alert - Email to SMS Integration



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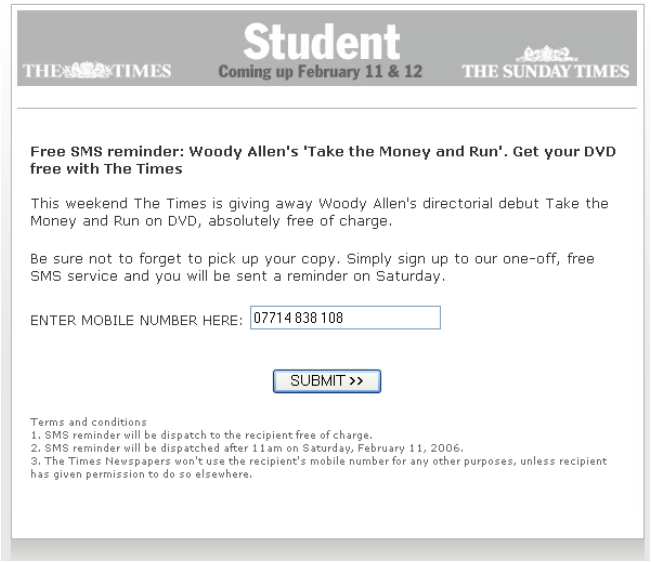

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Pollen Alert Service

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

1. Text DVD (one of 50 keywords) to 63818

2. 'Thank you, now please Text back your Name, 1st line of Address and Postcode'

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Address Verification

Non Match – 0800 referral

3. Address Match

4. 'Thanks, your DVD will be sent to you in 7 working days'

Interaction Possible Via Multiple Response Channels

5. Data feed

6. CRM Database

7. Multi Stage Customer Journey

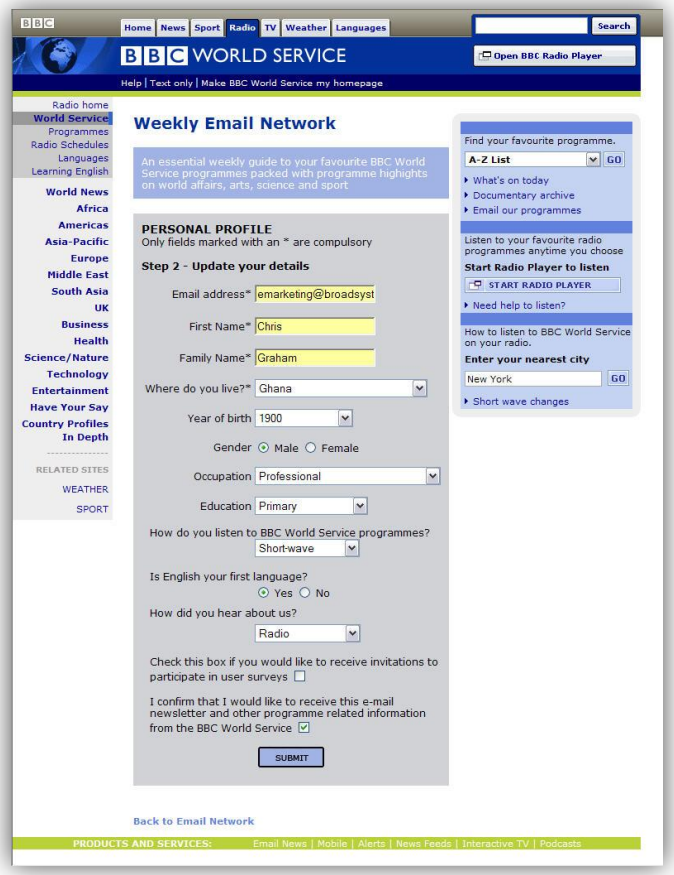
8. Communications tailored for relevance & to measure 'Quit Success'

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



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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

