



**KEEP
CALM
AND
PERSONALISE
ON**



Customer Advisory Summit



Welcome

Darren Hitchcock
VP UK and EU Region

WELCOME

BIENVENUE

WILKOMMEN

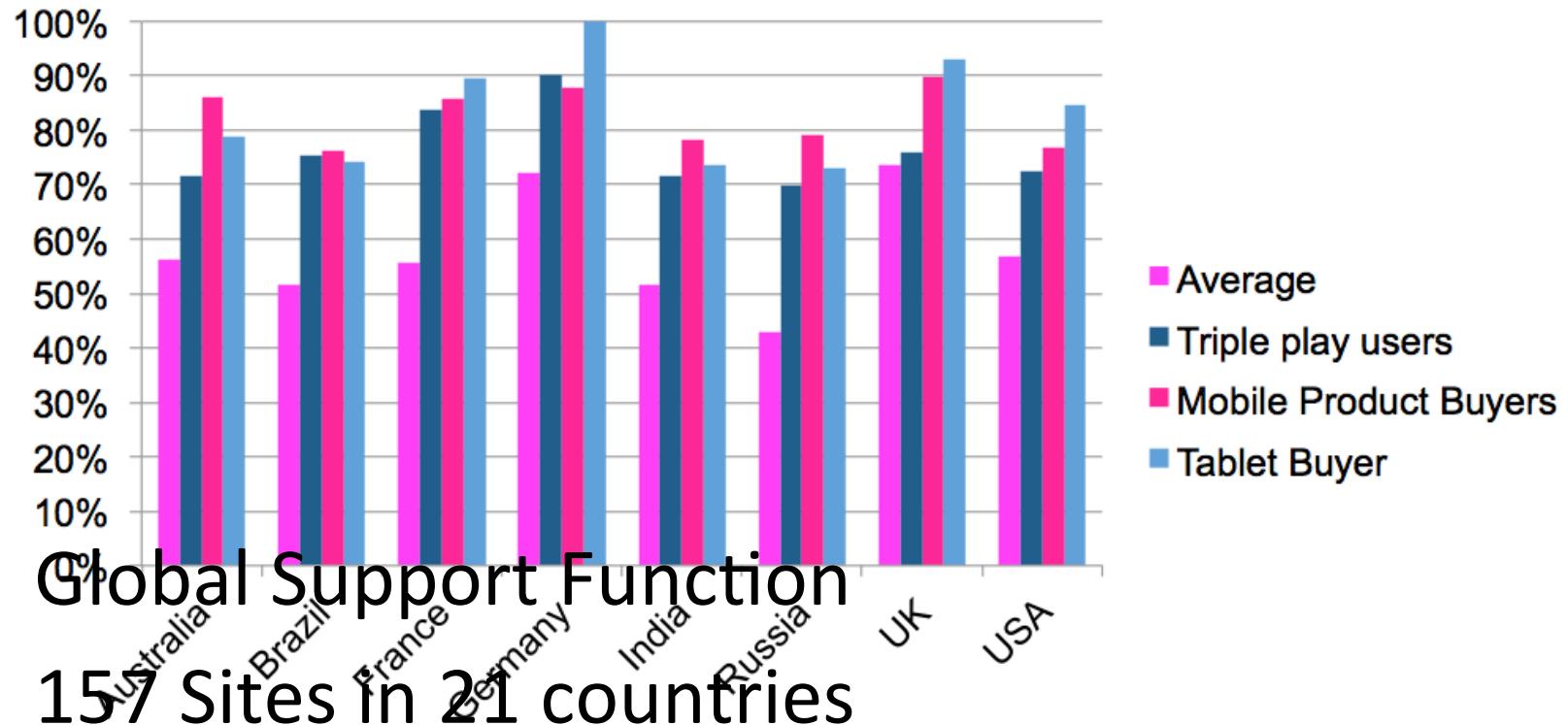
WELKOM



Introduction

Growth of an Empire

GLOBAL COMPARISON – 8 KEY MARKETS



Which of the following have you done online in the past month via your PC or laptop? – Purchased a product online

FACTOID – Moore's Law – Computing capability doubles every 18 months / 2 years



Introduction

Personalisation Matters [So does data]

Retail Clients - US



Retail Clients – UK/EU



Brand Clients



FACTOID – 50% of store sales are now influenced by digital data? [HBR Dec 2011]

Introduction

So Personalisation is on the map – why?



RESPECT^{the} SHOPPER.®

Flat is the new Up!



Introduction

The next stage of Retail

NOW is the time



FACTOID - Almost double the amount of men shop online at work [Recent eConsultancy Report]



Introduction

Our Focus – To Differentiate

4i's

Xtensibly Retail

- Insights
- Intelligence
- Innovation
- Incredibly Satisfied Customers - Raving Fans



Introduction

Agenda – Supporting Change & Growth

What does {rr} Do?

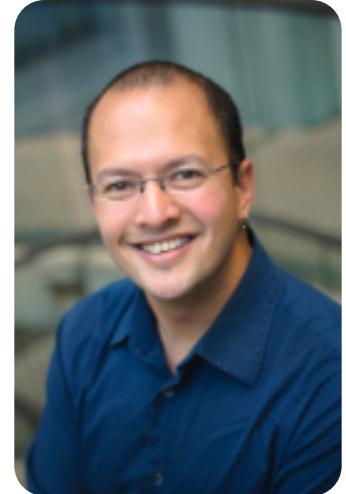
- We Personalise Shoppers' experiences...

No We Don't

- We help our customer personalise their shoppers experiences

That's the Focus Folks

- Be a Partner / Transparent / Supportive / Educational





Welcome

David Selinger
Founder and CEO



THE DOORS





{rr} is Growing



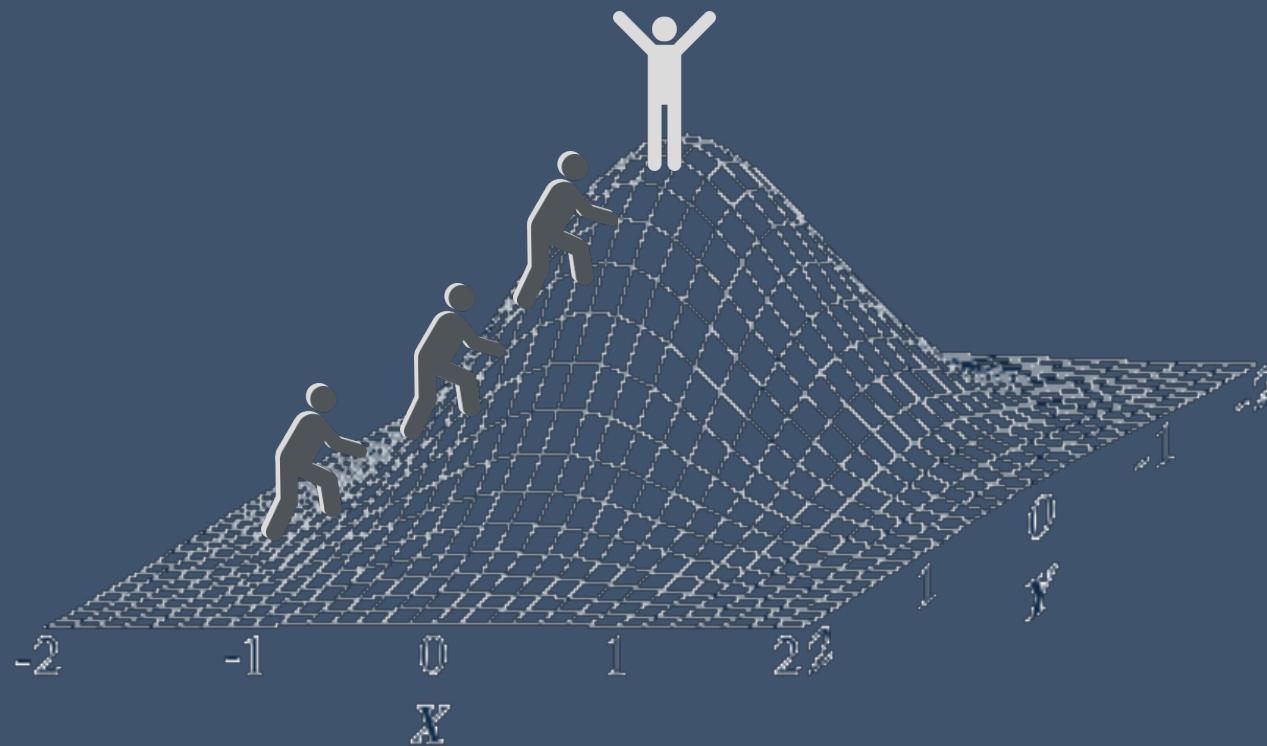
Social



Social Enterprise



Hill Climbing

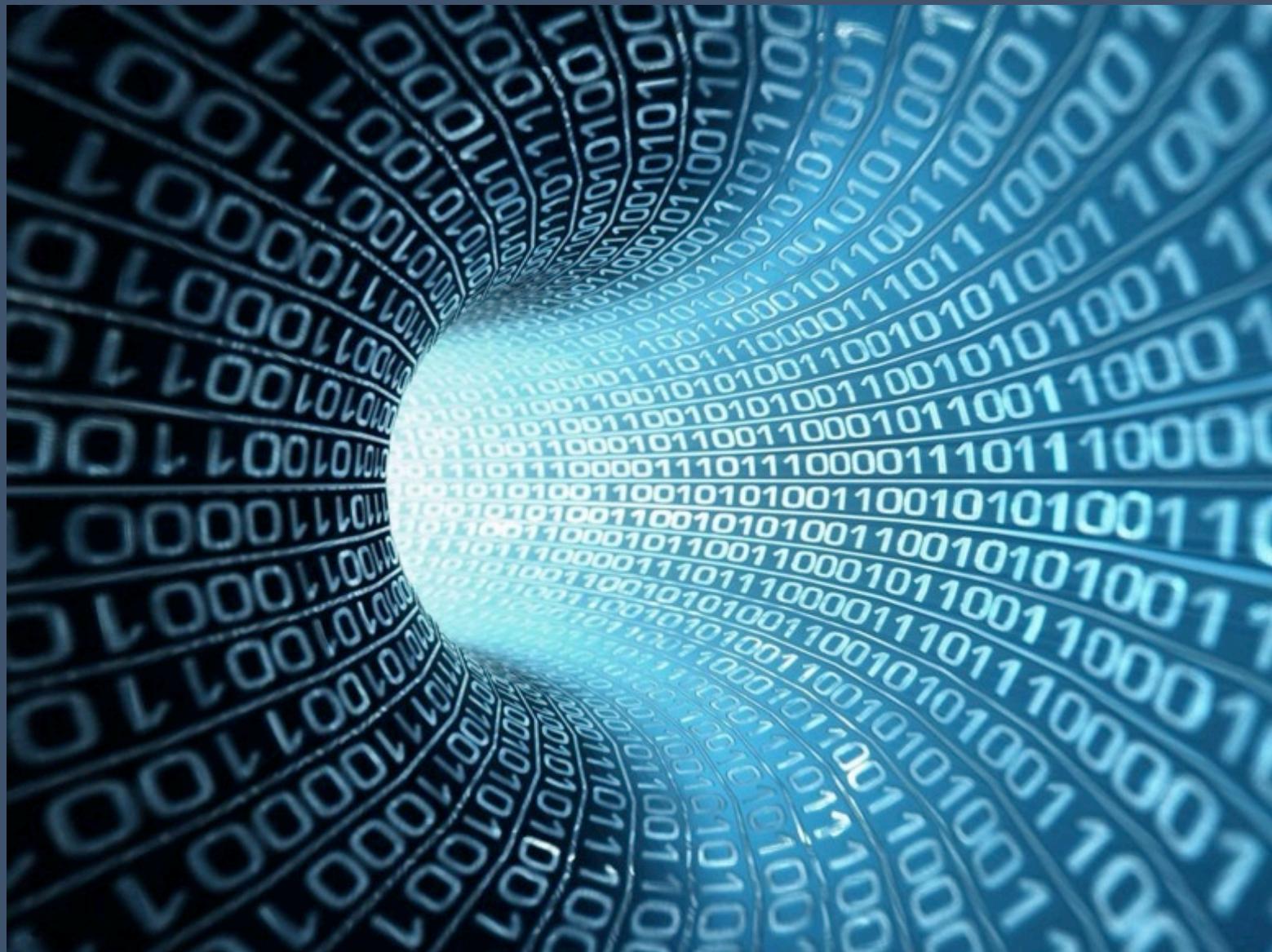


The Ice Breaker

- Name
- Company
- Goal for today
- PICTURE:
Favorite Movie
Character in 2001



Big Data







- PB-scale data
- First Party Analytics
- Real-Time API's



**KEEP
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ON**



Customer Advisory Summit



Product Development & Innovation

Arun Theivendirajah
Director of Product

Brad Cerenzia
Director of Consumer Innovation

Agenda

- 2012 in Review
- Innovation Program
- Vision for 2013



2012 in Review

Q1

Q2

Q3

Q4

Intelligent Cross Sell for Apparel & Office supplies

Showcase

Benchmark Reporting

Reporting Annotations

Dashboard Usability Improvements

Self-service Strategy Management

Regional Pricing & Availability

Ad Server

King of the Hill Improvements

RichPromo

Segment Strategies

Offer Strategies

Catalog Feed Alerting





Innovation Program



LOTS of ideas. What to do?



Our Innovations Process

1. Identify; assess / queue



2. Select; approved / declined



3. Market; each idea has a sponsor



4. Test; build / deploy



5. Roadmap?



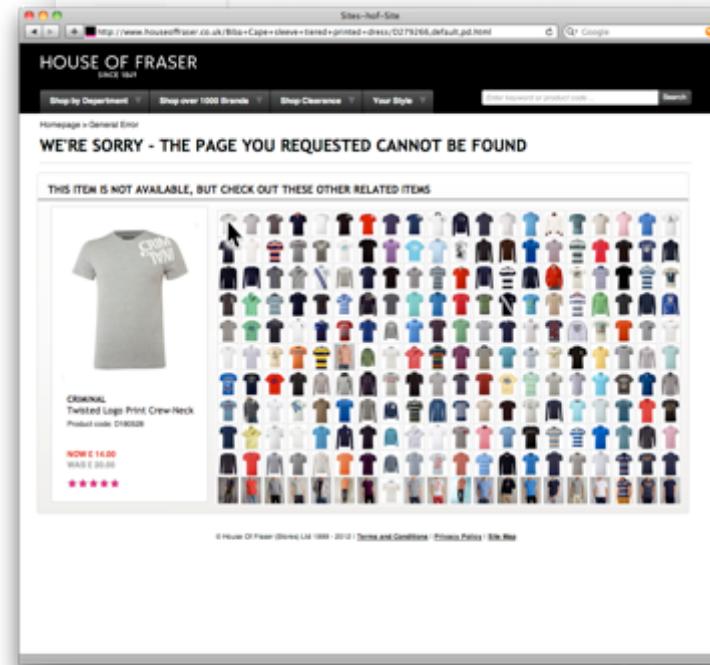
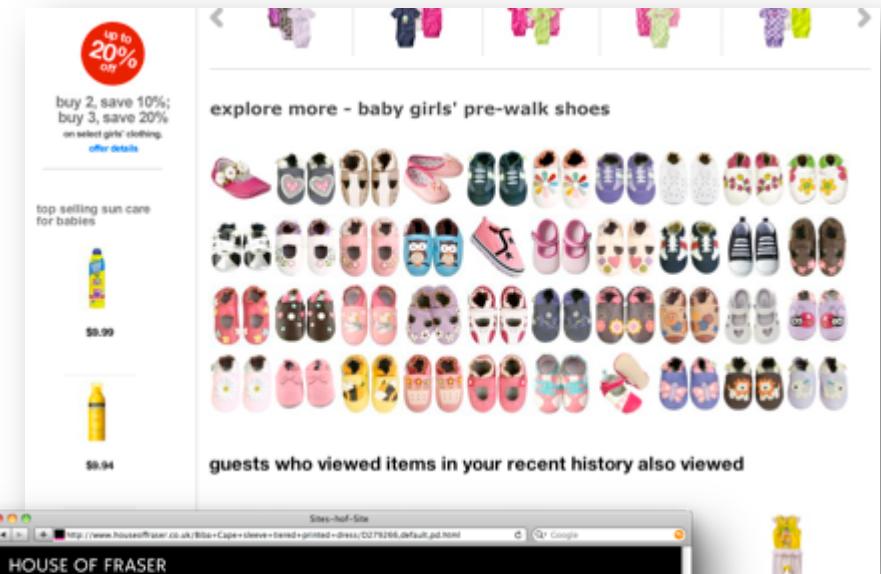
Results: 150 Ideas Queued in 9 Months



PixelWall

What is it?

- A **dynamic, interactive wall of products** à la Pinterest
- Can be **automatically merchandised or socially curated by shoppers**



Content Personalisation

What is it?

Revolutionary content decisioning and personalisation platform

The collage illustrates various personalization features:

- Top Right:** A diagram showing a face with circles indicating different skin zones (cheeks, forehead, nose, chin) and text asking, "How does your skin feel at mid-day without a moisturizer?" Below are four options:
 - Tight and uncomfortable all over
 - Tight and uncomfortable cheeks, comfortable in the T-Zone (forehead, nose, chin)
 - Comfortable cheeks, oily/shiny in the T-Zone
 - Oily/shiny all over
- Middle Right:** A video player showing a close-up of a person's eye and brow, with a play button icon. To the left is a sidebar with links: Janet Talks, Makeup Made Easy, Our TV Ads, Create Great Skin, and News & Events. Below the sidebar are thumbnail images for "Brighter Eyes" and "Fairer Skin: Medium/Deep".
- Bottom Left:** An offer for Clinique Superbalm Moisturizing Gloss mini. It shows a green tube of the product and text: "FREE Superbalm Moisturizing Gloss mini with any \$30 purchase." Below the text is a note: "► Shade: Raspberry" and a "Details" link.
- Bottom Right:** A product shot featuring a "Color Surge Eye Shadow Duo" in "Milkshake Pink". The image includes a "Shade View" button and a small inset showing a close-up of the shadow.

Search Results... Personalised

What is it?

Search experience using each shoppers' attributes to dynamically facet the results

FASHION REWARDS. Go shopping, get rewards. [See details](#)

Welcome to Nordstrom. Would you like to [sign in?](#) | Your Account | Our Stores & Events | [Get E-mail Updates](#) | Wish List | Shopping Bag: 0 items

NORDSTROM

FASHION REWARDS. Go shopping, get rewards. [See details](#)

FREE Shipping. FREE Returns.
All the time. [See details](#)

SEARCH

You searched for:
"men's shirt"

Men's Linen Shirt Guide: This warm-weather essential does quadruple duty, from the boardroom to the beach.

