Roundtable Discussion | [Revenue Generation] The Ideal Customer Journey: Turning an Unknown Individual into a Loyal Brand Advocate
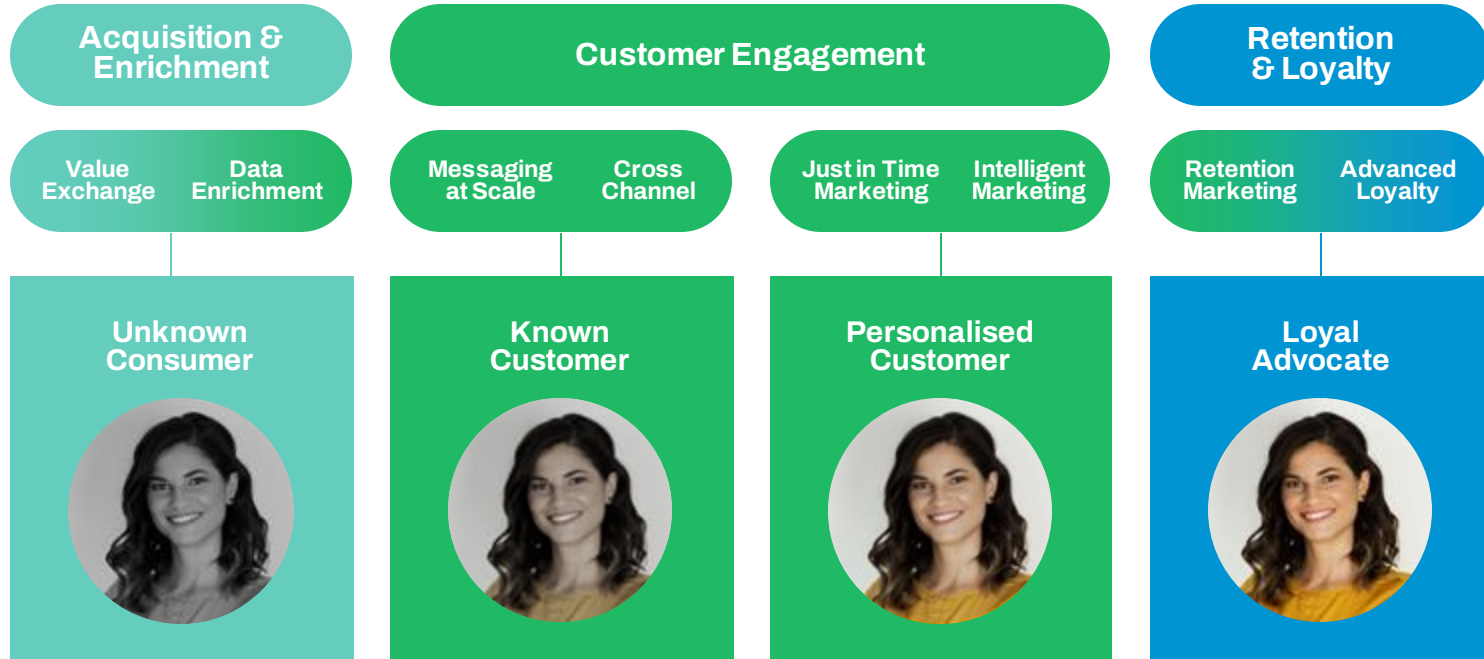
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NICK WATSON [MODERATOR]

VP, Client Success EMEA
Marigold

The Ideal Customer Journey:

Turning an unknown individual into a loyal brand advocate

Relationship Marketing Matrix

Drive revenue, create personalised experiences, and deliver a
unique value exchange across the entire customer lifecycle

Acquisition & Enrichment	Customer Engagement		Retention & Loyalty

Value Exchange	Data Enrichment	Messaging at Scale	Cross Channel	Just in Time Marketing	Intelligent Marketing	Retention Marketing	Advanced Loyalty

