

## On the path to personalisation?

Your end-to-end customer lifecycle marketing guide.  
Senior consultant Emma Church explains all

---

Data  
influenced  
journeys



# 1:1 personalised communications

We've moved out of the old school of sending a million emails to everyone on your database. Now it's about tuning in to a much more targeted, personalised environment. Customers are using so many different devices now – we know if they're opening up on a tablet or Android, and what email app they're using.

How can you know where every bit of data goes in the hierarchy to reach and capture the customer, understand what they're doing on any channel at any moment, and hit them with a great real-time response?

A close-up, profile view of a man and a woman kissing. The man on the left has a beard and is wearing a green denim shirt. The woman on the right has pink hair, a blue patterned headband, and a tattoo on her shoulder. The background is blurred with warm, bokeh lights.

**“Reach and capture the  
customer, and hit them  
with a great real-time  
response”**

## Getting emails into the inbox

We specialise in making sure emails land in the inbox and sender reputation is kept strong. We make email campaigns and CRM super effective – getting your message past firewalls and your point across in three seconds.

If you look at any web analytics, attributes or parts of a marketing initiative, you'll see that email wins for its timelines, how cost effective it is to set up and how good it is at generating revenue. This is why email is still king.

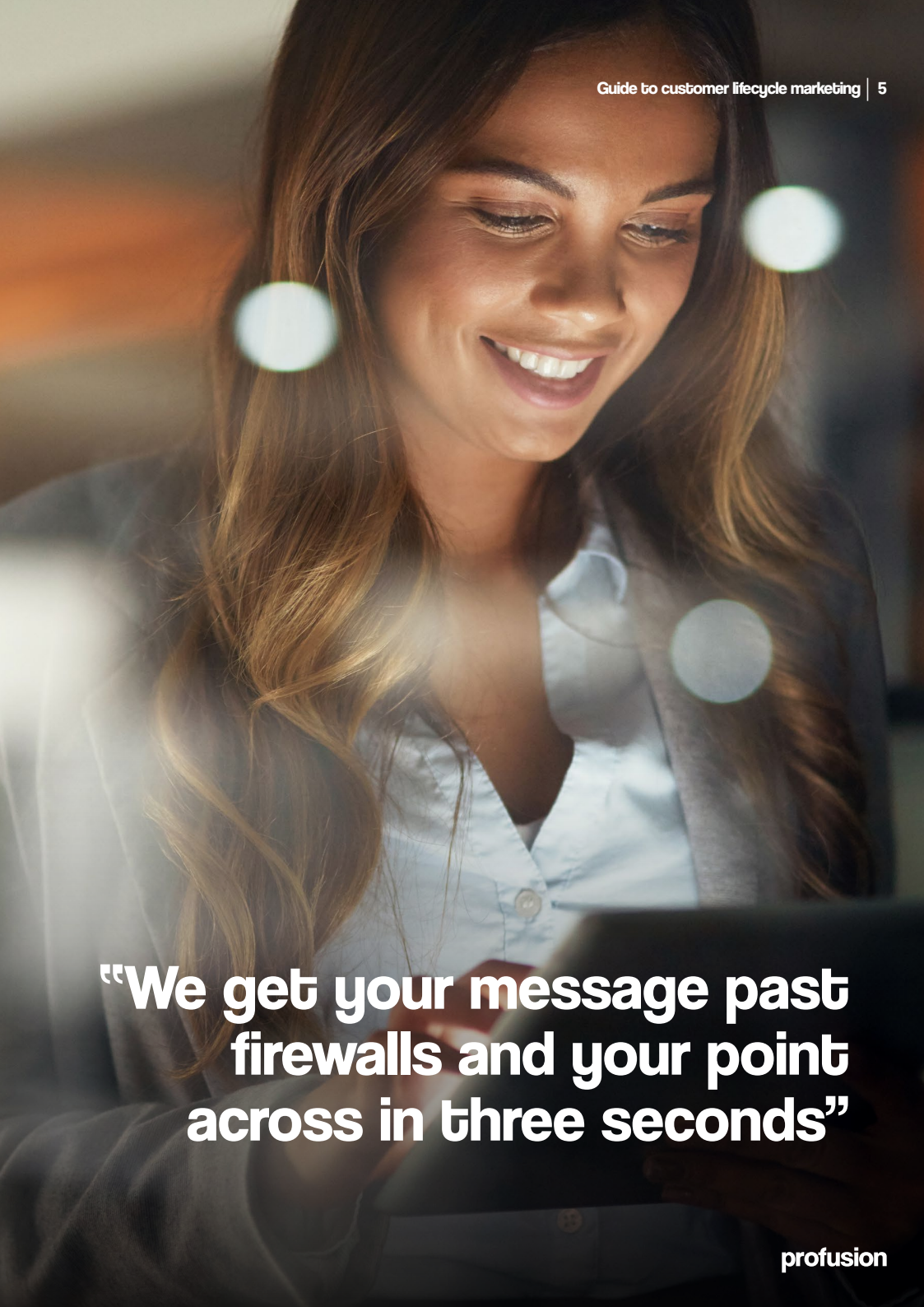
We focus on using data to help you connect with your customers. What is a customer searching for? How can you meet their needs through email?

