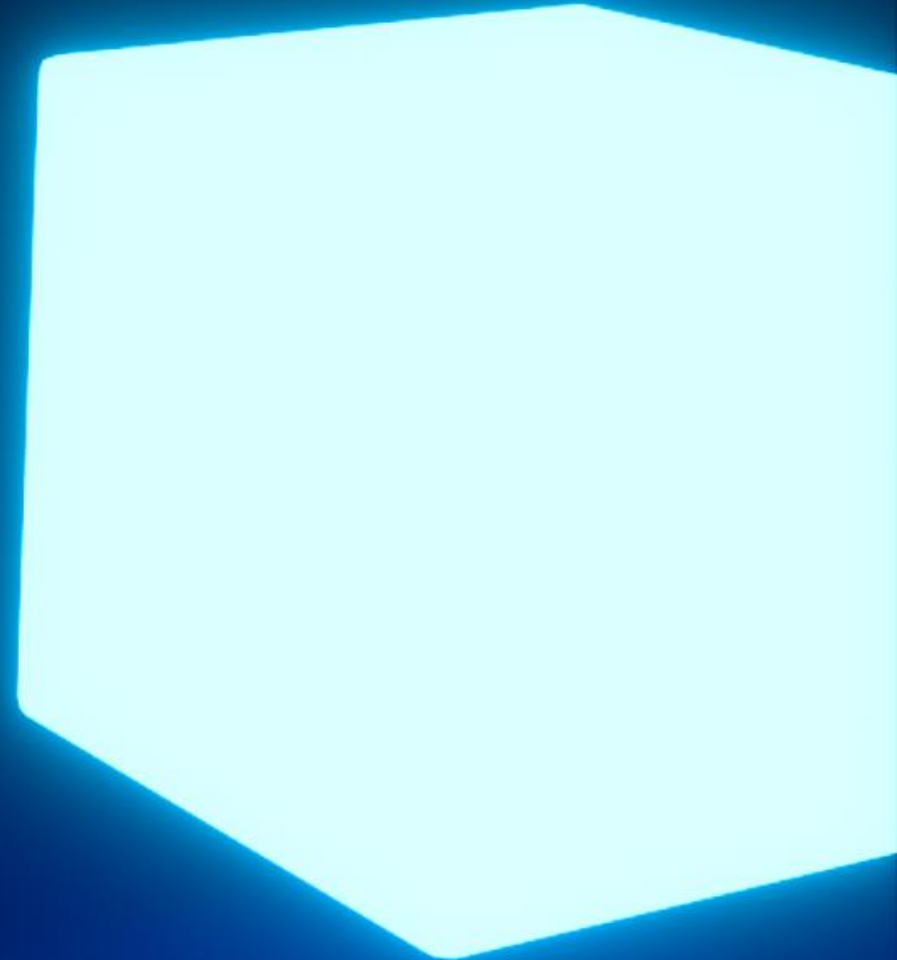


# Real-time Marketing

Joining up your data to maximise your marketing power



# What is Real-time marketing?

**Put simply, it's the holy grail of marketing.**

By collecting every piece of data that a customer provides, from every touchpoint, you can immediately build up and increasingly detailed view of their browsing behaviour.

It can use every last detail of their browsing behaviour, including:

- Time and Location;
- Device used;
- Interactions with your emails or app, and;
- Contacting customer service.

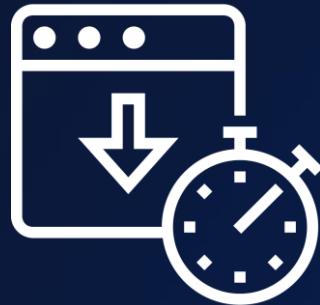
And once you have a complete, 360 view of each of your customers, you can push the right messages to them at precisely the right time – as soon as they hit your website, for example.

