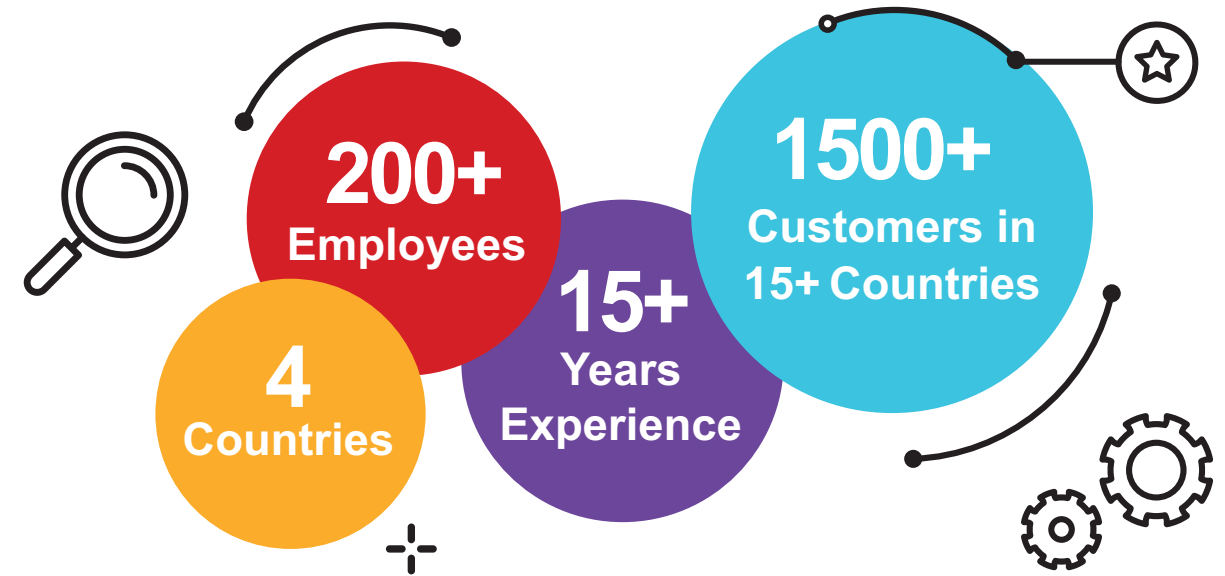


# Create Personalized Omni-Channel Customer Experiences



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.



**Offices in**

**London | Hamburg | Istanbul | Dubai**

## Facts and Figures

## Our Platform Related Marketing Cloud (RMC)

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



Our Customers



MARKS &  
SPENCER



VICTORIA'S  
SECRET

CLINIQUE

ESTÉE LAUDER

BOBBI BROWN

MAC

AVEDA  
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

Crate&Barrel



SIEMENS

Allianz 

## 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

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



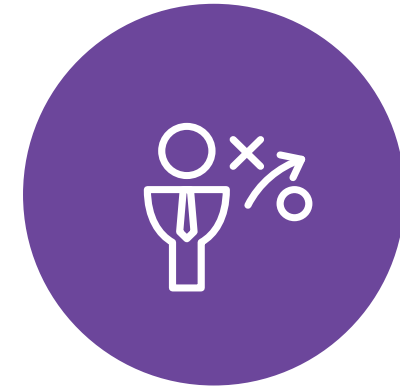
Collect and unify data, break down data silos and create actionable profiles for your customers on all channels.

