Speakers

Oliver Sheerin

Marketing Director,
Demand Generation – EMEA,
Bloomreach

Thomas Lynch

Acting Head of
Digital Decisioning,
LNER

Tom Arnold

Client Partner,
VP,
Merkle

Digital Personalization Powered by AI

Content
Headless CMS

Visual Editor for App & Web

Commerce Platform Connectors

Engagement
Omni-channel Marketing Automation

Single Customer View

Conversion Rate Optimisation

Discovery
AI Search

Merchandising

Recommendations

SEO

Customer Data Platform

Powered by Loomi
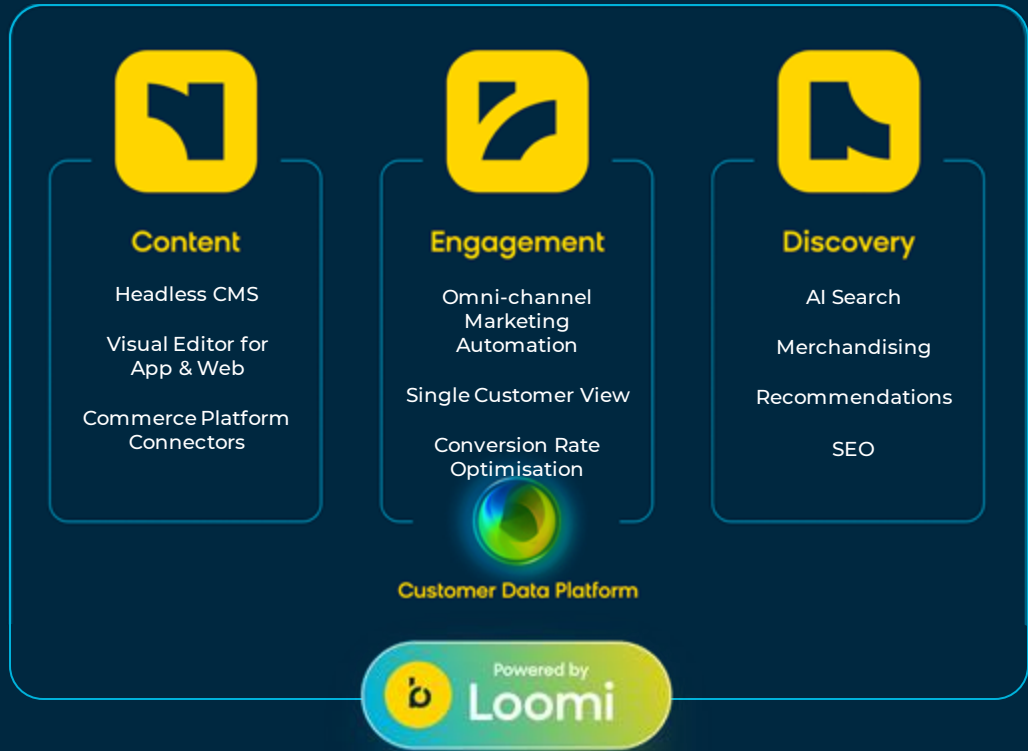
1,400+ of the world's best digital businesses are customers

More than **690+** customers | Representing over **$400B** in annual online revenue

Ahold	PUMA	sofology	MSC BUILT TO MAKE YOU BETTER	Hilton	CapitalOne
M&S	Desigual.	benefit	BOSCH	O₂	ING
JUMBO	Levi's	MISSHA	HDSUPPLY	TUI	OHRA
next	G-STAR RAW	veke	sonepar	T	PROVINZIAL
Carrefour	VICTORIA BECKHAM	l'ange	Office DEPOT	FT FINANCIAL TIMES	Topdanmark
RETAIL	**FASHION**	**BEAUTY & HOME**	**B2B**	**TRAVEL, TELCO & MEDIA**	**FIN SERV**

Elevating Customer Engagement:

A Journey Towards Personalized Experiences

LNER
LONDON **NORTH EASTERN** RAILWAY

THE EAST COAST ROUTE IS
HIGHLY DISCRETIONARY

900-miles from London to Inverness in Scotland with competition from car, air, open access rail and five other franchises.

