

MERKLE

TRUTH IN DATA
PROOF IN PERFORMANCE

Building the Empathy machine

Personalization

- As a business **strategy** or **vision**
- Enabled by **Learning from data**
- Performed using **Artificial intelligence**
- **Always-on**, ideally
- Delivers optimal **message** or **experiences** at every **moment**
- Focuses on the individual **customer**



Artificial Intelligence

- Any technique that enables computers to mimic human processing

Machine Learning

- Ability to learn without programming
- Models that use audience and content data

Deep Learning

- Mimic human thought-process Ability to train itself to perform human-like processing, by accessing vast amounts of data
- Can use artificial neural networks
- Cognitive processing

1950's

1960's

1970's

1980's

1990's

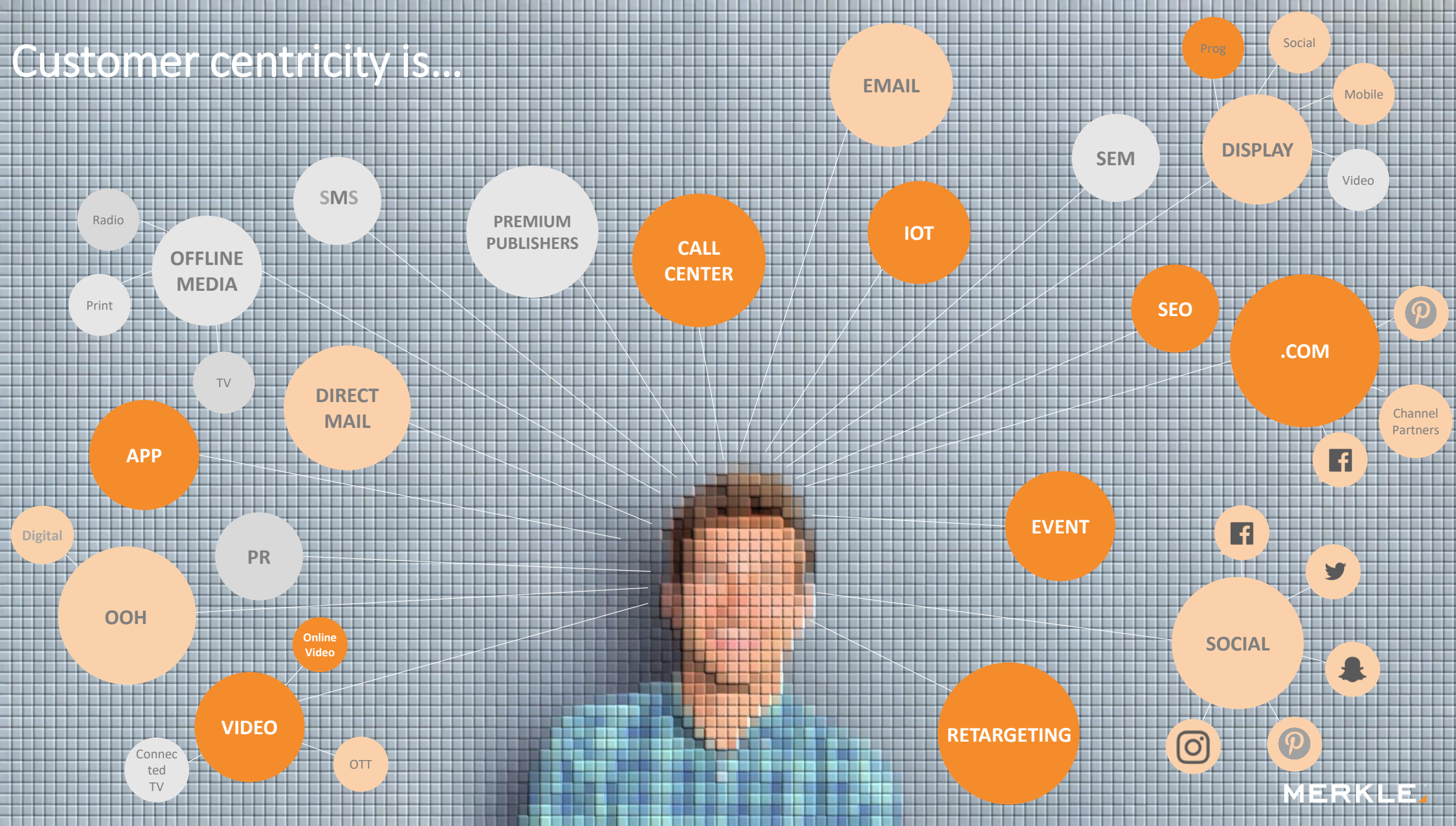
2000's

2010's

Agenda

- Machine Learning and AI's role in driving marketing outcomes
- Building the Machine
- 4 Keys to Creating Experiences with Empathy

Customer centricity is...

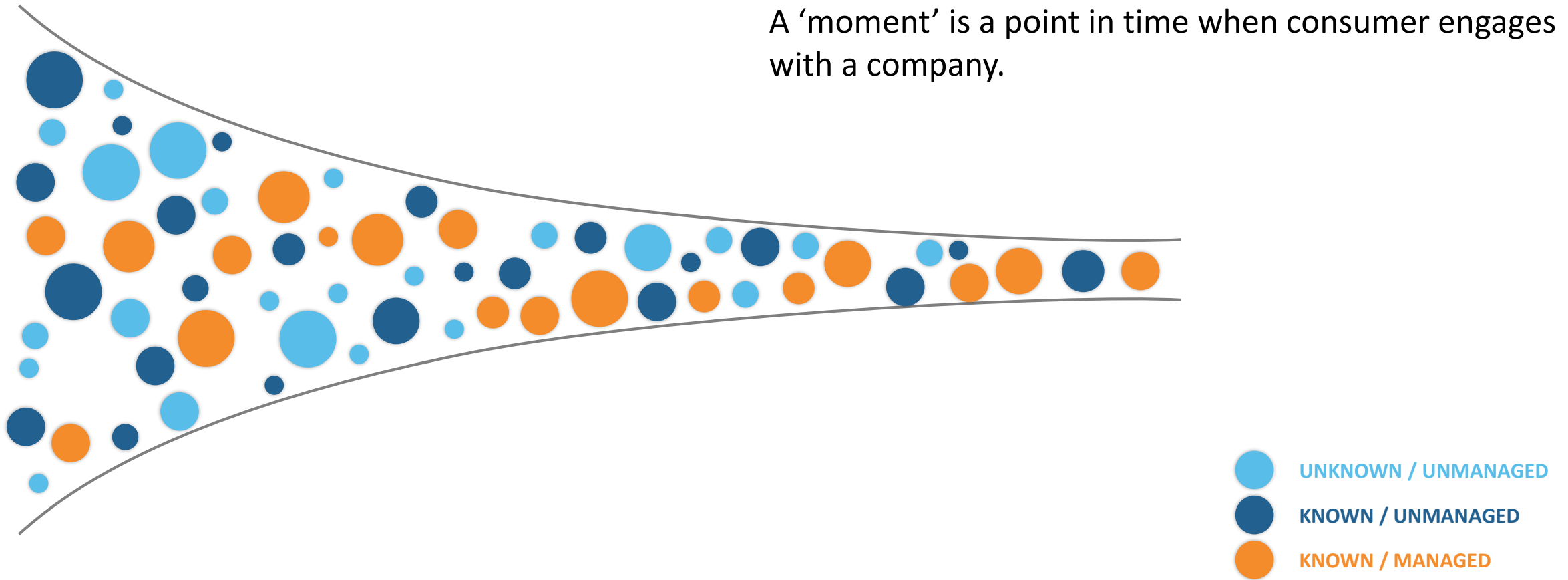


Customer centricity is...



