

Making It Personal

Tapping Into People's Passions,
Emotions & Interests

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PureFormulas

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**MODERN
CUSTOMER
EXPERIENCE**

Presented by

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PureFormulas is a leader in the online health supplement space, distributing the **purest and highest-grade natural supplements**.

Our mission is to maintain daily motivation & passion for healthy living, with a focus on high-level customer service and quality products.



SPEAKER:

Daniel Moure

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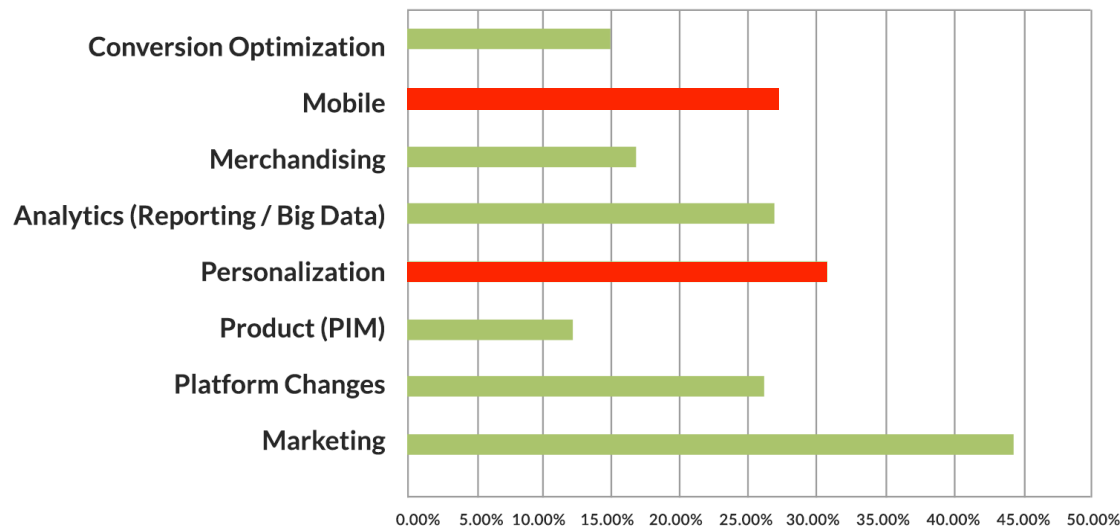
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Fit for Commerce Survey

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Top 2017 Priorities



Mobile & Personalization
continue to be top priorities

But there are challenges...

67%

Of respondents list a lack of talent as a challenge in their personalization efforts. **Retailers are finding tools and methods to work through this #1 challenge.**



Human capital

67%

Of the retailers believe that they have the data needed.



Content

33%

Of the retailers that have the data believe their data is actionable and that they know what to do with it.



Other priorities



define your goals AND know your customer

- Are we looking to increase purchases?
 - Do we want to convert more visitors to leads?
 - Do we want visitors to spend more time on the site?
-
- Who is the target customer?
 - How should we break them into personas?
 - Can we define what their relationship is with the brand?

How to Start?



define resources

- P/T efforts will not pay off long-term
- IT & business managers need to be aligned and must work hand-in-hand to define & support strategy

evaluate existing processes

- Evaluate current technology and leverage data management processes. Will it support your short-term & long-term strategies?
- If changes are needed, identify them on roadmap and ensure there is alignment across disciplines and upper management