4 WAYS TO WEAR THE LINEN SHIRT
[SHOP OUR MEN'S GUIDE](#)

WOMEN MEN JUNIORS KIDS BRANDS SALE SPECIALTY SHOPS GIFTS FOR DAD

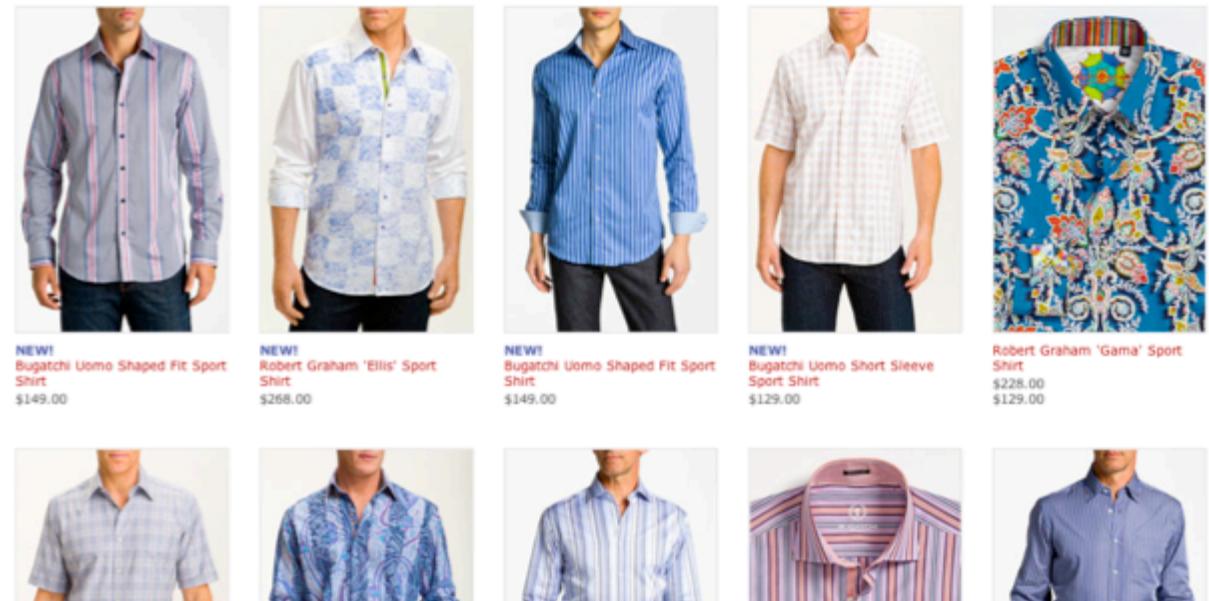
PERSONALIZED FOR YOU:

Your Brands: Bugatchi Uomo | Your Sleeve Length: Short Sleeve | Your Sizes: Regular M | Your Colors: | Price: \$100-\$150, \$150-\$200, \$200-\$300 | Store Availability

CLEAR ALL

SORT BY: FEATURED | NEWEST | PRICE | SALE | CUSTOMER RATING

8 ITEMS PAGE 1 FASHION FEED



NEW!
Bugatchi Uomo Shaped Fit Sport Shirt
\$149.00

NEW!
Robert Graham 'Ellis' Sport Shirt
\$268.00

NEW!
Bugatchi Uomo Shaped Fit Sport Shirt
\$149.00

NEW!
Bugatchi Uomo Short Sleeve Sport Shirt
\$129.00

Robert Graham 'Gama' Sport Shirt
\$228.00
\$129.00



404 / Social / Referrer Landing Pages

Sorry! We can't find that page

Customers who searched for "cashmere sweater" also looked at:

The screenshot shows a grid of five recommended products for cashmere sweaters. Each item includes a small image of a woman wearing the garment, a "QUICK INFO" button, a product name, price range, and a star rating.

Product	Price Range	Rating
Pure Cashmere Roll Neck Jumper	From £48.00 - £69.00	★★★★★
Pure Cashmere V-Neck Striped Knitted Jumper	£75.00	★★★★★
Pure Cashmere Crew Neck Jumper	E38.00 Sale Price	★★★★★
Pure Cashmere V-Neck Longline Jumper	From £39.00 - £89.00	★★★★★
Pure Cashmere Crew Neck Cardigan	From £48.00 - £89.00	★★★★★

What is it?

Dramatically reduce the abandonment rate (**24%**) by providing call to action for shoppers.

You are here: [Homepage](#) » [Flowers & Gifts](#) » [Gifts for Her](#) » [Cashmere Knitwear](#) » Pure Cashmere Crew Neck Cardigan

Customers from Social Links Also Viewed

The screenshot shows a grid of five recommended products for cashmere knitwear. Each item includes a small image of a woman wearing the garment.



Instant Shopper

What is it?

Search-based
recommendations at
the speed of light

I'm searching for:

paper shredder

paper shredders

paper shredder



Fellowes Powershred W-11C Shredder



Fellowes Powershred P-58Cs Shredder



Cross Cut Shredder



Fellowes Intellishred PS-79Ci Jam Proof Shredder



Fellowes Powershred P-48C Shredder



Fitting Room Assistant

What is it?

The Fitting Room Assistant is mounted hardware device designed to **personalise in-store shopping** by using **behavioural data** to build tools that help customers discover the right products...

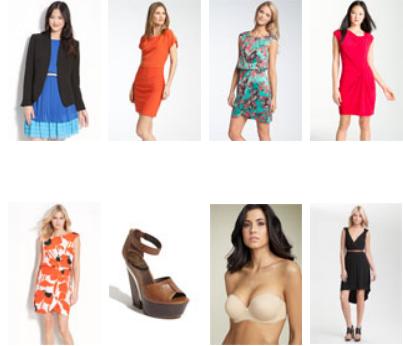
... and wow her.

You Scanned:



NORDSTROM

Recommendations



Product Info

More Sizes

Ship it to me



Product Personalisation @ Kiosk



What is it?

An exciting cross-channel opportunity to provide relevance and personalisation to your customers' visit

- *Top sellers in Men's Shirts*
- *This Store's Most Popular Items*
- *Customers buying this also bought*
- *Most viewed in this department*
- *Personalised offers and promotions*



Promotion Personalisation @ Kiosk

What is it?

Leveraging a Cvs. model of in-store kiosks, our personalisation engine can feed personalised custom offers, promos, ads to opt-in shoppers identified by loyalty card.



Sales Associate Tools



What is it?

- **Tablets** for in-store sales associates powered by our **personalisation APIs**
- Sales associates can provide **consultative, personalised** shopping experience to their customers using shopper's e-mail address or loyalty card.

People who view this item also view

B003KXIP



>> QUICK INFO

Freshfeet Leather Round
Toe Lace Up Boat Shoes
£45.00

★★★★★

B003IK52



>> QUICK INFO

Freshfeet Leather Lace
Up Boat Shoes
£45.00

★★★★★

B003MD14



>> QUICK INFO

Leather Freshfeet Lace
Up Boat Shoes
£49.50

★★★★★

B003A56M



>> QUICK INFO

Blue Harbour Leather
Lace up Boat shoes with
Freshfeet Silver
Technology
£45.00

B003KJ91



>> QUICK INFO

Blue Harbour Leather Slip
on Boat Shoes with
Freshfeet Silver
£45.00

★★★★★



Personalised POS Recommendations

1. Associate requests recommendations
2. Retailer sends email with recs
3. POS prints recs on receipt
 - Web address for more info
 - QR code for smartphone
4. Recs appear in e-commerce sessions

The image displays two examples of personalized point-of-sale (POS) recommendations:

Physical Receipt (Barnes & Noble):

- YOU MAY ALSO LIKE...**
- Eragon (Inheritance Cycle Series #1)
by Christopher Paolini
- The Hunger Games Tribute Guide
by Emily Seife
- The World of the Hunger Games
by Kate Egan
- The Girl Who Was on Fire: Your
by Leah Wilson
- Stars In the Arena: Meet the H...
by Mel Williams

Digital Receipt (Target):

- TARGET**
EXPECT MORE PAY LESS:
GLENDALE - 303-209-0182
01/19/2012 01:28 PM EXPIRES 04/16/12
- a special offer for you for your travel games purchase**
- \$1 off**
- guests who bought travel games also bought**
- Zobmondo! Would You Rather...? Twisting Trivia Game**
\$26.99
Zobmondo! Would You Rather...
Spend \$50, get free sh...
★★★★★ (2)
- Zobmondo! Would You Rather...? Game**
\$22.49 online price
Zobmondo! Would You Rather...
Spend \$50, get free sh...
★★★★★ (12)
- The Travel Game (Hardcover)**
\$15.20
List: \$48.00
Author: John Grandits
★★★★★ (12)
- Goliath Games Doggie Doo Travel**
\$12.99
Author: John Grandits
★★★★★ (12)

QR Code and Text:

selection of Mattel brand products right now with a QR reader!

Account holders can view prior order information by visiting [My Account](#). For further assistance with your order or for more information please visit our [Help](#) section or [contact us](#).



Things You Can Do Today to Innovate

1. Store all signals (brands, prices, styles, categories)



2. Personalise emails



3. Act on data, not gut ... test everything.



4. Capture email in-store, merge w/ online

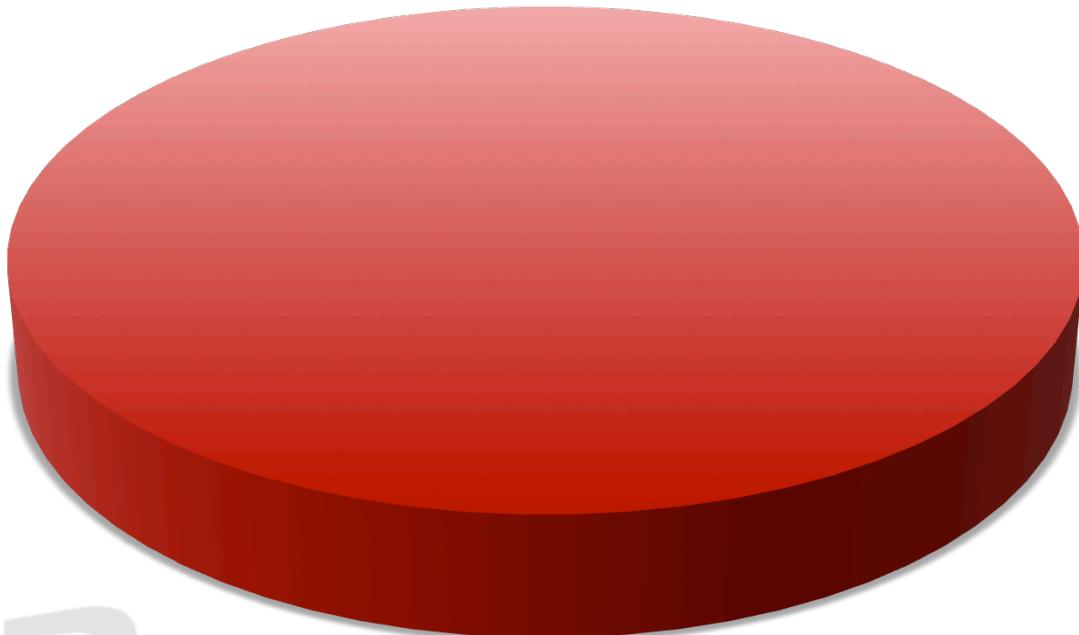


5. Innovate w/ RichRelevance APIs



Personalise to Thrive

The market is dedicating 100% of its time finding ways to displace you



■ Displacing you: 100%





Vision for 2013



2013 Vision



Omni-Channel



Self-Service
Tools



Shopping
Cohorts



Algorithm
Improvement



Loyalty
Programs



Analytics



2013 Vision



Personalised
experience no matter
where she is



Self-Service
Tools



Shopping
Cohorts



Algorithm
Improvement



Loyalty
Programs



Analytics



2013 Vision



Omni-Channel



Self-Service
Tools



Your customers are a community. Connect similar customers with each other.



Algorithm
Improvement



Loyalty
Programs



Analytics



2013 Vision



Omni-Channel



Self-Service
Tools



Shopping
Cohorts



Algorithm
Improvement



Analytics

Marry recs/promo to
existing loyalty
programs to reward
participants



2013 Vision



Omni-Channel



Self-Service
Tools



Shopping
Cohorts



Algo-
rithm
Improve-



More insight into user behaviour across online, mobile, and in store channels



loyalty
programs



2013 Vision



Omni-Channel



Self-Service
Tools



Shopping
Cohorts



Continuous innovation
to improve king of the
hill algorithm and
create new strategies



Analytics



Loyalty
Programs



2013 Vision



Omni-Channel



Self-service tools for visual design, messaging, merchandising, advanced reporting



Shopping Cohorts



Algorithm Improvement



Loyalty Programs



Analytics





Thank you!

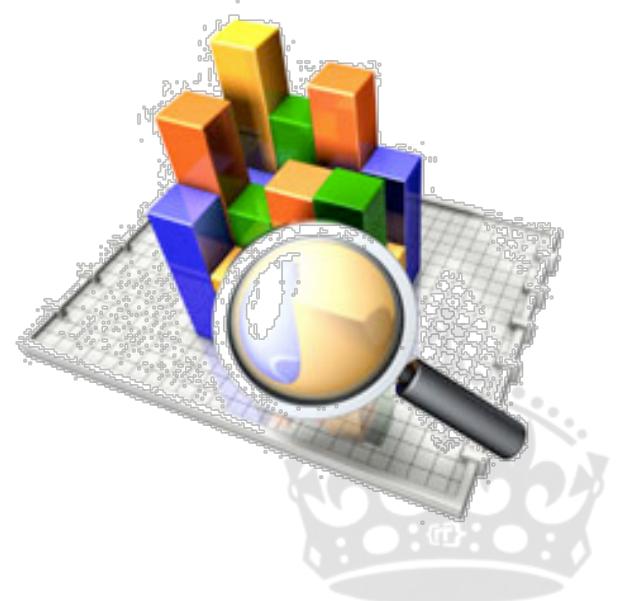


Business Value Optimisation

Mukti Jindal
Director of Client Success

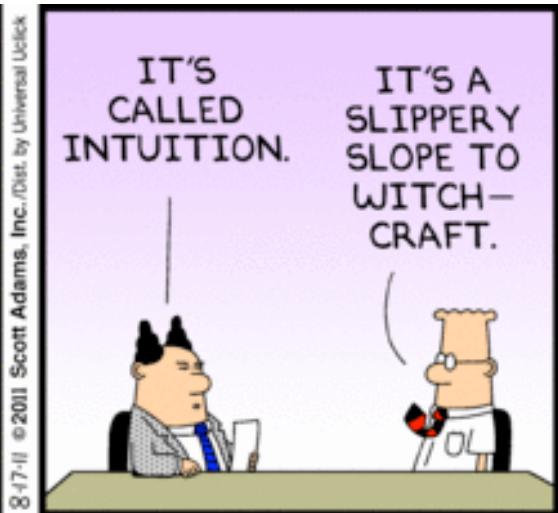
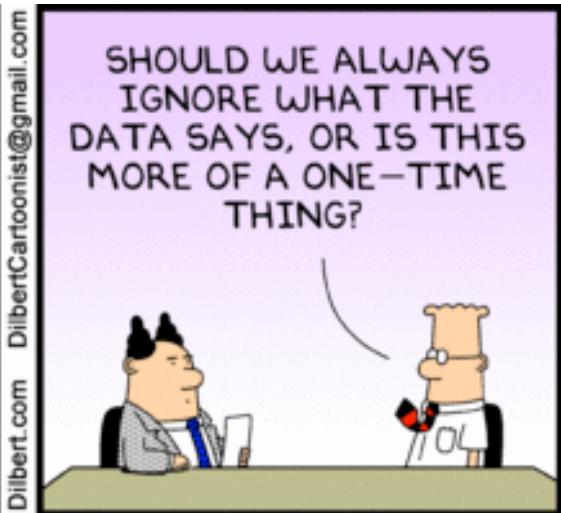
Agenda

- What is Data-Driven Optimisation?
- {rr} & Optimisation
- Philosophy & Next Steps



How Are You Making Decisions?

*“On average, marketers depend on data for just 11% of all customer-related decisions.”**



* From a recent **CEB** study of nearly 800 marketers at Fortune 1000 companies

What Prevents Marketers from Making Data-Driven Decisions?

With our customers, the biggest bottleneck we see is resourcing...
primarily IT resources



My Proposition



- Partner with you to optimise business value as powered by multivariate testing
- Commit to minimal or no IT resource requirements from you



Types of MVTs we use at {rr}



Placements

- Item Page
- Cart Page
- Search Page
- Category Page
- Add-to-Cart Page
- Home Page
- Purchase Complete Page

Layouts

- Ratings & Reviews
- Add-to-Cart Button
- Rec Scrollers
- Strategy Messaging
- Different UI
- Vertical vs. Horizontal Recs

Merchandising

- Price Thresholds
- Category Page Silos
- Brand Page Silos
- Site-wide Boosting



Placement Test: Add-to-Cart Interstitial

Version 1

EVERYDAY FREE SHIPPING. EASY IN-STORE RETURNS.
some restrictions apply. get details on free shipping

sign in new guest! my account REDcard

women men baby kids home furniture patio electronics entertainment toys health & beauty halloween see more

daily deals one day only, always free shipping >

find a store Weekly Ad GiftCards registries TargetLists

back to search results
Target > electronics > computers & tablets > laptops

1 item added. View your cart

HP 15.6" Laptop PC with 320GB Hard Drive, 4GB Memory - Black
\$399.99
save 10% on Logitech accessories with PC
Ships free
quantity: 1
in stock

cart summary (5 items)

subtotal: \$1,089.55

checkout continue shopping

* Tax & shipping costs, discounts, and GiftCards will be applied during checkout. This item must be returned within 30 days of the ship date. See return policy for details.

HP Pavilion 15.6" Laptop PC
Toshiba Satellite 15.6" Laptop PC...
HP Pavilion 15.6" Laptop PC...
HP Pavilion 15.6" Laptop PC...
HP Pavilion 15.6" Laptop PC...
not sold in stores In Store

add to registry add to list

more views 1-0 of 6 demo share

This item must be returned within 30 days of the ship date. See return policy for details.
Prices, promotions, styles and availability may vary by store and online.

overview specifications guest reviews shipping & returns

Do it all on the go with the HP 2000, an everyday notebook for everyone. Stay connected to your social networks, surf the web, video chat and more. Watch videos on the brilliant widescreen display and easily share videos from your PC on your HDTV, too. Get a great value on a notebook you'll use every day of the week.

▪ Maximum Resolution: 1366 x 768
▪ Aspect Ratio: 4:3 Aspect Ratio
▪ Display Features: LED Display, BrightView, Backlit Display, High-Definition
▪ Computer Features: Standard Keyboard, Touchpad, Imprinted Finish, Security Lock Slot
▪ Processor Brand: AMD
▪ Processor Speed: Up to 1.4 GHz
▪ Processor Type: AMD Dual-Core E1-1200
▪ Cache RAM: 1 GB
▪ Memory RAM Type: DDR3
▪ Maximum RAM Supported: 8 GB
▪ Processor RAM: 1 GB

special offers and deals.
Purchase a buy a select laptop, notebook or desktop computer and receive 10% off select Logitech accessories. Discount applied at checkout. offer details.
This item qualifies for free shipping offer details.
This item qualifies for free shipping when you spend \$50 on qualifying items. offer details.

other info.
Online Item #: 14157824
Store Item Number (DPCB) 241-26-3371
Batteries: Required - 1, Lithium Ion
Assembly Required: no tools needed
Imported
Warranty details

Palmolive

Version 2

EVERYDAY FREE SHIPPING. EASY IN-STORE RETURNS.
some restrictions apply. get details on free shipping

sign in new guest! my account REDcard

women men baby kids home furniture patio electronics entertainment toys health & beauty halloween see more

daily deals one day only, always free shipping >

find a store Weekly Ad GiftCards registries TargetLists

back to search results
Target > electronics > computers & tablets > laptops

1 item added. View your cart

HP 15.6" Laptop PC with 320GB Hard Drive, 4GB Memory - Black
\$399.99
save 10% on Logitech accessories with PC
Ships free
quantity: 1
in stock

cart summary (5 items)

subtotal: \$1,089.55

checkout continue shopping

* Tax & shipping costs, discounts, and GiftCards will be applied during checkout. This item must be returned within 30 days of the ship date. See return policy for details.

Top accessories for your laptop

\$26.79 Targus CyR211 12" Notebook Slip Case - Black/Blue
\$34.99 Suncase AirCube Sleeve for 15.6" - 16" Notebooks...
\$249.99 HP Envy 114 Wireless All-in-One Color Injet Printer...
\$19.99 Logitech M310 Wireless Mouse - Blue
Temporary price cut!

HP Pavilion 15.6" Laptop PC...
not sold in stores In Store

add to registry add to list

more views 1-0 of 6 demo share

This item must be returned within 30 days of the ship date. See return policy for details.
Prices, promotions, styles and availability may vary by store and online.

overview specifications guest reviews shipping & returns

Do it all on the go with the HP 2000, an everyday notebook for everyone. Stay connected to your social networks, surf the web, video chat and more. Watch videos on the brilliant widescreen display and easily share videos from your PC on your HDTV, too. Get a great value on a notebook you'll use every day of the week.

