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The changing face of retail marketing

Consumers demand a personalised, entertaining and engaging relationship with the brands they interact with, which means it's time to rethink your marketing strategy. **Paul Skeldon** looks at how you can make this happen

MARKETING FOR RETAILERS is changing rapidly because it needs to, with an increasing numbers of abandoned baskets as shoppers flit from channel to channel and change their shopping habits. Even travel agents are seeing falling footfall these days as more holiday-makers opt to go digital.

These changing habits are shifting everything that retailers do. Chief among these is how to reach out to shoppers in the first place, which is leading to new ways of marketing to customers and potential customers.

Very.co.uk has taken the leap of teaming up with Bauer Media to produce shoppable video content for mobile (and online), that offer stories and imagery to help sell clothes. Sports brand PUMA Europe, meanwhile, is investing in technology to deliver ever-more personalised and contextualised marketing to its customers. This is all aimed at creating that personalised marketing effect that retailers now realise they can't live without.

But is it worth doing? While the latest marketing analysis by Tetra Pak suggests that retailers should be targeting a small minority of 'super leaders' – the 7% of the customer base that has massive influence and reach over their peers – the methodology that you have to now engage consumers in new and immersive ways holds for all of your customers.

Very's Bauer deal is interesting as it ties together publications – *Grazia, Hello!* and the like – with a fashion brand that shares much of the same demographic. The deal is obviously advantageous to both parties as it seeks to leverage the other's reach over the same group of people. However, the real winners are the consumers, who get some awesome interactive video content that they can share and from which they can shop. In that way, it could be a match made in heaven.

The brands themselves also get the sharing and UGC/ earned content that is increasingly becoming key to generating the 'buzz' that everyone expects.

Data makes it tick

As with all things digital, what makes it tick is data. It's what sits behind PUMA's efforts to personalise the marketing function. The company has teamed up with Mapp Digital to use its integrated Data Management Platform (DMP) and modular software suite to provide increasingly personalised messages.

PUMA joins the likes of Pepsi, Deutsche Bank, Deutsche Telekom and Lloyds Banking Group in using Mapp Digital to drive their marketing efforts. This will pull in data on a near real-time basis to allow PUMA to 'talk' to its customers based on a much more personal view of them and what they are currently doing.

All this is becoming essential. Marketing can no longer be an intrusive by-product of a customer 'touching' a brand. From now on, it needs to be something of value.

This is now the challenge. Creating content that is compelling, interactive and novel enough to catch the attention of a consumer is hard enough for media companies that specialise in it, let alone for retailers.

Flailing and failing

Yet many marketers still aren't even trying to do it. 62% of UK marketers say they currently do not incorporate personalisation into their campaigns, according to the *State of Digital Commerce* report from Episerver. While only 38% of marketers incorporate personalisation into their current promotional approach, this figure drops to as little as one in 10 among businesses with turnovers of £100,000 or less, the report also claims.

For many marketers, this failure to personalise campaigns may come down to a lack of in-depth understanding of customers, with 46% of marketers believing that a lack of sufficient insight into the customer journey is holding back their ability to create a truly omnichannel experience. The majority of marketers are now using mobile, web and email content within

Ten issues to consider

1 GET PERSONAL: Consumers want to be talked to directly and offered things that no one else (as far as they know) gets. This goes beyond 'Dear [First Name]' emails and shifts into offering them what they want, when they want it, ideally before they know they want it.

2 GET DATA: Delivering this level of personalisation relies on one thing only: data. Gather it all the time and keep it live and fresh. This is what you need to create a single view of the customer, which is what will drive personalisation.

3 USE ARTIFICIAL INTELLIGENCE TO HELP: Collecting, collating, curating and deploying this data as a single view of the customer is almost beyond the power of the human mind. You must invest in AI marketing tech as it's the only tool that can achieve market-leading personalisation at scale.

4 EMAIL IS STILL POWERFUL: While new tech can help you personalise what you do, old-fashioned ways of delivering the message are still valid. Email remains vital, with 70% of marketers still using it, according to Episerver. And whynot? It works online and on mobile equally well and if done well, can have a surprisingly good hit rate.

