

# Marketing

Sponsored by



Powered by performance data from



“We’ve seen a 66% increase  
in email-generated  
revenue, thanks to the more  
personalised and relevant  
approach we can now deliver.”

**Noelia Guinón**

Ecommerce Manager

**BJÖRN BORG** 

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 Björn Borg to analyse, target and reach their audience with highly-tailored, personalised messages that get noticed, generate clicks and orders.

Read the full success story: [bronto.co.uk/bjornborg](https://bronto.co.uk/bjornborg)



# Three reasons to upgrade your email marketing platform

**Saima Alibhai**, practice manager – professional services at Bronto Software, explains how to determine what you need from your next ESP

ARE YOU GETTING the most out of your emails? Should you stay with your current email service provider (ESP) or switch to a new one? The decision to make a change is an important one that should not be taken lightly. Here are three tips how to select the right technology:

## 1. Increase revenue

Emails must first reach the inbox before they can generate revenue. A high deliverability rate – the measure of how many messages are reaching the inbox – is critical to an email campaign's success. High delivery rates mean more clicks, more conversions and more revenue. Strong deliverability monitoring ensures you're always covered, and 'warm' dedicated IPs give you a head start on establishing a positive sender reputation.

DigitasLBI's 2015 Connected Commerce study found that consumers buy more and more often when met with personalised retail experiences. That's good news because segmenting based on purchase data, contact data, behaviours and preferences helps you create more targeted and relevant campaigns, which are much more likely to spark interest and a purchase. A good ESP makes it possible to collect customer data and segment with ease, even with limited resources.

## 2. Achieve more with less

Lack of time and resources is the biggest hurdle to creating more relevant and lucrative campaigns. Marketers need platforms with a wide range of easy-to-use features, elegant ways to create intricate segments and workflows, and straightforward systems for analysing the results of your campaigns. The ESP should offer a highly intuitive, visual

interface that makes it easy to use a wide range of powerful, resource-saving tools.

You also need to be able to personalise messaging without consuming your valuable time. Automating repetitive tasks increases efficiency and allows you to do more with less. It enables you to trigger welcome, basket recovery, birthday and anniversary, post-purchase, re-engagement, and other campaigns with minimal effort.

## 3. Leverage your ecommerce ecosystem

Post-purchase data and other ecommerce information plays an important part in designing segmented campaigns. Properly functioning integrations allow real-time changes using the latest data available. Your email marketing should be tightly coupled with your business processes and your ecommerce, web analytics and personalisation platforms. Flexible, open APIs, along with JavaScript and other web technologies, open the way for seamless, real-time data exchange.

Sending order and shipping confirmations as well as marketing emails through one platform has many benefits. You can easily change the look and feel of your transactional message without having to involve your developer. You can track metrics. And you gain control of email deliverability. Leverage the fact that transactional messages have exceptionally high open rates and send timely, engaging and measurable order and shipping confirmations that include cross-sell and up-sell offers and turn purchasers into repeat buyers.

## Is it time to upgrade?

Are you looking to make your emails more targeted and personal? Do you want more powerful, yet easy to use tools that can save you valuable resources? Do you want access to the kind of data that dramatically increases the revenue-generating power of your emails? If you answered yes to these questions, then it might be time for your company to upgrade.



## About Bronto Software

Bronto Software, a NetSuite (NYSE: N) company, provides a cloud-based commerce marketing automation platform to mid-market and enterprise organisations worldwide, with a client roster of leading brands, including Vivienne Westwood, notonthehighstreet.com, Björn Borg, Joseph Joseph and Oak Furniture Land.  
[www.bronto.co.uk](http://www.bronto.co.uk)

# Developing customer relationships

Successful marketing is about raising brand awareness and developing relationships based on trust and relevance, writes **Chloe Rigby**

TOP500 RETAILERS WORK hard to engage existing and potential customers from the point at which they first make contact, through search, then to the buy button and beyond. Today's customer relationships are about ensuring long-term value for both partners and giving shoppers a reason to be loyal.

Shoppers are more likely to see retailers that work at their brand awareness in search results. They're then more likely to trust them with their business, to read their emails, talk to them on social media, download their apps and accept their push notifications.

Raising that brand awareness is the task of marketers, whether they're specialists in search engine optimisation (SEO), email, social media,

// Ensuring that messages are at their most relevant rests on gathering and understanding the data //

mobile apps, affiliate marketing or, through their ability to read and understand the data, experts in what the customer wants.

It's likely that most retailers won't have all the expertise in-house and will outsource tasks as necessary, buying in the software or the agency support that enables them to develop relationships with existing and potential shoppers. Marketers deciding where to spend their marketing budgets will start with

## Ten issues to consider

- 1 BE RELEVANT:** Generic marketing just doesn't work any more but true personalisation is hard to achieve. If a message is not to be deleted, it must reflect the consumer's behaviour and history.
- 2 BE OMNICHANNEL:** Since consumers are now happy to move across sales channels, retail marketing must do the same.
- 3 THINK LOCATION:** Being relevant is about targeting the consumer wherever they are. How can location feed into and improve communications?
- 4 THINK DATA:** Using data well starts with having permission to gather it, moves on to storing it safely and culminates in using it accurately.
- 5 MEASURE RESULTS:** Before and after snapshots help to show whether a marketing initiative has made any appreciable difference.
- 6 SCALABLE TECHNOLOGY:** Can a solution flex with the retailer's needs, giving more at peak shopping periods and during periods of growth and international expansion?
- 7 FLEXIBLE TERMS:** Many vendors will develop imaginative payment terms that meet the retailer's needs, whether that's monthly billing, a one-off expense or a hybrid of the two.
- 8 LOOK TO THE FUTURE:** Raising awareness across channels can only get more complex as the channels proliferate. Are solutions open and able to evolve as needs change?
- 9 STAY CURRENT:** Traders gain knowledge about the latest marketing solutions when they are researching investment. Keeping that knowledge current will be key to understanding future trends.
- 10 SUPPORT:** The best vendors don't just sell a solution. Rather, they provide support in using that solution, ensuring that each one of their retail clients continues to get the most out of it.



COMMERCE MARKETING AUTOMATION



what already works for their business and then move forward to new targets for future marketing efforts.

It's getting increasingly important to make communications as relevant as they can be to the customer, whether that's by making content personal through emails that follow up on abandoned baskets or wish the recipient a happy birthday, or through targeting customers wherever they are. As Knowledge Partner ReturnPath found for this year's IRUK Top500 research, even the best performing retailers can expect to have many of their marketing emails ignored. The best performer in its study was Argos – customers read about 34.8% of the emails that it sent – followed by Asda, with 20.3%.

While most retailers recognise that their customers want relevant messages from them – whether by email or another medium – the reality has yet to catch up, according to recent research. A study from personalisation specialist Monetate found that 59% of retailers were failing to personalise online content for customers over more than one channel, even though 93% knew that's what their customers wanted.

Mike Harris, VP EMEA at Monetate, said, "It's no longer the case that customers will use just one platform to shop. Now, people frequently research items using their mobile on the way to work, switch to a desktop when they reach the office, then complete their purchase via tablet that evening. For this reason, using personalisation to deliver one single view of the customer across multiple devices is essential. It allows retailers to target customers in real time, based on their behaviour at that particular moment of interaction with the brand."