420,000 customers a week.

97% of our revenue comes from discretionary travel – only 3% are season ticket commuters and 60% low frequency leisure travellers.

Approx. 35% current market share of journeys > 50miles.

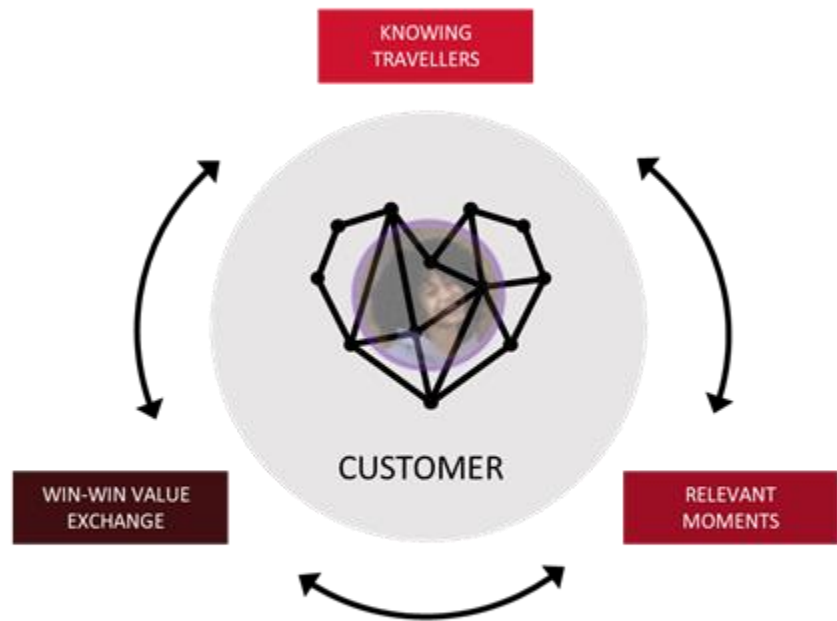**Avg. yield £40.** Ancillary revenue is key to driving increased revenue.

