

# 7 Pillars of Omnichannel Personalization



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# Introduction: Why Omnichannel Personalization?

The simple truth of marketing is that your customers deserve and demand tailored, seamless interactions across channels — or else they're happy to take their business elsewhere.

With the proliferation of technology throughout every aspect of our lives (mobile phones, AI, the Internet of Things, social platforms, etc.), consumers are increasingly in control of how, where, and when they engage with brands.

**If you can't personalize your content to your customers and deliver it consistently and effectively, you won't earn their loyalty.**

Omnichannel personalization is fundamental to driving customer growth and revenue, which is why we've evolved this guide, to shed light on why omnichannel is the only way to keep up with your consumers and drive revenue for your business. Today's top marketers are building their strategies around personalized omnichannel campaigns.

In fact, 46% of decision-makers in the US, Germany, and the UK saw increased customer lifetime value due to the depth of omnichannel customer engagement.

[Forrester, "The Omnichannel Difference Report 2024"](#)

To build a truly powerful strategy that not only satisfies and delights customers but actually drives tangible business results, you'll need to incorporate **the seven pillars of omnichannel personalization.**

# 1 Integrate Data at Scale

## **Pillar at a Glance:**

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- Integrated data is the cornerstone of personalization.
- Maximize your data integration efforts with your customer engagement solution.
- Connect data seamlessly to build unified customer profiles.

If your goal is to deliver meaningful 1:1 experiences to your customers at the right time, while meeting them where they're at, your data cannot be siloed. Your data needs to be freely accessible across every touchpoint in order for you to truly understand your customers.

“We're trying to change the way our marketing team makes decisions, so that **decisions are driven by solid data as opposed to sentiment.**”



**Eduardo Lemos Felippelli**

Head of CRM and Analytics, Grupo Axo SAPI de CV

# 58%

of respondents' firms understand what it means to be customer obsessed. Only 15% of respondents' companies fall into a customer-obsessed segment

[Forrester "The Omnichannel Difference 2022"](#)

## Maximize Your Customer Engagement Data

Before you can begin personalizing content across channels, you need a game plan based on a thorough understanding of your customer journey.

Undoubtedly you already have some amount of customer data with your customer engagement solution. Start with what you have and use that to lay out a customer journey map. With that map, you can uncover gaps in your data, a sort of “wish list” of data that, if you had it, you could use to create more targeted and more relevant experiences.

While planning what solutions you need to capture meaningful data that drives omnichannel personalization, think about these questions:

- What do you know about your customers?
- What don't you know about your customers that would be helpful to know?
- What use cases do you need to solve for in the next year?
- Will your data strategy build trust and satisfaction?
- Are you offering value that customers want in exchange for their data (i.e. are you offering a value exchange)?

Consider different points in the customer's journey where it's appropriate to ask for data. A few examples of this include when customers are registering a new user, signing up for your mailing list, or following a purchase, etc. For even more ideas, check out the playbook, [10+ Value Exchanges to Grow Your First-Party Data](#).

Be sure to be up front with customers about how you plan to use the data... and then deliver on that promise of value.

“I think one of the problems that some companies have is that we gather a lot of data, but what do we do with it? Are we mature enough to actually start executing on it, and do we measure the actual benefits associated with the actions that we've had? **So having the technical operations there, having a single data infrastructure, and then having the capabilities around using it as is**, is the direction that I'm driving at the moment.”



**Aaron Bradley**

Vice President Technology & GTM Innovation at Wella Company

## Build Trust

Trust is critical when it comes to data capture. Customers give you permission to use their personal information to interact with them — and they can take that permission away.

The high-quality data you need for high-quality personalization comes with responsibilities, both to your customers and to the law. Data privacy and

regulations like GDPR, the California Consumer Privacy Act, and Apple's "opt-in for IDFA" all have a direct impact on your ability to gather data and identify customers.

Collecting **permission-based data** is key to **building consent-based** profiles. Additionally, by making it a priority to collect permission-based data, you help your business in the long run, because you'll be able to react easily and rapidly to ever-changing data regulations.

## Connect Data Seamlessly for a Unified Customer Profile

You should have a clear understanding of what data is coming in and where it is being used. A customer data platform (CDP) is a solution that aggregates customer data across your enterprise ecosystem in a centralized location, and using a CDP together with a customer engagement platform will empower you to deliver 1:1 omnichannel experiences at scale.

