Customer Journey Optimisation

Adrian Carr

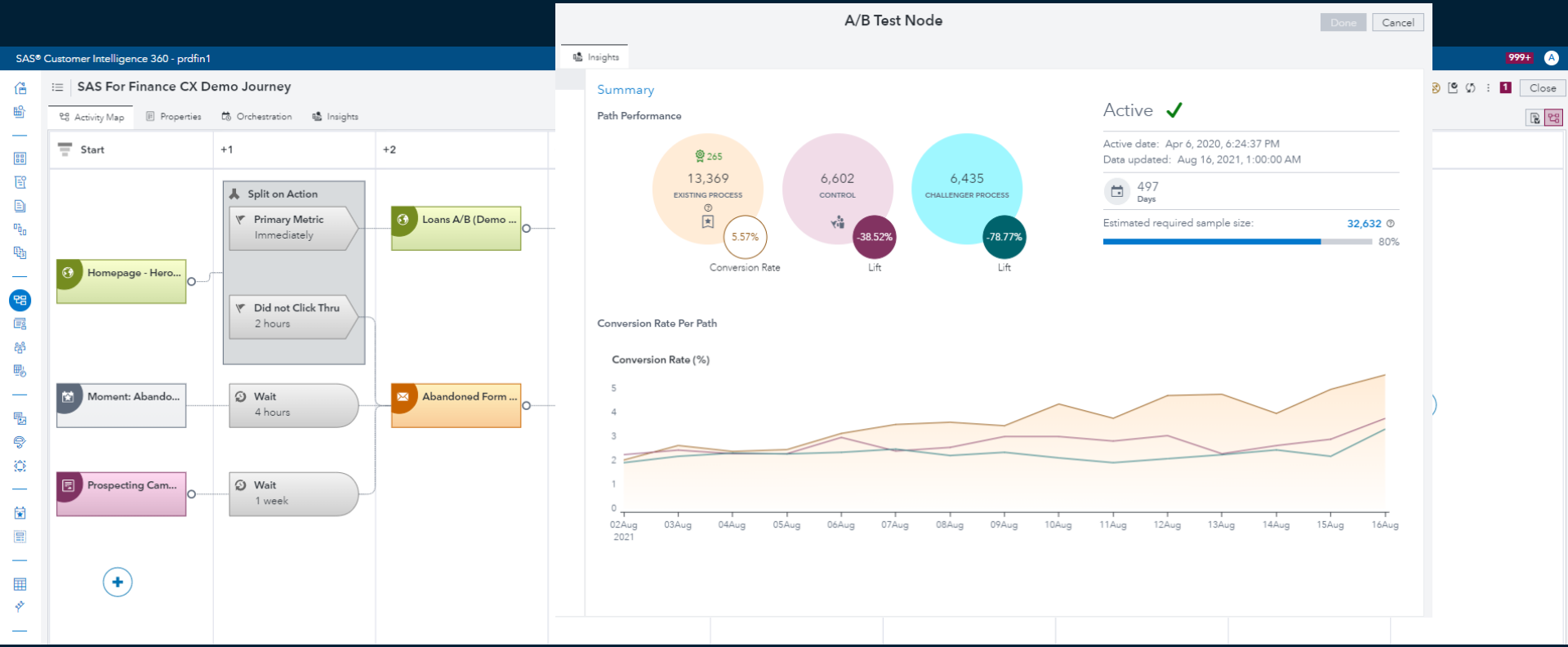
Head of Marketing AI and Decision Science

Synopsis

Mastering the customer journey is a crucial task across industries for the modern marketer, and a journey through the different capability levels will be shared today, including

- *simple methods to test and learn across customer journeys, such as A/B testing of the journey;*
- *more complex analyses such as algorithmic attribution to cut through the noise and discover the successful journeys that exist*
- *more complex algorithmic approaches, driven by latest AI and ML techniques*

Walk, Run,……Fly?


