



# Creating Personalized & Connected Experiences At Scale

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# What does personalization mean to you?

Adds value

Right time

Right channel

Anticipates my needs

1:1 or individual

Right message



P

**per·son·al·i·za·tion** | pərsn(ə)lə'zāSH(ə)n

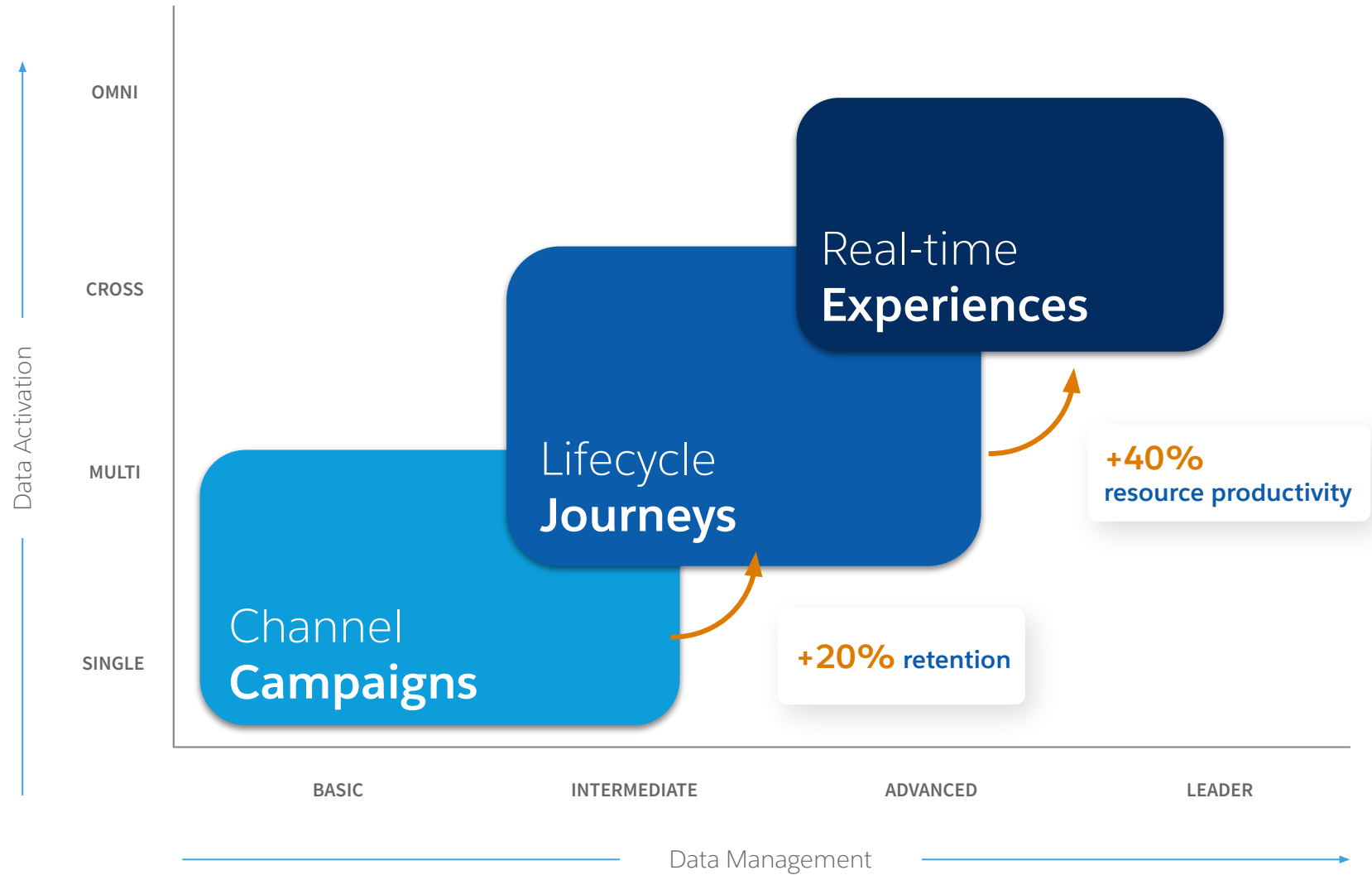
*“the creation of individualized **moments of mutual value** using a **process or a set of predictions** to enhance the **overall experience** of the recipient.”*





# Digital Maturity Model

A proven framework to drive omni-channel experiences through data-driven personalization at scale.