# Immediate opportunities for improving the customer experience and maximising revenue.

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Identifying and acting on  
**opportunities to upsell**



Reacting quickly to key  
**abandoned browse activity**



**Optimising opt-in /**  
**preferences**

# Why collect online data & join it with your Single Customer View?

1

## Proven Robust Data Collection

Learn how people are navigating your website and importantly, who they are and what their interests are. Capture valuable information and store it in the SCV for support the strategy

2

## Sell More, Sell Higher Value & Sell out Faster

Identify hand raisers on the website. Automatically trigger abandoned basket comms, personalised BAU weekly activity as well as Customer Journey comms with online data

3

## Personalise the experience

Personalising the website through pop ups, re-ordering, dynamic content etc based on what you know about the customer from your SCV and browsing information

## So, how does it work?

# Real-time turns the unknown into the known...

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## Unknown

Visited the website, and the data has been collected, but we don't know who they are.



## Known – but not a customer

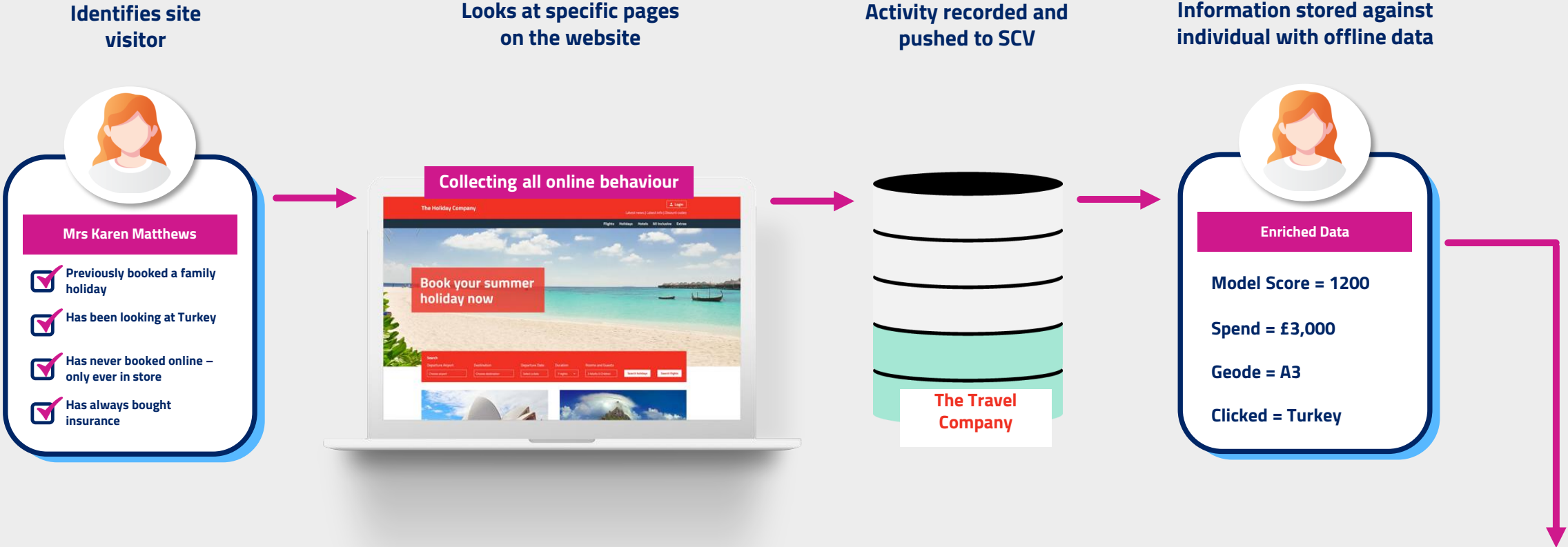
Visited the website, and identified themselves by email or name. We know who these people are but they have never bought from us.



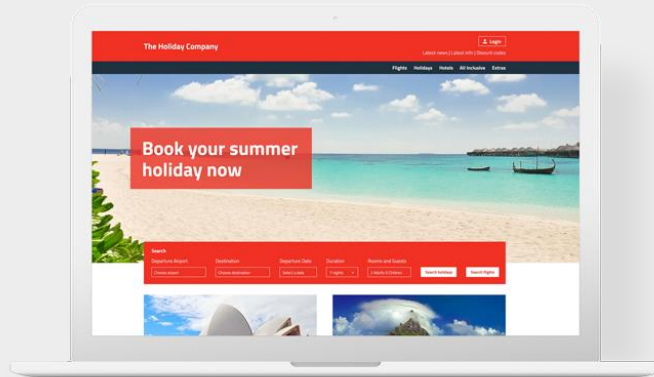
## Customer

They have bought via the website or offline and we know who they are. All of the data can be used online to trigger personalised journeys.

