# Create Personalized Omni-Channel Customer Experiences

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Related Digital is a Doğuş Group company and the leading omni-channel campaign management solution provider; offering a wide-range of best-in-class digital marketing technologies and services for many of the world's leading brands.

You can acquire, retain and grow a profitable customer base using our data-driven Saas solutions.

200+
Employees

4
Countries

15+
Years
Experience

1500+
Customers in
15+ Countries
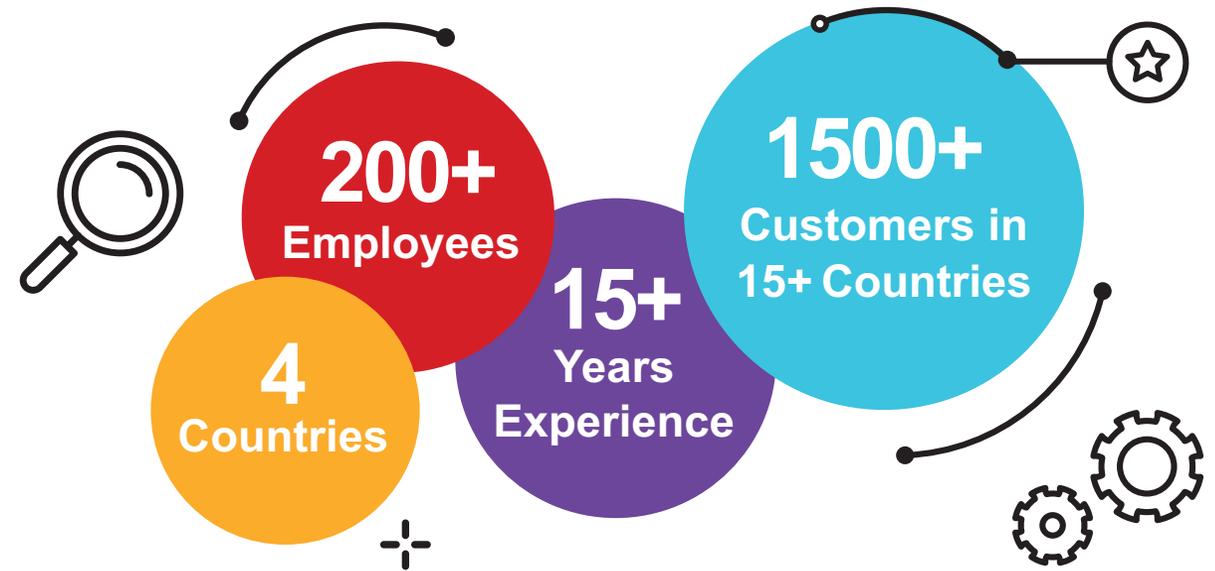
Offices in
London | Hamburg | Istanbul | Dubai

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Why we exist?   What we do?   How we do it?

Facts and Figures

Our Platform Related Marketing Cloud (RMC)

helps you create **seamless customer experiences** across channels.

Our Customers

Our Platform Related Marketing Cloud (RMC)

helps you manage your personalized campaigns across channels.

Audience
- Unified Customer Profiles
- Live Segments
- Social Media Monitoring

Recommend
- **Personalized product recommendations**
- Proven Across Industries
- For all customer lifecycle stages

Target
- **Personalized banners, pop-ups,**
- Cross-platform live scoring
- Behavioural Targeting
- Automatic content prioritization
- Custom rules

Campaign
- Integrated Email, SMS, Push sendings
- Integrated Surveys
- A/B testing

Automation
- Ready made Playbooks
- Customer journey builder
- Automated Follow-ups

Analytics
- Unlimited Custom Dashboards
- Attribution Modelling
- Retention Analytics
- Offline Reports

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Approach

RMC integrates data from a variety of sources, transforms customer behavior to insight , allowing marketers to fully understand each customer and deliver personalized interactions in real-time across all channels – including email, mobile, social, web and offline.

Unify

Collect and unify data, break down data silos and create actionable profiles for your customers on all channels.

