



Marketing Technology



In simple term, it is the technology and tools used for marketing.

Helps business automate the processes, aggregate the data for actionable insight, understand and improve customer experience.

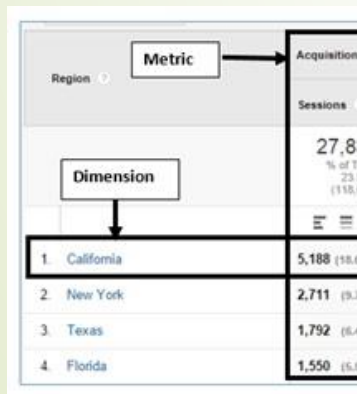
Helps Automate Processes

- Technology and tools can help marketing team to automate the processes to keep engaging with customer
- Automating processes help improve operational efficiency and effectiveness
- For example - Welcome Campaign, Lead Nurturing, Up-sell/Cross-sell Campaigns
 - we can use tools like Salesforce MC, Emarsys to automate campaign processes
 - to keep engaging with customer for different aspects of products/services
 - give more personalization based on user interaction

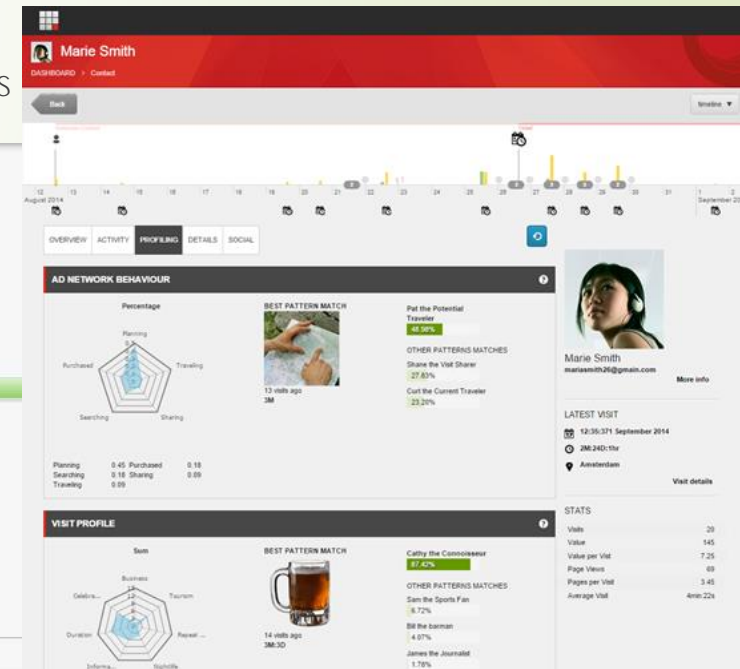
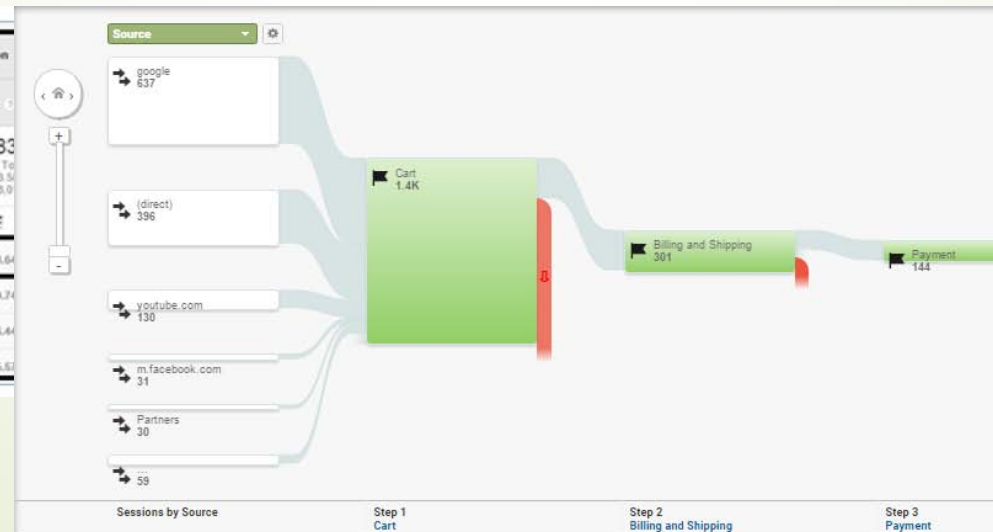


Helps Aggregate Data and Produce Insights

- MarTech Tools can not only collect the customer data across channels, they also aggregate data and produce **actionable insights**
- For example – Google Analytics, Socailbakers, Sitecore XP Profile, etc.
 - track and collect user actions, behavior, interest
 - aggregate data into meaningful metrics
 - produce analytics, insights, comparison on business impacts