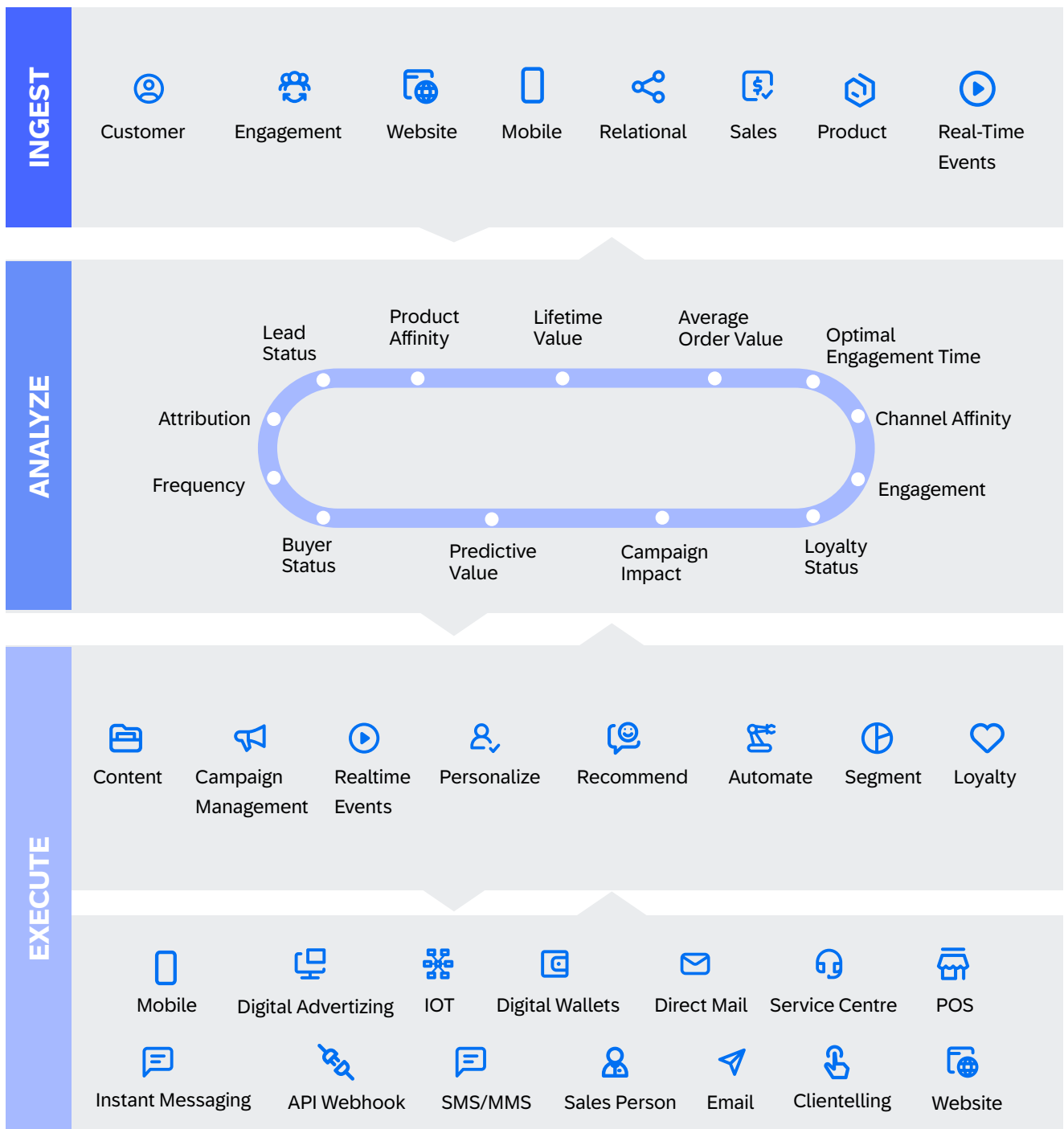
However, if you're just starting out with omnichannel personalization, start by determining your existing data capabilities to make sure you're maximizing your current customer engagement solution. Are you able to **ingest, analyze, and execute** data? If not, ask why! These three data capabilities are crucial for omnichannel personalization.

By bringing insights-rich data together with all your other data sets, you can begin to form a complete 360-degree view of your customer to create a **unified customer profile**. This profile takes into account details such as your customer's email responses, purchase history, product affinity, etc.,



giving you a holistic view of the customer.

When you truly understand your customer in this way, you can begin delivering on your end of the deal: offer a superior experience uniquely tailored to the customer, one that your competitors can't provide.



“We had a lot of data in our backend from the customer history, what kind of pets they had, what kind of conversations they had with CS. Our relational data in Emarsys was really the way **we brought [the data] all together, made it all specific to a single customer.**”



**Negar Mokhtarnia**

Former Director of Product, Pet Circle

## Create Data Extensibility

The possible strategies for efficiently capturing, integrating, and applying data could stretch on toward infinity. That being said, the best place to focus on creating data extensibility is executing an **open data strategy**, in which your data architecture enables the free flow of data beyond just your martech stack. This strategy makes data even more impactful across your business.

