

# “MARKETING AUTOMATION: FONDAMENTI E NUOVI ORIZZONTI”

TALK WITH MICHELE CARUSO  
HEAD OF DATA & CX @WT

LIUC

NOVEMBER 2019

## TODAY'S SPEAKER



# Michele Caruso

Head of Data & CX in  
Wunderman Thompson (WPP)

Linking each other Data  
AI Technologies  
Business Strategy and Service  
Design

# 01

## Foreground



# SHIFT TOWARDS MARKETING AUTOMATION

FROM

Think contents and Develop contents for Communication

TO

Listen to customers, analyse data, design contents, delivery experience.

# KEY GOALS FOR MARKETING AUTOMATION



OPERATING  
COSTS  
REDUCTION



EFFECTIVENESS  
INCREASE



CUSTOMER  
EXPERIENCE  
DATA DRIVEN

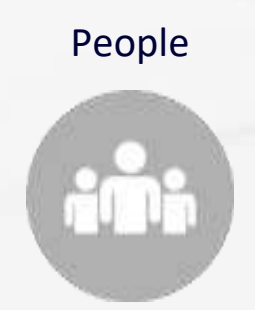
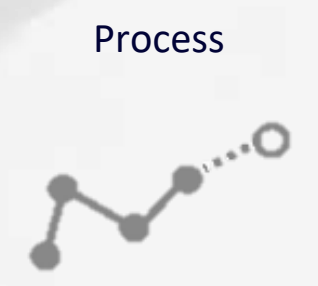
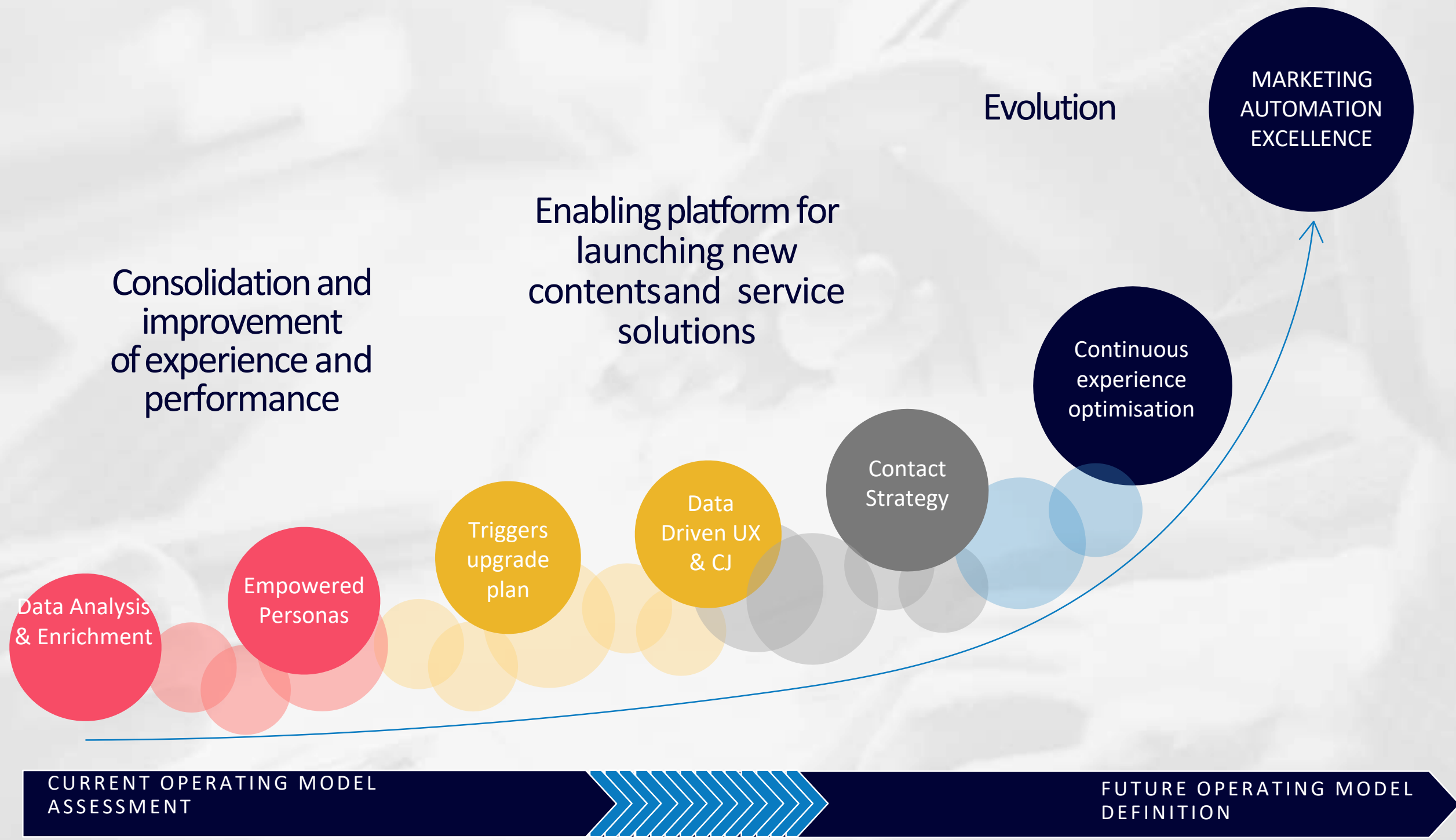
# ENABLING MARKETING AUTOMATION

A completely new approach to use technology, enabling communications and make business.

In order to improve existing services, we activate a Marketing Automation program based on Data Analysis and Customer Journey Design.

This exercise will give a unique and strategic vision to Lavazza top-middle management, and will inspire them to follow a new vision to evolve their business approach.

We designed and implemented multiple service applications in order to enable a strategic Marketing Automation platform and to manage directly and automatically the relation with the users.



# MARKETING AUTOMATION DISRUPTION IN CUSTOMER INTERACTION MANAGEMENT

## Follow the Journey



Create 1-to-1 customer journeys across email, mobile, social, ads and the Web, point of sales, ....  
Connect experiences across marketing, sales, service, and every customer touchpoint.



## Exploit Multi-channel opportunity

Connect social to marketing, sales, and service  
Listen, engage, publish, and analyze  
Hear what customers are saying about your brand, your competitors, and your products, and drive the social conversation.



Use SMS, MMS, push notifications, and group messaging to reach customers regardless of location.



Build and manage any kind of email campaign  
Use CRM and other data for personalization that drives engagement.  
Automate marketing to scale your capabilities and reach customers with relevant messaging throughout the entire lifecycle

## Predict and Recommend

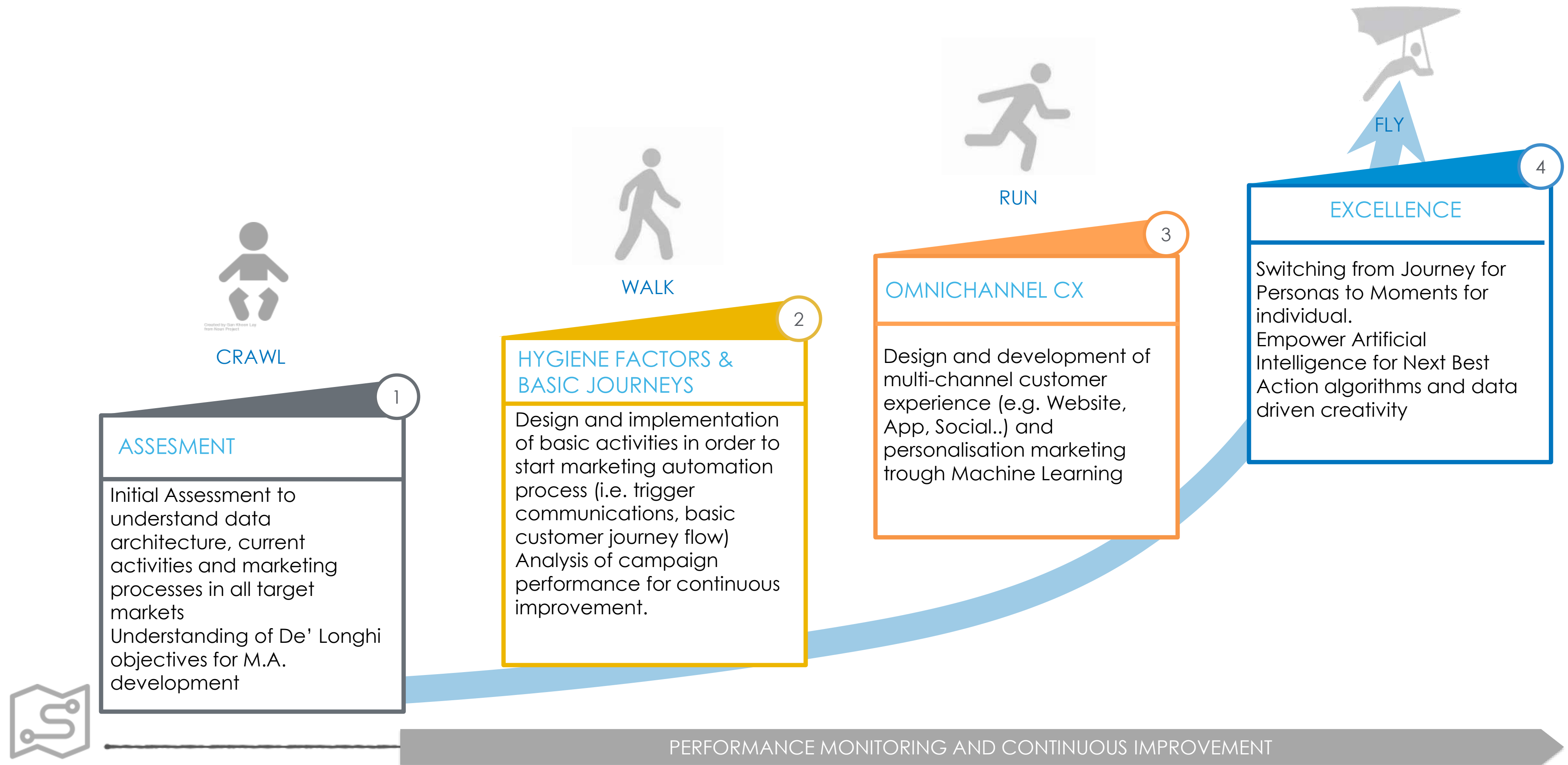


Track visitor and customer behavior and preferences in real time, then turn insights to action through personalized, dynamic Web pages and content for each visitor to increase conversions, click-through rates, and order values.

# 01 Evolution Roadmap



# A roadmap for reaching excellence in CRM & Marketing Automation



# 1. Assessment

## ACTIVITIES

- Quick Context Assessment
- As-is Marketing Process and activities assessment
- Identification of current data model and architecture and available info to set-up marketing automation
- Customer behavioral study starting from internal data



**Ownership**

- New Opening: Trigger & Push Campaign
- Trial
- Inactive
- Ongoing: Push Campaign

**Weekly Requests for new campaign, with desired target and mechanical promo (brief in excel template)**

**Request Collection and creation of a weekly plan proposal**

**Weekly meeting in order to discuss proposed weekly communication plan**

**Campaign target fine tuning and weekly plan sharing**

**Warnings:**

- Communication variety and numerosity
- Daily Rules and communication priorities definition for weekly plan (rigid plan)
- Overlapping target between different communications on same days
- Different Communication Ownership and no 360 view of all product

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**PARAMETERS**

REFERENCE PERIOD: JANUARY - JULY 2019

TOTAL AVAILABLE CUSTOMERS: 1 M of IDCG (Conto Gioco ID)

**TOUCHPOINTS**

	WEBSITE	MOBILE	APP
DATA SOURCES TOUCHPOINTS MATRIX	?	?	?
DATA SOURCES	?	?	65K
	?	?	15K

**GEOGRAPHY**

Italian Market

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**Contacts**

- MobileCon: 30 Attributes
- MobilePlus: 35 Attributes
- Predictive I: 93 Attributes
- Account Lit: 10 Attributes
- Seasforce: 916 Attributes
- GroupCon: 14 Attributes
- Email Data: 1 Attributes
- System Data: 4 Attributes
- Create Attribute Group

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**APP OWNERS: GENDER AND GEOGRAPHIC DISTRIBUTIO**

**MyLotteries app imbalanced towards women that lives mainly in North W**

**GENDER DISTRIBUTION**

Gender	Both App	Batter	MyLotteries	Total Db Avg
Male	89%	92%	74%	82%
Female	11%	8%	26%	18%