# Real-time illustrated



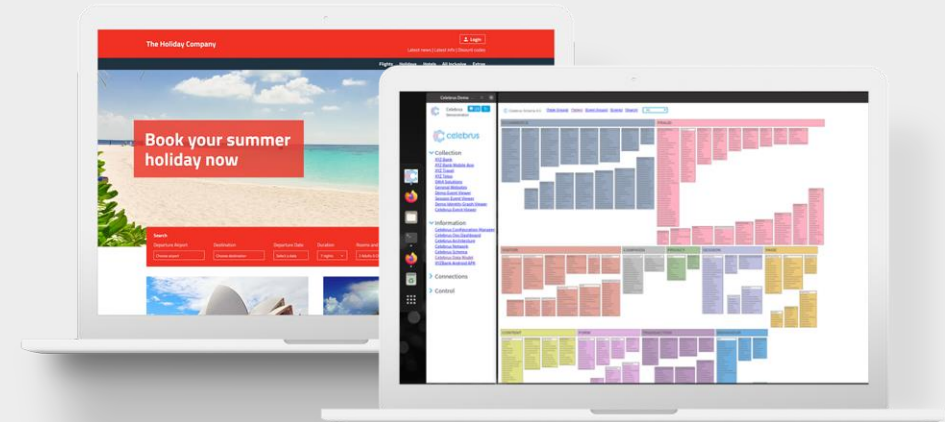
**Delivering enriched insight by joining up online and offline data to maximise your marketing power. This increases the knowledge about the customer and improves customer experience by tailoring it based on what is known.**



## Without real-time technology

### We know 'Mr. Tom Matthews'...

- ...booked over 6 years ago to Turkey travelling as a couple to a 3\* self-catered apartment.
- ...has been receiving emails about Turkish holidays every week but hasn't clicked through to the website
- ...doesn't appear to have had any interaction with the website and is no longer in the market for travel



## With real-time technology

### We NOW know that 'Mr. Tom Matthews'...


- ...has been on the site multiple times and is in the market to book
- ...is probably no longer interested in Turkey destination as he has been browsing hotels in Benidorm and Portugal
- ...is now in a different stage of life and looking for all-inclusive 4\* family holidays

