

Grab Consumer Attention & Sales

Art of Personalisation



Logistical Reminders

- All lines are muted
- If you get dropped off due to internet connectivity, you can join back using the same link
- Post your questions in the questions tab as and when you have one
- You will be receiving the recording of the webinar and other supporting materials within a week from now



Agenda

(1) What's personalisation and why it's needed today?

(2) How you can personalise for your customers

(3) Outcomes that personalisation brings to your organization

(4) What's in store for the future of personalisation

Speaker Profile



Anjali Kumari

Senior Director, Products, Capillary Technologies

Anjali is responsible for Capillary's product vision, strategy and execution. An ISB and Purdue University alumnus, Anjali started her career with Symphony Services and then moved to Box.com as an early employee. She was part of the journey where Box shifted its strategy to serving businesses instead of consumers. With an amazing entrepreneurial experience at Box, Anjali decided to foray into Product management. Post her MBA and a stint at Myntra, she has been working with Capillary technologies.



Biplav Saraf

Principal Product Manager, Capillary Technologies

As part of Insights+ product team, Biplav is responsible for democratising AI and Analytics across the 400+ brands working with Capillary. He helps brands send more personalised campaigns, helping them get better ROI. Biplav has over a decade of work experience over a variety of domains and verticals. At NDS (acquired by Cisco) he worked in transforming the TV viewing experience while at Lifesize he focused on moving video conferencing from on-premise to a cloud solution. Before moving to Capillary, he was working on automating social marketing at Act-On.



What's personalisation and why it's needed today?

79% of consumers are only likely to engage with an offer if it's personalised based on their previous interactions with the brand.*

*Marketo

Noise surrounds us

Everyday we may be
seeing more than
4000 ads *

*Red Crow Marketing

Our collective
attention span has
reduced by 68% **

**Nature Communications, Technical
University of Denmark study on “Social
Acceleration”

Consumer expectations and buying journeys have evolved

Consumers use an average of **6 touchpoints***

*Marketing Week

90%

of customers expect consistent interactions across channels**

**SDL

91%

of consumers are more likely to shop with brands who remember them and provide relevant recommendations***

***Accenture

Greater pressure on brands to be heard

Brands being forced to compete on discounts to increase sales

Amidst competition, Gillette cuts razor prices by 20%*

*Financial Times

Walmart renegotiates with its suppliers to cut costs by 15%**

**Vox

As consumers we're looking for meaning

As consumers, we only engage with advertising if it's meaningful to us

Meaningful communication can help create lasting relationships

Lack of relevancy can reduce campaign response rate by 83%*

*Constellation Research

Personalisation can help here

Personalisation is putting individual customer needs at the forefront and fulfilling them



