



Passion. People. Performance.



Emocionalni pokretači prodaje

Mirjana Badurina Čanak
msg global solutions
mirjana.badurina.canak@msg-global.com



6 emocionalnih pokretača prodaje



84% kupaca spremno je podijeliti svoje podatke (k)ako bi stvorili personaliziranije iskustvo.

Izvor: <https://www.accenture.com/us-en/insights/retail/retail-sourcing-personalization>

McKinseyjevo istraživanje pokazuje da 71% kupaca očekuje da će tvrtke pružiti personalizirane interakcije.

Izvor: <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-personalization>

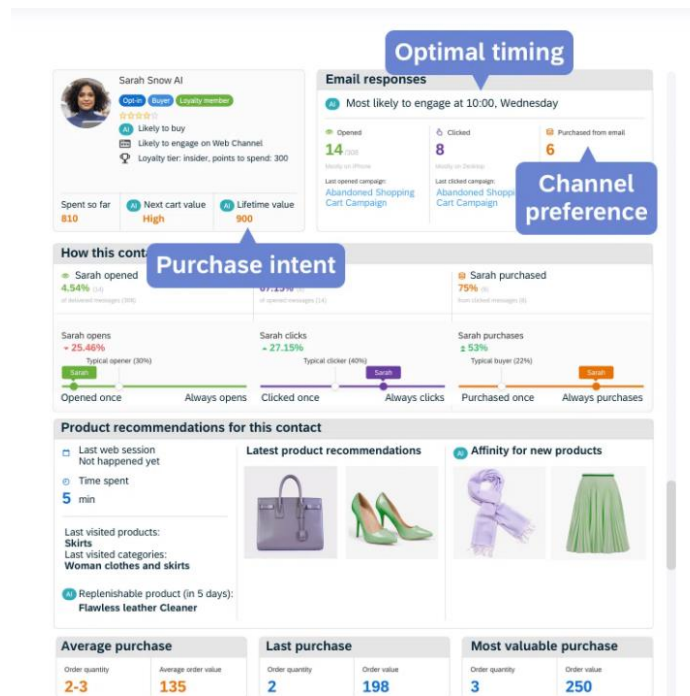
Kada se kupci osjećaju cijenjeno, 76% njih kaže da će ostati lojalni brandu.

Izvor: <https://www.forbes.com/sites/forrester/2021/04/29/cx-is-a-critical-driver-of-emotional-loyalty/>



Poznavanje
kupca

Sve počinje s podacima



Detaljan **profil kupca** temeljen na bogatim First i Zero-party podacima i kontinuiranom progresivnom profiliranju

Create Segment

AI segment
Create a segment using our Artificial Intelligence algorithms.

Relational segment
Create a segment using your own business external databases.

Web behavior segment
Create a segment based on web behavior by the Web Extend scripts.

Loyalty segment
Create a segment based on your contact and points.

Web Push segment
Create a segment based on browser activity by Web Push.

AI Segmentation

Segment details

Template

AI - Predictive Lifecycle segments for leads

- AI - Predictive email engagement
- AI - Predictive web engagement
- AI - Predictive revenue
- AI - Predictive lifecycle segments for leads

Leads who, in the next 30 days,

- are likely to convert
- are likely to remain inactive
- are likely to become cold
- are likely to convert

