

Roundtable Discussion | **[Personalisation]** Gearing Up To Climb The Personalisation Ladder And Maximize Growth



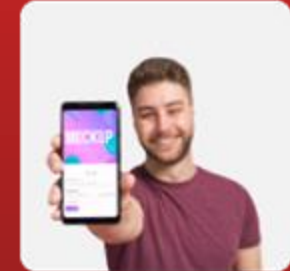
MARC-ANTOINE HAGER

Regional Head, SEA
CleverTap

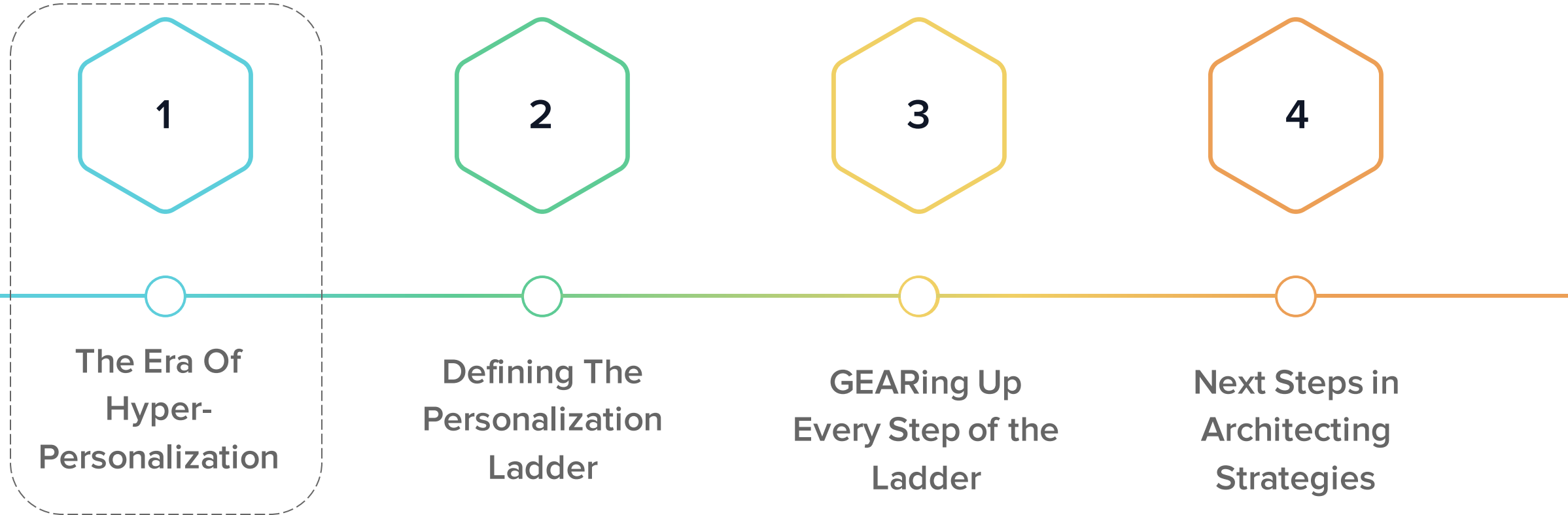
Gearing Up To Climb The Personalization Ladder And Maximize Growth

Marc-Antoine HAGER – CleverTap

The MarTech Summit – October 25th, 2023



In the next 20 minutes...



