



SOLVING THE BEHAVIORAL PUZZLE

ZAIUS

**Presented by the e-tailing group
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Today's Speakers



Lauren Freedman
President, the e-tailing group
lf@e-tailing.com
781.773.7280
www.e-tailing.com



Mark Gally
Chief Revenue Officer, Zaius
mark@zaius.com
781.547.1939

Housekeeping

- Attendees are on mute, so please use the chat window for assistance
- Please submit **questions** through the question window which we'll answer at the end of the presentation

To request a copy of the slides or for further information regarding this presentation please send a note to mark@zaius.com

Today's Agenda

- **Why Zaius conducted the research**
 - Understand the state of the industry
 - Identify areas of common opportunity
- **Research Highlights**
 - What are industry leaders saying?
 - What are industry leaders asking for?
- **Why Zaius is the right solution for you**

About Zaius

Zaius is the leading B2C Behavioral Marketing Cloud, empowering marketers to strengthen their brand-user relationship.

Zaius allows marketers to influence the journey by:

- Surfacing key customer behaviors
- Targeting behavior-based customer segmentations
- Driving synchronized omni-channel campaigns

Turn analytics into insights and
insights into actions

The Voice of Cross-Channel Merchandising

Straight talk from “in-the-trenches” online merchandising experts

- 20 years e-commerce **consulting**
- **Author**, It's Just Shopping
- **50+** years traditional retail and catalog experience
- **Fortune 500 client projects** ranging from strategic planning, merchandising, marketing, to technology development and messaging
- **Projects** spanning retail landscape with global coverage
- **Proprietary research studies** on mystery shopping, merchandising, mobile, omnichannel and consumer behavior



Retailer Insights Were Gathered

WE LISTENED

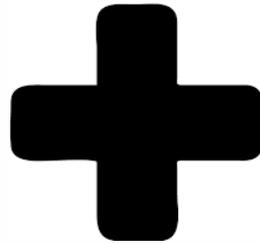


20 1:1 Retailer Interviews

WE LEARNED



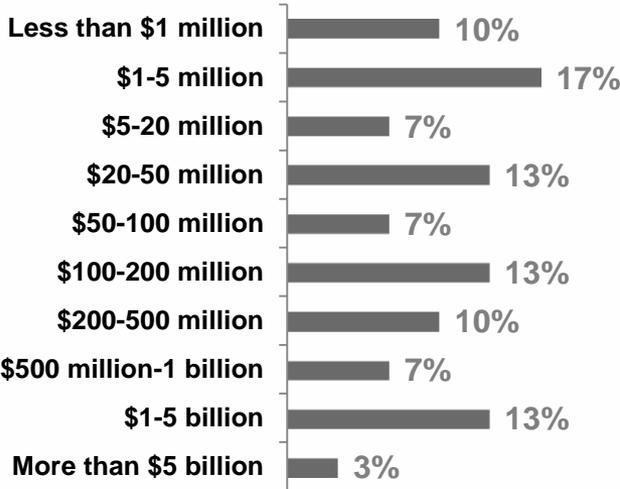
Companion Online Merchant Survey



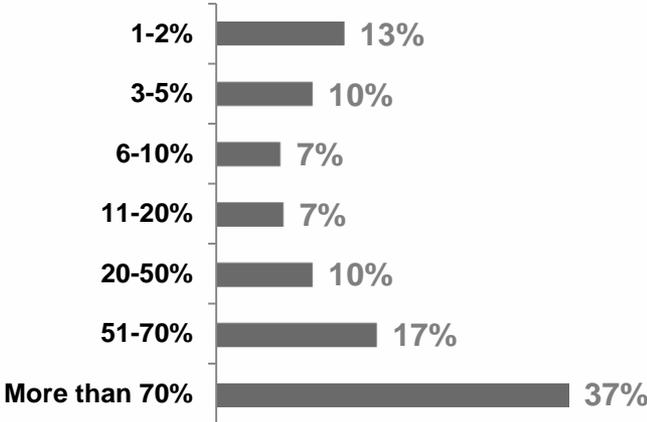
A Retailer Survey Was Conducted

66 retailers participated in a “7” question survey including one optional open-ended question

In which range are your company's annual sales?



