Predictive Marketing: A Framework to Recovery in a COVID World

Featuring real-world applications for Retail, Banking, and Health Insurance

Welcome

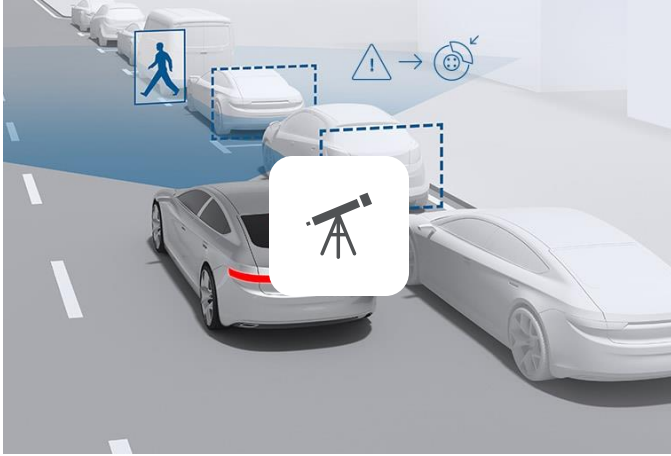**Andrew Bloom**
Chief Commercial Officer

Kimberly Snyder
Sr. Strategist

Chris Bowen
Sr. Enterprise Account Exec

Sumit Bhalla
SVP Account Services

infogroup

What we'll talk about

Living in a predictive world

With an overlay of COVID-19
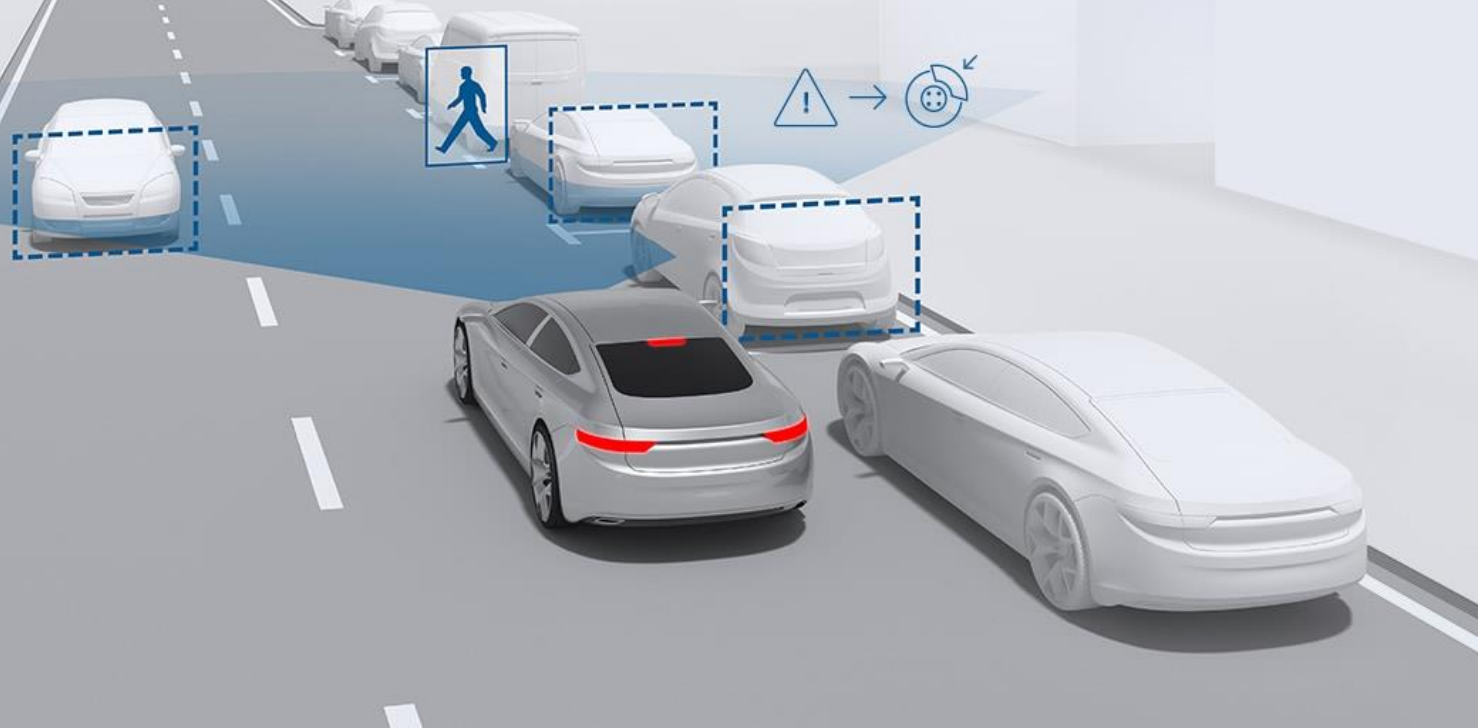
Predictive marketing applications

Retail

Banking

Health insurance

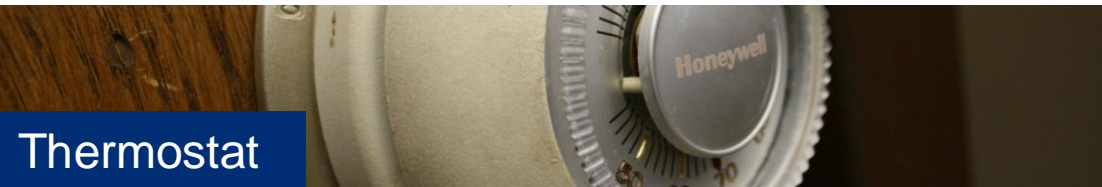**Predictive marketing preparations**

infogroup

Living in a predictive world

Consumer behavioral changes

THEN	NOW
Bank Tellers	Venmo
Maps	Wayze
Mixed Tapes	Playlists
Thermostat	Nest
Brain	Echo

