

SHIFTING GEARS

USING DATA TO MAXIMISE
CONVERSIONS



READY SET *Ford*

 VML
MAP

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USING DATA TO MAXIMISE
CONVERSIONS



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GUIDING PRINCIPLES

ANTICIPATE NEEDS BEFORE THEY ARISE

Before the customer asks or show us

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GUIDING PRINCIPLES

MEET THEM WHEREVER THEY ARE

Wherever our customer starts or finishes



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GUIDING PRINCIPLES

MAKE EVERY MOMENT THAT MATTERS VALUABLE

Add value to the exact moments that matters to our
customer and to our business

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WHERE CAN WE USE DATA TO MAXIMISE
SUSTAINABLE CONVERSIONS?

FOUR FOUNDATIONAL CATEGORIES

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Contactable Audience Strategy

Identify, match and contact the
right people at the right moments,
with consent

Connected CRM Ecosystem

A single, trustworthy view of the
customer that enables orchestration

Business Outcome- Focused Analytics

Measure business value,
then feed it back

Behaviour Driven Journeys

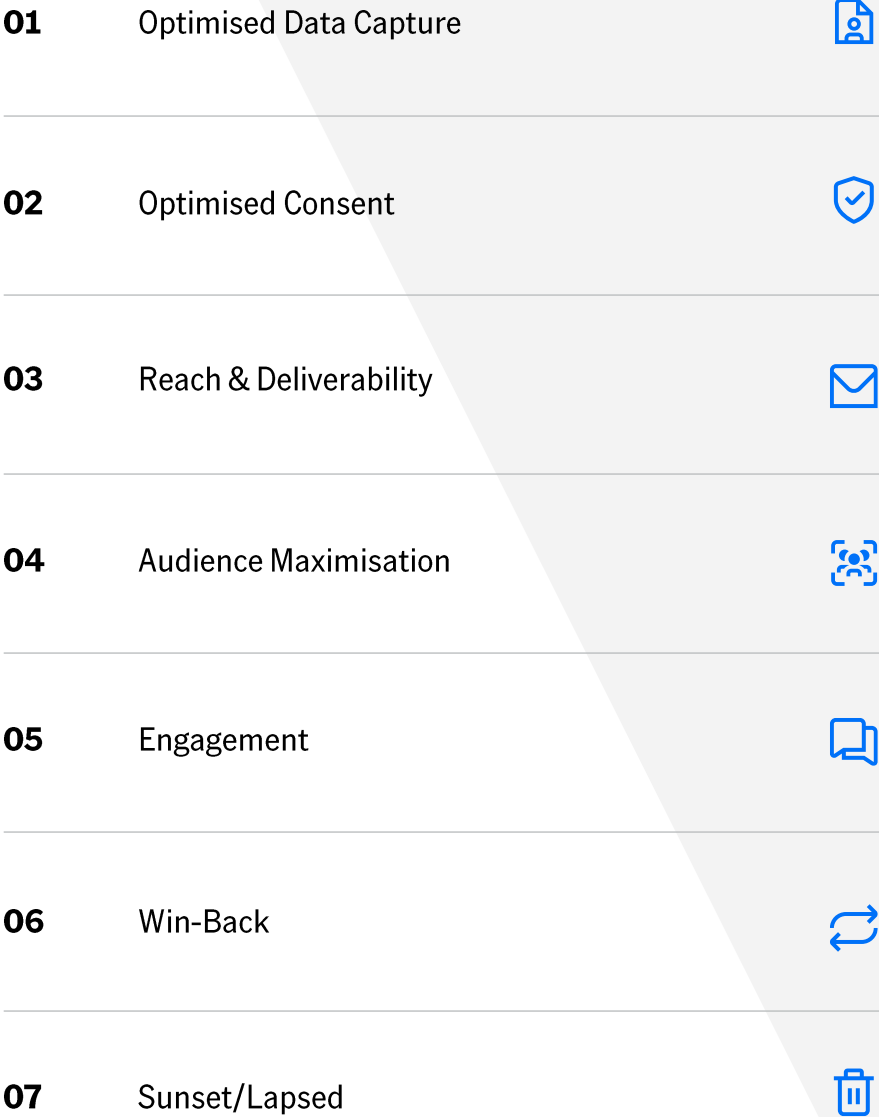
Listen – Decide – Send



CONTACTABLE AUDIENCE STRATEGY

OPTIMISING DATA WHILE BUILDING CUSTOMER TRUST

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EXAMPLE 1

STOP HIGH-INTENT LEAD LEAKAGE

Every 'no' in the micro-funnel is a leak that drains potential conversions.

