

The Future is now! Are you ready for it?

Simon Lye

Head of Partnerships



Empowering marketers across the globe

About dotdigital

- **350+** employees providing service to a global customer list
- Over **4000** clients ranging across multiple sectors
- Worldwide network of technology partners and solution partners
- Listed on the UK stock market in **2006**
- Rebranded to Engagement Cloud in **2019**
- **16bn** emails sent in FY 2017/2018



Whilst our business has changed dramatically since our founding in 1999, one quality remains: a commitment to customers, innovation, partners and employees."

Tink Taylor, Founder & President dotdigital

Key integrations



ADMA
Association for Data-Driven
Marketing & Advertising



MAAWG

Microsoft Azure



Trade associations

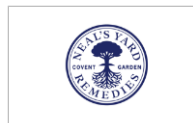
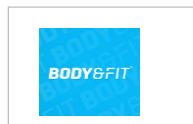
Selected Service Partners

Trusted by over 4000 customers worldwide

Fashion



Health & Beauty



Home & Leisure



Notable others



★★★★★ (91 ratings)
4.3 out of 5 stars



An introduction to Engagement Cloud



Connect



Ecommerce



CRM



Offline



Webhooks



Empower



A.I.



Automation



Collaboration



Personalization



Profiling



Reporting



Segmentation



Communicate



Email



SMS



Social



Ads



Mobile



Web



Chat

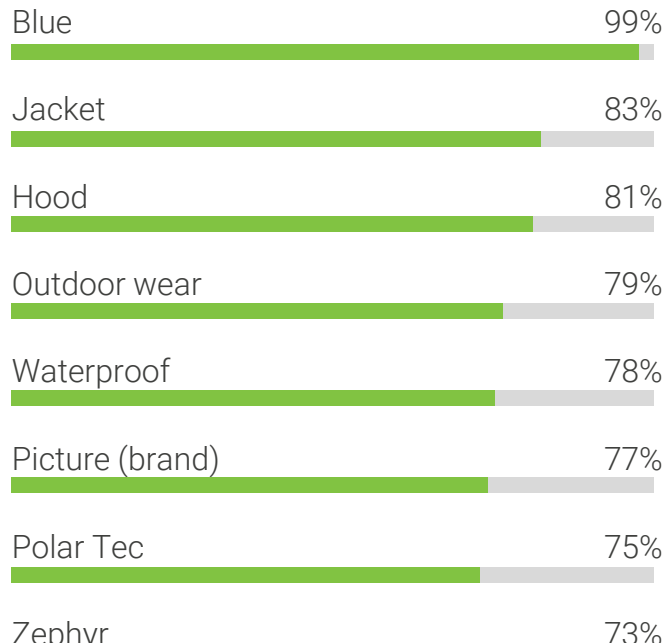


What is the
future?

Under the hood of our A.I.



Image categorization & tagging



Under the hood of our A.I.



Colour extraction and abstraction



White

Beige

Pastels

Black

Gray


Green

Blue

Gold

Brown

Red



Men's Jacket

Winter

Parka-inspired

GORE-TEX

Black Crows

3L

Fish-tail cut

Corpus Jacket

Hooded

Full protection

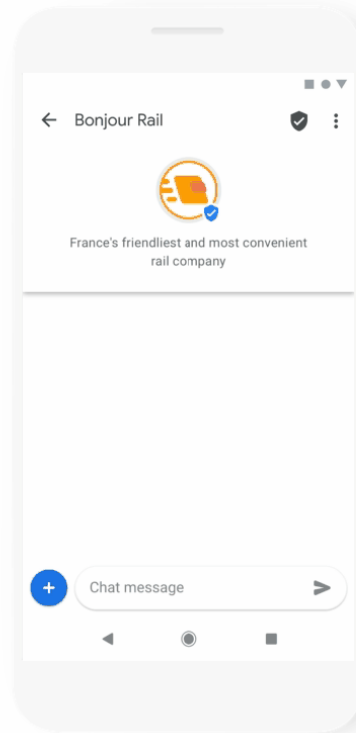
BLACK CROWS CORPUS 3L GORE-TEX JACKET

in partners
Jacket offers full protection on your hunt for deep snow. Parka-inspired, the jacket has a fish-tail cut and casual looks, whilst still being fully functional for winter missions shredding trees, powder fields and bowls.

