Digital Therapy

DIGITAL DOSE

June 2017

Patient information leaflet

Patient information

Read your Digital Dose thoroughly because it contains important information for you.

1. Keep your Digital Dose. You may need to read it again.

2. If you need more information or advice, contact the Digital Doctors during our next Therapy Thursday session.

3. If your symptoms persist or worsen, contact our emergency helpline.

4. Please note, the information contained in the Digital Dose relates to digital marketing matters ONLY. If your symptoms are of a medical nature, please contact a real doctor or pharmacy. We only know very basic CPR and are no longer legally allowed to dispense medication of 'any kind' after a firm slap on the wrist.

IN THIS LEAFLET

1. **What is the Digital Dose for?**

2. **Before you take the Digital Dose**

3. **How to take the Digital Dose**

4. **Possible side effects**

5. **Storing the Digital Dose**

6. **Your questions asked - expert advice from our panel of Digital Doctors**

7. **Further Information**

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What is the Digital Dose for?

This Digital Dose was prescribed to you after attending our last Therapy Thursday session.

Therapy Thursday is a monthly webinar exclusively available for Econsultancy subscribers. The session is a safe space for you to discuss things that may be confusing, painful or uncomfortable when it comes to your digital strategy.

On the third Thursday of each month we explore various online marketing problems around areas such as customer retention, data, marketing technology, personalisation and optimisation.

Therapy Thursdays are about interacting with people you feel comfortable enough to talk to; experts who can meet your needs and provide solutions for your digital problems.

The Digital Dose is a detailed guide to your treatment.
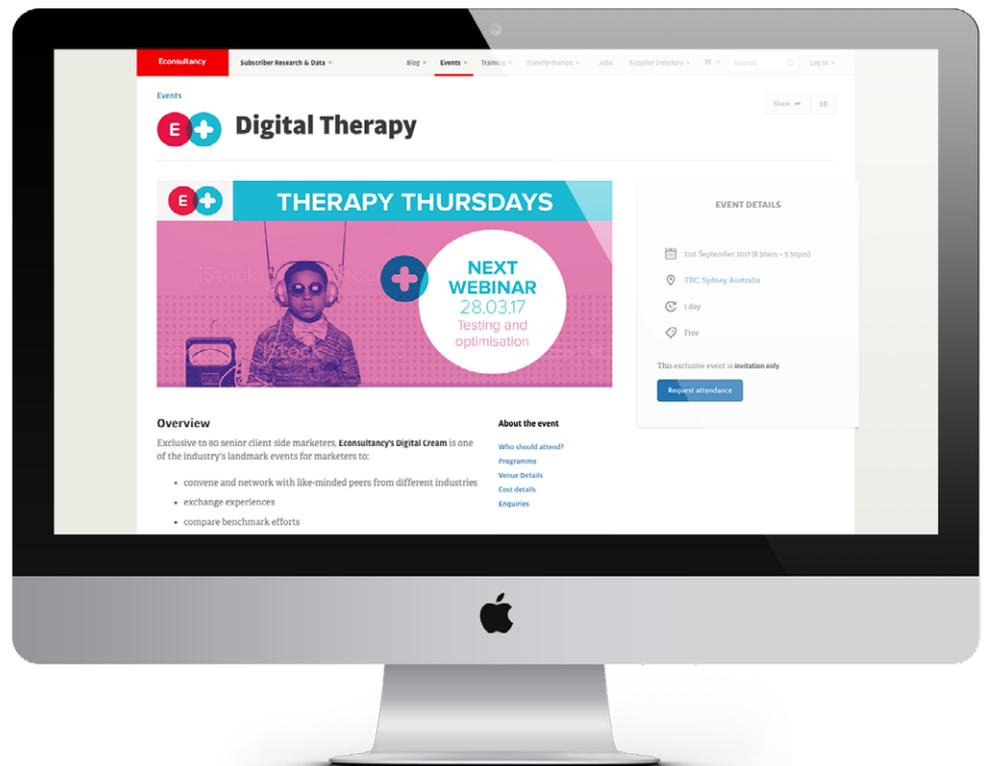
Your questions asked

This month's Therapy Thursday session was on the subject of
PERSONALISATION AND RELEVANT CONTENT

In this section, our experts will be addressing all your questions on personalisation through the medium of content. Whether you're struggling to address your customers wants and needs through bespoke messaging, or you're drowning in thousands of personalised video configurations, our resident Digital Doctors will be able to advise you every step of the way.