Combine this segment

Dinamički segmenti i prediktivna analiza vođena umjetnom inteligencijom

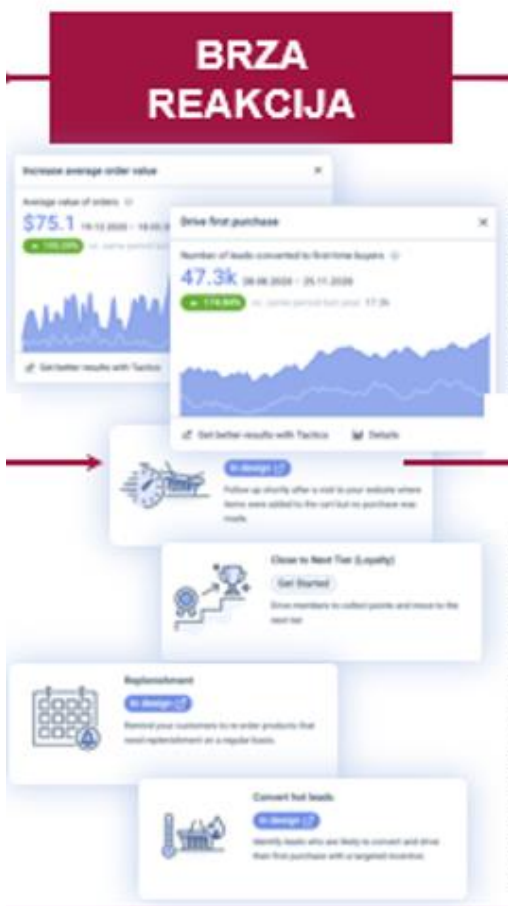
91% marketinških stručnjaka navodi pripremu i segmentiranje podataka kao zadatak koji oduzima najviše vremena, dok 27% marketinških stručnjaka ne uspijeva postići svoje ciljeve personalizacije jer ne mogu djelovati na temelju svojih postojećih korisničkih podataka

Izvor: <https://emarsys.com/learn/white-papers/retail-roadblocks/>



Jednostavnost poslovanja

Predefinirani predlošci ubrzavaju reakcije na promjene i potrebe tržišta



Tactics

Acquisition and Conversion Tactics

Abandoned browse Follow up a visit to your website where no purchase was made and no items were added to the cart.	Abandoned browse (Top Selling Category) Follow up a visit to your website browsed for top selling category where no purchase was made and no items were added to the cart.	Abandoned browse (Top Selling Product) Follow up a visit to your website browsed for top selling items where no purchase was made and no items were added to the cart.
Fast Abandoned Cart Follow up shortly after a visit to your website where items were added to the cart but no purchase was made.	Abandoned cart (Top Selling Category) Follow up shortly after a visit to your website where items were added to the cart but no purchase was made.	Abandoned cart (Top Selling Product) Follow up shortly after a visit to your website where items were added to the cart but no purchase was made.
Lead re-engagement Show inactive leads to their first purchase.	Abandoned cart (Top Selling Category) Follow up shortly after a visit to your website where items were added to the cart but no purchase was made.	Abandoned cart (Top Selling Product) Follow up shortly after a visit to your website where items were added to the cart but no purchase was made.
Leads Winback Inactive Re-engage inactive leads one last time.	Leads likely to go cold Catch leads before they go cold and drive them back.	Welcome (new contacts) Welcome new contacts to your website.

Post-purchase Feedback Request

Post-purchase review campaign to measure satisfaction and drive repeat purchases.

New in Stock

Alert your customers on new in stock products they could be interested in.

Najbolje prakse vrhunskih globalnih marki unaprijed ugrađene u platformu kroz **Taktike**

Weather: Rainy days? Baking days!

Countdown: 50% DISCOUNTS

Geolocation: Local offers based on location.

Loyalty: It's your lucky day! Loyalty status: Bronze, 250 points, \$15 value.

Gamification: Spin the wheel to see your offer!

Personalization: Thanks for shopping with us, Name!

AI product recommendations: Ceramic bowls, Cotton towels, Breakfast set.

SAP Emarsys Visual Content Editor koristi predloške i jednostavne blokove koji se mogu personalizirati za brzo kreiranje e-pošte.

Brendovi s CX agilnošću marljivo prate promjene u preferencijama i očekivanjima kupaca, brzo se prilagođavaju i uvode inovacije te iskorištavaju nove prilike za poticanje rasta.