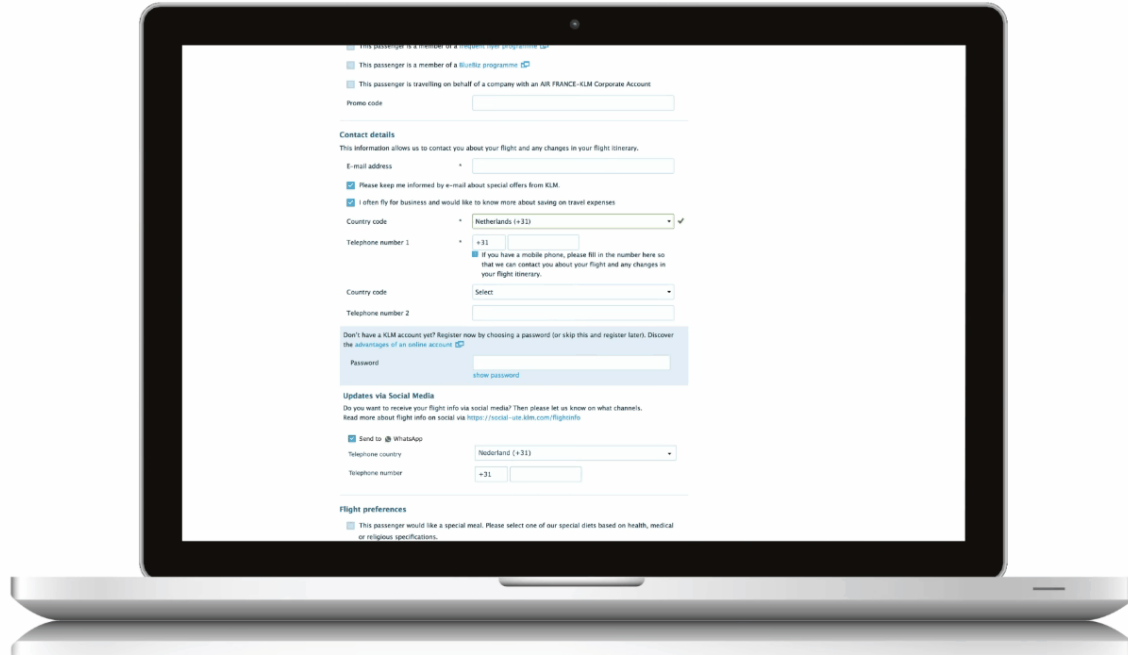
£329.97

Add to cart

Google RCS



WhatsApp?



☐ This passenger is a member of a [KLM frequent flyer program](#)

☐ This passenger is a member of a [Bluebird programme](#)

☐ This passenger is travelling on behalf of a company with an AIR FRANCE-KLM Corporate Account

Promo code

Contact details

This information allows us to contact you about your flight and any changes in your flight itinerary.

E-mail address *

☒ Please keep me informed by e-mail about special offers from KLM.

☒ I often fly for business and would like to know more about saving on travel expenses

Country code *

Telephone number 1 *

☒ If you have a mobile phone, please fill in the number here so that we can contact you about your flight and any changes in your flight itinerary.

Country code

Telephone number 2

Don't have a KLM account yet? Register now by choosing a password (or skip this and register later). Discover the advantages of an online account

Password

[show password](#)

Updates via Social Media

Do you want to receive your flight info via social media? Then please let us know on what channels.
Read more about flight info on social via <https://social-usa.klm.com/flightsinfo>

☒ Send to WhatsApp

Telephone country

Telephone number

Flight preferences

☐ This passenger would like a special meal. Please select one of our special diets based on health, medical or religious specifications.



The future is
now!

38%


of marketers say
data is a challenge
for them.

42%

say budget and
resource

25%

who say strategy
and leadership



Poor data
+ Poor strategy
+ Poor tech

A classical marble statue of a man, likely a representation of a mythological figure like Prometheus, shown in a state of intense distress. He is depicted from the chest up, with his head bowed and his right hand covering his face, suggesting despair or pain. The statue is set against a solid dark blue background.

= I don't know what
I'm doing

Ask yourself the following

- Is your technology up to scratch?
- Do you have the right strategy in place?
- Are you utilizing the right data to optimize both?

5 Pillars of ecommerce

A horizontal sequence of five white circles on a dark blue background. Each circle is connected to the next by a dotted blue line that arches over the top. Below each circle is a descriptive text block.