Personalize
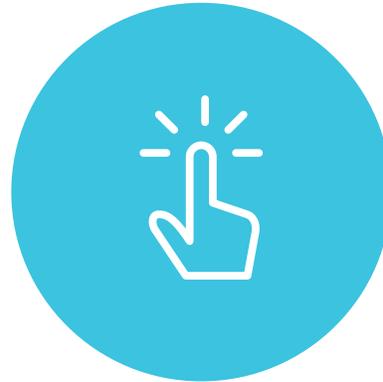
Personalize, optimize and synchronize content based on real-time & historical behavior, customer data and preferences.

Automate
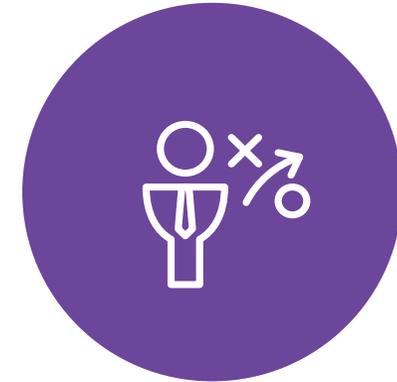
Deliver automated, 1:1 messages across all your channels. Manage and optimize email, mobile, social and web experiences in real-time.

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Why we exist?   What we do?   How we do it?

Challenge   Approach   Solution

DATA COLLECTION

- Email Behaviour
- Website Behaviour
- Mobile Behaviour
- Social CRM Data
- Contact Data
- Offline Data
- POS Data
- CRM Data
- Call Centre Data
- 3rd Party Solutions

UNIFICATION & TRANSFORMATION

- Reco. Engine
- Data Mining
- Scoring
- Predictive Analytics
- Clustering
- Segmentatiton
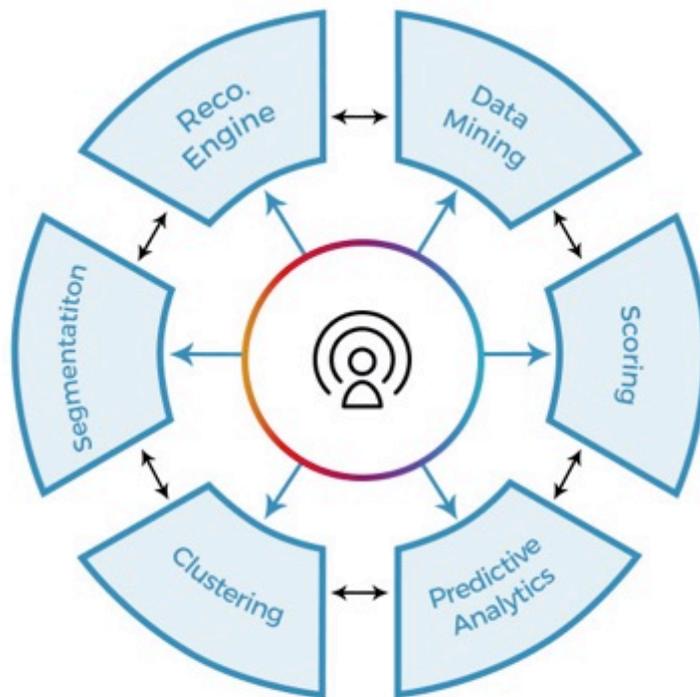
REAL-TIME PERSONALIZATION

- Behavioral Segments
- Customer Lifetime Value
- Product Recommendations
- Real-Time Segments
- Personalized Targeting

CROSS-CHANNEL AUTOMATION

- Web
- Email
- SMS
- Push
- Social
- Social Ads

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Unify

⚙ Campaign Management

RMC has a camping management module to create single view of customer and send personalized messages at every channel.

