



# How to use your data to deliver the right message at the right time

Digital Government Conference

Darryl Clark

EMEA Director of Professional Services



# AGENDA

1. Who are Dotdigital?
2. What do we mean by data?
3. Segmentation & automation
4. How to build personalised messages
5. Case study



**CXDP Platform**



**4000+ Brands**  
**400+ People**  
**500+ Partners**



**Experience  
& Expertise**



# Privacy & Security

- + ISO 27001 – Information Security Management System
- + ISO 27701 – Privacy Information Management System
- + Cyber Essentials Certified Plus – technical verified Cyber Essentials
- + G-Cloud – Government Digital Marketplace
- + ISO 14001 – Environmental Management System

# Grow sustainably

The world's first carbon-neutral cross-channel marketing automation platform.



# What do we mean by data?

What type of data do you collect?

## + Zero party data

Data your customer or citizen willingly gives directly to you.

## + First party data

Data collected through customer/citizen interactions with your own channels.

## + Second party

Data collected by a trusted third party that you have an agreement with.

## + Third party

Data collected and sold by a third party usually en masse.

# Contact Seg

BACK

## Behaviours ?

Opens

Clicks

Sends

Replies

## Data ?

Data fields

Insight data

## Sources ?

Address books

Preferences

## Ecommerce ?

RFM score

ERFM score

Purchase

## Grouping ?

All are true (AND)

## Segment analysis

### Active website visitors

9,851 contacts Refreshed on 17 May 2023

COMPARE TO ANOTHER SEGMENT

DATE RANGE: LAST 30 DAYS

Email analytics

Web analytics

Commerce analytics

RFM analytics

152

Emailed contacts ?

62%

Average open rate ?

42%

Click-to-open rate ?

314

Emails sent ?

9.7K

Not contacted in this period ?

616

Total clicks ?

Wednesday

Most engaged day ?

7:00 am

Most engaged hour ?

### Most popular links

URL	<a href="http://dotmailerformagento.co.uk/community/men.html">http://dotmailerformagento.co.uk/community/men.html</a>
Clicks	34
Click share	6%

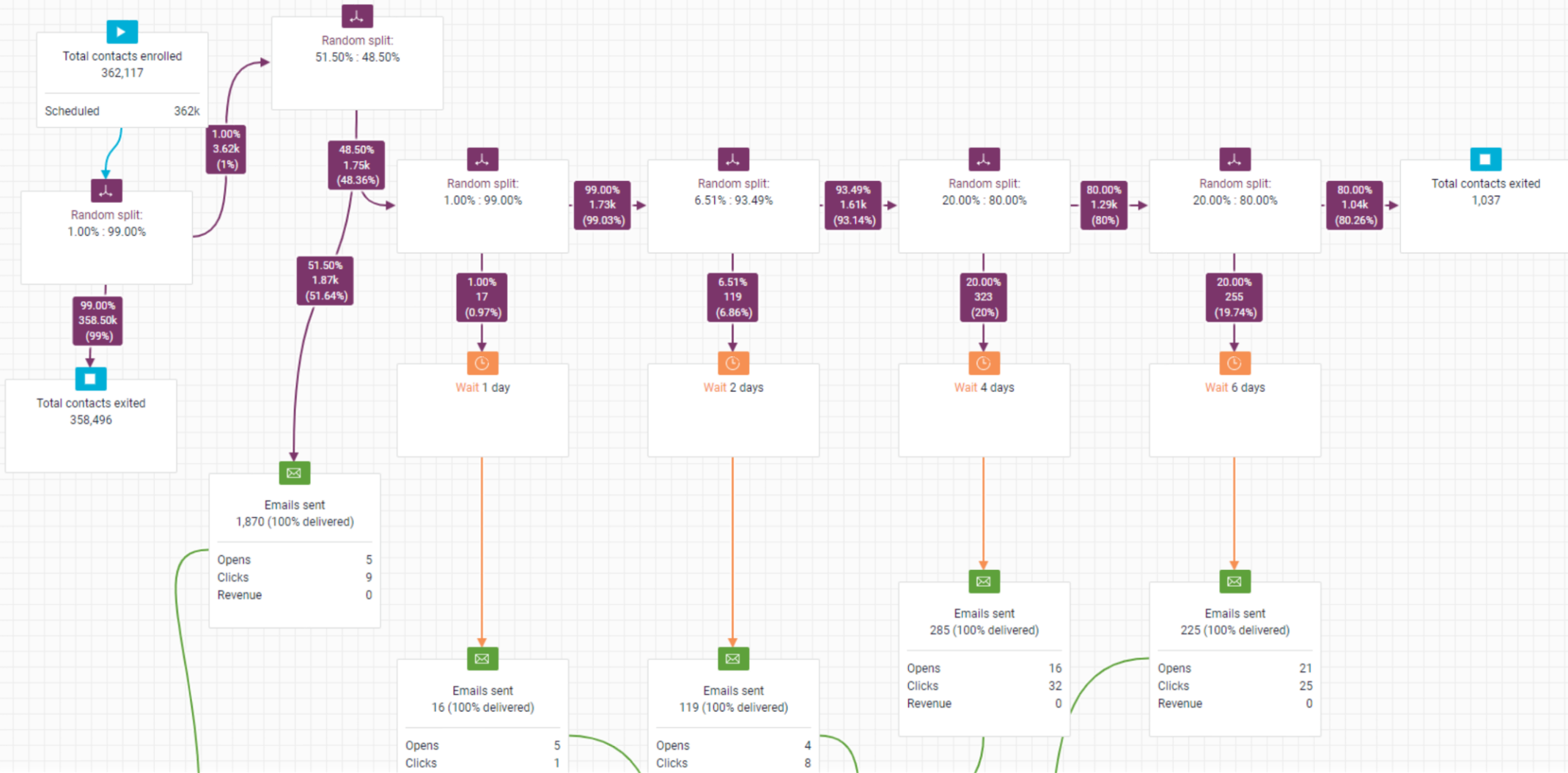
URL	<a href="http://dotmailerformagento.co.uk/community/women.html">http://dotmailerformagento.co.uk/community/women.html</a>
Clicks	31
Click share	5%

