Learn. Network. Grow.

MParDreamin' 2022

How the Right Message Can Increase Conversions

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CTO & Co-Founder, DESelect

DESelect's track record in **marketing data enablement**

accenture

Deloitte.

Capgemini

MERKLE

"DESelect has increased efficiency by 50%."

"DESelect turned our whole team into data experts."

"DESelect was the puzzle piece that was really missing within Salesforce Marketing Cloud."

How the Right Message Can Increase Conversions

- We'll dive into strategies and best practices that world-class marketing teams leverage to send the right message and increase conversion.

- We'll also reveal how to build a tech stack that will get the job done and how to optimize customer communications by controlling marketing saturation.

What are YOU doing to send the right message?

Agenda

01. Why is Segmentation Critical?

02. Strategic Approaches

03. Best Practices in SFMC

04. World Class MOPS Tech Stack

05. Why Saturation Control Matters

On Deck

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WHY YOU SHOULD CARE:

Segmentation is Critical

“

88% of customers say the experience a company provides is as important as its product or services.

... up from 80% in 2020.

”

Source: https://www.salesforce.com/resources/articles/customer-engagement/

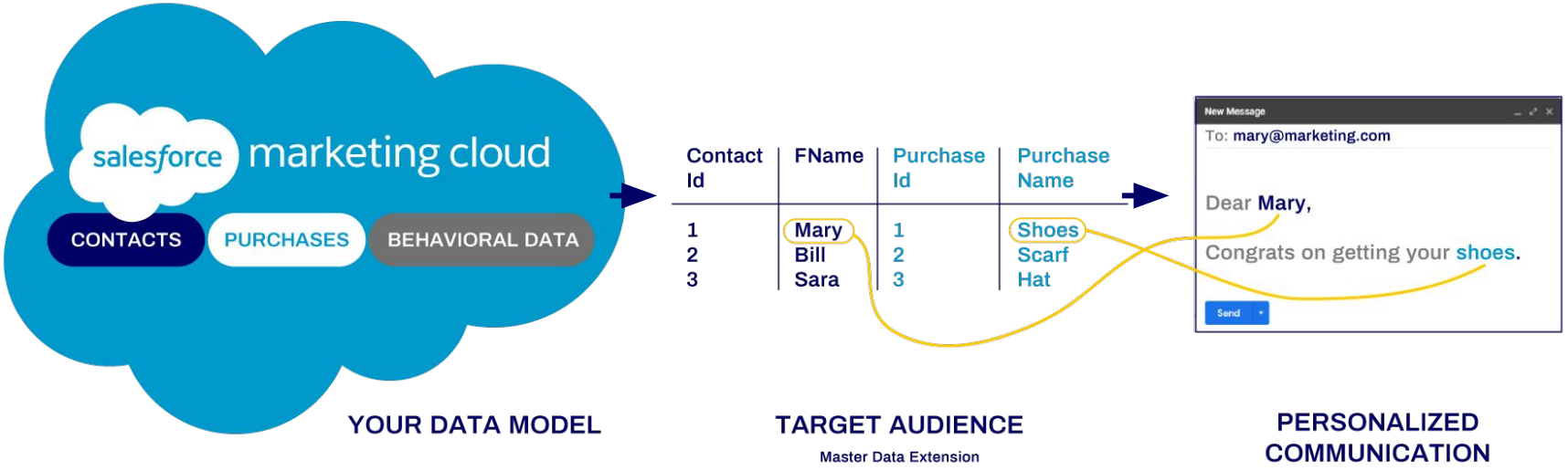
Customer Segmentation Challenges

Targeting the right customers with the right message

Understanding whether the right data exists for a project

Quickly connecting and combining data from multiple sources

Data drives targeting & personalization



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Different segmentation strategies

Strategy	How to implement:
Cross-sell campaigns	- Product A = TRUE, Product B = FALSE
Upsell	- Purchase date > X AND Complaints = 0
Churn avoidance	- LTV > $X, Last Purchase > Y date
Behavioural	- Opens (L6M) > 20, Click % over X sends > Y%
Regional	- Location + Order History + Product X

“Only 5% of U.S. consumers say that email offers are well timed with their needs.”

Source: https://www.forrester.com/blogs/

How confident are you in your marketing team’s ability to reach your customers with the right message at the right time?

