

Make better decisions through data



**Making the right decisions
has never been more
difficult for marketers**

An underwater photograph showing sunlight rays filtering through the water surface, creating a serene and deep blue environment. The water is clear, and the light rays are prominent, creating a sense of depth and tranquility.

Why?

An evolving landscape.

**More
consumer
choice**

**Rise of the
convenience
economy**

**Switching
brands is
now easier
and more
commonplace**

...and consumers expect more

**Consistent experience across
all channels and devices**

Seamless path to purchase

**Compelling brand experience –
products aren't enough**

**Curation and personalisation –
showing they're known well**

**Trusted help to make the
right decision**

Leaving many marketers with more questions

What do my
customers look like?

How are my customers
engaging across all
channels?

How do I get the most
out of my data?

How do I know if I'm
reaching my target
audience?

How do I deliver a
consistent experience
across all channels?

Where should I invest
my marketing budget?

Today's marketing world has more data than ever before

INTERNET
USERS

4.021
billion

ACTIVE
SOCIAL MEDIA USERS

3.196
billion

ACTIVE MOBILE
SOCIAL MEDIA USERS

2.958
billion



But it's harder than ever to use

**More data
to process**

**From more
sources**

**Tighter
restrictions**

The data dichotomy

**We have
more data
than ever**

**But it's more
difficult to use
than ever**

Introducing

iD

**Intelligent
Decisions**



**FINDING BETTER WAYS
TO GET MORE FROM YOUR
EVER-GROWING DATA**

**AND GET CLOSER
TO YOUR CUSTOMERS**

The background of the image features several jellyfish swimming in a dark, deep blue ocean. The jellyfish are illuminated with a soft, ethereal glow, primarily in shades of purple, magenta, and a hint of orange. Their translucent bodies and delicate, trailing tentacles are clearly visible against the dark water. The overall mood is mysterious and serene.

**EMPOWERING YOU
TO MAKE BETTER
MARKETING DECISIONS**



Intelligent
Decisions

1

INFORM

2

THINK

3

ACTIVATE



Intelligent
Decisions

1 INFORM

- Customer/market segmentation
- Predictive modelling
- Recommendations engines
- Investigative analysis
- Data visualisation
- Key metrics reporting
- In-store POS measurement
- Retail estate planning
- Visual Impact Analysis

2 THINK

- Addressable Audience
- Strategy & Planning
- MarTech Activation
- Data Provision

3 ACTIVATE

- Data transformation
- Insight workspace
- Personalisation
- Orchestration
- Activation



1
INFORM

Audience understanding with Harvey Nichols



The brief

We need to understand who our customers are, who they should be and how we can align our business to attract and retain these customers



The brief

We need to understand **who our customers are,** = Customer segmentation
who they should be and
how we can align our
business to attract and
retain these customers



The Brief

We need to understand who our customers are, **who they should be** and **= Market segmentation** how we can align our business to attract and retain these customers



The brief

We need to understand
who our customers are,
who they should be and
**how we can align our
business to attract and
retain these customers**

= Customer strategy

1
INFORM

The approach

**Indicia's
proprietary
view of the
UK**

+

**Harvey
Nichols'
loyalty data –
spend and
behaviours**

=

**360 degree
view of Harvey
Nichols
customers**

1
INFORM

The approach

AFFLUENT LUXURY




46
YEARS OLD


81%
FEMALE


20%
ENGAGEMENT


£177k
HOUSEHOLD INCOME


20%
VALUE


10%
TOTAL % OF BASE

Beatrice is a successful interior designer from a monied background. She lives with her husband and three teenage children in their five-bedroom house but has a second home in a glamorous overseas destination.

Highly wealthy, Beatrice is cushioned by savings and investments. She drives the kids around in the Range Rover Vogue, nips about the city in her Mercedes SLK – and spends a small fortune on groceries.

Beatrice visits Harvey Nichols about three times a year. She browses every department, heads to the salon, and buys whatever catches her eye. She'll often choose items for her husband, children and friends, as well as herself.

As a frequent traveller, Beatrice experiences luxurious stores across the globe. The challenge is giving her an in-store experience that keeps her coming back.

James also enjoys the finer things. He favours accessories to complement his comfortable life, as well as high-value gifts to treat his wife.

