

INSIGHT-LED MARKETING STORIES

3RD EDITION

 MAPP UK OFFICE

 JUNE 22, 2023 AT 2 PM GMT

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INSIGHT-LED MARKETING STORIES | 3RD EDITION



WELCOME TO THE INSIGHT-LED MARKETING STORIES EVENT!



RICARDAS MONTVILA

Vice President, Global Strategy
Mapp

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mapp

INSIGHT-LED MARKETING STORIES | 3RD EDITION



MAXIMIZING CUSTOMER LOYALTY: HOW PIZZAEXPRESS LEVERAGED MOBILE PUSH TO ACHIEVE 1.5 MILLION LOYALTY CUSTOMERS



MATT BROOM

Director of Customer Technology
Pizza Express

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PIZZA

19



65

EXPRESS

MAXIMIZING CUSTOMER LOYALTY:

HOW PIZZAEXPRESS LEVERAGE

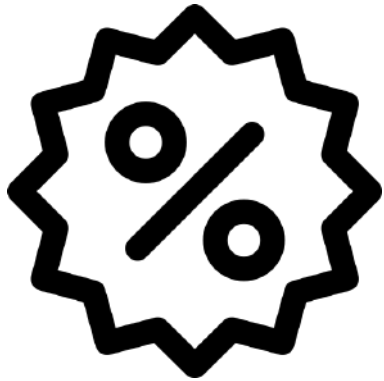
MOBILE PUSH TO ACHIEVE 1.5

MILLION LOYALTY CUSTOMERS

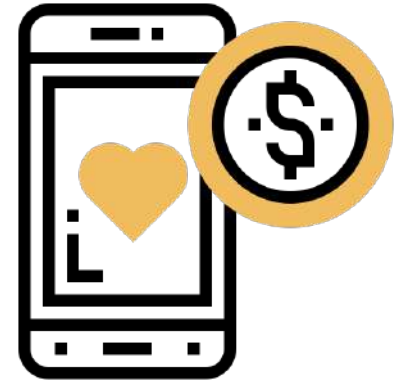


The Pandemic created an opportunity for PizzaExpress to move away from high discounting alongside accelerating our ambitions in Delivery & Collection

FROM



TO



PIZZAEXPRESS MOBILE APP

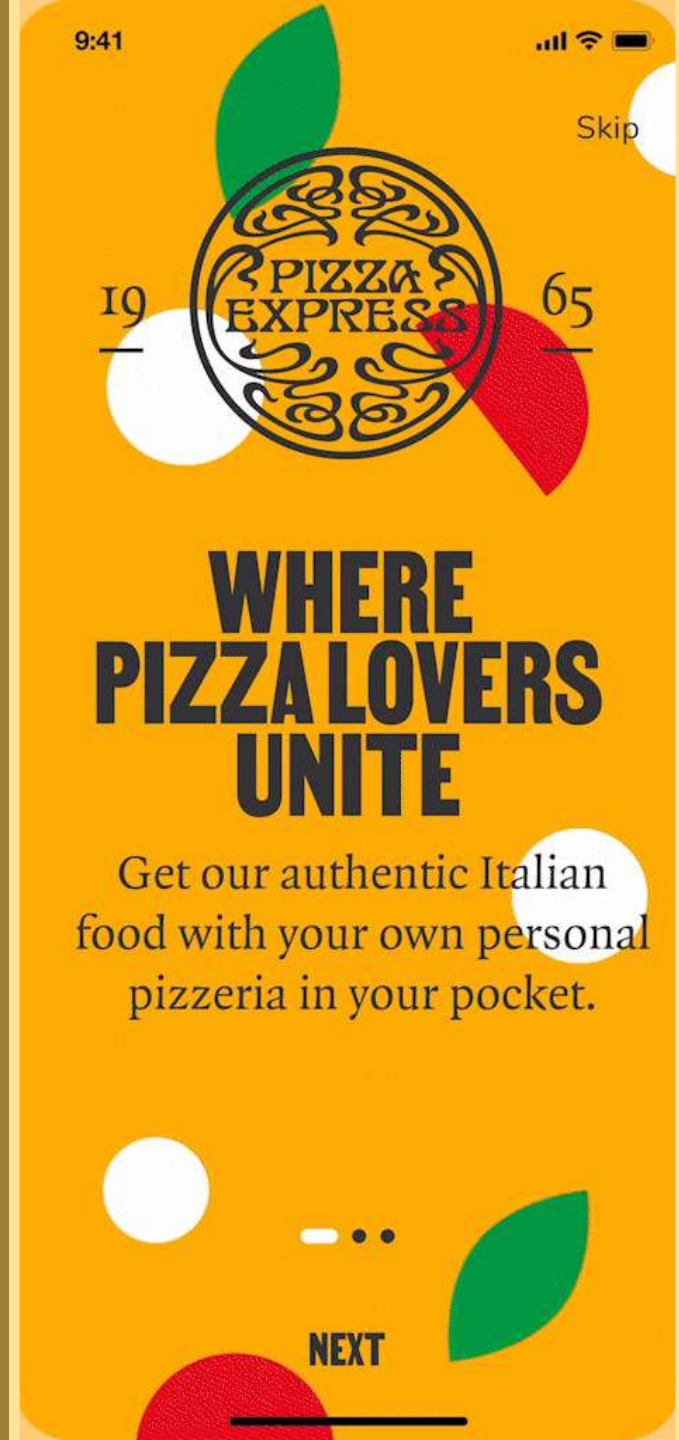


POWER OF THE APP

Omni Channel Loyalty

Book a table

Pay for a table



TIERS & REWARDS



Bronze Rewards

Unlock bronze rewards with 1 pizza stamp



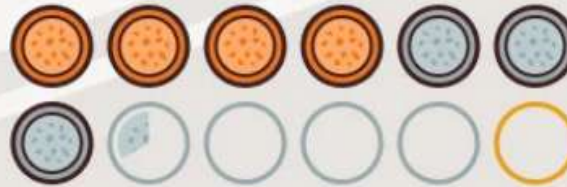
Bronze

Tuck into a free side dish every time you dine in or place a collection order, plus get a free dessert on your birthday.



Silver Rewards

Unlock silver rewards with 5 pizza stamps



Silver

Dine-in or place a collection order to get free Dough Balls 'PizzaExpress', a free soft drink and a free tea or coffee every time you visit, plus a free classic pizza on your birthday.



Gold Rewards

Unlock gold rewards with 12 pizza stamps



Gold

Reach our best tier and get rewarded with a free Romana upgrade, a free kids Piccolo meal (Mon-Thu) and so much more! Unlock the Pizza Stamps to get to the top!

Omni Channel



Pizzeria

Earn 1 Pizza Stamp every time you dine in and spend at least £10 per person.



Delivery & Collection

Find and scan the QR code to earn half a Pizza Stamp with every order when you spend at least £10.