Data volume and velocity

| **2.9**	**375**	**20**	**24**	**50**	**700**	**1.3**	**72.9**
MILLION	**MEGABYTES**	**HOURS**	**PETABYTES**	**MILLION**	**BILLION**	**EXABYTES**	**ITEMS**
Emails sent every second	Data consumed by households each day	Video uploaded to YouTube every minute	Data processed by Google per day	Tweets per day	Minutes spent on Facebook each month	Data sent and received by mobile internet users	Ordered on Amazon per second

Source: IBM

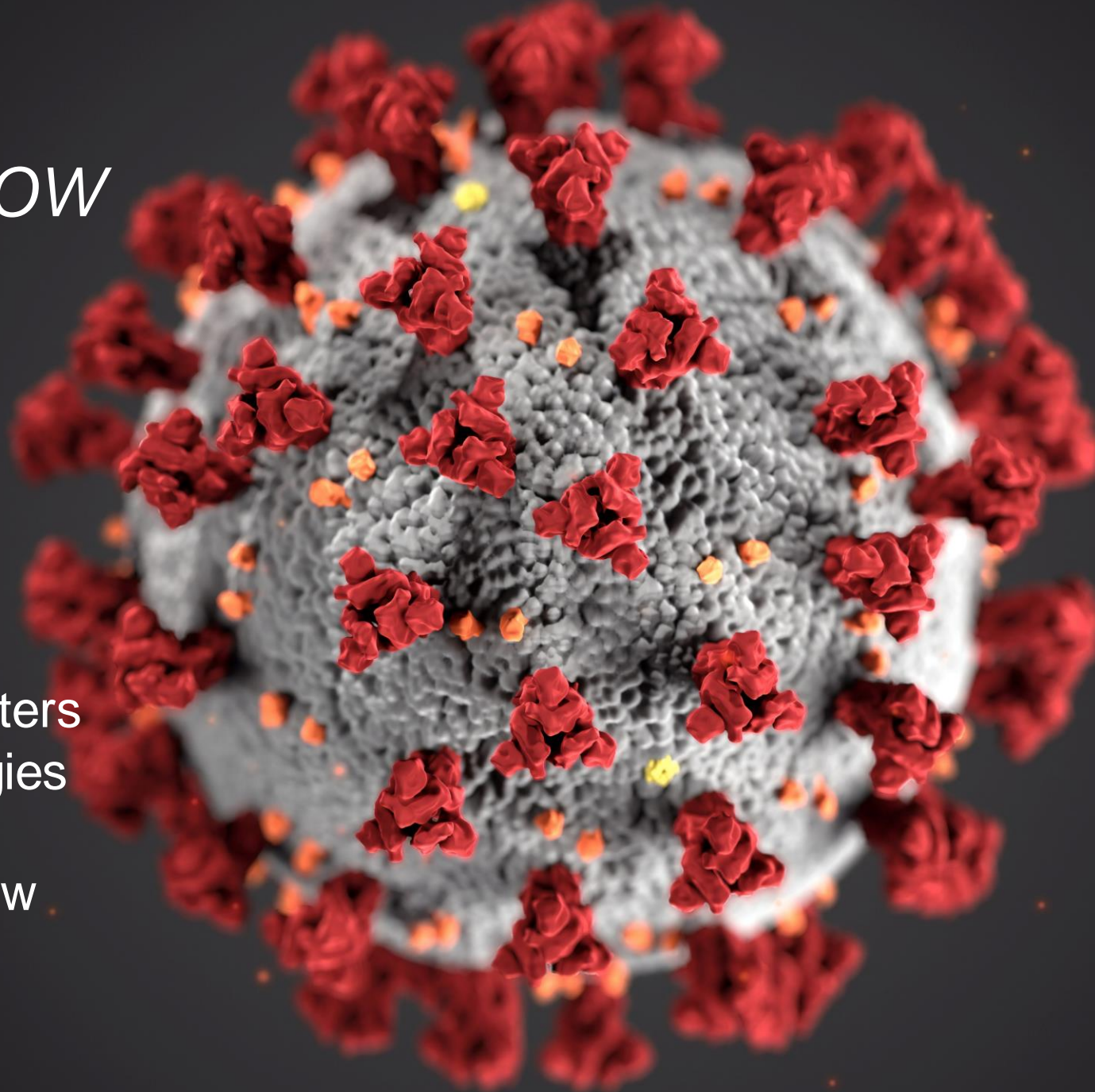**infogroup**

Non-linear customer lifecycle
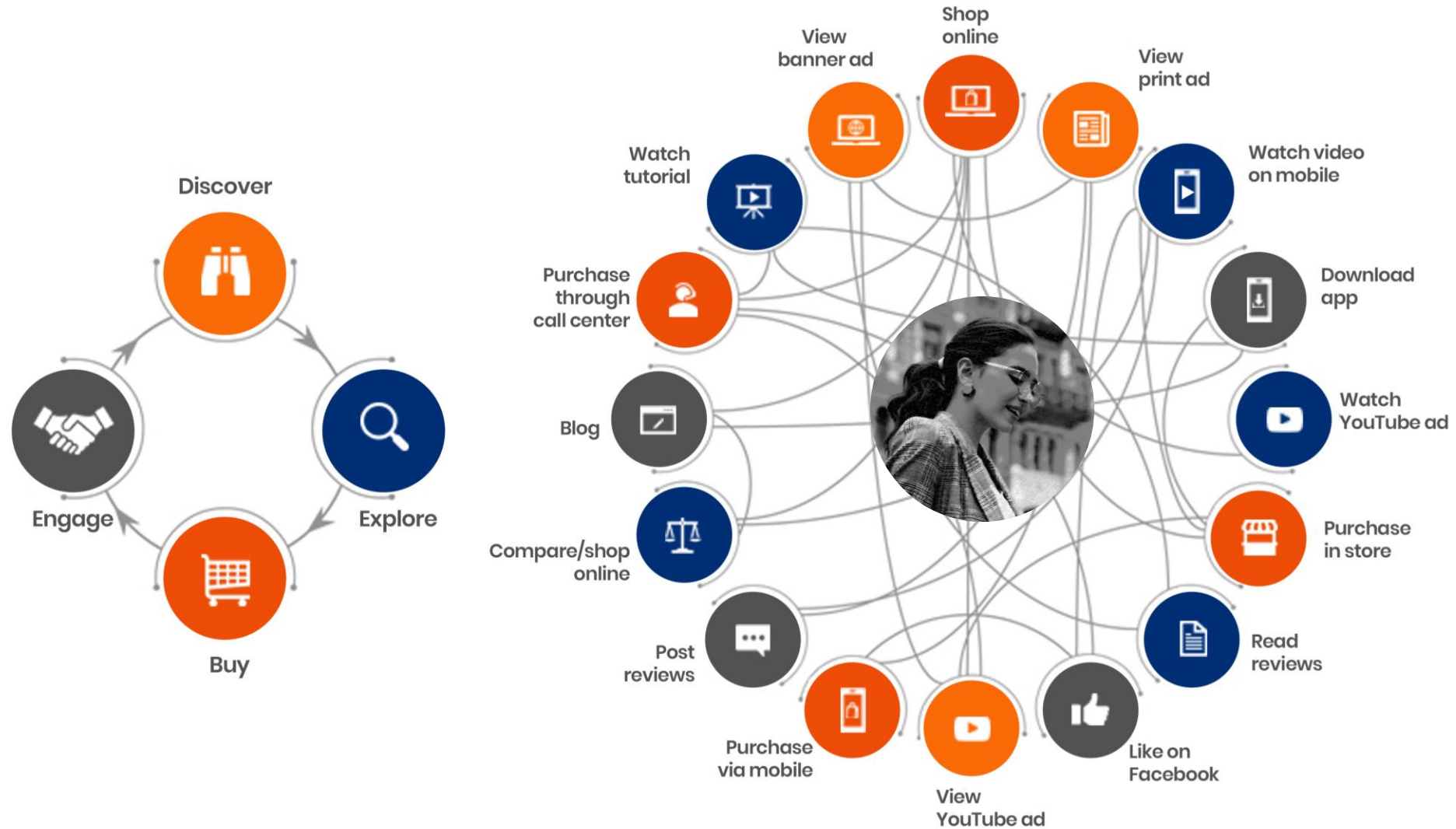
...and now there is COVID

Forcing marketers to pivot strategies and navigate through the new normal

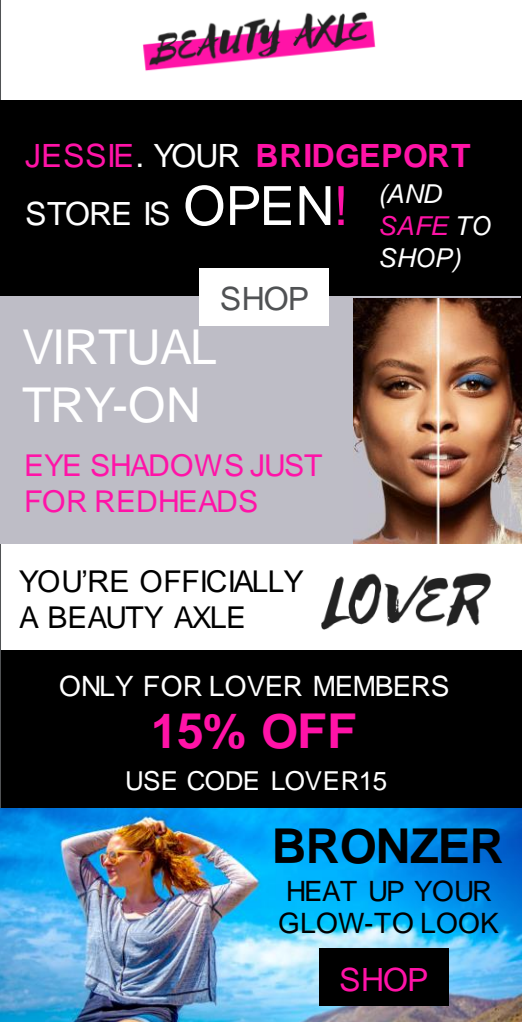Predictive marketing can provide an amazing experience for your customer

Meet Jessie.