# Reporting - Drip Feed

EDIT PROGRAM

Program report Program analytics

ACTIONS DATE RANGE: THIS MONTH



Exit conditions  
362,117



Power of person

## Build

- Content
- Start
- Dynamic
- Advanced
- Extended

visions

The screenshot shows a web editor interface with a settings modal open. The modal is titled 'Settings' and contains the following fields and text:

- Name:** Customer Licence Plan
- Address:** http://b2.com/?token=@ID@
- Link groups:** Licence

Below the 'Address' field, there is explanatory text: "This is the URL of your endpoint. See some examples of what to put here." To the right of this text, there is a code snippet: `itcom %}{% assign product = xduct.name }}`. At the bottom of the modal, there are three buttons: 'APPLY' (pink), 'CANCEL' (grey), and 'APPLY' (pink).

In the background, another modal titled 'Add liquid code block' is visible, with the text 'Enter markup' and a code editor containing the following code:

```

1
2 {% assign productsku =
3 {% assign Catalog_base_
4 Catalog_base_dotcom_data

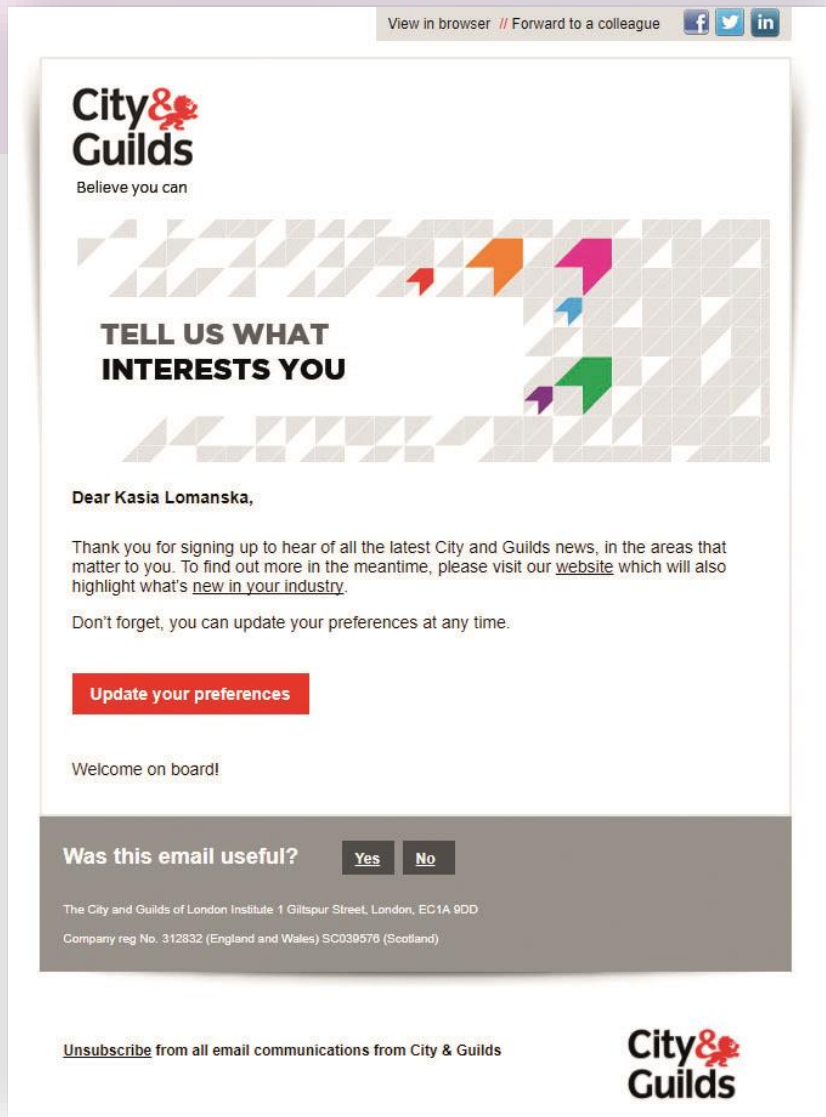
```