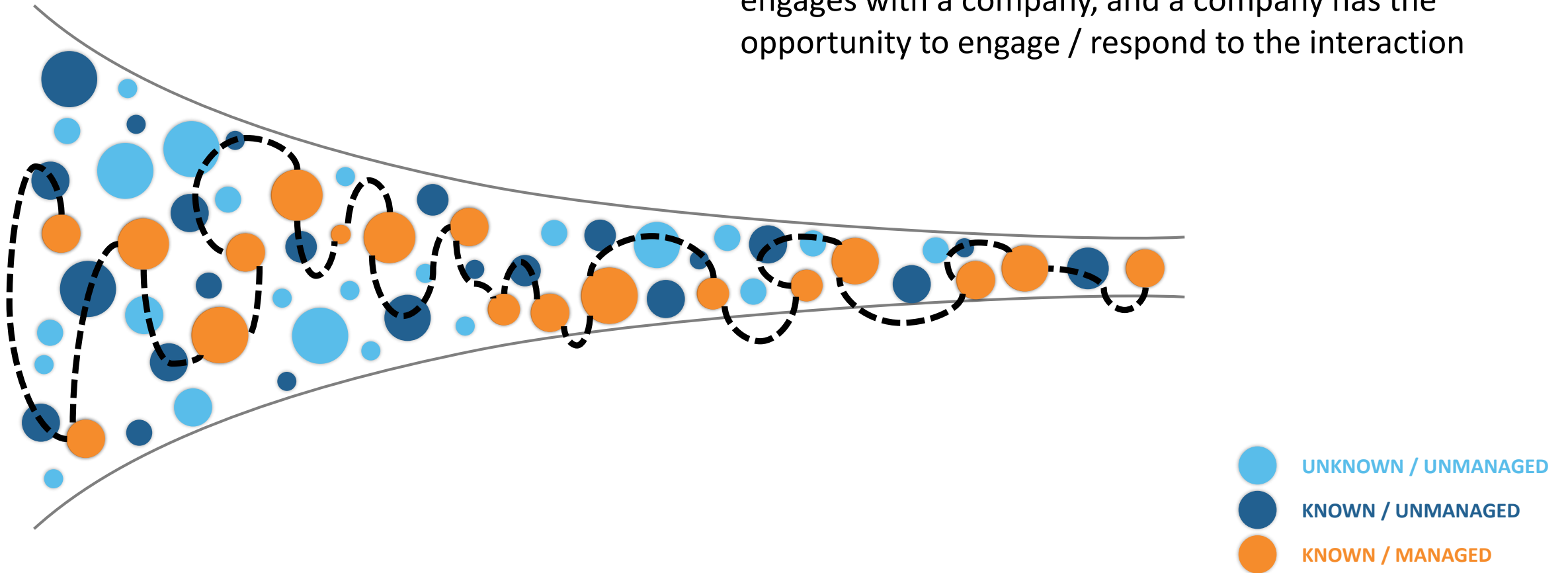
Knowing the Moments

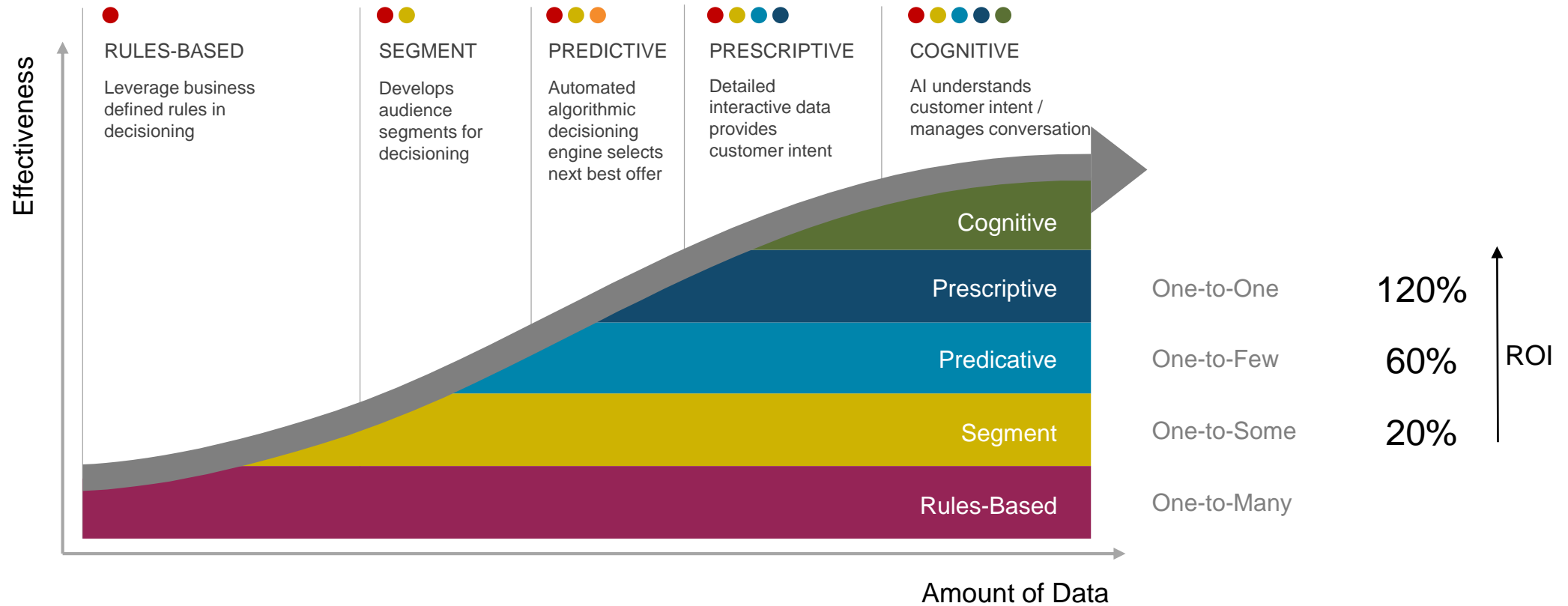
A 'moment' is a point in time when consumer engages with a company.



Owning those Known / Manageable Moments

An 'owned moment' is a point in time when consumer engages with a company, and a company has the opportunity to engage / respond to the interaction







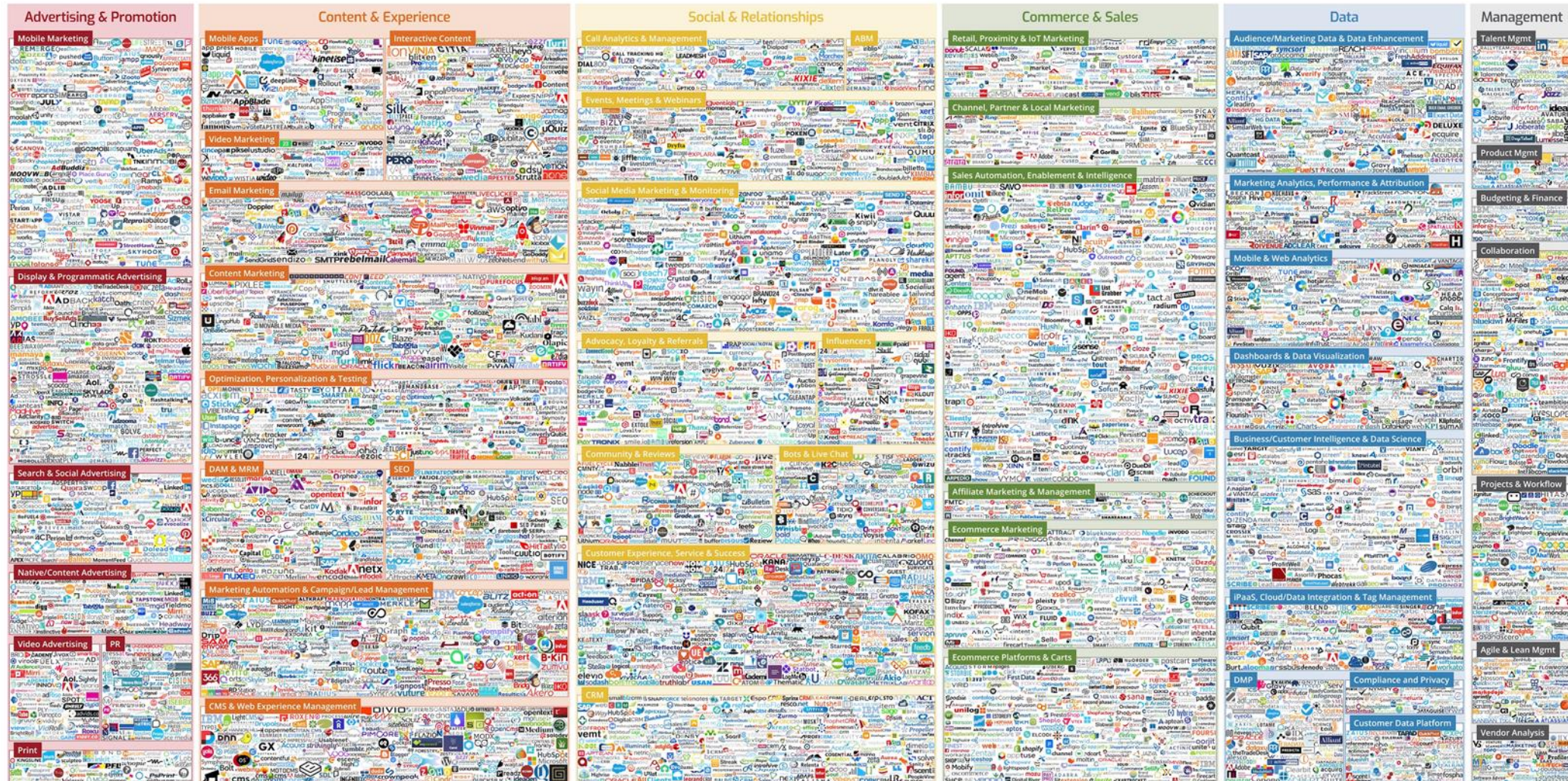
One-to-One	120%	ROI ↑
One-to-Few	60%	
One-to-Some	20%	
One-to-Many		

AI and the Marketing Industry



chiefmartec.com Marketing Technology Landscape ("Martech 5000")

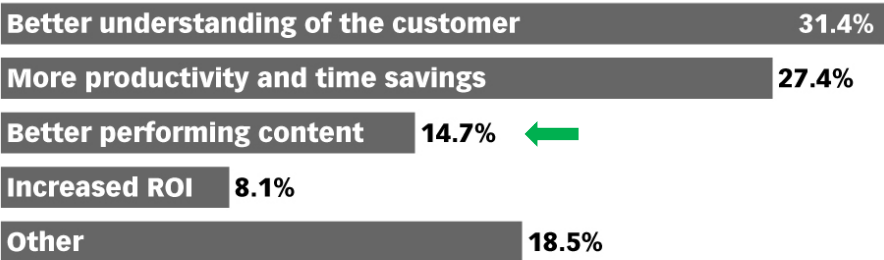
April 2018



Understanding and Delivering

Primary Advantage of Using Artificial Intelligence at Their Company According to Marketers Worldwide, Feb 2018

% of respondents



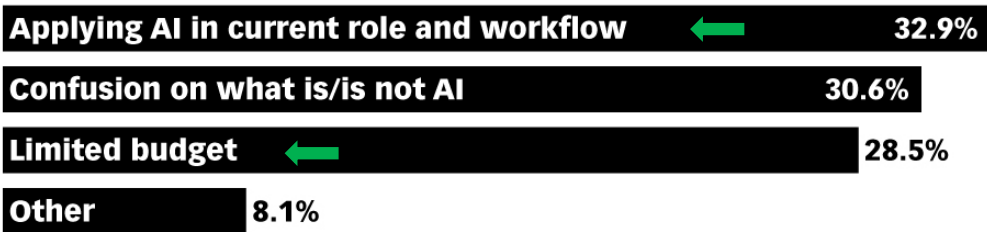
Note: numbers may not add up to 100% due to rounding
Source: BrightEdge Research, "2018 Future of Marketing and AI Survey," March 12, 2018

236778

www.eMarketer.com

Biggest Obstacle with Integrating Artificial Intelligence (AI) at Their Company According to Marketers Worldwide, Feb 2018

% of respondents



Note: numbers may not add up to 100% due to rounding
Source: BrightEdge Research, "2018 Future of Marketing and AI Survey," March 12, 2018