Web

E-mail

PURCHASED PRODUCT
CATEGORY UPSELL
TARGETING
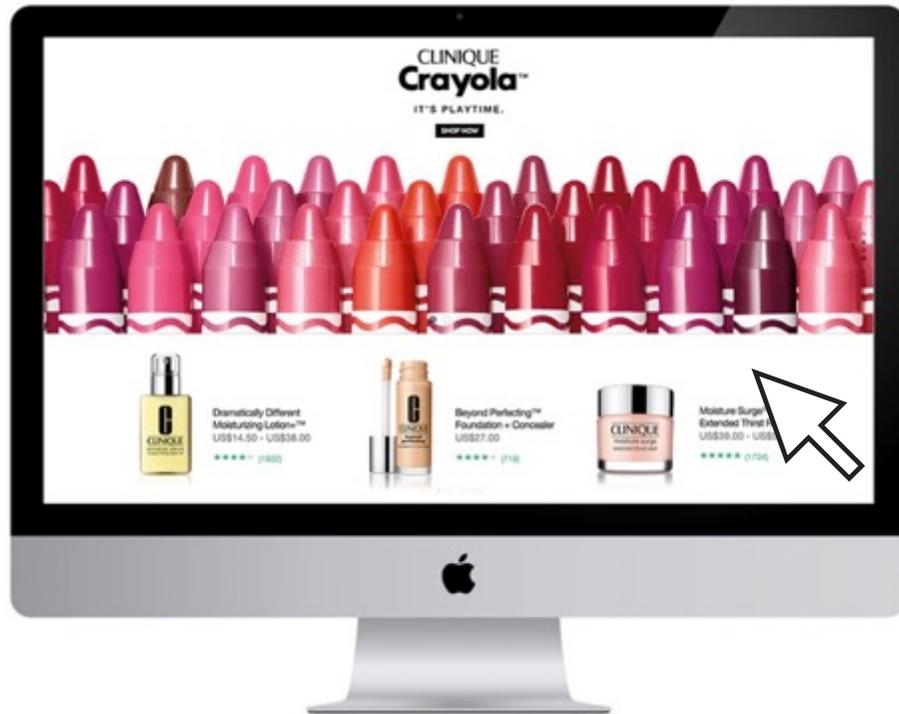
Push
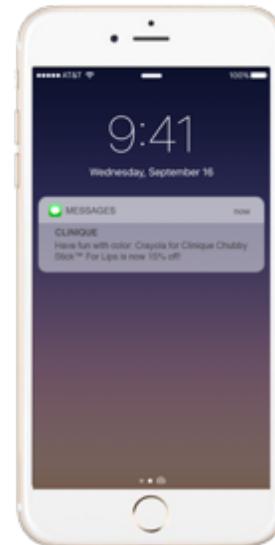
Facebook

ALTERNATIVE CHANNEL
OFFER TEST
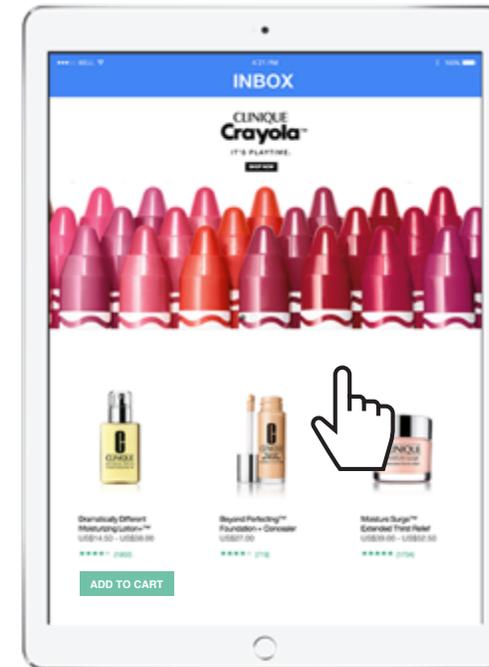
VIEWED PRODUCTS
RECOMMENDATION

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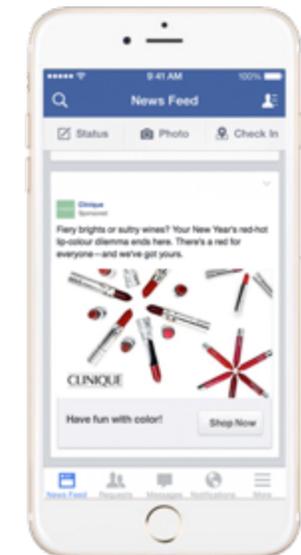
⚙ Playbooks

Ready made playbooks to personalize, optimize and synchronize content based on behavior, prediction, business rules and preference for any channel.