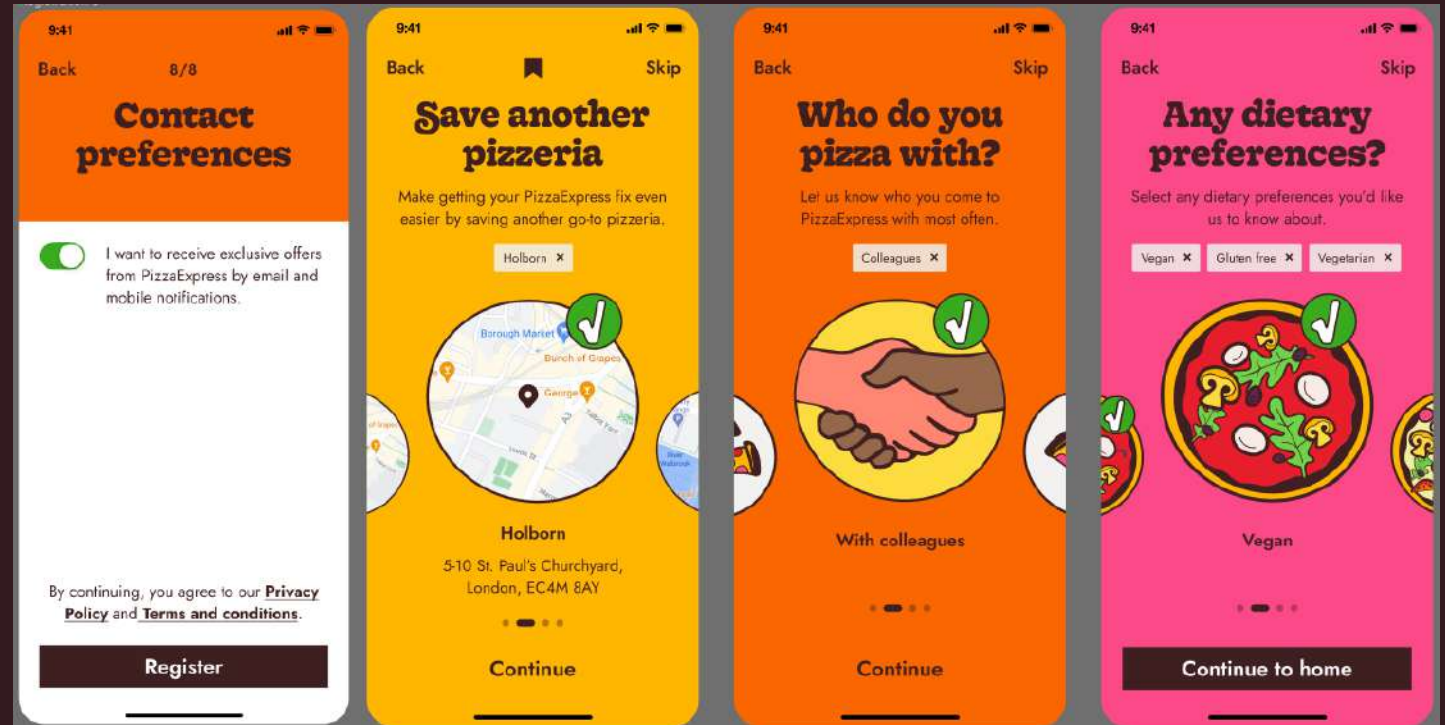


Supermarket

Find and scan the barcode on the pizza box to earn quarter of a Pizza Stamp with every supermarket pizza.

APP PERSONALISATION

1. Contact Preferences
2. Favorite Pizzeria
3. Who Do you Pizza With
4. Dietary Preferences

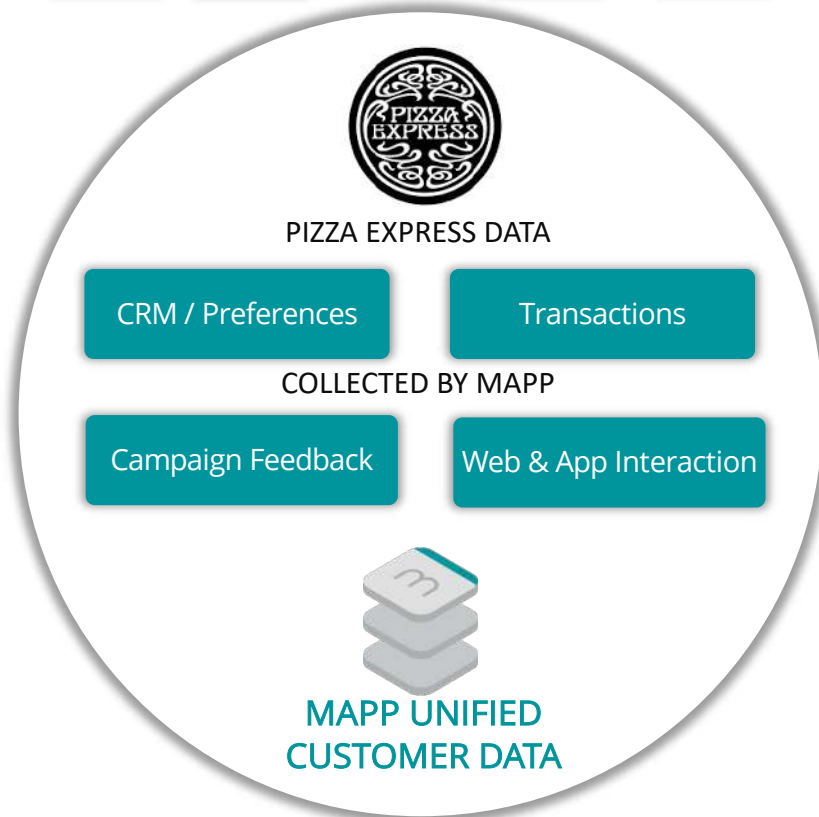
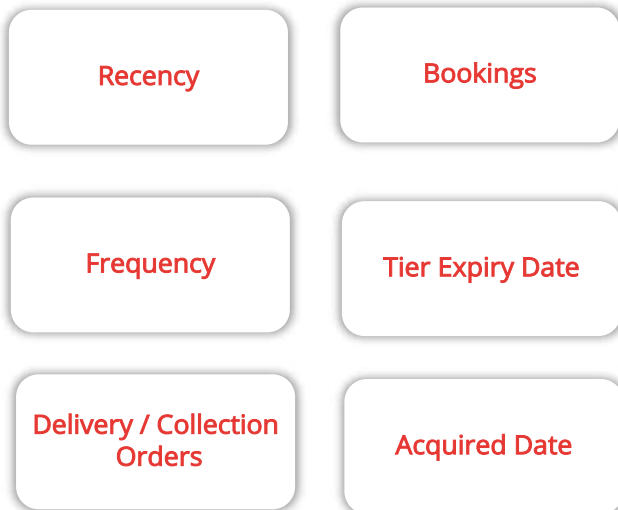


CRM TRANSFORMATION

ENGAGEMENT



BEHAVOURIAL DATA



BEHAVOURIAL DATA



PUSH NOTIFICATIONS

- Hyper personalised and Trigger-based
- Use of Core automated flows based upon engagement with the App
- Loyalty Based Push

PizzaExpress Android Prod new · 1:43 AM

Don't miss the Dough!

You still have FREE Dough Balls waiting to be enjoyed. Book now, we know you'd hate to miss out on the dough-liciousness 😊

EMAIL
STILL
A CORE
CHANNEL



DELIVERY & COLLECTION



Delivery

Find your nearest PizzaExpress open for Delivery.

Collection

Find your nearest PizzaExpress open for Collection.

Strategic Goal To Own Delivery & Collection Platform

- Phase 1 – Build Collection Platform
- Phase 2 – Optimise with Abandon Basket Powered by Fresh Relevance
- Phase 3 – Build Delivery Platform Integrated to the Uber Network
- Phase 4 – Integrate AI Upsell powered by Fresh Relevance



Delivery & Collection

From our iconic Dough Balls to our thin and crispy Romana pizzas, enjoy all your favourites at home.

[Order now](#)

Delivery & Collection Abandon Basket

- Personalised to the Individual
- Delivery / collection address of the individual user
- Product items in cart
- Drive straight back to built basket on website.
- 5 mins post web session to capitalise on moment.

PIZZA EXPRESS




Hi there,

We've got your basket and our oven is hot and waiting. Complete your order now and we'll have your favourites ready in no time!

Delivery from Restaurant: Town Wharf, Newark, Nottinghamshire, NG24 1EU

[View Basket](#)

Your Items:

Product Name	Quantity
 American	1
 Dough Balls 'PizzaExpress'	1
 Margherita	1

Sub total: £32.55

[Complete Order](#)

Book **Collection** **Delivery**

[Download on the App Store](#) [GET IT ON Google Play](#)

[Facebook](#) [Twitter](#) [Instagram](#) [TikTok](#)

To ensure you don't miss future email updates, please add news@email.pizzapress.com to your address book or safe list.

Promoter/Head Office: PizzaExpress, Market House, Highbridge Estate, Oxford Road, Uxbridge, UB8 3LX.

PERSONALISED POPUPS FOR ADD TO CART

Why not try?