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www.eMarketer.com

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Building the Machine

Personalization
crosses traditional
silos

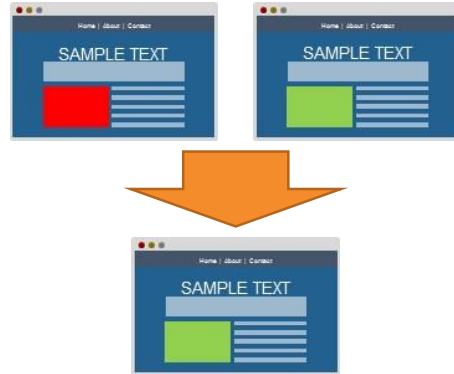


A progression toward Personal Experiences

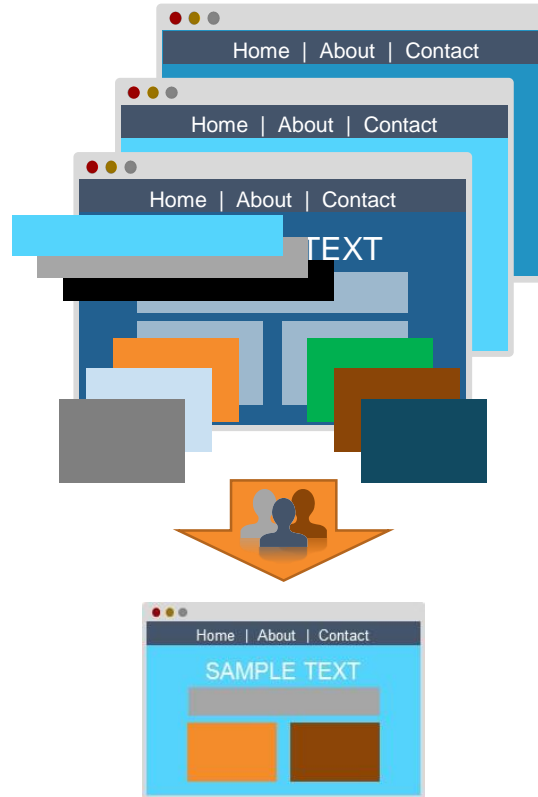
RULES-BASED MARKETING



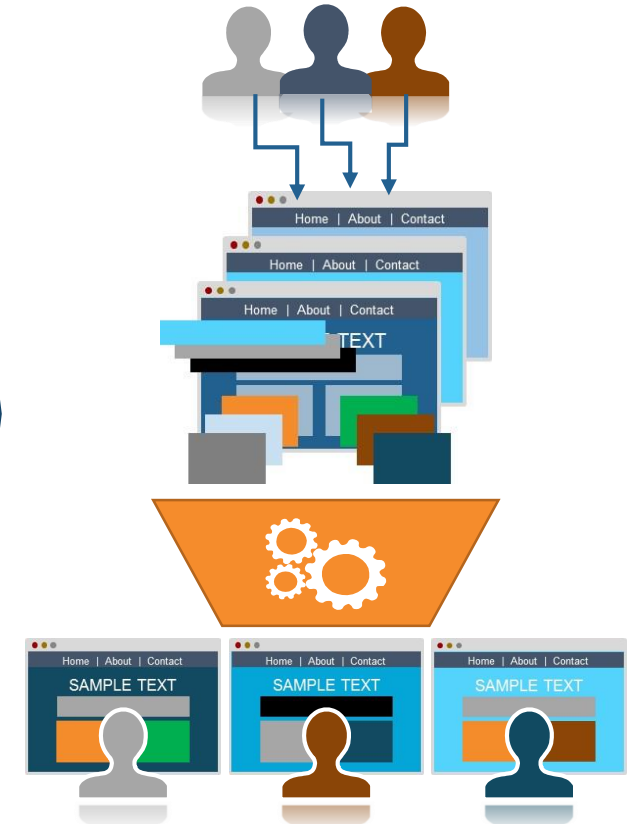
A/B TESTING



MULTIVARIATE TESTING

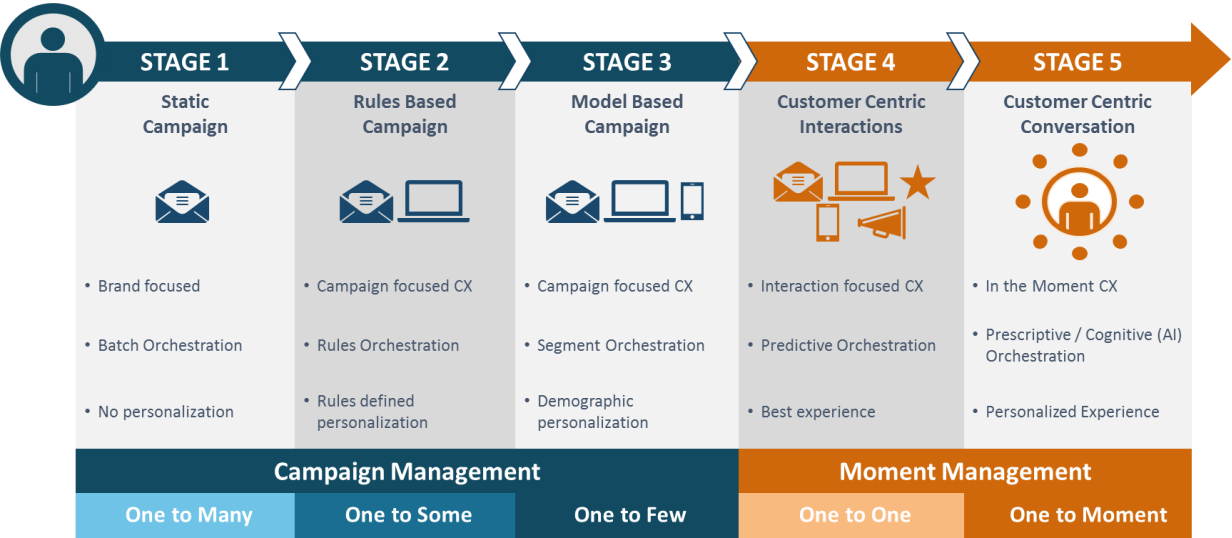


MACHINE LEARNING

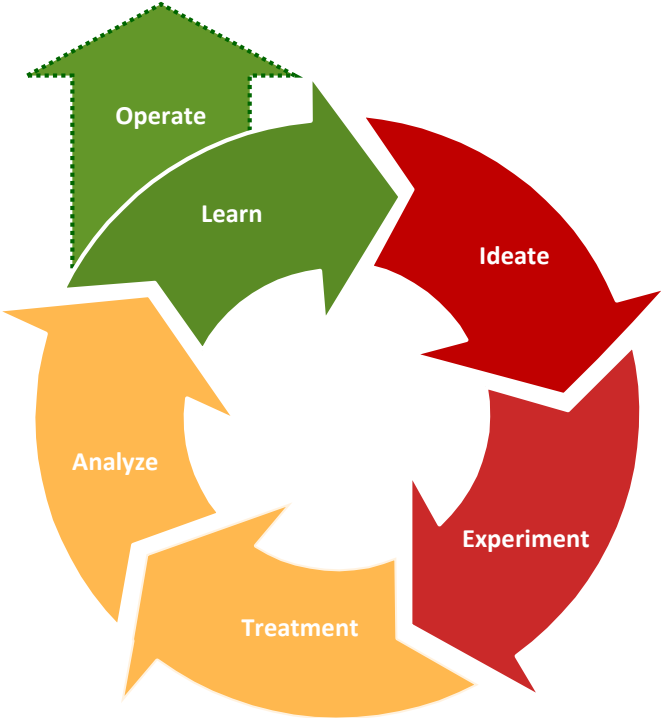


Personal Experiences

Rigor vs. Rocket Science

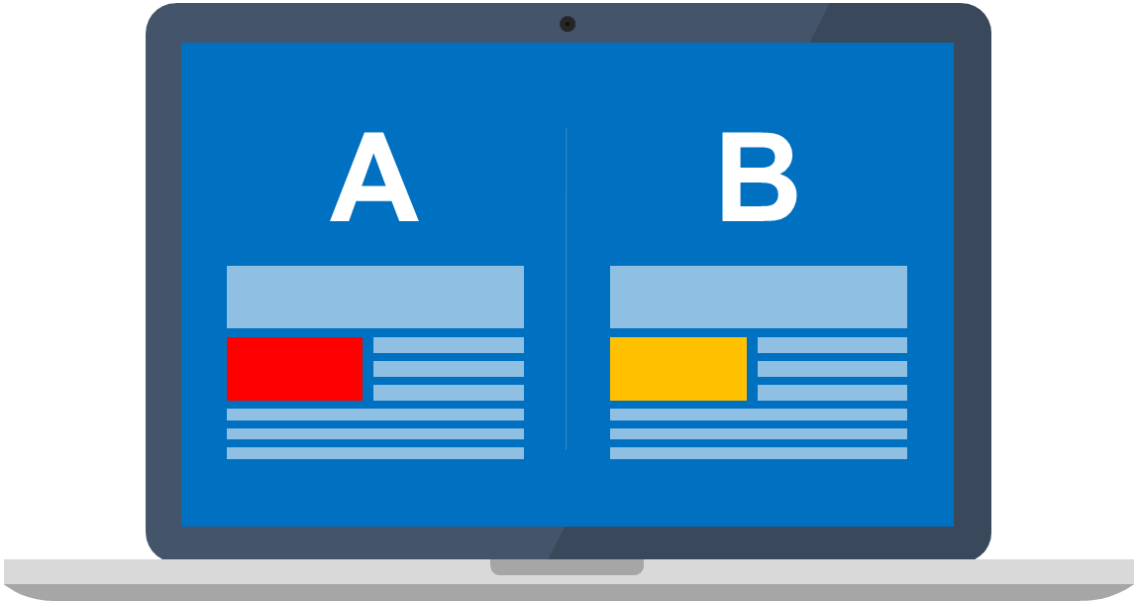


Building up our Omni-channel maturity



Practicing consistent test and learn

Optimization Impact



INDUSTRY:

Life Insurance Company

CHALLENGE:

Develop responsive landing page to support paid media channels

15%

LIFT IN CONVERSION ON ALL PRODUCTS

98%

INCREASE IN CUSTOMER ENGAGEMENT

62%

REDUCTION IN MOBILE BOUNCE RATES

INDUSTRY:

Major Financial Company

CHALLENGE:

Develop a testing program aligning to business growth and personalization.