▪ Maximum Resolution: 1366 x 768
▪ Aspect Ratio: 4:3 Aspect Ratio
▪ Display Features: LED Display, BrightView, Backlit Display, High-Definition
▪ Computer Features: Standard Keyboard, Touchpad, Imprinted Finish, Security Lock Slot
▪ Processor Brand: AMD
▪ Processor Speed: Up to 1.4 GHz
▪ Processor Type: AMD Dual-Core E1-1200
▪ Cache RAM: 1 GB
▪ Memory RAM Type: DDR3
▪ Maximum RAM Supported: 8 GB
▪ Processor RAM: 1 GB

special offers and deals.
Purchase a buy a select laptop, notebook or desktop computer and receive 10% off select Logitech accessories. Discount applied at checkout. offer details.
This item qualifies for free shipping offer details.
This item qualifies for free shipping when you spend \$50 on qualifying items. offer details.

other info.
Online Item #: 14157824
Store Item Number (DPCB) 241-26-3371
Batteries: Required - 1, Lithium Ion
Assembly Required: no tools needed
Imported

Palmolive

INFUSE YOUR KITCHEN WITH FRESHNESS

Result: 39% increase in attach rates

Merchandising Test: Price Thresholds

Version 1

People who viewed this item also viewed

LG 22" LS3500 LED TV	Sharp® 70" AQUOS EdgeLit LED TV (Mfg....)	LG 32" Edge-Lit LED HDTV (32LS3400)	Sony® 42" LED TV EX440 SERIES (Mfg....)
\$199.99 Save \$70.00 until September 30, 2012	\$2,999.99 Save \$300.00 until September 30, 2012	\$329.99 Save \$120.00 until September 30, 2012	\$649.88

People who viewed this item also viewed

Toshiba® 40" 40L5200U LED HDTV	Sony® 32" LCD HDTV (KDL32BX330)	LG 32" Edge-Lit LED HDTV (32LS3400)	Sony® 42" LED TV EX440 SERIES (Mfg....)
\$649.99 Save \$100.00 until September 30, 2012	\$349.88	\$329.99 Save \$120.00 until September 30, 2012	\$649.88

Version 2

People who viewed this item also viewed

HDTV (KDL40BX450)			
\$499.88			

People who viewed this item also viewed

Toshiba® 40" 40L5200U LED HDTV	Sony® 32" LCD HDTV (KDL32BX330)	LG 32" Edge-Lit LED HDTV (32LS3400)	Sony® 42" LED TV EX440 SERIES (Mfg....)
\$649.99 Save \$100.00 until September 30, 2012	\$349.88	\$329.99 Save \$120.00 until September 30, 2012	\$649.88

Result: "It Depends"

Placement Test: Search Landing Page

Version 1

This screenshot shows the original search landing page. At the top, there's a navigation bar with links for 'See All Departments', 'Search Home', 'Track My Orders', and 'My Cart (0)'. Below the navigation is a search bar and a breadcrumb trail: 'Home > Vacuums and Floor Care'. The main content features a large image of the vacuum cleaner, its product title 'Bissell PowerForce Helix Bagless Upright Vacuum, Gray/Blue, 12B1', and a rating of 4.5 stars from 373 reviews. A 'Buy from Walmart' section includes an 'Add to Cart' button and a price of \$47.94. Below this is a 'People Who Viewed This Item Also Viewed' section showing five related products. A sidebar on the right contains a 'College' advertisement for Ajax dish soap and a 'Recently Viewed Items' section. The bottom of the page has a 'Top Searched Items in Appliances' section.

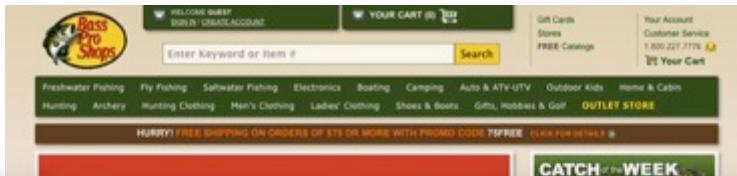
Version 2

This screenshot shows the updated search landing page. The layout is identical to Version 1, but the 'People Who Viewed This Item Also Viewed' section is highlighted with a red border. This section displays five related vacuum models with their names, descriptions, prices, and star ratings. The rest of the page content, including the 'Buy from Walmart' section, sidebar, and bottom sections, remains the same.

Result: Double-digit reduction in bounce rates

Layout Test: Use of Scrollers

Version 1



Our Most Popular Products



Daiwa® Lexa Baitcast Reels
\$199.99



Shakespeare® Ugly Stik®...
\$29.99 - \$39.99
★★★★★
(178 reviews)



PowerPro® Braided Spectra®...
\$29.99 - \$54.99
★★★★★
(256 reviews)



Strike King® KVD Rattling Square...
\$2.99
★★★★★
(10 reviews)



Zoom® Soft Plastic Baits - Super Fluke
\$2.99
★★★★★
(268 reviews)



Bass Pro Shops® XTS® Rod Socks
\$4.99
★★★★★
(1 reviews)



OFFER ENDS OCTOBER 7
SHOP ALL ►



Save up to 50% OFF Epic® Optics
SHOP NOW ►

Limited 3 Per Customer



Fall 2012 Collections
Ladies' Apparel & Gifts
Inspired by The Great Outdoors
SHOP NOW ►

Our Most Popular Products



Daiwa Lexa Baitcast Reels
\$199.99



Shakespeare Ugly Stik®...
\$29.99 - \$39.99
★★★★★
(178 reviews)



PowerPro® Braided Spectra®...
\$29.99 - \$54.99
★★★★★
(256 reviews)



Strike King® KVD Rattling Square...
\$2.99
★★★★★
(10 reviews)



Zoom® Soft Plastic Baits - Super Fluke
\$2.99
★★★★★
(268 reviews)

Our Most Popular Products



Daiwa® Lexa Baitcast Reels
\$199.99



Shakespeare® Ugly Stik®...
\$29.99 - \$39.99
★★★★★
(178 reviews)



PowerPro® Braided Spectra®...
\$29.99 - \$54.99
★★★★★
(256 reviews)



Strike King® KVD Rattling Square...
\$2.99
★★★★★
(10 reviews)



Zoom® Soft Plastic Baits - Super Fluke
\$2.99
★★★★★
(268 reviews)



Bass Pro Shops® XTS® Rod Socks
\$4.99
★★★★★
(1 reviews)



CHOOSE YOUR NEAREST STORE



Saturdays & Sundays Sept. 22 & 23, 29 & 30
CLICK FOR DETAILS ►



Saturdays & Sundays Sept. 22 & 23, 29 & 30
CLICK FOR DETAILS ►



\$100 OFFER
APPLY NOW ►



Book your vacation today!
APPLY NOW ►

SHOP
Freshwater Fishing
Fly Fishing
Saltwater Fishing
Electronics
Boating

OUTDOOR SITE LIBRARY
Outdoors Library Home
Hunting Library
Fishing Library
Camping Library
Gardening Library

PRO RESOURCES
Email Us
Feedback
Customer Support
Order Status
Order History
Returns
Refunds
Shipping Information
Privacy Policy

COMPANY INFORMATION
About Bass Pro Shops
Brands
Restaurants
Career Center
Corporate News

Result: Does not move the needle

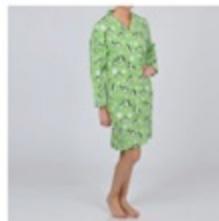
Email Strategy Test: Bought² vs. Personalised

Version 1

Your Order Was Successful
Your order has been processed. An email will be sent to you when your order ships. Feel free to print this for your records.

- Your order number is:
- You can check the status of your order by visiting the My Account page and then clicking on the order status link.

People who bought items in your order also bought:



Add to Cart

Add to Cart

Add to Cart

People who bought items in your order also bought:



Add to Cart

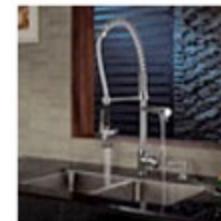
Result: 5.2% increase in engagement rate

Version 2

Your Order Was Successful
Your order has been processed. An email will be sent to you when your order ships. Feel free to print this for your records.

- Your order number is:
- You can check the status of your order by visiting the My Account page and then clicking on the order status link.

Customers who purchased items in your recent history also purchased:

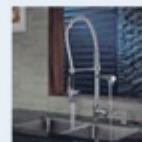


Add to Cart

Add to Cart

Add to Cart

Customers who purchased items in your recent history also purchased:



Add to Cart

Placement Test: Out-of-Stock Page

Version 1

The screenshot shows a standard product detail page for a desk. At the top, there's a navigation bar with links for Home, Corporate/Government Customers, Shop by Catalog, Store Locator, Customer Service, and a search bar. A 'Weekly Ad' banner is visible. The main content area features a large image of the desk, its dimensions (29 7/8''H x 47 1/2''W x 26 7/8''D), and its color (Spectrum/Pewter). It's described as a 'Standard Delivery' item. Below the product info, there's a 'Your Price' section with a red button labeled 'ONLINE' and a green checkmark indicating it's 'Out of Stock'. A quantity input field is set to 1, and an 'Add to Cart' button is present. A note says 'Keyboard tray sold separately.' Below the main product, there's a testimonial and a 'About This Product' section with detailed descriptions and a 'Customer Reviews' tab. A 'Need Help?' sidebar offers live chat and a 'Customers Who Viewed This Item Also Viewed' section.

Version 2

The screenshot shows the same product detail page as Version 1, but with a prominent red callout box highlighting the 'Out of Stock' status. The callout contains a message: 'The item you requested is currently Out of Stock. Please consider these alternatives ...' followed by five alternative desk models with their names, prices, and 'Write the first review' buttons. Below this, the original product details are repeated, including the 'Your Price' section with the 'ONLINE' button and 'Out of Stock' message. The rest of the page layout is identical to Version 1, including the 'About This Product' section, 'Need Help?' sidebar, and 'Customers Who Viewed This Item Also Viewed' section.

Result: Over 12% click through rate

Merchandising Test: Home Page

Version 1

This screenshot shows the homepage of Office Depot's website. At the top, there is a navigation bar with links for Home, Corporate/Government Customers, Shop by Catalog, Store Locator, Customer Service, and a search bar. A promotional banner for "FREE Delivery on \$50" is displayed. Below the navigation, there is a "Weekly Ad" section showing various products like paper, file folders, and mugs. Each product has a star rating, price, quantity input field, and an "ADD TO CART" button. To the right of the products, there are links for "Office Supplies", "Paper", "Ink & Toner", "Breakroom", "Cleaning", "Technology", "Furniture", "Our Services", and "My Account". A sidebar on the left offers links for "Buyer's Guide", "Shop Paper Depot", "Find the Right Paper", and "LAST WEEK TO SAVE". Below the main products, there is another row of items and a section for "Gift Cards", "Credit Cards", "Worksite Rewards", "Office Depot Emails", and "Mobile Alerts".

Version 2

This screenshot shows the homepage of Office Depot's website from Version 2. It features a similar layout to Version 1 but includes several changes. The top navigation and promotional banners are identical. The "Weekly Ad" section is more prominent, featuring a large "choose your savings & get FREE DELIVERY" banner with discounts of \$15 off, \$30 off, and \$45 off. Below this, there is a "Final Week - Furniture Overstock Event" banner with a "Save up to \$240" offer. The product grid below follows the same structure as Version 1. A red box highlights the "Office Depot Popular Products" section, which contains the same five products as Version 1. The sidebar on the left is identical to Version 1. A red box also highlights the "Mobile Alerts" section at the bottom of the page.

Result: Inconclusive

Our Philosophy: Boundless Opportunity



MyRecs



Mobile



Margin-based
recommendations



Bundling



Personalised
Promotions



Boosting
(In-house or
Premium Brands)



Attribute-based
strategies

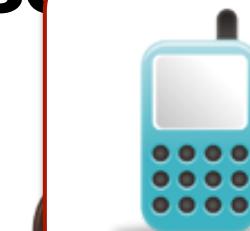


Offer
Strategies



Our Philosophy

Opportunity



Should you have
recommendations on
your mobile platform?



MyRecs

Mobile



Margin-based
recommendations



Bundling



Personalised
Promotions



Boosting
(In-house or
Premium Brands)



Attribute-based
strategies



Offer
Strategies



Our Philosophy: Boundless Opportunity



MyRecs



Bundling



Boosting
(In-house or
Premium Brands)



Should you promote
high Margin products
in recommendations?



Margin-based
recommendations



Personalised
Promotions



Attribute-based
strategies



Offer
Strategies



Our Philosophy: Boundless Opportunity



MyRecs



Mobile



Bundling



Boosting
(In-house or
Premium Brands)



Should you be
targeting promotions
to shoppers category
or brand affinities?

Personalised
Promotions



Attribute-based
strategies



Offer
Strategies



Our Philosophy: Boundless Opportunity



MyRecs



Mobile



Margin-based
recommendations



Bundling



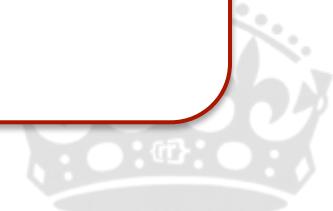
Boosting
(In-house or
Premium Brands)



Should you be
dynamically
promoting top offers
by category?

Attribute-based
strategies

Offer
Strategies



Our Philosophy: Boundless Opportunity



MyRecs



Mobile



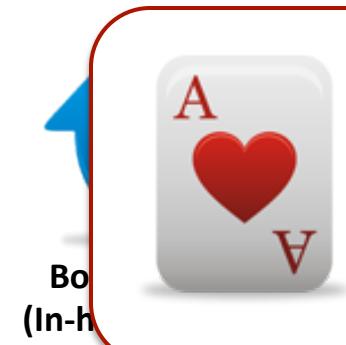
Margin-based
recommendations



Bundling



Personalised
Promotions



Bo
(In-house
Premium Brains)

Are there attributes
that your shoppers
care about?

Attribute-based
strategies



Offer
Strategies



Our Philosophy: Boundless Opportunity



MyRecs



Mobile



Margin-based
recommendations



Does it help your
business to boost in-
house or top
performing brands?

Boosting
(In-house or
Premium Brands)



Attribute-based
strategies



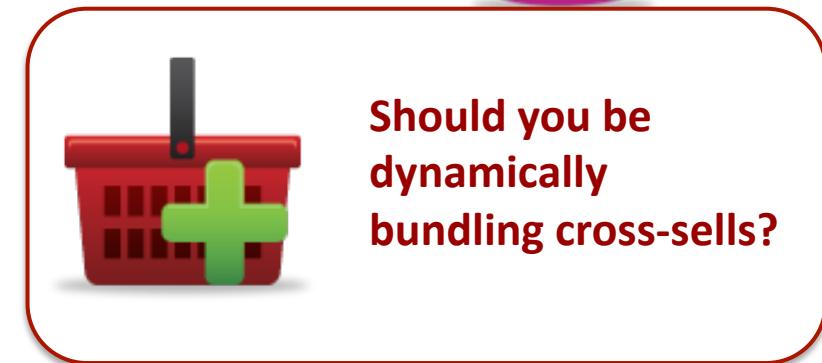
Personalised
Promotions



Offer
Strategies



Our Philosophy: Boundless Opportunity



Bundling



Boosting
(In-house or
Premium Brands)



Mobile



Attribute-based strategies



Margin-based recommendations



Personalised Promotions



Offer Strategies



Our Philosophy: Boundless Opportunity



How about creating a personalised landing page for your shoppers?

MyRecs



Bundling



Margin-based recommendations



Personalised Promotions



Offer Strategies



Boosting
(In-house or
Premium Brands)



Attribute-based strategies





“So go ahead and act as if your decisions are temporary. Because they are. Be bold, make mistakes, learn a lesson and fix what doesn't work. No sweat, no need to hyperventilate.”

— *Seth Godin, best-selling author*

Thank you!

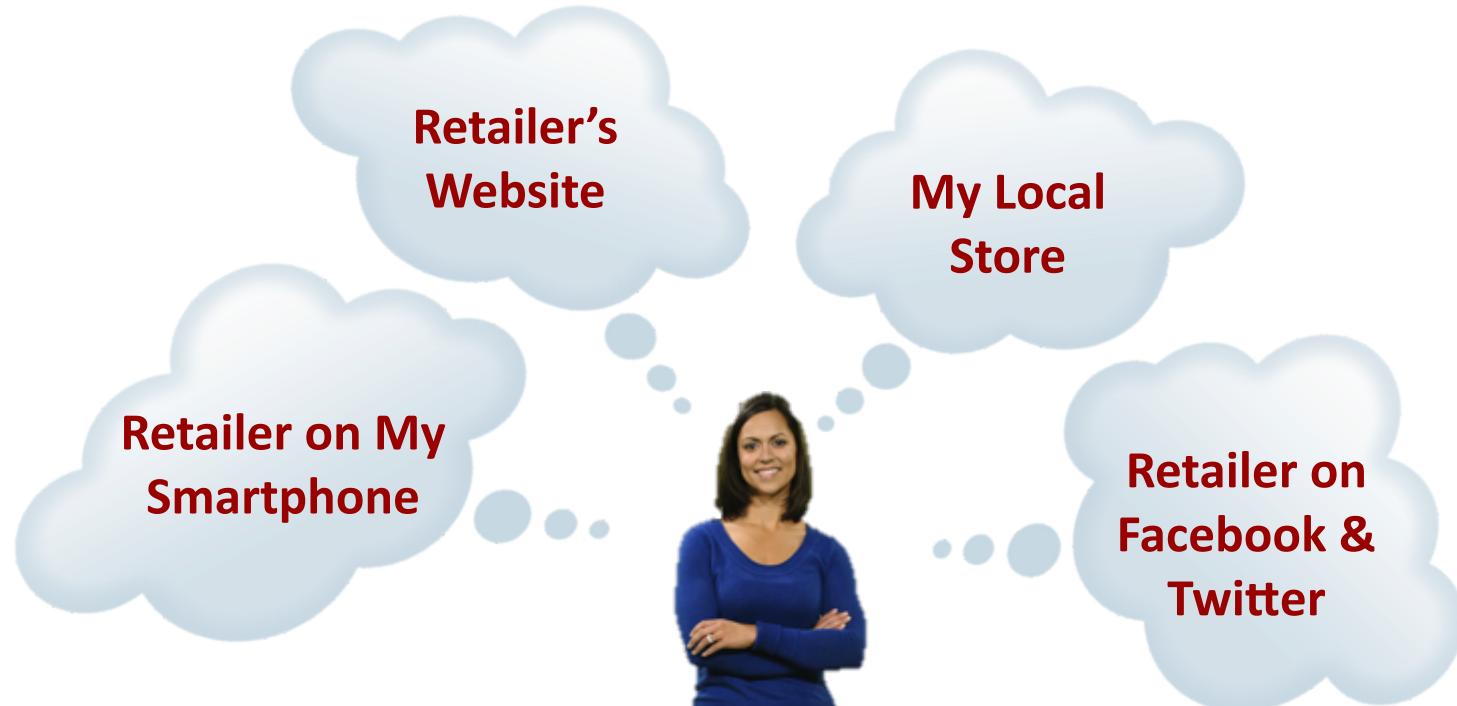


Insights & Analytics

Sean Pfister
Senior Market Analyst

The Best Personalisation Strategies

Start by putting the customer at the centre



1. The shopper's context matters.

Have a theory about how customers purchase your products.

2. Marketing (ads, pricing, promotion...) should be context-specific.

Have a marketing theory about attention, relevance and influence.