For All Lifecycle Stages
- Acquire
- Convert
- Grow
- Retain
- Win-back

On All Channels
- Email
- SMS
- Push
- Web

⚙ Playbooks

ACQUIRE Leads	CONVERT Prospects	GROW Customers	RETAIN Active Customers	WIN-BACK Inactive Customers
• Increase Email Signups • Lead Scoring • Social Ads & Lookalike Audiences • Social Signup	• Cart Abandonment • First Purchase Discount Offer • Welcome • Browse Abandonment • Back-in-stock Alerts	• Loyalty Programs • Upsell / Cross-Sell • First time to Active Purchase • Replenishment • Seasonal Promos & Sales	• Anniversary • Birthday • Event Reminders • Customer Feedback • Comment after Purchase • Newsletters	• Subscriber Reactivation • Churn Prevention • Inactive Client Win-Back • Lapsed Customer Win-back

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Why we exist?   What we do?   How we do it?

Personalize

Playbooks
…and increase your conversion rate to boost sales

|	PLACEMENT	MODULE NAME	CONVERSION/REVENUE LIFT	TOTAL SHARE IN TURN OVER
WEB	Home Page	Favorite Category-Best Sellers	**9-10%**	**15-25%**
	Home Page	Recently Viewed Products	**6-7%**	
	Category Page	Category Best Sellers	**5-6%**	
	Product Page	Alternative Product Recommendations	**7-8%**	
	Shopping Cart Page	Cross-Sell in Basket	**3-4%**	
EMAIL	-	Daily Email	**7-8%**	**8-12%**
	-	Basket Reminder Email	**11-12%**	
	-	Sales Reminder	**4-5%**	
	-	Cross-Sell Email	**5-6%**	
	-	We missed you Email	**2-3%**	

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Auto-Pilot
Drag and Drop Customer Journey Builder

Create Custom Marketing Automation Programs

- Email
- SMS
- Push
- Web
- Web Service Integrations
- E-commerce Integrations

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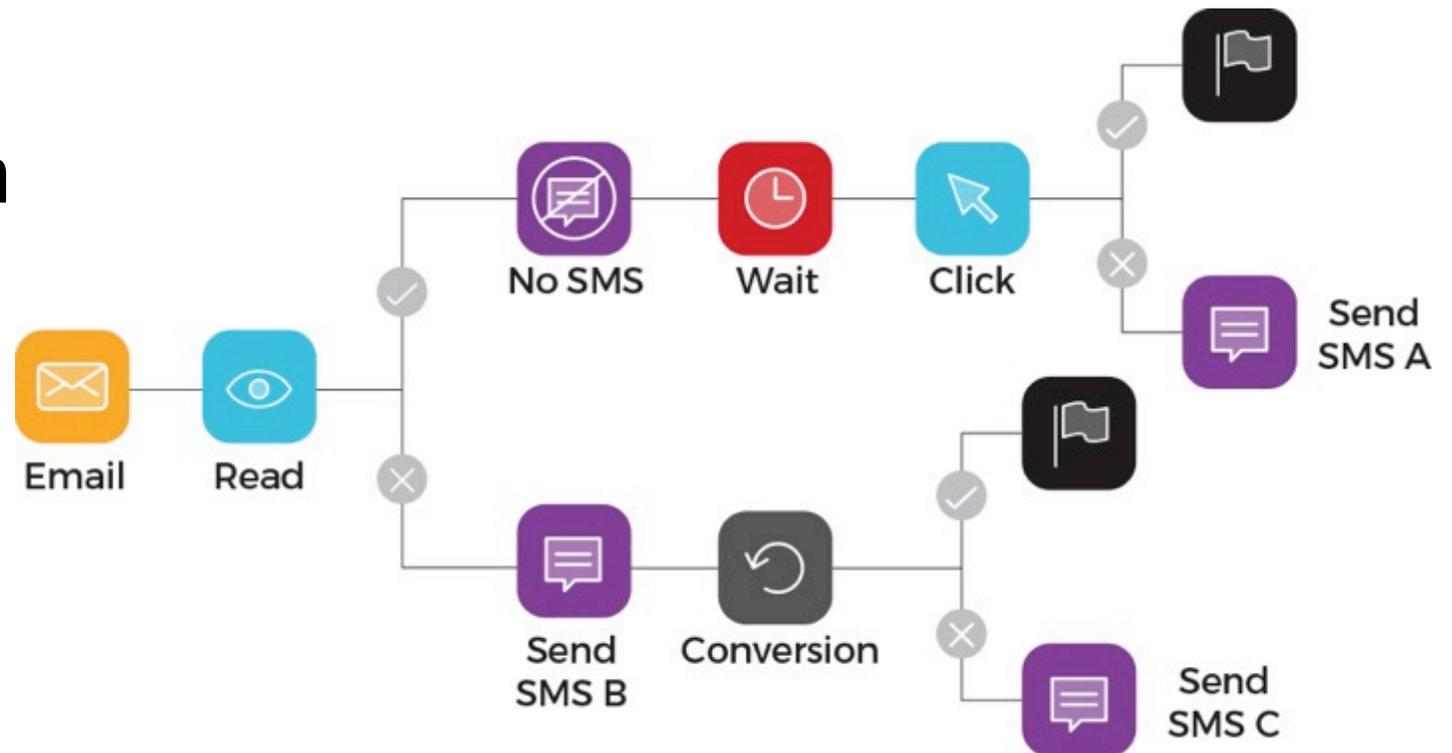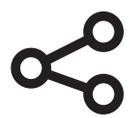
Social
100% Automated Facebook Ads

