



dotdigital



Personalization: Turning visitors into loyal customers beyond borders'

GLOBAL ECOMMERCE

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Challenges for Marketing Teams

GLOBAL EXPANSION



Challenges for CMOs





TODAY

Global Ecommerce

1. Market research
2. Acquisition
3. Conversion
4. Retention

About Dotdigital

- Dotdigital's CXDP platform helps **4000+ brands across a range of industries** reach their marketing potential
- **400+** employees around the world
- **Worldwide** network of **partnerships**
- Double digit % of group revenue invested back into **R&D**
- **Responsible marketing**; ISO27001, ISO27701, ISO14001 certified
- **Transparency**; public-facing roadmap, and listed as of 2009.



The fact that we have access to an emerging technology that is proving its potential, is quite thrilling. It enables us to build many capabilities with very low effort and much higher returns.

Adam Hollinshead

Chief Digital Officer at Winedirect



Personalized, cross-channel experiences that go beyond the expected



- Cross-channel marketing automation
- Unified customer data
- Email, SMS, mobile push, Chat WhatsApp
- Social ads retargeting
- Marketing attribution
- Transactional messaging

End-to-end
journeys



- On-site personalisation
- Social proof
- Real-time dynamic content
- AI-powered site search
- Product recommendations
- Dynamic onsite forms

Exceptional end-to-end journeys that engage, convert and retain

Experiences



Cross-channel automation
Email & SMS marketing
Mobile push, Pages & forms, Chat
Social ads & retargeting
Transactional messages
WhatsApp

Insights & analytics



Single customer view
Dynamic segmentation
Audience analytics
Predictive analytics
Cross-channel reporting
Revenue & commerce reporting



Powered by data

Unified customer data
Seamless integrations
Data enrichment & acquisition
Behavioral persona modelling
AI-powered content optimization
[WinstonAI](#)



Personalize

Website personalization & optimization
Social proof & scarcity
Real-time dynamic content
AI-powered site search & merchandising
Mobile app personalization
User-generated content

Market Research

1



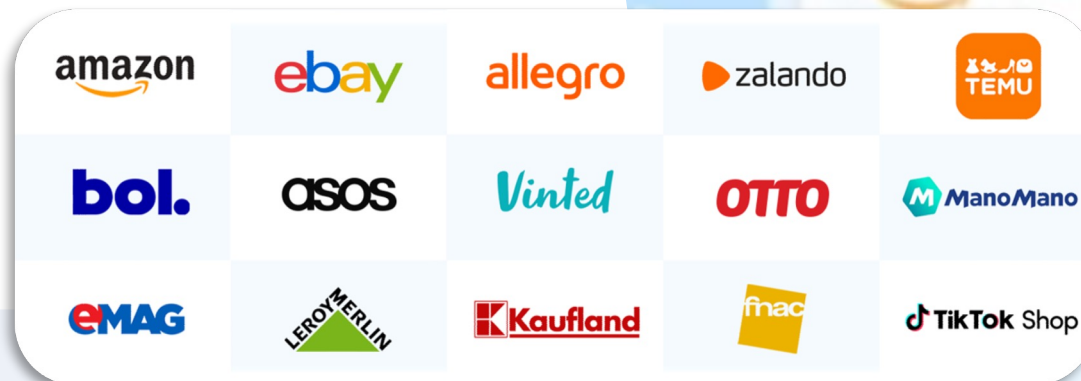
7 Ps of Marketing.



Market research

Place: MarketPlaces

- + Exposure to a new audience
- + Leveraging existing tech and reputation
- No ownership of data
- Limited brand building opportunity
- Price being the main differentiator



Market research

Place and Promo in 2024

Place: Channels & Advertising

- + Social Media platforms
- + Search engines
- + Channels for communication; SMS, WhatsApp, Push...
- + Metaverse
- + Third Applications: Strava, Untappd