3. Good metrics reveal more about context and influence.



Arriving, Shopping, Buying

Understanding Customer Context

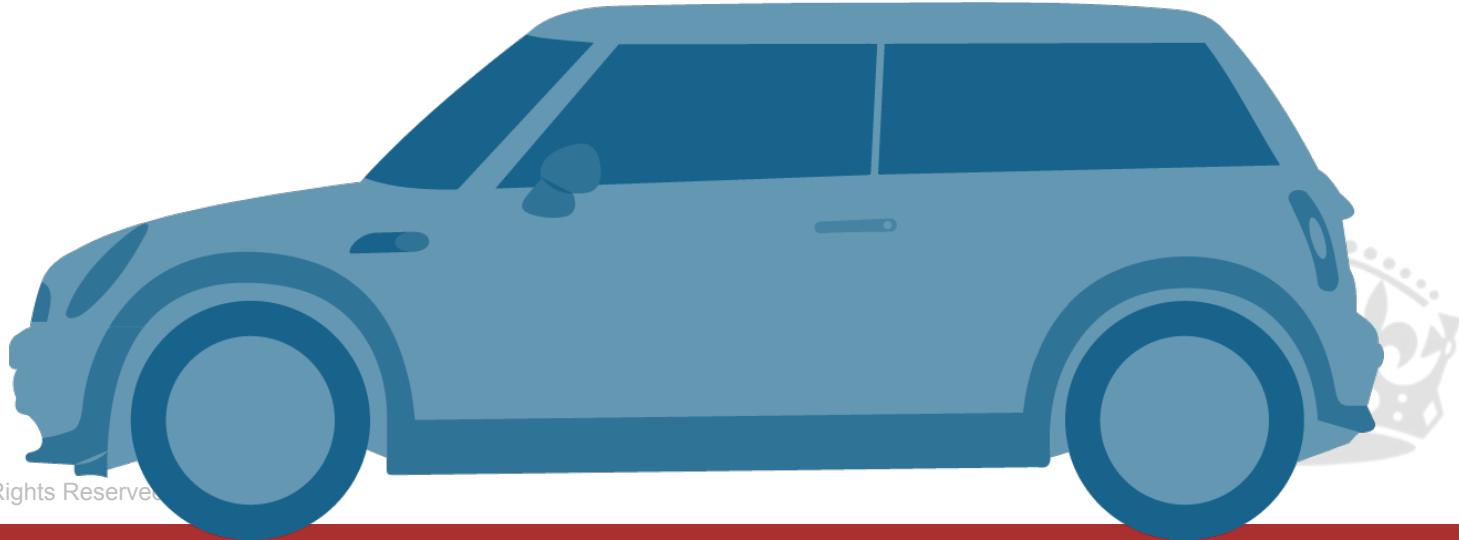


Arriving



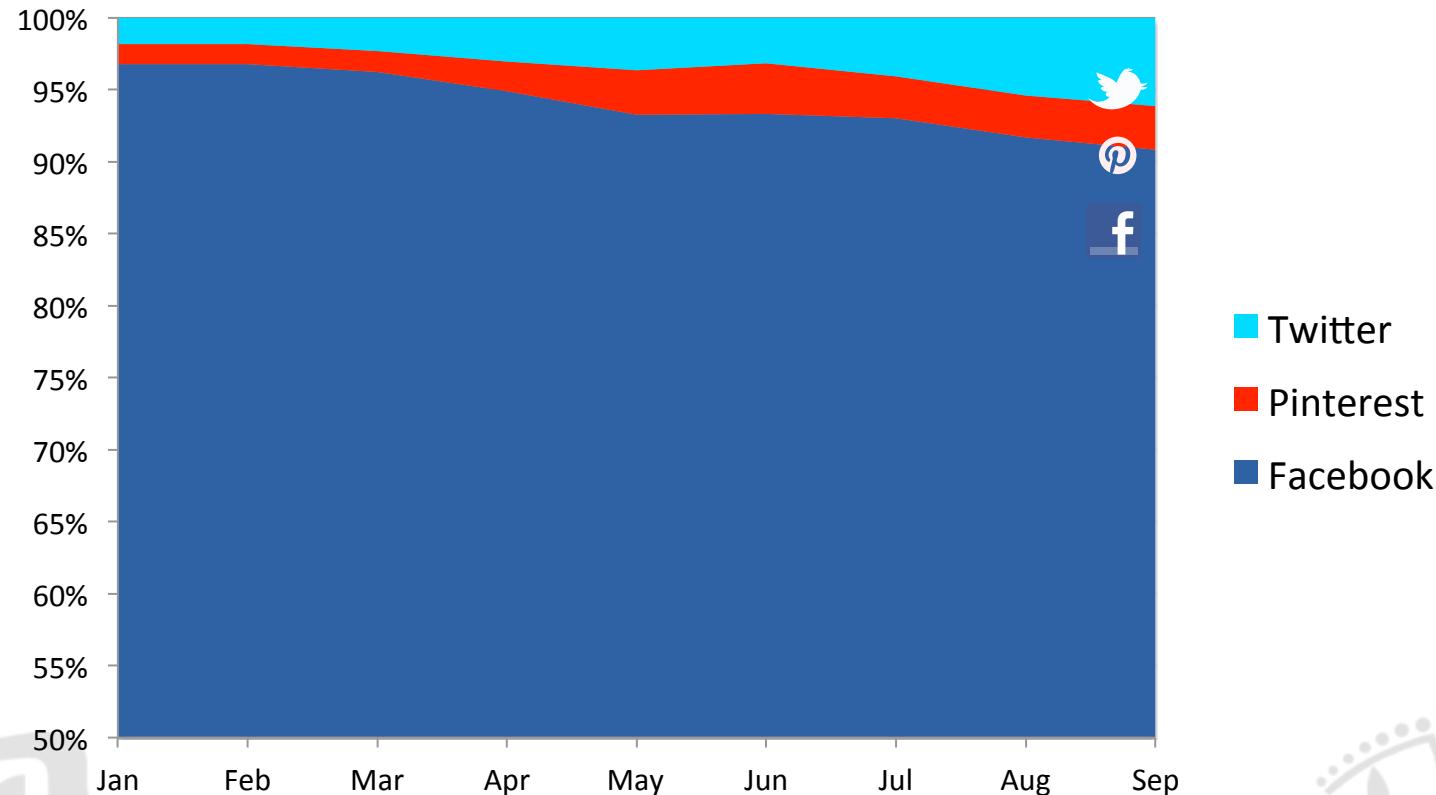
What devices do shoppers use to
“travel” to online stores?

Where do they come from?



How customers arrive at your store

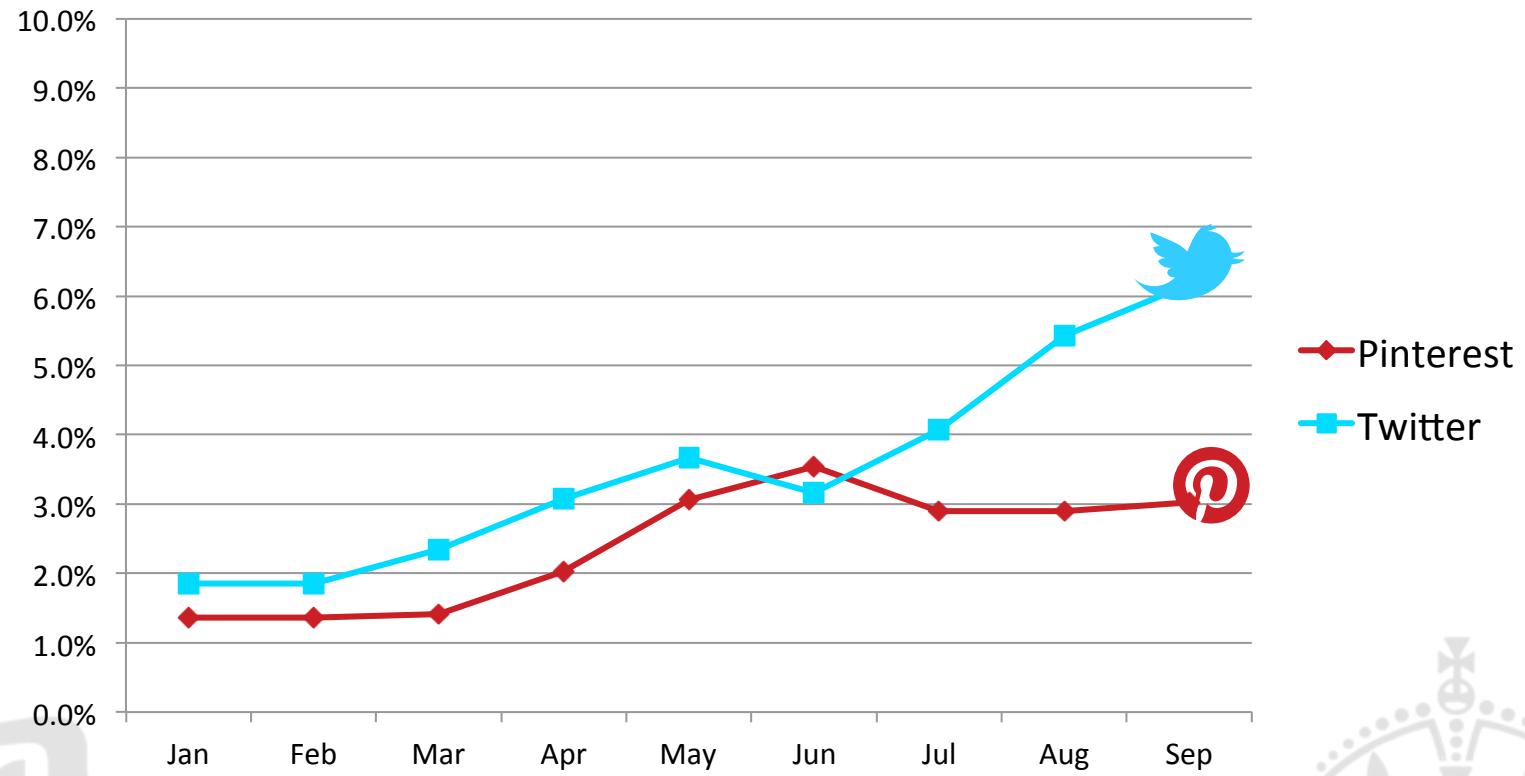
Social Share: Facebook, Pinterest, Twitter