# Let's see this in practice...

**Our hypothetical travel company**

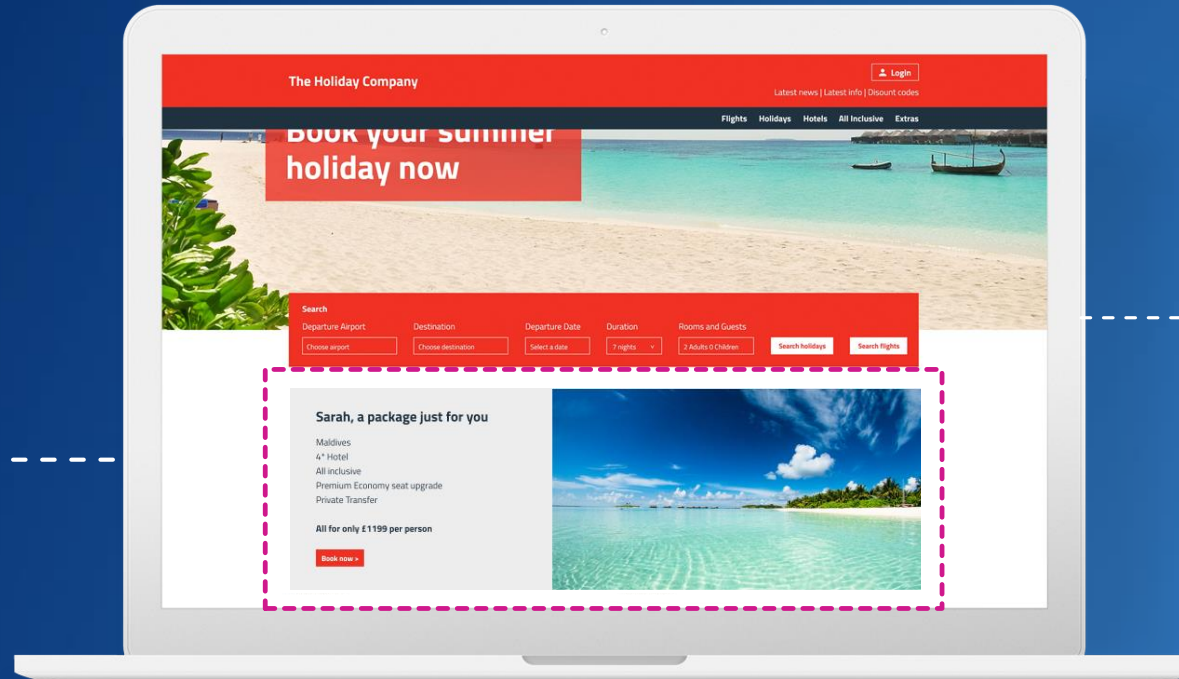


# Offers are tailored based on what we know about the customer



**Miss Sarah Jones**

- ☒ Previous customer
- ☒ Viewed seat upgrades
- ☒ Viewed private transfers
- ☒ Previously bought seat upgrades



## Sarah, a package just for you

Maldives  
4\* Hotel  
All inclusive  
Premium Economy seat upgrade  
Private Transfer

All for only £1199 per person


[Book now >](#)

## ! Trigger Personalisation

- Previously booked Upgraded seats
- Has looked at private transfers

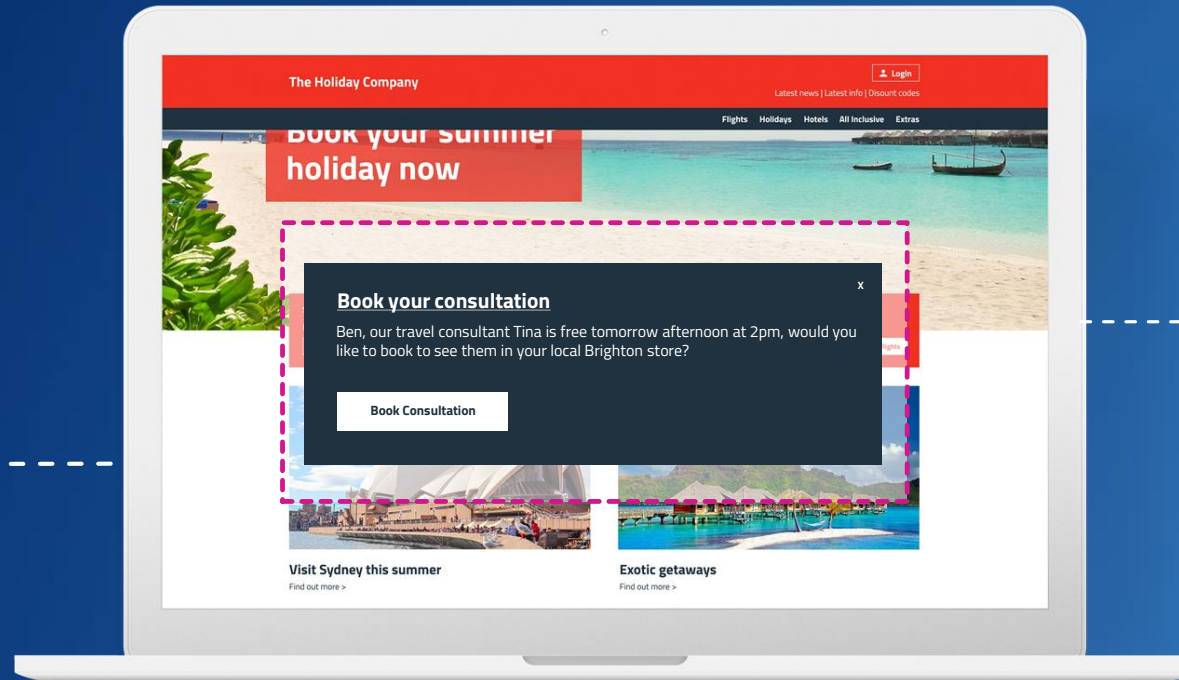
**Personalising the website specifically for the customer to improve customer experience and maximising add-ons and upsell opportunities**