Influencers & Personification



Market research

The P of Partnerships



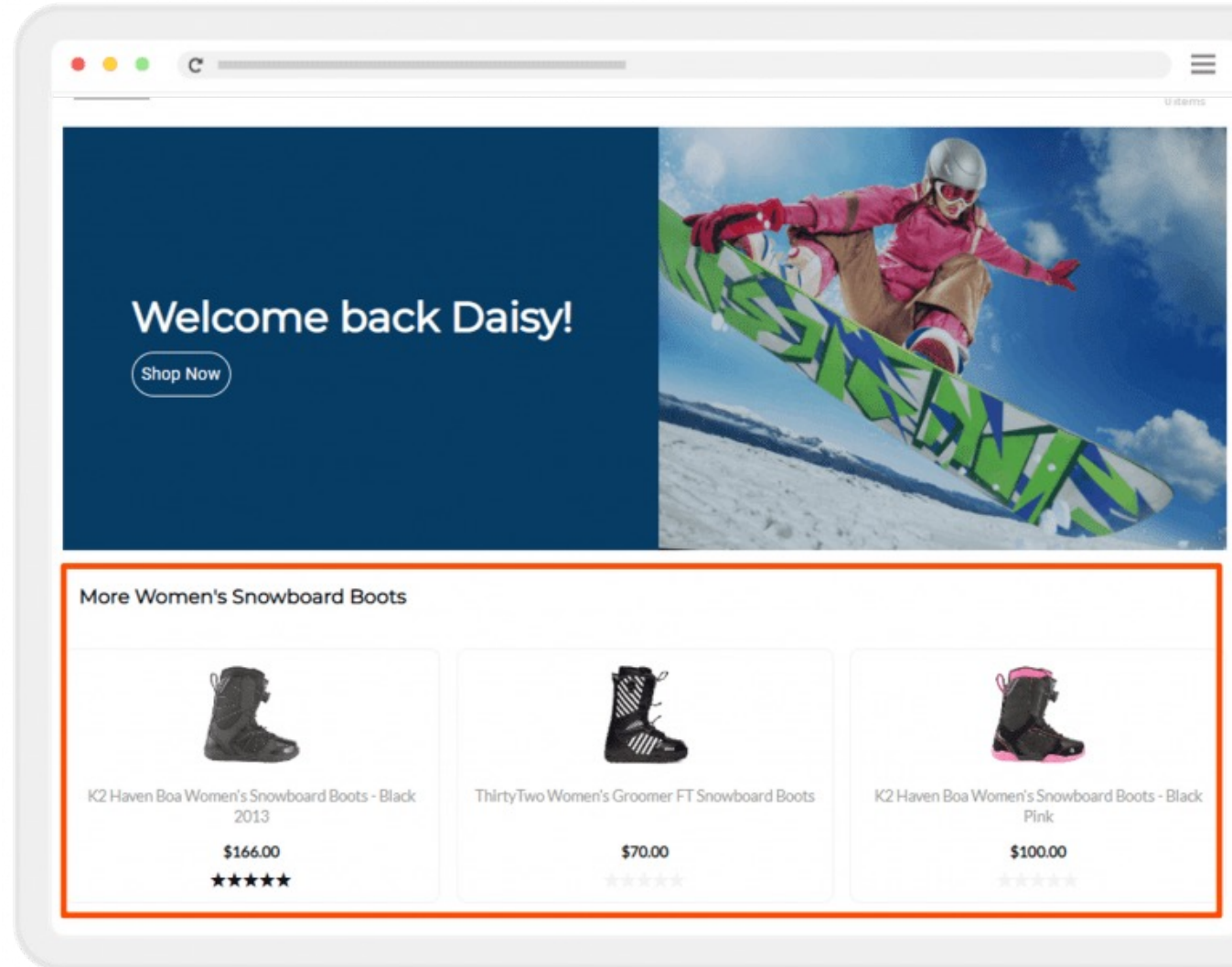
Acquisition

2



Make those first impressions count

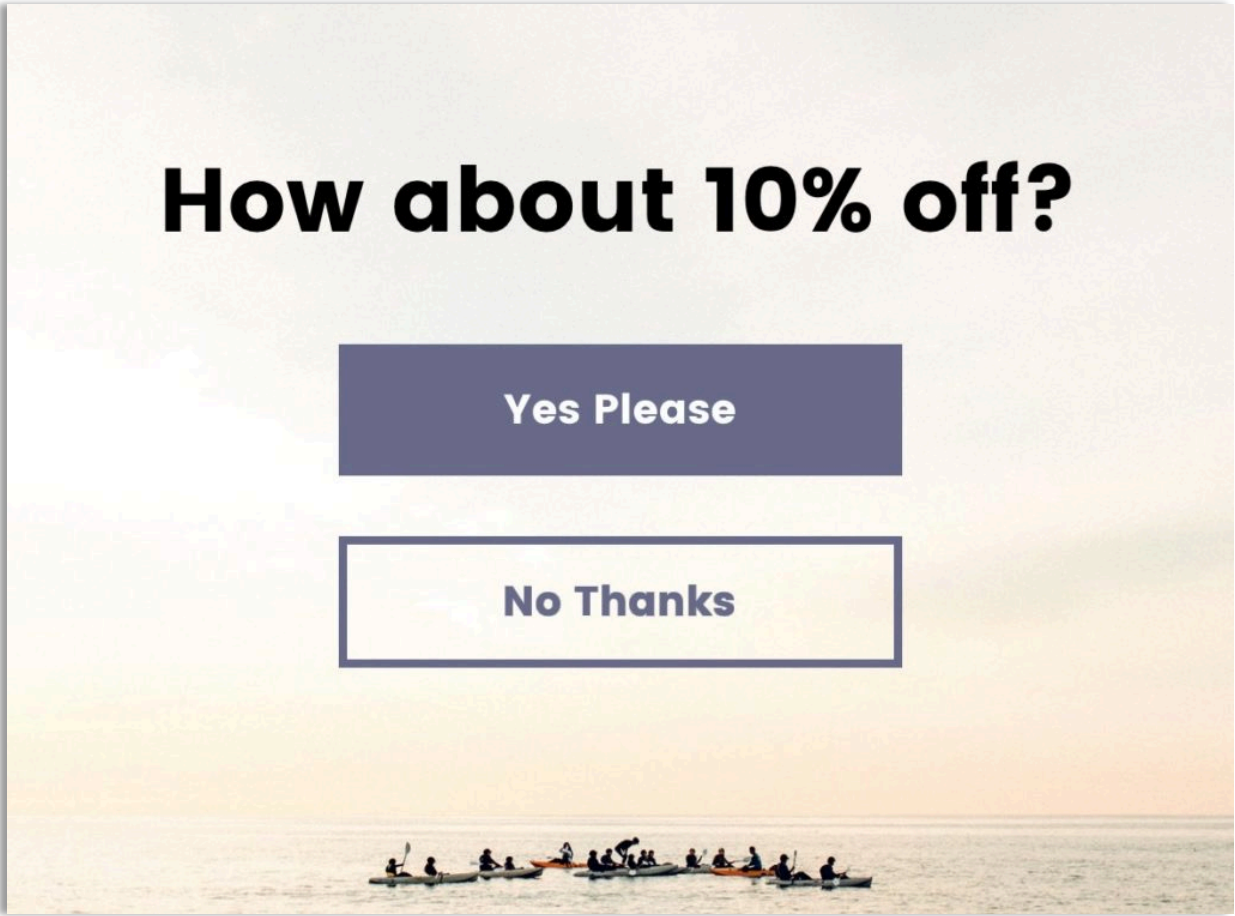
1. Personalize based on search terms





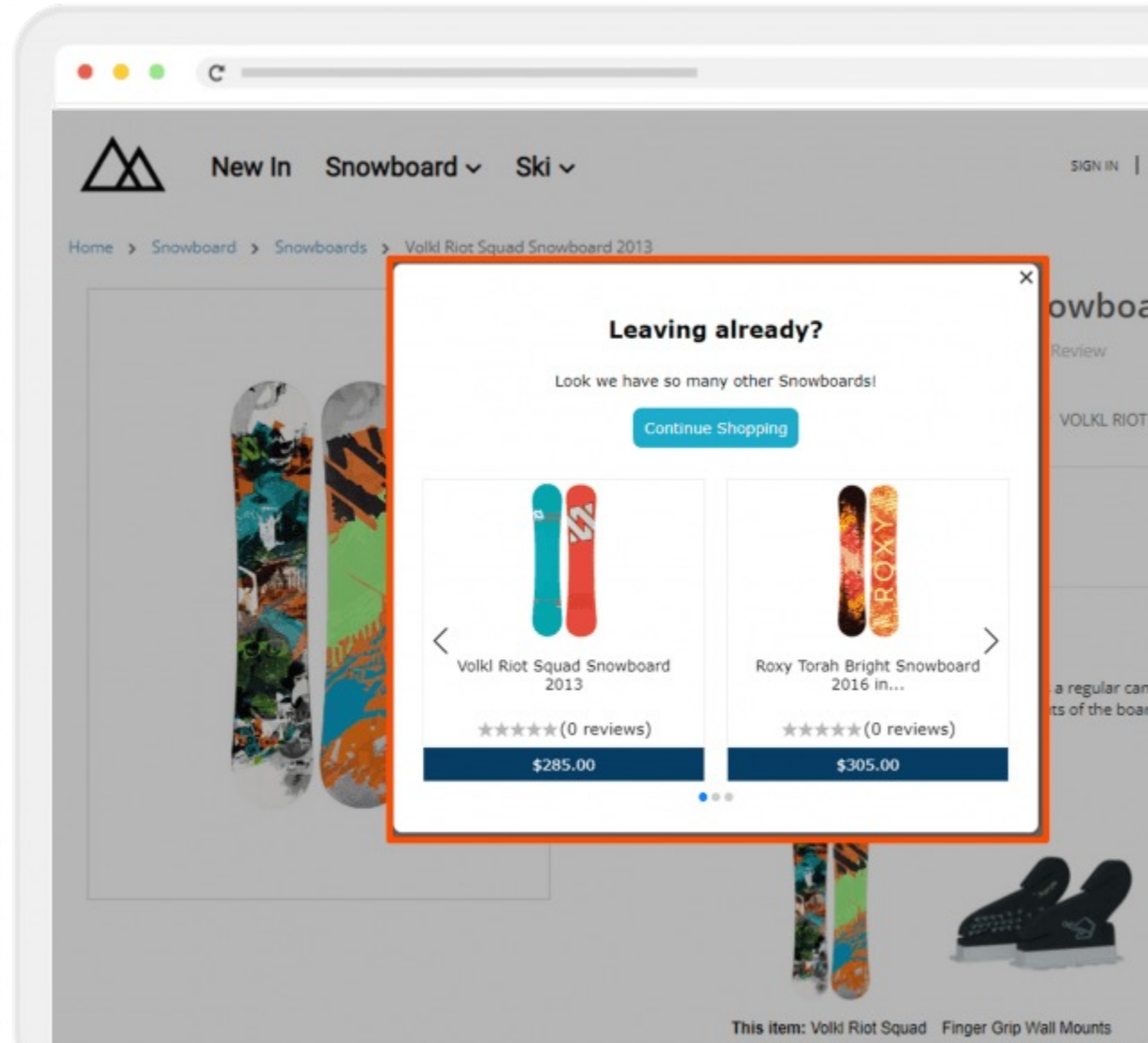
Making those first impressions count

- 1. Personalize based on search terms
- 2. Show, repress or personalize offers based on source