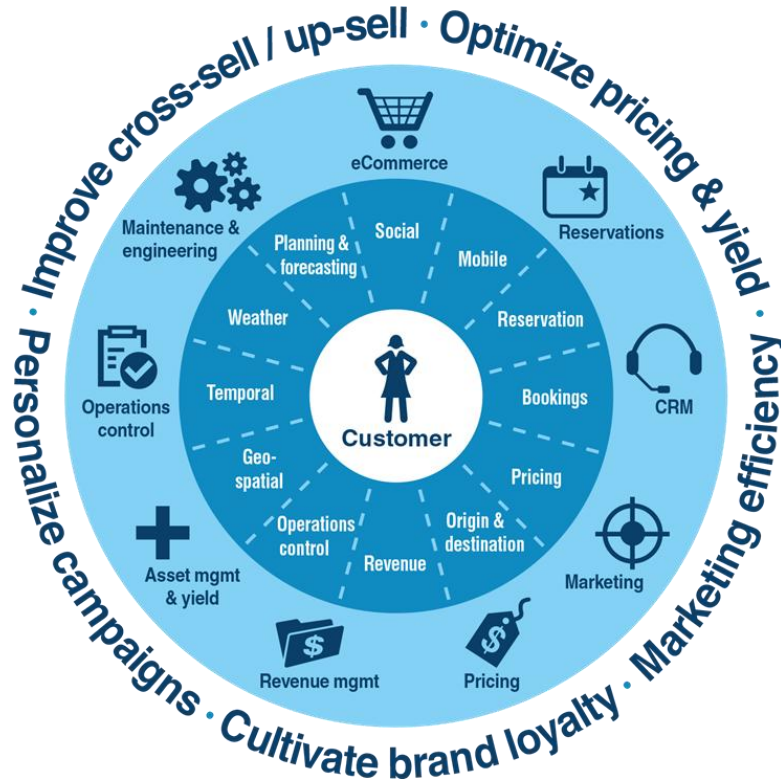
How to Start?



start simple before launching complex efforts,
and, TEST, TEST, TEST

- Homepage – provide content related to last visit
- PDP level – provide social components, reviews, build credibility
- Email – After purchase, ask about recent experience & offer incentive
- Retargeting opportunities (internal/external campaigns)
- Start personalization campaign with proper tools
- Build a plan – define the what/who
- Run A/B tests and optimize performance

How to Start?



set expectations

- Be transparent & honest with customers
- Make it clear what data is being collected
- Build trust & loyalty

collect & analyze data

- Are you collecting basics? Age, gender, location, etc.
- Analyze customer behavior across channels and devices
- Determine if a cloud solution is right for you