## 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.



Challenge

Approach

Solution

## DATA COLLECTION

Email Behaviour

Website Behaviour

Mobile Behaviour

Social CRM Data

Contact Data

Offline Data

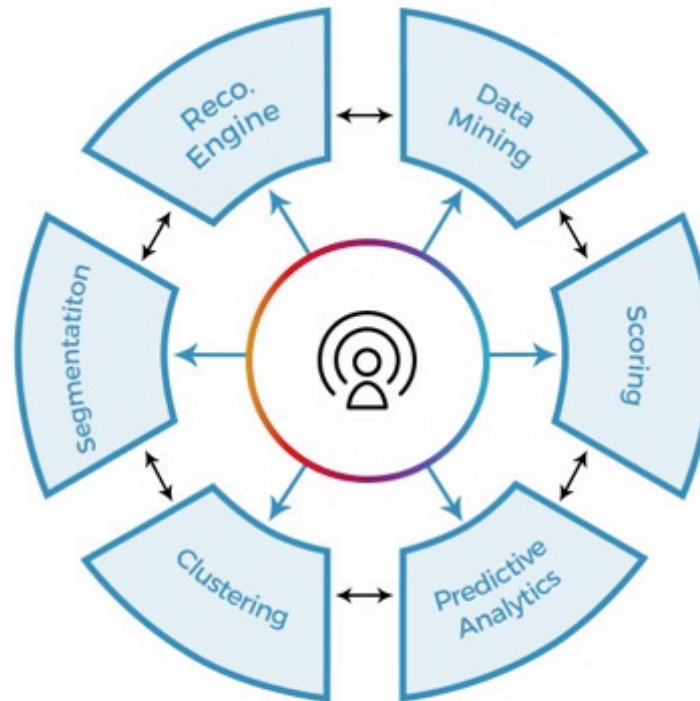
POS Data

CRM Data

Call Centre Data

3rd Party Solutions

## UNIFICATION & TRANSFORMATION



## 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

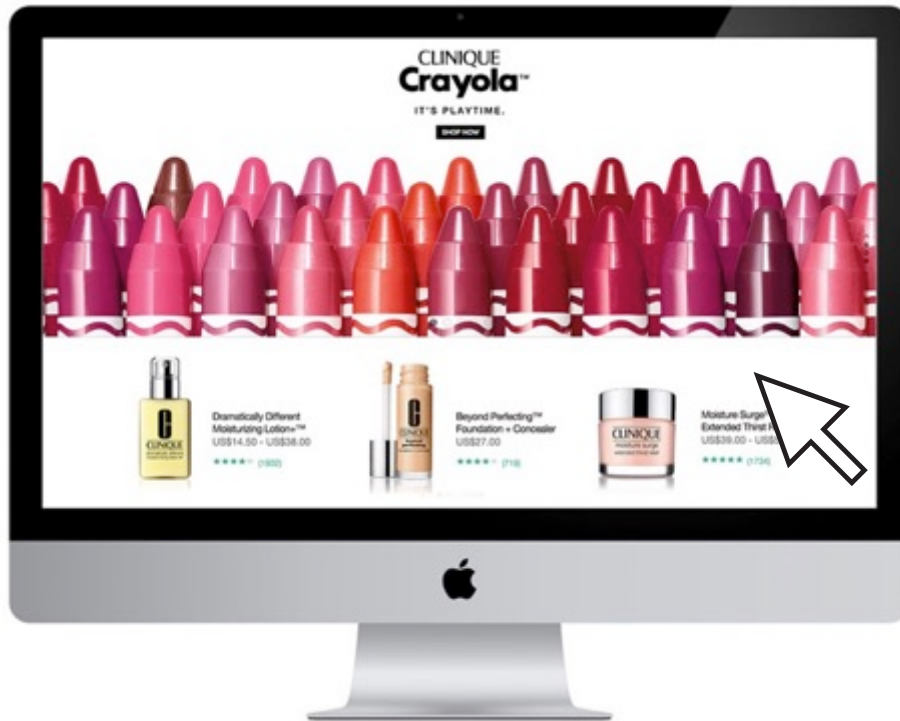
Unify



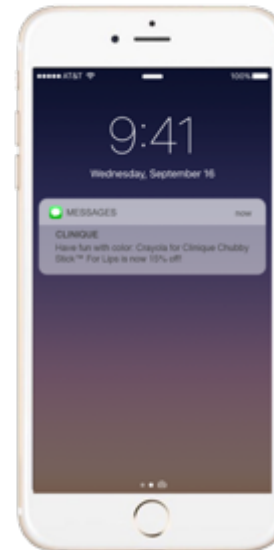
# Campaign Management

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

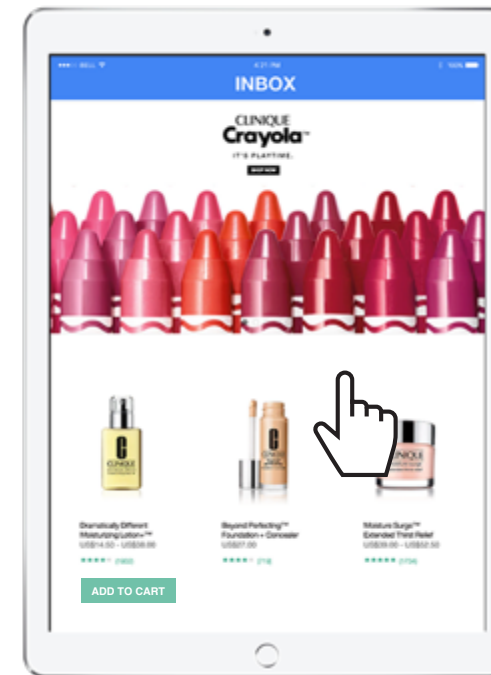
Web



Push

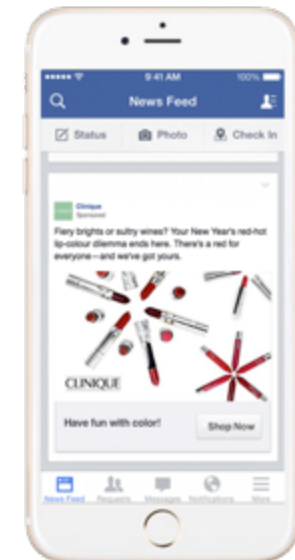


E-mail



PURCHASED PRODUCT  
CATEGORY UPSELL  
TARGETING

Facebook



ALTERNATIVE CHANNEL  
OFFER TEST

VIEWED PRODUCTS  
RECOMMENDATION





# 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

The screenshot displays the 'related marketing cloud' interface, specifically the 'PLAYBOOKS' section. The top navigation bar includes tabs for Audience, Campaign, Playbooks (selected), Target, Autopilot, Analytics, Segment, and Management. The user profile 'cemre.pacun@euromsg.com' is visible in the top left. The left sidebar lists various tools: Mail Scenarios, Widgets, Performance, XP Rules, Products, Offer Rules, Predictive Rules, and Zone Filters. The main content area shows a grid of playbook templates. Each template includes a title, a 'Convert' button, a description, target audience, message content, campaign goal, and a 'Start this scenario' button. The templates are organized by lifecycle stage (Acquire, Convert, Grow, Retain, Win Back) and channel (Email, SMS, Push, Web).

Lifecycle Stage:	Channel:
<input type="checkbox"/> Acquire <input checked="" type="checkbox"/> Convert <input type="checkbox"/> Grow <input type="checkbox"/> Retain <input type="checkbox"/> Win Back	<input checked="" type="radio"/> Email <input type="radio"/> SMS <input type="radio"/> Push <input type="radio"/> Web