SAS® Customer Intelligence 360 - prdfin1
SAS For Finance CX Demo Journey
Activity Map
Properties
Orchestration
Insights
Start
+1
+2
Split on Action
Primary Metric
Immediately
Did not Click Thru
2 hours
Loans A/B (Demo ...
Homepage - Hero...
Moment: Abando...
Wait
4 hours
Abandoned Form ...
Prospecting Cam...
Wait
1 week
A/B Test Node
Done
Cancel
Insights
Summary
Path Performance
265
13,369
EXISTING PROCESS
5.57%
Conversion Rate
6,602
CONTROL
-38.52%
Lift
6,435
CHALLENGER PROCESS
-78.77%
Lift
Active
Active date: Apr 6, 2020, 6:24:37 PM
Data updated: Aug 16, 2021, 1:00:00 AM
497
Days
Estimated required sample size:
32,632
80%
Conversion Rate Per Path
Conversion Rate (%)
5
4
3
2
1
0
02Aug
2021
03Aug
04Aug
05Aug
06Aug
07Aug
08Aug
09Aug
10Aug
11Aug
12Aug
13Aug
14Aug
15Aug
16Aug
Close

Signs up for Landing Page Offer

Close

Conditions | Attributes | Attribution | Orchestration

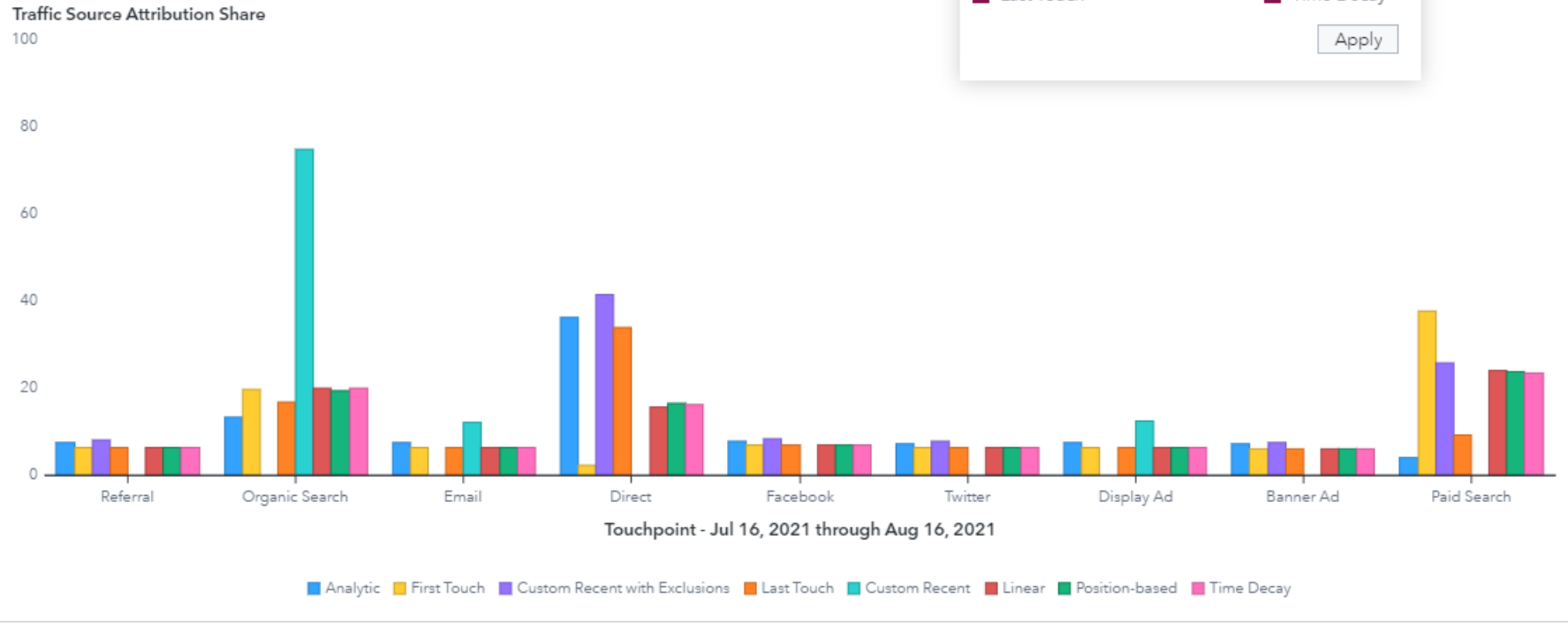
Analysis parameters: Most recent 30 days - Traffic Sources - 7 days maximum

