

**Marketing Automation:**

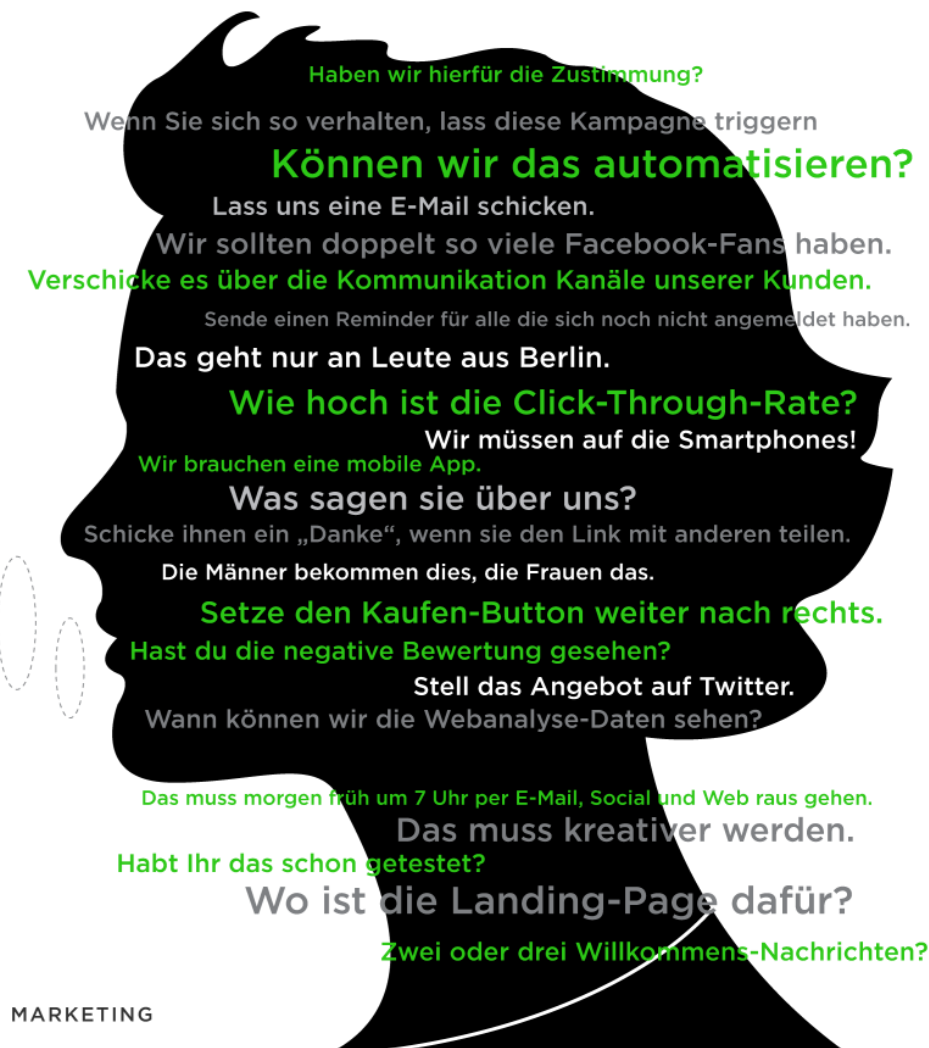
