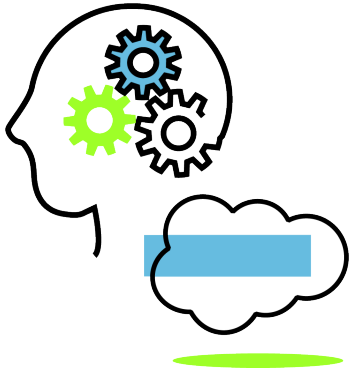
ec4u

PASSION
FOR CUSTOMERS.



Artificial intelligence in Marketing Cloud as gamechanger in the new normal

Markus Slabina

16.07.20

Agenda.

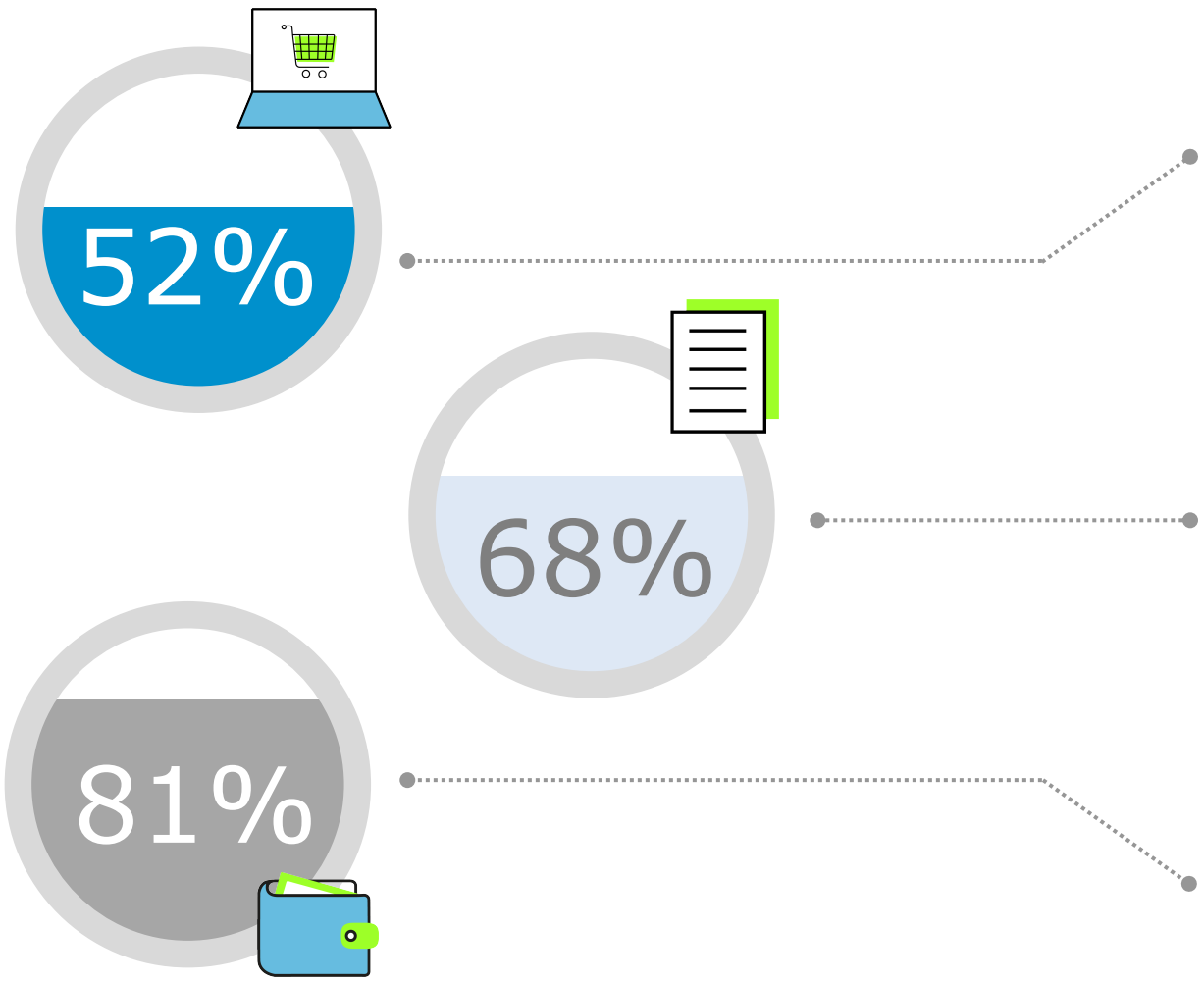
- Implications of contact restrictions
- Current use of artificial intelligence
- Top Use Cases
- Your path to becoming the Digital Champion of your customers
- Possible applications – Marketing Cloud Einstein
- Non English-speaking regions - Specifics/ Outlook
- Marketing Cloud July Release

84% of customers say the **experience** a company provides is as **important** as its products and services.