5 SMS AND OTT MESSAGING ARE TOO: SMS and OTT (over the top) messaging such as WhatsApp and Facebook Messenger are also becoming key channels for marketing. With SMS 2.0 (or Rich Communications Services or RCS) coming along in the next year or so, this channel is going to become ever-more important.

6 CHATBOTS CAN HELP: Using AI-driven chatbots to automate some text-based interactions can work wonders. And, if IMIMobile's latest survey is to be believed, 68% of consumers are keen on it too.

7 GEO-TARGETING: Personalisation, especially over mobile, only works if you can target the right people at the right moment and at the right place. That's why geo-location data is becoming ever-more important to retail marketing. Not only can it aid targeting based on location, it can also help add context – telling you when *not* to send as much as when to.

8 A/B TESTING: With all marketing you need to test agains and again. All marketing should be A/B tested and constantly refined. Whether you are using AI, chatbots or just email and SMS, A/B testing is vital if you want to know what does and doesn't work on any given day.

9 NEW CONTENT IDEAS: While email and SMS can work really well, look at what Very.co.uk and PUMA have done to leverage new ways of doing content marketing. Tying up with a publisher to push mutually beneficial content is one way, but look at using video, UGC and social to up your game.

10 NEW TECHNOLOGIES: The rise of AR and MR has immense marketing potential. IKEA is already set to use Apple's new AR SDK to create in-app services that put virtual furniture in your own room via your phone. Expect more such uses of AR until it becomes a new marketing channel through which to reach your shoppers.

their campaigns, yet more tailored content such as personalisation, geo-targeting and A/B tests are used by the minority across modern marketing campaigns.

The problem is lack of expertise. Increasingly, the marketing function has to be realised by the creative views of the retailer or brand, in conjunction with a technology provider and an expert in particular forms of content delivery.

This makes the process complex and increasingly expensive so, in these early days, it is hard to quantify the ROI. But not doing it could well start to hit the bottom line sooner than you think.

In summary

Consumers demand to be entertained and engaged and that extends to their interactions with marketing content from retailers and brands. This is the new reality of marketing. While technology is there to deliver the kind of experiences they want, marketers need to invest in data-mining technologies to create personalisation at scale. They also have to work with third and even fourth parties to bring together the right combinations of skills to make it all happen.

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"The exponential revenue growth has pushed email to the forefront of our marketing plans."

Danielle Carlson

Email Marketing Manager

Clarks®

The Bronto Marketing Platform is the ultimate solution for retailers to drive revenue through email and cross-channel marketing. With Bronto, it's easy for Clarks to analyse, target and reach their audience with highly-tailored, personalised messages that get noticed and generate clicks and orders.

For more info, visit **bronto.com**

ORACLE® + Bronto

Three questions to ask your marketing automation vendor

Saima Alibhai, Oracle + Bronto's Managing Principal Consultant, Europe, explains how to ask informed questions when evaluating marketing automation platforms

ARE YOU LOOKING for ways to streamline technology and eliminate solutions that limit integrations and scalability? It's not always easy to tell the difference between marketing automation solutions, especially when sales representatives use buzzwords or confusing jargon to describe how great their solution is. To ensure you're getting the platform that's right for your business, ask the following three questions so that you will get clear answers about how each performs on the essentials: integration, segmentation and managed services.

How does your solution integrate?
Integration is king. As you add new sales channels and more sophisticated processes, you can end up with several stand-alone applications that each handle short-term, tactical needs. Disconnected systems cause functional silos and create process bottlenecks.

Integrated systems work best when they share, in both directions, the data that matters most to your business. Look for marketing automation vendors whose architecture and connectors promote bi-directional sharing of data with your ecommerce application. Accurate, real-time communication between your ecommerce platform and your marketing automation platform is both critical and valuable. Automation should enhance your existing data. Being able to collect more shopper preferences today can help you improve your marketing efforts tomorrow.

