

PLENARY

THE MARTECH
SUMMIT

12 & 13 November 2024
Convene 155 Bishopsgate London



Keynote Presentation | **[Personalisation]** Show Me You Know Me: Mastering Personalisation to Boost Customer Loyalty & Engagement



 **MARIGOLD™**

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Show Me You Know Me

Mastering Personalisation to Boost Customer Loyalty and Engagement



Marketing Summit
12 November 2024





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Marigold's
Focus is on
Relationship
Marketing



Robust Martech Platforms, Services And Expertise To Power Relationship Marketing



- Cross Channel Journeys
- Progressive Profiling & Data Integrations
- Campaigns & Automation
- Personalisation
- Interactive Forms & Quizzes
- Loyalty & Retention Programs
- Offers & Rewards
- Distributed Marketing
- Reporting & Analytics
- Testing & Optimisation



● The **Foundations** of Effective Personalisation

● Unlock the **Power** of Personalisation

● Building **Emotional** Connections



Relationship Building is More Important Than Ever

Consumers
have
changed

The buyer
journey
has changed

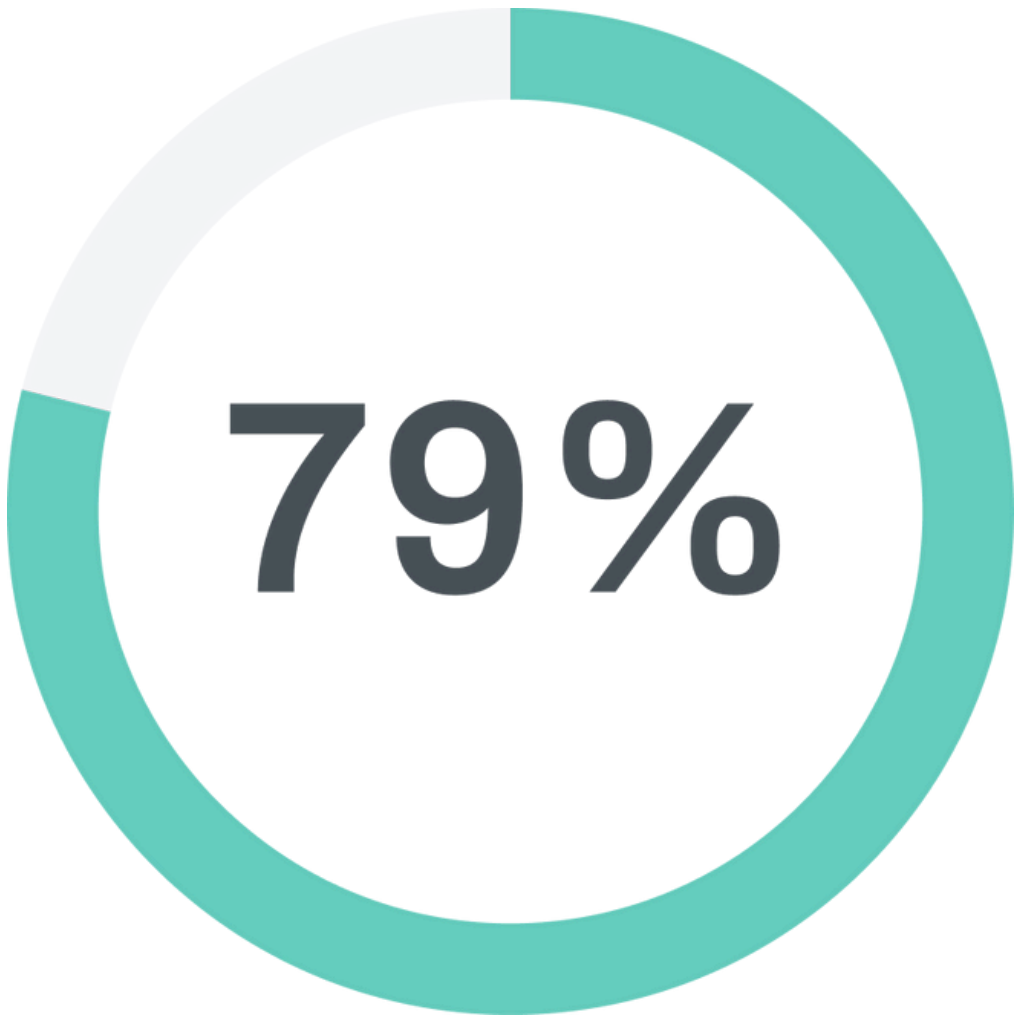


Technology
has
evolved

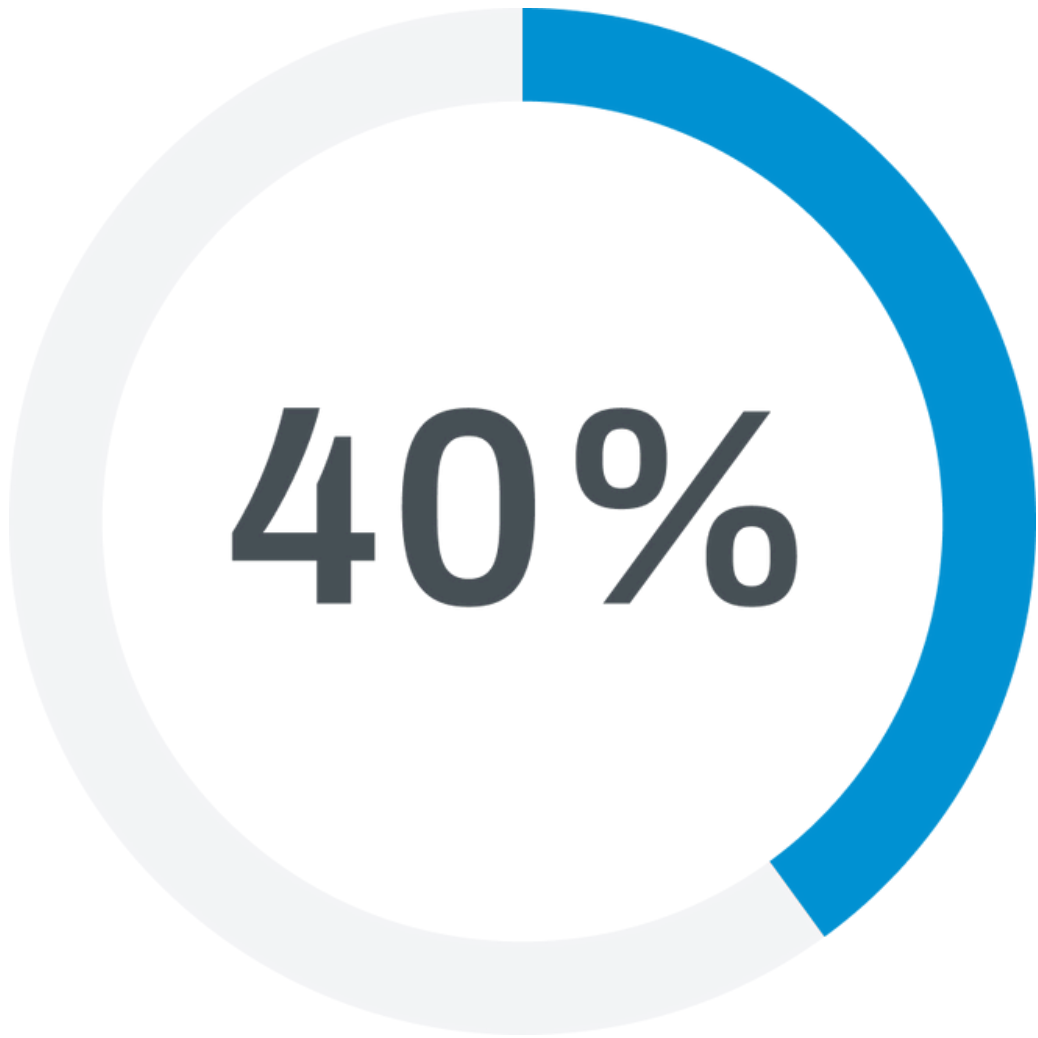
Relationship marketing is a long-term strategy focused on the building connections over time, not on a single touchpoint, campaign or transaction