An open data strategy allows you to:

- Build data-driven engagement solutions to fit any use case, integration, or deployment with open, scalable tools and extensible partner ecosystems.
- Ingest data easily from any source, in real time or at rest, with web tracking, data connectors, APIs, and relational data models.

- Activate contextual and operational data to personalize and automate marketing and transactional engagements.
- Use AI to automatically create unique customer models, like models for lifetime value, propensity to buy, churn risk, etc.
- Onboard data and channels quickly with an agile platform backed by scalable, cloud infrastructure to support high-volume sending.
- Handle complex business requirements from multi-region, language, and business unit support to data security and hub-and-spoke team models.

The true value of an open data strategy is that it enables you to maximize your data and extend the value of your martech stack, while at the same time powering 1:1 tailored experiences across channels.

# 2

## Connect Commerce Experiences

### **Pillar at a Glance:**

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- Connect digital and in-store experiences with personalized mobile offers.
- Collect purchase data so you can personalize engagements seamlessly across channels.
- Use strategies (geofencing, mobile app, mobile wallet, etc.) to identify more customers and provide relevant offers and rewards.

Commerce is happening everywhere, all the time. The customer journey is no longer linear... if it ever truly was. Customers commonly bounce from channel to channel, offline and online, as they explore their options before they make a purchase. Connecting commerce channels across the complete spectrum (web, SMS, email, social, ads, etc.) enables you to create exceptional, engaging experiences as you guide customers on their path to purchase.

“Mobile is the one channel that’s always with the customer, so it’s an important part of our omnichannel mix. Mobile Wallet in particular allows us to reach customers anywhere they’re at, which unlocks a whole new set of use cases to **better connect our digital and in-store experiences.**”



**James Neill**

Customer Lifecycle Manager, City Beach

# \$3.4 trillion

Mobile commerce, or mcommerce, has been predicted to reach \$3.4 trillion by 2027, in comparison with \$2.2 trillion recorded in 2023

[Statista](#)

## Bridge the Gap between Commerce Online and In-Store

Commerce and marketing should work hand in hand, making it as easy as possible for a customer to make a purchase decision. Your commerce data can tell you important information like customer product preferences and purchase history. It can even signal about when they are most likely to convert.

However, to maximize the impact of each customer event (a cart was abandoned, a browser was abandoned, a form was filled in, etc.), marketers must bridge the gap between commerce and in-store experiences. This will help to simplify steps in the buying journey and accelerate conversion. A connected customer experience that will increase AOV should include:

- Tracking in-store events such as scanning a mobile wallet pass, signing into an account, or via geofencing through a mobile app
- Personalized engagements based on real-time event triggers both online and in-store
- An online presence that fulfills the desires of an in-store experience
- Ingesting event data in a way that helps you predict profitable growth

“**[Don’t] separate online and offline in terms of mindset, operations, and philosophy.** That has to be blended in one, because, as I said, it's one brand. And even if you're [shopping from] your sofa, you talk to one brand. You don't talk to just the store manager [in the store], you talk to them and talk to the brand, full stop. **Whatever, wherever — it has to be the consistent experience and the quality.**”



**Benoit Lavaud**

Former Global Head of E-Commerce, APM Monaco

## What Connected Experiences Look Like

To guide customers all the way from awareness to purchase (and beyond, to true loyalty), you need one thing: **engagement**. Marketing is all about engagement. How do you get customers to your site or store? And when they arrive, how do you keep them engaged and drive conversions?

Here are just a few ways you can start imagining a more connected commerce experience:

- Make product discovery easy by offering self-assessments or quizzes,
- Display stock levels, shipping availability, and carbon footprint to educate customers along the way,
- Ensure available vouchers are pre-populated and available at

checkout to help seal the deal,

- Enable in-store pickup for online purchases,
- Arm your in-store associates with clienteling tools to better understand your customer's needs

"There's a really unique relationship where **consumers move between e-comm and retail. So they have to be set up to do that. You'd fundamentally want to push consumers both ways.** So we do that very deliberately, whether it's through our CRM strategies, whether it's through our clienteling strategies. I think the other piece is, 360 is everything. Whatever is happening in-store is happening on site, and the other way as well."

DAVID  
YURMAN

**Carolyn Dawkins**  
CMO, David Yurman

## Reach Your On-The-Go Customers

To help increase the likelihood for your customer to make a purchase, you need to be ready to make the transaction through their mobile wallet. More than half (**51%**) of consumers say they no longer need to carry a physical wallet because they're using a mobile wallet ([SAP Emarsys](#)).



Mobile wallet helps you meet consumers where they are and how they prefer to engage. Enabling commerce transactions through your customer's mobile wallet means you gain data: you suddenly have the ability to identify customers when they make in-store purchases, attend in-store events or show up for in-store appointments. This data is extremely valuable for building a complete view of the customer, and it enables you to further tailor their experiences.