Izvor: <https://www.the-future-of-commerce.com/2022/02/25/cx-agility-definition-stats-benefits-examples/>



Razumijevanje

AI donosi razumijevanje koje se iskazuje kroz personalizaciju



Unified Customer Profile

Sara Snow
● ● ● ● ● Active customer
● ● ● ● ● Gold buyer

Previous purchases

Last visited products

Spent so far 810 **Predicted to spend** 900

Average purchase
 Order Quantity **2-3** (Calculated from 6 campaigns) **Average Order Value** **\$135**

Last visited products: Handbags
 Last visited categories: **Woman accessories**
 AI Replenishable product (in 5 days): **Purple handbag**

Back in Stock!

Back in Stock!

LIFESTYLE LABELS

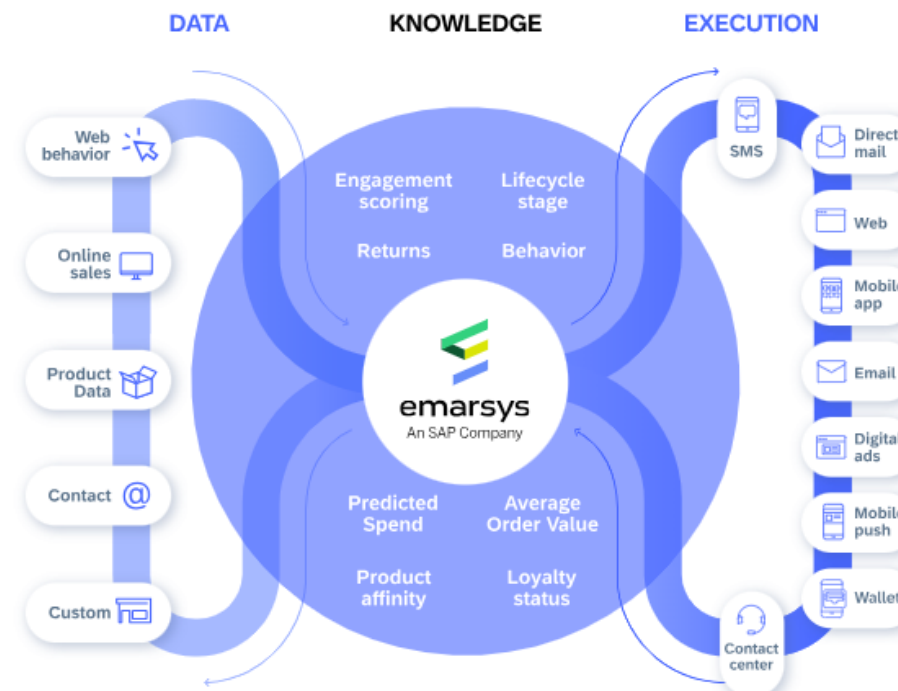
GOLD MEMBER
 334 Status points 300 Points to spend

My Wallet

Reclaim your points and get amazing rewards!

Latest product recommendations

Personalizacija pomoću tokena kroz **preferirane kanale**



Objedinjeni podaci za bolje razumijevanje svakog kupca. Bogati profil kupaca koji omogućuju privlačenje klijenata **relevantnim sadržajem**.