Our questions come from real-life patients, although some of them have chosen to remain anonymous. If you wish to ask our Digital Doctors a question, please remember to include 'ANON' at the start of your message if you wish to remain so.

Our panel of experts include:

Chief Therapist: 'Doctor' Andrew Warren Payne, Industry Analyst and Content Partner at Econsultancy

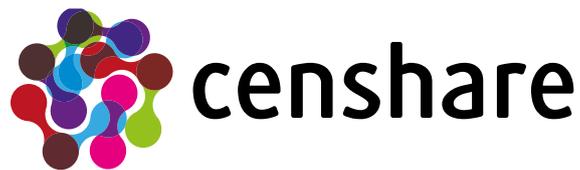**Consulting Therapist:** Ian Truscott, Global VP Marketing at Censhare

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This month's consulting therapist

Censhare

Censhare is a content management software vendor that provides a universal, smart content and marketing solution that enables multi-channel, multi-language, personalized communication for global brands such as Dyson, Jaguar Land Rover, IKEA, Kohls and Hearst Media Group (who publish Cosmopolitan magazine in the UK).

Consulting Therapist: Ian Truscott, VP Global VP Marketing at Censhare

Ian Truscott is a recognised industry expert in content management and content marketing, with a career that has included leading marketing for global B2B software businesses, as an industry analyst and as a trusted advisor for various leading brands as a strategic consultant, he is currently Global VP of Marketing for censhare AG.

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Your questions asked

Ian Truscott on serving your existing customer, once you know who they are:

There's a huge focus on understanding the customer, the visitors to your website and the people receiving your email campaign, but people are asking, "what now?".

If I already know my customer, how am I going to operationalize my organisation to deliver something that truly serves them in a personal manner? It's about service, it's about product information - this isn't just about marketing and sales content. You have to take a holistic view on how you're going to engage with your consumer.

Andrew Warren Payne on the realities of delivering personalisation:

Econsultancy carried out a survey in 2013 that revealed **94% of businesses say that personalisation is absolutely critical to their success.** But if we actually look at the companies that are doing personalisation well, it's probably the complete inverse of that. There's lots of data available to companies — it may not be structured well and in the right place, but there is in theory a wealth of data. But how do they make use of it to improve the customer experience and your own conversion rates?

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Question #1

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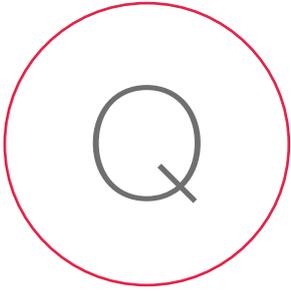
To what degree do you feel a successful personalisation strategy is down to your creative team vs. the data you have available?
Anon, from the charity sector

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Your questions answered

Ian Truscott:

Clearly that's a very loaded question asked by someone in one of those teams, so I have to be very cautious, but I think the first key word there is 'success'. How are you going to define success by doing personalisation? How are you going to change the engagement figures you already have?

Some people talk about personalisation in terms of knowing someone's first name and email. Others talk about it in terms of knowing their location, so you can serve them content in their own language. Or it's very narrowly defined, like Amazon, where you know someone's complete purchase history. So the success metric is the key thing. If that's moving up, then it's bound to be a combination of both data and creative. The creative needs to be led by what you're trying to achieve and the data that you already know about these customers.

Andrew Warren Payne:

The critical first step is finding out what you're hoping to achieve and how you're going to measure performance. If you're coming at it from a data perspective, you'll do anything within brand guidelines in order to hit the metrics that determine success. If you're coming from a creative angle, you might approach it differently, but I do think creative is a very important part of the process.

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Question #2

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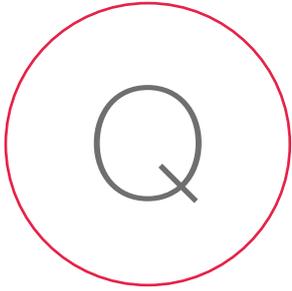
Can you give examples of companies that are applying personalisation into their strategy really well?
Anon, from a large retailer

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Your questions answered

Andrew Warren Payne:

This example is based on contextualisation, where you don't necessarily know the individual, but you know enough to make assumptions...