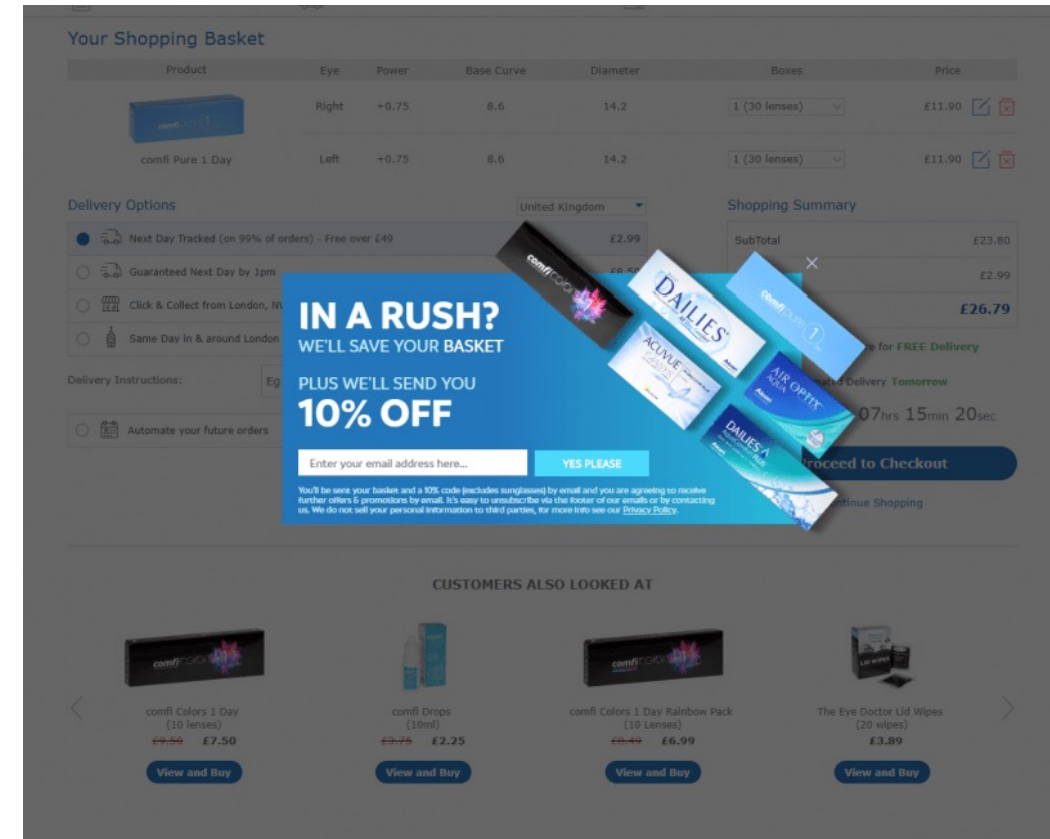
Making those first impressions count

1. Personalize based on search terms
2. Show, repress or personalize offers based on source
3. Prevent (paid) traffic bouncing



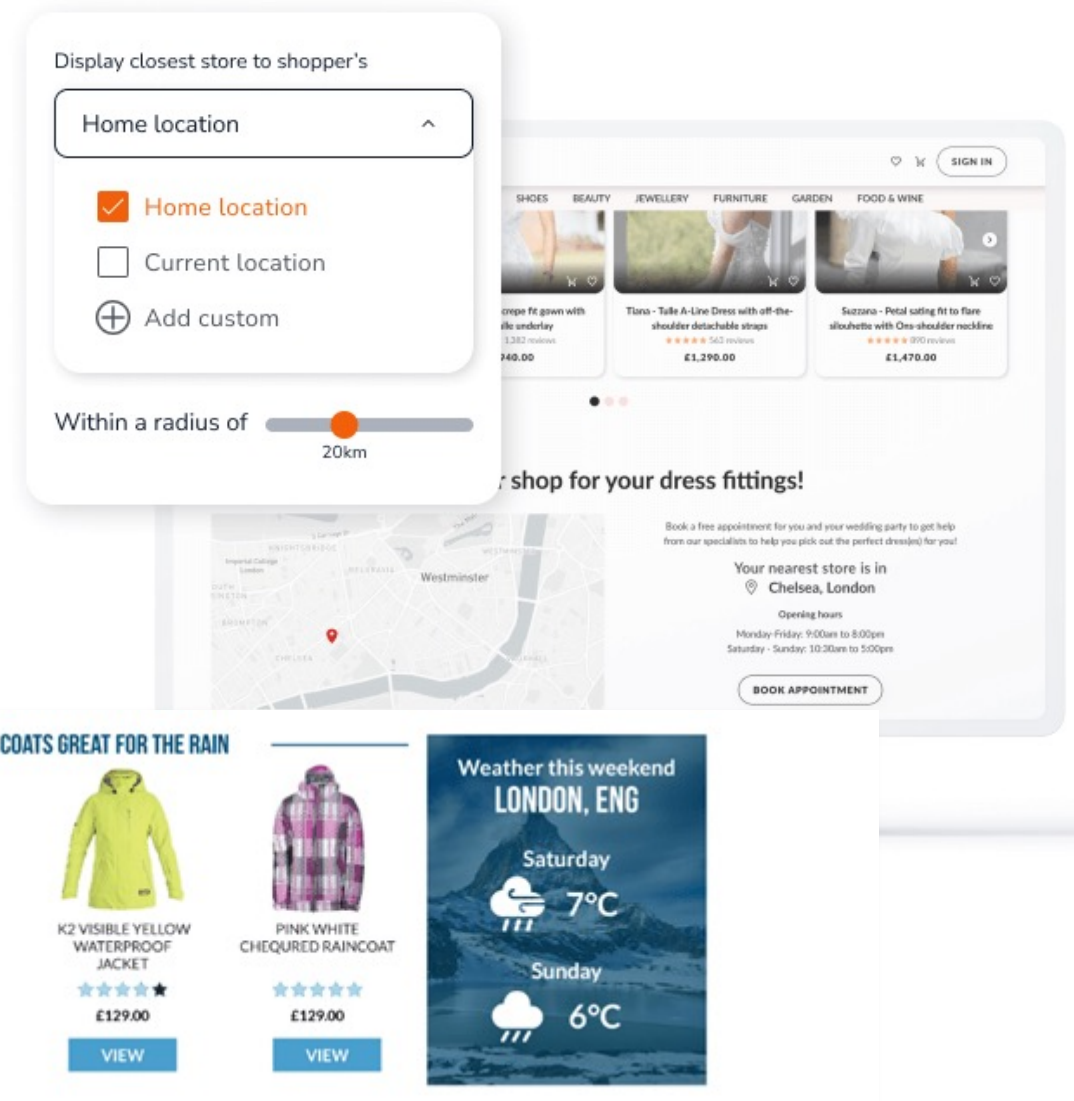
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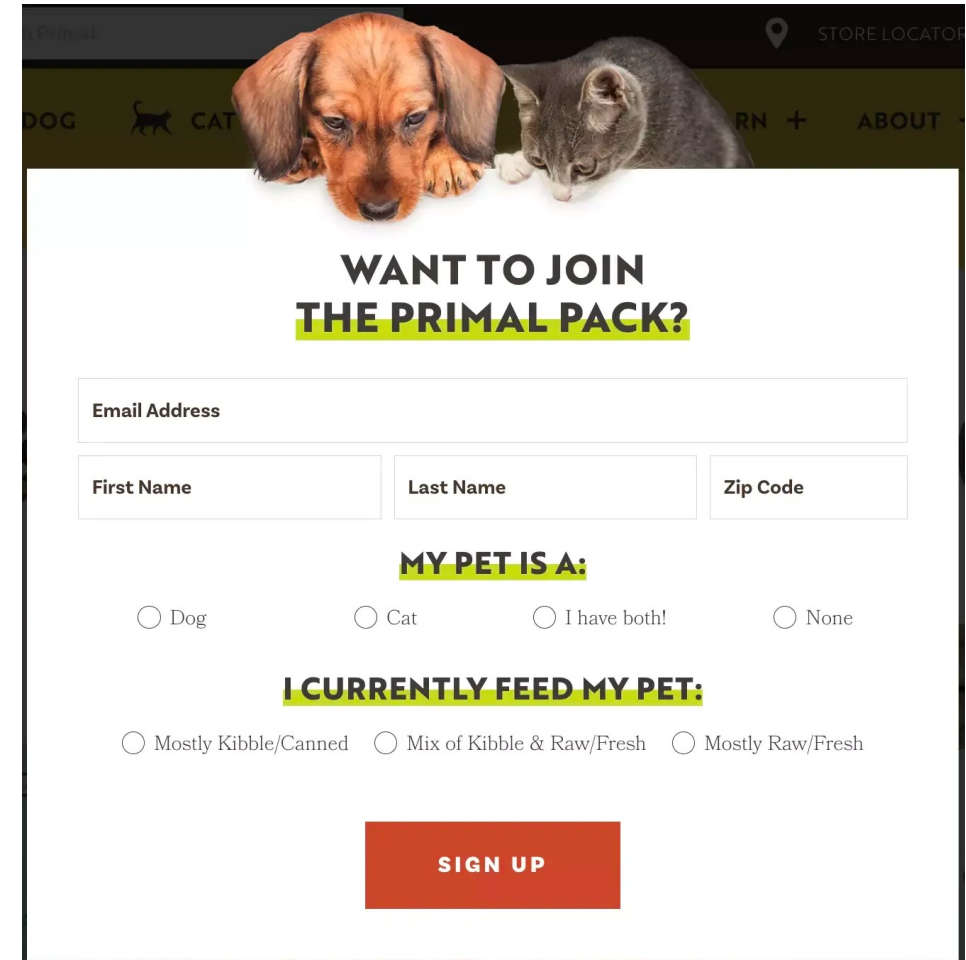
Making those first impressions count

