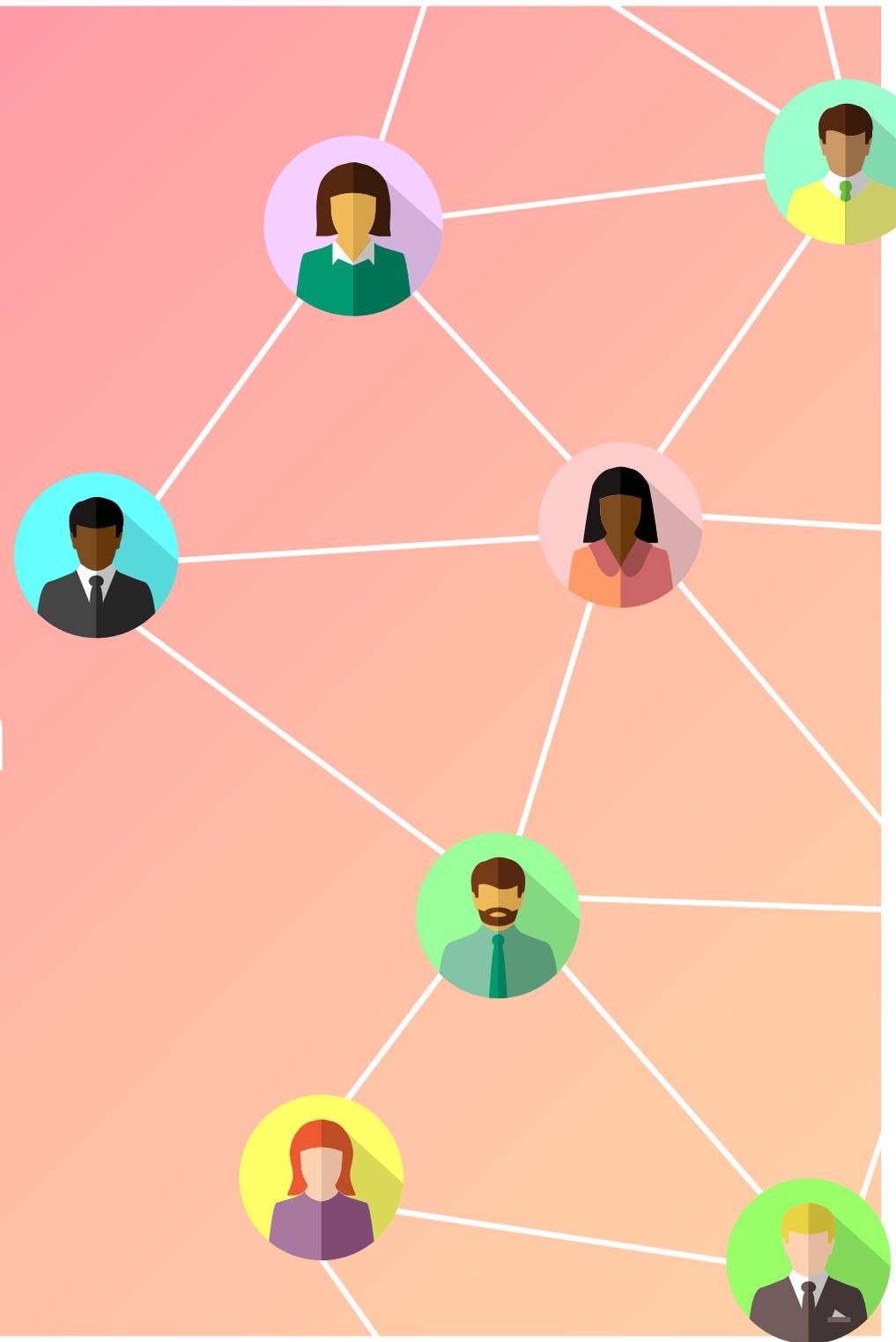


hitwise

# Personalisation at Scale

Marketing tactics to acquire and engage  
the **right** customers

UK Market



## OVERVIEW

### **It's a long-held belief that customers want personalisation.**

Product suggestions need to be hyper-relevant to the customer's individual needs. Communication and messaging need to be inextricably linked to their interests.

To do so, companies require data, technologies and processes to continuously deliver the right message, at the right time and place, to the right customer.

The reality is that very few businesses can do so at scale. Businesses often run the risk of: targeting too little, therefore not engaging and eventually losing their customers; or, targeting too much, becoming relevant to only a few and missing out on prospective customers.

The impacts of GDPR and Cambridge Analytica have also made it a challenge for companies to collect, store and use personal data.

