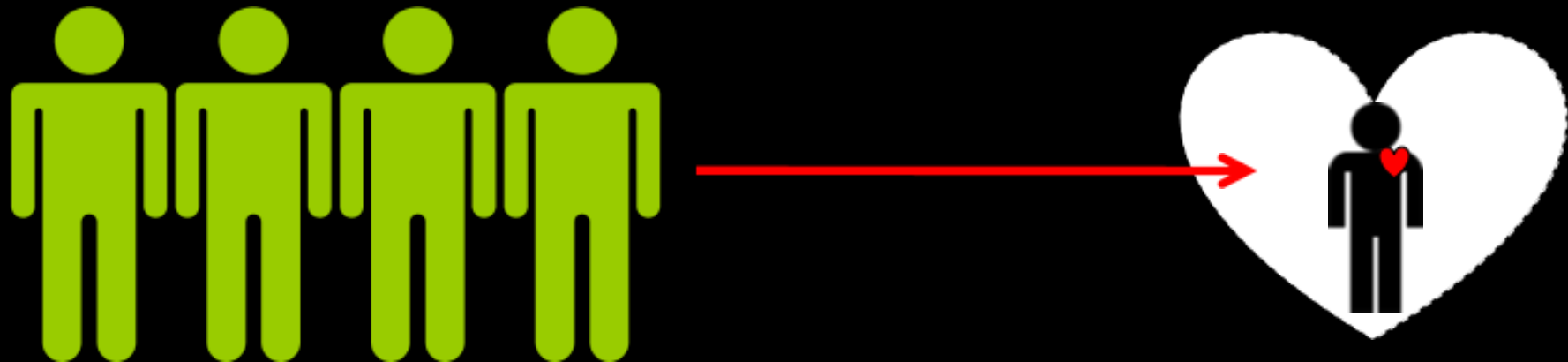


# Engaging Customers With Custom Content: Proof Points!

Sandra Zoratti



# agenda

- **A New World**
  - For Consumers
  - For Marketers
- **A New Opportunity**
  - Precision Marketing (Custom Content)
- **Proof Points**
- **Call to Action**

The world has changed  
for the consumer



NOISE: know me or NO me

Transactions

Direct Mail

1:1 Marketing



Newsletters



TV



Advertising



BLOGS



# Customers Are Overwhelmed

## Messaging Mayhem

### Junk Mail:

- **Six** pieces per US HH per day
- **44%** to the landfill; unopened

### eMail:

- **200 Billion** email /day
- **97%** is spam



Consumers are in control  
...and know it

Tuning you out

Blocking, unsubscribing

Ignoring you

Talking about you, virally

# Customers Are Ignoring You

- **Tuning You Out**
  - Consumers actively joining Do Not Mail
  - Can Spam 2003
  - Do not Call List
  - Calm Act 2009
  - Blockers, Anti-Spam
- **Translation: SHUT UP!**

# Customers Are Defecting

- 91% are opting out of emails
- 63% may defect from brands due to irrelevant content:
  - ✓ 41% of consumers say they would consider ending a brand relationship due to irrelevance
  - ✓ 22% already have