But: FB + Twitter + Pinterest < 5% of traffic

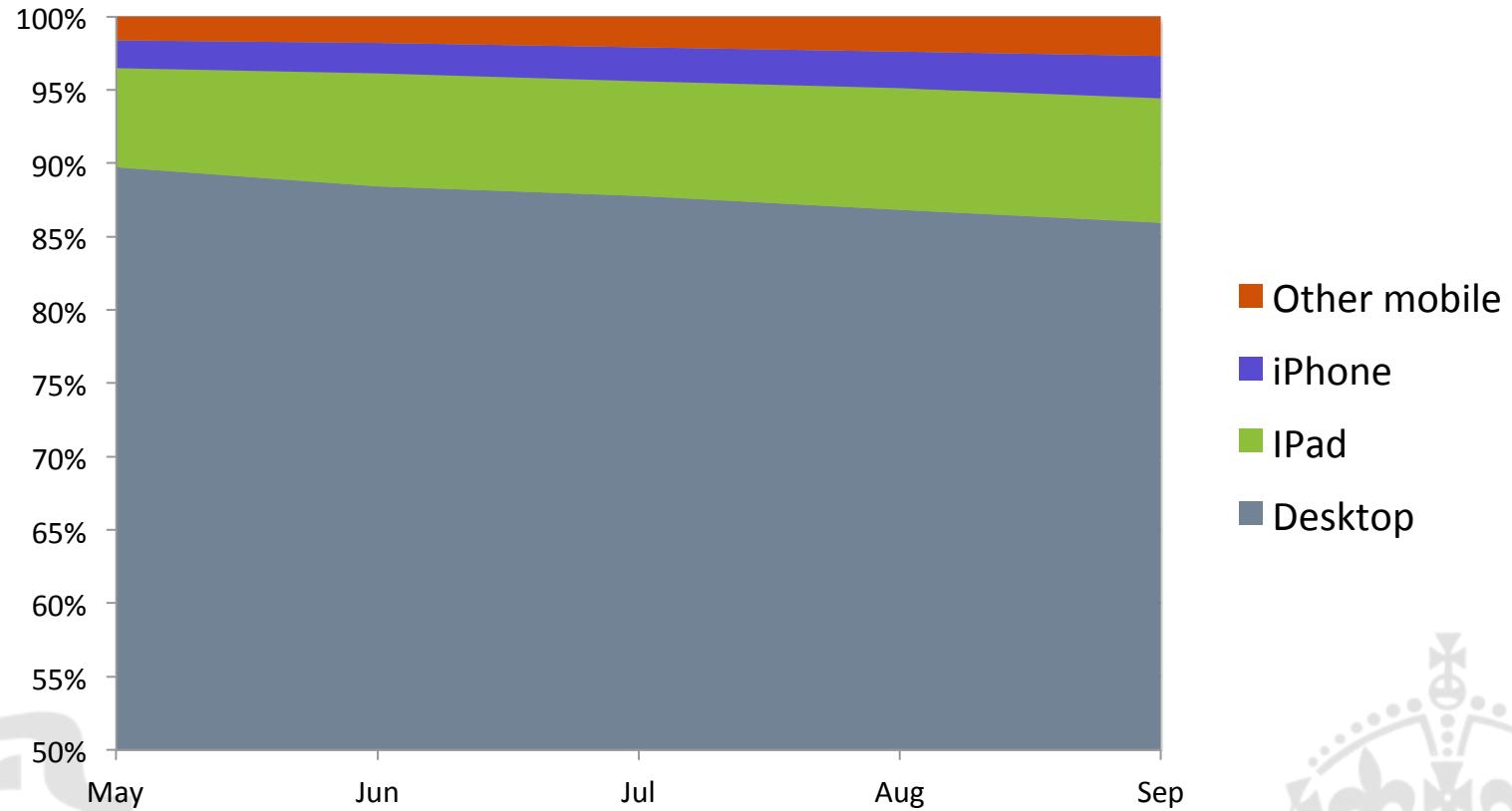
How customers arrive at your store

Social Arrival: Facebook, Pinterest, Twitter



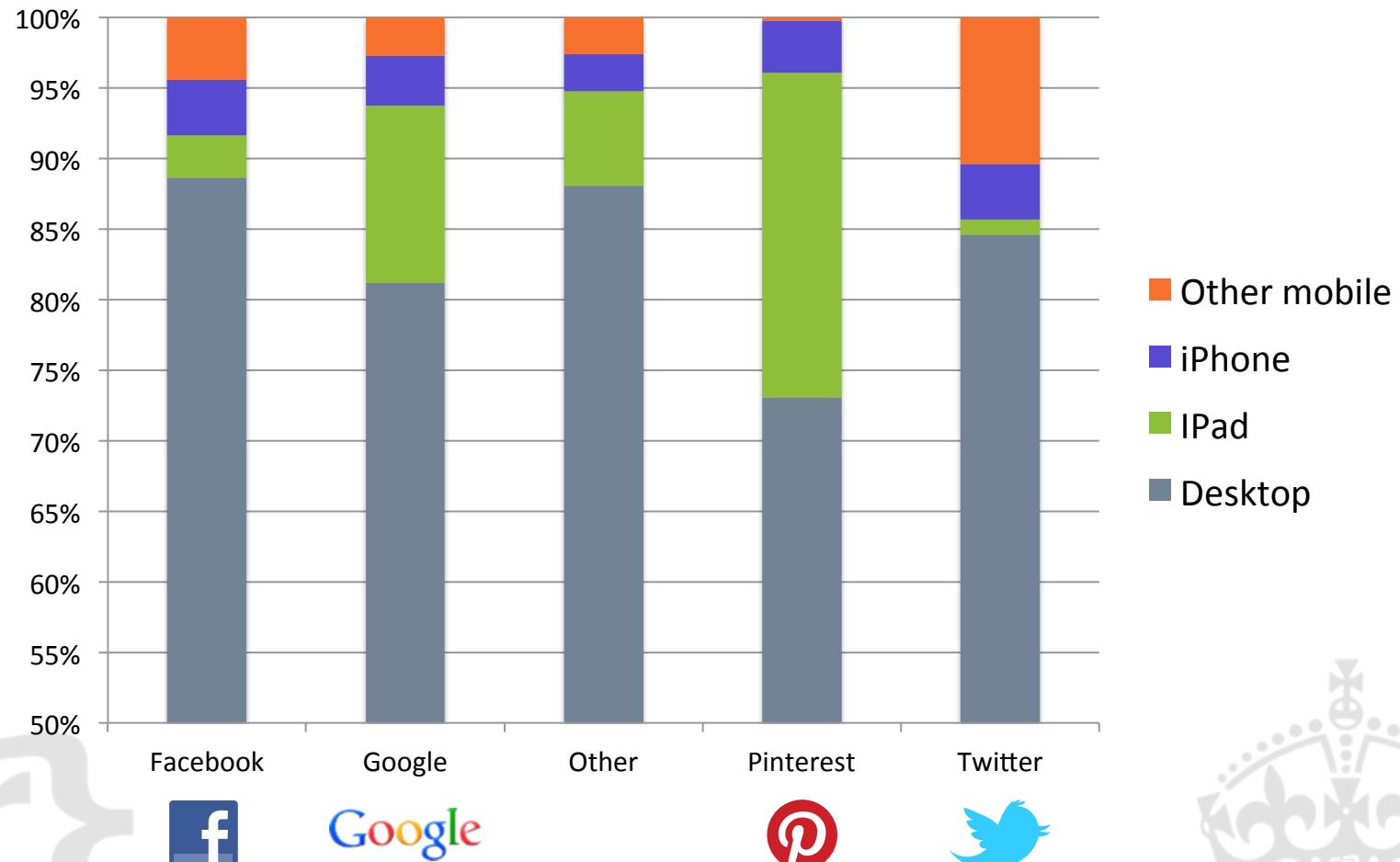
How customers arrive at your store

Desktops vs. Non-Desktop



How customers arrive at your store

Mobile and Social



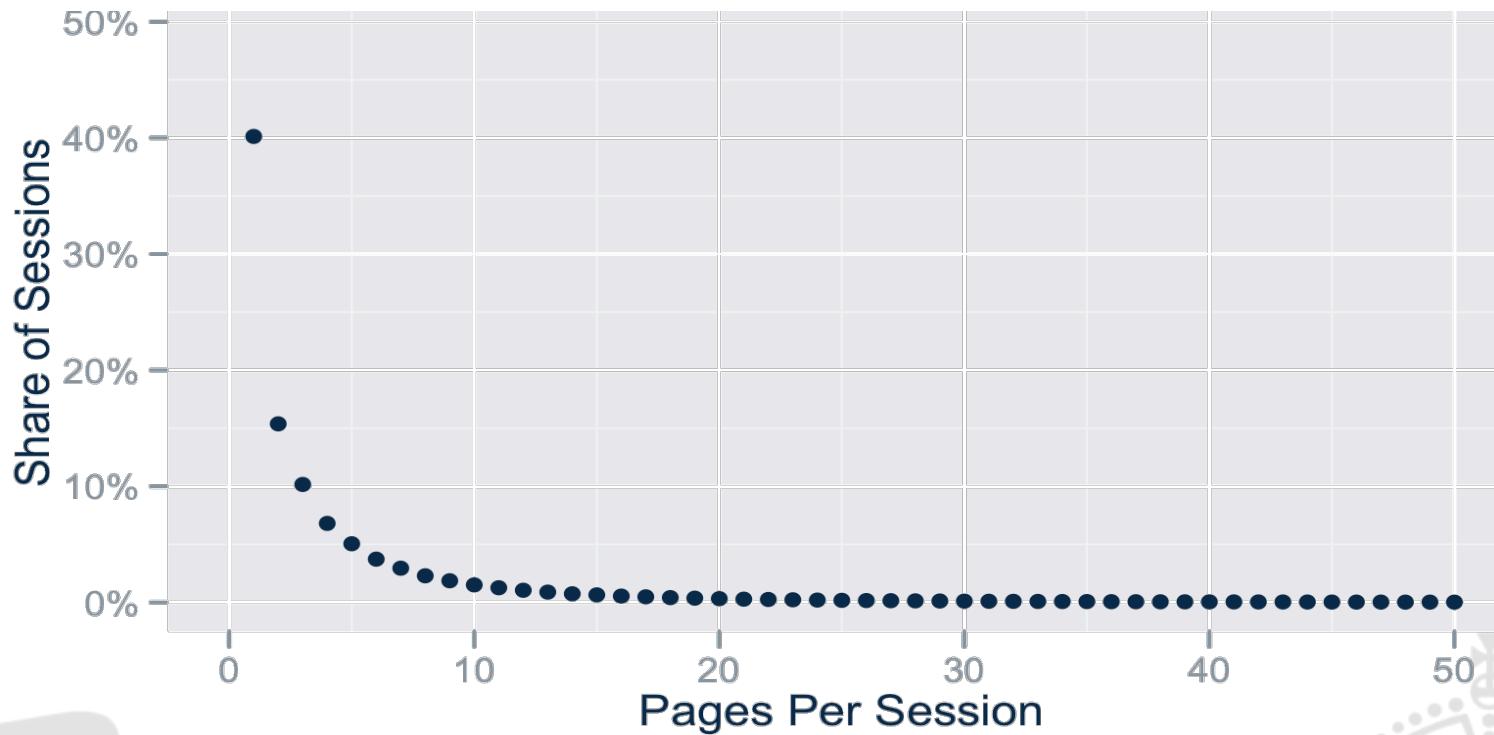
Shopping



Shopping Modes
Session Analysis

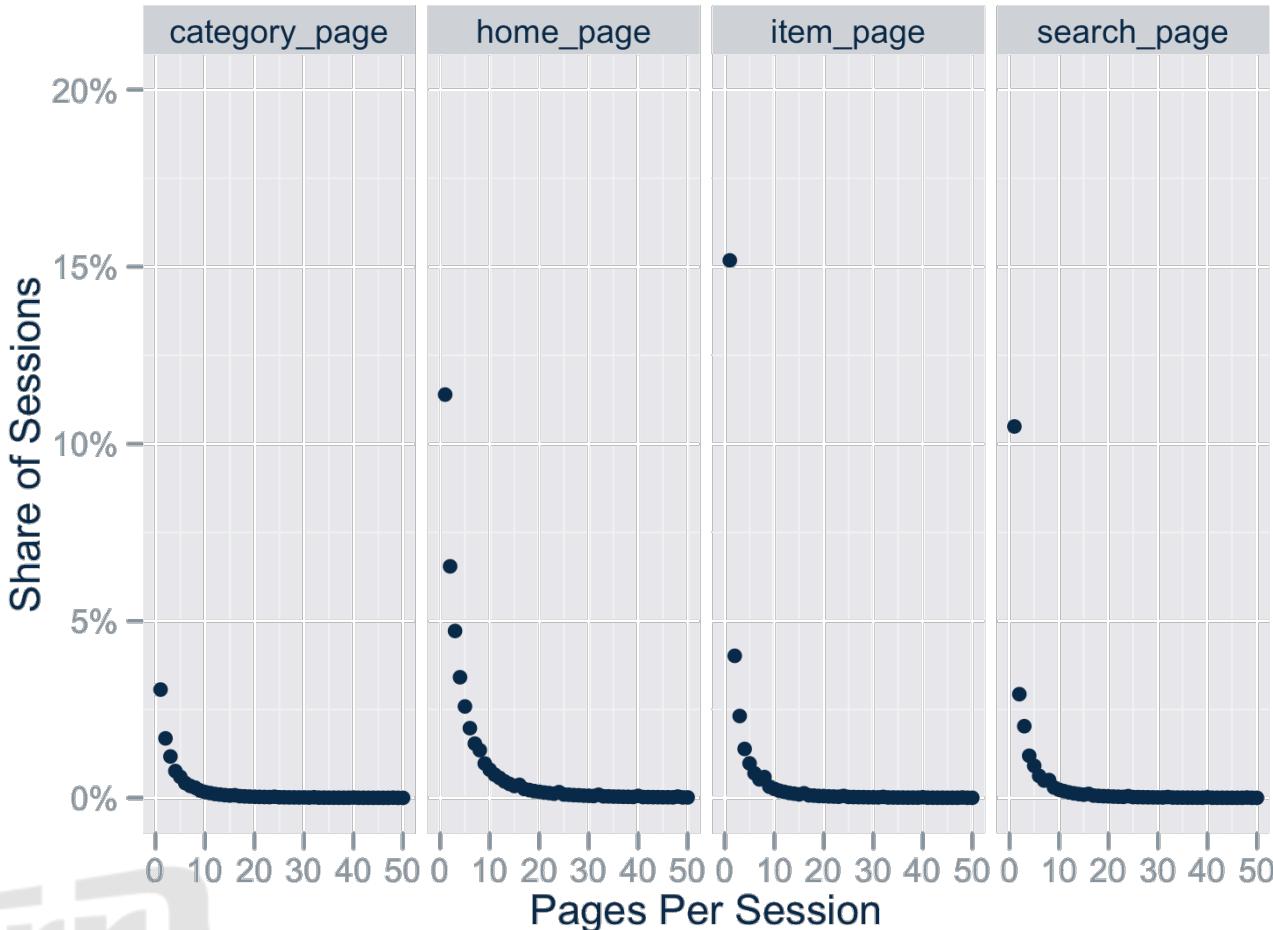
Entry Points: Bounce Rates & Capture

A large portion of visitors leave quickly. **40% depart immediately** from the landing page. Another **15% leave on the second page**.



 Capture shoppers quickly....

Entry Points: Bounce Rates By Page



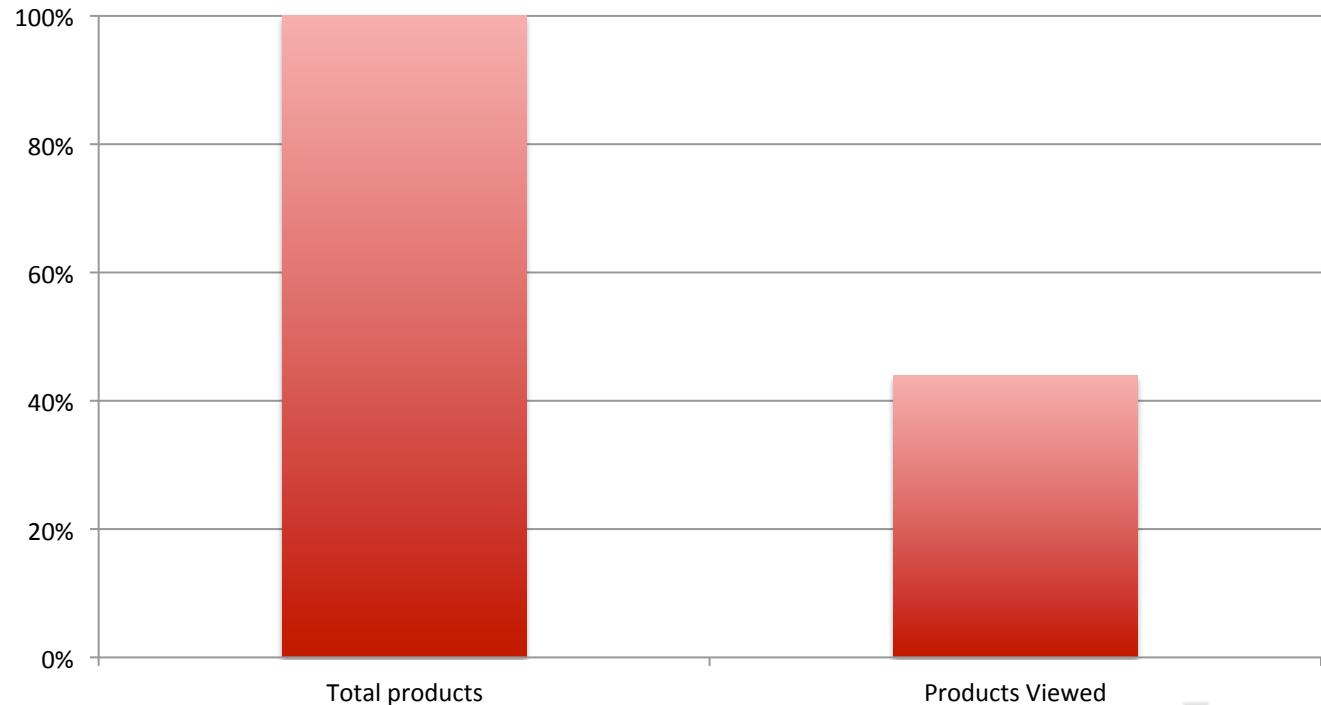
Landing pages have different conversion efficiencies. **Shoppers land, scan and leave. They compare what they want with what they see on the page-- they need an alternative if the page isn't right**

....you may need different kinds of nets, not too specific, not too vague.

Many products are not viewed....

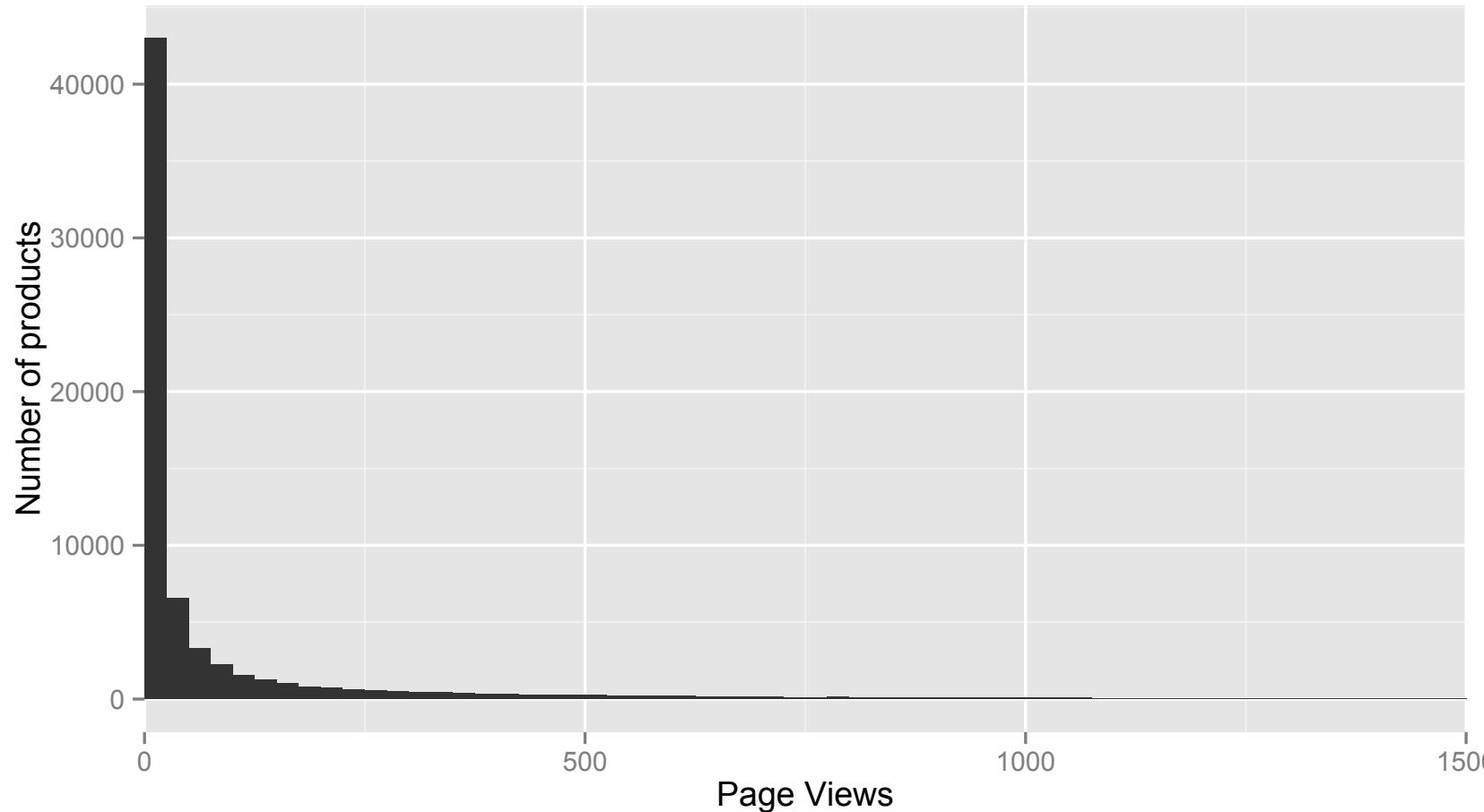
Some of the aisles are dark

On average, **44%** of the products generate customer interest, resulting in item page views.



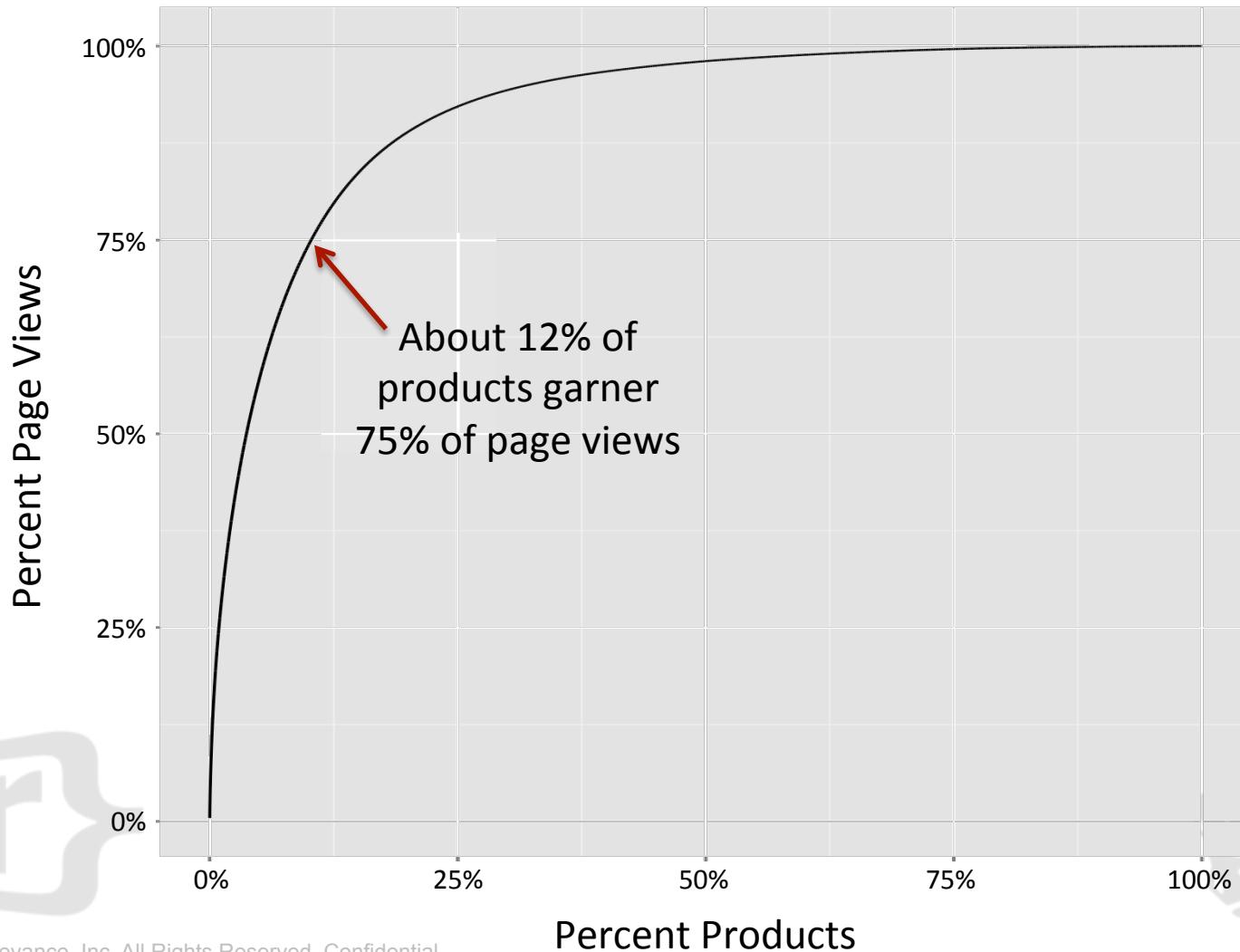
And many products have few pages

One or two pages is typical



A few products take all the attention

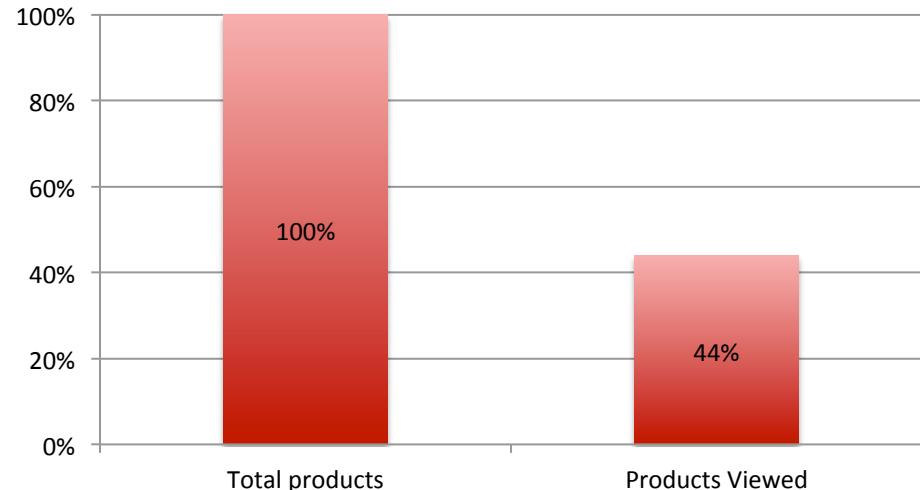
Product Share of Page Views



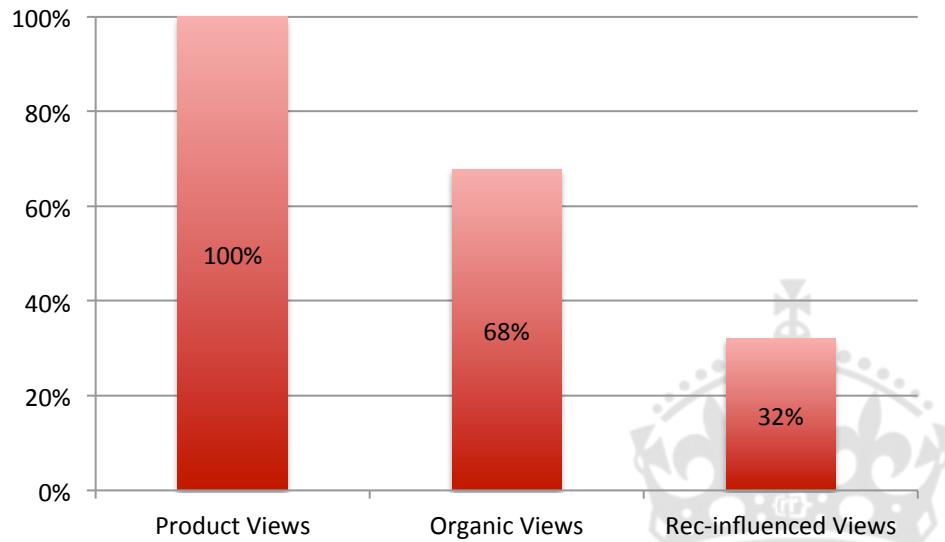
Understanding rec influence

product-page metrics

Of all products in the catalog, about four in ten win customer attention.

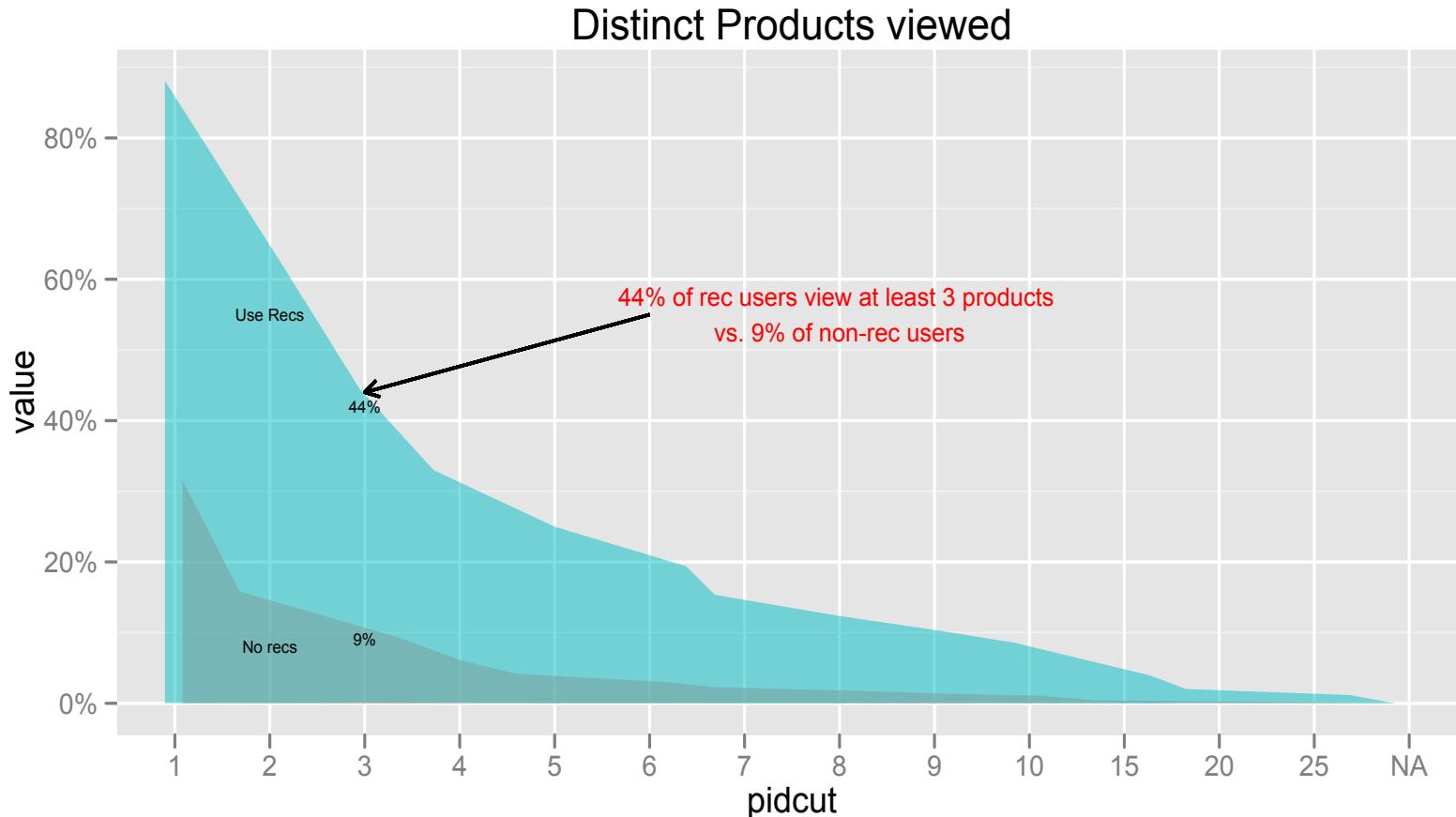


Of these, **68%** are “organic” while **32%** are recommendation-influenced.