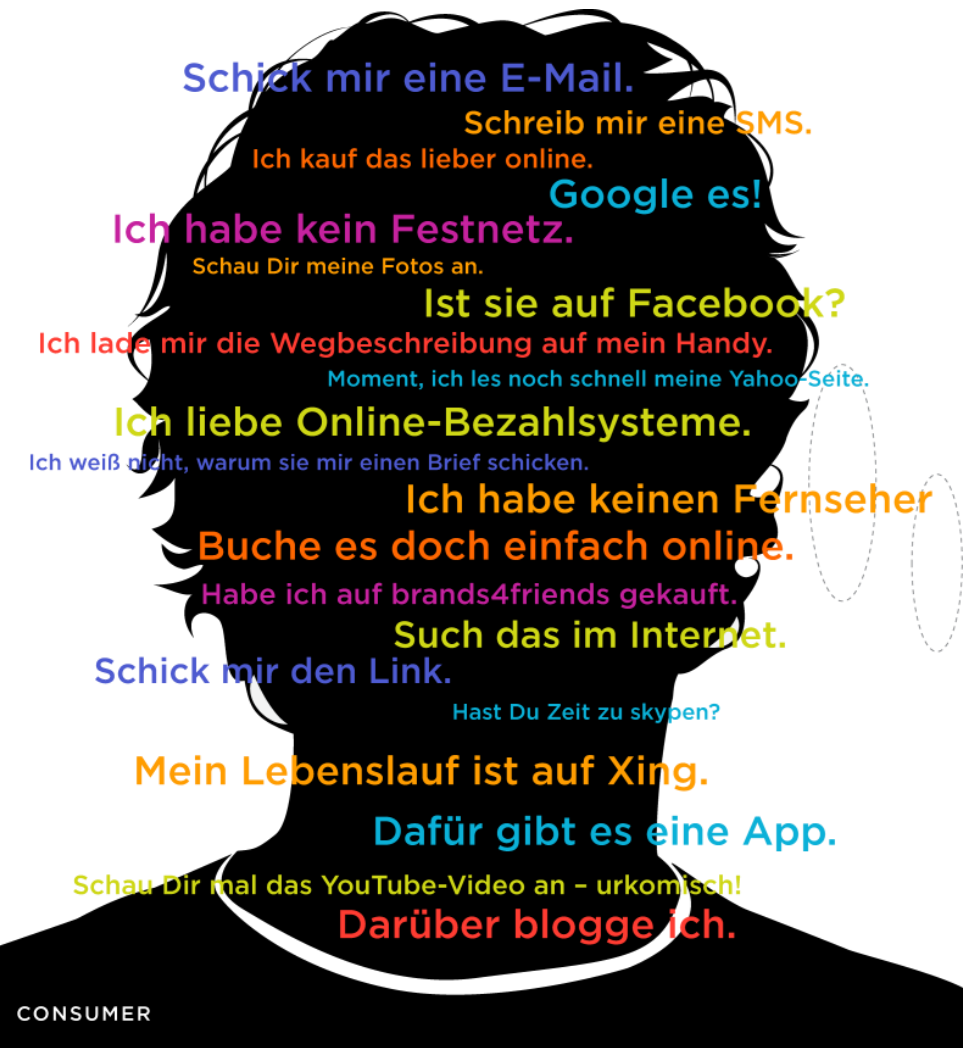
**Cross-Channel-  
Kommunikation  
automatisieren**