Data

Sync your customer, order,
and product data.

Insight

Build rich profiles to
understand customers.

Engage

Talk to customers on
the channels they use.

Convert

Deliver a better
CX and increase ROI.

Retain

Increase LTV with post-
purchase campaigns.

Data is
worthless





49%

of marketers struggle to gain actionable insights from their reports.*



Most marketers recognise that there is an issue.

87%

of marketers consider data
their company's most
underutilized asset.*



59%

said that data collection and
centralization is their biggest
challenge.**



Data is
worthless
if it's siloed.

Unlock the value of your data.

Utilise valuable insights to identify risks, opportunities, and priorities

Insight



Action

Automate actions to increase conversion, multiply spend, and decrease churn

Insight

Recognize,
Remember,
Recommend

RFM modelling



The diagram consists of three large, solid-colored circles arranged horizontally. The leftmost circle is green and contains the word 'Recency'. The middle circle is blue and contains the word 'Frequency'. The rightmost circle is pink and contains the word 'Monetary'. All text is in white, sans-serif font.

Recency

Frequency

Monetary

RFM modelling



The date of last purchase



RFM modelling



Orders each customer placed
with you up until today

RFM modelling



Recency



Frequency



Monetary

Sum-up the value of all the
orders placed by a customer

RFM modelling



The diagram consists of three large, solid-colored circles arranged horizontally. The leftmost circle is green and contains the word 'Recency'. The middle circle is blue and contains the word 'Frequency'. The rightmost circle is pink and contains the word 'Monetary'. All text is in white, sans-serif font.

