

Amaar Mohammadally

Customer Director



#CHAMPAGNEBREAKFAST





monetate

# How to create a better experience for “EVERYMAN”

*Amaar Mohammadally*



# PERSONALISATION FOR THE WORLD'S LEADING BRANDS



*Earning the trust of the world's leading brands*

**12**  
YEARS OF  
EXPERIENCE

**99.99%**  
SYSTEM  
UPTIME

**1M+**  
DATA POINTS PER  
SECOND

**2B+**  
PURCHASES  
INFLUENCED



# Where does Monetate fit in all of this?



Analytics Tools

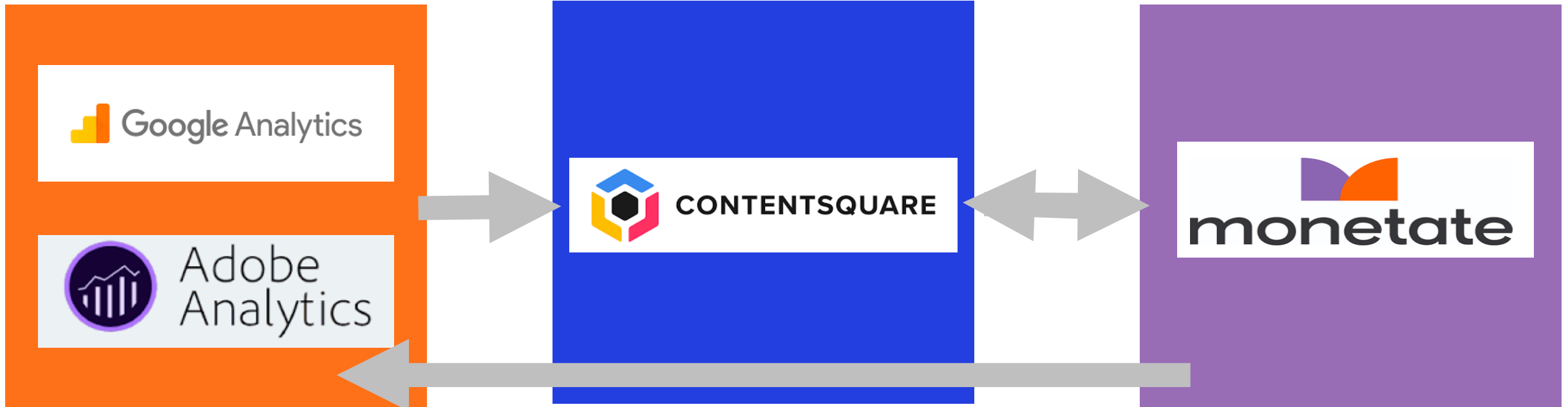
UX Analytics

Experimentation & Personalisation

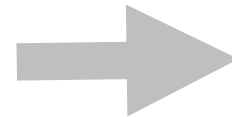
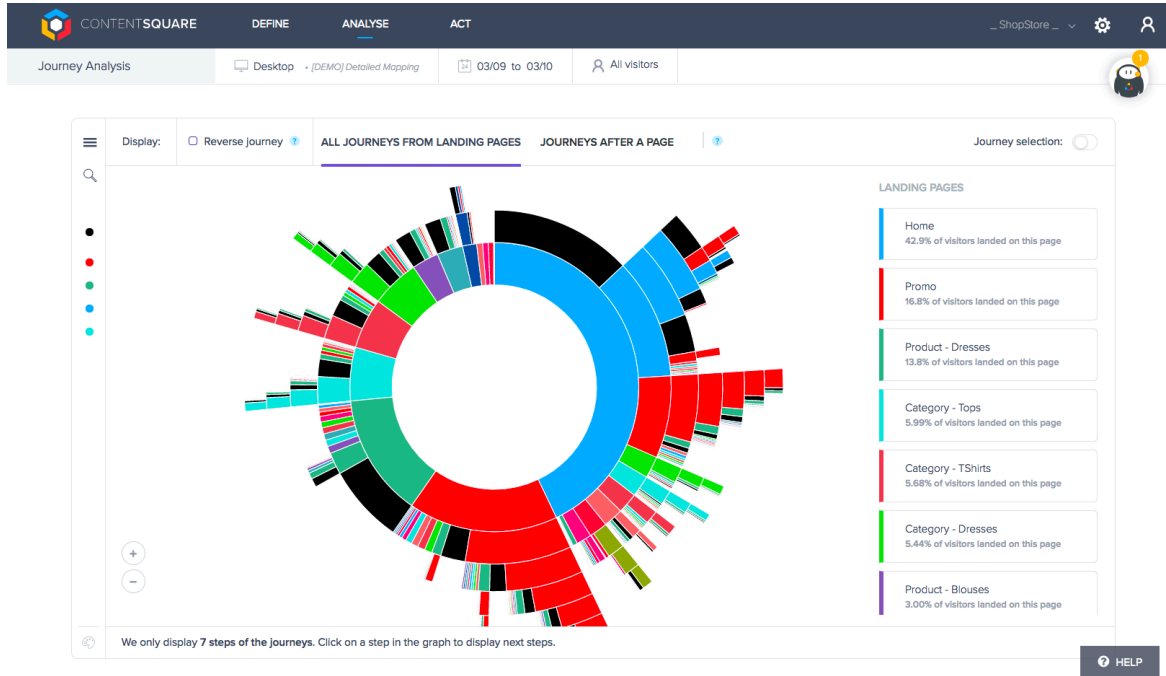
**WHAT**

