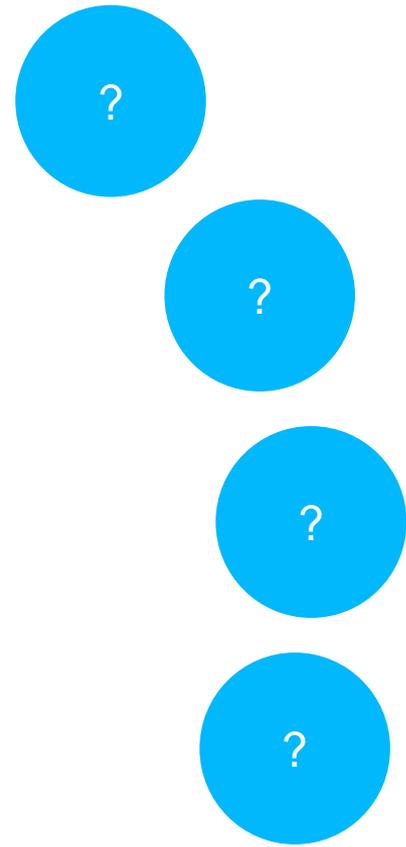
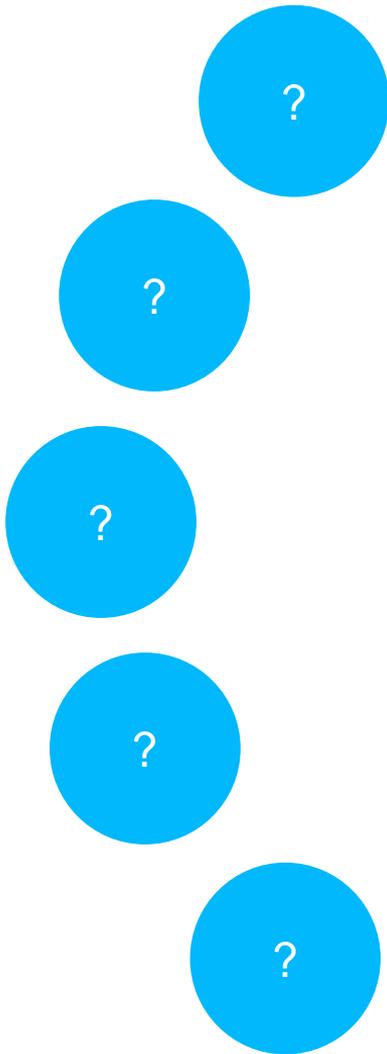


The entitled customer

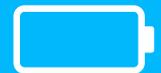
Walking in their shoes: come trasformare aspettative irragionevoli in relazioni durature



Gian Musolino, Country Manager Italy
Selligent Marketing Cloud
gian.musolino@selligent.com



Consumatore



**Data
Capture**



Cool yoga leggings

Google Search

I'm Feeling Lucky

|H| Hailey's



Romantic



Register today and receive
a **10%** discount code:

Create a Customer Account

Email

Password

Create new Hailey's account

or

Sign up with

f Facebook

g+ Google

By signing up, you agree to Hailey's
[Terms & Conditions](#) and [Quality Policy](#)

S FIND
R OWN
E!

Sporty



TUTTE LE RELAZIONI COMINCIANO OGGI DA UN CLICK

Site module

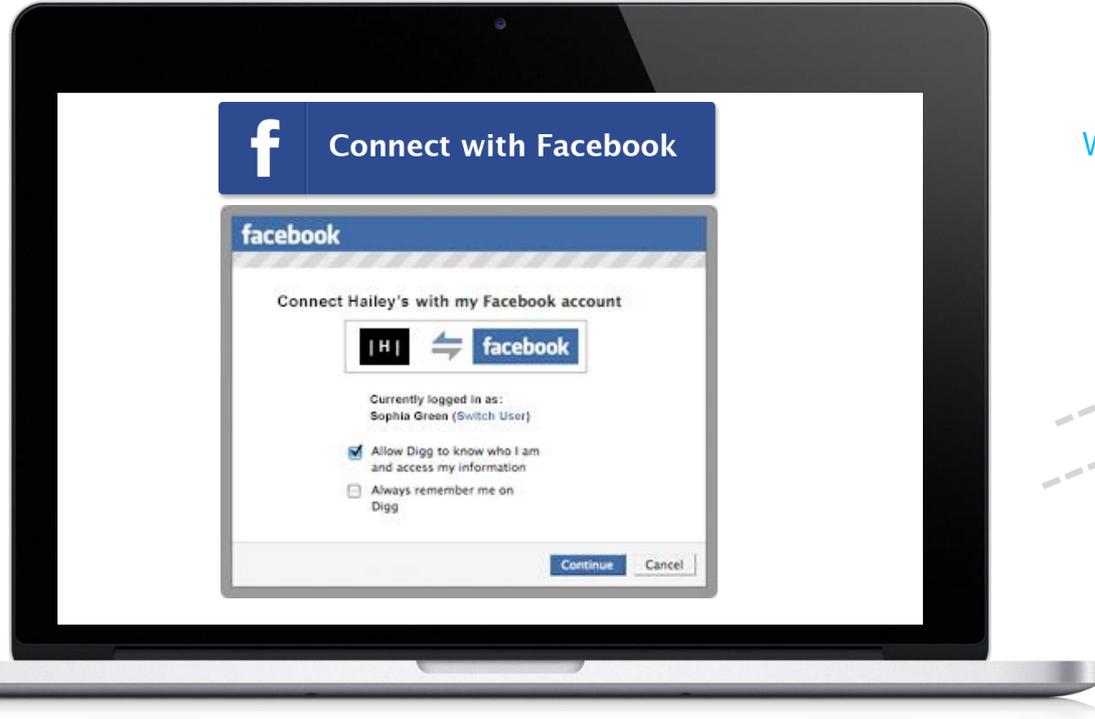
- Website tagged
- Anonymous browsing behavior captured
- Rules in place to prompt registration



Data
Capture

Sophia
Green

sophia.green@gmail.com



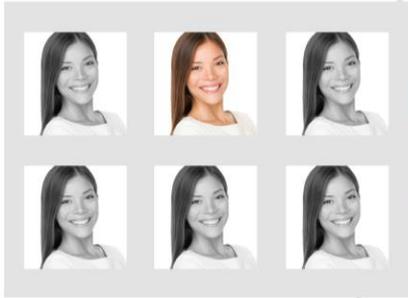
*26.07.89,
Williamsburg



Likes:
Yoga, Traveling,
Rock Music



Data
Capture





10:43

Tuesday, April 4



Hailey's 13m ago

Sale today on all spring items.
Come into the store next door for
a special 15% discount.

slide to view

I'm in

Maybe Later



Hailey's

Yoga Gear in Brooklyn Store

April 4, 2017

Hi Sophia,
we have the yoga gear you like in stock just around
the corner in your local Brooklyn store!