We Are Living In **The Era Of Hyper Personalization**



✓ **USERS**

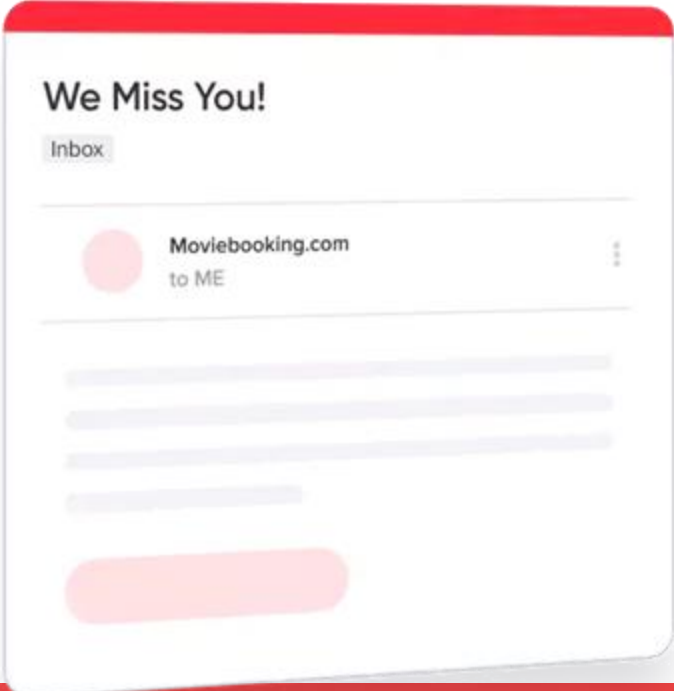
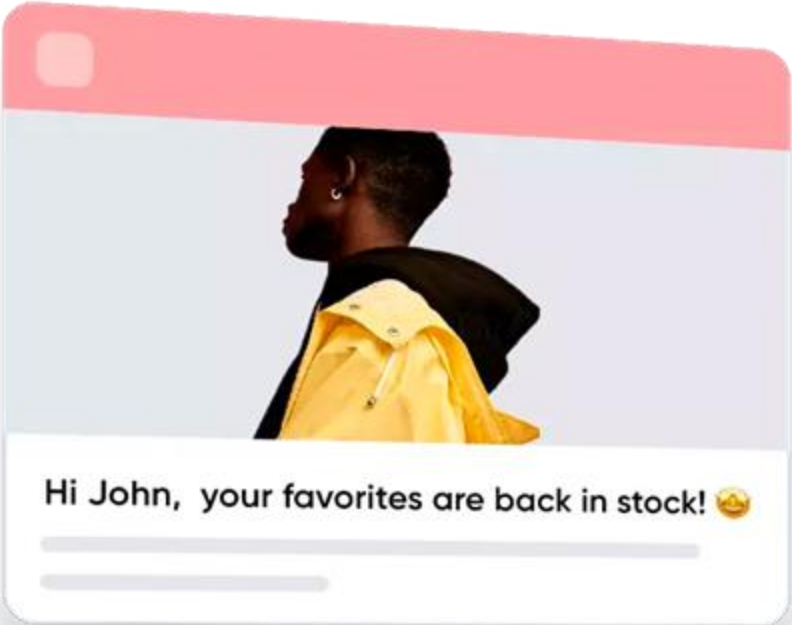
✓ **CONTEXT**

✓ **CHANNEL**

✓ **TIME**

✓ **MESSAGE**

GEAR Up With Hyper Personalization



Growth



Engagement



Advocacy



Retention

Hyper Personalization is Really Hard!

