celebrus
technologies

Celebrus for Retail:

Make your customers
feel special and reap
rich rewards

Digital Big Data: Because customers are individuals

Introduction

Since the advent of the Internet the "old-fashioned" retail objective of making each customer feel special through understanding their wants and giving them personal service has been very difficult to achieve. It has simply not been possible to know enough about each customer with traditional technology solutions.

But with Celebrus you can truly treat your customers as individuals and reap the rewards of increased sales, stronger brand loyalty and maximised customer lifetime value.

Celebrus delivers complete real-time data on every individual online customer and prospect including their current and previous interactions and experiences with your websites, mobile and rich-media apps, YouTube and Facebook. Through working with Celebrus and our partners, our retail customers are:

- Building a single customer view and deepening their customer intelligence

- Driving truly personalised email marketing programmes

- Adapting website content in real-time for each visitor

- Optimising promotions and offers for individual customers

- Measuring the real value of their marketing investments

- Improving the online customer experience

Helping retailers with today's multi-channel challenges

Here are just a few ways our retail customers are using Celebrus data, in conjunction with our partners' solutions, to drive revenue, strengthen loyalty, optimise online and in-store merchandising and reduce costs. Which of these are most important to your business?

Enhanced segmentation and targeting

With online data that makes each individual customer identifiable, instead of traditional aggregated online data, your segmentation will be much deeper and richer, therefore enabling finely tuned targeting right down to the one-to-one level. For example you will be able to understand an individuals':

- **Price sensitivity based on product ordering choices.**

- **Responsiveness to specific offer types and values.**

- **Drop-off points in the purchase process.**

The results our customers are seeing include:

- ✓ **Heightened brand loyalty**

- ✓ **Increased customer lifetime value**

- ✓ **Improved margin preservation**

What would a 5% margin saving mean to your business?

Increased email marketing effectiveness

The granularity and richness of Celebrus' individual-level online data enables our customers to send truly personalised, one-to-one emails based on information such as:-

- Which products were browsed, when and how frequently.

- At which field in the check-out form that customer dropped out of the process.

- Which devices should the email be optimised for based on what that customer uses.

The results our customers are seeing include:

- ✓ Increased revenue per email

- ✓ Higher conversion rates

- ✓ Greater average basket values

How much money would a 200% increase in revenue per email make you?

Optimised multi-channel marketing

Feeding this individual online customer into your customer intelligence and marketing programmes enables you to build a true single customer view and optimise your efforts across all channels through understanding behaviours such as:

- Which devices a customer interacts with you via and which they purchase on.

- Whether a customer uses codes from your printed catalogues and flyers in the buying process.

- How your customer interacts with your social media including Facebook and YouTube.

The results include:

> ✓ **Channel optimisation and call centre ROI**
>
> ✓ **Reduced direct marketing, printing and shipping costs**
>
> ✓ **Understanding the return on mobile and social investments**

What would you reinvest a 25% saving in catalogue costs in?

Full customer lifecycle campaign attribution

With the historic as well as current online behavioural data from Celebrus you can see everything that has impacted a final sale rather than relying on the flawed "last click" attribution model, for example:

- The relative length and complexity of the sales cycle for specific keywords.

- The true value of each of your affiliates and how to fairly split payments.

- The role and importance of your display advertising in the sales cycle.

The results include:

> ✓ **Reduced PPC spend**
>
> ✓ **Optimised affiliates programmes**
>
> ✓ **Maximised market spend ROI**

How much would a 20% saving in your PPC costs equate to?

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Real-time personalisation

Using Celebrus' own real-time components, or by feeding the real-time data into your Decision Management or Marketing Automation System, you can personalise your website in real-time based on a visitor's current and previous behaviours to deliver:

- **Optimised offers and discounts for specific customers.**

- **Prioritised stock replenishment notifications for high value customers.**

- **Targeted online assistance for customers experiencing problems.**

The results our customers are seeing include:

✓ **Increased conversion rates**

✓ **Improved online customer experience**

✓ **Optimised channel performance**

How much revenue would a 20% increase in conversion rates give you?

Bringing the data to life

To illustrate just a fraction of the individual-level online behavioural and experiential data that Celebrus provides and the value that could bring to a retailer, we've created a fictional multi-channel home entertainment retailer called Olympic TVs. Here's an example of the data that Olympic TVs would get about an individual visitor over a series of website visits using Celebrus, the insight that data could provide and how it might be used to achieve the results covered earlier.

Individual-level online data	Insight from that data & potential actions
Visit 1 – 1 month before Arrived from Google	Not aware of your brand
Signed up for e-newsletter	Now can be marketed to via email
Their IP address	Regional location so which stores are local for promotional messaging , insertion of directions in email marketing, invites to special events etc.
Visit 2 – 10 days before Arrived via affiliate product review for specific brand	Affiliate drove the visit, interested in the views of others/social shopper
Browsed other TVs by the same brand plus surround sound systems	Increasing brand preference and up-sell opportunity with messaging around surround sound
Clicked on the three product reviews visible with under three stars	Understand importance of reviews to this individual as experiential data capture includes the order in which the product reviews were shown
Watched embedded YouTube video reviews for that TV brand	Impact of video investments and brand preference to help shape messaging
Visit 3 – 1 week before Arrived from a display ad on Facebook	Positive impact of Facebook efforts
Message in ad was best TV picture quality	Messaging around quality will resonate and not purely price sensitive – want quality & value
Visit 4 – 3 days before Clicked through from personalised email campaign with messaging on chosen TV brand	Impact of email marketing and links clicked on
Device used was a smart phone	Optimal design to render email property on that device, opportunity to promote the mobile app
Added a full price TV to their basket but abandoned when shipping cost came up	Want to purchase but put off by shipping costs so should promote local store and/or offer free shipping rather than percentage discount
Visit 5 – today Clicked through from personalised email campaign offering free shipping	Impact of email marketing and interest in free shipping messaging
Later downloaded mobile app	Role and importance of mobile app investment
Purchased TV on the mobile app	Conversion plus opportunity for cross-sell messaging surround sound systems online or in-store

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Why chose Celebrus?

- **Customer Focussed**
  Data organised by session and individual customer, not page or IP address.

- **Detailed**
  Data is at individual session, visitor and customer level, not aggregated or summarised reports.

- **Behaviour & Experiences**
  Both behavioural and experiential data is captured, enabling you to understand not just what the customer did but what they were shown online.

- **Simple**
  A single insert captures all data and implements real-time - no up-front tagging or tag maintenance required.

- **Real–Time**
  Operates in sub-second real-time to enable real-time personalisation.

- **Complete**
  All data is captured to enable current and future analysis and insight.

- **Scalable**
  Designed to support the largest of web sites and applications.

To find out more about how Celebrus can help you:

- **Increase margins**
- **Improve marketing effectiveness**
- **Build a comprehensive customer view**
- **Optimise performance across channels**
- **Maximise return on marketing investment**
- **Enhance online and in–store merchandising**

TO FIND OUT MORE:

To find out how Celebrus can help your business, please visit **www.celebrus.com**. Alternatively, to see a demo of Celebrus on your website, call us today on +44 1932 893 325 (UK), +1 508-308-7455 (USA) or you can email us at **info@celebrus.com.**

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