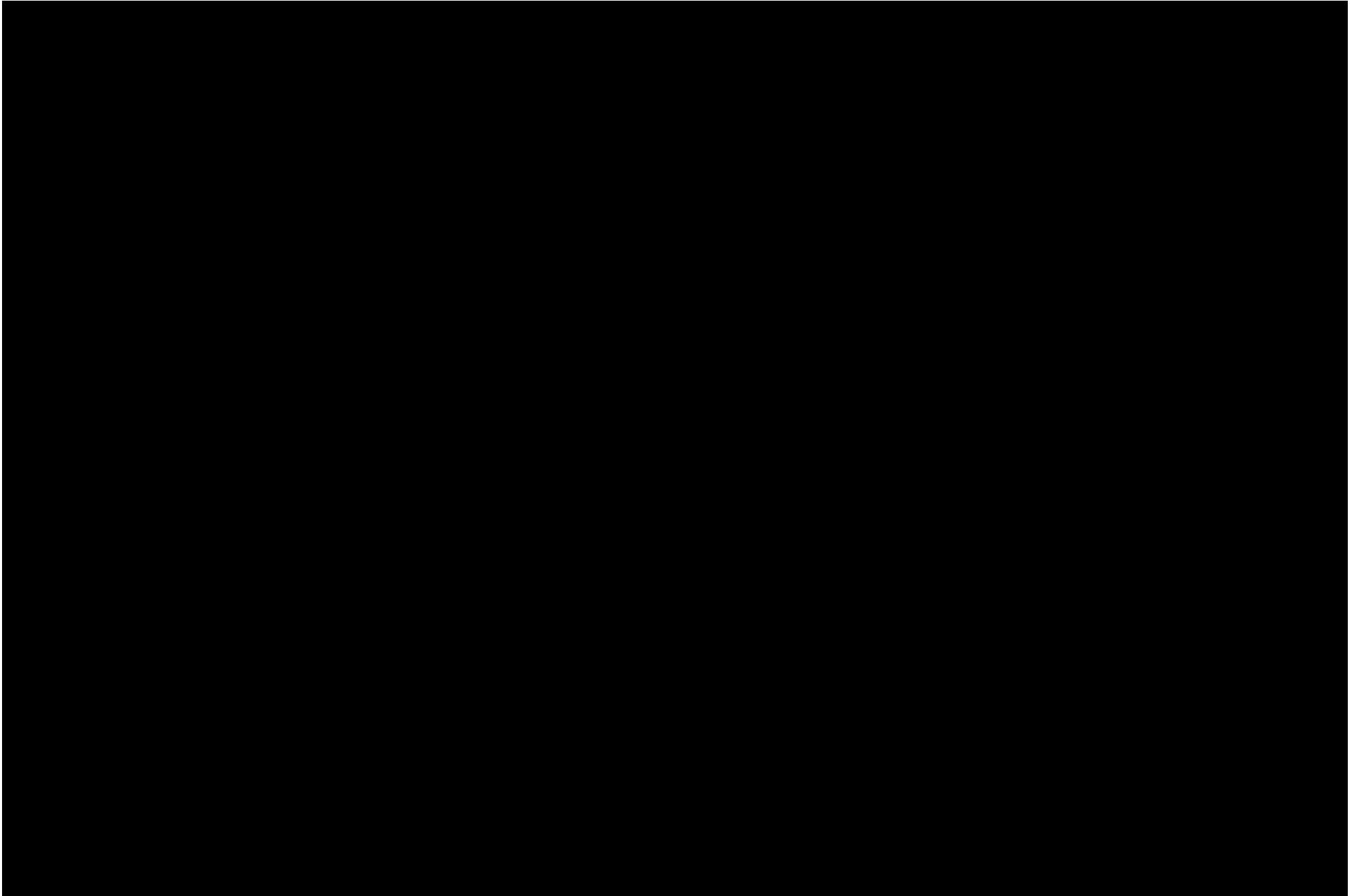
The Question:

How do you engage  
and stand out when you  
are being ignored?

The answer:

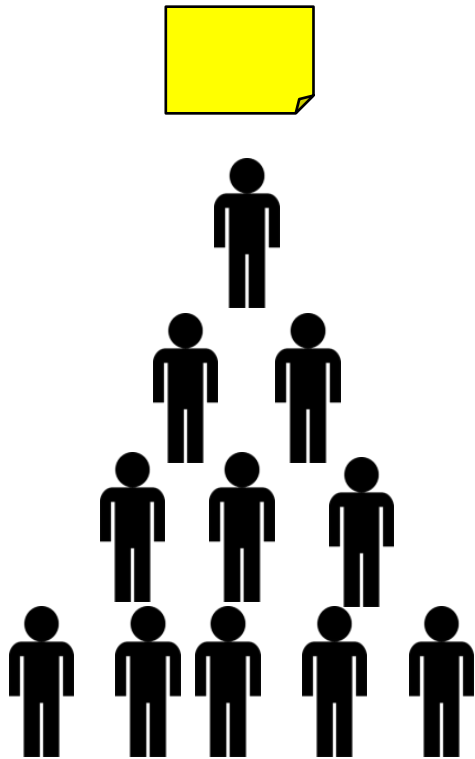
**RELEVANCE**

# Tom O'Toole, Chief Marketing Officer, United Airlines on **RELEVANCE**



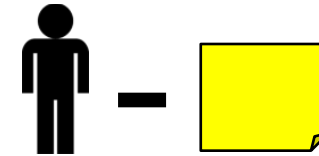
The world **must** change  
for the marketer