NATIONAL



84% have a house value of £1,000,000 or more



3.5% of female spend is at Daniel Hersheson



53% have children



3.5% of female spend is Max Mara



41% go on weekend breaks



The approach

Embedding the segments

Board-level workshop
on customer centricity

Underpinned by
the segmentation

Where are Harvey
Nichols now vs where
they want to be





The approach

Embedding the segments

Communications and marketing

- Segment-level marketing plan
- Events aligned to segments
- Social strategy including tone of voice
- CRM programme

Services and experiences

- Events and experiences
- Loyalty and incentive programme
- Rewards
- Feedback and dialogue

Decision-making and new initiatives

- Segment-driven buying
- Merchandising
- In-store services and experiences
- Dynamic pricing
- Brand purpose

Organisation and operations

- Visible customer-focused leadership
- Empowered front line
- Feedback and improvement
- Customer metrics



Making better decisions



Making better decisions

Media buying – the age of transparency



Nick Brien • 2nd
CEO Dentsu Aegis Network Americas
1d • Edited

In 2016, we welcomed Merkle to Dentsu Aegis Network with the primary aspiration of offering our clients the most advanced data-driven, people-based marketing capabilities. Since then, the power of advanced data analytics to power more innovative and effective marketing solutions has been proven across all industry categories.

Last year, IPG purchased Acxiom and last week, Publicis announced their plans to acquire Epsilon. These moves confirm that having a data strategy is not optional, but rather critical, for successful marketing in the 21st century.

We believe that all media channels will become fully digital and fully addressable within the next decade, which in turn, fuels engagement and impact for marketers as well as an improved value exchange with consumers.

446 Likes • 16 Comments

IPG acquires Acxiom for \$2.3bn

Data marketing firm will become part of IPG Mediabrands portfolio.

Publicis Groupe acquires Epsilon in its biggest-ever deal; Q1 results revealed

April 15, 2019 by Claire Beale

\$4.4bn purchase will also see Publicis enter strategic partnership with Epsilon's current owner, Alliance Data.

P&G's Marc Pritchard calls on advertisers to create 'new media supply chain'

April 12, 2019 by Gurjit Degun



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DO YOU KNOW
WHO YOUR MARKETING
IS TALKING TO?



Making better decisions

**Consumers don't think
in channels**

**...and yet marketing is consistently
fragmented across them**



Making better decisions

Addressable audience





Making better decisions

Addressable audience

**Known, identifiable
individuals**

**Contacted with a consistent message
through a range of channels**

**Confidence in
targeting**

Measurement



iD

PLATFORM

**Intelligent
Decisions**



Our ID platform

The total cost of MarTech can be astronomical

Bad investment decisions often mean your tech stack is over-specced and you use only a fraction of its capability



Our ID platform



A platform that grows with your business needs...

**...why pay for functionality you don't need?
Why keep paying for something
that offers no incremental benefit?**



Our ID platform



Proprietary development and tight third-party integrations within a single user interface

1 Data TRANSFORMATION

Data Bureau
Interact
Single customer view
Event streaming

2 Insight WORKSPACES

Data science workspace
Segment visualisation
Campaign evaluation
Attribution workspace

3 Decision PERSONALISATION

Next best decision
Identity resolution
Content management
Interaction management

4 Decision ORCHESTRATION

Data orchestration
Decision orchestration
Customer journeys
Contextual marketing

5 Channel ACTIVATION

MarTech integration
Owned-media integration
Email/SMS and push
Paid-media integration