Jessie is a loyal customer and while she has shifted to online during COVID, she is delighted to hear her favorite store is re-opening and updates on things she LOVES!

email

BEAUTY AXLE

JESSIE. YOUR **BRIDGEPORT** STORE IS OPEN! *(AND SAFE TO SHOP)*

SHOP

VIRTUAL TRY-ON

EYE SHADOWS JUST FOR REDHEADS

YOU'RE OFFICIALLY A BEAUTY AXLE LOVER

ONLY FOR LOVER MEMBERS
15% OFF
USE CODE LOVER15

BRONZER
HEAT UP YOUR GLOW-TO LOOK

SHOP

Name & favorite store

For redheads

Loyalty status

AI real-time click behavior

sms

Verizon 1:28 PM

Beauty Axle

Hello Jessie! Your local store at Bridgeport is NOW OPEN (and safe to shop)

Reply STOP to unsubscribe
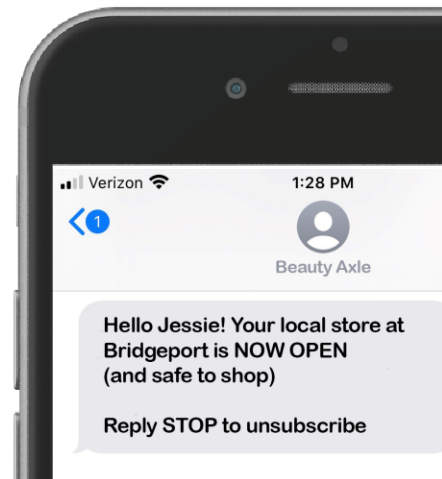
Predictive marketing

Our approach to enabling our customers to become predictive marketers

DATA
Identify & Collect

INTELLIGENCE
Analyze and Action

EXPERIENCE
Connect with Customers

INSIGHTS
Continuous Improvement

1ST-PARTY

3rd-PARTY

CUSTOM

+

100100101010011

+

=

0100101101010010101010100011001001010010101010001100100101011010010100001010

011000111010010101011

infogroup
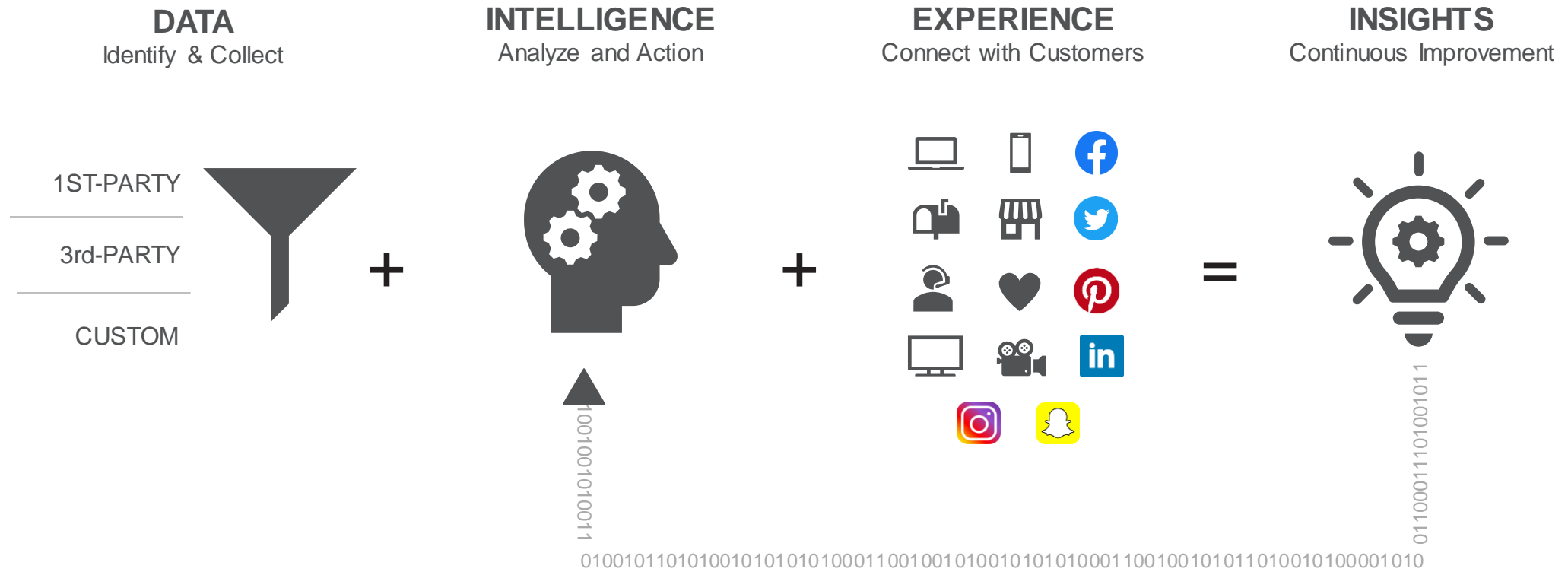
Industry applications of predictive marketing
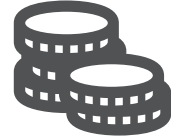
Retail marketing challenges

Top Marketing Challenges in 2020

Ultra-personalization

Hyper-efficiency and transparency

Seamlessly integrating digital and physical operations to exceed customer's expectations

Impact of COVID-19

Lost sales due to store closures and shipping delays

Increase demand/costs for logistics and shipping

Inventory issues/products in high and low demand

Evolving customer mindset and buying behavior in 'new norm'

Customer experience to be redefined/redesigned to meet expectations

Marketing challenge due to COVID-19

See's Candies had to shut down operations for the first time in 99 years 3 weeks before Easter, which is a critical holiday season for their online sales.

The brand pivoted and partnered with Oriental Trading Company to offer a limited Easter assortment to its customers.

