

Beyond the Send: Harness Data & Personalisation to Build Smarter End-to-End CRM Campaigns

Ezgi Mitchell

A Little bit about me...



Ezgi Mitchell
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Personalisation



Why personalisation matters?
(more than ever)

71%

of consumers expect
companies to deliver
personalised interactions

76%

get frustrated when
this doesn't happen!

Our approach at Sky

Sky Sports offers a wide range of leagues & tournaments



From Mass Marketing to Fan-First Personalisation



Unlock Growth by Personalising
for Every Fan's Sporting Interest

sky sports

BIG

WEEKEND





Hero images focused on a specific sport and fixture - Personalised by viewing data

THIS WEEKEND

 Saturday 4pm	 Sunday 11am
 Sunday 2pm	 Monday 6.30pm

Animated as a GIF to show the Big Weekend Hero and follow with tailored fixtures.



10.00

< Inbox

Get Sky Sports

YOUR BIG WEEKEND STARTS IN

HRS

12

MINS

36

SECS

11

INCOMING, <NAME>.
AN UNMISSABLE WEEKEND
OF FOOTBALL

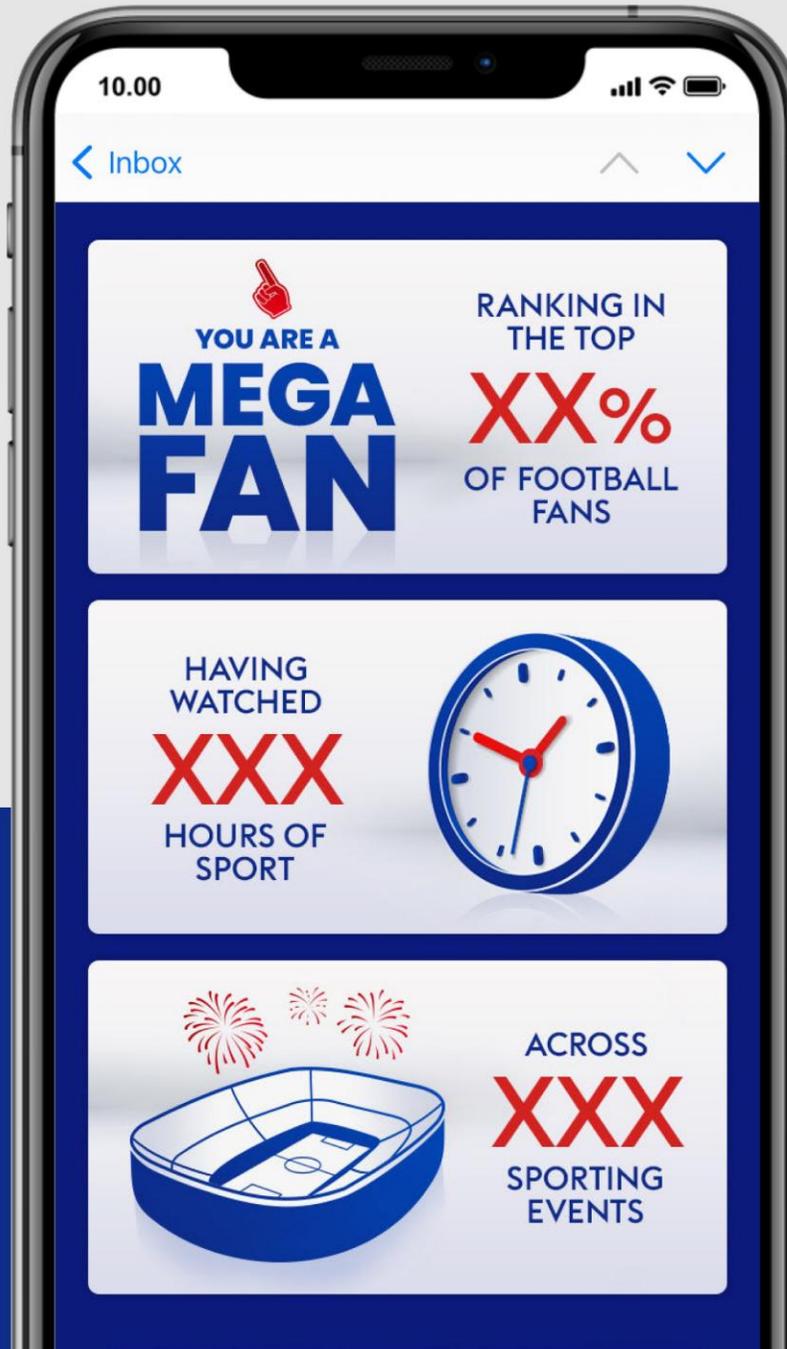
It's a huge weekend of football in both England and Scotland. And Sky Sports has every game that matters.