### Future developments

In future, marketers will undoubtedly be working to improve their approaches to communications. That will mean new ways of contacting shoppers that relate to where they are both geographically and in the course of their daily routine.

Push notifications from mobile apps might be triggered when beacons show that a customer is in or near a store, sending them offers that are valid and relevant right now. Email newsletters sent out during commuting hours will be most relevant when they are designed to be read on mobile devices. But

ensuring that messages are at their most relevant rests on gathering and understanding the data. Information gathered through ecommerce and from analytics can improve understanding of how and why both individuals and crowds of consumers make shopping decisions. But entire oceans of data are now available and the industry's ability to analyse that data will undoubtedly have to improve, making highly personalised and relevant communications more possible in future.

Looking ahead, it's also likely that as well as targeting the customer in the right moment, retailers will reconsider *where* to connect with existing and potential shoppers. IRUK Top500 research suggests that while social media isn't yet a key sales channel for most retailers, it's one that's growing in importance as a method for engaging shoppers. The largest Top500 retailers have millions of followers. Victoria's Secret, for example, had 27m page Likes at the time of InternetRetailing's research, followed by H&M with 26.2m, Zara and Nike with 23.8m and Adidas with 23m. These are, admittedly, large brands. But retailers of all sizes will find that having a presence on the social media sites that their customers use is a key part of engaging with, and responding to, customers in the most relevant way.

All of this is likely to require specialist support and retailers need to find vendors that will understand their particular challenges, whether they are experts in data, mobile app developers, multichannel marketers or search specialists. Identifying the KPIs (key performance indicators) that are relevant to the retail business is a vital step to setting out how the nature of any problems – and identifying potential solutions.

### In summary

Today's retailers are starting to ask if they are delivering their marketing messages in the most relevant way. However, as the potential for personalisation and the understanding of data continue to improve, the focus of retailers will move towards ever more precise solutions.

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 retailers to analyse, target and reach their audience with highly-tailored, personalised messages that get noticed, generate clicks and orders.



**AWA DIGITAL**

2a St Martins Lane  
York YO1 6LN

Telephone: +44 (0) 20 7887 2695

Email: [info@awa-digital.com](mailto:info@awa-digital.com)

[www.awa-digital.com](http://www.awa-digital.com)



Conversion Rate Optimisation (CRO) is no longer the latest buzzword but an integral part of the digital marketing strategy for successful ecommerce websites. Since the discipline was invented over a decade ago, CRO has helped the world's websites generate billions in extra revenue. With offices in three continents, we are one of the world leaders in multilingual optimisation and personalisation for giant multinationals, and we also get great results for smaller, single-country websites. Our expert optimisers use a proven five-step conversion methodology, covering in-depth research and analysis, prioritisation and split testing, which leads to year-on-year revenue improvements for our clients. Contact us for case studies.

## Supplies to:

**Mothercare**  
**Interflora**  
**Mountain Warehouse**  
**Thompson & Morgan**  
**TK Maxx**  
**Dune London**  
**Dunelm**  
**Joules**

## Partners:

**Visual Website**  
**Optimizer (VWO)**  
**Qubit**  
**Optimizely**

**BRONTO**

7th Floor  
5 New Street Square  
London EC4A 3BF

Telephone: +44 (0) 203 640 2040

Email: [europe@bronto.com](mailto:europe@bronto.com)

[www.bronto.co.uk](http://www.bronto.co.uk)



Bronto Software, a NetSuite (NYSE: N) company, provides a cloud-based commerce marketing automation platform to mid-market and enterprise organisations worldwide. Bronto is the number one ranked email marketing provider to the Internet Retailer Top 1000, with a client roster of leading brands that includes Vivienne Westwood, notonthehighstreet.com, Björn Borg, Oak Furniture Land and Joseph Joseph. The Bronto Marketing Platform is deeply integrated with commerce platforms such as NetSuite, Magento, Demandware and MarketLive. The company is headquartered in Durham, NC, with additional offices in London, Sydney, New York and Los Angeles.

## Supplies to:

**NotOnTheHighStreet.com**  
**Euro Car Parts**  
**Oak Furniture Land**  
**Joseph Joseph**  
**Poundland**  
**Billabong**  
**Samsonite**  
**Everlast**

## Partners:

**Folk**  
**Screen Pages**  
**One Creations**  
**Flint**  
**Salmon**  
**2J Commerce**  
**PushON**  
**Star Digital**

**CERTONA**

8b Ledbury Mews North  
London W11 2AF

Telephone: +44 (0) 845 121 5155

Email: [info@certona.co.uk](mailto:info@certona.co.uk)

[www.certona.com](http://www.certona.com)



Delivering personalised customer experiences for the world's top brands, Certona is the omnichannel personalisation leader. Trusted by more than 500 top ecommerce websites in more than 70 countries, Certona's personalisation platform increases engagement and conversions. The company's Personalised Experience Management platform, powered by the Certona Predictive Cloud, increases engagement and conversions by leveraging one-to-one behavioural profiling, Big Data insights, and real-time predictive analytics to present individualised content, promotional offers and product recommendations across all customer touchpoints.

## Supplies to:

**Uniqlo**  
**Farfetch**  
**JM Bruneau**  
**GameStop**  
**Puma**  
**Tumi**  
**Country Attire**  
**B&Q**

## Partners:

**Tryzens**  
**Tealium**  
**Hybris**  
**IBM**  
**Bronto**  
**POQ**  
**Salesforce**  
**Commerce Cloud**

**CHANNELADVISOR**

33 Kingsway  
London WC2B 6UF

Telephone: +44 (0) 203 0142700

Email: [ukteam@channeladvisor.com](mailto:ukteam@channeladvisor.com)

[www.channeladvisor.co.uk](http://www.channeladvisor.co.uk)



ChannelAdvisor (NYSE: ECOM) is a leading provider of cloud-based ecommerce solutions that enable retailers and branded manufacturers to integrate, manage and optimise their merchandise sales across hundreds of online channels, including Amazon, Google, eBay and Facebook. Through automation, analytics and optimisation, ChannelAdvisor customers can leverage a single inventory feed to more efficiently list and advertise products online and connect with shoppers to increase sales. Billions of dollars in merchandise value are driven through ChannelAdvisor's platform every year, and thousands of customers use ChannelAdvisor's solutions to help grow their businesses. For more information, visit [www.channeladvisor.co.uk](http://www.channeladvisor.co.uk).

## Supplies to:

**Debenhams**  
**Bonmarché**  
**Dune London**  
**H&M**  
**Mothercare**  
**Boohoo.com**  
**JD Williams**  
**La Redoute**

## Partners:

**Amazon**  
**eBay**  
**Google**  
**Zalando**  
**Tesco**  
**Cdiscount**  
**Tmall**  
**Facebook**



**COMMERCE MARKETING AUTOMATION**



**CLOUD.IQ**

Falkirk Street  
London N1 6HQ  
Telephone: +44 (0) 845 498 9426  
Email: uk@cloud-iq.com  
www.cloud-iq.com



cloud.iq is an automated conversion rate optimisation platform, used by ecommerce brands to grow online revenue by an average 12%. Powered by real-time data and analytics, our customer conversion technology is proven to optimise the entire purchase journey, to convert and recover more sales.