Recency

Frequency

Monetary



Store revenue
300%



Conversions
150%

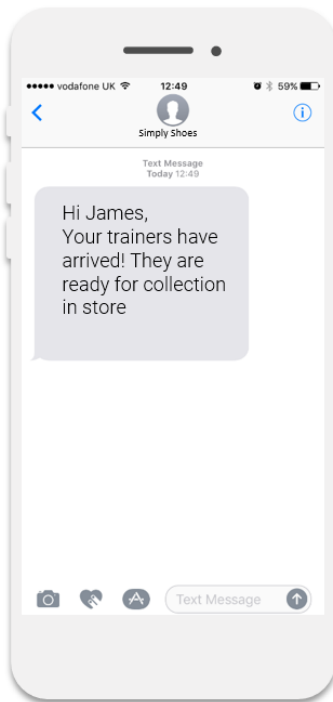


AOV
50%

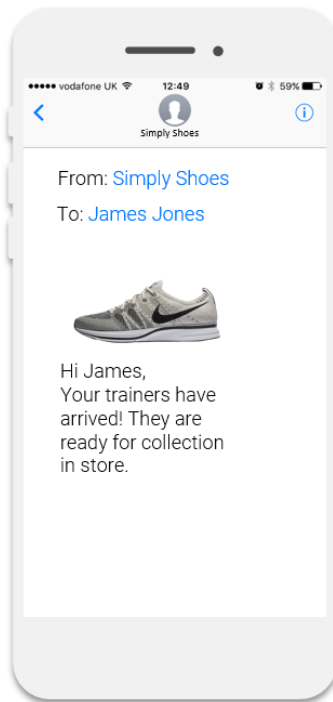
Engage

Omnichannel examples

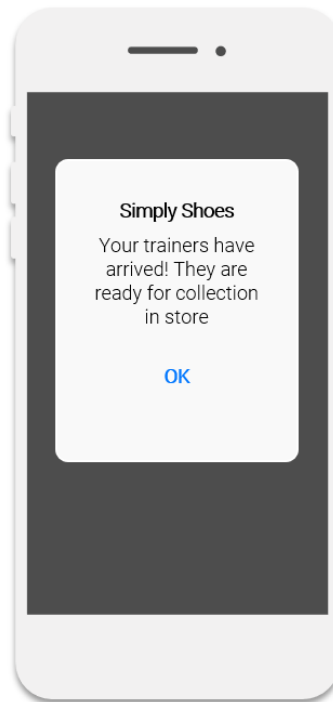
SMS



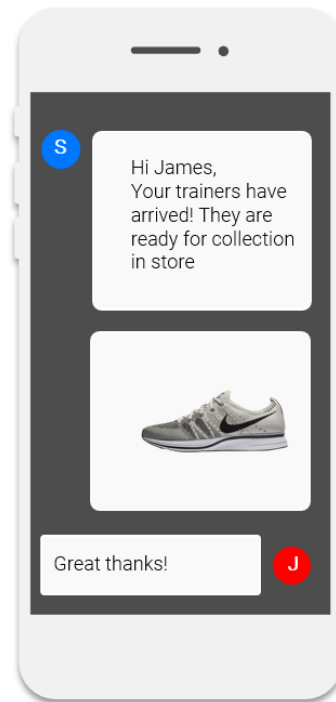
Email

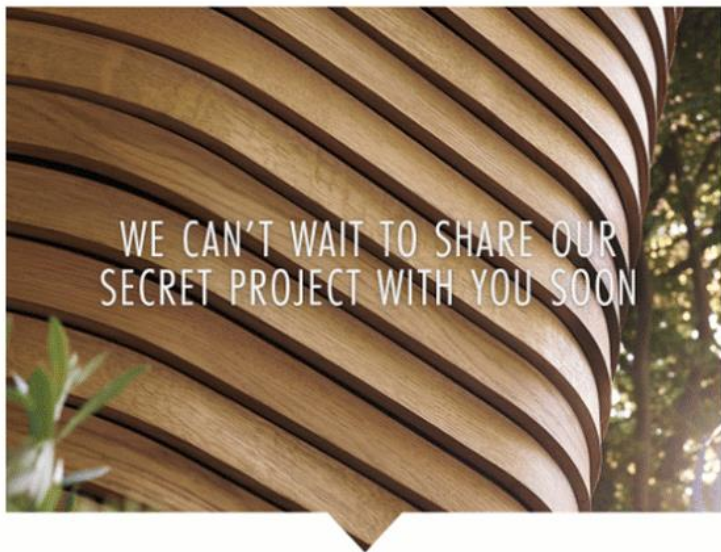


Push



Chat App





WE CAN'T WAIT TO SHARE OUR
SECRET PROJECT WITH YOU SOON

Can you guess where we are going?

TAP OR HOVER
CLUE
TO REVEAL

TAP OR HOVER
CLUE
TO REVEAL

TAP OR HOVER
CLUE
TO REVEAL



Keep an eye out for our big reveal soon!

TRAIN LIKE A PRO

[Shop Training](#)



TREAT YOURSELF, THIS SINGLES' DAY

2for1

11.11

光棍节

SINGLES' DAY

11.11 is all about gifting yourself or a loved one, and this weekend we're gifting you.

Be attention grabbing

Convert



Still thinking about it?

If you can't decide here are some things we think you could do with your Whisky Loot box:

- ✓ Try new whiskies every month
- ✗ Put together an army of miniature bottles, and fight!
- ♦ Drink them while winning at Poker
- ✓ Use them as collateral in peace negotiations
- ✓ Drink really really slowly
- 👶 Pass them onto your children as family jewels
- 🛒 Buy 3,207 bottles and make a whisky bath
- ✓ Keep one in your back pocket for emergencies
- ✓ Become a whisky expert at trivia nights
- ✈ Travel to Scotland (in your mouth)
- ❑ Take them to a dinner party and don't share them
- ✓ Play adult Easter-egg whisky hunts
- ✓ Drink and swirl like it's Listerine
- ❑ Ponder life like a poet with a dram



Have a question?

How many bottles do I get?

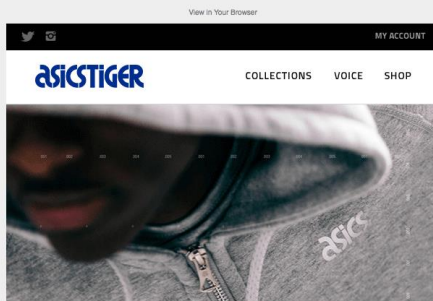
You receive 3 x 60mL bottles of high-quality premium brand whisky from around the world. Each box contains a minimum bottle price of \$300 worth of whisky.

How do I skip?

What else comes in the box?

Each month you'll receive tasting notes on each whisky, and in your first box, we include a whisky journal to help you remember all the wonderful tastes.

Still have a question?



YOU LEFT SOMETHING BEHIND. GET IT BEFORE IT'S GONE.

