

Increasing Conversions Through Behavioral Targeting

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- ▶ An employee discount program
- ▶ Specialize in discounts to ticketed entertainment (i.e. theater, sports, concerts, family attractions)
- ▶ Employees from member firms login to browse discount offers
- ▶ Revenue Model: Fees + Commission on Tix Sales
- ▶ Primary Goal: Sell Tickets (generate commission)
- ▶ Marketing team = 5 FTE's
- ▶ B2B List (22k), B2C (600k)
- ▶ Have been using Eloqua for 1-year

- ▶ **Email**
 - B2B - to program admins
 - B2C - to employees at member firms
- ▶ **Direct Mail**
- ▶ **Outbound Call Center**
- ▶ **Events**

▶ B2B Emails

- Target: Program Administrators (i.e. HR departments)
- List Size: 22,000
- Frequency: 3x per month
- Content: Offers/Discounts, Service Messages
- Goal: “Forward these great offers on to your employees”

- ▶ **B2C Emails (“C” = Employees)**
 - **Target: Employees at our participating corps**
 - **List Size: 600,000**
 - **Frequency**
 - 1 regularly scheduled “offer announcement” per month to entire list
 - Ad hoc targeted messages
 - **Content: Offers/Discounts**
 - **Goal: Logon to our site and purchase tickets**

- ▶ **Content of Email Not Always Relevant to Consumer**
- ▶ **No Visibility of Consumer Behavior on Web Site for Offline Channels (ie call center)**
- ▶ **Long Production Cycles**
- ▶ **No Way to Test Emails Before Sending**
- ▶ **No Way to Control Flow of Email and Rate of Site Traffic and Inbound Calls**

“Eloqua-izing” Our Web Site

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Eloqua'izing Our Web Site

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- ▶ All web users are written into SFDC when they register online
- ▶ SFDC writes users into Eloqua daily
- ▶ User Login is used as a “form” to capture user behavior in Eloqua



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Behavioral Targeting Overview

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- ▶ **Step 1: capture and aggregate user clickstream (implicit)**
- ▶ **Step 2: combine above with what we already know about user (explicit)**
- ▶ **Step 3: Use Eloqua program to match the right offers to the right consumers**

- ▶ **Derive implied “area of interest” from customer click stream:**
 - **Area of Interest Measured by number and type of offers viewed on site**
 - **Example: If a customer logs onto our site and views 100 offers over a 6-month period:**
 - 70 theater offers, $70/100 = 0.70$ theater*
 - 20 sports offers, $20/100 = 0.20$ sports
 - 10 concerts offers, $10/100 = 0.10$ concerts

**denotes primary area of interest*

Step 1a: Capture

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- ▶ We use query string parameters to capture offer views in Eloqua



<http://www.plumbenefits.com/offers/detail?sfid=a0240000005bOGpAAM>

Query String Parameter

Offer Impression

Display Name: Offer Impression

Parameter: sfid

☒ Parameter/Value Combination

Equals character: =

Break character (next parameter): &

☐ Parameter Only

Value to return if found: Yes

Display Map

Display Map: Offers

Edit New

Step 1a: Great but Now What?

