

+ crocs™

Turning Data Into Delight: How To Organize,
Optimize And Personalize With The Data You Have

AUGUST 2020

Agency Overview

350+

ASSOCIATES

189%

GROWTH, LAST 5 YEARS



AGENCY
OVERVIEW





STRATEGY

CREATIVITY

TECHNOLOGY



MOMENT

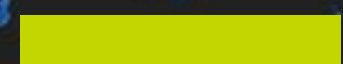
AGENCY OF THE FUTURE

THE MOST DELIGHTFULLY COMFORTABLE SHOES IN THE WORLD





Marketing Landscape





CONSUMER EXPECTATIONS

In a survey of 1,000 people, 80% said they would be more likely to give their business to a company that offers a personalized experience.





Why is personalization important?

52%

Of **consumers are likely to switch** brands if a company doesn't personalize communications to them.

65%

of **business buyers are likely to switch** brands if a vendor doesn't personalize communications to their company.



But many brands are failing their consumers

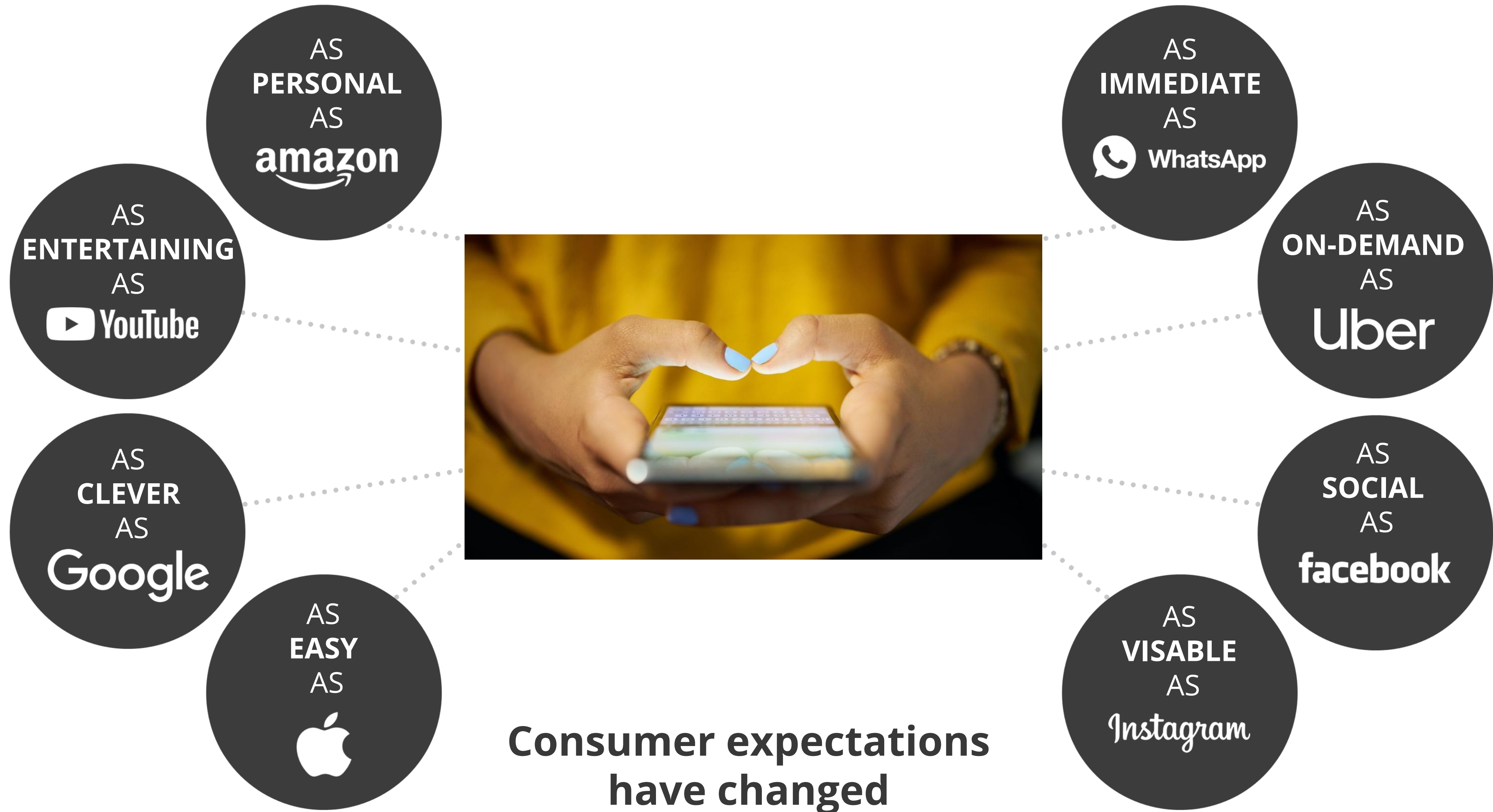
Everyone is trying to be more consumer-centric. But too often brands mistake personalization for empathy, and buyers are left feeling frustrated.

80%

Of marketers say they have a holistic understanding of their consumers, yet...

35%

Of consumers say the communications from their favorite brands are relevant.

