



dotdigital



# Data-Driven Devotion: Using The Right Tech to Create Loyalty

Graham Bell, Head of Sales-ANZ, Dotdigital

Lauren Zeman, Head of Digital, Lee Mathews

# Loyalty Story

**Graham Bell**

Head of Sales ANZ, Dotdigital



# About Dotdigital

- Dotdigital's CXDP platform helps **4000+ brands across a range of industries** reach their marketing potential
- **400+** employees around the world and growing
- **Worldwide** network of trusted, vetted **partnerships**
- We consistently reinvest double digit % of group revenue into **R&D**
- Pioneers of **responsible marketing**; we're ISO27001, ISO27701, and ISO14001 certified
- We operate with **transparency**; we publish a public-facing roadmap and are listed as of 2009.



**The fact that we have access to an emerging technology that is proving its potential, is quite thrilling. It enables us to build many capabilities with very low effort and much higher returns.**

**Adam Hollinshead**

Chief Digital Officer at Winedirect



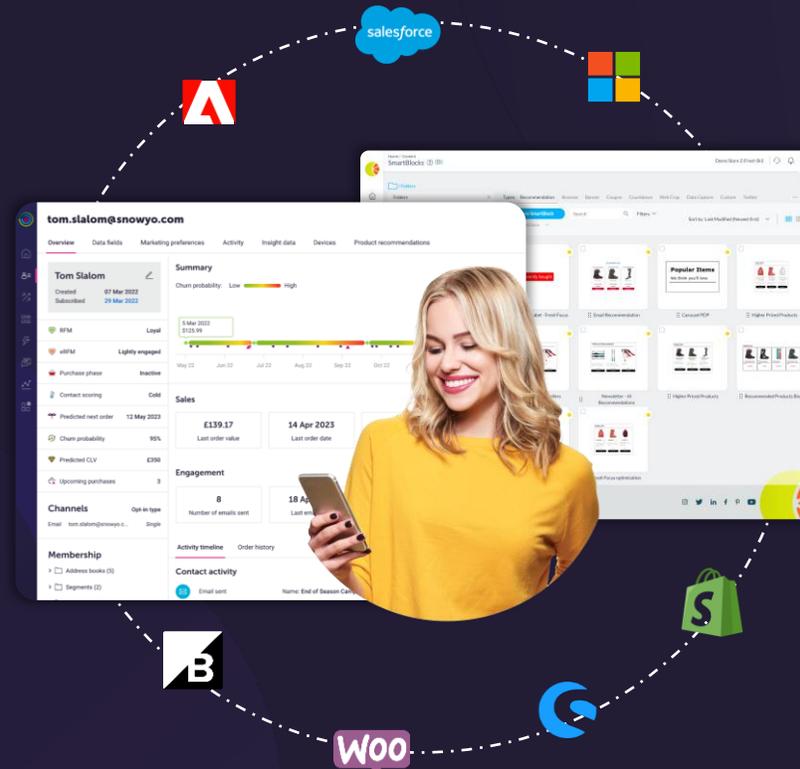
# Exceptional end-to-end journeys that engage, convert and retain

## Experiences

- Cross-channel automation
- Email & SMS marketing
- Mobile push, Pages & forms, Chat
- Social ads & retargeting
- Transactional messages
- WhatsApp

## Insights & analytics

- Single customer view
- Dynamic segmentation
- Audience analytics
- Predictive analytics
- Cross-channel reporting
- Revenue & commerce reporting



## Powered by data

- Unified customer data
- Seamless integrations
- Data enrichment & acquisition
- Behavioral persona modelling
- AI-powered content optimization
- WinstonAI

## Personalize

- Website personalization & optimization
- Social proof & scarcity
- Real-time dynamic content
- AI-powered site search & merchandising
- Mobile app personalization
- User-generated content

# Personalized, cross-channel experiences that go beyond the expected



- Cross-channel marketing automation
- Unified customer data
- Email, SMS, mobile push, Chat
- WhatsApp
- Social ads retargeting
- Marketing attribution
- Transactional messaging



- On-site personalisation
- Social proof
- Real-time dynamic content
- AI-powered site search
- Product recommendations
- Dynamic onsite forms

# Trusted by over 4,000 brands globally



Copa Airlines

LOWES

brasNthings



TED BAKER LONDON

Jet2.com

PAPA JOHNS®  
Better Ingredients. Better Pizza.



