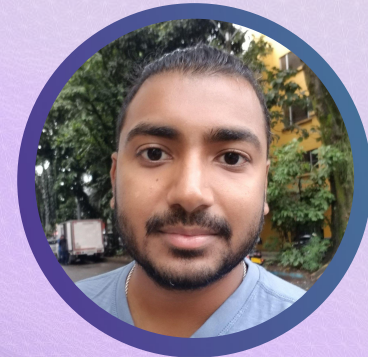




# Unleashing the Power of 1to1 Personalization: A \$4.5million case study

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**Pratik Desai**  
1to1, Founder

# Thanks To Our Incredible Sponsors!

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# Agenda

- The Challenge
- Where to start? Customer Lifecycle
- Business Value Map
- Use Case Prioritization & Roadmap
- Demo Deep Dive



# The Challenge

## Disconnected Data Silos



Web Behavior



Email Provider



Commerce Cloud



Salesforce CRM

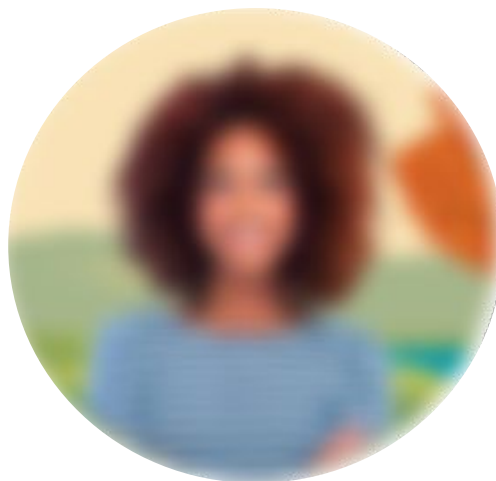


Data Warehouse



Analytics Tool

## Unclear Understanding of Customer



## Inconsistent or Static Brand Experiences



Lower customer retention

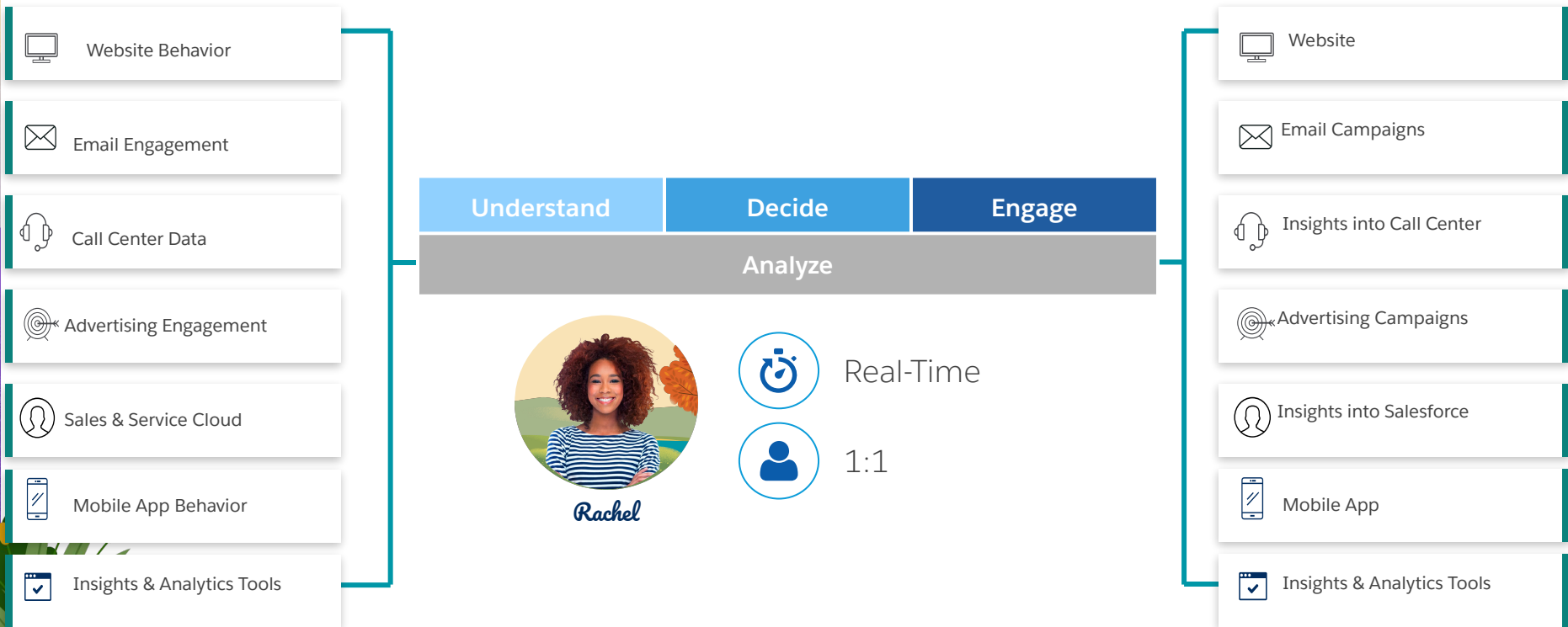
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Lower conversion rates

