



Leen Penders

Building frictionless customer journeys with Drupal, Mautic & Unomi



**Hi,
I'm Leen.**



Chief Marketing Officer

DROPSOLID - THE DIGITAL EXPERIENCE COMPANY



What this webinar is about



- ✓ The **challenges** of building frictionless customer journeys
- ✓ How can Marketing Automation and Personalization **enhance what you are doing today?**
- ✓ How to... **get** this party **started?**



Offering every customer the best possible experience.

A woman with brown hair tied back, wearing a black face mask and a white lab coat, is looking out from a doorway. She is holding two brown paper coffee cups with black lids and a white paper bag. The background is a white wall and a doorway leading to a darker interior. The image has a teal overlay on the right side.

**Every organization can make a difference,
with its digital customer experience.**

“

**Vision without action is a
daydream.**

**Action without vision is a
nightmare.**

Sophia's journey



SOPHIA



Characteristics

- Active, social, creative & busy millennial
- Loves good food, travelling and interior design
- Preparing her wedding

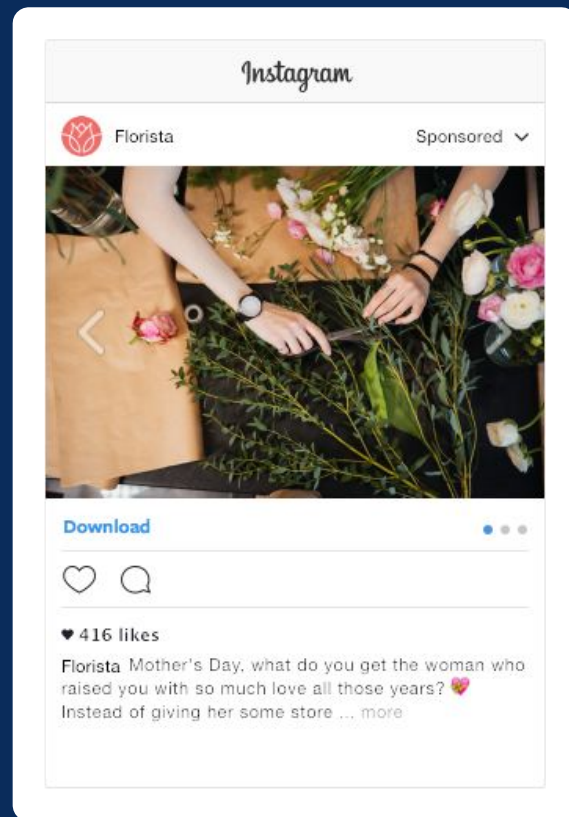
Communication channels



AGE	27
FAMILY	Engaged
WORK	Teacher

ACQUISITION

SOPHIA'S JOURNEY



ACQUISITION

ACTIVATION

CONVERSION

NURTURING

ACTIVATION

SOPHIA'S JOURNEY



The screenshot displays the Florista Wholesale website. At the top, the logo 'FLORISTA WHOLESALE' is on the left, and navigation links 'HOME', 'COLLECTION', 'SUBSCRIPTIONS', 'FIND A DEALER', 'BLOG', 'ABOUT US', and 'LOGIN' are on the right. The main content area features a grid of bouquet images with labels: 'SUNSHINE', 'RED HAZE', 'MORNING SUN', and 'EVERLASTING'. A large featured image on the right is titled 'Climate inspired' with the text 'LOOK NATURE IN MIND' and a 'DISCOVER OUR COLLECTION' button. Below this is a 'Get inspired' section with the subtitle 'THE LATEST FROM OUR BLOG'. It contains three blog post thumbnails: 'DIY: Mother's Day Bouquet', '9 original gifts for Mother's Day', and 'Workshop: Quality time with mom'. Each thumbnail includes a short introductory text snippet.