See's Candies knew their Easter products were **very important to loyal customers** and part of many family traditions. They wanted to do everything possible not to disappoint them for such an important holiday.
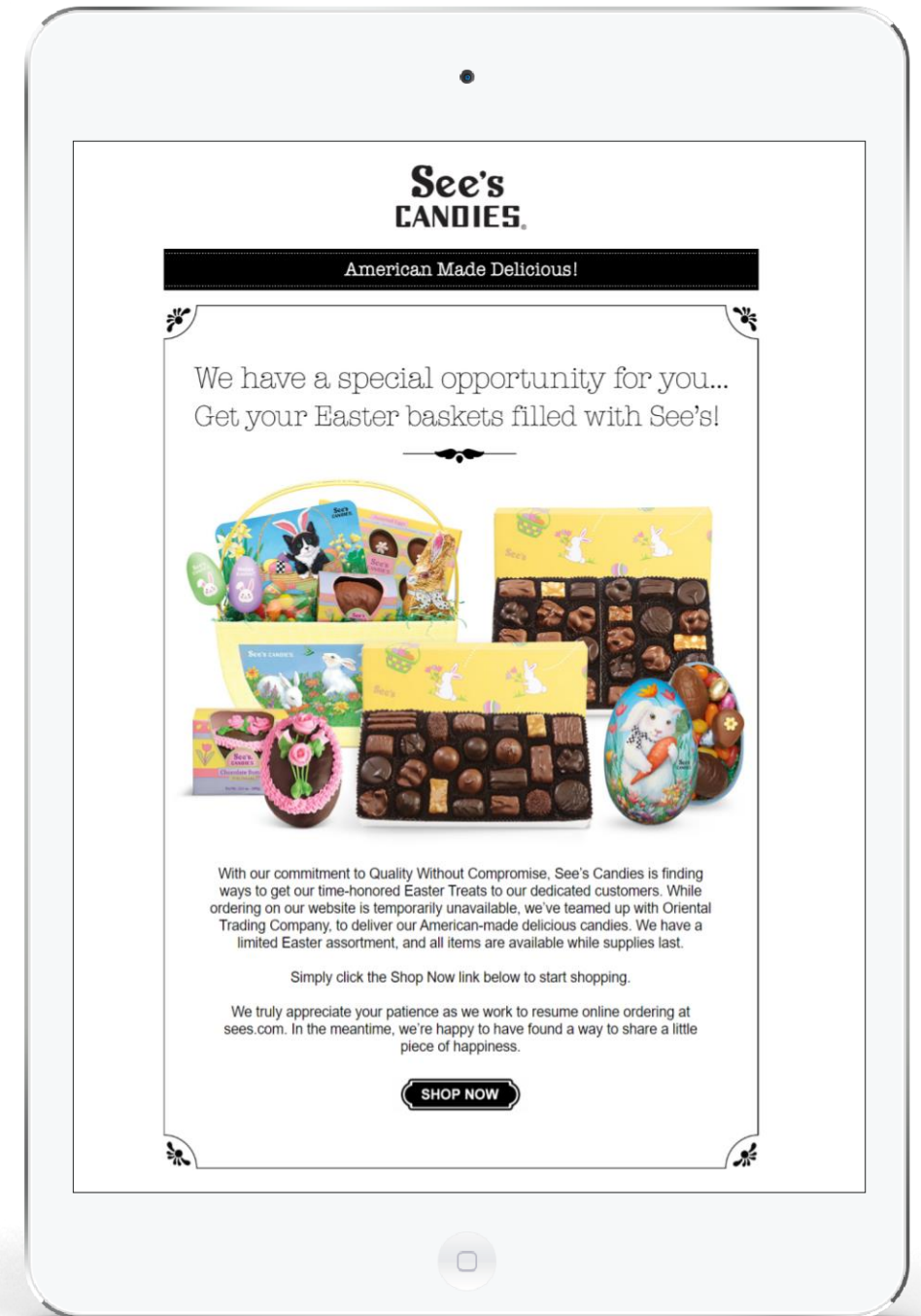
Winning strategy? Predictive marketing!

Analyzed **historical purchase and engagement data**

Utilized **intelligence** to identify target segments across their customer base were most likely to respond
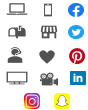
To manage customer experience, the campaign was deployed in stages over the course of 2 days

Applied **key learnings** from each previous send until their Easter assortment was sold out. **Insights were utilized** when See's Candies reopened its own online store

RESULT: See's quickly recaptured sales lost over the prior month by managing demand on operations and fulfillment while employing new social distancing operations / safety measures

See's CANDIES®

American Made Delicious!

Wow... We sold out!

We are grateful to have such loyal customers and supporters of See's Candies! At this time, Oriental Trading Company has sold out of our limited selection of Easter Treats. We do hope to be able to bring you more little pieces of happiness soon.

Our focus continues to be on taking care of our employees first. We have been serving our great customers for nearly a century, and we intend to continue that tradition for the next 100 years. For now, thank you for your patience, and we wish you and your families well.

Business banking marketing challenges

Top Marketing Challenges in 2020

Retaining business clients

Managing existing business client portfolio

Acquiring new business clients

Impact of COVID-19

PPP. MSLP. Stay at home. Essential business. Social Distancing.

Insolvency, furloughs, suspension of operations

Revenue impact of changes in lending, fees, deposits

Banks, clients, target workforces telecommuting

Channel mix equation

Marketing challenge due to COVID-19

Bankers need even more aggressive portfolio management in order to profile and **assess what their existing clients look like now** and what they need now.

They also need to **understand the associated risk in their portfolio** in order to help guard against problems and measure profitability.

Bankers **must prioritize acquisition targets by using predictive marketing techniques in concert with predictive** credit/risk pre-screen variables.

infogroup

Winning strategy? Predictive marketing!