**WHY**

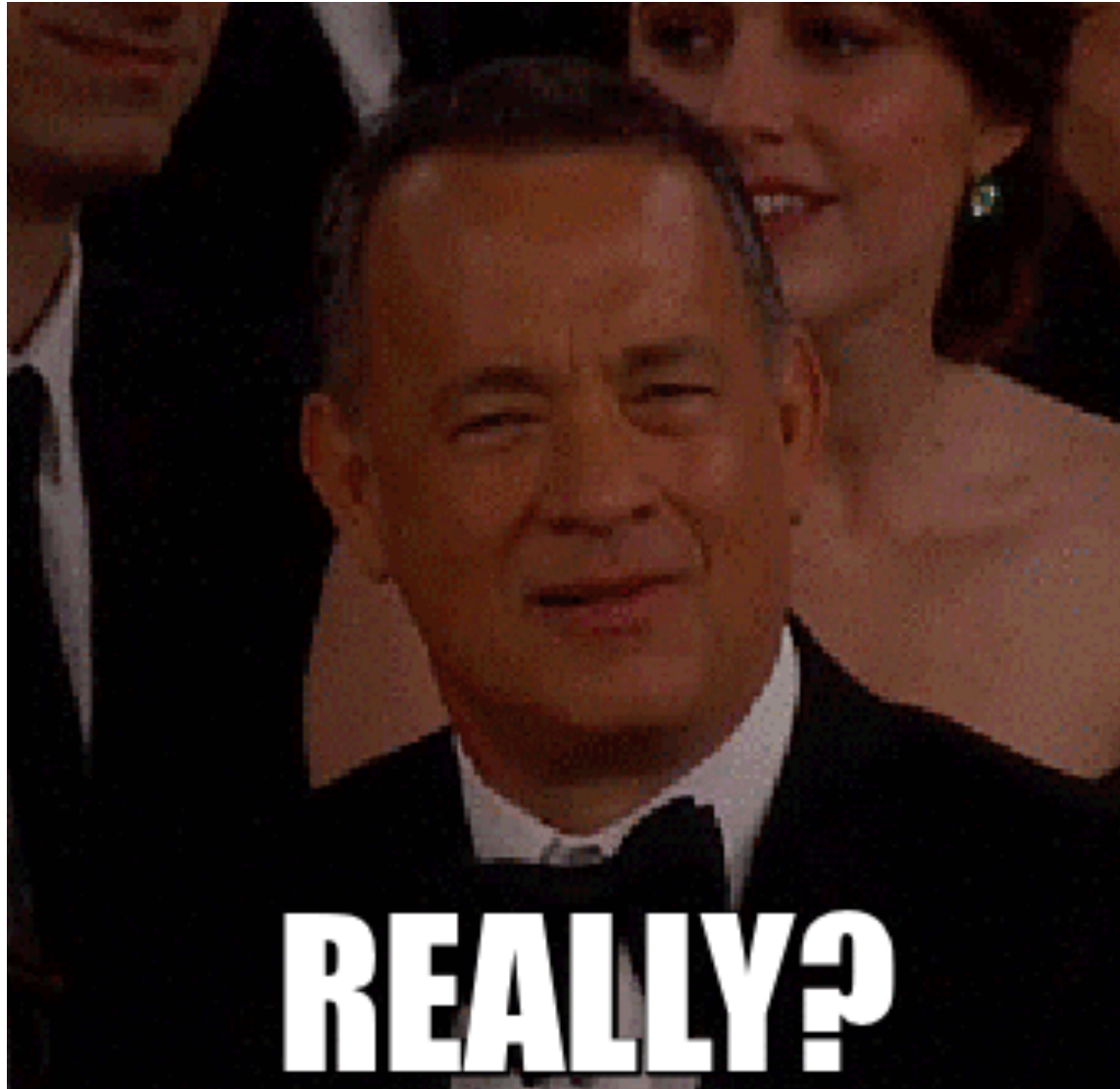
**ACTION**







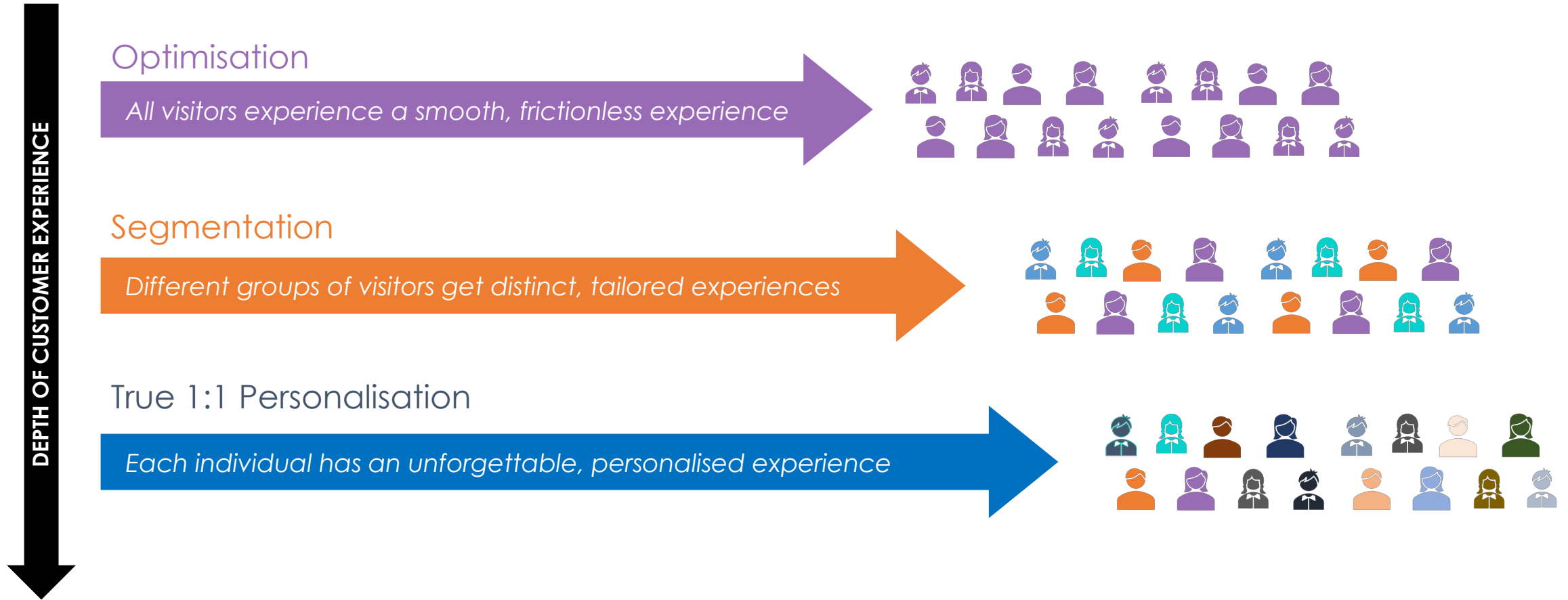
1. Find your insight
2. Create your idea
3. Build and activate your test
4. Leave it a couple of weeks
5. Analyse your results