10.3%

SINGLE TEST: LIFT IN DESKTOP ECC

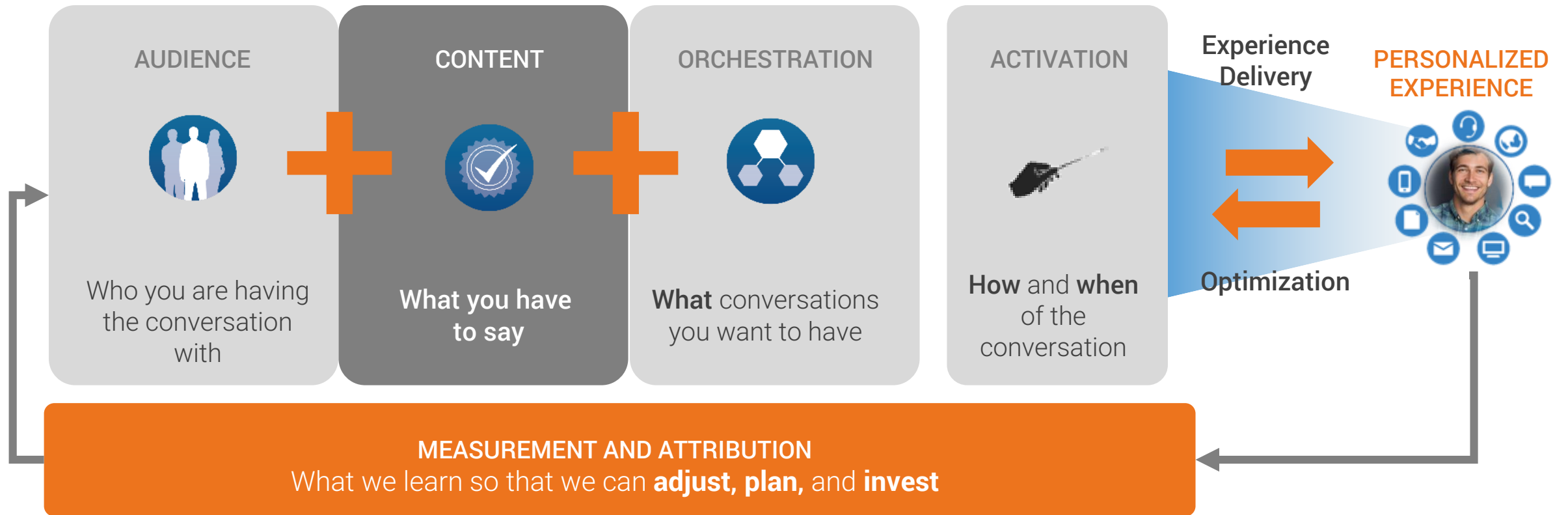
5.85%

SINGLE TEST: LIFT IN DESKTOP ACR

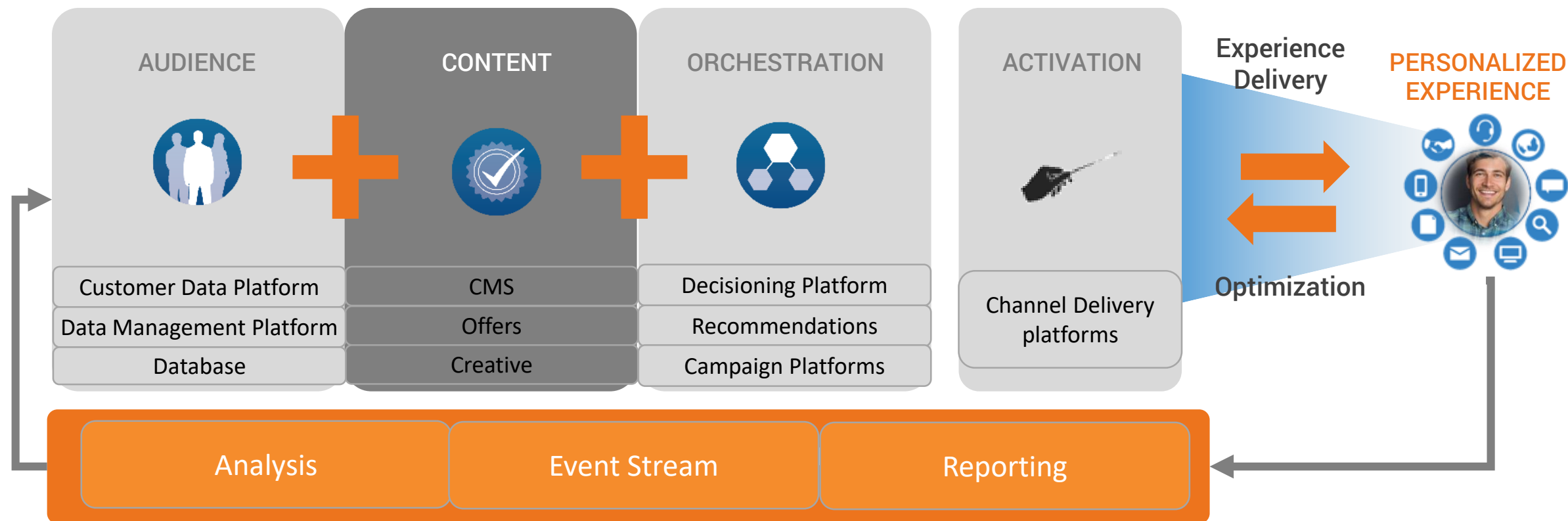
177

SINGLE TEST: INCREMENTAL ACCOUNT OPENS

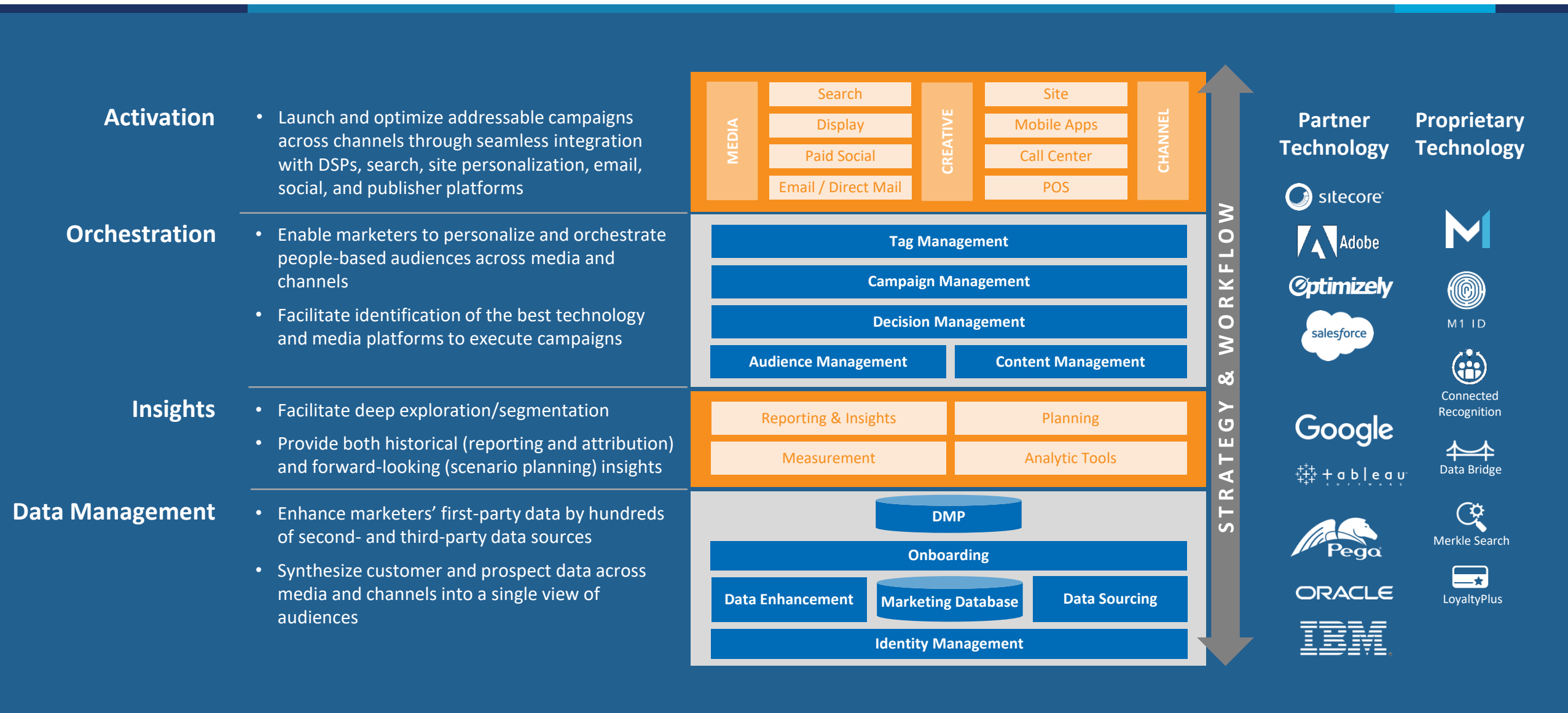
Formula for Personal Experiences