Unknown Consumer

Known Customer

Personalised Customer

Loyal Advocate

Marketers are frustrated by the lack of actionable data

87%

of consumers are open to sharing information in return for personalized rewards

43%

of marketers don't have the tools to transfer data into real-time action

ONLY
35%

of marketers believe they deliver successful omnichannel personalization

Source: CMO Council, Loyalty360, MartechAlliance

Stage 1: Acquisition & Enrichment

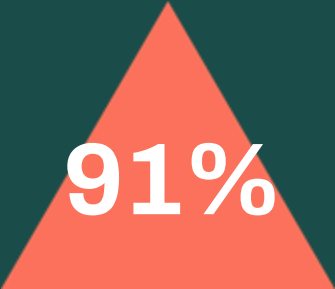# Consumers will trade personal and preference data for the right value exchange
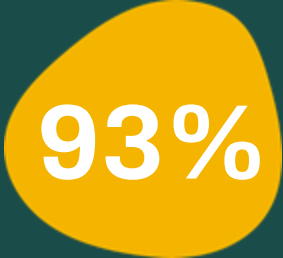
51%

Content

83%

The opportunity to win a prize

59%

Feeling part of a brand community

86%

Early or exclusive access to products and services

91%

Loyalty rewards

93%

Discounts and coupons

Source: Marigold's Consumer Trends Index 2023

Value Exchanges through the Customer Lifecycle

Monetary Value

Discounts & Promotions
General discounts and campaign promotions

Coupons & Vouchers
Money off coupons and vouchers

Competitions
Prize draws for low-high value rewards

Value Exchange

Sweeps & Instant Wins
Product and gift card giveaways

Personalized Recommendations
Tailored products

Events
Exclusive invitations to events

Exclusive Content
Sponsored, insights & tips

Product Launches
Early Access

Non-Monetary Value

Scratch & Win

THE ASK: Convert unknown shoppers to known contactable customers

'Scratch and win' campaign, where customers could win prizes after making qualifying purchases across any of 642 listed Shell stations.

To enter, participants were required to spend a minimum of 40RM on either a purchase or on fuel, where they were then presented with a QR code to enter the campaign from their mobile devices.
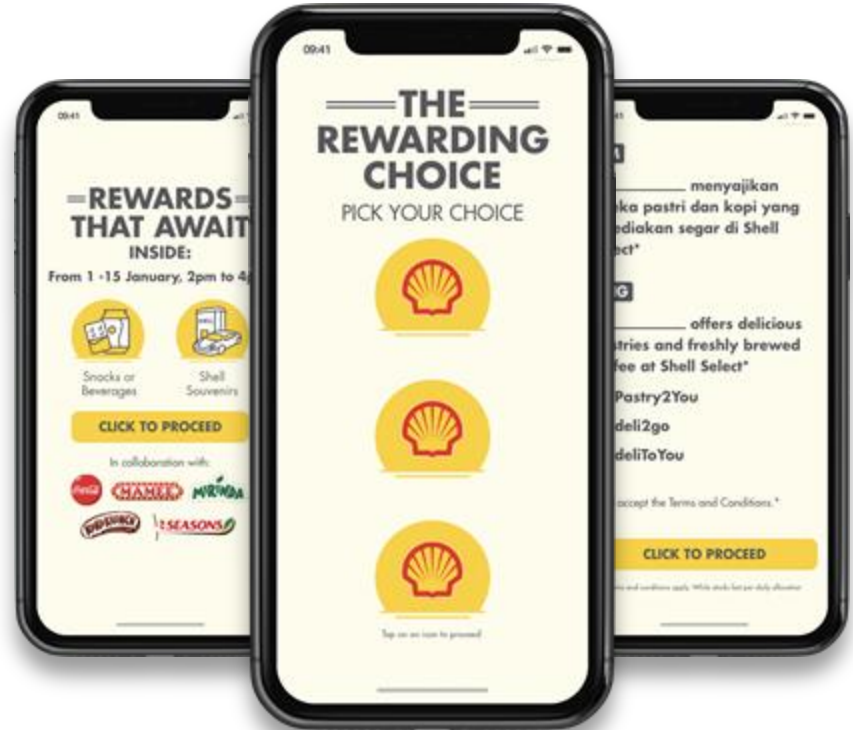
Stage 2: Next-Gen Personalization

Consumers Have Had Enough

49%

Annoyed by irrelevant content or offers

32%

Frustrated that messages don't recognize their shopping or loyalty history..