Sample User Clickstream from March 18, 2009

URL	Query Type	String
www.plumbenefits.com/sf/offers/a0240000005RRLP	offer Impression	Lucky Cheng's Presents All That Drag
www.plumbenefits.com/sf/offers/a0240000004yRwO	offer Impression	Dora the Explorer
www.plumbenefits.com/sf/offers/a0240000004y3cy	offer Impression	August: Osage County
www.plumbenefits.com/sf/offers/a0240000005fKcQ	offer Impression	Broadway Gift Certificates
www.plumbenefits.com/sf/offers/a0240000005804x	offer Impression	God of Carnage
www.plumbenefits.com/sf/offers/a0240000004y4Ap	offer Impression	Irena's Vow
www.plumbenefits.com/sf/offers/a0240000005fKLW	offer Impression	Accent on Youth
www.plumbenefits.com/sf/offers/a0240000005fRW2	offer Impression	Broadway.com Hotel Packages
www.plumbenefits.com/sf/offers/a02400000059B5b	offer Impression	Exit the King
www.plumbenefits.com/sf/offers/a0240000005R9uR	offer Impression	Guys and Dolls
www.plumbenefits.com/sf/offers/a0240000005bY2g	offer Impression	Cirque du soleil: Kooza
www.plumbenefits.com/sf/offers/a0240000005bOGp	offer Impression	Disney presents The Lion King
www.plumbenefits.com/sf/offers/a0240000004qWCL	offer Impression	Gazillion Bubble Show
www.plumbenefits.com/sf/offers/a0240000005915u	offer Impression	Mary Poppins
www.plumbenefits.com/sf/offers/a0240000005b00o	offer Impression	Big Apple Comic Con
www.plumbenefits.com/sf/offers/a0240000004y7rt	offer Impression	Chicago
www.plumbenefits.com/sf/offers/a024000000599Pr	offer Impression	Jersey Boys
www.plumbenefits.com/sf/offers/a0240000004ybpp	offer Impression	Circle Line 42 Cruises
www.plumbenefits.com/sf/offers/a0240000005fKRY	offer Impression	Disney's The Little Mermaid
www.plumbenefits.com/sf/offers/a0240000004pPJm	offer Impression	9 to 5 the Musical

Step 1b: Aggregate

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- ▶ We use query string clusters to group offers into high level categories like arts & theater, sports, music, family attractions

Please Select Below

Parameters Parameter Sets Clusters

- Altar Boyz Views Oct 09
- CCTEST
- Knicks Offer Views Oct 09
- Memphis Views Oct 09
- Offer Type - By Click-to-Order
- Offer Type - By Views**
 - Arts & Theater
 - Attractions & Family Events
 - Music
 - Other
 - Sports
- Offers - By Search
- Shrek Views Oct 09
- Specific Offers - By Click-to-Order
- Specific Offers - By Views