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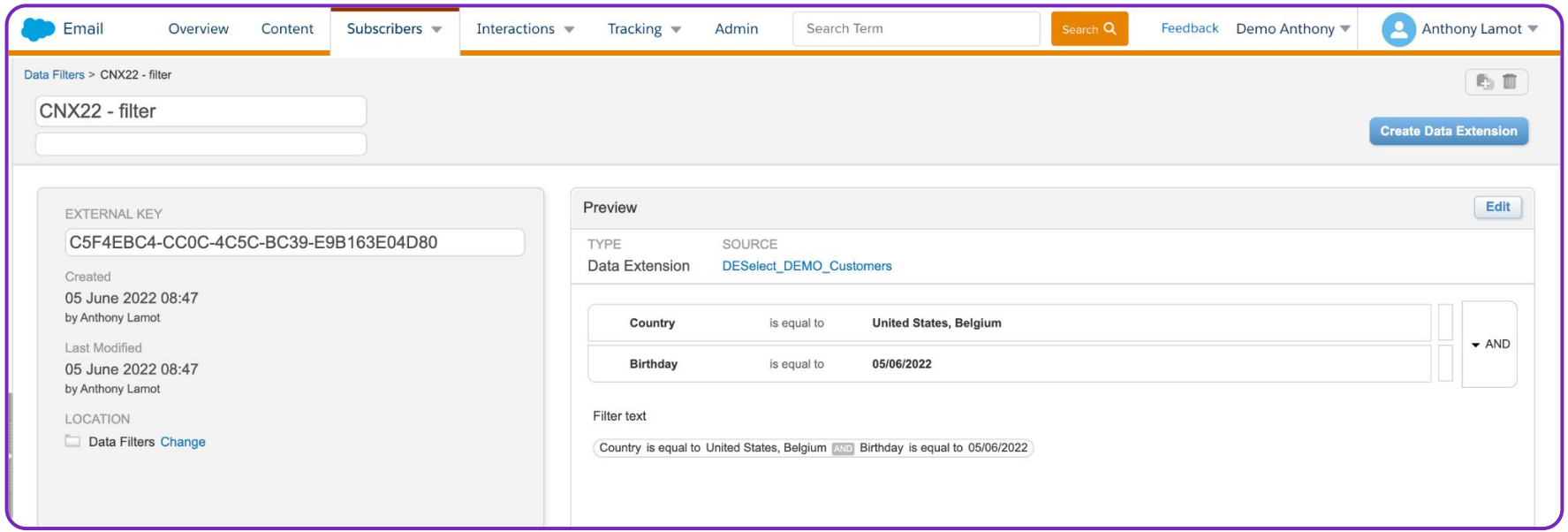
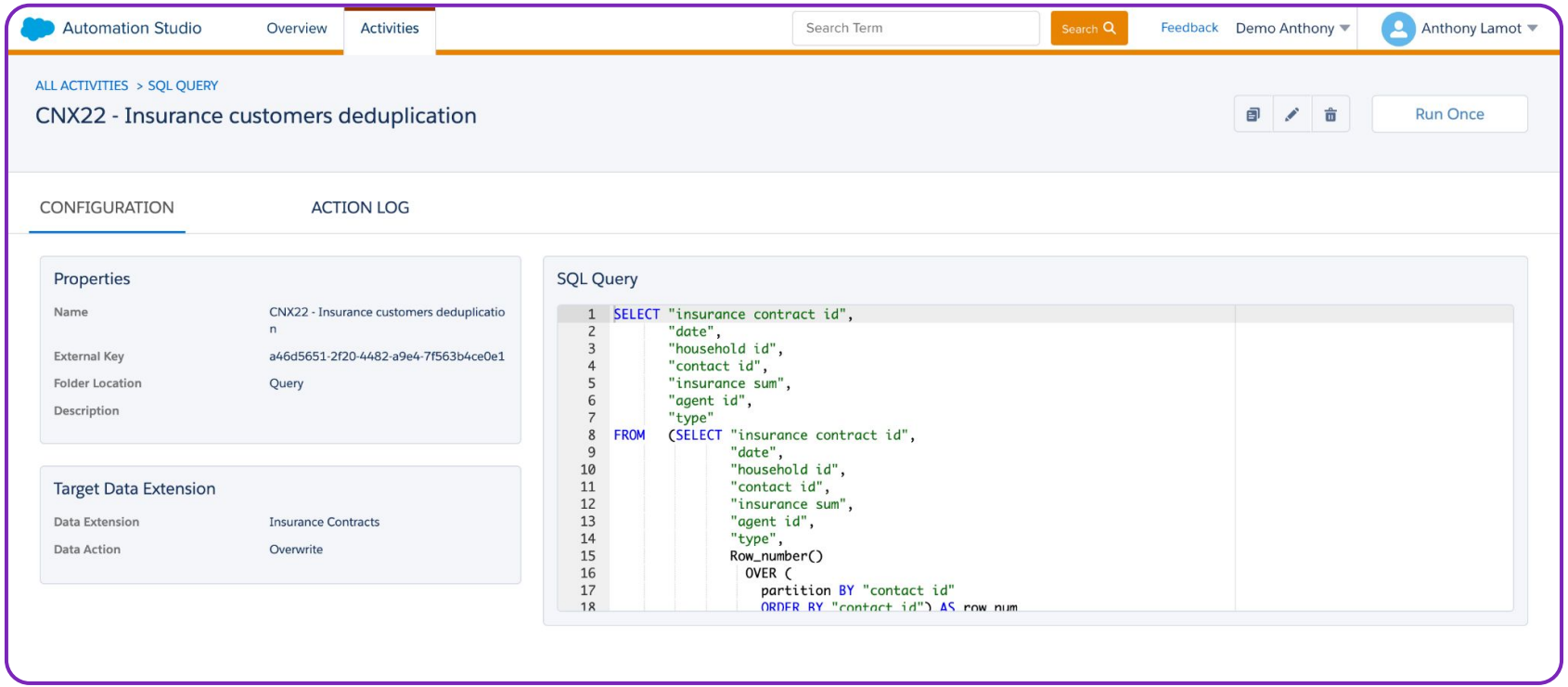
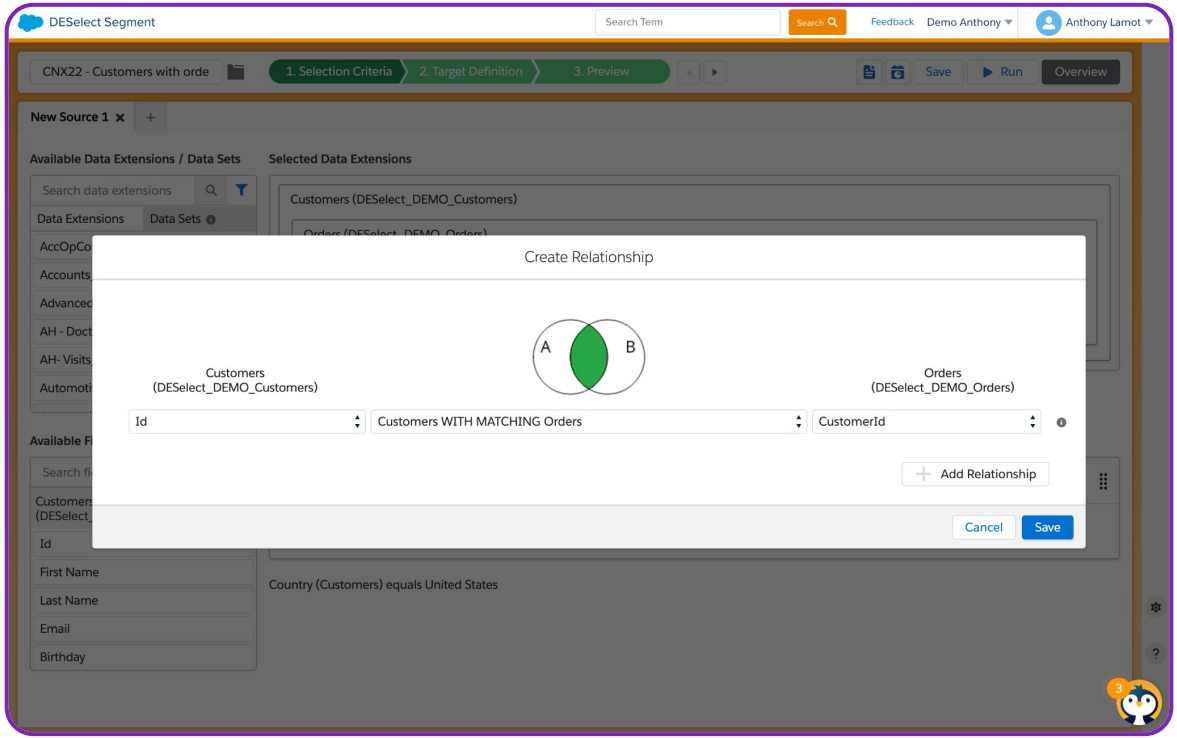
Using filters in SFMC