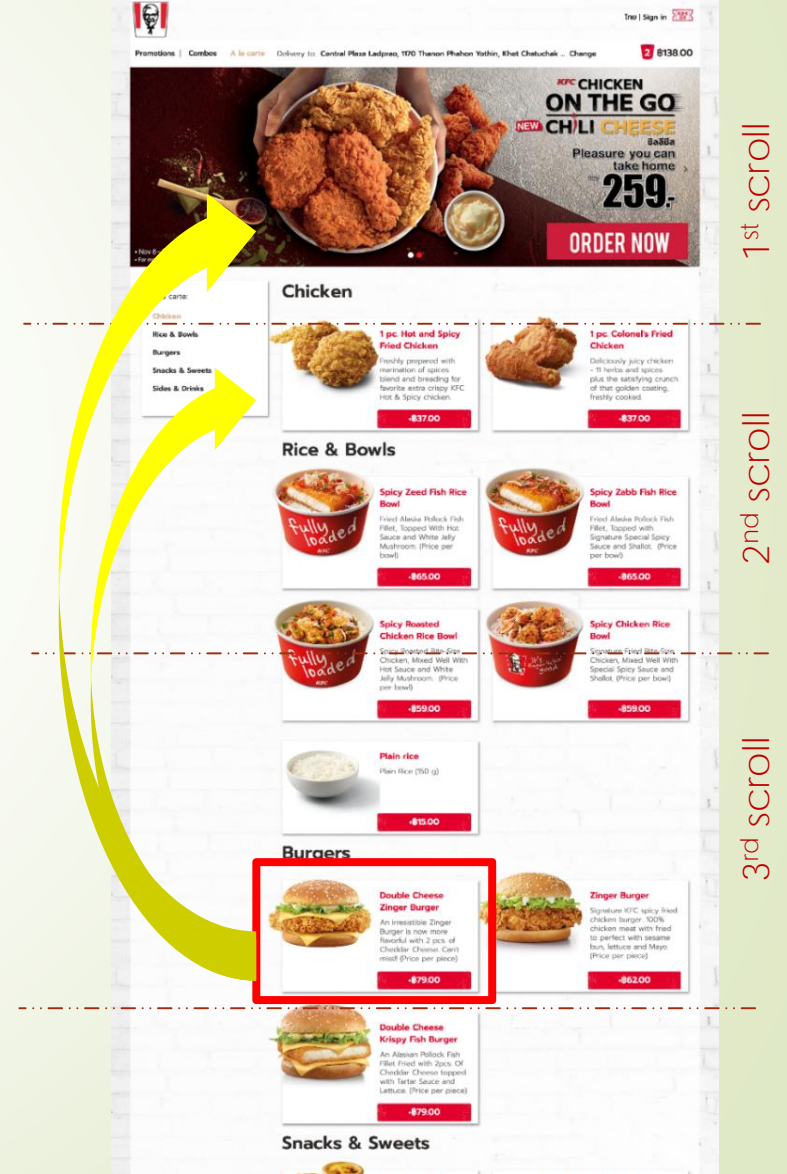


Region	Metric	Acquisition Sessions
		27,831 (118.0%)
		% of Total 23.5%
1. California		5,188 (18.6%)
2. New York		2,711 (9.7%)
3. Texas		1,792 (6.4%)
4. Florida		1,550 (5.6%)



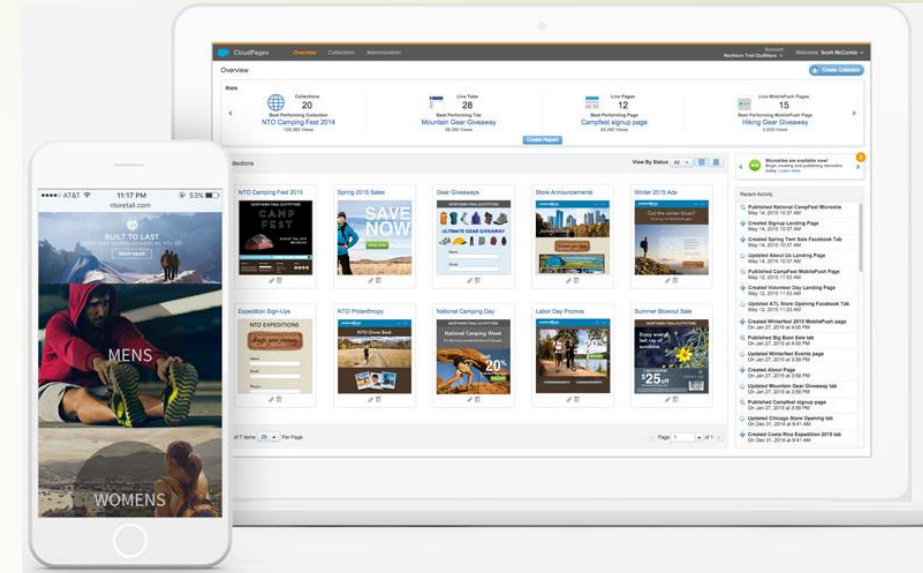
Helps Understand and Improve Customer Experience

- Tools can help business understand customer interest, behavior, buying patterns
- Also helps improve their experience engaging with the brand
- For example,
 - with tools like Insider or AIQUA, we can understand customer's behavior or repeated purchase and help customer to buy their favorite product straightaway
 - **no code changes needed** to do this



Time to market

- MarTech can help business gets to the market early
- For example,
 - Imagine launching a simple campaign to collect leads (e.g. new product preorder or launch)
 - Instead of developing the landing page with custom coding for 2-3 weeks, tools like Salesforce CloudPages, Google Form, Survey Monkey or Sitecore WFFM can help create it in a couple of days.