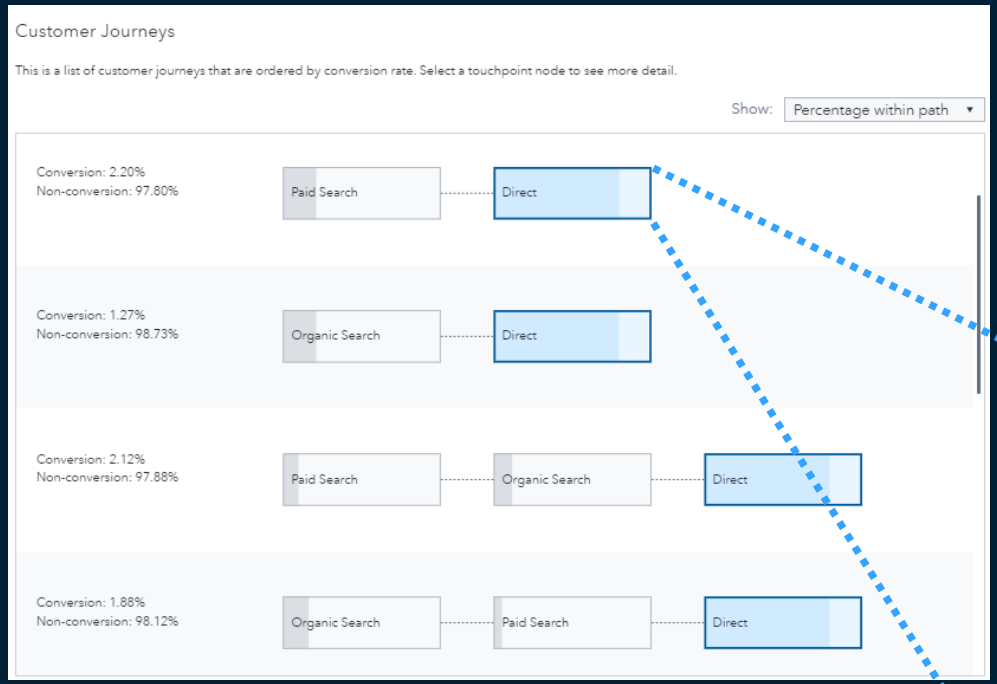
Overview

Filter Models

- [x] Analytic
- [x] Custom Recent
- [x] First Touch
- [x] Linear
- [x] Custom Recent with Exclusions
- [x] Position-based
- [x] Last Touch
- [x] Time Decay