How can I segment data?
By collecting customer preferences over time, you can deliver much more targeted, relevant and personalised communications. You know your business best, and you work hard to gather the data needed to increase revenue. Now consider the kind of data you'd like to collect in order to start even more sophisticated marketing programmes. You'll need deep segmentation to target particular consumer segments for special deals, higher-margin products and the categories you haven't had time to consider yet.

Look for a solution that lets you send custom messages based on your broader business goals. It's important to control how you include product content in your messages so, for example, that you can target sales based on higher profit margins. Your marketing automation solution should allow you to customise a greater number of product attributes so you have more room to add the data that's important to your business.

What if I need help?
Don't count on what you or your team alone can accomplish with marketing automation. Access to experts reduces the time it takes to achieve your revenue and growth goals. A professional services offering gives you direct access to marketing experts who can create your campaigns or provide advice on how to set them up efficiently.

A tech partner with an in-house professional services team can help you with any project, from simple integrations to the creation of complex, scalable, automated marketing campaigns. This is where scale can make a huge difference in quickly getting your marketing engine up to speed.

Choosing a marketing technology partner is a total revenue performance decision. Ask informed questions as you evaluate offerings and, ultimately, choose your commerce marketing automation. Your choice will have a critical impact on your team's productivity, your company's revenue generation, you online product cost-to-market and your overall success.

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About Oracle + Bronto
Oracle + Bronto arms high-growth retailers with sophisticated marketing automation to maximise revenue opportunities. The Bronto Marketing Platform powers personalised multichannel content that generates the higher engagement needed for retail success.
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ACI makes fast, simple and secure payments possible around the world by connecting more ways to pay with more payment capabilities than any other provider. The company powers electronic payments for more than 5,100 organisations, who rely on ACI to execute $14tn each day in payments and securities. Through software solutions delivered on customer premises and through ACI's private cloud, we provide real-time, immediate payments capabilities and enable the industry's most comprehensive omnichannel payments experience.

Customers:
Aegean Airlines
Amadeus
Crew Clothing
EE
John Lewis
Tesco Mobile

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BounceX's People-Based Marketing (PBM) Cloud is the first new channel with scale in 10 years. Our technology powers thousands of digital properties, spanning a variety of industries. For the first time in years, marketers have a meaningful revenue channel outside of Google, Facebook and email. With the combined use of our identification engine and our PBM channels, ecommerce marketers can now activate users in the middle of the funnel and convert unidentified high-intent prospects into buyers generating an incremental 5%-10% of digital revenue. We have offices in NYC, San Francisco, and London. We are trusted by global enterprises such as Uniqlo, Samsonite and Forever 21.

Customers:
Clarks
Forever 21
Henri Bendel
Hugo Boss
Kate Spade
Quiksilver
Samsonite
Uniqlo

Partners:
Bronto
Oracle Marketing Cloud
Return Path
Salesforce
Marketing Cloud

CLOUD IQ

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Cloud IQ's effortless optimisation platform is based on real-time behavioural and inventory-driven data to enable retailers to engage effectively and dynamically with consumers, driving revenues and increasing marketing ROI. Without any barriers, resource or knowhow, global brands such as Samsung, EE and TUI use Cloud IQ to act on real-time customer data insights, building individual experiences throughout the purchase journey that result in lifetime value and loyalty. Our exclusive conversion rate optimisation partnership means Cloud IQ is the only way ecommerce businesses can track 100% of their customer transactions via PayPal.

Customers:
Boots
Denby
Fitness Superstore
Lloyds Pharmacy
MenKind
Pets at Home
Samsung

Partners:
BigCommerce
Demandware
Magento
PayPal
Salesforce
Shopify
WooCommerce

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Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest-performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. More than 2,700 Criteo team members partner with 17,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo's Commerce Marketing Ecosystem sees over $550bn in annual commerce sales data. For more information, please visit www.criteo.com.

Customers:
Clarks
JD Williams
La Redoute
New Look
Secret Escapes
TravelRepublic

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Duo UK has been manufacturing, engineering, procuring and distributing packaging for clients the world over since 1988. Whether it's saving money or the planet, creating stronger products or partnerships or delivering expert advice, excellent results are a guarantee.