Automate Social Audience & Ads Creation

Auto-Create Live Facebook Segments
Automatically Create live segments for each product & behavioral category to optimize ad costs.

Auto-Create Highly Targeted Facebook Ads
Serve always up-to-date multi product carousel ads with best sellers or hot sellers of each product category. Automatically remove out-of-stock icons for optimum conversion.
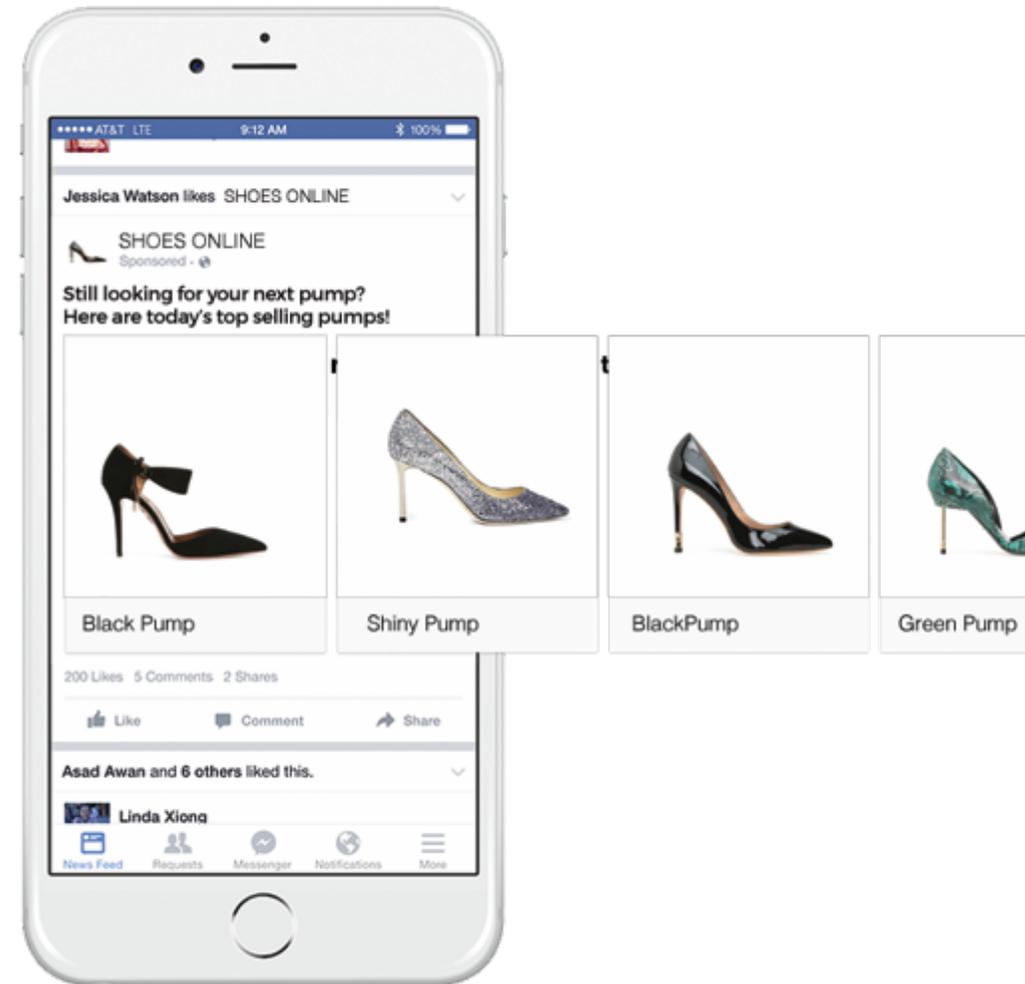
Reporting and Analytics

