



IBM Marketing Innovation Day

Experience the future
of marketing





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User Case Sharing Session

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Case Study //
EMAIL MARKETING

Targeted, Relevant Email Boosts Revenue by 2500% at L'OCCITANE EN PROVENCE

For retailers who market both online and through brick-and-mortar outlets, email is vital to customer retention and loyalty. Online marketers at L'OCCITANE EN PROVENCE have used email for years to help build excitement about campaigns and entice customers with free shipping and gift-with-purchase offers.

L'OCCITANE
EN PROVENCE

Challenges

L'OCCITANE EN PROVENCE have been using email for years to build campaign excitement and to recreate shopping environment as in their retail boutiques.

- ✓ Email “shelf space” is limited
- ✓ Difficult to pick right items for email recipients
- ✓ Avoid email overloading to same recipient

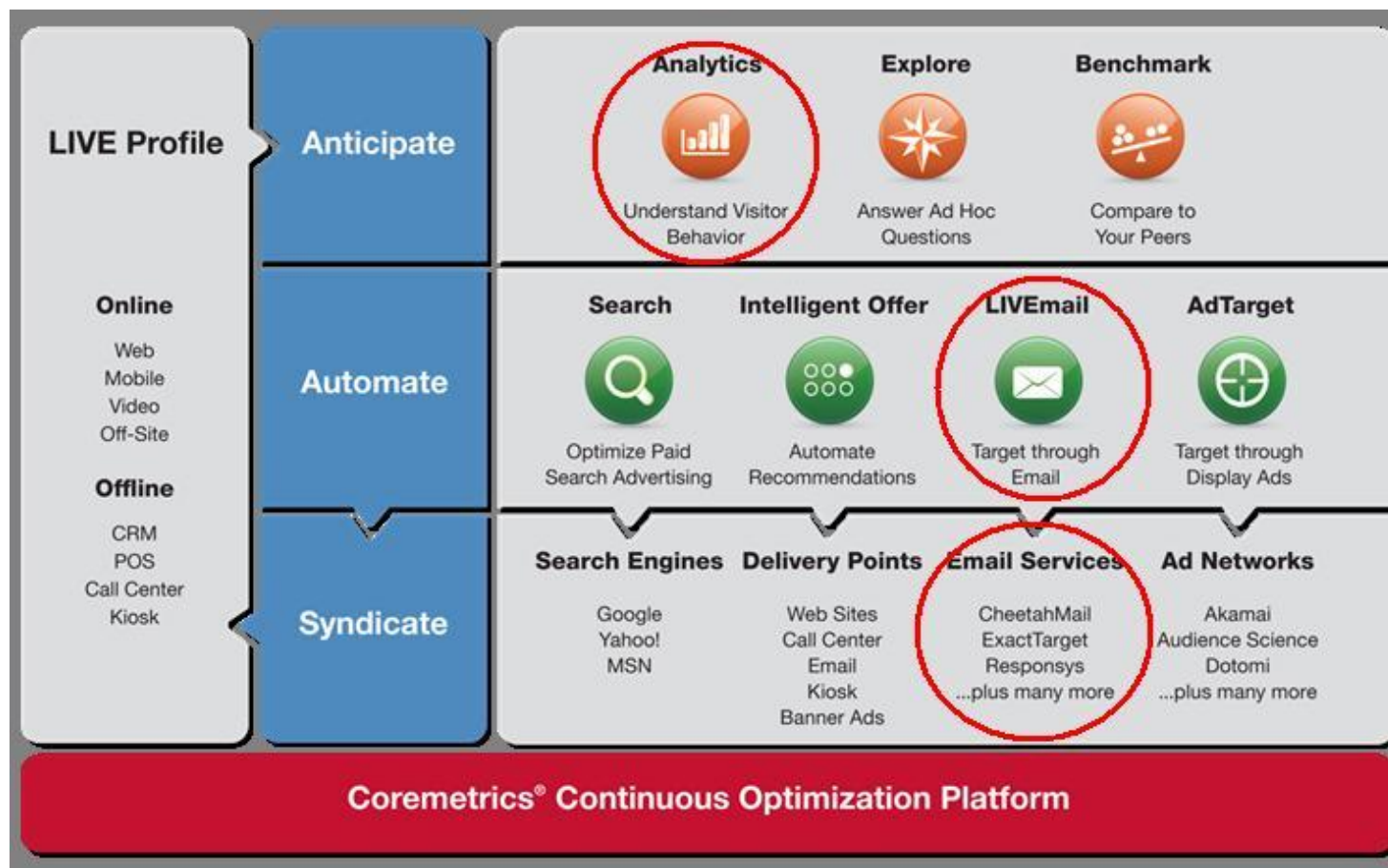


EMM - A Solution for Customer Engagement