What percentage of your overall business do online sales represent?



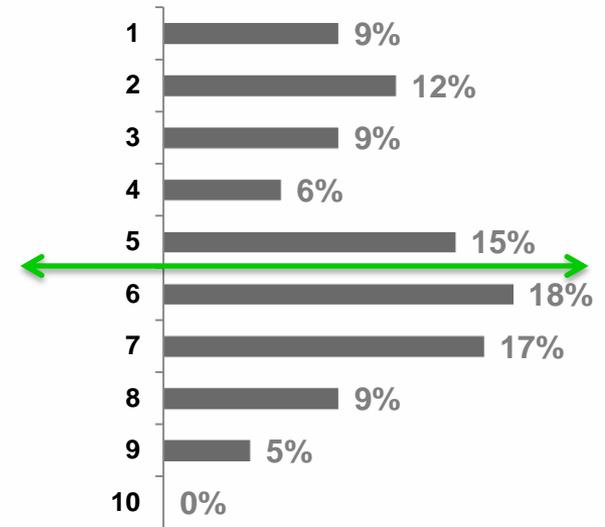
Retailers Realize The Requirements.....Yet



Retailers Are Only “Average” Today In Their Customer Segmentation Efforts



On a scale of 1 to 10 where 10 is very sophisticated, how sophisticated is your current customer segmentation?



“Our segmentation is a 5—there is a place where sophisticated segmentation is called for; can push sophistication/data beyond where it warrants; have knowledge and the ability, the question is whether it is worth it.”

Q1: 66 responses

Retailers Currently Target 2-7 Segments Seeking To Expand That Base

Which of the following best describes your current and ideal marketing segmentation?



	0-1	2-4	5-7	8-10	more than 10
Number of Marketing Segments Being Used Today	15%	35%	29%	7%	14%
Ideal # Marketing Segments For Your Business	3%	14%	30%	16%	37%

“5-(single professional, empty nester, upper income family, fashionista, DINKs); allows us to break up as needed otherwise get too small buckets”

Q2: 66 Today/63 Ideal

Consistency Across Channels Is Critical

Retailers can make choices about delivering similar or different experiences across any or all shopping channels (web, store, mobile). Please note where you believe they should be consistent and where inconsistency is not an issue.



Q5

e-tailing group 2015 omnichannel research



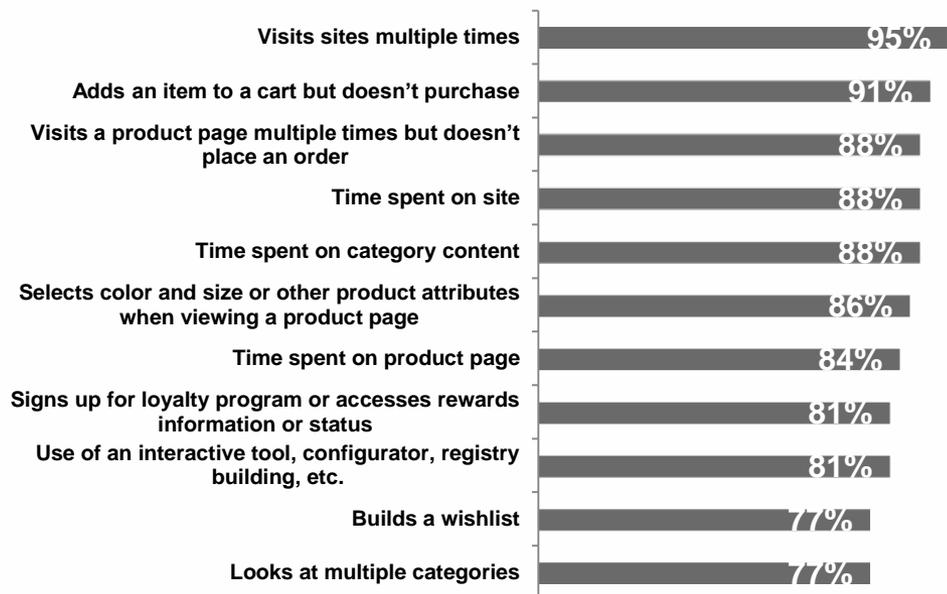
**RETAILERS ARE JUST
STARTING TO PUT THE
PUZZLE TOGETHER**