## Monitor your ROI in Real-time

With built in enterprise analytics, know the exact revenue generated by web, mobile, product recommendations, behavioral pop-ups and Email, SMS, Push, Mobile channels.
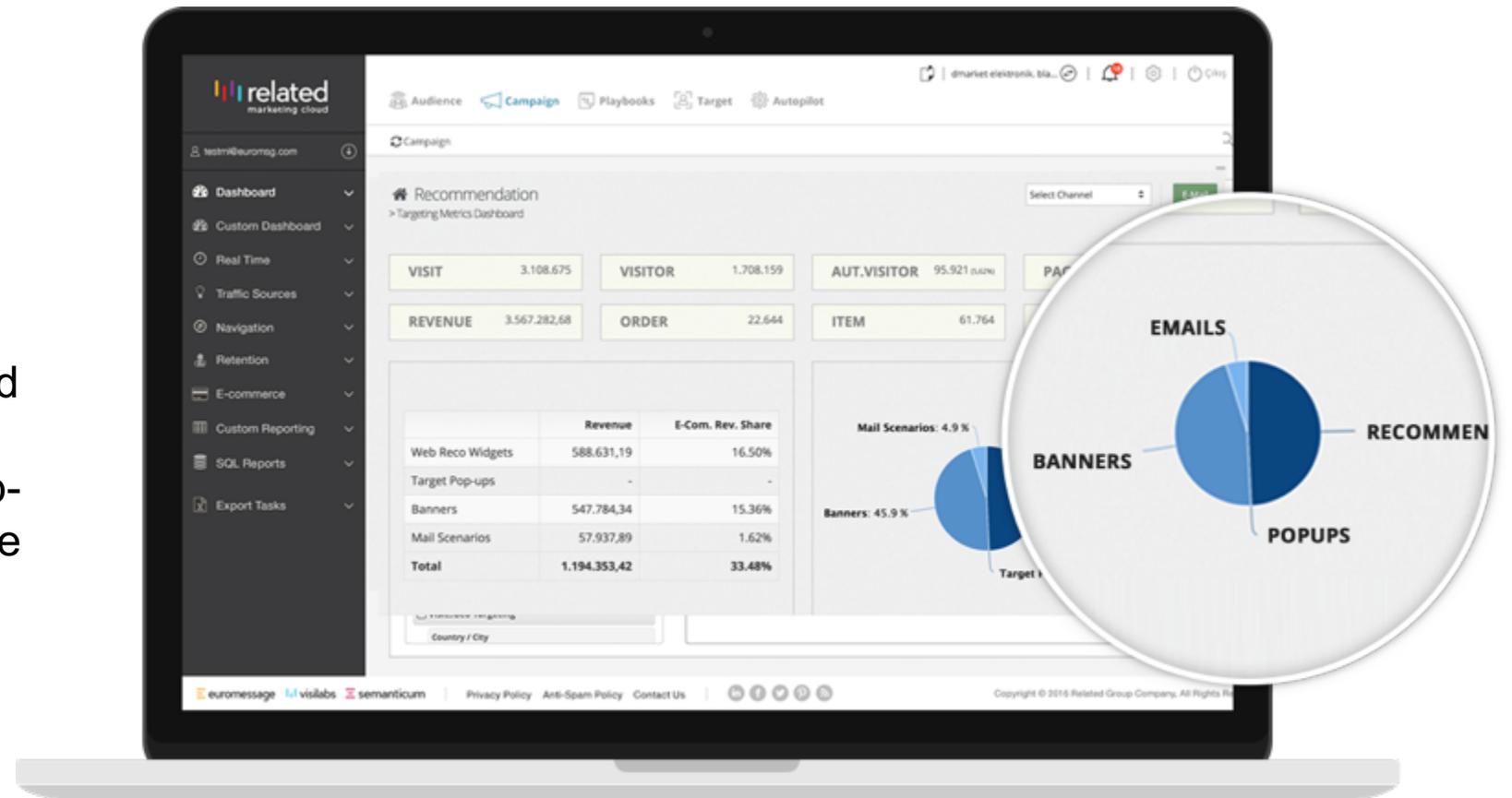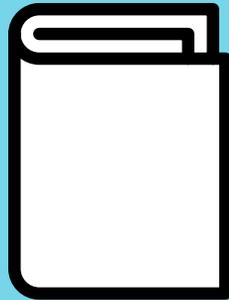
Case Studies