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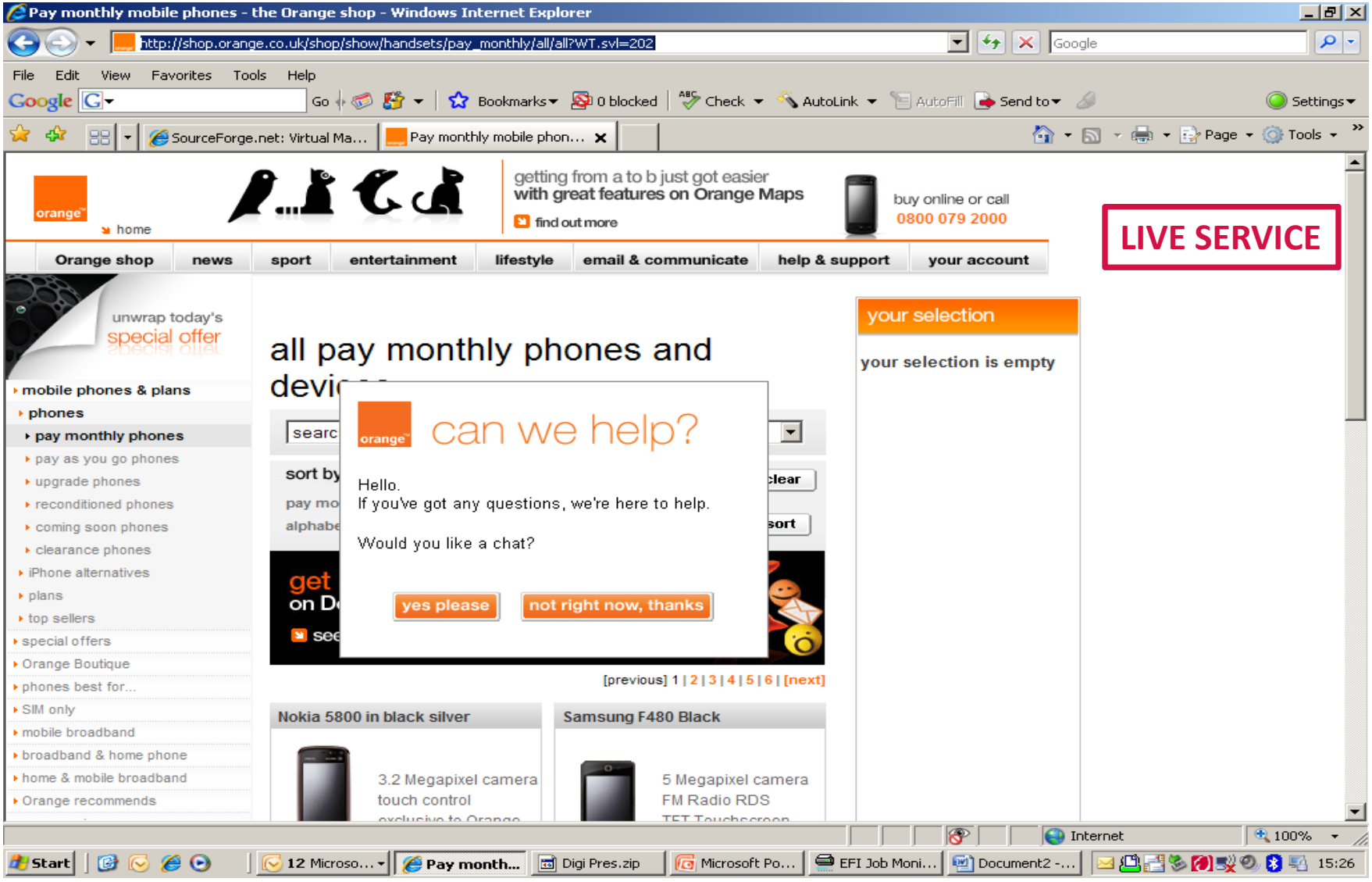
Web Chat Live Example



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)

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

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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

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