In this report Hitwise shows that these recent factors haven't made it harder to build personalised marketing. Instead, companies have an opportunity to re-invigorate their tactics.

# hitwise

For over twenty years Hitwise has been a leading online measurement and audience targeting business.

With our unique digital insights and powerful modelling tools, our clients are able to segment, reach and activate their prospective customers.



## Sample size

3M+ online panellists  
1.5M+ mobile devices



## Data depth

9M websites  
160M keywords  
28K+ consumer attributes



## Data frequency

Hourly insights  
to yearly trends

## WHAT'S INSIDE

We detail tactics across key stages of the customer's journey:

### CHAPTER ONE

## Acquisition at Scale

Pinpointing the needs and motivations of your prospective customers

### CHAPTER TWO

## Conversion Optimisation

Utilising competitive and audience intelligence to convert more customers

### CHAPTER THREE

## Growing Lifetime Value

Identifying upselling and partnership opportunities

**HITWISE AND GDPR:** Hitwise has evaluated the GDPR requirements and welcomes the opportunity to demonstrate our commitment to clients and data protection. Our product services, including our web-behavioural panel data and consumer market research data, are anonymised and aggregated to reflect the total online population. Due to our data size and frequency, we confidently report on macro industry-level trends and micro consumer-level insights.



## CHAPTER ONE

# Acquisition At Scale

Pinpointing the needs and motivations of your prospective customers

## IDENTIFY CUSTOMER INTERESTS THROUGH SEARCH

How can a company go about identifying their potential customers' needs? Let's look at an example for an airline, like Jet2, where a core segment is young families.

Through search, we can identify their destinations of interest. Two additional metrics, Index (vs. general population) and % Change (vs. previous peak), help determine what makes this audience different and what's trending for them.

With this data, we can see that young families are increasingly and more likely to search for holiday spots in Croatia, Canary Islands and Greece.

Jet2 could then promote these destinations in their content, such as articles on "Top family destinations Croatia", or through other marketing channels like PPC and special offers to attract this segment.

Short-Haul Destination Searches for Young Families Ranked by Index, Compared to Online Population

	Search Term	Index	% Change
1	<b>Split Croatia</b>	<b>106%</b>	<b>289%</b>
2	<b>Lanzarote</b>	33%	26%
3	<b>Greece</b>	29%	83%
4	<b>Croatia</b>	24%	<b>440%</b>
5	Prague	18%	-9%
6	Malaga	6%	-2%
7	Barcelona	4%	16%
8	Malta	3%	-6%
9	Amsterdam	-3%	-8%
10	Santorini	-10%	88%



Searches for Croatia, Canary Islands and Greece have grown and over-indexed for Young Families.

## USE DIGITAL TOUCHPOINTS TO DISCOVER NEW AUDIENCES

Let's say Airbnb have noticed an organic increase in nature bookings, and wanted to capitalise on this trend.

They could do so by getting into the mindset of a "Nature Seeker". This person could search for nature escapes or read articles on National Geographic.

Their drivers could also differ. Nature Seekers are over 3X more likely to search for relaxation or meditation break, and over 2X more likely to search for a new job, than the general online population.

By understanding the persona and their drivers, Airbnb can personalise their content and offers, pinpointing the **what** (i.e. nature escape) and **why** (e.g. meditation break).

This could include writing a blog on "best destination for nature lovers", or promoting listings that offer "meditation classes" with their rentals.

### Drivers for Nature Seekers Index against General Online Population



**ACTION STEPS:** Search is one of the best digital indicators for customer intent, which can be used to understand the interests and needs of your set segments. Search can also be the starting point to identifying and acquiring new audiences.



## TRACK CONVERSIONS VS. THE COMPETITION

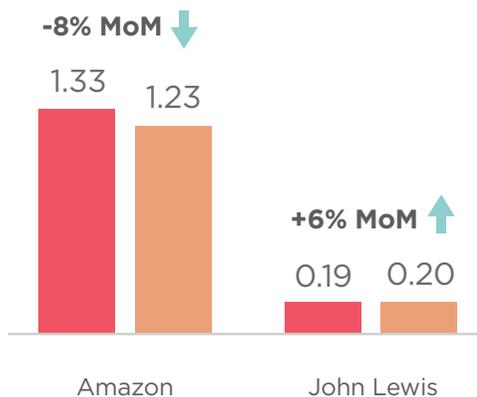
In April, Amazon saw an 8% dip in Baby & Toddler purchases, compared to the previous month. Although smaller in volume, John Lewis showed the opposite trend - purchases for their Baby & Toddler products grew by 6%. John Lewis' conversion rate was also up 14%, to almost double that of Amazon's.

