

Maximising Customer Engagement



Maximising Customer Lifetime Value



eMarketing Suite

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Sales Manager
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Talk with us @Emarsys

#totallyengaged



6 BILLION

EMAILS SENT TO

1 BILLION

CUSTOMER CONTACTS
EACH MONTH

1000+

HIGH-PROFILE
CUSTOMERS





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?



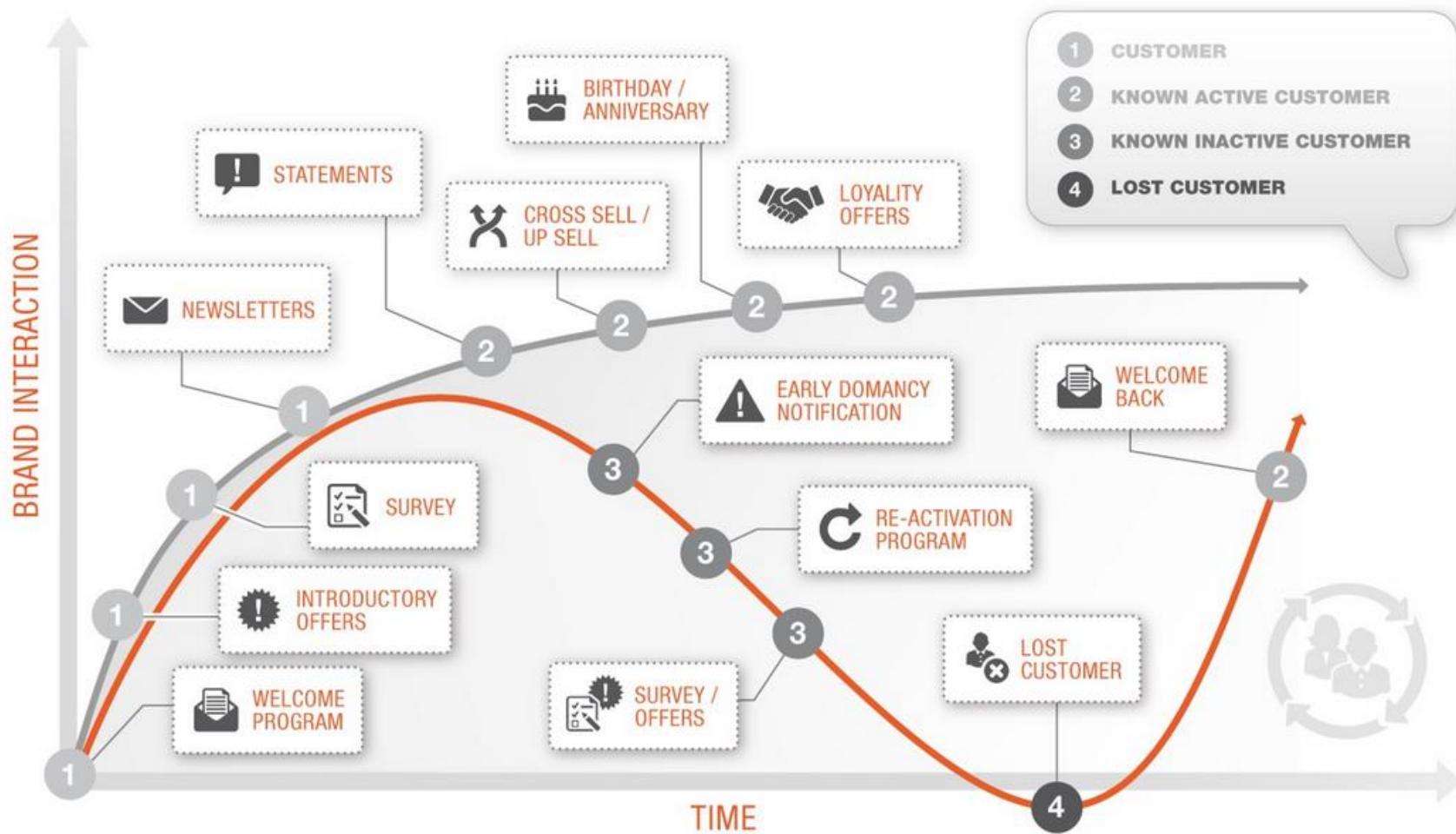
ADVERTISERS



USERS



What happens when we understand the 4 questions:



CAPTURE DATA



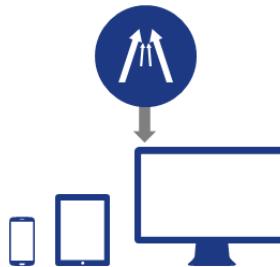
ANALYZE



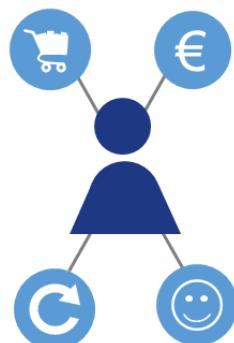
AUTOMATE



ACROSS CHANNELS



ENGAGE CUSTOMERS





WHO
IS THE CUSTOMER?