Garlic Butter Dip



£0.75

205 kcal



Dough Balls Doppio -



dish serves 2 (425 kcal per serving)

£9.95

kcal



Continue to basket



New

Loaded Pesto Dough Balls

£6.95 467 kcal



































Herb Chicken Wings

GF

6 kcal

Checkout (1) - £12.90

AI RECS BASED UPON PRODUCT INSIGHTS

Bought With This Product	Dough Balls 'PizzaExpress' ...	Margherita...	Garlic Butter Dip ...	Dough Balls Doppio - dish serves...	American Hot...	La Reine...	Mixed Salad ...	Pollo ad Astra...
	 <p>92.0000</p>	 <p>75.0000</p>	 <p>67.0000</p>	 <p>40.0000</p>	 <p>28.0000</p>	 <p>26.0000</p>	 <p>21.0000</p>	 <p>21.0000</p>
	Padana...	Halloumi Bites ...	Garlic Bread with Mozzarella ...	Piccolo To Go...	Pollo Forza...	Spicy Giuseppe...	Pollo Pesto ...	Funghi di Bosco...
	 <p>20.0000</p>	 <p>20.0000</p>	 <p>20.0000</p>	 <p>16.0000</p>	 <p>16.0000</p>	 <p>15.0000</p>	 <p>14.0000</p>	 <p>13.0000</p>
	BBQ Burnt Ends...	Grand Chicken Caesar ...	Basil & Pine Kernel Pesto Dip	Beetroot Buddha Bowl ...				
	 <p>12.0000</p>	 <p>12.0000</p>	 <p>10.0000</p>	 <p>9.0000</p>				
Bought After Browsing This Product	Pollo Forza...	Gluten-Free La Reine ...	Cannelloni ...	Gluten-Free American ...				
	 <p>7.0000</p>	 <p>3.0000</p>	 <p>3.0000</p>	 <p>1.0000</p>				
AI Similar Products [?]	Gluten-Free American ...	American Hot Pizza Wrap ...	Pollo American - Delivery Exclusive	Gluten-Free Pollo American - Delivery...	Gluten-Free Fiorentina ...	Niçoise ...	Niçoise (GF) ...	Gluten-Free American Jack ...
	 <p>88.3%</p>	 <p>80.4%</p>	 <p>80.2%</p>	 <p>80.1%</p>	 <p>80.1%</p>	 <p>80.0%</p>	 <p>80.0%</p>	 <p>79.9%</p>

PERSONALISED CAROUSELS AT CHECKOUT

Room for more?

< 1/9 >



Dough Balls 'PizzaExpress'



£5.65 396 kcal

Add to basket



Calamari

£8.45 504 kcal

Add to basket



**Bruschetta Originale
'PizzaExpress'**



£6.95 362 kcal

Add to basket

BENEFITS OF OWNING THE CUSTOMER JOURNEY

Your contact details

Title *

Mr

First name *

Josh

Last name *

Beale

Email address *

joshbeale1@googlemail.com

Mobile number *

07590735450

Date of birth *

10

10

1986



- Organically driven 1.5mil + App Downloads and Loyalty Members
- Seen greater engagement with Pizza Express from loyalty customers
- Greater insights on Customer's Behaviours to allow for better personalised marketing

SUMMARY

- Pandemic created Opportunity for business initiatives driven by Digital Transformation
- Owning the customer by offering App First Loyalty Scheme
- Strategic move to Own Delivery and Collection Platforms

THANKS

MATT BROOM

DIRECTOR OF
CUSTOMER
TECHNOLOGY



PIZZA
EXPRESS
LOYALTY
APP



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SPROUTING REPEAT PURCHASES: HOW RIVERFORD USES MAPP TO DRIVE CUSTOMER INSIGHTS



NICK GLOVER

CRM Lead
Riverford

Sponsored by  freshrelevance

mapp

HOW RIVERFORD USES MAPP TO DRIVE CUSTOMER INSIGHTS



Nick Glover – CRM Lead



Background

- Who am I and how have I got here?
- Who are Riverford?



**Riverford are a fresh food
delivery company,
providing high quality,
ethical, organic produce
directly to consumers**

What I'm going to talk about today...



1. A five-year plan



2. Measuring advocacy



3. Driving insight & change



4. Summary

} Enabled by
mapp





1. A FIVE-YEAR PLAN



1.

2-3 turbulent years...



**Unprecedented
demand**



**Closed
shop**



**70k+
waiting list**

We grew really fast, but we knew this wasn't sustainable – we needed a plan.



1.

By 2028...



We will be outstanding at what we do.
Doing things well, right down to the fine detail,
is at the heart of our success.

**SMART GOAL: Provide such a great experience that
over 90% of customers would recommend us to others.**



A watercolor illustration of two purple eggplants with green stems and leaves. The eggplants are positioned vertically, one on the left and one on the right, with their stems and leaves at the top. The background is a light, textured beige color. The text "2. MEASURING ADVOCACY" is centered over the eggplants in a white, sans-serif font.

2. MEASURING ADVOCACY

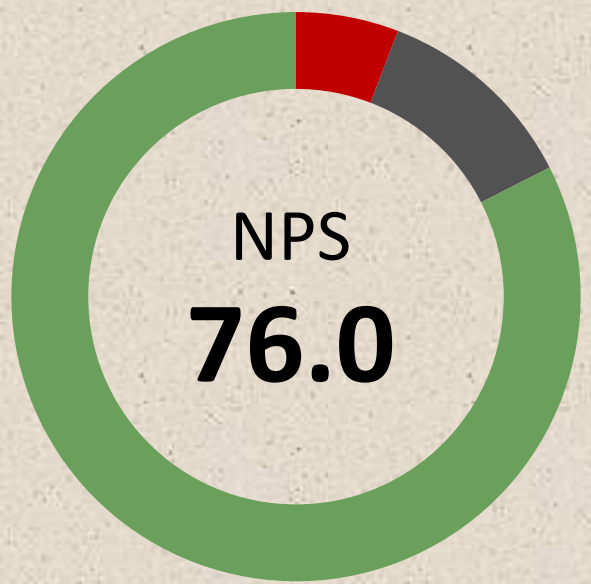


2.

Capturing Our Net Promoter Score



$$\text{NPS} = \% \text{ Promoters} - \% \text{ Detractors}$$



■ Detractors ■ Passive ■ Promoters





2. Who exactly are we asking?

NPS Automation - Thursday Customers Selected 720(Limit = 720) ↻

Current Segment

Add New Criteria

Search

New Container

Contact Profile -

- Profile Attribute
- Addon Attribute
- Group Membership Attribute
- Group Membership
- Confirmation Date
- Mobile Push Consent
- Mobile Phone Specifics
- Current Mobile Device Timezo...

Segment (6 Criteria | 0 Containers)

	Contact Profile Group Membership	Member of Group: Master Riverford Customers Status: Active Equals: From: Any time before To: On Run (Europe/London)
AND	Contact Profile Group Membership	Not Member of Group: Survey Opt-Outs
AND	Contact Profile Profile Attribute	Wants survey emails [feedback-email] Equals: true
AND	Contact Profile Profile Attribute	Last order date [last_order] Equals: 4 days before run date (Europe/London)
AND	Email Activity Received	Not Received, Message category: NPS, From: 4 months before run date To: On Run (Europe/London)
AND	Contact Profile Profile Attribute	Delivery day [delivery_day] Equals: Thursday

Number Of Contacts		
0 Limit = 685 ▶	⌵	ⓘ
0 Limit = 720 ▶	⌵	ⓘ
0 Limit = 695 ▶	⌵	ⓘ
0 Limit = 710 ▶	⌵	ⓘ
0 Limit = 460 ▶	⌵	ⓘ

We ask a representative sample of customers,
4 days after their delivery.