Benchmarking against John Lewis, Amazon would want to convert more customers in their Baby & Toddler category. To do so, Amazon could deploy a range of short and long term tactics to drive conversions.

### Amazon vs. John Lewis - Baby & Toddler Category

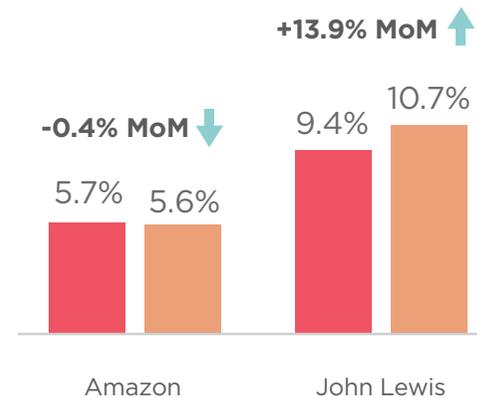
■ March 2018 ■ April 2018

Total Purchases (millions)



Amazon's Baby & Toddler purchases dropped by 8%, compared to John Lewis' increase of 6%.

Conversion Rate



Amazon's conversion rate also saw a slight decline, compared to John Lewis' rise of 13.9%.

## DRIVE SHORT TERM GAINS BY BENCHMARKING

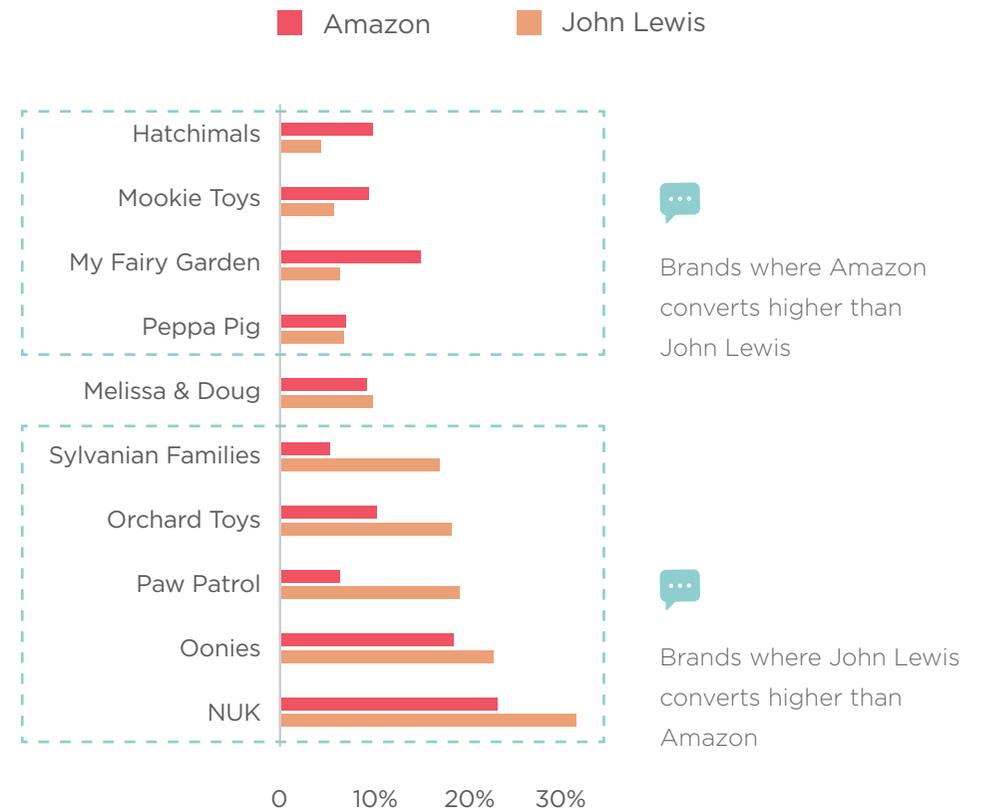
Amazon could firstly compare their conversions by brand, and feed these insights into immediate promotional activity.

Over the month of April, toy favourites, like Hatchimals and My Fairy Garden, converted better on Amazon than John Lewis.

But a number of other brands, from children's toy brand Sylvania Families to new baby brand NUK, converted much higher on John Lewis.

As a quick win, Amazon could then feature special offers on Sylvania Families or NUK products, to attract John Lewis' high-converting audience.