When you connect to existing mobile wallets apps (such as Apple or Google Wallet), you gain the ability to add **passes** to customers' wallets. Examples of passes include loyalty cards, coupons, store cards, offers, and event tickets. And you can achieve all of this without requiring the customer to download a new app.

# 3

## Prioritize Customer Loyalty

### **Pillar at a Glance:**

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- Loyalty fuels personalization, which drives greater loyalty.
- Loyalty is more than programs, points, and prizes alone.
- True customer loyalty is built on trust, respect, and devotion to a brand.

Almost all marketers are keenly aware that loyalty is on shaky ground these days. According to [Emarsys' Customer Loyalty Index 2023](#), the percentage of global consumers who said they were “loyal” to certain retailers dropped from 76% (2022) to 66% (2023).

Winning and keeping a customer’s loyalty requires strategies dedicated to building long-lasting relationships. That deeper bond, in turn, will drive not only revenue but also more optimized marketing campaigns.

“Using data and personalization, Emarsys enables us to **keep our customers at the heart of everything we do**, powering vital lifecycle and loyalty campaigns that drive conversions, retention, and relevancy.”



**Catriona Woodward**

Head of Digital Marketing, Pizza Hut

# 66%

of consumers remain loyal and frequently purchase from a brand due to personalized, frequent, and relevant communications

[Customer Loyalty Index 2023](#)

## Understanding Customer Loyalty

When a customer makes multiple purchases from your brand, you're able to collect more data and use it to create more personalized omnichannel campaigns. These tailored campaigns in turn increase that customer's loyalty, establishing a virtuous cycle.

Loyalty is about meeting consumers where they are across every interaction. Customer engagement, product discovery, product availability, clienteling, customer service, voucher management, sustainable practices, return policies — all of these and more can impact customer loyalty. For the purposes of this guide, when talking about loyalty, we mean true loyalty, defined as “unwavering, unshakeable loyalty built on trust, love, and devotion to a brand.”



The Customer Loyalty Index defines five types of loyalty: incentivized, inherited, silent, ethical, and true loyalty.

Get the index to learn more.

[Discover Loyalty Trends](#)

## Loyalty Strategies

What's a marketer supposed to do to drive loyalty? Some might think that to get started, it's necessary to have a loyalty program and point system in place, but that isn't the case.

Even without a loyalty program, as long as you have integrated data and an effective customer engagement system in place, you're ready start implementing loyalty strategies:

- **Segmentation:** Map out your customer journey and use automated segmentation to identify loyal customers (based on purchase frequency or average order value, for example). Then present these different segments with highly targeted and personalized marketing content.
- **Recommendations:** Make product recommendations based on past purchases. Show customers the products they're most likely to be interested in, giving them a curated view.
- **Exclusive Events or Offers:** Make your repeat customers feel special! Give them early or exclusive access to special events and incentives.
- **Win-Back Campaigns:** Using customer data powered by AI, it's possible to predict when loyal customers are most likely to defect and then strategically re-engage them.

Of course, many marketers do use loyalty programs and rewards, and here are a few strategies for optimizing engagement with program members:

- **Invitation:** By proactively initiating customers to join the program across multiple channels, you offer opportunities to engage on their channel of choice.
- **Reward Expiration:** With automated reminders, encourage customers to make a purchase using soon-to-expire vouchers.
- **Loyalty Upgrades:** Using event based triggers, you can increase engagement by letting a consumer know when they are close to their next loyalty tier.

“Loyalty programs create and deliver a committed mutual value, this exchange deepens customer relationships and increases engagement. It is also essential to capturing zero- and first-party data, compliantly. **A willing customer will always share more when they trust that the brand will be a good steward of their data and use it to personalize their experience.** Loyalty creates and maintains that exchange across channels and touchpoints to ensure the customer profile evolves with them.”



**Erin Raese**

Global SVP, GTM & Strategy, Annex Cloud

## Leverage the Power of Referrals

The impact of loyalty goes beyond just repeat purchases — the **customer referral** is a powerful tool in a marketer's arsenal. Among your loyal customers there are likely to be key individuals who are brand advocates, the people who are most likely to recommend your brand to their family, friends, and colleagues.

By identifying your brand advocates and engaging them with tailored campaigns that support and reward their referral activity, you can drive sustainable growth.

Be aware that your **best referral advocates are not always your highest spenders!** It's important to properly identify your true brand advocates, and software like Mention Me is specially designed to help with that.