## The Tom Hanks Moment



# Experimentation across the customer experience



# Simple ways you can segment your audience



**New vs Returning**



**Marketing Source**



**Weather & Location**



**Previous purchase & booking behaviour**




**CRM data**



# Targeting new visitors to increase conversion

12% lift in new visitor conversion


- Call out USPs and value proposition
- Show social proof
- Call out Reevoo trust rating
- Introduce popular/best-seller products



**Beko Full Size Dishwasher**  
DFN04C10W  
1 Year Guarantee  
**Free Delivery**  
**£219.99**  
Exclusive - You won't find this great product anywhere else!  
LOOKING FOR A NEW APPLIANCE THIS AUTUMN

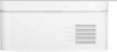
9.2 out of 10 Read 11 reviews

Price match guarantee  
 Free delivery  
 99% of customers would buy again from us  
 01264 320504



**Blomberg Full Size Dishwasher**  
GSN9123W  
3 Year Guarantee  
**Free Delivery**  
**£249.99**  
Exclusive - You won't find this great product anywhere else!  
LOOKING FOR A NEW APPLIANCE THIS AUTUMN


8.4 out of 10 Read 14 reviews



Product Model: CDN7000BP  
Drying Technology: Condenser  
Number of Modes: 16  
Stock Type: Agency  
**10 Year Parts, 1 Year Labour** Free Delivery  
Exclusive - You won't find this great product anywhere else!

8.9 out of 10 Read 85 reviews

Free Local Delivery by your Local Euronics Agent  
 Installation by your Local Euronics Agent  
 Disposal by your Local Euronics Agent  
 After Sales Care by your Local Euronics Agent  
**Shop with confidence**  
 ★★★★★  
 \*Just had double oven, hob, fridge, and freezer all delivered together, when I wanted the items and all with a 3 year warranty\*  
 Price match guarantee  
 Delivery times to suit you by local company  
 99% of customers would buy again from us  
 Many products exclusive to us  
 Named day delivery  
 01264 320504