# Targeted popups can be triggered



**Mr Ben Stevens**

- ☒ Booked USA 3 times
- ☒ Booked in Brighton store
- ☒ Upgrades Seats
- ☒ High spender



## ! Trigger Popup

- Only books in store, so offer an appointment with a sales person

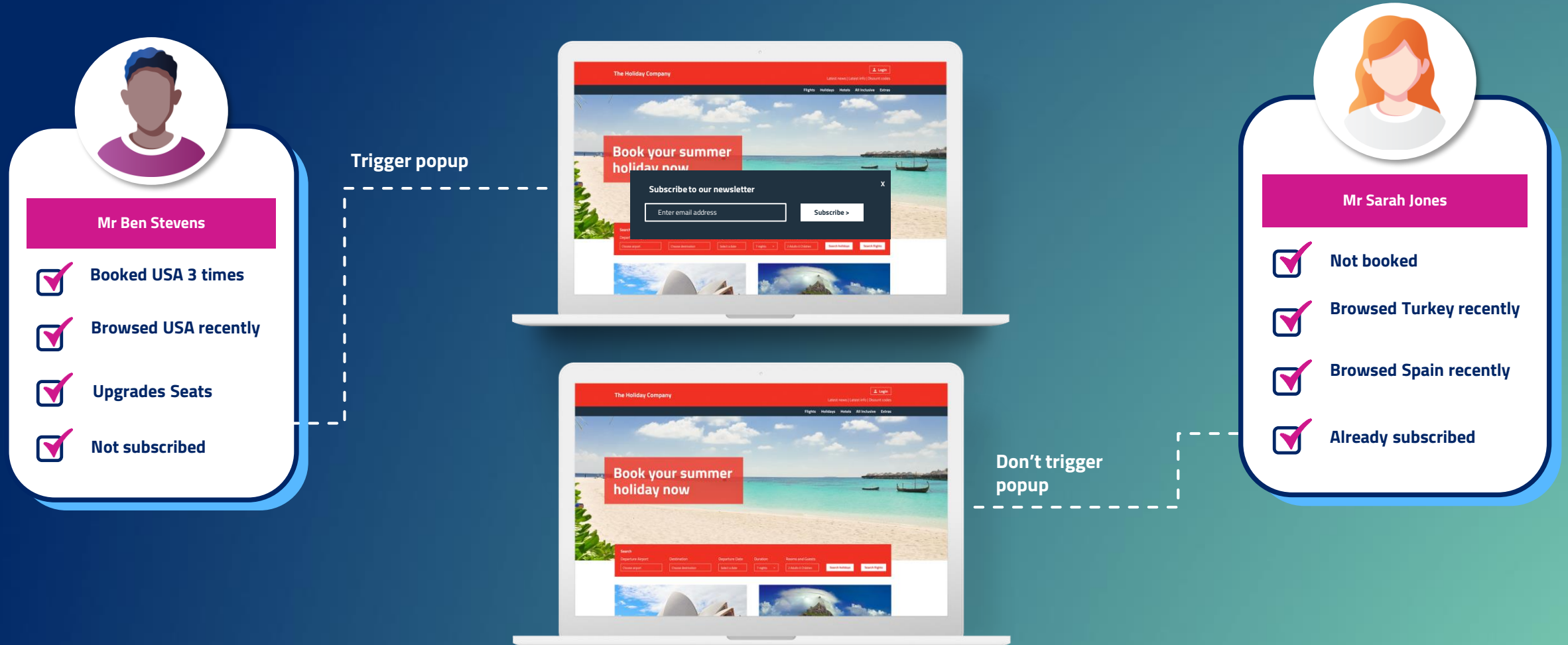
**By knowing the customer's history, we can connect online and offline data, maximising opportunities to win another sale**