Consumers **want you** to know them and are frustrated with irrelevant content and offers



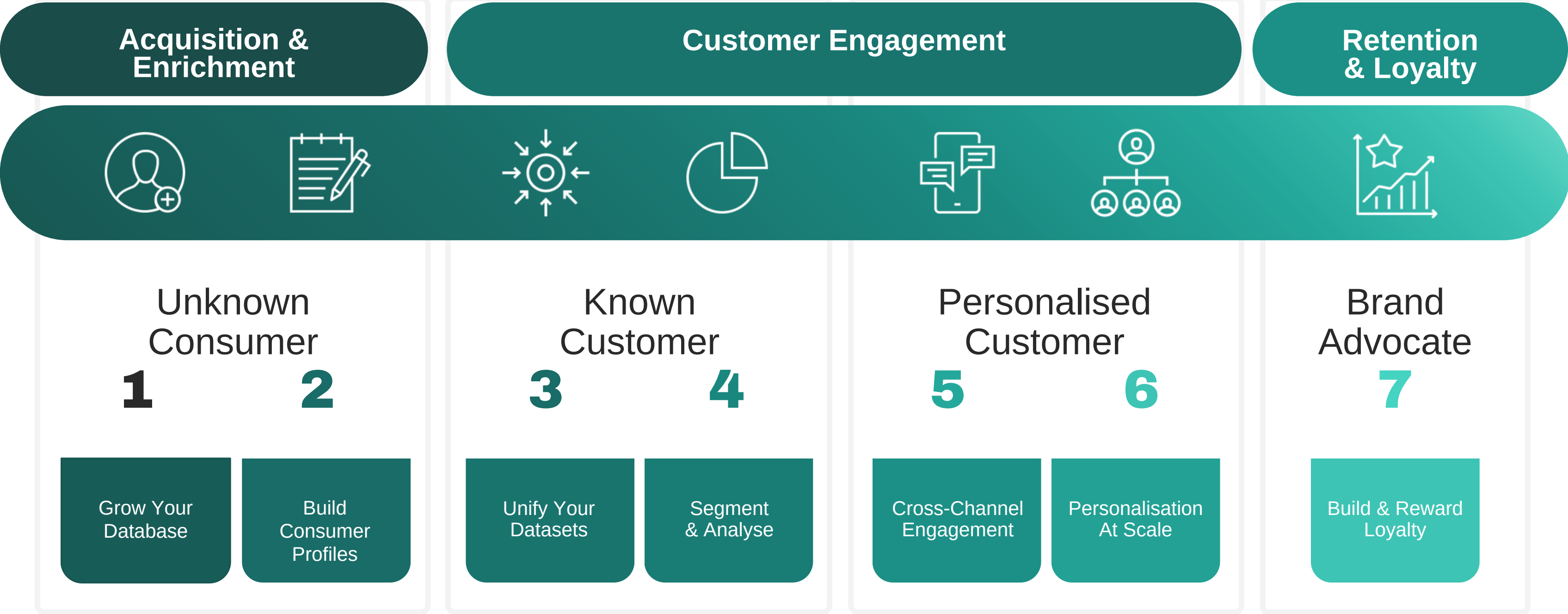
- *of consumers* say they're likely to engage with a personalised email tailored to their interests