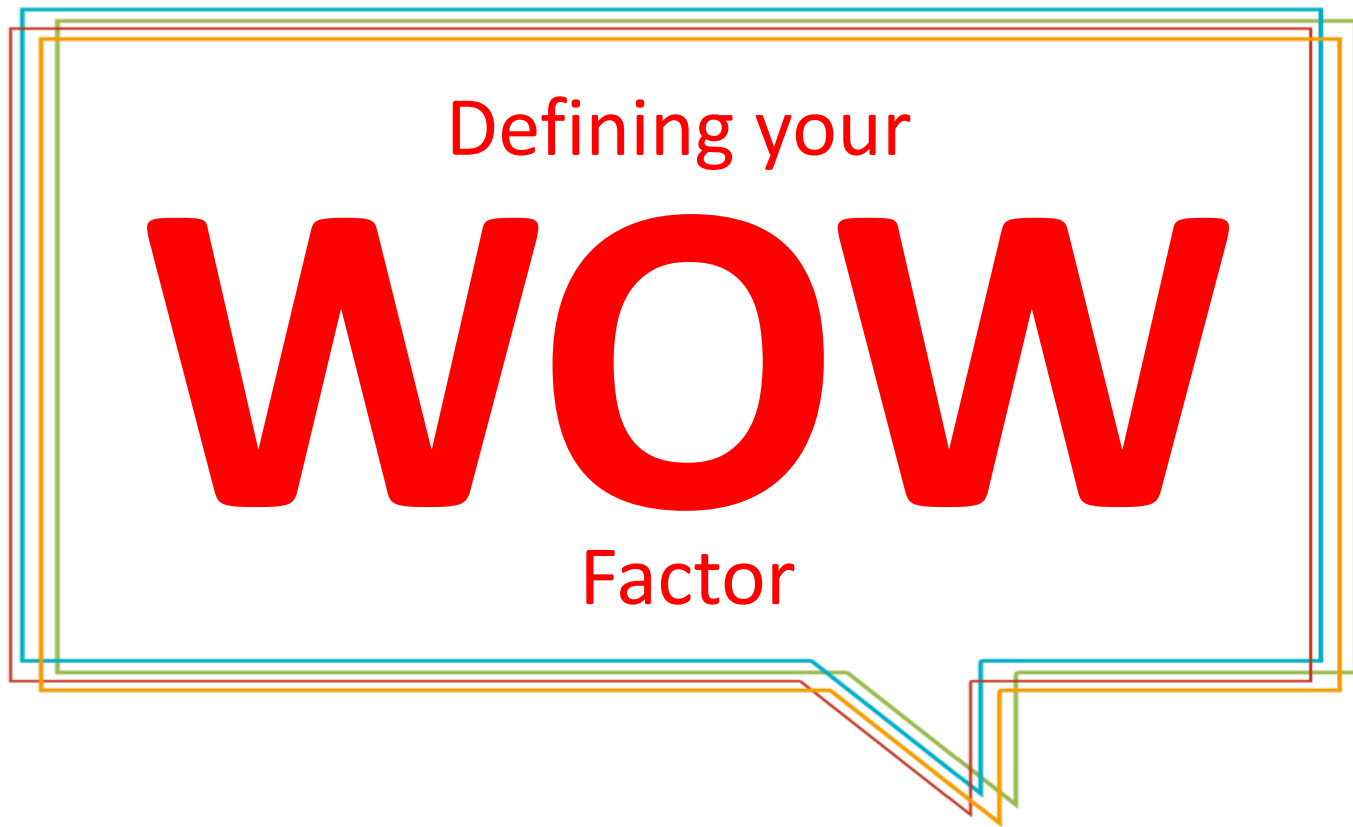
Key Topics

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WOW YOUR CUSTOMERS on their first visit to turn them into lifelong advocates

LEVERAGE TECHNOLOGY to deliver dynamic content & **OPTIMIZE EXPERIENCE**

GET PERSONAL to take your customer experience to the next level and beat the competition



Value Propositions



Free
Shipping



Free
Returns



Same Day
Shipping



Free
Samples



Secure
Shopping



Loyalty
Program



Trust & Credibility



Phone



Chat



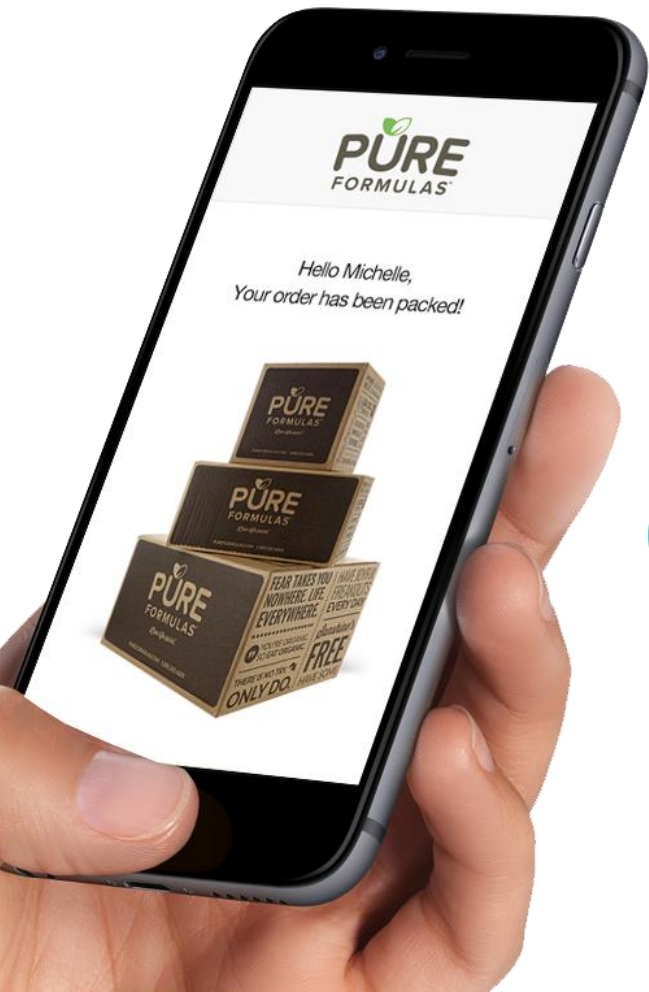
Social



Tips & Resources



Videos



Touch Points



Confirmation



Picked and
Packed!



