

07

Personalisation use cases for customer marketing



01 Tailor campaigns (beyond "firstname")

This is probably the most obvious use case for personalisation, but it can also be the most impactful when executed effectively.

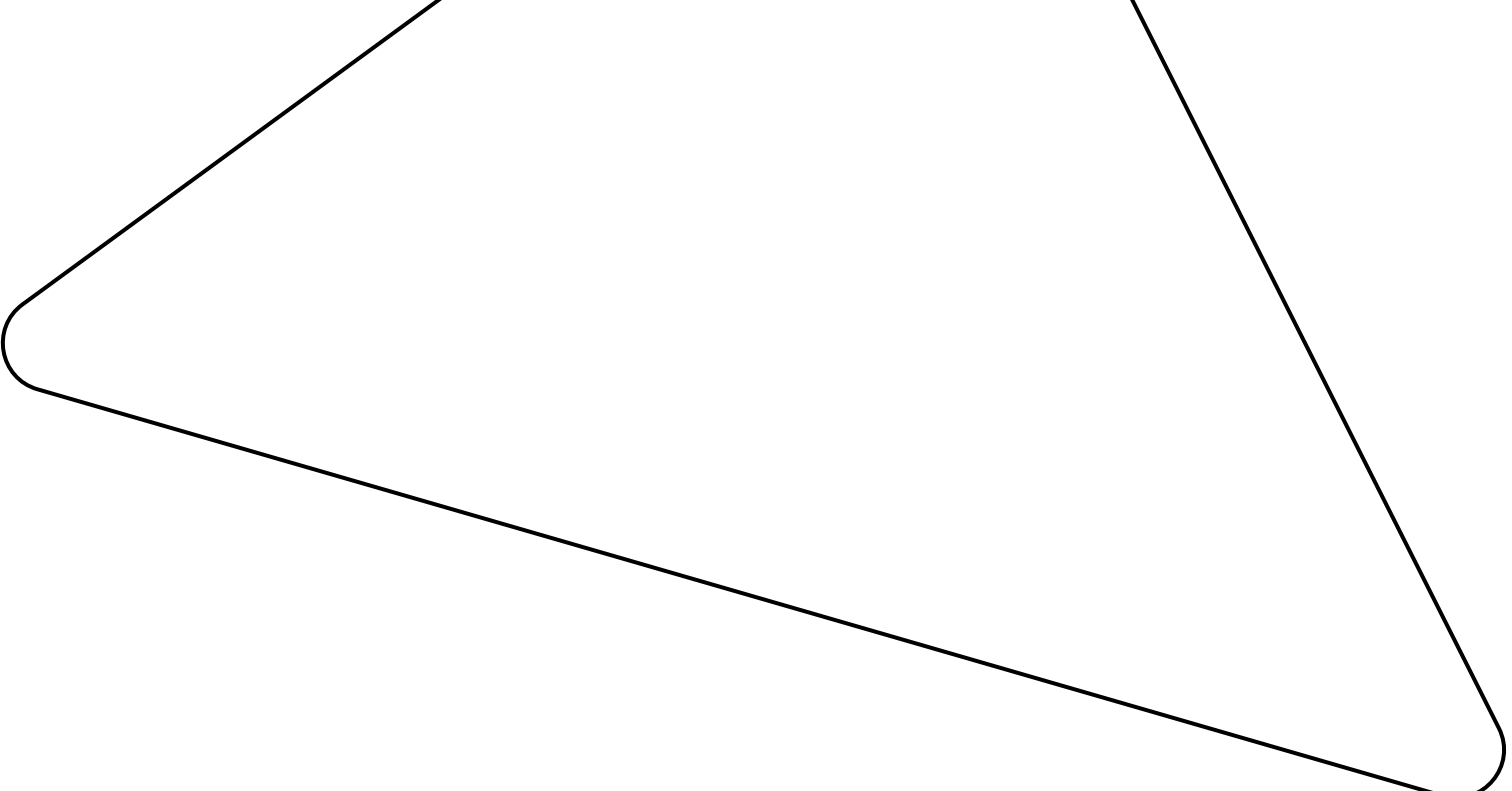
By using first-party data, brands can send targeted messages that speak directly to a customer's interests and needs, thereby increasing engagement and brand affinity. Contextualised personalisation can be as simple as personalising emails to display the customer's mostshopped category as the first content block. But that's just a start.

