

Introducing

'WebFusion'

Customer Data Management
&
Analytics Platform

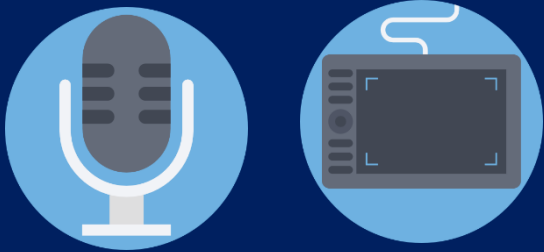
Optimise your marketing
Strategies

September 2018

The new customer journey includes more touch points than ever before...



Broadcast media



Direct communication



Social media



Web sources



Web journey



- Order of channels
- Personalised journeys
- Different objectives for each channel

Customer service



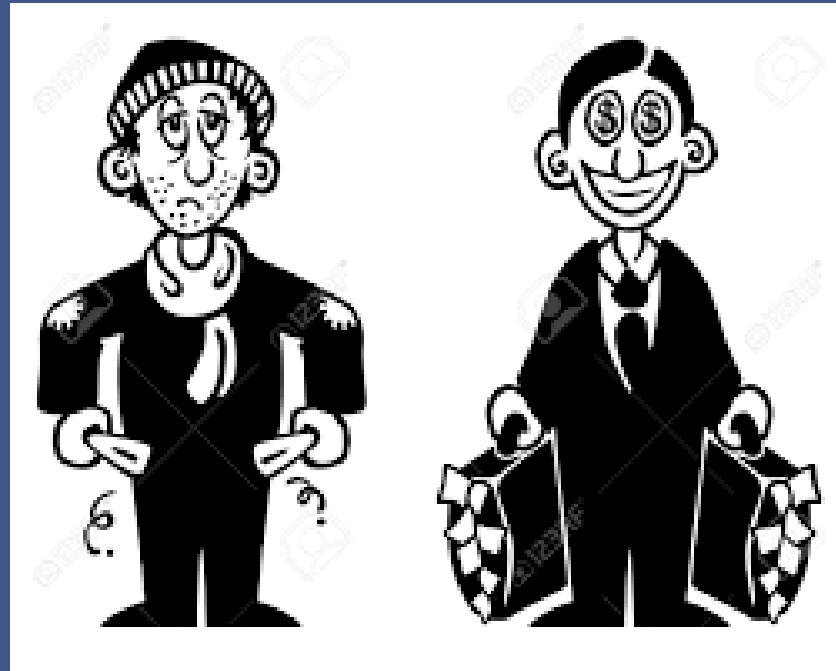
Transaction



How many versions of the **truth** do you have?

Digital

- Google Analytics
- Adlyser
- Facebook
- Adwords
- Double click



Other

- Single Customer View
- Email
- Direct Mail
- Macro Econometric models
- Research

Digital and non digital data silos make it hard to see the true experience and value of a customer

"If you torture data long enough it will confess"

