



May 2015

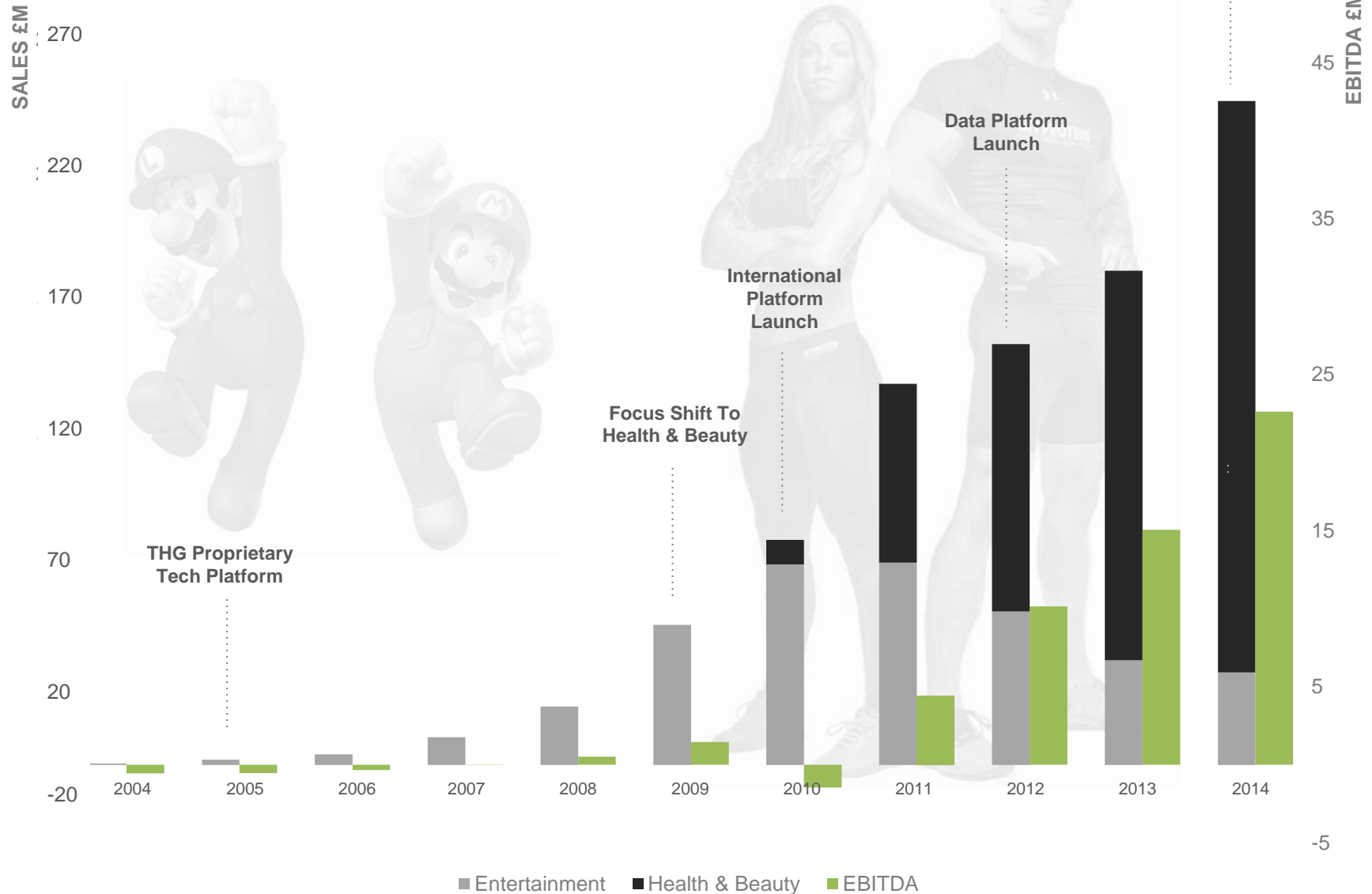
Ecommerce, Rewards and Classifieds

THG PL ▲ TFORM™



WINNER
2014, 2015

HISTORY OF THG



OUR PLATFORM CLIENTS

The Mail

Trinity Mirror plc

COGGLES

probikekit
the online road cycling experts

HEARST *magazines* | **UK**

lookfantastic™

exantediet™

HQhair

Nintendo®

**BEAUTY
EXPERT**

THE HUT

MANKIND



Unilever

MYPROTEIN®

zavvi^z

IWOOT™

AIMIA


Elizabeth Arden
NEW YORK

 **Preloved™**



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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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YOUR FUEL, YOUR WAY

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

CHECK IT OUT

FREE DELIVERY WHEN YOU SPEND £50
UK Mainland Only. Terms and Conditions apply.

WEEKLY DEAL
Buy 1 get 1 half price on Ready to

KIT CORNER
Latest Clothing & Accessories

FLAVOUR OF MONTH

MYPROTEIN

Back | Home > Impact Whey Protein

IMPACT WHEY PROTEIN

UK's #1 Premium Whey Protein

£12.69
★★★★★ (9720)
In stock | Usually dispatched within 24 hours