Event registration

Event Timing: January 4th-6th, 2016
Event Address: 123 Your Street Your City, ST 12345
Contact us at (123) 456-7890 or po_reply@example.com

*จำเป็น

Name *

คำตอบของคุณ

Email *


คำตอบของคุณ

ส่ง

[ข้ามไปหน้า Google Maps](#)



Customer Experience and Integration

- To understand customer experience, business can look at the whole customer journey with technology and tools, from 1st touch points all the way to the last
 - By looking at MarTech stacks, business can understand how different system and platforms are integrated and what are missing to improve customer experience
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Online Insurance – Customer Journey and MarTech Stacks

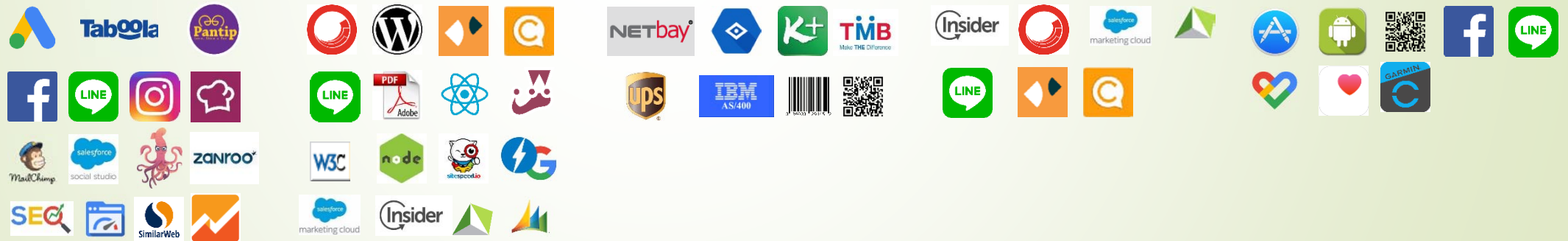
Digital Touch Points

- Display Ads
- Social Media Post/Ads
- Content Posts
- Direct Emails
- Search
- Microsite/Landing Page
- Product Info & Compare
- Need Analysis Tool
- Premium Calculator
- Get Quote
- Interactive Chat
- KYC/CDD
- Underwriting
- Policy Issue
- Payment
- Policy Delivery
- Push Notification
- Interactive Chat
- Dashboard
- Emails
- Call Center
- User Activities
- Reward/Redeem
- Community Apps
- Renewal