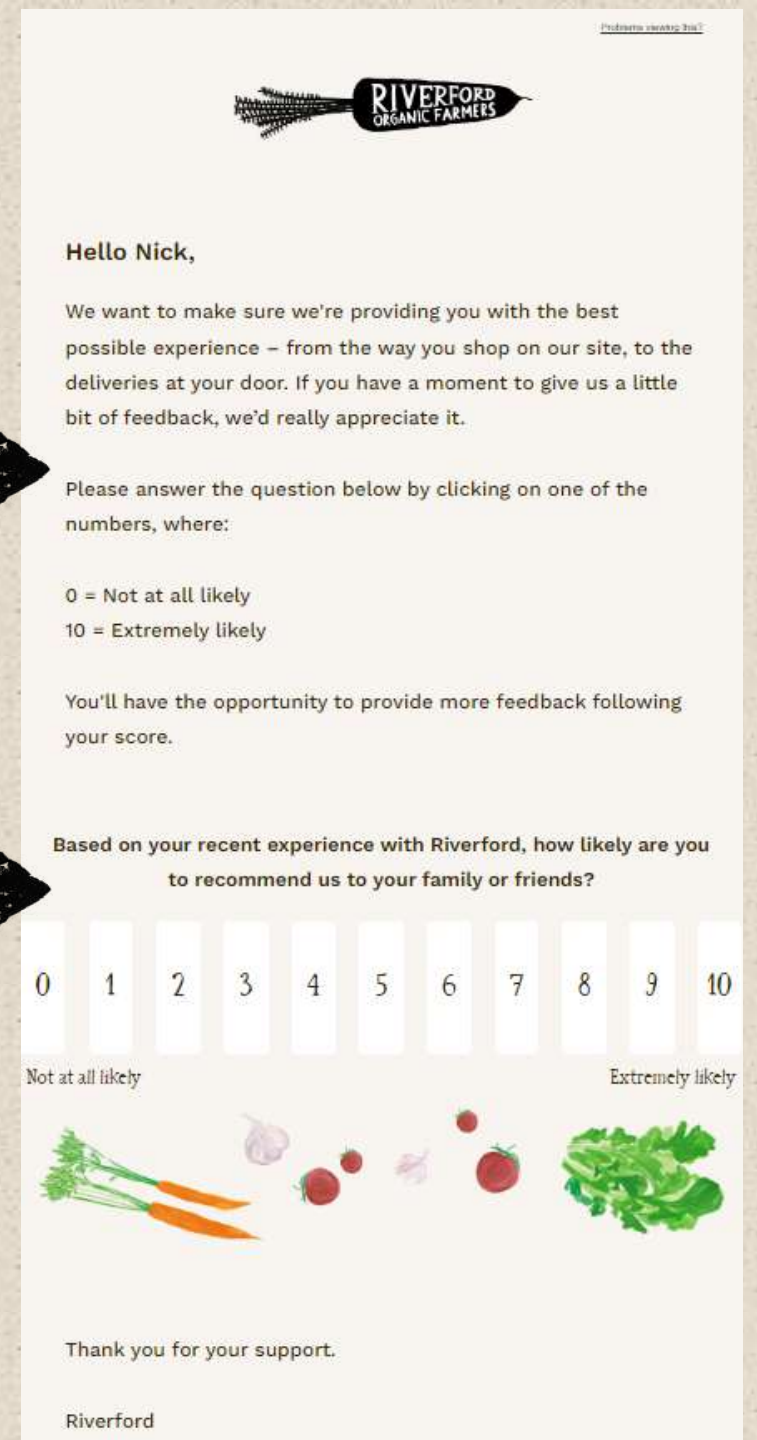
2.

What about the email itself?

Intro explaining to customers why they're receiving this email and that there will be an opportunity to provide further feedback.



The question, with 0 – 10 scores: The customer's click is captured and populates a custom attribute...



Hello Nick,

We want to make sure we're providing you with the best possible experience – from the way you shop on our site, to the deliveries at your door. If you have a moment to give us a little bit of feedback, we'd really appreciate it.

Please answer the question below by clicking on one of the numbers, where:

- 0 = Not at all likely
- 10 = Extremely likely

You'll have the opportunity to provide more feedback following your score.

Based on your recent experience with Riverford, how likely are you to recommend us to your family or friends?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Not at all likely Extremely likely



Thank you for your support.

Riverford



2. Where is the link click captured?

The screenshot shows a whiteboard interface for 'NPS Rating Profile Update'. The main area displays a flow of events with columns labeled '4 = g', '5 = f', '6 = e', '7 = d', '8 = c', '9 = b', and '10 = a'. Each column has a 'Change Profile' button and a count of users. A red box labeled 'Entry Event Multiple Event' is connected to the '10 = a' column. A right-hand panel titled 'CONFIGURE JOB' shows a 'Change Profile Attribute' job with the attribute 'NPS' and a value of '-10'.

Event	Count	Ended
4 = g	57	Ended: 57
5 = f	218	Ended: 218
6 = e	50	Ended: 50
7 = d	146	Ended: 146
8 = c	584	Ended: 584
9 = b	745	Ended: 745
10 = a	4504	Ended: 4504

The link click triggers the customer to enter an event-based whiteboard (based on the link and assigned link category), updating the custom attribute 'NPS' with their score



3. DRIVING INSIGHT & CHANGE



3. How do we know what we need to improve?

After a customer has scored us, they're taken to a landing page that asks them to provide feedback on 6 key areas of the customer experience.

We gather both quant. data, providing an average score for each area, and qual. data, to provide the detail of why the customer gave their answer.



RIVERFORD ORGANIC FARMERS

Thank you

If you're able to spare a minute more of your time to answer the following questions, we'd be really grateful. We're constantly striving to improve, and your feedback is invaluable to us.

1. How satisfied are you with the *quality* of produce you have received recently?

Very dissatisfied Dissatisfied Neutral Satisfied Very satisfied

Please let us know why you gave this answer... (Optional)

2. How happy are you with the range of produce we offer at the



3. Capturing this data in mapp

When the customer submits their response, specific code within the HTML of the landing page sends an API call to update the customer's custom attributes.

If they scored us 9 or 10, they are taken to a bespoke submit page that encourages them to use our refer a friend scheme.



CUSTOMER ATTRIBUTES			
Q CSAT X			
Filter			
Custom CSAT App Feedback	Easier than the website!	String	▼
Custom CSAT App Score	3	Number	▼
Custom CSAT Comms Feedback	I open and read if they look interestin...	String	▼
Custom CSAT Comms Score	3	Number	▼
Custom CSAT Delivery Feedback	Never see the driver as it's delivered ...	String	▼
Custom CSAT Delivery Score	3	Number	▼
Custom CSAT General Feedback	It's all fine !	String	▼



3. Building a daily automated export

Export

1 Type

Type and Name

Type:* Raw Data Export

Name:* NPS-CSAT-Daily-Export

Description:

Cancel

2 Time Frame

3 Parameters

4 Event Data

5 Other Data

6 Export Configuration

7 Summary

Time Frame:* Relative Absolute Maximum (365 days)

Time Zone: Europe/London

Include: Previous 1 Calendar Day(s)

Time Frame for Export: [20-Jun-2023 00:00:00] to [21-Jun-2023 00:00:00]

Cancel

Automation

1 Edit Job

2 Schedule Automation

Basic Settings

Name* CSAT Tracker - Daily Export

Description:

Job* Generate Export

Define Job

Export* NPS-CSAT-Daily-Export (ID: 29696)

A raw data export runs daily, including all NPS & CSAT custom-attributes, to our data warehouse.



Bringing this insight to life!



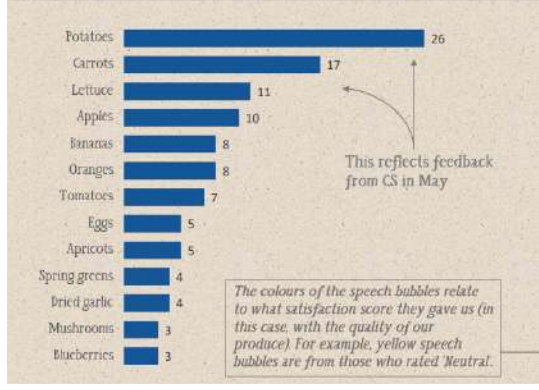
We have our BI report, updated on a daily basis.



- Everything really fresh. Much higher quality than the limited organic veg available in supermarkets
- Because it is all pretty fresh and the bag tells me how to store it. It all tastes nice
- The quality is fantastic and tastes amazing

Of those that were satisfied or less than satisfied, 196 provided feedback.