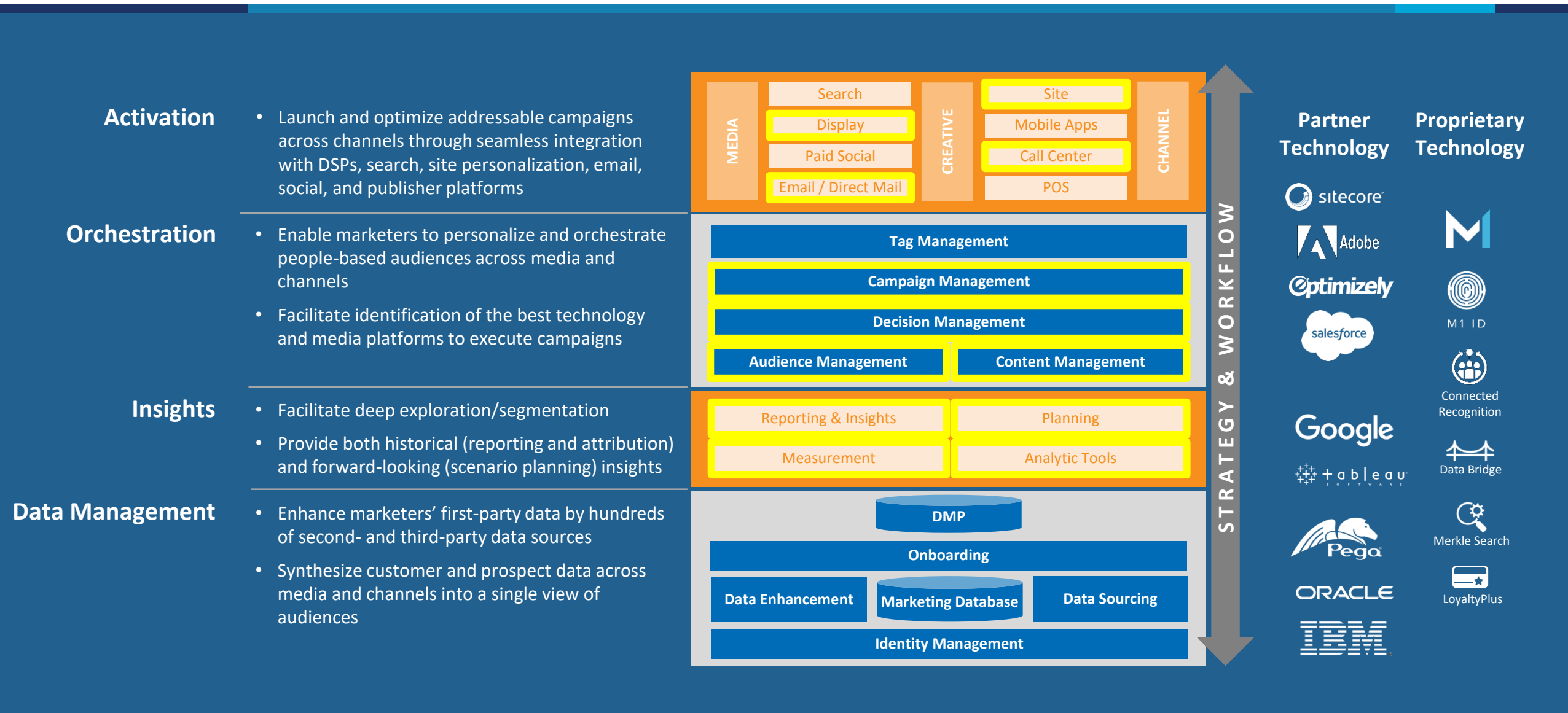
Formula for Personal Experiences



Align your tools in the right way to deliver



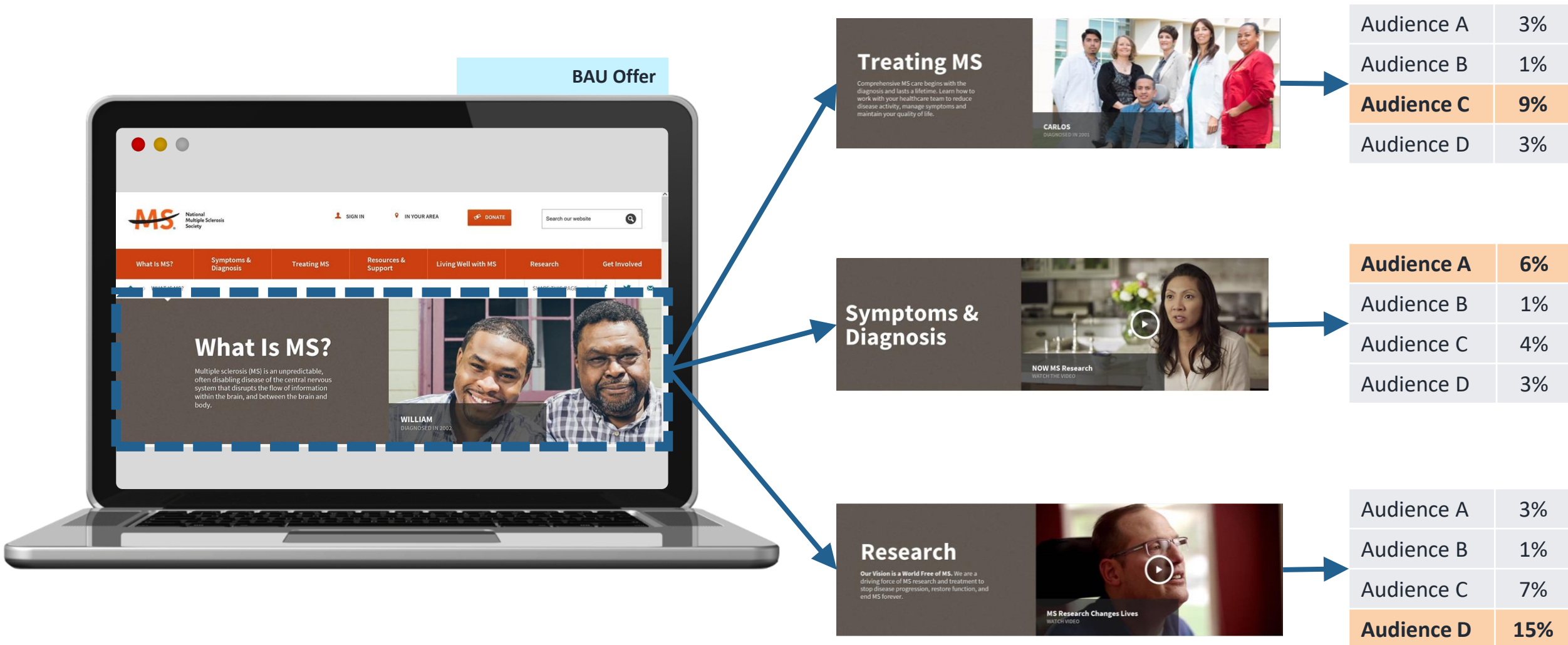
Plug in AI to Scale Efforts



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4 Keys to Creating Experiences with Empathy

Often, we envision this:





• TIP NO. 1 •

PERSONALIZATION IS EASY

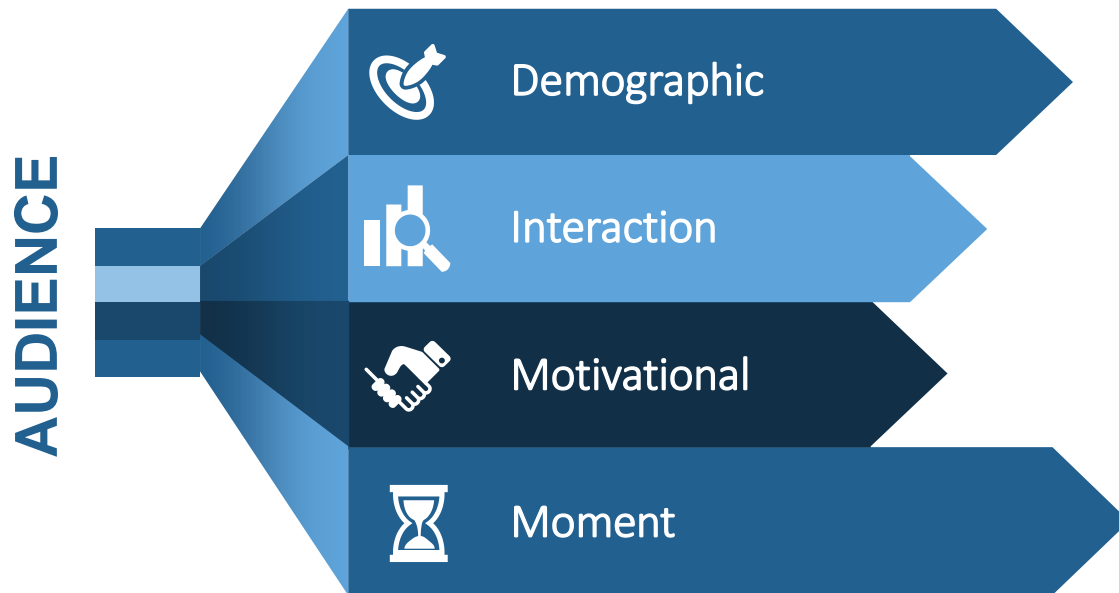
But it's the
to create
CREATIVE

THAT IS HARD

The crucial mindset change



How can we inspire Brand Storytellers to think about Audience and Content

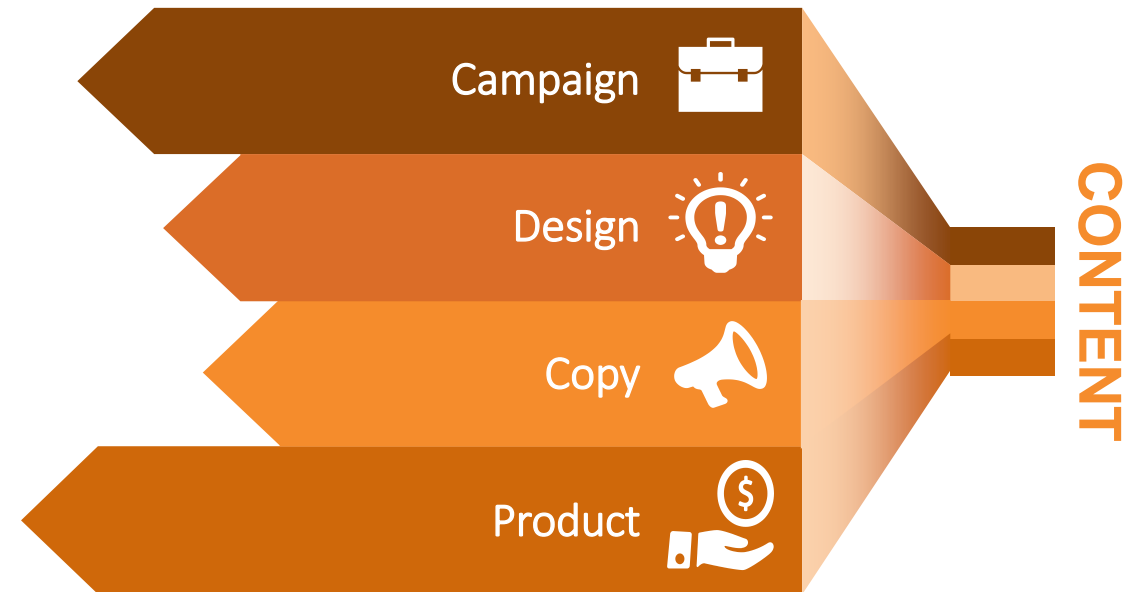


The ability to parse descriptions of your audience, recognize their interactions

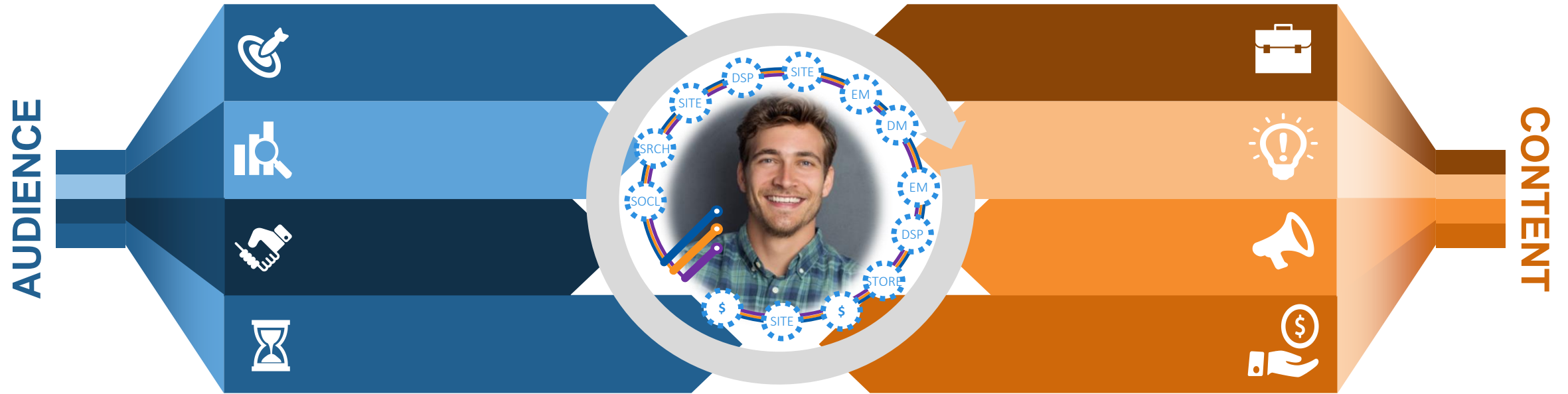
The ability to assign data about motivation of your audience and their personal context with you

The Message you are trying to send

The Treatment of content in a “moment” – How it appears, the words and visuals used, the product and offer included



Personalization requires us to effectively connect audience data to content data



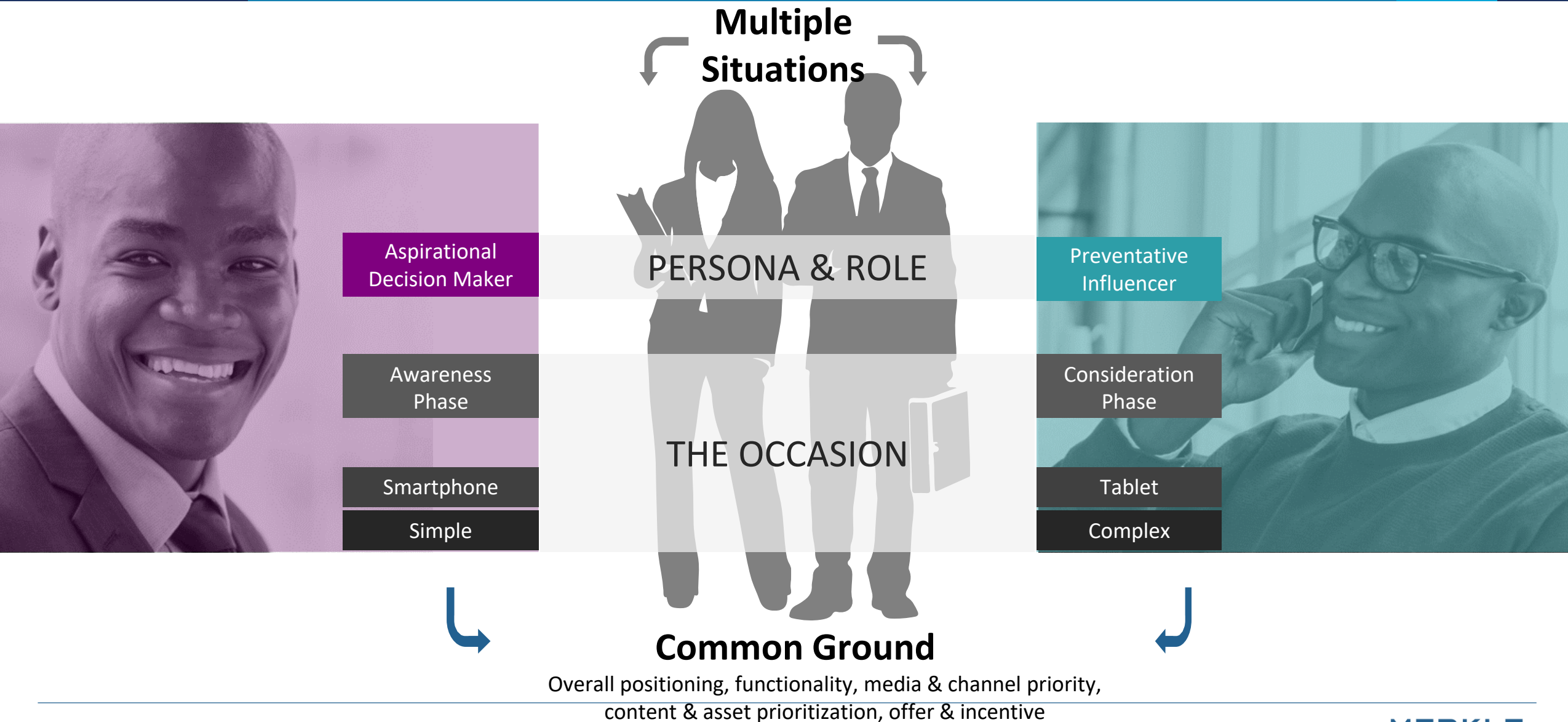
Aligning the audience
to content machine can
properly manage the
journey.

• TIP NO. 2 •

TEACH CREATIVES
THE DIFFERENCES
YOU UNCOVER **AND**
CELEBRATE THEM



Personas



Aspirational
Decision Maker

Preventative
Influencer

HEADLINE

Hear why the Galaxy Tab S is
“the first tablet that’s really
serious about enterprise”

Learn how the Galaxy Tab S
is “making jobs easier”
across industries

CONTENT
MODULE

IT experts discover how
Samsung tablets can help
optimize productivity

The Samsung Galaxy Tab S series is
proving real employees can work
in new ways with a highly versatile
tablet that offers enterprise-level
processing. Imagine what these
innovative devices could do
for your business.

Read the proof >



IT experts are relying on the
power and flexibility of
Samsung tablets to excel

The Samsung Galaxy Tab S series is proving
across industries that real employees
can tackle challenges and streamline
productivity with a lightweight tablet
that delivers enterprise-grade
processing power. See how it can
help bring confidence and ease to
your business.