66% of customers are **willing to pay** more for a great experience.

„State of the Connected Customer", Salesforce Research, June 2019

Buying behavior during contact restrictions*



Increased online shopping

52% of Germans have shopped online more than before since contact restrictions began.

Wish lists

68% of online shoppers create wish lists and add items to the cart, but do not buy all items.

Bargain Hunters

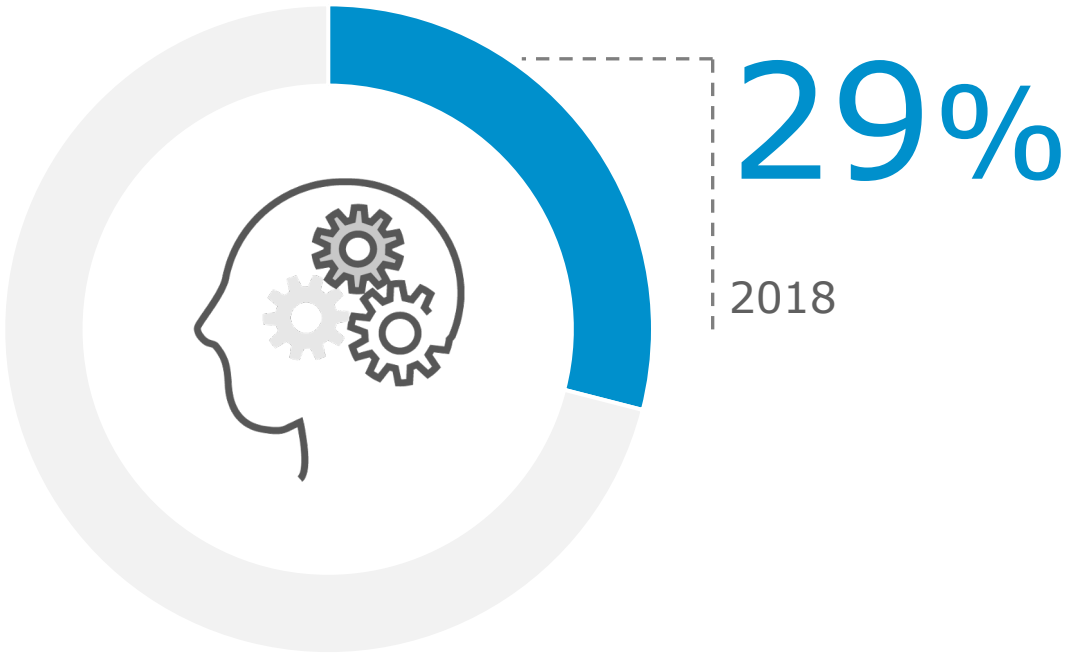
81% of online shoppers search for the best offers.

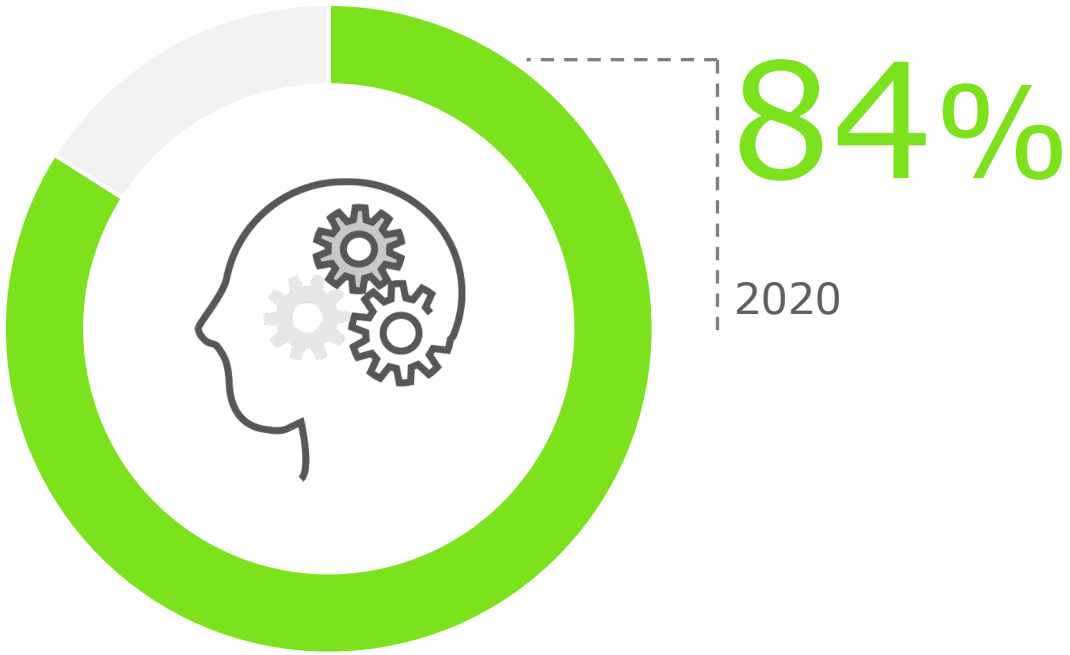
* „E-Commerce-Study on behalf of Mastercard", Fly Research, May 2020
https://newsroom.mastercard.com/eu/de/press-releases/corona-studie-mehr-als-die-haelfte-der-deutschen-kauft-vermehrt-online-ein/