Ready To Buy Indicators Suggest Untapped Opportunities

How would you rank the following user behaviors as an indicator that a consumer is ready to buy?

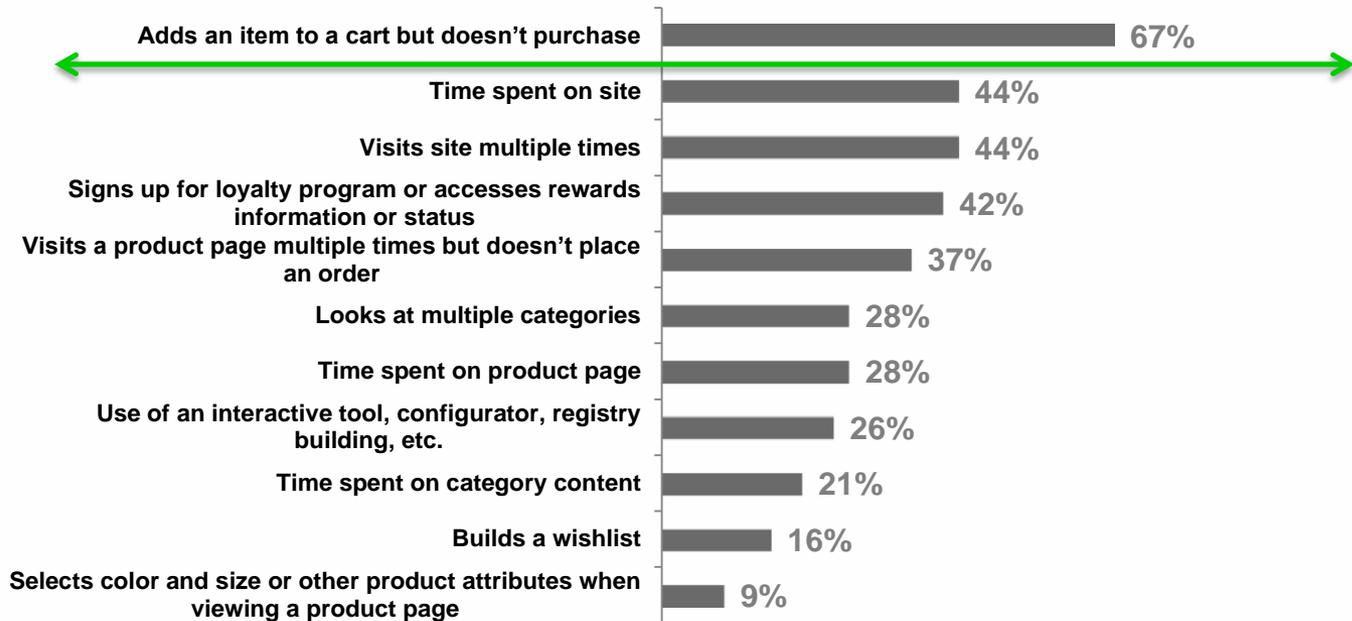
Likely



It's Time To Move Beyond The Basics

Retargeting and abandoned emails strong as a result of this behavior

Which of the following behavior-based information do you use as part of your marketing today? Check all that apply.