Customers:
Ellis Brigham
JD Sports
JD Williams
Mountain Sports
Oasis
Simply Be
Tesco

Partners:
Davies Turner
Walkers Transport

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Emarsys is the largest independent marketing platform company in the world. As the first marketing cloud for retail and ecommerce, Emarsys has been helping more than 2,000 brands in over 140 countries deliver one-to-one interactions with consumers across all channels, building loyalty, enriching the customer journey and increasing revenues. Fuelled by machine learning and data science, Emarsys' cloud-based platform enables companies to scale marketing decisions and actions far beyond human capabilities.

Customers:
We work with more than 30 UK Top 500 brands

Partners:
Astound Commerce
Kickdynamic
Magento
Optilyz
Return Path
Salesforce Commerce Cloud
SAP Hybris
Shopify Plus

THE FILTER

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Our mission is to help you retain and delight your customers; increase conversion and drive customer lifetime value. Having established ourselves as a market leader in the media and TV-on-demand sector, powering the personalisation and recommendations for platforms including BTTV and UKTV, we are now bringing that expertise to the retail sector. A cost-effective, customisable, merchandising platform for ecommerce, we help you present the right products, and content, to your customers, at the right time, giving them a truly personalised experience. Working with brands including Liberty of London and Menkind, we are able to deliver return on investment for all retail operations.

Customers:
BT
Liberty of London
Menkind

Partners:
Greenlight
Tryzens
Vaimo

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Granby are a private limited 3PL, fulfilment and customer experience company in Lancashire. We operate a fully integrated services portfolio including 3PL logistics and distribution, ecommerce fulfilment, contract packing, response handling, order processing, customer care, digital and data services. We operate from a 108,500 sq. ft. premises across four warehouses and a multichannel 40-seat on-site communications centre, which allows us to provide fully rounded fulfilment and customer experience solutions. Granby are proud to have long-standing relationships with some of the UK's leading brands. We are the ideal partner to help you deliver all your ecommerce objectives.

Customers:
L'Oréal
Maxxium UK
Nespresso
Selfridges
Shop Direct
Virgin Trains

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Greenlight Commerce is an award-winning, digital commerce agency that specialises in implementing SAP Hybris Commerce and Salesforce Commerce Cloud platforms. Our team of experts apply creativity and a deep understanding of your business to deliver platforms for digital growth. Using tried and tested processes, we build omnichannel experiences and service offerings that give you the edge in the marketplace. Part of the Greenlight group, we are a full-service partner, giving our customers the expertise and technology to deliver digital growth across all areas, in the one place.

Customers
BHS
Euronics
Furniture Village
Liberty London
Maplin
Master of Malt
RB

Partners:
In Cloud Solutions
Ingenico ePayments
Salesforce Commerce Cloud
SAP Hybris

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iAdvize is a conversational marketing platform which generates a turnover of more than €1bn each year for more than 600 businesses in 60 countries. With iAdvize, businesses can predict and engage contact opportunities in real-time with their customers and prospects. They are connected via messaging, with experts available 24/7.

Customers:
Air France
BMW
Christian Dior
Europcar
House of Fraser
Lacoste
Matches Fashion
TUI

Partners:
Armatis LC
Atos
Buw Digital
Havas Media
Ignition One
Lithium
Prosodie CapGemini
The Links

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KPS is Europe's leading management consulting firm for retail business transformation and process implementation. We offer end-to-end strategy and process consulting, with extensive implementation expertise in digital customer management, ecommerce and ERP. Our customers profit from the experience and deep sector knowledge of our consultants, which allows them to drive omnichannel and digital transformation projects to success. With its proprietary Rapid Transformation® methodology, KPS has cut project turnaround times by up to 50%. We are based in Munich, with additional locations across Germany, Denmark, Austria, the Netherlands, Switzerland and the US. KPS plans to expand further into the retail sector with innovative digital transformation projects.