As PayPal's official conversion partner, you can increase revenue even further by re-marketing to PayPal customers that abandon their purchase.

## Supplies to:

**Boots**  
**Bose**  
**Fragrance Direct**  
**Lyle & Scott**  
**Pets at Home**  
**Puma**  
**Space.NK**  
**Samsung**

## Partners:

**Digital Labs**  
**McCann Connected**  
**Navigate Digital**  
**Rakuten**  
**Regital**  
**Tealium**  
**Tryzens**  
**Webgains**

**CRITEO**

10 Bloomsbury Way  
London WC1A 2SH  
Telephone: +44 (0) 203 389 0000  
Email: UKSales@criteo.com  
www.criteo.com



Criteo delivers personalised performance marketing at an extensive scale. Unlike the vast majority of the market, it employs a transparent cost-per-click model and measures value purely on post-click sales. This demanding model is supported by ongoing, automated learning built around consumer behaviour whether customers are browsing on mobile, apps or online. Criteo's digital advertising solutions intelligently convert new customers and re-engage existing ones with the discovery of welcomed products. Its unique combination of technology, data, science and insight with a transparent cost-per-click model delivers easy-to-measure ROI and empowers data-driven, people-centric marketing that helps advertisers generate more sales.

## Supplies to:

**La Redoute**  
**Dress-For-Less**  
**Clarks**  
**JD Williams**  
**eBay**  
**Lakeland**  
**Cotswold Outdoor**

## Partners:

**DUO UK**

Vickers Street  
Manchester M40 8PU  
Telephone: +44 (0) 161 203 5767  
Email: enquiries@duo-uk.co.uk  
www.duo-uk.co.uk



Protecting products and engaging consumers by utilising the power of online and in-store packaging, Duo UK has been manufacturing and supplying branded mailbags, garment covers, store bags and back of house packaging to leading retail and e-retail brands for more than 28 years. When it comes to packaging we've got everything you need.

- Free stock management service
- Online order management
- Specialist packaging solutions for online retailers
- UK manufacturing site
- International distribution

## Supplies to:

**JD Williams**  
**Tesco**  
**JD Sports**  
**Oasis**  
**Simply Be**  
**Ellis Brigham**  
**Mountain Sports**

## Partners:

**Walkers Transport**  
**Davies Turner**

**DIRECT LINK WORLDWIDE**

Fairview Business Centre  
25 Clayton Road, Hayes  
Middlesex UB3 1AN  
Telephone: +44 (0) 208 707 4400  
Email: andy.packham@directlink.com  
www.directlink.com



100% owned by PostNord, the merged Swedish and Danish post offices, Direct Link are experts in creating borderless B2C ecommerce solutions for direct mail, packets and parcels. Our comprehensive offering includes tracked services, returns and unique services for market entry. We customise solutions that expand our clients' markets worldwide. As part of PostNord, the leading supplier of communication and logistics solutions in the Nordics, we combine entrepreneurial flexibility with corporate stability. As specialists, we recognise that international delivery is a complex arena. We welcome the opportunity to hear your thoughts and discuss your delivery requirements.

## Supplies to:

**We supply more than**  
**40 of the leading retailers**  
**in the Top500 from**  
**Fashion, Footwear and**  
**Accessories to Toys,**  
**Books and Cosmetics**

## Partners:

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 retailers to analyse, target and reach their audience with highly-tailored, personalised messages that get noticed, generate clicks and orders.

**HOLM**

One Forbury Square  
The Forbury  
Reading RG1 3EB  
Telephone: +44 (0) 1189 070 414  
Email: [personal@myholm.com](mailto:personal@myholm.com)  
[www.myHOLM.com](http://www.myHOLM.com)

**HOLM**

Feel at home with what you wear

Software for fashion retailers wanting to give their customers on the shop floor a unique buying experience. The technology enables Shop Assistants to become Personal Fashion Stylists. Customers are advised on what best suits them: colour, their shape, their lifestyle and complementing garments. Allowing the customer to leave the store with a high level of emotional confidence, knowing they will look great in what they have purchased. Their loyalty secured on their first visit.

Retailers look good. (Online too, via our virtual in-store customer experience.)

## Supplies to:

**Please contact us for further information**

## Partners:

**Please contact us for further information**

**INRIVER LTD**

Marina Building (Aspen Entrance)  
Harleyford  
Marlow SL7 2SR  
Telephone: +44 (0) 752 591 2620  
Email: [Roland.breadner@inriver.com](mailto:Roland.breadner@inriver.com)  
[www.inriver.com](http://www.inriver.com)



inRiver is the market leader for simplifying Product Information Management (PIM). By putting the power in the hands of the user, we enable multichannel commerce professionals to visually manage their product information. inRiver is fast to implement and easy to use, radically facilitating the creation, maintenance and distribution of product information to multiple sales channels in multiple languages. More than 220 customers with 750 brands around the world rely on inRiver's PIM platform for efficiently controlling the product flow for their globally recognised brands.

## Supplies to:

**DeLongi  
Intersport  
Lindex  
Bauhaus  
Hunkemöller  
Mio  
Ellos  
MandM Direct**

## Partners:

**EPiServer  
DemandWare  
Sitecore  
Magento  
Lionbridge  
Microsoft  
Adobe  
Istone**

**PAY4LATER**

33 St Mary Axe  
London EC3A 8AG  
Telephone: 0800 021 7150  
Email: [hello@pay4later.com](mailto:hello@pay4later.com)  
[www.pay4later.com](http://www.pay4later.com)



Pay4Later's smart technology connects lenders and merchants so that consumers can spread the cost of their purchases. It's the fastest and easiest way to offer finance and is proven to dramatically increase sales and average order values. An entirely paperless process that's mobile-optimised and touch-screen friendly makes it quick and easy for customers and is a great competitive advantage. It's simple for merchants to get started and our flexible, innovative solutions can deliver results in just a few days. Pay4Later was founded in 2008 and is based in London. We provide services to over 1,400 merchants and have a broad panel of strategic lending partnerships which, along with our innovative technology, ensures the highest acceptance rates.

## Supplies to:

**Mothercare  
Samsung  
Watch Shop  
Pets at Home  
Purple Bricks  
Game  
Machine Mart  
World Stores**

## Partners:

**Close Brothers  
OmniCapital  
RateSetter  
Lending Works  
Honeycomb  
Syncro-IT**

**QUBIT**

35 King Street  
London WC2E 8JG  
Telephone: +44 (0) 203 551 3990  
Email: [info@qubit.com](mailto:info@qubit.com)  
[www.qubit.com](http://www.qubit.com)



Qubit is the pioneer in delivering data-first customer experiences. Our digital experience hub integrates analytics, data and experience management with the Visitor Cloud, a customer data platform that connects data across all your brand touchpoints through an elastic customer record. Our infrastructure lets your engineering team extend the custom experiences they are already building, then deliver them at scale using multiple data sources. Qubit is trusted to deliver real impact to the bottom line for the biggest brands in ecommerce, including Topshop, Uniqlo, John Lewis and Net-a-Porter. To date, we have received over \$76m in funding from Goldman Sachs, Accel, Sapphire Ventures, Balderton Capital and Salesforce Ventures.