88%

of customers say the **experience** a company provides is as important as its products or services

Discrete **moments** that together, strengthen or weaken a customer's preference, loyalty, and advocacy

It doesn't fit "just right"



I want to buy online, pick-up in store



Where is the nearest location?



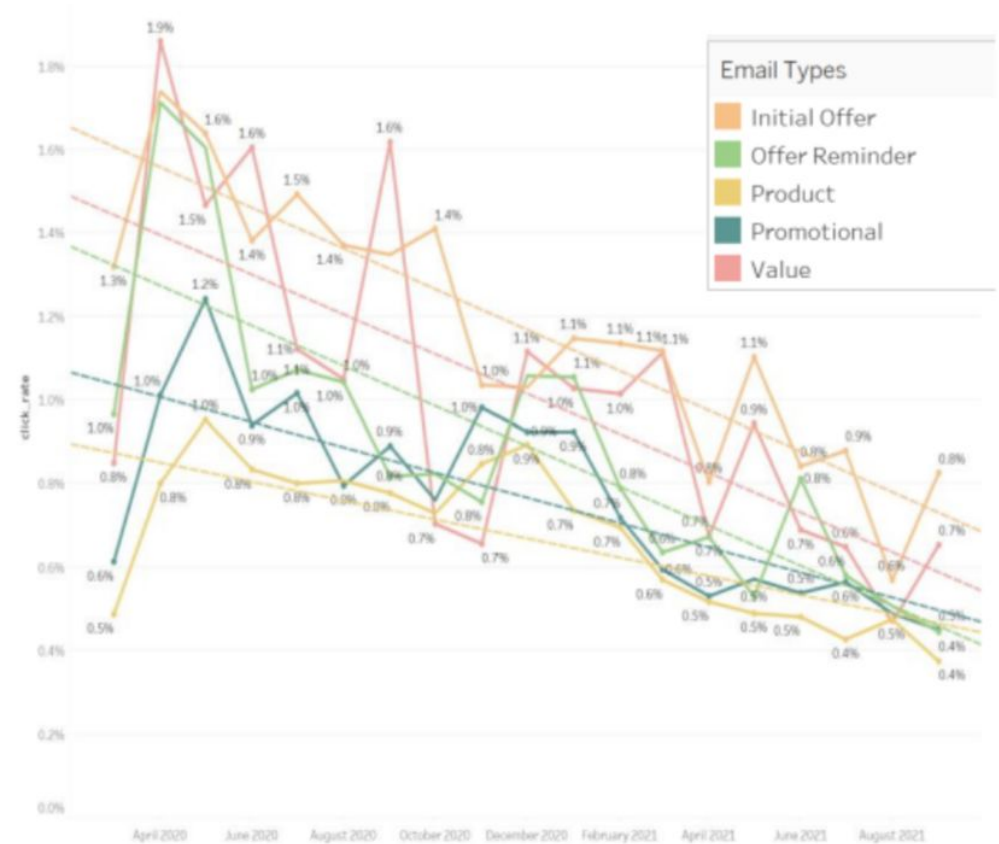
Doh, disconnected phone number



WHEN ORGANIZATIONS PRIORITIZE TRANSACTIONS OVER TRUST

**Organizations have increased volume in recent years to drive top line revenue, while simultaneously depreciating the value of their data...**

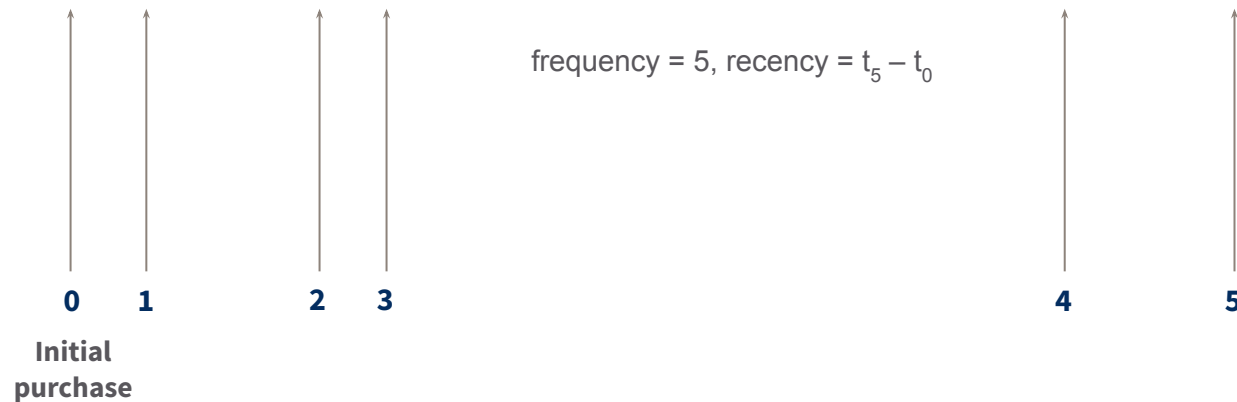
**...Increased send volume and performance declines typically share a strong correlation.**



