

# Created personalized and triggered [email+App+store] digital campaign, launched within ~24hrs after consumer browse occurs

Situation	What we did	Impact
<ul style="list-style-type: none"> <li>▪ <b>Apparel retailer in Asia</b> with over 1,600 Billion local currency in sales across multiple geographies</li> <li>▪ <b>Focus was on non-digital channel and non-targeted digital usage in the past</b></li> <li>▪ <b>Wanting to move towards</b> <ul style="list-style-type: none"> <li>— <b>A more targeted marketing and offer approach</b></li> <li>— <b>Combination of their online and offline store</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Built various campaigns both for their email and Apps, focusing on</b> <ul style="list-style-type: none"> <li>— “WHAT to say to the consumers, depending on how they shop”</li> <li>— “WHEN to say it, depending on consumer cues”</li> <li>— “HOW to scale, including IT, operating model, and skills”</li> </ul> </li> <li>▪ <b>Created different customer segmentations</b> using the data available from both their online and offline stores</li> <li>▪ <b>Designed various campaigns; targeted for each consumers</b> <ul style="list-style-type: none"> <li>— “Make your first purchase” “second purchase”</li> <li>— “NPTB”</li> <li>— “Browsed, but didn’t buy”</li> <li>— “Top push of the week” (depending on how the consumer browsed and shopped)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Uplift with target customers (only pilot phase figures)</b> <ul style="list-style-type: none"> <li>— E.g., Conversion rate for “Top push of the week”: CG 0.1% to TG 0.13% (+34% with significance level of 90%+)</li> </ul> </li> <li>▪ <b>Expect significant national impact;</b> incremental 250 Million local currency in revenues</li> <li>▪ <b>Complete rollout will enable launch of NPTB and BBDB campaigns to ~24hrs automated</b> <ul style="list-style-type: none"> <li>— Used to be more than 72hrs, with all the process manual</li> <li>— Mistakes around color code and price tags occurred multiple times</li> </ul> </li> </ul>