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

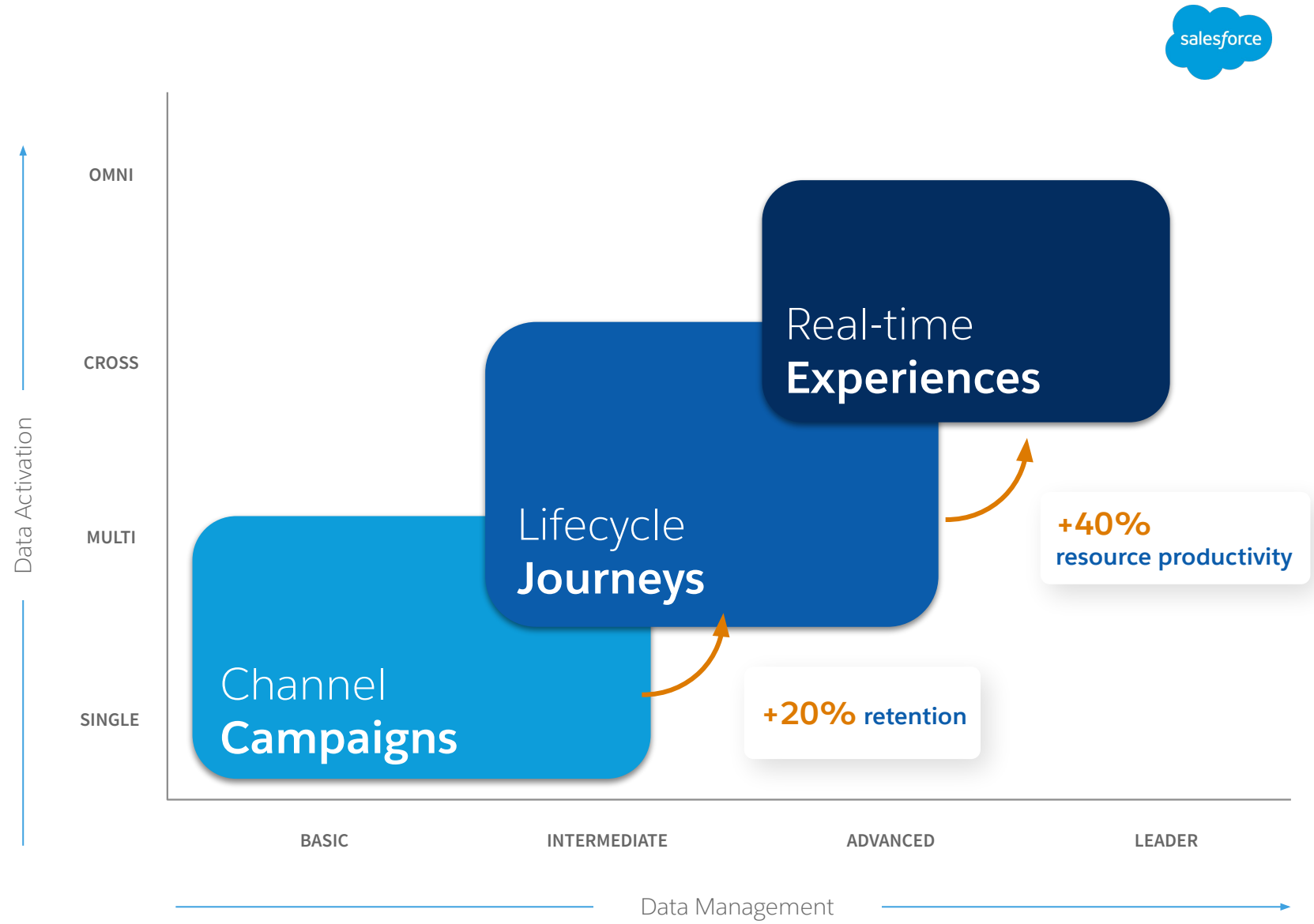
Right message

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.



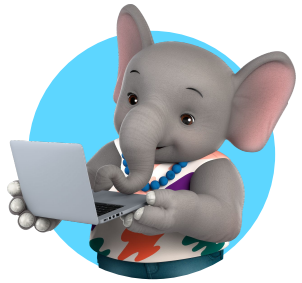
88%

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?