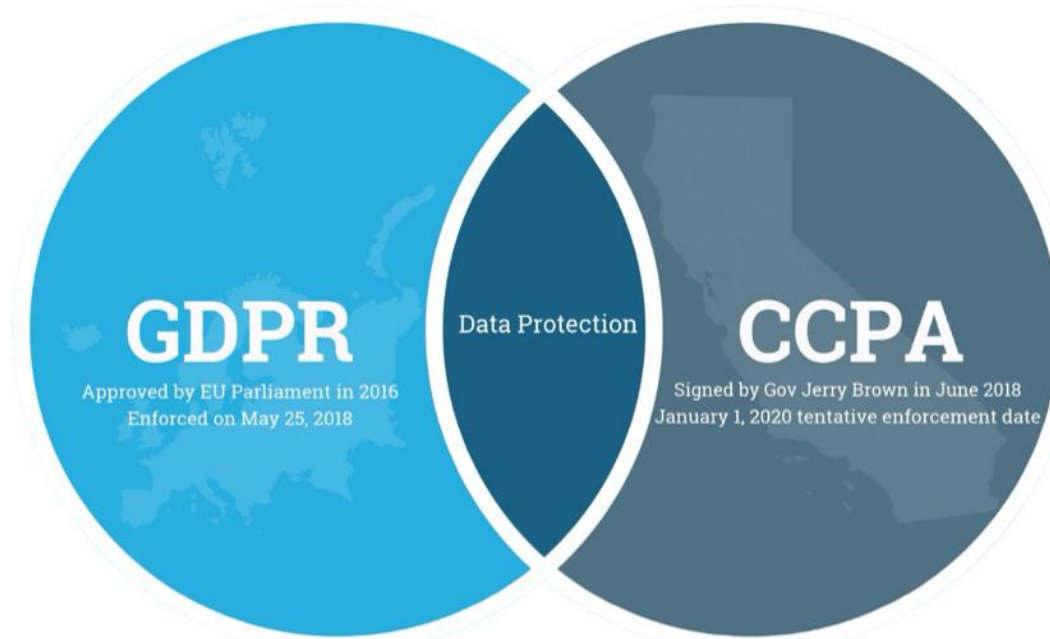


**Consumer expectations
have changed**

The digital landscape is changing



The walled gardens of Google, Facebook, and Amazon are getting higher.



GDPR & CCPA are the law of the land as privacy concerns are paramount the world over.



Small, digitally native brands have upended entire industries through personalized experiences.



Key forces driving change in retail

UNTAPPED DATA TO KNOW CONSUMERS

64% of shoppers state retailers don't really know them.

CONSUMER EXPECTATIONS RISING

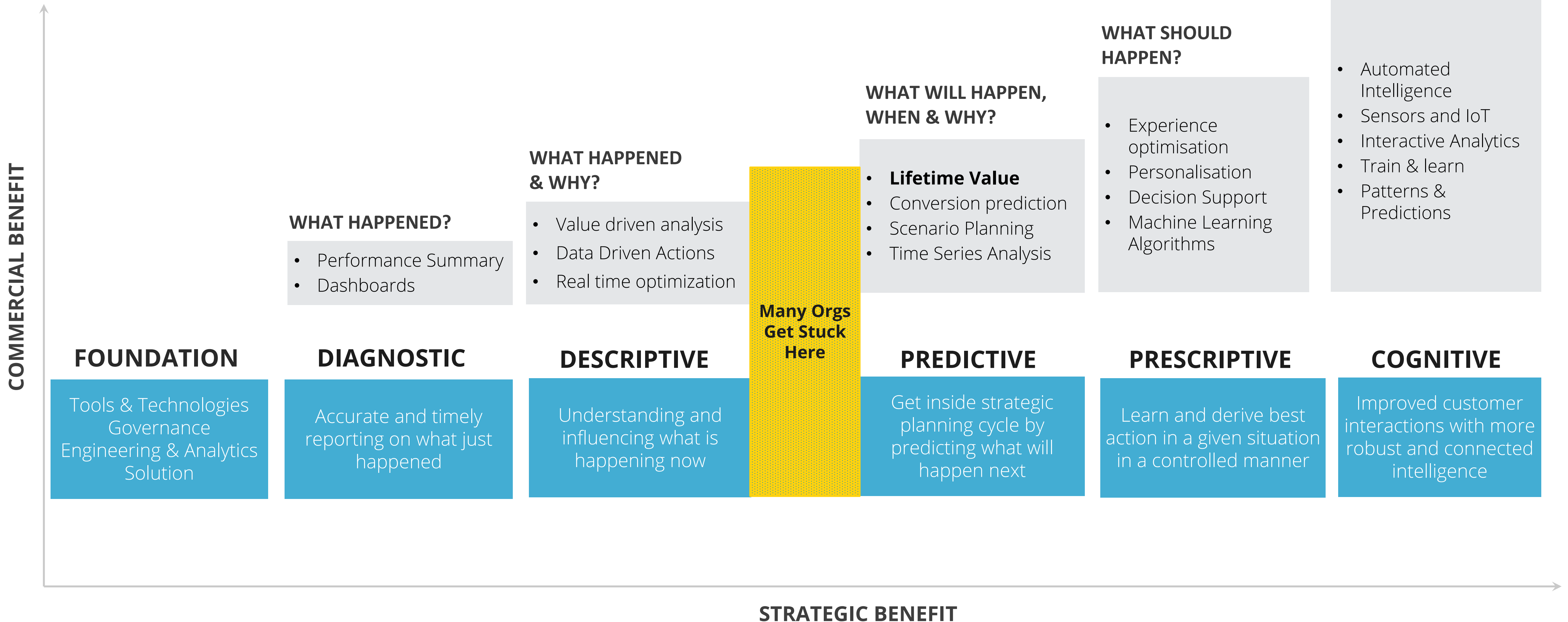
80% say the experience is as important as the product.

