

DMP, INTENTIONAL DATA AND MOMENTS OF LIFE

Use case to retain customers in 4 sectors:

Telecommunication, Bank,
Travel & Automotive agency



ABOUT US

MARKETSHOT

Marketshot is the leader in intentional targeting and real-time moments of life with more than 6 million purchase intent signals (creation of custom segments: automotive, finance, real estate, telecom, energy, moving, wedding, maternity, first job and retirement).

Marketshot provides a complete arsenal of innovative solutions for both conquest (activation of data-driven multi-channels campaigns) and loyalty (Triggers CRM / DMP Enrichment).

Marketshot, in 10 years, has seen its strong growth rewarded successively by L'Express / EY (Top 25 best French start-ups), Echos (ranking of 500 growth champions), Frenchweb (ranked 98th in tech companies in France), Financial Times (Europe Fastest Growing Companies) in 2018.

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marketSHOT

EULERIAN TECHNOLOGIES

Eulerian Technologies is a leader in real-time analysis and optimization of e-marketing operations. Based on an exhaustive data collection system, Eulerian Technologies offers a marketing suite combining Marketing Attribution and Data Management solutions. The combination of these technologies offers a unique value proposition in the marketplace. This technology allows users to centralize, analyze, manage and activate real-time data. Eulerian Technologies' experts help advertisers and agencies to maximize the potential of technology solutions, boosting the performance of their marketing campaigns while improving their ROI. Eulerian Technologies has been named by Gartner in the «Magic Quadrant for Digital Marketing Hubs» and recognized Vendor to Watch in the «Magic Quadrant for Digital Marketing Analytics».

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 **EULERIAN**

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CONTEXT



"The technology and the growing maturity of advertisers to data are gradually breaking the historical boundaries between the world of CRM and digital media. With Data Management Platforms, which now go beyond Media use by embedding CRM data and the availability of external data sources that are gaining in richness and granularity, a whole new field is opening up for brands. It seemed useful in this context to describe with Eulerian, and this through some simple and concrete cases, the potential resulting from the alliance between the relevance of the intentional data and moments of life and the power of data management platforms."

Eric Cholet / Marketshot

"A big search browser well known to all offers 75 billion results for the word "Data", so as much as the 3 main concerns of the modern male human gathered: "Football" (2.5 billion), "Beer" (1 billion) and "Sex" (4 billion). Everyone is talking about Data. To believe that the lexical field of our ecosystem comes down to this word. Yet this word is most often used without context and thus meaningless. That's why we thought that it was important to offer didactic content clearly explaining, through examples, benefits that can be derived from digital data.

This deliverable produced in collaboration by the teams of Marketshot and Eulerian will allow you to associate concrete marketing scenarios to this famous word Data."

Emmanuel Brunet / Eulerian Technologies



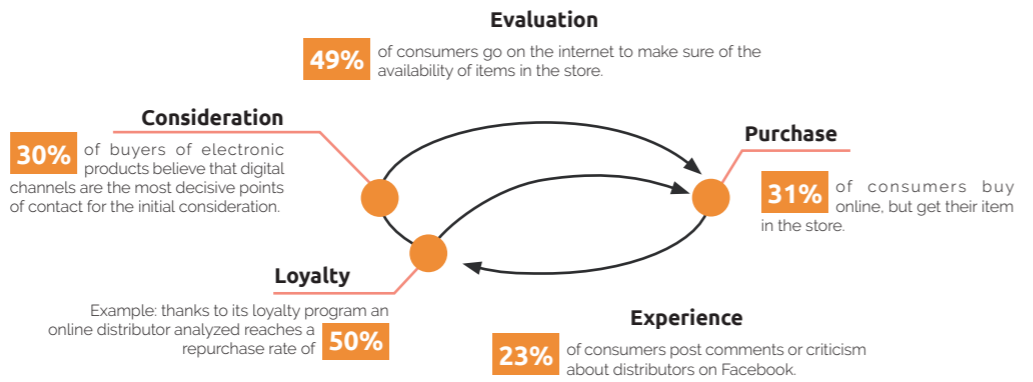
2.

