

DISRUPTING MARKETING

XRAY PLATFORM

- ▶ let's face it!
- ▶ 2018: marketing trends
- ▶ Xray platform
- ▶ use case



LET'S FACE IT!

**OUTBOUND MARKETING IS
INHERENTLY OBFUSCATED,
DUPLICITOUS AND FULL OF SH*T!**

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LET'S FACE IT!

THE TWILIGHT OF OUTBOUND MARKETING

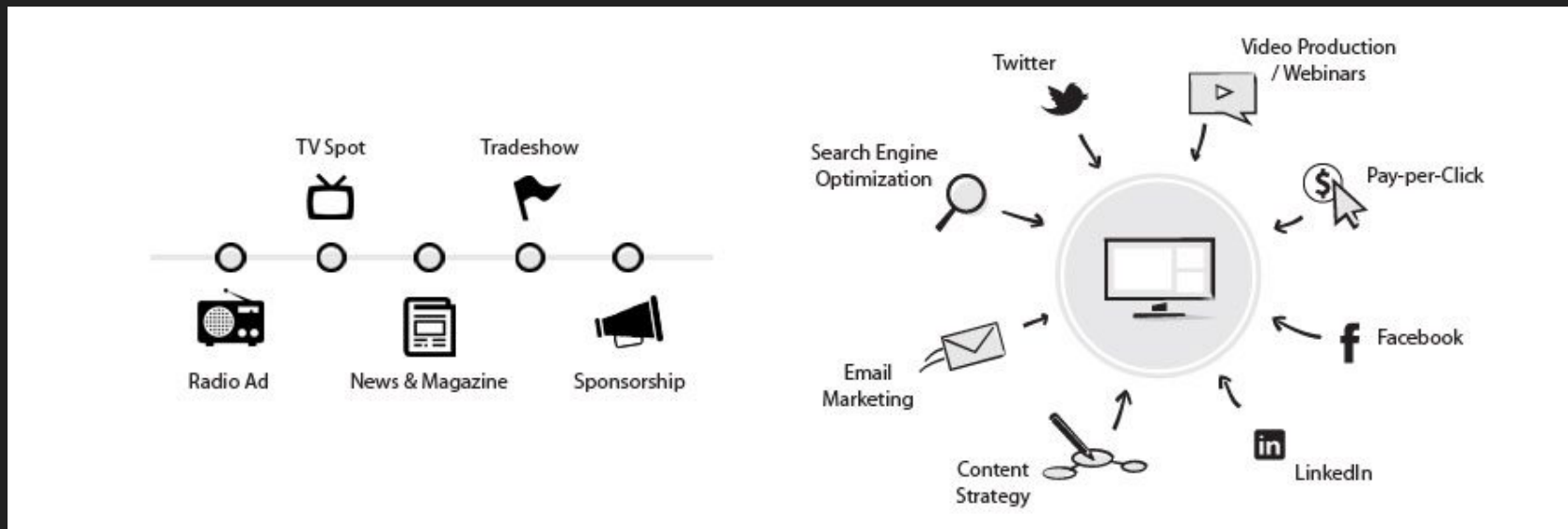
- ▶ why try to buy customers with traditional “outbound marketing” when users aren’t even paying attention?
- ▶ generation Z: grew up on social media, all have a device online ... and they don’t want to hear about your mega-deal.
- ▶ 6 millions push messages sent ... for 250 conversions

- ▶  outbound marketing doesn’t seem to work anymore

LET'S FACE IT!

OUTBOUND MARKETING VS INBOUND MARKETING

- ▶ pounding a message into customers' heads and hoping it will stick vs. providing added value and earning customer loyalty.

- ▶ linear vs. holistic.



- ▶ obfuscate vs. educate.
- ▶ renting your distribution vs. owning it.
- ▶ immeasurable vs. quantifiable.
- ▶ (source vltdesign.com)

INBOUND AND OUTBOUND CHANNELS

- ▶ inbound channels: social media, blog posts, SEO, PPC, mobile or web apps, email marketing, geo-location, call centers, time passing
- ▶ outbound channels: email & sms, mobile in app content, web content ...
- ▶ Next Best Action (NBA) marketing: real-time marketing strategies *across all channels* (inbound & outbound).
- ▶ complexity increased by an order of magnitude.