YOGA PANT 19,95 \$

Hurry, **only 5 in stock!**



YOGA MAT 24,95 \$

Hurry, **only 8 in stock!**

Hailey's - Brooklyn

1st Avenue & 16th Street,
New York, NY 10003, USA

Open: 8.00 AM - 7 PM



You may also be interested in:



[shop here](#) Rockarz' new collection

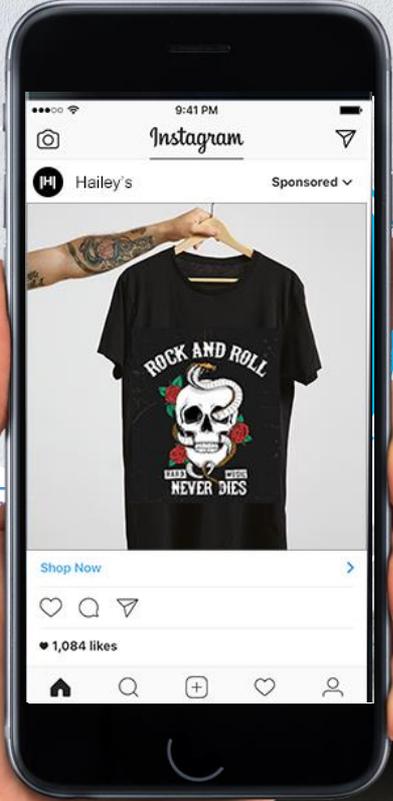
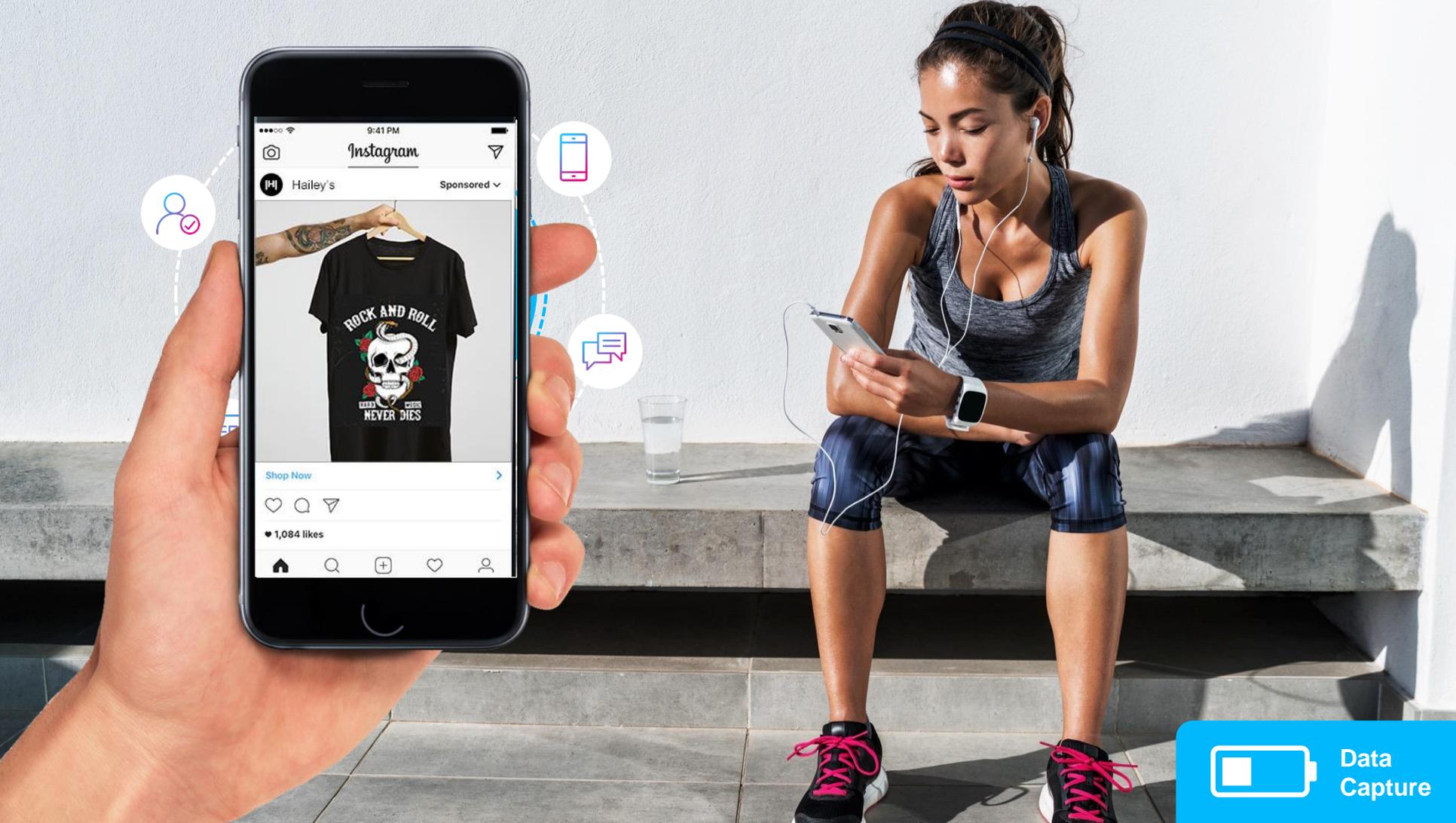
[unsubscribe from our emails](#)



Data
Capture



TRE GIORNI DOPO



Data Capture

|H| Hailey's

LET'S FIND
YOUR OWN
STYLE!

Romantic



Cool



Sporty



PAGINA
GENERICA



Data
Capture

|H| Hailey's



NEW YOGA TRENDS



YOGA PANT 19,95 \$

Add to basket

Hurry, only 5 in stock!



YOGA MAT 24,95 \$

Add to basket

Hurry, only 3 in stock!



ROCKARZ shirt 15,95 \$

Add to basket

Hurry, only 8 in stock!

SICCOME È
SOPHIA E LO
SAPPIAMO LE
VIENE
PERSONALIZZATA
LA PAGINA



Data
Capture



UNA SETTIMANA DOPO

[H] Hailey's + 📹 📞 ⚙️ ✕

Sophia,
just to let you know, your favorite
ROCKARZ hoodie is in stock and
available in your size at our
Williamsburg Store. Click your
personal link and we will hold your
shirt with a special 15% discount
until end of business today:
haileys.com/sophia

[H] See you later! Your Hailey's Team

🖼️ 😊 📄 📷 📅 👍





DUE MESI DOPO

The New York Times

Tuesday, January 16, 2018 Today's Paper Video 43°F DAX +0.79% ↑

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

Shutdown Talk Casts Uneasy Shadow Across the Aisle

By JONATHAN MARTIN, MICHAEL D. SHEAR and SHERYL GAY STOLBERG

- Acrimony after President Trump's incendiary comments last week has made it less likely that Congress will reach a spending and immigration deal by Friday.
- Fear of voter retribution is not limited to Republicans, who control both chambers. Democrats also are facing a growing schism in party messaging that could hurt them at the polls.