[VIEW CART](#)



GEL-Lyte III NS

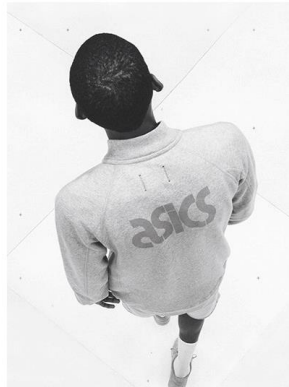


GEL-Lyte III NS



Classic Hoodie

[CHECKOUT](#)



NEW ARRIVALS



GT-II



Forget something? Make it count now...



MEN

WOMEN

KIDS

CUSTOMISE

STORE FINDER



IS YOUR WI-FI OKAY?

Maybe your browser crashed when looking at the iconic Gazelle silhouette. You don't want to miss out on this staple item in your collection. Think we're biased? Check out some reviews below. Didn't like any of the colours or designs? Feel free to customise your own model with miadidas and step out in style.

[SHOP NOW](#)

[CUSTOMISE](#)

WHAT'S THE WORD?



★★★★★

Excellent, well made and comfy. Can't go wrong with Gazelles.

supdoc

★★★★★

Timeless classic.

Matty



Retain

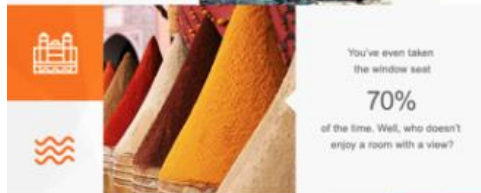
“47% of customers would switch to a competitor within a day of a poor customer experience”

[24]7



Hi Alex

It's been 20 years since we first opened our hangar doors – how #timeflies.
And now it's time to celebrate your journey with us.



We just hope you've had as much fun as we have, from that first takeoff to your last visit to

Barcelona

34 days ago. Hmm, perhaps it's time for your next getaway...



And with

250

destinations for you to explore from London, your journey's only just begun.



Adventure awaits

To celebrate our 20th birthday, we've put together a list of our top 20 favourite experiences across Europe – enjoy!

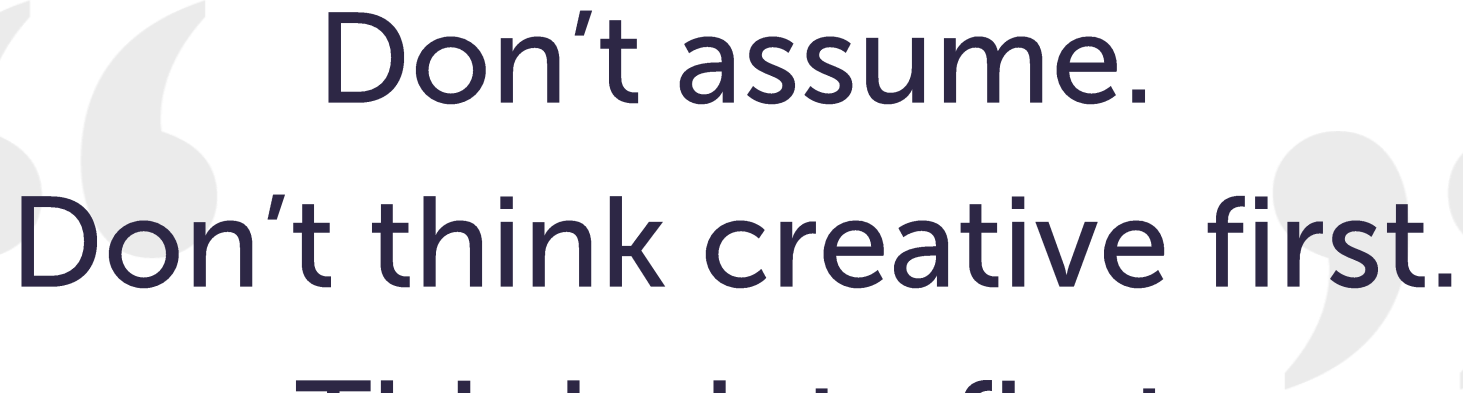
[SEE OUR TOP 20](#)

Memories last

In summary

In summary

- Capture data, and build relevant segments so you can target your contacts
- Dive deeper into the data. Recognize, Remember and Recommend
- Engage on all channels & Make an impact, be attention grabbing
- Make the transaction seamless, and retarget in required
- Focus on reviews, leverage the experience, get them to come back



Don't assume.
Don't think creative first.
Think data first

Thanks