OUR VISION

You are the **Digital Champion** of Your Customers.

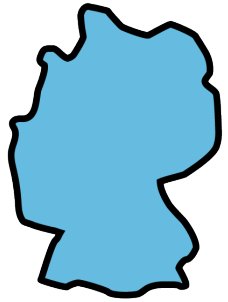
Use of artificial intelligence in Marketing*





* „State of Marketing", Salesforce Research, 2020

Artificial intelligence – Germany vs. Global*



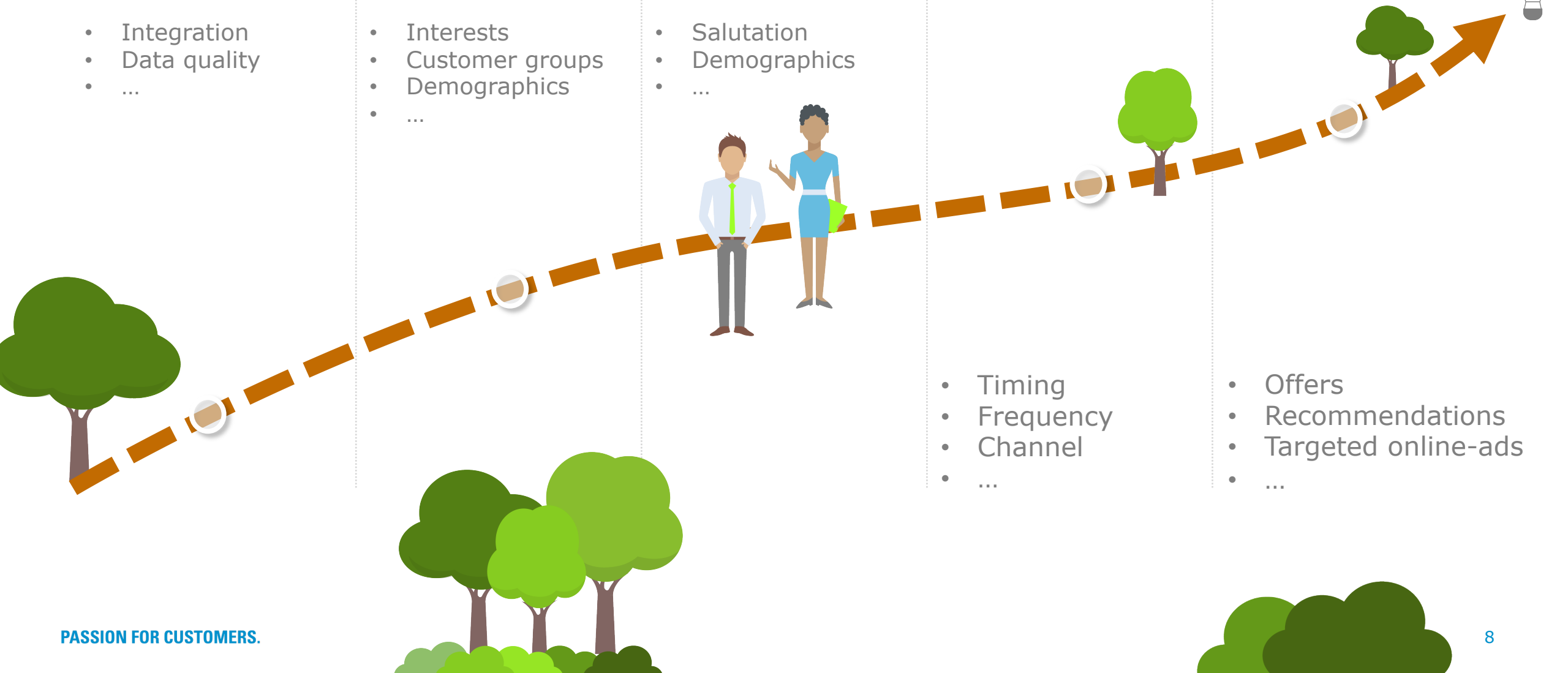
1. Surface data insights
2. Personalize overall customer journey
   - Next best actions in real time
   - Programmatic advertising