Identify out of business/suspended companies, gather portfolio risk/profitability data, and capture the decision maker contact info at home and work

Utilize business **intelligence** to profile the existing client portfolio, analyze portfolio risk, prioritize up-sell and new business opportunities
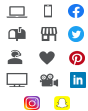
Manage the customer experience, reach clients at home and/or office with relevant service mix via multiple re-enforcing channels

Apply **key learnings** from ongoing risk/opportunity analysis and establish a comprehensive portfolio monitoring and risk alert system as well as an acquisition target prioritization regimen

infogroup

AXLE FINANCIAL

Account ending: 81008
Member since: 2015

Hello, Sally Jones
JONES GYM

Log in

Managing your account during this difficult time

Dear Sally,

Nothing is more important to Axle Financial than the health and safety of our customers, and that of our colleagues.

Due to the global impact of COVID-19 (coronavirus), our service centers
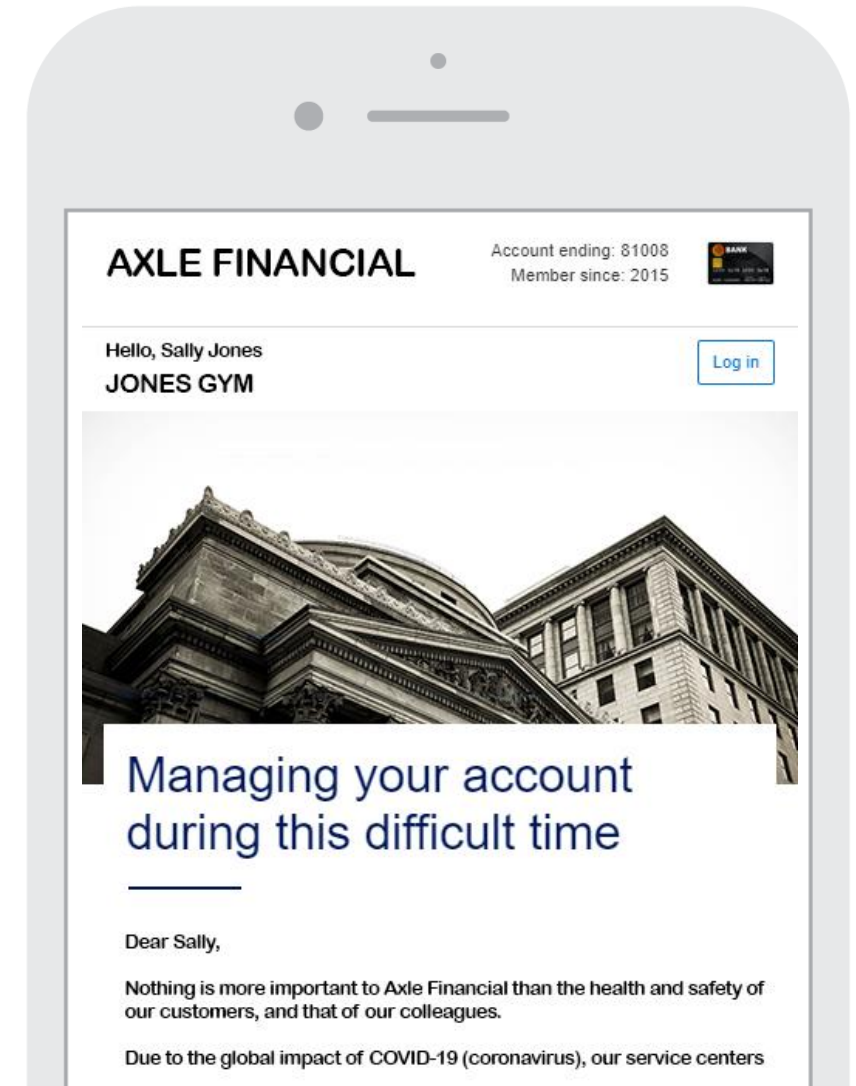
Health insurance marketing challenges

Top Marketing Challenges in 2020

Acquisition, typically in very short Annual Enrollment Period

Adapting to market disruption

Adoption and expansion of new channels including digital

Continuing to build relationship with members

Impact of COVID-19

Shift from offline to digital first engagement model

Empathy via communications on COVID and coverage

Expansion of Telehealth Services

Health insurance coverage due to enormous rise of unemployment

Marketing challenge due to COVID-19

A top health insurance company had the opportunity to reach the recently unemployed with an appropriate health insurance offering.

In order to do this, they need to

- Understand this audience, their value and mindset

- Develop segments/profiles

- Target appropriate offerings through marketing communications

infogroup

Winning strategy? Predictive marketing!

Utilized our business, consumer, and intent data

Identified the recently unemployed using internal predictive models
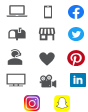
Offered them a **less expensive, more relevant** Individual Family Plan, Medicaid, and Medicare in lieu of Cobra through digital marketing channels

Insights TBD as this is a brand new pilot program

RESULT: We expect to see positive results in conversions with a strong medical loss ratio

AXLE
Individual and Family Plans
Axle Health & Life Insurance Company

LOST YOUR HEALTH COVERAGE?

Enroll in a new health plan today.
Call 1.888.555.1212

If you've recently **lost your employer-sponsored health insurance**, you may be eligible to enroll for a new Affordable Care Act (ACA) health plan during the Special Enrollment Period. If you're not sure where to start, we'll take the guesswork out of finding coverage that works for you and your health needs.