Customer Journey



MarTech Stacks




Data Platforms




Infra Platforms

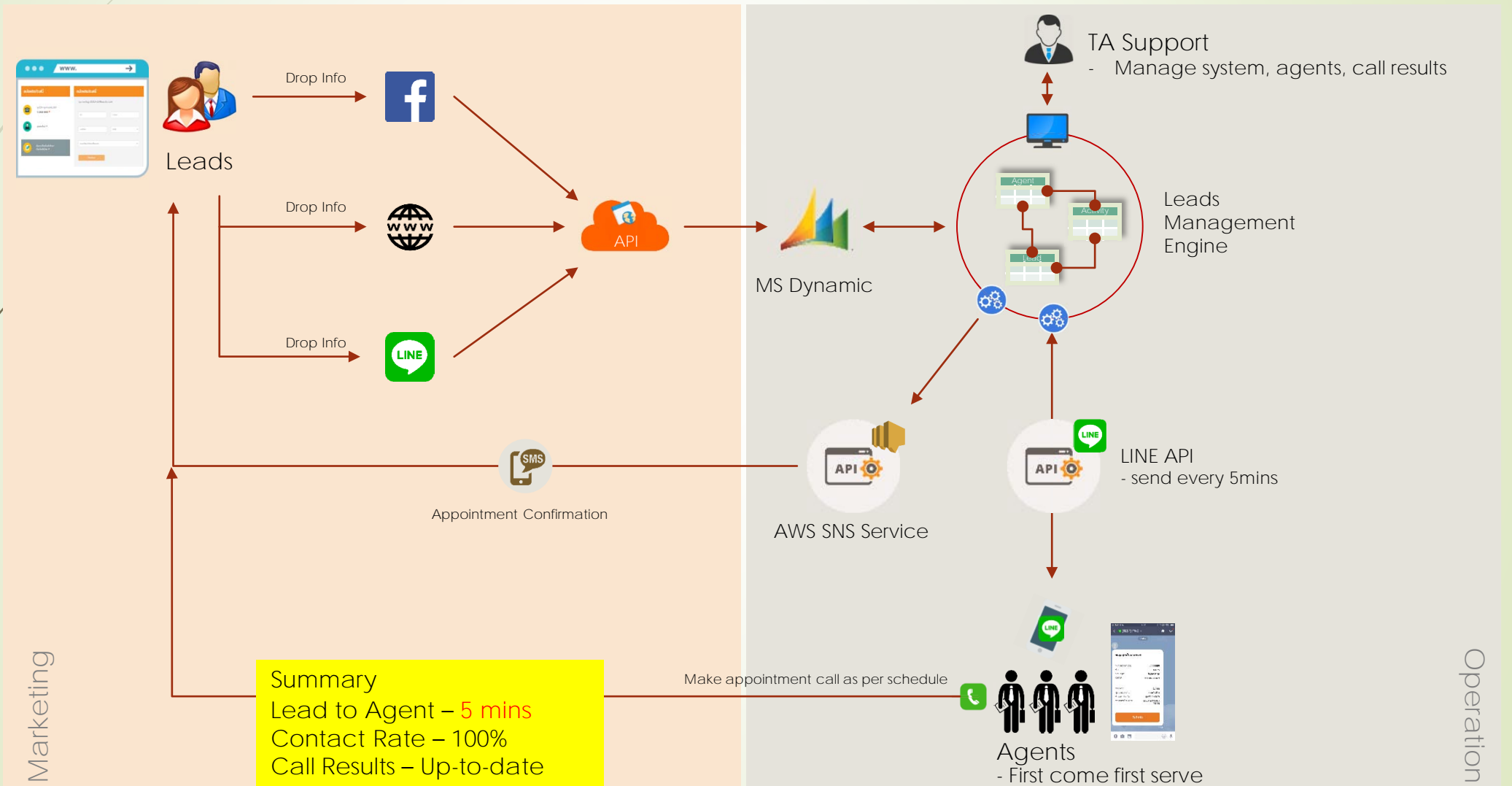




Connect the Dots, Improve Efficiency

- Connects the dots between marketing and operation, from selling to delivery to customer support service, by providing capabilities to look at the same data, same business goals.
 - Helps automate the processes to streamline and greater efficiency.
- 

Automated Leads Management (LINE based)



Highlights in 2018 MarTech Landscape

- Predictive Modeling/Analytics is evolving quickly
- Chatbot/Live Chat is everywhere
- Compliance and Privacy are new norm (e.g. GDPR readiness check)



2017 to 2018



Predictive Analytics from 2017 was distributed among 21 other categories for 2018.

Top 3 Marketing Capabilities in 2018 (Gartner)

Most Vital Marketing Capabilities Supporting the Delivery of Marketing Strategies Over the Next 18 Months

Percentage of Respondents. Top 3 Rank Shown



Base: All respondents, n = 621

Q: What capabilities do you consider most vital in supporting the delivery of your company's marketing strategy over the next 18 months?

ID: 361758


© 2018 Gartner, Inc.

Source: Gartner (October 2018)



Experience/Personalization Platforms

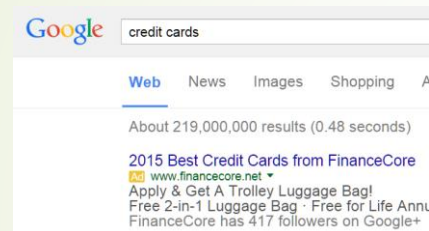
- Personalize the customer experience based on user behavior, interest, demographic/geographic information, preferences, etc.
 - Content/Features personalization
 - Promotional/marketing personalization
 - Communication personalization
- Key Benefits
 - Provide better customer experience
 - Improve customer engagement and growth
- Some popular platforms
 - Adobe AEM
 - Sitecore XP
 - Kentico



Personalize content
at core with Online
and Offline data.
But Expensive!

