

Maximising Customer Engagement



Maximising Customer Lifetime Value



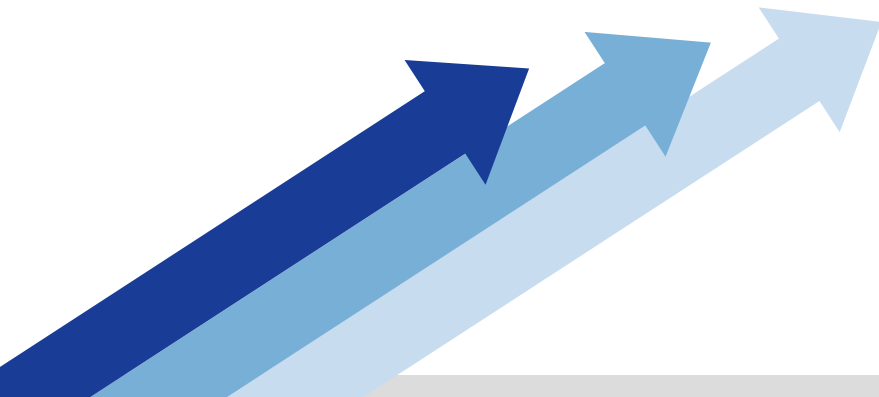
eMarketing Suite

Efe Yucemen
Sales Manager
Emarsys



Talk with us @Emarsys

#totallyengaged





4 key questions for successful customer engagement

Who
is the
customer?

When
to reach
the customer?

What
content fits
the customer?

How
to reach
the customer?



WHO

IS THE CUSTOMER?

WHAT

CONTENT FITS
THE CUSTOMER?

WHEN

TO REACH THE
CUSTOMER?

HOW

TO REACH THE
CUSTOMER?