1. Personalize based on search terms
2. Show, repress or personalize offers based on source
3. Prevent (paid) traffic bouncing
4. Geo-Targeting for localized messages
 - Location based dynamic content
 - Drive traffic to nearest store
 - Currency and delivery information



Making those first impressions count

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5. Start off on the right foot



The screenshot shows a website header with a dark background. On the left, there are navigation links: "Pet", "DOG", "CAT", "RN +", and "ABOUT". On the right, there is a "STORE LOCATOR" link with a location pin icon. Below the header is a large image of a dachshund dog and a grey cat. Below the image is a sign-up form with the heading "WANT TO JOIN THE PRIMAL PACK?". The form includes an "Email Address" field, and three fields for "First Name", "Last Name", and "Zip Code". Below these fields are two sections: "MY PET IS A:" with radio buttons for "Dog", "Cat", "I have both!", and "None"; and "I CURRENTLY FEED MY PET:" with radio buttons for "Mostly Kibble/Canned", "Mix of Kibble & Raw/Fresh", and "Mostly Raw/Fresh". At the bottom of the form is a red "SIGN UP" button.

Making those first impressions count

Converting first time visitors across borders

1. Personalise based on search terms
2. Show, repress or personalize offers based on source
3. Prevent (paid) traffic bouncing
4. Geo-Targeting for localized messages
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5. Start off on the right foot

CONVERSE ➤

Women Men Kids Limited Edition Sale Stories

Update your preferences

Change your details and update your preferences below. You can also unsubscribe from all our commercial and marketing related email using the button at the bottom.