Back in Stock	Browse Abandonment	Campaign You Are About To Miss	Cart Abandonment	Cart Abandonment with Recommendations
<b>Convert</b> Automatically notify your customers when out of stock products they viewed are back in stock. The stock level used in this algorithm is determined by comparing the stock level at the time the product was viewed and the current stock level. <b>Target Audience:</b> Those who viewed an out of stock product. <b>Message Content:</b> Back in stock notification for out of stock product viewed. <b>Campaign Goal:</b> To reengage your...	<b>Convert</b> Encourage visitors to come back to your site when they browse products and do not make any purchases by sending an email the following day or within a given timeframe. <b>Target Audience:</b> Those who view and browse products and do not purchase. <b>Message Content:</b> Viewed products and alternative product recommendations "Viewed This, Also...	<b>Convert</b> Notify your subscribers about the campaigns (banners) on your site that are about to expire in a given number of days. <b>Target Audience:</b> All subscribers. <b>Message Content:</b> Information and image of the campaigns (banners) which are about to expire. <b>Campaign Goal:</b> Create a sense of urgency, influence visitors to make a...	<b>Convert</b> Encourage would-be customers to complete their purchase when they leave items in their shopping cart. <b>Target Audience:</b> Those who add items to their cart and then abandon. <b>Message Content:</b> Image and details of the items that the recipient has added to their cart with a promo	<b>Convert</b> Insert personalized alternative product recommendations into your cart abandonment emails, based on each recipient's interactions with your store. <b>Target Audience:</b> Those who add items to their cart and then abandon. <b>Message Content:</b> Image and details of the items that the recipient has added to their cart with a promo