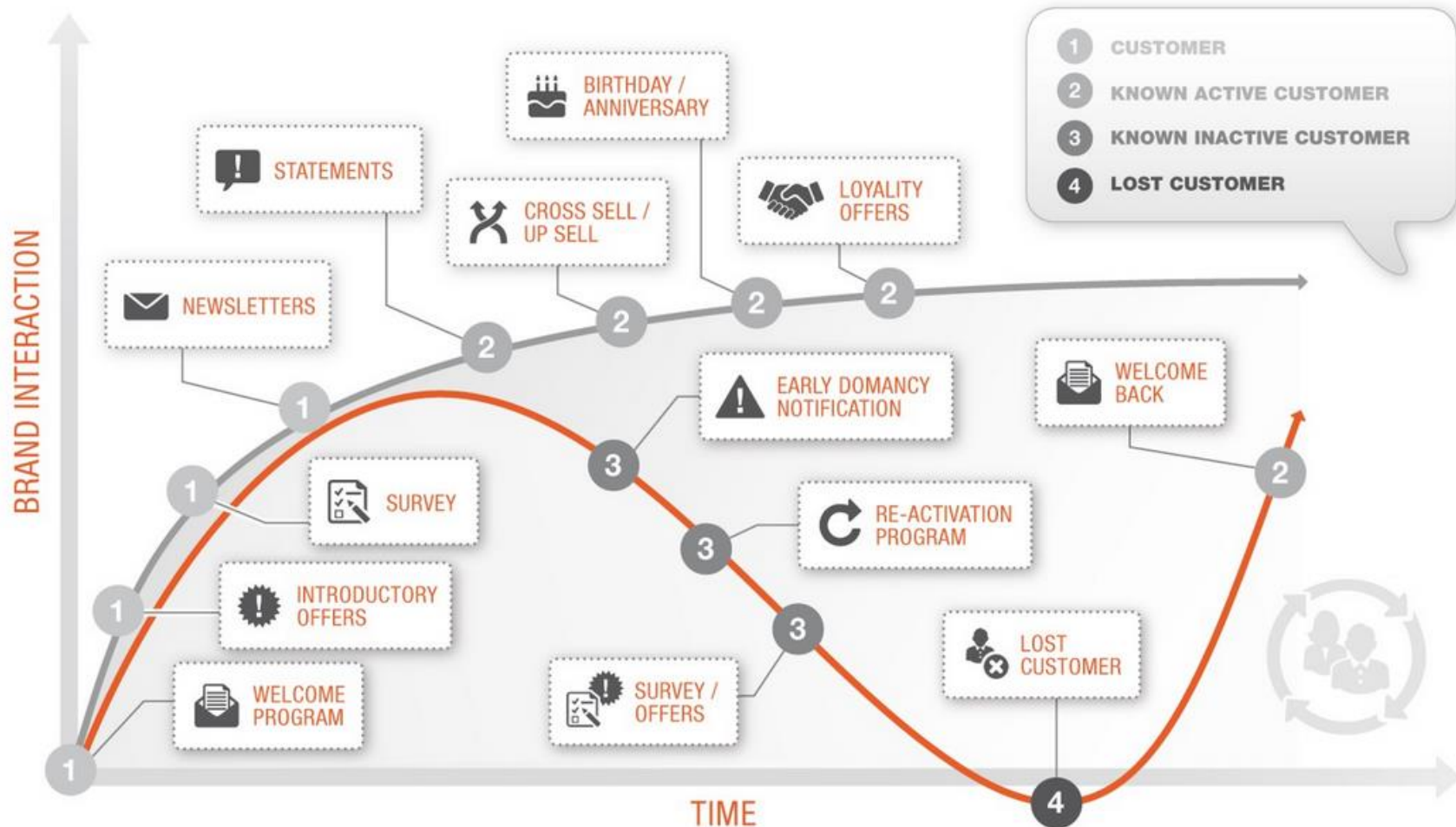
ADVERTISERS



USERS



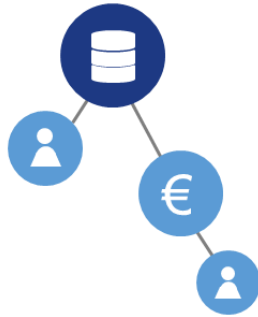
What happens when we understand the 4 questions:



CAPTURE DATA



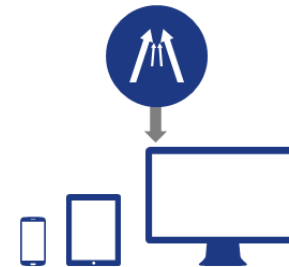
ANALYZE



AUTOMATE



ACROSS CHANNELS



ENGAGE CUSTOMERS



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INTERNAL CHALLENGES

“ ...of the barriers they face **before** implementing a marketing automation platform,or internal challenges that prevent them from making any notable progress. ”