Unflavoured

Pouch

1 kg

E-COMMERCE


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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.

Want to find more?

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Exclusive 2 for 1 breaks




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REWARDS

My Account
Log In or Join for free

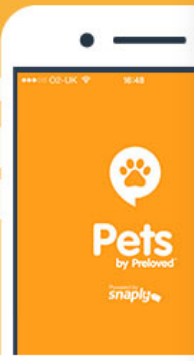

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All free ads include a photo and private ads are completely free, no listing fees, no selling fees and no catches.

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From nearly new to really old, Preloved is packed with second hand bargains in over 500 categories.

Trends



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+ Place Ad
Menu



For Sale

BEAUTIFUL DWARF LOP BUCK FOR SALE.
New

St Austell, Cornwall



Advertised by:
JulieM (Preloved Member Since Jan 2012)

Item Details

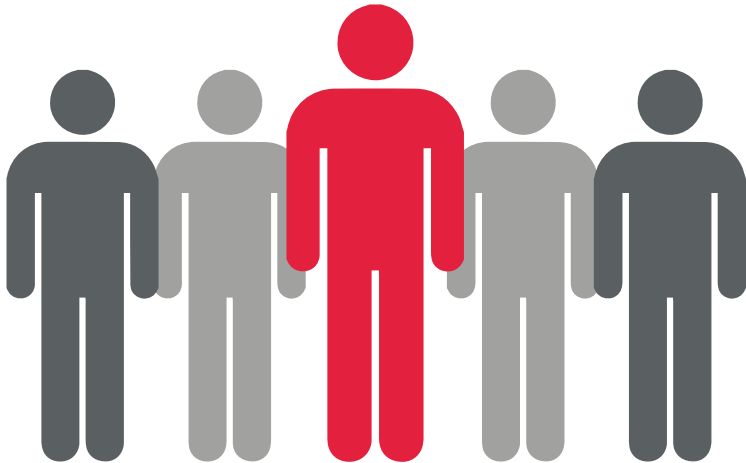
Type:	Private Advert
Price:	£30
Updated:	an hour ago
Sex:	Male
Breed:	Dwarf Lop