WHAT
CONTENT FITS
THE CUSTOMER?

WHEN
TO REACH THE
CUSTOMER?

HOW
TO REACH THE
CUSTOMER?

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

WHO
IS THE CUSTOMER?

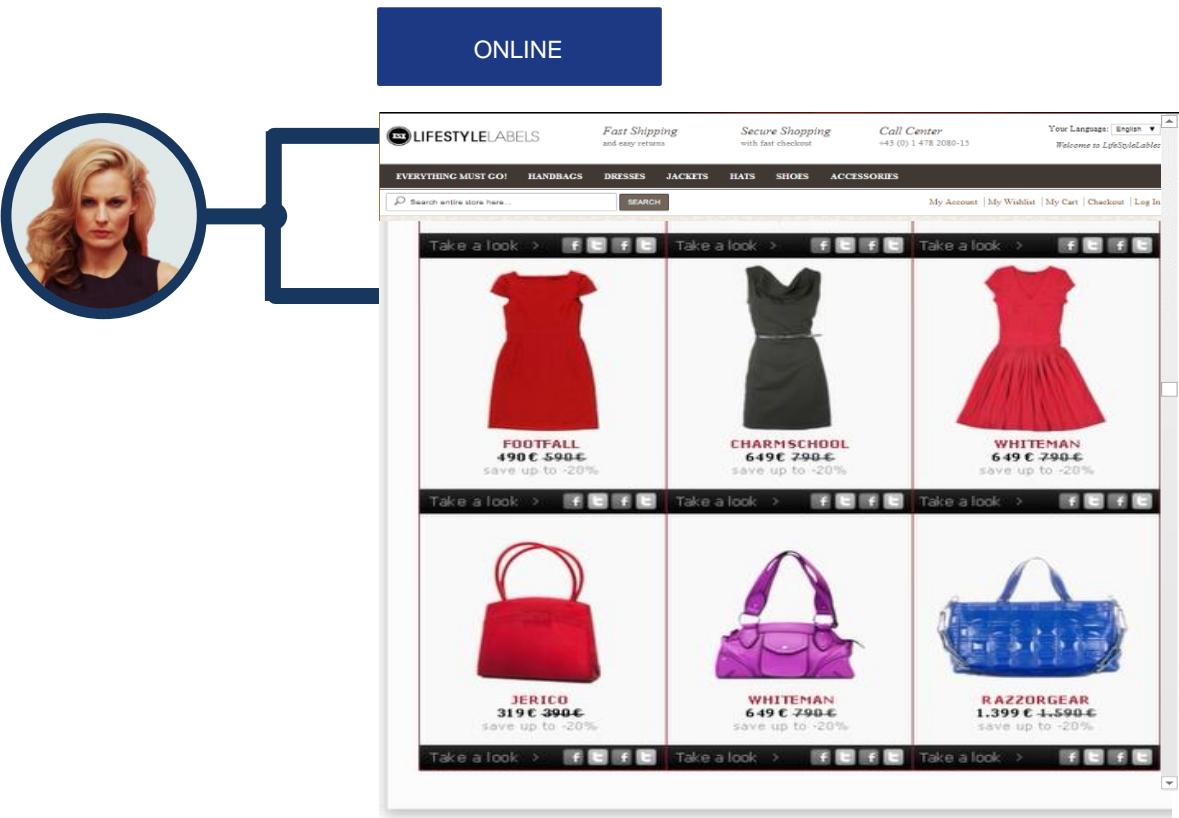
WHAT
CONTENT FITS
THE CUSTOMER?

WHEN
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HOW
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CUSTOMER?