Understanding rec influence

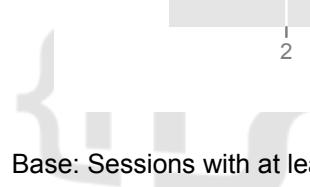
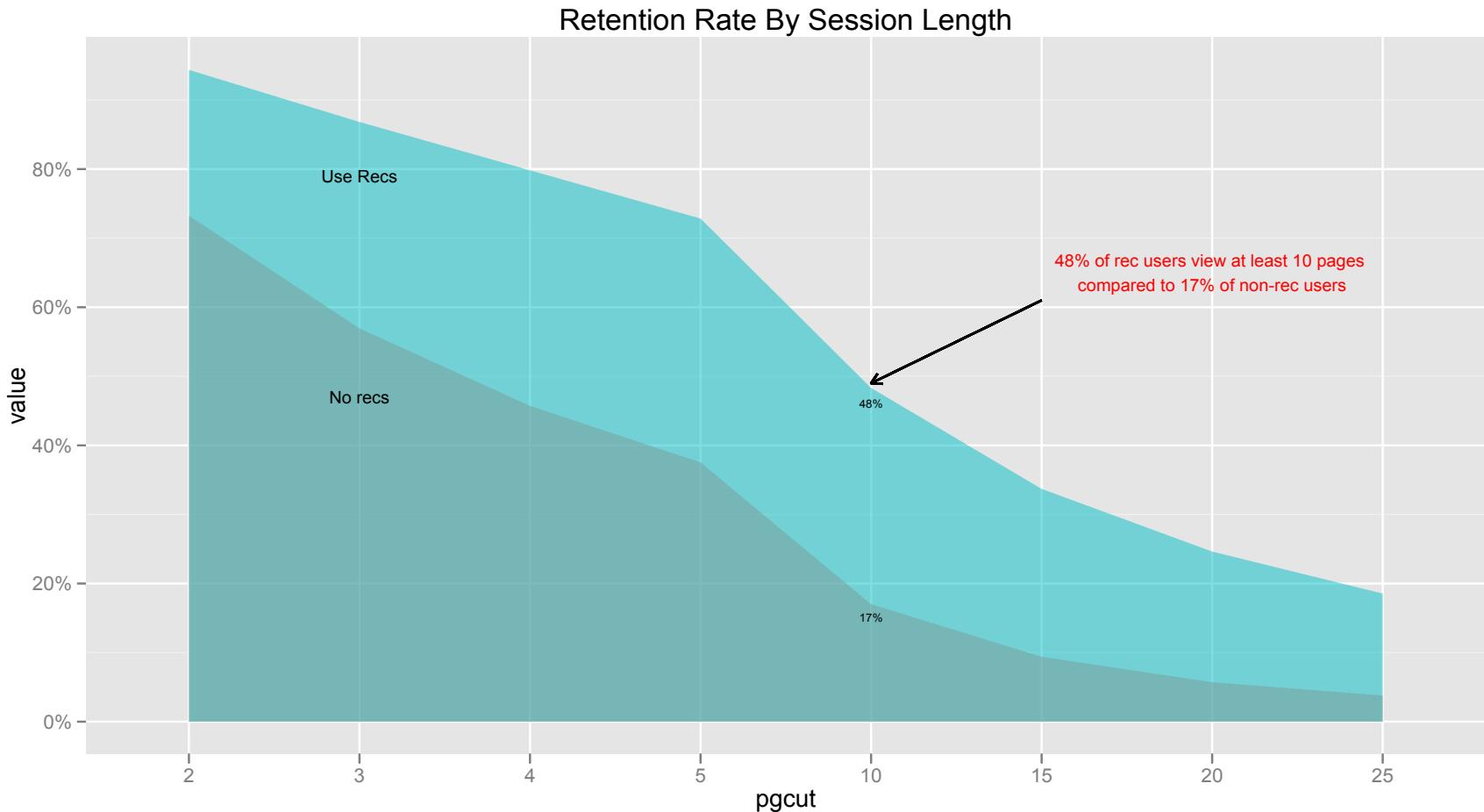
Session/product metrics



Source: {rr} Cohort Study, July 2012.

Understanding Rec Influence

Session/Page Metrics

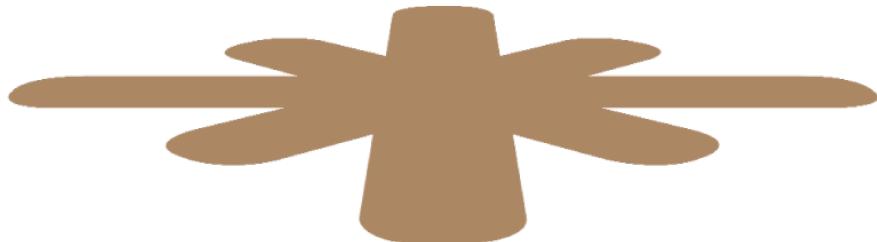


Base: Sessions with at least 2 pages



Source: {rr} Cohort Study, July 2012.
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Buying



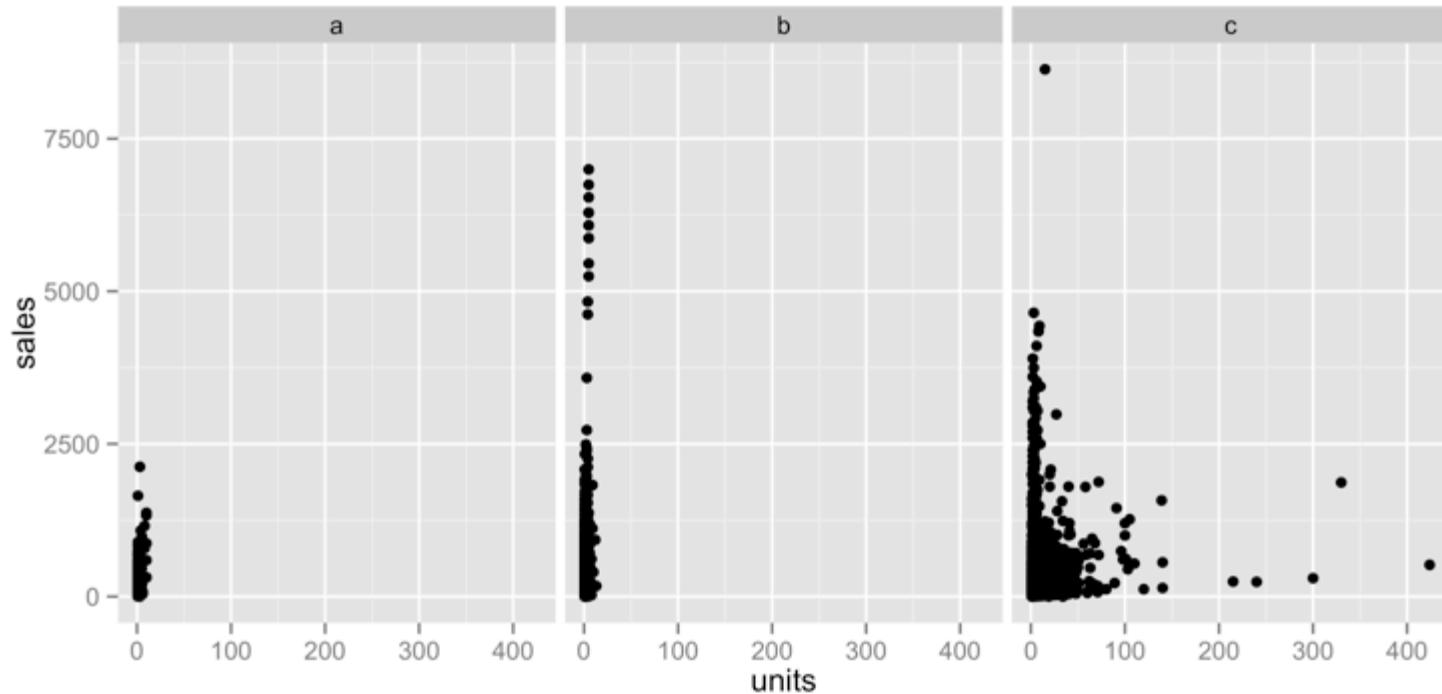
Issues In Revenue Metrics

- Standard KPIs Not Always Stable
 - Outliers in orders are very common
 - Affects test and comparison data
 - Difficult to control correctly
- Standard KPIs don't tell us:
 - The ways in which our marketing is working



Variance in order value and units sold

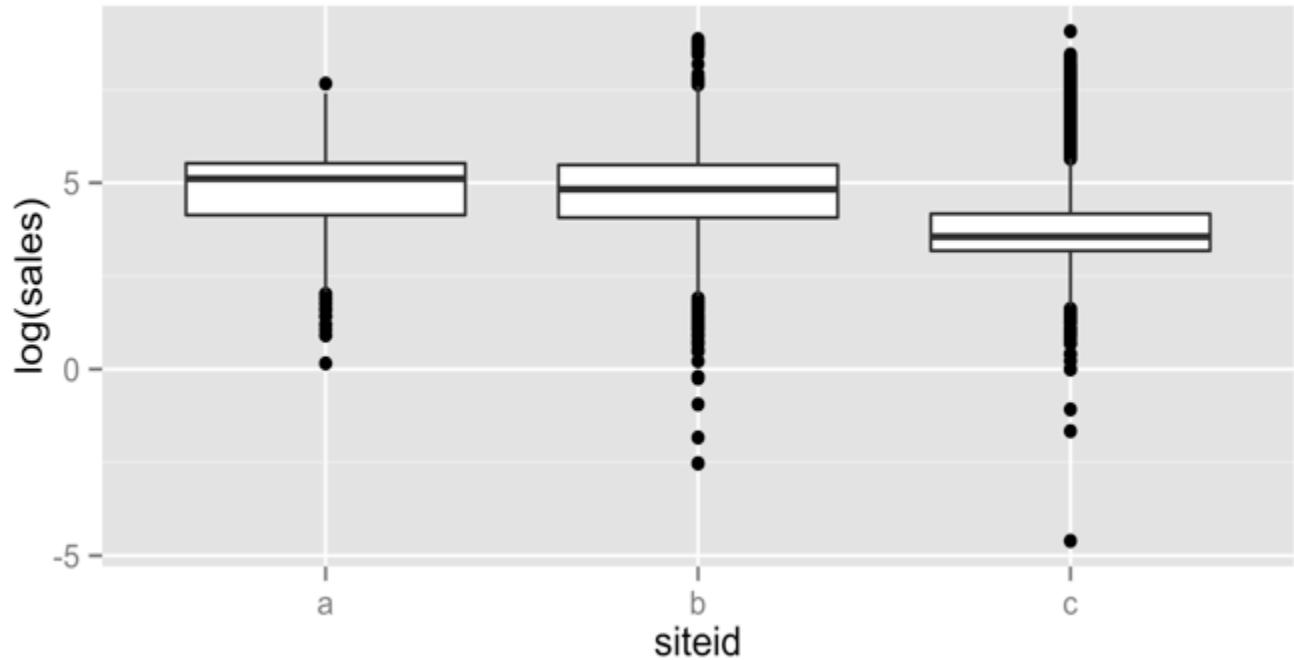
Outliers are common



Mean	£186	£182	£59
Median	£166	£125	£35

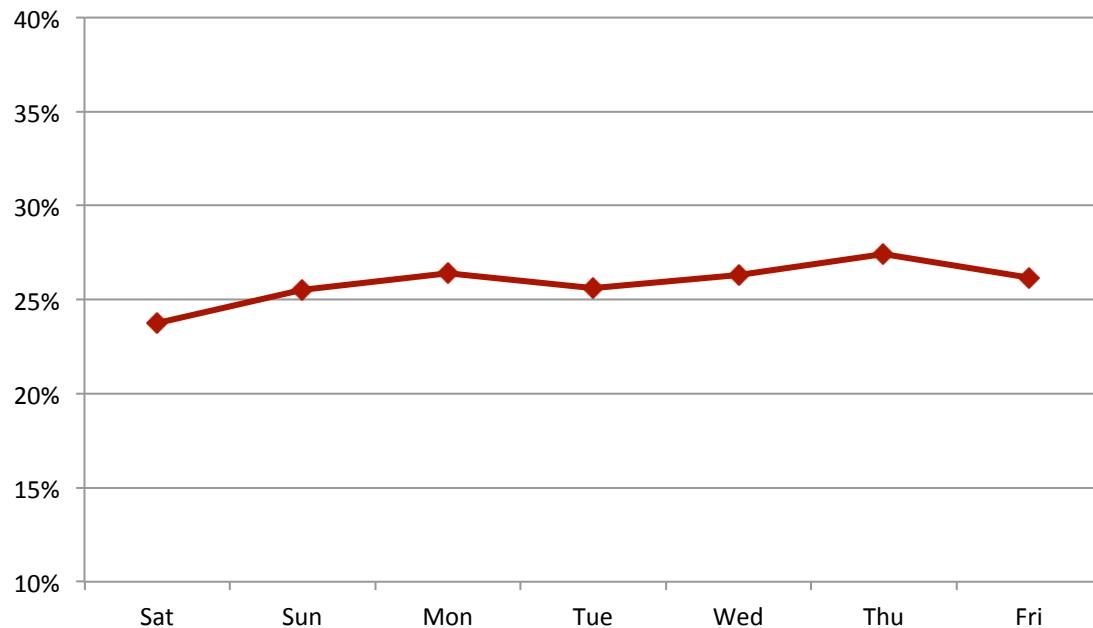
Examining Order Value By Ranges

- AOV
- RPS



Look-to-Buy Ratio

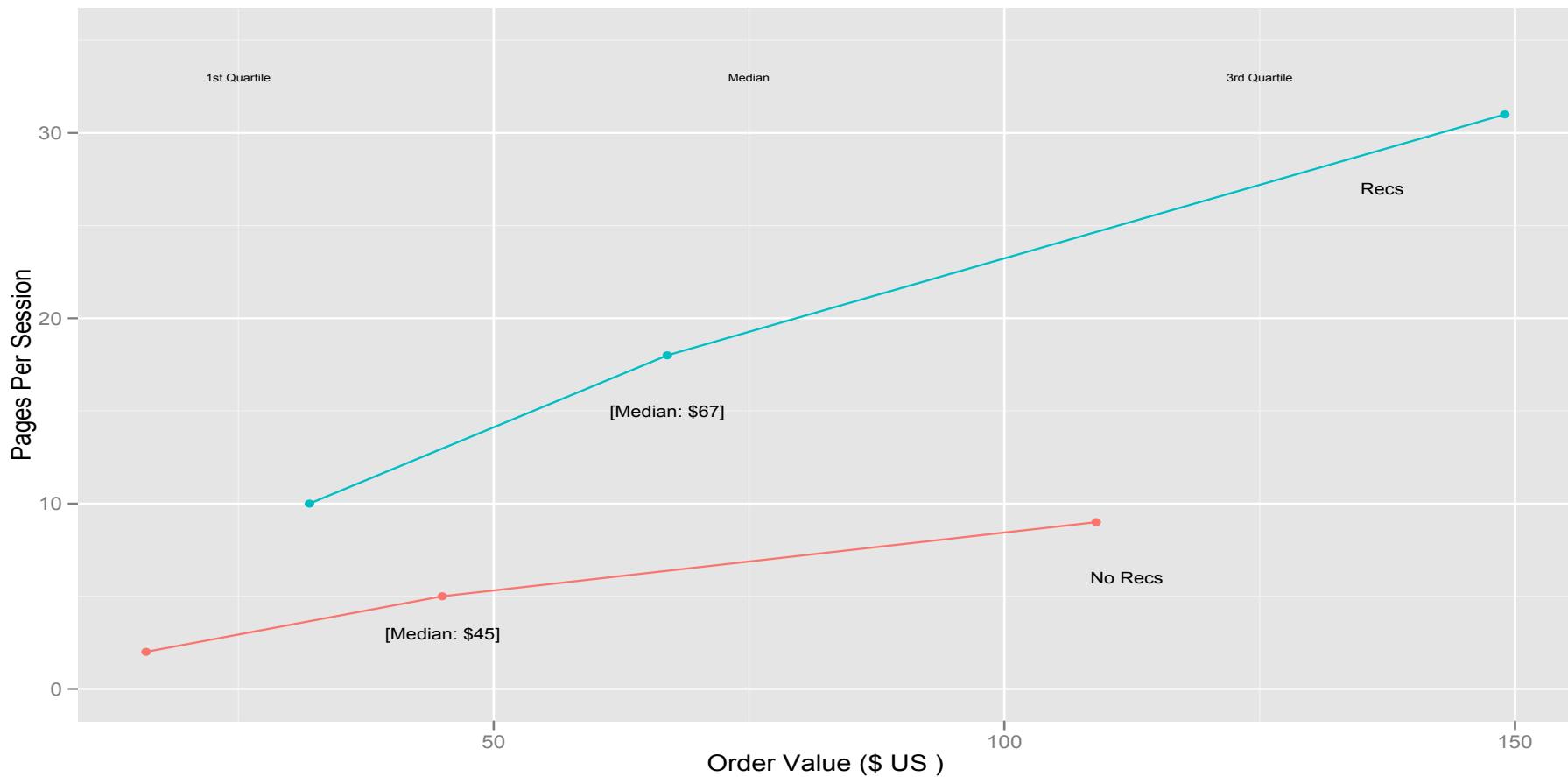
Impact of Discovery on Purchase



About **25%** of
the products
viewed are
actually
purchased



Pages & Order Value: Recs vs. Non-recs



► Shoppers using recommendations have both higher page views and higher Average Order Value (AOV)

Base: US Mass Market Retailers

Source: {rr} Cohort Study, July 2012.