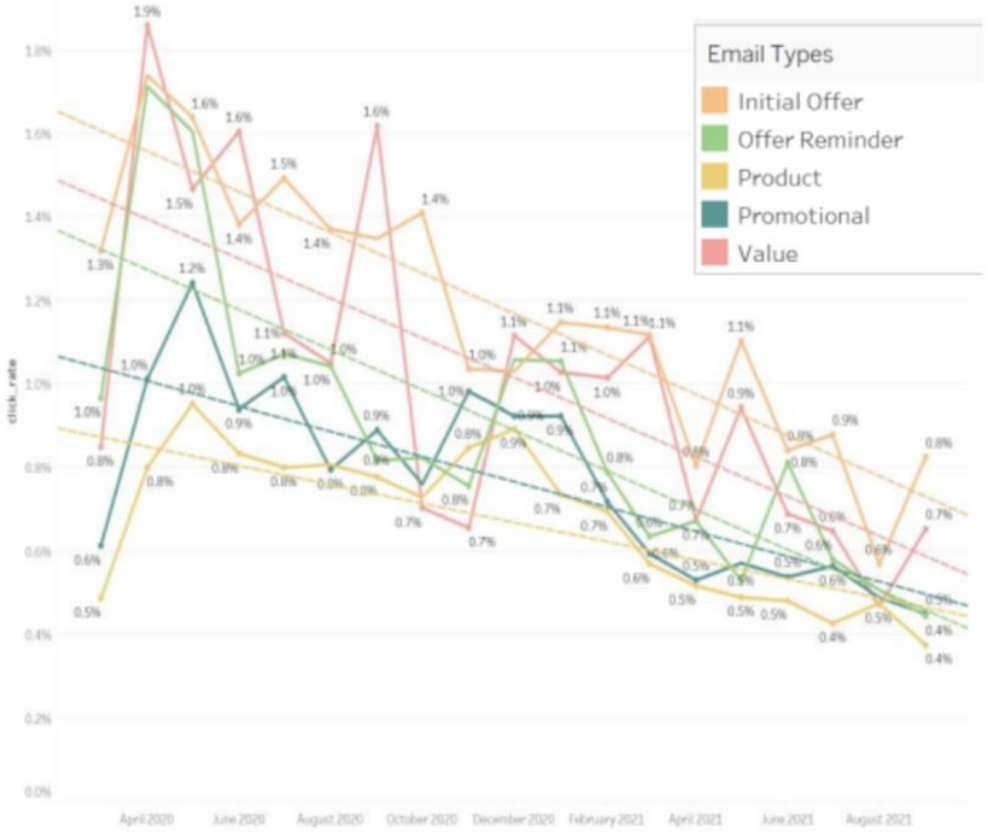
Doh, disconnected phone number

Source: "State of the Customer, 5th Edition," Salesforce Research, May 2022

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...

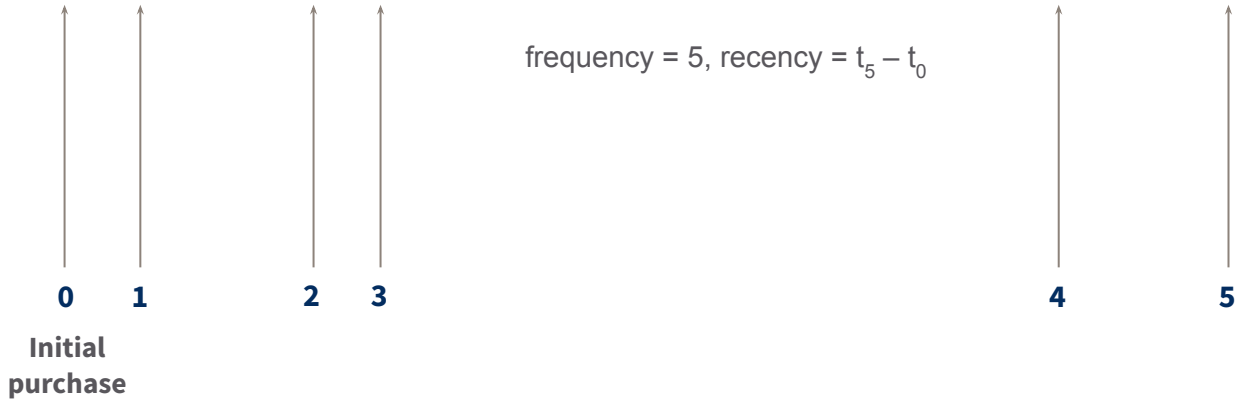
...Increased send volume and performance declines typically share a strong correlation.