FUNNEL VS LOYALTY LOOP

Before reaching the status of "customer", the prospect goes through 3 phases: **consideration, evaluation and action** (i.e. purchase). The goal of marketers is to reach the user with the right message at the right time to get him into the next phase. This process corresponds to the classic "funnel" model of purchase and is now challenged!

Indeed, this process omits two key phases in the consumer's life cycle, namely what happens after the purchase in the short and long term: **the experience and the loyalty**. The first phase corresponds, strictly speaking, to the customer's experience of his purchase, to his evaluation. It's from this that will result the last phase, the Grail of any brand: **loyalty!**

Because yes, the consumer is inconstant. He gets emotionally involved very quickly with a brand but gets away just as fast ... To return to it later! This is why a cyclical vision is better suited than a funnel vision **to model the challenge that represents the relationship between a customer and a brand in the long term.**



* <http://www.journaldunet.com/ebusiness/commerce/1125551-mckinsey-analyse-le-parcours-d-achat-multicanal-du-consommateur/>

We know that consumers are today constantly solicited by commercials, and at the same time much better informed via all the channels available to them.

Also, several shooting windows will be presented to marketers, even after the purchase, **to build the customer loyalty** or even look for customers of competing brands during the experience phase (business is business). During these phases, a client will go through several phases:



Inactive: phase during which the customer experience his purchase. It would be appropriate to push towards him additional offers to this one (cross-sell)



At risk: phase during which the customer is in the phase of repurchase and is strongly solicited and tempted by other brands. It must be reconquered!



In re-engagement: the phase during which the customer is in the repurchase phase and automatically moves towards the same brand. The competitors of this brand will therefore try to make him change of brand. It is necessary that the brand manages to retain the customer (and why not generate upsell?).

It is during these key periods of life that the marketer must act to enroll his customers in a loyalty logic. Because unlike to popular belief, these so-called "moments of life" are not only signals that are interesting to exploit in a prospection logic: by coupling the use of a DMP with the exploitation of qualified intentional data, it becomes possible to identify at which level of the cycle a client is. Thus, it becomes possible to send him a customized advertising message adapted at the period of his life.

Turning a prospect into a customer is no longer an end, the key is to know him loyal!

3.

THE WEDDING

STIMULATE PASSIVE CUSTOMERS



Elie and Myriam, young and engaged, just start the preparations of their wedding. The deadline is in 10 months, no more time to waste!

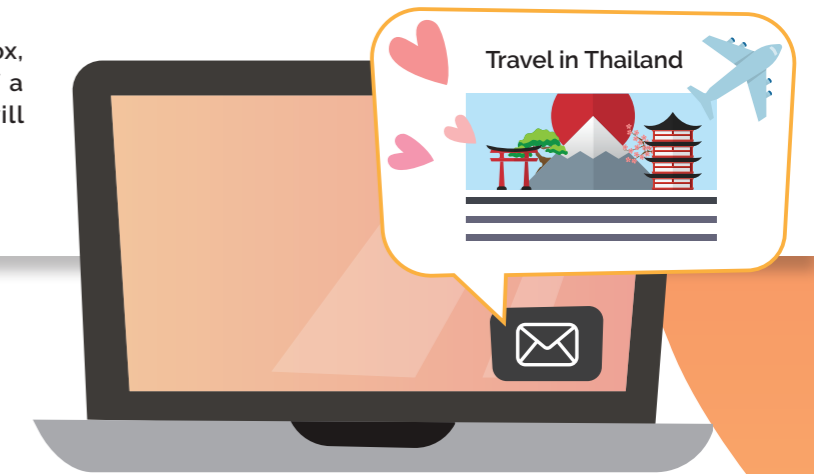
While Elie spend his time on Pinterest seeking inspiration for his wedding suit, Myriam on her side is much more pragmatic: dress, invitations, providers... she sees the "to do" list getting bigger every minute that goes by. She needs to start working on it. Laptop on her knees, she starts her research on the web and skims specialized sites.

Thanks to its third-party partnership with wedding sites, Marketshot is now able identify that Myriam is in a "wedding" moment of life. For a traveling agency, these data are extremely valuable, in particular if we take into consideration the famous Honeymoon!

