



Identità digitale e customer journey automation: accogliere il cliente nel mondo digitale

Francesco Simonetti
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The Best Offer



“ Vogliamo che i nostri clienti si sentano bene per ciò che sono e desiderano essere ”

Veronica Civiero

Head of social, content and influencer strategies L'Oréal, su SAS Trend 1/2019

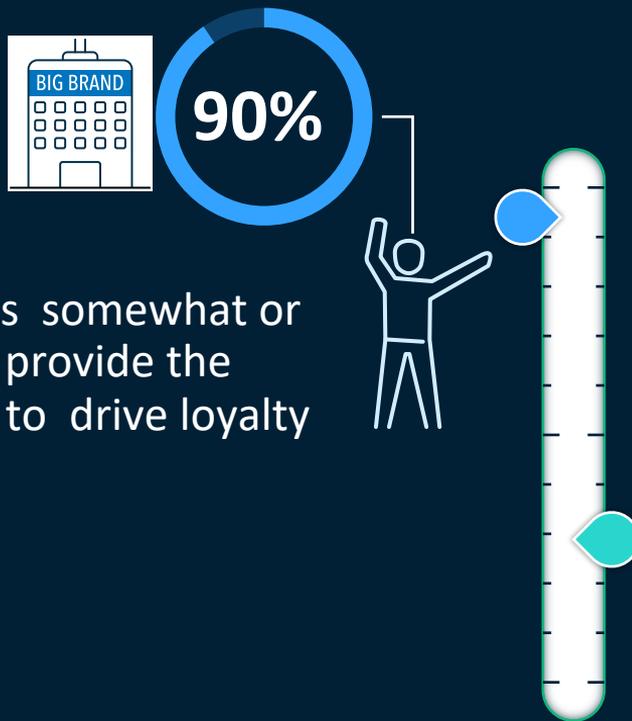




Satisfaction mismatch



Brands say they provide the highest level of satisfaction to drive loyalty



The majority of brands somewhat or strongly believe they provide the customer satisfaction to drive loyalty today.

Most consumers disagree.



Accogliere il cliente nel mondo digitale



Accogliere il cliente nel mondo digitale

Toolbox:

- Data collection
- Identity resolution
- Customer journeys



Data collection



SAS CUSTOMER INTELLIGENCE 360: UDM

Customer/Identity Level

Provides a consolidated view of all sessions, attributes and activities across cookies and devices

Viewed Media

Video or media plays with information how visitors interact with these

Custom Attributes

Storage of any attribute that does not fit ootb data model

Conversion

Conversion navigation showing all step interactions including content and any error messages seen

Promotions

Record of any banners or promotions seen or clicked on the website within the session

Goals

Achieve goals, e.g. sign-up or site conversion

Errors

All page level errors seen by a visitor

Session Data

Information about ALL visitors including device type, browser type, date & time of session and location

Cart Interactions

Information about all cart interactions including adding to basket, removing from basket, quantity, price etc.

Downloads

All page level downloaded documents

Visits

Used to understand every attribution for a visitor and Customer

Pages

Details

ALL pages viewed, content seen, time on page for journey analytics

Products

Viewed

What products customers viewed

Form

All user entered form interactions and form submits to web applications

Search

Internal search terms and number of results returned

Mobile App

Understanding mobile app behavior

Mobile Marketing

Information about how your mobile marketing (in-app, push notifications, mobile personalization) performed

External Systems

Marketing

Information about how your marketing in the external applications that were triggered from CI 360 performed