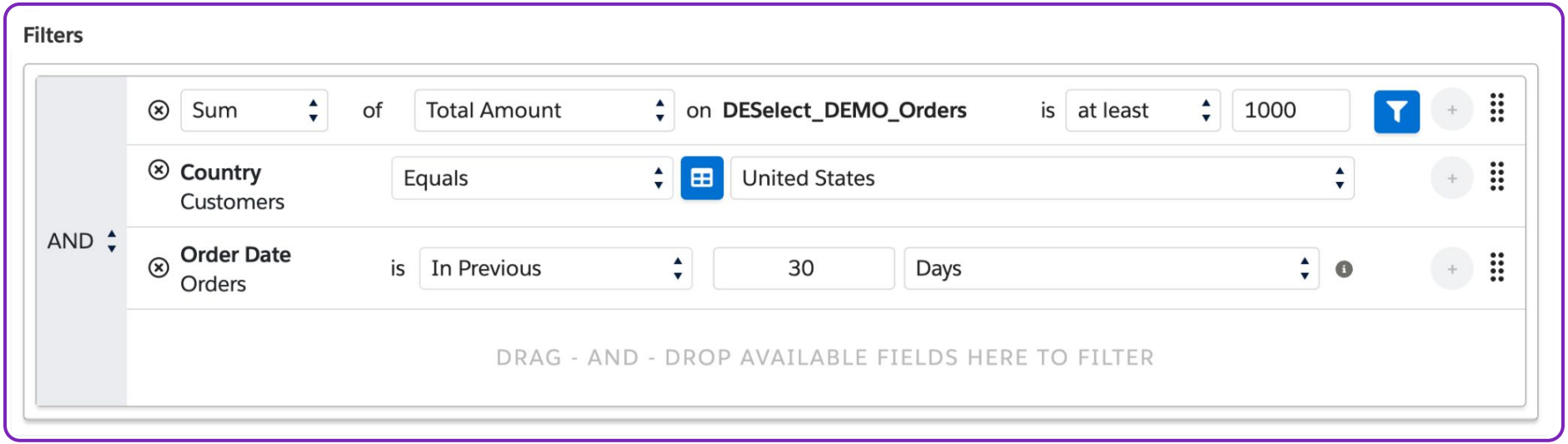
What a SQL query might look like



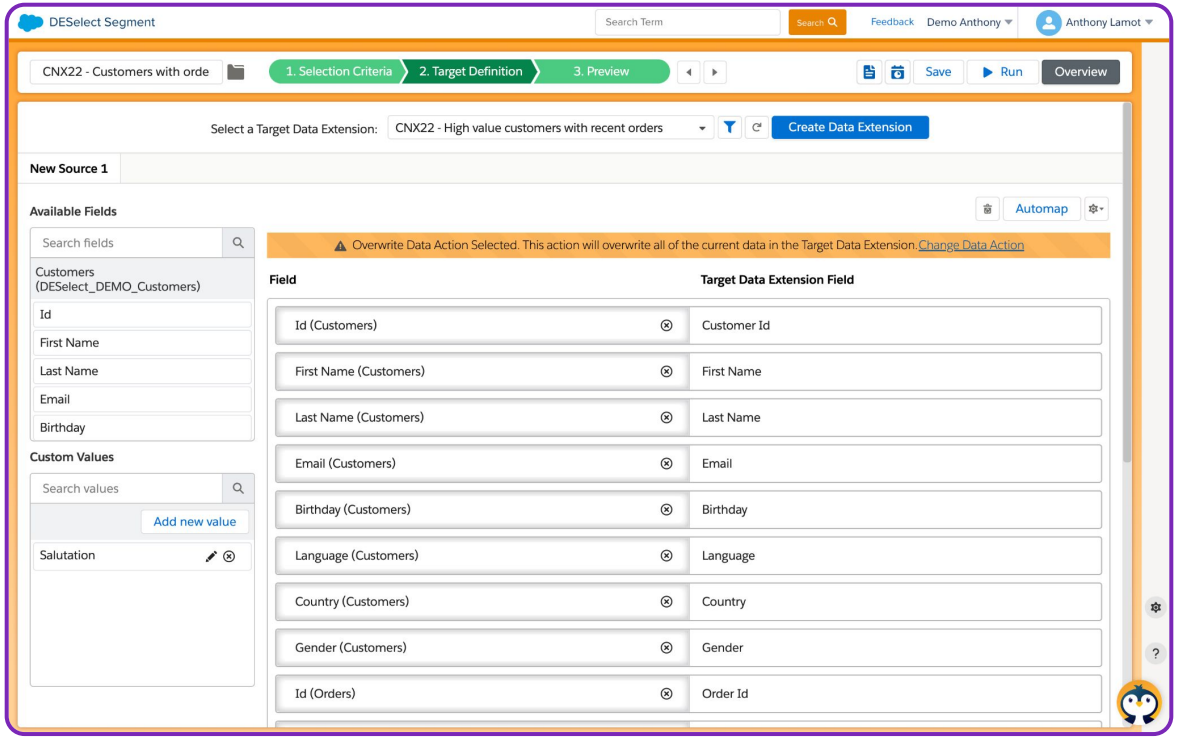
How to combine data extensions



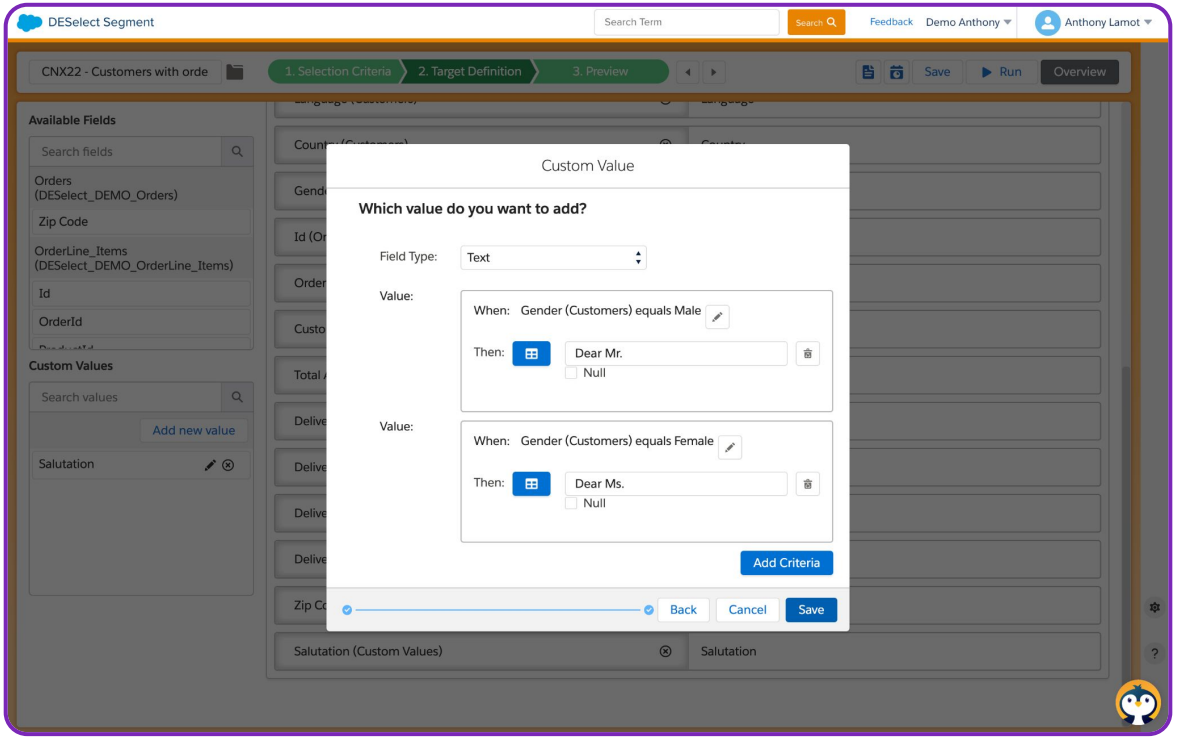
Calculate values



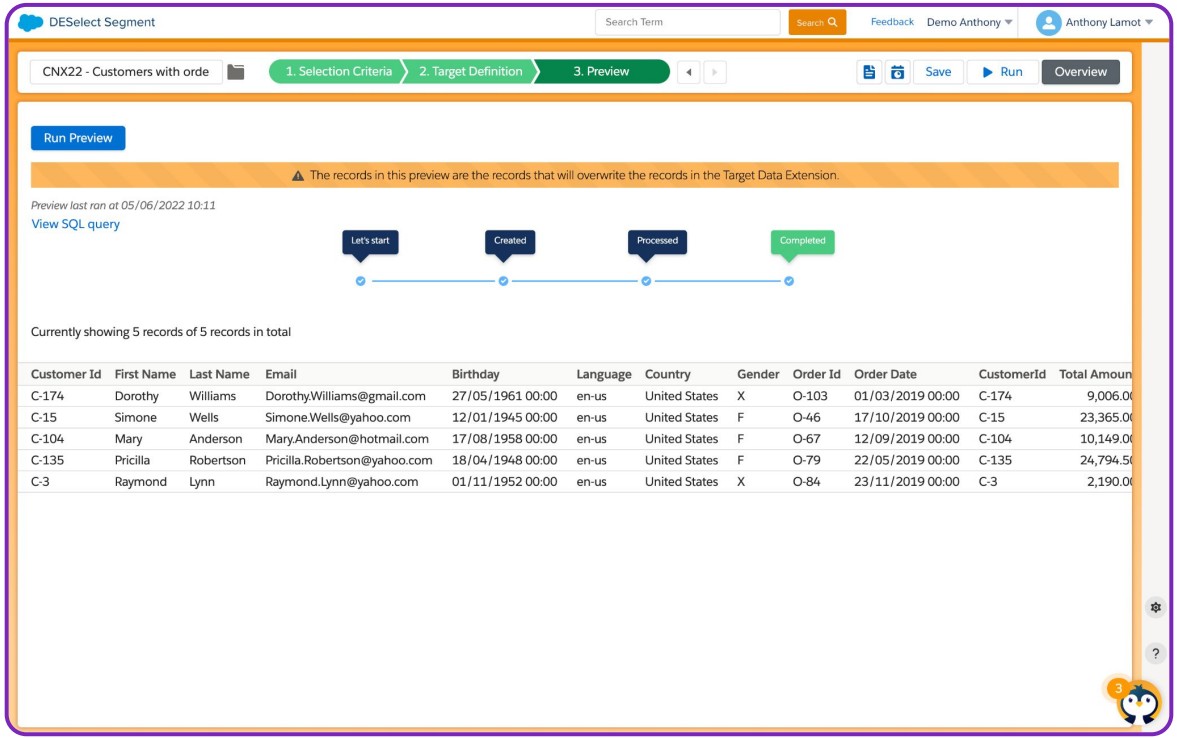
Create target data extensions on the fly



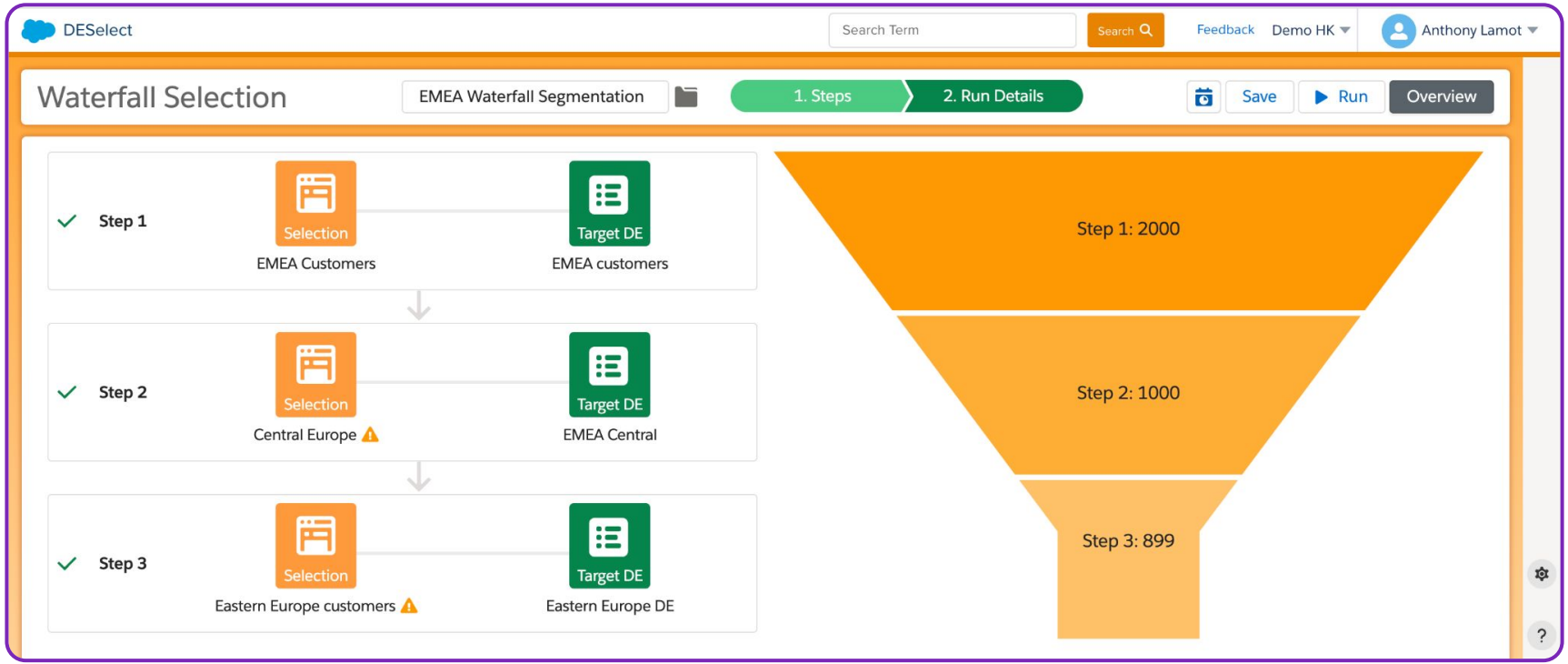
Add more personalization through custom values



Preview and iterate



Set up waterfall segmentation



World class segmentation
+ your business

General business drivers:

- Drive revenue
- Drive efficiency
- Reduce risk

Bonus:

- Time-to-value

Alm Brand

"I think we can segment 50% more efficiently than we used to."