Category Top Sellers (Based on Viewed Category)	Express Shipping	Favorite Category Banners (Based on Tags)	Favorite Category Campaigns (Based on Email Opens)	Favorite Category Campaigns (Based on Viewed Products)
<b>Convert</b> Send email including best sellers based on the category the visitors viewed during their site visit.	<b>Convert</b> Notify visitors when free express shipping offer is available for the products they viewed and did not...	<b>Convert</b> Inform your subscribers about your daily deals and sales across your store. Prioritize your deals and offers...	<b>Convert</b> Determine your recipient's favorite category by analyzing the categories found in the emails that they...	<b>Convert</b> Inform site visitors about new deals (banners) in the categories they viewed the most during their site visit...



# Playbooks

ACQUIRE Leads	CONVERT Prospects	GROW Customers	RETAIN Active Customers	WIN-BACK Inactive Customers
<ul style="list-style-type: none"> <li>• Increase Email Signups</li> <li>• Lead Scoring</li> <li>• Social Ads &amp; Lookalike Audiences</li> <li>• Social Signup</li> </ul>	<ul style="list-style-type: none"> <li>• Cart Abandonment</li> <li>• First Purchase Discount Offer</li> <li>• Welcome</li> <li>• Browse Abandonment</li> <li>• Back-in-stock Alerts</li> </ul>	<ul style="list-style-type: none"> <li>• Loyalty Programs</li> <li>• Upsell / Cross-Sell</li> <li>• First time to Active Purchase</li> <li>• Replenishment</li> <li>• Seasonal Promos &amp; Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Anniversary</li> <li>• Birthday</li> <li>• Event Reminders</li> <li>• Customer Feedback</li> <li>• Comment after Purchase</li> <li>• Newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• Subscriber Reactivation</li> <li>• Churn Prevention</li> <li>• Inactive Client Win-Back</li> <li>• Lapsed Customer Win-back</li> </ul>