dusk

BED BATH N' TABLE

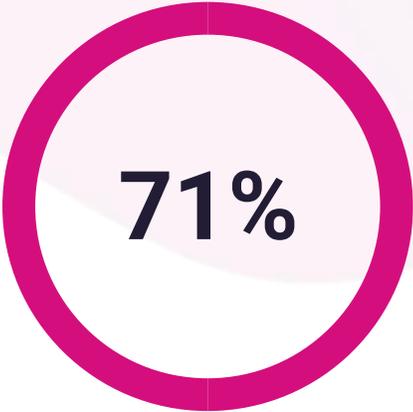
mr price

# Why Loyalty?



# The power of Loyalty in Retail

McKinsey, Salesforce, ALA research



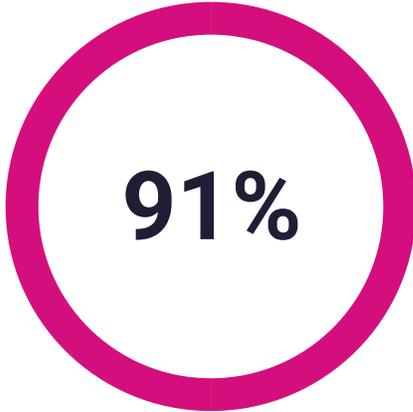
71%

Of today's customers expect a personalized experience when interacting with a brand



70%

Chance of selling to an existing customer than to a new one



91%

Customers say they're more likely to make another purchase after a great service experience



99%

Customers believe companies need to improve their trustworthiness

# 3 must-haves for building loyalists

1. Data



2. Personalization



3. Community

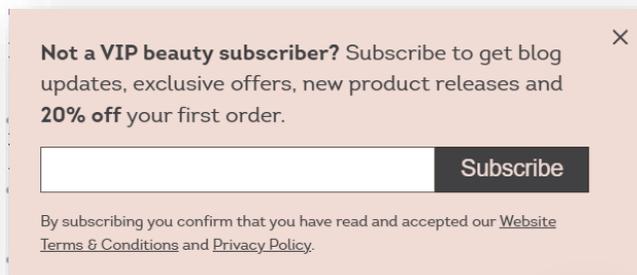


# Collect data to know your customer

Focus on 1<sup>st</sup> party data



**nudebynature**  
CLEAN NATURAL BEAUTY

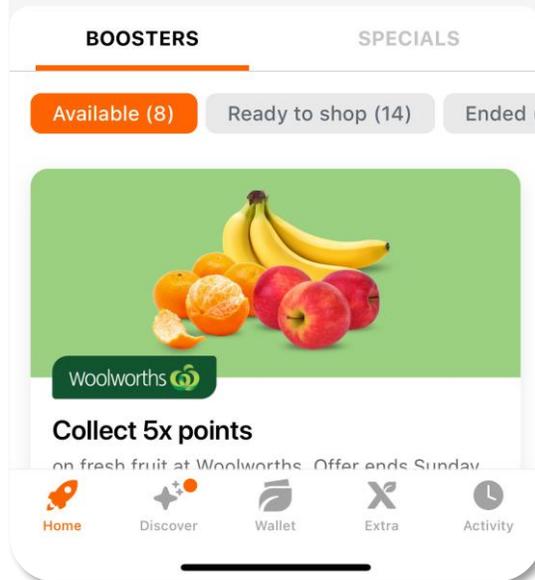
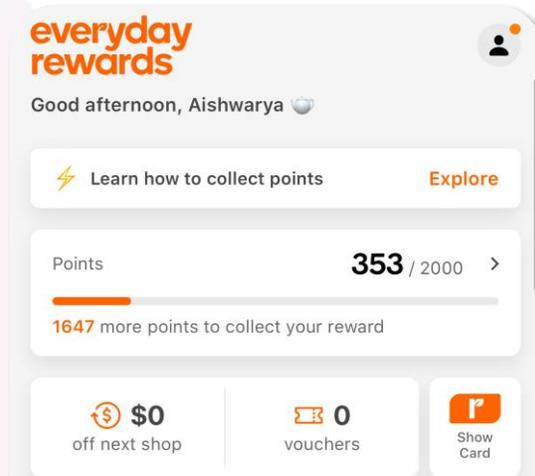
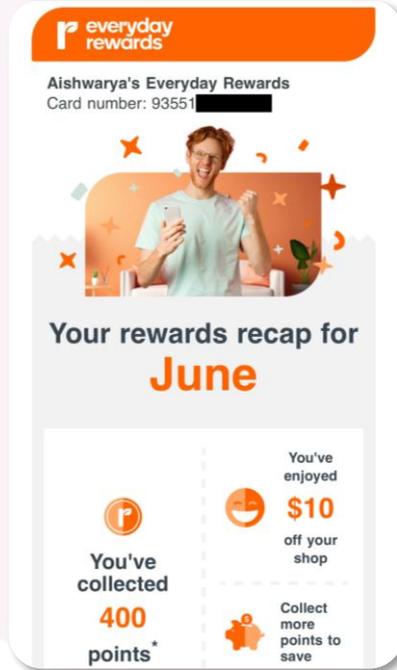