# Dynamic Push Messages



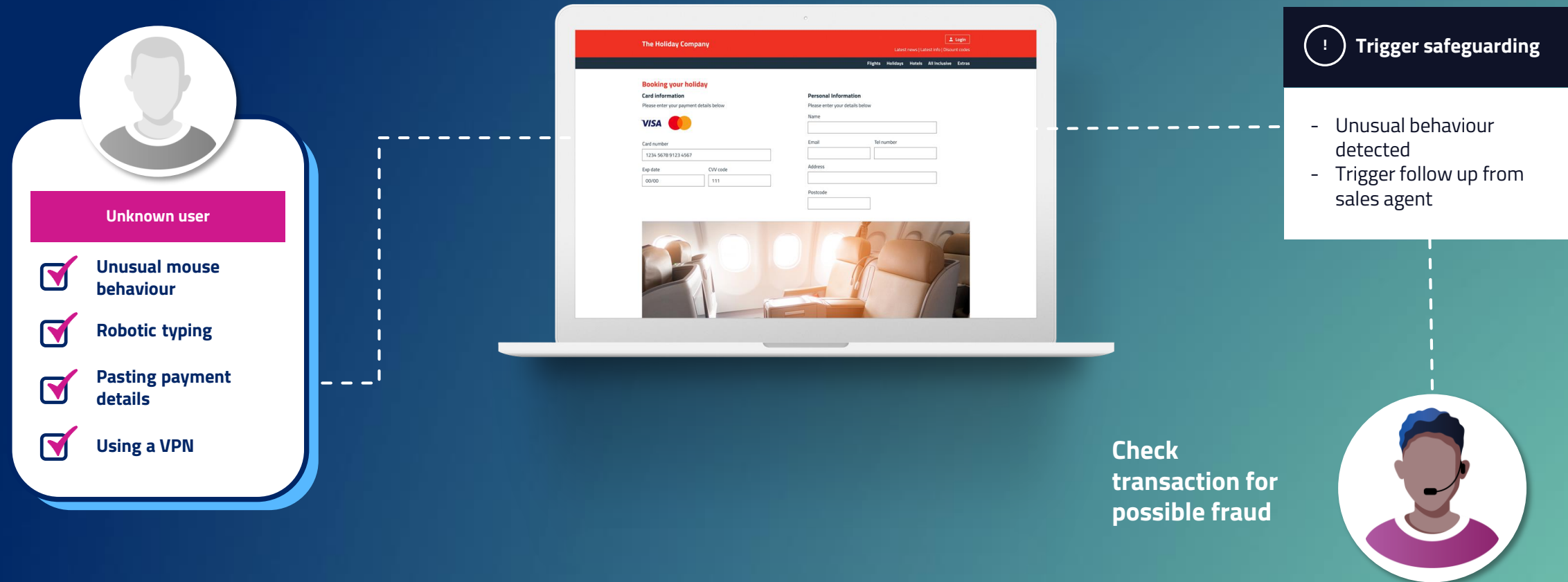
**Real-Time can extend across channels, get messages directly into your customers' hands**

# Effective personalised preference collection



Send comms based on an individual's preferences and permissions

# Recognising fraudulent behaviour in real-time



Limit fraudulent transactions by capturing the activity as it happens



## Personalising the Customer Experience



### The Business Challenge

What do Virgin Atlantic customers expect from their booking experience? Speed? Relevance? Recognition? Rewards? **Exactly.**

It's your booking process, it should be tailored to you. But with millions of different customers on many different channels, how could Virgin Atlantic get the **Right offer to the Right customer at the Right time?**



Video available at  
[www.r-cubed.co.uk/case-studies/personalising-the-customer-experience/](http://www.r-cubed.co.uk/case-studies/personalising-the-customer-experience/)

### The Approach

R-cubed were asked to help do the math. Together we not only worked out what to offer each customer but found out that most extras are bought the same day as the flight, and most bookings take place online.

So, Virgin Atlantic needed a way of changing the website for each customer in real-time. Luckily R-cubed utilise some awesome technology that when combined with the teams know-how could customise the website based on:

- **Who the customer was**
- **Their relationship with Virgin Atlantic**
- **And what they were doing in real-time.**

Changing a 'one size fits all' approach into targeted messages. The team even developed a tailored 'Chat Now' button so customers can chat to an agent about personalised offers.

### The Results

Getting the right message, to the right customer at the right time and delivered a truly unique experience. **Sales of Virgin Atlantic ancillaries increased by 11% and in some cases by as much as 30%**

### What VAA had to say...

*'We are delighted with the results this innovative project generated, R-cubed's real-time approach increased sales of ancillary products and helped our customers enhance their Virgin Atlantic experience.'*



# Shall we get started?

Just get in touch

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