Query String Cluster Group

Attractions & Family Events

Query String Group Name

Query String Group Name Attractions & Family Events

Query String Parameter Offer Impression Edit New

Enter the query string values that apply to this Query String Group

Choose from existing query string data

Query string data values

Enter Values

Double-click to remove from the list

Step 1c: Calculate

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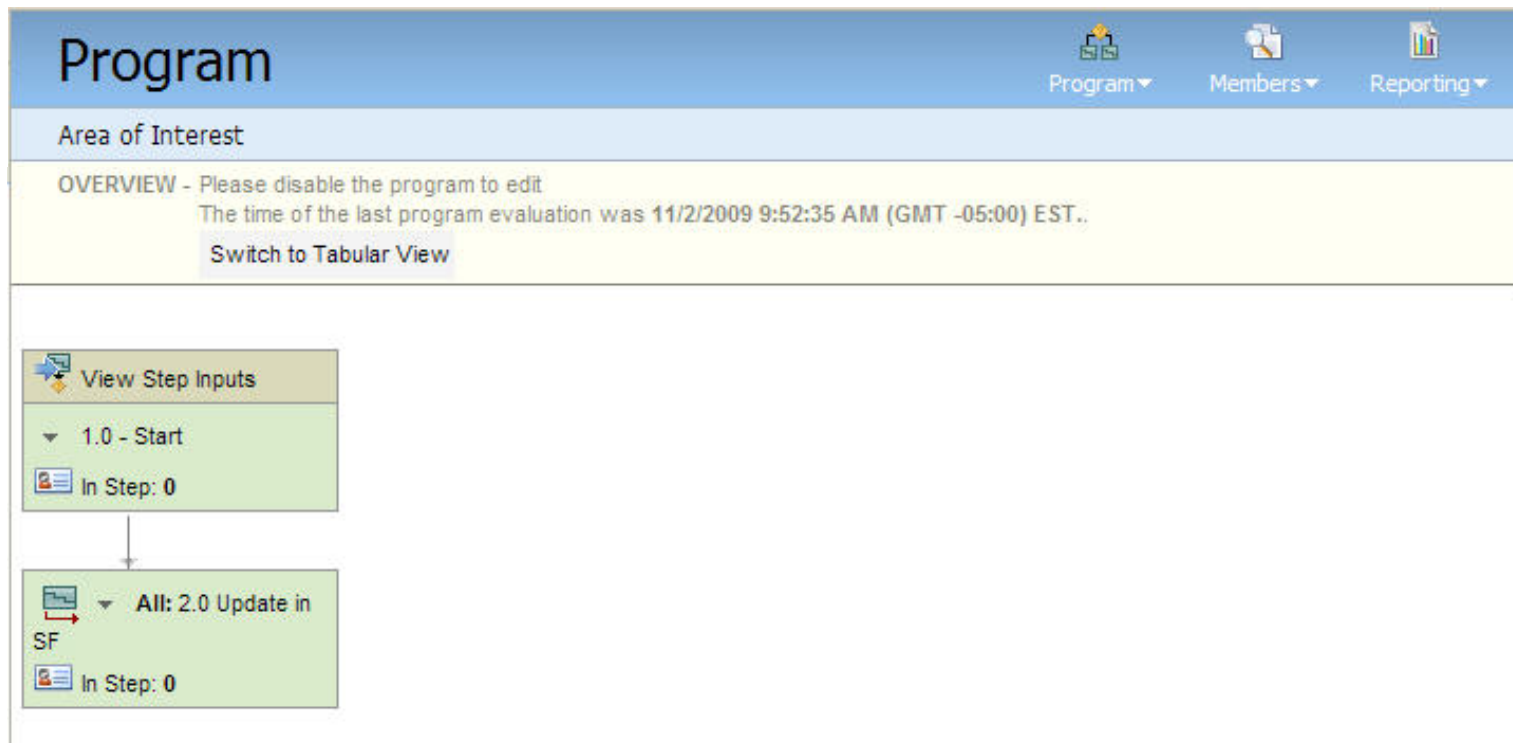
- ▶ We then use profile fields to calculate the primary area of interest and # of views per group

The screenshot displays the ELOQUA Web Profiling interface. On the left, a sidebar lists various profile fields under categories like Forms, Content Tags, Query String Grouping, Query Strings, System Information, Custom Information, External Sources, Email and Contact, Lead Generation and Prospect, and Aggregated Fields. The 'Primary Area of Interest - By Browse Cluster' field is highlighted with a red dashed box. The main panel, titled 'Profile Field', shows the configuration for this field. It includes sections for 'Field Source Information' and 'Geographic Region Association'. Two orange arrows point from the highlighted field in the sidebar to the 'Field Source' and 'Geographic Region Association' sections. The 'Field Source' section shows 'Field Source' as 'Query String Group - Most Frequently Selected Choice', 'Display Name' as 'Primary Area of Interest -', 'Enabled' as checked, and 'Group' as 'Offer Type - By Views'. The 'Geographic Region Association' section has a yellow tooltip explaining its purpose and a dropdown menu for 'Associated region type' set to 'Country'.