# 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%	

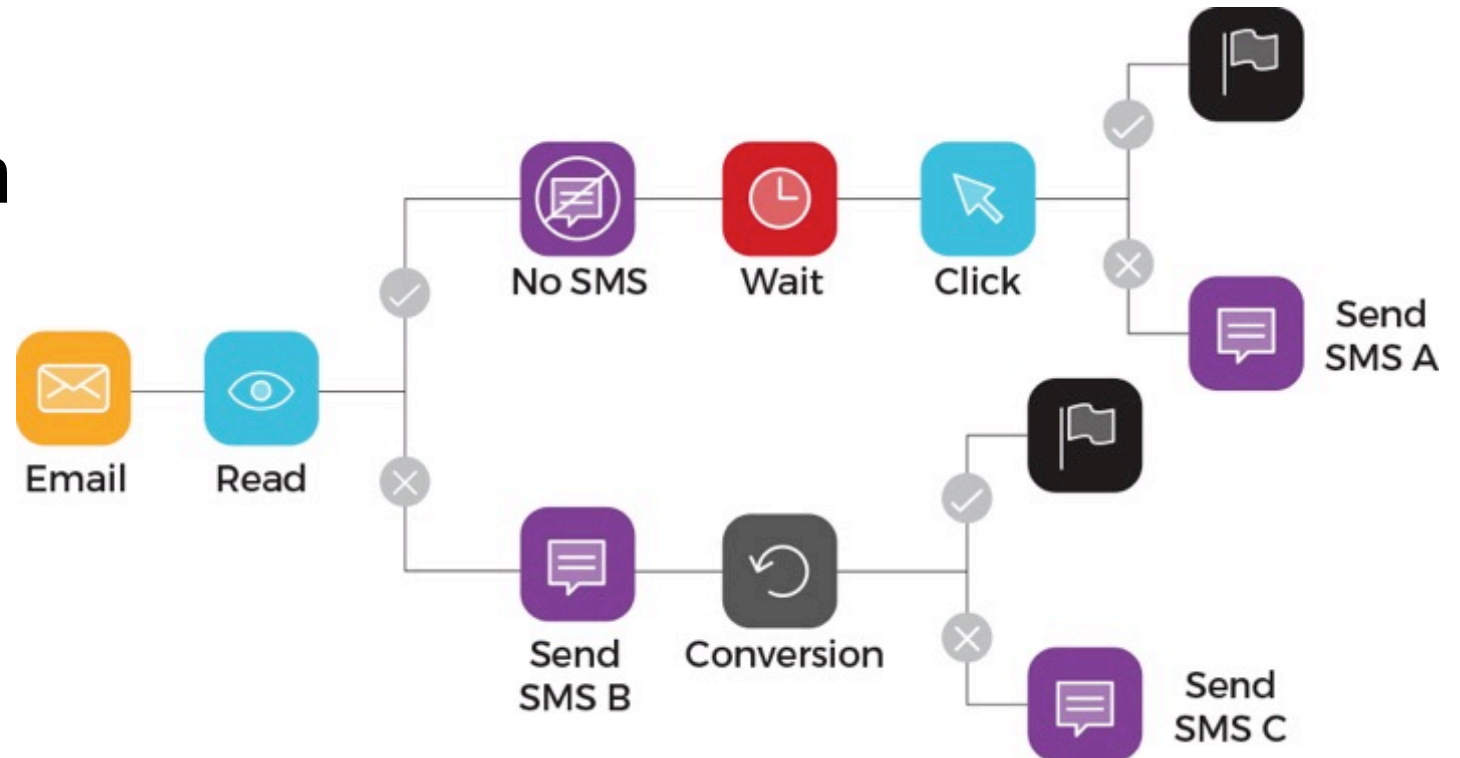


# Auto-Pilot

Drag and Drop Customer Journey Builder

## Create Custom Marketing Automation