Shipped



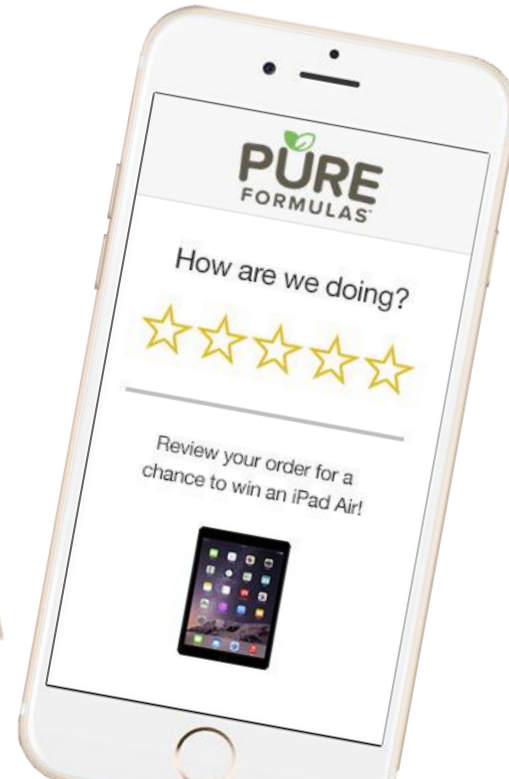
Delivered!



Reviews

#PureFormulasLove

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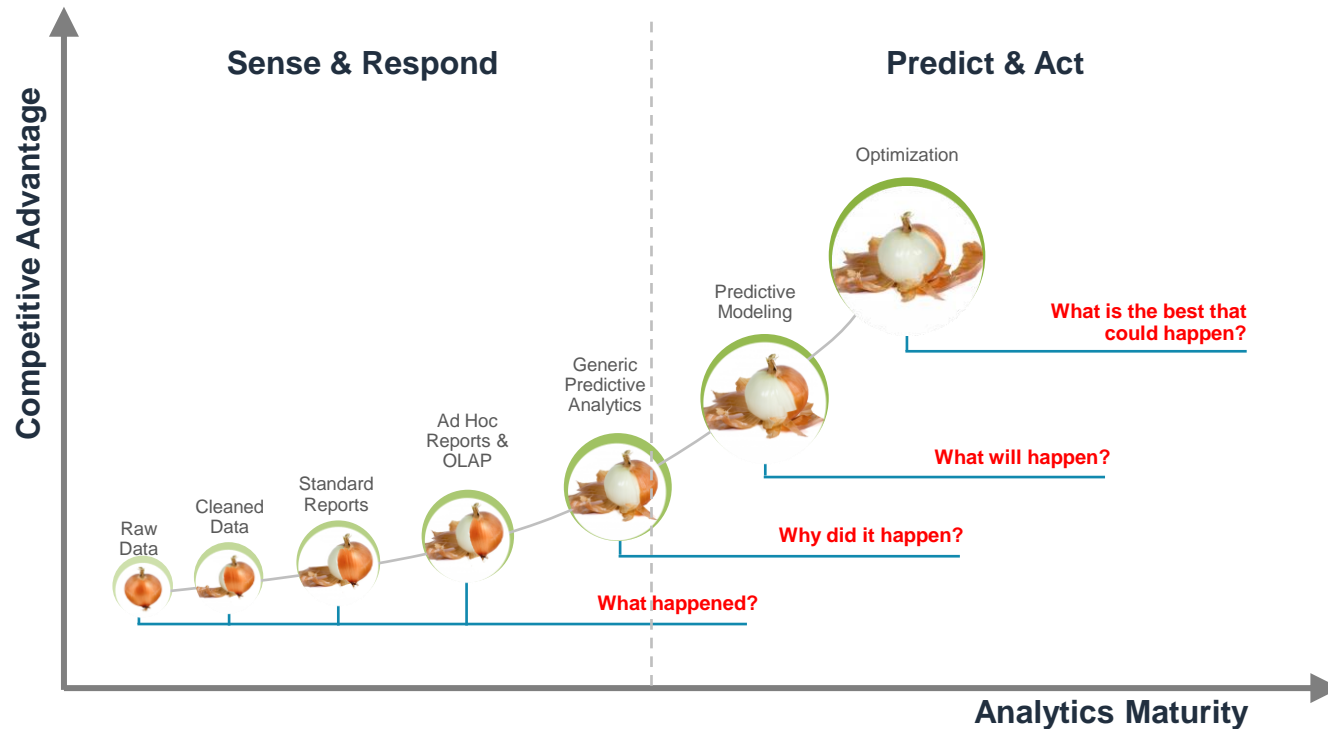
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Leverage Technology and deliver Inspired Experiences to the connected consumer