Know Your Customers

Volume, Granularity, Privacy

Integrating Technology

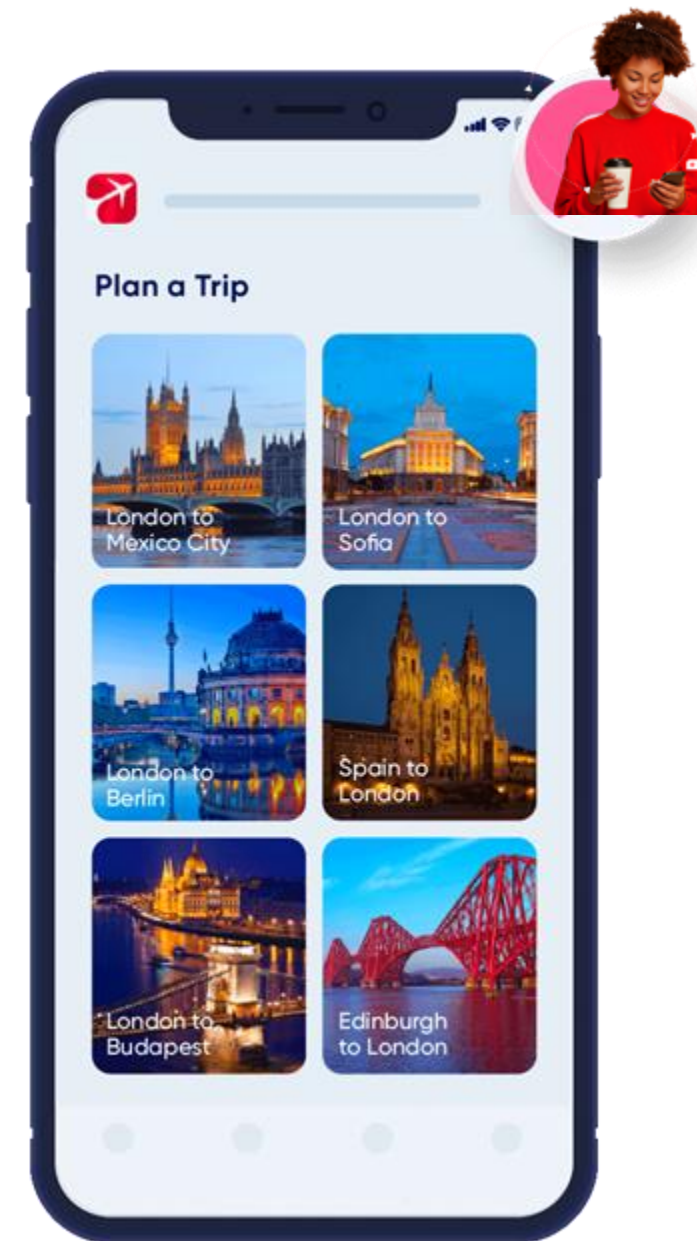
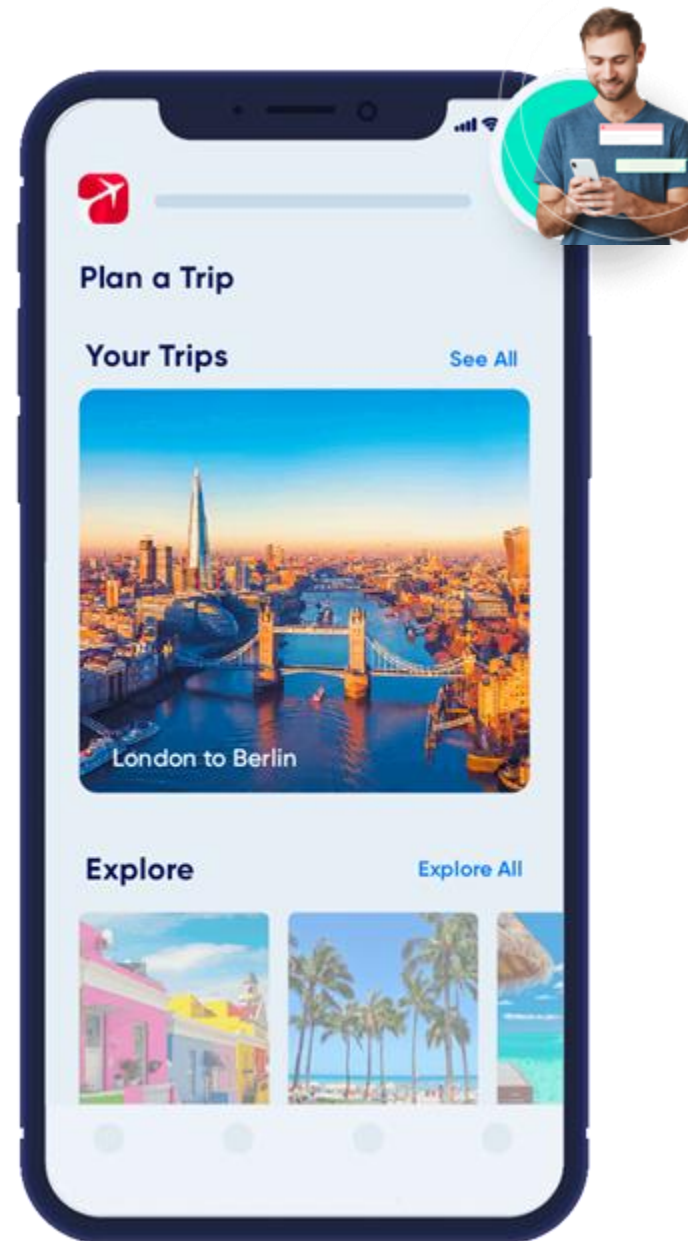
Sources, Systems, Processes