1. Personalized experiences in individual channels
2. Improved segmentation / lookalike modeling
3. Surface data insights

* „State of Marketing", Salesforce Research, 2020

Your path to becoming the Digital Champion of your customers

Data Sources	Segmentation	Personalization	Optimization	Individualization
• Integration • Data quality • …	• Interests • Customer groups • Demographics • …	• Salutation • Demographics • …	• Timing • Frequency • Channel • …	• Offers • Recommendations • Targeted online-ads • …



Optimizing current communication

Engagement Scoring + Split

- Individual communication based on:
  - Open-/click-likelihood
  - Conversion-likelihood
  - Retention-likelihood
  - Automatically created personas

Send Time Optimization

- Optimized send time per contact
- Analysis of best send times

Marketing Cloud Einstein

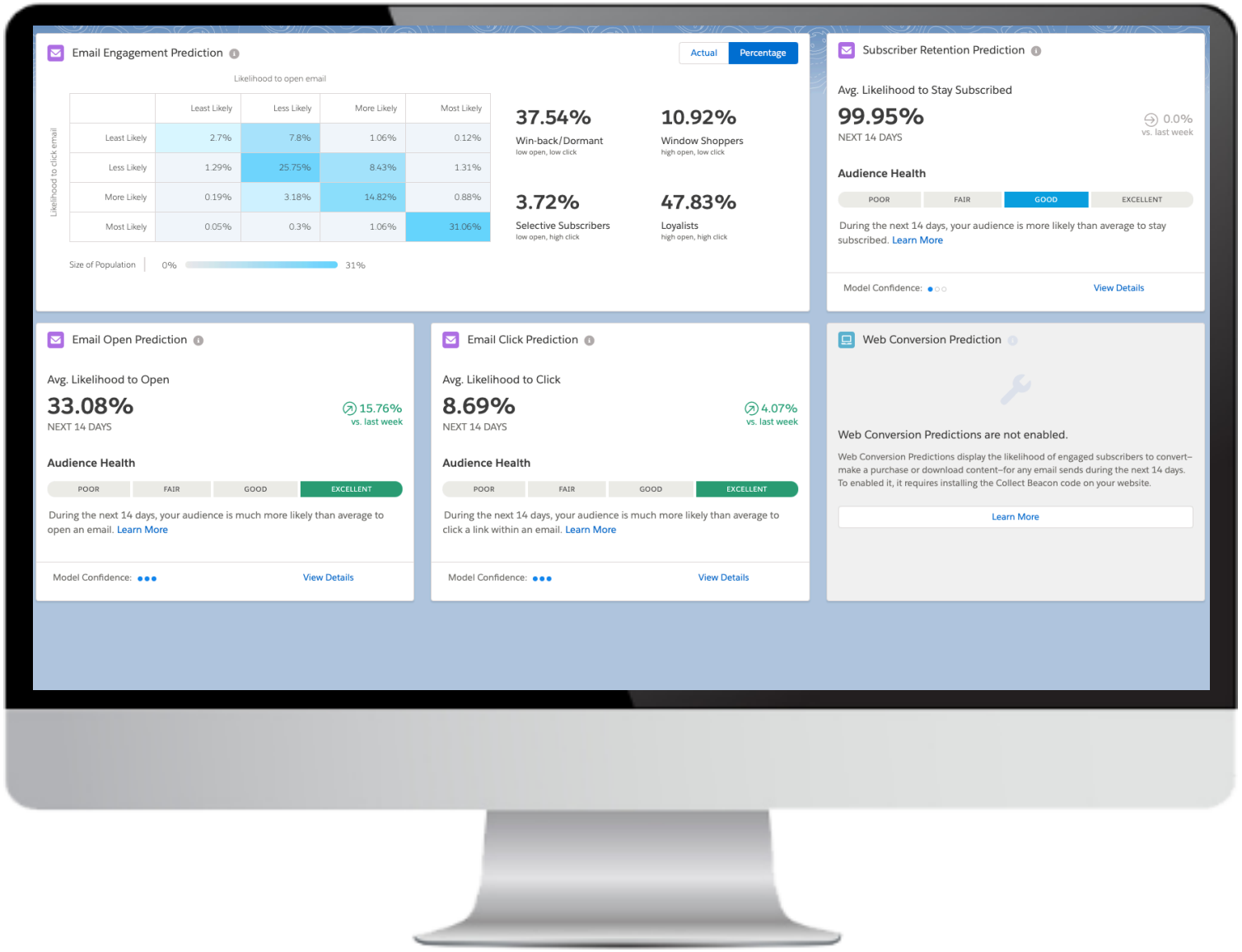
- Frequency optimization of interactions
- Creation of audiences for suppression and extra campaigns