Econsultancy, 2013

LACK OF INTEGRATION

“ 46 percent believe one of the top challenge of data-driven marketing today is the **inability to connect data** across multiple sources. ”

Decision Tree Labs, 2013

BUDGET & ROI

“ The two biggest barriers **are cost and lack of certainty about ROI** — both issues that are becoming increasingly important in the marketing domain. ”

IBM, 2013

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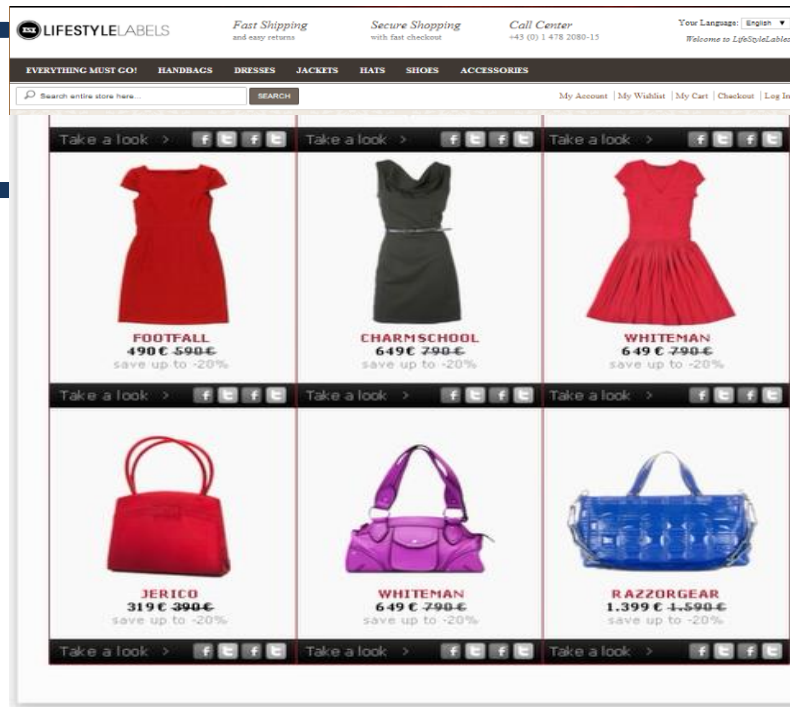
TO REACH THE
CUSTOMER?