## Supplies to:

**John Lewis  
Mothercare  
Halfords  
Office  
Topshop  
Dorothy Perkins  
Holland & Barrett  
Maplin**

## Partners:

**Bronto  
Conversion.com  
Demandware  
Insert.io  
PFSWeb  
Looker  
ResponseTap  
Salmon**



**COMMERCE MARKETING AUTOMATION**





**REDEYE**

Oak House  
Crewe Hall Farm  
Crewe CW1 5UE  
Telephone: +44 (0) 207 730 9958  
Email: [marketing@redeye.com](mailto:marketing@redeye.com)  
[www.redeye.com](http://www.redeye.com)

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.

## Supplies to:

**Hotel Chocolat**  
**Monarch**  
**Interflora**  
**Wilko**  
**Penhaligon's**  
**Superbreak**

## Partners:

**Optimizely**  
**Return Path**  
**RichRelevance**  
**Adobe**  
**Tealium**  
**Dynmark**

**SAILTHRU**

6 Ramillies Street  
London W1F 7TY  
Telephone: +44 (0) 203 745 3564  
Email: [sales@sailthru.com](mailto:sales@sailthru.com)  
[www.sailthru.com](http://www.sailthru.com)

Sailthru, the leading provider of email and personalisation software for the world's top ecommerce and media companies, is driving a major shift in how companies engage with their individual customers and optimise their revenue opportunities. Sailthru-powered 1:1 relationships with consumers drive higher revenue and reduce churn for the world's fastest growing ecommerce companies. We're experts in growth strategies and customer retention. Our products and services are designed to solve the most significant challenges faced by retail marketing. Sailthru can help you to increase customer lifetime value, repeat purchase rates, average order value and revenue from email while at the same time reducing customer churn.

## Supplies to:

**Dr. Martens**  
**matchesfashion.com**  
**Chemist Direct**  
**JustFab**  
**The Cambridge Satchel Company**  
**Achica**  
**Discount Vouchers**

## Partners:

**Facebook**  
**Twitter**  
**hybris**  
**Magento**  
**Wordpress**  
**Tacit Knowledge**  
**Lyons Consulting Group**  
**Gigya**

**SEARCH LABORATORY**

Blokhaus  
West Park Ring Road  
Leeds LS16 6QG  
Telephone: +44 (0) 113 212 1211  
Email: [info@searchlaboratory.com](mailto:info@searchlaboratory.com)  
[www.searchlaboratory.com](http://www.searchlaboratory.com)

Search Laboratory is an international digital marketing agency founded ten years ago by Ian Harris as a reaction to a gap in the market for culturally sensitive and linguistically faithful PPC campaigns. Search Laboratory is now able to provide clients with integrated campaigns spanning paid search, technical SEO, content marketing, online PR, social media management, programmatic advertising, analytics and data science, as well as bespoke consultancy in all these areas. It can create global campaigns through the utilisation of native linguists who work in-house, or through a network of partners who have received tailored training to the business' requirements.

## Supplies to:

**American Golf**  
**Karen Millen**  
**Warehouse**  
**Oasis**  
**Keepmoat**  
**Surfdome**  
**Ted Baker**  
**The Entertainer**

## Partners:

**Google Premier Partner**  
**Bing**  
**Rakuten DC Storm**  
**Reevoo**  
**Experian Hitwise**  
**Search Metrics**  
**Lead Forensics**  
**Response Tap**

**SMARTFOCUS**

2nd Floor  
The Relay Building  
114 Whitechapel High Street  
London E1 7PT  
Telephone: +44 (0) 207 554 4500  
Email: [marketing@smartfocus.com](mailto:marketing@smartfocus.com)  
[www.smartfocus.com](http://www.smartfocus.com)

SmartFocus is an innovator in messaging and communications, enabling global brands to understand and connect more closely with consumers via web, mobile, email or social channels. Through The Message Cloud solution, SmartFocus listens to and learns from customers using patented algorithms and unique location-based marketing tools. SmartFocus customers have the rich data, intelligence and the tools for contextually unique engagements, through any digital channel. The Message Cloud delivers 60bn personalised interactions and 7m email campaigns annually.

## Supplies to:

**The Entertainer**  
**Heals**  
**HP**  
**Hobbycraft**  
**House of Fraser**  
**Levi's**  
**Links London**  
**Macy's**

## Partners:

**Hybris**  
**sitecore**  
**Magento**  
**demandware**  
**Omniure**  
**SAP**  
**accenture**  
**tableau**

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 retailers to analyse, target and reach their audience with highly-tailored, personalised messages that get noticed, generate clicks and orders.

**SMURFIT KAPPA**

Unit 1 Greystoke Business Park  
Portishead  
Bristol BS20 6PY  
Telephone: +44 (0) 870 850 3877  
Email: [Marketing.Mailbox@smurfitkappa.co.uk](mailto:Marketing.Mailbox@smurfitkappa.co.uk)  
[www.smurfitkappa.co.uk](http://www.smurfitkappa.co.uk)

Smurfit Kappa is one of the leading providers of paper-based packaging solutions in the world, with around 45,000 employees in approximately 370 production sites across 34 countries and with revenues of 8.1bn Euros in 2015. We use our extensive experience and expertise, supported by our scale, to open up opportunities for our customers. We collaborate by sharing superior product knowledge, market understanding and insights in packaging trends to ensure business success in their markets. We have an unrivalled portfolio of paper-packaging solutions, which is constantly updated with our market-leading innovations.

## Supplies to:

**Please contact us for further information**

## Partners:

**Smurfit Kappa Paper  
Smurfit Kappa Recycling**

**THE SPECIALIST WORKS**

**the specialist works**

94 White Lion Street  
London N1 9PF  
Telephone: +44 (0) 207 539 6100  
Email: [info@thespecialistworks.com](mailto:info@thespecialistworks.com)  
[www.thespecialistworks.com](http://www.thespecialistworks.com)

The Specialist Works is the only independent international performance media agency, specialising in the offline acquisition of online customers. We employ 140 people, with offices in the UK, USA, Scandinavia, Germany and Ireland, and partners in territories including Australia, Europe and Canada. Unlike the big networks, TSW is free of trading constraints but unlike independents, it is truly international. We don't ever stand still and we don't think in terms of just response or brand. That's why TSW owns the conversation around 'brand reaction' – our unique planning perspective. We improve clients' performance by understanding their customers' journeys, how they need to influence them and how this should change their wider media strategy.