Engagement Frequency

- Anomaly-detection for engagement metrics
- Subject line optimization
- Open rate optimization

Messaging & Copy Insights

Einstein Engagement Scoring



Einstein Engagement Split

Engagement Scoring – Target groups

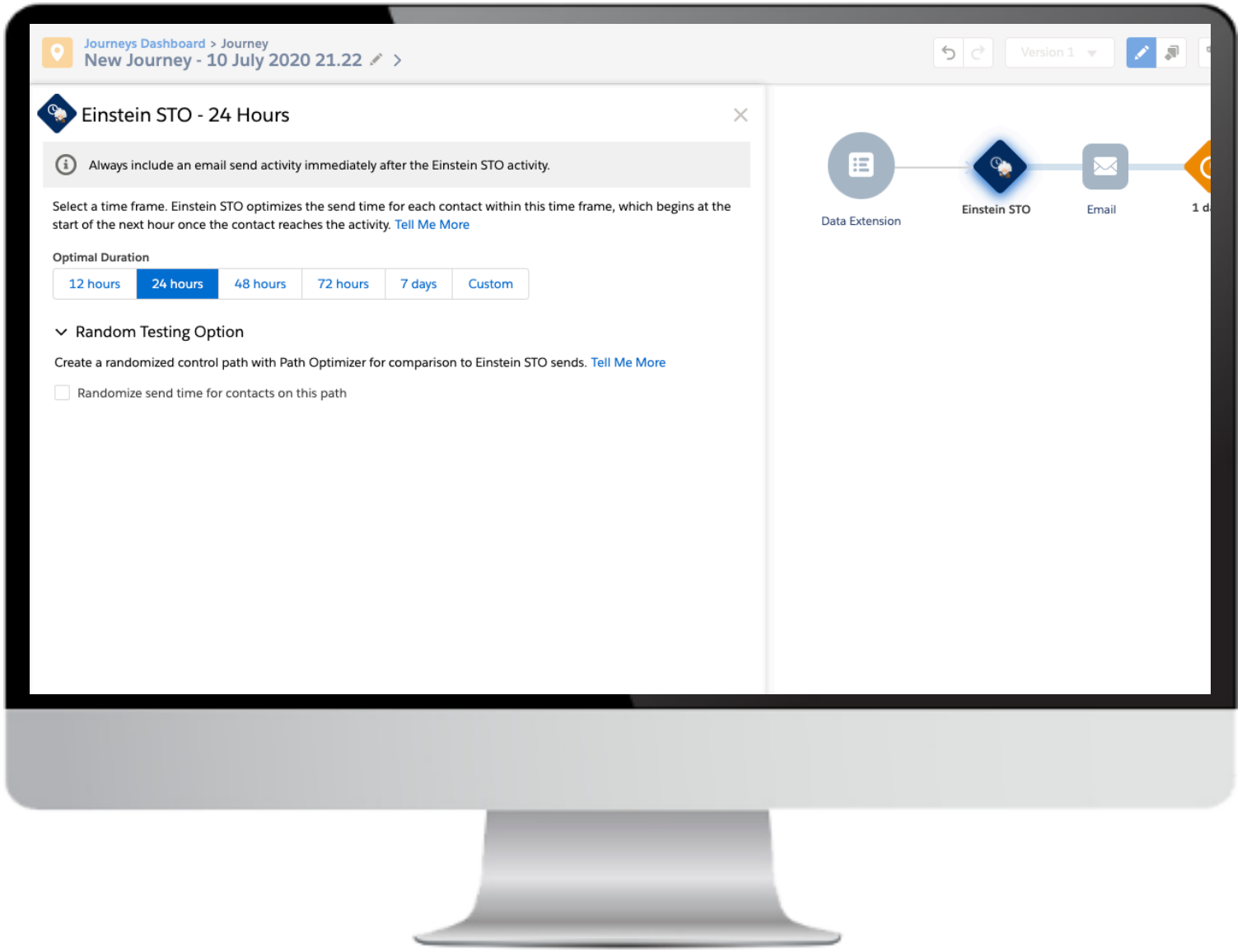
- Test alternate channels
- Win-back campaigns
- Ask for preferences

- Optimize subject line
- Personalize based on recent purchases

- Personalization
- Recommendations
- Test CTAs
- Targeted offers/incentives

- Lookalike-Audiences
- Special offers
- Refer a friend programs
- Increase frequency