- Kenni Dalby, VP Marketing

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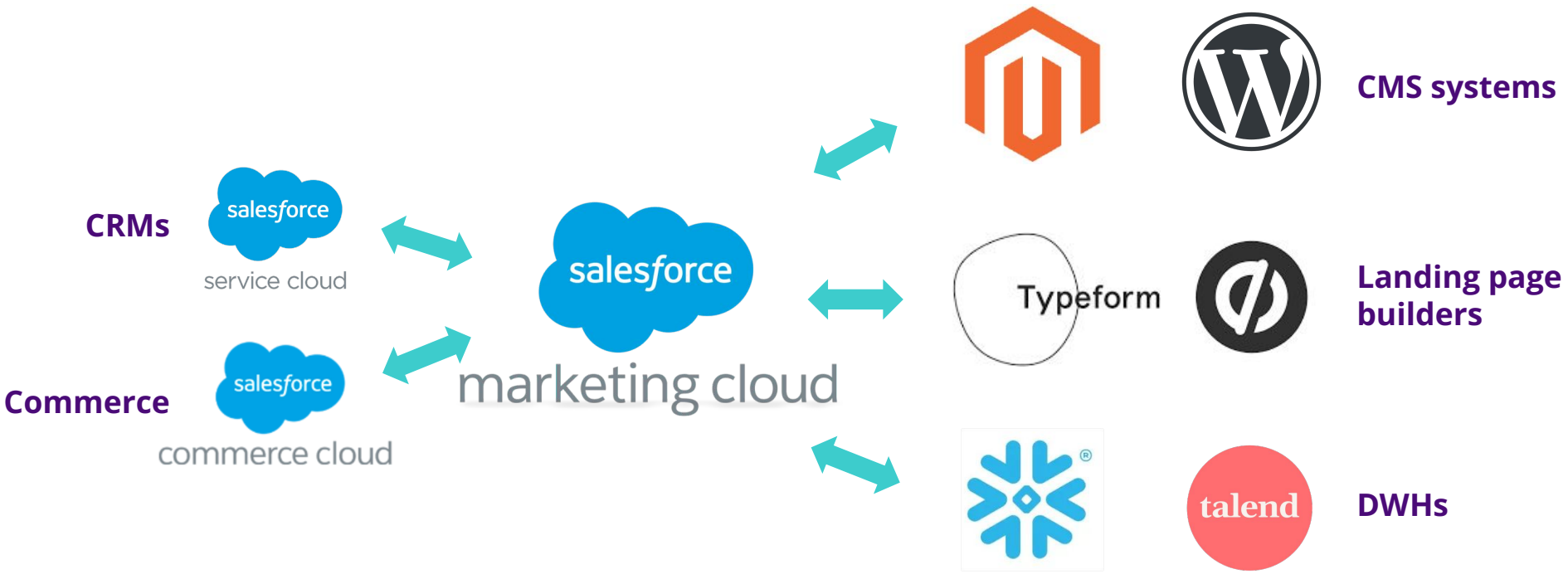
The MOPS Stack to Segmentation

	CDPs	DWHs	Marketing Data Enablement
Price	$$-$$$	$$-$$$	$-$$
Typical user	Sys Admins + “Data-aware” Specialists + + Marketers	Data Engineers	Marketing Ops, enabling Marketers
Time-to-value	3-12 months	3-12 months	Instantly
Data	“Cross-cloud”	Any data	MAP data
Type of solution	Customer data platform	Data warehouse	Flexible point solutions
Use cases	Unification, “master segmentation”	Serve data sets to Marketing	Day-to-day segmentation

The MOPS data stack



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Why saturation control matters

1

Avoid Undersaturation
Not reaching your subscribers means leaving money on the table.

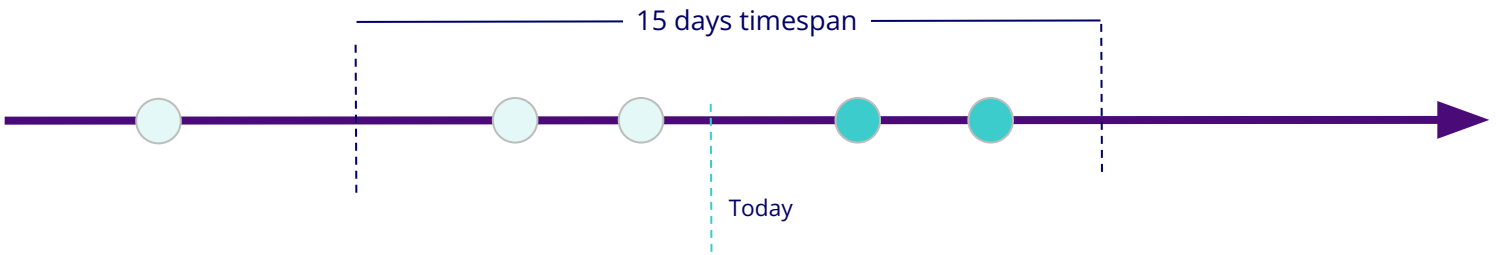
2

Avoid Oversaturation
Sending people too many communications will lead to marketing fatigue and unsubscribes.