Ronald Coase Nobel prize in Economics 1991

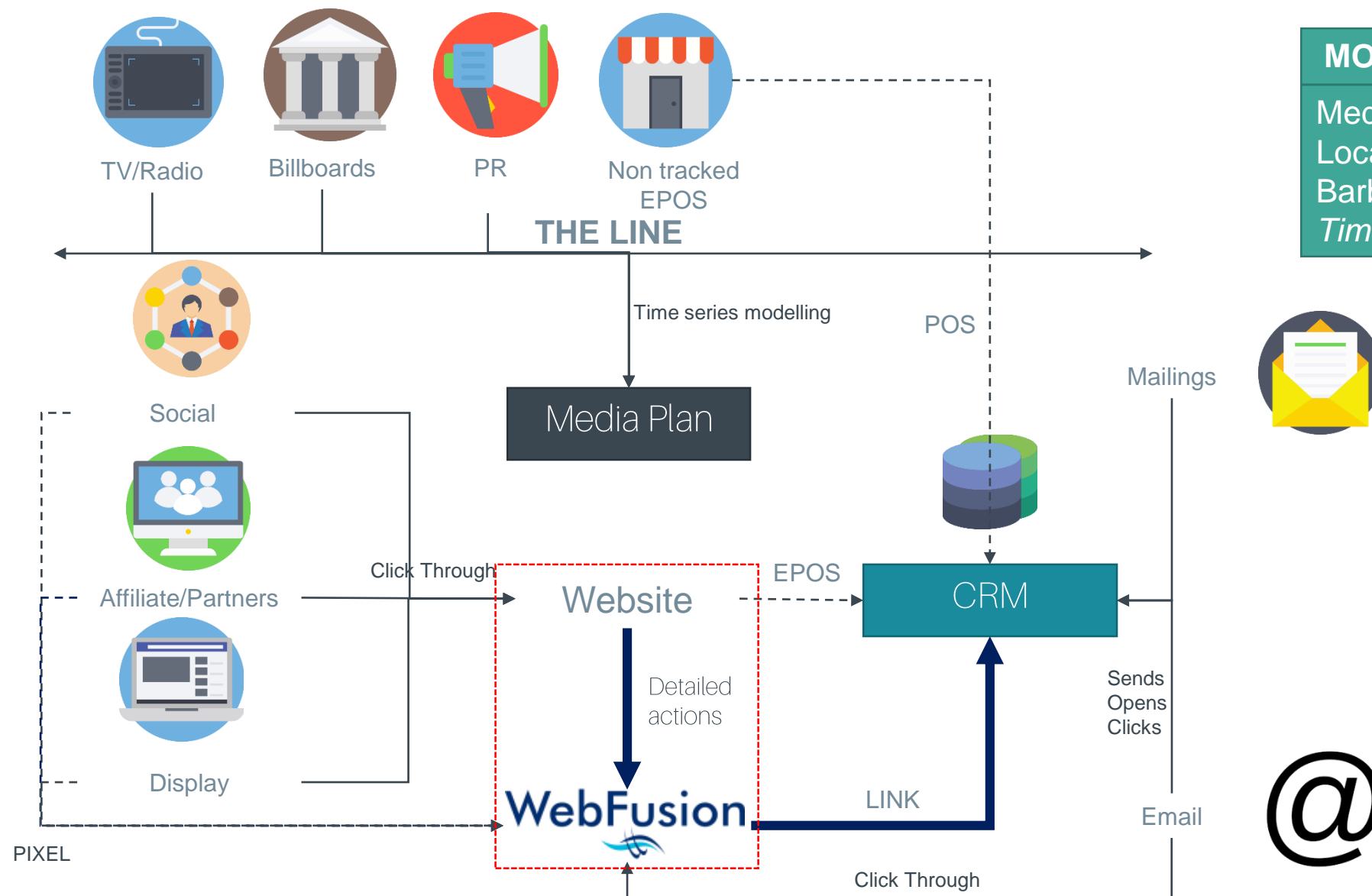
The WebFusion Customer Data Platform

Providing the data to improve your marketing effort by 5-40%



MODELLING META DATA

Media spend plans
Locations
Barb spot times
Time series



Same data as Google Analytics plus:

1. Raw data for detailed analysis
2. Editable data for easy migration
3. Individual level data
4. More platforms
5. Managed service

Two key challenges over come by WebFusion

See all interaction points

Identifying people onsite

See the full online/offline customer journey, to support insight and attribution

Target prospects on their web behaviour and usage, personalising content to top prospects and reactivating old ones.

Understand your sales funnel and key blockers to conversion

Enhance reporting, i.e. how many DM prospects come to your site and do not buy?

Cross web site reporting

Simplify reporting structures for multiple websites, with a global view and site views from 1 account.

Reduce errors and support time with our great support team.

Clean up mis-tagged data, removing duplicate data or re-coding events.

Retrospectively change segments and view over time.