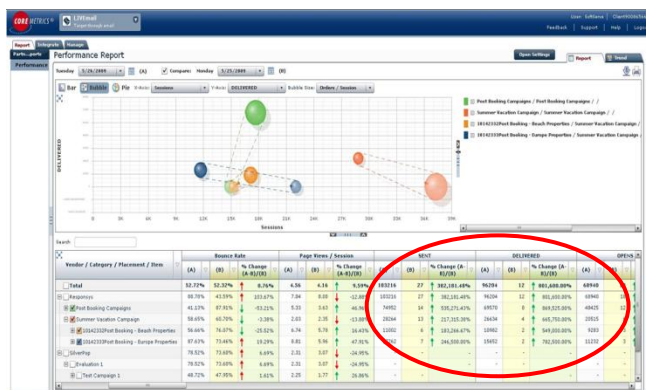
- L'OCCITANE combined the power of online marketing and business optimization solutions from Coremetrics with industry-leading email marketing solutions from e-Dialog.
- The tight integration of Coremetrics LIVEmail™ with e-Dialog permission-based email marketing services and database technologies enabled L'OCCITANE to achieve remarkable improvements in open rates, unique click rates, conversion rates, and revenue per email message sent.



EMM Solution for L'OCCITANE



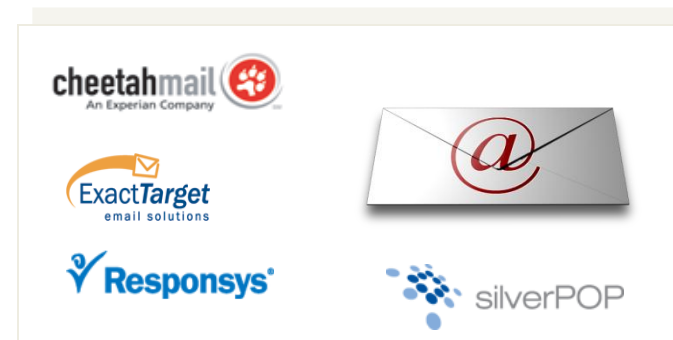
Automate: LIVEmail



Coremetrics
Connect



Campaign
Metrics



Email
Send

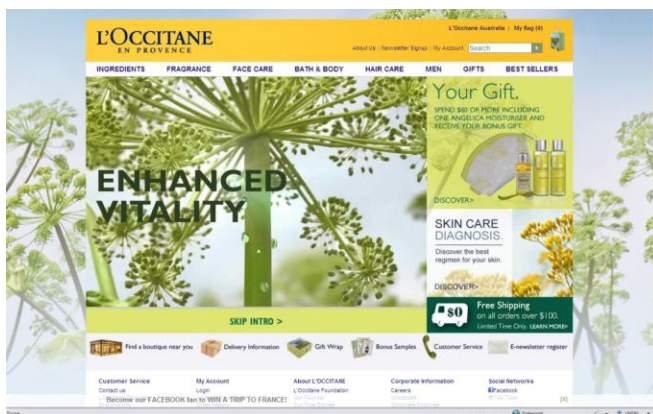


Message
Forward



Click
Through

Campaign Performance
Names To File



Extraordinary Results

	Personalized Email, Gift w/Purchase	Control Group
Open Rate	43.1%	26.1%
Conversion Rate	2.43%	0.14%
Revenue Per Email Message	\$2.84	\$0.11

Key performance indicators for the targeted message were off the charts compared to the control group.