35%

...or by messages based on information that hadn't shared directly with the brand

42%

Frustrated that messages don't reflect their wants or needs

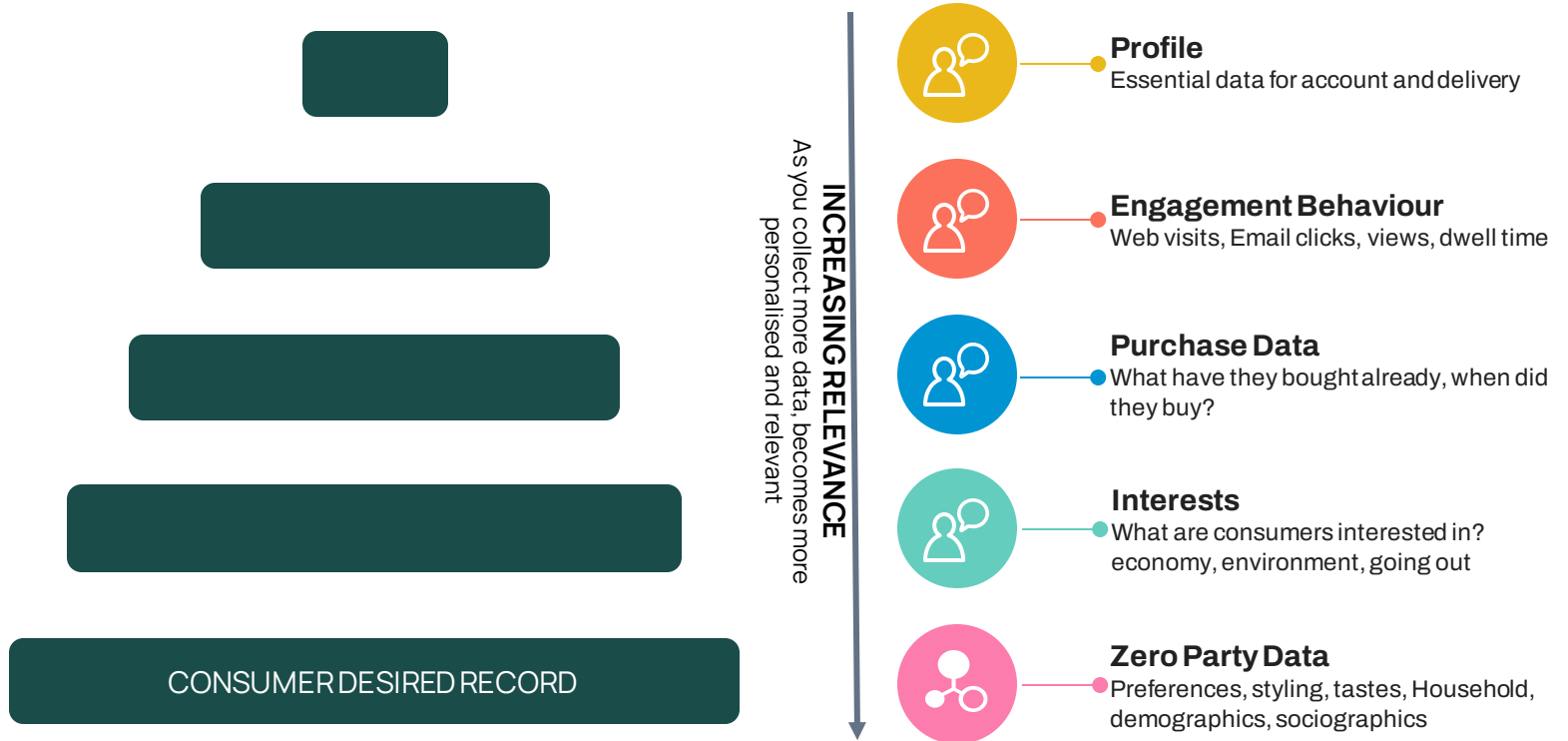MARIGOLD™

Driving Data, Acquisition & Generating Revenue

$5.6M

Sales tracked
to campaign

100K

Zero-party data
records collected

Which **Food** makes you say yay?

Consumer Data Profile "Desired Record"

CONSUMER DESIRED RECORD

INCREASING RELEVANCE

As you collect more data, becomes more personalised and relevant

Profile
Essential data for account and delivery

Engagement Behaviour
Web visits, Email clicks, views, dwell time

Purchase Data
What have they bought already, when did they buy?