**Campaign Data Excerpt: Larger volume retail sender*

mo·ment | ‘mōmənt

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

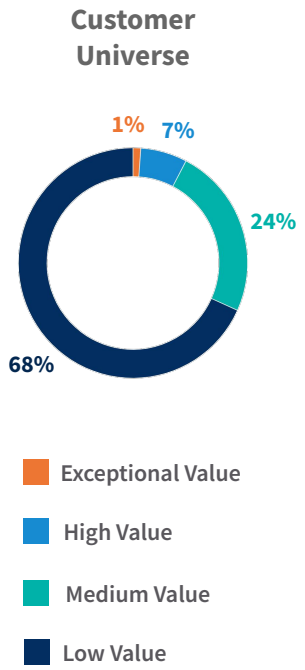


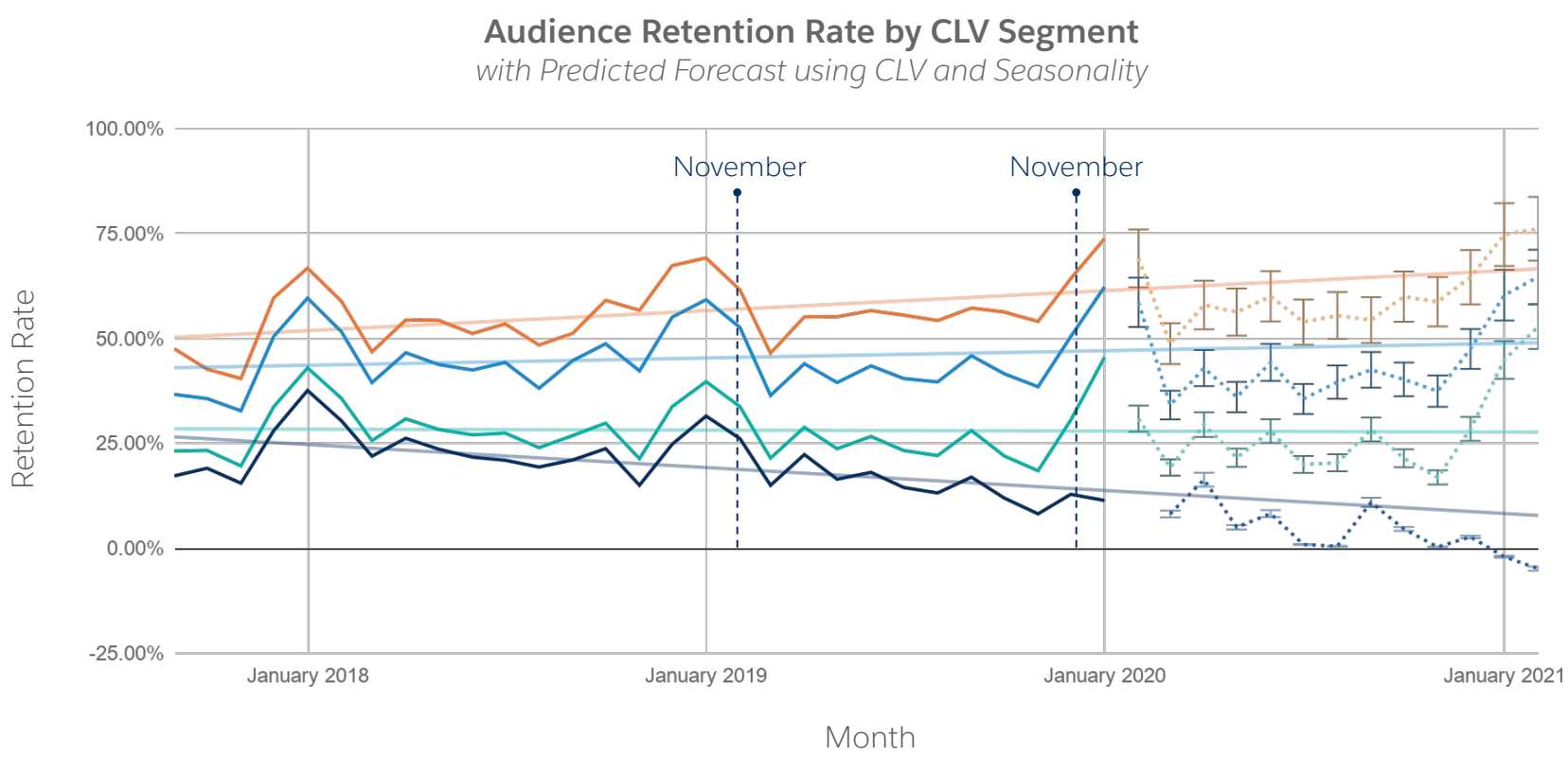
Everyone has an underlying observable purchasing rate, but they buy randomly behind it