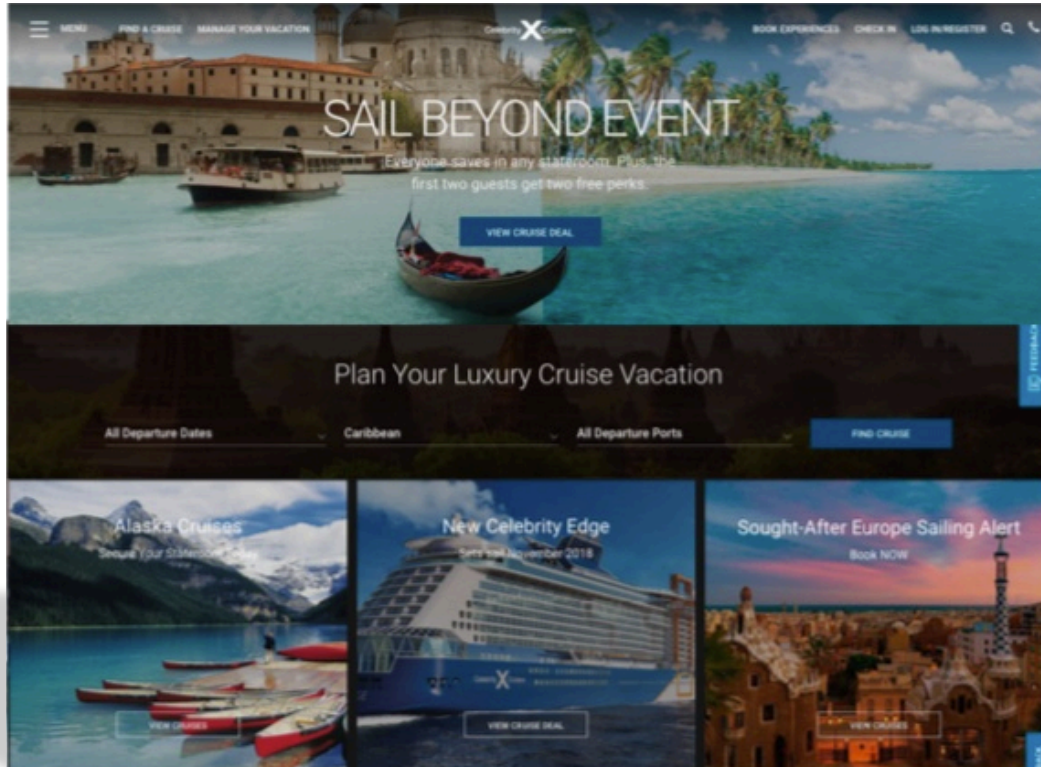


**Hoover 8kg Vented Tumble Dryer**  
This Hoover 8kg vented tumble dryer is exclusive to Euronics and Agent Stores, and the perfect appliance for medium-size...  
**£229.99**  
View Product

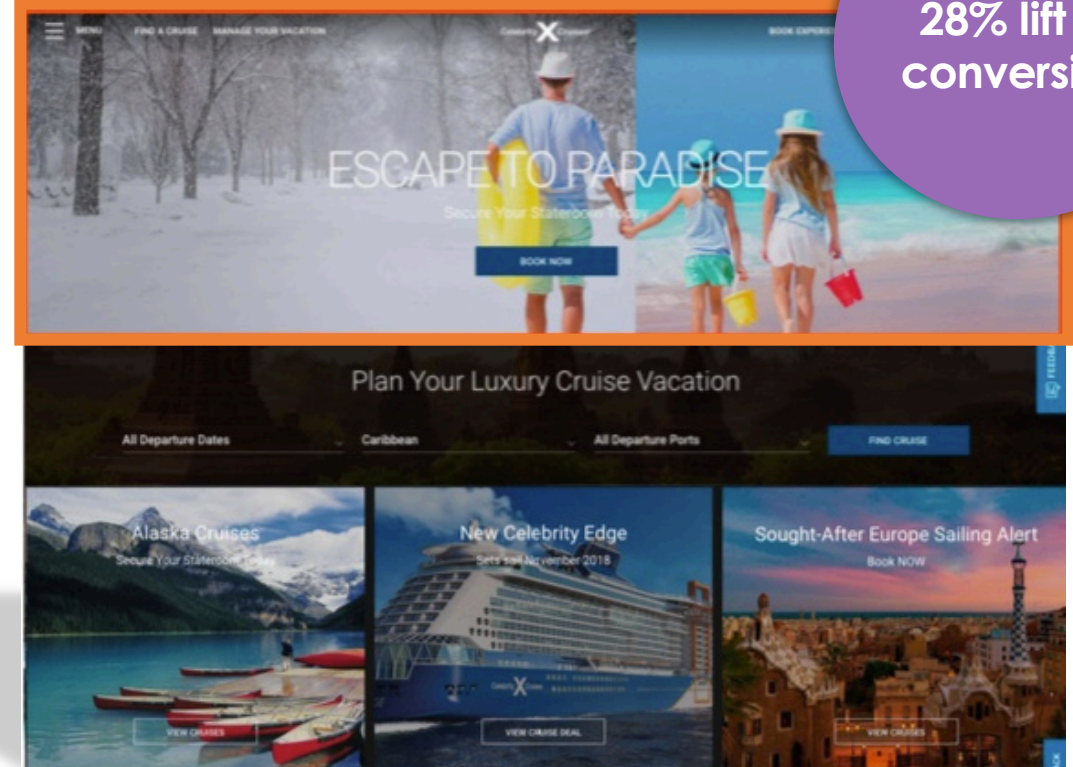
Product Model: HLV8LCG  
Drying Technology: Vented  
Number of Modes: 15  
Stock Type: Agency