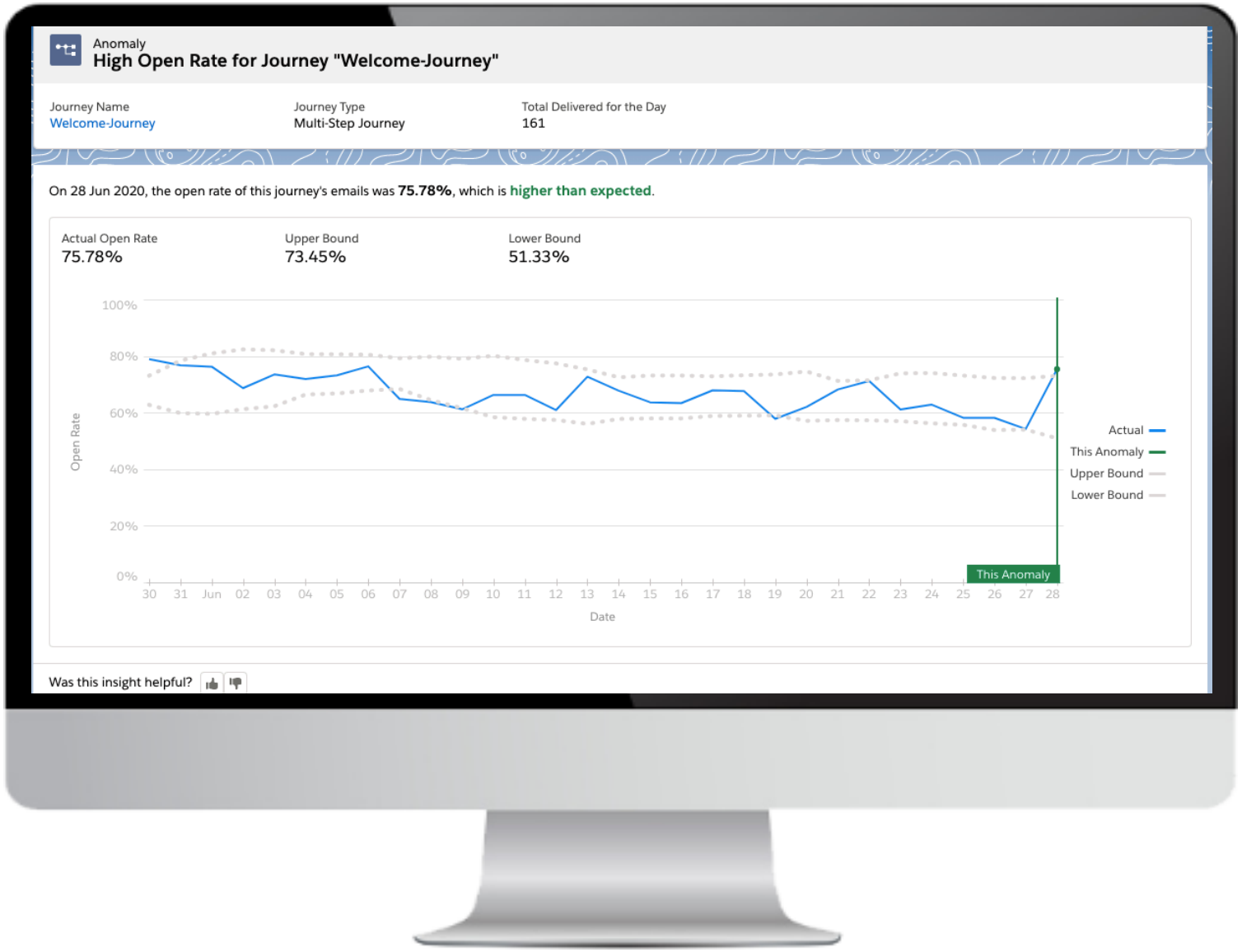
Einstein Send Time Optimization



Einstein Engagement Frequency

Image source: „Personalize Interactions with Einstein for Marketing Cloud", Salesforce Trailhead

Einstein Messaging Insights



Further individualization of the customer experience

Email & Web Recommendations

- Product recommendations based on:
  - Page visits
  - Shopping cart
  - …
- Cart- & Browse-Abandonment

Content Selection & Tagging

- Automatic selection of image content
- Tagging based on image recognition

Marketing Cloud Einstein

- Behavior based segmentation
- Attract new customers

Segmentation & Lookalikes

- Spam recognition
- Sentiment-analysis
- Influencer scoring

Social Insigths

Cart-Abandonment Campaign – Success factors

2-3 Emails

1. within 24 hours
2. after 2 days
3. after 1 week

Product images

of articles in the cart

Voucher code

applicable on cart or entire shop

Link to cart

clear CTA in the email

Recommendations

based on products in the cart

Advertise promotions

current or future

Sources: project experience as well as best practice summary by Salesforce (https://www.salesforce.com/products/marketing-cloud/best-practices/abandoned-cart-emails-guide/)