ACQUISITION

ACTIVATION

CONVERSION

NURTURING

CONVERSION

SOPHIA'S JOURNEY

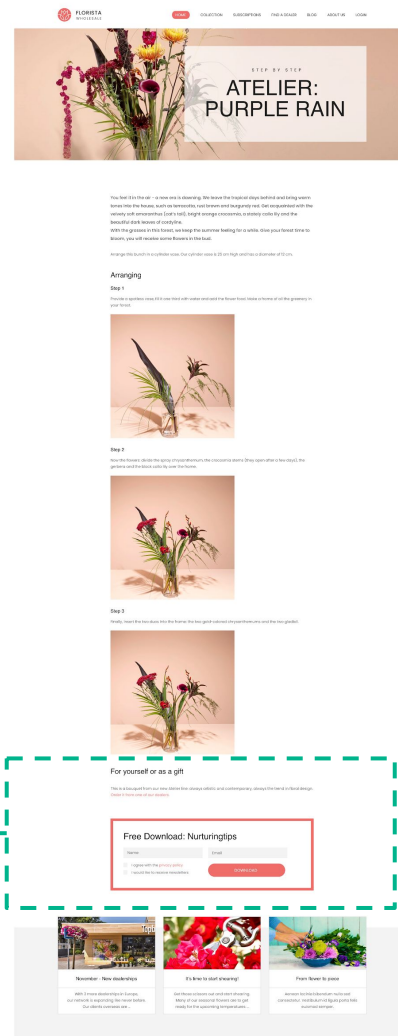


Personalization: As a gift for someone special

ACQUISITION

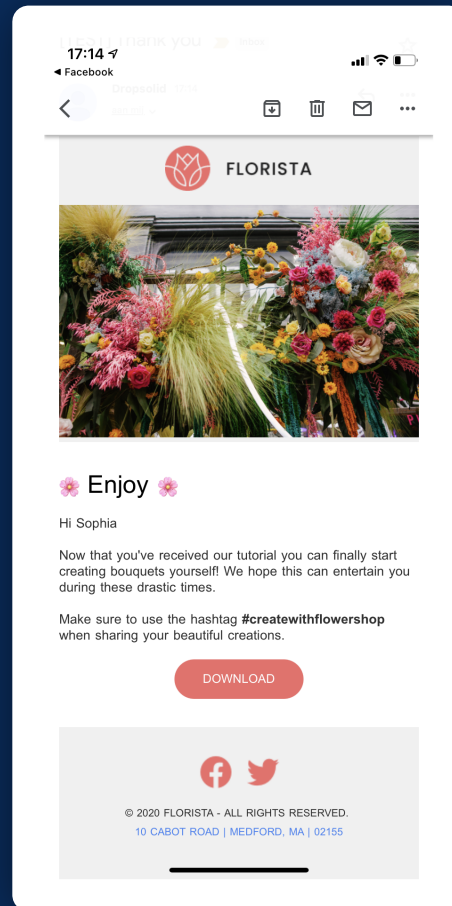
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CONVERSION

SOPHIA'S JOURNEY



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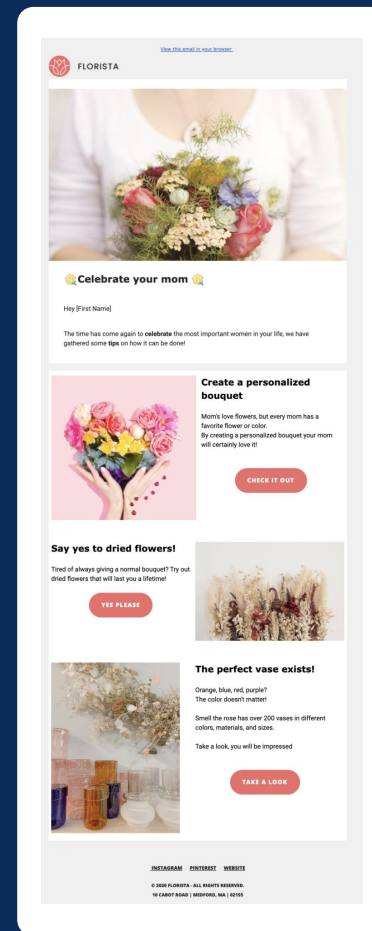
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SOPHIA'S JOURNEY