Better Response Rates



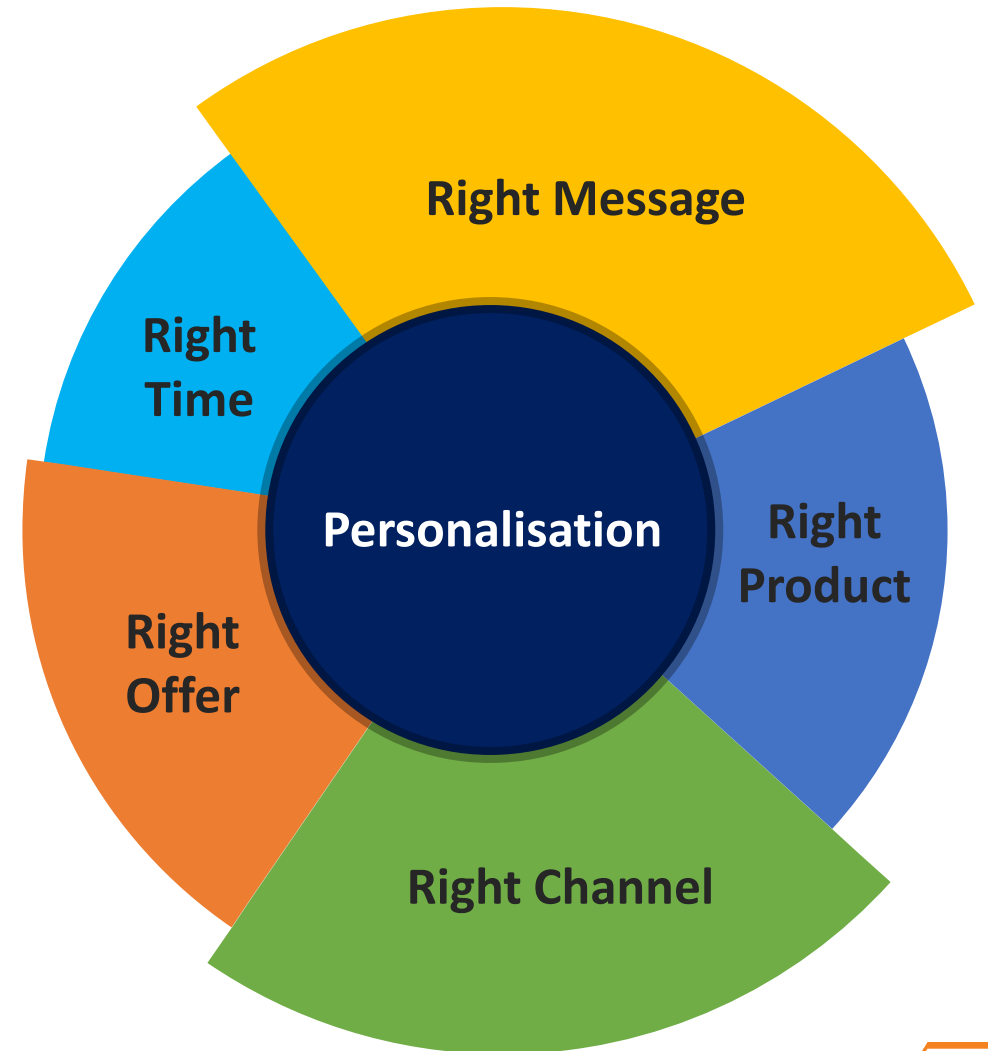
Optimised Discounts



Increased Loyalty



Lower Marketing Cost





How you can personalise for your customers

77% marketers believe real-time personalisation is crucial
however 60% struggle with it*

*Adobe

Data is very important. More important than you think



Enabling data collection across touchpoints (Offline + Online and everything in between)



Getting a 360° single view of customers



57% of consumers are willing to share their data to enable a personalised experience.*

*Salesforce

Keep the buyer journey central



Understanding consumer behaviour



Targeting based on consumer preferences at the right time, across the right channels with the right messaging, offers and recommendations.



81% of consumers want brands to understand them and know when and when not to approach them.*

*Accenture

Types of personalisation

Predictive Personalisation

Understand what consumers will buy next (Target's "pregnancy prediction" score)