And with nine dedicated Sky Sports channels, all for £18 a month, that's just for starters.

So what are you waiting for?

Countdown timer to the weekend start - Non-Lapsed Customers only

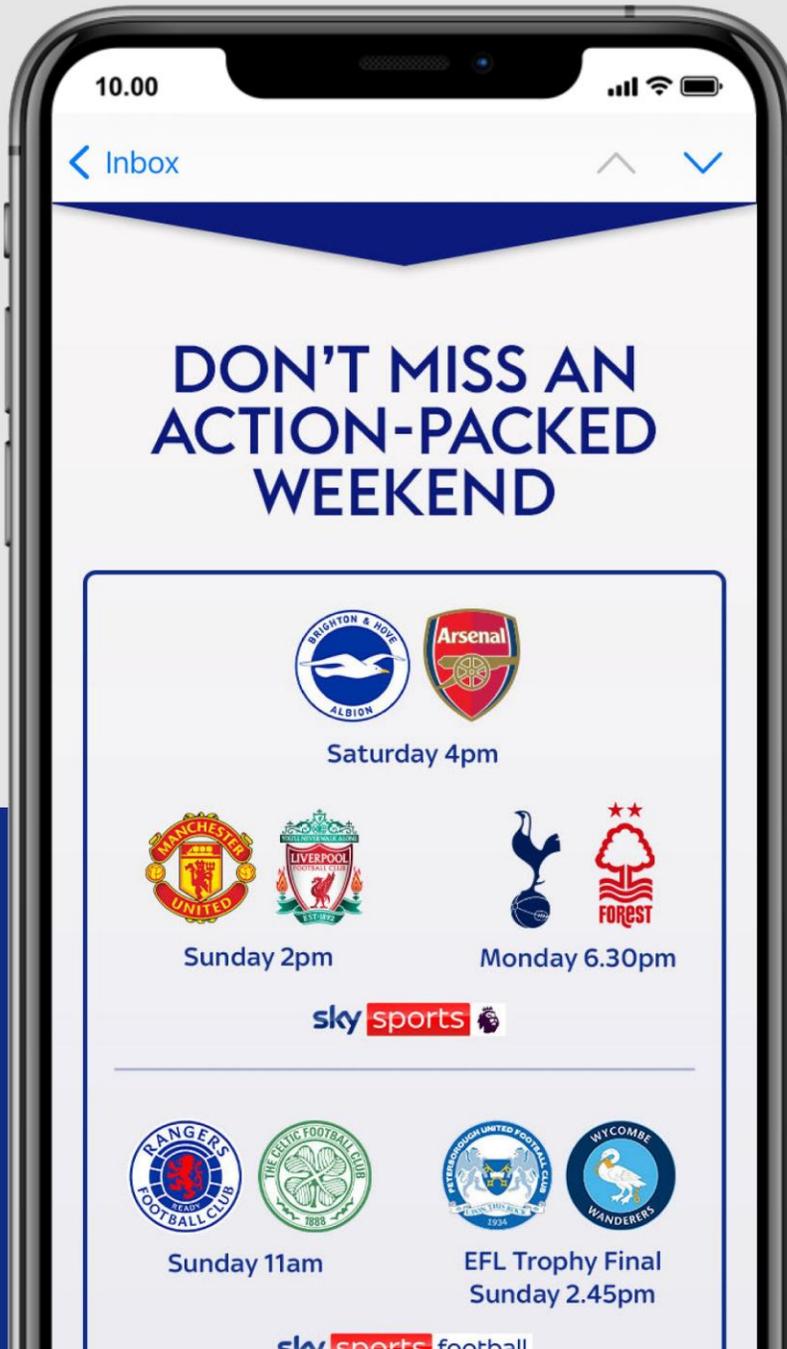
Tailored Headlines and body copy based on sports focus, featuring the customer's name