## Sources

- Mobile apps
- Websites
- Social Media
- SMS
- Email
- Ecommerce

## Types

- Order history
- Browsing data
- Email engagement
- Ad clicks
- Abandoned browse
- Abandoned carts

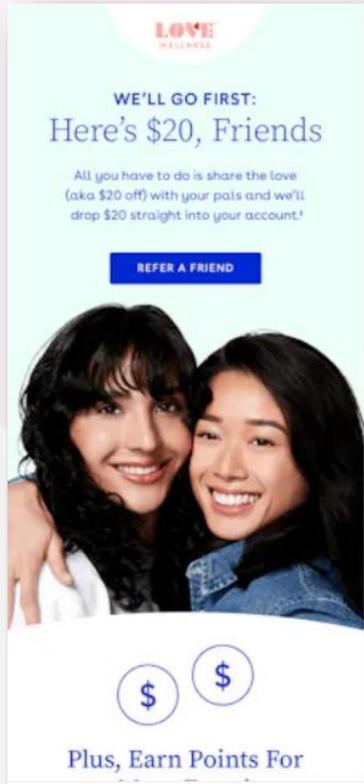


# Personalize to fuel loyalty

Tailor communications according to preferences

## Where to focus

- Web Personalization
- Capturing email data/pop-overs
- Personalization at the point of email opens
- Triggered emails
- Personalize across multiple channels



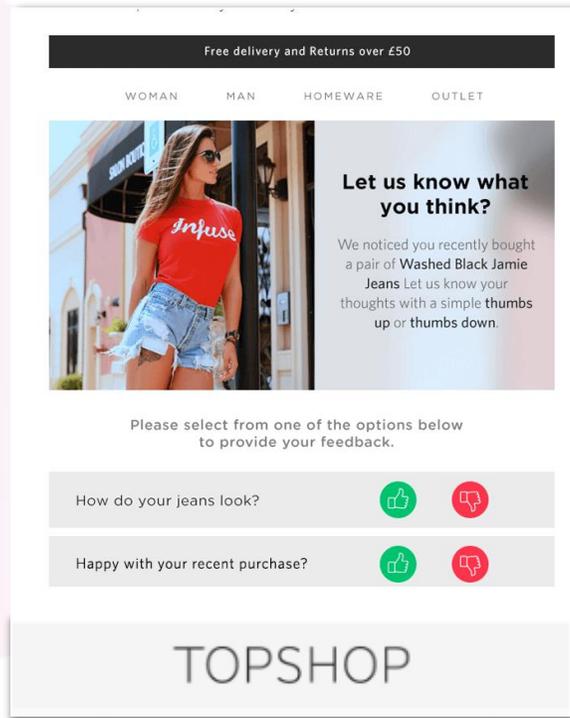
**LOVE WELLNESS**

**WE'LL GO FIRST:  
Here's \$20, Friends**

All you have to do is share the love (aka \$20 off) with your pals and we'll drop \$20 straight into your account!

[REFER A FRIEND](#)

Plus, Earn Points For



Free delivery and Returns over £50

WOMAN MAN HOMEWARE OUTLET

**Let us know what you think?**

We noticed you recently bought a pair of **Washed Black Jamie Jeans** Let us know your thoughts with a simple thumbs up or thumbs down.

Please select from one of the options below to provide your feedback.

How do your jeans look?  

Happy with your recent purchase?  

**TOPSHOP**



**Kmart Mums Australia**

Private group

Shortcuts

- Lawrence at Coles Kl...
- mensyogaty
- Fairy Floss Real Es...
- Circuit Royals
- SNAX-CLUB pervy p...

**KMART MUMS AUSTRALIA**

[Join Group](#) [More](#) Join this group to see the discussion, post and comment.