Apply

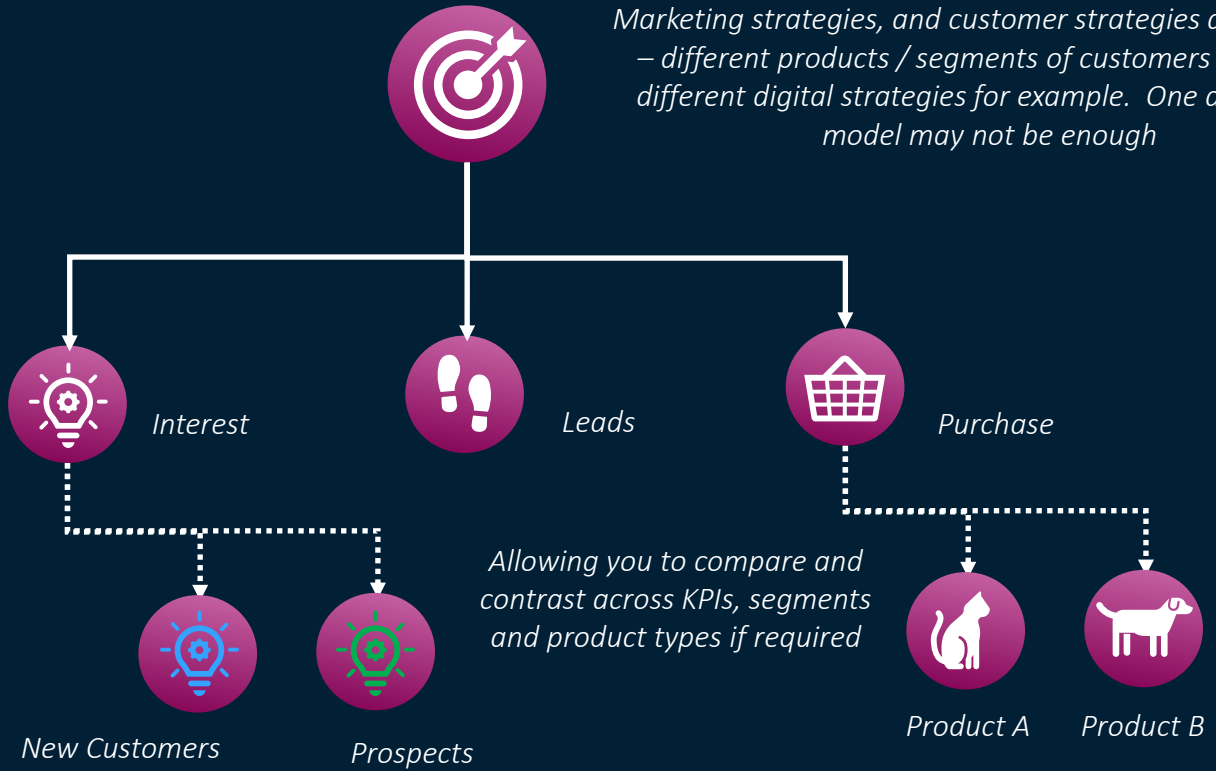




DETAILED INSIGHT – KPI Hierarchies

Marketing strategies, and customer strategies are nuanced – different products / segments of customers may have different digital strategies for example. One attribution model may not be enough

SAS enables multiple attribution models to be run, across different hierarchies



Allowing you to compare and contrast across KPIs, segments and product types if required

How are we feeling?

EMPOWERING VARIOUS PERSONAS

"Do-it-for-me" — "Do-it-yourself"

Marketer

Analyst

Data Scientist

Forrester CAT Wave

Eligible
Everyone

Exclusions
None

Analytic Targeting
Active

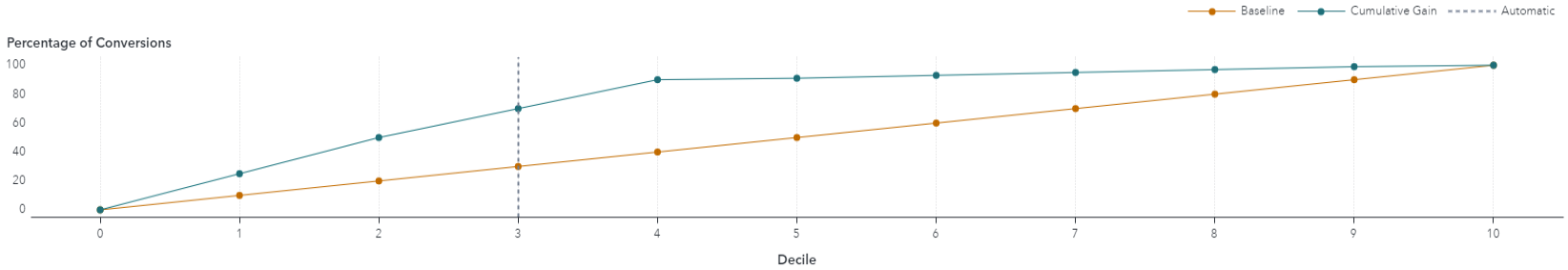
Analytic Targeting

Enable analytics to develop a model that can be used to predict and target which users are most likely to convert.

Enable analytic targeting *Analytic targeting activated: Jan 18, 2021, 5:00:00 AM*

Model fitness | Target users most likely to convert

Cumulative Gains



6%	72%	70%	5%
Conversion rate	Lift	Percentage of all conversions	Misclassification rate

Select the cutoff threshold for this model.