# Targeted Experimentation: Weather and Location

## CONTROL



## PROPOSED

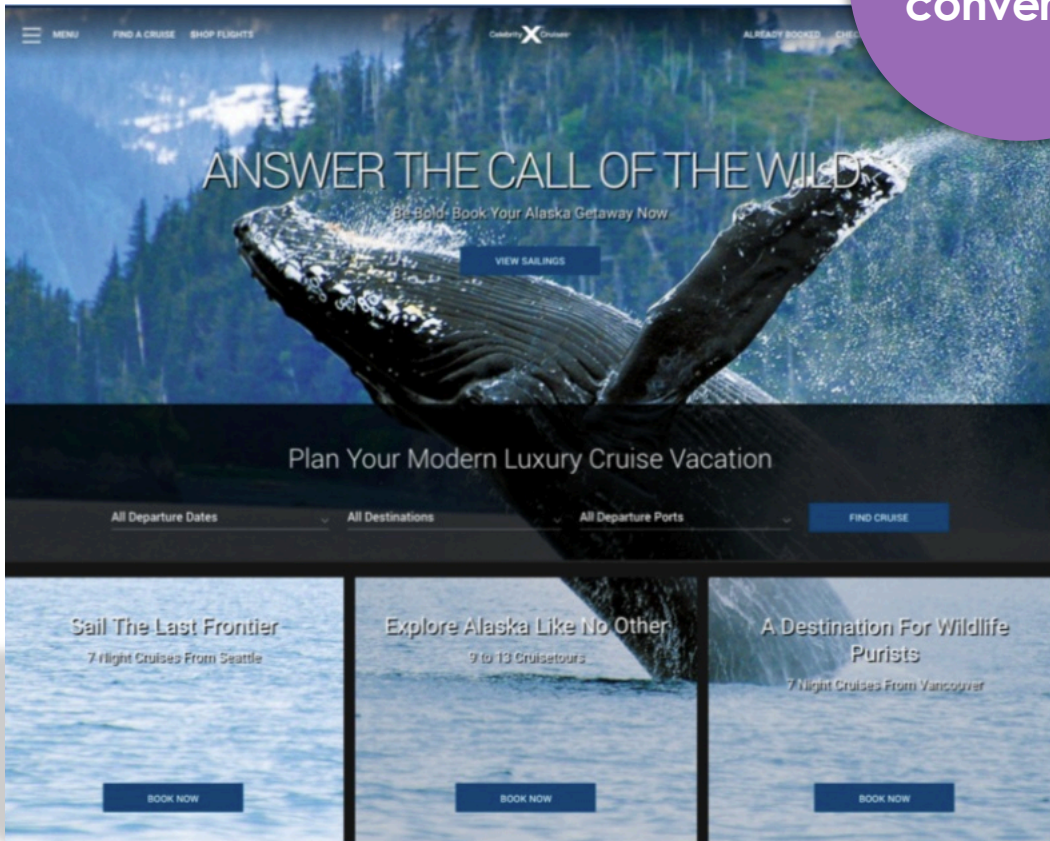


28% lift in conversion

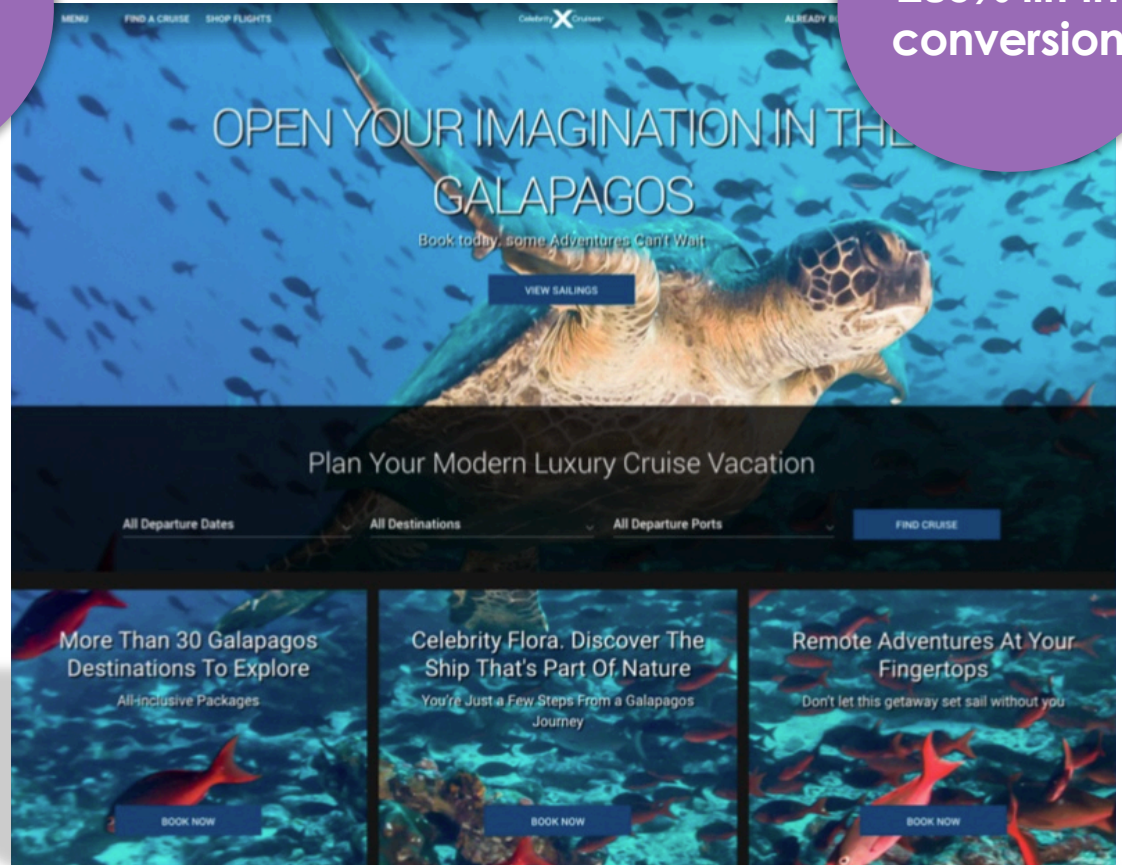


# Segmentation: Previous Browse Behaviour

102% lift in conversion

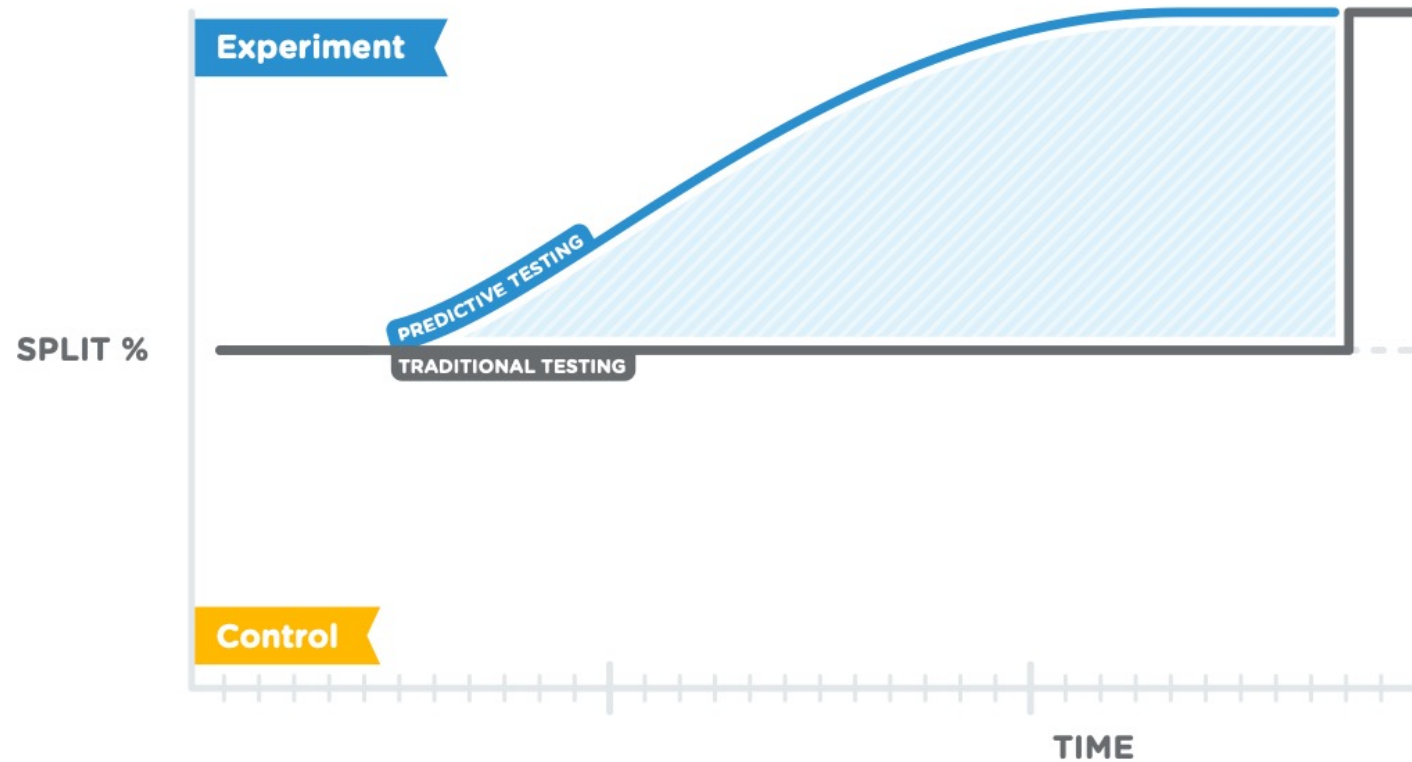