Programs

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





## Social

100% Automated Facebook Ads

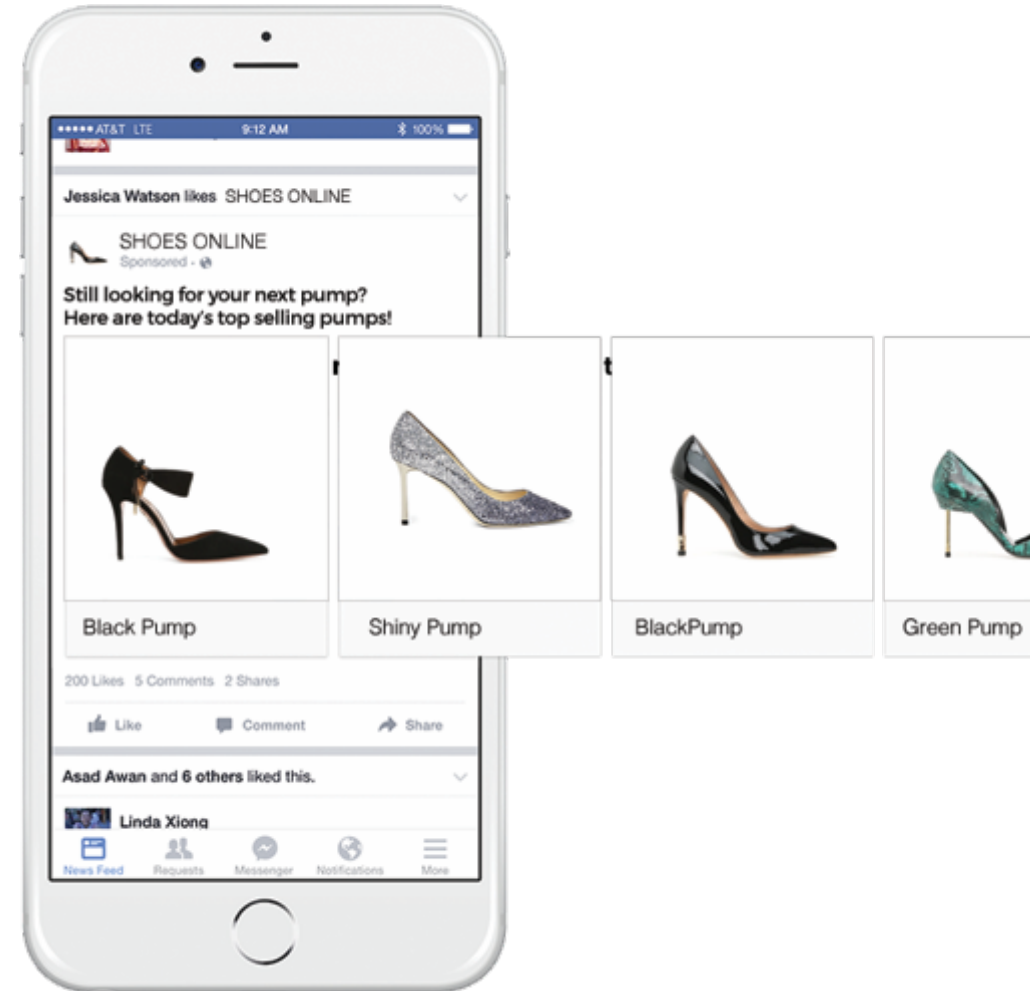
# Automate Social Audience & Ads Creation