Automatic based on a strategy:

- (●) Minimize the cost of delivering marketing treatments by minimizing non-conversions - (3rd decile)
- ( ) Balance the number of conversions with the ability to exclude non-converters - (5th decile)
- ( ) Maximize the difference in conversion rate between targeted and excluded groups - (4th decile)
- ( ) Maximize confidence that there is a difference in conversion rate between targeted and excluded groups - (2nd decile)

Manual:

- ( ) Select a decile to preview and set the cutoff threshold for this model: 4

EMPOWERING VARIOUS PERSONAS

"Do-it-for-me" ⟷ "Do-it-yourself"

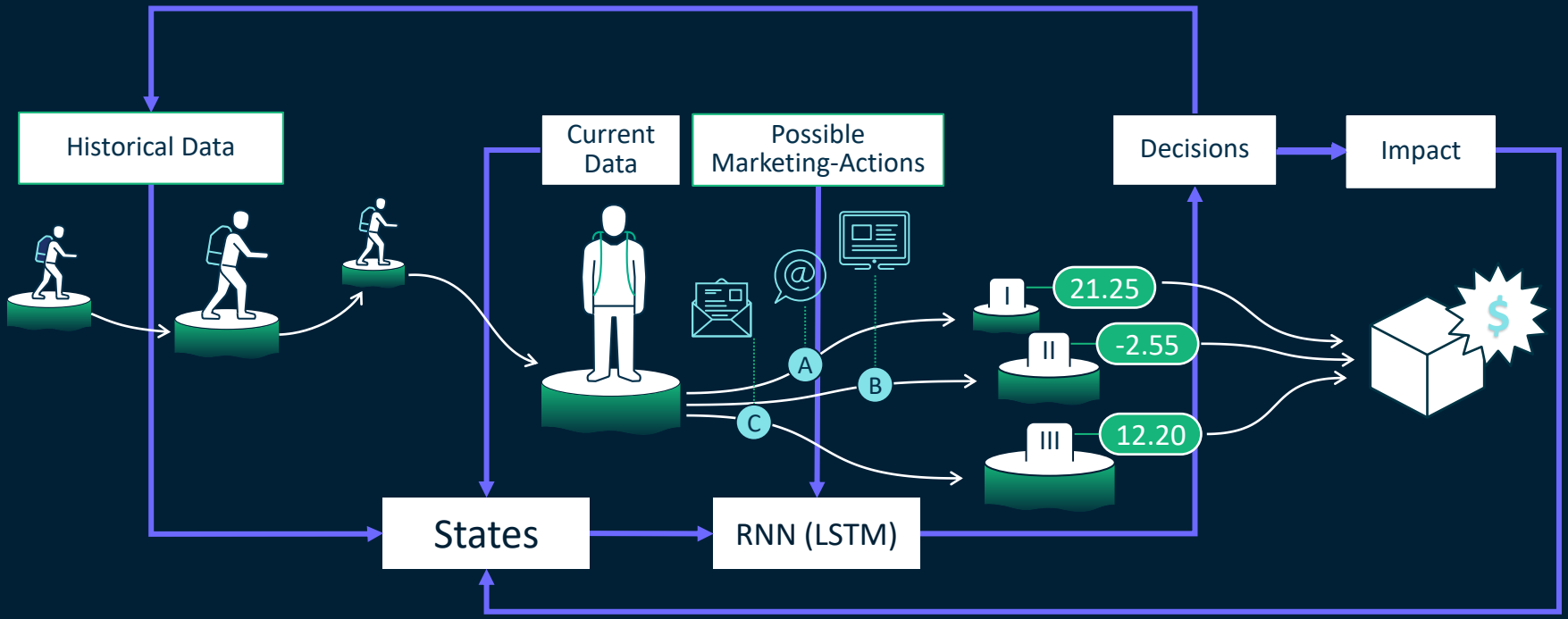
Marketer

Analyst

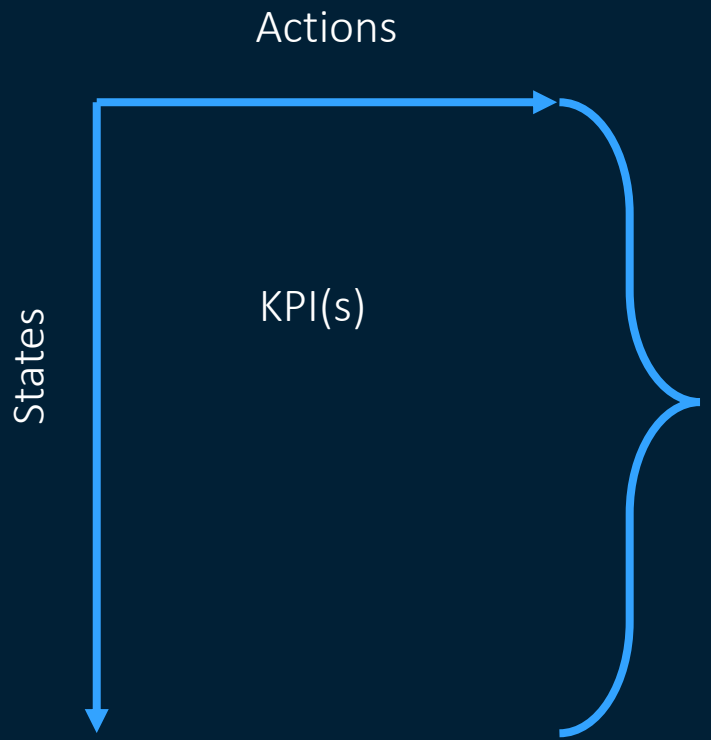
Data Scientist

Let's ask the first polling question!

CUSTOMER JOURNEY OPTIMISATION



Or, more simply……

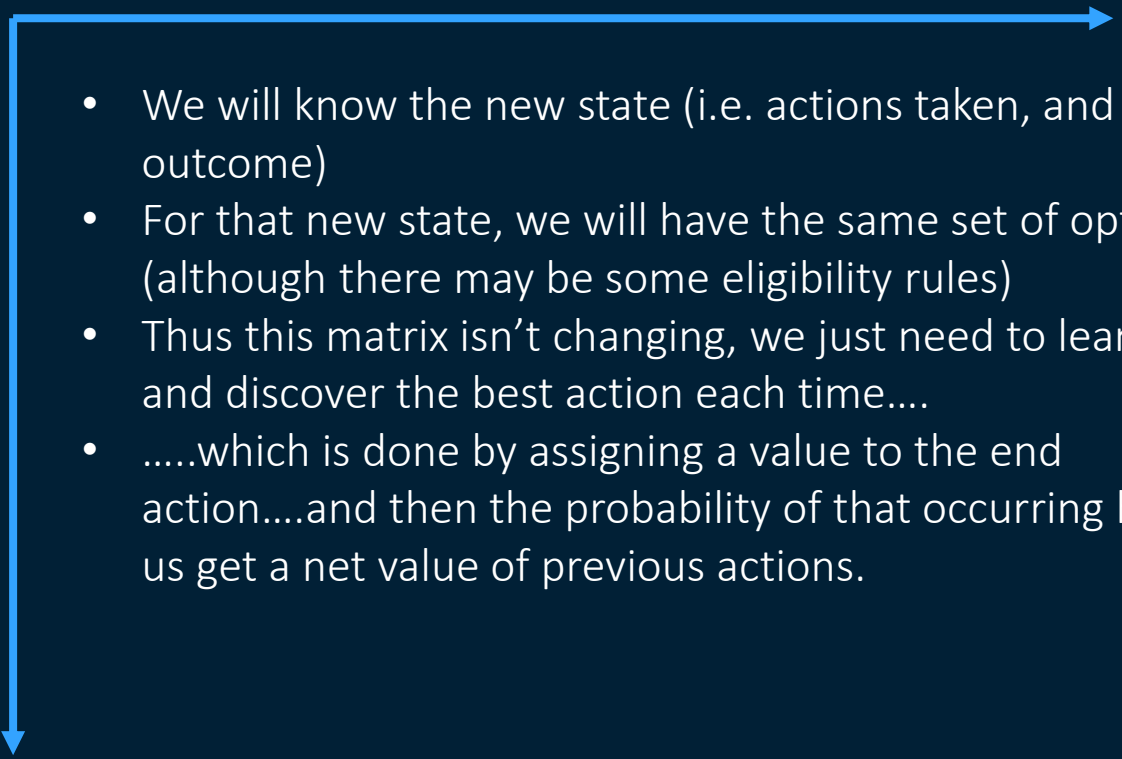


Decision?