Personalised statistics showing:

- Fan ranking percentage
- Total hours watching sport
- Sporting events watched
(Lapsed customers with sufficient data only)

Section removed for customers with insufficient data (Lower than 30 hours) and non-lapsed customers.



Full fixture list with a rundown of the weekend's sport
Order and priority of fixtures based on Sport preference

Phenomenal results on personalisation version

+74%

Increase in sales
incrementality rate

3x

Increase in
click-through rate

Case Study: Football Start of Season

The Ambition: Drive Sky Sports upgrades by targeting known Premier League fans at an optimum upgrade moment

Phasing

Start of Season:
personalise customer touchpoints to drive upgrades

Data

- Explicit data from Sky Sports App
- Historical viewing data from lapsed Sports customers
- Premier League Fantasy League data

Channels

- Email, SMS, Push
- MSA, Sky.com
- UI (two clubs)



The Creative

sky sports

Watch even more of Liverpool this season



Get all nine Sky Sports channels from **£22** a month

[Get Sky Sports](#)

[Or click this link to locate your local retail store to find out more](#)

Hello Eileen,

The Premier League is back. And it's bigger than ever on Sky Sports.

This season, we're going:

Up from 128 to 215 live matches

including every key moment, from Liverpool

And with 80% of all live televised Premier League games, it's a new era for Sky Sports.

Don't miss these big games on opening weekend

Liverpool v Bournemouth	15 August
Wolves v Man City	16 August
Chelsea v Crystal Palace	17 August
Nottingham Forest v Brentford	17 August
Man United v Arsenal	17 August
Leeds v Everton	18 August

[Get Sky Sports](#)

[Or click this link to locate your local retail store to find out more](#)

Picked the wrong team?

Head over to the Sky Sports app, log in with your Sky ID and choose your favourite team.

[How to download the Sky Sports app](#)

sky sports

The wait is over. The Premier League is back.



Get all 9 sport channels from **£22** a month

[Get Sky Sports](#)

[Or head to your local retail store to find out more](#)

Hello <Name>.

The Premier League is back this weekend. Make sure you're ready. This season, we're going

Up from 128 to 141 live matches

starting with a Friday Night Football clash between Liverpool and Bournemouth. Then it's a Super Sunday double-header to remember, with Chelsea v Crystal Palace, followed by the always epic Man United v Arsenal game.

And with 80% of all live televised Premier League games, it's a new era for Sky Sports.

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Leeds v Everton	18 August

[Get Sky Sports](#)

Looking for your club's big games?

Click on your team's badge and get planning.



sky Watch even more Liverpool this season

As a Sky VIP, get Sky Sports for just £22 a month and enjoy 80% of all televised Premier League matches 📺

Sky Watch even more Liverpool this season. Get Sky Sports for just £22 a month and enjoy 215 live matches. Upgrade at [Sky.com/MYSOS](#). Text STOP to 80401 to opt out

Sky The wait is over, the Premier League is back. Get Sky Sports for just £22 a month and enjoy 215 live matches. Upgrade at [Sky.com/MYSOS](#). Text STOP to 80401 to opt out

The Results

2.5x

Higher sales
conversion vs
no-contact control

9%

Generic 9% better
than personalised in
terms of conversion

Learnings:

- Premier League fans like Premier League, not just their team
 - Target headroom did not need personalisation



Thank you