Personalization Example – Sitecore

Search in Google



Personalized home page for
SEM link

Read Content on Site



Personalized home page
based on behavior and
content

Drop lead with FB Account




Personalized home page
based on interests from FB



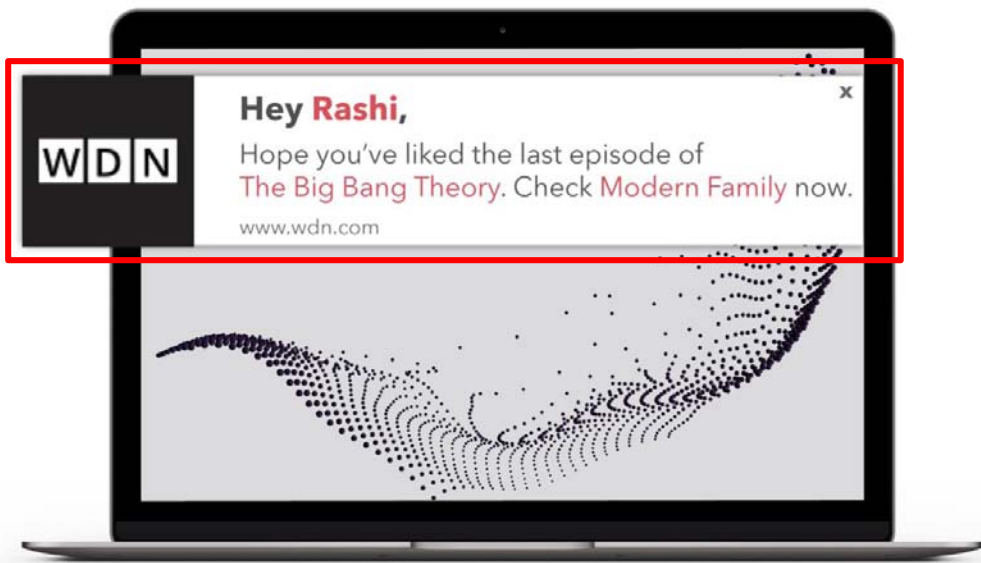
On-site Optimization Tools



- Optimize the customer engagement with website/mobile app
- Help maximize the marketing ROI and revenue growth
- Work on any website without code changes
- Key Benefits
 - Time to market (in a couple of days)
 - Cost effectiveness
 - Improve customer engagement and growth
- Some popular tools
 - Insider
 - AIQUA
 - SaleCycle



Optimize/Personalize
engagement on top of
the site based on user
behavior.
Cheaper investment!



Web Push - Market Benchmark

The new and effective way to engage your off-site visitors

Web Push Type	AVG CTR	AVG CR
Bulk	2.85%	1.06%
Triggered	15.49%	3.73%
Conversion	11.62%	6.72%
Segmented	7.63%	6.90%

Choose Your Web Push Type

- ☒ **Bulk Push**
The quickest way to send push notifications to all your users.
- ☐ **Segment Push**
Target audiences using predictive segments.
- ☐ **Trigger Push**
Trigger a push notification when a user intends to exit your site.
- ☐ **Conversion Push**
Convert cart abandoners.
- ☐ **Price Drop Push**
Notify users of price drops of your products.

**Higher compared to e-mail & many ads channels open rate*

Gamification – Spinning Wheel

The image shows a screenshot of the Singapore Airlines website. A large, circular spinning wheel is overlaid on the page, centered on the 'KRISSHOP' logo. The wheel is divided into eight segments, alternating between orange and dark blue. The segments contain the following text: '\$7 OFF', '\$0 OFF', '\$10 OFF', '\$0 OFF', '\$7 OFF', '\$0 OFF', '\$10 OFF', and '\$0 OFF'. A red cursor icon is positioned at the top of the wheel, pointing to the '\$7 OFF' segment. The background of the website is a dark blue header with the Singapore Airlines logo and navigation links: 'Plan travel', 'Flying with us', 'Travel info', 'PPS Club / KrisFlyer', and 'For Businesses'. Below the header, there is a banner for 'KRISSHOP' with the text 'SPIN TO WIN' and 'I don't want to win'. The banner also features a woman in a traditional Vietnamese dress and the text 'We search for familiar flavours, to make you feel at home. Discover the lengths we go to'. Below the banner, there is a section for 'Promotions from Singapore' with a 'View all promotions' link. The bottom of the page shows a table of flight promotions, including routes to Kuala Lumpur and Ho Chi Minh City.

SINGAPORE AIRLINES Plan travel Flying with us Travel info PPS Club / KrisFlyer For Businesses En Log-in KrisFlyer Sign up

Important: Departing customers advised to check in early at Paris Charles de Gaulle Airport [View all](#)

BOOK A TRIP **MANAGE BOOKING** **CHECK IN**

Flights **Hotels** **Cars**

☒ Book flights ☐ Return flights

KrisFlyer PPS Club members have the option to use their credit card for payment.

From **Singapore - SIN**

To **City**

KRISSHOP

SPIN TO WIN


I don't want to win

We search for familiar flavours, to make you feel at home. Discover the lengths we go to

[View all promotions](#)