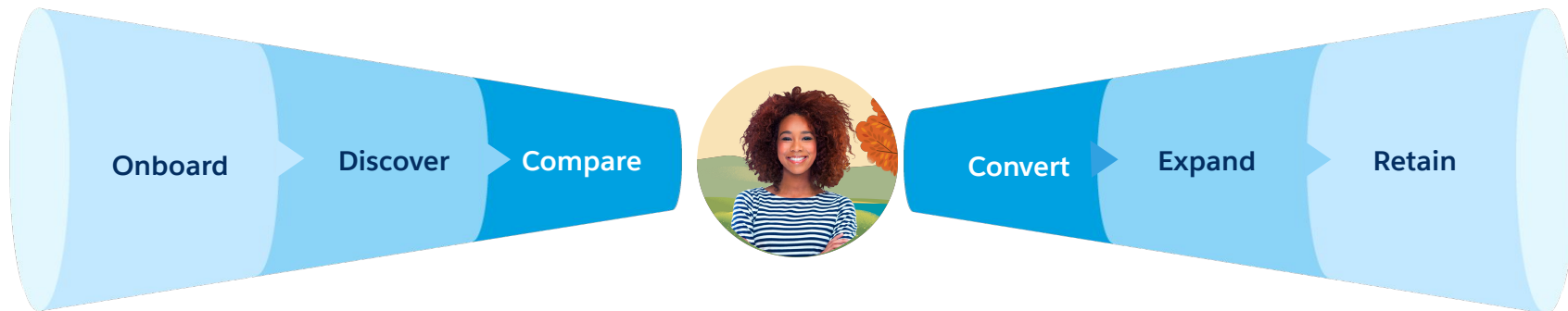
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Lower overall  
return on  
marketing

# Salesforce's Personalization Platform



# Starting Point | Your Customer Lifecycle



Contextually introduce & inform; capture key identity elements

Inspire & ensure easy exploration of relevant products and content

Encourage active product evaluation; recognize signs of defection

Resource:  
[Web Use Case Library](#)

Eliminate friction points; prevent abandonment

Intelligently cross & upsell to increase UPT and AOV

Reinforce relationship, continually nurture to grow LTV

# What's the Benefit of a Business Value Map?

## Business Goals

Top Down  
Fully Aligned  
Lifecycle Informed



Establishes  
Team Focus



Informs the  
Project  
Approach

## Platform Capabilities

Functionality  
Use Case Selection  
Available KPIs



Measures  
Business  
Impact



Drives  
Optimization




# Create Actionable Alignment

## Primary Business Goal



## Supporting Marketing Objectives

**10%**   
increase in site traffic

**7%**   
Increase in cross-  
category consumption





**3%**   
reduction in cart  
abandonment

**10%**   
Growth of loyalty  
program memberships





# Overlay the Customer Lifecycle

Business Goal	Marketing Objectives	Lifecycle Stage	Personalization Key Plays
Achieve <b>10%</b> online revenue contribution	 Site traffic <b>10% Increase</b>	Onboard	<ul style="list-style-type: none"> <li>Recognize and introduce new visitors to brand.</li> <li>Illustrate value through product, content, features.</li> <li>Capture identity elements to for personalization.</li> </ul>
	 Cart abandonment <b>3% Decrease</b>	Convert	<ul style="list-style-type: none"> <li>Find, eliminate points of friction, funnel drop-off.</li> <li>Identify comparison shopping actions; build trust, product availability/options.</li> </ul>
	 Cross-category consumption <b>7% Increase</b>	Expand	<ul style="list-style-type: none"> <li>Apply machine learning-led curation to boost cross-sell.</li> <li>Create lower-funnel opportunities, exposing complementary categories, bundles.</li> <li>Test expansion-related offers to key segments.</li> </ul>
	 Loyalty program membership <b>10% Increase</b>	Retain	<ul style="list-style-type: none"> <li>Amplify program features and benefits to non-members throughout site, including checkout.</li> <li>Provide differentiated experience with welcome back messaging, points reminders, targeted offers.</li> </ul>