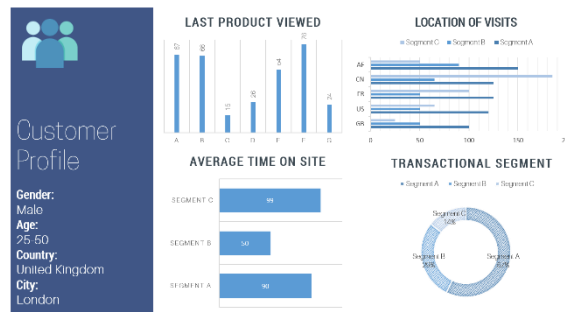
See a persons journey around multiple sites and link KPI's with marketing activity.

WebFusion support 4 key areas



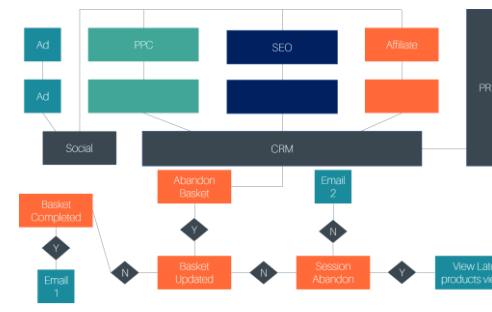
Understanding how much you need to spend and what you need to say to convert a customer can increase ROI by as much as 40%

Customer Insight



Analysis variables, profiling, dashboards

Targeted Marketing



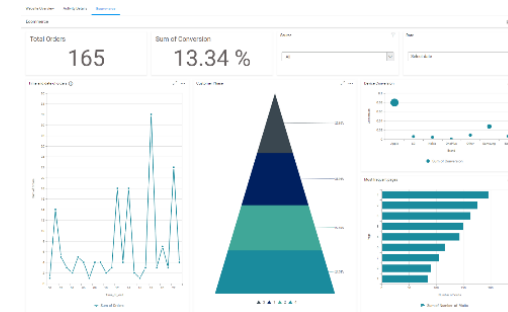
Triggered emails, influence on mailing decisions

Advanced Reporting



Campaign analysis, customer journeys and funnels

Attribution



Modelling the impact of each media

What can you do with a single Customer Data Platform

See all interaction points

Reporting with KPIs from all channels

Full channel mix 'micro' attribution

CUSTOMER	1ST CHANNEL	LAST CHANNEL	TOUCHPOINTS					COST					TOTAL COST	TOTAL VALUE
			EMAIL	% BRANDED	MAIL	SOCIAL	PPC	EMAIL	BRANDED	MAIL	SOCIAL	PPC		
John	Mail	EM	3	2	2	0	3	0.15	10	4	0	1.5	15.65	100
Paul	Web	Web	4	1	0	1	8	0.2	5	0	0.5	4	9.7	500
George	Web	Social	0	1	0	4	4	0	5	0	2	2	9	400
Ringo	Mail	EM	2	0.5	5	1	2	0.1	2.5	10	1	1	14.6	0