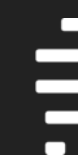
CONNECTED EXPERIENCES MATTER

60% of retail transactions are still happening within the store.



CLV BRIDGES A CRITICAL GAP IN MANY ORGANIZATIONS





Capturing & Leveraging First-Party Data



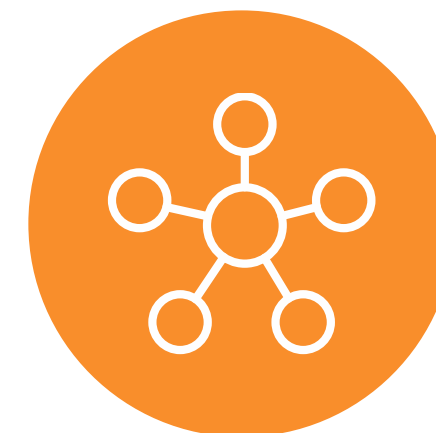


Building a first-party data asset library



Email Engagement

Campaign opens, clicks, subscription status, affinities, and scoring



CRM Preferences

Product preferences, loyalty status, store location, birthday



Media Exposure

Campaign impressions, clicks, recency, frequency, creative sequencing



3rd-Party Datasets

Entertainment preferences, consumption, location and proximity, psychographics



Web Activity

Page views, user attributes, events, conversions, and funnels



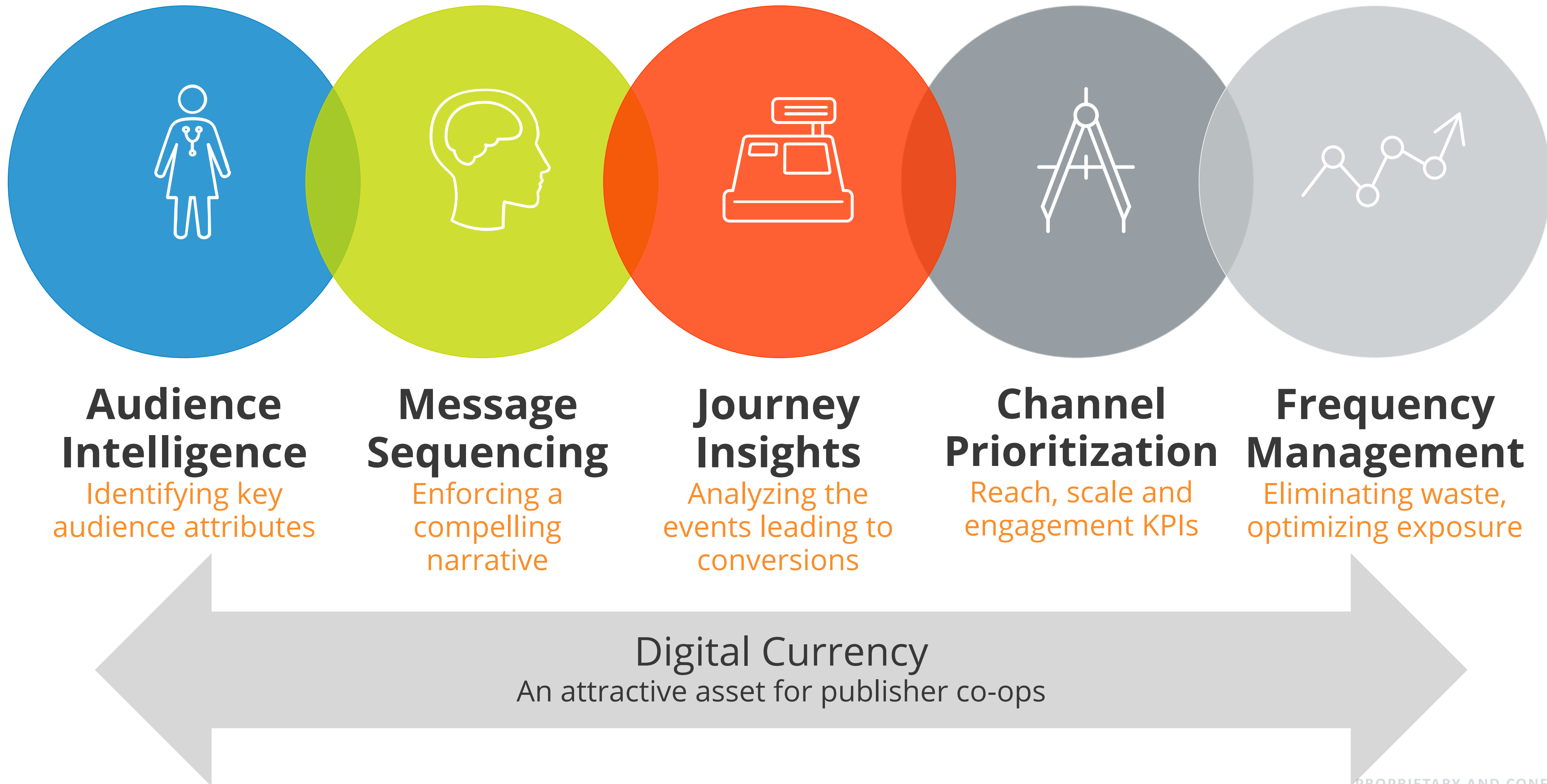
Onboarded Offline Datasets

In-store transactions

First-Party Data Asset



What does a first-party data asset *really* afford brands today?

