



dotdigital



6 Customer experience tactics you should be doing



Phillip Holman

Senior Enterprise Account
Executive

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Senior Enterprise Account Executive

- 15 years' experience collaborating with brands on marketing strategies
- 11 years' with Dotdigital
- Worked with our enterprise clients, agencies and partners
- Working across a variety of sectors
- Usual day-to-day chained to a desk writing RFP's





CXDP Platform



4000+ Brands
400+ People



Experience
& Expertise

Using personalization

1



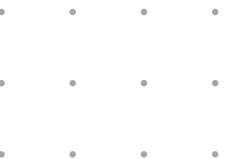
Is everything you thought you knew about personalization still true?

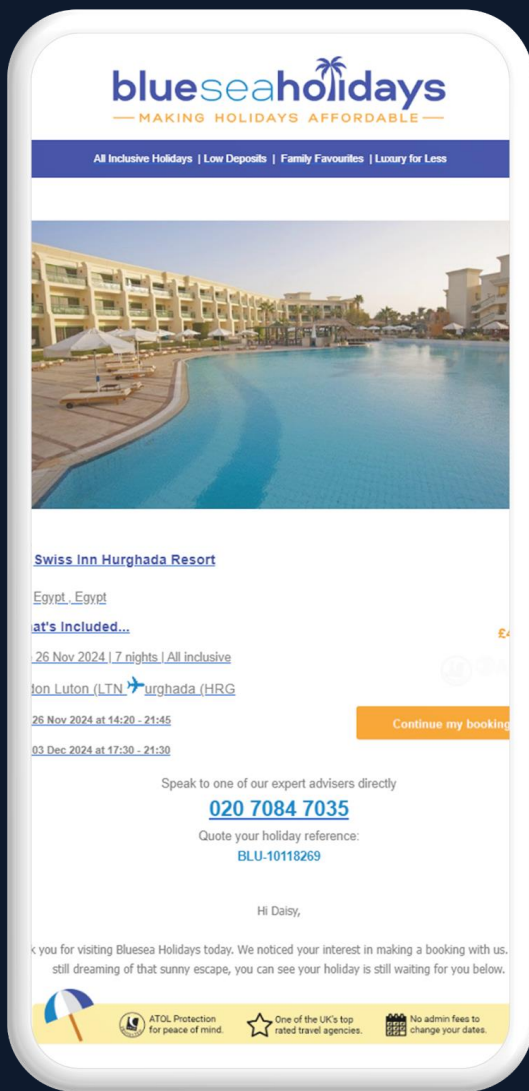
More data means better personalization

It's too time-consuming and costly

Only large businesses can benefit from personalization

Personalization is limited to email marketing





Personalization

Blue Sea Holidays harnessed Fresh Relevance's personalization platform to track destination pages browsed by a customer. This enabled them to engage early-stage holiday researchers more effectively by providing relevant destination recommendations.

"The Fresh Relevance AI personalizes each email with **specific recommendations** based on the destinations visited, while Dotdigital ensures **seamless delivery** and visually appealing design."



Andy Clark

Marketing Executive at Blue Sea Holidays

Personalization

What do you start doing?

Use data and customer preferences to deliver more personalized experiences across your marketing channels





Personalization

What should you do differently?

Leverage AI-driven recommendations and geo-location features to further personalize content.



Cross-channel marketing

2





Cross-channel marketing



Seamless communications



Meet customers where they are



Boosting Customer Retention



Gathering data and insights



Enhanced Brand Visibility



Cross-channel personalization impact

£1.1m

Annual revenue generated through all Fresh Relevance retargeting activity

75%

Increase in recouped revenue from abandoned bookings

20%

Reduction in calls to customer support by encouraging online self-service

15%

Year-on-year growth in upsell revenue generation



Cross-channel marketing

What do you start doing?

SMS marketing integrated with your email and social media campaigns.



Cross-channel marketing

What should you do differently?

Remap your customer journeys to visualise the customer's points of contact with your brand.

Marketing automation

3



Why is marketing automation so important?

- **63%** of companies using marketing automation outperform their competitors
- Marketing automation drives a **14.5%** in sales productivity and a **12%** reduction in marketing overhead
- Marketers using automation software have seen their number of conversions increase by **77%**



Marketing automation

What do you start doing?