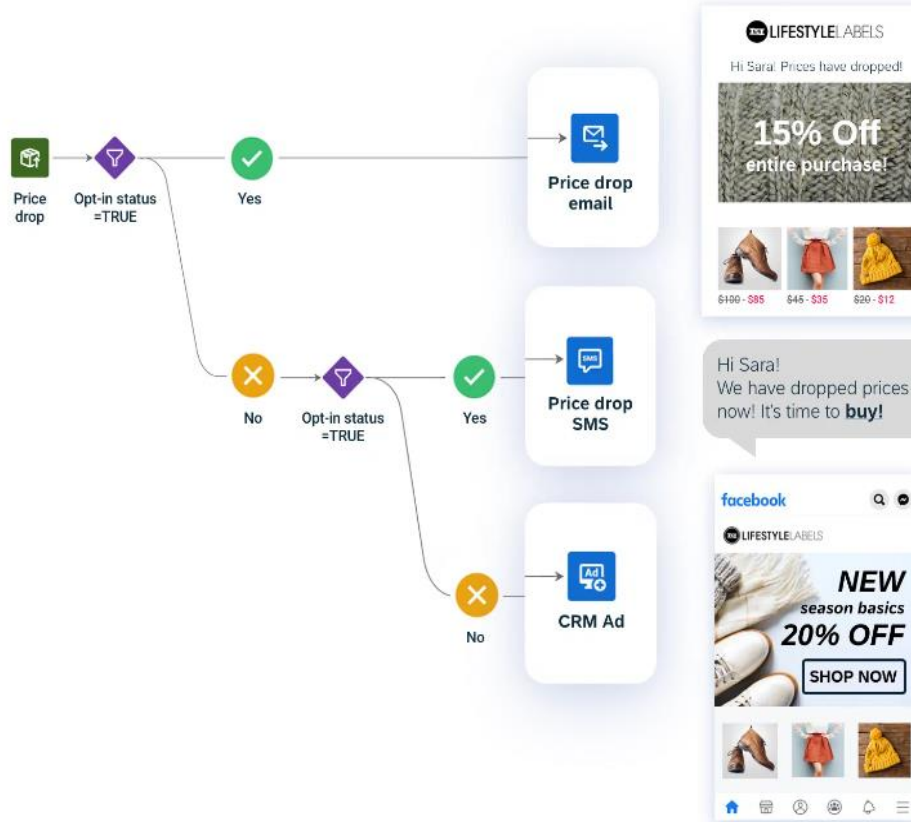
Personalizirani marketing ima stvarne prednosti za tvrtke: može smanjiti troškove akvizicije kupaca za čak 50%, povećati prihode za 5 do 15% i povećati povrat ulaganja u marketing za 10 do 30%.