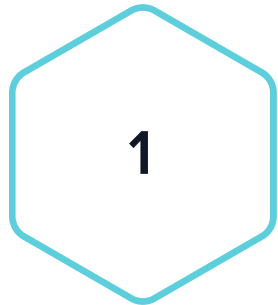
Scaling In Real Time

Attention Span, Context

Proactive Response

Anticipate, Preempt, Delight





1



The Era Of
Hyper-
Personalization



2



Defining The
Personalization
Ladder



3



GEARing Up To
Be AT The Top of
the Ladder



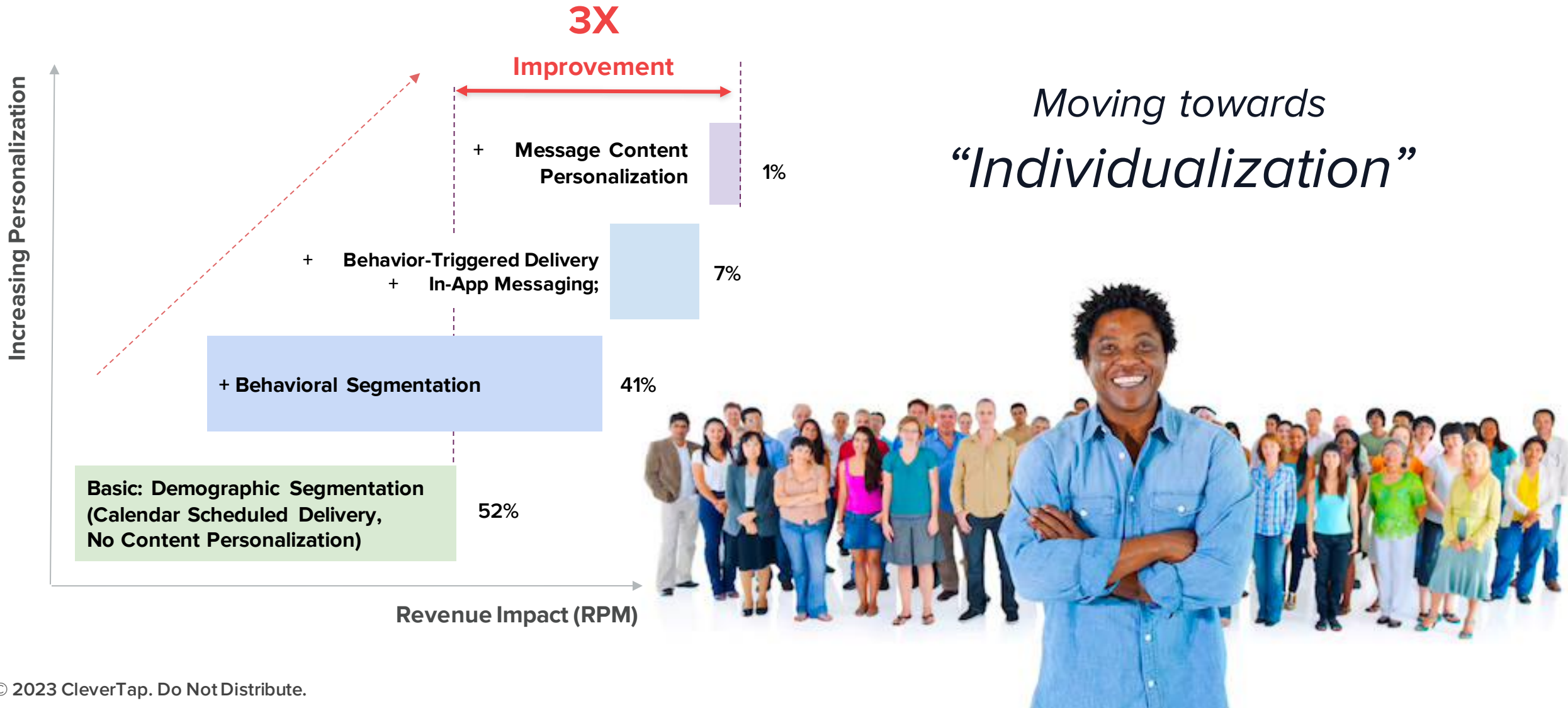
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Next Steps in
Architecting
Strategies

Climbing The Personalization Ladder To The Pot of Gold

The Path To Hyper-Personalization Defined From 1,800+ Campaigns & 670Mn Messages



Demographic Segmentation - Defined By Characteristics!

India



Morocco



France



United States

User Properties
Age, gender, income, nationality, etc.