Customers:
Arla
Dansk Supermarked
Delvaux
Electrolux
Hugo Boss
Lidl
Puma
SportScheck

Partners:
Adobe
Hybris
Intershop
SAP

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Loop54, the leading on-site search software used by nearly 200 retailers across the Nordics to increase revenue from search, is now serving clients in the UK. Powered by advanced machine learning, Loop54 offers unparalleled flexibility, personalisation and automation. Office Depot Sweden reported a 12% increase in online revenue, Nordic fashion retailer, Bubbleroom, increased mobile revenue by 97% and consumer electronics retailer, Teknikmagasinet, increased site-search conversion rates by 30%. Loop54 can be implemented within days via a REST API. Once live, the search engine will eliminate all manual work by automatically sorting search and category listings in real-time.

Customers:
Åhlens
Coop
Harmony Store
Maplin Electronics
Office Depot
Svenskt Tenn
Teknikmagasinet
XXL

Partners:
Intershop
Magento

www.internetretailing.net/directory

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Oracle + Bronto arms high-growth retailers with sophisticated marketing automation to maximise revenue opportunities. The Bronto Marketing Platform powers personalised multichannel content that generates the higher engagement needed for retail success. Keenly focused on the commerce marketer, Bronto continues its longstanding tradition as a leading email marketing provider to the global Internet Retailer Top 1000 and boasts a client roster of leading brands, including Vivienne Westwood, Euro Car Parts, Björn Borg, notonthehighstreet.com, Oak Furniture Land and Joseph Joseph. For more information, visit bronto.com.

Customers:	Partners:
Euro Car Parts	**Tryzens**
Everlast	**Folk Digital**
Joseph Joseph	**One Creations**
Moda in Pelle	**Salmon**
notonthehighstreet	**2J Commerce**
Oak Furniture Land	**Movable Ink**
Poundland	**Gene Commerce**
Vivienne Westwood	**blubolt**

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Paraspar is a trusted ecommerce solutions provider. We provide market-leading on-site search, autocomplete, visual and self-learning merchandising automation with content integration.

Our clients have direct access to a team of experts that brings together skills in online retail strategy, project management, UX design, search merchandising, systems integration, online marketing and application management. We help clients attract, engage and convert customers across online, mobile and in-store channels. Contact us to explore your requirements.

Customers:	Partners:
7Liverpool	**Amplience**
Crew clothing	**Attenda**
Dune London	**Nosto**
Foot Asylum	**Postcode Anywhere**
Harvie & Hudson	**Rackspace**
Lombok	**Sage Pay**

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PFS is a global commerce service provider of solutions including digital strategy consulting, digital agency and marketing services, technology development services, business process outsourcing services and a complete omnichannel technology ecosystem. The company seeks to optimise every customer experience and enhance the traditional and online business channels of clients across numerous industries. PFS is solution agnostic, with strong and longstanding partnerships with the major enterprise commerce platform providers, which results in the best technologies being utilised for each implementation. PFS has offices across three continents in North America, Europe and Asia.

Customers:	Partners:
ASICS	**SalesForce Commerce Cloud**
Anastasia Beverly Hills	**SAP Hybris**
Barbour	**IBM**
Gore	**Magento**
The Entertainer	**Oracle Commerce**
L'Oréal	
Pandora	

PHRASEE

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Phrasee uses AI to write better-performing subject lines, body copy and CTAs than humans can.
Question: Out of trillions of ways to write a subject line, what are the odds your gut instinct gets it right?
Pretty much nil. As a result, you're probably losing sales. Phrasee takes gut instinct out of the equation. It uses artificial intelligence to generate and optimise your subject lines, body copy and calls-to-actions... making you more money.
Artificial intelligence. Human language. Awesome.