Read the proof >

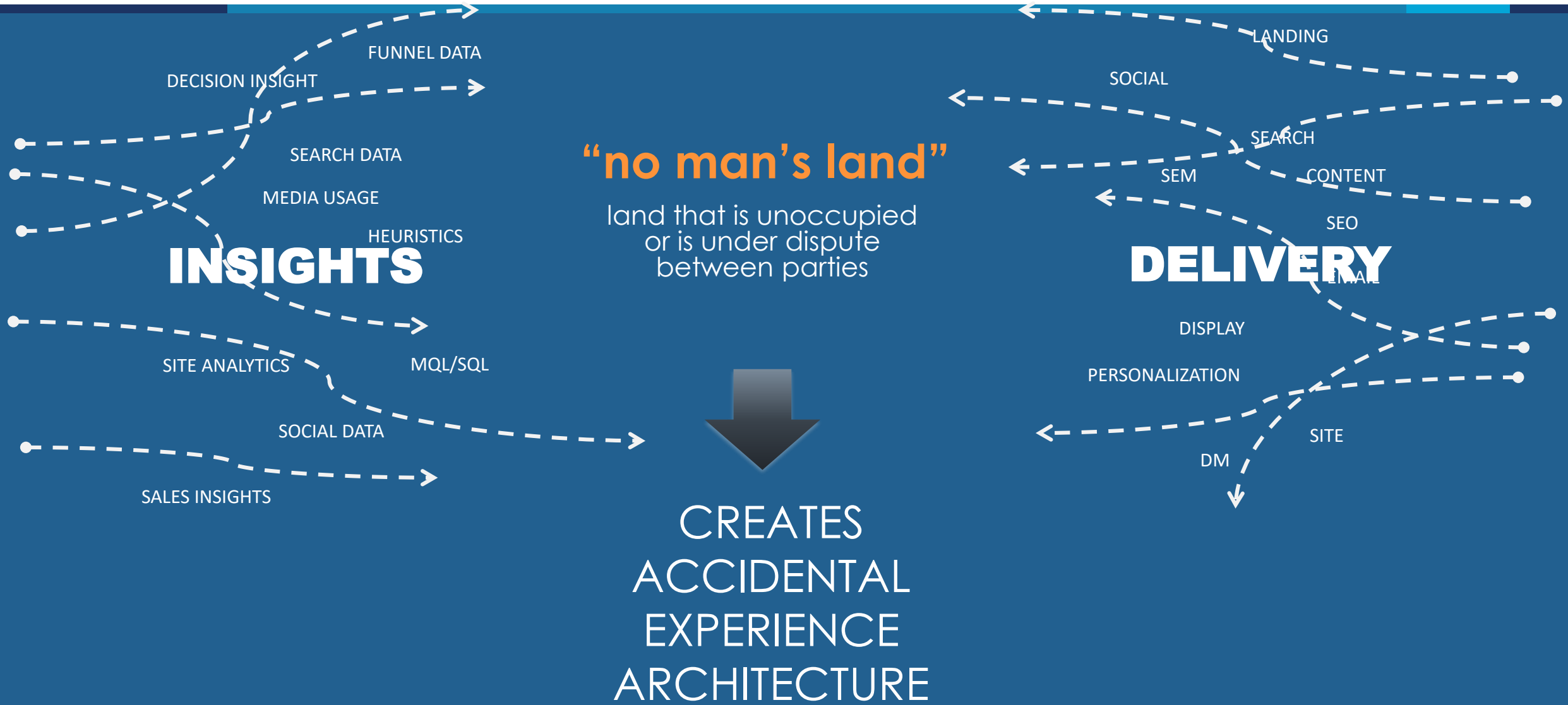


• TIP NO. 3 •

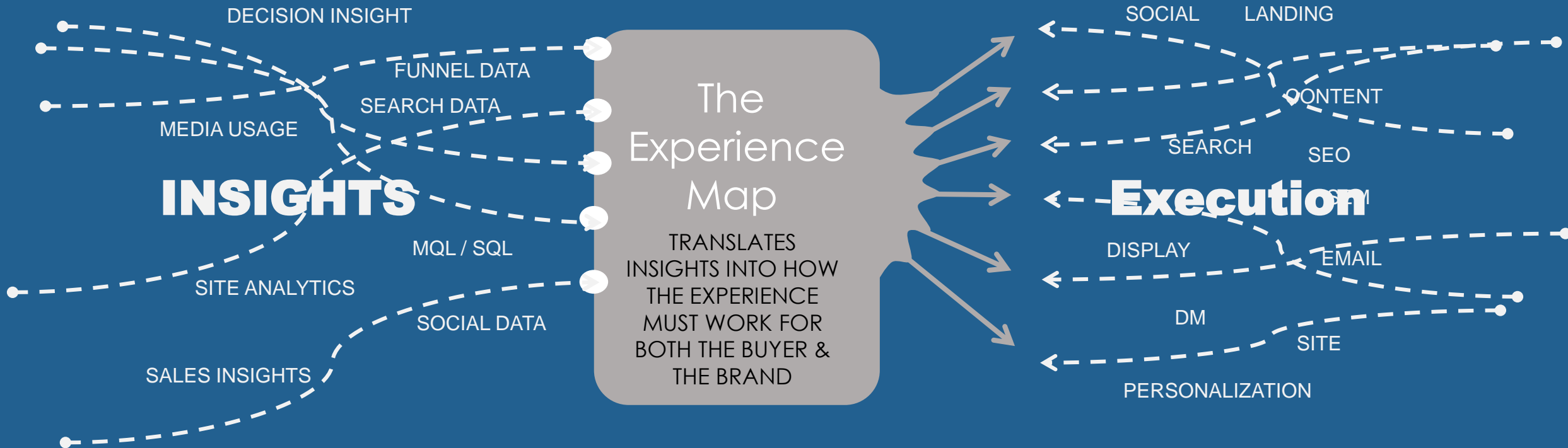
**KNOW WHAT YOUR
CUSTOMERS DO SO
CREATIVE CAN IMAGINE
WHAT IS POSSIBLE**



Transition point from Low Maturity to Mid Maturity – erasing Accidental Experiences



Our new Treasure map



A Marketing machine evolution

insights



PERSONAS

strategy



JOURNEYS

activation



PLAYBOOKS

optimization

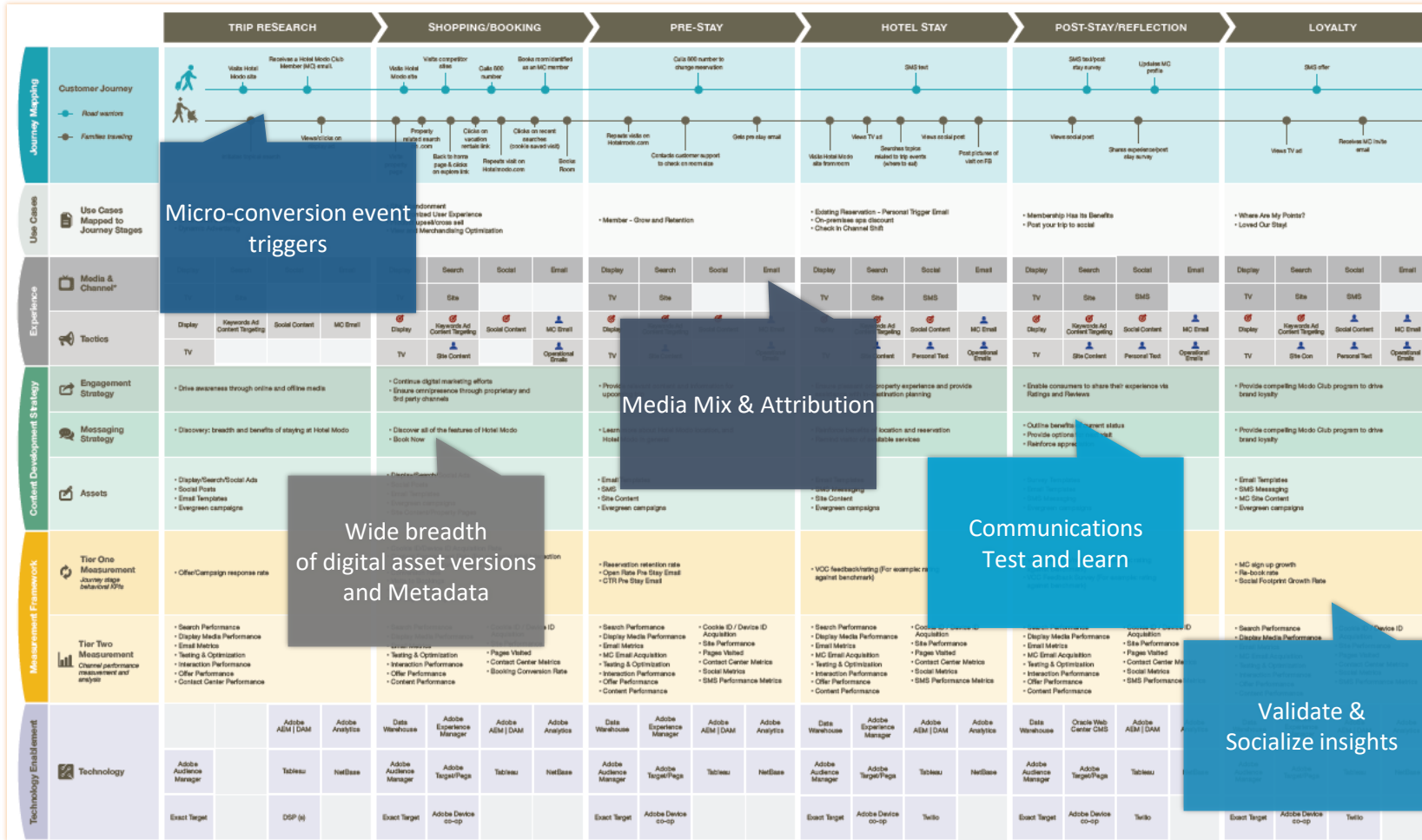


**DEPLOY
& LEARN**

Inspiration

Execution

Mapping more than a “journey”