Accelerate your Digital Success

Case Studies
1V1Y.com

Company Overview

- Online lifestyle store
- Multi-brand, in-season and off-season fashion
- 3 million members / 400,000 customers

Challenge

- Separate platforms for email marketing and business applications creating data silos, loss of time and ineffective results.

- Bringing all customer data, business intelligence and email marketing in one platform to create data-driven relevant interactions.

- Increase email revenue by targeting customers with personalized content throughout the entire lifecycle.

What we did for them

- Integrate all business applications and data sources into a single platform to effectively segment customers.

- Automated email scenarios

- Highly-targeted personalized campaigns including product recommendations

Results

- 400 different segmented emails / month

- More than 20 million emails / month

- 25% of total revenue directly from email marketing

- 10% of total revenue from automated emails

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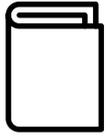
Case Studies
Estee Lauder

CLINIQUE: Mobile Offer

PROGRAM 20 April for 3 days:
Responsive email was sent to the database with a specific mobile offer text on the header of the Mobile version of the email. Offer on Mobile was Freeshipping.

OBJECTIVES:
Increase mobile sales and traffic

COSTS: 100$ for set-up

RESULTS:
- **Mobile traffic on average per day during the program: 4,414 vs average daily mobile site traffic: 3,270**
- 88 orders out of 97 was actually from mobile! This means **90**% of orders for that day was coming from mobile. Average mobile sales monthly ratio for CL is **20 %**.
- **AOS 3 days 128 TL vs on average AOS is 123 TL**

Half of the people that opened the email opened from mobile&ipad **(49%)**.
Mobile device split as below: smartphone much higher than Ipad
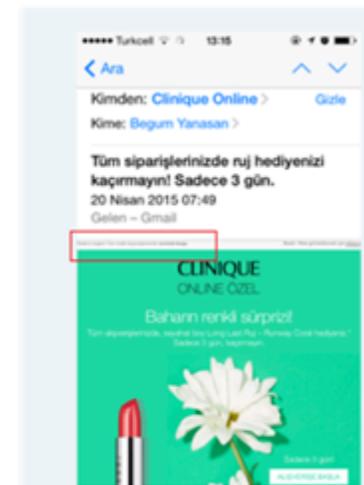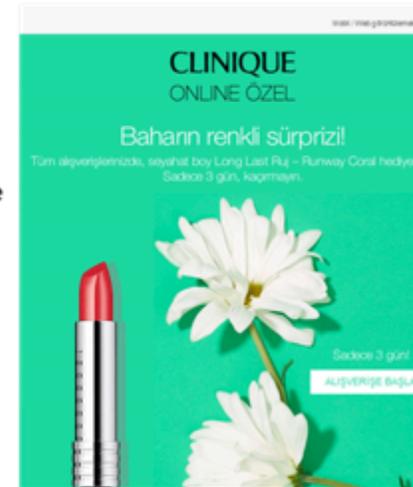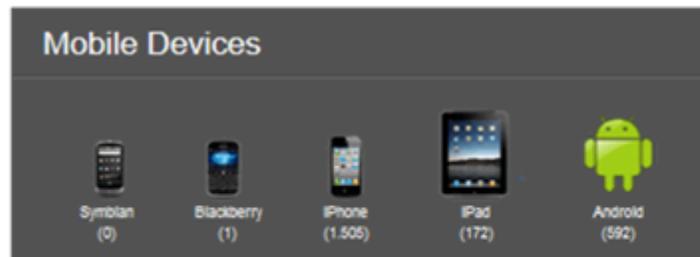
Taken directly from Estee Lauder Case Study booklet…

Why us

- Flexible technology
- Up and running in weeks
- Identify best solution design based on industry best practices and needs

- 24x7 global access
- Monitor proactively
- Ensure business continuity
- Manages your accounts in behalf of you if you need.