Einstein Content Selection – Email Studio

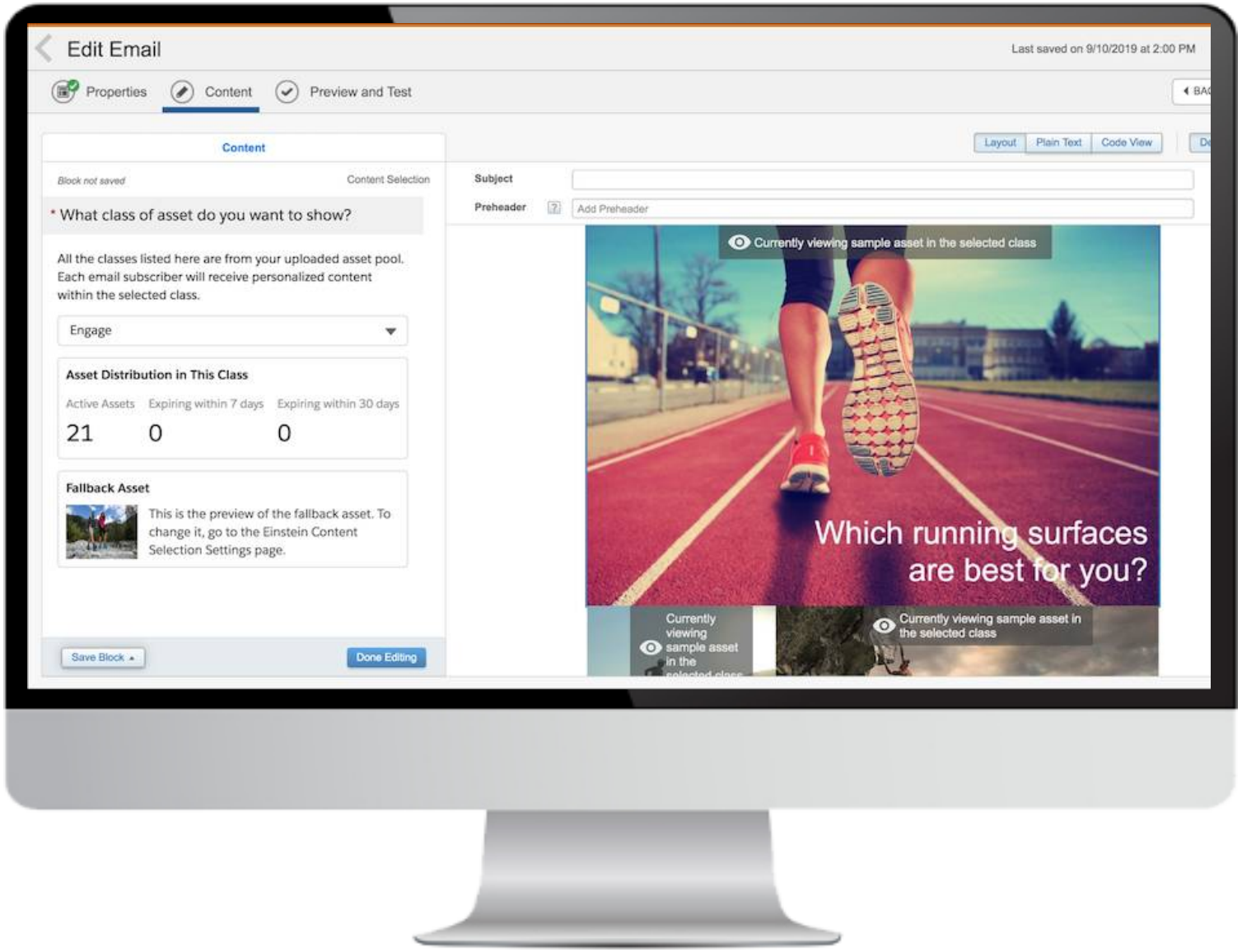


Image source: „Automate with Einstein Content Tagging and Selection", Salesforce Trailhead