PERSONALIZE WEB, MOBILE & EMAIL EXPERIENCE

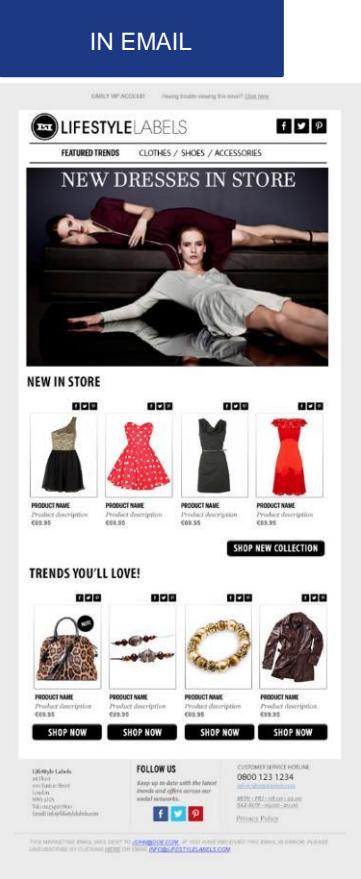
ONLINE

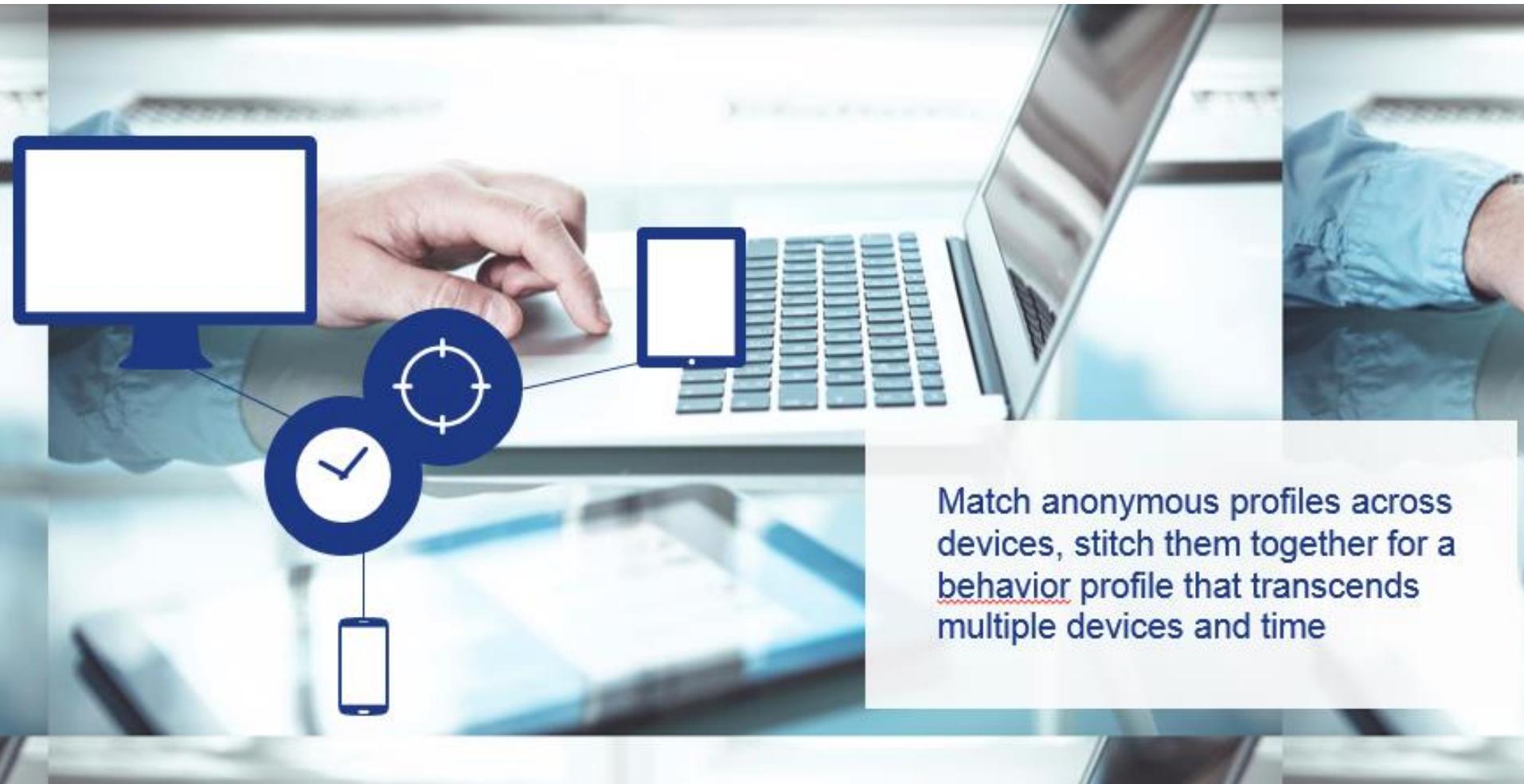


ON MOBILE

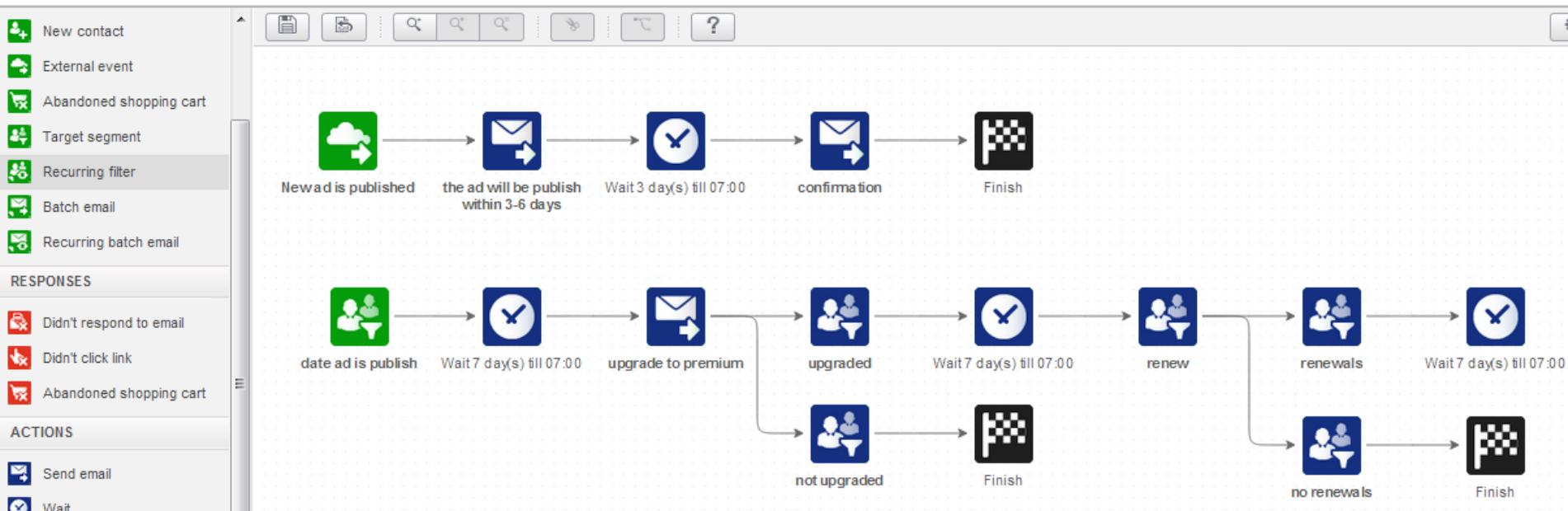


IN EMAIL