NEXT BEST ACTION MARKETING: THE DISRUPTION

- ▶ move from one-to-many segmentation to a **one-to-one** customer approach.
- ▶ move from scheduled push campaigns to an **always-on** model that continuously engages customers during their "moment of need".
- ▶ move from channel and product-driven targeting to a **central decision authority** (AI).
- ▶ (source [pega.com](https://www.pega.com))

NEXT BEST ACTION: ONE-TO-ONE MARKETING

- ▶ consumers are individuals, not demographic groups or customers segments.
- ▶ from segmentation (statistical irrelevance aka spam) to micro-segmentation (if relevant at all they don't scale) to segment-of-one (context): Jan Sulmont, we got you in all your mighty uniqueness.
- ▶ why not 7.6 billions contexts?
- ▶ I only allow *interactions* relevant to *my (digital) life*.

NEXT BEST ACTION: ALWAYS-ON MARKETING

- ▶ as an individual, I am the one deciding on my own timeline — certainly not some random outbound marketer somewhere 🤪.
- ▶ outbound campaigns induce a timeline which is only relevant to outbound marketers and compete against themselves
- ▶ the *continuum* of my life is always on ...
- ▶ always on, across inbound and outbound.

NEXT BEST ACTION: CENTRAL DECISION AUTHORITY (AI)

- ▶ proactive real-time offers and actions
for each user, select the best action *when needed*, simulate the impact of this action on KPIs with predictive models and automatically execute the action if it improves the KPI.
- ▶ AI in central decision systems
unified marketing strategy: orchestrate marketing activities across channels (inbound & outbound), avoiding conflicts (e.g., between channels).
- ▶ AI for adaptive marketing strategies
evaluate and change marketing strategies quickly (learn).

ENABLING NEXT-BEST-ACTION MARKETING

- ▶ “next-best-action (NBA) is an approach that targets individual customers, rather than segments – leveraging their unique needs, preferences, and context. It works to make every interaction relevant and meaningful (regardless of channel), and optimize high-level KPI like revenue, profit, and customer lifetime value, rather than short-term metrics like campaign response rate” ([Pega](#))
- ▶ Xray has been designed from ground as a [technology stack for enabling NBA](#).

REAL-TIME AT SCALE

- ▶ time spans from milliseconds to months.
- ▶ real-time inbound and outbounds channels.
- ▶ low latency: external events are processed as soon as they are received.
- ▶ by design Xray is optimized for space and time
 - ▶ able to simultaneously process hundred of thousands of events for millions of customers.
- ▶ highly available and elastic (manual with Xray-1.9 and automatic with Xray ≥ 2.0)

ONE-TO-ONE & ALWAYS ON

- ▶ **one-to-one:** 1 *Xray entity* = 1 customer (digital twin).
 - ▶ billions of customers
 - ▶ 🖐️ segments
- ▶ **always on:** Xray always runs one *context* per entity.
 - ▶ contexts are the adapting part – they capture changes in happening in customer journey, as (when) they happen.
 - ▶ programmatically orchestrate cross-channels marketing strategies: determine and execute the next best action
 - ▶ Xray > 2.0: hot code swapping

CENTRAL DECISION AUTHORITY

- ▶ a real-time component aggregating 3 real-time subcomponents: domain specific logic, predictive models and adaptive models.
 - ▶ these 3 components often already exist and operate independently of each other.
- ▶ Xray's orchestration layer provides a framework to design, test and run this central decision authority:
 - ▶ real-time orchestration between channels (inbound/outbound) and both predictive and adaptive models
 - ▶ real-time facade to predictive and adaptive models
 - ▶ ability to feed adaptive models in real-time (regardless if these adaptive models are able to learn in real-time or not);