Your email settings

Email address

Your preferences

- ☐ Women
- ☐ Men
- ☐ Kids
- ☐ Skate
- ☐ Basketball
- ☐ Limited Edition

Save your preferences

Unsubscribe from all email

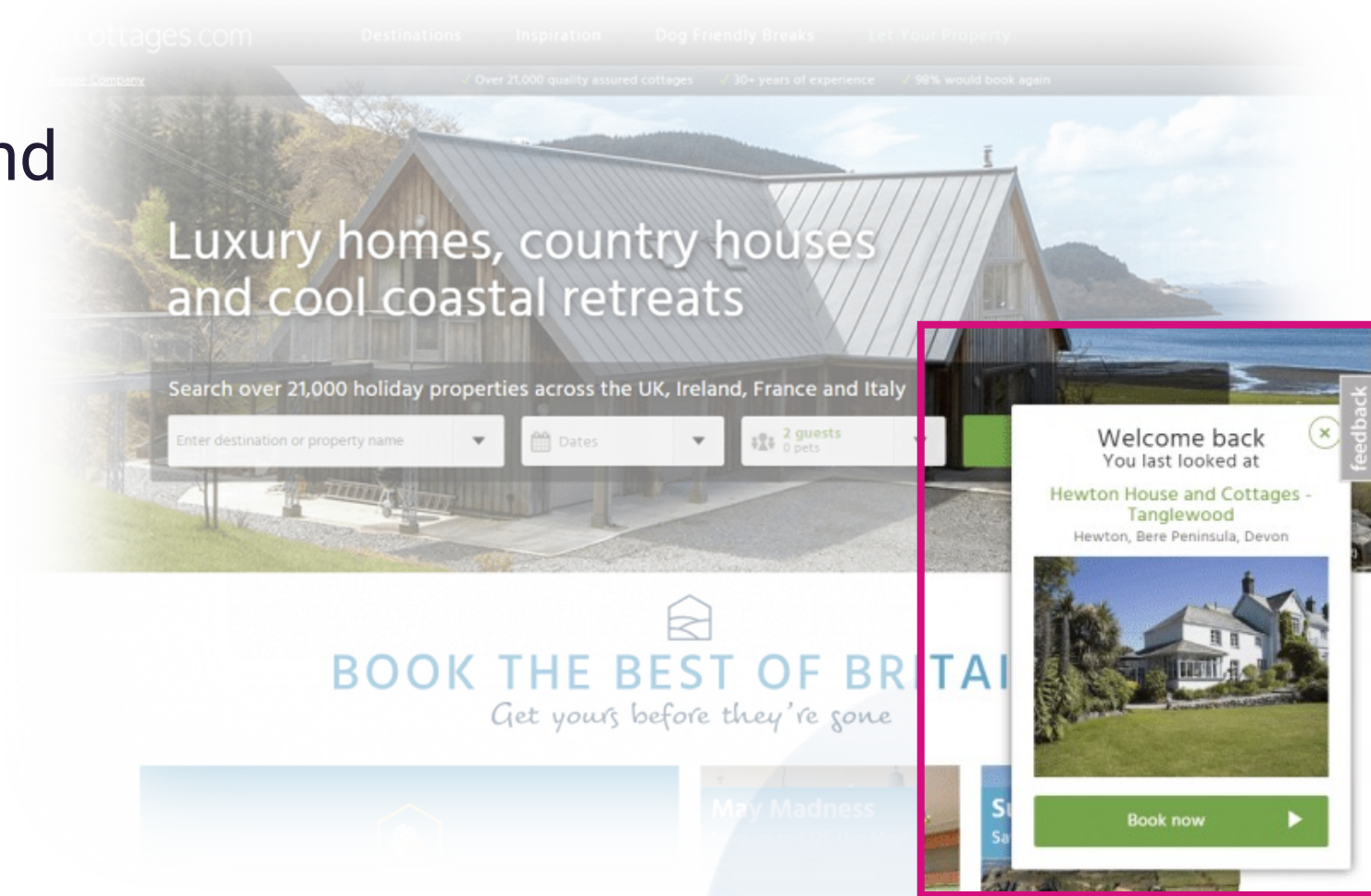
Conversion

3



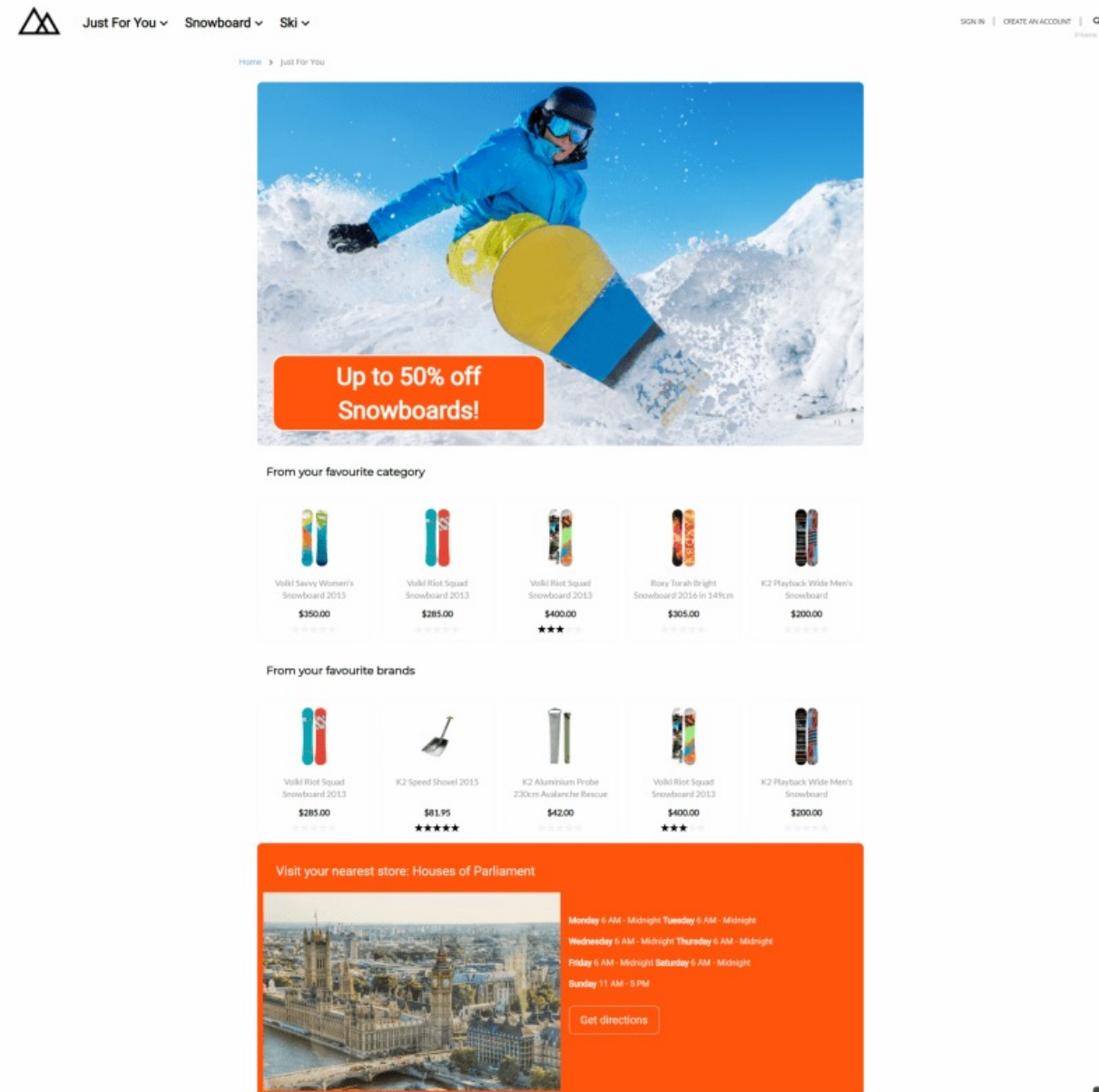
Conversion: Onsite

- Welcome back visitors and recover revenue



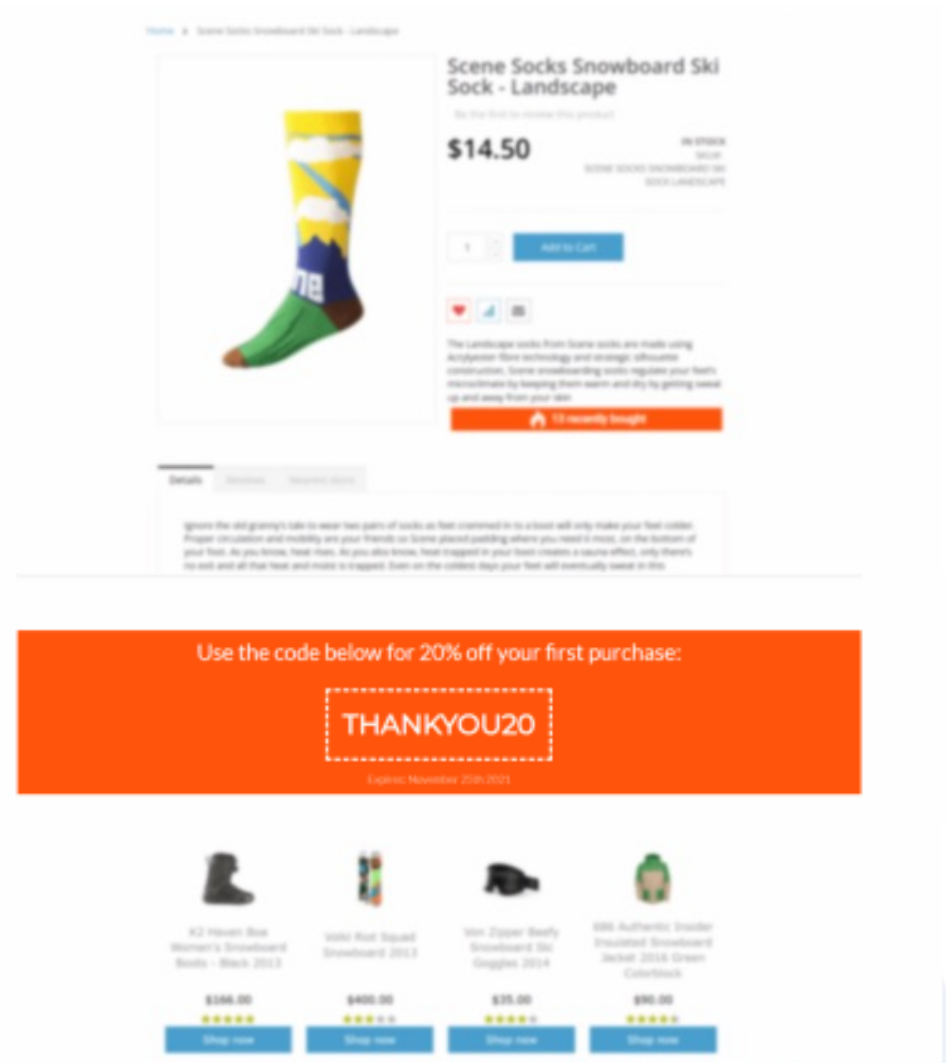
Conversion: Onsite

- Welcome back visitors and recover revenue
- Just for you pages

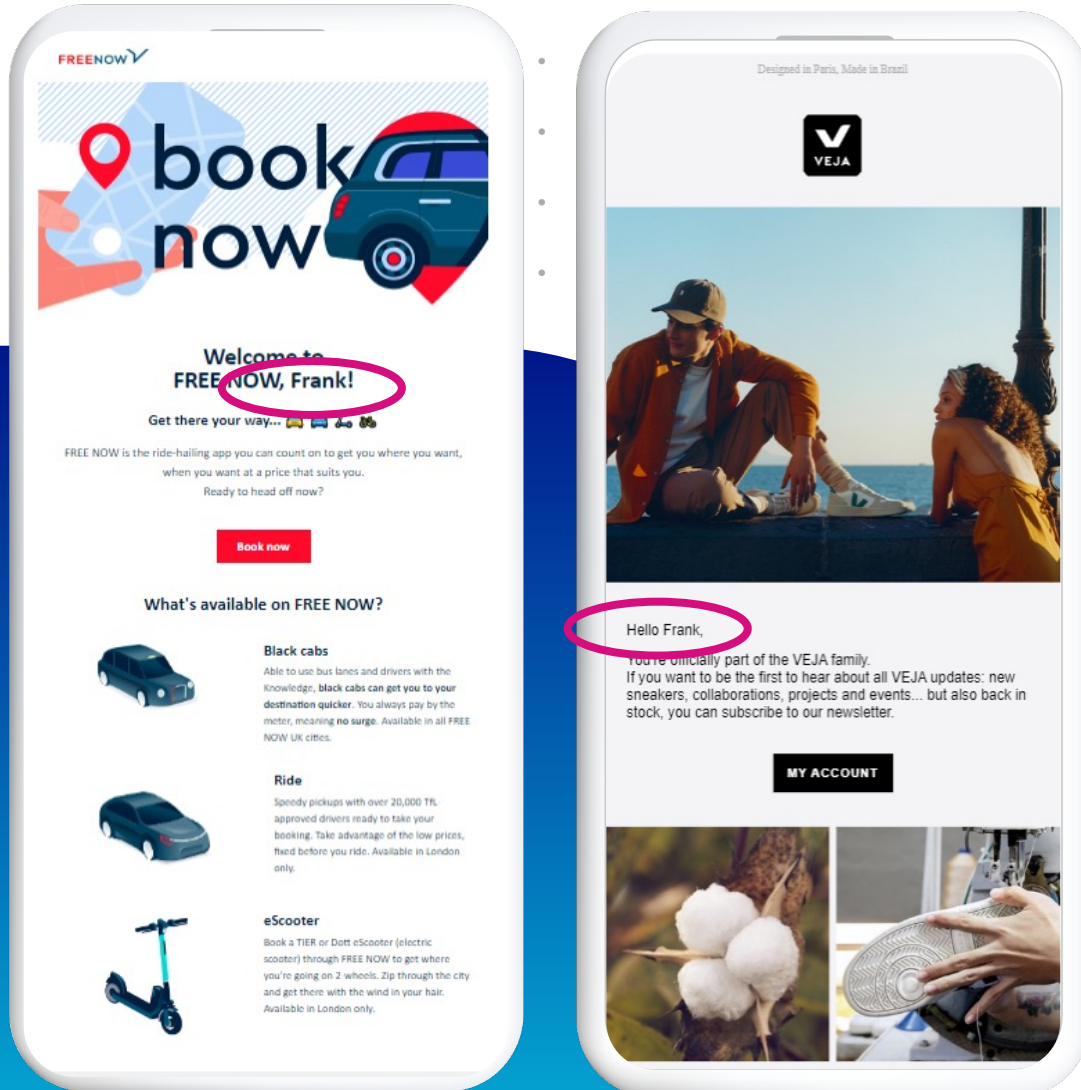


Conversion: Onsite

- Welcome back visitors and recover revenue
- Just for you pages
- Discount reminders
- Sense of urgency; countdowns, scarcity messaging, stock levels, price drops and more



Conversion: Email



Welcome emails are 86% more effective than standard emails

- ✓ Introduce the brand and community
- ✓ Social Proof: Let others do the talking
- ✓ Offers (repeated) are great here
- ✓ Have a strong CTA
- ✓ Basic product recommendations

Shipping on orders of \$45 or more Free is *Better*. Free shipping

BetterBrand.



Better Health

Is just a few clicks away

Smiles Davis, this could be the start of a beautiful friendship.

We already have two things in common... A love of bagels, and the desire to live a Better life.

When you choose Better, you choose to be a part of a community that's shaking up the food industry.