HOW

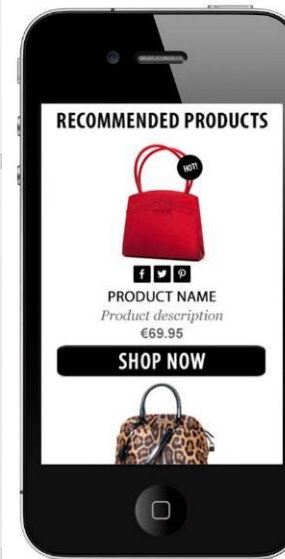
TO REACH THE
CUSTOMER?

PERSONALIZE WEB, MOBILE & EMAIL EXPERIENCE

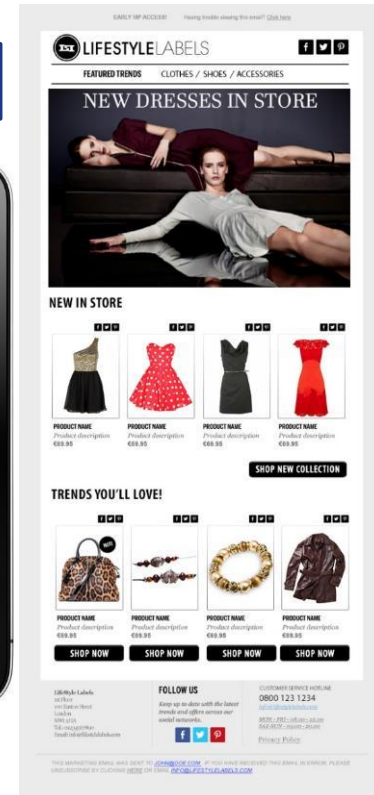
ONLINE

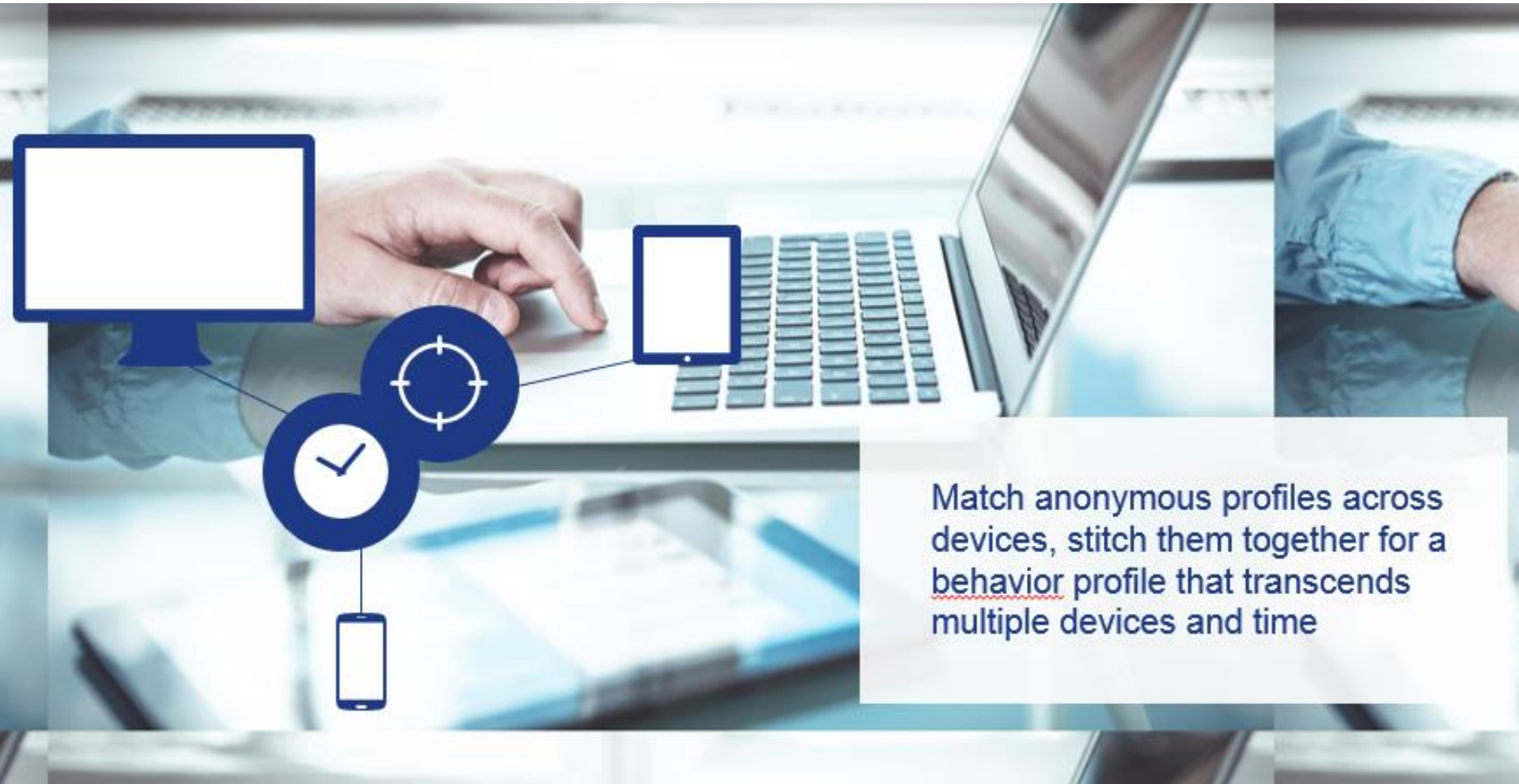


ON MOBILE



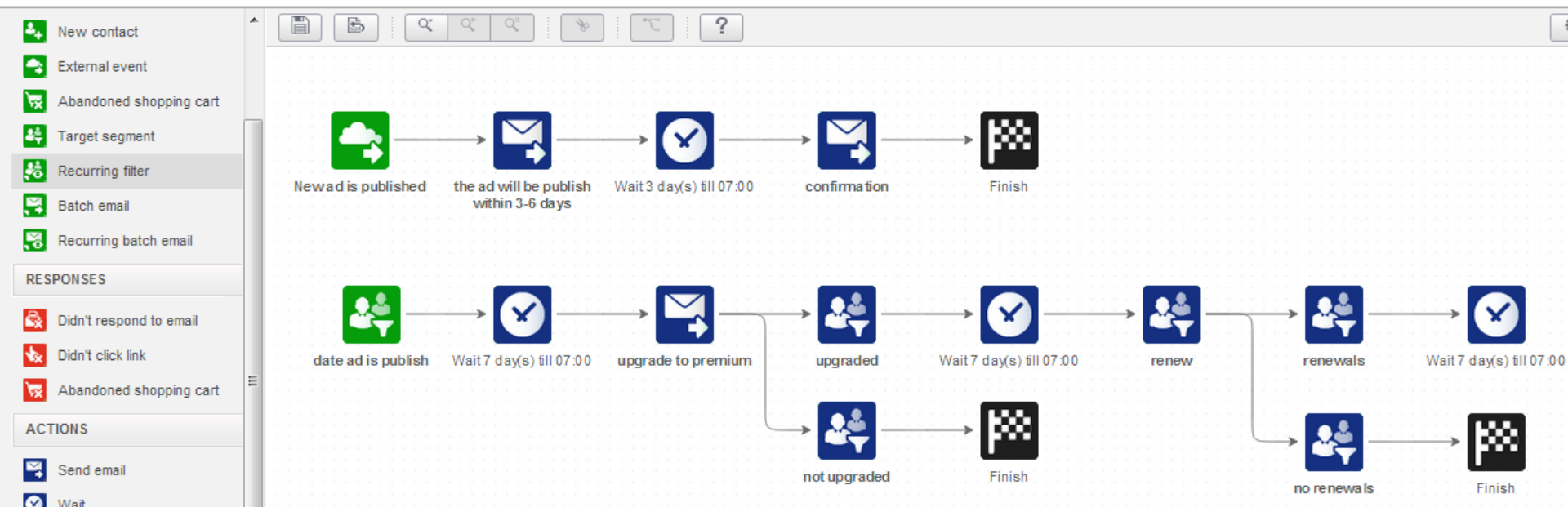
IN EMAIL



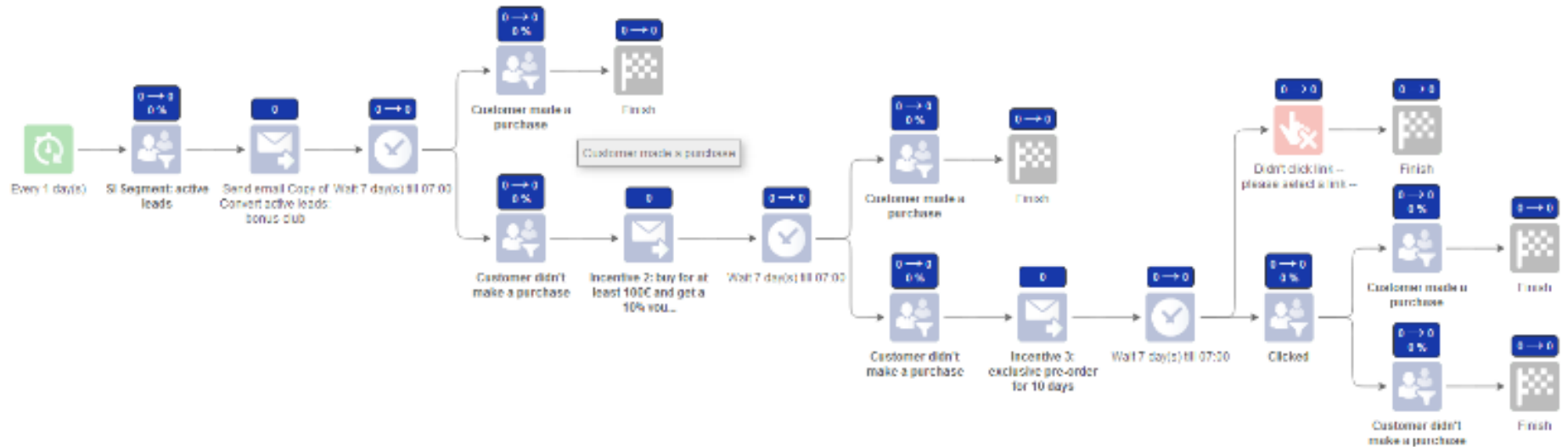


Match anonymous profiles across devices, stitch them together for a behavior profile that transcends multiple devices and time

MADE POSSIBLE THROUGH THE AUTOMATON CENTRE



- Automation based around key events: placed an Ad, added a photo, added a telephone number or email.
- Upsell premium ads or renewals



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SCOUT 24



kijiji



vivastreet
ANUNCIOS CLASIFICADOS GRATIS



Canon

ebay

sky





THANK YOU
ANY QUESTIONS?