The chart below shows the items they were talking about most. Though these numbers may seem small, we can be confident that these sentiments would be echoed by customers who left a rating but with no feedback, as well as customers who didn't answer the survey at all.



- Carrots disappointing but otherwise very happy
- Occasionally fruit and vegetables close to perishing, potatoes already sprouting
- Lettuce in mixed veg boxes recently has been rotten in centre.
- Bananas not ripe, don't like scrubbing veg such as potatoes, do not like the greens and usually they get tossed.
- Really rotten potatoes in earlier May delivery.
- Usually, I find the quality very good but occasionally the potatoes have black spots which have to be cut out.
- some apples recently were too old (soft)
- Most items are amazing, but some of the items I've received lately are barely edible sadly. Especially carrots and potatoes.
- I find very little taste in the vegetables, particularly potatoes.
- The quality has deteriorated - with items such as oranges going off within a day or potatoes arriving badly bruised and unusable

Each month we share our 'Customer Voice', to help all of us think like the customer!



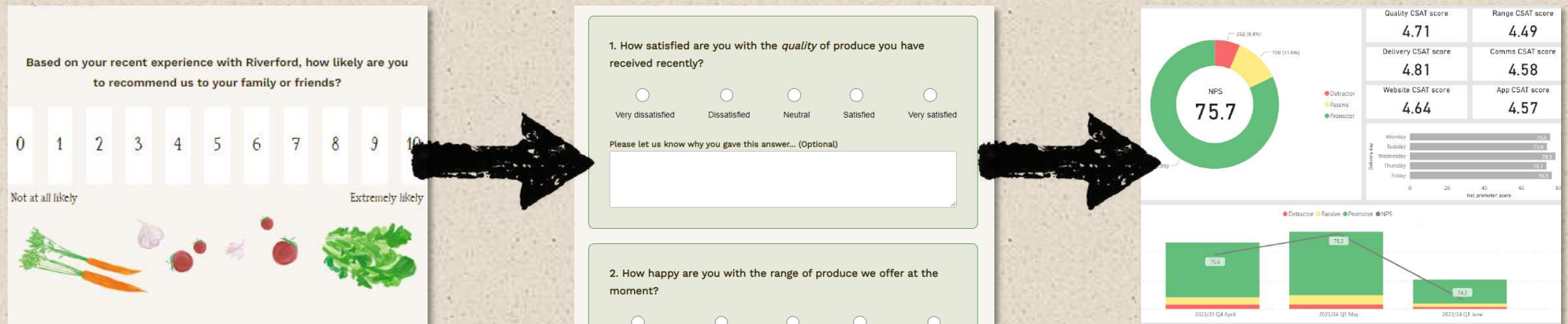


4. SUMMARY



Summary

Mapp has enabled Riverford to have an automated, consistent flow of customer insight that is fundamental in driving change for the business.





4.

One final thing...



As farmers ourselves, we promise a fair deal to all the small-scale growers we work with.



We lovingly grow our veg for the best flavour, not cosmetic perfection - wonky veg is welcome!



Farming sustainably is at the heart of all we do, looking after our soil, wildlife, and water sources.



All our fruit and veg packaging is paper or home compostable, where packaging is needed at all.

Please give us a try!



THANK YOU



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HARNESSING HIGH IMPACT MOMENTS IN THE CUSTOMER JOURNEY



GABY ORLICH

Business Development Manager
Fresh Relevance

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mapp

 TALK

Harnessing high impact moments in the customer journey



Presenter





Gaby Orlich


Business Development Manager

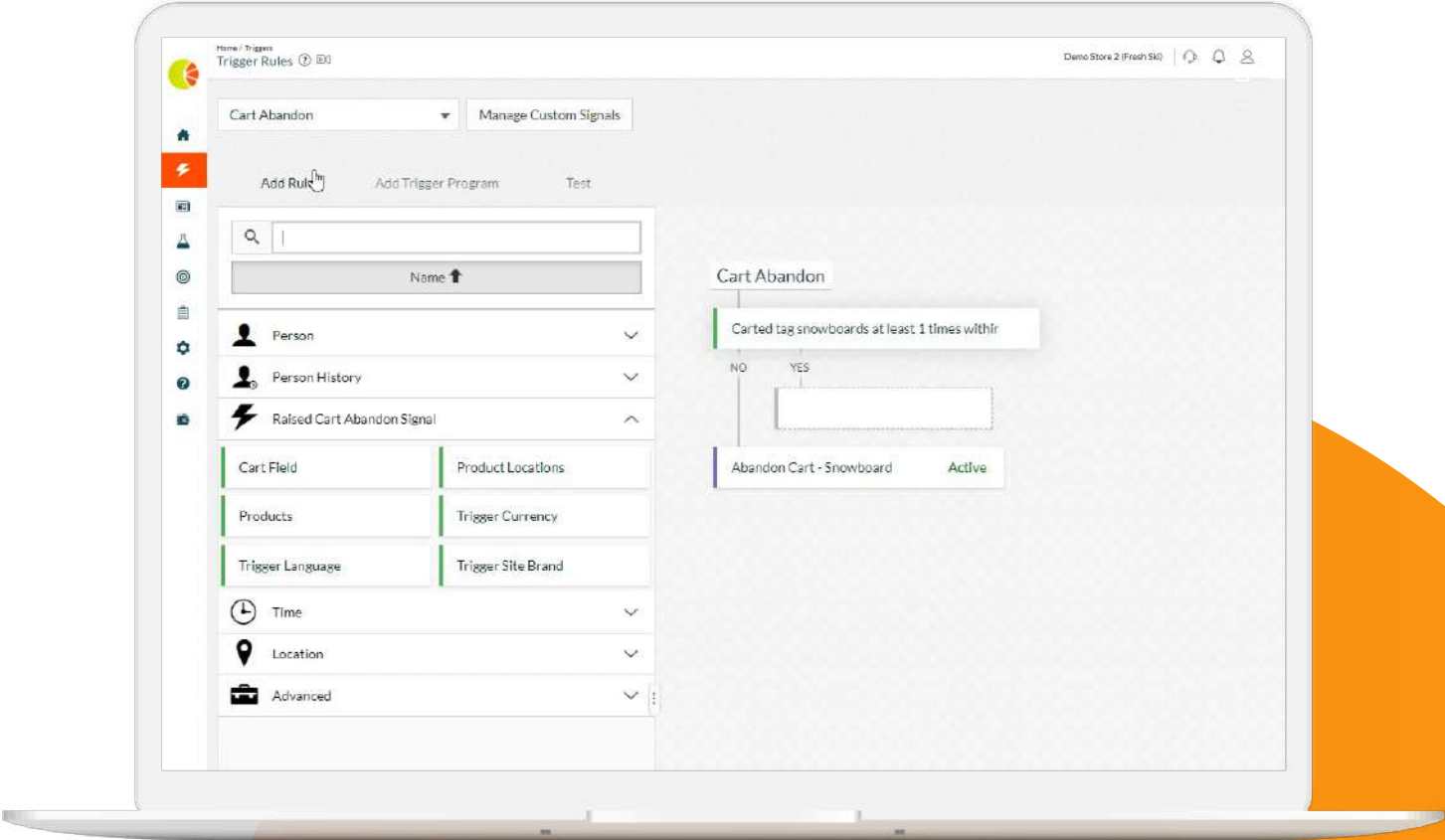
Fresh Relevance

Fresh Relevance

 Easy to use **personalisation platform** that saves you time

 Delivers conversion-boosting customer experiences across **website, app, SMS, emails and ads**