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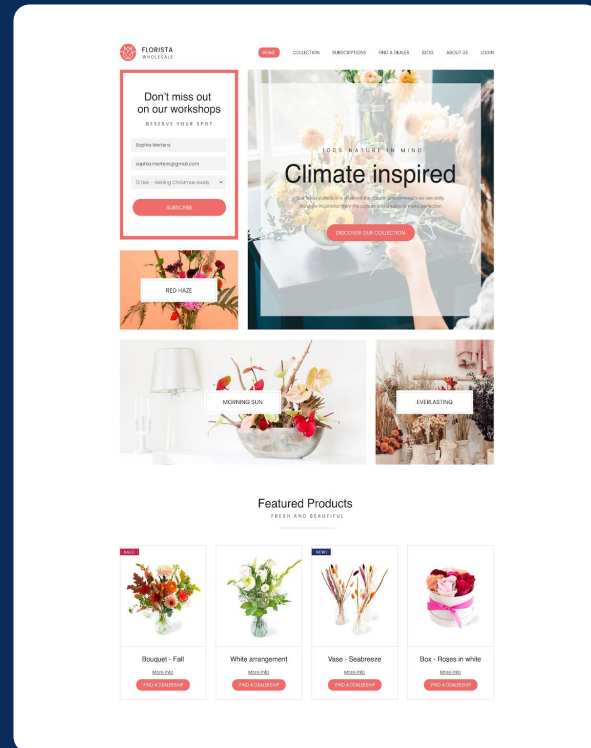
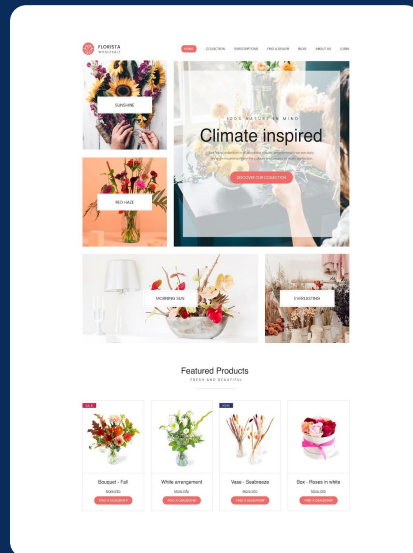
ACTIVATION

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SOPHIA'S JOURNEY



ACQUISITION

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Personalized content

PERSONALIZATION
BASED ON SEGMENT

PERSONALIZATION
BASED ON SEGMENT

ACQUISITION

ACTIVATION

CONVERSION

NURTURING

FLORISTA



Newsletter november 2020

Hey [First Name]

The past months have had an impact on everyone, we saw it as an opportunity. We invested in our online shop, tutorials, and employees:

Say hi to Emma

Flowershop keeps growing and so does our personnel. Meet Emma our newest shopkeeper. Emma is specialized in dry flowers and has a talent for creating color-palates.

Tutorials for December

The time has come again where we will teach with different online tutorials. Discover the subjects below:

FOLLOW A TUTORIAL



Create an everlasting accent

Dust off their old-fashioned reputation and prepare for a floral revival

Start using dried flowers in your interior and create an eye-catching accent that lives forever.

One of the benefits of dried flowers is that they last forever.

GET A BOUQUET



Bridal bouquet trends for 2020

2020 brings with it unique bridal bouquet trends that are worth exploring as you plan the flowers for your big day.

Floral bouquets are a trademark of a bride's look on her wedding day. And while you probably have a general idea of what a bouquet looks like traditionally, these too change over time and are affected by the trends of the wedding industry.

GET A BOUQUET





Challenge: who is online?

Lack of insights in your visitors.

A photograph of a baby crying, with a teal overlay and text. The baby is in the center, looking up and to the right, with its mouth wide open in a cry. The background is a blurred room with a white shelf and a bed. A teal overlay covers the bottom half of the image, containing white text. The text is arranged in two lines: a bold title and a subtitle.


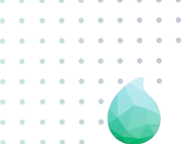
Challenge: where's my data?

Data is not available where you need it.

A young girl with dark hair in two braids is focused on assembling a LEGO Technic robot. She is wearing a pink and purple striped shirt. In the background, another student is visible, also working on a similar project. The scene is set in a classroom or workshop with a green overlay.

Challenge: new technology

Time, budget, change, compliance,
compatibility,...