Hint: (Choose the Big One)

Example

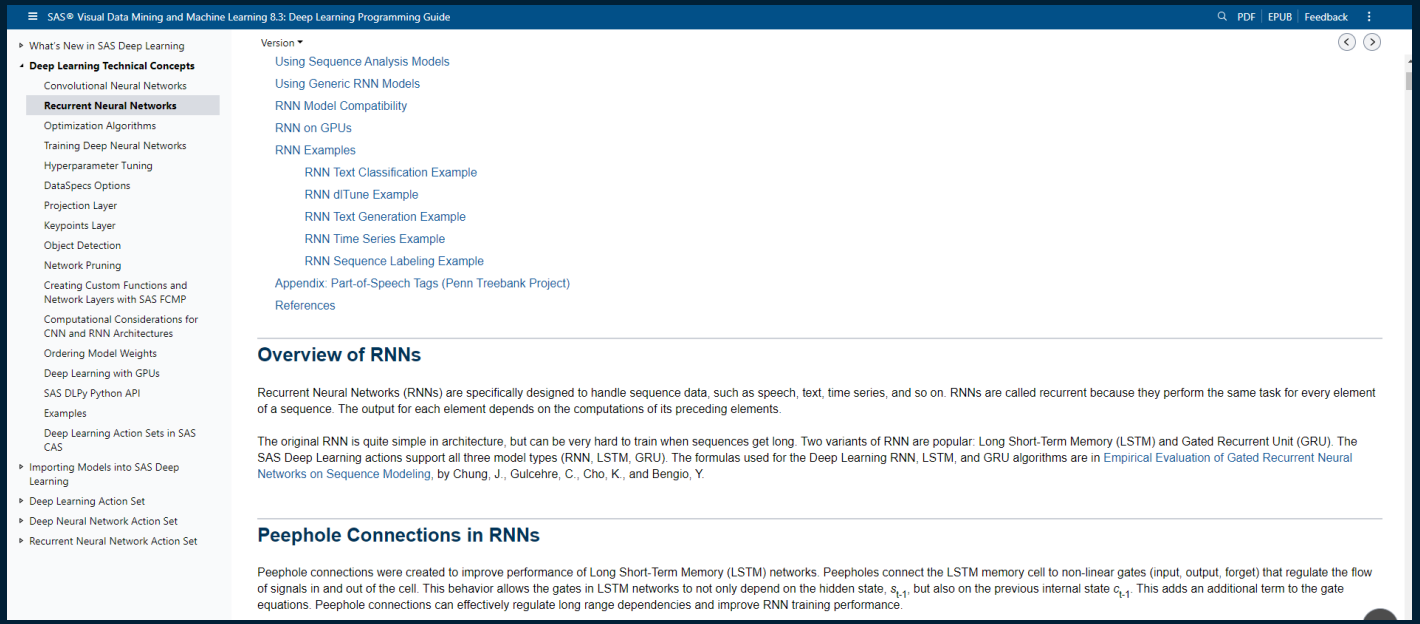
Story Cookie+Milk Pyjamas GotoBed



- None
- Story Told
- Cookie+Milk Given
- Pyjamas on
- Gone to Bed
- Story+Cookie
- Story+Pyjamas
- Story+Bed
- Cookies+Story
- Cookies+Pyjamas
- Cookies+Bed
- Story+Cookies+PJs
- ……

- We will know the new state (i.e. actions taken, and outcome)
- For that new state, we will have the same set of options (although there may be some eligibility rules)
- Thus this matrix isn't changing, we just need to learn and discover the best action each time….
- …..which is done by assigning a value to the end action….and then the probability of that occurring helps us get a net value of previous actions.

Or see here



Ready for Take Off?

Let’s ask the second polling question!

Questions?

sas.com