**Total**

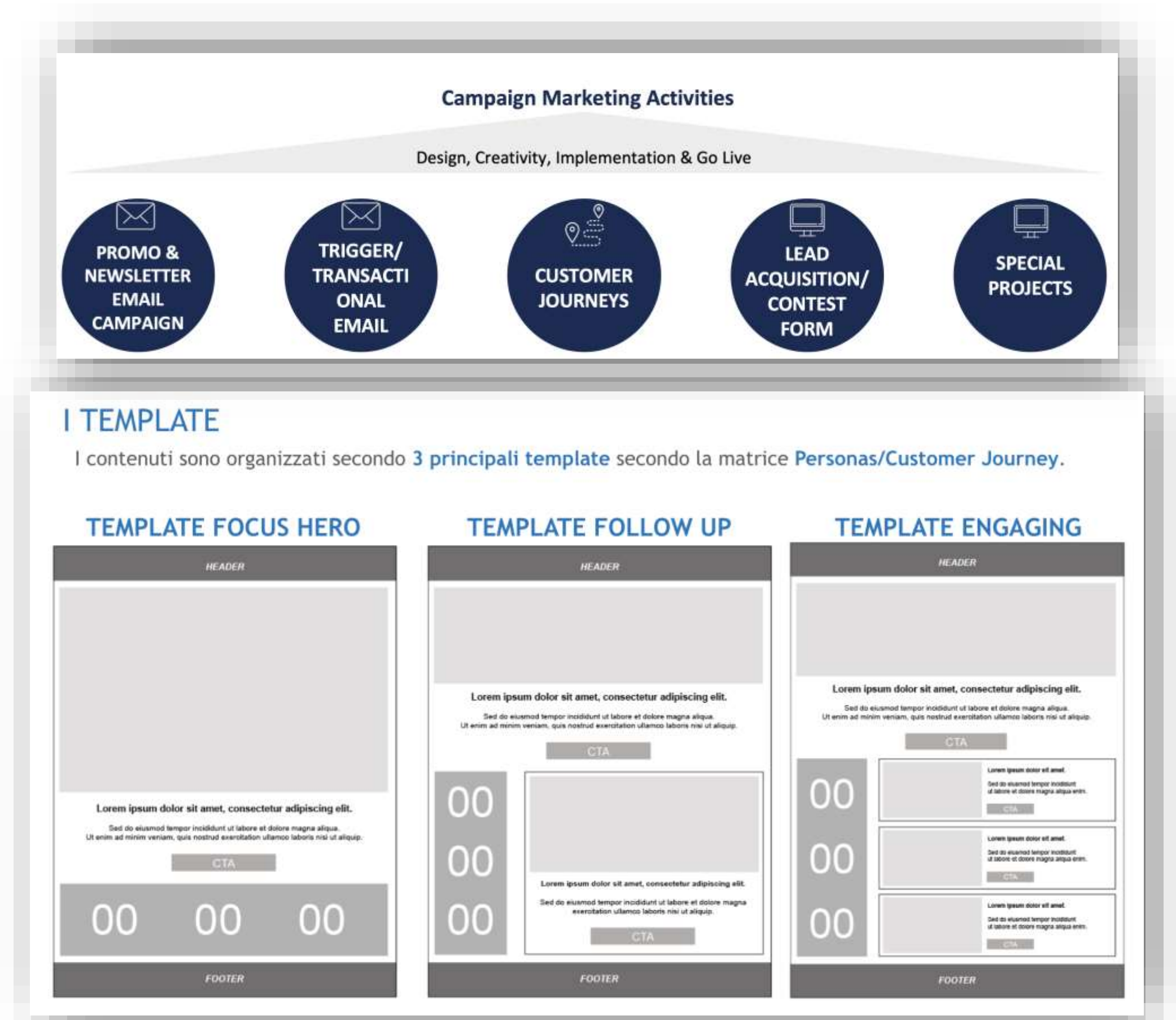
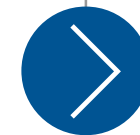
App	Total
Both App	2.886
Batter	64.185
MyLotteries	8.340

# 2. Hygiene Factor & Basic Journeys

# Definition of Communication Best Practices and guidelines for email communication

## ACTIVITIES

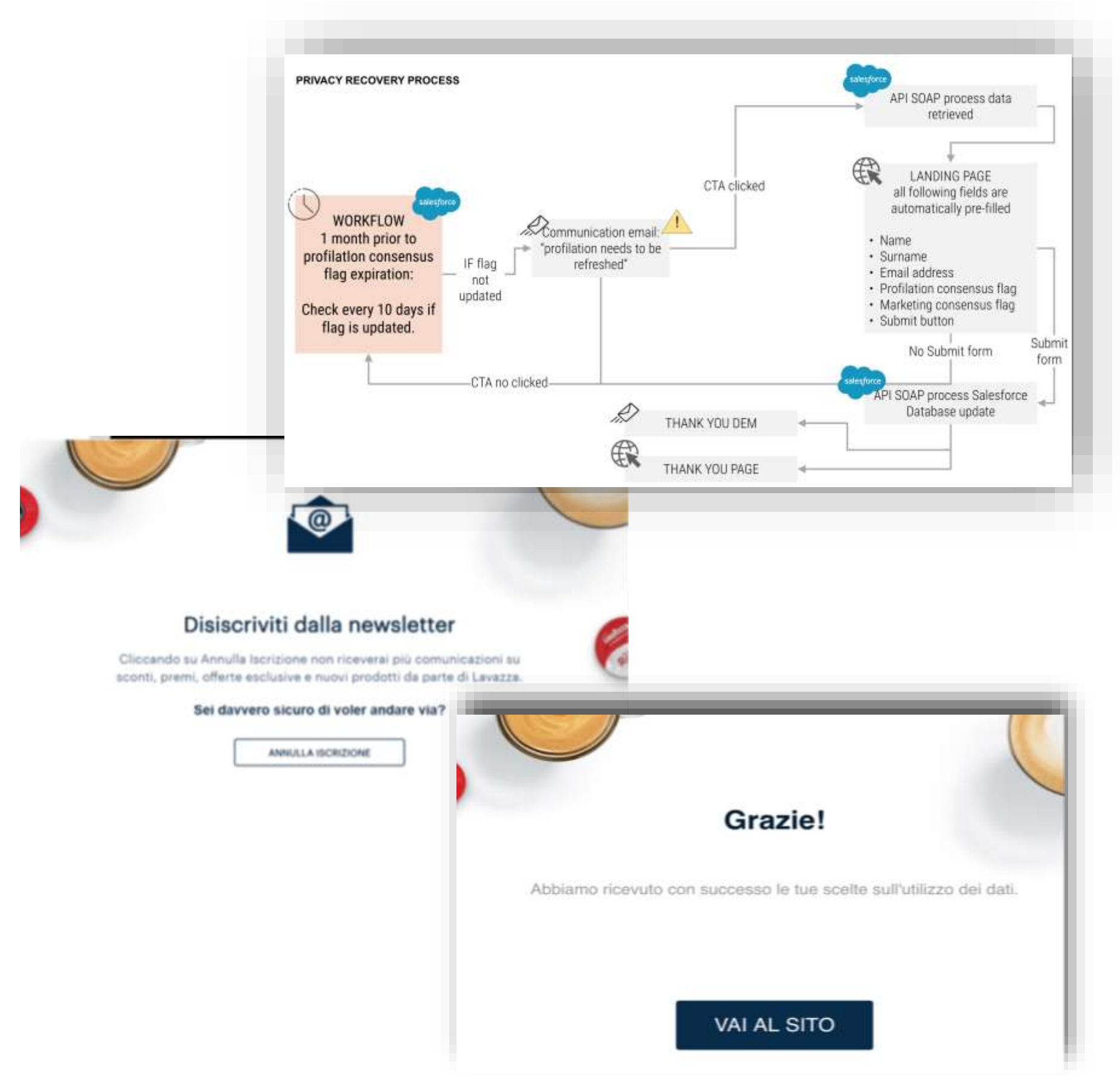
- Identification of the main communication type
- Identification of the best template for each communication type
- Implementation of template in SF Content Builder



# Implementation of basic privacy management processes

## ACTIVITIES

- Design and Set up of email unsubscribe functionality
- Design and Set up of privacy recall process flow

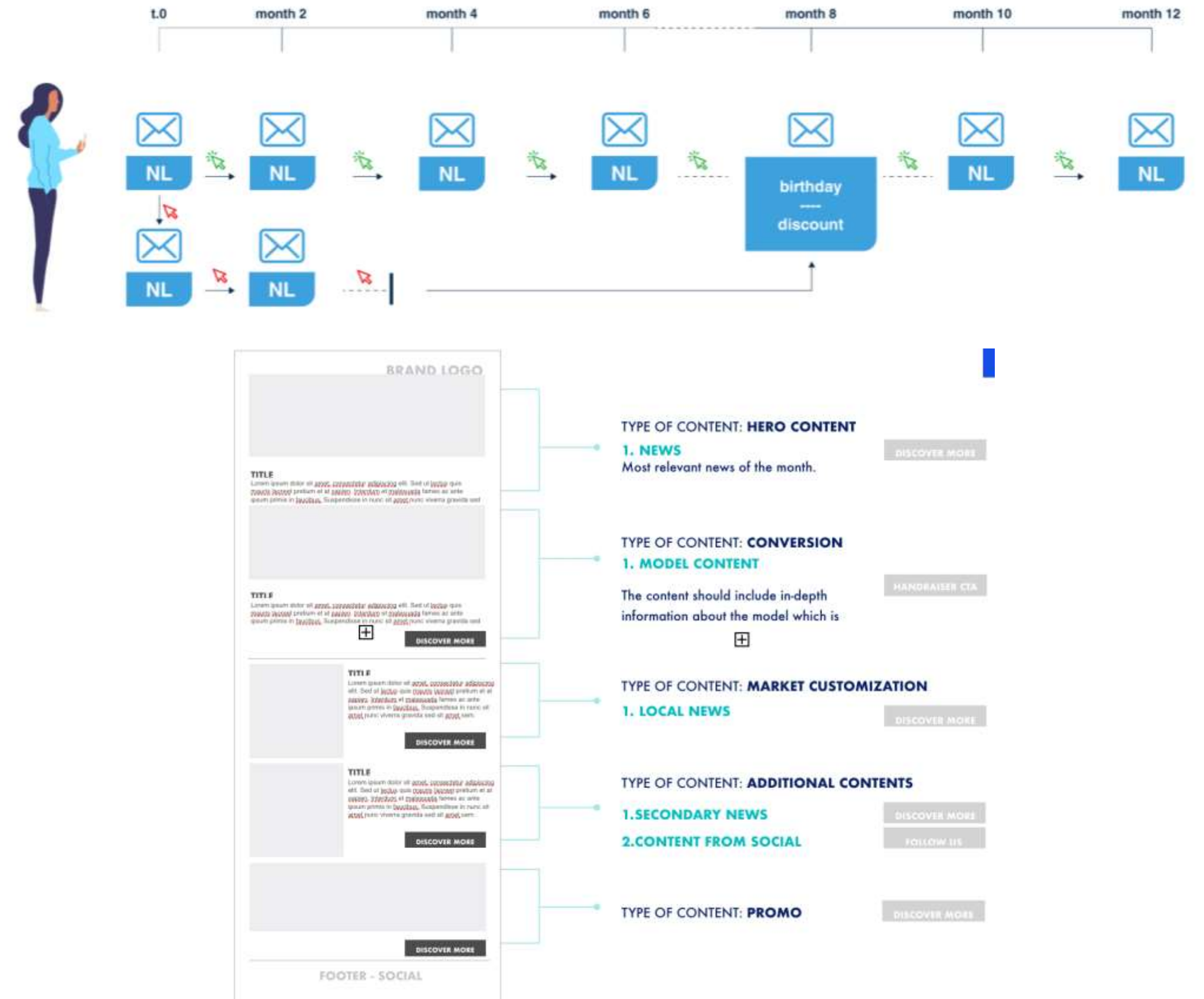
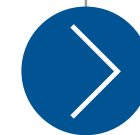


# Design and implementation of basic trigger flow

## ACTIVITIES

Depending on the available variable , set up of basic trigger:

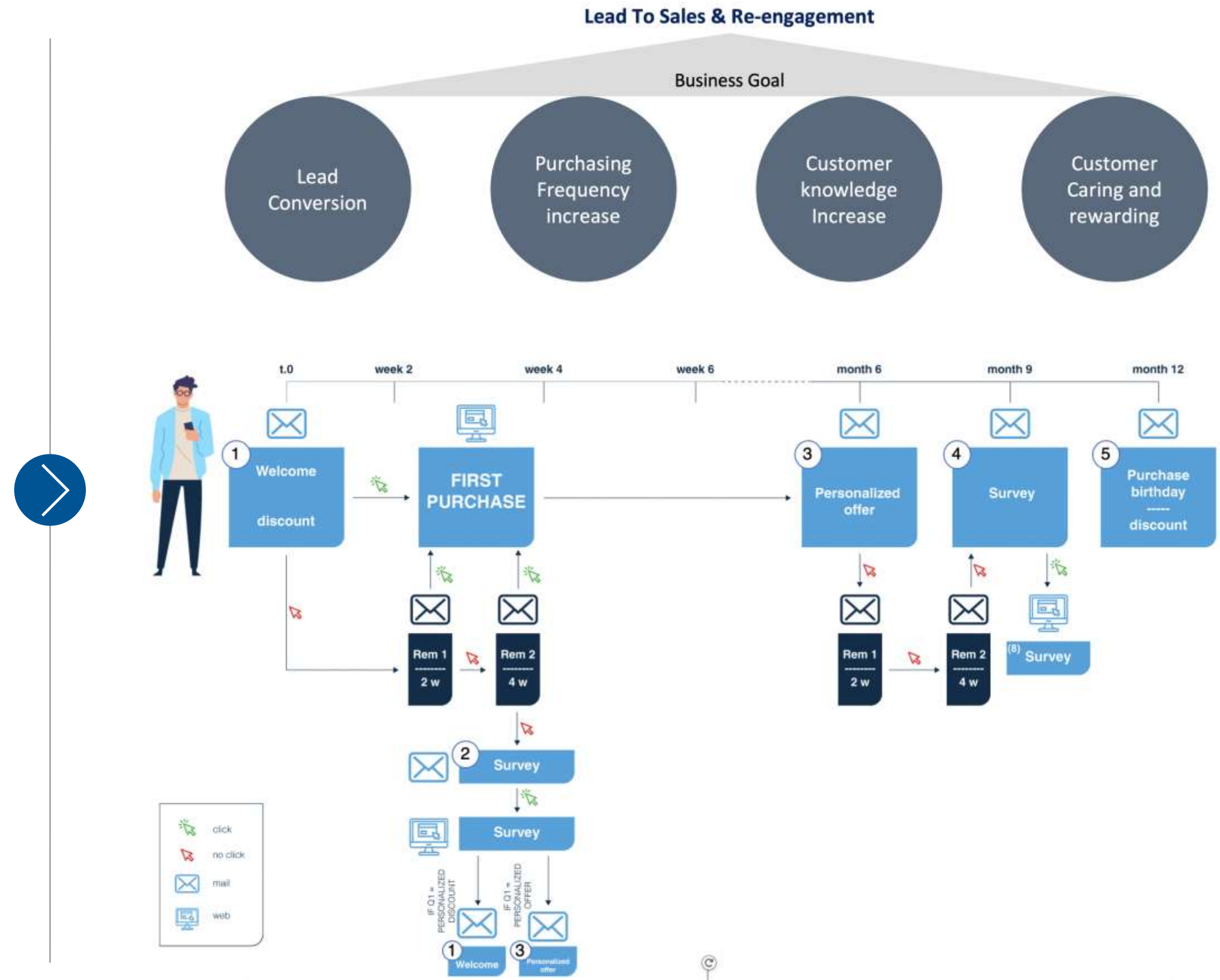
- Customer Happy Birthday
- Product anniversary
- Welcome / Onboarding new customers
- Monthly Newsletter