Conversion: Email

Abandoned cart emails – 24% recovery on average*

- + Use personalisation
- + Build trust
- + Share value to the customer
- + Social proof
- + Obvious recovery CTA

Subject: Want free shipping on something better, Niels Koliijn?

SOURCE: THE SECRET LIFE OF ABANDONED CARTS

Retention

4



We get dog people

because we ARE dog people.

Dog parenting is wonderful, weird, and full of "is this my life?" moments. Sundays is here with you through all of it.



@tupacwiththelittlelegs when his mom suggests going back to traditional kibble.



@ourhomeonmanorlane knows patience is a virtue but MUST EAT CHICKEN RECIPE.

Join Us On Instagram

At Sundays, we take the science behind our food, the health of our dogs, and our customer's happiness very seriously.

But that's about it.



Flick Connection on YouTube talks Sundays benefits while Peanut faceplants into a bowl.

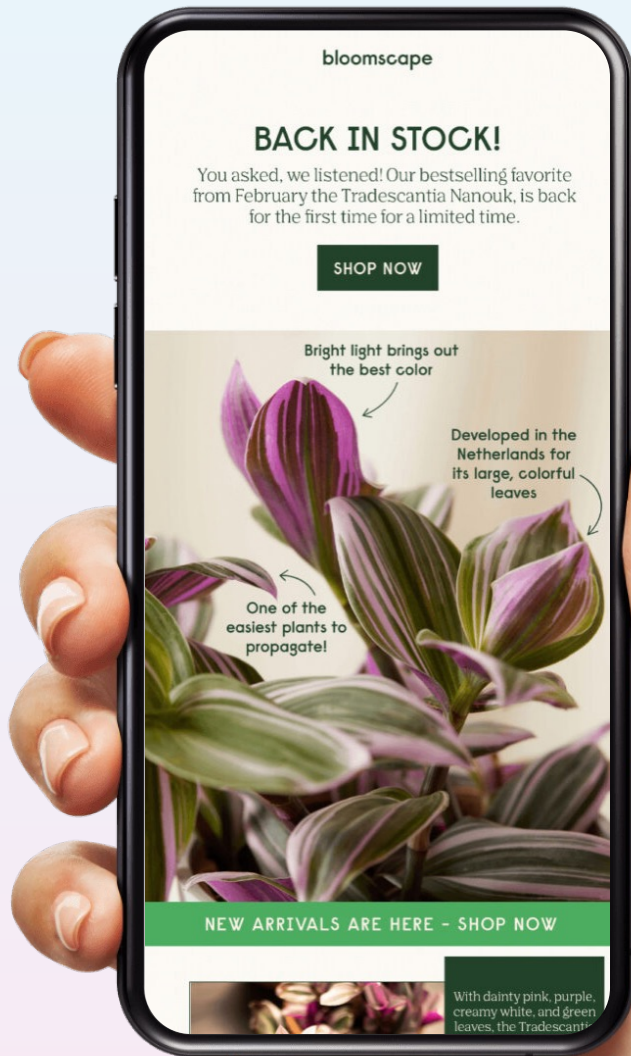
Retention: Onboarding

Direct attribution isn't everything

- + Maximize perceived value
- + Introduce other channels
- + Get them involved
- + Create community feeling

Tip: Set up supported attribution to track the effect of non-transactional email

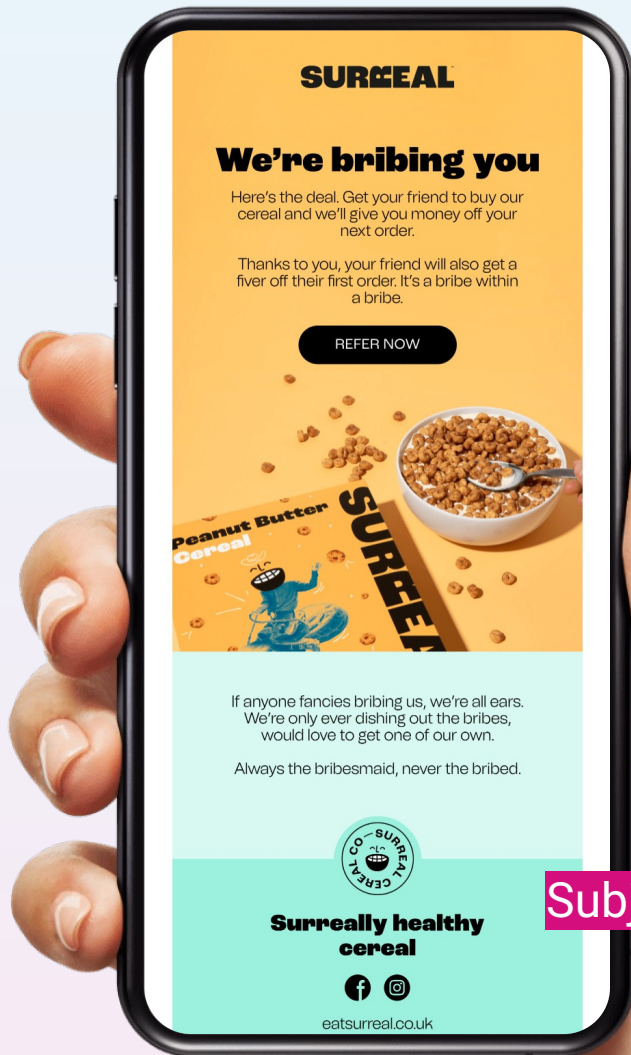
Subject: How many dog pics are on your phone?