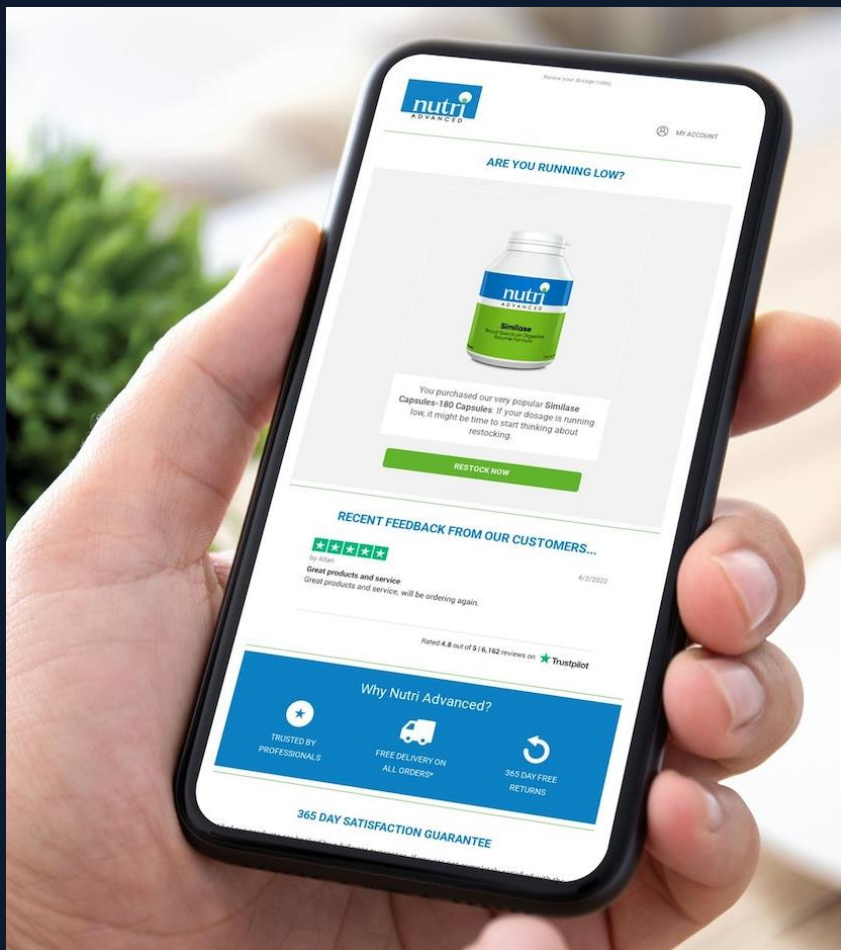
Implement an onboarding program whenever someone converts on your site.



Marketing automation

What should you do differently?

Change any automation programs to be engagement dependant. If people engage, send them a follow up sooner.



Nutri advanced

- Timely email after a purchase to cross-sell other complementary supplements
- Using purchase data to create product recommendations
- All automated from Dotdigital
- Replenishment campaign email
- Send when customer would be due to repurchase

470%

Revenue increase using
triggered messages

Segmentation

4



Why segmentation matters



Revenue increase

760%

FORRESTER®

Higher conversation
rates

30%



Membership increase

4000%



1700%

increase in revenue

4000%

increase in
membership

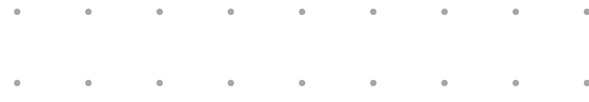
62%

email
open rate

Segmentation

What do you start doing?

Use RFM or lead scoring to identify your most value contacts – send this group bespoke comms.



Segmentation

What should you do differently?

Use AI driven insights to predict what customers will do next.



Customer feedback and UGC

5



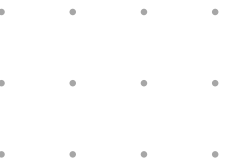
Customer feedback and UGC

Builds trust

It increases engagement

**Helps informed decision
making**

**Drives customer loyalty
and retention**



Customer feedback and UGC

What do you start doing?

Integrate customer reviews and user-generated content (UGC) into your marketing materials using dynamic content blocks.

Customer feedback and UGC

What should you do differently?

Ask for feedback on other channels than email. You could use Dotdigital's integration with Trustpilot to send SMS reminders.

Start using AI more

6



WinstonAI™

Dotdigital's marketing intelligence engine, powered by AI.