Why saturation control matters

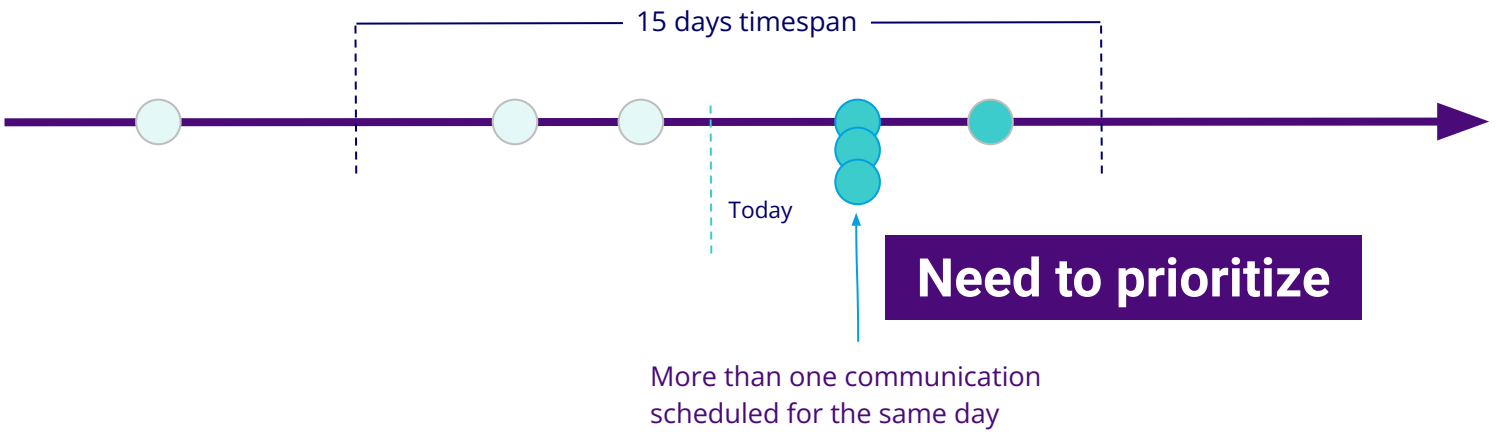
Saturation control refers to **limit the number of communications sent to a certain user** in a period of time.

Let’s say we want to limit the number of emails send to customers to **3 each 15 days.**



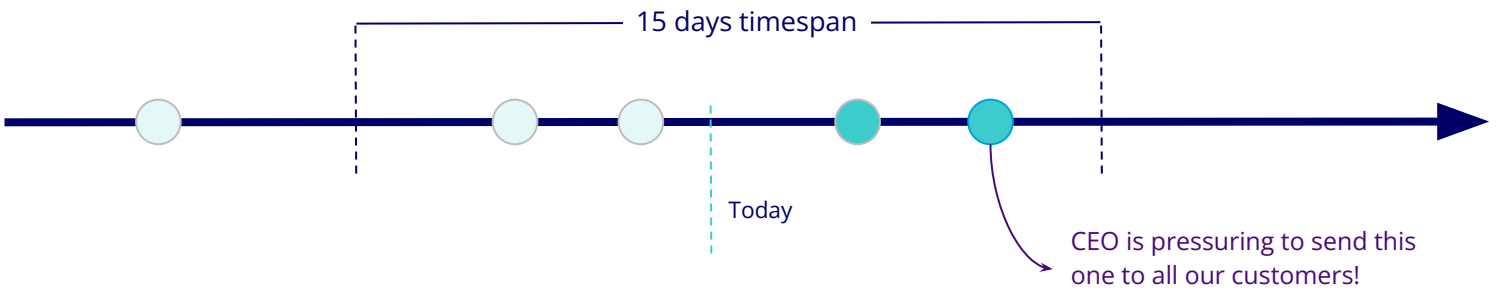
Saturation control challenges

1: Multiple communications on the same day



Saturation control challenges

2: Important communications further into the future

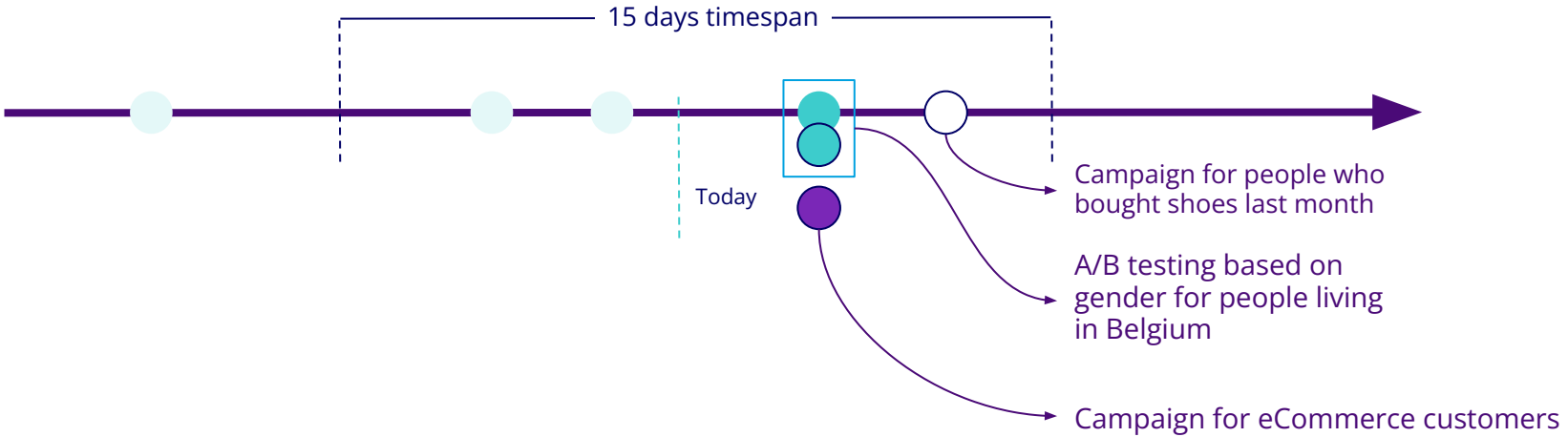


Need to prioritize

Saturation control challenges

3: Who is in which campaign?

