

## Business need

Improve sales performance through personalised customer marketing and experiences – powered by real-time data insight.

Marketers have large quantities of disparate data; the challenge is to bring it together to deliver informed, personally relevant messages, at precisely the right time, in exactly right place.

## What we undertake

Collect and manipulate first party, behavioural data sourced from the brand's website and earned content

Segment customers and journeys to develop 1-2-1 personalisation approaches

Personalise onsite journeys, deliver relevant targeted ads offsite

Use first party audience understanding to create the best prospect segments in the open web

## Outcome

Step change in engagement and conversion

A dramatic increase in high value prospect groups

Significant improvement in media efficiency

Dynamic, personalised and relevant messaging wherever and whenever a customer experiences the brand in the digital world

## Client requirements

Day to day client owner spanning digital, media and data responsibilities

Access to website to analyse and understand behaviours

Permission to access CMS/email/social to shape individual customer journeys

## Who's involved

Digital data analyst

Strategist

Technical architect

Copywriter

Designer

## Clients who have benefited