Izvor: <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-personalization>

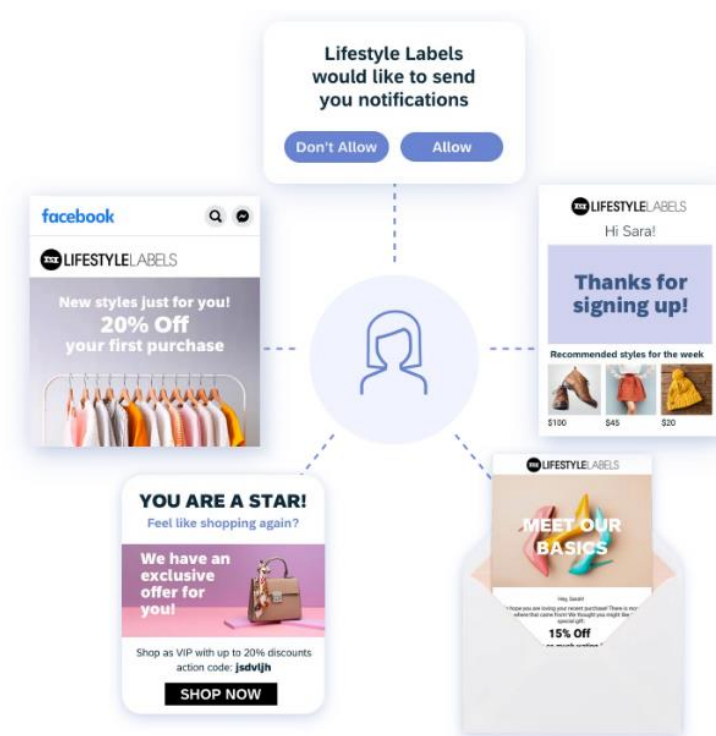


Susretljivost

Automatizacija na svim kanalima ispunjava očekivanja kupaca



Automatizacija kampanja kroz sve željene kanale

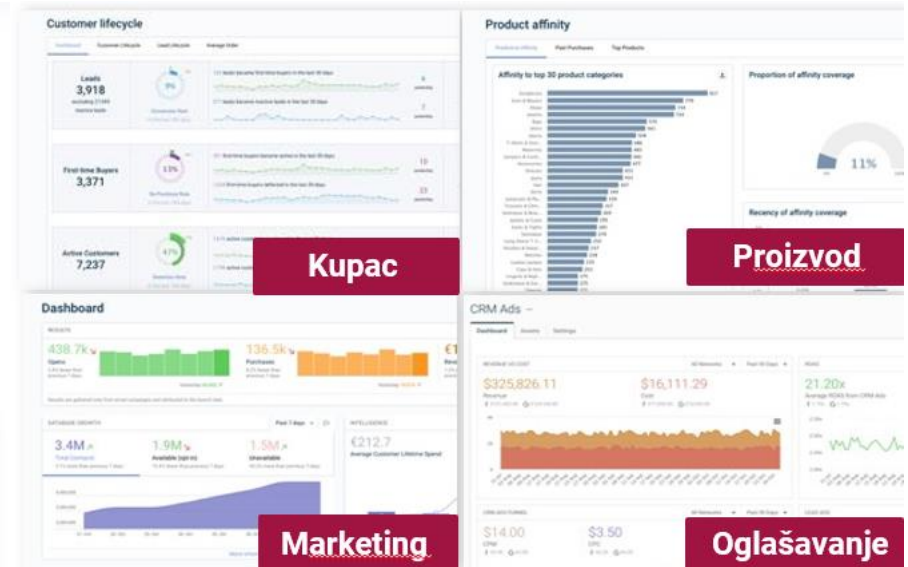
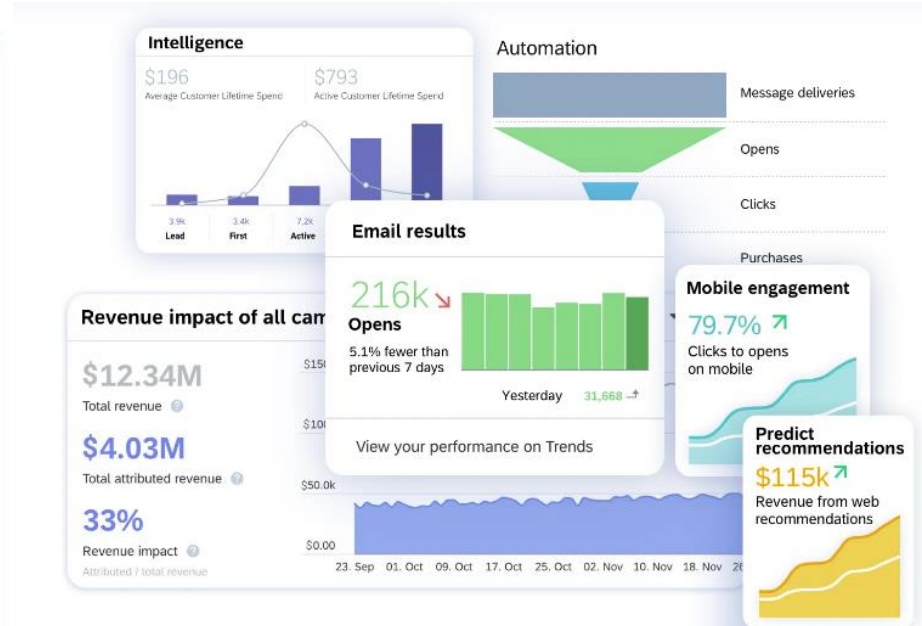


Kanali izvorno ugrađeni u platformu orkestriraju korisničko putovanje

55% marketinških stručnjaka smatra da ih koči nemogućnost izvršavanja orkestriranih kampanja na različitim kanalima

Izvor: <https://emarsys.com/learn/white-papers/retail-roadblocks/>

I sve završava podacima - mjerenjem, analizom i izvještavanjem



Kako marketinške aktivnosti pridonose **poslovnim** rezultatima.