Step 1d: Move Data from Profile to Contact

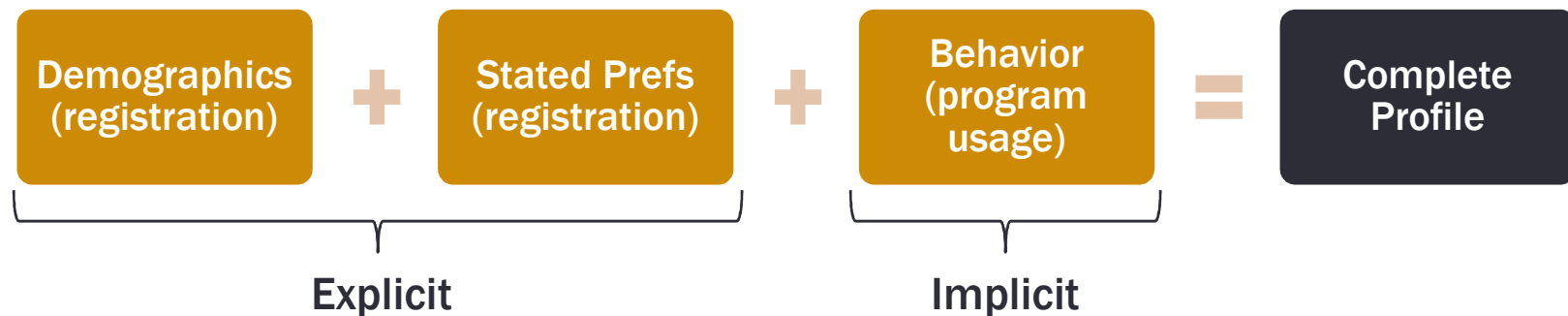
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- ▶ We then use a simple program in eloqua to move area of interest from profile record to contact record and then to SFDC



Step 2: Combine

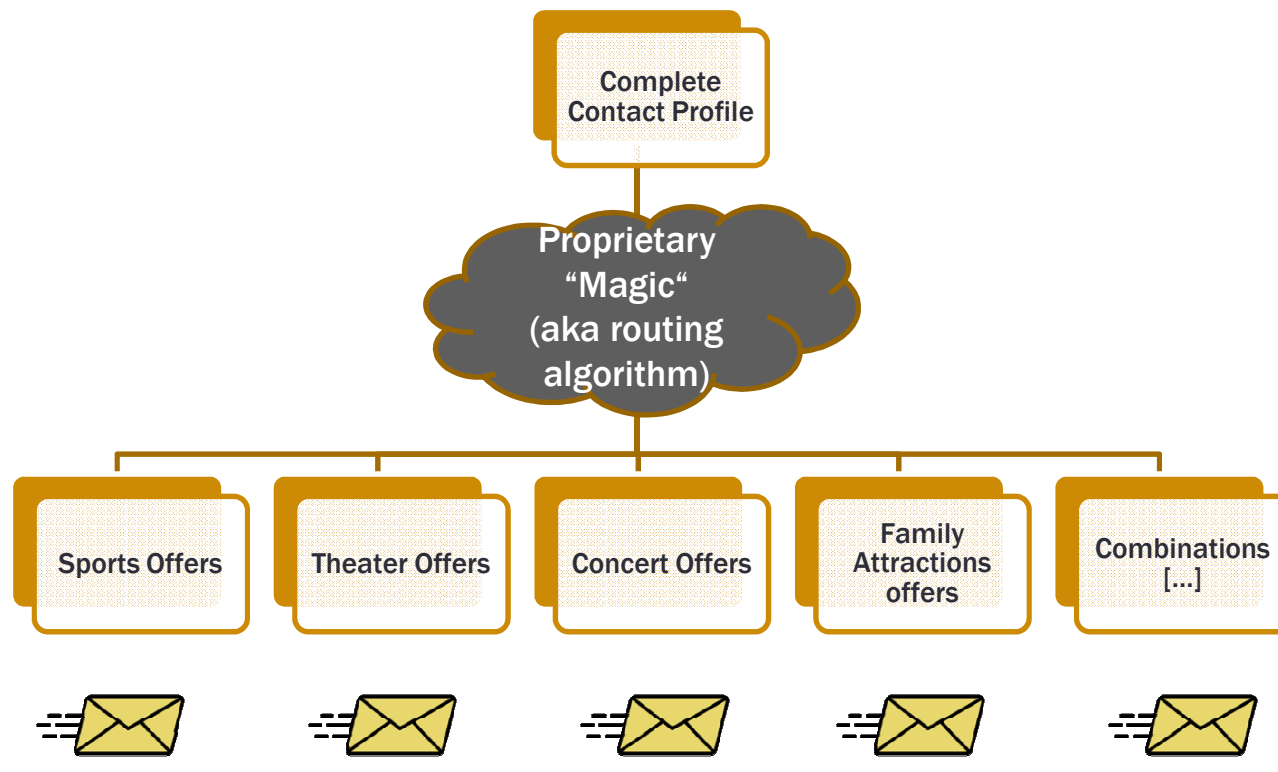
- ▶ Combine the above implicit data with other explicit data to form rich user profile