Customer Perspective:

"By segmenting visitors based on behavior and tailoring email content accordingly, we are able to deliver highly personalized messages that generate much higher open rates, conversion rates, and revenue per email. We're also better able to accommodate secondary offers that are available in our boutiques. Instead of trying to second-guess our customers, we can present them with offers that we know will interest them."

*—Director of Ecommerce
L'OCCITANE EN PROVENCE*





Case Study //

TARGETED ADVERTISING

Personalized Ads Slash Cost per Order and Attract New Customers at PETCO

Most shoppers ignore the barrage of ads they're hit with every time they surf the web. So online marketers are struggling with how to make their ads stand out. Innovative companies such as PETCO have figured it out: Personalizing ads based on customer behavior attracts new customers and cuts advertising costs.

Challenges

- PETCO is at the forefront of applying personalization to improve the shopping experience and increase return on investment.
- For more than five years, PETCO has worked with Coremetrics to capture detailed product and visitor data that provides insight into buying behavior.
- The company had invested in banner ads in the past, but halted the program due to concerns about under performance.

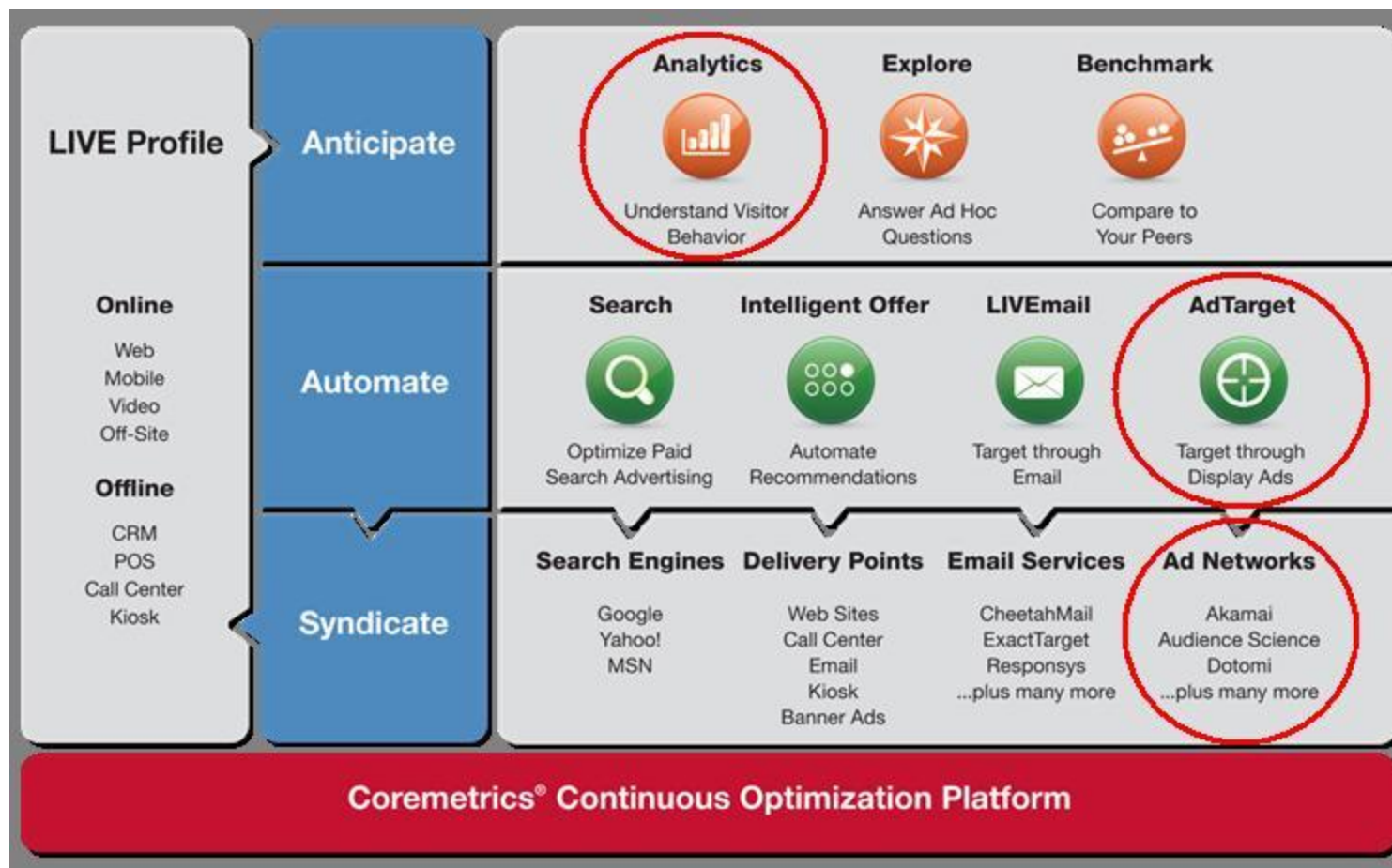


EMM - A Solution for Targeted Advertising

- The Coremetrics AdTarget™ provides PETCO a sophisticated advertising solution that enables intelligent targeting based on customer segment, and, as a result, drive up the effectiveness of the ads served.
- We teamed up with behavioral targeting firm [x+1] (XplusOne) allowing PETCO to segment customers based on robust data captured by Coremetrics, and then syndicate that data to [x+1], which serves up highly relevant display ads to PETCO.COM visitors as they browse other internet sites.



EMM Solution for PETCO



Targeting with Ad Target



A visitor lands on PETCO site and browses or searches information.



Targeting with Ad Target