**About This Group**

Description

Welcome to Kmart Mums Australia

This is the Original Kmart Mums Australia group with over 350,000 members! Don't be fooled by the many fake groups with the variations of the same name.

Featured on Nine and Seven News & A Current Affair

This group is a fan group run by real mums with real profiles, we are not sponsored or paid by Kmart.

Please read the rules in the pinned post before posting.

Please follow our group Instagram @kmartmumsaustralia and @shoppingformytribe

Thank you!

**HISTORY**

Group created on November 10, 2015

[See More](#)

**GROUP BY**

**Kmart Mums Australia**  
31,880 like this

**Suggested Groups** [See All](#)

# Build a community

## Encourage referrals & incentivize

### Where to focus

- Create a VIP community for regular shoppers
- Offer incentives beyond discounts
- Personalisation beyond products
- Re-engage at crucial times
- Ask what your customers want – Survey

# Takeaway

## Tactics for building loyalty

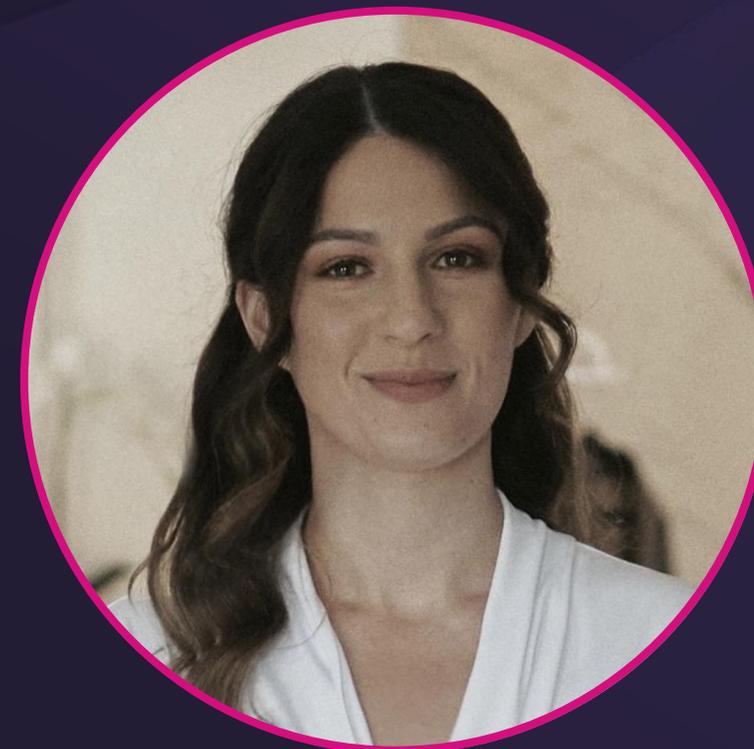
- Personalization and segmentation
- Post Purchase
- Surveys & feedback
- Win-back
- Omnichannel
- Surprise & delight
- Gamification
- Money can't buy experiences
- Customer referral
- Communities / fan groups
- Stance
- Loyalty program



# Lee Mathews x Dotdigital

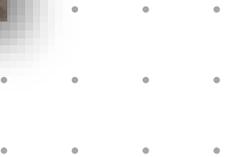
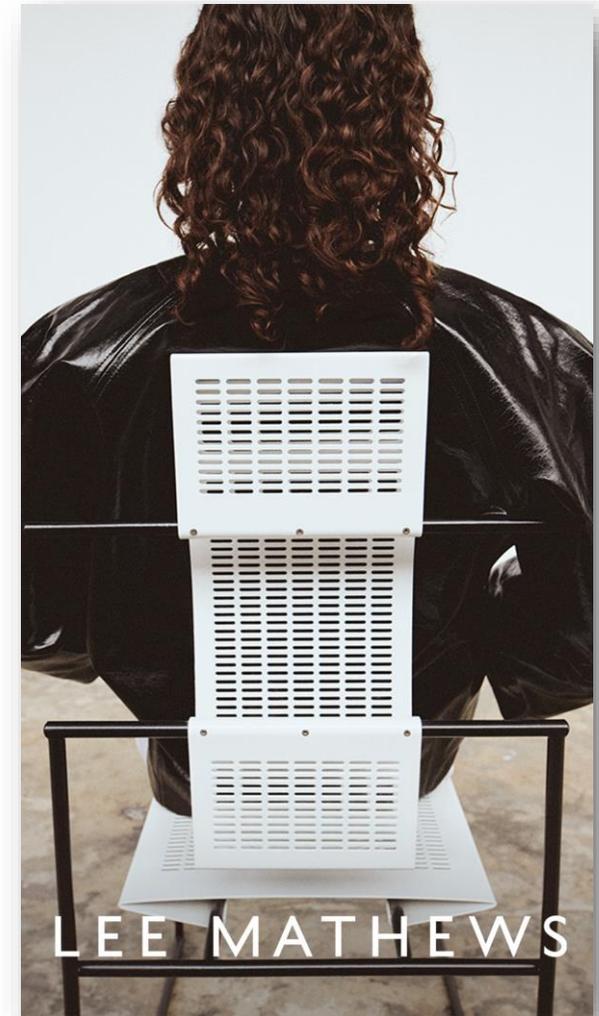
**Lauren Zeman**