Customers:
B&Q
Domino
Gumtree
Virgin Holidays

📊 **ANALYTICS**   🤖 **AUTOMATION**

✉ **MESSAGING**   👁 **PERSONALISATION**

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Rakuten Marketing is the global leader in integrated marketing solutions, spanning affiliate, display and search. We empower marketers to achieve the full potential of digital marketing by delivering data-driven personalised ad experiences that engage consumers across screens, platforms and traditional publishers, and influences them to purchase. Rakuten Marketing is committed to transparency, providing consumer journey insights that are used to continually optimise performance. We are a division of Rakuten Inc, one of the world's leading internet service companies. With UK offices in London and Brighton, the company is headquartered in San Mateo, California, with additional offices in France, Australia, Brazil, Japan and throughout the United States.

Customers:	Partners:
House of Fraser	**Domo**
Maplin Electronics	**MediaMath**
Monsoon	**Salesforce**
Net-A-Porter	**Tableau**
NotOnTheHighStreet.com	**The TradeDesk**
Pets At Home	
River Island	
SpaceNK	

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RedEye specialise in conversion rate optimisation, marketing automation and predictive analytics using our unique customer data platform, Contour. We cut through the hype and buzzwords that surround marketing automation and personalised marketing. We want to help our clients quickly see the maximum value from a solution that could transform their CRM strategy.

Customers:	Partners:
Haven	**Adobe**
Homeserve	**Dynmark**
Hotel Chocolat	**Optimizely**
Interflora	**Return Path**
Legal & General	**RichRelevance**
Penahligon's	**Tealium**
Wilko	

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Salesforce Commerce Cloud powers commerce operations across all points of sale, including web, social, mobile, in-store and more. The leading enterprise cloud commerce solution, it allows the world's top retail brands to continuously innovate in the complex, consumer-driven world. Now, as part of the world's number-one CRM platform, Commerce Cloud is uniquely positioned to empower companies to deliver a consistent brand experience throughout the customer lifecycle. By leveraging Salesforce's leading sales, service, marketing, communities, analytics, IoT and platform solutions, brands and retailers can ensure every engagement, regardless of channel or device, is completely unified.

Customers:	Partners:
Bally	**Accenture**
Boohoo.Com	**Astound Commerce**
Cole Haan	**Capgemini**
Marks & Spencer	**Deloitte**
Oasis	**Isobar Ecommera**
PUMA Europe	**OSF Premier Services**
Sonos	**PFS**
Vibram	**Tryzens**

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Sitecore is the global leader in experience management software that enables context marketing. The Sitecore® Experience Platform™ manages content, supplies contextual intelligence, automates communications and enables personalised commerce, at scale. It empowers marketers to deliver content in context of how customers have engaged with their brand, across every channel, in real-time, before, during and after a sale. More than 5,300 brands have trusted Sitecore for context marketing to manage and deliver the type of meaningful personalised interactions that delight audiences, build loyalty and drive revenue.

Customers

American Express
Carnival Cruise Lines
easyJet
L'Oréal

TRUSTPILOT

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Trustpilot is the leading global review platform helping businesses collect customer reviews and leverage them to boost traffic, sales, and revenue. Currently boasting over 35 million reviews of 200,000 businesses, Trustpilot has become a global consumer community that builds trust between consumers and businesses. Trustpilot's solution helps businesses to automate review collection, moderate and engage with reviews, and syndicate reviews throughout search and on-site, driving more traffic and boosting conversions.

Customers:	Partners:
Argos	**BigCommerce**
Autotrader	**Facebook**
Purplebricks	**Google**
Sage	**Hootsuite**
Specsavers	**Magento**
Superdry	**Shopify**
Three	**WooCommerce**
Wordpress	**Zendesk**

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Yieldify makes it easy for ecommerce businesses to deliver customer journeys that convert, through a combination of smart-yet-simple multichannel technology and expert strategy. The Yieldify Conversion Platform makes launching campaigns on your website fast, easy and effective, while our expert team of consultants, designers and technical services deliver and execute benchmarked strategies that drive success. We've delivered over 50,000 campaigns for over 500 brands on more than 1,000 websites globally, from growing businesses to the world's most recognisable brands, including Marks and Spencer, Domino's Pizza, Omni Hotels and Anthropologie.