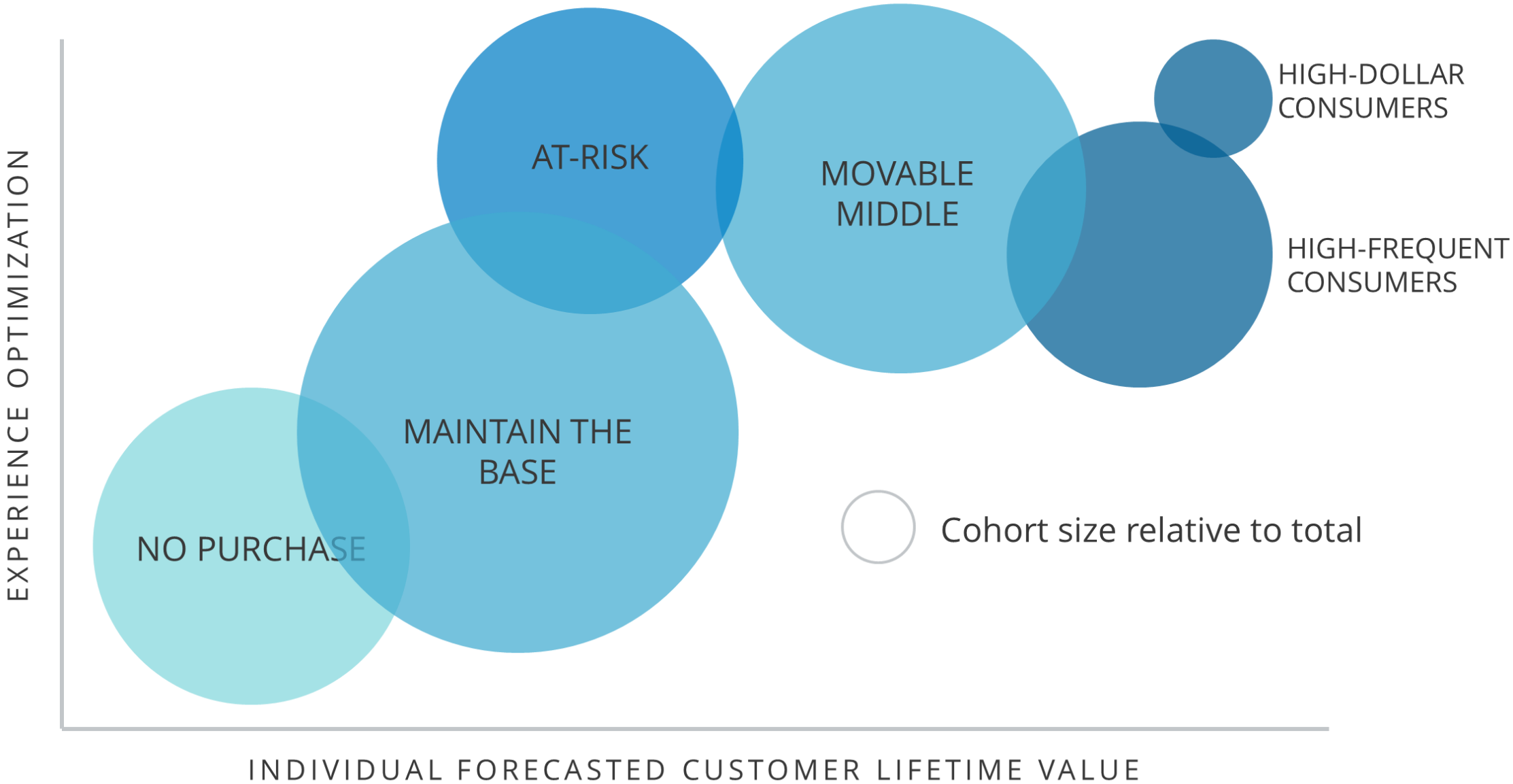




CLV allows marketers to manage customers as an asset



Balancing the Allocation of CLV Cohorts



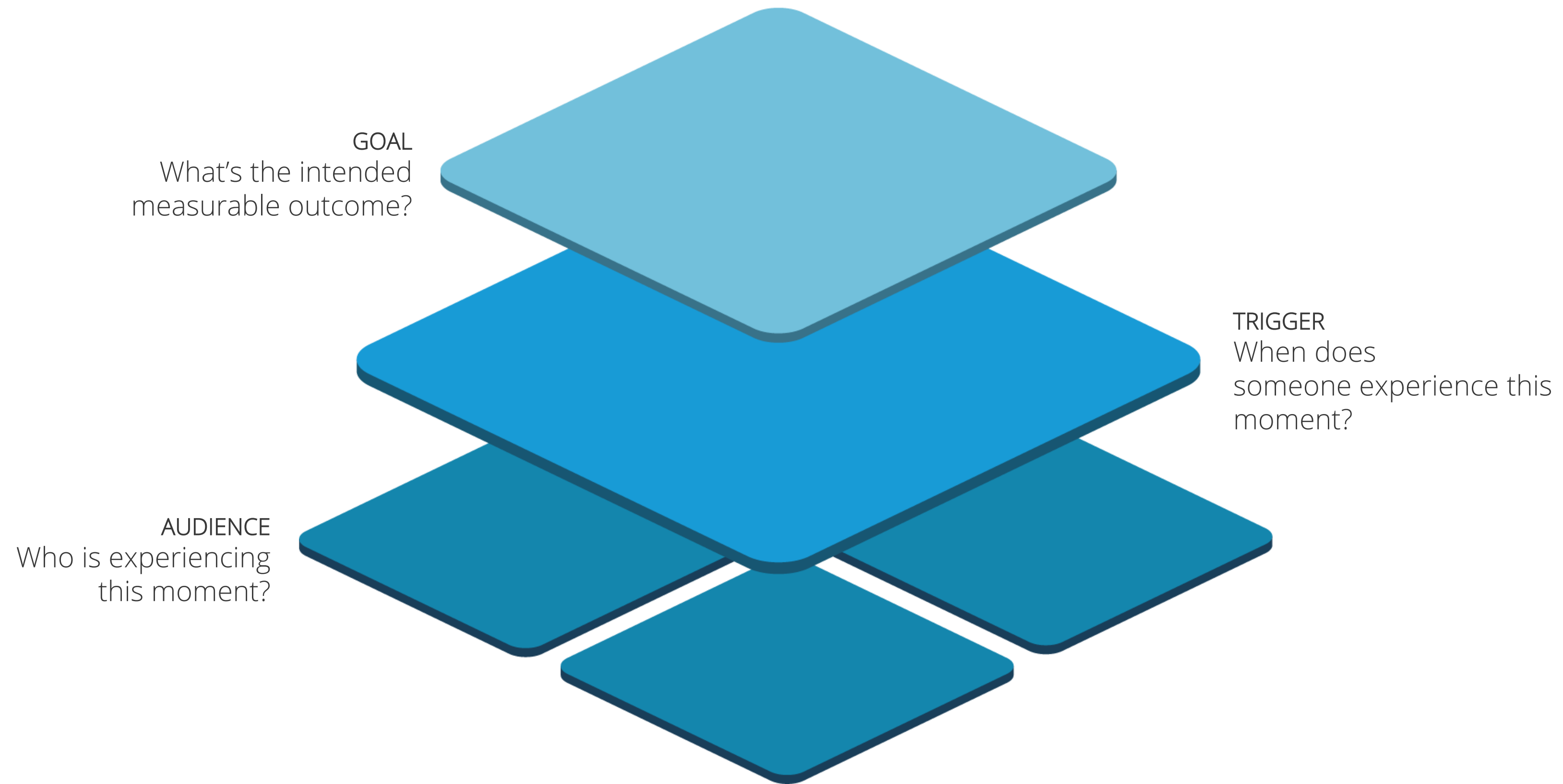
CLV reveals important attributes

Leveraging rich DMP datasets including cross-channel exposure, interests, attitudes, behaviors, and events coupled with RFM to ***predict outcomes at the user-level.***

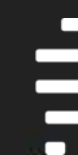
Intervene at critical moments in the user-journey to mitigate customer churn and improve lifetime value.

CATEGORY	VALUE	SOURCE	CORRELATION	eCLV EFFECT SIZE
Demographic	Female	CRM Preference Center	Positive	Medium \$\$\$
Demographic	Age: 34-45	CRM Preference Center	Positive	Large \$\$\$\$
Attitudinal	Eco-friendly	DMP	Negative	Small \$\$
Attitudinal	Family focused	Survey	Positive	X-Small \$
Behavioral	Exposed to 3-5 display ads last 30 days	DMP	Positive	Medium \$\$\$
Behavioral	No email opens last week	CRM	Negative	Large \$\$\$\$
Behavioral	Click-through from Pinterest	DMP	Positive	X-Large \$\$\$\$\$
Behavioral	Purchase last 180 days	CRM	Positive	Large \$\$\$\$
Behavioral	Active service case	Service Desk	Negative	Medium \$\$\$