# Basic Customer Journey Design

## ACTIVITIES

- Identification of CJ Business Objectives
- Customer Journey Design and implementation (e.g. Lead to sales, Cross selling, customers reactivation) linked to business objectives

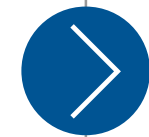




# Lead acquisition & nurturing management

## ACTIVITIES

- Set up of Lead acquisition form linked to SF Marketing Cloud
- Design of nurturing flow Journey after lead acquisition



Prenota il tuo Test Drive.

Nome: \_\_\_\_\_

Cognome: \_\_\_\_\_

Telefono: \_\_\_\_\_

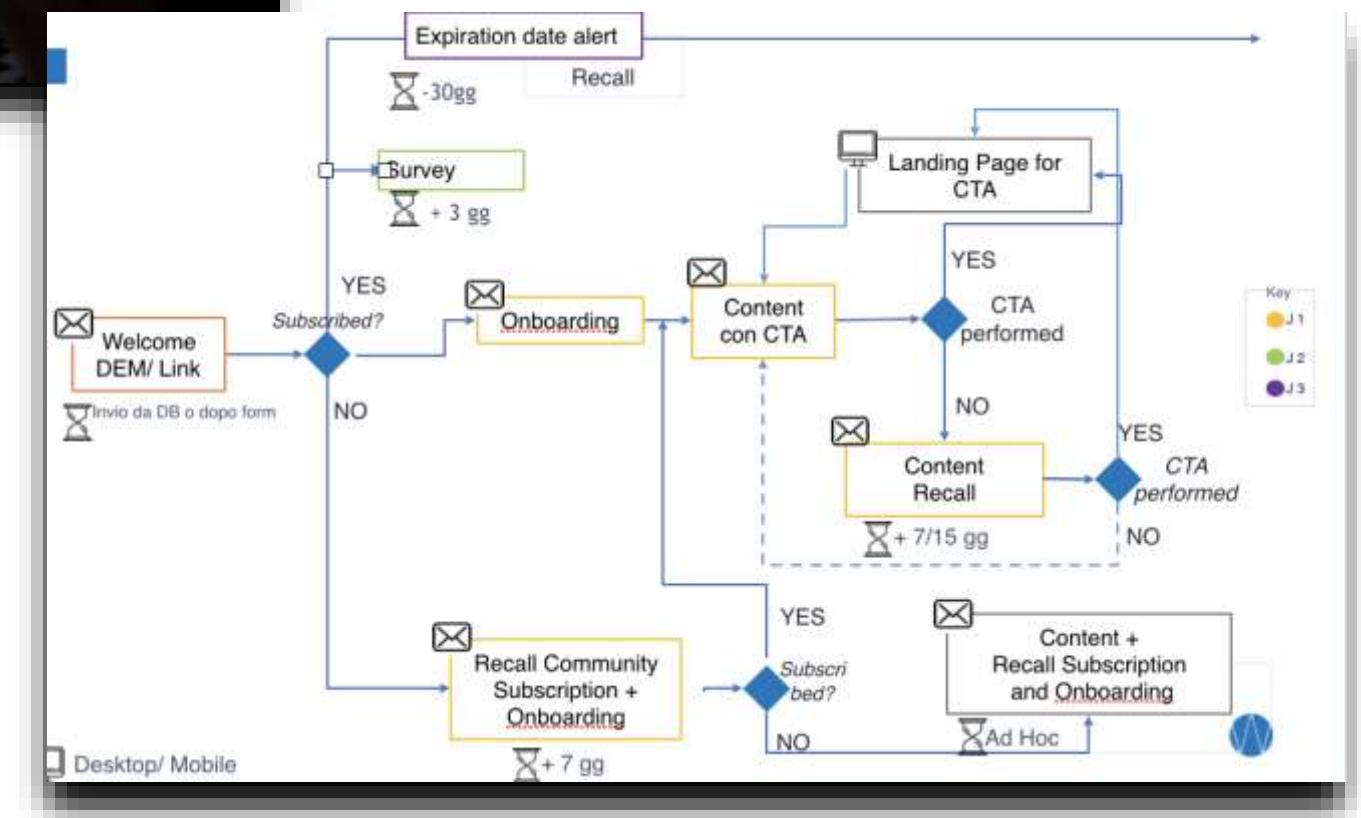
Email: \_\_\_\_\_

\*Esprimo il mio consenso per le attività di cui al punto 3 lettera a dell'informativa (adempimento di obblighi contrattuali e precontrattuali)

Esprimo il mio consenso per le attività di cui al punto 3 lettera b dell'informativa (marketing)

Esprimo il mio consenso per le attività di cui al punto 3 lettera c dell'informativa (personalizzazione mediante profilazione)

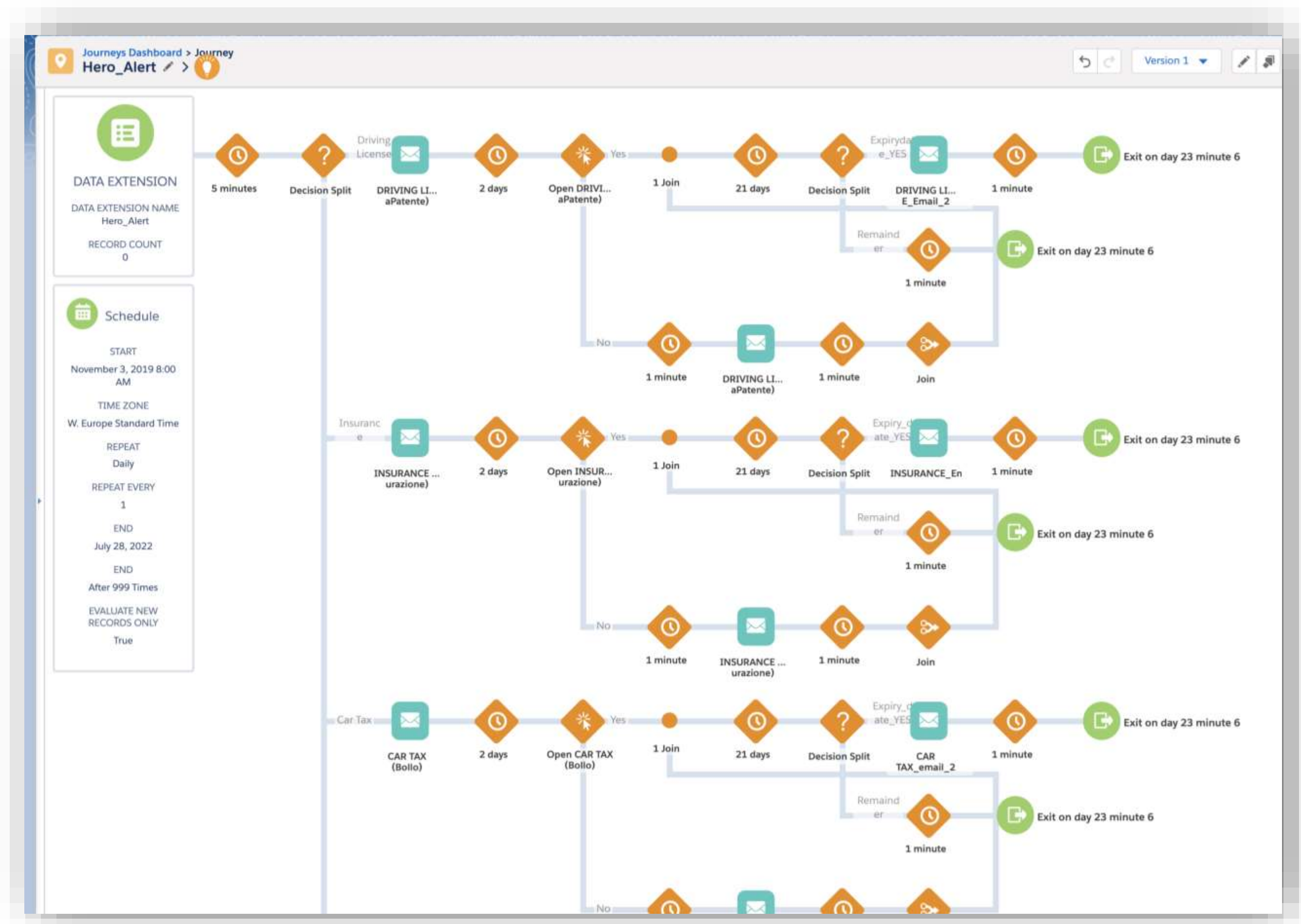
[Inizia la tua storia >](#)



# Design and implementation journey flow

EXAMPLE : AFTER SALES FOR AUTOMOTIVE BRAND

Design and implementation of the entire contact plan for after sales maintenance for an automotive brand

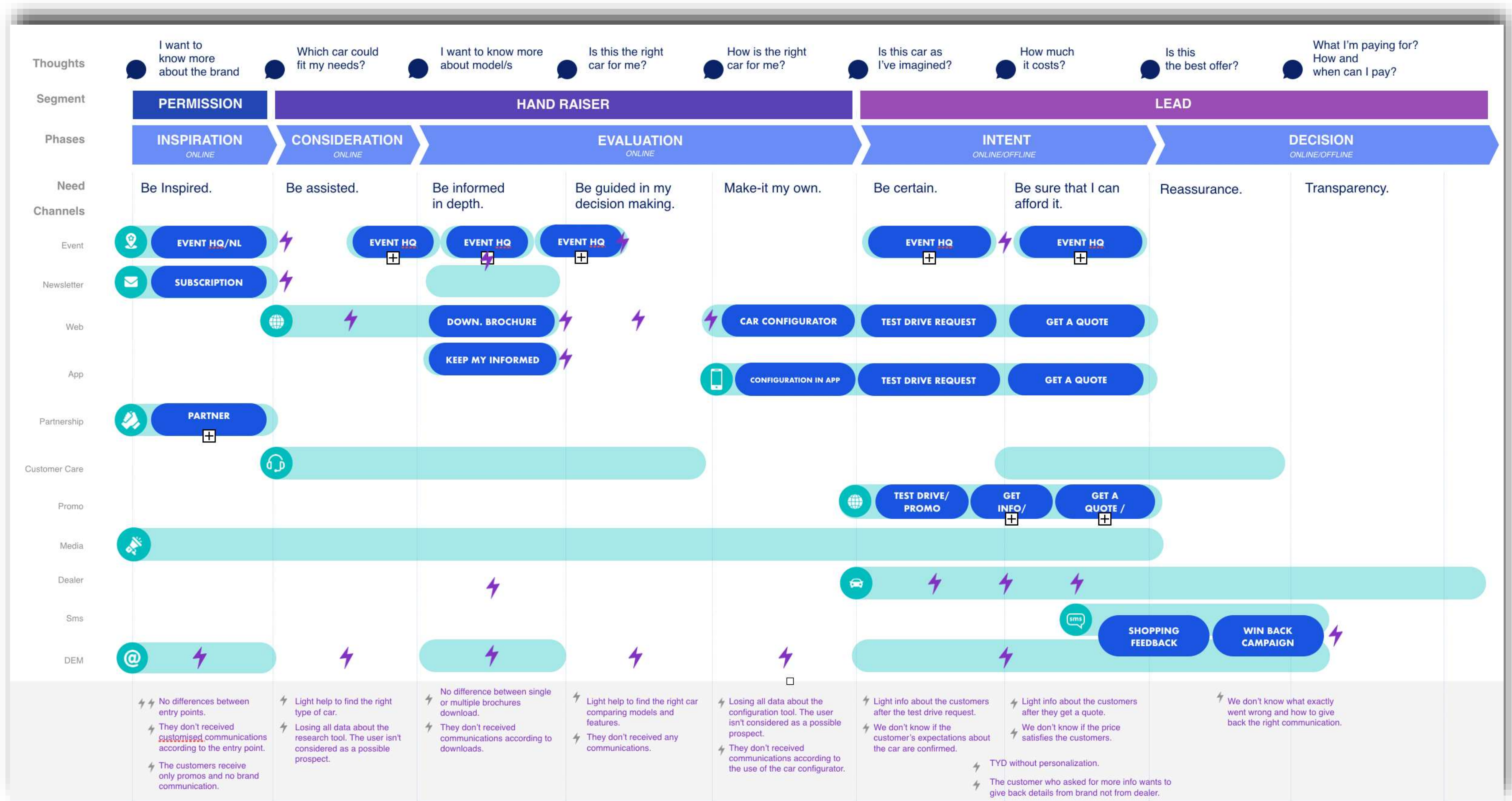


# 3.Omnichannel CX

The goal of this phase is to extend and orchestrate different touchpoint in order to reach a seamless customer experience