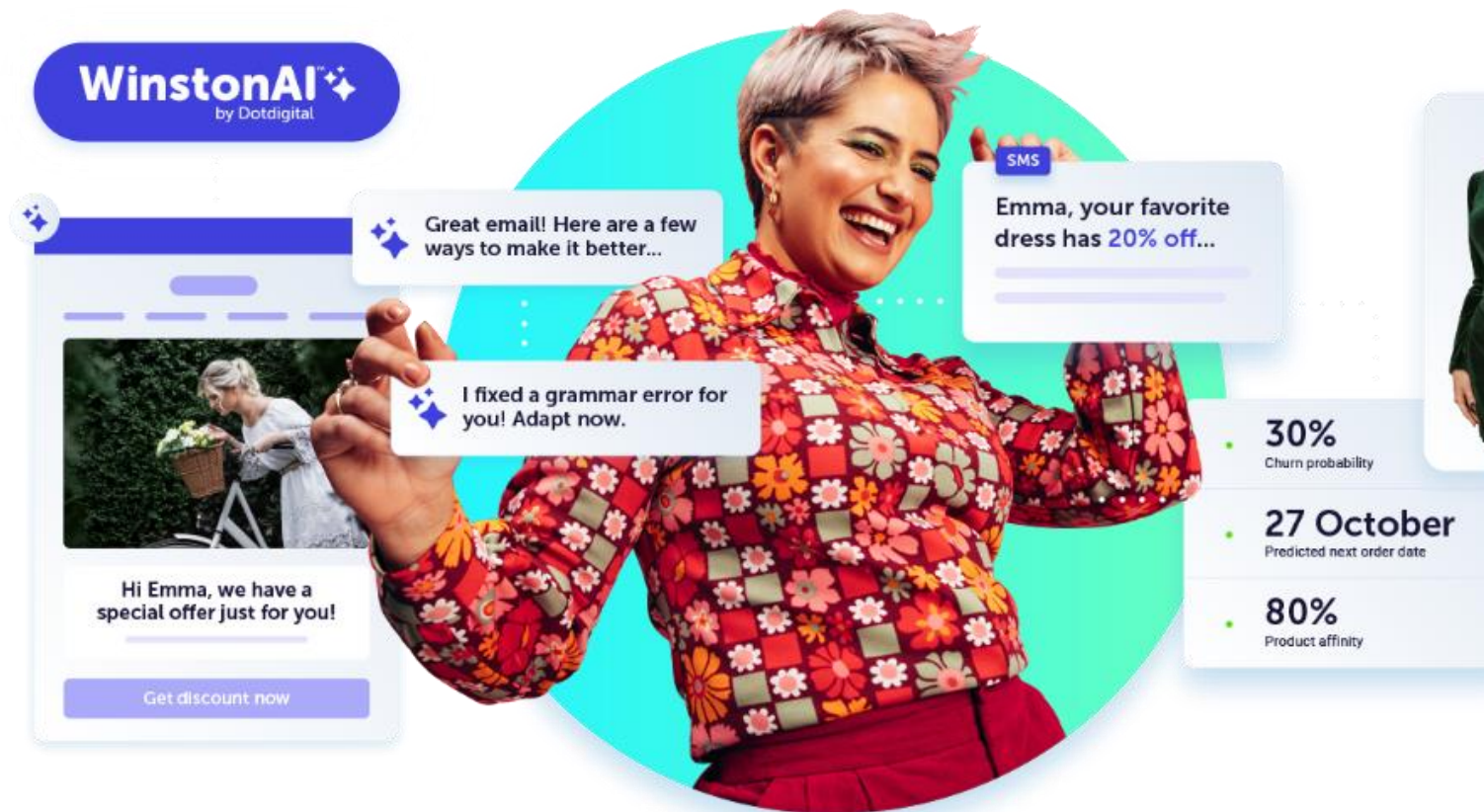
Generative AI for effortless campaign creation

