MULTI-CHANNEL CUSTOMER ENGAGEMENT
Agenda

What is Multi-Channel Engagement?
  - Definitions of Engagement
  - Merkle’s Definition

Multi-Channel Engagement in Our Industry
  - Examples of Engagement
  - Why We Believe It’s Still Evolving

Understanding Consumer Engagement:
  - Defining engagement as a new marketing discipline

Examples of Good Multi-Channel Engagement Programs
  - Case Study: Universal Orlando
  - Case Study: BlackRock Investments
What is Multi-Channel Engagement?
What is Multi-Channel Engagement?

Definition of Engagement:

- An Appointment or Arrangement
- A Pledge, Obligation or Agreement
- An Encounter
- A Betrothal!

As funny as it sounds, engagement does involve all of these.
Isn’t Engagement Just “CRM”?  

Yes…  

…But it’s really just a part of CRM…

…A very difficult part of CRM
Our Definition of Multi-Channel Engagement

Engagement is an ongoing conversation with a customer, centered around the specific media that they consume on a regular basis.

Its purpose is to consistently offer up content of interest in places and at points in time that are relevant to the customer, based on data derived from their behavior, to incent them to perform a desired action.
What are the “Desired” Actions

The goal of an Engagement strategy can vary based on a marketer’s ultimate purpose, but typically involve:

- Conversions
- Expanded Relationship
- Loyalty / Retention
- Referrals
- Up-Sell
- Renewals
Engagement in our Industry
Inquirer Programs

Re-contacting “hand raisers” has long been a key strategy to continue the engagement of interested prospects and customers.
Coordinated Follow-up: Structured Interactions

More structured interactive programs are evolving, including quick lead gen and follow-up emails to maximize recent engagement.
Coordinated Follow-up: E-mail Acquisition

Insurers, especially, are migrating to more online follow-up of inquirers to increase engagement and conversion.
Life Events

Anniversary’s, birthdays, and timed events such as scheduled premium increases or policy renewals have been created to supplement other retention efforts.
Partnerships incorporating sweepstakes and prizes associated with policies or services have emerged.

This one by Farmer’s promotes the integration of the agent location and entering a sweepstakes.
One of the more extensive multi-channel campaigns, the branding is unmistakable.
Others have been able to accomplish this as well by generating one campaign related theme and carrying it through multiple outreach channels.
More recent efforts show the use of microsites to engage with a Brand, often extensions of an existing campaign.
Insurers and Wealth Managers have embraced new technology and channels such as phone and iPad apps to adapt to customer’s need around real-time access.
Coordinated Engagement

Despite all the examples, there are not many coordinated, multi-channel engagements:

- Most tend to be solo channel initiatives or campaign related initiatives
- Few are truly customer experience and ongoing engagement tactics

Why don’t we see more Coordinated Engagement?

Because it’s HARD
Why is Multi-channel Engagement So Hard?

Marketing Functions Tend To Operate in Silos

Typical Marketing

- Web
- Social
- DM
- Mobile
- Search

Integrated Marketing

- Web
- Social
- DM
- Mobile
- Search

Integrate
Do We Really Understand Our Customers?

**Social:** instant access to friends, brands

**Mobile:** always-on gateway device

**DM/EM:** preferred channel for brand engagement

**Website:** go-to resource for consumer decisions
Understanding Consumer Engagement
Engagement as a New Marketing Discipline

**Acquire**
- Expand CRM marketing reach

**Engage**
- Activate consumer audience; sustained dialog

**Convert**
- Monetize customer base

**Primary Vehicles**
- Direct Mail
- Search
- Display
- Social
- Email
- Mobile
- Site
- Email

**Key Metrics**
- CPA
- Audience Size
- Engagement Index
- Cross-channel Adoption
- Campaign ROI
- Customer Value

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Consumers are actively engaged across a combination of digital channels and media

- **Email**: 87% of consumers use email 1+ times per day
- **Blog**: 27% actively read blogs
- **Social**: 63% use Facebook weekly
- **Mobile**: 51% are active texters
- **IM**: 33% use IM regularly

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Connected Consumers Tend to be More Engaged Online

Social networkers are 61% more likely to be regular emailers.

Mobile engagers are 46% more likely to be active email users.