• Trump Comments, Infuriating Africans, May Set Back U.S. Interests 11:36 PM ET

Workplace Raids Signal Tactical Shift in Immigration Fight



Associated Press

If We Had Phone Alerts in 1968

War. Assassinations. Protests. What would 1968 have looked like in news alerts?

SMARTER LIVING



Pay Down Your Credit Card Bills



How to Use an Instant Pot

Opinion

Britain's N.H.S. in Crisis: 'We Might Break'

The country's universal health care system turns 70 this year. But what is its future?



Aziz Ansari Is Guilty. Of Not Being a Mind Reader.

By BARI WEISS
How did a movement for women's empowerment become an emblem for female helplessness?



- Tuesday Becomes Execution Day in Egypt
- When America and Pakistan Fight, It's Afghanistan That Suffers
- Talking Apocalypse With My Son
- Follow us on Twitter »

SHOP
Rockarz' new collection

TIMES INSIDER »
Chris Christie: A Beat Unto Himself

THE CROSSWORD »
Play Today's Puzzle



3m Research has shown that for some fetuses, surgery before birth rather than after gives the child better odds against a severe form of



Real journalism. Like nowhere else.



Data Capture



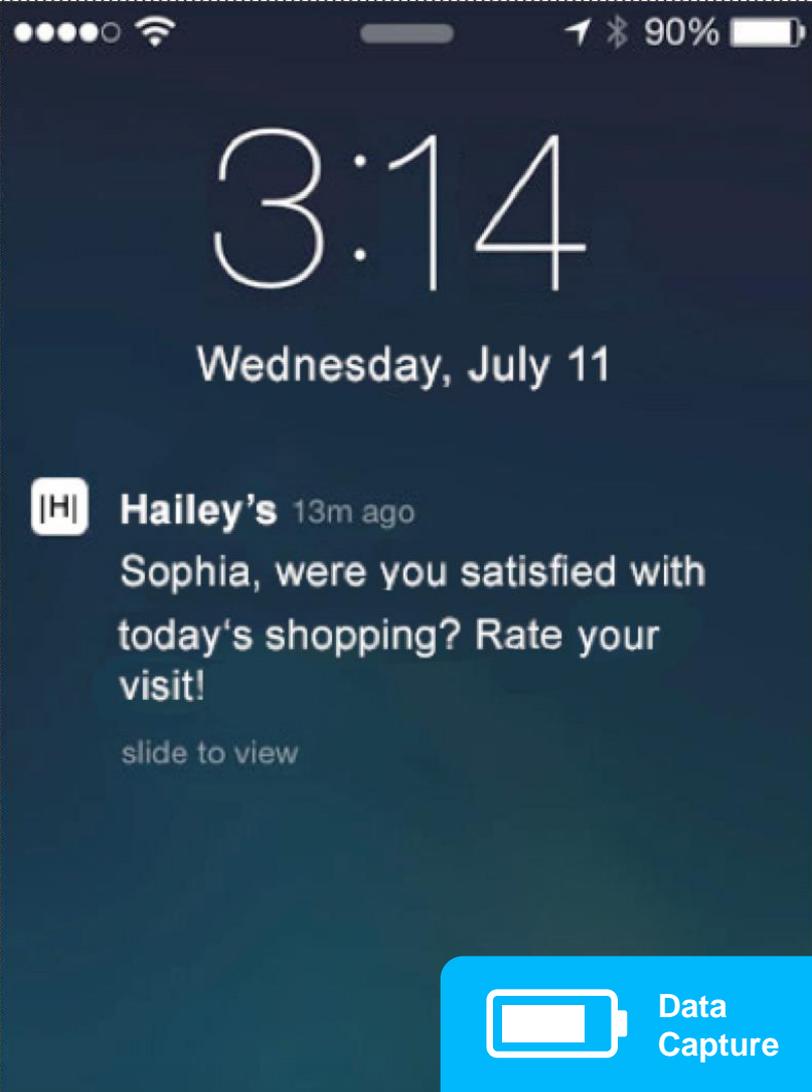
Your personal
smart mirror
assistant
starts in

.....

3

The perfect bag to
match your outfit:





3:14

Wednesday, July 11



Hailey's 13m ago

Sophia, were you satisfied with today's shopping? Rate your visit!

slide to view



Data Capture



Tina & Ivania
2012

HANS

ELESE

SANO BANI HELE

you need
this you can
HOMOSEKUAL

NOOR

JANA

ABBIAMO **NEL TEMPO** COSTRUITO UN
PROFILO **ROBUSTO** DI SOPHIA
FACENDO LEVA SULLE INFORMAZIONI
SOCIO DEMOGRAFICHE,
TRANSAZIONALI E COMPORTAMENTALI
CHE SOPHIA CI HA **CONFIDATO** E
L'ABBIAMO MANTENUTO **AGGIORNATO**

THE ENTITLED CUSTOMER

Selligent ha condotto una survey su oltre **7.000** consumatori e i dati ci dicono che ...

Si aspettano di essere trattati come degli individui

Ognuno di loro crede intrinsecamente di avere dei buoni motivi per meritarsi privilegi o trattamenti speciali



Consumatori sono molto sofisticati





Hanno gusti molto diversi

In pratica ...



- I clienti di oggi sono programmati per volere tutto e subito
- Si aspettano che i brand li riconoscano come singoli individui con una loro storia e non come parte di un target
- Meno preoccupati della privacy specie i più giovani e in contesti B2B
- Vogliono un'esperienza individualizzata in cambio delle molte informazioni che sono disposti a condividere con i brand



E' davvero una novità ?