**How can
Marketing Automation & Personalization
enhance what you are doing today?**

**What do you know about your
visitors today?**



How do you take action?



MARKETING AUTOMATION

Engage visitors in long term relations.



**Insight in your
most engaged
visitors**



**Increase your
audience &
conversion**



**Relevant
personalized
campaigns**



**Marketers in
control**

PERSONALIZATION

**Personalize all your digital channels
in real-time for each individual visitor.**



**Capture online
behavior in unified
customer profiles**

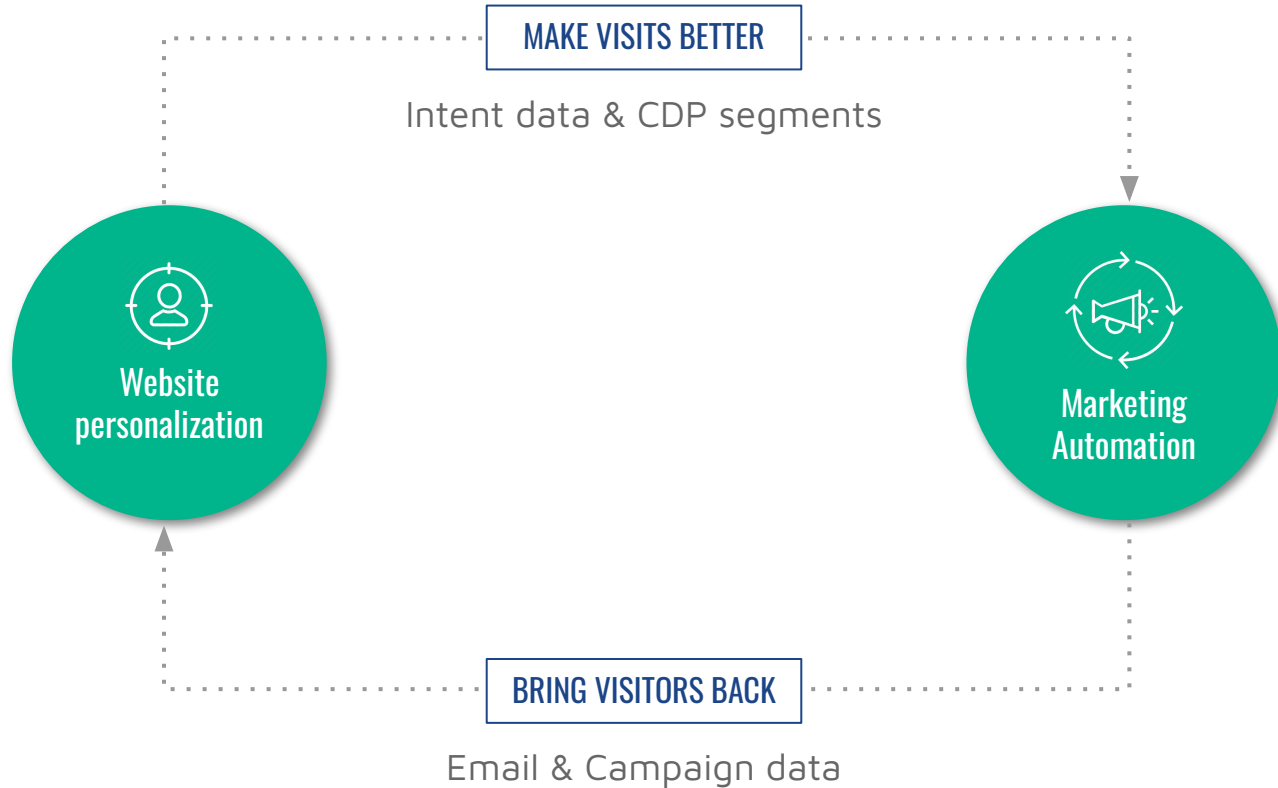


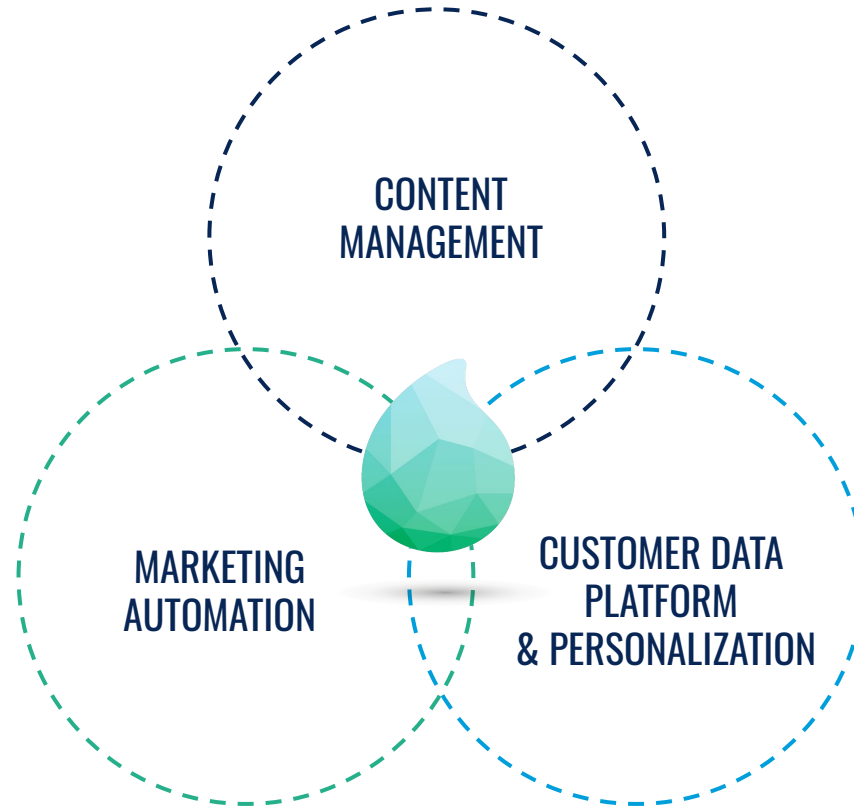
Discover intent



**Personalized
experience for
every visitor**

Good, better, best!