The background also shows a 'Variations' dropdown menu and a 'WELCOME' banner.



# Case Study – City & Guilds

Improving Quality of Customer Communications



# The Challenge

- Changing education industry
- Fighting to stay prominent against competitors
- Vast range of services
- Need to improve quality of customer communications
- Enable colleges, schools, centres to provide qualifications



# The Solution

The screenshot shows a web form with a progress bar at the top containing four steps: 1. About You, 2. City & Guilds Kineo Services (highlighted in red), 3. Industry Areas and Qualification Updates, and 4. City & Guilds Kineo Solutions. Below the progress bar, the form title is 'City & Guilds Kineo Services' with the instruction 'Please tick the relevant boxes below so that we can keep in touch with services that are specific to you.' The form contains a list of service categories, each with a checkbox and a help icon:

- Apprenticeships
- Blended programmes
- Consultancy & Support
- Continuous Professional Development (CPD)
- Educational Policy
- E-learning (bespoke and ready-made)
- Portals and Learning Management Systems
- Qualifications
- Recognitions - Accreditations, Endorsement, Kite Mark and Quality Improvement Review

At the bottom of the form are two buttons: 'BACK' and 'NEXT'.

- 4 year program to automate marketing
- Integrated CRM and web application for data flows
- Tracked web behaviour and purchase history
- 360-degree view of each customer
- Series of triggered automations from web behaviour



# The Results

The screenshot shows a four-step progress bar at the top, with step 3, 'Industry Areas and Qualification Updates', highlighted in red. Below the progress bar, the form title is 'Industry Areas and Qualification Updates' with a sub-instruction: 'Please tick the relevant boxes below so that we can keep in touch with sector updates that are specific to you.' The form contains two columns of industry categories, each with a right-pointing arrow and a checkbox. The left column includes: Beauty and Complimentary Therapies, Building Services, Built Environment Services, Business Skills, Children, Construction (with sub-options 'Select All' and 'Construction'), Creative, Engineering, Hairdressing, Health and Social Care, Hospitality and Catering, International English, IT, and Justice. The right column includes: Land Based Services, Learning, Logistics, Manufacturing, Media and Photography, Oil and Gas (with sub-options 'Select All', 'Green Skills and Sustainability', and 'Oil and Gas'), Professional Recognition Awards, Retail and Warehousing, Security, Skills for Work and Life, Sport and Recreation, Transport Maintenance, Travel, Tourism and Aviation, and Utilities. At the bottom left, there are two buttons: 'BACK' and 'NEXT'.

- Now able to deliver specific personalised content at scale
- Open rates of **51%**
- Boosted campaign opportunities by **32%**
- Delivered a return on investment of **15:1**



# CONCLUSIONS

1. Find, understand and import relevant data
2. Use your data to find the right audience for your message
3. Automate where possible
4. Personalise your customer experience



Thank you  
dotdigital.com



Darryl Clark

EMEA Director of Professional Services

[Darryl.Clark@dotdigital.com](mailto:Darryl.Clark@dotdigital.com)