## Supplies to:

**Amazon  
Boohoo.com  
Charles Tyrwhitt  
Cotton Traders  
Debenhams  
Freemans.com  
House of Fraser  
Screwfix**

## Partners:

**AdVance  
AppsFlyer  
Adjust  
Ebiquity  
Experian  
Google Analytics  
Google Trends  
TouchPoints**

**VEEQO**

221 High Street  
Swansea SA1 1NW  
Telephone: +44 (0) 179 272 0850  
Email: [helpme@veeqo.com](mailto:helpme@veeqo.com)  
[www.veeqo.com](http://www.veeqo.com)

Veeqo is an all-in-one multichannel, inventory, order, shipping, point of sale and purchase order management software system for ecommerce merchants. Veeqo automates inventory and order management from Shopify, Magento, WooCommerce, eBay and Amazon. With direct integrations with Royal Mail, DPD, UKmail, Myhermes, DHL, Fedex, USPS, UPS and many more, you can bulk print shipping labels and ship your orders faster.

To find out how Veeqo can help you make more money and save you time, visit [www.veeqo.com](http://www.veeqo.com)

## Supplies to:

**Brompton Bicycles  
CWsellors.com  
Shopdixi.com  
Brianstoy.com  
Organicsurge.com**

## Partners:

**Shopify  
Magento  
WooCommerce  
Amazon  
eBay  
Royal Mail  
DPD  
DHL**



**COMMERCE MARKETING AUTOMATION**



# Brandon Wilkins

## General Manager Europe



### What does Bronto do and what is its USP?

Bronto is a commerce marketing provider. Its advanced marketing automation platform helps retailers to drive revenue and engagement via email, social media and mobile. Focusing exclusively on the ecommerce market, the company's roadmap is dictated by the needs of retailers. This has resulted in the company being awarded the number one email marketing provider to the Top 1000 retailers in the US InternetRetailer ranking for the past three years.

Brandon Wilkins, general manager Europe, Bronto, says that along with the retail-only focus, Bronto's technology and services components also differentiate it in the market. The ease of use of the platform mean that marketers can accomplish the marketing

// We help retailers drive revenue through email, mobile and social media by leveraging fantastic services and support combined with easy to use and powerful technology //

*Brandon Wilkins, Bronto*

campaigns they need without running into time constraints and complexities. "By using Bronto, retailers can achieve more, in less time, which means more revenue," he says.

Wrapped around this is the services component that enables retailers to make the most of the Bronto technology. This comes in the form of implementation, execution, strategy and reporting help to fully leverage the platform and industry best practice. "A lot of retailers have marketing teams,

### BRONTO IN BRIEF

**Company founded:** 2002

**Global reach:** Durham (NC), London, New York, LA and Sydney

**UK launch:** 2013

**Listing:** Wholly-owned subsidiary of NetSuite (NYSE: N)

**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:** 300

For more information about Bronto

please visit [www.bronto.co.uk](http://www.bronto.co.uk)

email [europe@bronto.com](mailto:europe@bronto.com) or telephone +44 (0) 203 640 2040

@BrontoEurope

but not necessarily dedicated email or mobile experts, so we can give them guidance," says Wilkins.

### What new functionality does the latest version of Bronto's system give to retailers?

Bronto is continually evolving the platform. The most recent upgrade includes significant enhancements in the Bronto app centre, which gives retailers access to the latest commerce marketing techniques as well as technology from leading ecommerce, personalisation and analytics providers. One new app is Browse Recovery, which captures shoppers' behaviour and automatically sends them rules-based messages around recently or frequently viewed items. The Predictor app creates targeted product recommendations based on shopper segments, while Socialite helps retailers leverage insights from their email marketing to drive more engagement and revenue in their social media activities.

### What does Bronto think are the main challenges for the retail industry over the coming year?

Retailers are looking to seamlessly nurture consumers from browsing to

purchasing. One of the key areas for doing this is browse abandonment, where a shopper who left the website without buying is sent a personalised email with content based on the products or categories they had last been looking at. This email could highlight the viewed product or contain an incentive should the shopper add the item to their basket and make the purchase. This gives retailers the opportunity to generate sales even if the shopper didn't place an item into the basket on their last visit.

As many as 93% of retailers in the UK don't have such a browse recovery strategy in place but it's easier that ever to implement. Shoppers are increasingly willing to engage with highly relevant content just so long as the context is right. Marketers finally have the tools to access and make sense of collected data to turn it into actionable insights.

Retail is moving increasingly towards personalisation and ensuring that email communications are both timely and relevant. Product recommendations, based on explicit and implicit data, make consumers feel that the brand understands their interests and that the message is tailored to them. Many of the latest techniques are easy and

cost effective for brands of all sizes. Oak Furniture Land, for example, uses geolocation to target emails about shop events and deals based on the location of the recipient's nearest bricks and mortar store. This campaign, linking online and offline data to create an omnichannel experience, led to a 30% revenue bump.

While email still delivers the highest ROI and retention rates, many commerce marketers are struggling to combine it with their social media activities. Email provides a large pool of data around customer demographics and propensity to purchase so marketers can use information on gender, age or location as a base to target the same, high-converting segments on social media such as Facebook. The more cohesive the message, the more quantifiable the results.

#### What are the challenges for suppliers and technology providers and how is Bronto meeting those challenges?

Technology has to continually evolve to keep up with shopper behaviour and retailers' need for results. Suppliers have to constantly adapt both the technology and the services and support they provide to brands. Bronto offers award-winning client services so that its specialists can be on hand whenever retailers need assistance. With offices on the east and west coasts of the US, in the UK and Australia, its staff are available 24/7. As Wilkins puts it, "Commerce happens all around us and we want Bronto experts to be constantly available to meet the needs of our clients".

#### Who are Bronto's customers?

Some 1,500 brands worldwide rely on Bronto to help them drive revenue through targeted and data-driven email, mobile and social marketing. Customers in the EU include notonthehighstreet.com, Vivienne Westwood, Euro Car Parts, Oak Furniture Land and Björn Borg.

## Customer case study – Björn Borg

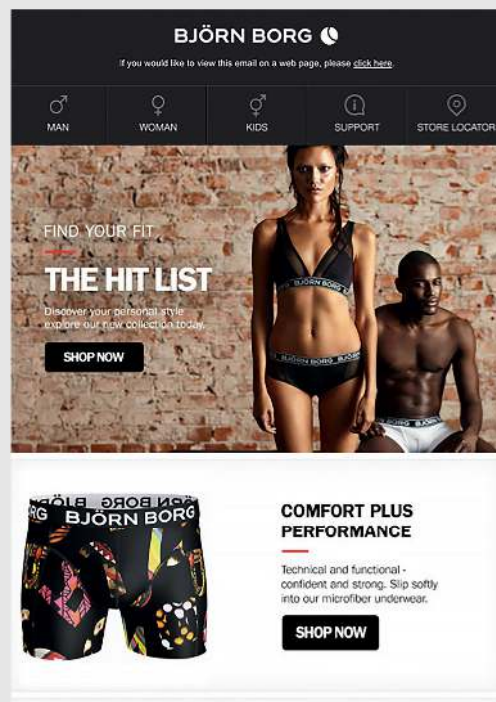
"We only get a person's attention for a very short time so we need to deliver a message they feel is directed at them personally," says Noelia Guinón, ecommerce manager at Swedish fashion underwear and sports apparel brand Björn Borg.

The company sends nearly 20 million marketing messages a year to its 200,000 subscribers across 12 markets, so it needs a powerful tool to understand customer data and fulfil its focus on engagement, interaction and personalisation. The solution also needs easy-to-use workflows. By integrating Bronto's email marketing platform with its Magento Enterprise ecommerce platform, Björn Borg is able to import three types of data into its email marketing platform to enhance emails – basic address and customer information, product data and images, and order history details.