Head of Digital, Lee Mathews



# Introduction

- Head of Digital for Lee Mathews
- A decade working across Luxury Fashion brands and Beauty
- Lee Mathews is driven by our core belief to “Make Good Things”  
We design clothes that resonate deeply with people’s lives
- The brand was founded in 1999, and we are now approaching a milestone, celebrating its 25th anniversary
- With a retail network of 6 stores, every aspect of the Lee Mathews customer journey is carefully planned and thoughtful, prioritizing people at its core



# Opportunities and Challenges

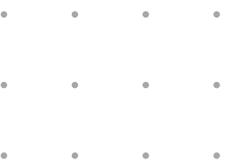
## Challenges

- We were challenged by data silos. Online and offline data were disconnected from one another
- We were also challenged by our POS system, it wasn't previously easily integrated with our tech stack



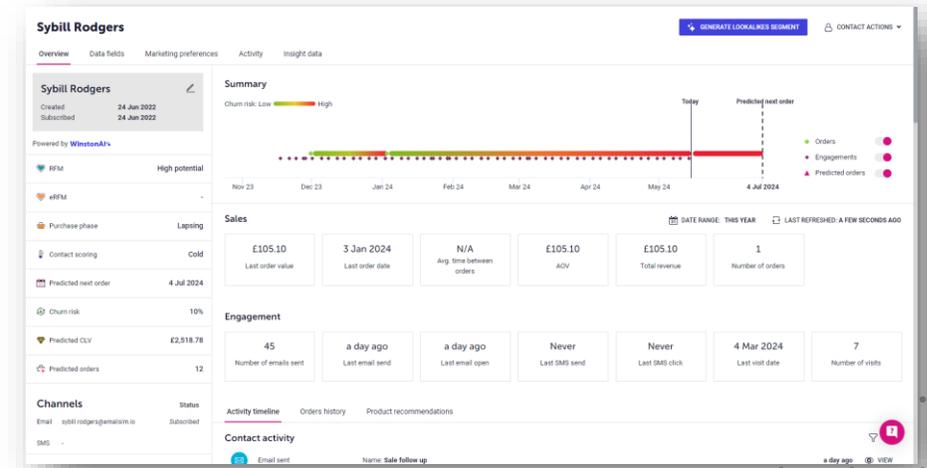
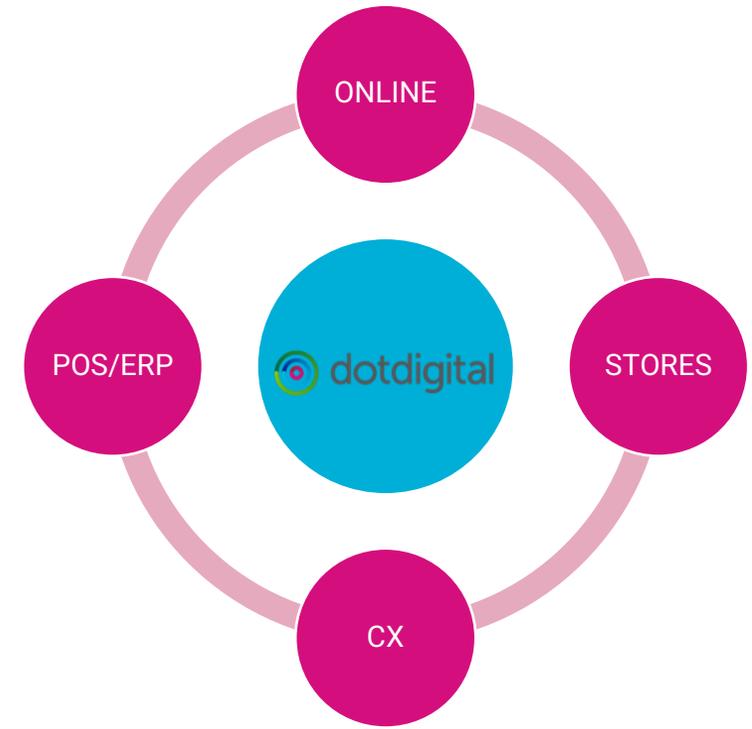
## Opportunities