Q3: 43 responses

Silos Rather than Omnichannel Thinking Prevails

“Must secure a cross channel view and need a more methodical process of identifying segments”

“9 segments; and they are rank ordered; actions on those highest on the list; unfortunately overspending in some segments”

“Every day segmentation is discussed including being more sophisticated; shift share from print & put in digital; pull away print without destroying store sales; corporate initiative to focus on this”

“We’re a 5--offline and online data needs to be done in context with holistic view of customer/can't pigeonhole people”



“Talking a lot more from an omnichannel perspective; different segments get different experiences; same messaging on mobile and web; looking to deliver consistency”

“More of a melding (infinite; 1000s of segments or none depending on how you look at it)”

Retailer Desire Is Lofty But Resources And A Lack Of Action Around Data Hamper Marketing Efforts

“4-good at segmenting of customers but don't take action on that segmentation; doesn't go into marketing strategy as we don't know what to do with it”



“4- feels like there's much more in the data we haven't mined; website & consumer direct+600 stores; key is not just having data; productizing usage of data is the opportunity; lot of people in and do one off campaigns but we don't get scale from 1-offs”

“There's never enough time and it can be challenging on creative front where the focus ends up being on what can we do to just drive business”

“6-lots of data; more data than we need; must get our models better; balance data and then action and present in **real-time** within short windows; we need to bridge gap; all customer segmentation models get built off purchasing behavior; no browse data being utilized today”

“10-20 segments; goal of more 1-1; 50-100--wonder what's too hard to manage; it's a balancing act”

The Tools Needed To Power Marketing Are Not In Place

“We have 15 segments-who to email/marketing; managing by hand; spreadsheets lists; can't do more than 50; could be a lot more with models; should ideally be 1-1; can we figure out how to manage; can create all these segments just can't manage”

“Lots we know about individuals but it's about what's meaningful that matters”

“No one debates that we need to do more with data; could use to our advantage; the obstacles are software and creative; more segments means more creative and more resources unless you do on the fly (dynamic; pull from library of assets)”

“More data always wins; inform algorithms with data; with personalization bad to personalize without enough data; you don't know me; happens with product recommendations and is dangerous”



↘ SOFTWARE &
↘ TOOLS

“We are pretty sophisticated from many angles, (site, email, advertising, BI team); psychographics, demographics, clickstream; if we have to beat Amazon, must get to personalization; get the customer to at least get to right floor of the store”

The Retailer Bottom Line

- Knowledge of Customer Signals
- Accessible Data
- Time and Resources To Act
- Tools that Allow for Consistent Marketing Across Channels
- Willingness to Take Action
- Ongoing Testing and Measurement



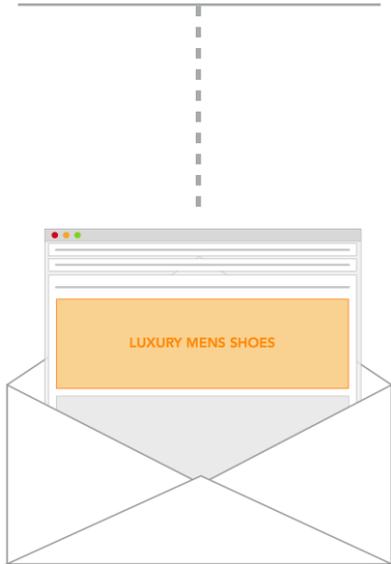
WHAT DOES ALL THIS MEAN TO THE MARKETER?