"The primary objective was to invest in a platform with rock-solid deliverability," says Guinón. "Previously, we encountered a variety of issues, including a high bounce rate that hurt our delivery rate. As a result, the channel had been rapidly declining – both in terms of growth and revenue."

In 2015, in the first six months after implementation of the Bronto platform, newsletter deliverability rate increased by 75%, click rates were up 83%, and it saw a 66% increase in email-generated revenue, all thanks to a newly personalised approach.

In addition to revamping its marketing emails, Björn Borg reinvented its transactional emails, improving brand recognition and affinity in the process. It also introduced an email welcome series for new customers. This far exceeded its standard marketing emails with a click rate 232% higher, conversion up by 21% and an increase in revenue of 217%.



#### What does the future hold?

Bronto aims to continue to provide a great service and equally good technology while constantly evolving both the platform and the company. We'll continue to make the platform bigger and better and introduce more new apps. Our goal is to ensure that

we keep providing the toolbox that commerce marketers need in order for them to effectively generate more sales.





## Thomas Jeanjean

Managing Director Europe, Mid Market



### WHAT DOES YOUR COMPANY DO?

Criteo delivers personalised performance marketing to clients across the world. The company enables marketers to dynamically retarget shoppers with personalised adverts after they have browsed a website without purchasing.

With an unmatched network of global publishers, Criteo makes sense of digital user behaviour - across any device - to deliver relevant, personalised ads that drive online sales.

### WHAT IS YOUR USP?

Digital advertising is highly appealing to marketers because of its ability to measure return on dollars spent. In the crowded ad tech market, what sets Criteo apart is the company's focus on performance, and not impressions. Unlike the majority of its competitors,

// Criteo is the leading performance marketing technology company working with publishers and brands in order to deliver personalised and relevant adverts to consumers across all devices, and platforms //

Criteo uses a transparent cost-per-click model, measuring value purely on post-click sales. At its core is the Criteo Engine which is made up of four parts: recommendation, prediction, creative optimisation and bidding. The engine uses customer behaviour analysis to gauge each customer's purchasing intent before serving an advert showing specific products which they viewed or items from the same category. The advertising stops once a shopper

### CRITEO IN BRIEF

**Date launched:** 2005

**Global reach:** Criteo has 31 offices in locations including New York, Boston, Chicago, Miami, San Francisco, Palo Alto, Los Angeles, Sao Paulo, London, Paris, Grenoble, Barcelona, Madrid, Milan, Munich, Amsterdam, Stockholm, Istanbul, Dubai, Moscow, Beijing, Singapore, Seoul, Tokyo, Osaka and Sydney.

**Turnover:** ex-TAC (Q1 2016) \$162 million.

**Customers:** Over 11,000 including Secret Escapes, Bonmarché, Crew Clothing, Lakeland, Gforces, Beaverbrooks, Cotswold Outdoor.

**Number of employees:** 2,000

For more information about Criteo, please visit [www.criteo.com](http://www.criteo.com), [www.youtube.com/user/CriteoOfficial](http://www.youtube.com/user/CriteoOfficial) or call 0203 389 0168.

@criteo

[www.facebook.com/GoCriteo](http://www.facebook.com/GoCriteo)

[www.linkedin.com/company/criteo](http://www.linkedin.com/company/criteo)

clicks on the advert and returns to the retailer's website or once the engine detects that there is no interest.

When it comes to delivering these highly relevant, personalised ads, Criteo's extensive publisher relationships, the company has direct relationships with 16,000, and ad exchanges also means that it can swiftly reach an engaged and targeted audience. These relationships ensure that advertisers on the Criteo platform have access to the most sought after ad inventory with the world's leading publishers.

### WHAT NEW FUNCTIONALITY DOES THE LATEST VERSION OF YOUR SYSTEM GIVE TO RETAILERS?

Today, nearly half of all ecommerce transactions take place on mobile and this figure is rising. Criteo has developed the leading performance marketing suite proven to boost sales online and particularly on mobile. Whether it's engaging shoppers wherever they are online with premium-placed ads across desktop, mobile and social; mobile app integration; turning casual website visitors into buyers with dynamic email

campaigns or delivering the most relevant offers to Facebook users, Criteo has the scale to identify and understand online shopper behaviour and serve the most relevant ads, optimised for each moment and device.

### WHO ARE YOUR CUSTOMERS?

Criteo's customers range from the world's largest retail and travel businesses to mid-sized and smaller brands. We work with brands like Bonmarché, Crew Clothing, Lakeland, Secret Escapes and Beaverbrooks just to name a few.

### WHAT DO YOU SEE AS THE CHALLENGES FOR RETAILERS OVER THE COMING YEAR?

Multiple device journeys is one of the major challenges, and opportunities, for retailers today. Today, shoppers expect a seamless experience even when they use multiple devices – laptops, smartphones, tablets etc – in a single purchasing journey. In fact, according to Criteo's latest Mobile Commerce data (Q1 2016), four in ten UK ecommerce transactions now involve multiple devices



along the path to purchase. As it gets more and more unusual for a shopper's decision-making process to involve just one device and one online touch point, there's a growing need for advertisers to have an effective cross-device strategy, pinpointing the advertising mix that works best for them.

Many marketers struggle to track and uniquely identify individual shoppers across devices and therefore can't tailor their experience accordingly. Consumers view a brand's websites, apps, and online ads as part of the same experience meaning that marketers need to implement an effective cross-device strategy to be able to meet customer expectations and to optimise their ROI on advertising. The key to cross-device success lies in a people-centric strategy. Brands need to activate their customer and device data to connect with people, not devices. Once they've done this, they need to ensure that there's an attribution model in place that's capable of measuring their return on investment accurately.

#### **WHAT ARE THE CHALLENGES FOR TECHNOLOGY PROVIDERS AND HOW ARE YOU PREPARED TO MEET THEM?**

The main priority for retailers and technology companies is understanding shoppers across multiple devices. Success today is all about joining up the customer experience across platforms in a relevant and non-intrusive manner. The ability to track users across multiple devices is giving advertisers more insight than ever before into how consumers are engaging with their brand at every level. It's up to technology providers to offer insight into this journey and show brands how they can capitalise on this insight. This is an exciting proposition for consumers too, who should be looking forward to personalised, relevant content, no matter what, or how many devices they're using.

## Case study

Footwear brand Clarks serves a broad customer mix with a very diverse portfolio of footwear options, so advertising the right shoe to the right customer at the right time is complex but essential. With Clarks shoes available from so many online stores, it's vital for the brand to sustain a brand conversation with consumers and be top-of-mind when it comes time to purchase. These factors make dynamic performance display well suited to the company's marketing strategy.

Working with Criteo's advanced bidding technology has helped Clarks drive a significant increase in its online campaign performance. After launching Criteo's enhanced engine, Clarks has seen an impressive 130% increase in conversion rates, and 44% uplift in sales.