Toyota ran a campaign for its Rav4 Hybrid in North America last year where they managed to create more than 100,000 different video combinations on Facebook. They had an asset library of 100 different clips and text, and used Facebook data and people's activity preferences to serve them a personalised video based on their interests.

The Toyota campaign led to 3.5million views on YouTube over a three month period. For more details, here's the case study: **http://www.netimperative. com/2016/11/video-case-study-toyota-usa-makes-100000-versions-facebook-ad/**
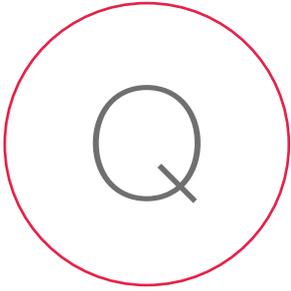
Ian Truscott:

I think that very good personalisation goes unnoticed. What you do notice is the terrible stuff. Whenever you're asked for an example of personalisation it always tends to be where it's gone wrong. It's also quite hard to do personalisation at a fairly high level. For example, we work with BMW on their brochures, and these are incredibly complex because they have different models and different configurations in different markets and languages. It's a complicated problem.

On another note, I'm also tired of remarketing, I don't particularly think Amazon are that great an example anymore. They're frustrating, because I give Amazon all my data, and yet they don't use it intelligently. It's lazy personalisation.

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Question #3

Q

How do you think personalisation could work within the legal sector to attract new clients?
Anon, from the legal sector

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Your questions answered

Ian Truscott:

It's a classic personalisation in B2B problem. We often focus on our own industry and who we're trying to attract within the B2B market, but you have to remember to not write copy like you're talking to a robot. In B2B you're still talking to another human being.

You should always think about how you can be useful to your audience, whether they're marketing folks, technologists or publishers - what's going to be helpful to them in their day-to-day jobs? If you have some very narrow insight within your vertical, then you're lucky because you know exactly what goes on in that person's world. And if you can drive some personalised messaging that's relevant to their particular industry, then great!

You need to understand the audience first, and then you need to create the content for them before you even think about personalisation. Your communication needs to be relevant, even if it's a website serving multiple personas, they will find your content.

Andrew Warren Payne:

At a very basic level, you should start to bucket legal firms and solicitors first and make sure your website has specific content that those personas want to read. Then at a more advanced level, you can serve dynamic content units that will be displayed for more specific people.

Legal is a great sector because it's a defined target audience, so you can be certain you can come up with an accurate list of companies to form an account-based strategy. Have a really tightly defined target audience, map it out, and break it into buckets. Then start thinking, "do we have the content to serve these buckets and can we change things dynamically based on their email address?"

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Question #4

Q
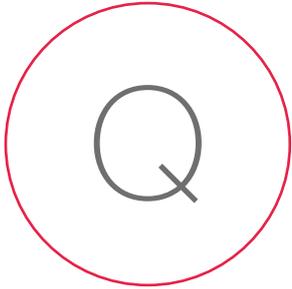
Should you strive for a segmented experience first, and then personalise on a one-to-one level afterwards?
Anon, from a travel firm

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Your questions answered

Ian Truscott:

Segmentation is clearly an important part of understanding your audience and will help you create personas. The decision whether to go beyond segmentation into creating personas is dependent on your own business, and its maturity when it comes to personalisation.

In my company I'm targeting for personas, but they're very broad so really I'm just segmenting. They're similar practices, in that you create content based on your understanding of your audience, but how fine-tuned you are is the point at which you switch from segmentation to personalisation.

I've seen an occurrence where a marketer is trying to understand a persona in a very fine-grained way, but there's an eventual realisation that they're not going to recognise those people anyway. The important part about segmentation is how you address the people that have arrived on your website and whether you have the content that's going to best serve them.

You also need to understand what's important - when people are looking at personas, they're often looking at gender or age, but does that really matter when I'm selling software to a B2B organisation? You need to take a pragmatic approach.

Andrew Warren Payne:

There's a maturity model where segmentation is your bare-bones 'what you need to do' because this will define your content, tone of voice and personas. But personalisation moves beyond that. So if you have 4 key segments, what can you do from a personalisation perspective to serve them all with different content, depending on things you can infer from how they interacted with your website?