Since **Eulerian DMP (allowing the reconciliation of online, offline and CRM data)**, it became possible to identify on one hand that Myriam is a customer of the travel agency, and on the other hand that she does not have booked any trips for at least 6 months... She enters the segment of "reactivable passive customer".

After that, it will suffice to cross this segment with the moments of life data from Marketshot to create a new segment ultra-qualify only containing customer that are about to get married. Once these audience created, Marketshot will be able **to activate specific advertising "honeymoon" campaigns** with a dual approach: by mail with a customized approach, then by retargeting to increase the advertising pressure and push for conversion.

Myriam will discover in her inbox, an email with the attractions of a honeymoon in Thailand, she will succumb.



4

THE FIRST CHILD

DO CROSS-SELLING

Few month later, Elie is happy, Myriam just told him he would become a father.

If Elie is not fully ready to become a dad yet, he will do everything to, at least, be equipped in time! He created a checklist. One of the essential elements and probably the most expensive, is the purchase of a stroller. A real puzzle requiring going through specialized sites.



Thanks to Marketshot's contribution from specialized "maternity" sites to the Eulerian DMP, Elie could be identified as being in a "first child" moment of life.

In this case, this information could be crucial for a company in the banking sector that owns offers entirely dedicated to this moment of life.

The reconciliation of these data allows to our banking player to discover that:



Elie is part of its online customer base



He has a current account and savings solutions



He has a high seniority score



He frequently comes back to the site looking for new products



He is in a "first child" moment of life

Perfect! Elie is a loyal and active client, open to offers and future father: a dream target for our banking player who will therefore enroll him in a "loyal customer - first child" segment. This segment will then be activated in media via a **campaign consisting in pushing towards him opening a savings book for a first child offers, via mailing campaigns, on-site and display.**

If opening a booklet was not part of Elie's checklist, this booklet seems to be the ideal receptacle for future birthday checks and other rewards to come.

5.

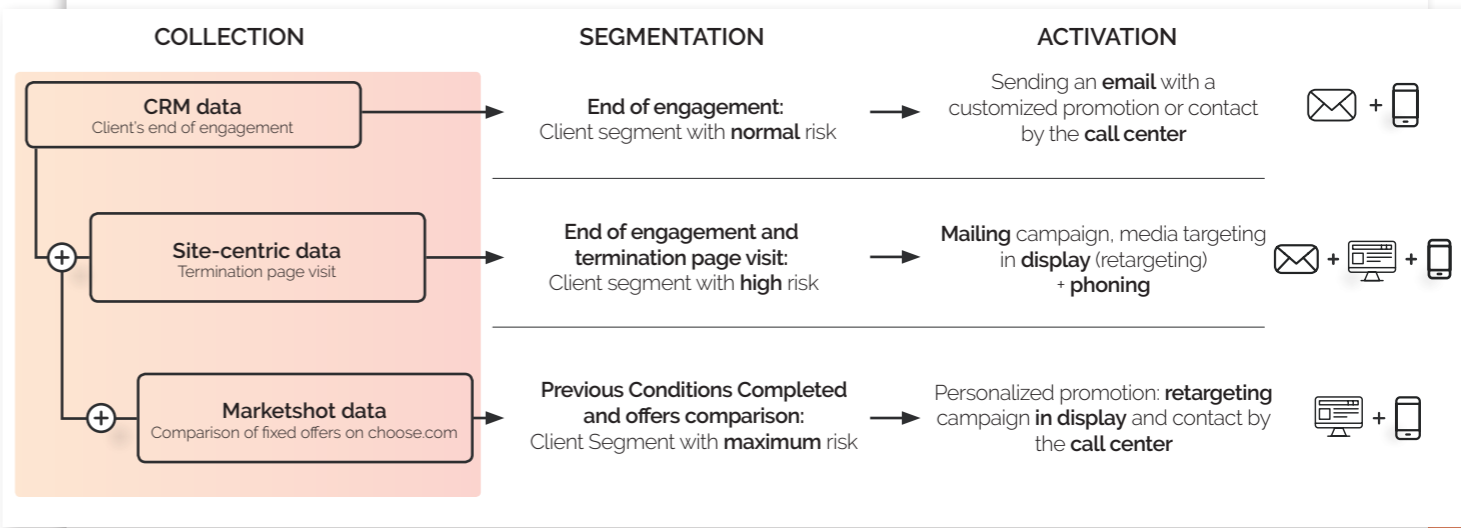
Myriam's pregnancy goes on quietly, but the closer she gets to the date of birth, the more she realizes that their apartment is too small for three.