Dropsolid Digital Experience Platform

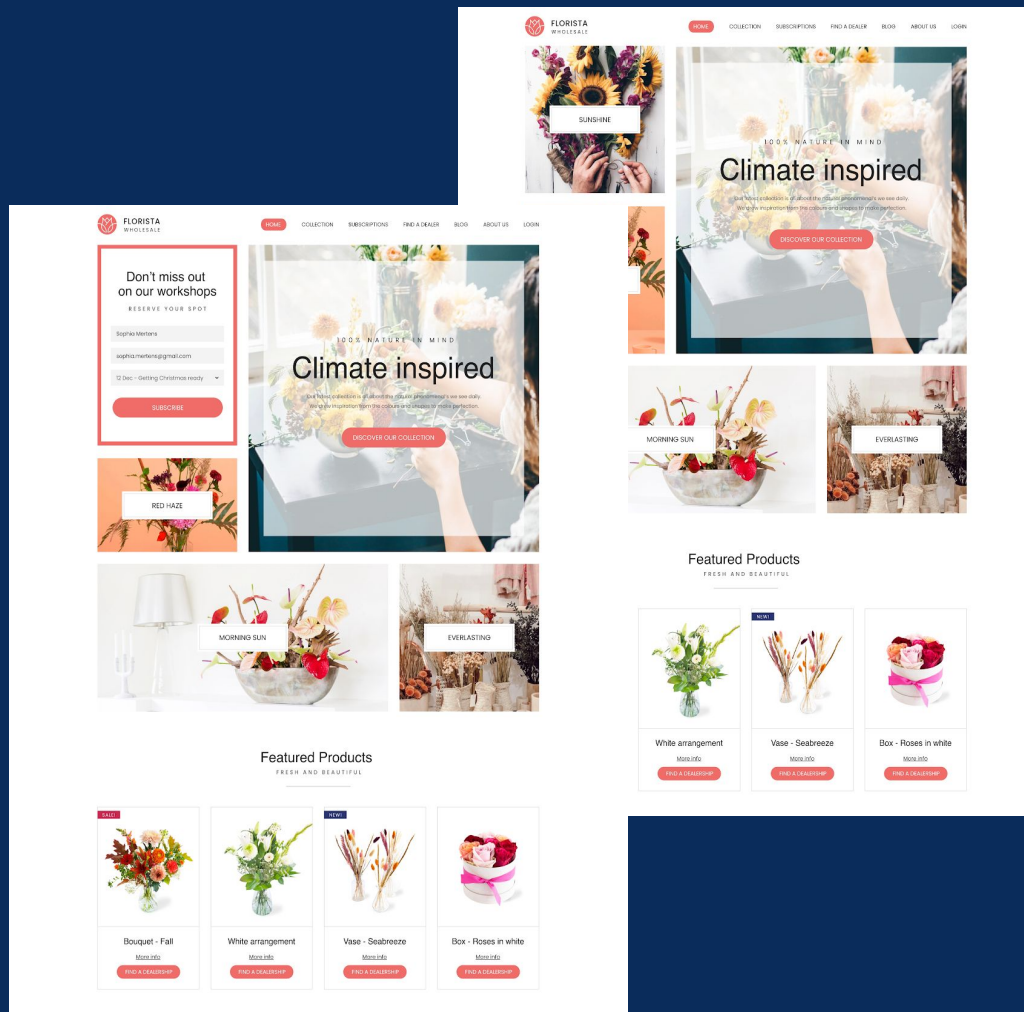


**How to...
get this party started?**



WHAT WE ARE CREATING

Personalized homepage



WHAT WE ARE CREATING

Personalized newsletter



PERSONALIZED EMAIL SUBJECT

SEGMENT BASED TOPICS &
ORDERING

FIRSTNAME

SEGMENT BASED INTRO



HOW ARE WE DOING THAT

Dropsolid Open DXP



FIRST PARTY COOKIES

Insight in your visitors

WHAT IS OUR APPROACH

Insight-driven Automation



Build segments

Personalize content across all channels

Insight in your campaign performance per segment

Enhance



Demo



Campaign performance per segment



Primary Dimension: DXP - Intention Category

<input type="checkbox"/>	DXP - Intention Category ?	Sessions ?	Goal Conversion Rate ?	Goal Completions ?	Avg. Session Duration ?	Pages/Session ?	Bounce Rate ?
		1,200 <small>% of Total: 15.43% (7,777)</small>	5.33% <small>Avg for View: 2.24% (138.38%)</small>	64 <small>% of Total: 36.78% (174)</small>	00:07:43 <small>Avg for View: 00:02:14 (245.17%)</small>	5.52 <small>Avg for View: 2.31 (138.84%)</small>	20.50% <small>Avg for View: 60.96% (-66.37%)</small>