LNER
LONDON NORTH EASTERN RAILWAY

MODAL & RETAIL
LANDSCAPE

Modal shift is the fundamental driver in our growth strategy

TO PUT HEART INTO EVERY
DIGITAL JOURNEY

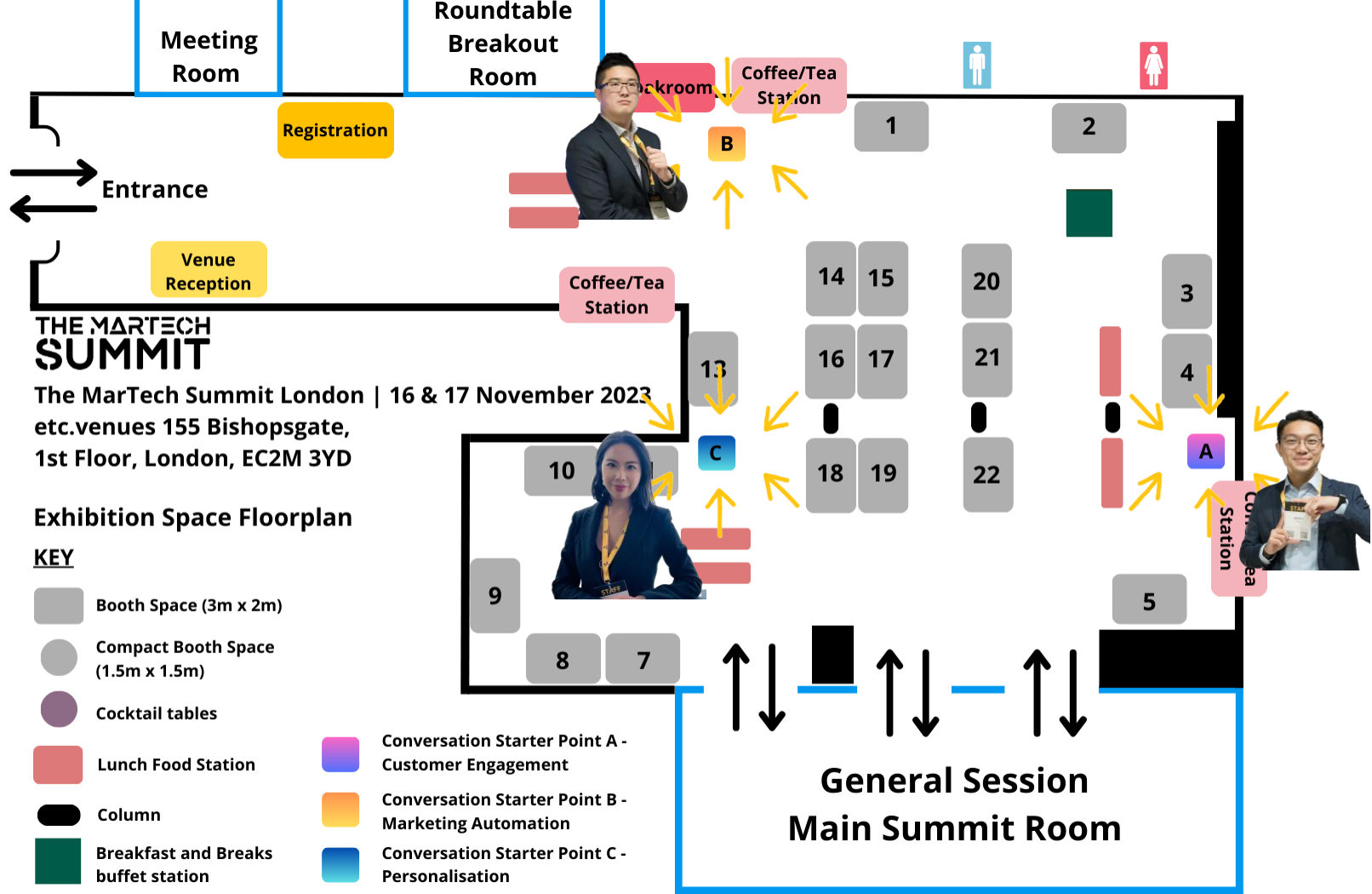| DIGITAL PROPOSITION	Empowering everyone through technology				
DIGITAL OBJECTIVES	Get more customers interacting through digital more often, for more services		Provide our customers and our people with the tools, services and info they need to simplify their journey		Enable our people to offer the best customer experience possible
KEY PILLARS FOR SUCCESS	Commercially Sustainable Our solutions should drive revenue growth and / or reduce costs	Informed Customer The customer should always feel they know what's happening	Empowered Teams Ensuring our people have the right tools & training to delight our customers	Futureproof Technology Ensure we use technology that advances our business and complement our teams	Think Different Go beyond rail to deliver industry-leading experiences

LNER
LONDON NORTH EASTERN RAILWAY

Q&A

Thank you!

BLOOMREACH | LNER

Meeting Room

Roundtable Breakout Room

Stockroom

Coffee/Tea Station

Registration

Entrance

Venue Reception

THE MARTECH SUMMIT

The MarTech Summit London | 16 & 17 November 2023
etc.venues 155 Bishopsgate,
1st Floor, London, EC2M 3YD

Exhibition Space Floorplan

KEY

Booth Space (3m x 2m)

Compact Booth Space (1.5m x 1.5m)

Cocktail tables

Lunch Food Station

Column

Breakfast and Breaks buffet station

Conversation Starter Point A - Customer Engagement

Conversation Starter Point B - Marketing Automation

Conversation Starter Point C - Personalisation

Coffee/Tea Station

Coffee/Tea Station

B

C

A

1 2 14 15 20 16 17 21 13 18 19 22 3 4 5 10 9 8 7

General Session Main Summit Room

Find these points & questions and start your conversations!!!