20-30 anni fa, il futuro ci appariva meraviglioso



Un mondo
connesso



Banda infinita



Potenza di
calcolo a buon
mercato



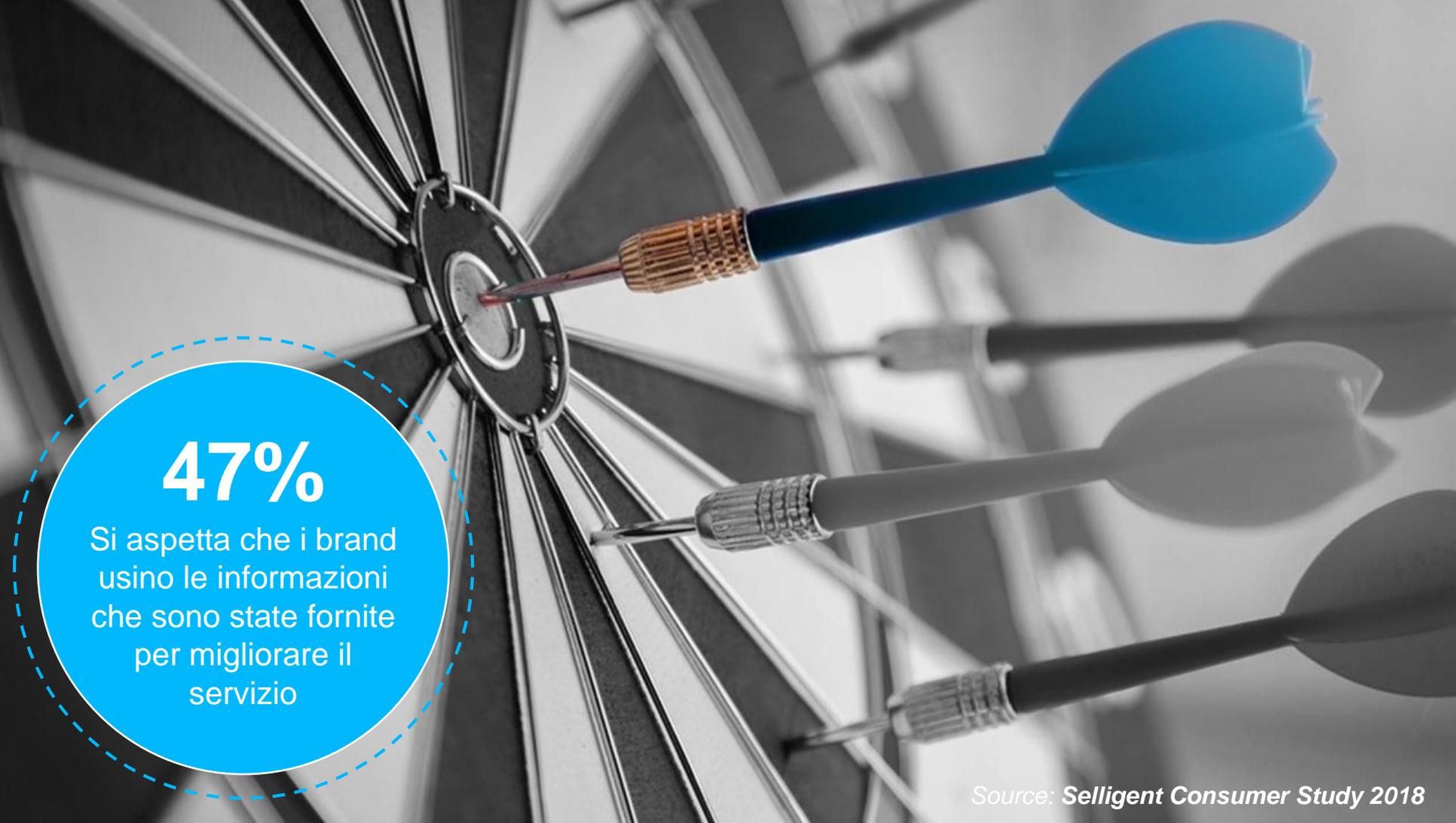
Mobilità



Video

PERCHE' QUESTO SOGNO SI E' TRASFORMATO IN INCUBO ?





47%

Si aspetta che i brand
usino le informazioni
che sono state fornite
per migliorare il
servizio

Source: *Selligent Consumer Study 2018*



73%

dei consumatori online
sono frustrati dai
contenuti che ricevono
perchè non rilevanti per
loro.

Source: Selligent Consumer Study 2018

A man in a dark blue suit and striped tie is shown from the chest up, holding a large, clear crystal ball on a wooden desk. His hands are positioned around the crystal ball, with fingers slightly spread. The background is a blurred office setting. A bright pink circular graphic with a dashed border is overlaid on the left side of the image.

33%

Si aspetta che i
brand anticipino le
loro esigenze

DATI E CANALI

O meglio di come gestiamo i dati e i canali ...

- ➡ *Abbiamo molti dati e facciamo molta fatica per raccogliarli ma poi inspiegabilmente*
- ➡ *Più di natura "profilazione statica" e transazionale che comportamentale*
- ➡ *Li organizziamo in Silos separati ... un po' come le nostre aziende*

e quindi alla fine ... visto che comunque siamo sempre sotto pressione alla ricerca del risultato



CH3

05/01/2016



Spariamo alla punta dell'Iceberg

L'open rate delle NL è in caduta libera
oggi è sotto al 20% ed era intorno al 50%
solo 4 anni fa

fonte: www.statista.com

DONNA

PARLA INGLESE

TAGLIA 44

SPOSATA

FAMOSA

NATA NEL 1926

NON ARRIVA AL 1,70m.



Quindi cosa dobbiamo fare ?



Imparare rapidamente

Provando meccaniche

Execution rapida

Verifica immediata dei risultati

A/B Testing



Spingere sull'automazione

**Definizione sempre più
precisa dei target**

**Personalizzazione dei
contenuti**

Omnicanalità



Dare poco fastidio

Implementazione di trigger

Minimizzare l'impatto

Processi semplici

Verifica dei risultati

PERSONALIZZAZIONE



Prima di tutto la Vita.



CHI è?

COSA vuole?

COME / QUANDO lo vuole?





IN PRATICA



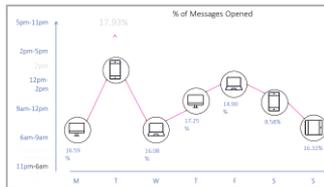
AI per Selligent

1 “what”



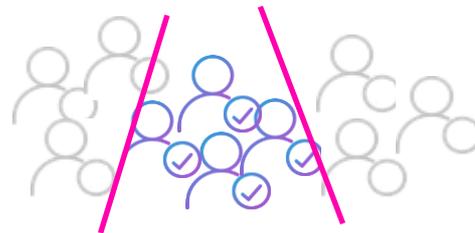
Definire la miglior raccomandazione basandosi sulle regole di business definite da voi

2 “when”



Definizione del giusto momento e del miglior canale per far arrivare il messaggio

3 “who”

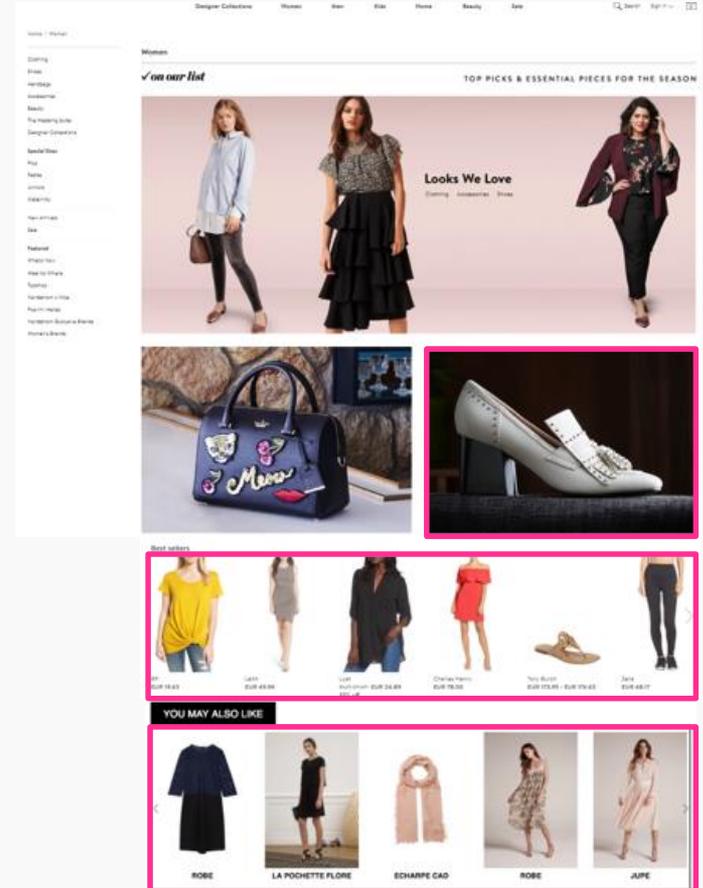


Definizione del miglior target per la comunicazione

WHAT: SMART BLOCKS

A Smart Block contains:

- Algoritmi ML per generare offerte **personalizzate** real-time
- Filtri: che permettono di aggiungere **regole di business** alle decisioni
- Possono essere somministrati su ogni canale: **websites, emails, mobile push**

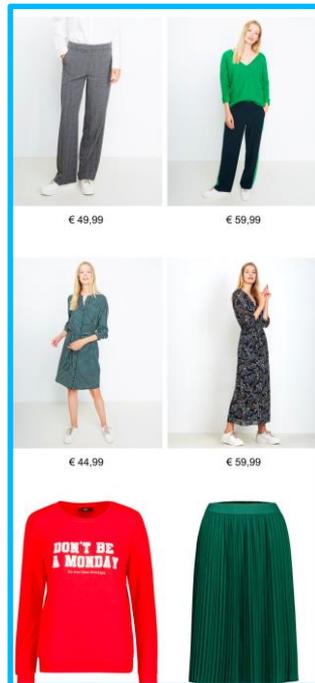


CHURN PREVENTION ATTRAVERSO LA PERSONALIZZAZIONE



FULLY PERSONALIZED « ON-TIME » CAMPAIGN

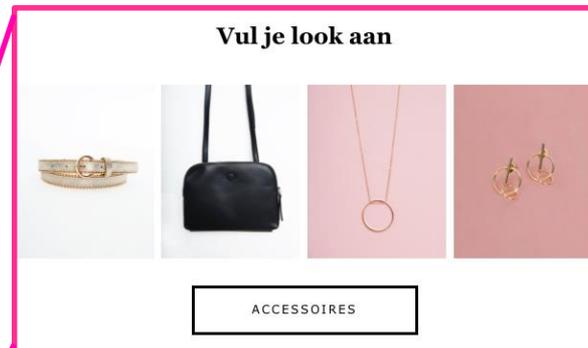
Smart Block 1



6 raccomandazioni personalizzate sui prodotti



Smart Block 2



4 raccomandazioni personalizzate sugli accessori

B2C RETAIL CUSTOMERS CHE USANO SMART BLOCKS SUI CANALI WEB E EMAIL

	Senza Smart Blocks		Con Smart Blocks
Pagine di prodotto visitate per sessione	1.12		3.36
Carrello medio	1.18		1.83



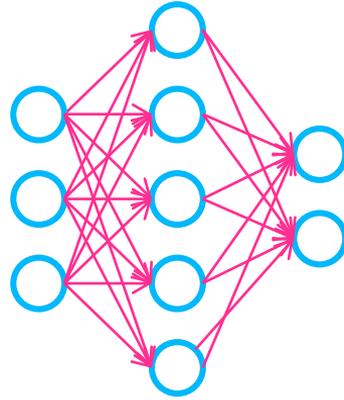
TROVARE LA

GIUSTA AUDIENCE

PER UNA CERTA OFFERTA

Offer AI

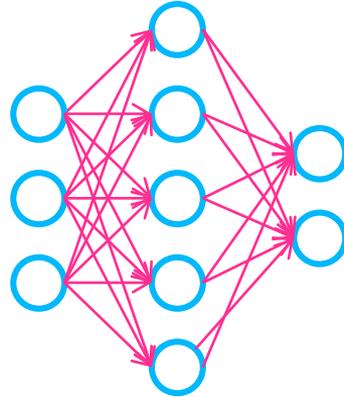
Profilo 1 →
Profilo 2 →
...
Profilo N →



→ SmartBlock 1
→ SmartBlock 2
...
→ SmartBlock N

Audience AI

Campaign 1 →
Campaign 2 →
...
Campaign N →



→ SmartAudience A
→ SmartAudience B
...
→ SmartAudience N

A hand holding a blue marker over a clear container filled with various colored markers. The background is a soft-focus grid pattern.

**Back
to
school**

A row of white shirts hanging on metal hangers, receding into the distance. The background is a soft-focus grid pattern.

**New
collection**

An elderly man with glasses reading a newspaper. The newspaper shows a photograph of a person in a pink shirt. The background is a soft-focus grid pattern.