## Traditional Marketing



Same message for everyone

## Marketing 2.0



**Precision Marketing:** Fewer yet more relevant, meaningful, targeted CUSTOM messaging and promotions to your customers.

56% of marketers  
perceive themselves as being  
extremely customer-centric

Only 12% of  
customers agree

# The Risk of Irrelevance

**80%** of consumers will **never** go back to a company after a **single** negative experience



**Liz Miller, Vice President Programs and Operations  
Chief Marketing Office (CMO) Council  
on CMOs + Precision Marketing**



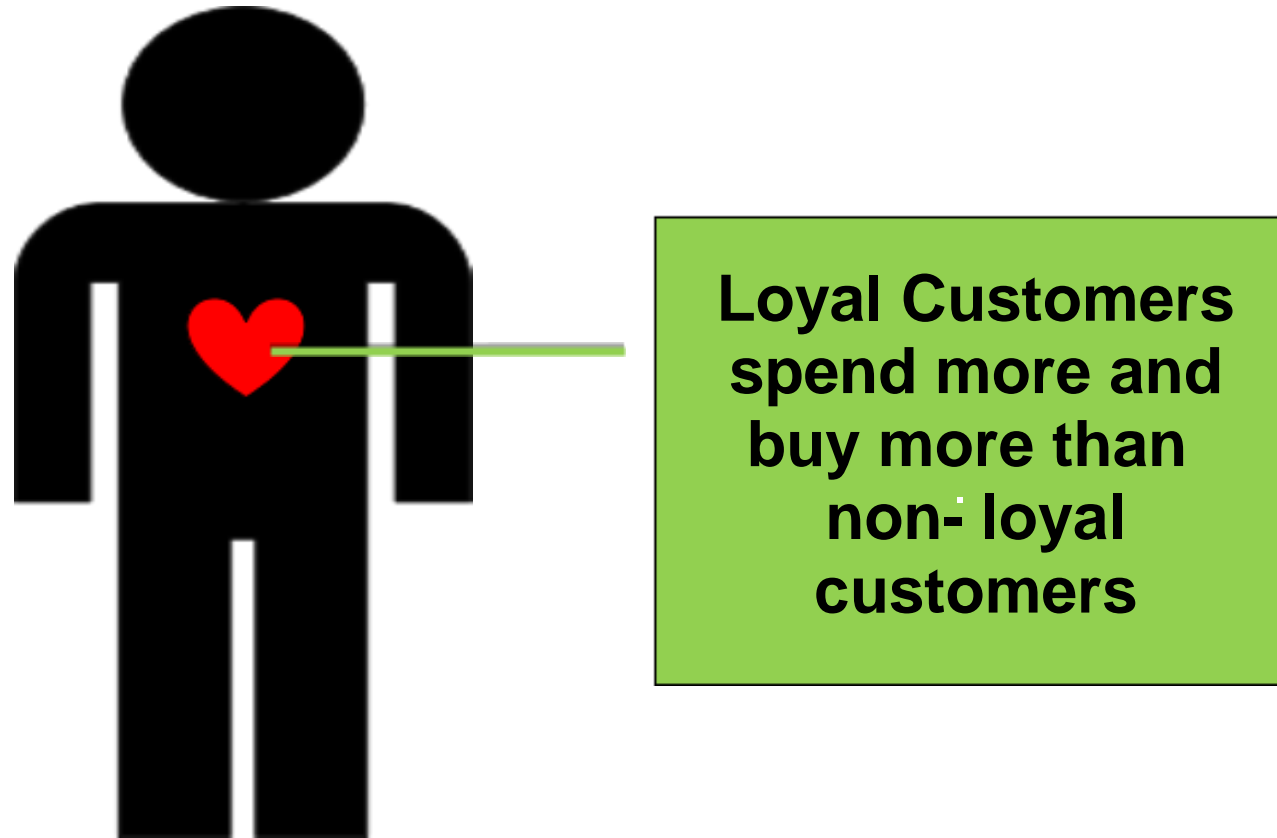
# Precision Marketing:

using data to drive relevant,  
custom content to the right  
person, at the right time, in the  
right channel

