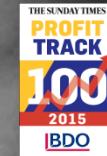




May 2015

# Ecommerce, Rewards and Classifieds

THG ▲ PLATFORM™

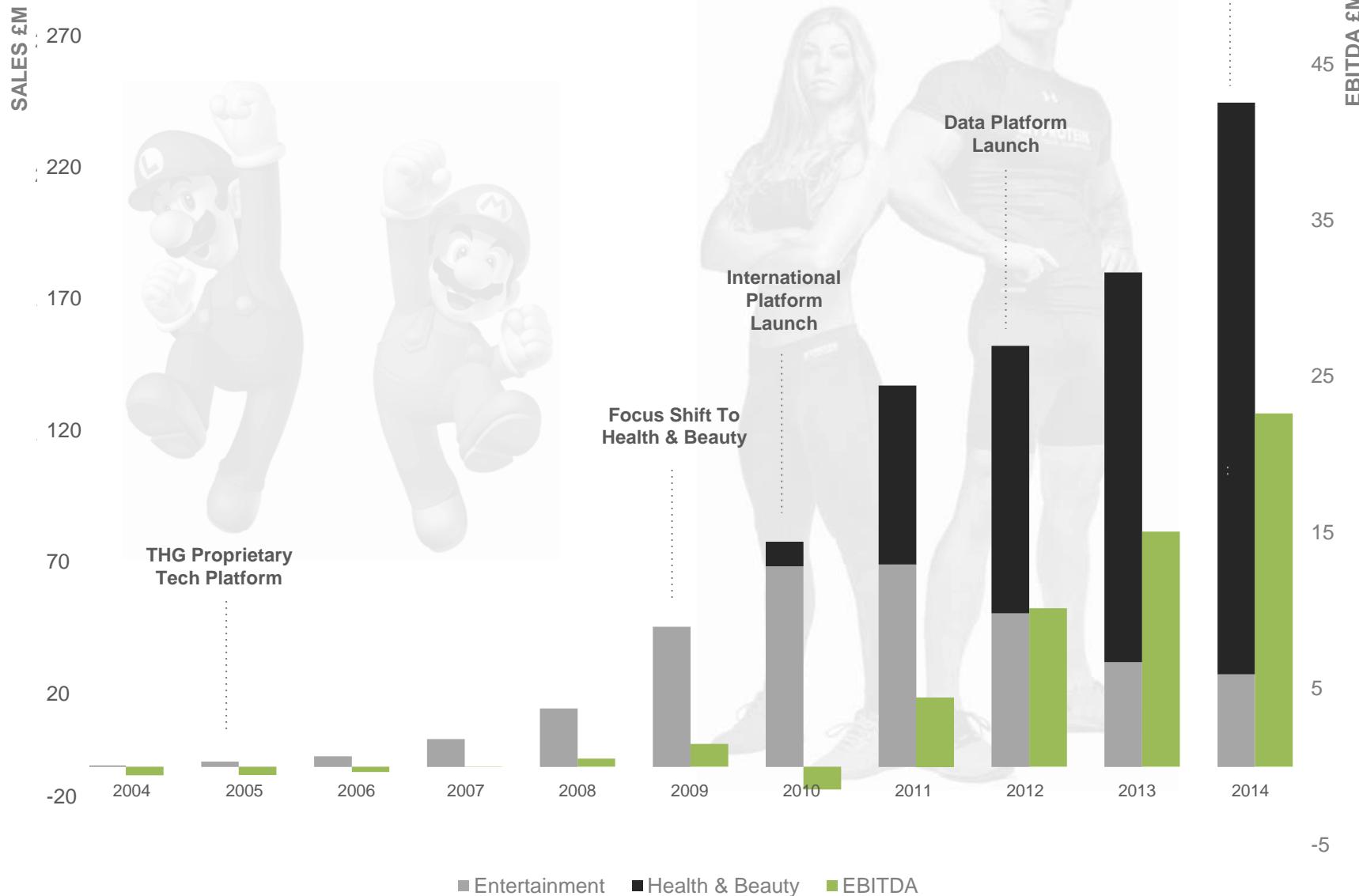


WINNER  
2014, 2015

THG PLATFORM

# HISTORY OF THG

Production  
Facility  
Upgrade



# OUR PLATFORM CLIENTS



HEARST magazines | UK



Trinity Mirror plc

lookfantastic™

B E A U T Y  
E X P E R T

MYPROTEIN®

Elizabeth Arden  
NEW YORK

COOGLES

exantediet™

THE HUT

zavvi<sup>z</sup>

Preloved™

probikekit  
the online road cycling experts

HQhair

MANKIND

IWOOT™



**MYPROTEIN**  
FUEL YOUR AMBITION

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OUR RANGE YOUR GOAL YOUR SPORT THE ZONE **ACCOUNT** 0

FREE Delivery when you spend over £50 Lowest Prices Finest Quality Order by 9PM for Next Day Delivery **09:52:57**

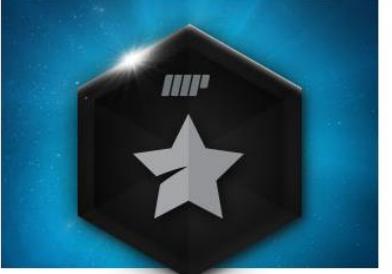
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PERSONALISE YOUR OWN PACK FOR £29.99 - 3 PACKS TO CHOOSE FROM...

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UK Mainland Only. Terms and Conditions apply.



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In stock | Usually dispatched within 24 hours

**WEEKLY DEAL**  
Buy 1 get 1 half price on Ready to

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Pouch  
1 kg

# E-COMMERCE

**THEHUTGROUP™**  
ATTENTION TO RETAIL

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Home Mail Rewards Money Saving Shopping Mail Plus

Home > Loyalty Benefits > Exclusive 2 for 1 breaks