Customers:	Partners:
Anthropologie	**Born Social**
Domino's Pizza	**Maxus Digital**
Estée Lauder	**Mindshare**
HMV	**Ogilvy One**
Marks and Spencer	**Practicology**
Scribbler	**Trustpilot**
Morphy Richards	

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General Manager Europe
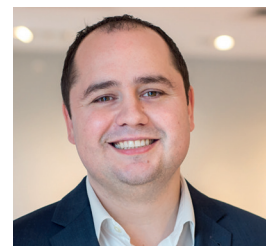
Please introduce your company. What it its USP?

Oracle + Bronto provides a cloud-based marketing automation platform to mid-market and enterprise retailers and many of the world's leading brands. Its focus is purely on commerce, with all developments and enhancements geared towards the needs of retailers. Since the marketing automation platform enables marketers to do more in less time, it helps with customer acquisition, conversion and retention, driving revenue through email, mobile and social marketing, and creating efficiencies. Oracle + Bronto also employs marketing strategists to provide strategic guidance to retail clients, , many of whom have previously been on the client side of commerce marketing.

What is the latest version of your system and what new functionality does it give to retailers?

Over the last year, the Bronto platform has undergone a number of enhancements around cart and browser recovery that enable clients to target shoppers before and after items have been placed in the shopping cart. It has also rolled out product recommendations. Money has been invested into expanding the company too. Offices were opened in Toronto and Singapore to enable further expansion into Asia Pacific.

What challenges are retailers facing over the coming year?

Retailers have moved on from the challenge of collecting data but with information on customers stored in different solutions such as ecommerce systems, CRM and POS from the high street, the issue now is around how to connect data and make best use of it in order to get the best results from any investment.

ORACLE + BRONTO IN BRIEF

Company founded: 2002

Global reach: Durham (NC), London, New York, Los Angeles, Toronto, Sydney and Singapore

UK launch: 2012

Listing: wholly-owned subsidiary of Oracle (Nasdaq: ORCL)

Customers: 1,400 brands, including notonthehighstreet.com, Vivienne Westwood, Björn Borg, Joseph Joseph, Vince Camuto, Theory, Euro Car Parts and Oak Furniture Land.

Number of employees: 350

For more information about Bronto, visit www.bronto.com, email **europe@bronto.com** or telephone **0203 640 2040. @BrontoEurope**.

Personalisation is the big focus this year, with retailers tackling how to utilise customer data to enable shoppers to have a unique, seamless experience across multiple devices and channels. However, many are struggling with where to start on the journey.

> **❝ Technology providers have to continually evolve ❞**

Bronto recommends starting with email since it's the most profitable channel and it gives an easy way to step into highly personalised content. Brooks Sports, for example, is using email for a personalised browse recovery campaign targeting shoppers who have moved from its blog to the ecommerce site without adding to their basket. In this way, they are interacting with people at the start of the shopping journey. These automated emails were highly personalised based on what the person had browsed the previous day. With them, Brooks Sports achieved an open rate of more than 61%, 24% click-through rate and 7% conversion rate.

Apparel retailer Björn Borg wanted to focus on customer engagement so

demographic data, product data and order history from different locations was imported into Bronto to send out highly targeted messages. The company saw an increase in revenue of more than 60%.

What do you see as the challenges for suppliers and technology providers and how are you meeting these challenges?

Technology providers have to continually evolve to meet the rising needs and demands of consumers and retailers. It's one of the fastest-growing markets and retail is not 9-to-5, so there are demands from a technology standpoint as well as in providing support around the clock and across the world.

Bronto provides 24/7 support from its East and West Coast USA sites, London and Sydney and is a nine-time winner of the Stevie Award for Best Customer Service Department.

Who are your customers in the UK?

Bronto works with over 1,400 brands worldwide, with customers in the UK including notonthehighstreet.com, Vivienne Westwood, Euro Car Parts, Oak Furniture Land and Poundland.

What plans do you have for the future?

