TACTICS MATTER

Real Results from Advanced Personalization
For the modern marketer, personalization is key to developing sustaining customer relationships, brand loyalty, and financial strength.

In *The Value of Personalization Optimization for Retailers*, Liveclicker and The Relevancy Group examine the current state of personalization at digital commerce companies. The result? We find an ROI of up to 2,000% for successful personalization initiatives.

**The report examines:**
- The specific tactics retailers use most
- The tactics most likely to make an impact
- How retailers budget for personalization
- Significant challenges to effective personalization
- Personalization in the age of Amazon

The deep dive that follows examines the specific personalization tactics proven to yield the strongest results.
How Digital Marketers Can Show Superior Results With Advanced Personalization

Almost every retail or ecommerce marketer is using some form of personalization to better connect with customers and build a more powerful customer experience.

As a technology company that is all about customer experience, we’re thrilled to see more companies discovering the value of personalization.

The flip side of this coin, however, is that not every retail or ecommerce brand is getting the results they deserve. To better understand that conundrum, and how it can best be solved, requires a deep dive into just how brands are using personalization, what’s working, and where brands are struggling.

So for the third year in a row, Liveclicker has asked The Relevancy Group to assess the state of the art in marketing personalization. The Relevancy Group surveyed 401 advertising and marketing executives across the landscape of digital commerce. Throughout the survey results, one finding in particular served as a theme: advanced personalization matters.

The Relevancy Group found that 86 percent of retail and ecommerce marketers are using some sort of personalization. But unfortunately, relatively few brands are using the real time personalization tactics that best drive results. Retailers who use advanced personalization report 17% higher revenues than those who use only basic personalization. Advanced personalization is also more effective than purchase-based personalization, yielding an additional 14% lift in revenues.

These are overall figures, based on a wide swath of digital retailers. In this report, we’ll show how some brands superseded even these figures, using advanced personalization tactics to more than double revenues from a particular campaign, for example, or increase conversion rates by 43%.
The Tactics That Empower and Inspire

To understand where your organization could implement more advanced tactics, it helps to have a solid understanding of exactly which tactics drive the most impressive results.

Generally, retail and ecommerce personalization efforts progress through three stages. In each stage, marketers experiment with new technologies, learn what works best, and become more sophisticated about the techniques that are best suited to their particular brand and audience. They also collect data, and importantly, get better at testing, which makes the more advanced tactics seem less intimidating. Here’s one useful way to characterize the three stages of personalization.

Basic Personalization
Basic personalization includes tactics such as using a customer’s first name in an email and personalizing subject lines. More than 90% of retail and ecommerce brands are using these tactics now, or expect to within the year. That shows that marketers are making really good progress in understanding, and implementing, the basics. But because these tactics are so common, they do little to impress customers or differentiate a brand’s customer experience. Think of them as table stakes.

Purchase-Based Personalization
Customer relationship management data, combined with RFM (recency, frequency, monetary) scoring, has long been the bedrock of many brands’ segmentation strategies. But it’s important to realize that segmentation—which groups customers together based on similarities such as purchasing behavior or...
Overall, advanced personalization tactics perform better than basic or purchase-based personalization. But a closer examination shows the power of real time data.

Advanced Personalization
Advanced personalization uses real-time data to deliver superior experiences tailored to each individual customer. Advanced Personalization include rules-based personalization that leverage real-time signals. Those can include inventory levels, stream-based click-behavior, and personalization of email messages at the time of open. But only 51% of brands use data about inventory levels to affect their customer communications. Some 48% incorporate real-time data into their communications, and 44% use rules-based personalization. Roughly an additional third of retailers say they will use these tactics within the next 12 months. These are the techniques with the most potential to boost sales.

Overall, advanced personalization tactics perform better than basic or purchase-based personalization. But a closer examination shows the power of real time data.