**responsys<sup>®</sup>**

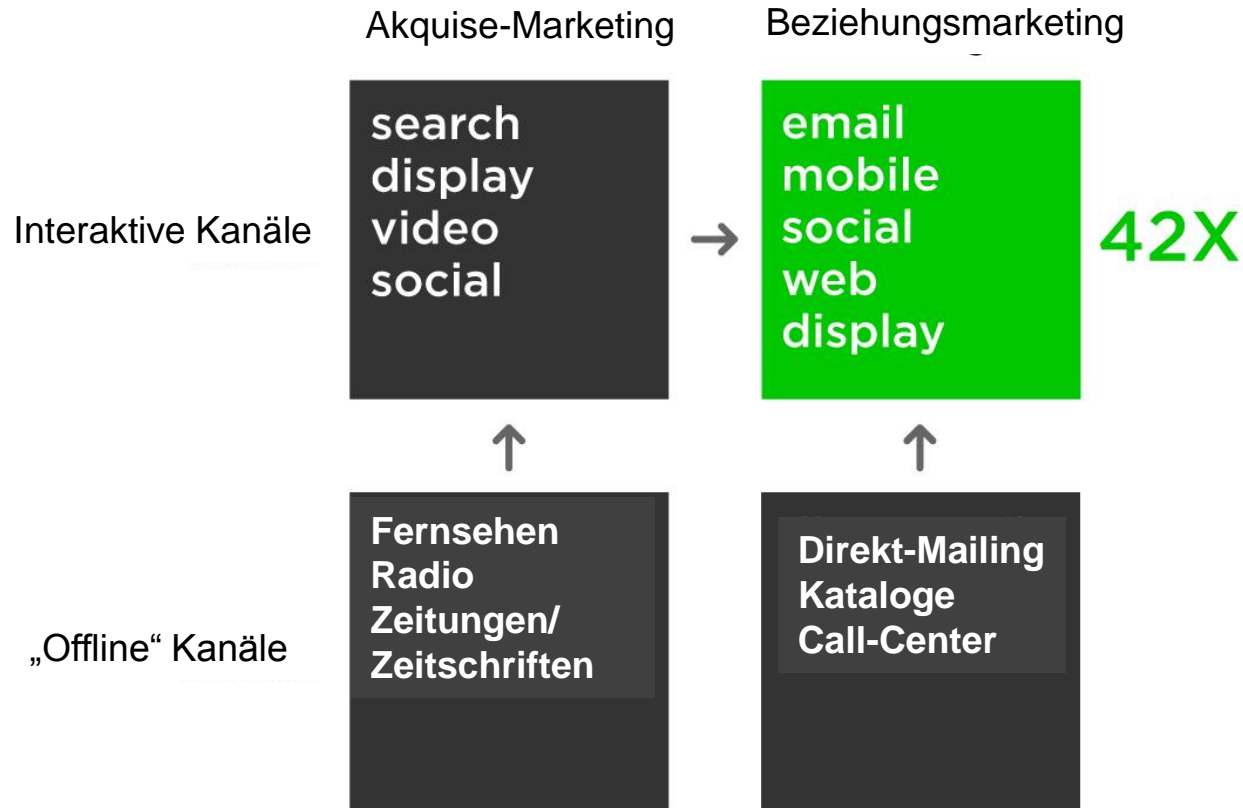
# Sebastian Fleischmann

Area Manager, DACH/ Responsys

# Kundenbeziehungen finden interaktiv statt



# Relationship-Marketing vs. Neukunden- Gewinnung



Quelle: eMarketer / Direct Marketing Association

# Kampagnen diktieren den Alltag! Vom Kunden keine Spur

Kampagnen diktieren den **Inhalt**.



Kampagnen diktieren den **Kanal**.



Kampagnen diktieren den **Moment**.



Kampagnen diktieren die **Zielgruppe**.



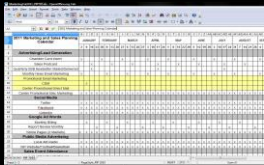
“Einzelhändler investieren nahezu 80% ihres interaktiven Marketing Budgets in massenkompatible, unpersonalisierte Kundengewinnungsmaßnahmen.

FORRESTER®

# Klassisches Kampagnendenken nicht mehr ausreichend

**20% Sale**

Erstellen einer Kampagne



Planung im Kalender



Massenversand an Empfänger

**Kampagnen-Ära**



Erstellen eines Profils



Erstellen eines Workflows



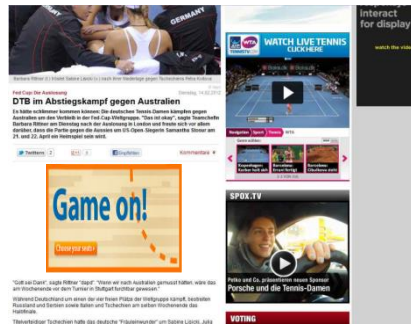
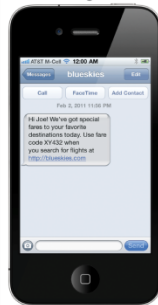
Individuell agieren



**Relationship-Ära**



# Automatisierung entlang der zentralen interaktiven Kanäle





# L'OCCITANE

EN PROVENCE

# Kampagnen-Fokus Ein Kanal

L'OCCITANE  
EN PROVENCE

The collage consists of approximately 15 individual promotional banners for L'Occitane. Each banner features a mix of product photography and text. Common elements across the banners include:

- Product Focus:** Various L'Occitane products such as Eau de Cologne, Sun Cream, and Body Lotion are prominently displayed.
- Promotional Text:** Phrases like "A Splash of Sunshine", "UV PROTECTION FOR YOUR BRIGHTEST SUMMER COLOR", "More to Love this Summer!", "YOUR SIGNATURE SCENT AWAITS...", "Don't Miss out!", "Have you discovered Eaux de Provence?", "YOUR FAVORITES IN BIGGER SIZES", "COOL OFF IN PROVENCE!", "SHIELD YOUR SKIN FROM THE SUMMER SUN", and "HURRY LIMITED QUANTITIES ARE ALMOST GONE!".
- Offers and Incentives:** Several banners mention "YOUR EXCLUSIVE GIFT" or "Enter code COLOGNE at checkout" as a reward for purchases.
- Urgency and Scarcity:** Phrases like "LIMITED TIME" and "LAST DAY" are used to create a sense of urgency.
- Social Media Integration:** Each banner includes icons for Facebook, Twitter, YouTube, and LinkedIn, along with a "Share" button.
- Call to Action:** A "SHOP NOW" button is present on every banner.