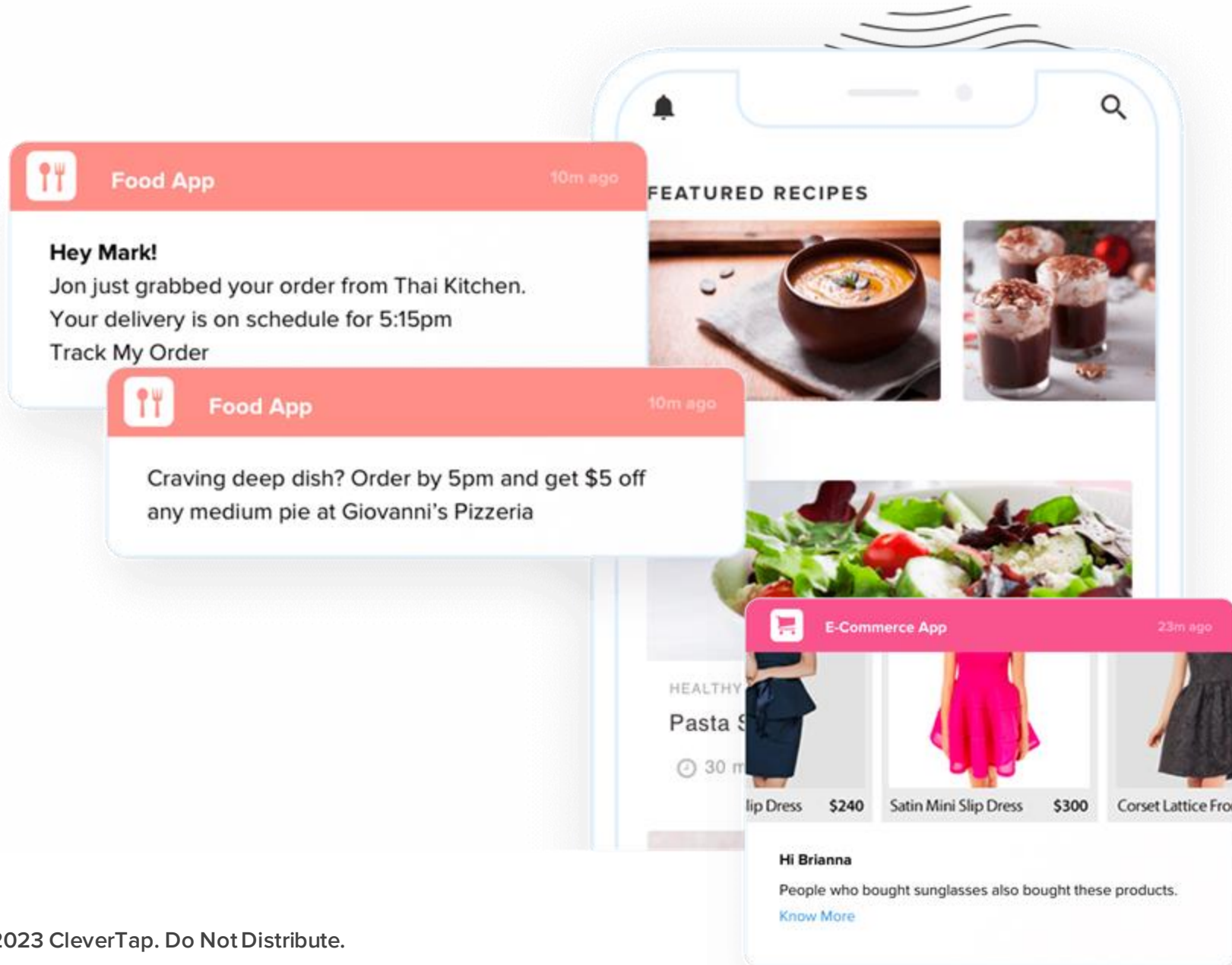
More user properties
More Inputs, Same Output

More Channels
More Reach, Same Efficiency

Stereotypification
One size fits all!

FACT CHECK 1 in 10 Americans Do Not Eat Meat, 75% of Indians are Non Vegetarians

Behavioural Segmentation - Defined By Activity!



Behavioral Trends
Past History, Segment etc.