Step 3: Eloqua Program

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- Use Eloqua program to match our offer emails to the right customer

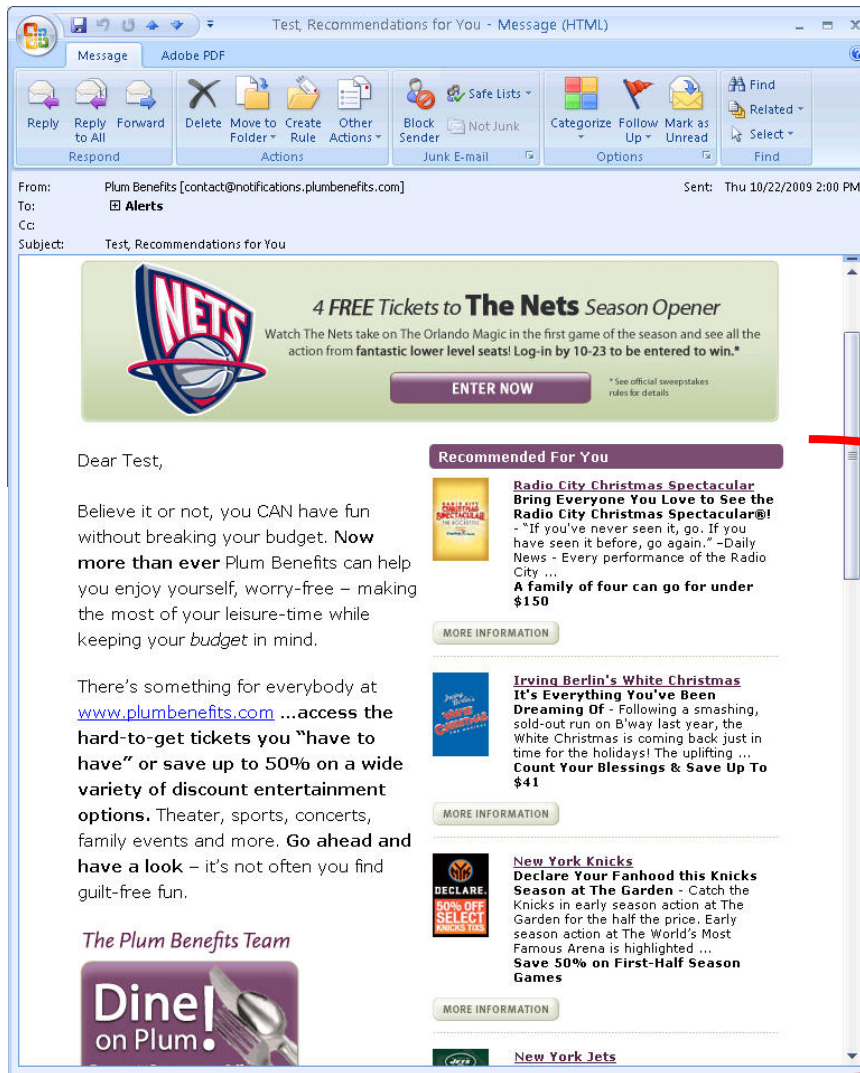


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The End Result

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► Recommendations are custom and based on recipients browse pattern

Extending the Model

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- ▶ **We use query strings to capture in Eloqua:**
 - Offer Views/Impressions (discussed above)
 - Offer Clicks-to-Order
 - Search Terms (found and not found)
- ▶ **We use cases and web-to-case to capture in Salesforce**
 - Offer Requests

Example: Custom Targeting

- ▶ **We just re-signed with the NY Jets and we want to sell tickets for the 2010 season!**
- ▶ **Initial Email Campaign to all those that:**
 - **Viewed Jets offer last year (ELQ)**
 - **Clicked to buy Jets offer last year (ELQ)**
 - **Searched for Jets any time (ELQ)**
 - **Requested Jets any time (SDFC)**
- ▶ **We also get creative...**

▶ Those That

> Viewed, clicked, searched for, and/or requested

- NY Giants
- Other football teams
- Yankees
- Mets
- Knicks
- Nets
- All Sports...