Direct

Marketing

Information about how your direct marketing campaigns performed

Customer

Journeys

How customers are moving through customer journeys set up by the marketer

Email Marketing

Information about how your email messages performed

Web Marketing

Impressions and conversions based on targeted content delivered to web sites

Contact/Response

History

Details of offers presented and responded to

External Events

Events that have been injected into the system from external sources



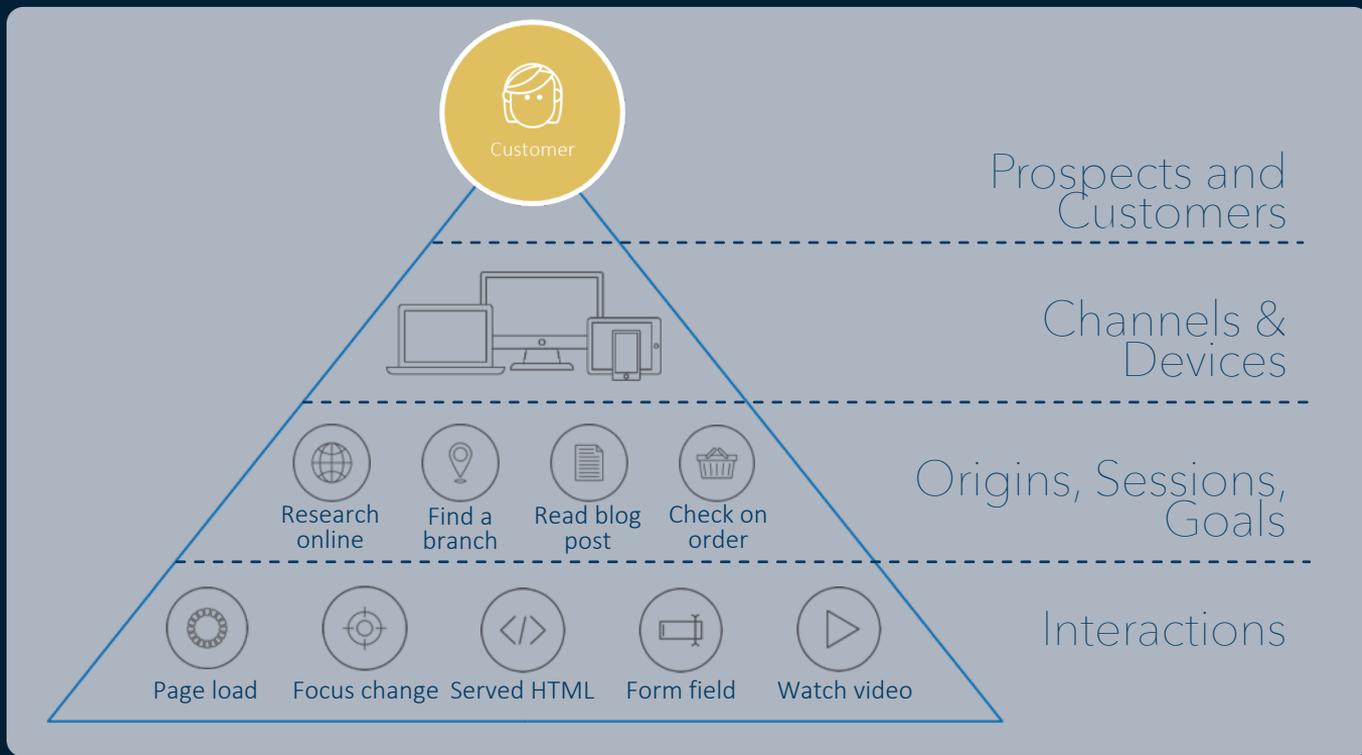


Identity resolution



SAS CUSTOMER INTELLIGENCE 360: IDENTITY MODEL

Digital identity
lifetime
resolution: one
person, one story,
multiple devices.