<input type="checkbox"/>	1. Applicant	418 (34.83%)	5.98%	25 (39.06%)	00:06:25	5.59	18.18%
<input type="checkbox"/>	2. Technical Decision Maker	418 (34.83%)	6.70%	28 (43.75%)	00:12:27	7.55	16.27%
<input type="checkbox"/>	3. Business Decision Maker	316 (26.33%)	3.16%	10 (15.62%)	00:03:49	3.13	30.38%
<input type="checkbox"/>	4. Community	41 (3.42%)	2.44%	1 (1.56%)	00:03:15	2.83	12.20%
<input type="checkbox"/>	5. People liking the touring case, Business Decision Maker	4 (0.33%)	0.00%	0 (0.00%)	00:00:05	2.25	25.00%
<input type="checkbox"/>	6. Applicant, undefined	2 (0.17%)	0.00%	0 (0.00%)	00:12:47	5.00	0.00%
<input type="checkbox"/>	7. undefined, Business Decision Maker	1 (0.08%)	0.00%	0 (0.00%)	00:01:57	11.00	0.00%

HOW ARE WE DOING THAT

Dropsolid Open DXP



Conclusion



- ✓ Building frictionless customer journeys is important & challenging
- ✓ Open Source Martech Tools make digital experiences accessible to any organization
- ✓ Working with Open Partnerships can help you to be more successful

“

**If you want to go fast,
go alone.**

**If you want to go far,
go together.**

ARE THERE ANY...

Questions?



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