IDENTIFYING THE MOMENTS THAT MATTER



Crocs Personalized Experiences

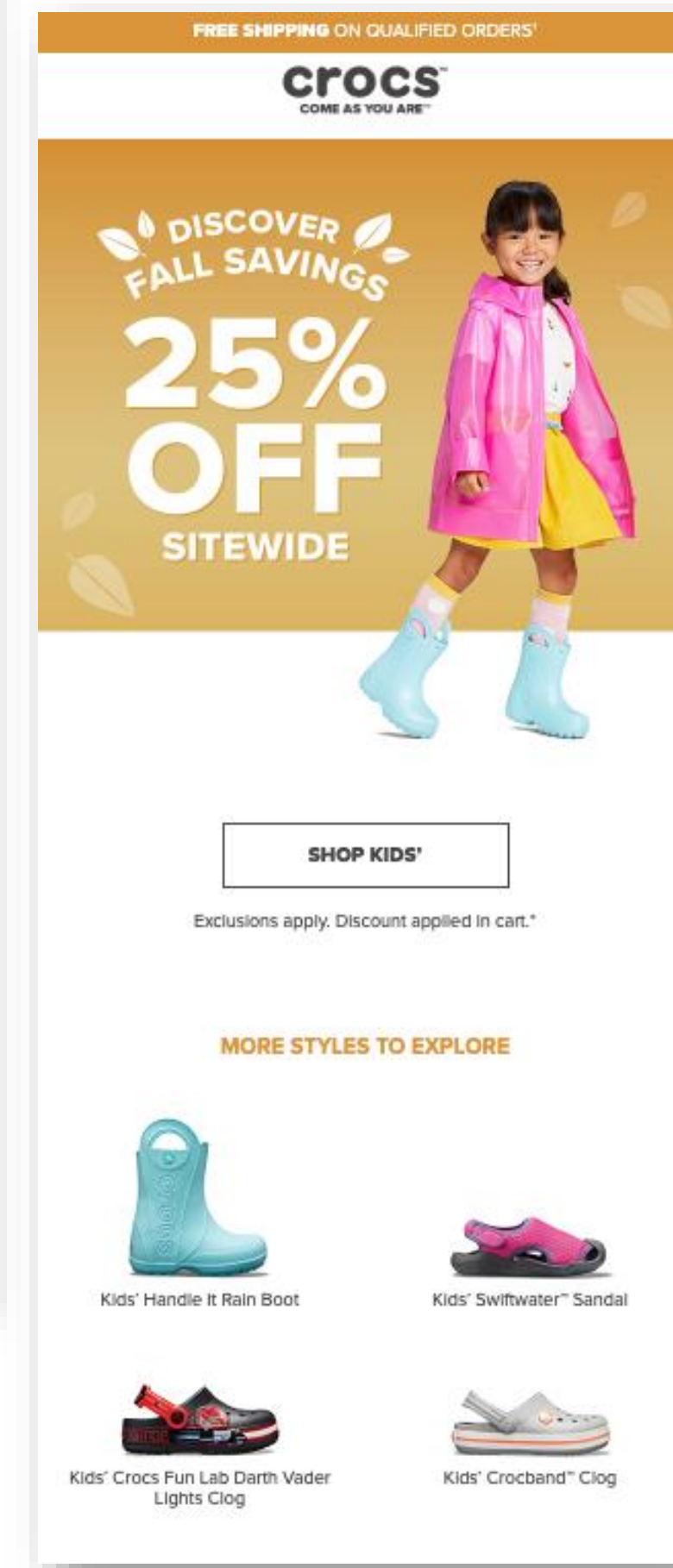