“What we've managed to do with working with **Mention Me** is change the way that we segment and think about our customer loyalty by using the referral data that we get in that adds a whole new level to not just who is buying, but who is referring and who are our real brand advocates. What's really exciting is that **we can take that first-party referral data, import it into Emarsys, and then use it to support our segmentation.**”



**David Witts**

Senior Manager CRM, PUMA

“In marketing programs, **brand advocacy is much more than an add-on widget** or acquisition channel that helps customers refer a friend. With the right approach and technology, **it can become a powerful driver of organic, sustainable growth.**”

**mention***me*

**Kat Wray**

Director of Strategic Partnerships, Mention Me



# 4

## Consider Context, Relevancy, and Real Time

### **Pillar at a Glance:**

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- Meet your customers where they are at.
- Engaging in real time gives you a competitive edge.
- Being contextual and relevant across channels is great for customers and for business.relevant offers and rewards.

In today's world of digital-first commerce, marketing is all about bringing your brand to the customers. To drive growth and revenue, you need to connect with customers at the most opportune time, delivering the right message when and where it will have the greatest impact. Don't wait for customers to come to you; instead, meet them where they are with just the right message, so you never miss an opportunity to connect.

**“When we have this 360-[degree] view of the customer, we can interact at the right time with the right segment.**

That way we are increasing sales, we are applying marketing strategies, we track the inventory, and we offer that inventory to the right segment.”



**Danielle Ríos**

Former Head of Loyalty, Innovasport

**71%**

of UK consumers are more loyal to retailers that offer them personalized discounts, incentives, and rewards

[Customer Loyalty Index 2022](#)

## Make Your Message Relevant

Imagine you receive an email from your favorite athletic apparel company. Inside is a personalized offer for the perfect pair of sneakers — your exact size, preferred fit, and completely in sync with your style. In fact, they're so perfect... that you already bought those shoes when you were visiting that website a month ago.

What a let down, right?

With omnichannel personalization, your objective is to deliver the right message to the right customer at the right time, while seamlessly applying a 360-degree view of all your channels and touchpoints. One of the biggest difference-makers for taking your brand's personalization from basic to potent comes down to **relevance plus timing**. Personalized communications that happen in real time, on their channel of choice, and are relevant to the customer (based on their behavior, preferences, or otherwise) make a greater impact.

## Get Engaged in Real Time

When customers are engaging with your brand, regardless of channel, seek out ways to engage them in that moment. For example, if you have an app, you can provide users with personalized communications via in-app messages or push notifications that correlate with actions they take while using your app. Live reactions might include:

- Specific offers, such as a free trial period
- Requests for feedback or product reviews
- Tips for getting more value from the app

The same goes for customers browsing or taking actions on your website. In-the-moment, 1:1 communications should be **contextual**, based on what that specific user is doing, and **relevant**, based on that user's individual data. This is what creates that personal feeling, one that will captivate your customer, leading to a more satisfying experience.

"I think it's imperative that when you get [data] and consumers are willing to take that time to engage with you, to actually interact with you, to share information about themselves, you've got to act on it. **When you [...] show them that you care and that you're listening thoughtfully, and you're using their data truly to just enhance their experience and make it better, that's what starts to build trust.** And trust is really foundational to loyalty. [...] Offer genuine value, show them you care, show them you're listening, be thoughtful and be actionable."

jebbit

**Taylor Donnell**

VP, Content & Partner Marketing, Jebbit

## More Channels Means More Flexibility, More Personalized Content

We're in a golden age for shoppers. Customers like the convenience of shopping and engaging with a brand on their own terms — they want to find goods, information, and services when, where, and how they prefer. In fact, they've grown accustomed to it. They don't just value choices and flexibility, they **demand** them.

“But is adding more channels really worth the effort?” you might ask. Yes it is! Customers get the choice and flexibility they expect, and you get additional data and a new revenue driver.

Think of adding a channel like **adding a new revenue stream!**

The multichannel data you receive from your customer allows you to provide more relevant recommendations, accurate product information, and personalized content that reflects their individual channel, purchase, and product preferences. Once you embrace omnichannel marketing and have your channels and systems connected, so you can create more seamless experiences across channels and drive growth for your business.

**“Every message that you send has to be relevant to your users.** And it has to address the concerns of your customers. I think in the past, 99% of the messages [were] more one way, but now it's more leaning towards two-way communication. That means communication has become more interactive than in the past. So I believe when you use a lot of AI technologies to understand, to **analyze what your customer needs, and then you design the message in a way you can address concerns and needs,** I think that would be very important, especially when you personalize the message.”



**Fred Siu**

Director of China & SEA, CM.com

# 5

# Personalize Experiences across Channels

## **Pillar at a Glance:**

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- Channel experiences are not one-size-fits-all.
- Brands need to be able to recognize customers as they move from channel to channel.
- Each channel should be viewed in context with other channels.

An all-too-common mistake is to personalize for the channel, rather than for the customer.

Customers often move across channels seamlessly. And although you may view each channel as having its own special place in your integrated marketing strategy, to the customer, it isn't that way at all. To them, it's all your brand, no matter which channel they choose. This makes it vital to provide a cohesive brand experience for customers along every touchpoint.