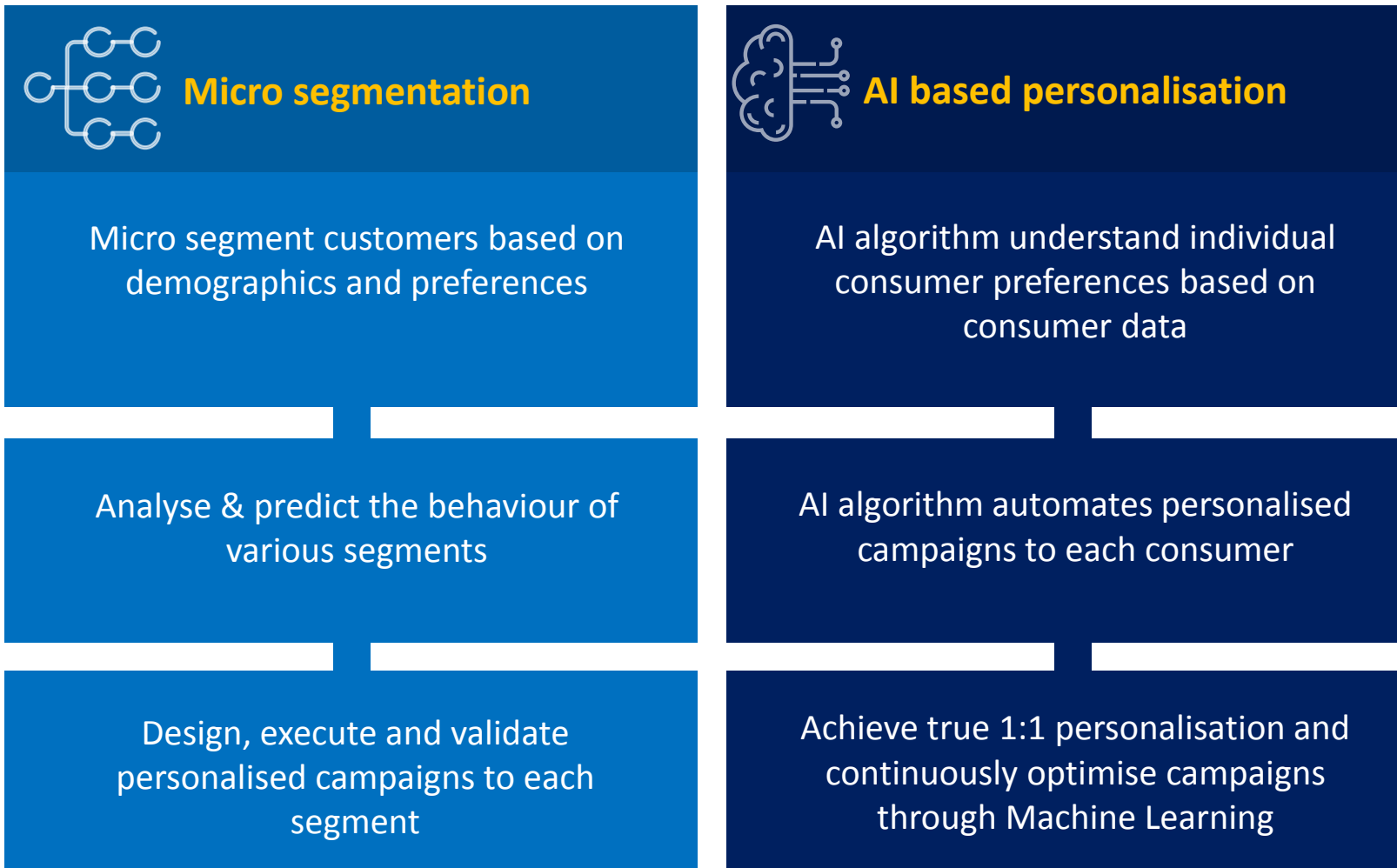
Preference Based Personalization

Market basket analysis based targeting (Osco's Diaper & Beer Story)

Customer Journey Personalization

Contextual cross channel engagement (Amazon, Starbucks)

Personalisation strategies





Outcomes that personalisation brings to your organization



88% of U.S. marketers reported seeing measurable improvements due to personalisation*

*Evergage

Better customer relationship & brand perception



Better relationship

79% consumers only consider a purchase if brands can demonstrate that they understand and care about them*

*Wunderman



Faster product discovery

Through personalised product recommendations and suggestions



Memorable buying experience

Consumers who are happy with a brand's personalised experiences are likely to buy 3X more frequently**

**Epsilon



Better customer service

49% consumers seek personalised services***

***Accenture

Increased loyalty



Optimised Discounts

Personalisation increases the efficiency of marketing spend by 10-30%*

*McKinsey



Better Response Rates

49% consumers made impulse purchases through personalised recommendations from a brand they shop with**

**Segment



Lower Marketing Cost

Personalisation can reduce customer acquisition costs by as much as 50%***

***McKinsey



Lasting, long term loyalty

56% consumers feel more loyal to brands with deep understanding of their priorities and preferences****

****Wunderman

Inspirational success stories

Premium sportswear brand realized **2X incremental sales** through AI based personalisation

Hypermarket chain observes **22% increase** in online sales through personalised recommendations

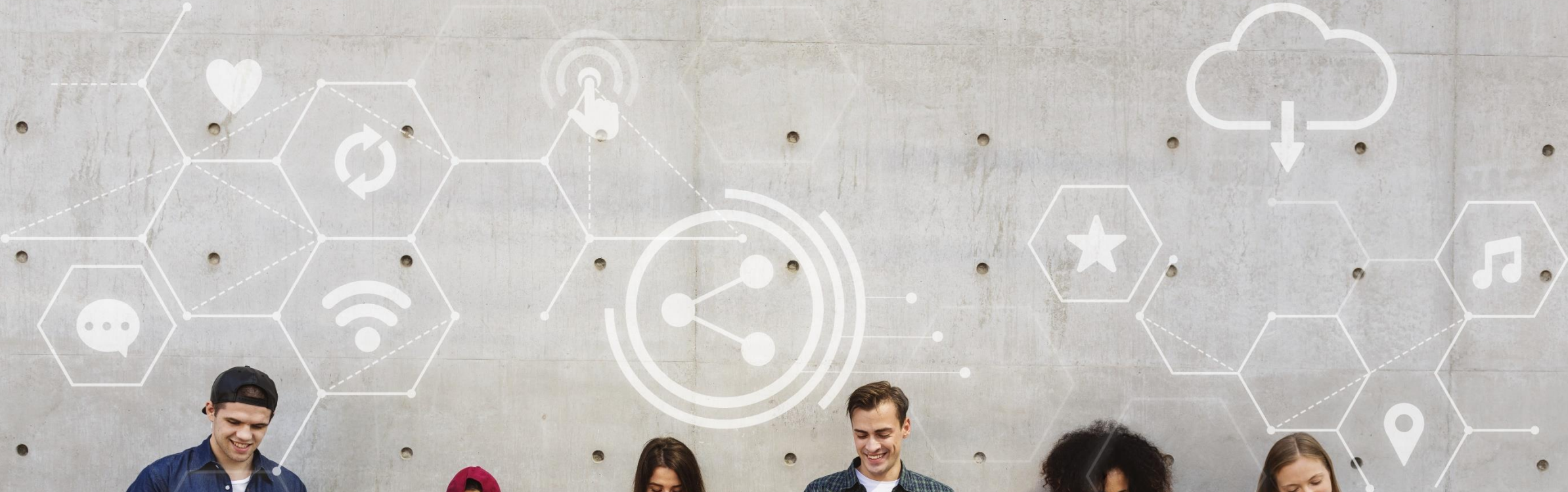


What's in store for the future of personalisation

By 2020, 92% of UK businesses plan to have implemented AI for business, customer data analytics and personalisation.*

*Adobe

Future of personalisation







Thank You

Got more queries? Send them across to hello@capillarytech.com

Know more about the Engage+ Platform [here](#)