# Use Case Prioritization & Roadmap

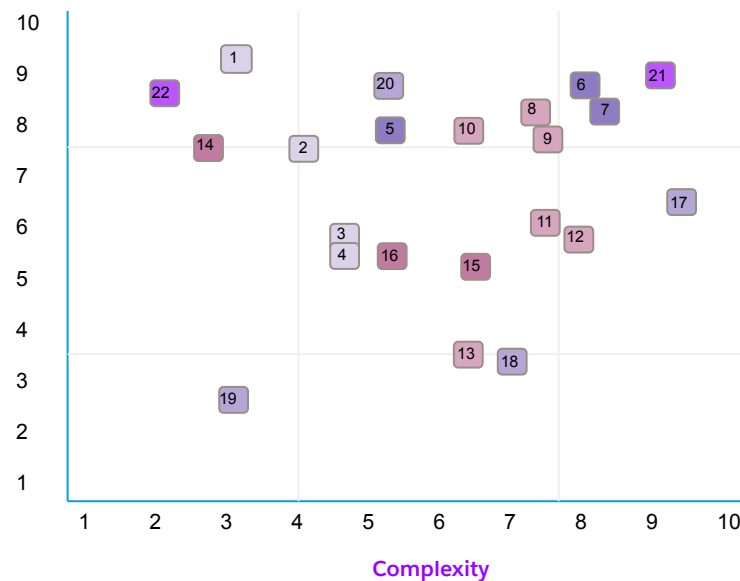
## Key Use Cases

- Web Based Banners and Popups
  - 1 New Visitor Education popup & Banner flow
  - 2 Exit Intent Popups & Banner flow
  - 3 Purchase popup email address & phone capture
  - 4 Homepage popup email address & phone capture
- Targeted Offers & Promos
  - 5 Targeted Offers by Segment (engagement scored)
  - 6 Discount, bundle, gift promos
  - 7 Loyalty-based promos
- Outbound Journeys
  - 8 Abandonment Journey
  - 9 Catalogue Based Journey
  - 10 Welcome email journey
  - 11 Birthday/Anniversary Journey
  - 12 Loyalty Tier achievement Journey
  - 13 Prompt for Survey or Reviews Journey
- AI & 1to1 Driven Web Content + Recommendations
  - 14 Additional Product Recommendations
  - 15 Anniversary/Birthday/etc. milestone web & mobile content
  - 16 Referrer Source Targeting
- AB testing & Segmentation
  - 17 Paid channels real time segmentation triggers
  - 18 Paid channels ad hoc segmentation
  - 19 Copy AB Testing
  - 20 Creative AB Testing
- Identification and profiling
  - 21 Profile & Preference Capture
  - 22 Query Parameter Identification



Business Value

## Complexity vs. Business Value Use Cases



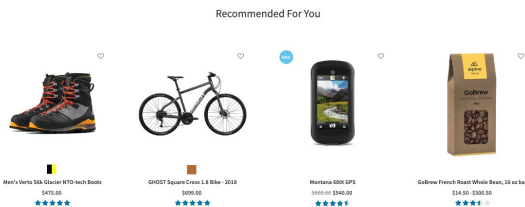
# Clients Path to quick ROI



Pilot

Pilot Results

Roadmapping Workshop



**+\$4.5M**  
INCREMENTAL REVENUE  
IN 10 WEEKS



Ten week pilot comparing the performance of recommendations made by MC Personalization against current recommendation engines and data

Pilot showed positive results with higher conversion rates for recommendations made by MC Personalization vs current solutions and data

After the pilot, Client and 1to1 worked together and identified 31 use cases that would benefit from AI personalization. 11 of them being low effort - high impact

# Summary

Data

Operations

Test & Learn

Be Nimble



**Demo**



**Thank You!**