Einstein Content Selection – Insights

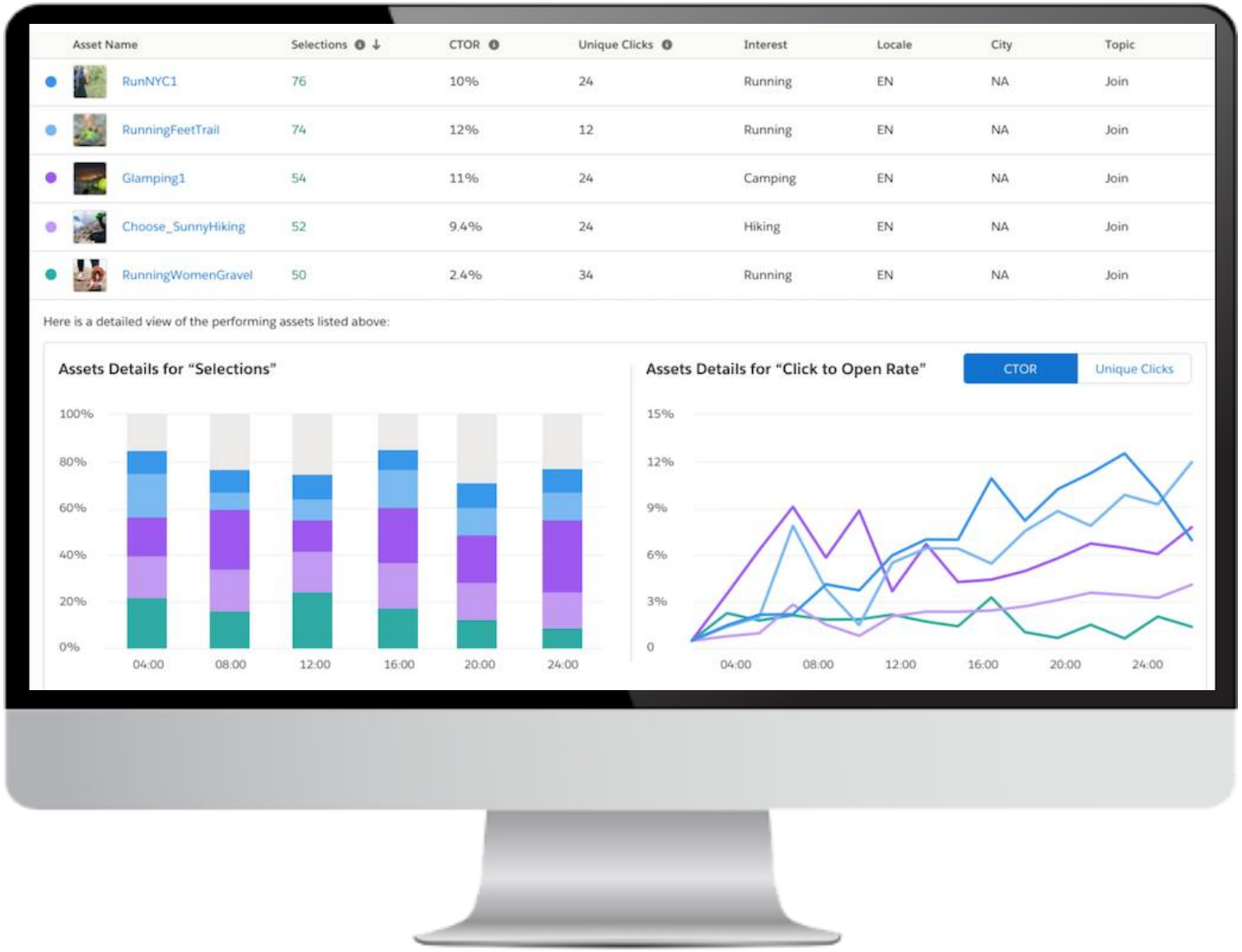


Image source: „Automate with Einstein Content Tagging and Selection", Salesforce Trailhead

Specifics for Non English-speaking regions

"Copy Insights" currently only for english text.

Roadmap*

- Copy Insights
  - Further languages
  - Subject line testing tool
  - Support for dynamic subject lines
- Engagement Frequency
  - Split Activity
- Content Selection
  - Further content-types
  - Timezone-Support
  - Content specific subject lines

* Roadmap not officially confirmed; make your purchasing decisions based on the current feature set, not on any roadmap items!

July Release

07/25-08/01

- Cart- and Browse-Abandonment triggers without Salesforce Services
- Send Time Optimization
  - for MobilePush
  - Insights in send times directly within Journey Builder
- Content Selection – optimization for E-Mails with multiple contents
- Einstein for Interaction Studio

Sources:

- https://help.salesforce.com/articleView?id=mc_rn_july_2020_release.htm
- https://help.salesforce.com/articleView?id=mc_rn_july_2020_einstein.htm
- https://help.salesforce.com/articleView?id=mc_rn_july_2020_behavioral_triggers.htm

Do you have any questions?
Feel free to contact me.

PASSION FOR CUSTOMERS.

Markus Slabina
Principal Technical Consultant

LinkedIn linkedin.com/in/markus-slabina
Web www.ec4u.com