\*Campaign Data Excerpt: Larger volume retail sender

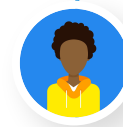
# mo•ment | 'mōmənt

a very brief, and yet *predictable* period in time



Everyone has an underlying observable purchasing rate, but they buy randomly behind it

Dr. Peter Fader, Wharton School

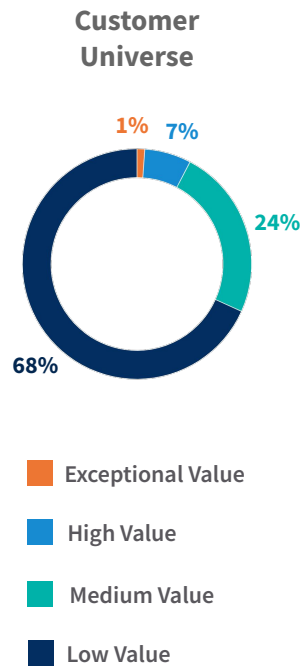


**Today:**  
Predicted Buying Event



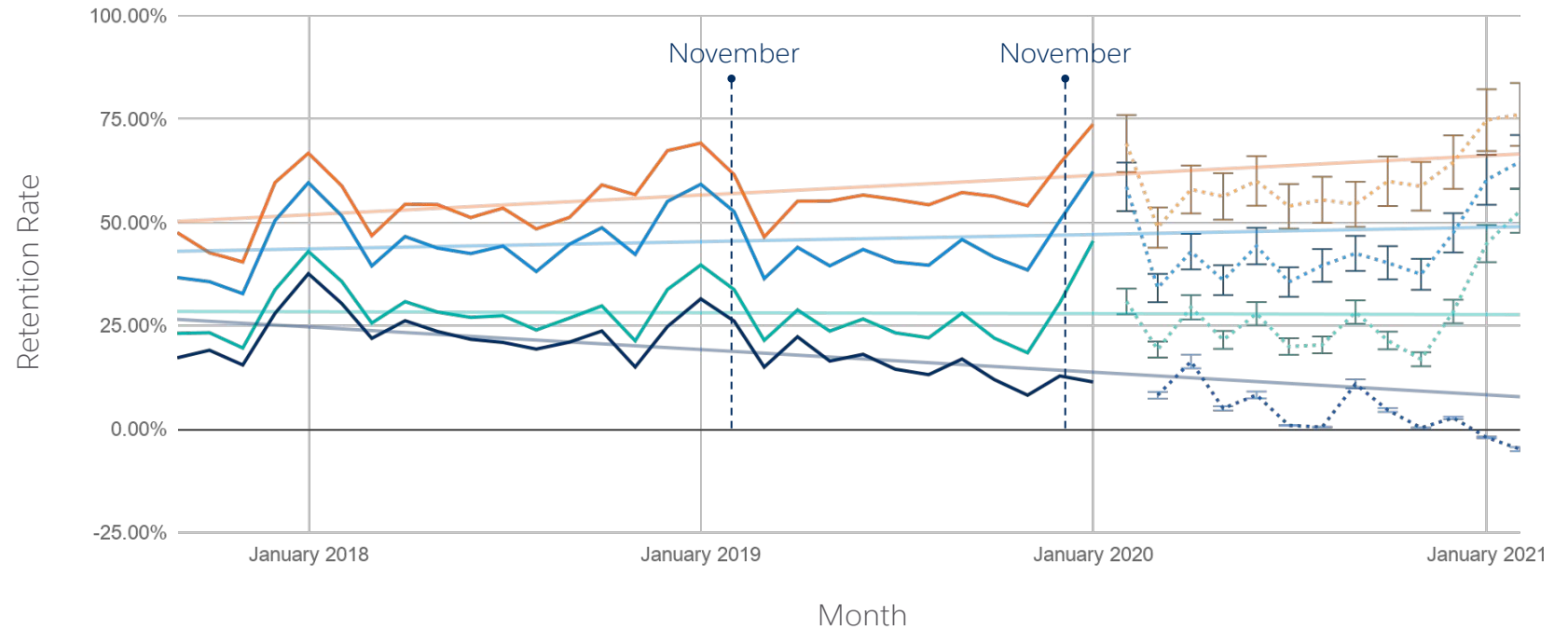
CASE STUDY: APPAREL GOODS

# Moment oriented growth strategy



### Audience Retention Rate by CLV Segment

with Predicted Forecast using CLV and Seasonality



CASE STUDY: APPAREL GOODS

# Moment oriented growth strategy

## Consumers

Anonymous Universe



**64%**  
of 1st time customers buy once and never again.

**78%**  
of first time buyers will churn forever within 100 days of their first purchase.