GET A FREE QUOTE

We'll also help you **find cost savings**. 4 out of 5 people qualify for federal premium subsidies to lower their monthly premium cost.[1]

Predictive marketing preparations

Your H2 2020 emergence strategic imperatives

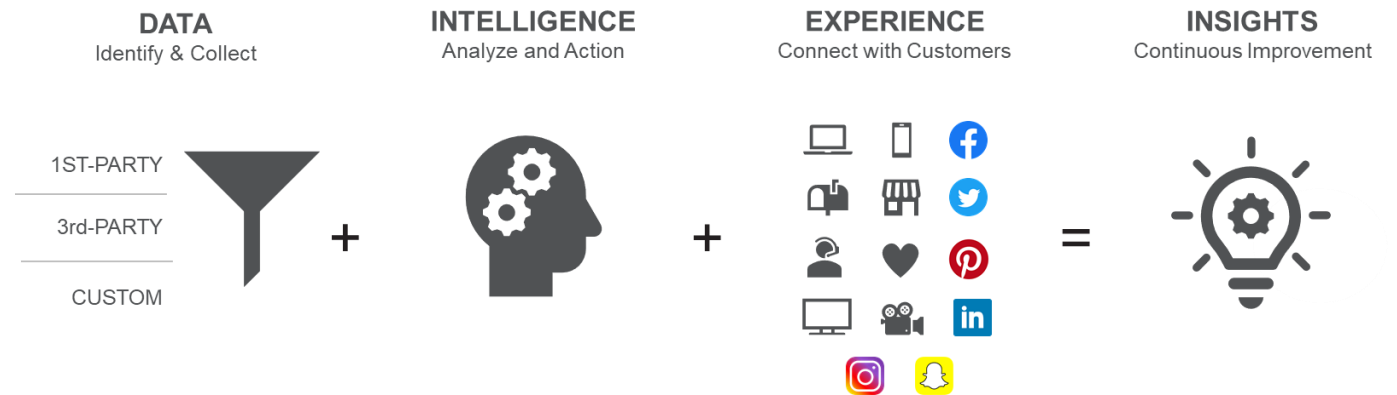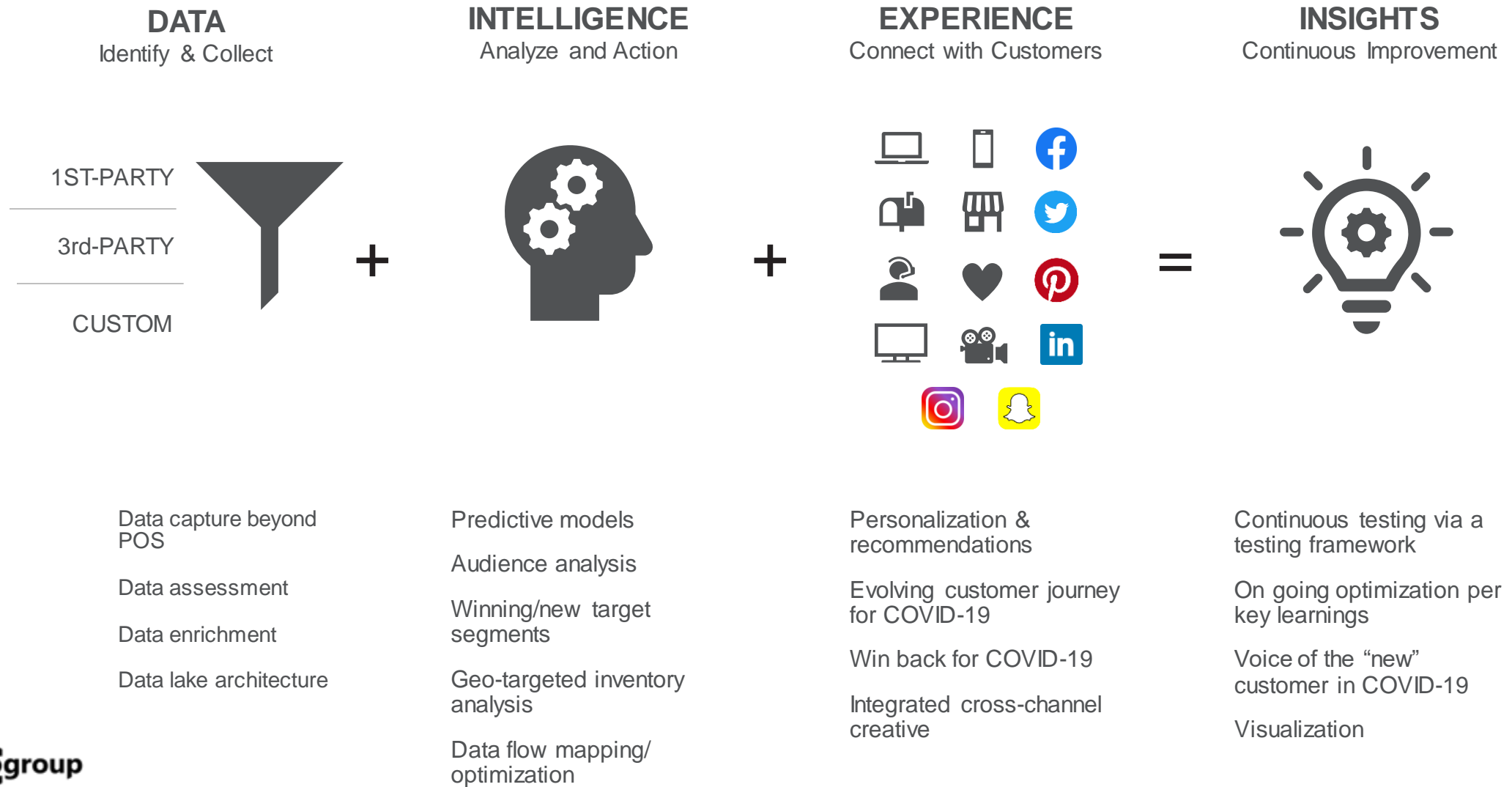**Take the next step in your predictive marketing evolution**