## Exclusive 2 for 1 breaks



Members of MyMail can now enjoy great 2 for 1 deals from some of the world's leading hotel groups and travel providers. The deals will often include extra little treats such as upgrades, drinks on arrival, champagne or dinner which make your relaxing weekend break extra special. So why not treat yourself today?

**How to Qualify - Existing Members:**

1. Enter 16 Unique Numbers in March into your MyMail account
2. Return to this section of the site on or after 1 April 2015
3. Click 'Redeem Now' to go through to Hotel Exclusives website, enter the code (shown in the box on the right of this screen after 1 April) where prompted and then decide where you want to go!

**How to Qualify - New Members:**

If you're not a member of MyMail, the UK's most generous newspaper Rewards programme, join today - it's free and easy! Then, just enter one Unique Number - which you'll find printed on the back page of the Daily Mail or The Mail on Sunday - into your account. Your Unique Number needs to be from a publication between 1 and 31 March and will give you access to discounted breaks for the whole of April.

**REWARDS**

Want to find more?

[Sign In](#)

Not a member yet  
[Join now](#)

**HOTEL EXCLUSIVES**  
PACK MORE INTO LIFE

MyMail

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Home

Mail Rewards

Money Saving

Shopping

Mail Plus

Home > Loyalty Benefits  
> Exclusive 2 for 1 breaks

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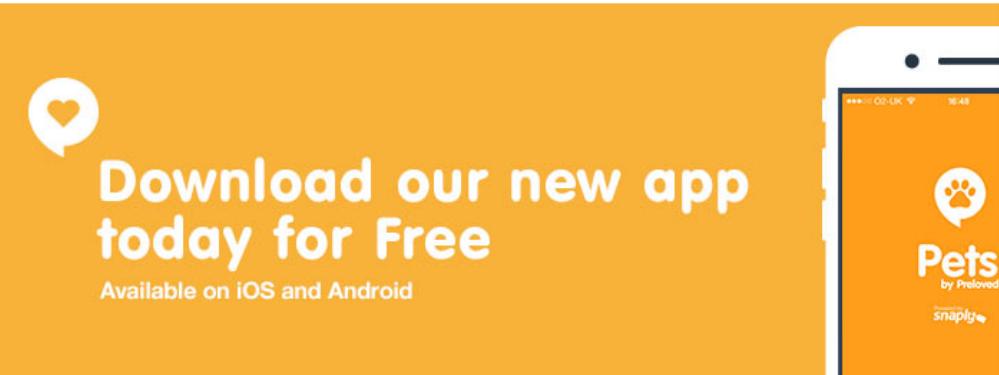
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St Austell, Cornwall