## 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.



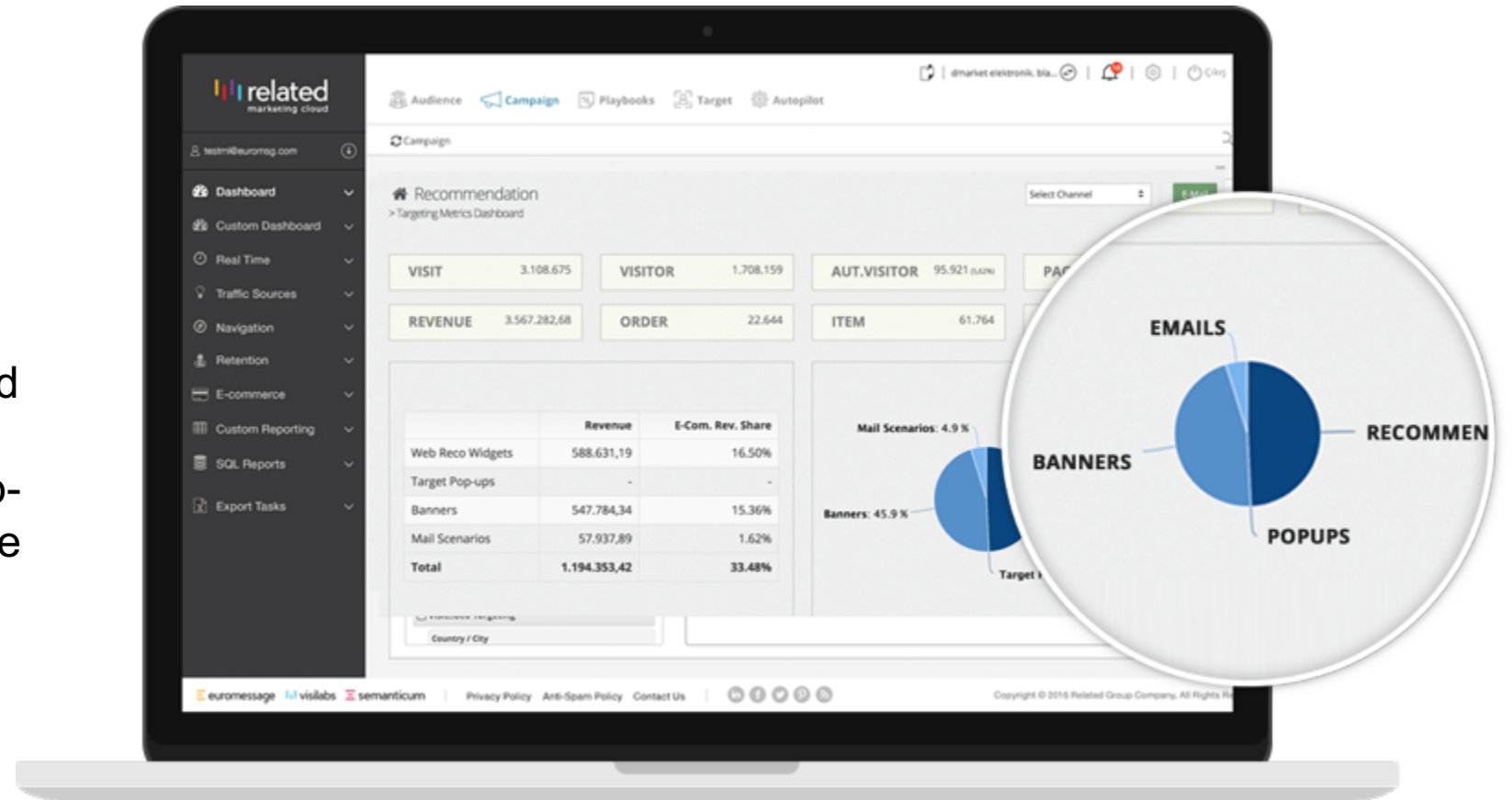


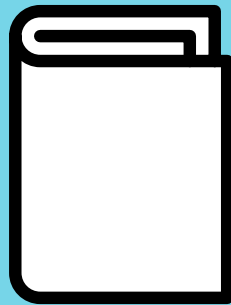


# Reporting and Analytics

## Monitor your ROI in Real-time

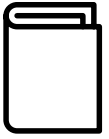
With built in enterprise analytics, know the exact revenue generated by web, mobile, product recommendations, behavioral pop-ups and Email, SMS, Push, Mobile channels.





# 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

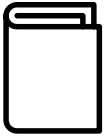
- Separate platforms for email marketing and business applications creating data silos, loss of time and ineffective results.
- Bringing all customer data, business intelligence and email marketing in one platform to create data-driven relevant interactions.
- Increase email revenue by targeting customers 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



# Case Studies

## Estee Lauder

EMEA ONLINE | BEST CASES | TURKEY

### 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

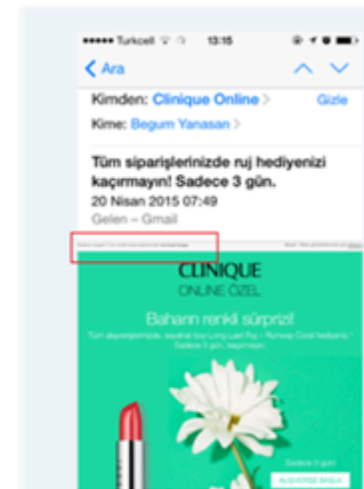
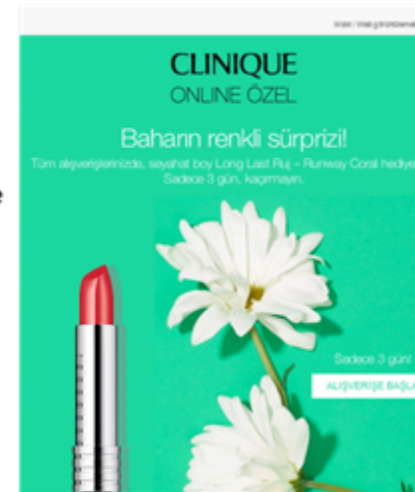
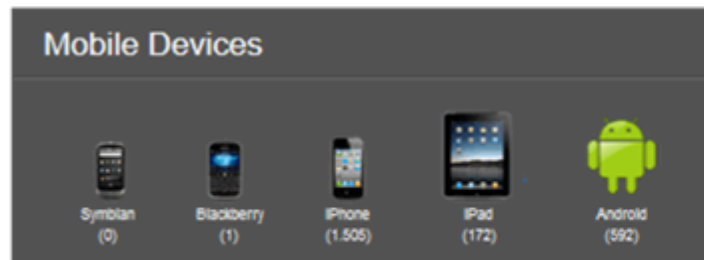
**COSTS:** 100\$ for set-up