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Question #5

Q
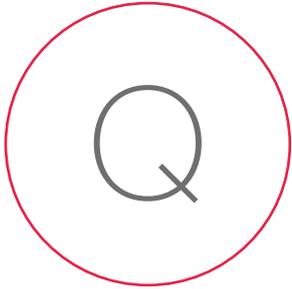
What challenges can you foresee in relation to personalisation directly connected to GDPR?
Anon, from a large bank

Your questions answered

Ian Truscott:

I think GDPR will be broadly good for marketers. It may seem a bit scary, but if somebody double-opts-in to our messaging then they've indicated their level of engagement - so therefore they are interested in talking to us. Isn't that better than all the junk you get in your inbox that says things like "oh I haven't heard from you in three days"?

I think there'll be positivity from GDPR, but I also think that there isn't enough focused discussion on it at the moment. So when the time gets closer, organisations will suddenly become panicky. We need to be doing something about it right now.

Something that I also think our industry has historically done very poorly is explain the value of sharing your data. The cookie law tried to do a similar thing, but we all just blindly click through anyway. Brands need to explain the benefits of sharing data and what they're going to do with it. There's been so much scare mongering lately - newspapers want to frighten you with this thing because it's a good story. But hopefully GDPR will make us more transparent and communicate better. As a consumer, I would rather have personalised advertising based on my behaviour, rather than roller-skating girls advertising feminine products.

Andrew Warren Payne:

I believe that GDPR is a good thing in many ways. If you use it as an opportunity to review how you're using data and the communications that you drive based on that data, it's definitely a good thing - you can focus on just the people who are actually interested in hearing from you. On a second note, it's a compliance issue so I wouldn't want to give any legal advice, but a pragmatic perspective is best, particularly in the UK.

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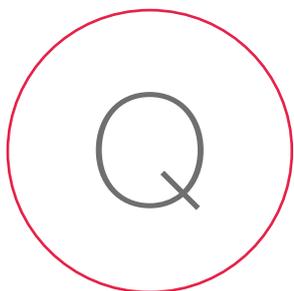
Question #6

Q What are your views on having in-house creative teams vs. outsourcing the capability?
Anon, from a supermarket chain
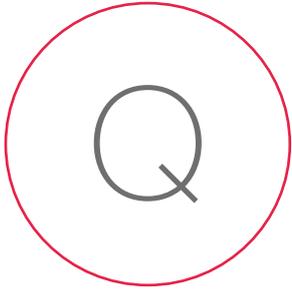
Your questions answered

Ian Truscott:

I've worked both in agencies and a variety of organisations, and I think agencies are great at instigating ideas but you need to have the content creation situated internally before you can have those conversations. We had a very small team before I joined Censhare, so a lot of things were outsourced. But I felt like we needed expertise within the business, and people who could talk about the ideas that our audience want to hear about. Then, if we need to scale, we can ask agencies to help. But I really think you need to own your voice and your ideas.

Andrew Warren Payne:

I agree on that point about scale, but I think the other question is how brands can work more effectively with their agencies. I was talking to an agency director last week about a way of working where they physically locate themselves within the brand marketing team, rather than communication over distances, that way they get the brand knowledge and immediate feedback on any given aspect of the content creation.

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Question #7

Q

Who in the travel industry do you believe does personalisation really well?

Anon, from a travel company

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Your questions answered

Ian Truscott:

The travel scenario is interesting, because you'd think it would be easy to do personalisation. The challenge is that a lot of our interaction with travel brands is primarily transactional. In fact there's a lot of conversation around content and personalisation getting in the way of someone trying to get something done. So if we're trying to be useful to our consumers, just get out the way and let them book their holiday. Obviously you can learn a lot about behaviour and create content around destinations - so a content strategy around inspiration can be really helpful to get you to transact.

Andrew Warren Payne:

Some travel brands have lots of different content combinations for various different flights, hotels and packages - so there's lots of customised content around travel guides. That's not really personalisation, that's more attracting people who are looking for a particular want.

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Question #8

Q
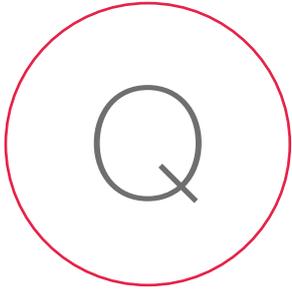
Do you have any examples of companies utilising personalisation on insurance websites, where they might attract people to buy directly rather than going via a price comparison website?
Anon, from the financial services industry

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Your questions answered

Ian Truscott:

The insurance industry is complex and dominated by some big players who can spend a lot of money on airtime, and do a lot of traditional advertising. Your personalisation has a lot of work to do to cut through all that.