Extending The Visibility of Consumer Profiles

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How we did it: Visibility Offline

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- ▶ Profiles made available in SF via an integration rule – a little math helps too!

▼ Address Information			
Mailing Address	1658 Route 300 Newburgh, 12528 USA		
▼ Description			
Description			
▼ Demographics & Targeting Specs			
Market	New York	Age Calc	
Gender	M	Area Code	
▼ Web Account Information			
Active	<input checked="" type="checkbox"/>	Total Number of Logins	47
Email Opt Out	<input type="checkbox"/>	First Login Date	10/31/2007
		Most Recent Login Date	10/12/2009
▼ Offer Preferences			
Primary Area of Interest	Arts & Theater		
Views - Arts & Theater	338	Freq - Arts & Theater	73%
Views - Attractions & Family	5	Freq - Attractions & Family	1%
Views - Music	19	Freq - Music	4%
Views - Sports	98	Freq - Sports	21%
Views - Other	0	Freq - Other	0%
Total Offer Views	460		

- ▶ **Content Testing: A/B splits**
- ▶ **Delivery Testing: Pivotal Veracity/Return Path**

How we did it: Controlling Flow

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- ▶ **Content Testing: A/B splits**
- ▶ **Delivery Testing: Pivotal Veracity/Return Path**

Results of Implicit vs. Explicit Targeting

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Quantifiable Results

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► Result from April 2009 Campaign

Program	Emails Sent	Bounce Backs	Emails Received	Opens	Open Rate (%)	Email Visitors	Visitor Click-through Rate	Unsubscribes	Unsubscribe Rate
B2C Email Routine	329740	20149	309591	91327	29.50%	43528	14.06%	532	0.17%

GROUP 1: TARGET BASED ON EXPLICIT PROFILE

EXPLICIT SEND: Arts & Theater Group	28893	2185	26708	7615	28.51%	3470	12.99%	38	0.14%
EXPLICIT SEND: No Preferences Group	235912	15139	220773	61311	27.77%	26814	12.15%	432	0.20%
EXPLICIT SEND: Not Sports/Not Theater Group	2014	134	1880	572	30.43%	263	13.99%	5	0.27%
EXPLICIT SEND: Sports Group	3888	273	3615	1060	29.32%	429	11.87%	13	0.36%
EXPLICIT SEND: Theater & Sports Group	24791	1834	22957	6863	29.90%	3394	14.78%	23	0.10%
SUBTOTAL - IMPLICIT	295498	19565	275933	77421	28.06%	34370	12.46%	511	0.19%

GROUP 2: TARGET BASED ON IMPLICIT PROFILE

IMPLICIT SEND: Arts & Theater Group	25864	432	25432	10529	41.40%	7351	28.90%	18	0.07%
IMPLICIT SEND: Music Group	5264	97	5167	2150	41.61%	1263	24.44%	2	0.04%
IMPLICIT SEND: Not Theater/Sports Group	152	3	149	48	32.21%	29	19.46%	0	0
IMPLICIT SEND: Sports Group	2962	52	2910	1179	40.52%	652	22.41%	1	0.03%
SUBTOTAL - IMPLICIT	34242	584	33658	13906	41.32%	9295	27.62%	21	0.06%

GROUP 2 - GROUP 1

13.26%



15.16%



-0.12%



- 1) Behavioral email targeting works
- 2) Does not have to be expensive or time consuming
- 3) Sharing data to other members of firm pays dividends by:
 - ☐ Maximizing the impact of the customer hit/conversation
 - ☐ Making you look service-centric



Questions?

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