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Key Takeaways

- Medians and means
 - Outliers in orders are very common
 - Affects test and comparison data
 - Difficult to control correctly
 - Medians provide robust and stable information
- Cohort Analysis
 - Compares similar groups based on exposure to a treatment/variable
 - Provides data about strength of effect
 - Benefits: Easier to setup/analyse vs. experimental design
 - Risks: Less rigorous than experimental design



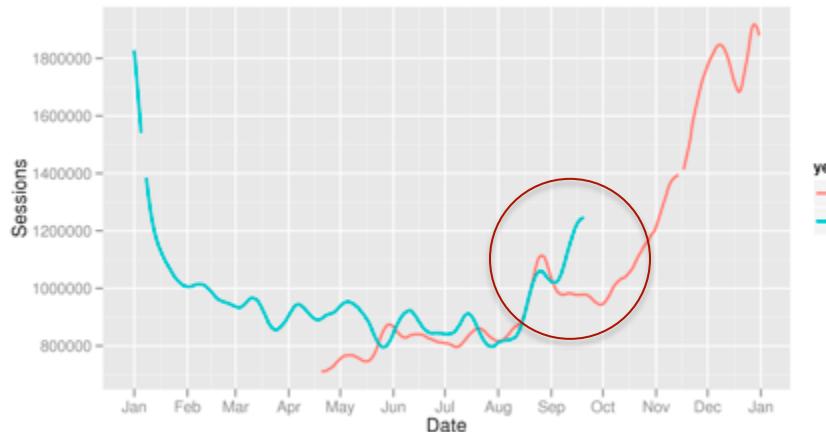
The Future



Economic Trends

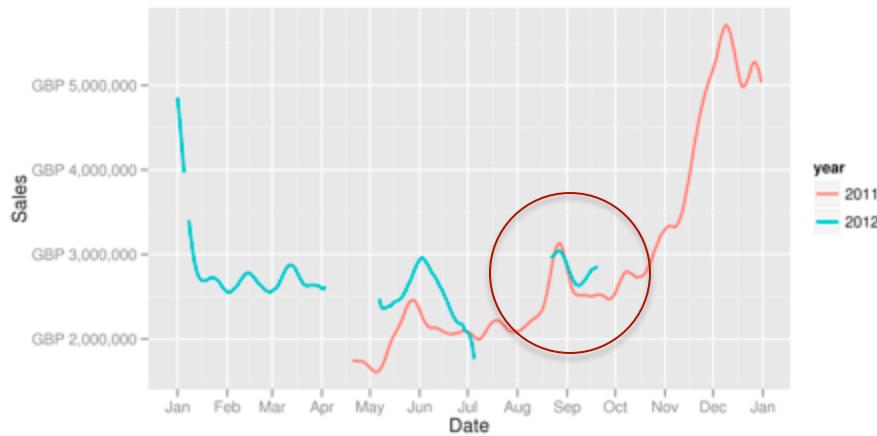
Visit:

- Visits are tracking higher vs. this time last year
- Growth in visit rate several weeks ahead of last year



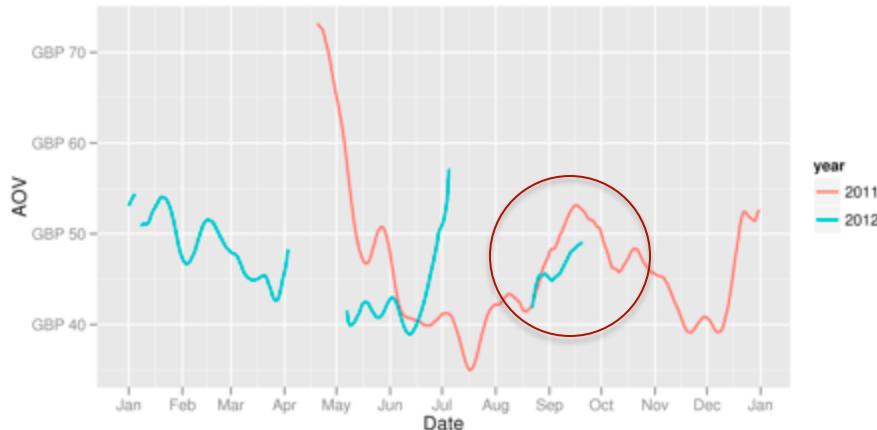
Revenue:

- Gross revenue on par with last year
- Possible slight softening in AOV. (Orders are somewhat higher)
- Possible uptick in the next weeks which could accelerate Q4 2012 vs. Q4 2011



Currents Trends:

- Visits and orders are up over last year but AOV is down: more shopping but smaller spend
- Consumers are cautious



Summary

1. The shopper's context matters.

Have a theory about how customers purchase your products.

- Online shopping is not a direct model.
- Platform + source = rich context information

2. Marketing (ads, pricing, promotion...) should be context-specific.

Have a marketing theory about attention, relevance and influence.

- Product discovery/catalog exposure is measurable
- Measurements can be at page or session level

3. Good metrics reveal more about context and influence.

- Use cohorts to understand impact of marketing/promotional activities. Develop theories that are A/B testable.
- Enhanced/robust metrics: medians, product discovery, success/odds ratios





Thank you!



**KEEP
CALM
AND
PERSONALISE
ON**



Customer Advisory Summit



What can retailers learn from publishers online?

RichRelevance, 27 Sep 2012,
London, UK

September 2012

What to talk about...?

“Pubtailing”

The 3Cs

“A brand that people can share”

“..fuse community and commerce”

**“Inspiring content... the best
photography and video”**

“...highly interactive and engaging...”

**“become the world-leading Internet-
based retailer of fashion”**

boo.com



Why all this ‘content strategy’ talk?

- Brand / differentiation
- Buying mode
- SEO & Social

Some retailers already pretty good at content and community...

The screenshot shows the Burberry website homepage. At the top, there's a horizontal bar with various links: Cavapoo, Econsultancy, Admin, Econ Mail, Google Analytics, Webmaster Tools, Econ Google+, and QB USA. Below this is a large grid of images featuring people wearing Burberry trench coats in various settings. A vertical sidebar on the left has the word "BURBERRY" at the top, followed by a music note icon, and then the word "ABOUT". To the right of the sidebar is a navigation menu with options: STORE, BESPOKE, EXPERIENCES, SHOWS, ART OF THE TRENCH, ACOUSTIC, FOUNDATION, and HERITAGE. Below the menu are two large video thumbnails: one of a woman sitting at a piano outdoors, and another of a person playing a guitar. At the bottom of the page, there are two more video thumbnails: one of a person playing a piano in a park-like setting, and another of a band performing live.

Some retailers already pretty good at content and community...

ASOS MARKETPLACE OUTFITS & LOOKS STYLE NEWS

asos marketplace

Search ASOS Marketplace

Welcome to Marketplace. Sign in / Sign up

UK Pounds - GBP ▾

Help | Account | Bag (o) | Favourites (o)

WOMEN | MEN | BOUTIQUES | EXPLORE | COMMUNITY

Home > Community

BLOG »

PEOPLE'S RUNWAY »

SELLER SUMMER SCHOOL BLOG »

BOUTIQUE BLOGS

16 Braunton
Ace-Vintage
Ada's Attic
Amarachi
Anjara Garcia
Antiform
Back To Snap
Bag Envy
Bardot In Blue
Blonde Fox
DisciplesOfVintage
Dont Feed The Bears
E-Vintage
Felicity's Paintbox
Joanie's Jurk

COMMUNITY

FOLLOW US CIRCLE US FOLLOW US SUBSCRIBE

MARKETPLACE BLOG

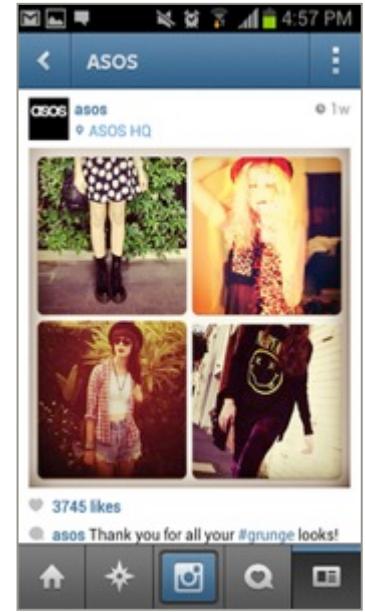


PEOPLE'S RUNWAY

The best looks are immortalized here, providing a never-ending gallery of our style archive. [VISIT PEOPLE'S RUNWAY »](#)

3745 likes

asos Thank you for all your #grunge looks!



Some retailers already pretty good at content and community...

The image displays two screenshots of luxury retail websites, illustrating their content and community features.

NET-A-PORTER (Top Screenshot):

- Header:** NET-A-PORTER, Privacy and cookie policy | Search.
- Main Content:** A large banner for "THE EDIT: Your guide to fall's 25 key trends" featuring two models in patterned blazers. Below it, another banner for "TREND 1: Cavalry calling" featuring a model in a patterned coat.
- Navigation:** WHAT'S NEW, DESIGNERS, CLOTHING, BAGS, SHOES, ACCESSORIES, LINGERIE, TRENDS, MAGAZINE, TV, GIFTS.
- Call-to-action:** SHOP THE TRENDS.

MR PORTER (Bottom Screenshot):

- Header:** WELCOME, SHIPPING TO THE UNITED KINGDOM, PRIVACY & COOKIES | SIGN IN | SHOPPING BAG.
- Main Content:** A search bar: Search designers, suits, jackets.
- Navigation:** WHAT'S NEW, DESIGNERS, CLOTHING, SHOES, ACCESSORIES, GIFTS, THE JOURNAL, WHAT TO WEAR, STYLE HELP.
- Section:** VIDEO MANUALS, QUICK TIPS FROM THE MEN WHO KNOW.
- Content:** Two video thumbnail images: "MESSERS DEXTER AND BYRON PEART" showing two men in suits, and "MR MARC HARE" showing a man with dreadlocks sitting at a desk.
- Left Sidebar:** STYLE HELP, ESSENTIALS, STYLE ICONS, STYLE ADVICE Q&A, DOWNLOAD IPHONE APP, VIDEO MANUALS (listing Mr Christophe Vérot, Mr Marc Hare, Dexter and Byron Peart).

Some retailers already pretty good at content and community...

The screenshot shows the Sephora website's BeautyTalk section. At the top, there's a navigation bar with links for SEARCH, MAKEUP, SKINCARE, FRAGRANCE, BATH / BODY, HAIR, TOOLS / ACCESSORIES, MEN, GIFTS, SOLUTIONS, IT LISTS, TRENDS, ADVICE, ITV, and BRAND. Promotional banners for "3-DAY SHIPPING FREE over \$50" and "FREE over \$50" are visible. The main heading "BEAUTY TALK" is displayed in large, pink, dotted letters. Below it, a sub-headline reads "Get real-time answers, expert advice and your fix for all things beauty." A breadcrumb trail shows the user has navigated from beauty advice home to beauty talk to makeup... to lips. A featured section for "KAT VON D LIVE Q&A SESSION" is shown, with details about the session on August 30th from 12-1pm PST and a link to "JOIN THE CHAT". To the right, there's a "LIPS" section with a "recent questions" table and a "CONVERSATION BOARDS" sidebar with links for "ASK THE EXPERTS", "MAKEUP", and "SKINCARE". A prominent search bar is highlighted with a pink border and the text "Ask a beauty question".

Not just fashion / B2C

The screenshot shows the Screwfix Community website interface. At the top, there's a navigation bar with the Screwfix logo, a back link to Screwfix.com, and social media links for Forums, Facebook, Twitter, and YouTube. Below the navigation is a user menu with 'Welcome, Guest' and links for 'Login' and 'Register'. A search bar is also present.

The main content area is titled 'Screwfix Community Forum > Electricians' Talk'. On the left, there's a sidebar with sections for 'Actions' (Notifications, View feeds) and 'Top Participants' (J.P., Lokkars Daisy, Lucy, seneca, unphased). The main content area has tabs for 'Overview', 'All Content (38,112)', 'Discussions (38,089)' (which is selected), and 'Documents (23)'. A 'Set as default tab' button is also available.

The 'Discussions' tab displays a list of recent posts under the heading 'Recent Content'. The posts include:

- Re: Spuring off (38 minutes ago) by sinewave
- Re: Loft Insulation and the Lighting Circuit (2 hours ago) by Bazza-spark
- Re: Help in identifying condenser fan motor. (2 hours ago) by RajinLondon
- Re: Loxone (1 day ago) by sinewave
- Re: LED or CFL downlights? (14 hours ago) by sinewave
- Re: Soffit Lights - Any Recommendations Guys? (1 day ago) by J.P.
- Re: Time Switch Meter (1 day ago) by unphased

On the right, there are two sidebar sections: 'Popular Discussions' and 'Popular Documents'. The 'Popular Discussions' section lists:

- CSA of armouring on 25mm 4 core SWA
- Warmup RCD
- Spuring off
- why doesn't voltage increase
- RCD trouble with PV or tother installations

The 'Popular Documents' section lists:

- selling scrap cable
- Change of CU to 17th edition dual RCD: shared neutral
- wiring the GJD 700 GSM Autodialler to a Tavarcom Veritas

Including external owned communities

- Sears – Fitness Community

The screenshot shows the homepage of the FITSTUDIO by Sears website. At the top, there's a navigation bar with 'LOG IN' and 'Sign Up' buttons, a search bar, and a main menu with tabs: HOME (which is highlighted in blue), GETTING FIT, LIVING HEALTHY, COMMUNITY, and GEAR. Below the menu, there's a large image of a group of people running on treadmills. Overlaid on this image is a white call-to-action box containing the text 'Run of the Treadmill Workout' and 'Running is just the beginning of this quirky routine.' with a green arrow icon. At the bottom of this section, there's a button labeled 'GET STARTED TODAY'. To the right of this main image, there's a sidebar featuring a photo of a woman named Bonnie Pflester with the text 'In a fitness funk? I CAN HELP!' and 'join me on fitstudio.com - Bonnie Pflester'. Below this, there's another 'FITSTUDIO' logo and a section asking 'DO YOU KNOW YOUR BLOOD PRESSURE,'.

Including external owned communities

- Tesco – Foodie resource

The screenshot shows the Tesco realfood website. At the top, there's a navigation bar with links: Home, Recipes (which is highlighted), Meal planner, Our food, Videos & tips, Healthy eating, What's in season, Blog, Win, and Grocery. To the right of the navigation is a search bar. Below the navigation, there's a large image of a bowl of pasta with vegetables. To the left of this image is a sidebar with the heading "Pasta recipes" and the subtext "A variety of delicious meals for all occasions". Below this sidebar are two small thumbnail images of other dishes. At the bottom of the main content area are three more thumbnail images labeled "BREAKFAST", "LUNCH", and "DINNER". To the right of the main content area is a blue box with the heading "Ways to shop" and the subtext "Look out for this basket".

And Content Platforms / APIs

The screenshot shows the BBYOPEN website homepage. At the top left is the Best Buy logo with the text "BBYOPEN" and "REMIXING THE WORLD'S LARGEST CE RETAILER". At the top right is a yellow "X" icon and a "Login" link. A navigation bar below the header includes links for HOME, API PROFILES, DEVELOPERS, APPLICATION GALLERY, BLOG, FORUM, CONTACT, and SUPPORT.

BBYOPEN = FUTURE READY RETAIL

Open Development - We are a group of developers, technologists, geeks and idea people who have been thinking about how access to data is changing the future of retail.

What is Open? A simple description of APIs.
CAN BE MORE THAN A GAME

See how OPEN data puts customers in control. We create connections for all devices, platforms, channels, technologies and third parties; those that exist now and those that will exist in the future. We are not limited by technology; we are inspired by it.

Developers Start Building

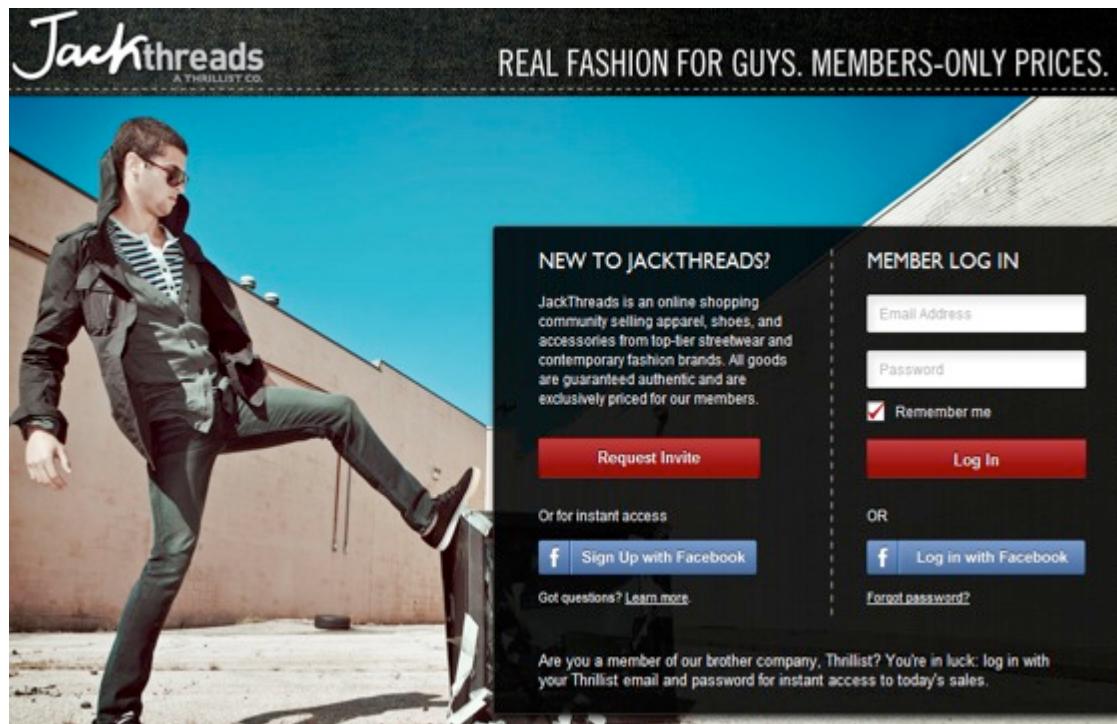
Inside Open (Coming Soon)

We are makers at heart. Come back soon to check out the things that we are tinkering with these days.

Can the publishers do commerce? Or super-affiliates compete via drop-shipping?

“No one gives a shit about content from a commerce company”

Philippe von Borries, co-founder, Refinery29



A new tank parked on the lawn?



Brands doing content & community

- Nike+



Brands doing content & community

● Colgate

The screenshot shows the homepage of the Colgate Oral and Dental Health Resource Center. At the top, there's a navigation bar with links for "Oral Care Information", "Oral Care Products", "SmileTalk® E-newsletter", "Colgate Smile", and "Special Offers". Social media icons for Facebook, Twitter, and YouTube are also present. The main content area features three sections: "Over 400 articles" (with a "What is Plaque?" article thumbnail), "Videos" (with a thumbnail of a man and a child brushing their teeth), and "Interactive guides" (with a thumbnail of a dental model). Below these is a search bar with the placeholder "What can we help you find?". The bottom section contains two rows of cards. The first row includes "Popular Oral Health Topics" (Bad Breath, Common Dental Procedures, Diabetes and Oral Care, Gum Disease, Oral Care for Children, Oral Health Basics, Orthodontics) and "Oral Care Videos and Interactive Guides" (Understanding Tooth Sensitivity, Introduction to Tooth Whitening, No More Nasties: Brushing for Kids!, Orthodontic Basics: Tips, Care and More). Each card has a play button icon.



Brands doing content & community

- P&G pet information

The screenshot shows the homepage of Petside.com. At the top, there is a red header bar with a search bar, login/register buttons, and a notification icon. The main navigation menu includes links for Health & Home, Training & Behavior, Dog & Cat Breeds, Photos & Videos, Volunteer & Adoption, and News & Blogs. A prominent banner in the center offers a "Free £50 AdWords Voucher" to advertise on Google. Below the banner, there is a welcome message and several quick links for Breed Finder, Symptom Checker, Pet Places, and Puppies & Kittens. On the right side, there is a section titled "The Latest News and Stories from Petside" featuring articles like "Black Cat Myths Debunked" and "Cruisin' Canines Club". There is also a video thumbnail for "Inside Assistance Dog Training" and a slideshow thumbnail for "Brooke Astor's Dog Art". A large image of a group of people and dogs in a park is displayed with the caption "Socialize and exercise your pet with this growing Long Island club".

Brands doing content & community

Red Bull



Three areas brand/publishers might be out-competing retailers

- Content Strategy & Planning
- Content Curation
- Content Experiences

Content Strategy & Planning

- Forward planning for always-on & owned media channels
 - The way magazine editors approach a content schedule is instructive: thinking further ahead about both the franchises that underpin the bulk of their editorial content every issue, but also allowing room for the more reactive type of content that they can't plan ahead for
- 70:20:10
 - Google: 70% of their employees' time spent on work core to their role, 20% on projects related to their role, 10% on completely new stuff
 - Agile budgeting: 70% of budget should be spent on tried and tested, 20% on optimising what is working out of the 70%, 10% on experimentation and creating tomorrow's 70% and 20%



Coca Cola's “Liquid & Linked” content strategy

Coca-Cola Content 2020 Part One

TheCognitiveMedia + Subscribe 11 videos ▾

WE WILL MOVE FROM
TO
Content Excellence
Creative

HOLIDAYS ARE COMING!
THAT MEANS COCA-COLA!