• TIP NO. 4 •

When you can deliver and measure

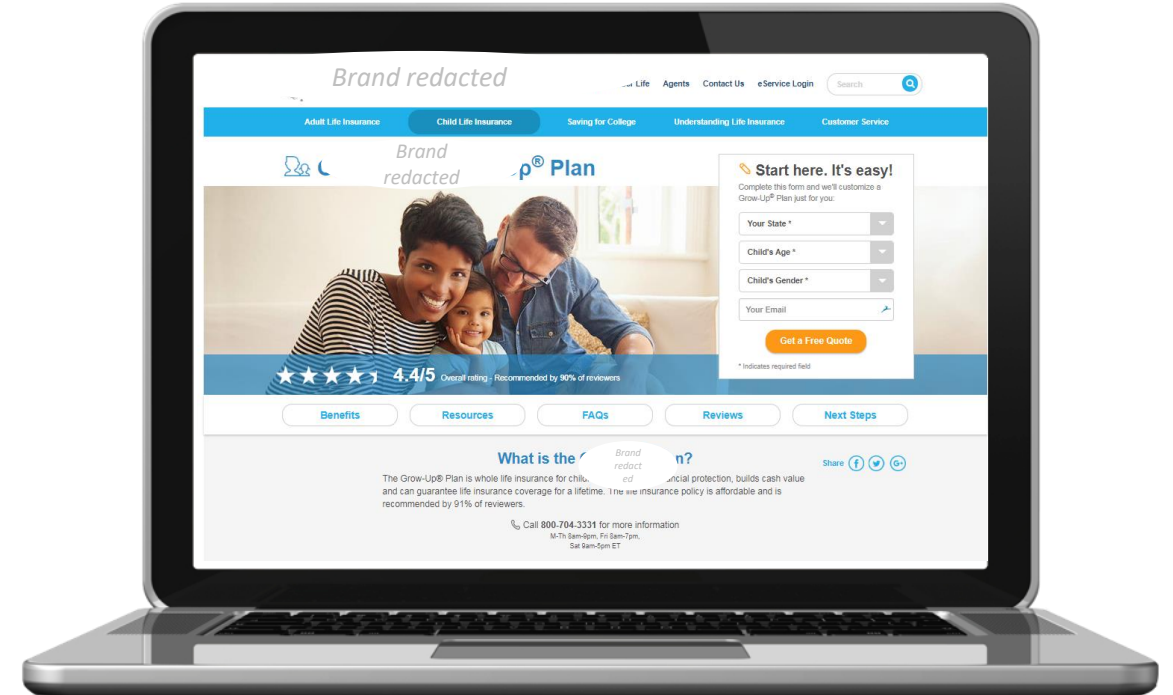
Granular Content

INSPIRE THEM
to create

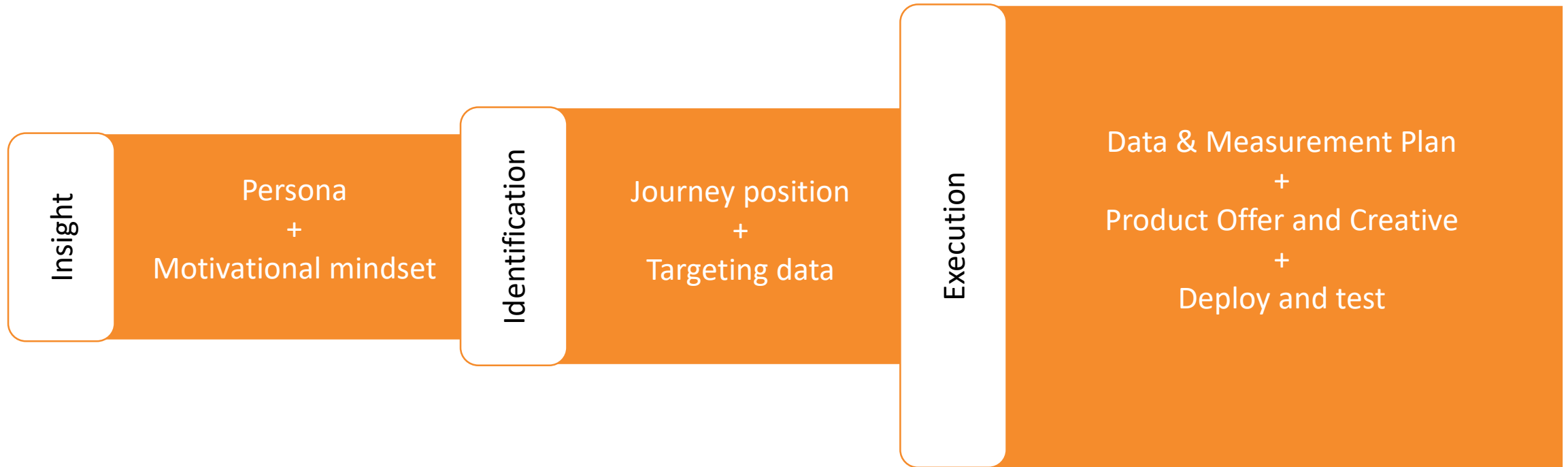
GRANULAR IDEAS

THAT FEED THE EMPATHY
MACHINE

Omni-Experience is not about message repetition

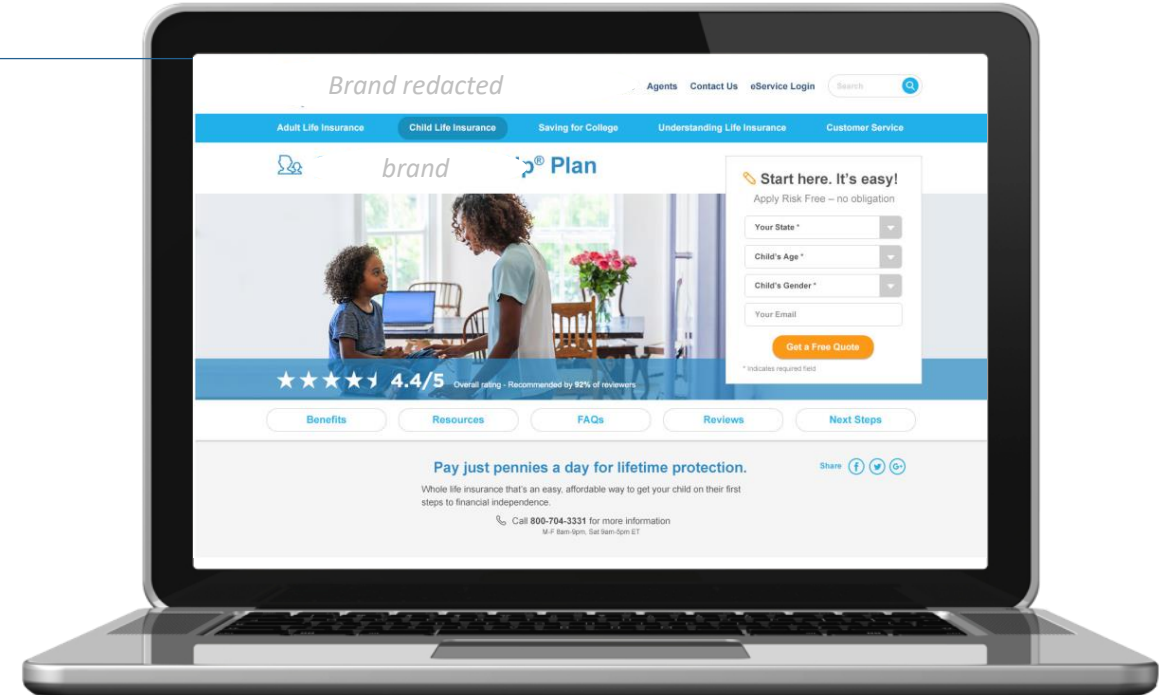


Maturity mid-point: Audience based personalization in Insurance



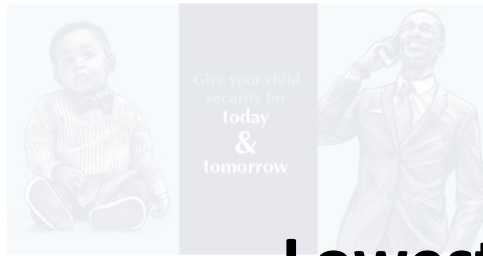
Omni-Experience is not about repetition

Motherhood – today and tomorrow



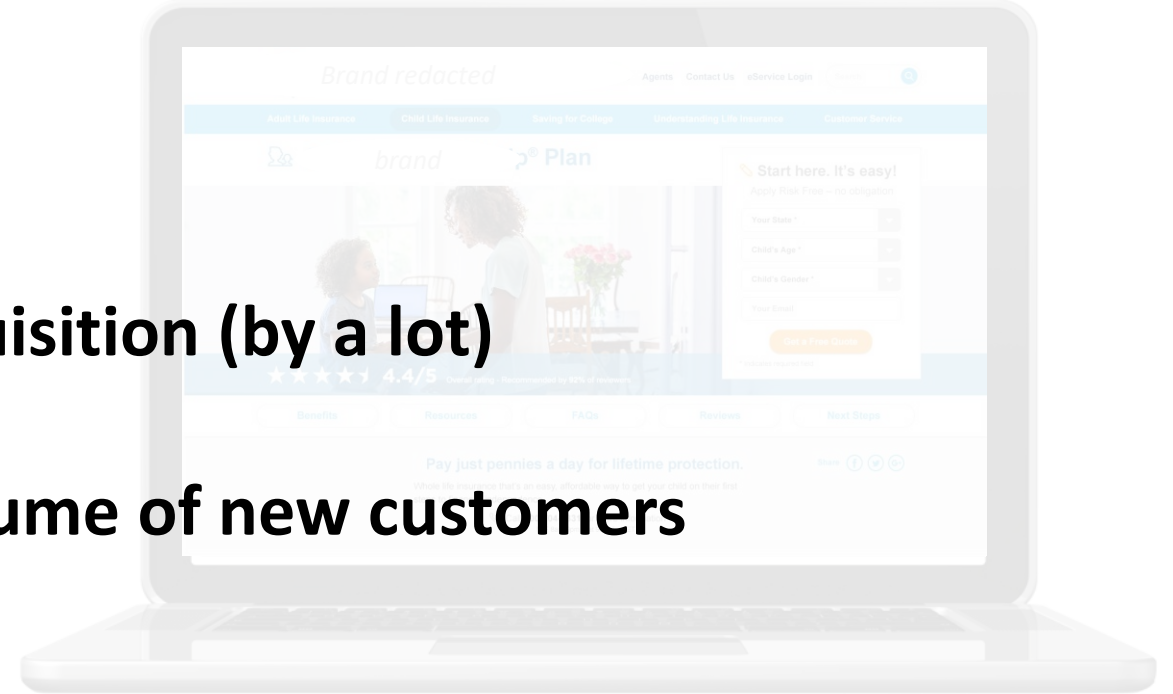
maxymiser®

Omni-Experience is not about message repetition



Lowest cost per acquisition (by a lot)

Top Campaign in volume of new customers



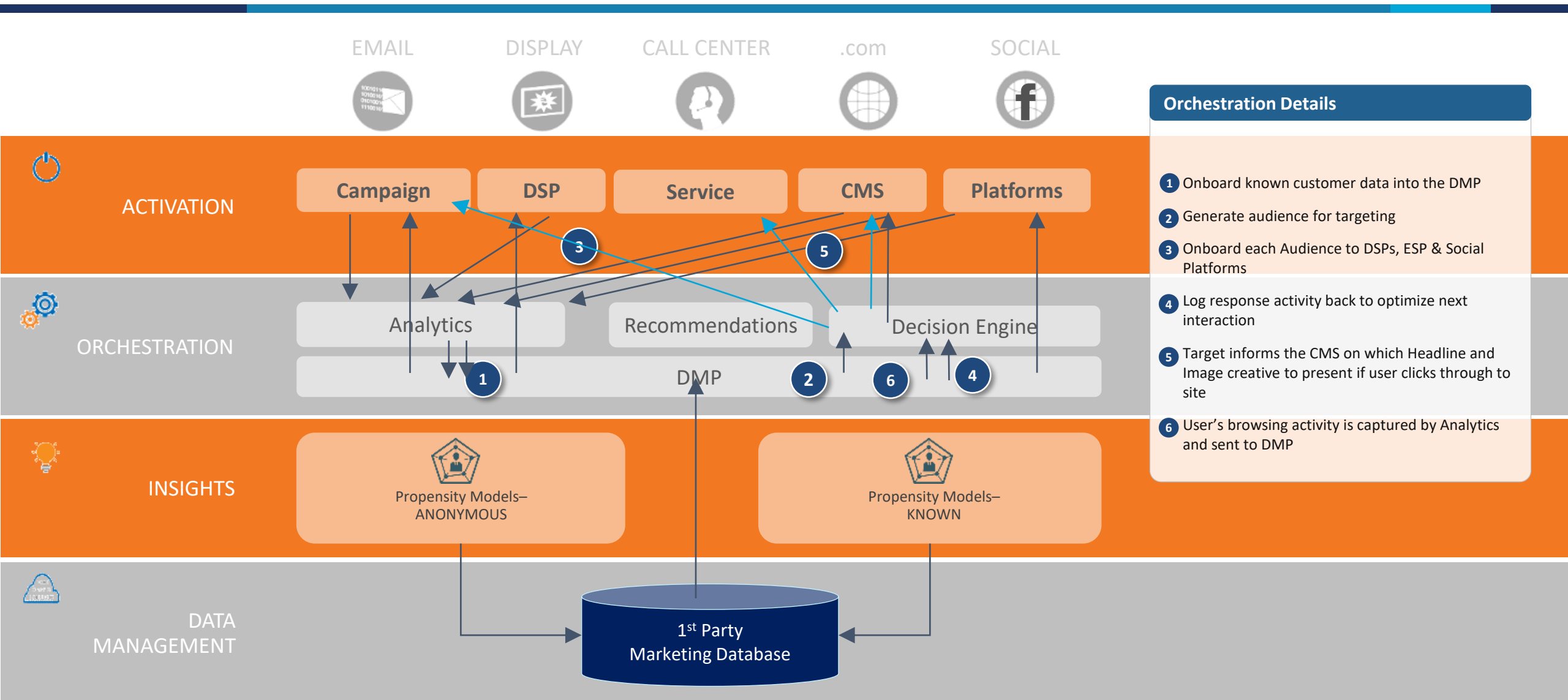
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In Summary

Putting It All Together



Key Takeaways

- Map the Experience and manage the moments you can
- Align tools and workflow across functional groups (Playbooks)
- Plug in Artificial intelligence to operationalize personalization
- Inspire creatives to show empathy in the moment