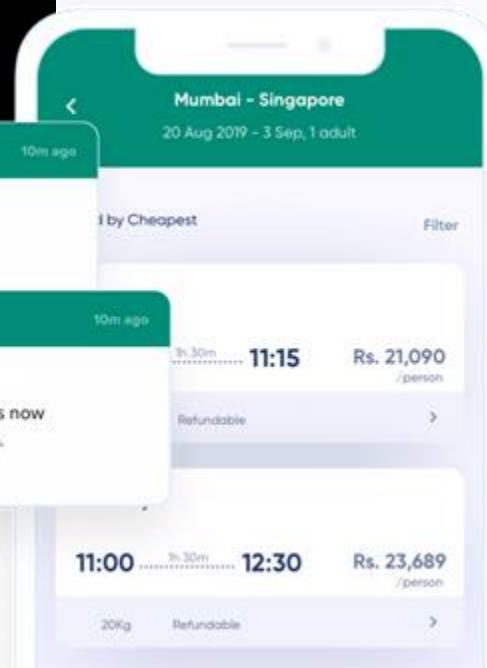
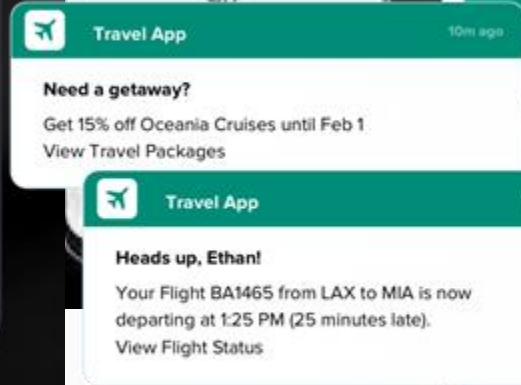
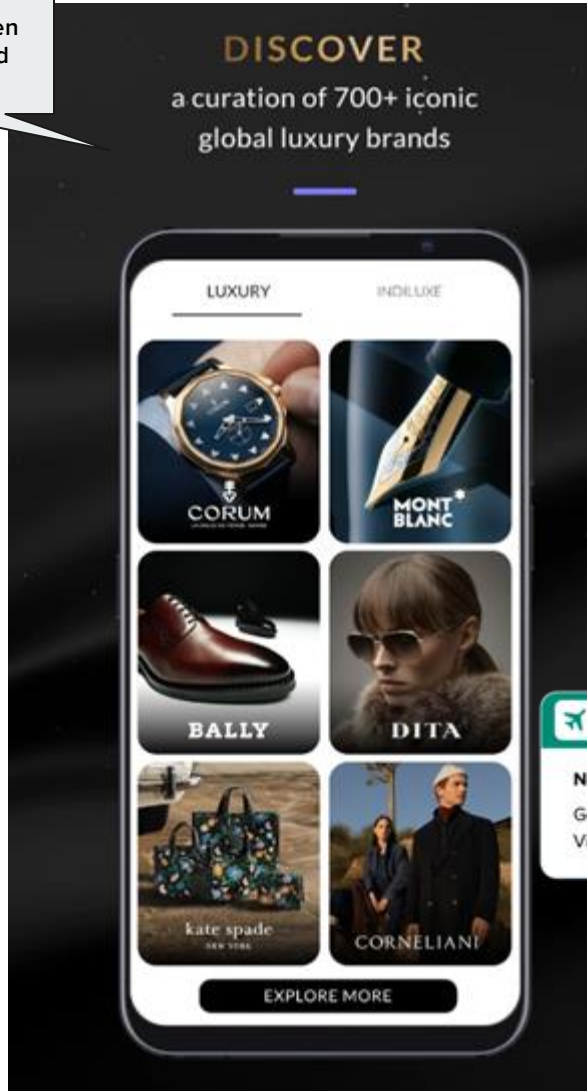
RFM Analysis
Event Variety, Volume & Granularity

Lookback Is Key
More history, Richer Imagery

Generalization
Always the same!

Behaviour Triggered Delivery - When Everything Is Just Right!

Affinity cluster driven hyper personalized brand discovery



Event Triggered
Intention, Actions, Affinity, etc.

Flexible Journeys
React to the Each Individual Cues

Optimize Continuously
Micro-experiments at scale

Personalization
Adapt to each individual!