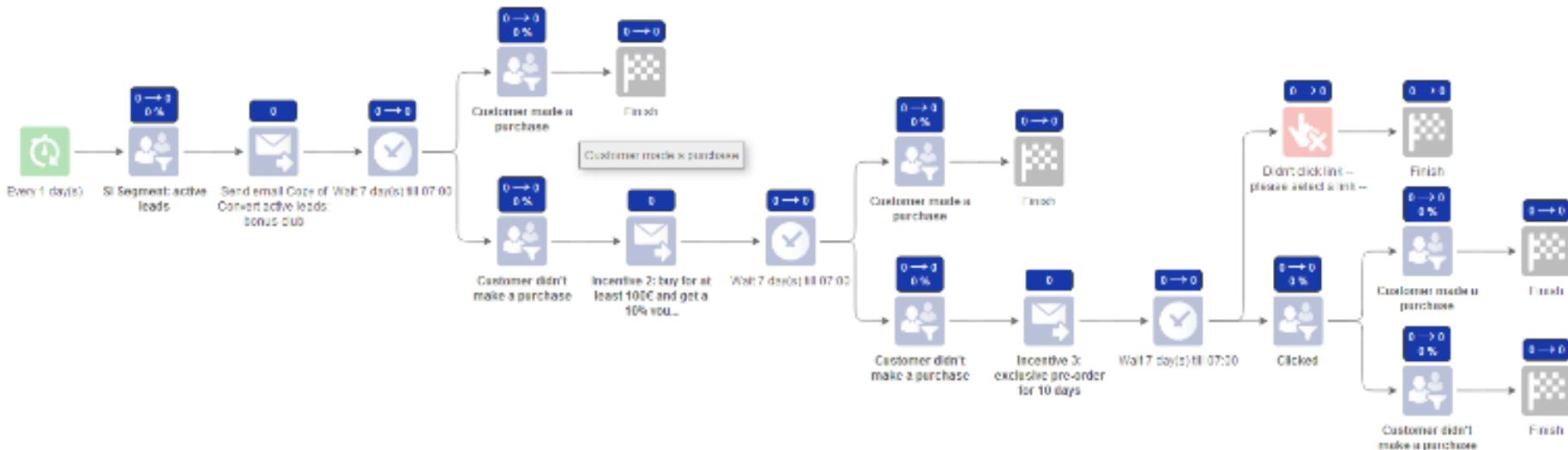




MADE POSSIBLE THROUGH THE AUTOMATON CENTRE



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



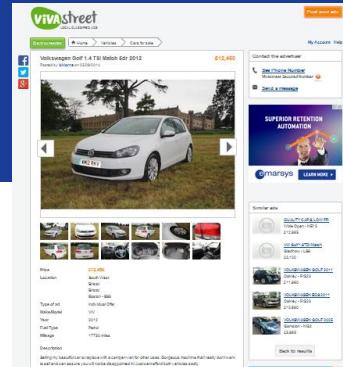