# Kampagnen-Fokus Ein Kanal

L'OCCITANE  
EN PROVENCE

L'OCCITANE  
EN PROVENCE

NATURALLY  
THE BEST



SHOP OUR BEST SELLERS

Immortelle Precious  
Night Cream

BUY NOW >

L'OCCITANE  
EN PROVENCE

GET THE  
EXPERIENCE AT OUR  
NEW SOHO  
BOUTIQUE



Visit our boutique  
on Spring Street -  
Soho

GET DIRECTIONS >

L'OCCITANE  
EN PROVENCE



CLASSIC WITH A TWIST  
SHEA BUTTER  
& HONEY



SHOP COLLECTION >

Wissen

+

Web, E-Mail & Display-Verhalten

+

CRM & Transaktions-Daten

=

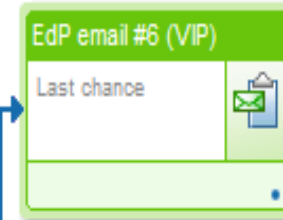
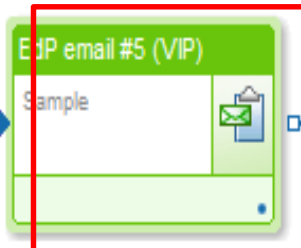
Umsatz

# Koordinierte Cross-Channel-Kommunikation

2 Segmente, 7 Stufen aus E-Mail + Display

# Koordiniert Cross-channel.

L'OCCITANE  
EN PROVENCE



# Koordiniert Cross-channel.

L'OCCITANE  
EN PROVENCE

L'OCCITANE  
EN PROVENCE

**YOUR EXCLUSIVE GIFT!**



Splash of Sunshine  
Collection  
FREE with any  
\$55 purchase

Use code **COLOGNE**

**SHOP NOW >**

L'OCCITANE  
EN PROVENCE

**DON'T FORGET TO REDEEM  
YOUR EXCLUSIVE GIFT!**



Splash of Sunshine  
Collection  
FREE with any  
\$55 purchase

Use code **COLOGNE**

**SHOP NOW >**

L'OCCITANE  
EN PROVENCE

**5 DAYS LEFT TO REDEEM  
YOUR EXCLUSIVE GIFT!**



Splash of Sunshine  
Collection  
FREE with any  
\$55 purchase

Use code **COLOGNE**

**SHOP NOW >**

L'OCCITANE  
EN PROVENCE

**4 DAYS LEFT TO REDEEM  
YOUR EXCLUSIVE GIFT!**



Splash of Sunshine  
Collection  
FREE with any  
\$55 purchase

Use code **COLOGNE**

**SHOP NOW >**

L'OCCITANE  
EN PROVENCE

**3 DAYS LEFT TO REDEEM  
YOUR EXCLUSIVE GIFT!**



Splash of Sunshine  
Collection  
FREE with any  
\$55 purchase

Use code **COLOGNE**

**SHOP NOW >**

L'OCCITANE  
EN PROVENCE

**2 DAYS LEFT TO REDEEM  
YOUR EXCLUSIVE GIFT!**



Splash of Sunshine  
Collection  
FREE with any  
\$55 purchase

Use code **COLOGNE**

**SHOP NOW >**

L'OCCITANE  
EN PROVENCE

**LAST DAY TO REDEEM  
YOUR EXCLUSIVE GIFT!**



Splash of Sunshine  
Collection  
FREE with any  
\$55 purchase

Use code **COLOGNE**

**SHOP NOW >**





# Individuelle Aussteuerung.

L'OCCITANE  
EN PROVENCE



Profile Attributes

Find:

General

DISPLAY\_CAMPAIGN\_PX

DISPLAY\_BEHAVIOR\_PX

DISPLAY\_COOKIE\_PX

Email Recency Attributes

Email Interaction Attributes

Web Recency Attributes

Import Attributes

Enclosures

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Profile Attributes

LAST\_PRODUCT\_PURCHASED matches Divine

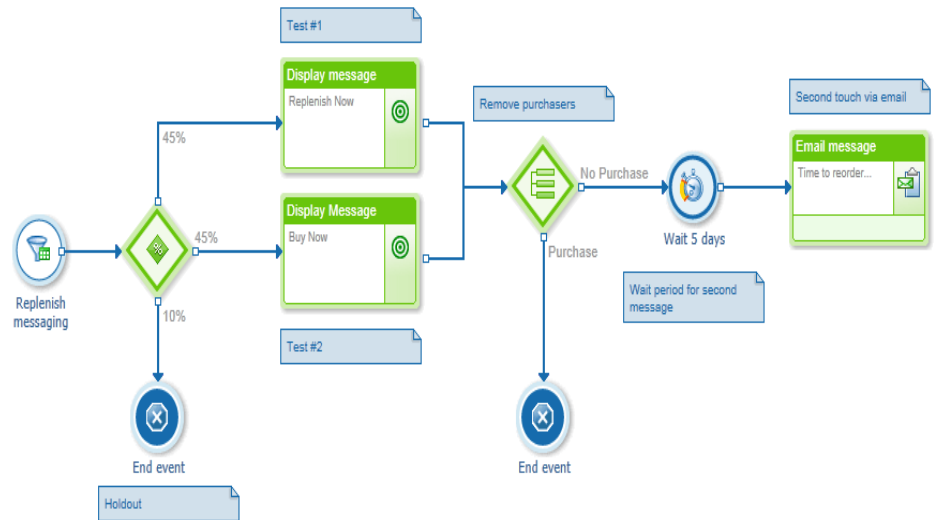
AND

REPLENISHMENT\_DT Is Today

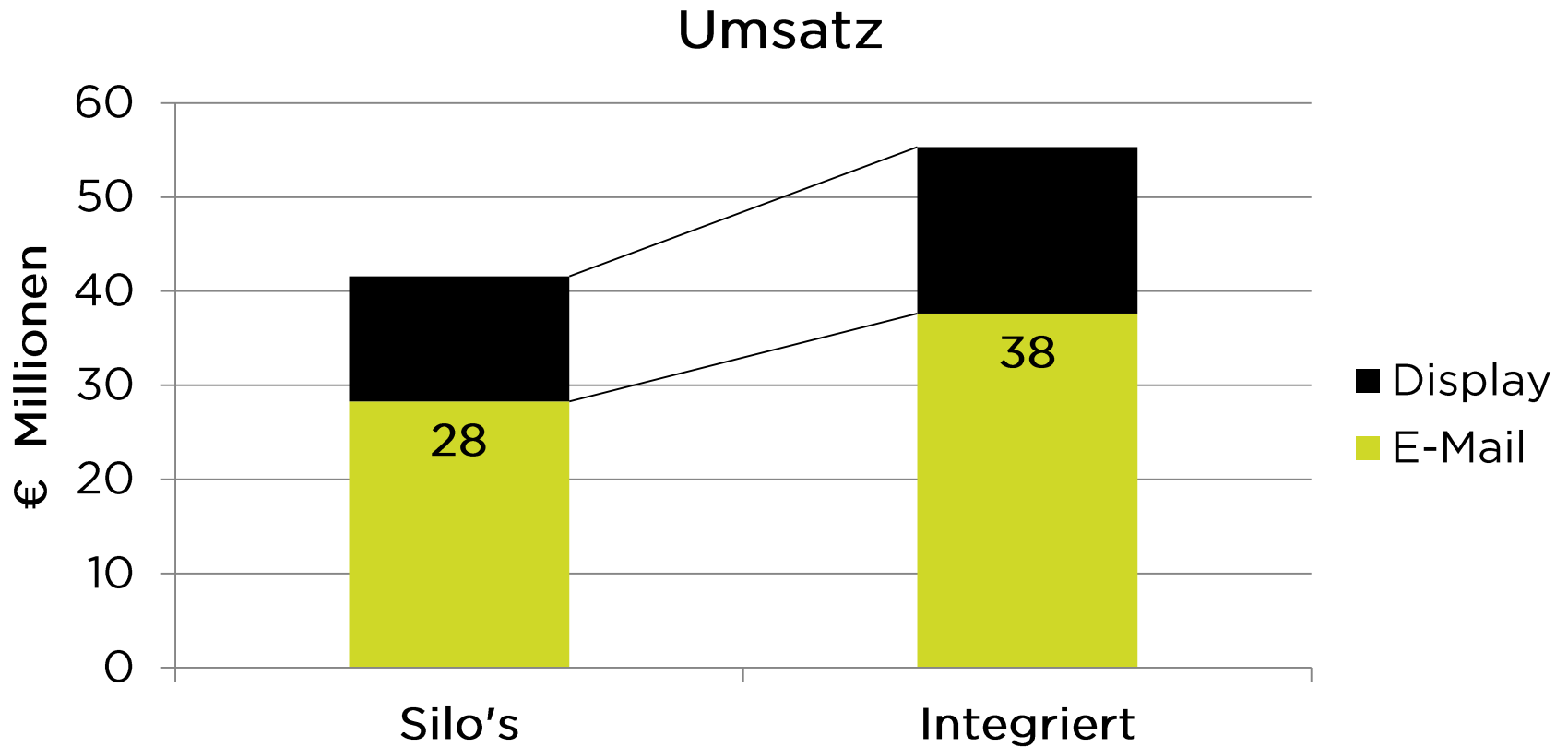
AND

Recency, Interaction, and Import Attributes

Last browsed date Is Greater than or equal to 30 Days in the past



# Wechselwirkung: E-Mail + Display



# Relevante und zeitgerechte Kommunikation

Automatisiert entlang der zentralen interaktiven Kanäle



# responsys®

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**New School of Marketing**

05. Dezember Hamburg