Promotions from Singapore

Kuala Lumpur Economy	from SGD 148*	Ho Chi Minh City Economy	from SGD 148*
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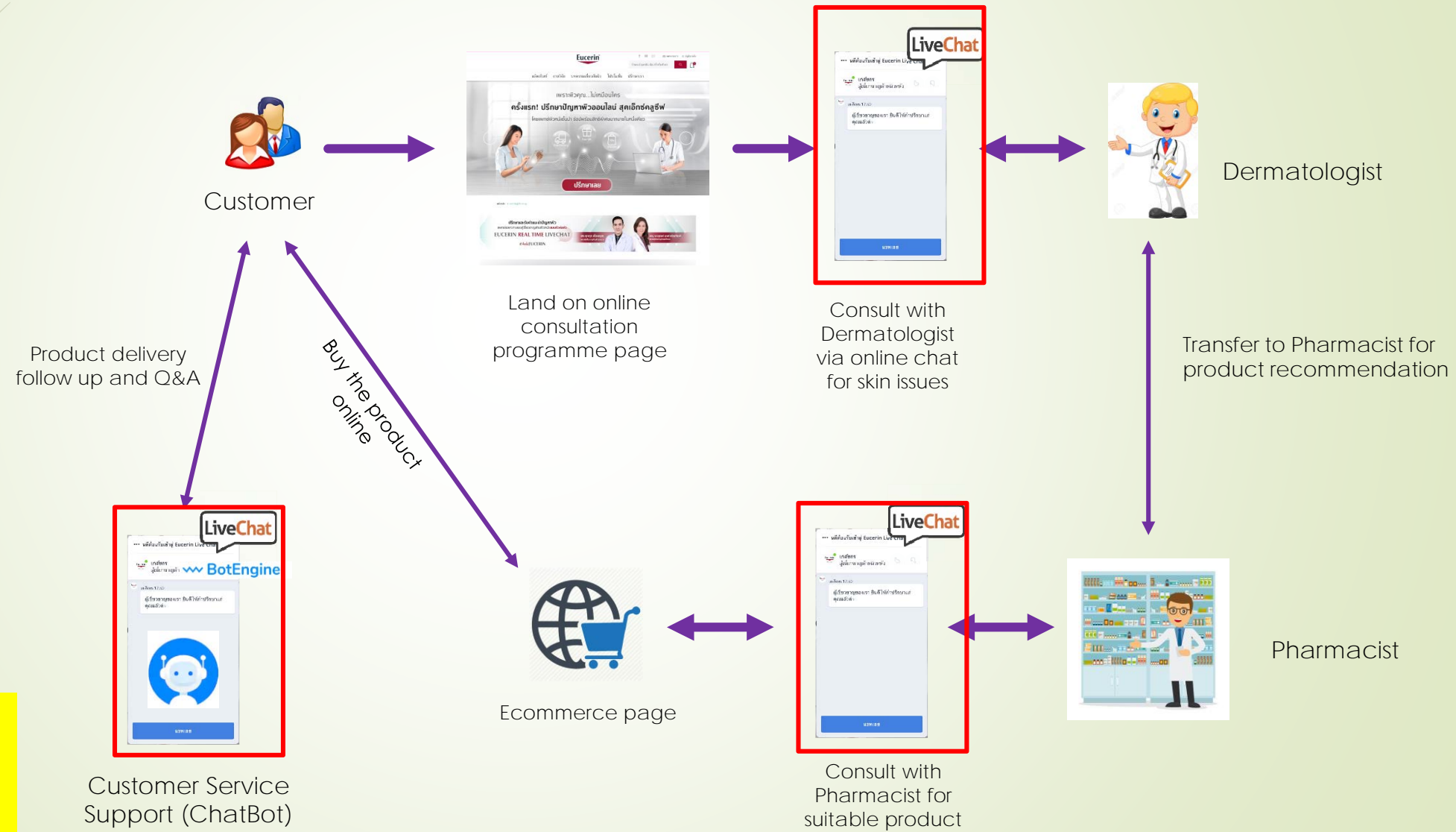
Customer Service Tools – Live Chat/Chatbot

- Provides customer a way to consult/interact with brand in real/all time.
- Helps brand to engage with user, nurture them, convert them or remarket them within same conversation.
- Helps brand to support customer 24/7 through a bot and ML.
- Some popular platforms
 - LiveChat
 - ZenDesk
 - Intercom



Understanding of local language is enormously critical!

Online Consultation - Eucerin



Summary

- Improve DTC engagement
- Increase online purchase
- Improve customer support
- All in one platform



Intelligent Audience Tools (Optimize Social Media Advertising)