The screenshot shows the CNET website interface. At the top, there's a search bar and navigation links. Below that, a section titled 'Today on CNET' features a large graphic with various warning signs and the text 'See the signs. Be Worry-Free.' To the right, there's a 'Popular topics' section listing items like 'Must-have gadgets', 'AVG Anti-Virus', and 'Windows 7'. Below that is a 'Deals & Bargains' section for August 9, 2009, featuring a Creative Zen Mozaic MP3 player. At the bottom, there's a 'CNET: BACK TO SCHOOL gift guide' section.

The visitor views an item of interest, then departs without converting or registering.



Coremetrics captures the visitor and their behavior, then sends the information to PETCO ad partner in real time.

Targeting with Ad Target



On BNET: 3 worst things about the iPhone 3G S

log in | join CNET

cnet

Home | Reviews | News | Downloads | CNET TV

ad Save energy with PG&E & ENERGY STAR!

Today on CNET

Top categories

- Appliances
- Budget tech
- Camcorders
- Car tech
- Cell phones
- Desktops
- Digital cameras
- Downloads
- Forums
- Games and gear
- GPS
- Home audio
- Home video
- Laptops
- MP3 players
- Podcasts
- Printers
- Televisions
- Videos

See the signs. Be Worry-Free.

Popular topics

Must-have gadgets	Bandwidth test
AVG Anti-Virus	BlackBerry Storm
Windows 7	New iMac
HTC Touch Pro2	BlackBerry Tour
New iPods	Zune HD

Ad Feedback

Deals & Bargains

August 9, 2009

Save \$20 on Creative MP3 Player

Creative Zen Xtra (4GB, black)

Editor's Rating: ★★★★★

Product summary >

Product specs >

Read full review

Compare prices

Compare prices

see all deals | share this widget

Blogs | Podcasts | Videos

URL shortener Tr.im gets cut off

Dell's Mini 12 bites the dust (but the Mini 9 is still hanging on)

Samsung Omnia 2 coming August 23

See all blogs >

CNET: BACK TO SCHOOL gift guide

CNET editors have rounded up the top gadgets for class, whether you're a dean's lister or a future game tester.

SEE THE GUIDE



Visitor goes to a site where ads are being served.

Fabulous Fall Savings!

