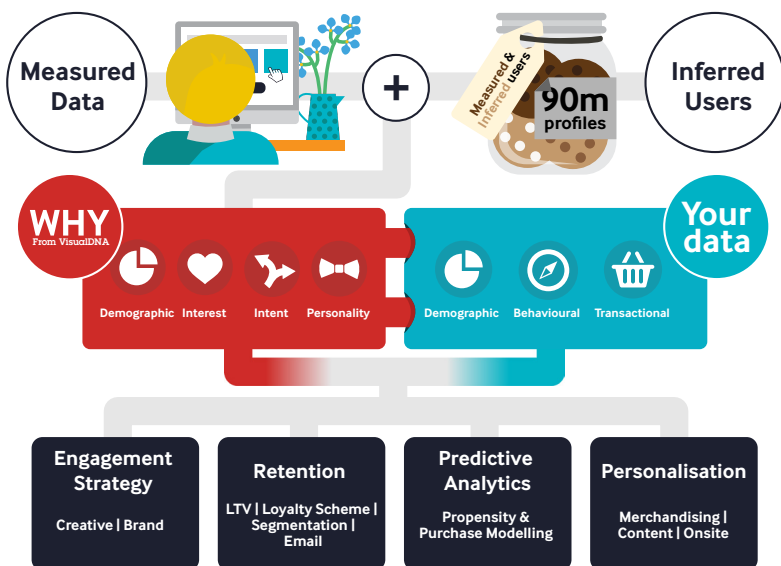


Personality data for CRM

How can you cut through complex data sets to find and sell to customers online? How do you know who your high-value or lifelong customers are? Which messages, creative and offers should go to which users? How do different types of people perceive your brand? How do I create more relevant and engaging customer experiences? If you're struggling with questions like these – if you're data rich, but insight poor – VisualDNA can help.

VisualDNA's data provides Demographics, Interest, Intent & Personality data, helping our clients to provide the right message to the right person at the right time. You can integrate with CRM and then execute across all marketing channels email, search, display, onsite and social - supporting customer acquisition, conversion & retention.



High Openness

They're willing to take risks on experimental features: "Innovative wedge design, 3D viewing experience"

They're sensitive to aesthetics and beauty: "Beautifully crafted glass screen"

Highlight uniqueness and rarity: "Limited edition chrome model"

Low Conscientiousness

Give them an immediate benefit: "20% discount today only!"

Emphasise emotional gratification and references to leisure: "For a totally immersive gaming experience"

Highlight references to pop culture: "Unlimited access to your favourite shows"

How can you truly be a customer-centric organisation?

As customers go from awareness, to attraction, to purchase, to loyalty, they experience dozens of touchpoints and generate huge volumes of data. CRM teams seek to understand this data, but without information on personality, the picture is incomplete.

Key CRM challenges WHY solves

Understanding your best customers
Build an emotional link appealing to their personality

Mapping customer insights
Build purchase propensity models for acquisition and retention

Gaining a better understanding
What makes customers tick, how to improve personalisation and loyalty

Segmentation
Segment by personality, and build a unique engagement strategy for each.

Key areas WHY can support

Our data is different from anything else out there, because it makes it easy to understand *who* each visitor is, and *why* they choose to buy. Personality is a significant driver of purchasing decisions, and a more constant one than age, location, marital status and financial status.



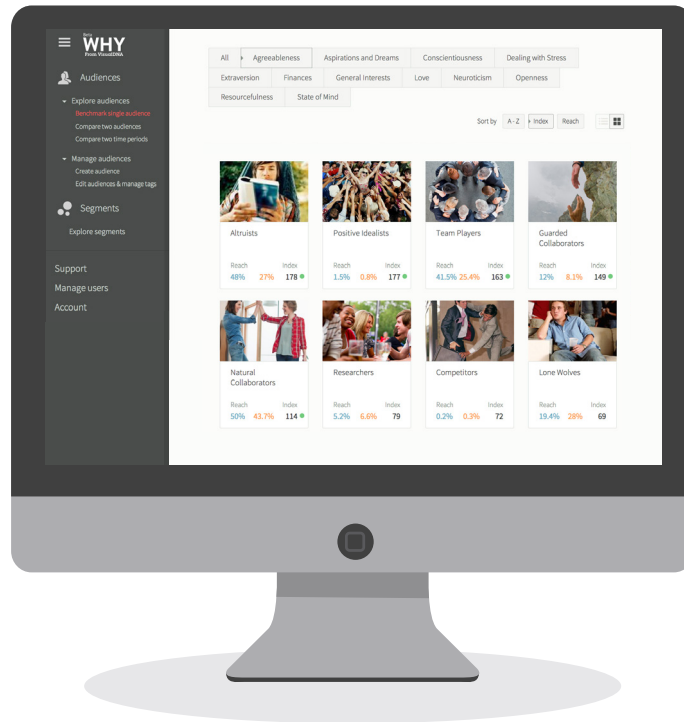
Understanding your digital customer



Building /providing data for propensity & purchasing models



Personality profiling & bespoke segmentation (one-to-one basis)



Segments can be viewed in WHY, VisualDNA's insights platform.



Data integration with CRM



Creative support for content, tone & imagery



Executed across marketing channel (search, display, onsite, email & social)



“As a marketer, WHY excites me. The whole industry is talking about personalising the online experience, but to date no-one has offered a solution to even identify those customers or customer segments who will respond best to that personalisation.”

Tom Newbald
Marketing Director of Feelunique.com

TOPSHOP

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