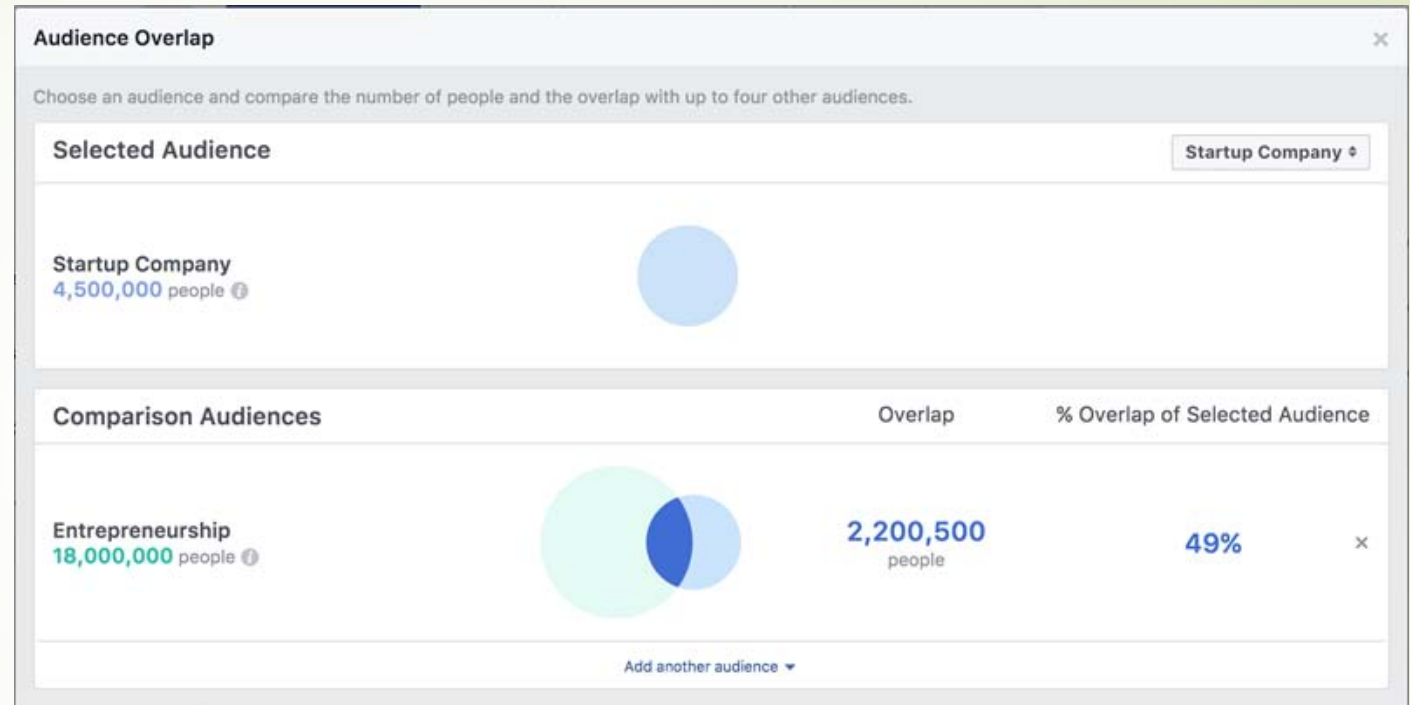
- ▶ Helps business to increase traffic and conversion while lowering CPL
- ▶ Helps define audience segments with AI
- ▶ Key benefits
 - ▶ Lower CPA
 - ▶ Higher CTR

Example of Audience Overlap – Facebook

Same Campaign

Ad 1

Ad 2



In above example, see in Facebook's Audience Overlap tool,

- 49% of audience overlapped and we will be bidding against ourselves to serve ads to same person
- Without any exclusion and run a campaign targeting those 2 segments, we will waste up to \$220,050 in ad auction (suppose \$0.10 per click)

Intelligent audience solutions

Brands' answer to audience segmentation for remarketing

Who are more valuable?
What's their behaviors?