There isn't an easy answer, but I have worked with insurance companies before and it's all about creating a story and trying to appeal to a specific niche. I worked with an insurance company in the US that sponsored marathons and their challenge was how to relate this sponsorship with a community of people who might buy insurance.

So they created a lot of content around getting fit, and made a highly personalised campaign targeting people who get involved with marathons. They were able to drive this campaign back to active lifestyles and address those people about insurance and why it's important for them. You need a similar hook.

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Question #9
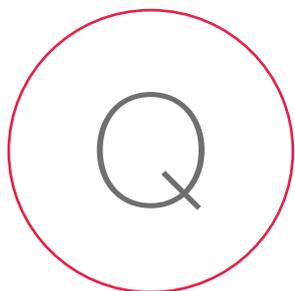
Q What kind of personalisation strategy would you recommend for an FMCG organisation that does not sell directly to consumers and cannot track sales to personalised marketing? Our main objective for marketing is brand-building and awareness. How does personalisation fit within an organisation such as ours?
Anon, from an FMCG organisation

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Your questions answered

Ian Truscott:

I've worked with a number of organisations that have needed to bridge the channel gap between the end consumer and what they do, while not being able to access that data.

For instance a large shopping centre I worked with had no idea about footfall into their stores. So how do they drive consumption of their products? They created an app, which drove engagement and gave them usable data, which in turn helped them connect with the consumer and gave them a more accurate idea of footfall.

It's about understanding your audience and creating useful content for them. If you don't have the problem of needing to sell more, but want them to know you better, then the content strategy should be about entertainment or distraction. If your metric is just to generate awareness, then try to understand your audience segments, learn what they like and give it to them.

It's also worth understanding the assets you have in your organisation. We have German engineering at heart, so why would we try and pretend we're an American software company? Find the thing inside your organisation that will appeal to a specific audience. Those are the people who will buy your products.

Andrew Warren Payne:

The customer profiles can be quite broad for FMCG brands, but if you do have those then you can at least question how you start to deliver useful content or experience through advertising channels that reach the right audience and move the brand metrics. Try to keep in mind that when you get beyond a critical threshold you do need to have both a traditional and digital-first approach to media in order to do brand metrics at a higher level. You can only go so far with digital only. Also, try and experiment as much as you can. One thing I've seen is brands doing geographical split tests where they find places that are vey similar to their segmented areas and run campaigns, look at the uplift and run the same content there. Why spend money trying to reach people who are never going to buy your product?

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Question #10

Q
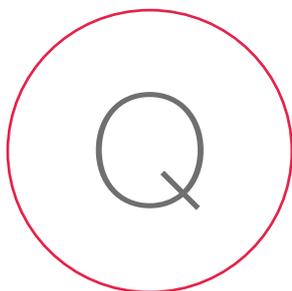
I need to develop a personalisation strategy for the accounting industry to attract students to the profession and take the qualification. Any ideas?
Anon, the accounting industry

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Your questions answered

Ian Truscott:

This is someone who completely understands their audience and the outcomes needed, so what's the answer? Be useful to that audience. My own daughter is thinking about what comes after her GCSEs, and her preferred channel is Tumblr, so marketers really need to consider how different that channel is to what a 40 year-old man prefers, and how you make useful content on that channel to excite a 16 year old.

Andrew Warren Payne:

Do some customer journey mapping - it's probably a four or five year purchase cycle, so what information will someone need to be aware of while doing their GCSEs or degree? What questions will they have when they settle on their career? And how to get them to evangelise? I would start building the customer journey map now and then you'll have time to build out the content, which will have a very long shelf life.