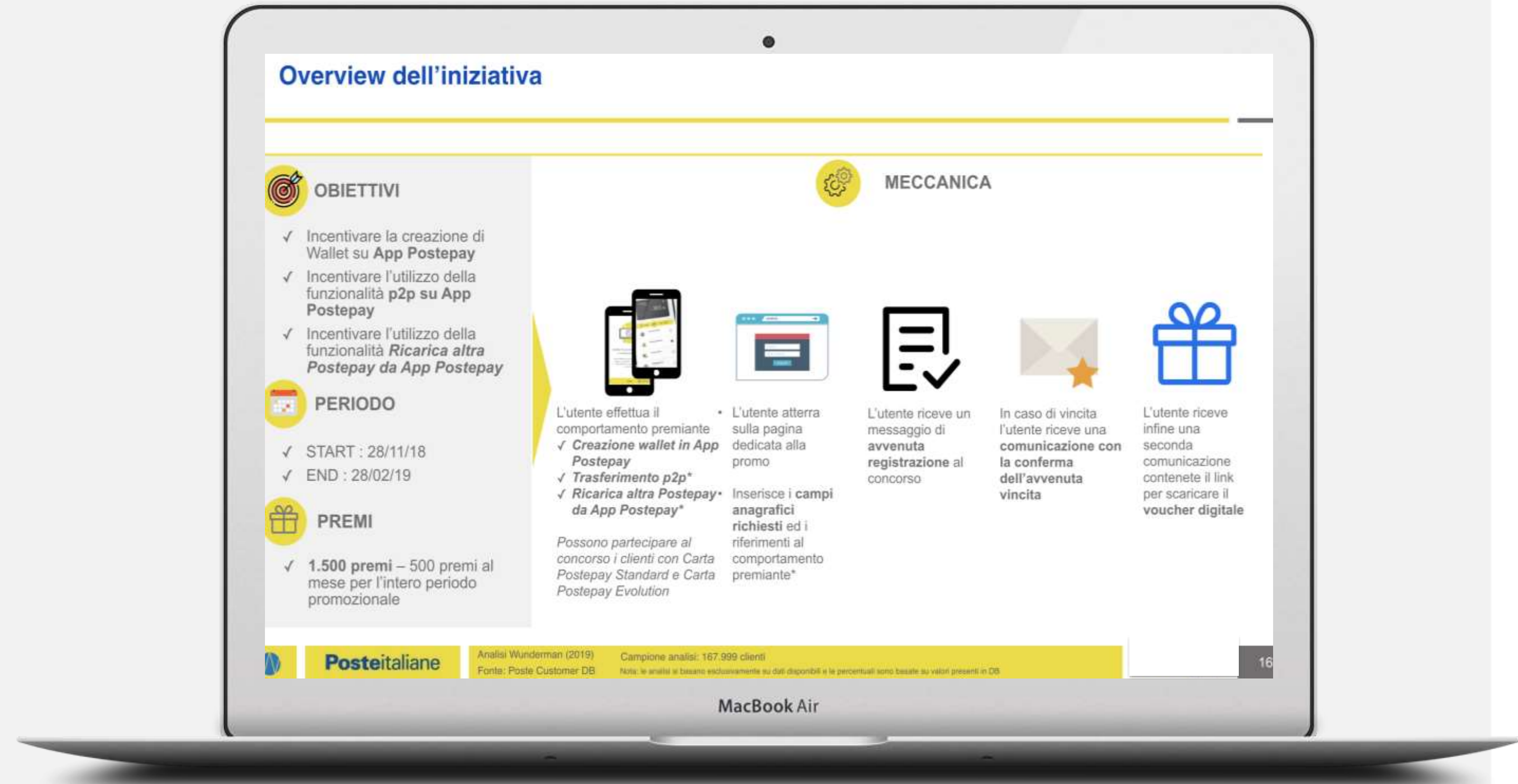
At this level, it is crucial to leverage on data analytics to improve campaign effectiveness

# Design of Multichannel customer Journey



# ■ Case - Postepay

L'obiettivo dell'analisi è stato quello di analizzare le performance della campagna promozionale "PostepayPremia", al fine di identificare punti di forza e aree di miglioramento per incentivare Wallet, P2P e ricariche ottimizzando le successive wave di comunicazione

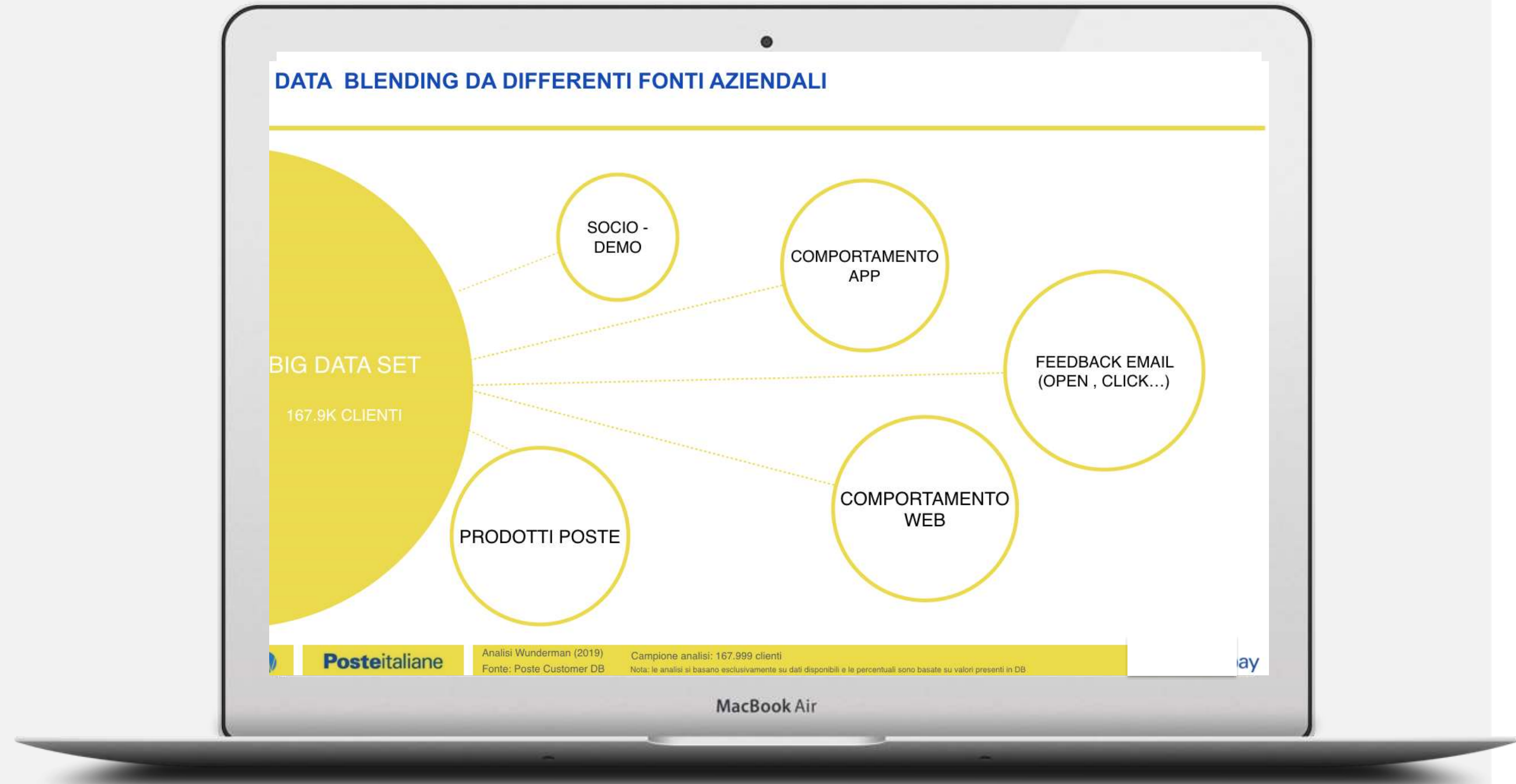


# Data Blending form different sources



Al fine di condurre l'analisi, sono stati collezionati e uniti dati provenienti da diverse fonti aziendali:

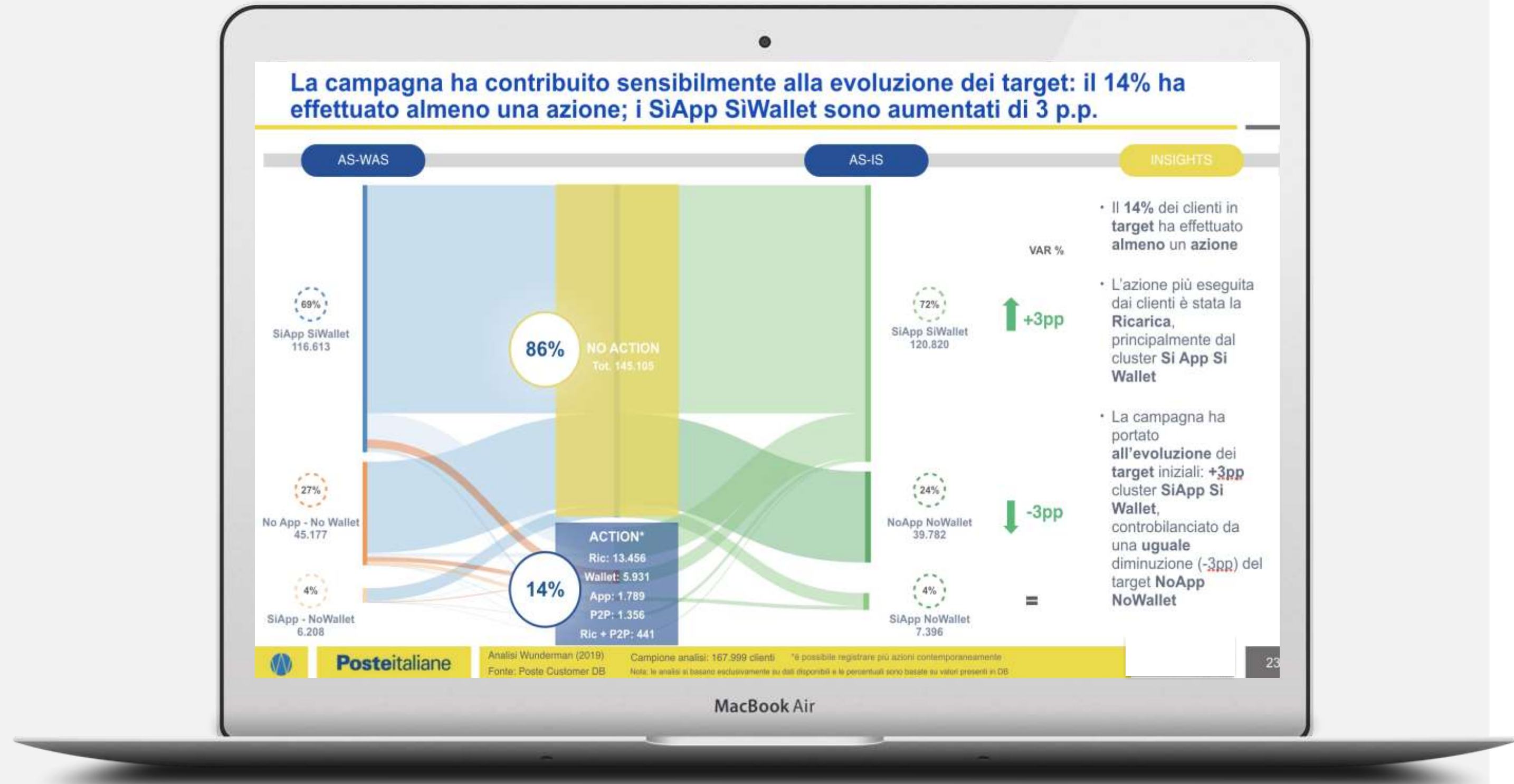
- Anagrafiche Clienti
- Possesso Prodotti Poste
- Comportamento Web
- Comportamento App
- Feedback Email sulle wave iniziali di campagna