Dr. Peter Fader, Wharton School

CASE STUDY: APPAREL GOODS

Moment oriented growth strategy





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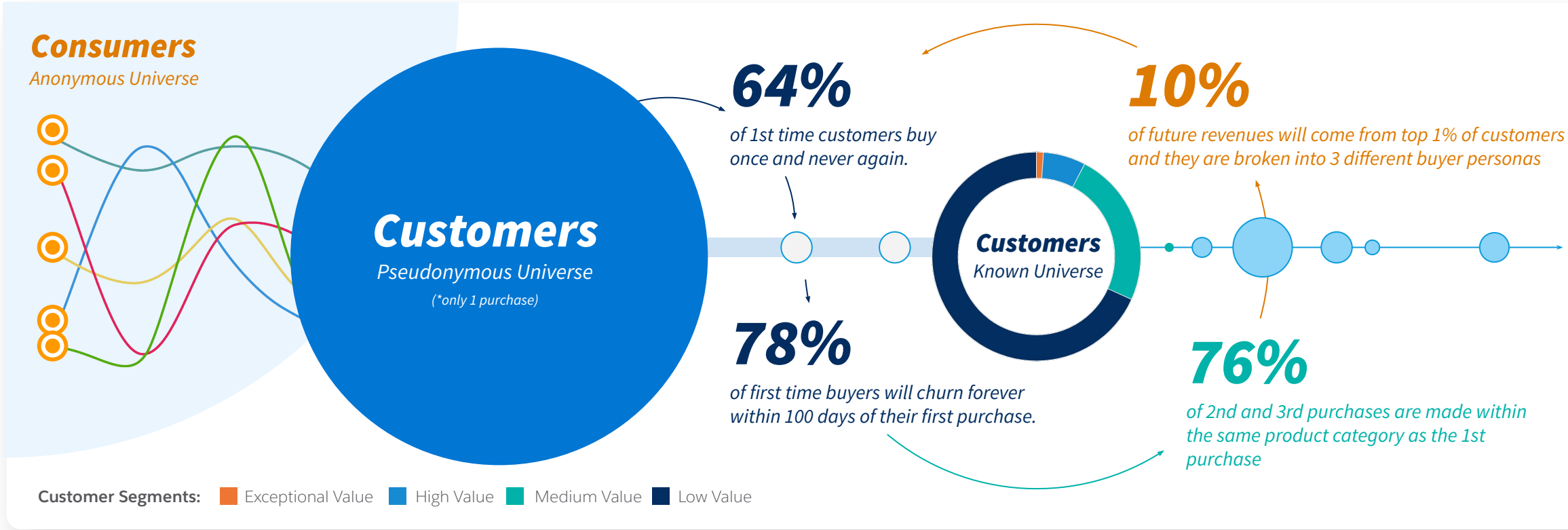


CASE STUDY: APPAREL GOODS

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.

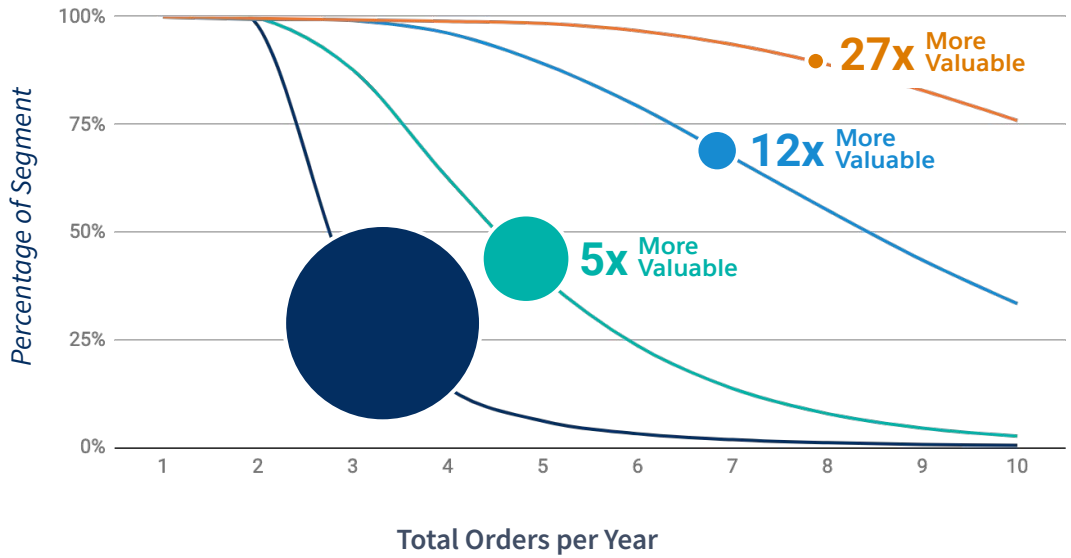
Engagement • Personalization • Intelligence

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.

Collect

Access to and enrichment of person level data

Connect

Connecting the various data sources into a single view of the consumer

Activate

Humanize every moment by orchestrating personalized moments across the entire consumer journey

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
sfdc.co/SoM]

[Contact us to learn more]

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