Provides the Foundation for  
Targeted & Trusted Customer Communication

# Precision Marketing

Data Drives Relevance  
Relevance Drives Loyalty  
Loyalty Drives Revenue



Enables CMO Top Priorities for 2010

# Data-Driven Customer Insight

- Data = Keystone to Custom Content
- 78% of Marketers Say: Data is Obstacle
- Start with What You Have and Build

# ROI

If you can't measure your  
marketing success,  
good luck

Know your business impact

Email, website, search engine, direct mail,  
social media, mobile marketing...

# Precision Marketing In Action:

## Proof Points

Best Western International, CSG/Telco, Large Hotel Chain, Graphic Arts Monthly

# Best Western International



**GOLD CROWN CLUB<sup>®</sup>**  
INTERNATIONAL



Reservations: 1-800-782-9422  
Customer Care: 1-800-444-7646

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## B.R. – Your Statement

Statement Date 08/22/2008    Member Number 6006630123456789    PIN Number 0000



B.R.Guest  
123 Main Street  
Anytown, CA 99999-9999

**B.R. – Your level at a glance**

Current Elite Level ▶ Diamond

YTD number of nights ▶ 0

Beginning Balance	+	Points Earned	+	Bonus Points Earned	-	Points Deducted	=	Ending Balance
0	+	0	+	0	-	0	=	0

**Your transaction details as of 08/22/2008**

Date ▼	Description ▼	Check-in ▼	Check-out ▼	Nights ▼	Points ▼	Bonus points ▼	Total ▼
	Beginning Balance						0 pts

**More rewards, faster.**

**B.R.,**

Stay with us any 2 or more qualified nights this fall and receive Triple Points or Miles.\* See below for offer details.

For reservations (U.S. and Canada)  
**Call: 1-800-782-9422**  
or  
**Book online:**  
[www.bestwestern.com/elitefall](http://www.bestwestern.com/elitefall)

For up-to-date details on all your account activity, please visit [bestwestern.com](http://bestwestern.com), log-in and select "View Detailed Activity".

---



More Rewards, Faster

Stay any two qualified\* nights between September 14 and November 21, 2008. Get triple points or miles toward free nights, gas cards, airline miles and more.

For more details and to register visit [bestwestern.com/elitefall](http://bestwestern.com/elitefall) or call 1.800.782.9422

\*At a qualifying rate. For a complete list of countries included in this promotion, visit [www.bestwestern.com](http://www.bestwestern.com). See [www.bestwestern.com](http://www.bestwestern.com) for additional terms. Each Best Western® hotel is independently owned and operated. Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2008 Best Western International, Inc. All rights reserved.

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Learn more at [www.bestwestern.com](http://www.bestwestern.com)

# Results of making your offline – more relevant and “conversational” – like your online

Best Western Generated....

## 278 % ROI

15% Program Registrations

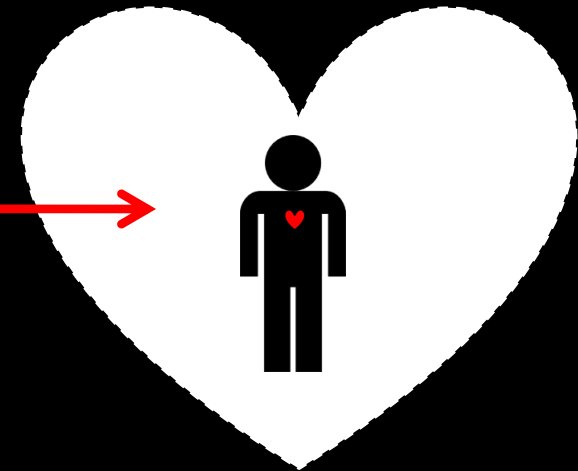
39% Number of Stays

34% Number of Nights Stayed

30% Revenue Generated

500% Applications Best Western MasterCard

40% Savings in paper



# CSG / Large Telco

## 27% Response Uptick from Inactive Base

## Talk a big game for a small price.



Home Phone Service  
with unlimited nationwide calling.