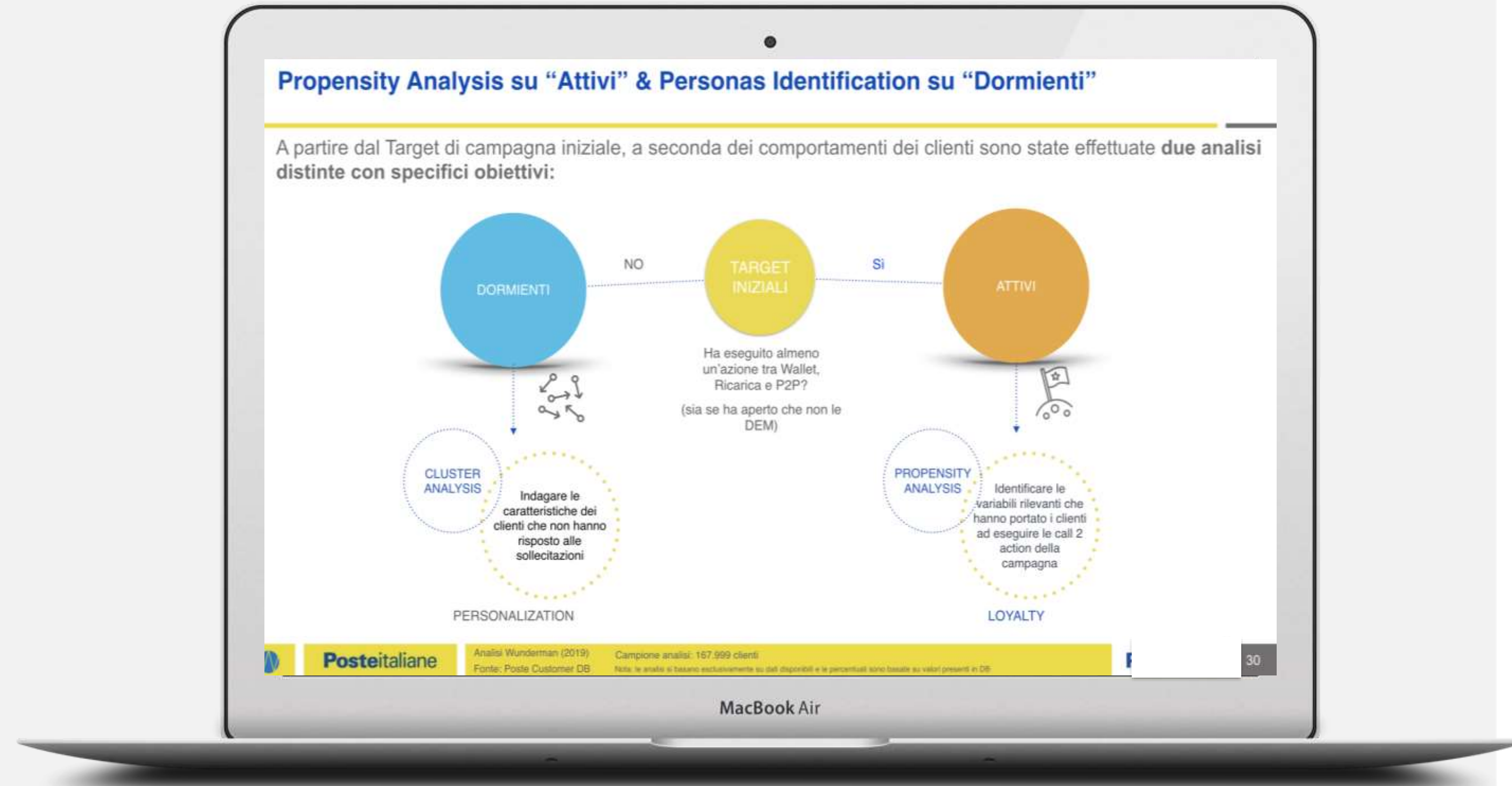
E' stata effettuata un 'analisi descrittiva del comportamento dei clienti sollecitati dalla campagna tramite strumenti efficaci di data visualization

E' stato cosi possibile analizzare l'evoluzione dei clienti e i movimenti tra i differenti target



Sono quindi state identificate le metodologie e procedure di analisi per il calcolo di nuovi KPI sulla Customer Base, sulla base di algoritmi di Intelligenza Artificiale:

- Cluster Analysis per clienti "Dormienti"
- Propensity Analysis per clienti "Attivi"

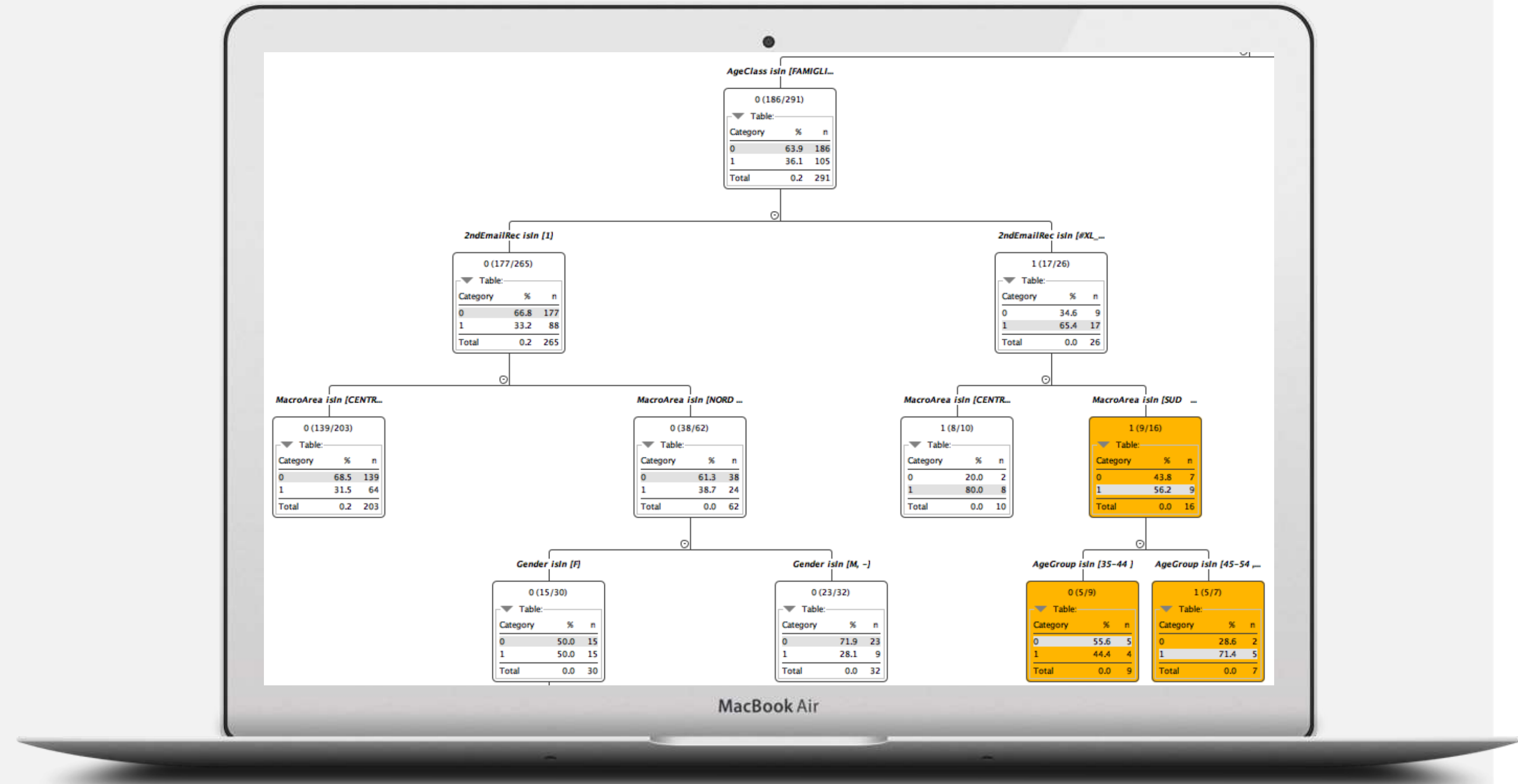


# Decision tree algorithm



Sono stati utilizzati algoritmi di Intelligenza Artificiale per identificare il potenziale rispetto alla adozione del Wallet, Ricariche e del P2P

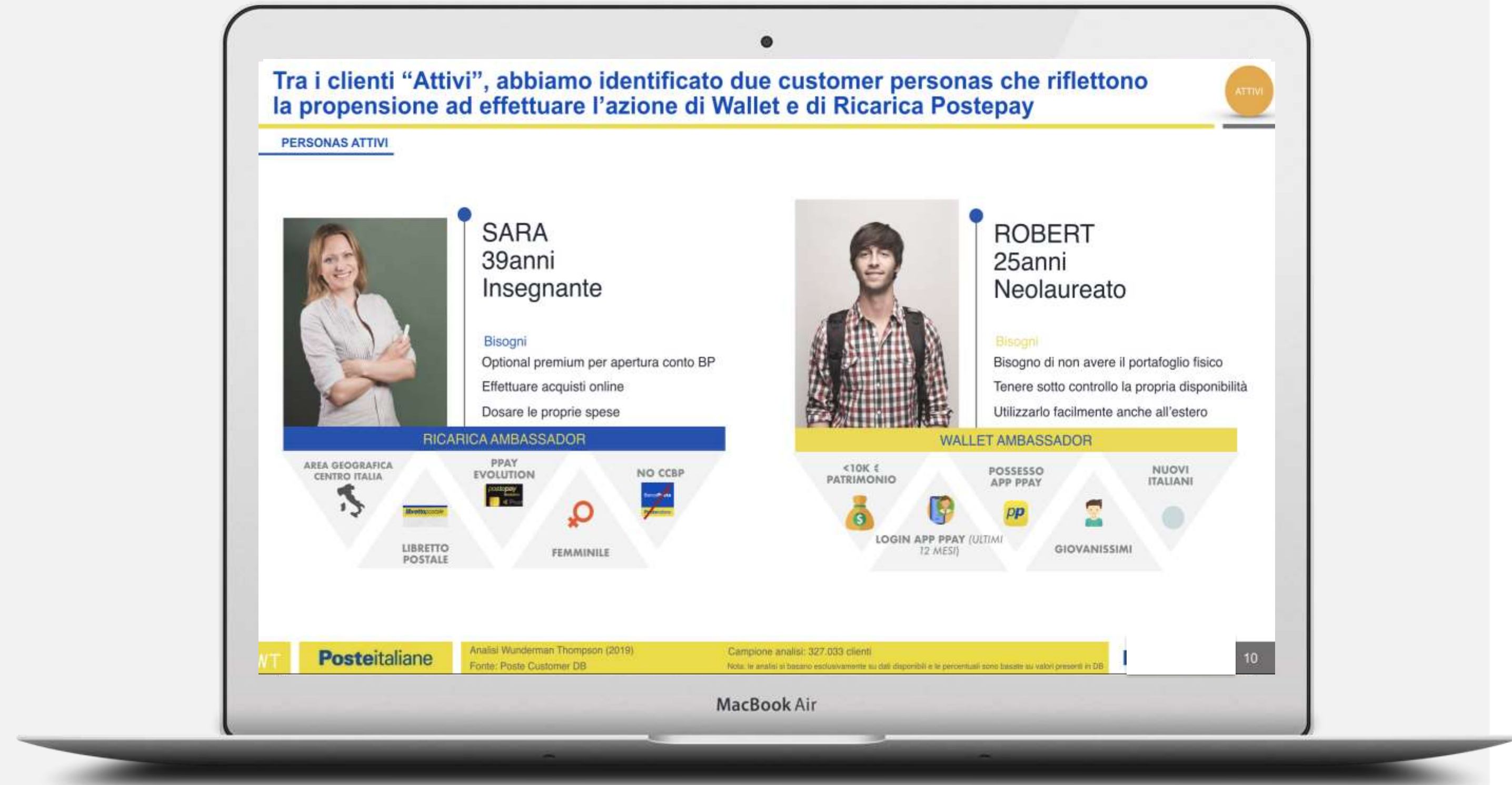
In questo caso, la propensity analysis mediante alberi decisionali ha permesso di identificare le variabili chiave correlate ai due profili topici che risultano essere maggiormente inclini alla creazione del Wallet ed alla effettuazione di ricariche.