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From Abandon Form



To Email

Test Drive

1. Choose Vehicle



Explorer
Electric

[Change](#)

2. Pick a Location

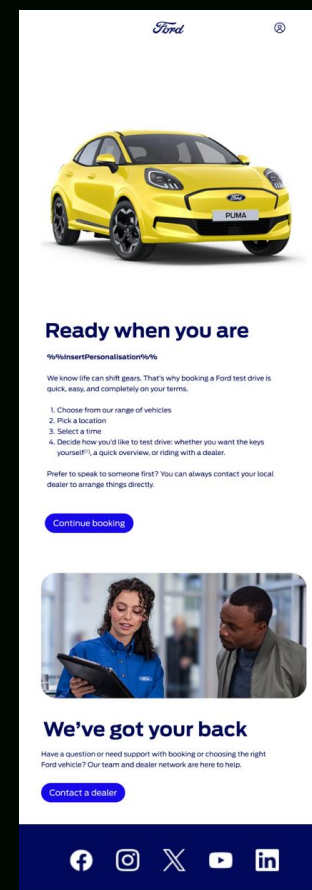
Location
Where would you like to test drive?

[Use My Location](#)

[Continue](#)

3. Select Date and Time

4. Your Details

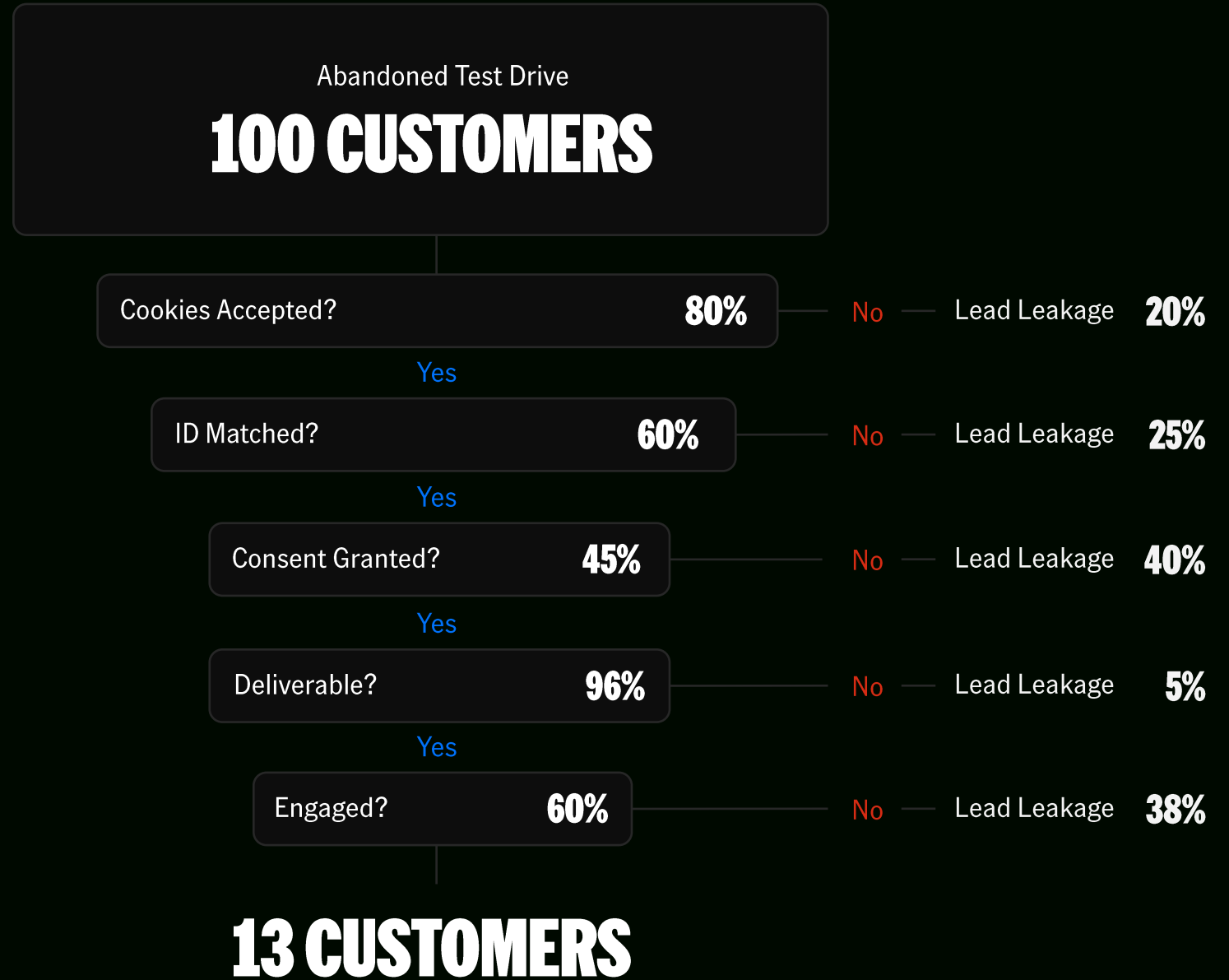


EXAMPLE 1

STOP HIGH-INTENT LEAD LEAKAGE

Every 'no' decision in the micro-funnel is a leak that drains potential conversions.