 **Integrates with your tech stack** and doesn't require help from IT teams



Typical customer journey

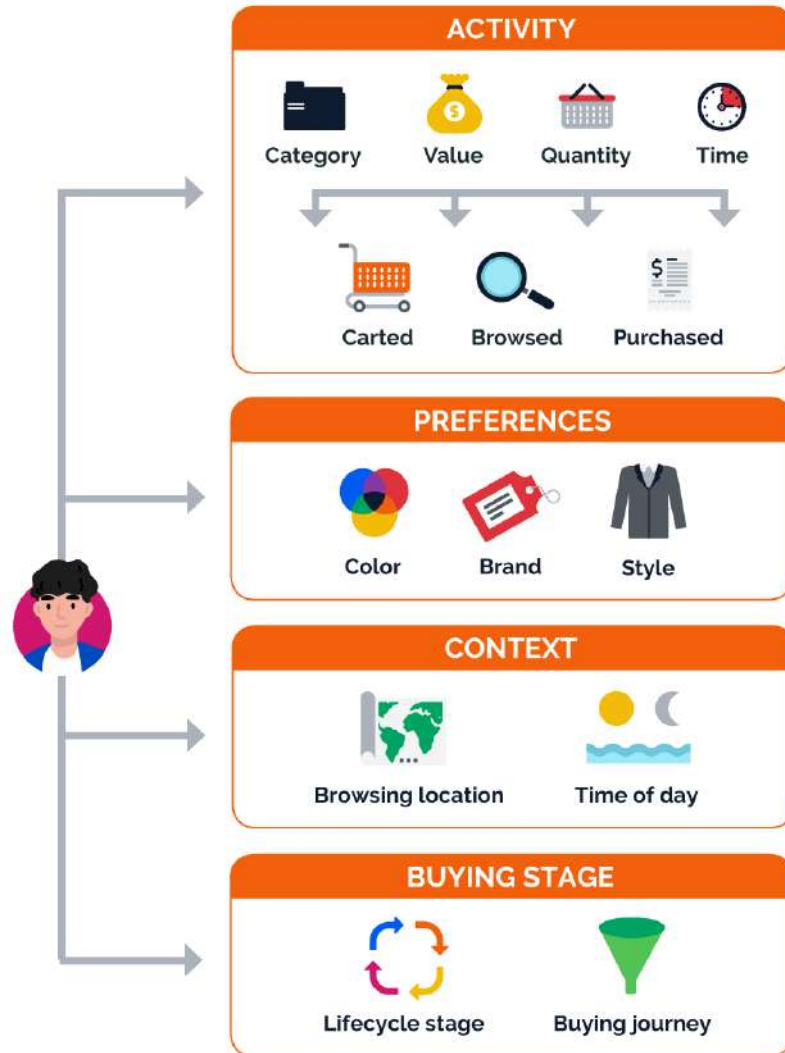


63% of consumers interact with
at least 2 channels before
making a purchase

Fresh Relevance Data Pulse (Aug 2022)



What do your customers want and
what content will resonate with them,
right now?



Understand your customers

5 high-impact moments in the customer journey



Focus

Take my inspiration and focus it. The first one who does this successfully gets my attention.



Affirm

Finalise my top three choices with an emphasis on the best decision based on behaviours and browsing interests.



Validate

Confirm purchase while removing buyer's remorse with reminders of what I saved. Explain what my investment will deliver.



Value

Show me that you value my business. Make it easy for me to purchase again.



Listen

Allow me to share my feedback through ratings and reviews. Entice me to refer a friend.

Customer Journey Stage



Focus



Affirm



Validate



Value



Listen



Email



Landing page



Product detail page



Checkout page



SMS

Personalised/trending
BAU emails

Browse abandonment
email

Cart abandonment email

Personalised BAU
emails

Replenishment email

Loyalty scheme

Personalised banners

Personalised/trending
recommendations

Personalised
recommendations

Countdown timer

Welcome back pop-up

Personalised hero banner

Personalised
recommendations

Nearest store

Popularity messaging

Ratings

Exit intent pop-up

Urgency messaging

Cross-sell
recommendations

Up-sell recommendations

Personalised
recommendations

USP reminder

Social proof

Exit intent pop-up

Up-sell recommendations

Cross-sell
recommendations

Countdown timer

Referral programme

Time-sensitive promotions

Cart abandonment
message

Cart abandonment message

VIP promotions

Ratings, reviews and UGC
request

JUST FOR YOU...

Examples




Focus



kleertjes.com

meisjes jongens schoenen outlet baby




Nieuwe collectie
TOMMY
HILFIGER

Ben jij gek op sportieve items met klassieke high-schoolinvloeden? Neem dan zeker een kijkje in de collectie van Tommy Hilfiger. Scoor nog wat gave klassiekers in de sale - tot 50% +10% kassakorting met de code: FASHION10! - of duik alvast in de nieuwe collectie. Wat trek je ze morgen aan?