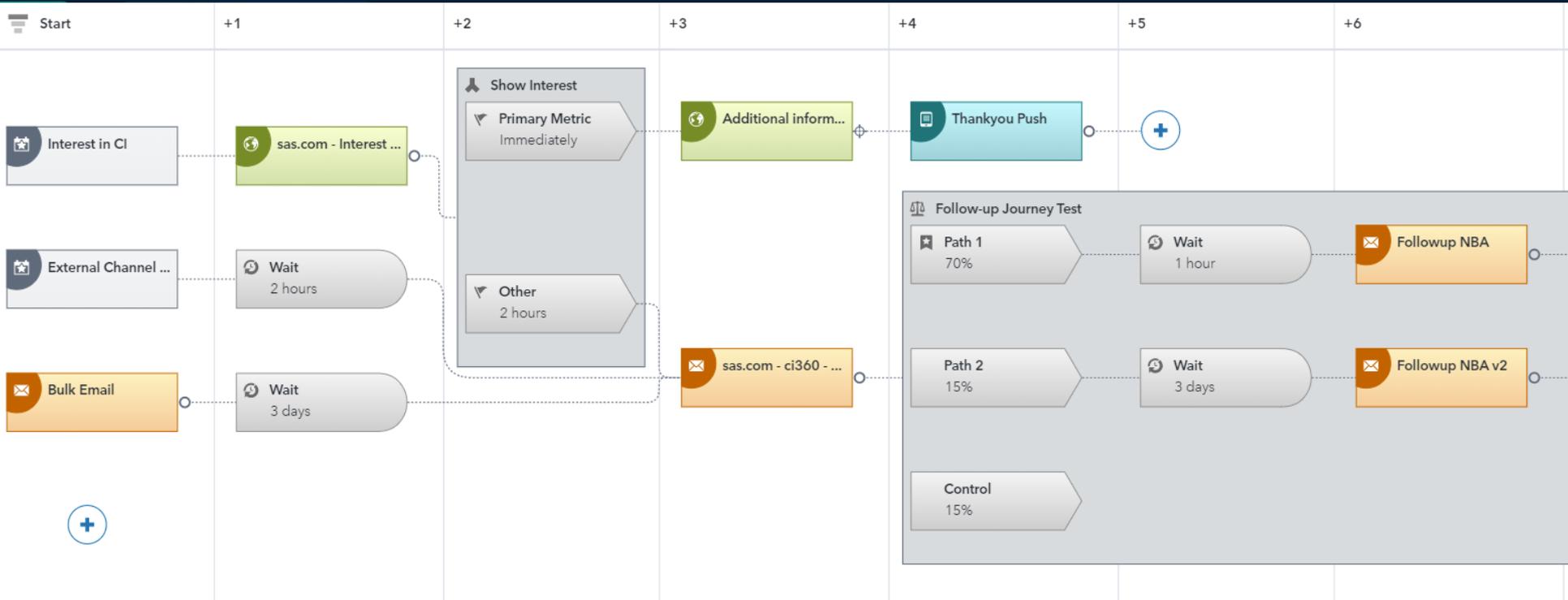




Customer journeys



SAS CUSTOMER INTELLIGENCE 360: ACTIVITY INTERFACE



Data
collection

Identity
resolution

Customer
journeys

Vs.

“Accogliere il cliente
nel mondo digitale”

Data
collection

Identity
resolution

Customer
journeys

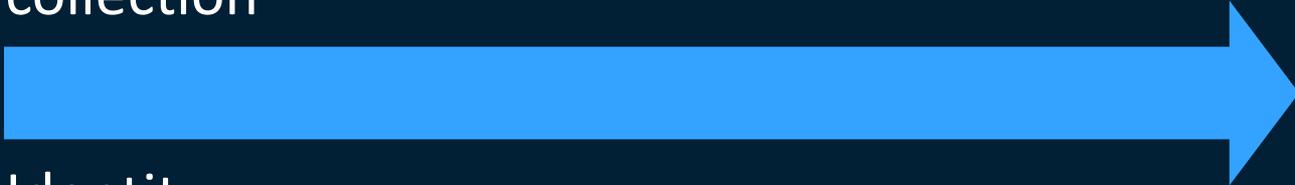
Vs.

“Accogliere il cliente
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GAP ?