A Fast Start Up

All in One

Superior Service

Strong USP

More than 15 Years of Experience with only one Concentration Area: Client Experience
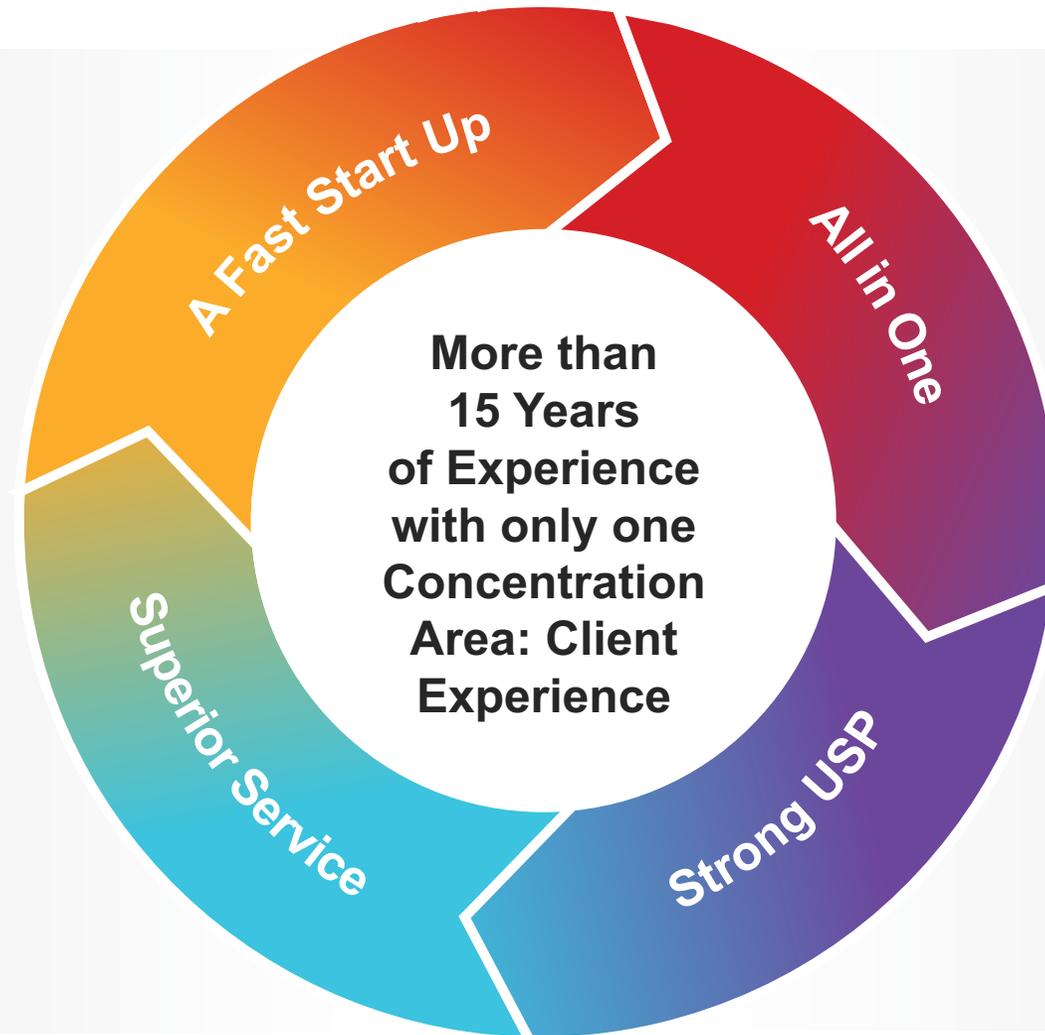
- Data manager
- Personalization manager
- Campaign manager
- Social media manager

- Ready made playbooks
- Advanced Segmentation
- Historical Data

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THANK YOU!