Luckily, an apartment is freed in the building of her parents. It's only a few minutes away from her current home and it will be perfect for the guards! As long as having to make administrative steps, she thinks it could be a good opportunity to see what is done elsewhere in terms of Internet subscription. If she's not unhappy with her current provider, but she might be able to get her landline phone bundle free elsewhere ... She's looking at the termination page to see what is possible to do.



Marketshot was able to identify that Myriam was comparing on Choose.com fixe online bundle, but also offers of movers. However, in a field, such as telecommunication where the customer is volatile and the churn rate* particularly high, obtaining this type of information is extremely advantageous.

By integrating Marketshot's data into its Eulerian DMP, the operator was able to define 3 risky customer segments based on their churn probability and imagine for each of them an appropriate media activation strategy:



Myriam, part of the 3rd audience, saw a promotion offering her free fixe package. She clicked and asked to be called back. They called her back. Thus, she has been able to subscribe to this new offer and give them her next address!

*Proportion of customers lost or having changed products and services of the same company during a given period.

6.

THE NEW CAR

GENERATE RE-ENGAGEMENT

In parallel with the change of apartment, Elie wonders about a potential change of car. Because yes, his car is getting old and with his family growing, he thinks it's the right time to change car.

Although he already has a little idea of the model he would like to buy, he keeps his feet on the ground, does not listen to his first impulses and decides to compare the different offers on the market on the site choose.com (it's a big investment).

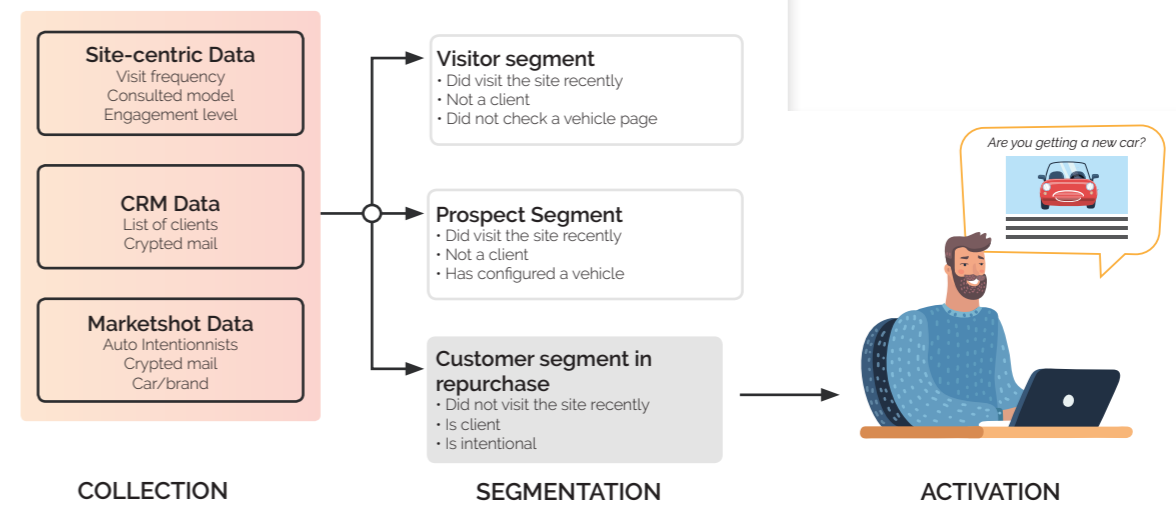
Several models, including the current brand to which he has been a loyal customer for a few years now, with associated offers are presented. He consults several cards, one in particular, because this model caught his attention. But he must leave and therefore closes his browser ...