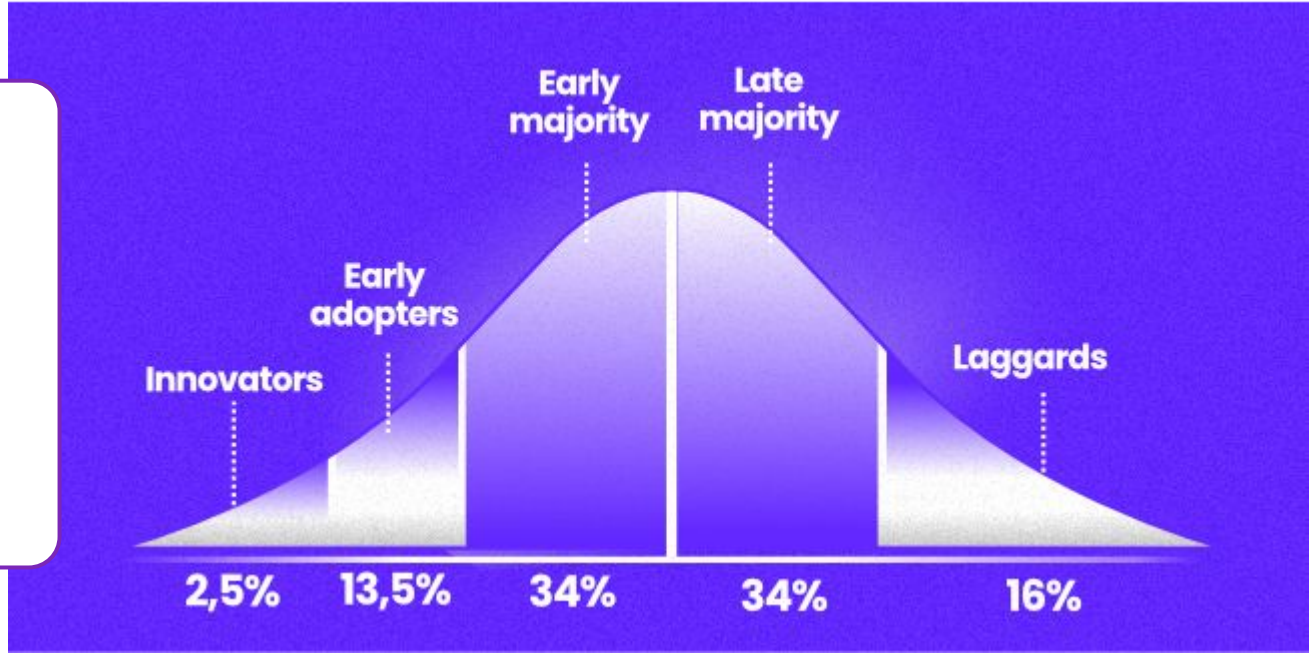
If we have multiple segments and multiple channels, it is hard to keep track of where the users are and therefore, to calculate the available slots for each of them. **We manage campaigns, not users.**



Saturation control: *We are early*

Driven by marketing automation, marketing maturity, increased customer expectations and multi-channel.

New concept and new technology → early adopters phase



DESelect's Solution:
Engage

DESelect Engage – saturation + prioritization tool

Customizable saturation control solution based on rules
Define as many rules for different types of contacts and campaigns as needed, we'll calculate saturation based on all relevant rules.

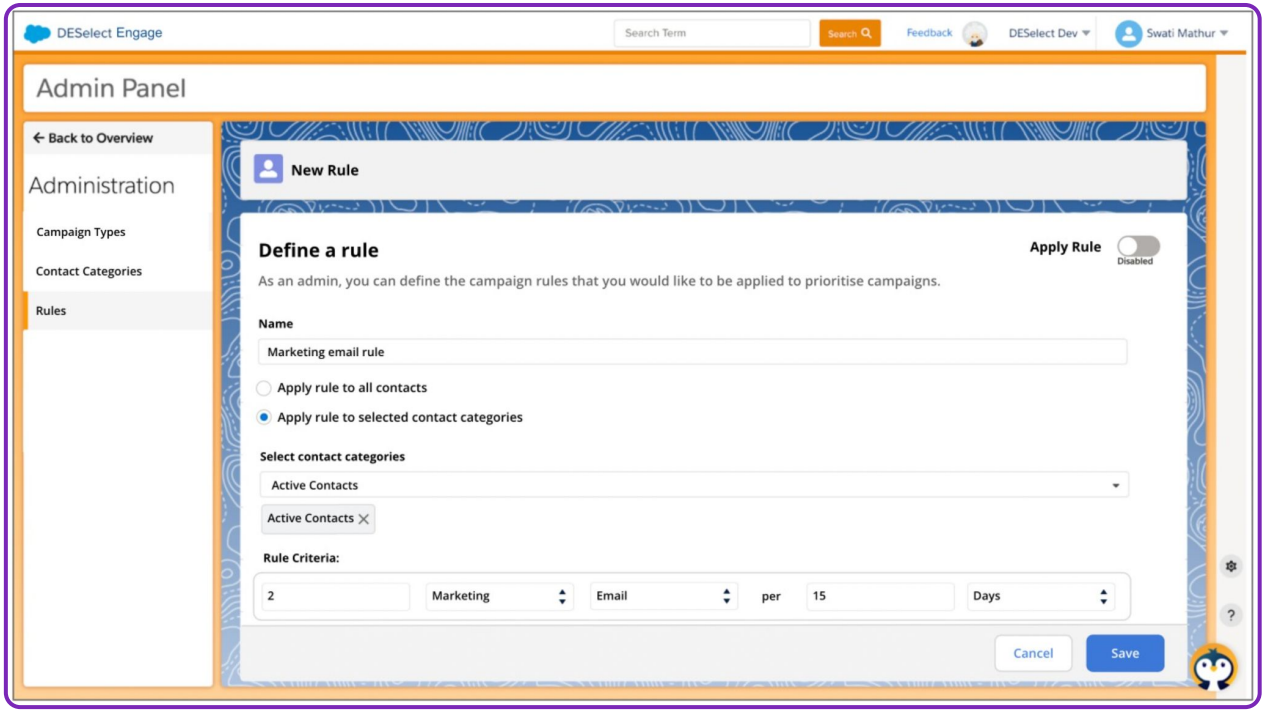
Prioritization solution based on campaigns
We calculate who's in which campaign and based on defined priorities make sure contacts receive the most important campaigns.

Omnichannel support
Support different saturation controls for different channels or same saturation for all channels - no limit