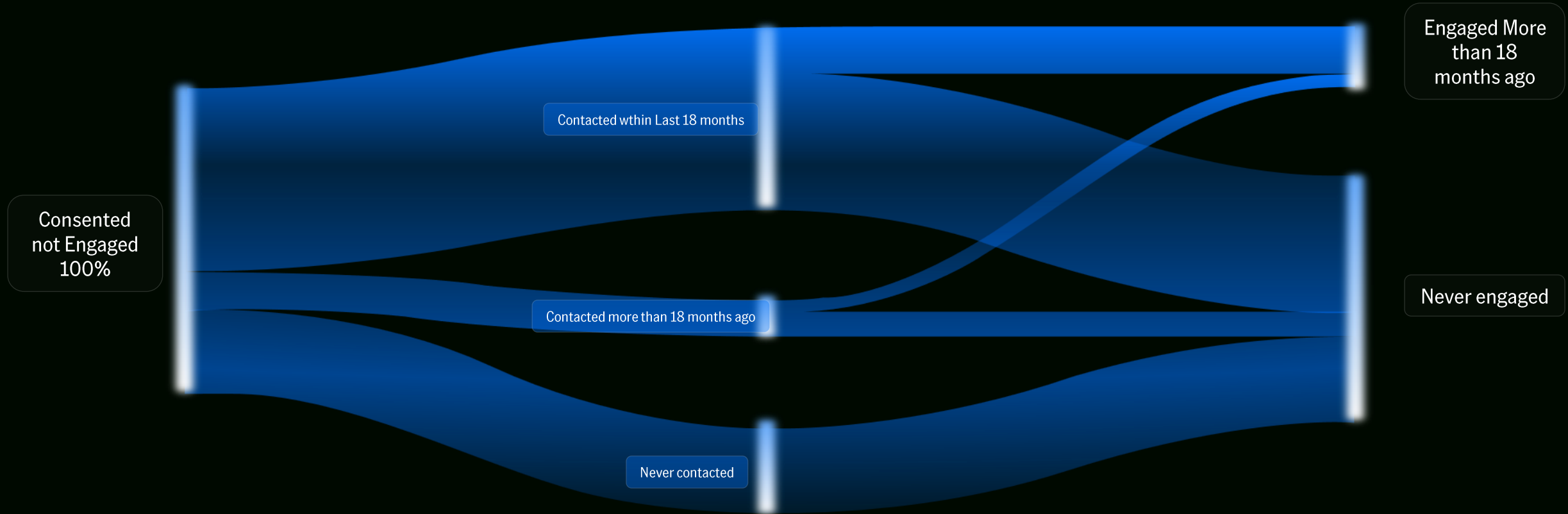
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Numbers for illustration only

EXAMPLE 2

ENGAGEMENT REALITY CHECK



EXAMPLE 3

FINDING YOUR RENEWAL SIGNALS

Touchpoint &
Needs
Mapping →

HINDSIGHT

What *did* the customer do?

e.g. Find me all customers who have had their vehicle for 18 months

FORESIGHT

What *will* the customer do?

e.g. Find me customers with a owner model score of 80%+

e.g. Find me customers who have enough equity in their vehicles so that their monthly payment walk won't be too high

INSIGHT

What did the customer *need*?

e.g. Find me a customer who is searching for the maximum range of an Ford Explorer and has asked Ford Credit for a settlement figure on their finance contract

PERSONALISATION:

TURNING INTO GROWTH



Start Exploring

SIGNALS CONVERSIONS &



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Optichannel



LEVEL OF ORCHESTRATION NEEDED

0-6 MONTHS

NOW

Test & Learn through tactical pilots and development of in-channel personalisation.

Build Foundations through enablement, basic integrations, scaling and content strategy development, governance, measurement framework and compliance/consent.

6-24 MONTHS

NEAR

Enhance engagement and conversion through broader data signals, multi-channel and orchestrated journeys, scaling of successful test & learn pilots.

Develop Ability to Scale.

+24 MONTHS

FAR

Drive Sales, Loyalty & CLV through 1:1 omnichannel journeys, responding to customer moments that matter across the lifecycle.

Scaling through advanced content management, automation and strategic use of AI.

Single Channel

Pilot

LEVEL OF AUTOMATION NEEDED



Scale



FINAL THOUGHTS

- ✓ Customer & data first
- ✓ Master the fundamentals; connect the dots
- ✓ 70/20/10 now/near/far
- ✓ What are your true moments that matter?
- ✓ Where are you missing high intent signals?
- ✓ Contactable audience is more than consent
- ✓ Engagement is more than just open and clicks
- ✓ Measure what matters & feed it back into your contactable audience strategy

THANK
YOU

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