Retention: Back-in-Stock

Fostering a positive shopping experience

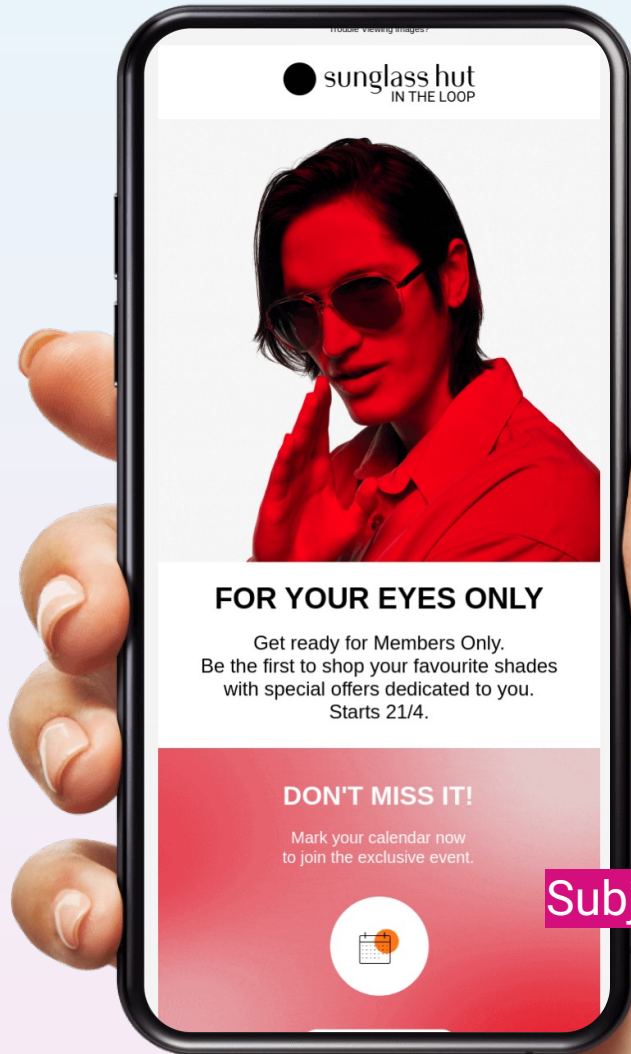
- + Minimise customer frustration
- + Create excitement
- + Retain customer interest
- + Increase loyalty



Retention: Reviews & Referrals

- + Activate your loyalists and champions (RFM)
- + Amplify your reach
- + Gather and Leverage Social Proof

Subject: Do you like bribes?




Retention: Make them feel special

- + Involve your customers
- + Amplify your reach
- + Leverage Social Proof

Subject: Your exclusive offer is coming soon

Retention: Product recommendations

- Replenishment
- You may also like
- People also bought
- Often bought together




How Are You Getting On?
Information On Free Advice, Recommendations And Returns.


We wanted to say a quick thanks for your recent order and to check in how are you getting on with your supplements. We hope you're happy with your order but if you find that a product isn't quite right for you, we're happy to refund the product in full. If you're thinking about your next purchase and struggling to decide, we've included some personalised recommendations for you below or you can book a free 10 minute consultation with one of our qualified nutritionists.

YOUR RECOMMENDED PRODUCTS


Based on your order history, we think you may like these products...



**VITAMIN D3 LEMON
MELTS 120 TABLETS**



**ESKIMO®-3 FISH OIL
CAPSULES**



**NUTRIGEST
DIGESTION
CAPSULES - 90
CAPSULES**

Save up to 30% off [View in browser](#)

PHILIP KINGSLEY

NEW IN BESTSELLERS SHOP

Free DELUXE SAMPLES with every order


WINTER OUTLET

UP TO
30% off
*selected lines**

Shop now and save **up to 30% off** in our Winter Outlet Sale! Save on your favourite products from the range. Sale ends tonight!

SHOP THE SALE


Save On Your Favourites



Flaky/Itchy Scalp
Duo Shampoo & Toner

Was £48.00 **Now £32.80**


SHOP NOW



Elasticizer Therapies
(1000ml)

Was £101.00 **Now £70.70**

SHOP NOW




Body Building Duo
Shampoo & Conditioner


Was £41.00 **Now £32.50**

SHOP NOW


Reasons to shop at PHILIPKINGSLEY.CO.UK




Free Delivery
on all UK orders




Deluxe
Sample with

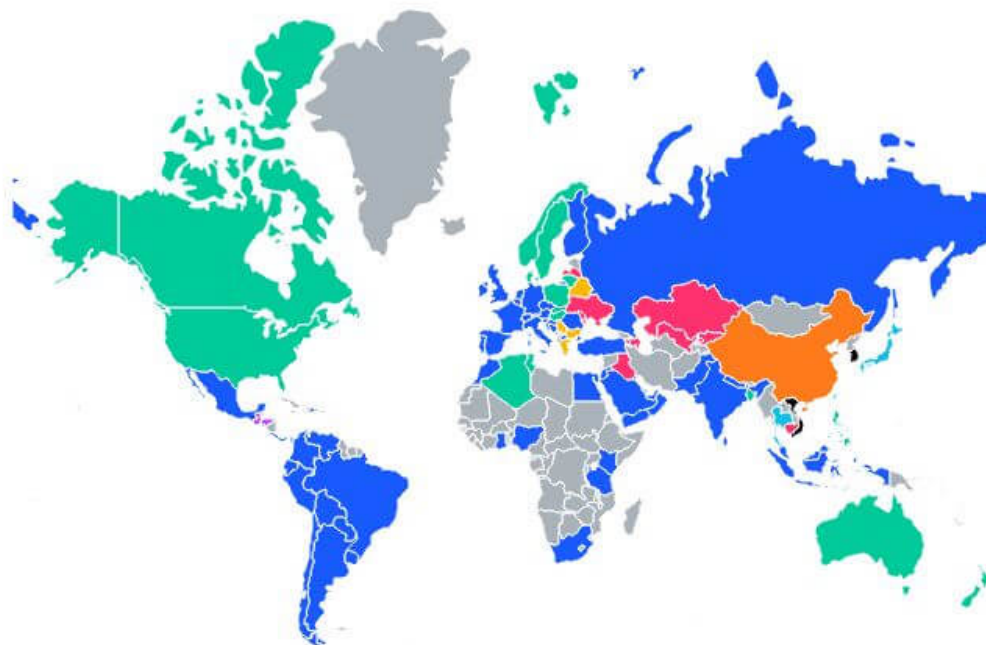


Exclusive
Offers



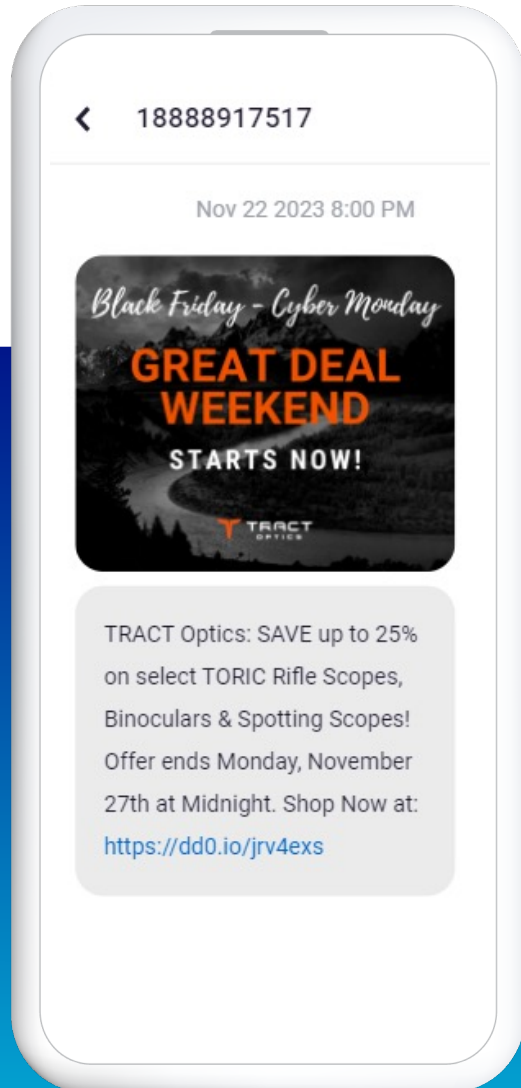
Expert
Trichologist Advice





Facebook Messenger Whatsapp Telegram Viber WeChat Snapchat
LINE: Free Calls & Messages KakaoTalk : Messenger Zalo