Prior to implementing Criteo's advanced bidding technology, the ecommerce marketing team at Clarks had been focused on direct response tactics such as paid search and affiliate marketing with modest efforts at performance marketing. They knew they could be doing more to ramp up the scale and efficiency of their performance display strategy so in 2013, Clarks partnered with Criteo to help cut out ineffective ad placements and ad formats and focus only on the users with the highest potential based on conversions, not just clicks.

Criteo campaigns have delivered both the sales results and return on ad spend the Clarks team was looking for, enabling them to capture more of the demand they drive via other channels.

Highly personalised ads offer product recommendations driven directly from site-data and inventory. Each customer sees the right shoes at the time when they are most likely to buy – whether it's a pair they browsed on Clarks' site or a pair they've never seen but might love.

With Criteo's enhanced engine capabilities, Clarks can automatically determine which users are most likely to convert and focus bids on them, maximizing the impact and performance of their campaigns.

"The top three reasons we really value Criteo are scale, service and, of course, performance. They have exceeded our expectations in terms of both topline order volumes and return on ad spend," says Kylie Beals, eCommerce Marketing Manager, Clarks.





## Matthew Kelleher

Chief Commercial Officer



### What does your company do?

We improve conversion for our clients! This is what our clients should expect from us, on the one hand through Contour, our technology platform that supports marketing automation and multichannel communication strategies, and on the other, through our Conversion Rate Optimisation (CRO) team. Taken together, we provide a powerful mix of capabilities that achieve ever-increasing conversion and ROI. Which, of course, is the marketing Holy Grail.

### What is your USP?

At the heart of what RedEye does is a single customer de-duplication and identity solution that creates a genuine crosschannel view of the customer. It's become clear that the future of businesses everywhere has become entirely dependent on data. Relevancy, personalisation, omnichannel – all of these worthy goals are dependent on the ability of brands to recognise and reach customers with personalised, relevant communications across multiple channels and devices. And that's exactly what we deliver.

### How would you describe your company's vision?

RedEye is a true data-focused business. This consideration forms the core of a single customer view database that removes data silos from around the client's business while at the same time creating a single marketing pool of customers and customer information.

These unique capabilities allow the client's marketer to go out and drive superior personalisation across multiple channels and thereby improve the customer experience. Then, together with our CRO capabilities, we can help each one of our clients deliver a brilliant customer experience.

## REDEYE IN BRIEF

**Company founded:** 1997

**Global Reach:** Clients in the UK and Europe

**Turnover:** £14.8m

**Number of employees:** 150

For more information, please contact RedEye's marketing director, Laura McHenry  
[laura.mchenry@redeye.com](mailto:laura.mchenry@redeye.com)

### What are you doing currently in the ecommerce/multichannel market?

Our focus at the moment is on implementing predictive capabilities for our clients. The first release of this has been incredibly successful, simply by using engagement patterns to predict purchase behaviours. Applied initially to the email channel, we have a published case study showing a 25% increase in

with our marketing automation team, developing marketing-leading testing capabilities across all channels, from web to email.

### How does this compare to what your competitors are doing?

Why would I care?! What matters is the success of our clients and our ability to respond to their needs, both in the short and medium terms. If I was to try to answer the question, for most UK retailers, all the players look pretty much the same. But what our competition does is try to put everything in the front end, the technology. We believe that most retailers are actually running without the internal capability to maximise the value of complex software, and that people are key to supporting clients. We don't make you wait two weeks to get an answer on a query or force you to use a help function to learn how to do something new.

// So many worthy goals are dependent on the ability of brands to recognise and reach customers with personalised communications across multiple channels //

*Matthew Kelleher, RedEye*

conversion from a 40% reduction in send. It's really remarkable and this is all part of our mission – to drive increased conversion through the accurate application of data and personalisation.

### What new functionality have you added for retailers?

The actual latest release is an update to our A/B Testing tool in the Marketing Automation suite. This is an area where our CRO team work closely

### Who are your customers?

We work with a wide span of primarily UK retailers, from Penhaligon's with 17 stores to a high-street supermarket with 1,374. Within these brands, we work at a variety of levels to develop and deliver multichannel and CRO strategies, from day-to-day users of our marketing automation product, Contour, through to ecommerce and marketing directors.

## Customer case study – Penhaligon's

Penhaligon's is a luxury fragrance brand with a long and rich history that began in the Victorian era. Through its stores, concessions nationwide and online presence, the brand sells 38 unique fragrances that have gained the most prestigious seal of approval – two Royal Warrants from HRH The Prince of Wales and HRH The Duke of Edinburgh.

### The Penhaligon's requirement

- To drive increased conversion and income to meet challenging targets
- To take Penhaligon's rich data to the next level, harnessing its full potential
- To bring new ideas to the table through high level strategic thinking using RedEye's expert account management and strategy teams team
- To provide a marketing automation platform that's capable of supporting ambitious marketing goals that support the brand's premium offering
- To generate new ideas to optimise its website through conversion rate optimisation
- To help the company get to know the Penhaligon's customer at a deeper level
- To tie together its two brands – Penhaligon's and L'Ar san Parfumeur – under one expert multichannel marketing roof

On joining RedEye, a crosschannel single customer view database was built for Penhaligon's. This database joined up many elements of the company's data, from transactional to online and in-store data, adding for the first time, website behavioural data to the customer record. RedEye used its unique customer identification solution to tie in anonymous browsing



behaviour and device data to the relevant customer record.

This created a far richer customer understanding, driving personalised communications. This was a crucial step towards creating an even more optimised journey for the Penhaligon's customer, as it provided much richer data for personalising the customer experience as well identifying a much higher volume of customers as individuals, rather than just cookies.

To truly optimise Penhaligon's email marketing, it was crucial to really get under the skin of the Penhaligon's customer, understanding their needs and wants. To do this, RedEye's dedicated data insight team carried out extensive research into what makes the Penhaligon's customer tick.

This extensive data insight RedEye carried out was only a stepping stone, RedEye have since been on an optimisation journey with Penhaligon's, using this rich insight to generate an abundance of ideas that takes the company's marketing to the next level – a data driven level. The research has enabled RedEye and Penhaligon's to work together towards a unified experience for their customers and prospects across their key channels.

### Data-driven website optimisation strategies

The data insight work was just as crucial to the optimisation of the Penhaligon's website. RedEye carried out expert UX reviews and user testing on the 'typical' Penhaligon's customer in order to gain an understanding of where the website could be further optimised. Using this user testing alongside the data insight work into the website behaviour of Penhaligon's customers and prospects, RedEye and Penhaligon's worked created a number of impactful test ideas for the website.

### Data-driven email strategies

Email plays a big part in Penhaligon's overall marketing strategy, with highly personalised messages providing each customer with the right content at the right time. Penhaligon's was looking for a platform that could provide the rich customer experience the brand demands as well as enhancing their data and allowing it room to grow. Contour was the answer.

Alongside this, RedEye's account management team supported Penhaligon's in finding new ways to grow its database by looking at online and in-store data. Stemming from the data insight, behavioural emails were a focus, with emails set up and managed by RedEye, ensuring that the customer journey from website to email was as seamless as possible and provided an experience that really reflects Penhaligon's premium brand values.