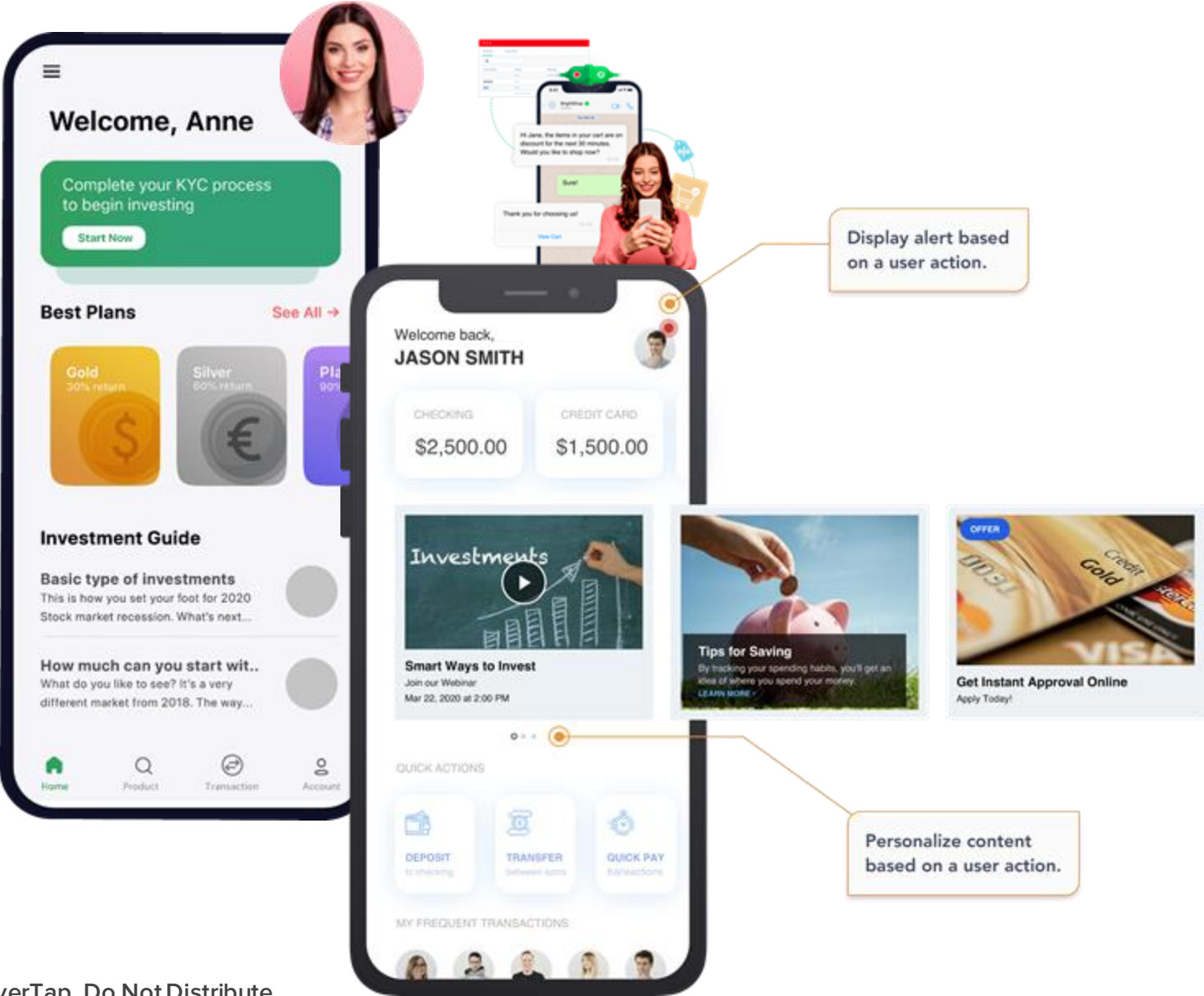
Message Content Personalization - Talk To The Individual!

Recognize
In every interaction, every channel

Remember
To seamlessly pick up where they left off

Recommend
The next best experience, not just action

Individualization
Hyper-Personalized At Scale!





1



The Era Of
Hyper-
Personalization



2



Defining The
Personalization
Ladder



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GEARing Up To
Be AT The Top of
the Ladder



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Next Steps in
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Hyper-personalization At Scale

How a fast growing e-commerce platform is driving GROWTH with hyper-personalization

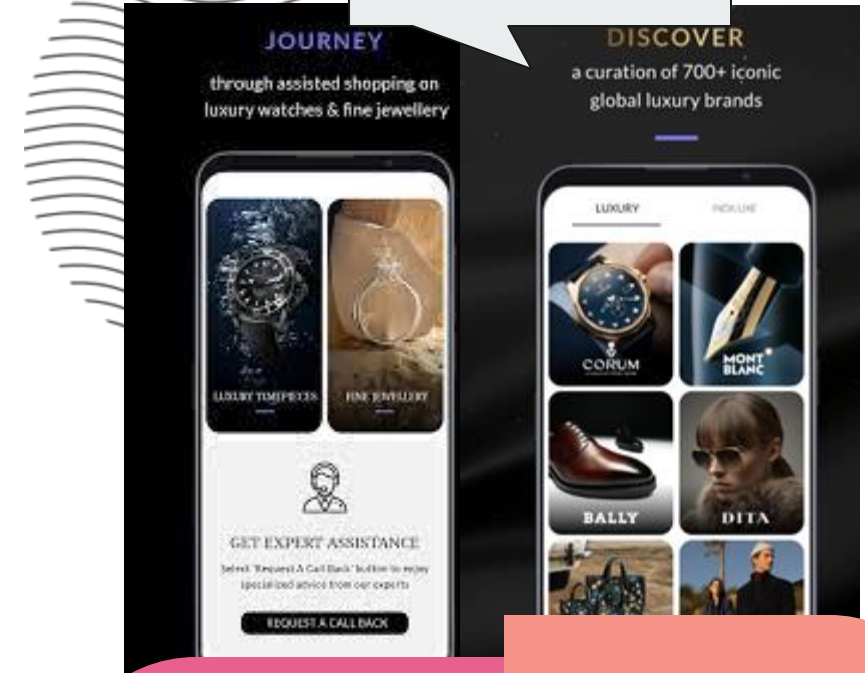
The Opportunities and Challenges

- **Process gigantic user data** with 15Mn monthly visits for high value luxury goods product category
- **Rapidly changing product catalog** with many seasonal collection (autumn, winter & summer) launches