Predictive analytics and recommendations

Smart segmentation with RFM & eRFM modelling

Cross-channel acceleration and send time optimization

One-click product data enrichment



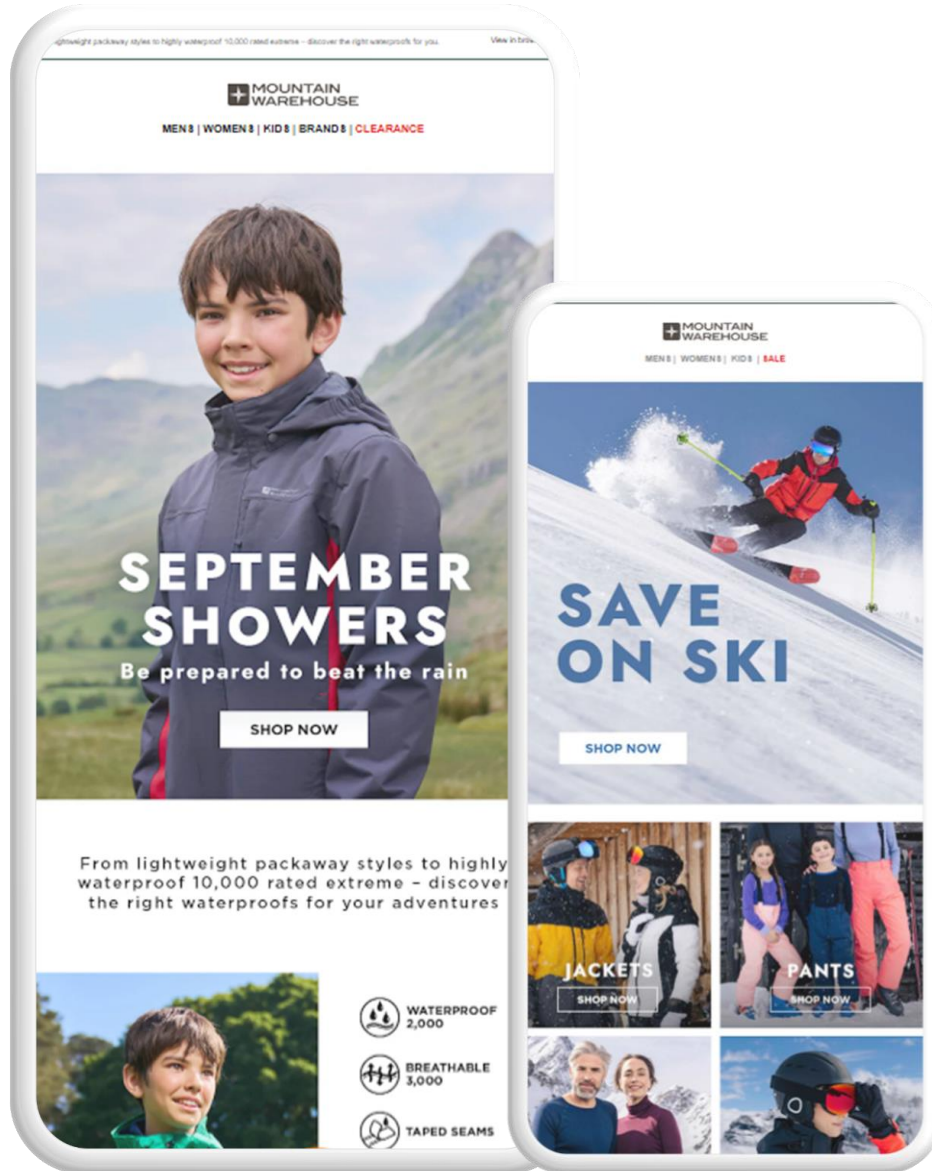
Smarter tactics

Subject Line Optimisation

The screenshot shows the WinstonAI interface. On the left, a mobile app preview displays a promotional banner for a 'New collection drop!' with '25% off for our most fashionable customers!' and a 'Shop now' button. On the right, a 'WinstonAI' overlay window titled 'Change tone' is open. It features a grid of tone buttons: FRIENDLY, PROFESSIONAL, WITTY, HEARTFELT, EMPATHETIC, EDUCATIONAL, FUNNY, CASUAL, URGENT, and OPTIMISTIC. Below the buttons is a 'Suggestion' section with the text 'Select which tone to rewrite your text'.

One-click email to SMS conversion

The screenshot shows the WinstonAI interface for email-to-SMS conversion. On the left, a mobile app preview displays a promotional banner for a bowl of soup with the text 'Hi Will, thanks for booking a table with us at 7pm!' and a 'Find out more' button. On the right, a 'Convert to SMS' button is shown, which leads to a simulated SMS message: 'Hey Will, your table is booked for Friday at 7pm'.



A/B testing for impactful email content and imagery

- ✓ Mountain warehouse Boosted email open rates significantly from an average of 35% to over 50% by testing WinstonAI generated subject lines, an increase of 40%.
- ✓ Used A/B testing to optimize lifestyle imagery and content sequencing for increased engagement and impact.

“The improvement in results show how effective AI can be, as part of the creative content generation process. WinstonAI is helping us to stay one step ahead and we are excited to see how Dotdigital develops the technology next.”



Jess Dunne

Email Marketing Assistant, Mountain Warehouse



Using AI

What do you start doing?

Use AI tools to help you kick start your marketing ideas. You can use your skills to do the rest.





Using AI

What should you do differently?

Embed these tools into your existing tactics for the most streamlined workflow.



6 Customer experience tactics you should be doing

1. Personalization
2. Cross-channel engagement
3. Marketing automation
4. Segmentation
5. Customer feedback and UGC
6. Use more AI



Thank you!



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