MARKETPLACES

FOCUS ON TALENT

350

DATA AND DIGITAL
SUPPORT



26

Average Employee Age

70+

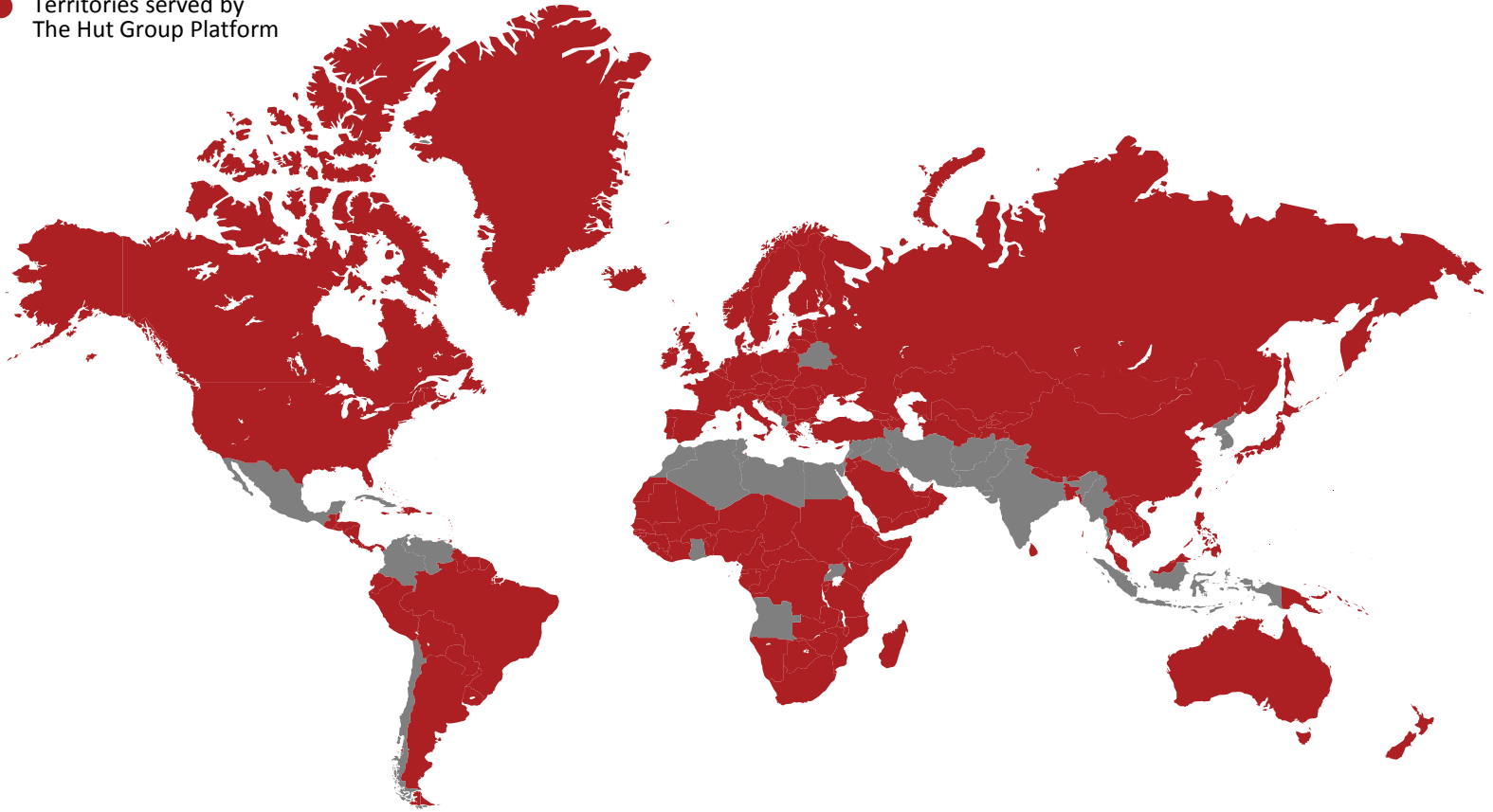
Oxford, Cambridge and Imperial Graduates

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


Unilever
Visited **23 days ago**
Spend **£15.99**

 **Preloved**TM
Joined **14 days ago**
Looking for **2nd hand BMW**
Location: **London**
Age: **29**



MYPROTEIN



Customer profile: **ABC1**
RFM Score: **13** (out of 15)
Recommend: **Impact Whey Protein**
With 15% intro discount

OUR PLATFORM CLIENTS

The Mail

Trinity Mirror plc

COGGLES

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

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GET IN TOUCH



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