Amazon vs. John Lewis – Baby & Toddler Category  
Conversion Rate by Brand



# USE AUDIENCE ANALYTICS FOR LONG TERM GROWTH

Compared to Amazon, John Lewis' Baby & Toddler visitors were older, female and based in London & East regions. These visitors also had a stronger affinity with the retailer. Top searches to John Lewis were general branded terms, such as "John Lewis Toys", whereas top searches to Amazon were around manufacturer brands, like "Walker Wagon".

17% of John Lewis' Baby & Toddler audience also checked out Amazon's products. Amazon then has an opportunity to transfer and grow this overlapping audience. For instance, Amazon could focus their branding efforts on "Amazon Toys" as a category, to build customer affinity with the e-tailer over manufacturer brands.

## Amazon vs. John Lewis – Baby & Toddler Category



**ACTION STEPS:** Competitive and audience data put conversion rates into perspective. Conversion by brand helps drive short term gains. Audience insights can support long term growth among high-converting segments.



## CHAPTER THREE

# Growing Lifetime Value

Identifying upselling and partnership opportunities

## IDENTIFY YOUR CUSTOMERS' OTHER INTERESTS

How can a bank like Natwest secure and grow their existing customers? Through digital touchpoints, Natwest can identify what else their customers are interested in, and feed this into loyalty, partnership and upselling initiatives.

In the below chart, we can see that Natwest's Current Account customers are also viewing their credit card and mortgage pages. But in addition to these, Natwest's customers are shopping around competitor product pages too. They are checking out credit card and mortgage pages on Barclaycard, Virgin Money, Halifax and HSBC.

### Natwest vs. Competitors - Product Overlap

#### Natwest Current Account Customers also visited...

**8.4%**

Natwest's  
Credit Card Page

**2.7%**

Barclaycard's  
Credit Card Page

**1.7%**

Virgin Money's  
Credit Card Page

**4.5%**

Natwest's  
Mortgage Page

**1.9%**

Halifax's  
Mortgage Page

**0.9%**

HSBC's  
Mortgage Page



Natwest's customers are also browsing competitor pages for credit cards and mortgages.

## UNDERSTAND WHY THEY GO TO YOU AND YOUR COMPETITORS

Natwest's customers are searching for "student credit cards" and "reward calculators" before visiting Natwest's Credit Card page. They are also searching for "instant approval", "low rates" and "spending abroad" before visiting Barclaycard, as well as "apps", "balance transfer" and "cash withdrawal amounts" for Virgin Money.

To respond, Natwest can firstly ensure that search queries on Natwest's site are easily accessible. As a quick win, Natwest could bid on competitor search terms to win back their customers. They could also integrate these features and benefits, like overseas credit spend, into their product offering.

### Natwest Current Account Customers - Top Searches to Credit Card Pages

To Natwest > Credit Card Page	To Barclaycard > Credit Card Page	To Virgin Money > Credit Card Page
<ul style="list-style-type: none"><li>"natwest reward credit card"</li><li>"student credit card"</li><li>"natwest reward calculator"</li></ul>	<ul style="list-style-type: none"><li>"best card for spending abroad"</li><li>"credit card instant approval"</li><li>"Barclays low rate credit card"</li></ul>	<ul style="list-style-type: none"><li>"virgin credit card app"</li><li>"virgin money balance transfer"</li><li>"cash withdrawal amount"</li></ul>

 Make information readily available onsite, such as reward calculator.

 Natwest could look to integrate competitor features, such as overseas spending, into their own credit card offering.

## PINPOINT WHERE ELSE YOUR CUSTOMERS SPEND THEIR TIME

Natwest is only one of the thousands of sites that their customers visit online. The retail bank could determine where else their customers spend their time to build partnership opportunities.

This can come from direct partnerships with financial affiliates and advisory sites, such as Money Guru, Totally Money or Credit Expert, where their customers are more likely to visit than the general online population. This could also manifest in advertising partnerships with publishing sites, such as Natural Health Magazine and Property Week. Natwest could also look to build a credit card rewards program with department stores where their customers shop at, like Selfridges and Freemans.

Natwest Current Account Customers - Index to Other Sites

### Financial Advice Sites

**110%**

more likely to visit **Money Guru**

**70%**

more likely to visit **Totally Money**

**64%**

more likely to visit **Credit Expert**

### News & Magazines

**600%**

more likely to visit **Natural Health Magazine**

**320%**

more likely to visit **London News Online**

**200%**

more likely to visit **Property Week**

### Retail Sites

**95%**

more likely to visit **Freemans**

**80%**

more likely to visit **Selfridges**

**51%**

more likely to visit **Next**

**ACTION STEPS:** Identify what else your customers are interested in through digital points, and why, through search. Understand where else they spend their time for partnership opportunities.