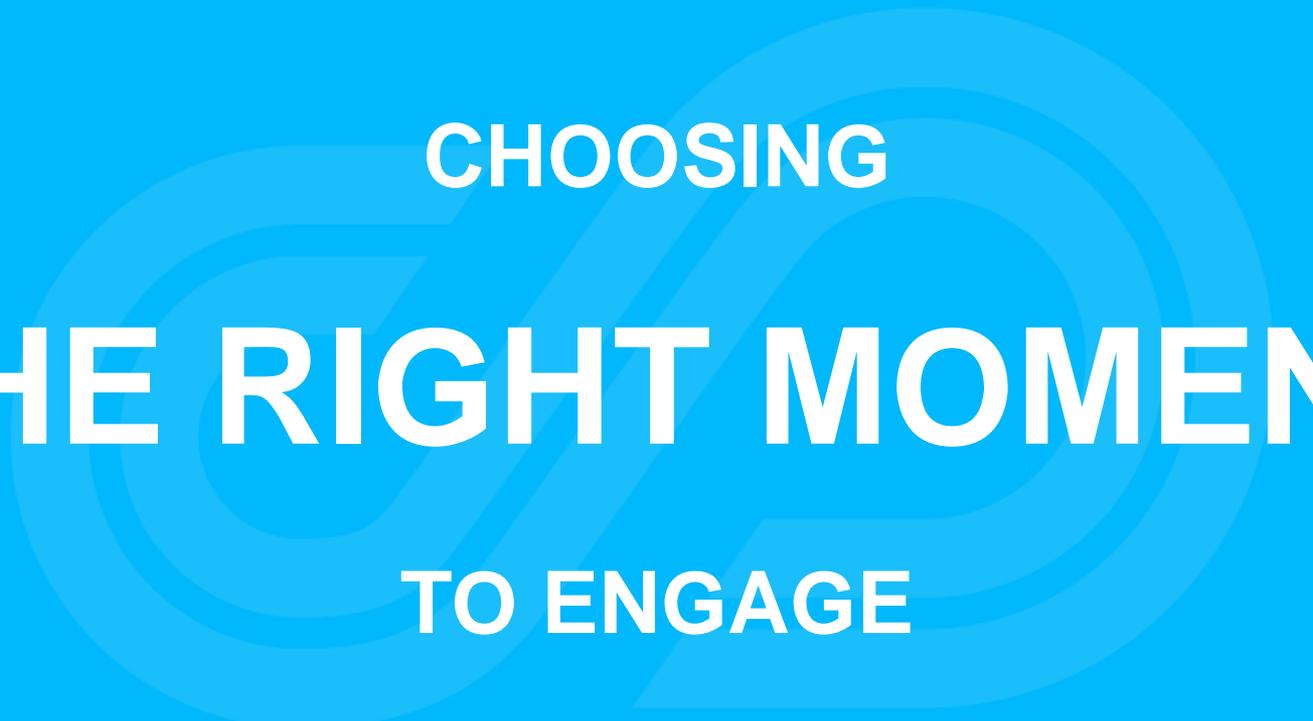
**After
season
sports
results**

MORE CAMPAIGNS, SMALLER AUDIENCES



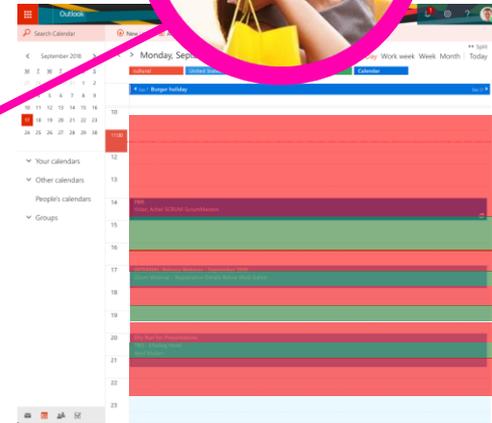
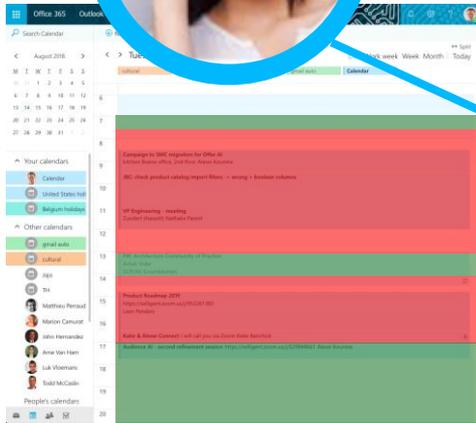
LEADS TO HIGHER PERFORMANCE





CHOOSING
THE RIGHT MOMENT
TO ENGAGE

PREDICTING EACH CONSUMER'S HABITS



- 7 – 7:30am on mobile
- 7:30am – 1pm avoid
- 1 – 2pm desktop
- ...

- 7:30am – 10am avoid
- 10 – 11am push
- 11 – 12:15am avoid
- ...



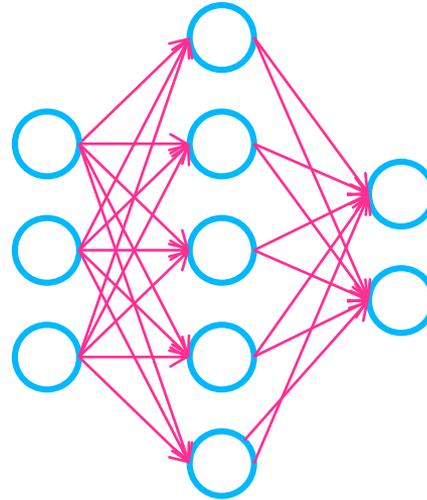
SEND TIME OPTIMIZATION



Profile
Campaign type
Interaction data



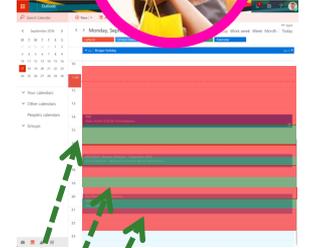
Profile
Campaign type
Interaction data



Trained system



Best send times for each individual



PER ESEMPIO NEL CASO DI SOPHIA

Grazie ad AI sappiamo che il momento migliore per contattarla è l'ora di pranzo e che il suo canale preferito è l'APP



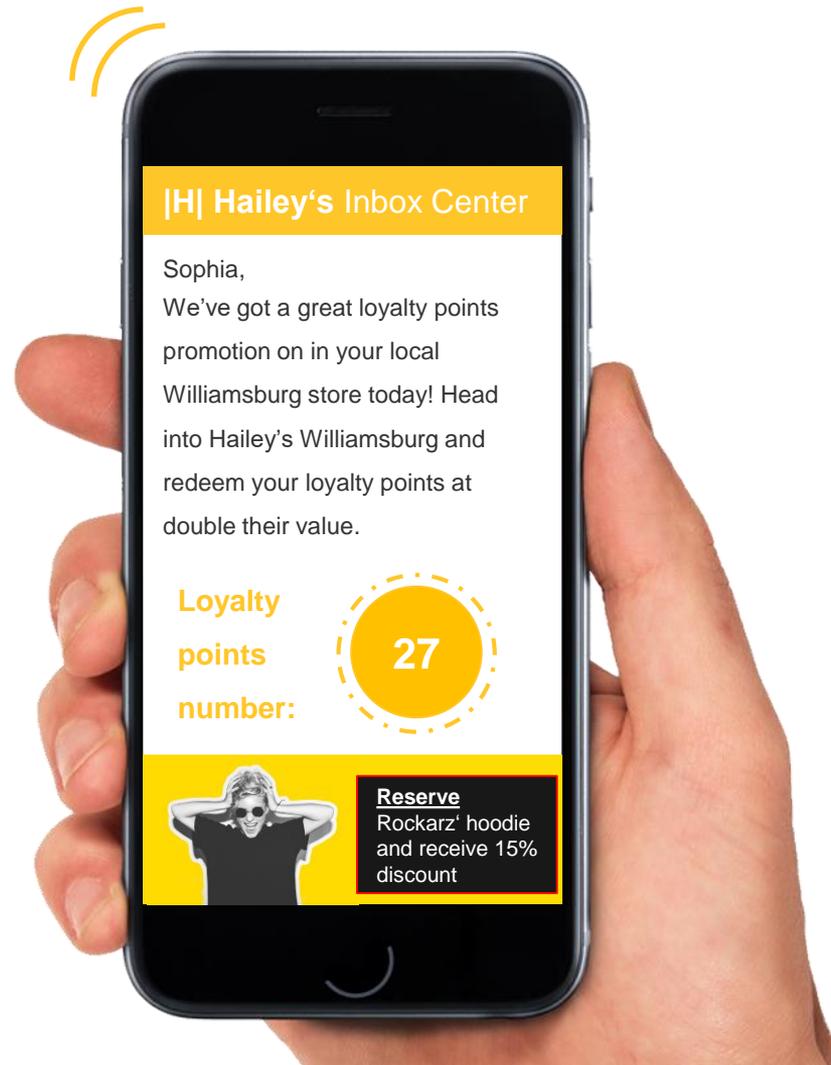
Optimal send time:

Tuesday 13:05



Optimal channel:

Push notification



Sophia Green



sophia.green@gmail.com



Favourite hand cream „white lily“ brand: love

Reads NYT online



*26.07.89,
Williamsburg



Amazon home device



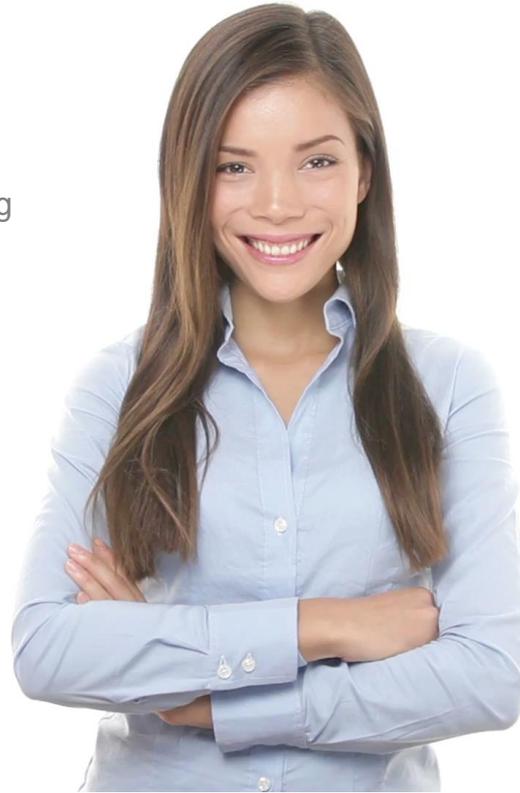
Clicks on emails



Loves shopping



Rock Music



Pays with credit card only

Rock Music

Entitled consumer



Yoga



Data Capture

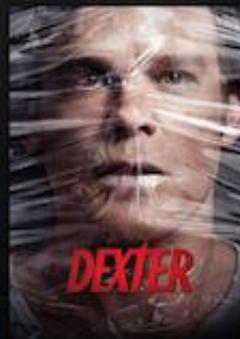
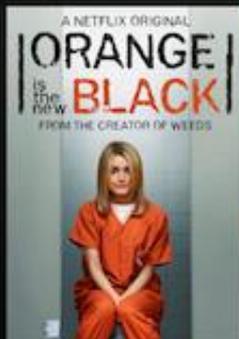
OVVIAMENTE TUTTO QUESTO
COMPORTA CHE LE AZIENDE ABBIANO
VOGLIA E SENTANO IL BISOGNO DI
INNOVARE PROFONDAMENTE ANCHE
LA LORO ORGANIZZAZIONE INTERNA ...
NON È **SOLO UN'EVOLUZIONE**
TECNOLOGICA



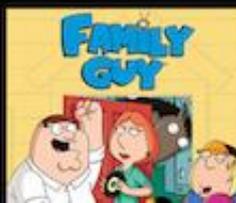
Continue Watching



Top 10 for You

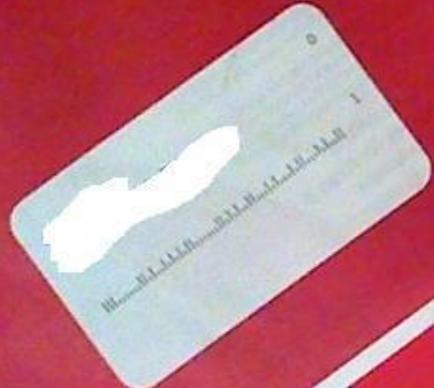


Popular on Netflix



NETFLIX

PRE-SORTED
FIRST CLASS MAIL
ALL POSTAGE
PAID
NETFLIX



ALONG EDGE
▶ YOUR COPY OF

NETFLIX

**2 WEEKS
FREE!**

Go to: www.netflix.com/specialoffer
Enter code: **A80015372**

No Due Dates. No Late Fees - Ever.

Rent Movies From Netflix

**2 WEEKS
FREE!**

Go to: www.netflix.com/specialoffer
Enter code: **A80015372**

No Due Dates. No Late Fees - Ever.

Pull off for a
**FREE
TRIAL**

See reverse for details.

www.netflix.com/specialoffer

Netflix Prize

COMPLETED

[Home](#) [Rules](#) [Leaderboard](#) [Update](#)

Leaderboard

Showing Test Score. [Click here to show quiz score](#)

Display top leaders.

Rank	Team Name	Best Test Score	% Improvement	Best Submit Time
------	-----------	-----------------	---------------	------------------

Grand Prize - RMSE = 0.8567 - Winning Team: BellKor's Pragmatic Chaos

1	BellKor's Pragmatic Chaos	0.8567	10.06	2009-07-26 18:18:28
246	patience	0.8928	6.27	2008-09-18 03:59:43
247	Team2403	0.8930	6.25	2008-03-12 07:07:10
248	green_tea	0.8931	6.24	2008-11-03 20:17:20
249	kouburgs	0.8932	6.23	2009-06-29 12:48:47
250	top ranker	0.8934	6.20	2008-02-29 18:12:48

Cinematch score - RMSE = 0.9525

There's no business like blow business.

NETFLIX NARCOS

A NETFLIX ORIGINAL SERIES

NETFLIX

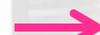
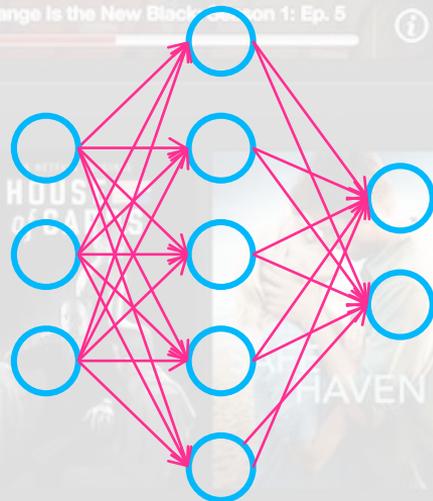
- 104 milioni di utenti registrati
- Più di 1.200 serie e 4.400 film
- “Solo” 27 milioni hanno visto Narcos
- Il **75%** degli utenti non lo hanno visto