Advertised by: **JulieM** (Preloved Member Since Jan 2012)

**Item Details**

Type:	Private Advert
Price:	£30
Updated:	an hour ago
Sex:	Male
Breed:	Dwarf Lop

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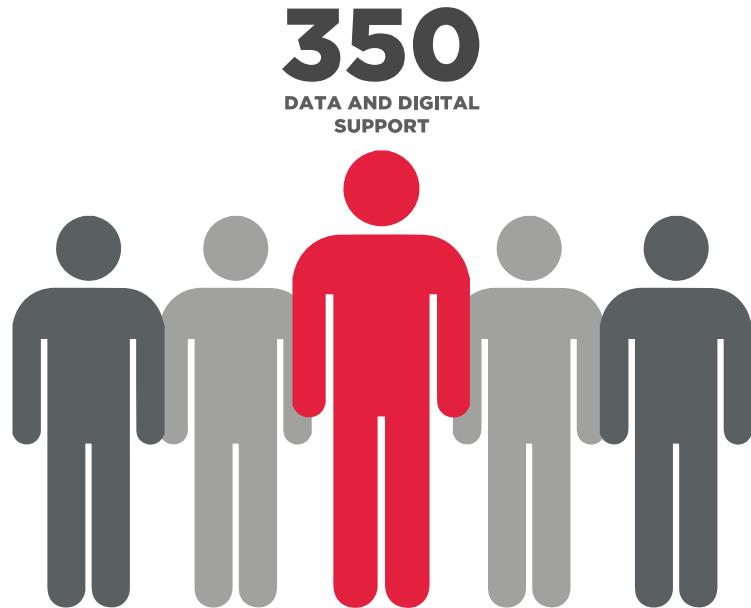