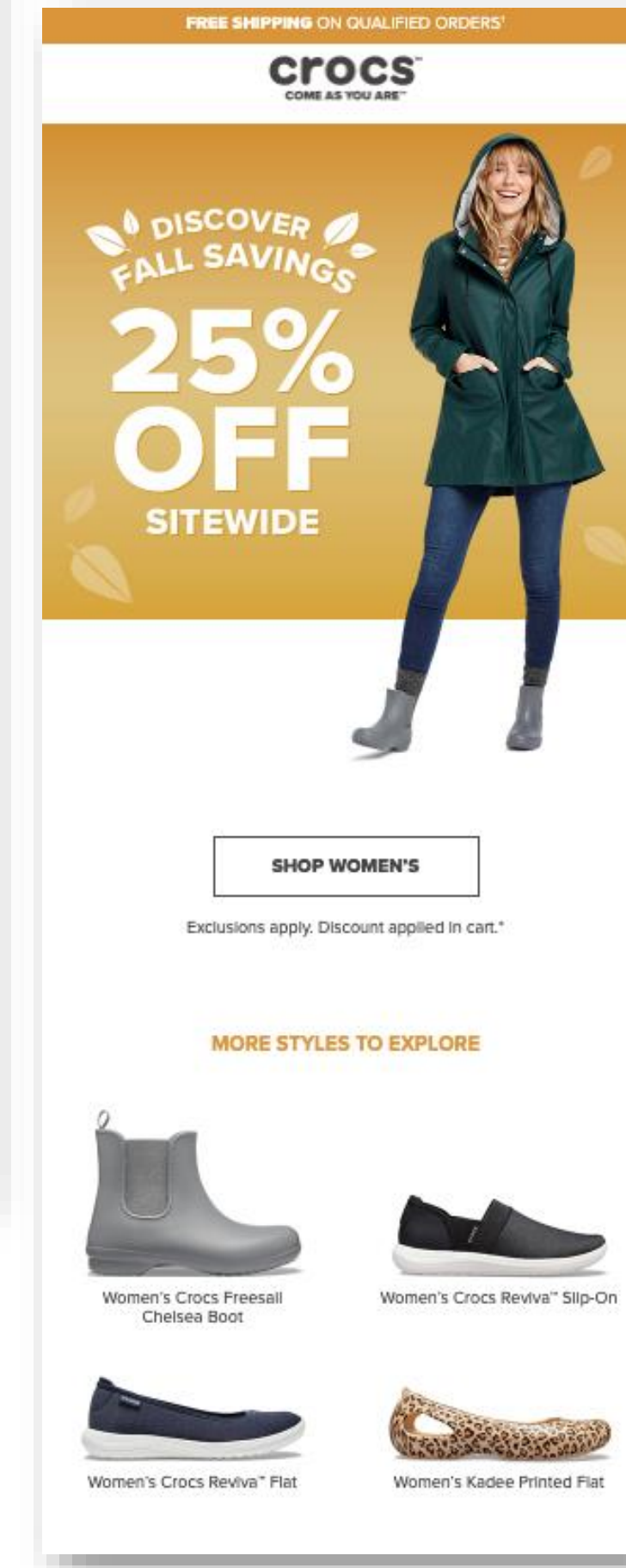
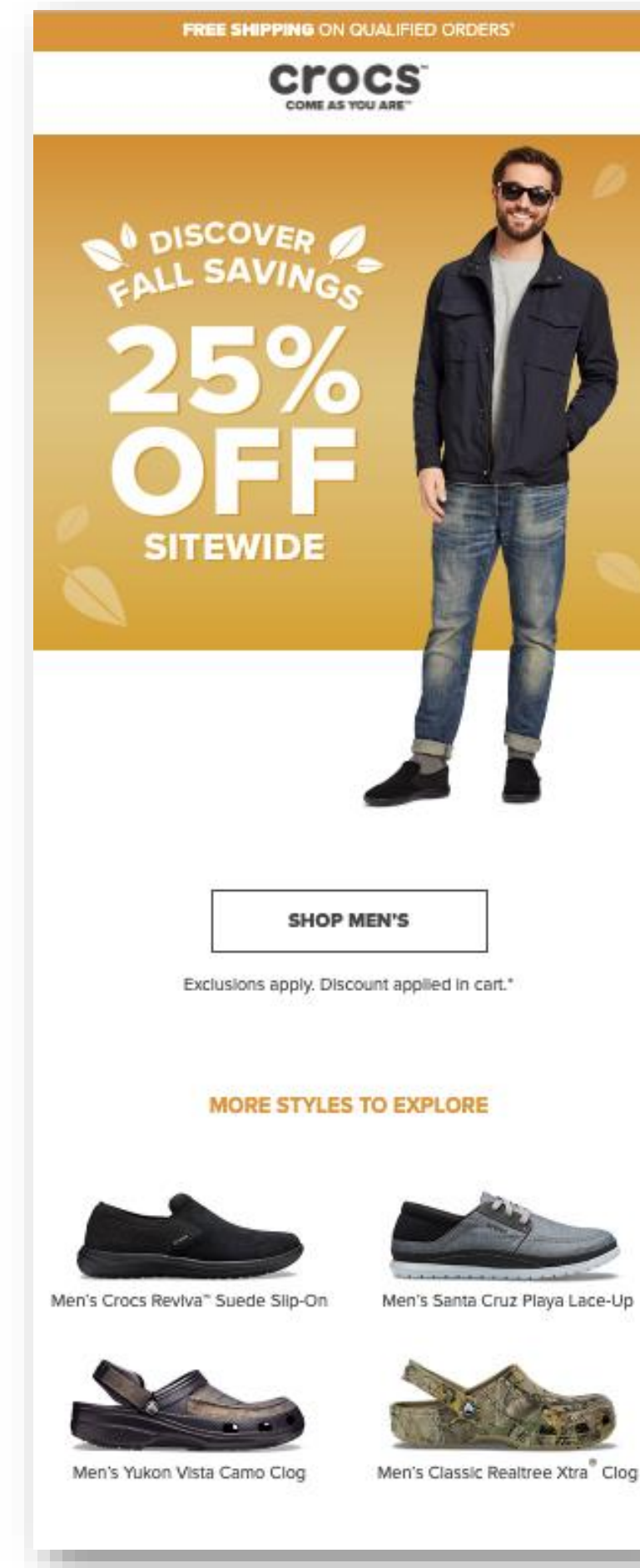