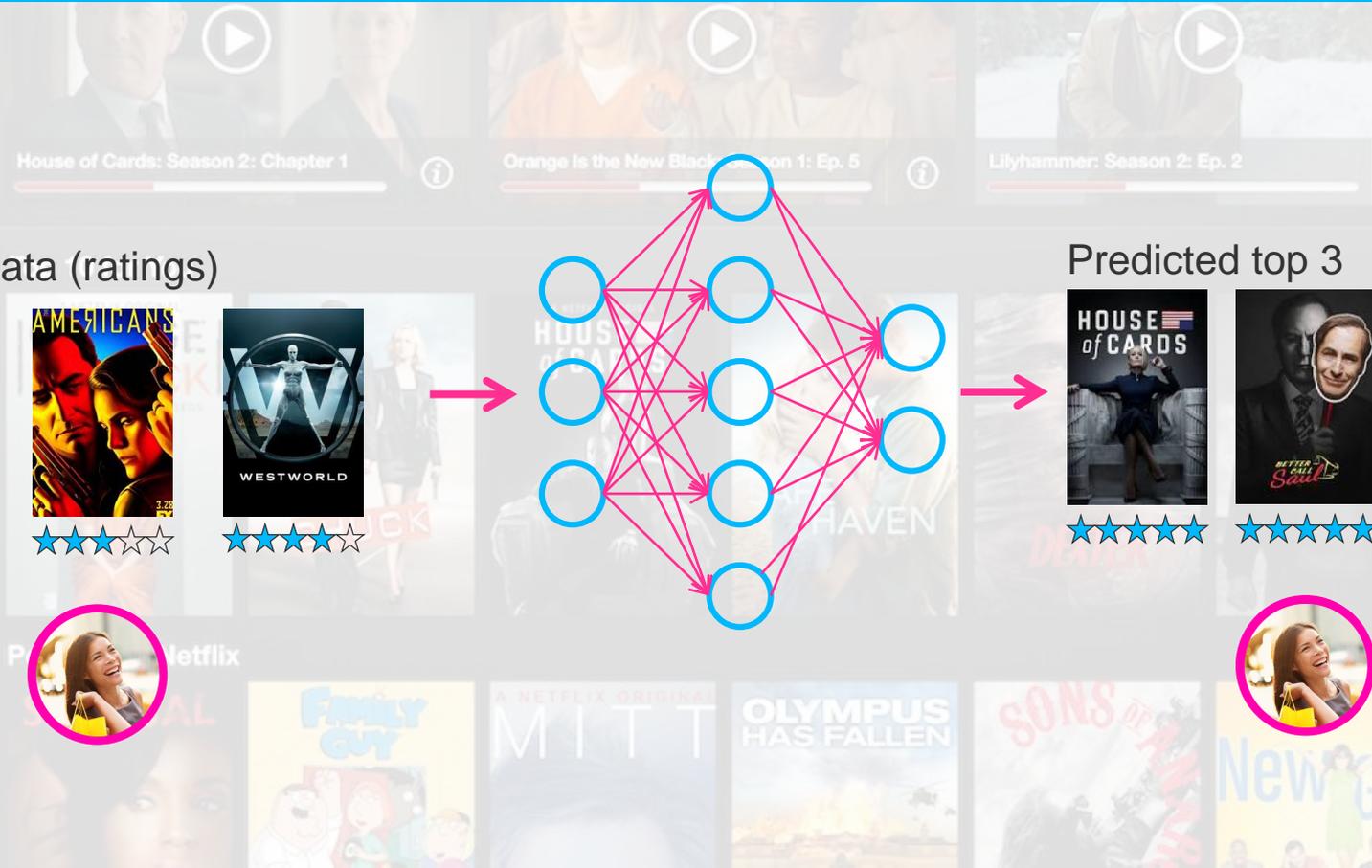
ALL EPISODES
August 28

Raccomandazioni personalizzate

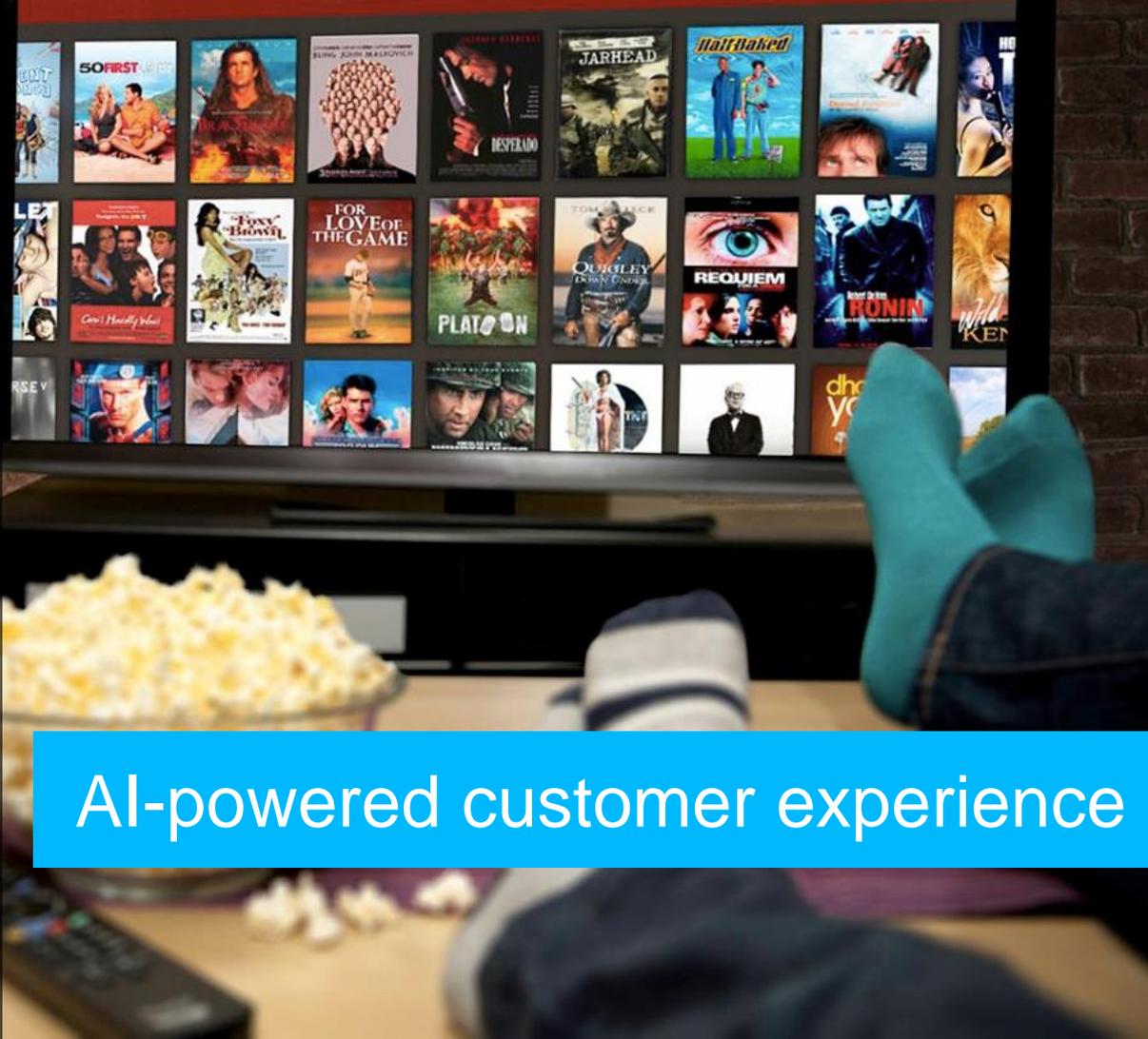
Profile data (ratings)



Predicted top 3



Personale
Rilevante
Timely
Consistente



AI-powered customer experience



**Fuck your
comfort zone.**

be foolish



Thank you!

**Gian Musolino, Country Manager Italy
Selligent Marketing Cloud
gian.musolino@selligent.com**