AI segments for you



Log in 3 times
in 5 days



Fill form once
in last 21 days



View a product
page twice in
10 days



You can reach user via different

Ad channel

Google

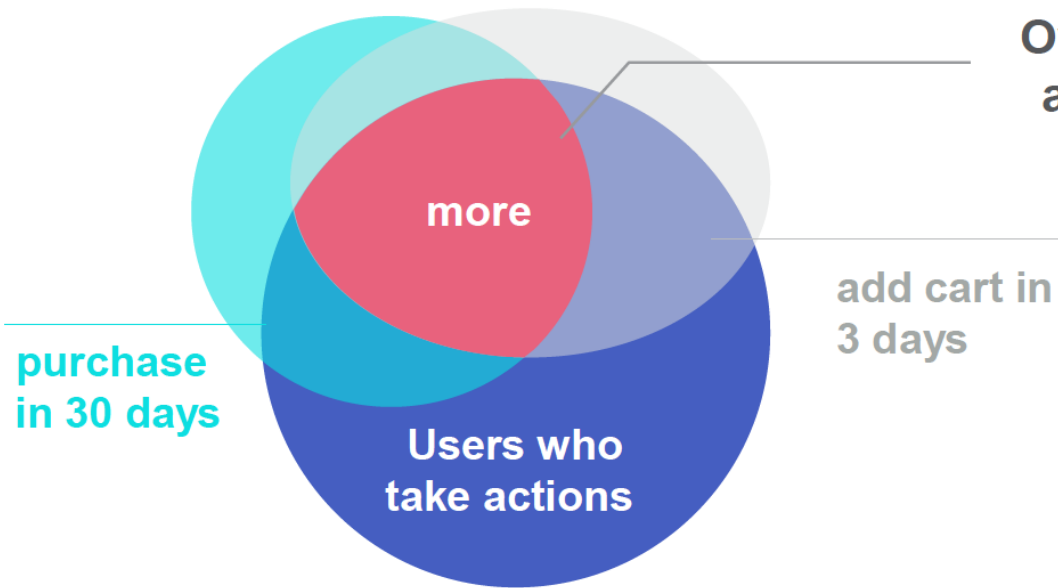
facebook



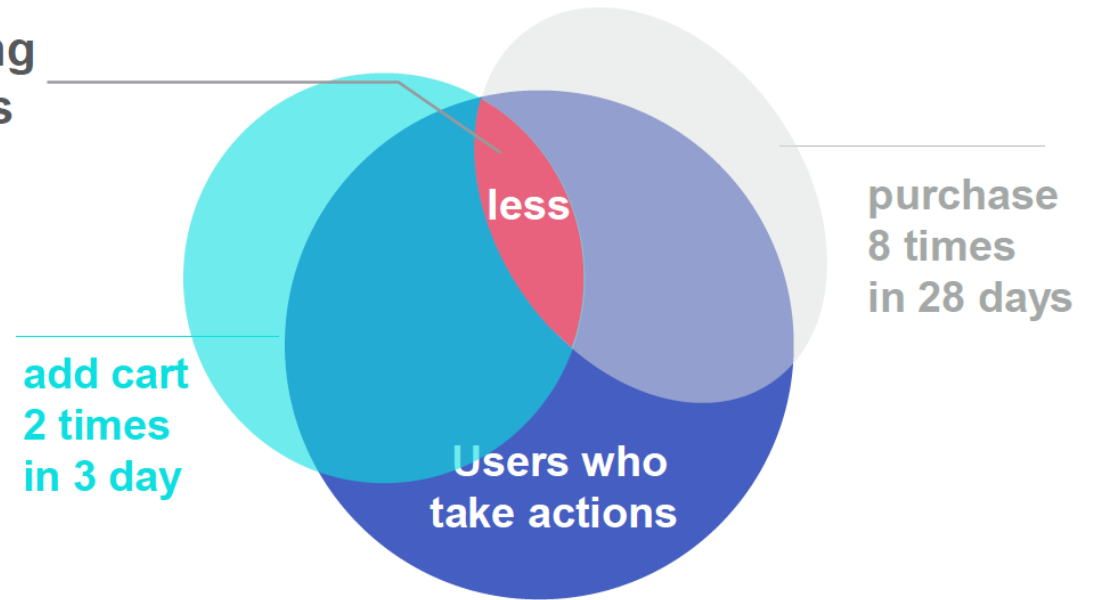
AI segmentation avoids overlapping to capture more target users



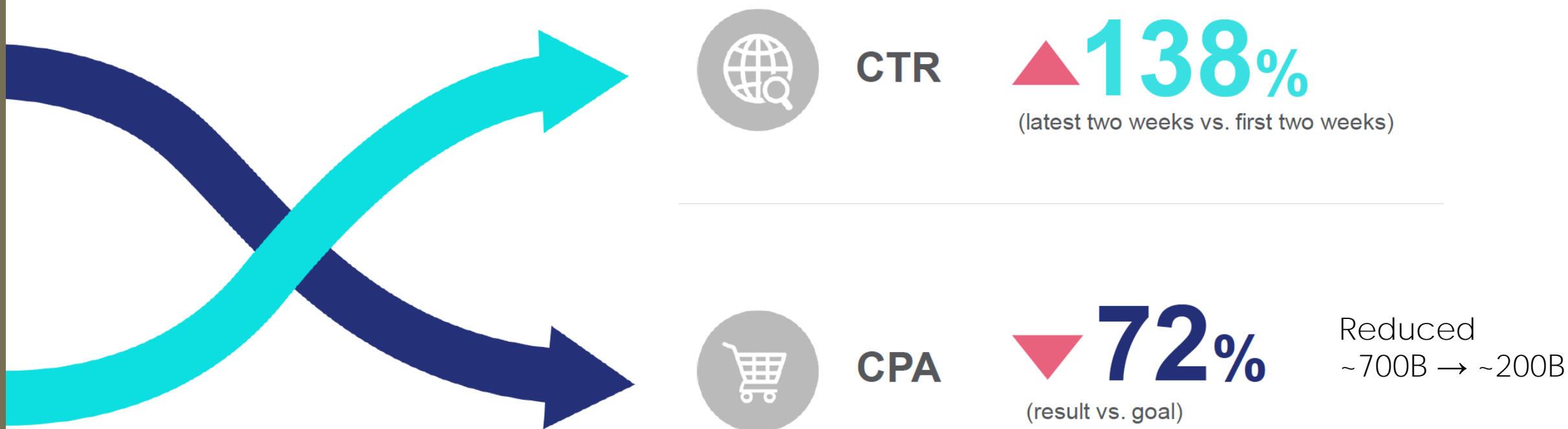
Human segmentation



AI segmentation



AI Segmentation on Facebook: Reach the right audience with lower costs





Take Away

- Understanding MarTech and tools are critical for success of marketing strategies as well as efficiency and effectiveness.
- Embedding tech knowledge and resources in marketing team helps produce better outcome.
- Marketing and operational aspects should be considered in technical development.