The data collected by Marketshot following Elie's visit to the Choose.com online comparator, through the pages visited and the time spent on a certain category of cars, allow Marketshot to **clearly identify a signal of purchase intent on a brand or, here, on a particular model.**

By crossing this third-party intentional data with its first party data in its DMP, the car brand is able to create several audience segments, more specifically a segment containing only customers who have not visited the site for several months and who are in the repurchase phase. Elie is in the segment that can be activated in media via several display channels (programmatic, sponsored links, native) to generate re-engagement. **To maximize the click and conversion rates on the advertiser's site**, campaigns will be enriched with **Dynamic Creative Optimization (DCO)**.

Elie will be sent a banner presenting a model matching all his expectations. He will make an appointment for a test in a car shop.



7.

WHAT ABOUT THE ATTRIBUTION IN ALL OF THAT?

For each moment of life, an attribution tool provides a clear view of the impact of every interaction on the Customer Journey, thus making possible to value the media partners involved in terms of their contribution to the customer loyalty.

In the case of the travel agency, although the majority of sales are attributed in last-touch retargeting, the analysis of the Customer Journey was able to highlight, for the use case wedding, that 43% * of buyers have had a first interaction with the mailing. Thus, this analysis highlights a dependence of the channels between them. The budget spent on mailing served to feed the retargeting.

Customer Journey's analysis

First interaction with an e-mailing campaign

43%

* All of the figures presented here are representative of actual analysis results.

Analysis of the engagement generated

Support	Evolution from the profile "Buyer" to "Rebuyer"
Mailing	37%
On-site Campaign	30%
Display	7%

For the banking company, the type of activated campaigns were: mailing, on-site and display. The analysis was performed on the engagement generated by each enabled channel. It could be observed that where mailing and on-site had pushed customers in the funnel of purchase (respectively 37% and 30% change towards the "Rebuyer" profile – or repurchase), clickers of the display only generated 7%. Therefore, the display is obviously not suited to a cross-sell strategy.

The analysis of the "loyalty promotion" campaigns carried out by the telephone operator in display showed, according to the "delay" report of the Customer Journey (time between the first and the last marketing touch), that the buyers resulting from the segmentation of intentionalists converted 56% within 48 hours of the first visit. During the previous anti-churn campaign only 27% had converted that fast, which shows the effectiveness of the intentional data.

Analysis of the engagement generated

Support	Conversion within 48h
"Aggressive promotion" campaign, Intentionists data	56%
Previous anti-churn campaign	27%

Finally, during its upsell campaign, Elie's car brand activated many channels with a single-touch attribution rule (attribution of the entire conversion to the last interaction before the conversion). However, the brand wants to go further and challenge its attribution model to switch to a Multi-Touch view (attribution of the conversion through several channels involved in the Customer Journey). Eulerian's MTA tool will allow it to build custom models, according to different weighting algorithms. The brand will benefit from a full vision of the added value of each channel or support.

CONCLUSION

In an increasingly competitive environment where business models evolve, **loyalty is a key issue for brands**, regardless of their sector. It must be **at the heart of marketing strategies**.

Has we mentioned in this White paper, moments of life have a major role in these strategies. Indeed, these steps or key moments in consumers' life generate, in approximately short term, **new needs or risk of churn**. The identification of individuals living these moments, through the collection and analysis of intentional data, then allows to undertake **specific segmentation and activation actions** aiming to awakening inactive customers, saving at-risk customers, re-engaging in real time, etc.

In each of the cases presented, if **the added value of a DMP** seems to have imposed itself by its **capacity to collect, reconcile, segment and activate**, the attribution is far from being put aside, it's actually the opposite!

Once again, whatever the sector, **an attribution tool makes possible to identify the role of different marketing channels in the Customer Journey**, to value them at their fair value and thus to optimize its budget for the next coming campaigns in a single purpose, retain customers!

PRODUCTION

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The intentional data and the moments of life are not only for a conquest approach but also to develop loyalty.

Would you like to know more about the use cases mentioned in this White paper?

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