**Trends**

**MARKETPLACES**

**THE HUT GROUP™**  
ATTENTION TO RETAIL

# FOCUS ON TALENT



**26**

Average Employee Age

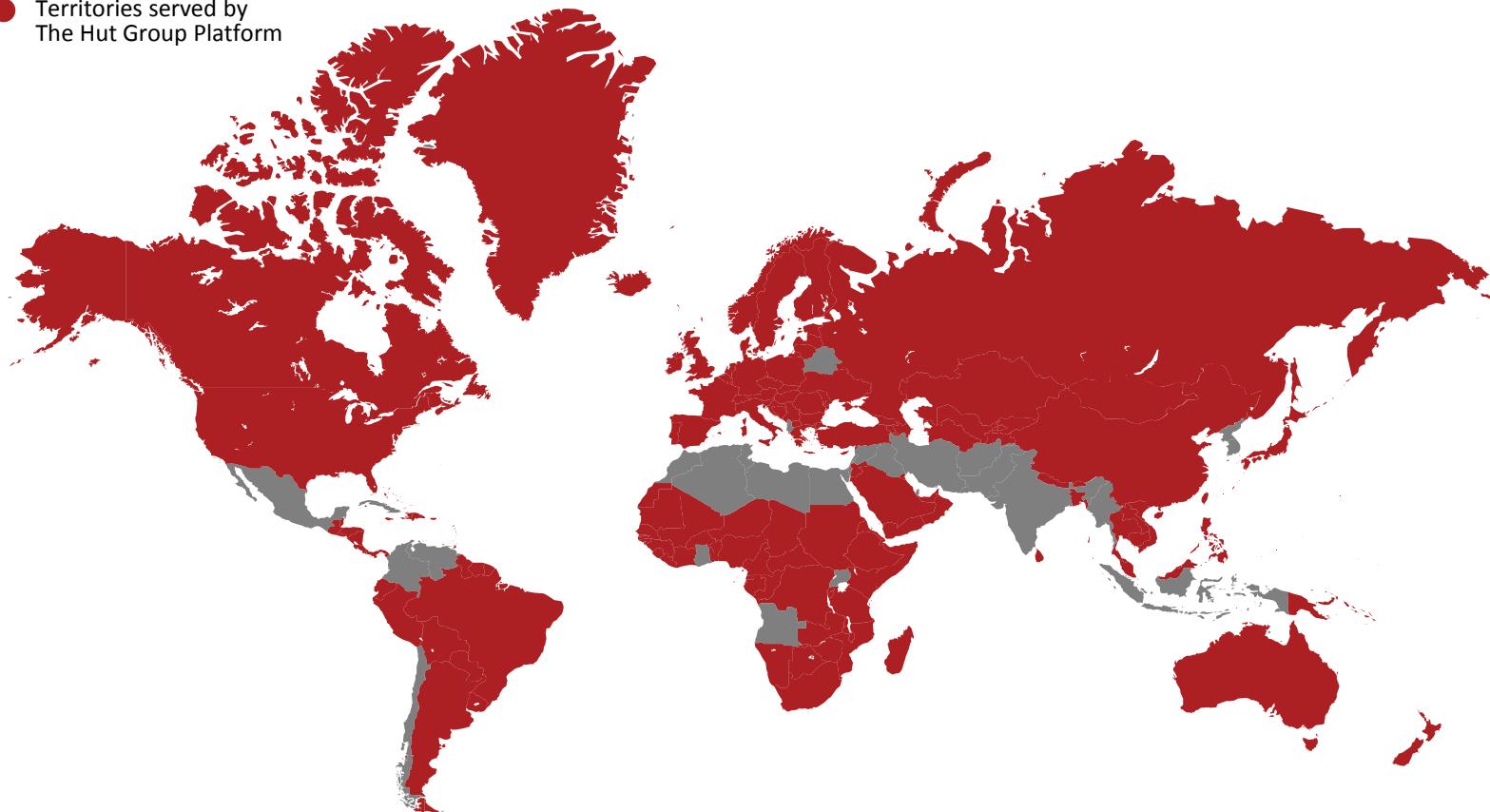
**70+**

Oxford, Cambridge and Imperial Graduates

Senior hires from  
**Google & Amazon**

# GLOBAL TERRITORIES

- Territories served by The Hut Group Platform



# CUSTOMER SCIENCE

## Customer Stats in 2014

**199**

Countries

**15M**

Customers

**£244M**

Sales

**330M**

Online Visitors

**8M**

Orders

**+40%**

Mobile Traffic

**+44%**

Year on Year New Customer Growth

**E-COMMERCE**

**REWARDS**

**MARKETPLACES**

**SHARED TECHNOLOGY PLATFORM**

**SINGLE DATA VIEW OF CUSTOMERS**

# CHALLENGES

## GOING GLOBAL FAST

- Languages
- Cultural nuances – UX differences
- Payments & Currencies
- Online Marketing Differences

# CHALLENGES



mobilegeddon

## INNOVATION/TECH LANDSCAPE

- Rules for best practice change quickly
- Innovation unlocks new features but also new constraints

# GOAL

## BIG DATA TO ACTIONABLE INSIGHT

- **Need 2 ingredients:**
  - Repetitive data (to get statistical significance)
  - Rich data (need lots of attributes to find connections)
- **THG-P data platform aims:**
  - By unifying our customer view, we can collect many attributes about each customer (richer than any individual e-commerce, reward or marketplace owner)
  - By focusing on large, high-traffic clients, we can capture enough activity to draw actionable insights quickly



# OUR PLATFORM CLIENTS



Trinity Mirror plc

COOGLES

**probikekit**  
the online road cycling experts

HEARST magazines | UK

lookfantastic™

exantediet™

HQhair

WE WANT TO UNDERSTAND  
**CUSTOMER BEHAVIOUR** ACROSS  
THEIR INTERACTIONS OVER **100'S OF**  
**WEBSITES** EACH MONTH

Unilever

AIMIA

Elizabeth Arden  
NEW YORK

 **Preloved™**



# GET IN TOUCH



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