“We've really had to bridge that gap between online and offline and offer new omni-experiences. [...] Introducing a loyalty program [allows] us to merge those data points and **build that rich picture of our customer from an omni-perspective**, and use that data to gather insights **and really understand our customer and then use that to personalize experiences.**”

FOREVER NEW

**Michelle Wu**

Head of Digital Marketing & CRM, Forever New Clothing

# 71%

of customers confirm they want a consistent experience across channels, but only 29% say they get it

Forbes



## Use Channels in Harmony for a Consistent Customer Experience

Every channel will yield unique insights about a customer, and a customer's behavior might change depending on which channel they're using.

However, instead of viewing channel-specific insights as their own story, they should be viewed in context with every other channel and as part of a bigger picture.

As you're building out your omnichannel personalization strategy, ensure that all of your channels can work in concert to form a unified, consistent experience for the customer.

To gauge where you currently stand in terms of harmonious channel experiences, start by asking yourself these questions:

- Do I have the tools to try new channels without having to add a headcount?
- Are my tools and strategies tailored for my industry?
- Am I able to create repeatable, scalable, automated customer journeys?
- Can those journeys include all the channels on which my customers engage?
- Am I able to add new channels rapidly to adapt to the changing behaviors of my customers?
- Do I have visibility to understand the customer lifecycle at every stage and across every channel?

"You can implement emails and can send out emails per day, but if the customer doesn't show any engagement, then maybe email is not the correct tool. **So you really have to see which communication tool fits to what you need [to reach the customer] and also in which part of the lifecycle.**"



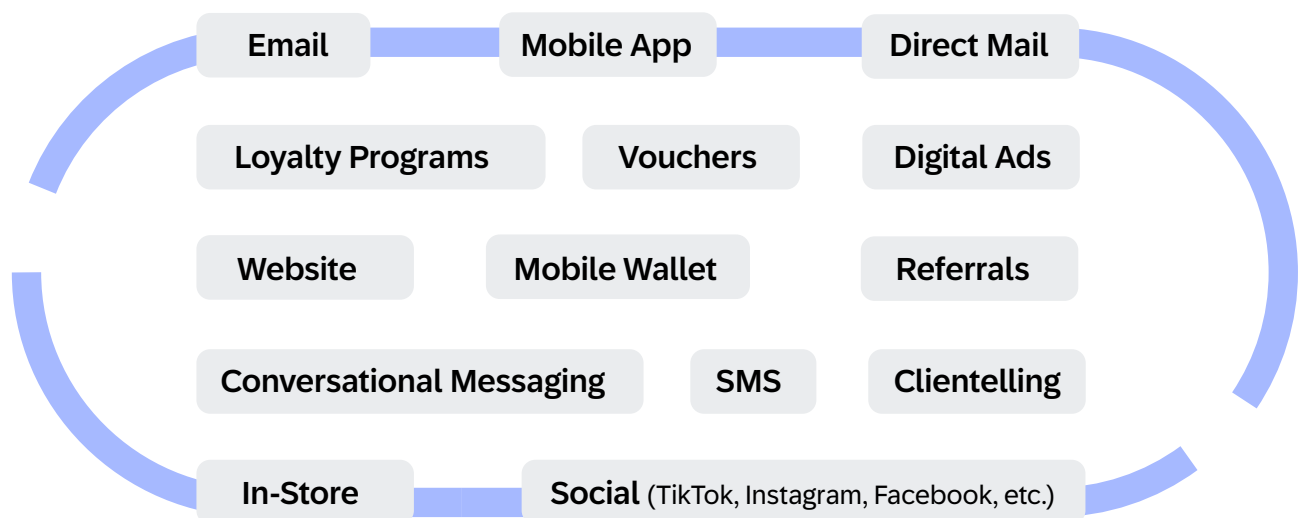
**Janina Kraus**

Former Team Lead CRM, flaconi

## Disjointed Experiences vs. a Personalized Omnichannel Journey

In **disjointed channel experiences**, channels are not working in harmony. Messages may be identical across channels, in which case the marketing is not taking advantage of the unique characteristics of the different channels. Or, messages may conflict from one channel to another. Worse still, one channel may fail to recognize the customer based on their interactions on another channel.

Disjointed Channel Experiences



On a **personalized omnichannel journey**, the customer journey from channel to channel is seamless. Customers are recognized across channels, see consistent messages and offers, and can easily redeem loyalty points on their channel of choice. They are able to transact in the moment, on the channel that is the most convenient for them.



“So what actually is conversational messaging? [It’s] shifting away from one-way messaging to two-way. It's about driving personalized campaigns, and it's about being targeted [...]. And fundamentally it's on the customers' preferred channel of choice. So **communicating with your customers in a conversational manner on the channels that they want to use and they're going to use most often.** And then it's also about applying new technology, adopting those two-way channels, natural language understanding, leveraging AI, and having those conversations at scale.”