With RedEye, Penhaligon's has achieved a ROI of 776%, showcasing the success of the channel as a whole.

### What do you see as challenges in the coming year and what are you doing to meet those challenges?

We work with our clients on a variety of challenges. There are what I think of as 'traditional' challenges such

as improving loyalty and increasing the percentage of multi-purchase customers in an increasingly fractured marketing landscape. Then there are the biggies, as organisations try to combine customer data from all their

channels. Then you have the specifics – clients who need to match dynamic pricing and content in an increasingly real time world of communication.

# Jess Stephens

## Chief Marketing Officer

**SMART FOCUS**  
THE MESSAGE CLOUD



### WHAT DOES YOUR COMPANY DO?

SmartFocus is a personalised marketing cloud that covers contextual marketing from top of funnel acquisition right through to retention marketing and content for retention marketing.

### WHAT IS YOUR USP?

It revolves around three things: content, context and crowds. More than any other vendor in the marketing cloud space, we are committed to those three things. In terms of crowds, we enable our customers to access new customers, so they advertise to customers who are more likely to purchase your product and more likely to book your services. We do that through the power of data, managed in real time.

We contextually advertise to anonymous users based on lookalike attributes and on what we understand about them. We acknowledge that in a multichannel, connected world, more content is needed for marketing moments that convert. We provide this through content curation, content management and user generated content (UGC).

### HOW WOULD YOU DESCRIBE THE VISION THAT YOUR COMPANY HAS FOR THIS AREA FOR THE FUTURE?

For the last decade, brands have been focused on channel, rather than customer. We're finding that some of the more advanced companies are moving beyond a siloed approach in order to create customer-centric organisations. Staff look after new and returning customers, so that whether they are coming into store today, or interacting through live chat tomorrow, they always get the same experience.

There's a lot of talk about how you provide that, but it comes from one source – from structuring your company in that

## SMARTFOCUS IN BRIEF

**Date founded:** 1999

**Global reach:** headquartered with London with nine offices around the world, in Seattle, Buffalo, New York, Paris, Munich, Hong Kong, Barcelona, London and Sao Paolo.

**Customers:** 1,750, including House of Fraser, Nestlé, Levi's and Waterstones.

**Employees:** 290

**Contact details:** SmartFocus, The Relay Building, 2nd Floor, 114 Whitechapel High Street, London, E1 7PT, United Kingdom

For more information about SmartFocus UK, please visit [www.smartfocus.com](http://www.smartfocus.com) or call 020 7554 4500

way. Most notably House of Fraser and John Lewis have changed their marketing organisation to be less channel-siloed and much more cross-channel, and therefore customer-focused in its approach.

That's true for us too. We have one solution to create all marketing output, and trigger all of those contextual moments. That means it doesn't matter what channel the customer interacts with: what they see is based on their behaviour in real time.

### WHAT NEW FUNCTIONALITY DOES THE LATEST VERSION OF YOUR SOFTWARE GIVE TO RETAILERS?

For a while now we've had a Smart Content product, around sourcing content and enabling the marketer to use it within the platform. We also have a retargeting tool that enables marketers to contextually advertise to new customers. In the next update, we are combining those two products.

Let's say you are an automotive brand, you're suddenly in someone's Facebook feed with a photo that someone has taken on their phone with the brand of their car in it. Because that looks like it fits much more into the rest of the timeline, it's going to get higher engagement. The stats say customers trust user-generated content 80% more than brand-created content. We've been

increasing engagement in social ads by a factor of two, three and sometimes four when UGC is used at scale. Where brands were able to do five or 10 campaigns a month they can now do hundreds, all massively populated for them – and that encourages conversion.

### HOW DOES THIS COMPARE TO WHAT YOUR COMPETITORS ARE DOING?

We're the only marketing cloud that combines UGC and social advertising. We're also the only vendor able to deliver content creation for social, and across all digital channels because of our commitment to cross-channel. Let's say a holiday company wants to create a series of images of people on beautiful beaches. Our system uses deep-learning algorithms to find beach images, or, very simply, looks for a hashtag. Then that content can be distributed to any kind of digital channel, from email to mobile, in-store displays and websites. It's that commitment to content across channels that really separates us out from the rest.

### WHO ARE YOUR CUSTOMERS?

We have House of Fraser, T.O by Lipton, Nestlé, Levi's, Waterstones, TM Lewin, Heals, Age UK, Hobbycraft, Majestic Wines. Large retailers make up 58% of our customer base.





### IS LIFE GETTING EASIER OR HARDER FOR MARKETERS?

I think we've gone through a step change when it comes to marketing. We did a study that asked for marketers' pain points. Unsurprisingly the number one pain point that every single marketer came back to was data, and their access to it. I think the most sophisticated marketing clouds now give access to that data – we're entering into a golden age where the question is about what you want to do with it, and what problems you want to solve with it. That's going to change on a case-by-case basis for all marketers.

What I've noticed in this golden age of data and marketing technology is that things are now resource-light, but the output you get is very much greater. Personalisation means it should take less time to send out a batch and blast email. Understanding data and acting on it should take less time than just looking at your data as a whole.

### WHAT DO YOU SEE AS CHALLENGES IN THE COMING YEAR AND WHAT ARE YOU DOING TO MEET THOSE CHALLENGES?

I think the challenge is also a huge opportunity, this idea of the proliferation of content, and how marketers can both leverage that while dealing with the fact that customers are potentially seeing so much content from competitors. The area of our business that drives the

biggest value for our customers is our world-class data product, built out of Seattle by ex-Amazon and Microsoft engineers. It's from this data platform that we're able to deliver real-time moments regardless of context, content or crowds. The challenge, as companies require more and more data, is how they are able to access that in a meaningful way. Rather than pushing companies to this single customer view, we try and encourage a first step with the single marketer view, so that you can see every touchpoint your customer has interacted with, every ad they may have been exposed to, and

every offer they interacted with. Being in possession of that information is a source of constantly changing energy, leaving the machine to do the work and find the next best content to provide to that customer. The challenge is about the influx of data – the ability to stay on top of it and make the most of it and deliver the best possible outcome. Then, coming back to content, being able to use your own brand content as well as UGC for your own purposes. We live in a world now where content is currency. We, if you like, provide a bank for our customers to put their input into and withdraw output.

## Case study

As the longest established digital travel agency in the UK, Teletext Holidays have been providing great value holidays for more than 20 years – and last year nearly 300,000 customers chose to travel with them.

Teletext Holidays wanted to deliver even more engaging and personalised experiences to its audience, and to boost engagement and email conversion rates by using user content across all channels, while enabling hyper-personalised email campaigns.

The company was already using The Message Cloud, but turned to the SmartFocus user generated content (UGC) solution, Smart Content, to enhance its own brand content.

Now Teletext Holidays can create rules and filters against automated social feeds from platforms including Facebook, Instagram, Pinterest and Twitter in order to ensure that only relevant content is included. Its marketers can choose to automatically generate, preview and schedule social content, while also choosing to delete at any time.

Approved social content can be added into email campaigns through social widgets within The Message Cloud, while social posts are always up to date and managed from one central location.

As a result of using UGC in email, Teletext Holidays found that engagement rates more than doubled.