Insight into known people

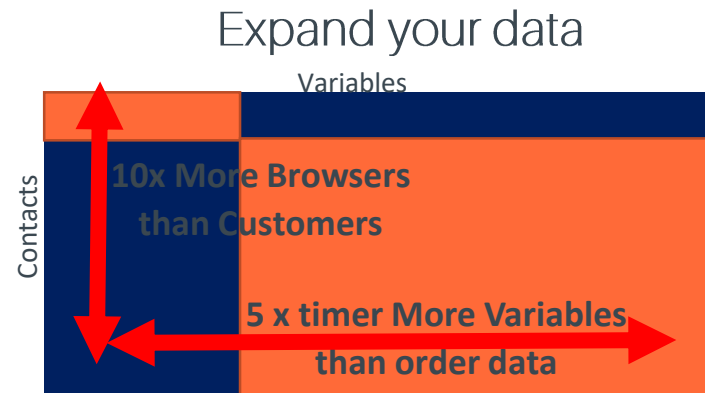
Targeting marketing

Customer Insight

Understand a customers behaviour

SAVE

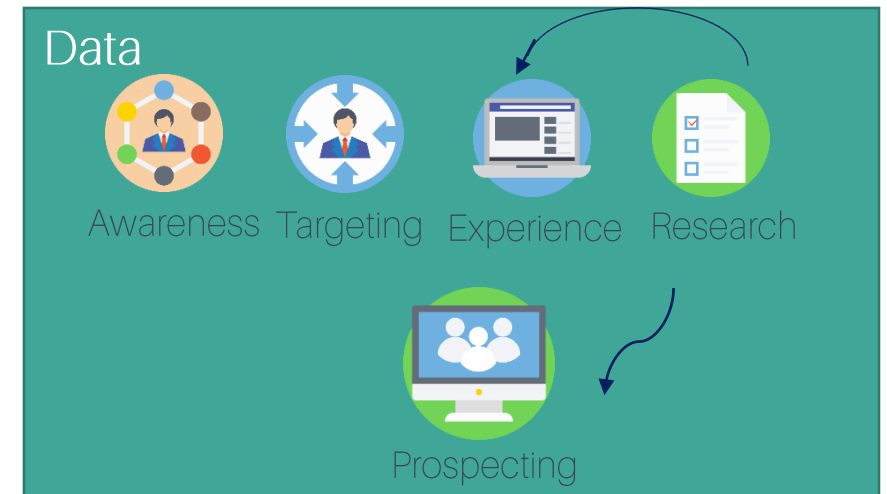
On external data and research costs, by using browsing behaviour:



- Removing behavioural questions from surveys improves:
 - Accuracy in results
 - Survey completion rates
- Your data is more predictive than 3rd party datasets

ENHANCE

See the true sequence of events



- Target research at poorer performing groups
- Model results back to influence your marketing decisions

Case Study

We combine traditional methods with more data to provide single version of the truth explaining 100% of sales not more or less

SAVE

Consolidate your marketing attribution providers:

- ✓ Adlyser: TV spot time reports
- ✓ Macro Econometrics models
- ✓ Campaign analysis
- ✓ Have one version of the truth

Our client uses a mixture of digital and non channels:

- 50% of their digital budget was not effective
- We could identify the source the 75% of people driven offline marketing

ENHANCE

Include more channels in your reports

Before: 4 digital channels

Channel	Spend	Incremental Value	Proportion of Value	ROI
Natural Search/Direct	£2500	£279,260	54%	£111.70
Events	£5000	£	%	
Affiliate	£20,000	£36,575	8.8%	£1.83
Paid Search	£5000	£76,045	17.5%	£15.20
DM	£10,000	£	%	
Email	£2500	£46,120	11%	£18.40
Base Spend		£	%	
Total	£45,000	£438,000	100%	£9.70

After: All Channels

Channel	Spend	Incremental Value	Proportion of Value	ROI
Natural Search/Direct	£2500	£44,170	10%	£17.70
Events	£5000	£30,760	7%	£6.20
Affiliate	£20,000	£73,150	17%	£3.70
Paid Search	£5000	£39,470	9%	£7.90
DM	£10,000	£64,880	15%	£6.50
Email	£2500	£46,120	11%	£18.40
Base Spend		£139,450	32%	
Total	£45,000	£438,000	100%	£9.70

50% more channels included in standard reports

Better Attribution

See all touch points and sequences that lead to sales

Complex Digital Reporting

Combine the reporting for multiple websites and digital platforms

Our client had over 25 websites global, each with 5 'views' requiring 180 GA accounts to monitor .

SAVE

Reduce tagging and reporting costs:

Effort required

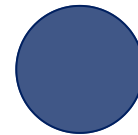
After

•

•

Before

•



Number of Tags

Reports to QA

- Number of tags reduced by 5times
- Reports consolidated: 180 to 6
- Overall errors reduced

ENHANCE

New improve data capture and access to raw data enabled:

- ✓ Cross domain tracking
- ✓ Identify individuals on site
- ✓ Enable FULLY ANONMYOISED tracking for cookie opt outs
- ✓ Retrospectively analyse segments
- ✓ Easier to integrate with other platforms
- ✓ See offline metrics on online data