**Sunny Dhami**

Director of Product Marketing, Sinch

# 6

## Scale 1:1 Personalization with AI

### **Pillar at a Glance:**

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- AI empowers marketers to automate and scale 1:1 personalization.
- Apply channel-agnostic, contextual personalization.
- Update customer segments in real time.

Scalable marketing, more often than not, is by its very nature depersonalized. What makes it scalable is that it isn't special to any one person. But your customers don't care that you're trying to market to hundreds, thousands, or millions of other customers. They still expect you to understand them and treat them to personalized experiences. So how do you scale your marketing while still delivering relevant 1:1 content to every customer?

Enter AI.

**“With AI and machine learning doing the heavy lifting for us and driving personalization at scale, we're able to focus on delivering a more rewarding customer experience.”**



**Elisse Jones**

Group Head of Loyalty, Total Tools

# 91%

of consumers are more likely to shop with brands who recognize, remember, and provide them with relevant offers and recommendations — a common use case of AI

[Accenture](#)

## How AI Applies Data for Personalization at Scale

Artificial intelligence and machine learning allow you to collect large amounts of rich customer data and create highly personalized 1:1 marketing that you can automate and scale. AI uses self-learning algorithms and predictive analytics to inform and project events in the future, more accurately predicting customer behavior. It's an essential tool that helps determine which content will be most relevant and personal for a specific customer, as well as when and where it should be delivered, to have the most impact.

The tech can also help enrich customer profiles with predicted scores that tell you when a customer is most likely to convert, churn, or simply remain inactive. Having AI send automated 1:1 communications at these pivotal times in a customer's journey can be the difference between a one-and-done shopper or a loyal, lifelong customer. And again, with AI, you don't have to do this all one at a time by hand (or more accurately, mouse or trackpad). Instead, you can do this at scale, whether you have 100, 1,000, or 100,000 customers in your brand's database — and if your brand engages with global audiences, AI will help you scale across multiple regions and in different languages.



"What has been really rewarding to see **since we started using AI is that we saw an increase [of] 10% in our average basket value** on a particular set of customer lifecycle. But we also won back 24% of the customers that were likely to defect. So for us, the numbers were really incredible, because for anyone that knows BrandAlley, they know how many emails we send to our base on a daily and weekly basis."

**BRANDALLEY**  
THE NON-STOP DESIGNER SALE

**Alexandra Vancea**

Former Head of Marketing, BrandAlley

## Use AI-driven Segmentation

Your customers are moving targets. One day they prefer Twitter, the next it's WhatsApp. One day they're a moderate spender, the next they're a high spender. It would be hard enough to track one customer manually to move them among your audience segments. To do so at scale, you need AI.

AI can help you to automatically move customers among segments, in real time. That way you can target customers with the right engaging offers based on their most current status and expected behaviors. Give recommendations about relevant products across email, web, mobile, and all channels to increase engagement.

Plus, with AI can help you by predicting and identifying segments of customers that are highly likely to churn — and act on those predictions. Presenting highly personalized content to a customer across touchpoints

just in time before you lose them can make the difference between a loyal customer and one that's lost.

This is what being timely and contextual is all about, and AI makes it possible on a grand — and even global — scale.

"I can just rely on the machine to tell me when a customer is going to engage with our email, when they're going to defect. So rather than just coming up with the idea like I was having a chat with another Emarsys client and they say, we send it out to our engaged audience and I say, "What's engaged for you?" And it's the last 190 days or whatever it is. **But you can rely on Emarsys to tell you when they think a customer is going to engage with the email.** So it's taking that guesswork out and relying on, I guess, the technology."



**Justin Bausch**  
CRM Manager, Ryderwear

# 7

## Measure Your Results and Predict What's Next

### **Pillar at a Glance:**

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- Ensure you can accurately measure marketing impact.
- Use dashboards and insights to make smarter business decisions and drive continuous improvement.
- Use AI to predict customer behavior, optimize engagements, and drive loyalty.

When it comes to personalization, your ability to measure the results is just as important as your ability to execute. Personalization for the sake of personalization isn't the goal. You need to know what aspects of your personalization strategy are (or are not) working, so that you can continue to optimize and adjust, thus ensuring your efforts are generating results — because of course, your C-suite will also have their eyes on that figure.

**“The [SAP Emarsys] customer lifecycle dashboard is helping me save time because it allows me to figure out what areas to focus on. So, for example, if we are seeing a ton of leads, we're going to try and focus on converting those leads into first-time buyers.”**



**Josh Ehren**

Former Global Head of Direct to Consumer, Gibson Brands

# 70%

of marketers say there is opportunity to save time on measurement and reporting by using automation and AI

[Retail Roadblocks](#)

## Data Visibility: Measure, Optimize, Repeat

Tailored marketing campaigns generate a lot of data. But you have to be able to make sense of those numbers.