# Case: Assessment phase



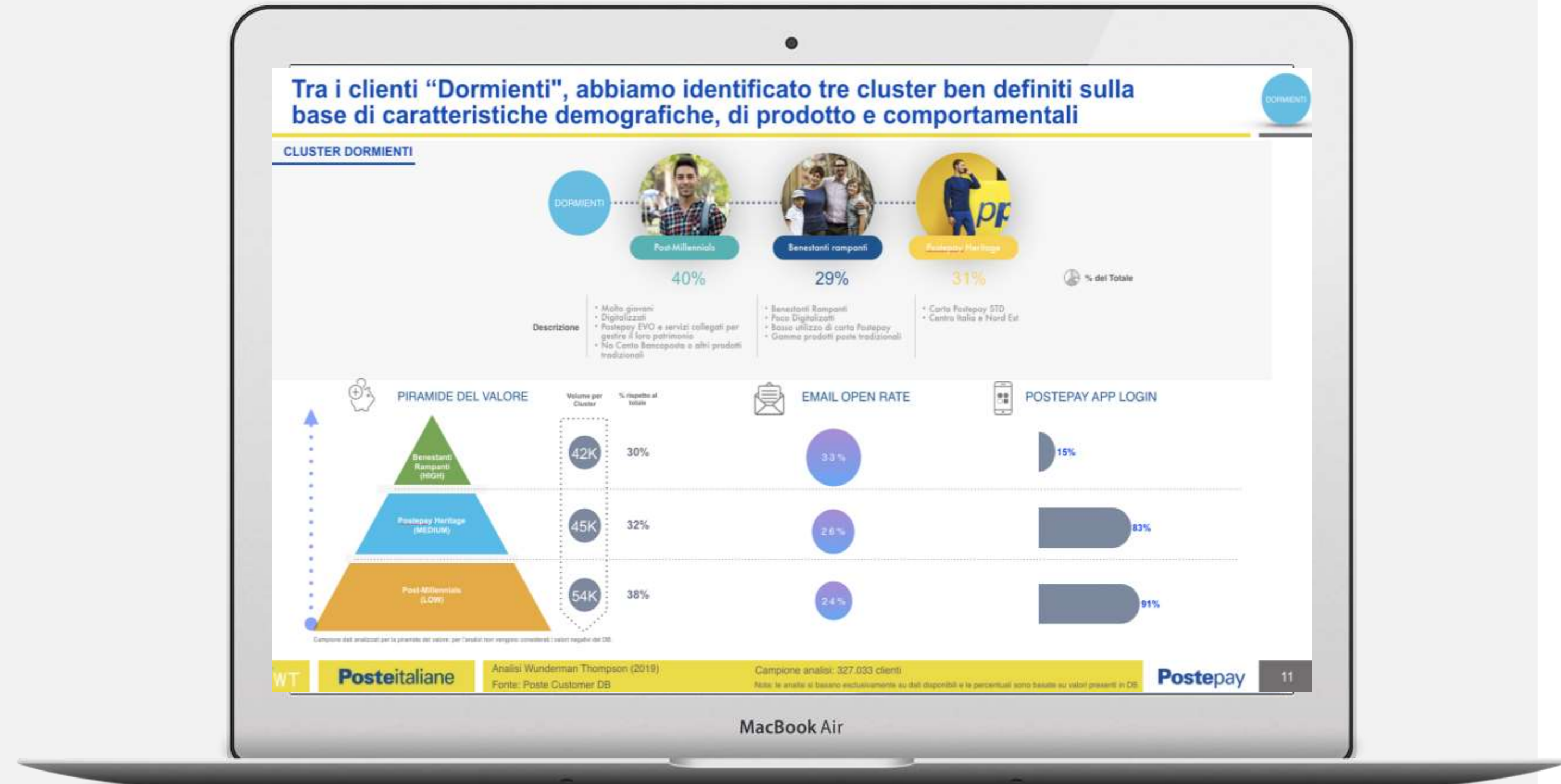
Tra i clienti "Attivi", sono state identificate due customer personas che riflettono la propensione ad effettuare l'azione di Wallet e di Ricarica Postepay



# Sleeping customers identification

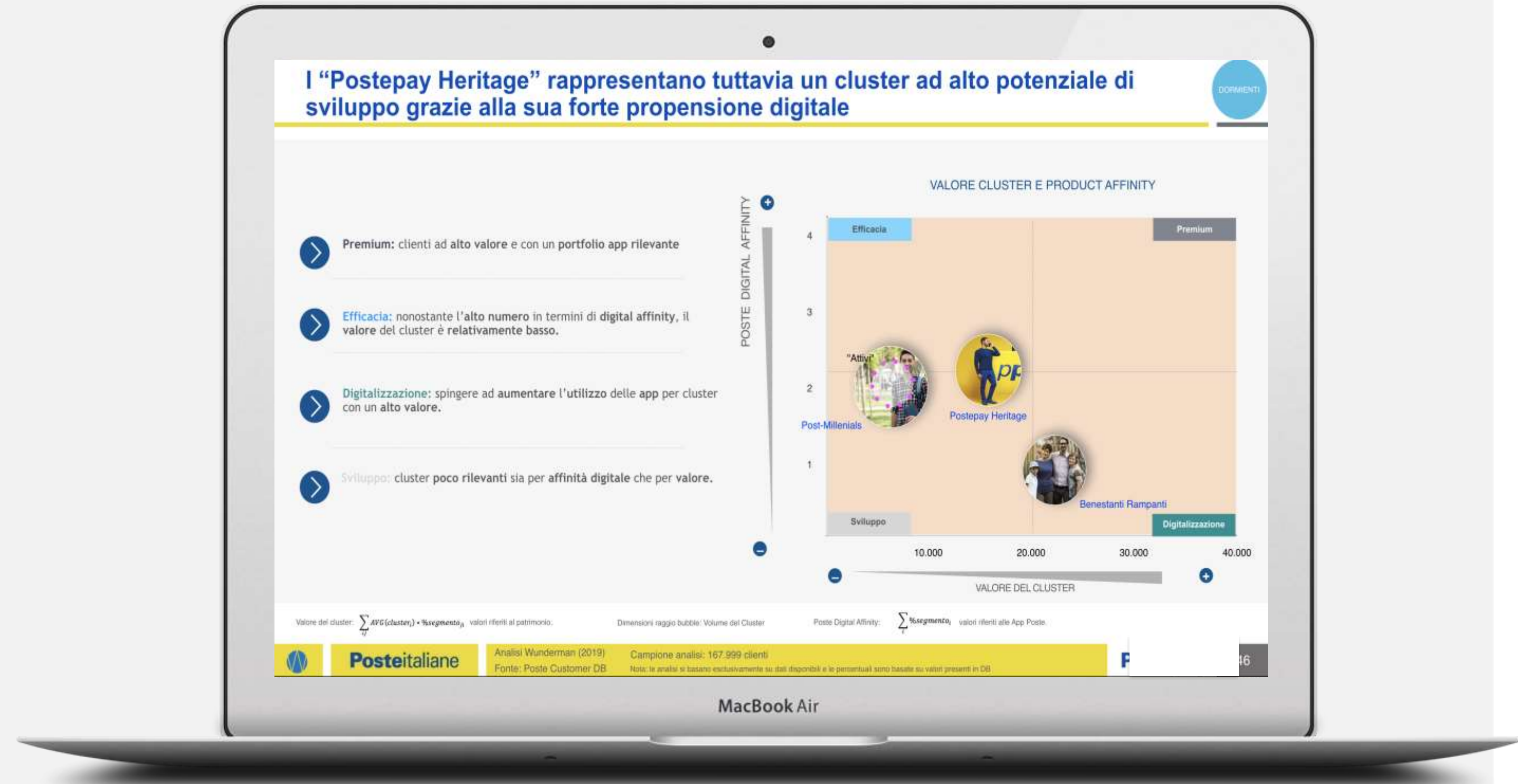


Tra i clienti "Dormienti",  
abbiamo identificato tre cluster  
ben definiti sulla base di  
caratteristiche demografiche,  
di prodotto e comportamentali



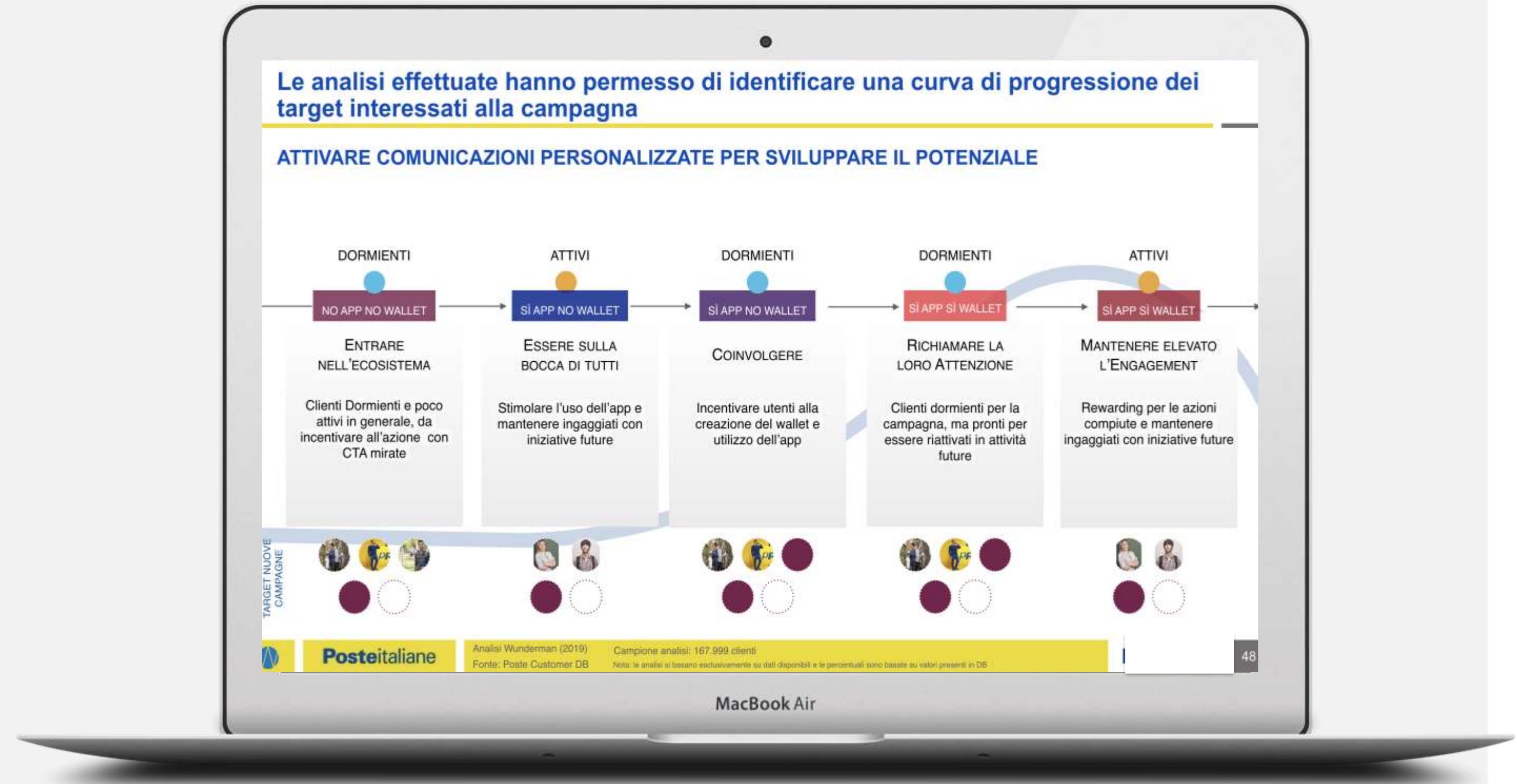
Sono stati calcolati KPI aggiuntivi sulla Customer Base, identificati come “Poste Product Affinity” e “Poste Digital Affinity”

Questo ha abilitato l'ideazione di strategie di contatto customizzate per ogni segmento



# Personalized contact strategy for each customers segment

I segmenti di clienti derivati dal calcolo di nuovi KPI comportamentali ha consentito di elaborare delle strategie di contatto personalizzate per sviluppare il potenziale dei clienti



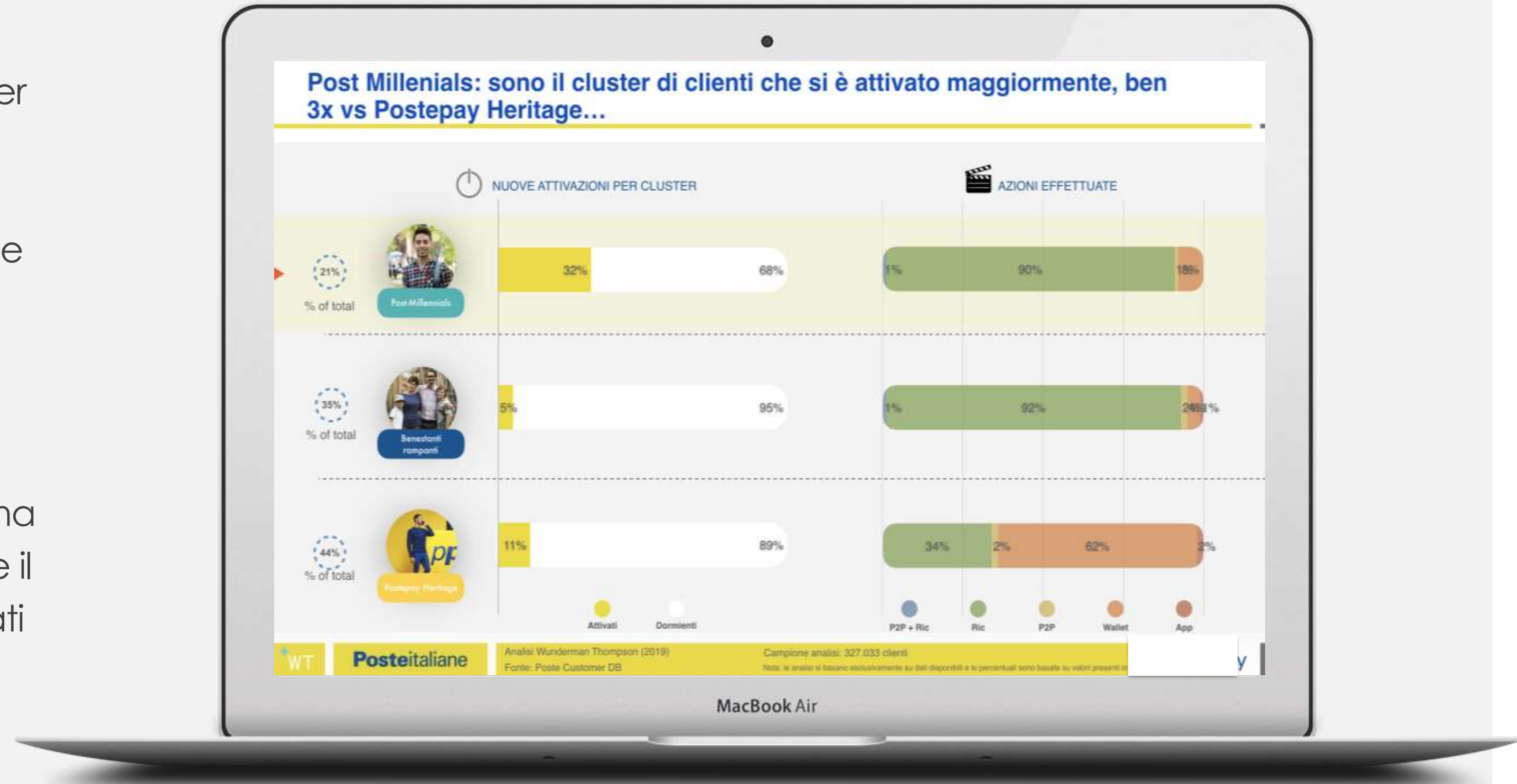
# New optimized Campaign launch



E' stata quindi lanciata una nuova wave di comunicazione personalizzando le comunicazioni per cluster di cliente.