With demographic, transactional and behavioural data joined up into a Single Customer View, marketers can curate personalised campaigns across a myriad of factors, such as local weather, trending items within a specific segment, appointment availability at the customer's preferred location and more.



02

Amp up your loyalty and retention campaigns

A large, white triangle with a thin black outline is positioned in the upper right quadrant of the page. It is oriented with one vertex pointing towards the top right.

Whether or not you have a formalised loyalty program established for your brand, it's important that you identify and retain your most valuable customers. Delivering a personalised offer or communication to a particular customer on the verge of lapse might be enough to keep them from churning, but in order to do that, you'll need to have access to enough data to identify them and understand the types of messages that will keep them engaging again and again.

For example, if your brand has an established loyalty scheme, you may employ overt personalisation in your loyalty campaigns to entice a particular customer behaviour (such as a progress bar, points tally, etc.). But covert personalisation can accomplish similar goals within your retention and win-back strategy. This might include sharing relevant content and updates to specific customers, such as a new product launch related to a previously browsed item or informational content about a product they've already purchased.

Ultimately, customers want to build relationships with brands who they feel understand them. Personalisation helps brands embrace the nuance in their relationship with each customer.

03 Grow customer Value

Not only can personalisation enable retention, but it can also increase the value of even your most loyal customers. As previously mentioned, we've seen personalisation drive engagement by 20-30%, which leads to increased purchase frequency, larger basket sizes and higher lifetime values.

When combined with Future Value Modelling (FVM), customer growth can be amplified even further. FVM enables marketing teams to identify behaviours that are most likely to drive value for each customer, giving you the opportunity to grow customer value on a one-to-one basis.

04 Optimise pre-purchase experiences

By using first-party data to understand customer preferences, brands can create dynamic and personalised website experiences. Businesses can use previous purchase behaviour, browse data and more to display personalised content, product recommendations and special offers.

For example, imagine a customer browsing a multi-category retailer's website. The customer accepts cookies, navigates to the technology category, then browses televisions, sorting for a particular price range before abandoning the session. With real-time data unification in your arsenal, you can make sure that when the customer returns to the site later, his or her experience is as frictionless as possible, displaying recommended televisions on the homepage that within the price range initially specified. Even if the customer didn't log in to their account on your site before searching, capturing real-time browse data enables brands to personalise their website to streamline a customer's interactions.

05 Optimise post-purchase experiences

Just because a customer has already made a purchase doesn't mean it's too late to boost their value through personalisation. In fact, it can be a great time to expand their purchase frequency and breadth of shop, but only if you do it right.

With Recommender and Category Affinity Model from Plinc, customer marketing and CRM teams can predict what customers are most likely to buy next. These models analyse behavioural and transactional signals to score an individual's propensity to buy a particular item or from a particular category, enabling marketers to customise that individual's homepage experience, post-purchase emails, push notifications and more, showing them recommendations tailored just for them. The output is updated and rescored as customers interact, ensuring you're recommending the most relevant products and categories at any given time.



06 Grow customer Value

Today's customers exhibit increasingly complex shopping behaviours. Their interactions with your brand are likely to bridge the gap between digital and physical, and span across multiple channels within those spaces. Whether online or in-store, brands can deliver a frictionless and personalised brand experience, irrespective of touchpoint.

Let's take casual dining as an example. Let's say a high-value, loyal customer orders a meal via the brand's app to be collected at the restaurant. By understanding that individual's specific interactions with the restaurant previously, staff could be notified to include a special treat in that customer's order that they had ordered in the past.

07 Provide white-glove customer service

We all know how frustrating it can be to interact with service agents who don't have access to centralised customer data. Rather than spending a seemingly endless amount of time answering banal questions (When did you make that purchase? What's the model number? Oh, you spoke to someone yesterday... do you remember who that was?), brands should extend their personalisation efforts into customer service to make the customer experience as frictionless as possible.

Not to mention, when customer service professionals have access to customer segments and profiles, brands can develop specific customer service strategies to ensure their most valuable customers are treated like VIPs



Curious about how these strategies could work for your brand? Want to up your personalisation game but not sure where to start? Book in a learning call with one of our solutions experts.

(It's free, and there's no commitment required.)

Plinc is the leading first-party data solutions provider. We provide best-in-breed technology alongside marketing expertise to help brands connect, analyse and activate their customer data, enabling them to exceed their retention and growth goals.

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