What you need is a way of tying your campaigns and programs to marketing-generated sales. Attributing purchases to specific programs allows you to identify the highest-performing endeavors as well as the campaigns that aren't working. This level of analytics can also indicate where opportunities with a campaign might lie — is it the creative content? Is it timing or execution? Which variables can be adjusted for better results?

Having strategic dashboards built directly into your customer engagement platform enables you to see the sales generated by personalized email, push, and SMS campaigns — down to the individual campaign level — as a percentage of your total revenue. This leads to better allocation of your resources over time and proves to the C-suite how your 1:1 marketing efforts impact the bottom line.

Be sure you have visibility into...

- **Customer Lifecycle:** Get a close look into the entire customer journey and check your funnel for clogs. Can you tell how many customers have defected? How many are likely to defect? What is your win-back rate? Can you measure the difference between segments, such as loyal customers vs. non-loyal customers?
- **Channels:** For any omnichannel strategy to succeed, the business must understand channel impact. Can you easily track KPIs for

each channel in a centralized location? Can you view them side-by-side?

- **Revenue:** Of course, it all comes down to dollars and cents. Do you know how much revenue you're generating? What impact do you have on purchase frequency, average order value, retention, win-back purchases, and other metrics?

"We have really limited resources. We're doing a whole lot with a very small team. [...] And so **lifetime value really gives us an idea of where to focus**, where should prioritization be, what should we be building, what are the needs, and really also, what are our shortcomings? Where are we falling short? If you can measure that with a number, you can then compare it to other things or [areas of] impact and figure out where [you] need to focus."



**Greg Holmes**

Covetrus Marketing Operations Manager, Covetrus

## Stay One Step Ahead with AI and Predictive Analytics

We live in an era of rapid technological innovation, and AI has changed how marketers view analytics. Analytics are no longer just about reporting what has already happened — now it's about predicting what's going to happen next, both at scale and all the way down to the level of the individual customer.

Every piece of data you collect should be brought into a single, unified view. This is how you create a true 360-degree view of your customers, understanding them inside and out. With AI and predictive analytics, you can get a good idea of:

- What individual customers will buy next
- When they'll buy it
- What channels they'll use
- How much they'll spend

From the first pillar to this last one last, this is where you bring it all together. AI can take this information and apply it to create truly optimized — and truly personalized — 1:1 omnichannel experiences. These are the kinds of experiences that increase customer satisfaction, boost loyalty, and drive revenue for your business.

“I always say that revenue winds up becoming or consumer spend always becomes this default. But for us, we don't only look at that. **We look at what you purchased first and [make] predictions based on the brand that you purchased first and your AOV;** how your lifetime spend will go, and your recency and frequency. We're constantly looking at how people engage, and for us, all the metrics are important.”

MYTHERESA

**Heather Kaminetsky**

North American President, Mytheresa

## Conclusion

Customers are more sophisticated than ever. They expect personalized messaging across channels, and for that, you need scalable, adaptable technology that helps you understand them and tailor their experiences.

To grow your business, you must distinguish your brand from competitors and cement it in your customers' minds as the brand that truly understands them. The degree of personalization your brand offers must be truly impactful 1:1 marketing that delights and satisfies customers.



As you fine-tune your strategy to power up your omnichannel personalization (and seek out the technology solution that will get you there), remember the seven pillars:

- 1. Integrate Data at Scale**
- 2. Connect Commerce Experiences**
- 3. Prioritize Customer Loyalty**
- 4. Consider Context, Relevancy, and Real Time**
- 5. Personalize Experiences across Channels**
- 6. Scale 1:1 Personalization with AI**
- 7. Measure Your Results and Predict What's Next**



## Take the Next Step to Fuel Marketing Growth

Build the pillars of your omnichannel personalization strategy on a foundation that will continually drive your business forward.

**See what truly impactful 1:1 marketing looks like** with an omnichannel customer engagement platform.

[Request a 1:1 demo with an expert now](#)



## About Emarsys

SAP Emarsys Customer Engagement is an intelligent customer experience solution from SAP to help brands connect customer data, improve loyalty, and grow their business.

SAP provides an integrated suite of applications, intelligent technologies, and a real-time platform for retailers to drive efficiency and deliver relevant, personalized customer experiences anywhere, anytime. We help digitally native start-ups to global retail brands manage all aspects of their business with the comprehensive solutions to exceed customer expectations with relevant products, information, and engagement when and where they choose to shop. This includes SAP retail and customer experience solutions like leading e-commerce, customer data, and customer engagement marketing applications, enabling brands to be amazing every time by delivering an intelligent customer experience.

For more information, visit [www.emarsys.com](http://www.emarsys.com)



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