Bronto's roadmap sees it continuing to push the envelope in terms of

ways we can give the customer a great shopping experience across the board, whether that's at the beginning of the purchase journey, via email, in store or wherever the touchpoints are that the

consumers could be influenced or impacted by or have a good brand experience. Those are top of mind for Oracle + Bronto as we work to continue to make the customer experience better.

CUSTOMER CASE STUDY

US running shoe and apparel brand Brooks Sports turned to browse recovery and segmentation in order to increase online revenue and brand awareness, to expand its use of triggered messages and to incorporate past purchase data into its marketing messages.

By creating automated reminders for shoe buyers based on how many miles they run, building segments based on popular web products and deploying browse recovery to increase personalisation, the company grew email-generated revenue 60% in the past year.

Brooks Sports learned the true value of email as a marketing tool with its product-loyal customers when it decided to retire a particular running shoe. The marketing team segmented the email list to include just customers who had bought the shoes in the past and alerted them about the impending retirement, thinking that the loyalists could stock up. The email was so successful – a 43% open rate and a per-email return of 40 times the average for the period – that the company actually relaunched the shoe initially as a web-only product and then later re-introduced it in stores.

Since then, the company regularly studies past-purchase data to boost email-generated revenue, help grow brand awareness and improve relationships with bricks-and-mortar retailers.

"We want to make our emails relevant so that people are excited to see Brooks in their inbox," says Stephanie Hileman, the ecommerce digital marketing specialist. Brooks' email-generated revenue has increased consistently since it started using Bronto four years ago.

Consumers aren't always in buying mode though. They might not need a new pair of shoes but would like to know about the 5K run a local store is sponsoring. "We like to stay top of mind, grow affinity, prompt re-purchasing and educate people about new products," Hileman says.

These goals prompted Brooks to add Browse Recovery to its marketing arsenal. The Bronto app automatically sends an email to a subscriber who browses on a product and includes an image of the browsed item. Results: A 61% open rate, 24% click rate and 7% conversion rate, with revenue of $1.44 (£1.11) per email.

Abandoned cart messaging is also being tied in to the overall messaging, with a three-day weather forecast based on the shopper's location automatically sent to them. Automated messages are being driven, in part, by an optional preference centre, which gathers information such as gender and birthday, and also asks shoppers questions about the number of miles they run each week. Once a person hits the 400-mile point, an automated reminder email goes out suggesting they purchase new shoes. The 400-mile email has an open rate of 38.7%, with a 23.4% click through rate and a 5.8% conversion rate.

Automated messages are sent to runners just before they become a lapsed customer, which is taken to be 13 months since their last purchase. The email includes a 25% off coupon and a survey about how they like to buy running shoes. If they don't like to buy them online, the survey sends them to an online store locator. If they aren't running any more, the survey sends them to a content piece that encourages people to run. The survey, powered by Bronto partner Movable Ink, has a 26.5% click rate and a 4.8% conversion rate. Both figures are much higher than average for editorial content emails.
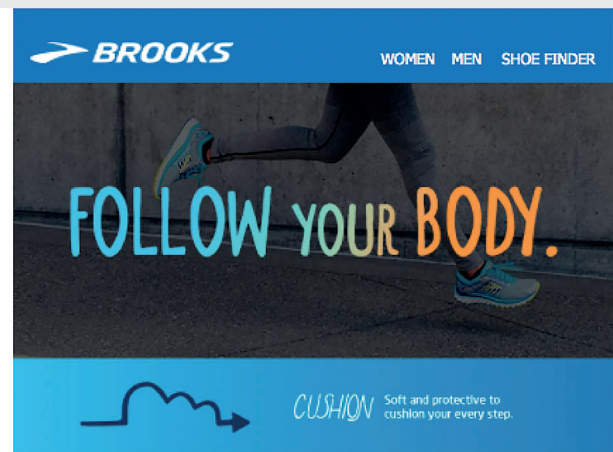
Cushion Every Step With Brooks Run Signature

From the sleek, supportive Adrenaline GTS 16 to the protective comfort of the Glycerin 14, if you are looking for a soft, cushioned ride, we have the shoe for you.