**10%**  
of future revenues will come from top 1% of customers and they are broken into 3 different buyer personas

**76%**  
of 2nd and 3rd purchases are made within the same product category as the 1st purchase

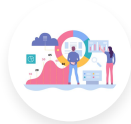
Customer Segments: ■ Exceptional Value ■ High Value ■ Medium Value ■ Low Value



CASE STUDY: APPAREL GOODS

# Moment oriented growth strategy

## High Value Use Case Category



### Precision Advertising

Target & activate targeted media campaigns based upon buying affinities and seasonal patterns.

CDP • Ads • Intelligence



### Dynamic Product Assortments

Inspire repeat purchasers to buy across multiple product categories and buying channels.

Engagement • Personalization • Intelligence

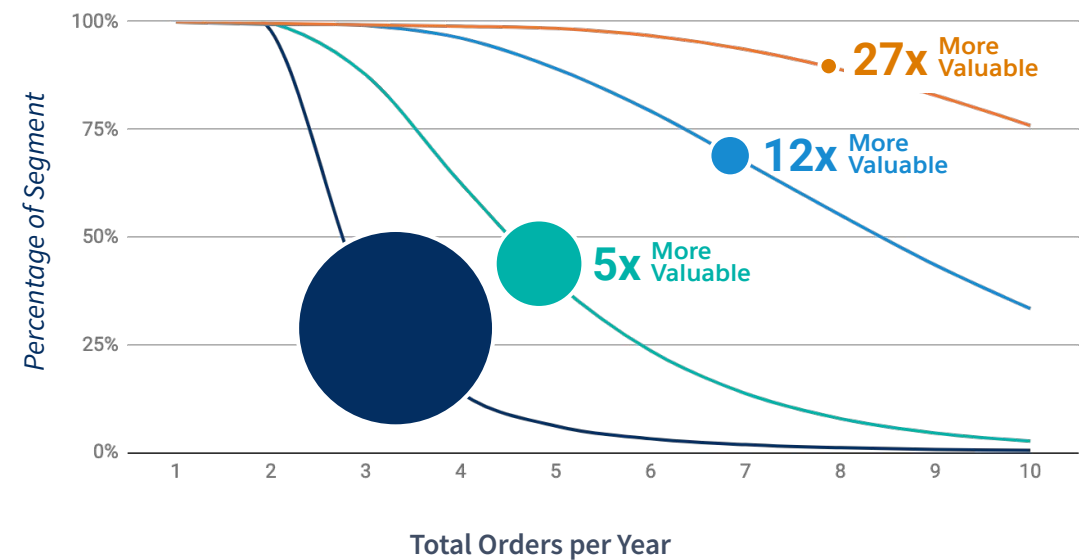


### Post-Purchase Journeys

Target the 64% of customers who are one and done shoppers with post-purchase and post-return journeys.