- When I joined the team at Lee Mathews a year ago, I saw an immeasurable opportunity to increase customer lifetime value
- We had impressive engagement and attributed revenue from our earned audience but the data needed to be centralized and shared



# Solution: Re-platforming to a CXDP

- We decided to switch to Dotdigital with the goal of leveraging the technology as a genuine CXDP (Customer Experience Data Platform)
- At the core of a CXDP lies customer experience, which aligns perfectly with Lee Mathews vision
- The process of integrating our POS (Point of Sale) System with Dotdigital was seamless
- While there was the typical stakeholder management aspect and efforts to future-proof data points, the integration itself was straightforward
- After unifying our data, we finally gained access to a comprehensive single customer view



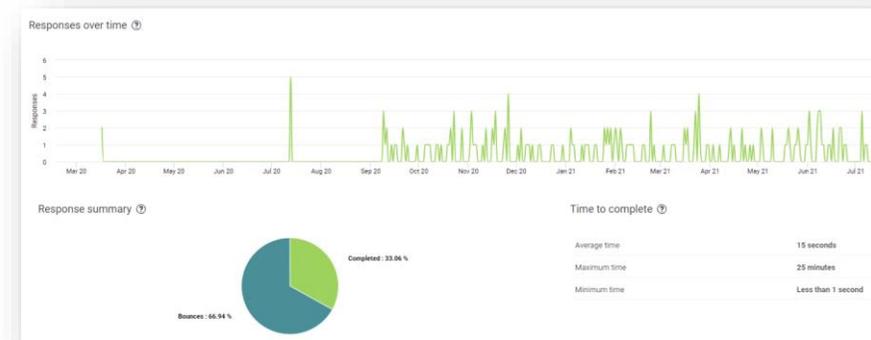
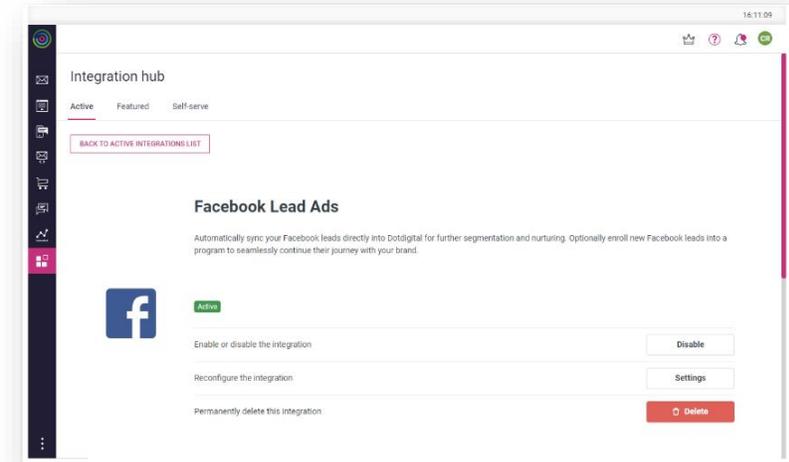
Single customer view

# Solution in Action

## Customer Acquisition

Focusing on acquiring new customers has been simplified with the Integration Hub in Dotdigital. Our Meta lead generation campaigns are automatically synced to lists in Dotdigital.

- + Our website footer and pop-up lead generation are also synced with Dotdigital, enabling effortless reporting
- + Sign-up forms offer various submit options, allowing us to assign customers to specific lists and enrol them in different programs
- + This feature is excellent for running competitions to boost sign-ups