- *of consumers* are frustrated with irrelevant content and offers from brands



A Personalised Path to Customer Advocacy



Foundations of Personalisation

Key pillars for building meaningful customer relationships

1

Data Collection & Utilisation

- First & Zero-Party Data
- Progressive Profiling
- Preference Center

2

Customer Segmentation

- Demographic
- Behavioural
- Psychological
- Geographical

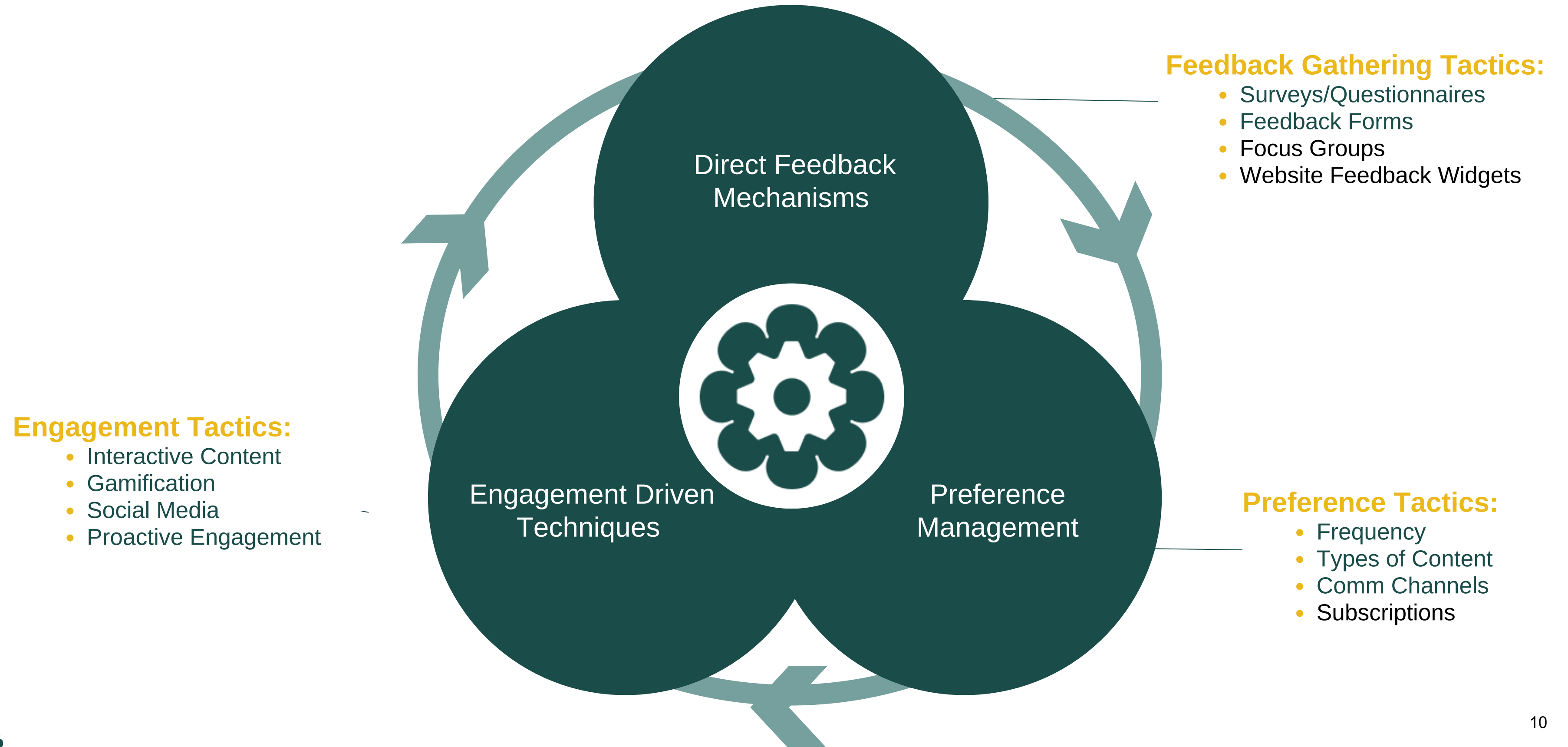
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Tailored Communication

- Omni-Channel Marketing
- Dynamic Content
- Contextual Relevance



Data Collection & Utilisation is a Continuous, Progressive Initiative



Transform Customer Insights into Powerful Segments



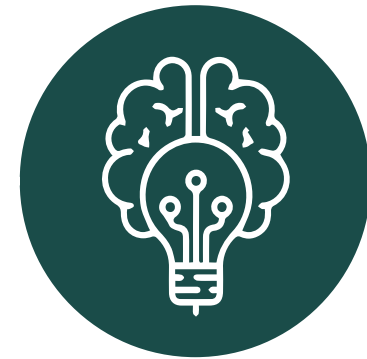
Demographic

Empowers tailored messaging based on age, income, and gender, allowing for personalised product recommendations and life-stage appropriate messaging



Behavioural

Leverages past purchase history and engagement patterns to create highly personalised offers, loyalty programs, and timely communications



Psychographic

Enables personalisation of messages based on psychological traits of consumers, including their values, interests, lifestyles, and attitudes, which affect their buying behaviours and preferences.