DOG | CAT | FISH | SMALL ANIMAL | FERRET | REPTILE | BIRD | FLEA & TICK | REPEAT DELIVERY | HALLOWEEN

View: Dog Apparel

Category: Fall Apparel (7)

Greening Accessories (1)

Halloween Costumes & Apparel (1)

Life Vests (7)

Size

Small (19)

Medium (2)

Large (2)

Color

Black (1)

Blue (1)

Brown (1)

Grey (1)

Brand

480 Gear (1)

As Seen on TV (1)

Blau Pet (1)

Bonheads (1)

APPAREL

TOP RATED | MOST POPULAR

Bonheads 'Waterproof' Raincoat for Dogs

Small Dog Fashion Vest

Petco Yellow Dog Fashion Vest

Thunderbolt Weather-Dray Dog Anti-Grease Wrap

View By: | Show: | Page: 1 2 3 4 5 6 7 8

PRODUCT Q&A

PETCO ad networks target this person with the right ad based on their interest on your site.

Contextually relevant and targeted ads drive drastically higher conversion rates.



Extraordinary Results:

- Coupon redemption rate in stores was two times the highest rate achieved in previous campaigns
- 2/3 of all bird accessories orders were tied to personalized ads
- Bird accessories cost per order was 64% lower than average cost per order
- Orders with products that tied directly to the content served in display ads was proven for every segment used in the campaign
- More than half of buyers attracted by the ads were new to PETCO.COM



Customer Perspective:

"The Coremetrics and [x+1] partnership has given us a means of reaching our customers more effectively and engaging them in a personal dialog that creates a better shopping experience for them and a lower cost per order for PETCO."

*—Web Analyst
PETCO.COM*



Case Study //

RECOMMENDATIONS

Orvis Increases Cross Sell Revenues by 70% with Coremetrics Intelligent Offer™

Savvy retailers are integrating the web with other channels to create a multichannel network that delivers a quality customer experience across the board. At The Orvis Company, for example, catalog and online sales are tightly linked. Many customers browse the company's print catalogs, and then place their orders at orvis.com. In fact, the catalog is the most important marketing vehicle for online sales at Orvis.



Challenges

- Once those catalog shoppers go online, Orvis merchandisers want to ensure the best possible shopping experience for them. Providing useful product recommendations is a vital part of their effort to deliver a superior customer experience.
- Until recently, Orvis merchandisers were struggling to keep product recommendations up to date for the site's 4,400 products.
- Merchants were also concerned that their approach was not delivering the optimal shopping experience.