Data-driven personalization increases engagement 12%

Custom logic fuels personalization

- + 2 or more clicks in same category
- + Preference center selection

Personalize both subject line and hero content.



Automation creatively addresses business need

The Ask: Push more classic slides

The (Basic) Solution: Feature classic slides in a few promo emails

The Personalized, Data-Driven Solution: Launch a targeted post-purchase trigger cross-selling slides to similar clog purchasers.

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FIND THE PERFECT MATCH

LOVE YOUR CLASSIC CLOG?

MATCH IT WITH A SLIDE

SHOP NOW

BROWSE MORE COLORS

SHOP THEM ALL

POP IN SOME PERSONALIZATION

FOOD PLANTS & ANIMALS LETTERS & NUMBERS

SHOP ALL JIBBITZ

Leveraging Data Improves CX

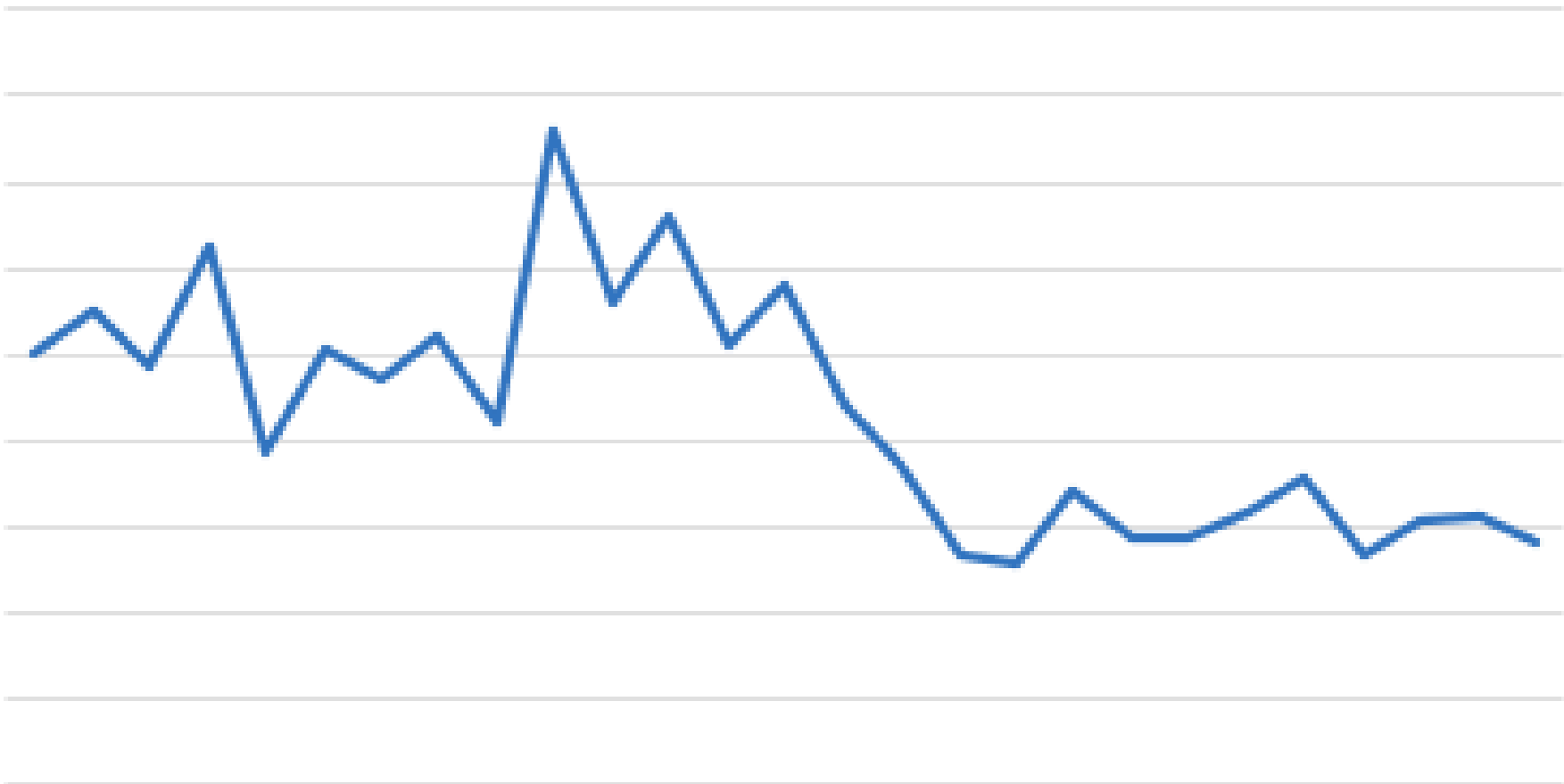
Problem: When their shipment is delayed, purchasers don't want to be heavily marketed to.

Solution: Use DC SLA to create a suppression rule for promotional emails

Results: Significant decrease in unsubscribes from promo emails

DC SLA	Suppression Range
2-5 Days	7 Days Back
6-12 Days	14 Days Back
13-18 Days	21 Days Back
19-25 Days	30 Days Back

Unsubs Per Full List Sends





New Approaches to your Consumers' Experiences



BEHAVIORS V. DEMOGRAPHICS

To succeed with personalization, you need to base your strategy not on hypothetical personas built on demographic data, but on real information about consumer behavior.



OMNICHANNEL PERSONALIZATION

Omnichannel personalization involves offering consumers a cohesive, seamless, and relevant journey across all channels.



PERSONALIZATION AT SCALE

Scaling your personalization strategy is a challenge that most brands face, but with a few key steps it can be done.



New Approaches to your Consumers' Experiences



RELEVANT & TARGETED CONTENT

As you build out personalized content, a key place to start is understanding your consumers' needs and pain points, and using that to produce content that is truly useful to them.



THE RIGHT DATA

Understanding the right data to collect and leverage is a critical piece of effective personalization. You need a complete picture of all your consumers' purchases, preferences, identities, and behaviors.



MARTECH INFRASTRUCTURE

Having the right underlying marketing technology infrastructure is essential for personalization success.



Q&A



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Thank You