<table>
<thead>
<tr>
<th></th>
<th>Lift in revenue*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click Behavior</td>
<td>10%</td>
</tr>
<tr>
<td>Inventory Levels</td>
<td>13%</td>
</tr>
<tr>
<td>Real-Time Data</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Compared to basic personalization

---

**Tactics Matter: Real Results from Advanced Personalization**

---

LIVECLICKER

Copyright © 2019 Liveclicker. All Rights Reserved.
How are the world’s top brands using advanced personalization to drive superior customer experiences and boost sales?

DIRECTV is one of the world’s leading providers of digital television entertainment services to more than 37 million customers in the U.S. and Latin America. It offers more than 190 full-time HD channels, access to exclusive programming, and the most comprehensive collection of sports programming anywhere.

DirectTV wanted to leverage one of their exclusive sports programming packages, called SUNDAY TICKET, to drive sales via email. But DIRECTV wanted to do more than just increase sales: It wanted to lower the threshold for subscribing and drive brand awareness with engaging real-time email.
With Liveclicker, DIRECTV was able to send a specific email message to recipients on mobile devices. When the email was opened on mobile, it dynamically updated with an SMS “tap-to-text” link. By tapping on that link, customers could purchase or upgrade their SUNDAY TICKET subscription with just one click. SUNDAY TICKET subscriptions range from $250 to $350 each.

**The Result**
Targeted, dynamic emails, enabled with the tap-to-text mechanism, dramatically and effectively lowered barriers to subscription. In just five weeks, DIRECTV sold 2,755 NFL SUNDAY TICKET subscriptions through tap-to-text. That’s more than double the number of subscriptions sold in the entire previous year.

**DIRECTV Achieves Outstanding Results With One-Click Tap-to-Text on Mobile**

- ✔️ Lowered barrier to entry for subscription
- ✔️ More than doubled ticket sales year-over-year – in just five weeks

**DIRECTV: Doubling Sales With Tap-to-Text**

With Liveclicker, DIRECTV was able to send a specific email message to recipients on mobile devices. When the email was opened on mobile, it dynamically updated with an SMS “tap-to-text” link. By tapping on that link, customers could purchase or upgrade their SUNDAY TICKET subscription with just one click. SUNDAY TICKET subscriptions range from $250 to $350 each.
LEGOLAND Generates Excitement and Sales With Real-Time Email

Merlin Entertainment runs eight Legoland locations, including locations in Dubai and Japan. Worldwide, it relies on email campaigns as well as triggered email to engage customers, and then keep them engaged and informed as they proceed along their customer journey.

Advanced personalization, implemented in partnership with Liveclicker, “has been instrumental in helping us achieve our goals – and increase revenue,” says Barbara Puszkiewicz-Cimino, former Senior CRM Manager North America, Merlin Entertainments. “Our executive team has been in awe at Liveclicker’s ability to consistently exceed our sales and engagement goals.”

In some cases, click-to-open rates have increased 600%. LEGOLAND’s highest-performing emails are consistently those that use Liveclicker technology.

Here’s how it works:

- LEGOLAND uses a real-time timer to count down to a particular sale or event. That helps create excitement and urgency – and better results than traditional, static marketing messages.
LEGOLAND Generates Excitement and Sales With Real-Time Email

- Embedded video gives customers a preview of LEGOLAND's brand-new Castle Hotel, generating awareness and enthusiasm in a fresh way.

- Creative Black Friday and Cyber Monday campaigns use scratch-to-reveal special offers as well as an add-a-calendar option. That gives guests an interactive resource and helps pave the path to purchase.

- Polls help boost interactivity, drive customer feedback, and heighten engagement with the brand. One poll asked customers if Halloween was their favorite holiday – then displayed results directly in the email and also on the brand’s Facebook page.

These brands, and others, are successfully improving key business metrics with creative uses of real-time personalization. They’ve used their knowledge of technology, along with a deep understanding of their brand and customer bases, to generate superior customer experiences and superior results.
Driving Value with Advanced Personalization

See how Liveclicker can bring advanced personalization tactics to your brand:

- Fast Ramp Up
- Easy Integration
- Proven Results

Request a Demo