La realizzazione e la misurazione delle wave successiva di campagna ha confermato i comportamenti attesi dall'analisi.

La personalizzazione della campagna ha permesso di esaltare e valorizzare il comportamento attivo di determinati cluster





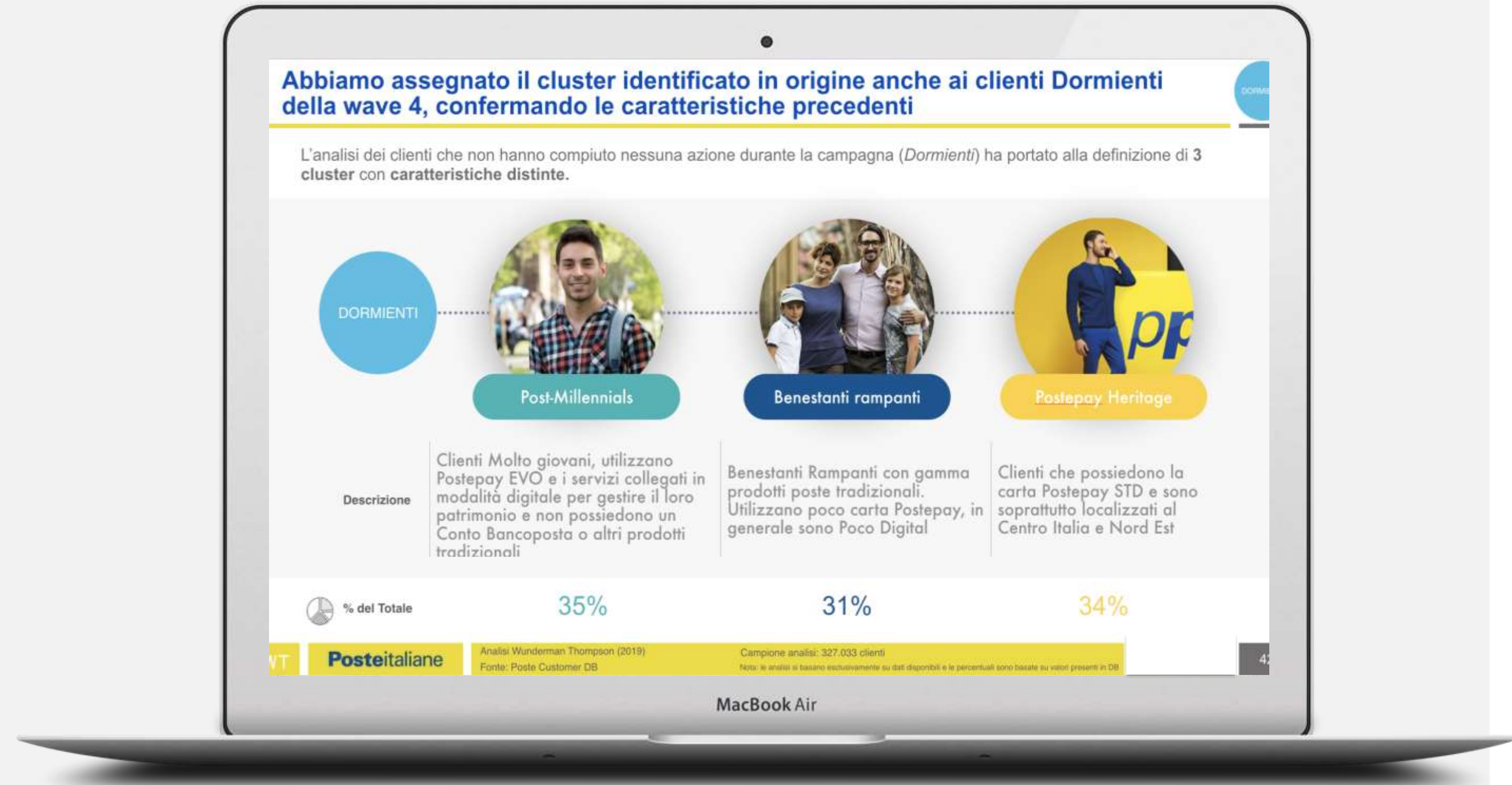
Grazie alla prototipizzazione dell'algoritmo, abbiamo costruito un modello scalabile di predizione basato su Intelligenza Artificiale per le campagne future



# Cluster Assignment



Sulle wave successive di campagna è stato infatti possibile applicare un algoritmo di Cluster Assignment rispetto ai clienti dormienti, riuscendo a ricondurli ai cluster precedentemente identificati e rendendo tali clienti azionabili per campagne commerciali mirate

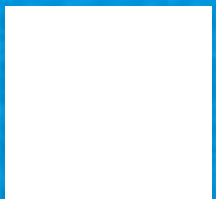


# 4.Excellence

# ■ Case - Adidas

# THE CRM ADIDAS MISSION

Creating a seamless consumer experience across all touchpoints that drives brand engagement and purchases.





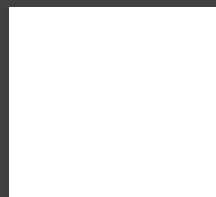
**ONE GLOBAL PLATFORM**

**TAILORED TO SERVE DIFFERENT NEEDS**

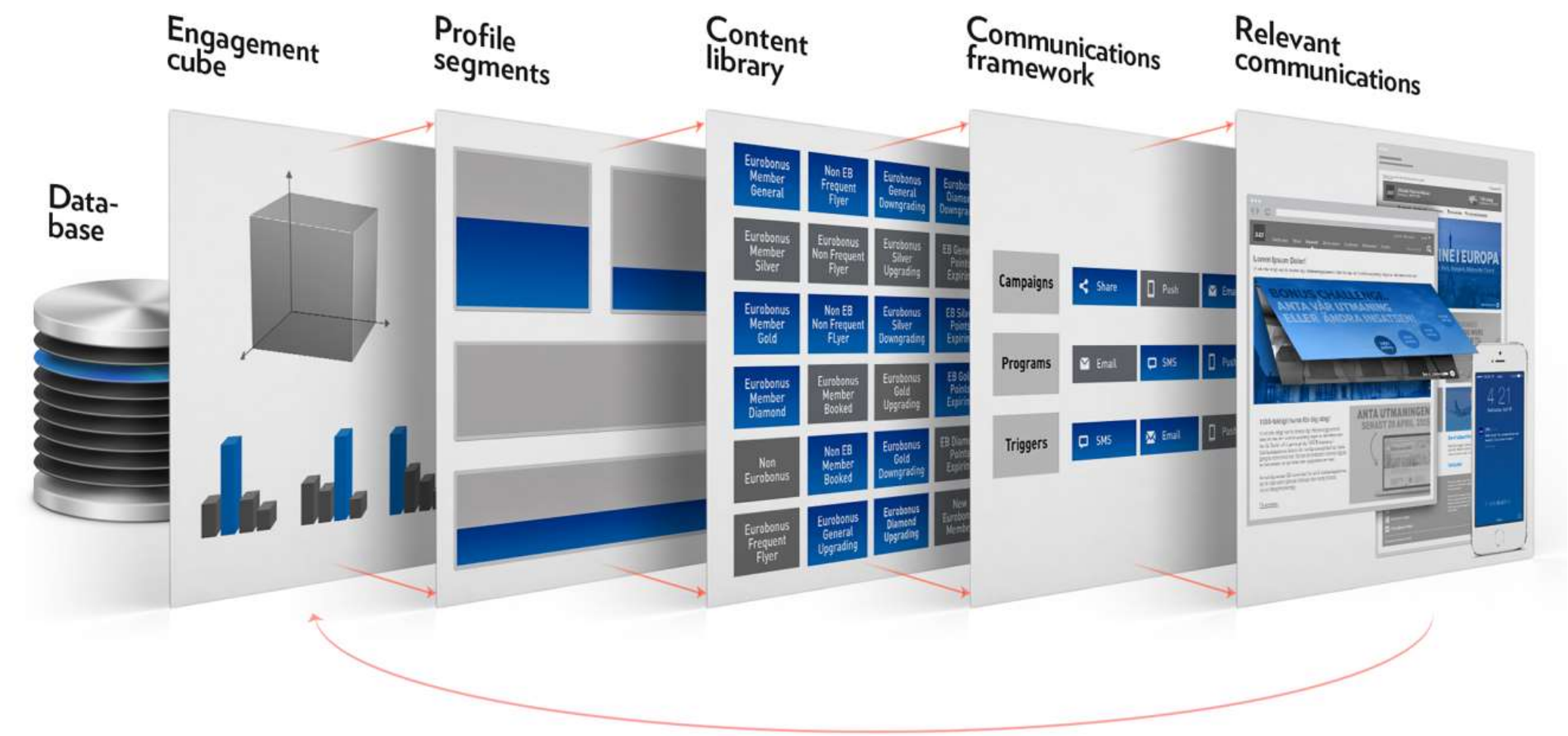
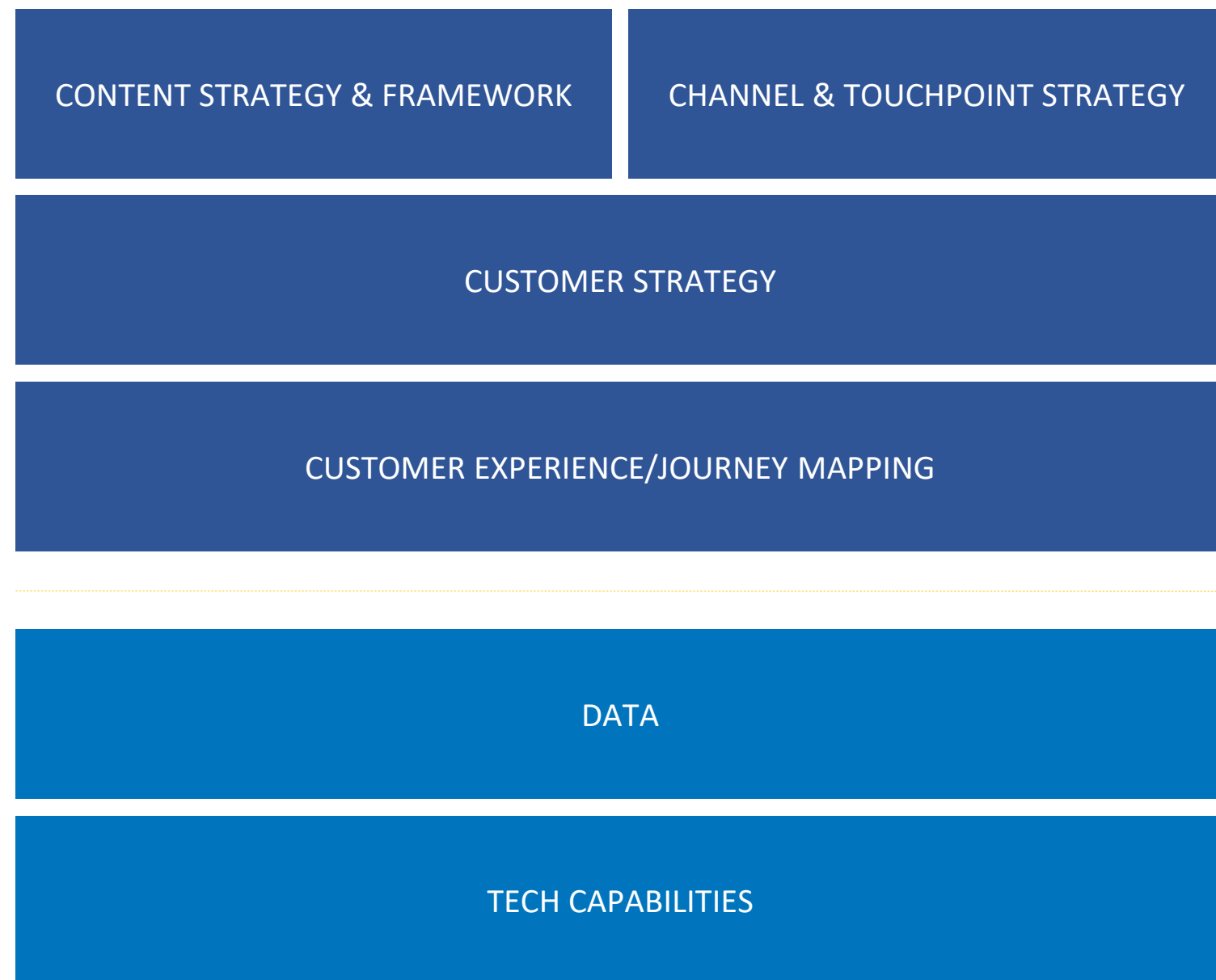
**AND LEVELS OF MATURITY ACROSS MARKETS**