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Question #11
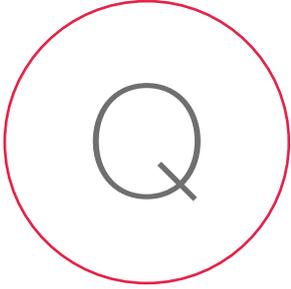
Q We have a set of customer segments, which are the same across all markets that we operate in but we have websites in 33 countries. Should we have a different segmentation strategy per country website or should we focus only on customer segments and roll it out across all 33 websites?
Anon, from the travel industry

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Your questions answered

Andrew Warren Payne:

I think you've got to understand where the biggest impact would be and start from there. It would be wrong to plan for all 33 countries, go after the segments and then roll it out over 18 months and realise at the end that was the wrong decision. I would start with an experiment, test with one country, see what happens. Is there a significant uplift? Does that uplift have ROI compared to how much it cost to create it? If it does, great, go for the other 32. If it doesn't, admit that this isn't working, save your money and try something else.

Ian Truscott:

It's about behaviour in the geo. If the buying behaviour and customer journey are very similar in those geos then your segmentation is probably going to work across the board. To use my own example, we sell software to Germany and we sell software to the US. The German buying cycle has a different focus on what information is needed to make a decision than somebody in the US. I don't know whether the travel journeys and behaviours are different in different geographies but I would suggest taking a look and seeing if there are differences and that should define your approach.

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Final analysis:

What's the one piece of advice our Digital Doctors would like patients to feel better about after this session?

Andrew Warren Payne:

I think it's a very valuable exercise to plot your maturity path going forward. So start small, what do you need to start doing to personalise? Is it more segmentation? Probably yes, in the beginning. But what do you need to start doing at the beginning and where do you want to get to at the end?

Essentially you should architect your marketing technology stack with your data, marketing automation and content management systems to make personalisation possible. That's where the big rewards are at the end of the path. But I would plot that path, make steps, test and learn, and if things aren't working, change course and head in another direction

Ian Truscott:

You just need to focus on being useful. But there are two sides to being useful: is it useful to the consumer, and it is it useful to you? For example, a video of a cat playing the piano is useful to the consumer, in that they're going to enjoy that and share it, but it's no use to me. If your marketing effort isn't delivering, then don't do it. If it's not useful to the consumer then don't do that either.

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Glossary: The difference between segmentation and personas

Source

1. https://econsultancy.com/
   blog/69112-what-s-the-
   difference-between-ai-powered-
   personalisation-and-more-basic-
   segmentation

Segmentation:

Segmentation can be extremely simple, often using only one data point. A website may serve different content to different nationalities, or perhaps different content for men as opposed to women. The reasons for this are obvious - there may be different delivery details or pricing depending on where you live, or gender-specific categories and products.

Every marketer is also familiar with segmentation as a means of optimising email campaigns. Rather than blast everybody with the same message, marketers might switch things up based on attributes such as recency of purchase, frequency of purchase, and monetary value of purchases.

Source

1. https://www.oho.com/blog/
   explained-60-seconds-segment-
   vs-persona

Personas:

Marketers use personas to help them better understand their customers on a more personal level. Through research and interviews with real people, marketers construct character profiles representative of different groups that share similar traits, beliefs, attitudes, and values with regard to their product, service, or experience.

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Glossary: GDPR

The General Data Protection Regulation (GDPR) is an EU-wide overhaul of consumer data laws aimed at strengthening the protection of people's data privacy. It was announced at the tail end of 2015 and will apply from 25th May 2018.

There are four specific aspects to be aware of right now:

Source

1. https://econsultancy.com/
   blog/67540-what-is-the-eu-
   general-data-protection-
   regulation-gdpr-why-should-
   you-care

1. It aims to deliver 'one law across one continent'.

In updating the existing framework, the policy-makers in Brussels wanted to take into account the world we live in today where vast amounts of digital information are collected, exchanged and used every second.

They also sought to recognise that this world is global. To this extent, the new law is what is known as a 'Regulation'. So, unlike the 'cookie law', it will apply consistently across EU markets. However, in reality, many aspects are devolved to national jurisdictions.

2. Its scope is broad.

The drafters will argue otherwise. But, with a few exceptions, all data is now 'personal' whether it directly identifies an individual or not. Therefore, in practice, a lot more data is swept up in the regulatory net.

3. The new law's influence stretches beyond European shores in an attempt to recognise the global nature of data.

If an organisation is processing personal data about a person who is in the EU then the rules will apply regardless of where the organisation is located.

4. The penalties for a breach have been ramped up.

For serious violations the fine is €20m or 4% of annual global turnover, whichever is higher.

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