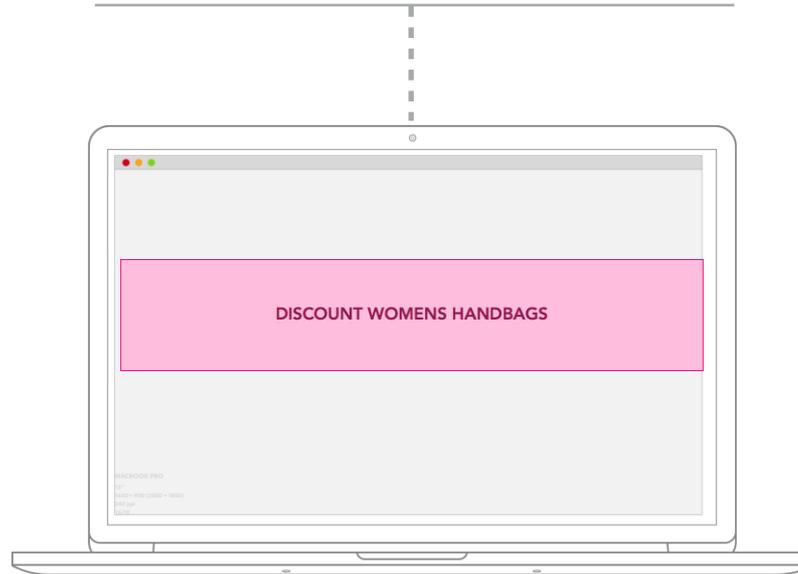
MARKETERS & CONSUMERS WANT THE SAME THING –
to connect consumers with what they want.

Current Tools are Channel-Centric

Siloed Data



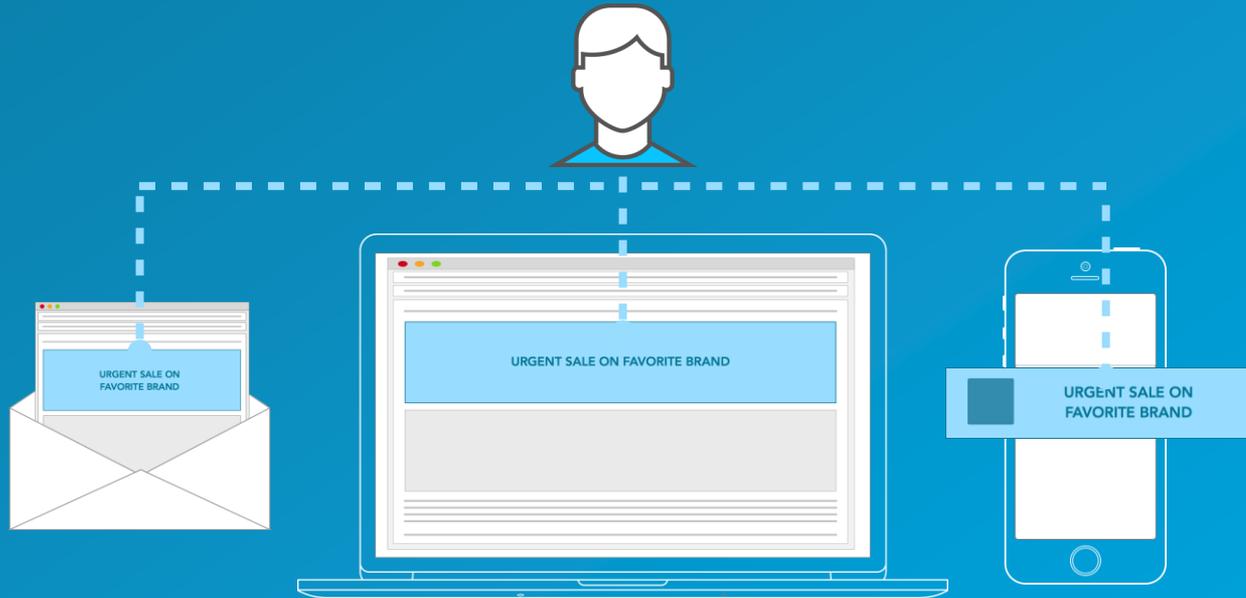
Discontinuous Customer Experience



Out-of-Date Responses



ZAIUS IS BUILT FROM THE GROUND UP TO BE CUSTOMER-CENTRIC



Multi-channel Marketing Automation



Behavioral Analytics



Proven at Scale



All Acting in Real-time

ZAIUS is different

- Capture & store unaggregated customer event data
- Real-time analysis and messaging
- Customer-centric campaigns
- Marketer ready



Question and Answer



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