**THE BIG MARKETS CARRY THE WEIGHT**

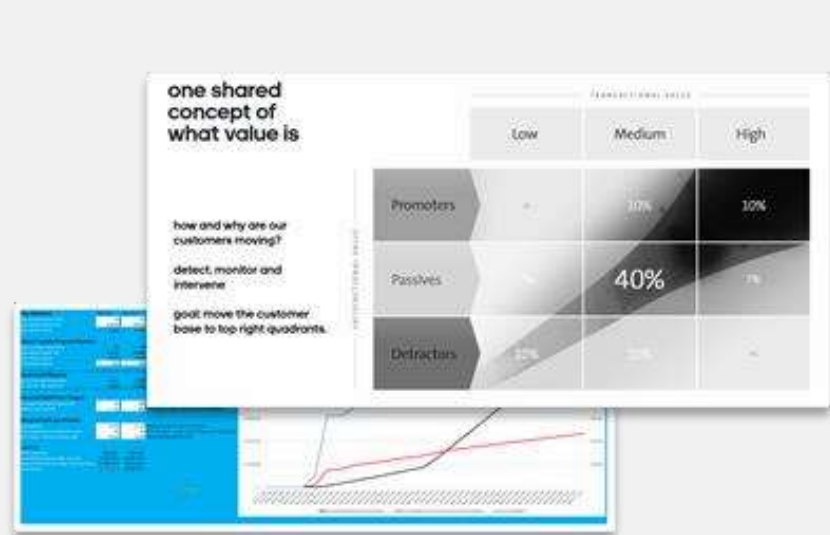
**OF THE SMALLER ONES**



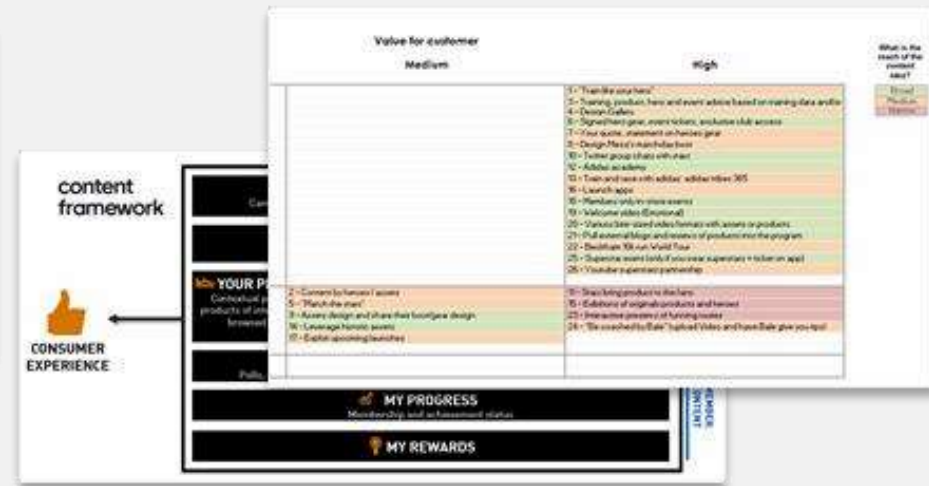
# ADIDAS CX/CRM is dependent on tech & data capabilities



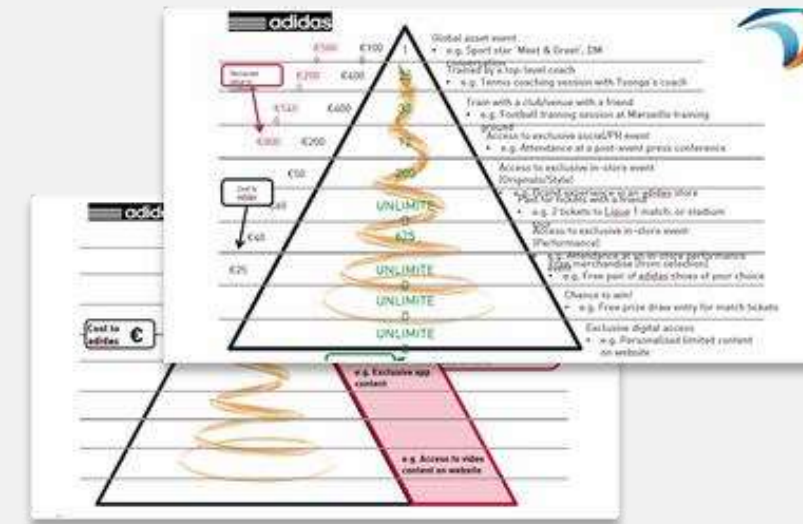
# Enabling Strategy And Customer Experience



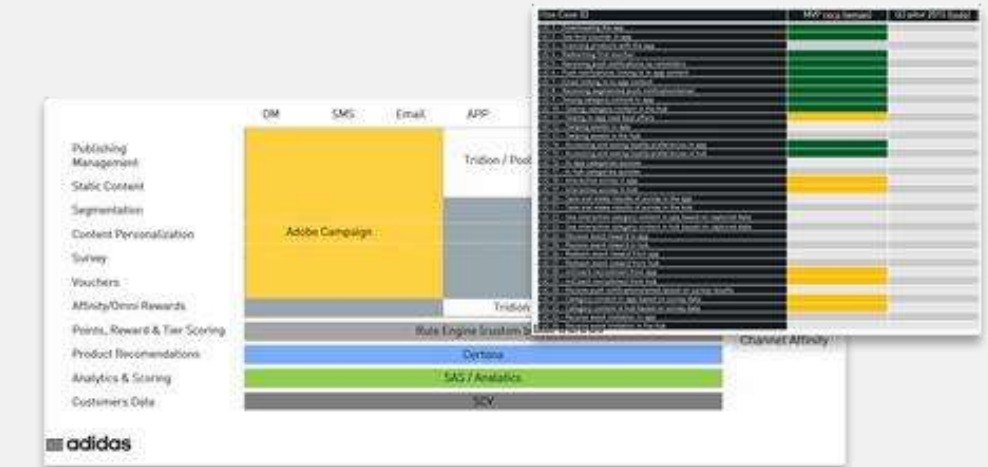
Business case and KPIs framework



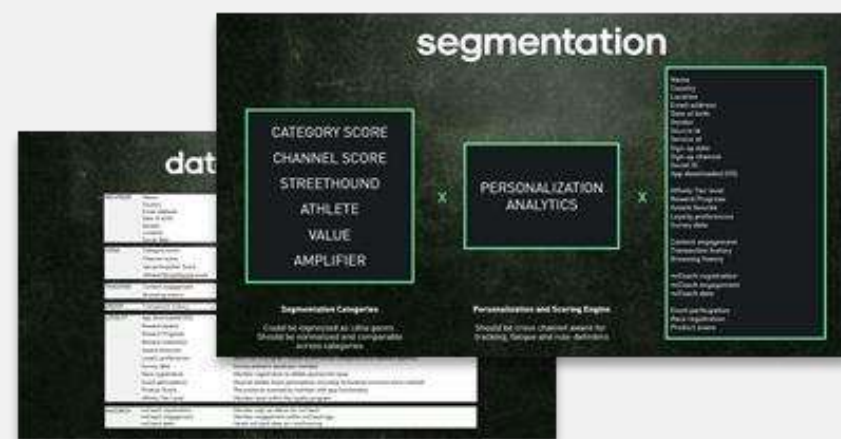
Creative concept, content framework and sourcing



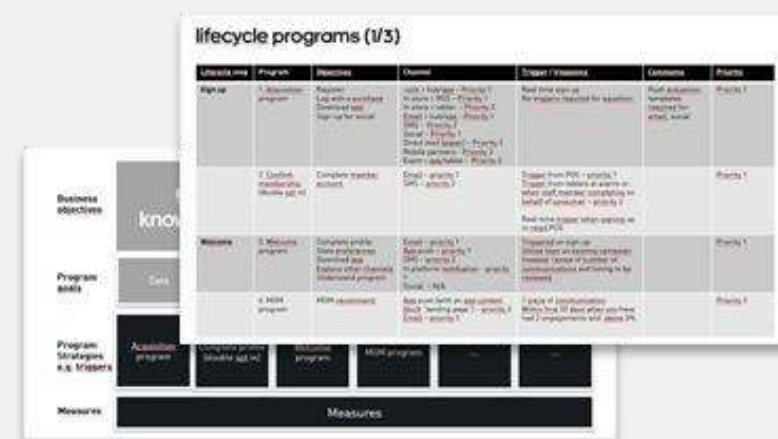
Rewards framework, sourcing, fulfilment



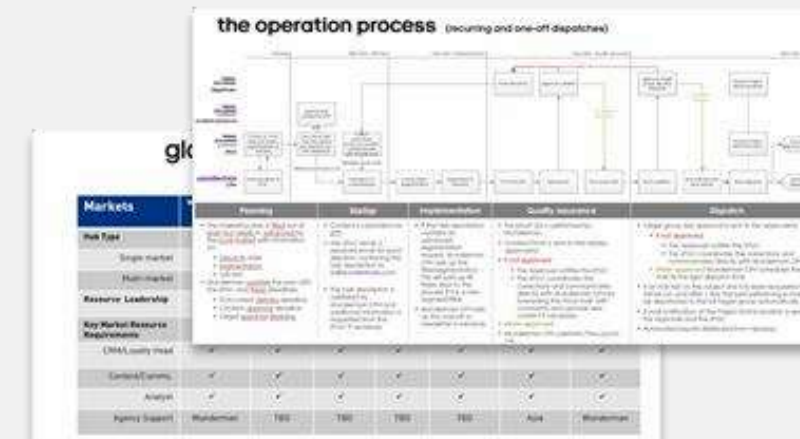
Platform architecture and use cases



Data model, segmentation and analytics



Contact plan and programs



Operations model and processes



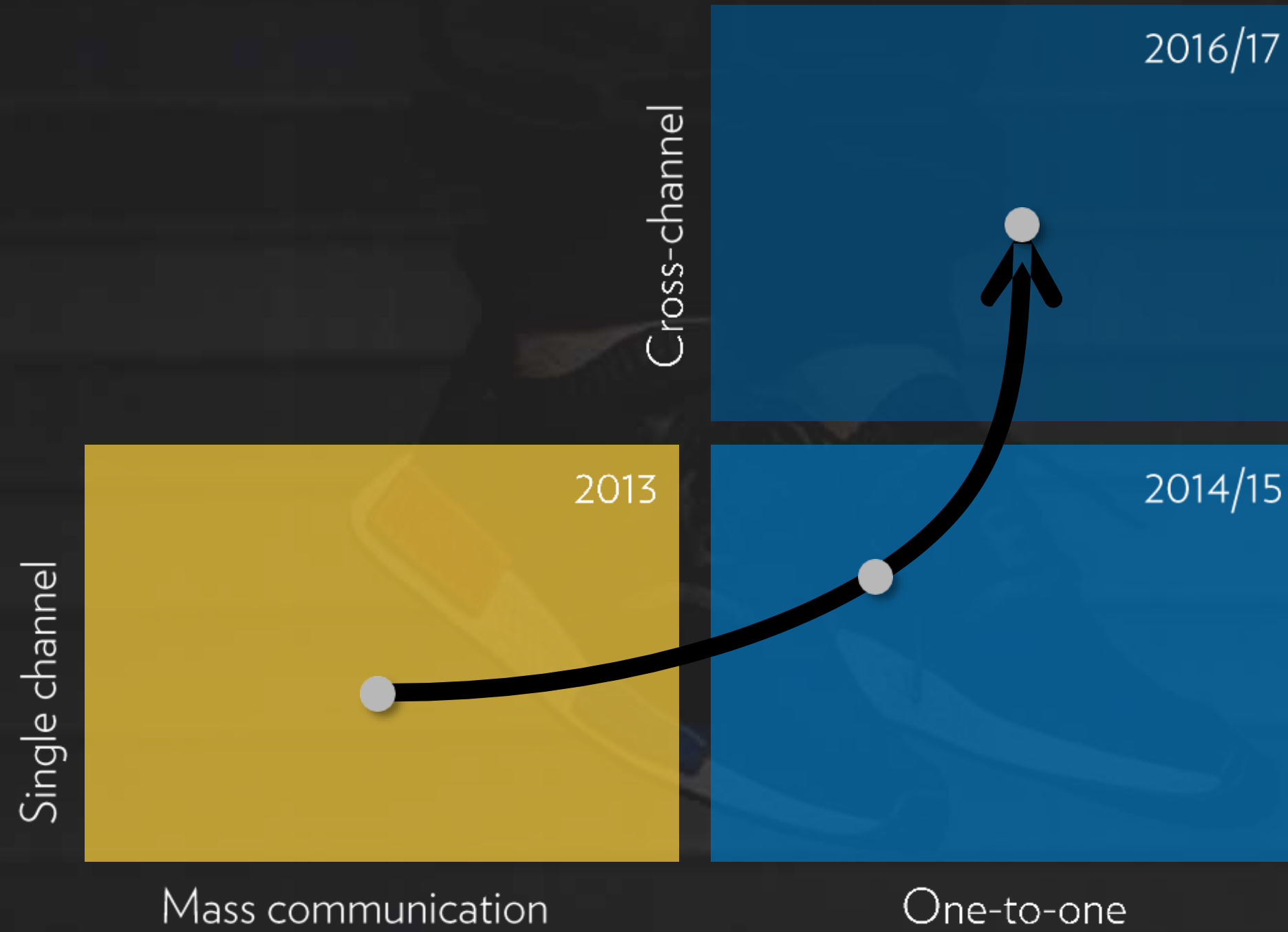
Market prep and training







# The Adidas Cross-channel Journey



Orchestration of the customer experience