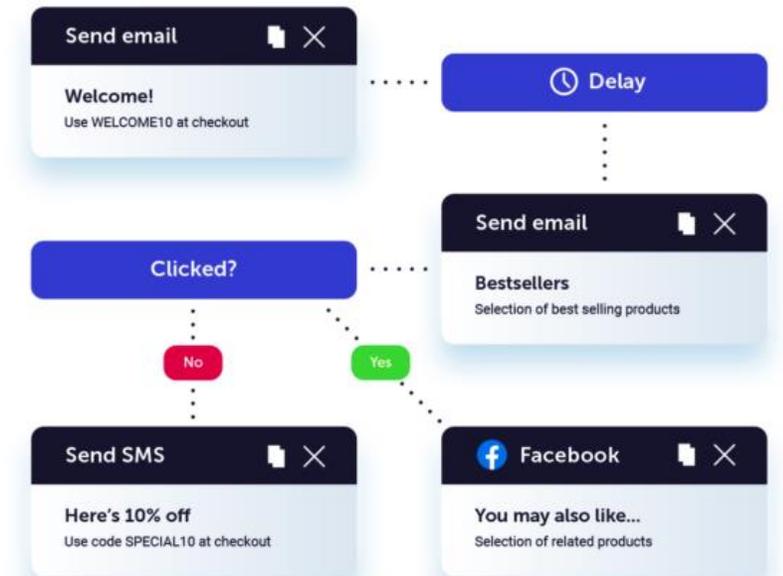


# Solution in Action

## Delivering a full customer journey

Leveraging integrations between CRM and Paid channels

- + Working with technology that easily integrated with our existing Paid Media Strategy
- + In a time where rising CPC's and budget consolidation is on everyone's minds, leveraging our earned data in our performance channels is more important than ever
- + Taking RFM personas and connecting them at every touch point, so we can retarget and retain customers with greater ROI
- + Saving us budget to focus on new customers, while spending less to retain existing



# Data Devotion: Why we love it



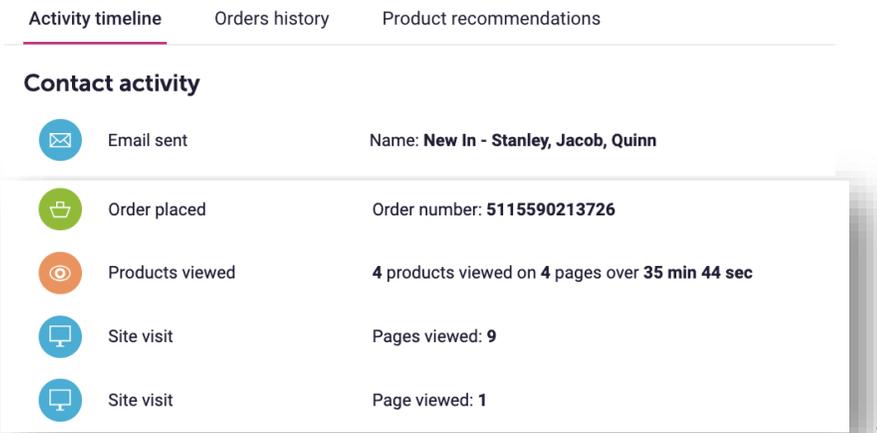
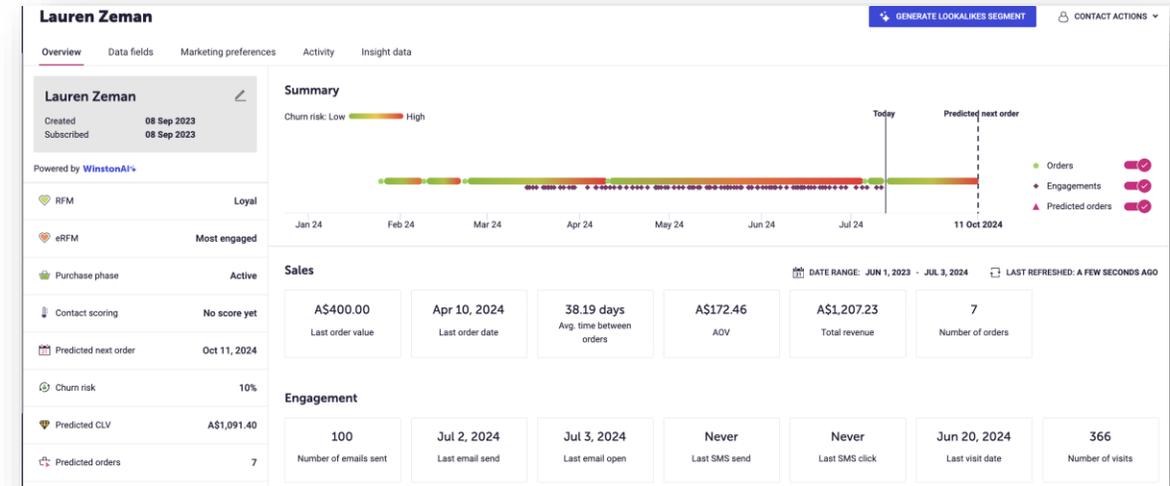
# The RFM Model