#### 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

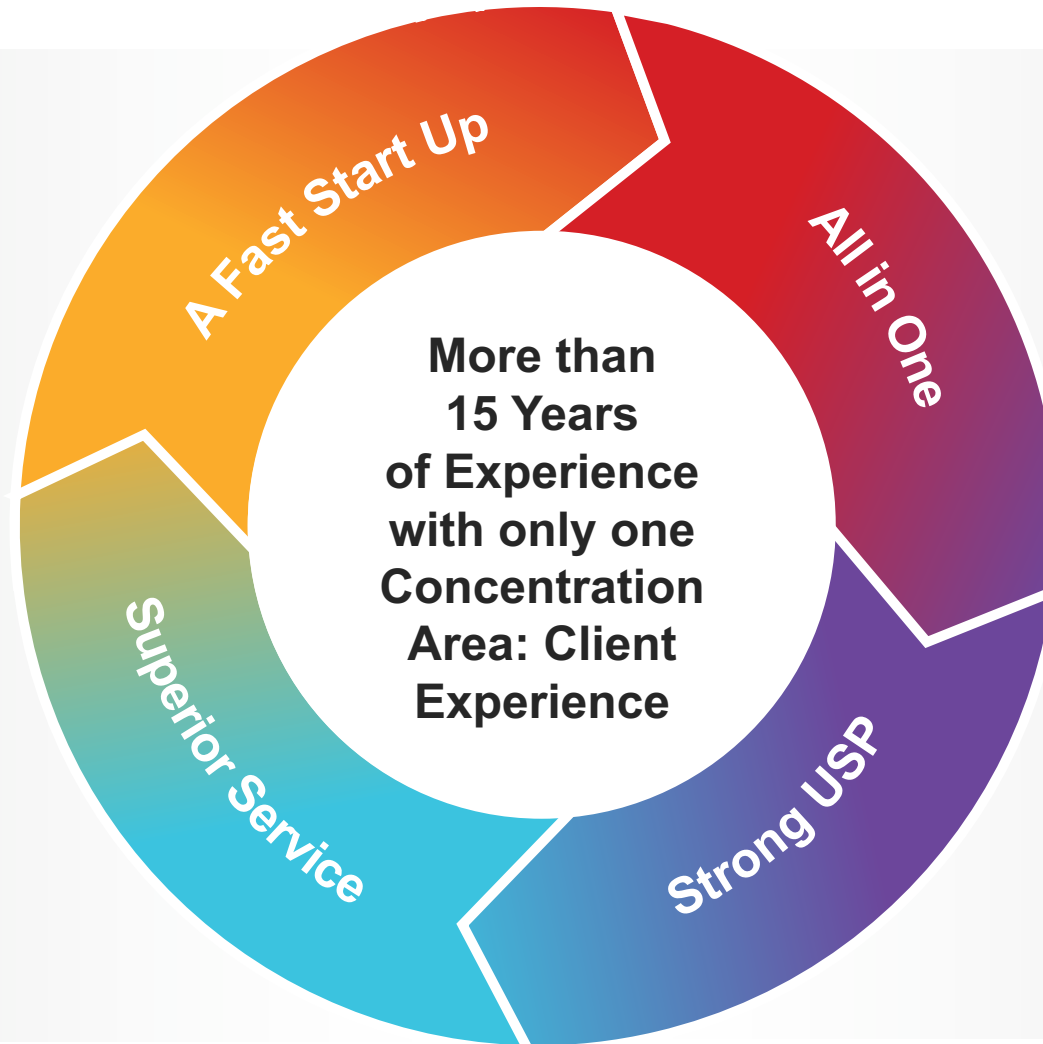


Taken directly from  
Estee Lauder Case Study  
booklet...

# 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.



- Data manager
- Personalization manager
- Campaign manager
- Social media manager

- Ready made playbooks
- Advanced Segmentation
- Historical Data



**THANK YOU!**