Scaleable and configurable to your specific needs

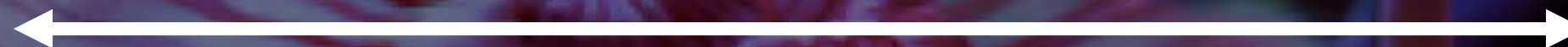


Our ID platform

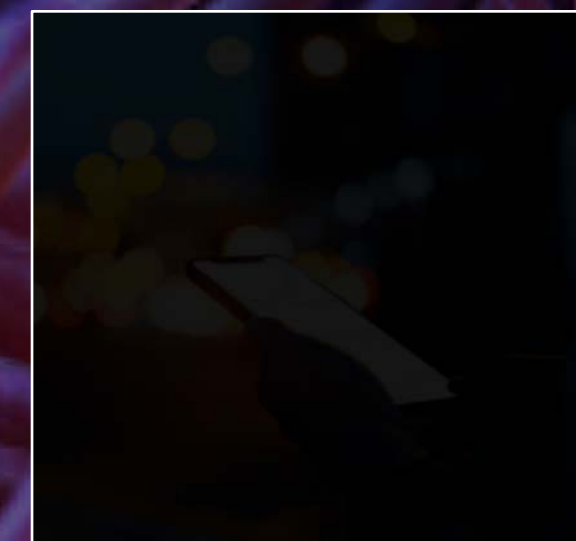
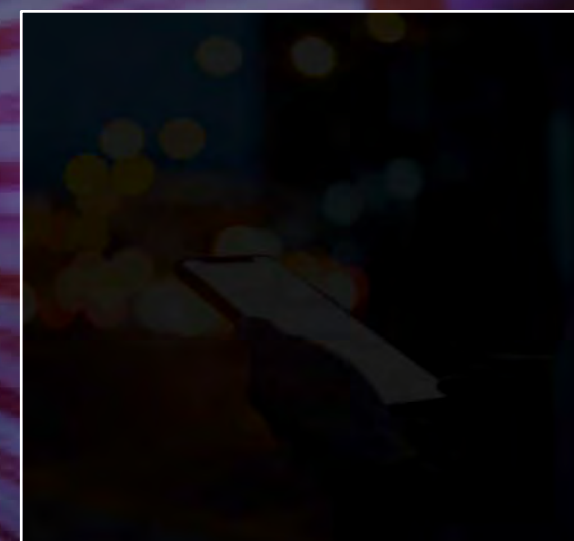
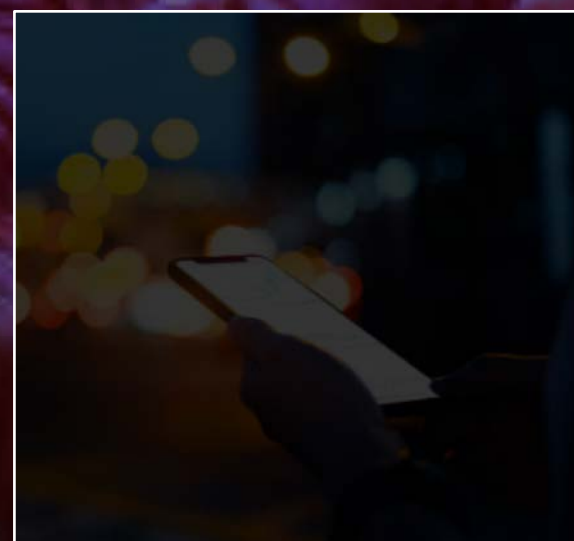
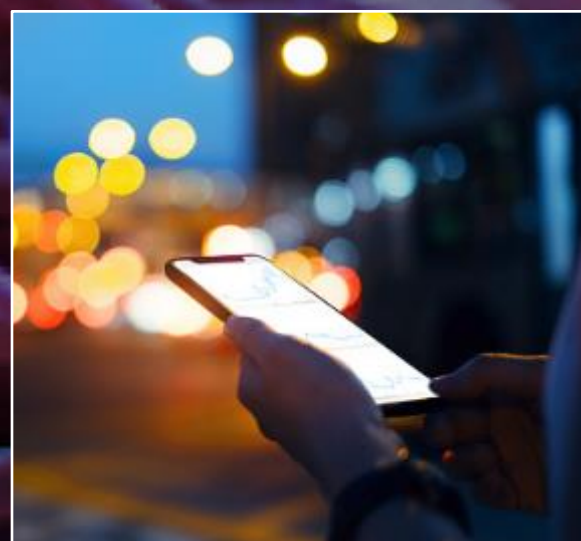


Identity resolution

Typically Serving Direct Channels



Typically Serving Brand Or Digital Campaigns



Account ID or Address

Name, email and phone number

Social Handles and Network ID

First Party Cookies

Third Party Cookies

Our ID platform gives you the ability to see your customer across all of your channels

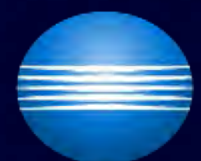
In Summary...

- 1 The quality of our marketing is a direct consequence of the quality of your decisions**

- 2 The world we live in is complicated, meaning these decisions are more difficult than ever to make**

- 3 Making intelligent decisions can turn your data into delighted customers**

Thank you!



KONICA MINOLTA
Marketing Services

INDICIA
KONICA MINOLTA MARKETING SERVICES