285% lift in conversion



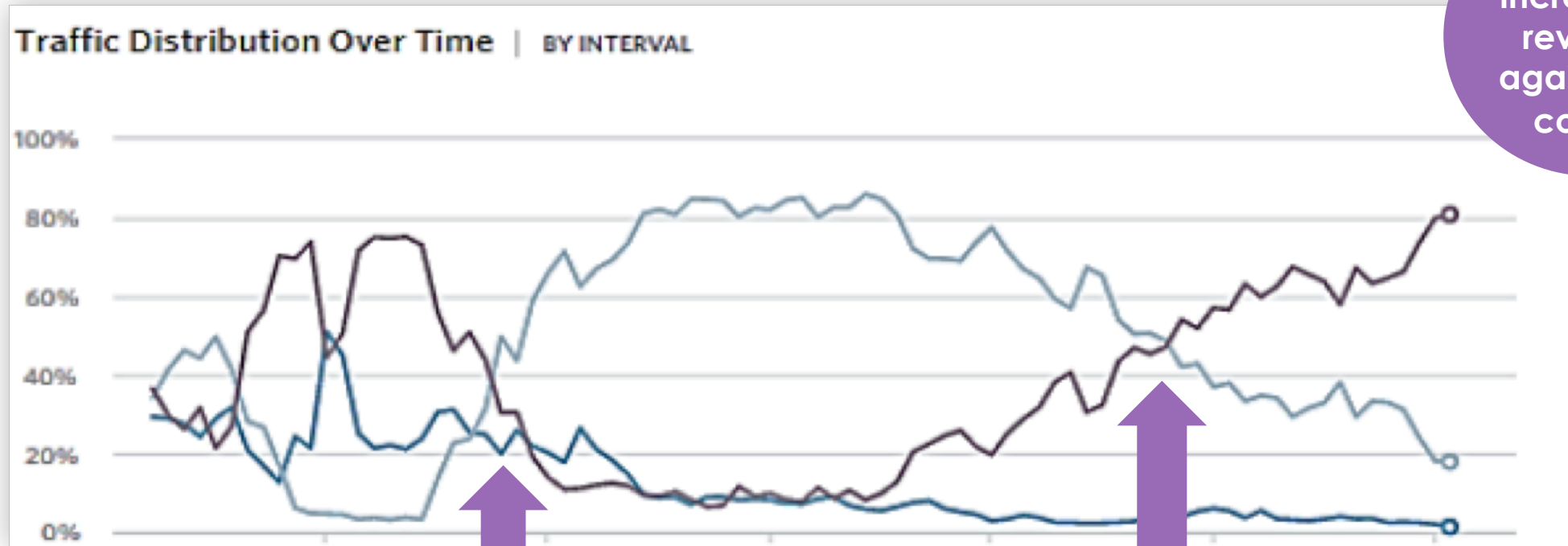


# Automated experimentation delivers results



- Speeds up learning
- Increases ROI
- Reduce risk

# Automated experimentation delivers results



£600k increase in revenue against the control

The Tom Hanks Moment

Increased ROI

# Keys Takeaways



- Experiment across the customer experience.
- Segmentation generates significant returns and is easier than you think.
- Reduce risk and generate more ROI using ML.



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**Thank You!**