CDP • Engagement • Personalization • Intelligence

## Percent of Segments Making Repeat Purchases



Customer Segments: ■ Exceptional Value ■ High Value ■ Medium Value ■ Low Value

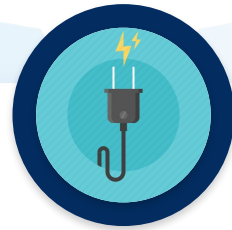
# Operationalizing Smart Data

Strategic pillars to pragmatically guide digital maturity



## Collect

Access to and enrichment of person-level data



## Connect

Connecting the various data sources



## Activate

Leveraging insights across all parts of the organization

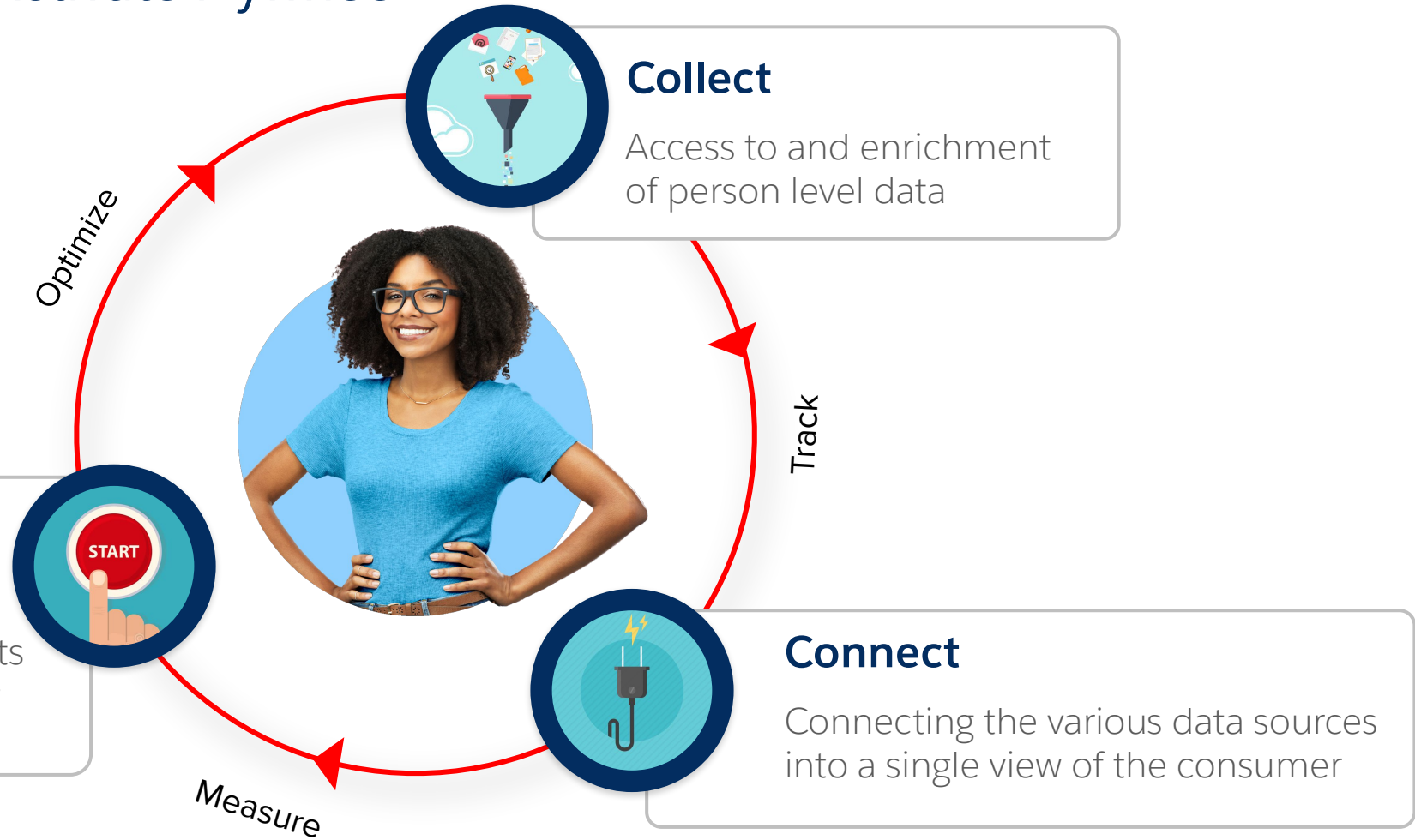
*Ongoing and simultaneous efforts should exist in all areas*



# The Path Forward: Driving Towards Smarter Data

## The Collect, Connect, Activate Flywheel

Collect, Connect, Activate is a continuous process. As you expand activation efforts, you're able to collect richer data on your consumers.



# So, now what?

How should you optimize the first *100 days* for your customers?



# See the insights inspiring real-time marketing moments.



[Read the Report](https://sfdc.co/SoM)  
[sfdc.co/SoM](https://sfdc.co/SoM)

[Contact us to learn more](#)



The cover of the "State of Marketing" report. It features the Salesforce logo at the top left. The title "State of Marketing" is prominently displayed in the center. Below the title, it says "EIGHTH EDITION" and "Insights and trends from 6,000 marketers and over two trillion outbound marketing communications." The cover is decorated with various marketing-related icons: a pie chart, a bar chart, a person on a laptop, a person on a phone, and a person on a motorcycle. A signpost on the right side of the cover reads "UNIFIED PROFILE". The background is a stylized landscape with green hills, trees, and a blue sky with butterflies.





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# Thank You