**\$19<sup>99</sup>**  
a month  
for 6 months



Champ Bailey #24  
Denver Broncos  
Comcast

Comcast Digital Voice® overpowers  
the competition with **HUGE SAVINGS**  
and **MORE FEATURES**.

- **Unlimited Local Long-Distance Calling!** Unlimited calling from your home, including calls throughout the U.S., Canada, and Puerto Rico.
- **Save Big Over Qwest!** Drop your big phone bill and pick up Comcast Digital Voice®. **Save 25% over Qwest!**
- **12 Popular Features Included with Service!** Enjoy Voice Mail, Caller ID, Call Waiting, and other popular features.
- **Switching to Comcast Is Easy!** Access and view your complete call details online. Plus, you can keep your current number and phones.<sup>1</sup>

**Switch to Comcast and SAVE BIG!**  
**Call 1-866-750-8061 today!**

Offer ends 12/1/08. Only available in wired and serviceable areas in participating Comcast systems (and may not be transferred) and limited to new residential customers, current customers with accounts in good standing or former customers, who meet certain eligibility requirements. Offer price limited to new services only and current customers may not receive existing rate on advertised services. Offer limited to Comcast Digital Voice® service. After the six-month promotional period, or if any service is downgraded, regular charges apply unless service is cancelled. You may cancel service by calling 1-800-COMCAST. Comcast's current monthly service charges range from \$38.95-\$44.95 for Comcast Digital Voice®, depending on other services subscribed to, if any. Unlimited package pricing applies only to direct-dialed calls from home in localities in the U.S., Canada and other U.S. territories. No separate long-distance center connection available. Caller ID equipment required. Requires subscription to Comcast Digital Voice® and Comcast High-Speed Internet. <sup>1</sup>Ability to keep current phone number varies. Comcast Digital Voice® service (excluding 911/emergency services) may not function after an extended power outage. Certain customer premium equipment may not be compatible with Digital Voice services. MTA required for Digital Voice service (\$3.00/line/line from Comcast). Savings claim based on advertised price for Qwest Choice Home Plus and Qwest Unlimited plans on Qwest website as of September 2008. Call for restrictions and complete details. Comcast © 2008. All rights reserved. All other trademarks are the property of their respective owners.

# Large Hotel Chain: 1090% ROI!



slide courtesy of [www.conversationagent.com](http://www.conversationagent.com)

Photo: unaesthetic – slide from  
<http://www.flickr.com/photos/unaesthetic/22725413/>

# Graphic Arts Monthly



- Publishing industry in decline
- Need to re-engage subscribers
- Need to fortify advertising revenue

# Graphic Arts Monthly

## Results

- 84%** Relevant content matters most in selecting subscriptions
- 59%** Irrelevant content drives “unsubscribe”
- 60%** Likely to recommend based on the customization of January issue
- 43%** Said personalization of the January issue improved their opinion of the brand



# Graphic Arts Monthly

## Additional Insights/Opportunities

Does your favorite magazine know you well as a subscriber?

**57% NO**

Have you ever been surveyed about the content you like?

**70% NO**

If advertising was customized, would you go online for more information?

**63% YES**

# Call to Action

- Relevant, Custom Content is Proven to Drive Engagement
- Irrelevance is Proven to Drive Disengagement
- Data-driven Customer Insights are the key to Custom Content
- Data is the Major Obstacle to Creating Custom Content
- Start with What You Have and Build

Please Feel Free to Use these Proof Points  
Please Contact Me if I can be Helpful to You and Your Goals



InfoPrint Solutions Company

# Thank You

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