- Utilizing Dotdigital's RFM (Recency, Frequency, Monetary) modeling, it became effortless for us to evaluate various customer segments and determine where to begin.
- By segmenting customers into personas using an omnichannel approach, we were able to assess the distribution of Champions, Loyal, and Recent personas based on crucial metrics.
- For Lee Mathews, our luxury price point renders AOV (Average Order Value) and CLV (Customer Lifetime Value) are vital metrics to monitor.
- Within Dotdigital's persona view, we observe that our Champions' CLV is 742% greater than our Loyal tier.
- Designing a personalized Loyalty journey for these Champions necessitates an approach focused on nurturing enduring relationships.



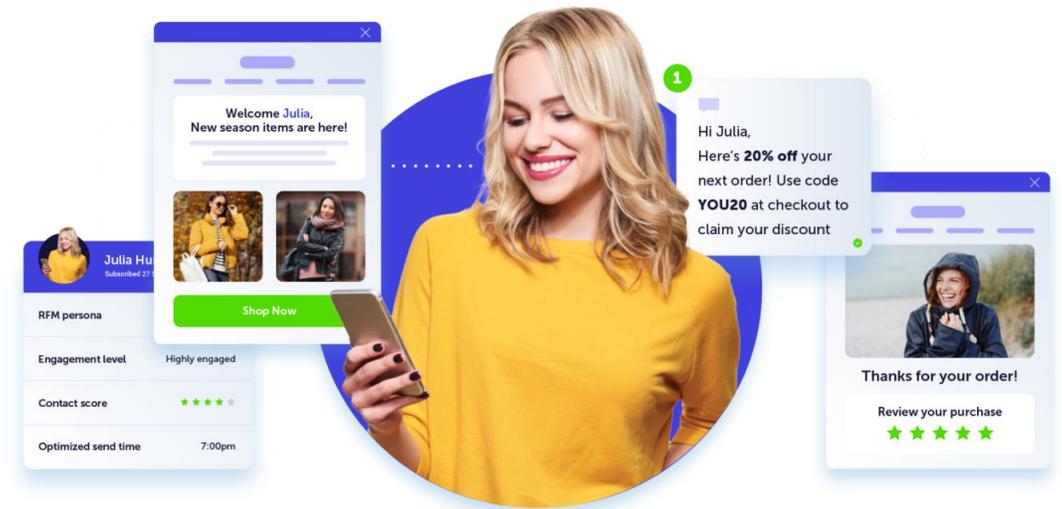
# Predictive Analytics

- Our retail staff are enthusiastic about reviewing the analytics, especially for their VIP customers.
- They appreciate having access to email activity, engagement, website activity, products viewed, and orders placed across channels.
- The Dotdigital predictive analytics are especially popular among the staff.
- A few weeks ago, our Avalon store mentioned in their EOD (End of Day) report that Dotdigital accurately predicted a VIP would place an order on July 5th, and she indeed visited the store that day.



# Crafting Bespoke Loyalty Programs

- Our vision is to craft a bespoke experience, ensuring it feels personalized and meaningful.
- We are using Dotdigital as a source of truth to connect our VIPs spend, order history and channel / communication preference.
- This information is then disseminated to our store managers, who already have a strong rapport with their VIPs.
- Creating an organic and human interaction, whilst leveraging all the data available to us to drive personalisation



# Post Purchase Engagement

Adding value to our customers journey, post purchase. Our customers are investing in high quality garments and fabrications like Cashmere, Wool and Silks. To extend the life and care of their garment we send a post-purchase care guide.

We will be expanding the series to include all our key fabrications

- Reinforces the value of their purchase
- Extends the lifetime of the garment
- Sustainable approach
- Encourages re-purchase of other colour ways or new season silhouettes



# Future of Loyalty at Lee Mathews

+ Bringing personalization live on site



+ Luxury Clientele

+ Virtual & Physical styling appointments



# Q&A with the experts

## Visit the Dotdigital booth (E131)

- To get all your CXDP questions answered by Lauren & the Dotdigital crew
- Play an exciting quiz on AI & learn how brands like Remedy Drinks use Dotdigital



**THANK YOU**