Preporuke **umjetne inteligencije** kako postići svoje **ciljeve (KPI)**.

Izvještavanje i analitika na nivou:

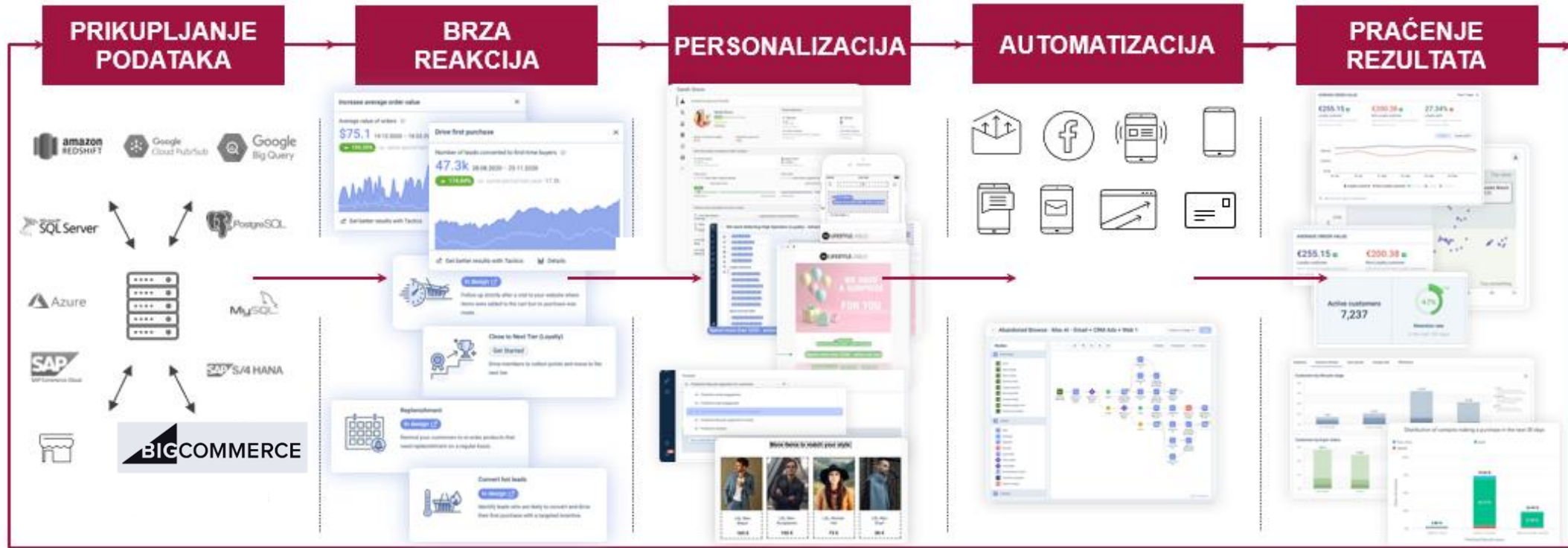
- kupca i proizvoda,
- marketinga i oglašavanja,
- fizičkih trgovina,
- prosječne vrijednosti narudžbe,
- ponovljenih kupnji,
- životnog ciklusa i vrijednosti kupca...

61% marketinških stručnjaka izjavilo je kako je točno mjerenje performansi najvažniji elementu provođenja uspješne omnichannel strategije

Izvor: <https://research.ascend2.com/multi-channel-marketing/>



Holistički pristup s kupcem u fokusu dovodi do povjerenja



Povjerenje ➔ **Zadržavanje kupca** ➔ **Lojalnost** ➔ **Preporuka**



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Hvala na pažnji

Mirjana Badurina Čanak
msg global solutions
mirjana.badurina.canak@msg-global.com



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msg global solutions ag (Headquarters)
Thurgauerstrasse 39
8050 Zürich/ Oerlikon
Switzerland

www.msg-global.com



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