Retention: Mix up your channels



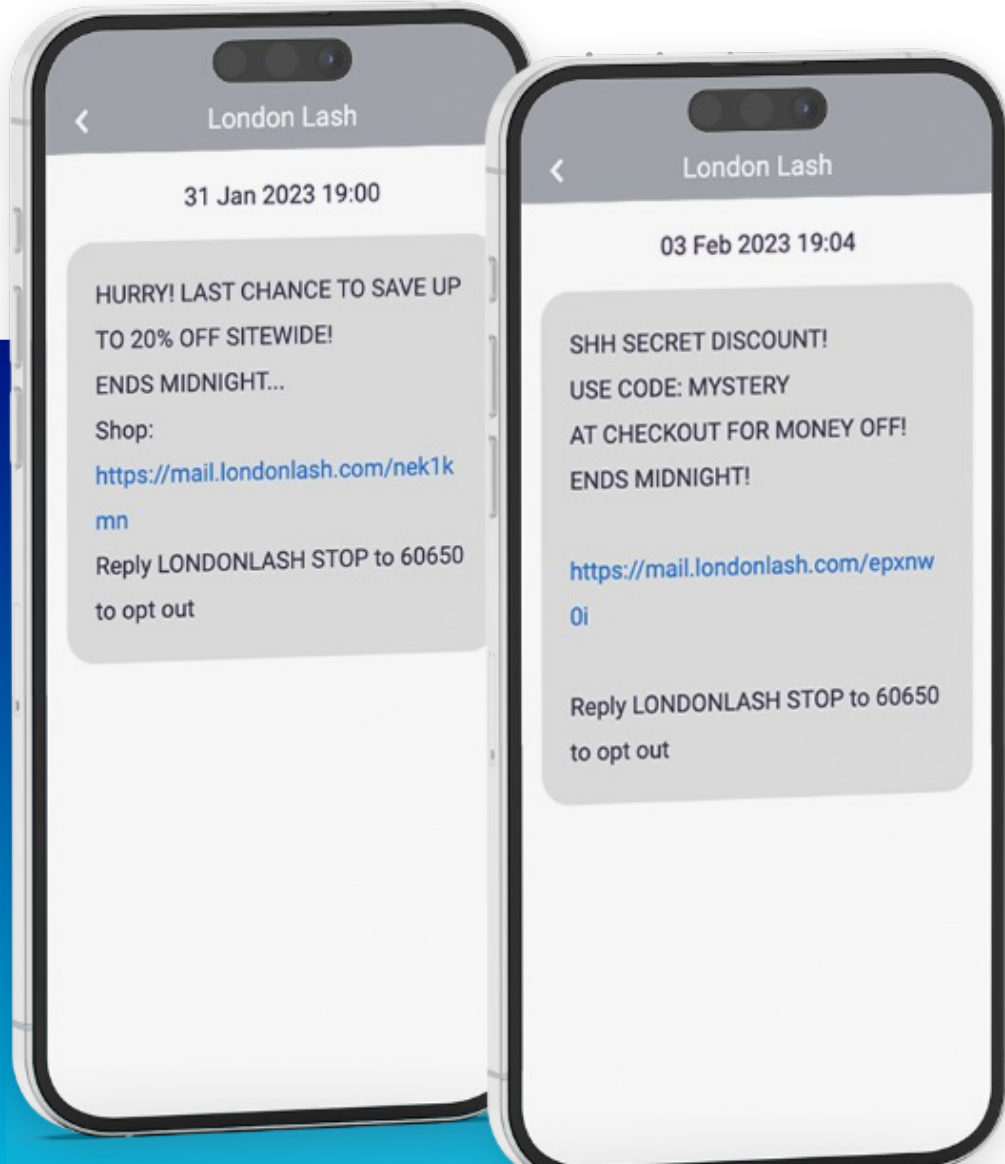
TRACT Case study

MMS to break through the BFCM noise

- 17x ROI
- \$40k in revenue on day 1
- 3x Email Open Rate same day

“For a high-end brand like ours, having visual branding with the picture attached adds a different level to the basic text message.”

Retention: Mix up your channels



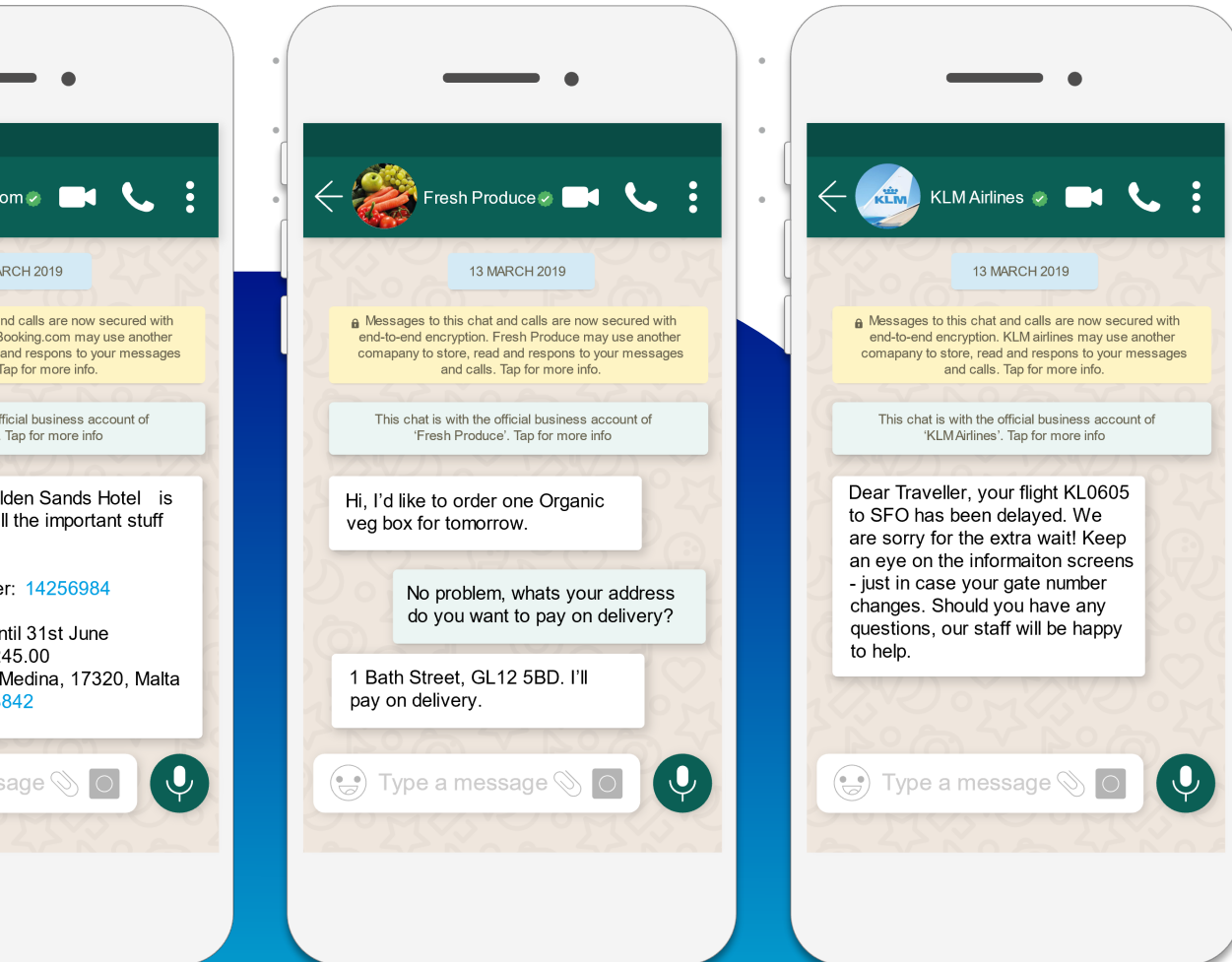
London Lash

SMS to drive higher engagement and standing out from competition

- 5% of UK revenue from SMS
- 709% ROI
- £114K Revenue generated


“Since integrating SMS with Dotdigital, we're reaching our customers at the right moments, with the right messages, and the results speak for themselves.”

Retention: Mix up your channels



WhatsApp

- 2-way messaging
- Real time conversations
- Customer Service & Marketing message
- Rich content supported
- Secure encrypted
- Large user base globally



Don't be creepy with
personalization. Use it when
it's relevant.

Jenna Paton, The future of customer retention:
empathic marketing



Thank you



Niels Kolijn

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