The Solution

- **Clone wars** - Identifying user clones (likes similar product attributes) within the customer base
- **Affinity clusters** - Building clusters of users and help them discover brands that resonate with their ethos
- **White gLOVED Personal Shoppers** - Uptick in cross-sell of high-margin brands and new launches with personal shopper experience

Affinity cluster driven hyper personalized brand discovery



↑ **150%**
Incremental
CTR

↑ **159%**
Increase in
Revenue

Reducing Drop-offs across journeys

How a leading ecommerce platform is increasing RETENTION with hyper-personalized messaging

The challenge

- **Lack of advanced user segmentation** to create personalized campaigns, since existing setup had unsatisfactory campaign performances
- **Reduce cart and wishlist abandonment** to maximize orders and revenue

The solution

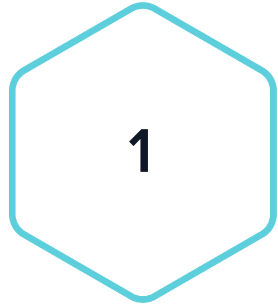
- **“Automated real-time segmentation to identify distinct segments”** - RFM analysis helped in investigating parameters like user responsiveness to campaigns, at-risk, and loyal users (with higher average order value)
- **“Triggered Personalized Campaigns”** - Designed multiple journeys for each user segment to cover use-cases like cart, wishlist, and browse abandonment and send triggered personalized and segmented notifications (added product specific details)

The impact

- Hyper-personalization led to **4x boost in conversions** along with a massive **300% increase in revenue** as compared to the previous year
- **228% growth in YoY conversions**, and a **68% increase in in-app traffic** with the use of triggered app notifications



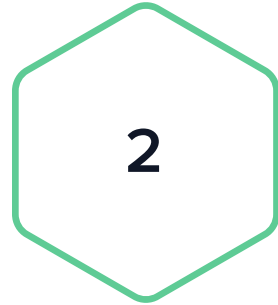
Personalized in-app banner displayed based on search abandonment



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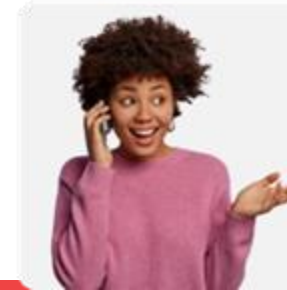
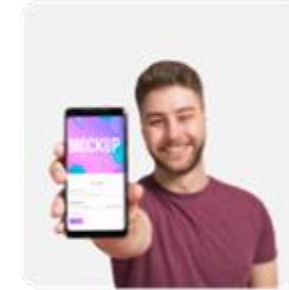
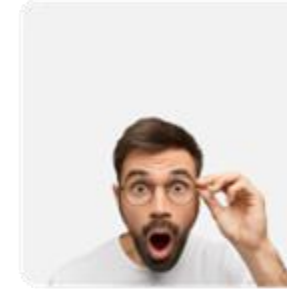
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Next Steps in
Architecting
Strategies

GEAR Up For Growth!

1. Access your current level in the personalization ladder
2. Identify the sources of customer data, orchestrating systems and processes
3. Build a strategy to provide an individualized omnichannel experience



Thank You



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[Roundtable Discussion]

Elevating Engagement: The Role of Personalization in Modern Marketing Tech

The MarTech Summit Singapore
Revenue Generation

25 October 2023

PARKROYAL COLLECTION Marina Bay

Roundtable Question

1. What components make up an effective personalized marketing technology stack?
2. In your opinion, how does personalization enable the tailoring of content to specific audience segments, and what are the challenges?
3. In an era of increasing privacy concerns, how can businesses strike the right balance between delivering personalized experiences and respecting user privacy?

Roundtable Question

4. How to ensure that personalized marketing technology feels human and enhances, rather than detracts from, the customer experience?
5. Which foundational tools do you consider crucial for Marketing Technology? Additionally, how do you envision their enhancement for the future?



Roundtable Discussion | [Personalisation] Elevating Engagement: The Role of Personalisation in Modern Marketing Technology

Key Takeaways