Interests
What are consumers interested in? economy, environment, going out

Zero Party Data
Preferences, styling, tastes, Household, demographics, sociographics

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Personalised Recommendations powered by Machine Learning

$13B

$13B retailer

35%

35% market share in Denmark

Andras Szocs

Senior Director and Head of Customer Programs and Center of Excellence

salling group
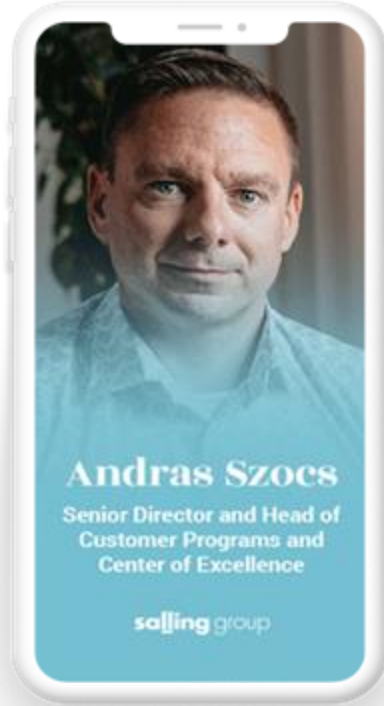
21%

Average growth rate M/M in the first 6 months of users receiving personalised offers

10x

Lift in engagement with personalised offers

Stage 3: Build Brand Advocates with Retention & Loyalty Marketing

Key Loyalty Components

01 **Authenticity**
Do we see credibility and integrity in the context of customer relationships?

02 **Know your customer**
Do you have a clear view of who the customer is and their wants and needs?

03 **Moments that matter**
What are the key customer inflection points?

04 **A clear value proposition**
What does the individual gain from being your customer?

05 **A compelling customer experience**
Are friction points reduced and is engagement easy or fun?

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#1 AUTHENTICITY

"76% of consumers say they would be
more likely to become loyal to a brand
they perceived to be authentic"

Hawk Partners 2022 Brand Authenticity Index

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Get Rewarded for Watching Ads!

Sustainability focused loyalty program

- A well known consumer packaged goods company in the UK has launched a loyalty program, where consumers can get rewarded for watching sustainability focussed ad content

- Watch on Instagram, Facebook, YouTube or directly on the site. Once the video complete claim your reward.

- Option to receive coupon for different brand categories, or make a contribution to partners aligned with each brand

- Create an account to find more content, watch then build your pot balance to get higher value coupons, or make more contributions.

The Ideal Customer Journey needs…

1

Acquisition & Enrichment of Actionable Consumer Data

2

A Personalisation strategy that delivers value to consumer as well as brand

2

A Loyalty and Retention Strategy founded on brand values & emotion

Our Marigold Portfolio

Grow With Us

Campaign Monitor
by MARIGOLD

Cross-channel marketing made simple and stress-free

SMALL BUSINESS | E-COMMERCE | AGENCIES

emma
by MARIGOLD

Email marketing that scales; purpose-built for distributed teams

FRANCHISES | HIGHER ED | NON-PROFIT

vuture
by MARIGOLD

Email and event marketing solutions designed for professional services firms

LEGAL | ACCOUNTING | CONSULTING

SAILTHRU
by MARIGOLD

Cross-channel enterprise marketing designed for rapid activation and ease-of-use

RETAIL | MEDIA & PUBLISHING

selligent
by MARIGOLD

Flexible enterprise marketing specialized for multiple regions & languages throughout Europe

RETAIL | MEDIA & PUBLISHING | FINSERV | TRAVEL & MORE

CHEETAH DIGITAL
by MARIGOLD

Enterprise-grade marketing solutions with global scale and full-service optionality

RETAIL | FINSERV | MEDIA & PUBLISHING | RESTAURANTS | CPG & MORE

RELATIONSHIP MARKETING

MARIGOLD™
Innovation Engine

ACQUISITION • ENGAGEMENT • LOYALTY

slido

On a scale of 1 (not at all) -10 (very much), how available and actionable would you say your customer data is to fuel your marketing?

ⓘ Start presenting to display the poll results on this slide.

25

Discussion Questions

1. What is your business currently doing in terms of collecting zero party data? What's working and what would you like to improve?

2. If you had to list one brand that you think is nailing it in terms of personalisation who would it be and why?

3. What one thing would improve your own organisations current personalisation strategy?

4. What is your business doing to address building loyalty in tough market conditions? Do you have a loyalty programme?

Thank you

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