Big Data: From Descriptive to Prescriptive

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Get
PERSONAL

Flow example: Awareness & Education

CUSTOMER JOURNEY

AWARENESS & EDUCATION

ACQUISITION

ONBOARDING

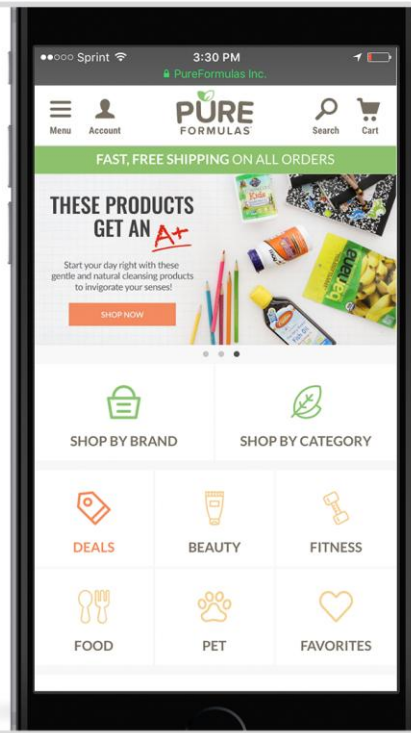
ENGAGEMENT

RETENTION

UP-SELL

Lessons Learned:

- Improve Review Platforms
- Highlight Value Propositions
- Improve UX & Nav



Convert

Remarketing Campaign
Personalization,
Hyper-Targeting

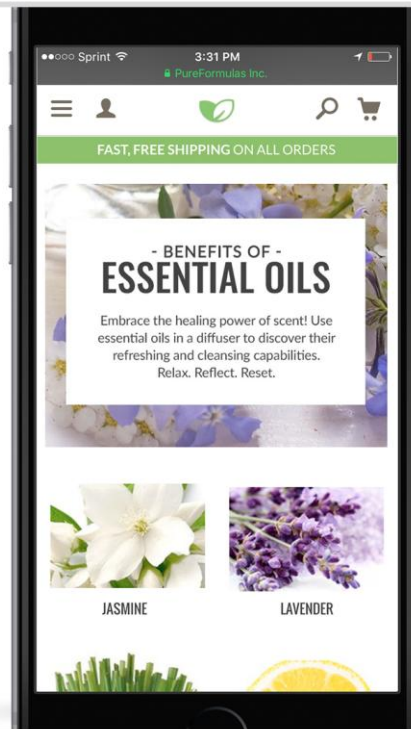
Overall demand.

Flow example: Acquisition



Lessons Learned:

- Improve Content
- Education on Products
- Education on Benefits

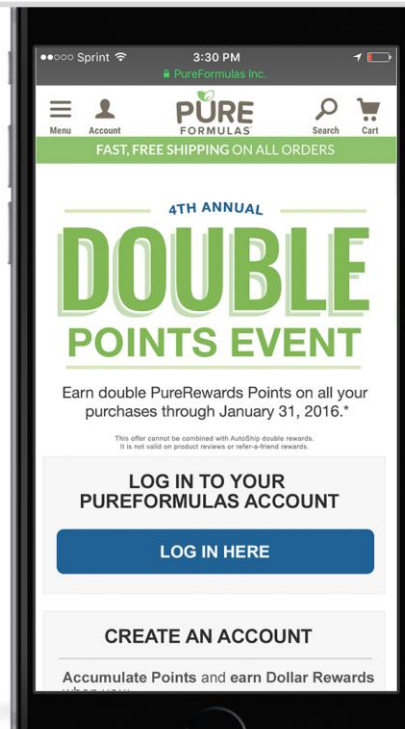


Flow example: Onboarding

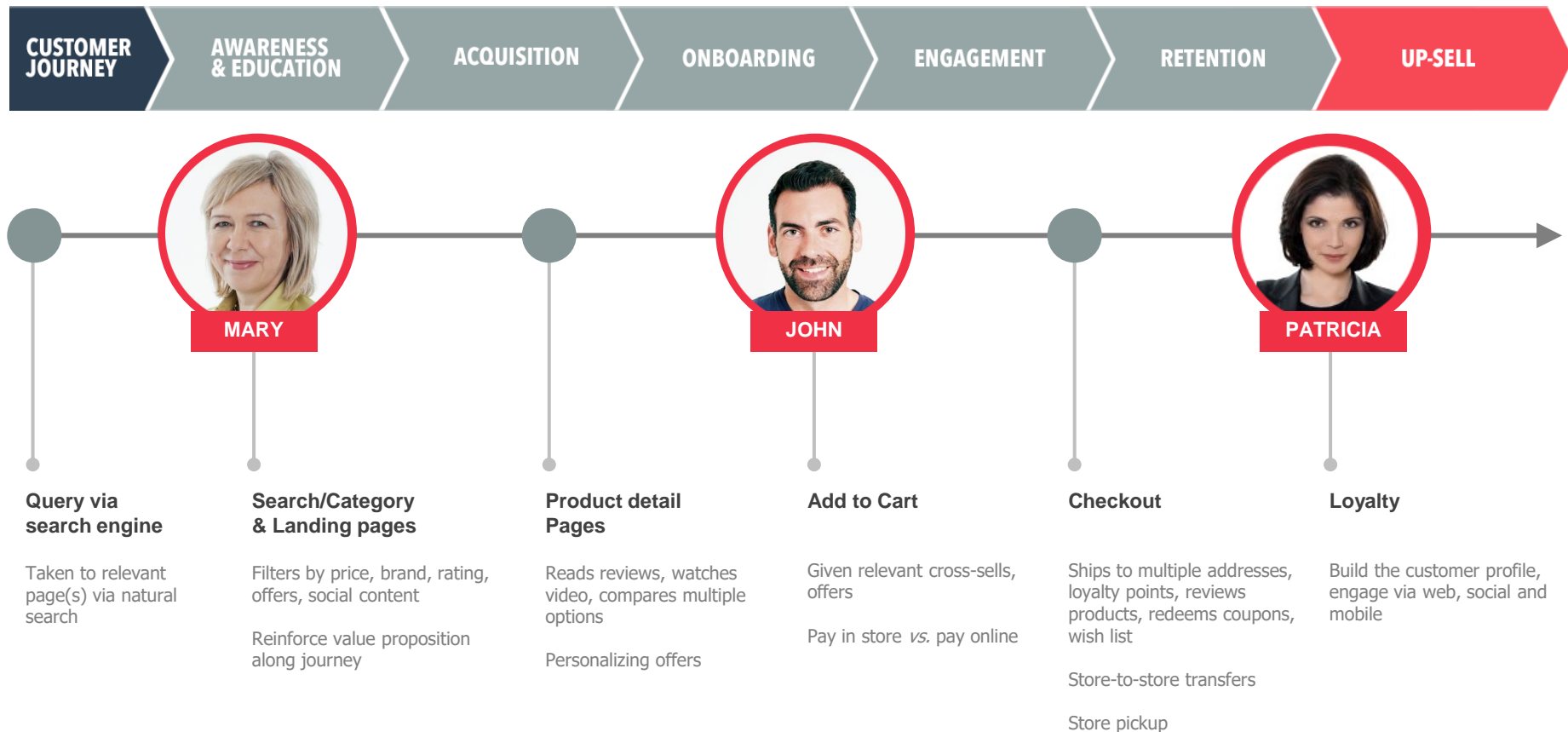


Lessons Learned:

- Simplify Set-Up
- Use of Benefits
- Show Rewards & Relevant Offers



Spectrum of Personalization



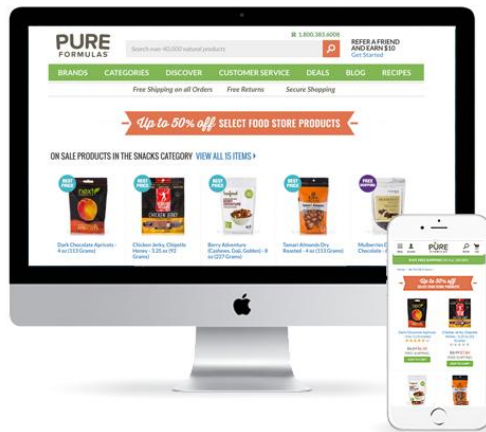
Relevant Content

NEW VISITOR



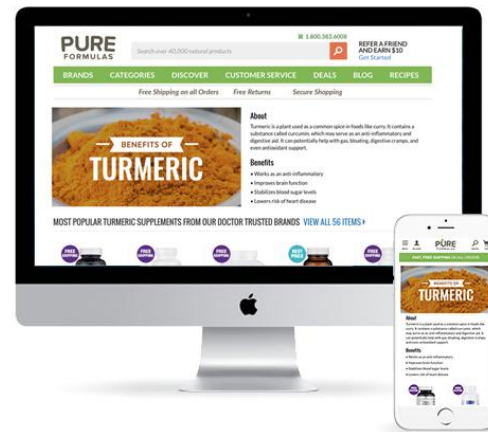
Healthy Living for 1st Time Visitors

ACQUISITION



Healthy Food Targeted Banner – Great Deals

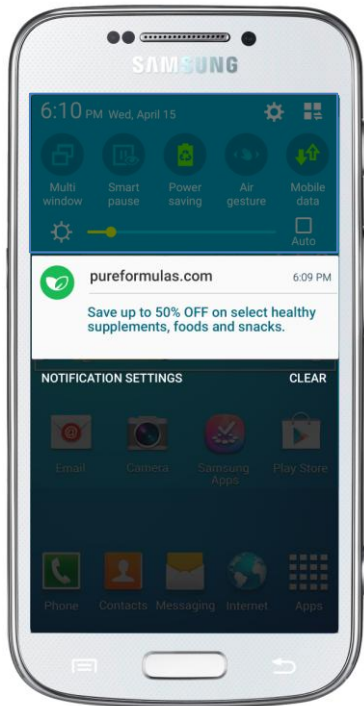
ONBOARDING



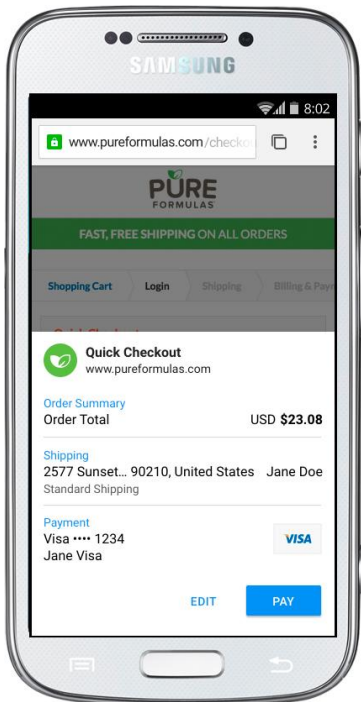
Hyper-Targeting

Test & Innovate

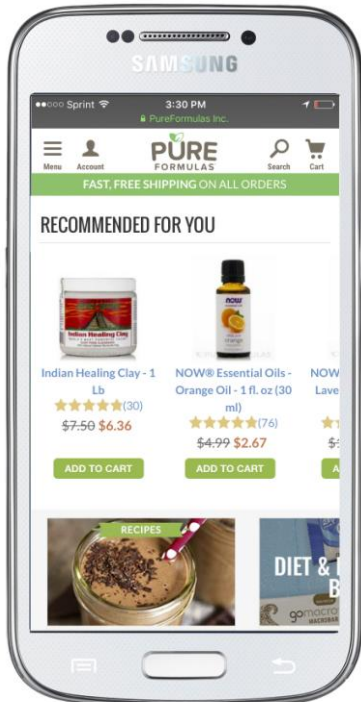
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Push Notifications



Quick Checkout



Product Recommendations

progressive web app

push notifications

PaymentRequest

(supported only in Chrome for Android today)

apple & android pay (coming soon)

personalized recos:

- Recommended for You
- You May Also Like
- Buy it Again
- Popular Products under \$10
- Recently Viewed
- Related Items
- Time to Restock

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TECH Tips for Success

- ✓ Don't let **IT** be a four letter word in an organization
- ✓ Technology **STRATEGY** is a **JOURNEY** and can be achieved **TOGETHER**
- ✓ **GET PERSONAL** with **BIG DATA** concepts and solutions
- ✓ **SECURITY** challenges should not limit your **TECHNOLOGY STRATEGY**

MKTG Tips for Success

**MODERN
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- ✓ **WOW YOUR CUSTOMERS** on their first visit to turn them into lifelong advocates
- ✓ Acquire & **LEVERAGE** the right **TECHNOLOGY TOGETHER**
- ✓ **OPTIMIZE** the **EXPERIENCE** for the connected consumer [anywhere engagement]
- ✓ **GET PERSONAL** to take your customer experience to the next level

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