## KEY TAKEAWAYS

Very few companies have been able to achieve true personalisation with their customers, and are able to do so at scale. But there are marketing tactics that companies can utilise to acquire and engage with the right sets of customers.

In this report, we walked through use cases covering key stages of the customer's journey, including:



**1. Acquisition:** Using search analytics to track the interests of your set segments, as well as identifying new ones to acquire.



**2. Conversion:** Incorporating competitive and audience intelligence in short term and long term tactics, to convert more customers.



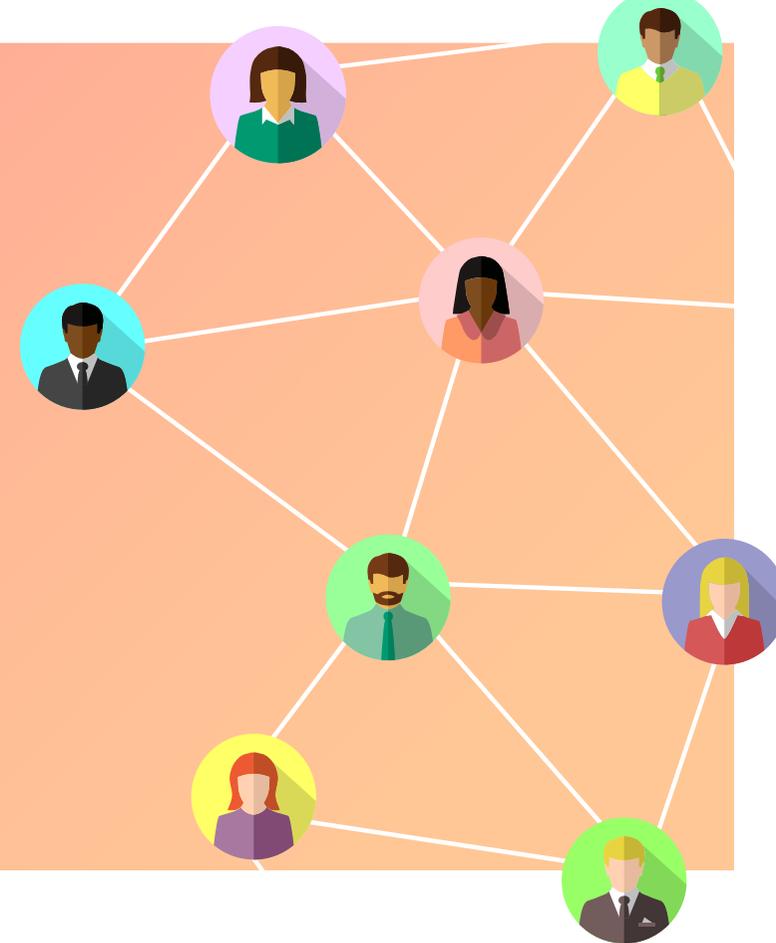
**3. Growing Lifetime Value:** Using online behaviour, such as visits to other product pages and other industries, to develop upsell and partnership opportunities.

The key lies in segmentation and making meaning of your customers', or potential customers', digital touchpoints.

# Ready to get Personalised?

**hitwise** will help you uncover hidden opportunities and higher-ROI customers.

FIND OUT HOW



## METHODOLOGY

### Chapter 1

**Page 4:** Hitwise & Kantar Media TGI. Searches going to the Travel Industry. Audience = Families with children 9 yo or under. Period = 12 rolling weeks to 04-Aug-2018, compared to 12 rolling weeks to 30-Dec-2018.

**Page 5:** Hitwise. Audience = Searches and visits to relevant sites, based on intent, such as Nature Seeker includes searches around nature, wilderness & well-being trips, holidays and escapes. Period = 12 rolling weeks to 04-Aug-2018.

### Chapter 2

**Page 6-8:** Hitwise, Retail Analytics. Category aggregation for Amazon & John Lewis - Baby, Toddler & Child products. Audiences = Visitors to Amazon / John Lewis Baby & Toddler category pages. Period = March and April 2018.

### Chapter 3

**Page 9-10:** Hitwise. Audience = Visitors to Natwest's Personal Banking & Current Account pages. Overlap and search terms to product pages of competitor sites. Period = 12 weeks to 11-08-2018.

**Page 11:** Hitwise. Index is compared to general online population. Period = 12 weeks to 11-08-2018.