Data
collection

Identity
resolution



Customer
journeys

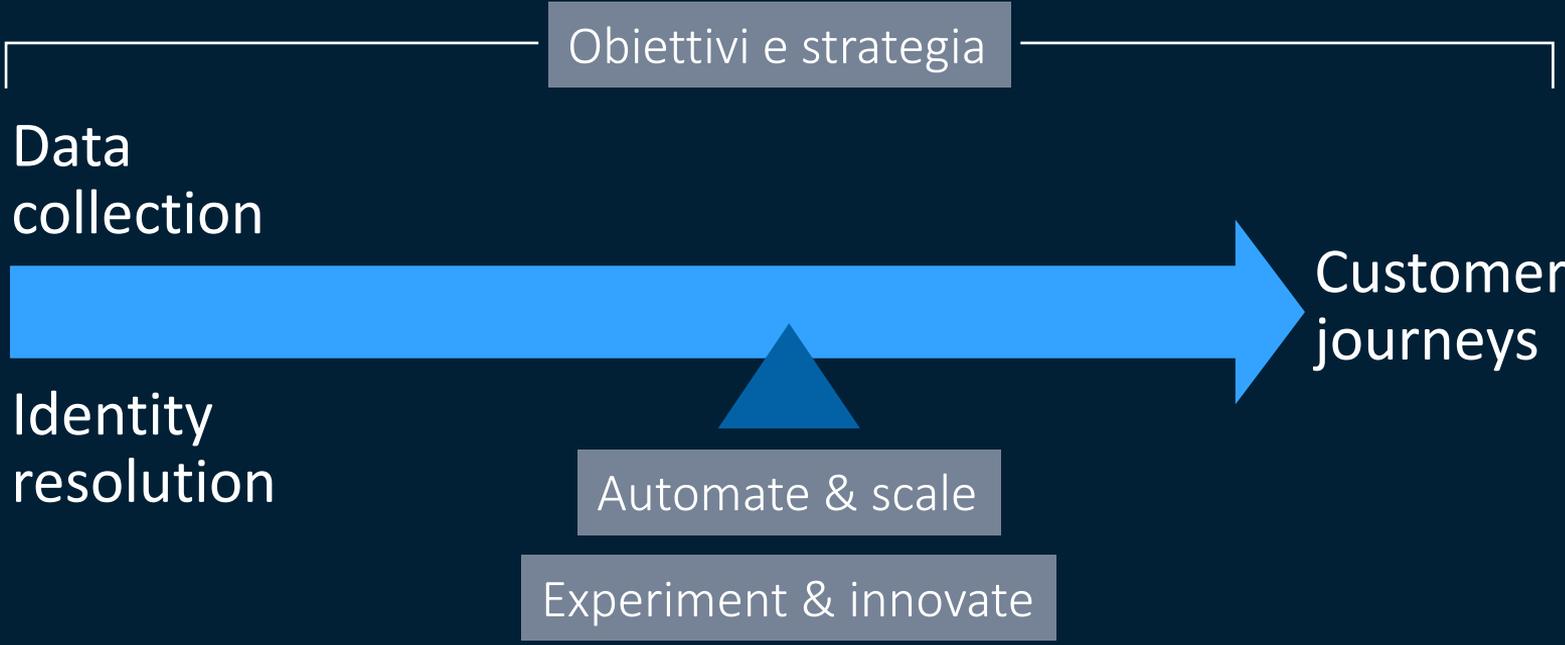
Obiettivi e strategia

Data
collection

Customer
journeys

Identity
resolution





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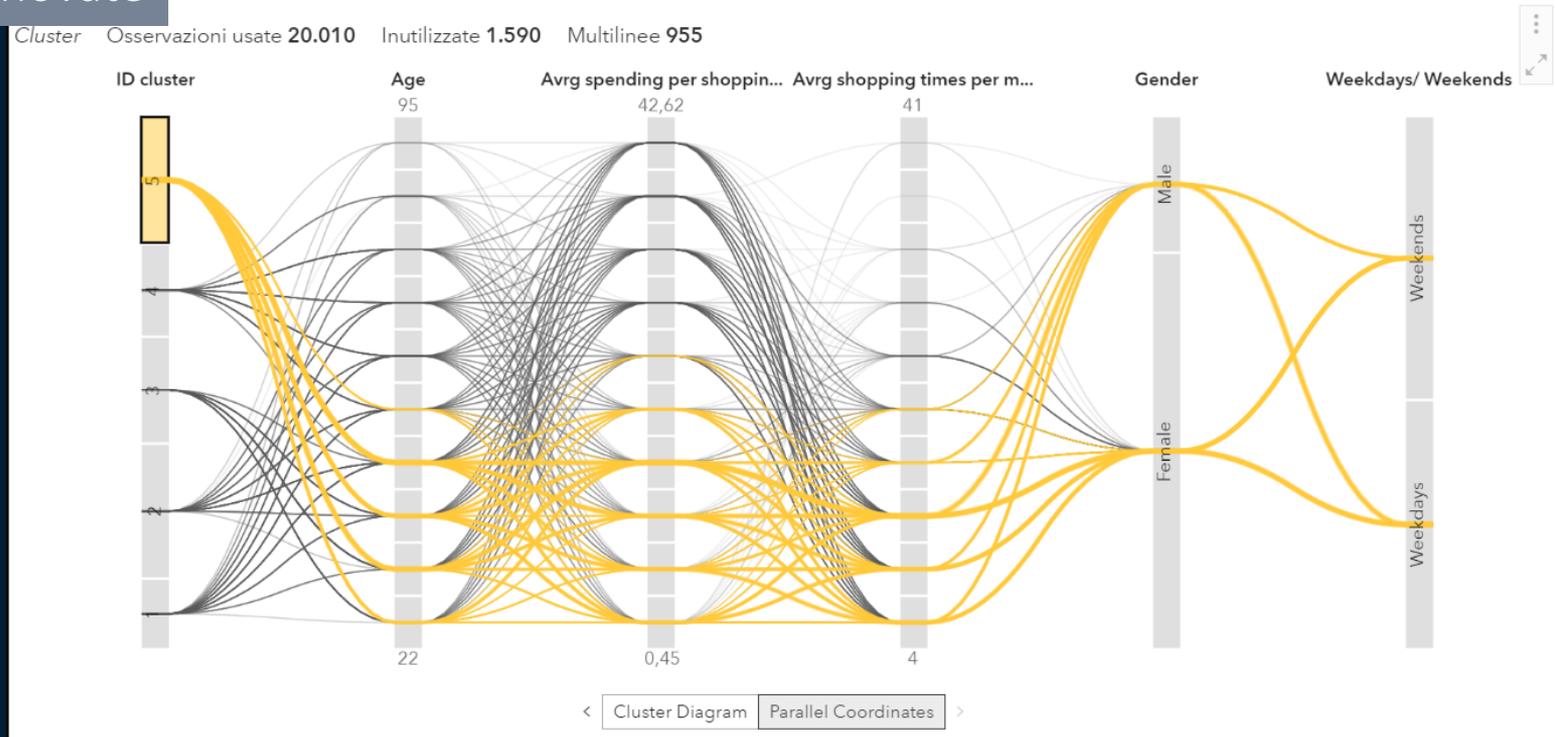
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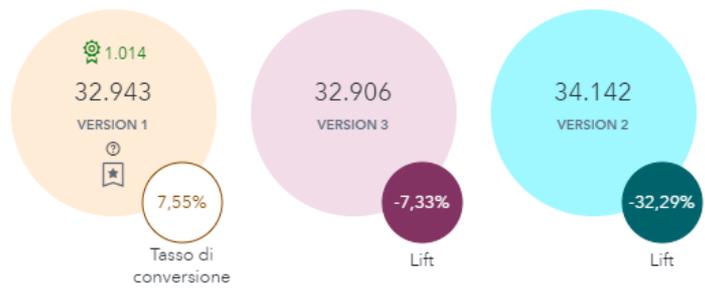