Case Study

FS



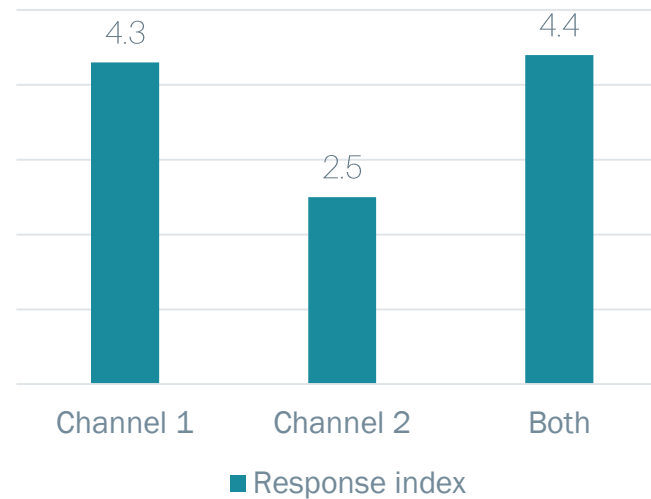
Targeted Marketing

Gather data from a full customer journey to inform marketing decisions

SAVE

Halve your marketing costs by removing in-effective channels:

Response index

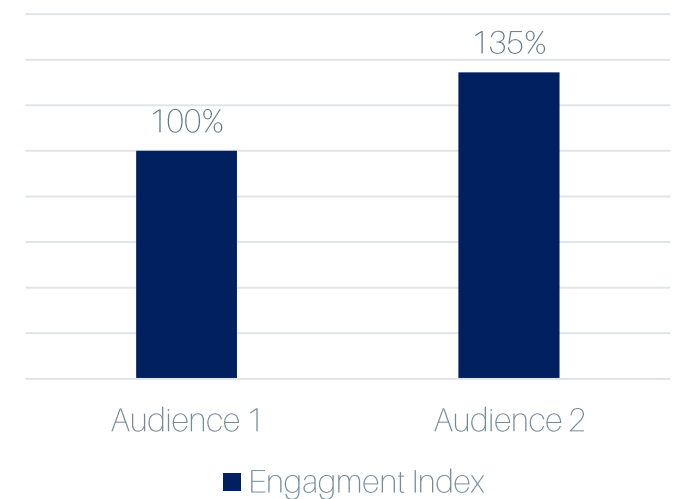


- Our client used two third party lists
- One was generating 97.5% of sales

ENHANCE

Improve your Facebook Ad performance with the right Audience:

Engagement index



- Using the right audience increases performance by 34.5%

Case Study

BAG SOLO



Challenge us
to improve
your
marketing
by 5-40%

Customer Insight

With WebFusion you can gain a deeper understanding of your customers through advanced tracking and research data.

Through this, your business can create more effective and targeted marketing campaigns to help promote and sell your product or service. This will help you to improve customer satisfaction; as you will be giving them the content and or services they are most interested in.

Complex Digital Reporting

Different businesses have different needs; this is where a lot of popular standardised services fail. They cannot adapt to your needs, show actionable information and give insight.

WebFusion is able to show all this and more through custom sales funnels for non-linear sales processes and at a visitor/customer level.

Better Connected Attribution

WebFusion, unlike any other leading service provider, can connect to almost any data source. Through having access to other sources such as offline activity, affiliates and social media you can develop a better understanding of how people interact with your marketing.

Targeted Marketing

Individually look at a visitor and see what content they last viewed and or added to their basket.

With WebFusion you can receive this information and use it to plan your strategic and trigger-based communications strategy.



Data Consultancy Questions

What are you interested in?

- Do you struggle with technical implementation or decisioning outputs?
- Do you talk about an individual or a segment, group or budget?
- List three tactical questions that you want to know about your customer or marketing.
- Does your online figures reconcile with your offline data sources?



Other Questions we can answer

How many of these can you
answer?

- What is happening at an individual level?
- How do my social campaigns overlap?
- Why does my website reporting vary?
- What are all of the touch points that lead to a sale?
- Can I get actual demographic information on web browsers?
- How does my TV spend work with PPC?
- Who keeps coming back to the website and doesn't buy?
- Can I see browsing patterns by my offline customer segmentation?

Thank you

www.fusion-analytics.co.uk

0203 287 5 387

info@fusion-analytics.co.uk