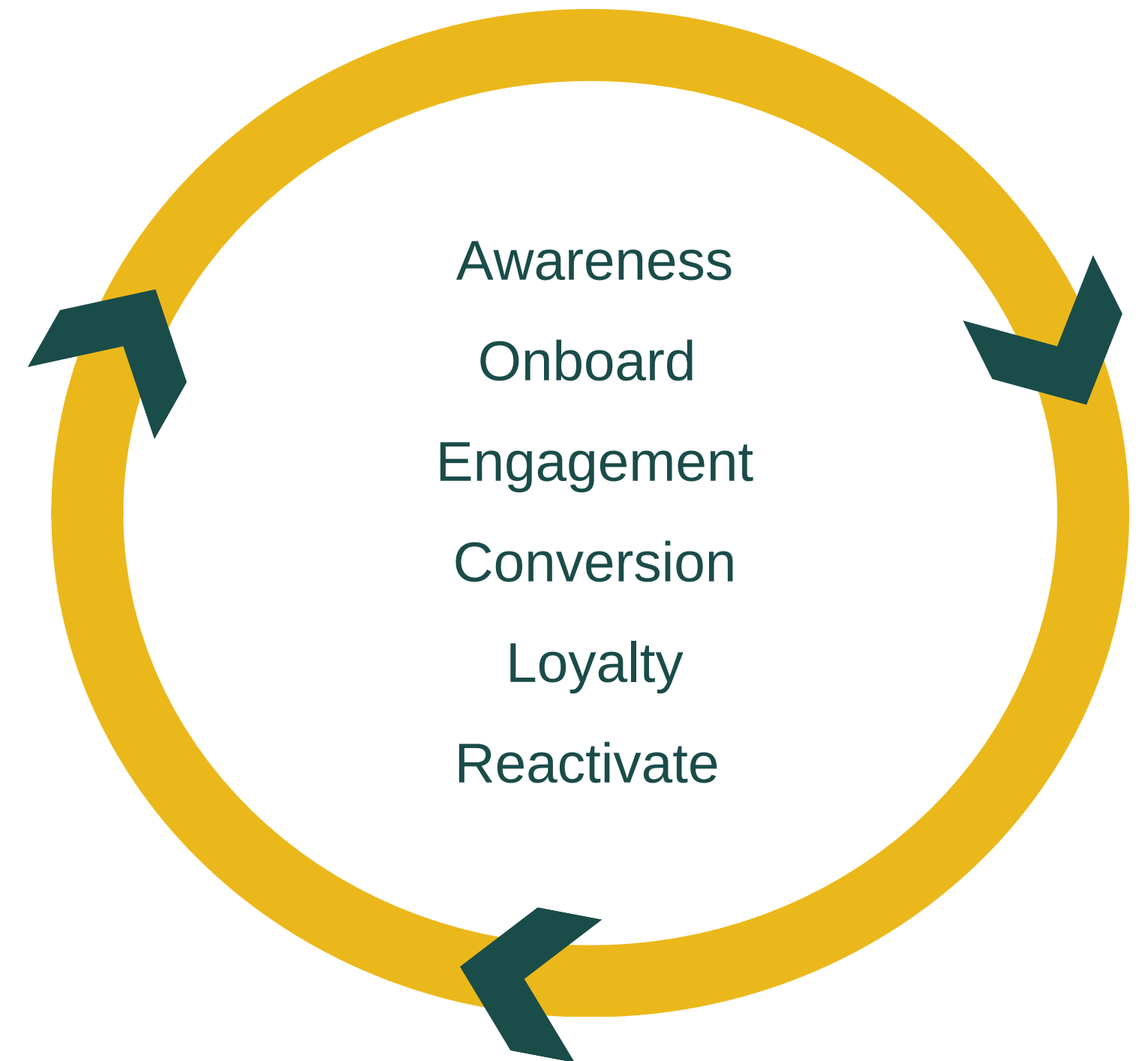
Geographic

Enhances relevance by tailoring offerings to local preferences, climate, and cultural nuances across diverse markets and regions