0:13 / 7:28

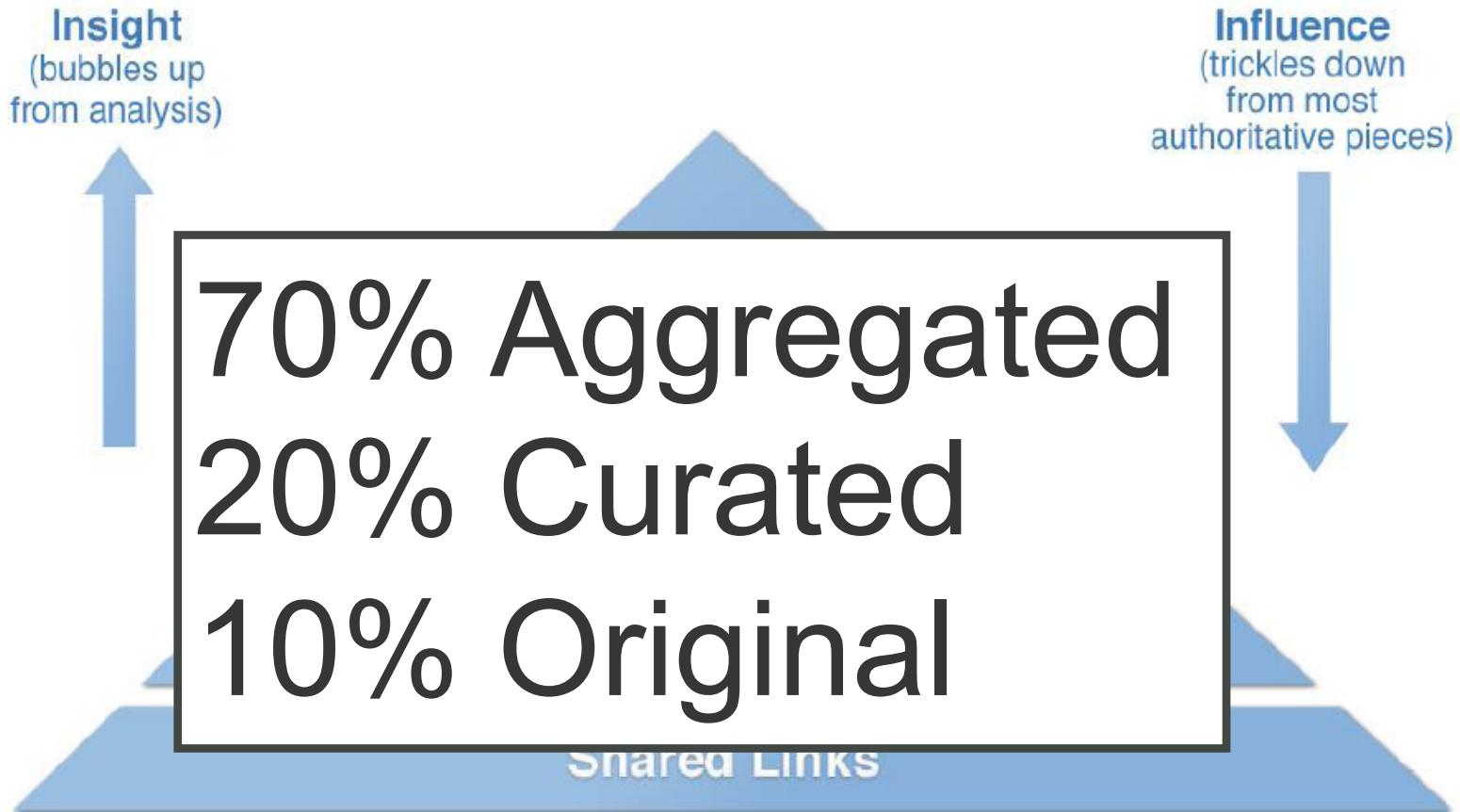
Coca-Cola Content 2020 Part Two

TheCognitiveMedia + Subscribe 11 videos ▾

BREAD & BUTTER
LOW RISK
HOW DO WE APPLY?
PAY THE RENT
OUR PASSPORT TO THE TEN
INNOVATE WHAT WORKS 20%
STILL WITH BROAD SCALE
10%
HIGH RISK
TIME RESOURCE
DEVELOPMENT
ENGAGES MORE DEEPLY WITH SPECIFIC AUDIENCE
25%
25%
BRAND: TOMORROW'S NEW IDEAS 20% OR 70%

03:55 / 10:18

Hybrid / ‘Blended’ Content Model



Source: idio Platform (<http://idioplatform.com/>)



Curated Content (Unilever's Slim-Fast)

Slim-Fast!

[BACK TO MAIN SITE](#)

[Home](#) [Fitness](#) [Healthy Eating](#) [Lifestyle](#) [Weight Loss](#)

Slim-Fast® MAGAZINE

Featured

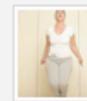


You Cannot Lose Weight When You're Hypersensitive to the World

17. MAY, 2011 0 COMMENTS

Are you as an overweight woman who is hypersensitive to external food cues? You probably are. In other words, it might not take much for something you see, smell, hear, feel, and taste (of course) to kick off wanting to eat and going ahead and starting to eat with that pattern of eating that has [...]

 **No Easy Way Out – But this Works for Weight Loss, Overcoming a Plateau**
There's no easy way out. If there were, I would have bought...

 **4 Leg Fat-Burning Jump Exercise Tips**
If your exercise program is stalling your progress, ramp up the intensity...

 **You Cannot Lose Weight When You're Hypersensitive to the World**
Are you as an overweight woman who is hypersensitive to external food...

 [Weight Loss](#)

 [Weight Loss, Overweight, emotional eating](#)

| 125 | Sep 2012 | Rich Relevance Presentation



Platform suppliers emerging

The screenshot shows a forum post by Ashley Friedlein, CEO at Econsultancy, dated 10 June 2011 at 18:55pm. The post discusses the emergence of content curation platforms, mentioning StrategyEye, Idio, Curata, ConnectedN, and UKn Platform. It also asks for recommendations on how to understand and structure this sector. The post has received 13 replies.

EDITOR'S CHOICE **MOST VIEWED** **MOST ACTIVE**

FEATURED THREADS

- How relevant do links need to be? 13 replies
- Tracking Online Response to Marketing/Communications Activities 2 replies
- Behavioural targeting software 4 replies
- Penalty avoidance on English-speaking foreign sites 5 replies
- 3 way linking - good or bad? 20 replies

Measure EVERYTHING. MAXIMIZE ROI. FEATURING OMNITURE TECHNOLOGY

Forrester's recommendations for 2011 budget planning

Predictions for social

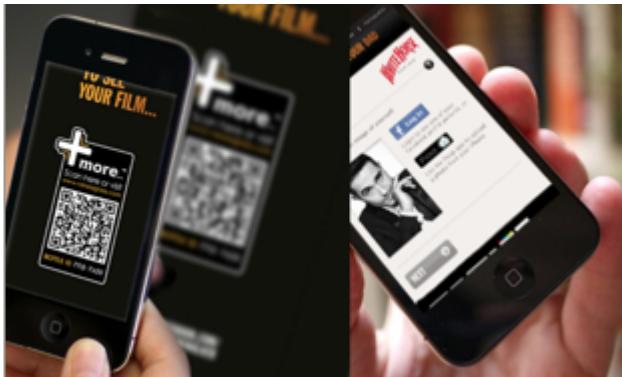
<http://econsultancy.com/uk/forums/supplier-selection/content-curation-platforms-service-providers>



Content/Social Experiences

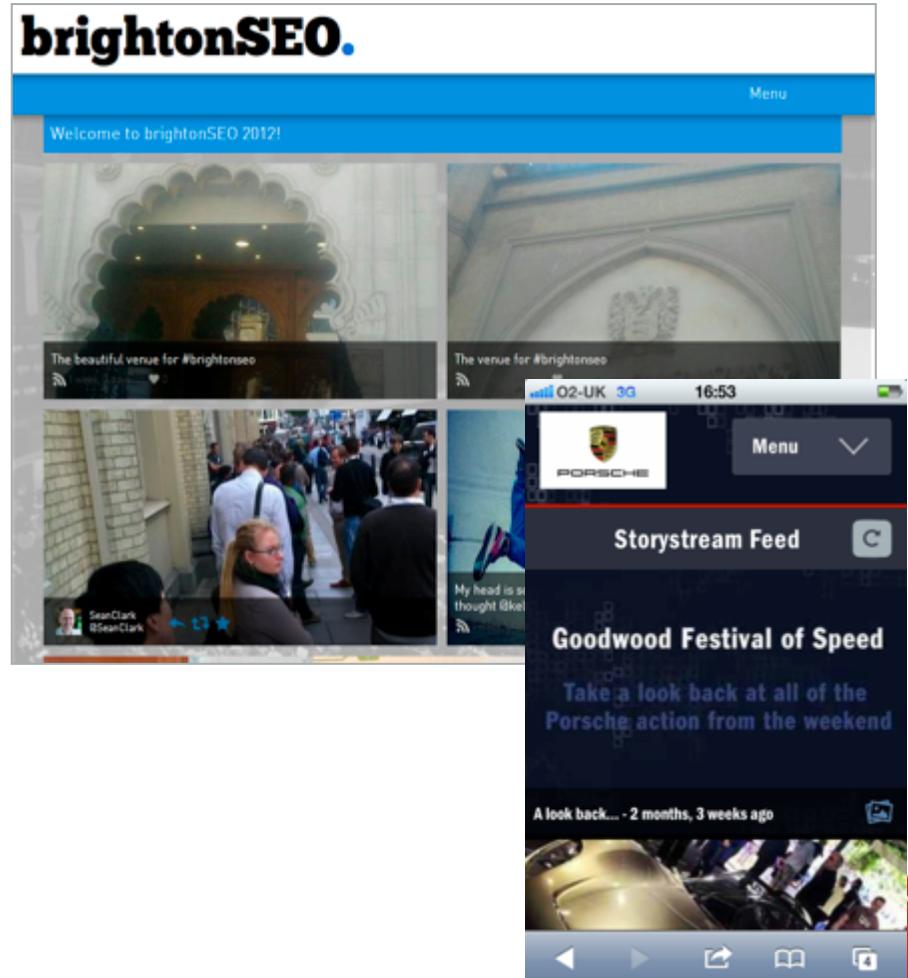
- Internet of things
- Events
- Localisation
- Device Behaviour/Patterns

Smart Products / Internet of things – Diageo example



Event experiences / Real World Connections

- Guardian open weekend/festival
- Times+ members – meet the journalists events
- Telegraph created a restaurant for Sainsbury's



Localisation

- Hackney Podcast – location aware smartphone app with guided tours of the borough
- Bluebrain's Central Park App
—
location aware musical compositions

Majestic Bishop Stfd @majesticbis
Bishop Stortford

News and events from the team at Majestic Bishop's Stortford.
<http://www.majestic.co.uk/bishopsstortford>

516 TWEETS	213 FOLLOWING	122 FOLLOWERS
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Follow **View favs**

Majestic Bishop Stfd @majesticbis
On the tasting counter: Saint Clair Estate Selection Sauvignon Blanc 2011, Marlborough majw.co/hNc3FN
[View details](#) · 1d 13 ★

Majestic Bishop Stfd @majesticbis
On the tasting counter: La Plata Sauvignon Blanc 2011, Mendoza majw.co/QHLaLK
[View details](#) · 1d 13 ★

Majestic Bishop Stfd @majesticbis
On the tasting counter: Ragged Point Sauvignon Blanc 2012, Marlborough majw.co/Ujb18
[View details](#) · 1d 13 ★

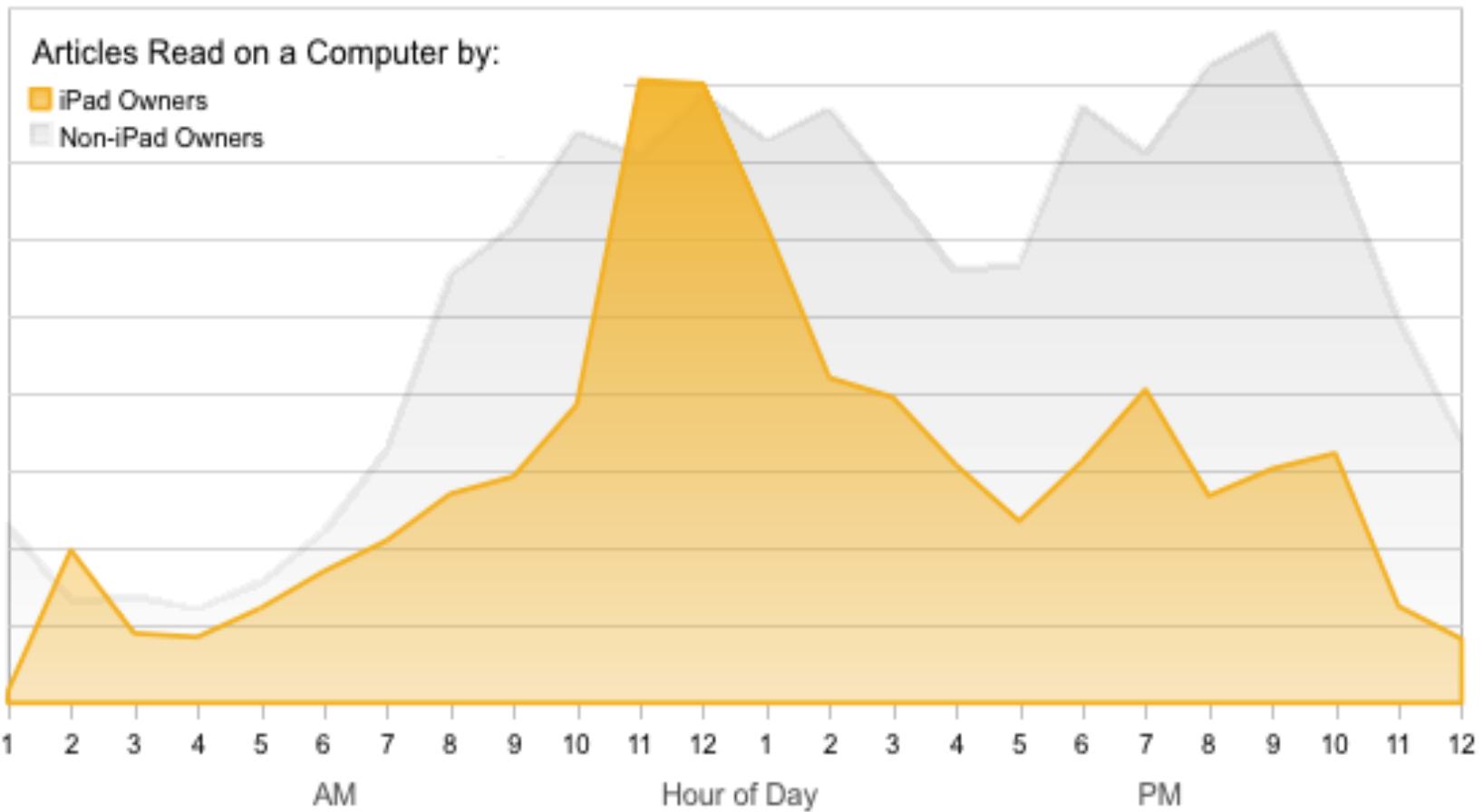
Majestic Bishop Stfd @majesticbis
On the tasting counter: Lindauer Sauvignon Blanc Brut NV, New Zealand majw.co/roje70
[View details](#) · 1d 13 ★

Majestic Bishop Stfd @majesticbis
On the tasting counter: Giesen Sauvignon Blanc 2011, Marlborough majw.co/HxOjHm
[View details](#) · 1d 13 ★

Majestic Bishop Stfd @majesticbis
On the tasting counter: KC Cabernet Merlot 2009/2010, Klein Constantia, Coastal majw.co/1qfJL
[View details](#) · 1d 13 ★



The Holistic Customer Experience



<http://readitlaterlist.com/blog/2011/01/is-mobile-affecting-when-we-read/>



The Formulae

$$\frac{(So \times Mo \times Lo)}{Fe} \times p^2 = FoS$$

$$((70:20:10) \times IoT \times Lo)^{CE} = RCM$$



Thanks for your time – questions?

Econsultancy is a global independent community-based publisher, focused on best practice digital marketing and e-commerce.

Our hub has 135,000+ members worldwide from clients, agencies and suppliers.

We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, face-to-face conferences, forums and professional networking.

Our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

Join Econsultancy today at <http://econsultancy.com>





XPLANE Session



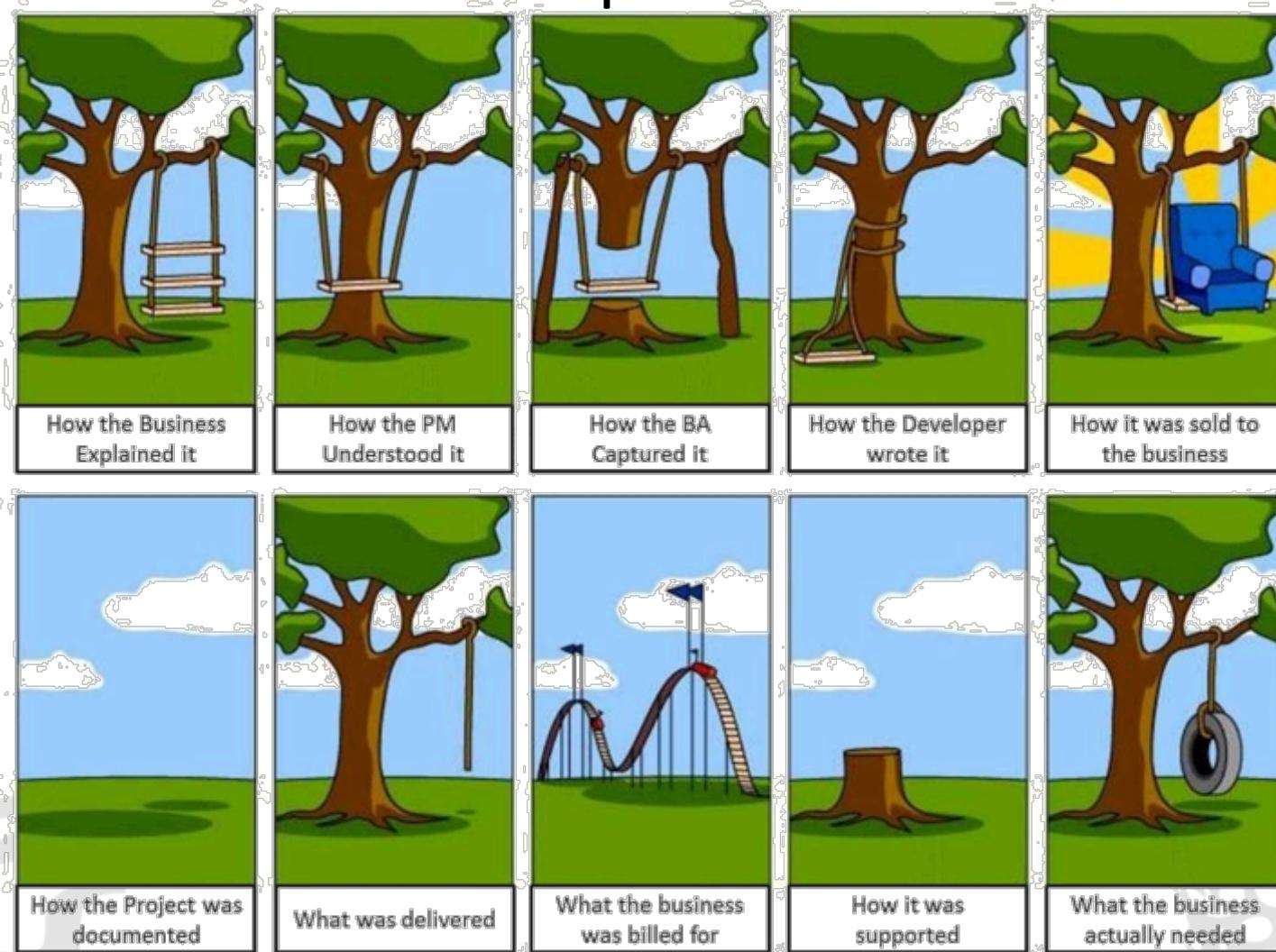
**KEEP
CALM
AND
PERSONALISE
ON**



Customer Advisory Summit

Closing Remarks

- Not the Partnership



Customer Advisory Summit

- What's Next
- Networking Drinks
- 121 Discussions
- Connections
- CEO's Dinner



Closing Remarks

- Requirement
- iPad & Pinterest
- There are easier ways
- Robust
- Productivity
- Efficiency
- Expertise



Closing Remarks

- Know Your Benefits

They Command Attention and Close Sales. They need not be unique, but they must be compelling

Tangible

- Icon: Notepad Physical, provable or measurable benefits.
- Icon: Notepad Make them real and vivid in the reader's mind.

Market leader

Price Quality

Value Speed

*Convenience,
ease of use*

Intangible

- Icon: Notepad Emotional or psychological benefits that cannot be measured.
- Icon: Notepad Link them to the reader's concerns.

*Sensory pleasure
(nice to look at, taste,
smell, hear or touch)*
Self-esteem
Personal attractiveness
Coolness
Novelty

Commercial

- Icon: Notepad Companies buy things that are good for business.
- Icon: Notepad Show why the reader's firm needs the product or service.





Thank you!