78% of mobile email users are regular users of social networking sites.
Adapting CRM to the Connected Consumer

1. Typical Engagement Strategy
   - Email
   - Mobile
   - Social
   - Direct Mail

   Impact on the Customer
   - 2 email messages
   - 5 Facebook posts
   - 1 mobile message
   - 1 direct mail message
   - 9 customer contacts

2. Connecting to the Customer
   - Email
   - Mobile
   - Social
   - Direct Mail

3. Putting the Customer First
   - Audience
   - Message
   - Media

Putting the Customer First

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Learning from the Consumer: Types of Engagement

**Reactive**

Consumer *responds* to an outbound message from a brand

*Example:* Consumer responds to a brand’s Facebook post

**Proactive**

Consumer *initiates* the engagement with a brand

*Example:* Facebook post created by a FB Fan, visits a website

**Connected**

Consumer *socializes* with his/her social network on behalf of a brand

*Example:* Consumer re-posts a brand’s FB content to his FB network
Integrating Engagement: Start With Customer Footprint

Targeted display target segment

Email subscriber; active opener and clicker

New mobile opt-in

Extensive social network; active Facebook Fan

Frequent website visitor; occasional purchaser

Merkle customer data access
- Purchase history
- Demo/psychographic segments

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Understanding Engagement to Drive CRM Initiatives

Customer Value Curve

- High value path
- Low value path
- Inflection point

Understand engagement behaviors that occur between customer value inflection points

Digital Interactions over Time

Low Value

High Value
Definition of Engagement

- **Definition**: a non-monetary activity between a brand and a consumer

- **Goal**: integrate engagement to better understand customer engagement and identify new marketing opportunities

- **Marketing Benefits**:
  
  - **Sustain customer engagement**: Identify marketing initiatives that encourage both Reactive and Proactive engagement
  
  - **Mitigate customer churn**: Identify predictive behaviors that indicate high propensity for customers to become unengaged
  
  - **Drive higher value, loyal customers**: Identify high-value behaviors that correlate with high value, longer term customers
Example: Leveraging Engagement to Discover New Marketing Opportunities

What We Know:

Social influencer, email active

Connection Strength
- Strong J Crew brand connection

Content Targeting
- “Likes” shoes & denim

Vertical Influence
- High level of fashion influence

Channel Integration
- Engaged with J Crew email program

New Strategy:

First to Know. Send early-awareness, targeted email message and Facebook post with new shoe, denim announcements
- Encourage & reward network social reviews, sharing

In the Know. Create friend-oriented referral program.
- Send targeted email message, FB post to leverage customer influence and activate their networks
Case Study: Universal Orlando
Background

- **Where It All Began:**
  - UO’s CMO wanted to build out their CRM program – saw this as key way to develop relationships with Guests
  - Sense of urgency needed to help support the launch of their new Harry Potter attraction

- **Starting Point of CRM Program:**
  - UO Newsletter sent 1x per month, untargeted
  - No targeting on website, no site optimization
  - No existing social strategy
  - No mobile initiatives in place
  - Direct mail efforts focused on FL residents
Working together, we implemented a targeted CRM program.

- **Triggered Lifecycle Email Messaging**: targeting email messages based on email and site behavior
- **Optimized and Targeted Website Content**: customized site content driven by site segmentation
- **Integrated Social CRM Strategy**: targeted Facebook messaging based on Facebook and site behavior
- **Onsite Mobile Messaging**: on-site, in-experience mobile messaging
Targeted UO Lifecycle Messaging Strategy

Pre-Arrival Campaign Flow

Touch 1 (T1): Triggered Confirmation
- OLTS park ticket purchase
  - Confirmation / Thank you for purchase – set expectations
  - Integrated testing to improve message content, cadence, sequence
  - Includes the following ticket purchases:
    - 1 day
    - 2 day
    - 3+ day
  - Sent from Gateway with optimized creative

Touch 2 (T2): Up Sell Message
- Up sell based on purchase history

Touch 3 (T3): Prepare for trip
- Park Facilities, FAQs, map, relevant up sell

Touch 4 (T4): Send-off letter
- We hope you enjoy your visit!
  - Up sell
  - Newsletter / Ac-hoc
  - Purchase Confirmation / Thank you

Sent from Gateway, same as touch 1 template
Persistent Navigation: Top Activities to Purchase

1. VB Widget

2. WWHP Microsite

Targeted website content driven by:
- predictive modeling
- site segmentation
- path optimization analysis
Targeted Facebook posts based on Like behavior
UO CRM Program Results

- 65% increase in direct revenue driven by targeted lifecycle messaging streams
- 4.5% increase in conversion rate driven by onsite process optimization
- 37% increase in revenue driven by ecommerce and email testing program
- Targeted social messaging is in process of being measured for ROI
- Initial goal is to drive Guest engagement
Case Study: BlackRock Investments
Thank You

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