## Contact strategy

A contact strategy starts with communication through email or another channel. From there, we look at what sparks real-time actions and what follow-ups we can build in to determine what the customer wants to hear and when. This master plan evolves over time and we look at behavioural triggers to match customers' changing lifestyle needs when they're ready.

We manage the whole campaign – getting an email from creative design and out of the 'door'. Using our consultancy, campaign management and project architecture expertise, we'll look at your target audience and marketing challenges from the very beginning and say: "Actually, before you execute this, we can make suggestions and recommendations for better, optimised journeys including the best time to send out an email. We can advise on and create an entire contact strategy from scratch.



A close-up photograph of a woman with long, wavy brown hair, smiling warmly as she looks down at a tablet computer she is holding. She is wearing a light blue button-down shirt under a grey blazer. The background is softly blurred with warm, bokeh-style light spots, suggesting an indoor setting with ambient lighting.

**“We get your message past  
firewalls and your point  
across in three seconds”**

## Multi-channel contact strategy

As it's really important to integrate with other channels, we spot trends in social media and SEO to make sure your customers have really easy, personalised experiences.

We'll come up with an entire contact strategy and talk it over with you to give each customer exactly what they need. This shows them: "We listen, we interpret and we find the best outcome for you."

## Cross-channel strategy

To run a great cross-channel strategy we work with you to get the data into a place where something in any moment can trigger a real-time action. We know how to capture information, trigger a follow-up email and give the customer a super smooth experience in real-time. We call this data the 'golden record' or single customer view. We've got skills in house to present data in a visual way that anyone can absorb in a few seconds.

## Dynamic content and interactivity

Working closely with our data science team we identify, discover and tap into different pockets of data. With this, we create even more unexpected and personalised experiences for each customer by inserting dynamic content that matches the profile of the individual recipient. We also apply interactivity including carousels, gamification and 'surprise and delight' features such as 'tap to reveal'.

We always ask you: "What's the thinking behind the objective and is this actually going to work for your customer?". Combining our expertise, we can match the right interactivity tools to your business challenges.

## Campaign performance and results

We measure the performance and results of each email campaign based on how long customers spend reading emails and how they're engaging in them. We're always looking at how we can improve personalised journeys.

A vibrant, high-contrast photograph of a young boy with wet, brown hair, laughing joyfully as he plays in the ocean surf. He is wearing a colorful, striped swim cap. In the background, a man wearing a straw hat and sunglasses is partially visible, also enjoying the beach. The scene is filled with splashing water and bright sunlight, creating a warm and lively atmosphere.

**“We create even more  
unexpected and  
personalised experiences  
for each customer”**

We'll also look at instances where the customer engaged but then nothing happened – they didn't convert to a sale or get back in contact with the brands. We need to know what that data is and find out what communications were driving them.

Over a period of time, we monitor the trends and offer nuggets of advice so the next campaign can be that little bit better. We find new ways of continuously improving the customer relationship.

### **Test, test, test**

What's going to get the customer to open an email? There is never going to be an end to testing because things change. Our philosophy is test, test and test again. We use software for this, along with artificial intelligence, to create compelling subject lines and pre-headers.



# Wired to solve problems

**We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.**

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

**Stay connected to discover more inspiring guides and stories within our 'knowledge think tank'.**



**Data  
influenced  
journeys**

# profusion

## Winning together

### Our client partners



**first direct**



**M&S BANK**

**C O T Y**



**Data  
influenced  
journeys**

**Profusion** (UK office), 69-77, Telephone House, Paul St, London , EC2A 4NW

**Profusion** (Dubai Office), CNN Building No 2. Al Sufuah Rd, Dubai Media City, PO BOX 72280