1. Start with Data

2. Add Intelligence

3. Create Experience

4. Rinse and Repeat

DATA
Identify & Collect

INTELLIGENCE
Analyze and Action

EXPERIENCE
Connect with Customers

INSIGHTS
Continuous Improvement

1ST-PARTY

3rd-PARTY

CUSTOM

infogroup

Predictive marketing blueprint

DATA
Identify & Collect

INTELLIGENCE
Analyze and Action

EXPERIENCE
Connect with Customers

INSIGHTS
Continuous Improvement

1ST-PARTY

3rd-PARTY

CUSTOM

DATA	INTELLIGENCE	EXPERIENCE	INSIGHTS
Data capture beyond POS	Predictive models	Personalization & recommendations	Continuous testing via a testing framework
Data assessment	Audience analysis	Evolving customer journey for COVID-19	On going optimization per key learnings
Data enrichment	Winning/new target segments	Win back for COVID-19	Voice of the "new" customer in COVID-19
Data lake architecture	Geo-targeted inventory analysis	Integrated cross-channel creative	Visualization
	Data flow mapping/ optimization		

infogroup

Business Transformation

" **I believe the Internet will become our most important promotional vehicle…If you're not an e-business in 3 years you'll be out of business."**
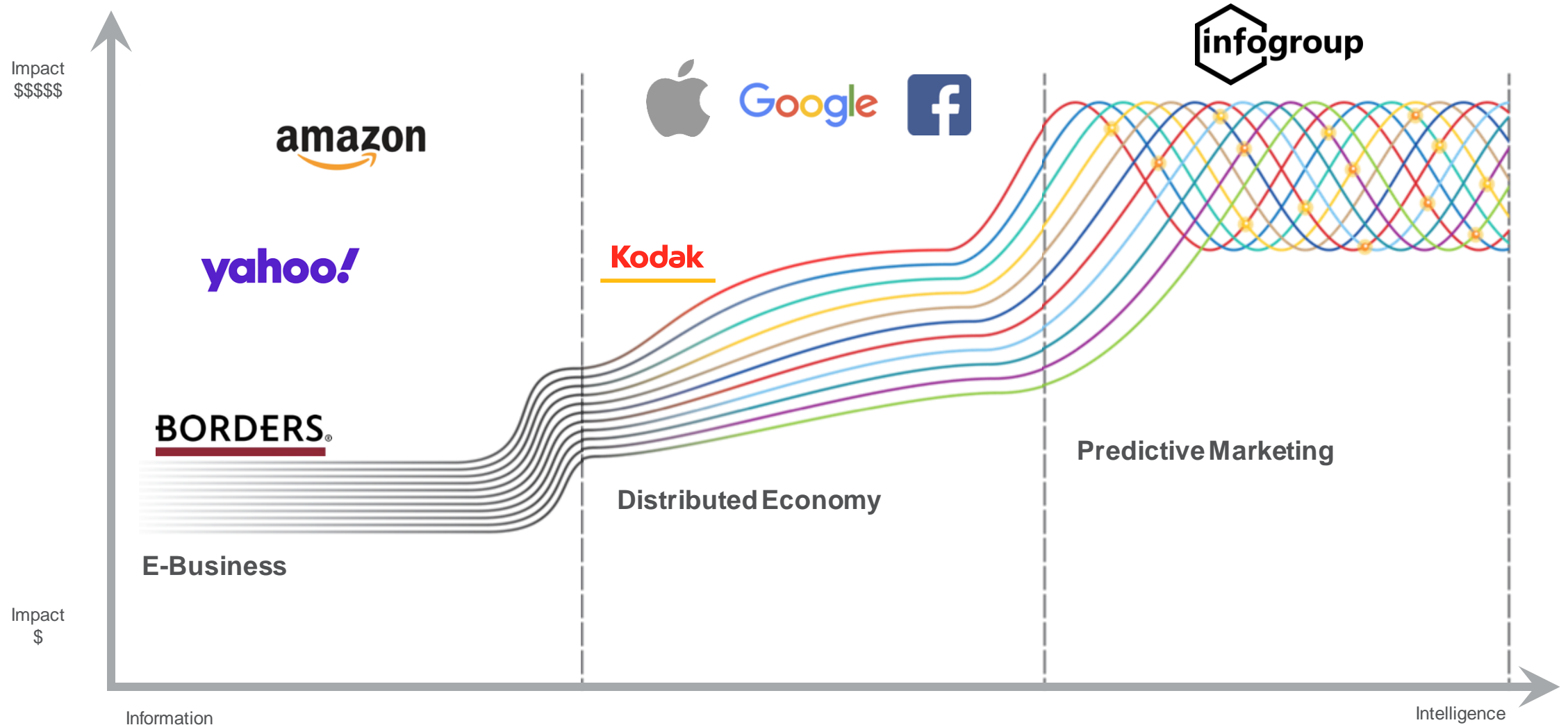
– Bill Gates

infogroup

Business Transformation

" **Artificial Intelligence, deep learning, machine learning— whatever you're doing if you don't understand it—learn it. Because otherwise you're going to be a dinosaur within 3 years."**

– Mark Cuban

infogroup

Business transformation: Predictive marketing

Impact $$$$$

amazon

yahoo!

BORDERS

E-Business

Kodak

Distributed Economy

Google

Predictive Marketing

infogroup

Impact $

Information

Intelligence

infogroup

Q&A

Thank you!