Plug & Play
Available from day one, no need to wait for data

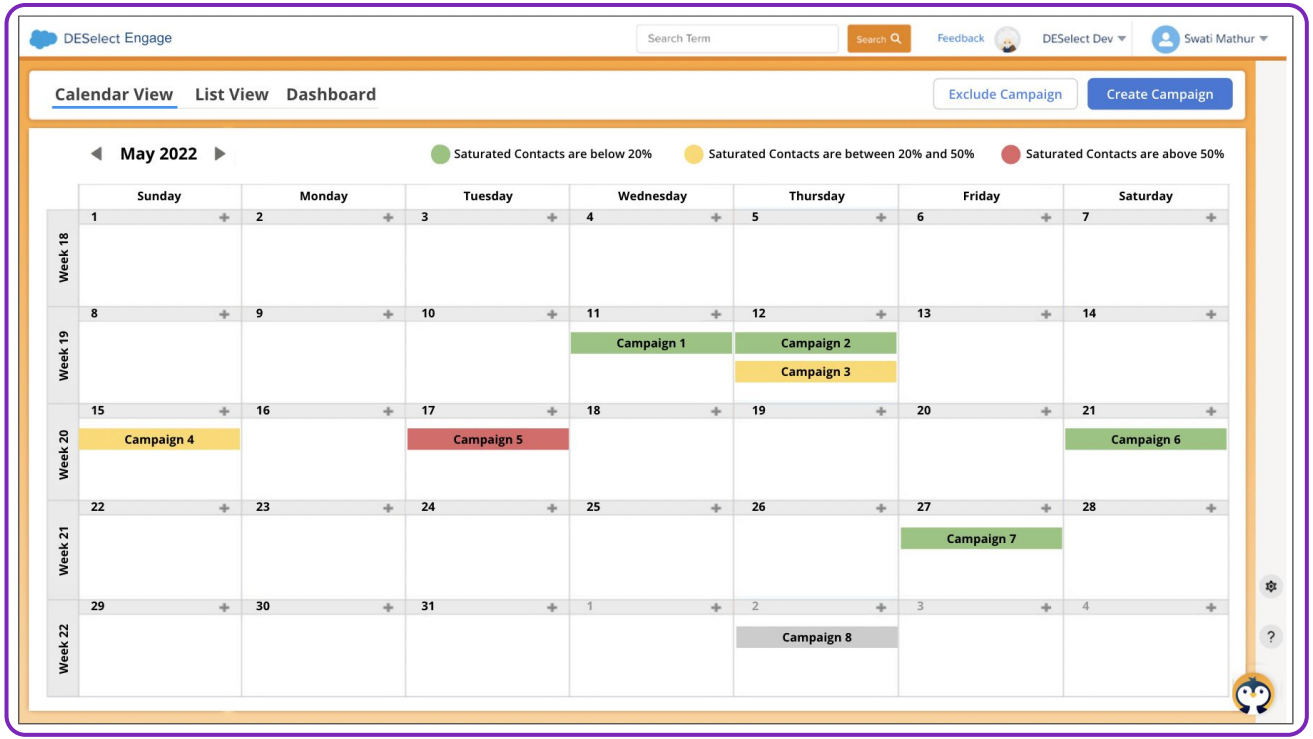
1

Create general rules for each contact category, based on channel or campaign type.



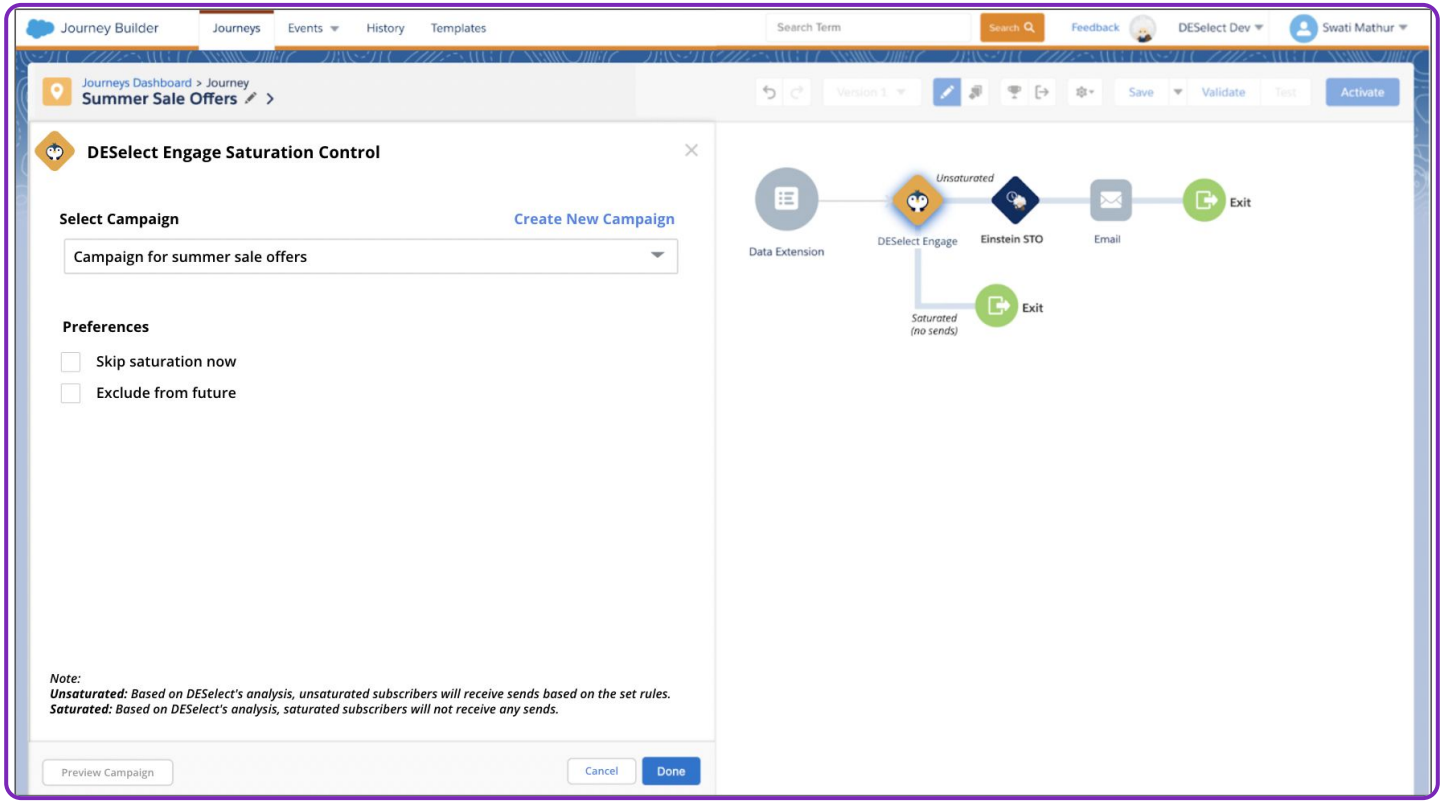
You can also set default rules as hard limits for every customer, to ensure you fulfill legal obligations

2 [Optional] Plan and prioritize campaigns to reserve slots.

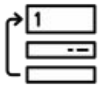


3

Use the DESelect Engage decision split in Journey Builder for real-time saturation control decisions, taking into account defined rules and priorities.



Benefits

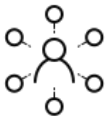


Support future impact prioritization

Other solutions offer a saturation solution that will prioritize based on First On First Out. DESelect will allow you to set your own priority rules.

Custom rules support

You have the power to test different combinations and see the different results you get. No black-box, no “standard” rules, you 100% in control.



Unlimited channel support

You can use this solution for the channels integrated in SFMC, but also for any other channel.

Fully managed SaaS solution

Fully hosted and maintained by DESelect - including continuous development of improvements, new features and bug fixes, hosted on a secure platform, customer support.

Fully integrated front end

You don’t have to go anywhere else: the solution is fully integrated with SFMC and it will feel like another Studio.

MAR DREAMIN' by SERCANTE

Questions?

Free DESelect Certification

Email **hello@deselect.com** for a free voucher to our certification course and exam

Product Tour

Check out DESelect's **interactive product tour** to get a self-guided demo of Segment:
https://deselect.com/tour/