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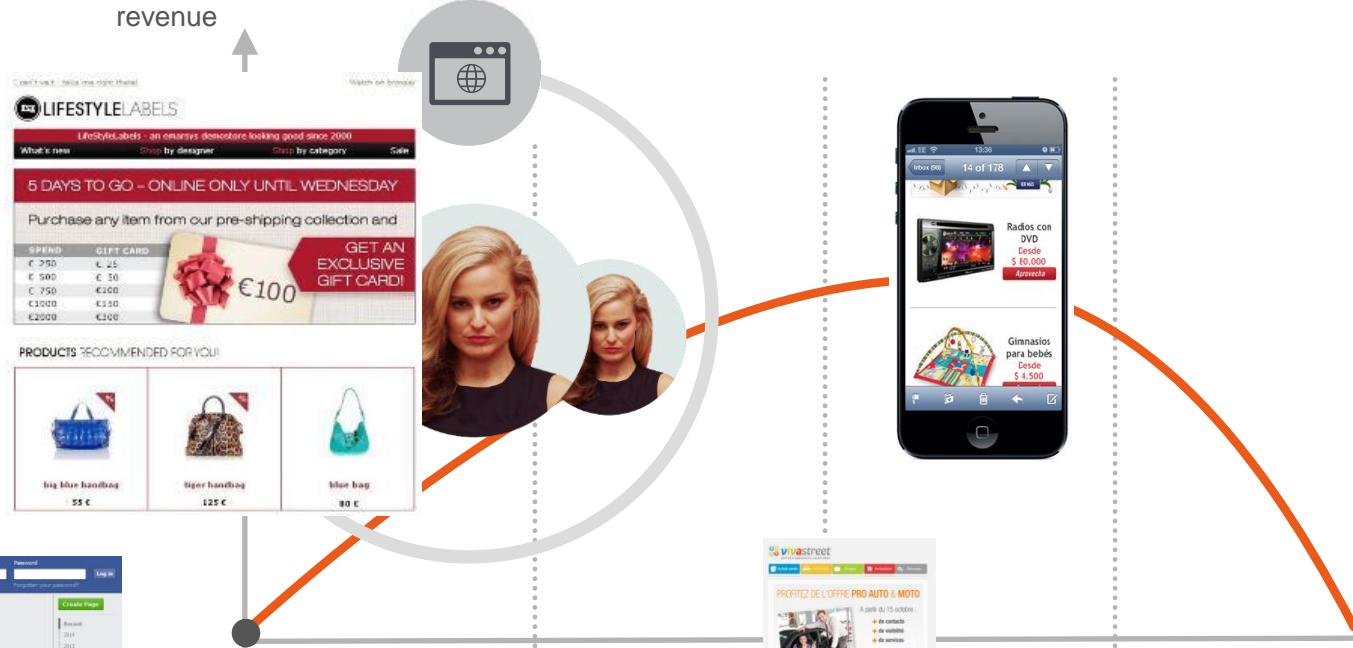
WHEN
TO REACH THE
CUSTOMER?

HOW
TO REACH THE
CUSTOMER?

Customer Engagement. Delivered.



revenue







**THANK YOU
ANY QUESTIONS?**