Enhance Customer Engagement by Delivering Contextual Messages in Key Touchpoints, Throughout The Customer Journey

- 73% of consumers use multiple channels during their shopping journey
- In the UK, 70% of online shopping is conducted through mobile devices,
- Millennials and Gen-X will remain the largest spenders for the next 20 years, but Gen-Z will be the biggest ever, richest ever, most diverse generation in history
- Mobile phones are the main engagement device, with 74% of Gen Z and 68% of Millennials using them, highlighting the need for mobile optimization by brands.



Transform Customer Satisfaction Into Advocacy By Building Emotional Connections Beyond Transactions



**Deliver Relevant,
Targeted Segmented
Communications**

**Shift Focus From
Rational Rewards To
Include Emotional
Customer Benefits**

**Build Loyalty with Your
Customers that Reflects
Brand Values**



Summing Up

Personalisation Is Not Just About Tailoring Messages, It's About Building Genuine Connections

Foundations of Effective Personalisation

- *The Power of Data Collection & Utilisation*
- *Importance of Segmentation*
- *Benefits of Tailoring Communications*

Unlock Personalisation

- *Data Gathering Techniques*
- *Types of Segmentation*
- *Omni-channel Marketing*

Connecting with customers emotionally

- *Shifting Focus from Transactions to Meaningful Engagement*



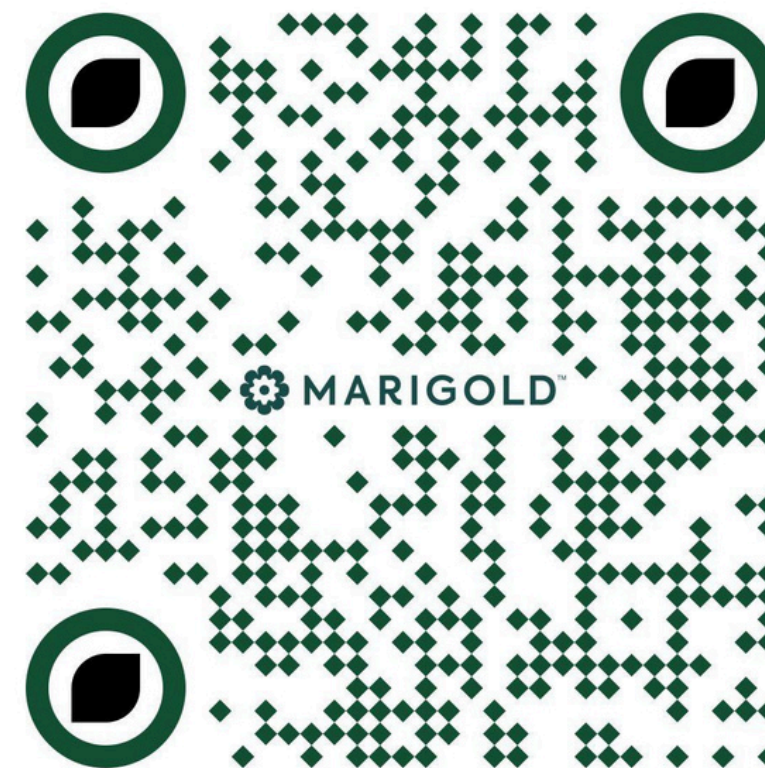


Is your brand featured
*in Marigold's 2024 Relationship
Marketing Brand Rankings Report?*

Given consumers' high expectations, brands that stand out in relationship marketing by providing personalised experiences and innovative loyalty strategies are poised for success.

Meet our experts at the Marigold booth

Is your brand in the top 200?
Scan to discover the ranking of marketing trends!





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Build relationships that matter.