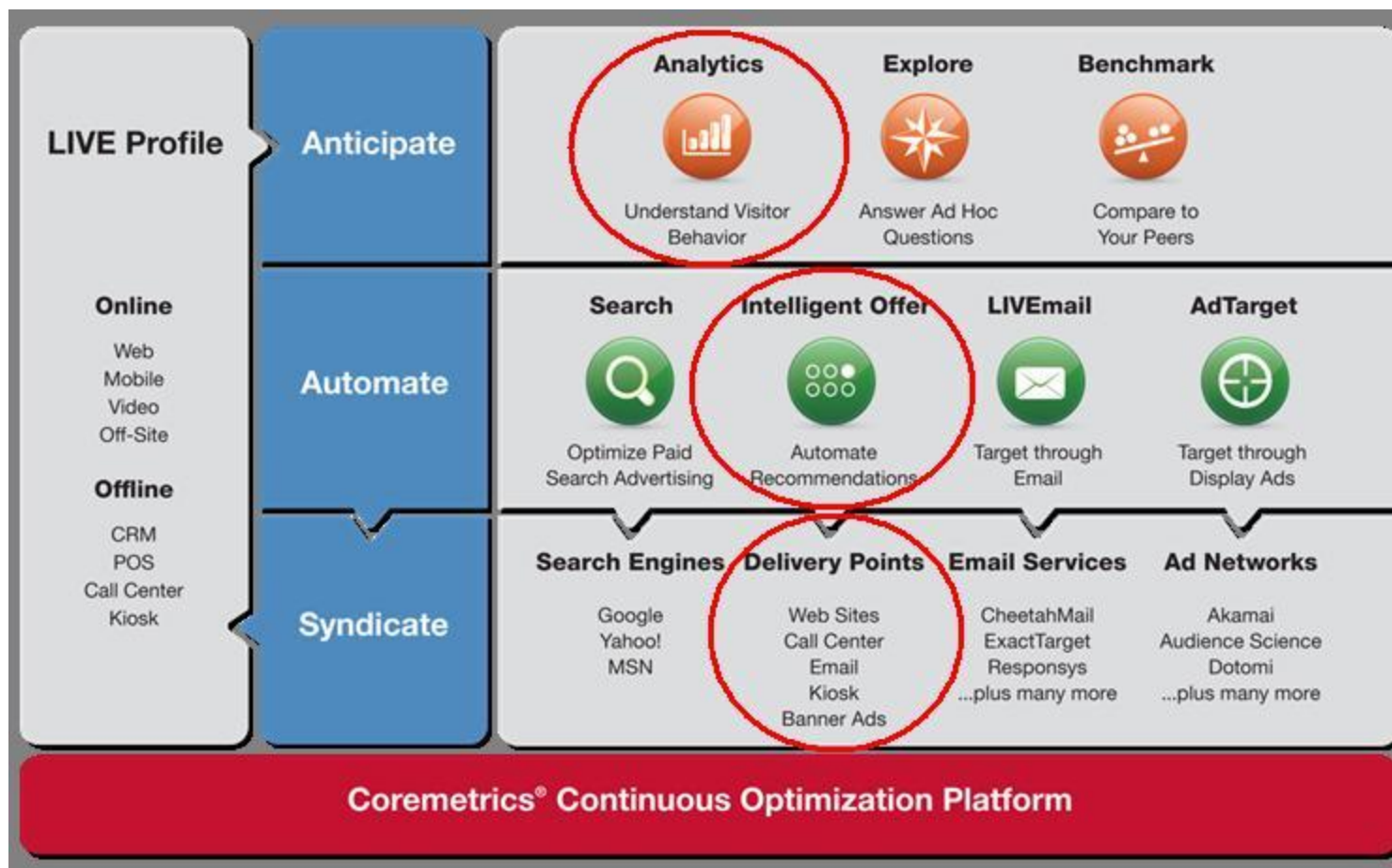


EMM - A Solution for Recommendations

- Orvis tackled the challenge with Coremetrics Intelligent Offer, which engages customers with timely, behavior-based product recommendations.
- Merchandisers were particularly attracted by the solution's flexibility, which supports the delivery of different recommendation styles that address customer needs at different points in the sales cycle.
- More importantly, Orvis merchandisers liked the strong controls that Intelligent Offer provides.



EMM Solution for Orvis



Improvements with Coremetrics Product Recommendations

Measured by visitors who click on and purchase the recommended product from each recommendation zone

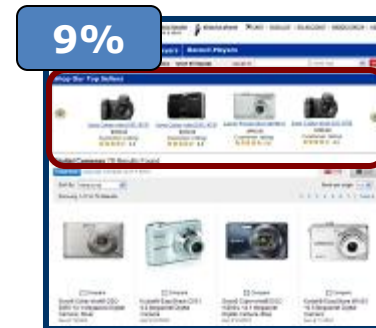
Home



Category



Product List



Search Results



Product



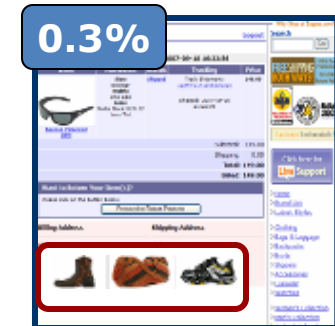
Pre Cart



Cart



Order Confirmation



Extraordinary Results:

- The day Intelligent Offer went live, revenues from product recommendations increased by 70%, and the site has sustained that level over time.
- Product recommendations on the product details page as a percentage of total site sales doubled, rising from 3% to 6%.
- In addition to the direct revenue lift, Orvis estimates that Intelligent Offer saves approximately 8 to 10 merchant hours each week.



Customer Perspective:

"We knew Intelligent Offer would lift revenues. We just didn't think it would provide this much lift. After the initial set up it runs by itself, constantly updating recommendations on our site based on new product introductions and changing customer interests. It's substantially more hands off."

*—Senior Manager
E-commerce Merchandising & Analytics
The Orvis Company, Inc.*





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Thank You!