shop nu >

Niek, aanbevolen voor jou



Tommy Hilfiger Tommy Hilfiger Tommy Hilfiger Tommy Hilfiger

FOCUS

Email

Personalised newsletter

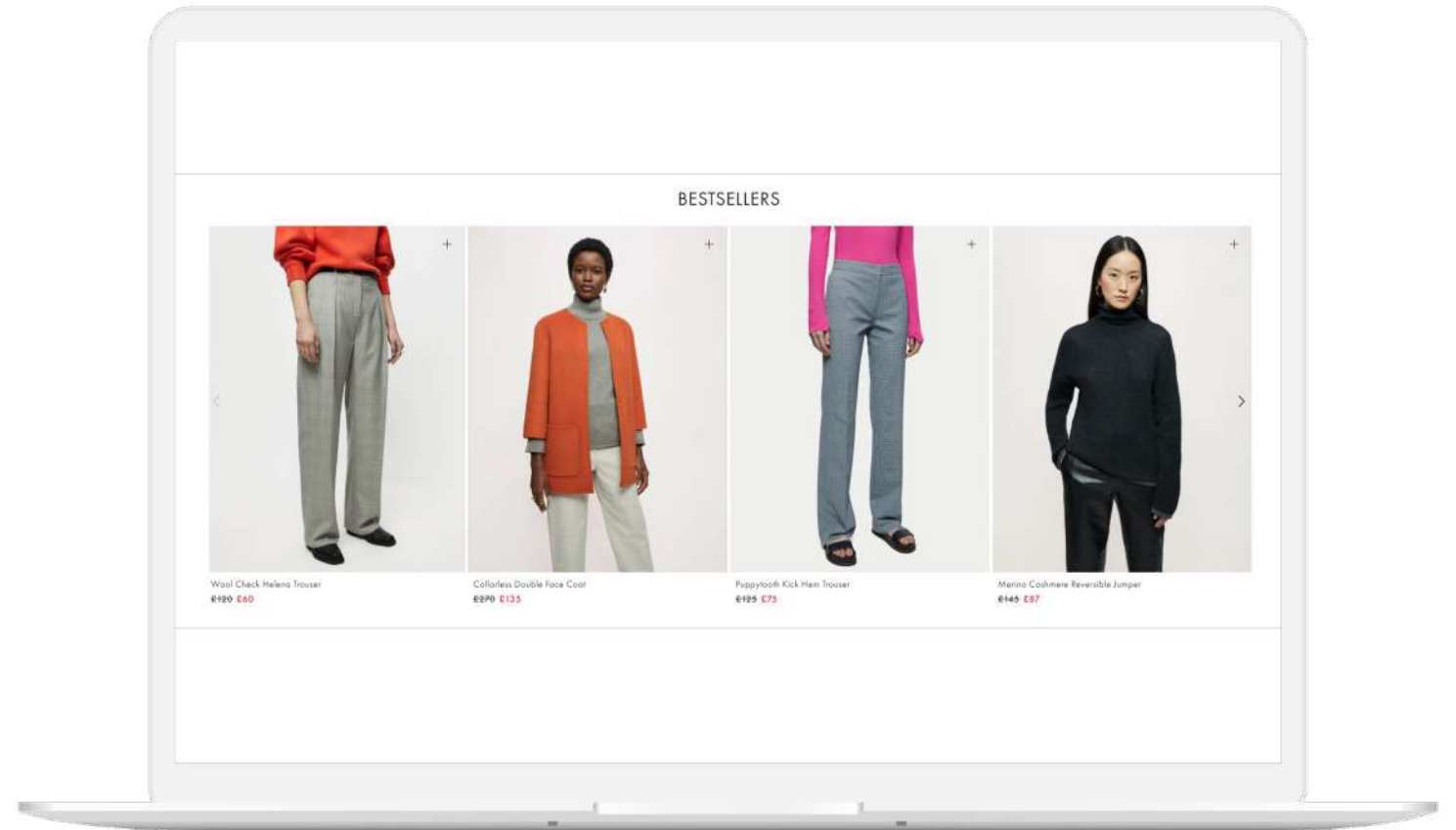
Kleertjes.com

FOCUS

Landing page

Product recommendations -
Bestsellers

Jigsaw





Affirm

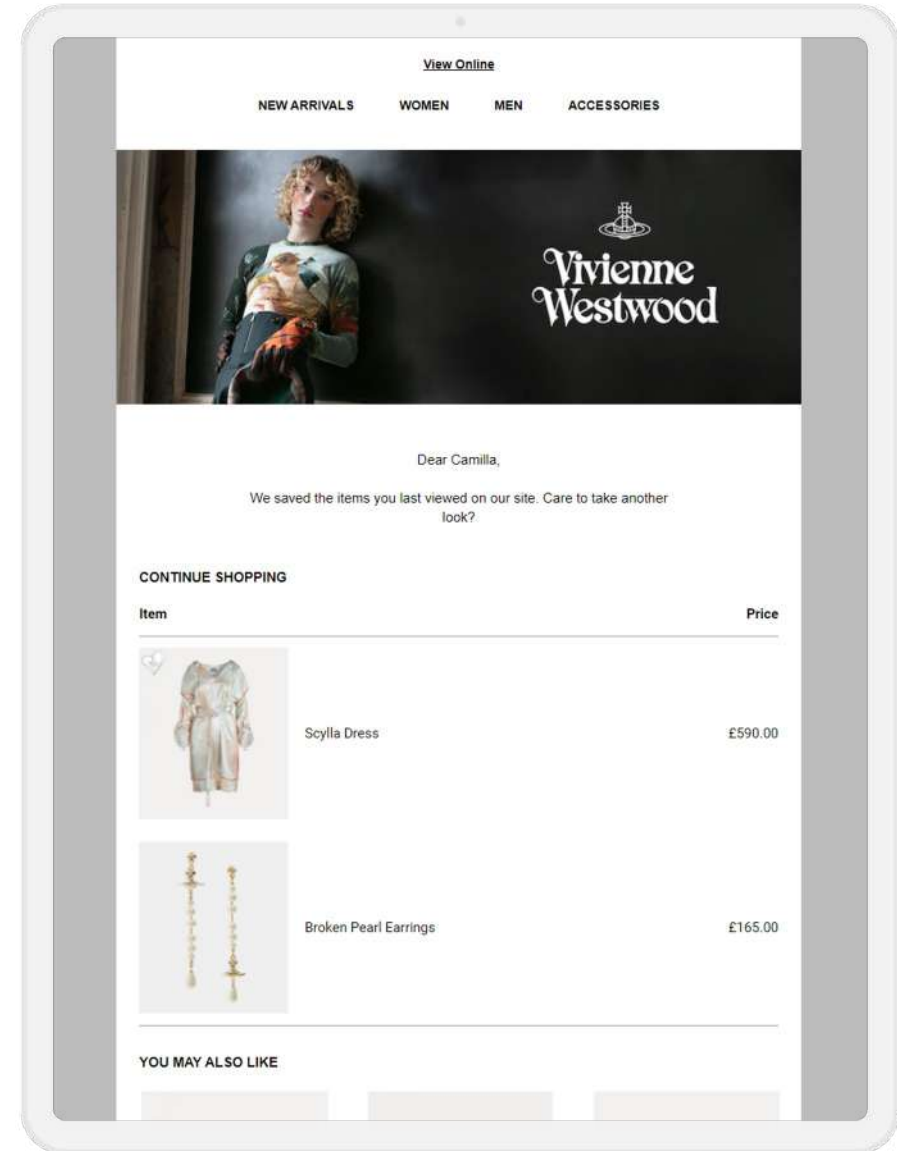


AFFIRM

Email

Browse abandonment message

Vivienne Westwood

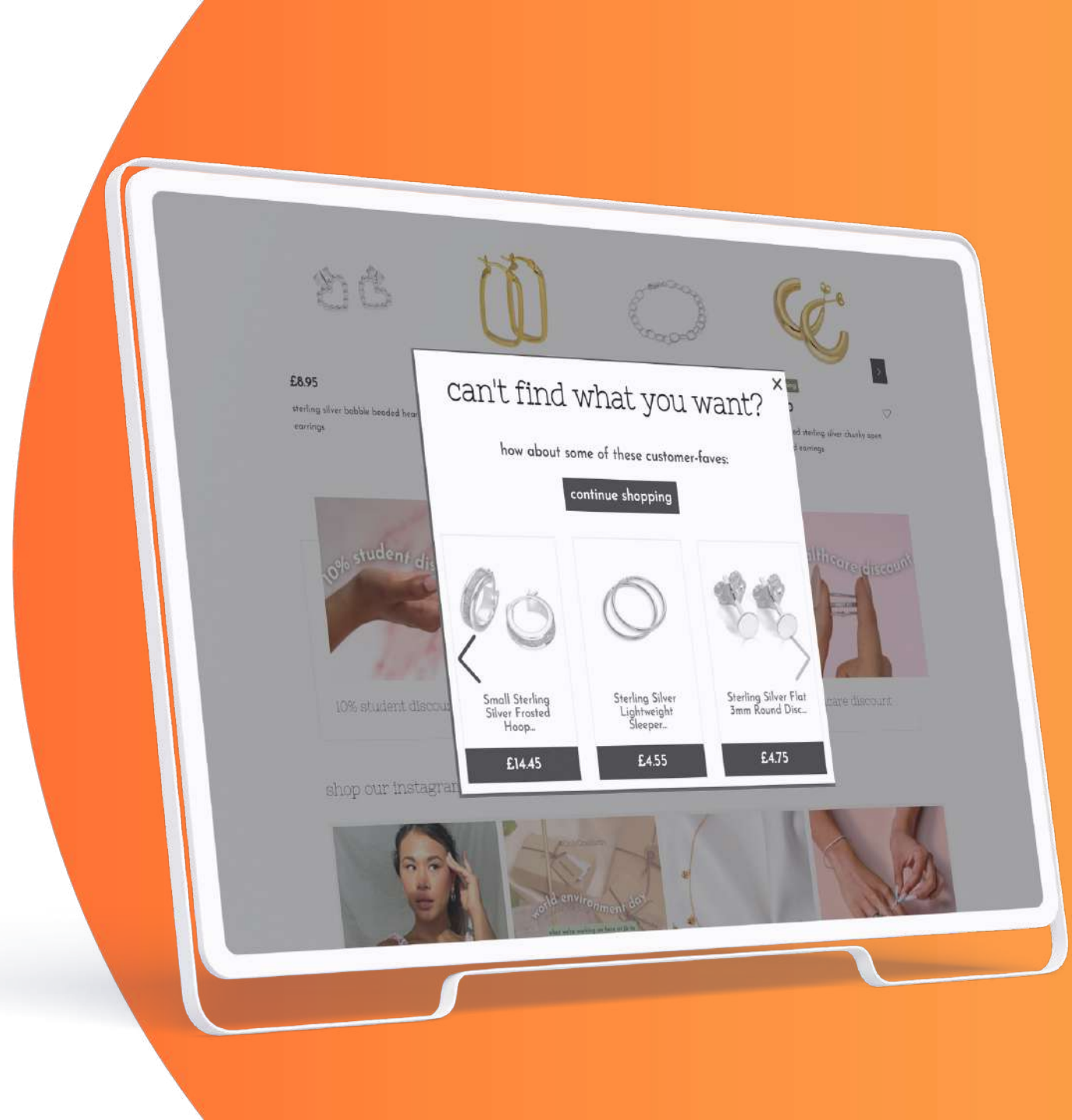


AFFIRM

Product detail page

Exit-intent popover

Jewellerybox





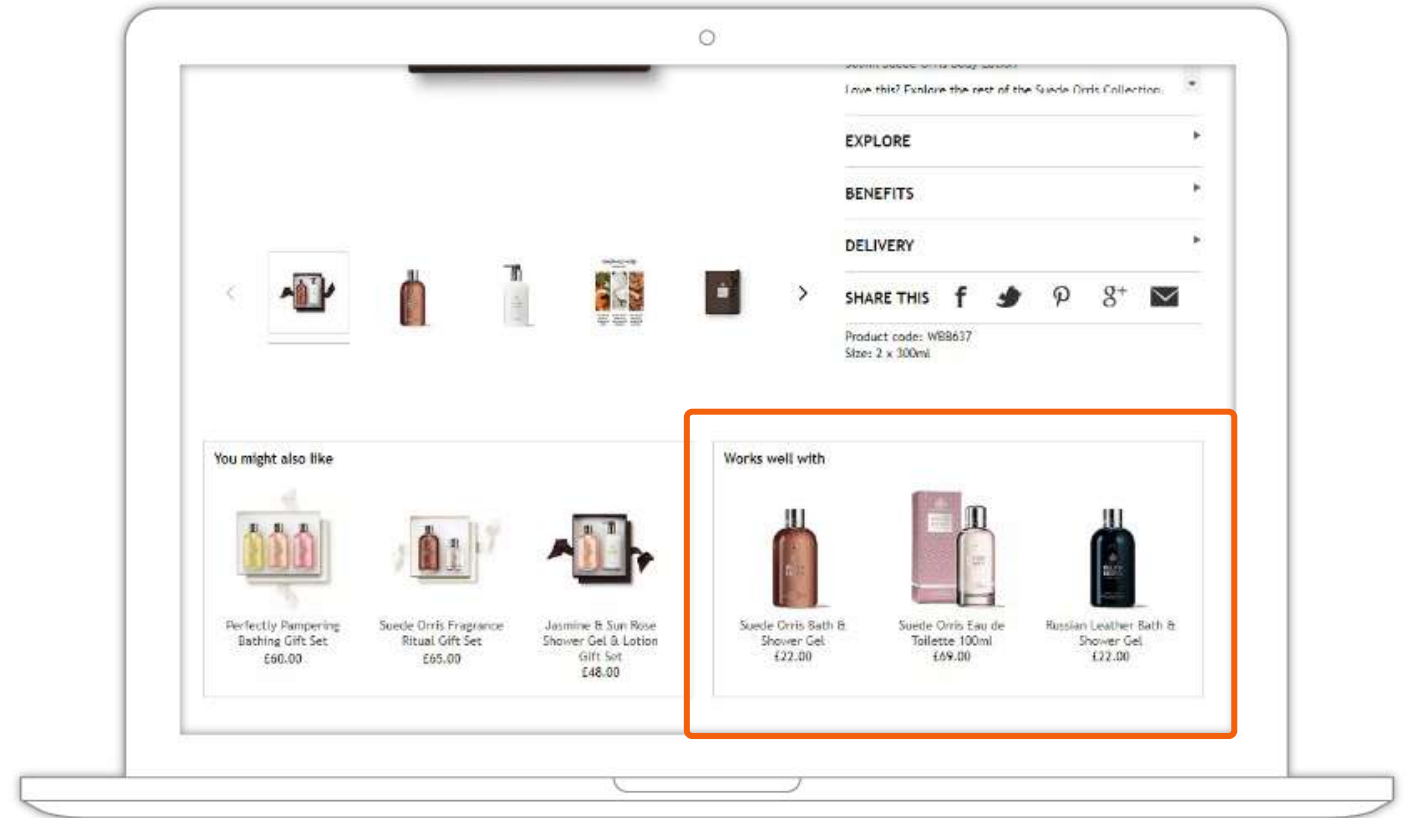
Validate



VALIDATE

Product detail page

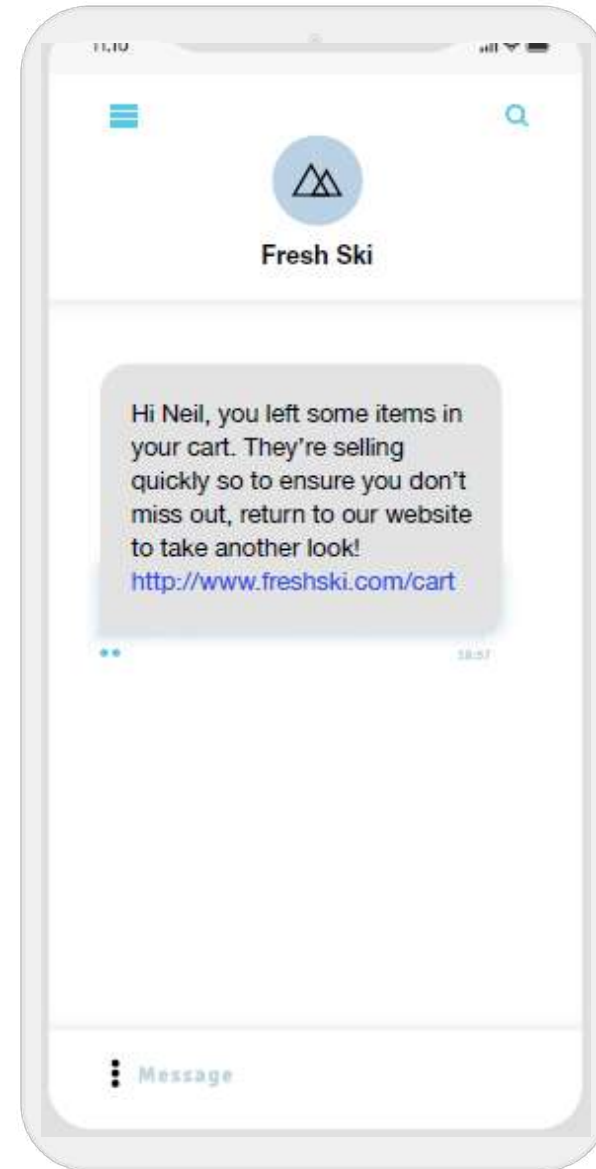
Product recommendations - Upsell
Molton Brown



VALIDATE

SMS

Cart abandonment message





Value



VALUE

Email

VIP promotion
Glasses Direct

Contact us | View in browser

GLASSES DIRECT

My account
Invite a friend, share £45

MEN WOMEN BOUTIQUE HELP ME CHOOSE

Early Access

30% OFF
your whole
order

SHOP NOW

Hi Ella,

Shop our exclusive early access offer before anyone else. Get **30% off your whole order*** (excl. Boutique) when you use code **SAVE30** at the checkout. Offer ends midnight 24/10.

Psst... Shop frames from £49 (excl. Boutique) and get a free second pair!

SHOP NOW

VALUE

Email

Replenishment email
Simply Supplements





Listen



LISTEN

Email

Ratings & review request

Viovet

viovet.co.uk

Hill's **viovet**

REVIEW & WIN ★★★★★