Esempio:
Assisted
clustering



Esempio: Segment discovery

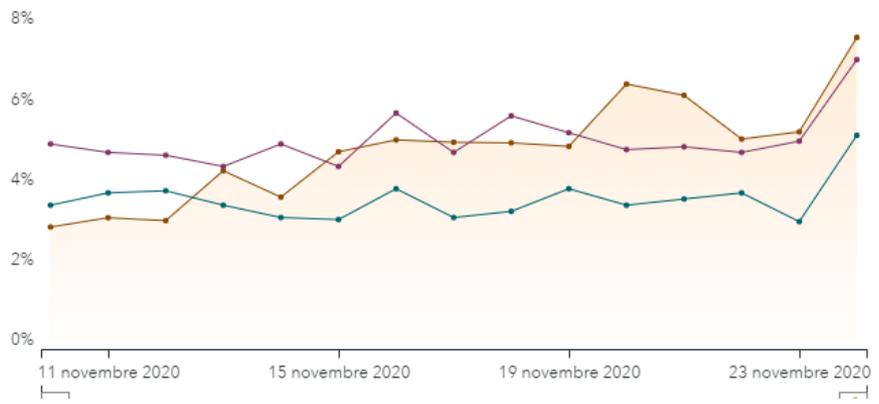
Performance della variante



Metriche cumulative per variante

Mostra indicatori dei valori

Tasso di conversione



Attivo

Data stato attivo: 7 mag 2020, 23:10:14

Data di aggiornamento: 24 nov 2020, 01:00:00

201
Giorni

99.991
Utenti univoci

Dimensione campionaria obbligatoria stimata: **24.721**



Vincitori della variante del segmento

VERSION 3

Age < 44.16 | Income < 15000; ...

Dimensione segmento:
11.303

CR

Lift

Data
collection

Identity
resolution

Customer
journeys



close the GAP

“Accogliere il cliente nel
mondo digitale”

Data
collection

Automate & scale

Large corporation (efficienza)

Identity
resolution

Experiment & innovate

Customer
journeys

Startup (efficacia)

“Accogliere il cliente nel
mondo digitale”



grazie

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