LET US KNOW WHAT YOU THINK!
Review your Hill's™ Prescription Diet™, Science Plan™ or Ideal Balance™ purchase for a chance to **WIN A £50 VOUCHER** to spend on your next Hill's purchase. There will be one winner every month until December 2018 so get reviewing!

Hill's Prescription Diet d/d Food Sensitivities
★★★★★ **GREAT FOOD RECOMMENDED BY RVC AFTER ILLNESS**
Verified Purchase
By Ewra Kasyan
My little Dachshund was very poorly, she was rushed to the RVC and made better and I was recommended this food for her to eat from now on. She loves it and she is getting better by the day.

Hill's Science Plan Sensitive Stomach & Skin
★★★★★ **SENSITIVE STOMACH**
Verified Purchase
By Laura Polo
One of my cats, has a sensitive stomach and he does not generally eat dry food, but he is really enjoying these and no side effects to his stomach. I shall be buying this again.

Hill's **Hill's** **Hill's**

Action points



Analyse customer data



Identify high-impact moments



Map out micro journeys to serve tailored CX



Gaby Orlich

Business Development Manager

gaby.orlich@freshrelevance.com

Fresh Relevance
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169 Tower Bridge Road
London, SE1 3JB

INSIGHT-LED MARKETING STORIES

3RD EDITION

 MAPP UK OFFICE

 JUNE 22, 2023 AT 2 PM GMT

[REGISTER NOW](#)

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