

The background of the slide is a photograph of a hand holding a pen and pointing at a large digital screen. The screen displays several white icons on a dark background, including a location pin, a globe, a square, a circular network diagram, and a grid. The hand is positioned on the right side of the screen, and the pen is pointing towards the center. The overall scene is set against a blurred cityscape background.

OMNI-CHANNEL PERSONALIZATION BENCHMARK REPORT

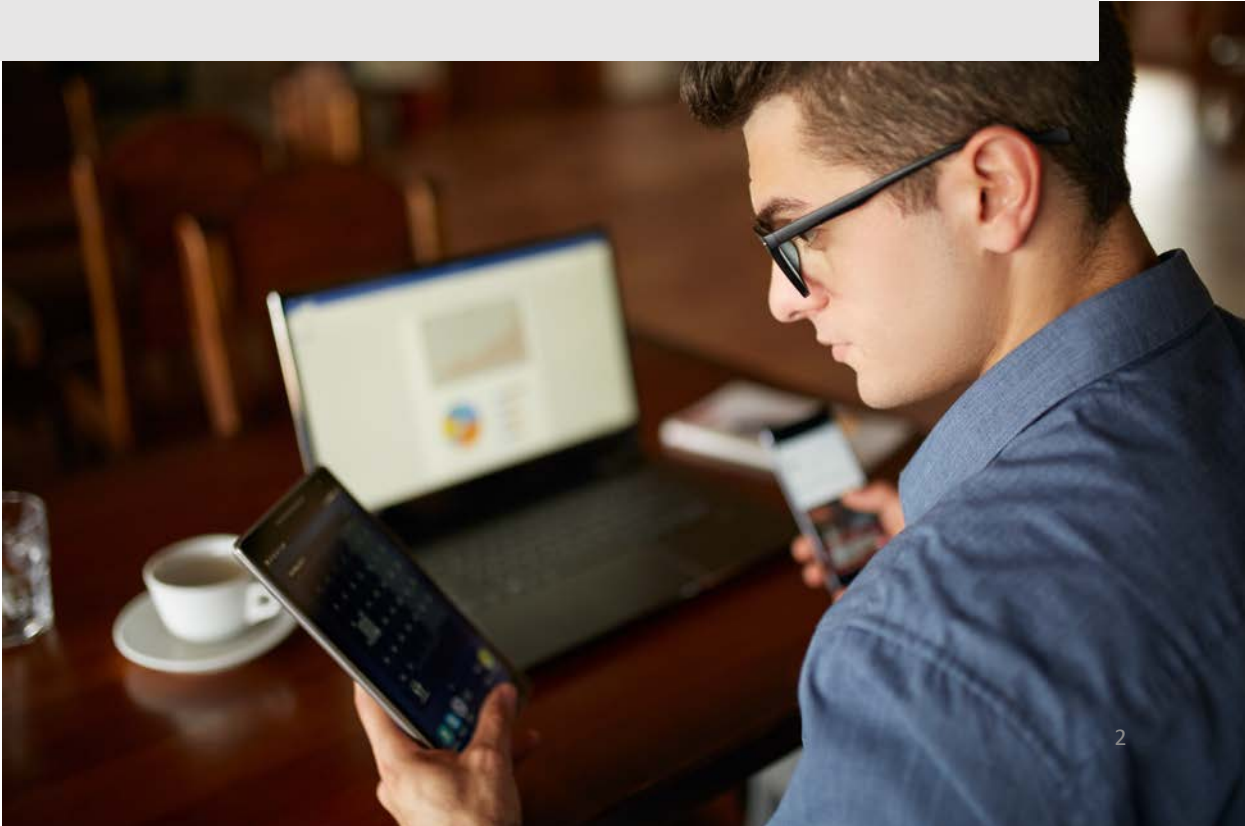
The state of brands' execution of personalized omni-channel digital strategy

OMNI-CHANNEL STRATEGY

Why now? Technology and changing consumer behavior set the stage for marketing innovation.

It is easy to understand why digital marketers are hard at work to figure out their omni-channel strategy. Even as you are reading this report, you probably are multitasking on Facebook or YouTube, with a number of digital devices within your reach. We are all consumers, whether it is information or products we consume.

There is no question that technologies have penetrated deep into consumers' lives, changing behaviors in a significant way. This dramatic shift has forced brands to re-think their communications approach and messaging. Today, consumers research products using one channel. They get friends' recommendations on another channel. And, they buy products on yet another channel. That isn't all necessarily bad news for brands. In fact, a [Fluent survey](#) from Business Insider Premium Research found consumers who engaged with brands on multiple channels made purchases more often.¹



INDIVIDUAL PURCHASE PATH

A consistent brand message across channels and devices is a must.

Technology innovations have paved a very complex, highly individualized path to purchase. Brands are responding with innovations in kind. Karin Timpone, Global Marketing Officer of Marriott International, advised in the book *Personalized Digital Advertising*, authored by Diaz Nesamoney, that "many marketing innovations are really invitations to look across the marketing mix using a comprehensive, omni-channel lens."²

That's where the omni-channel experience comes into play.

An omni-channel experience is a multi-channel sales approach that provides a consumer with an integrated customer experience.

The consumer should experience a consistent brand message no matter where he or she is online—from a desktop or mobile device to surfing news sites and online magazines to visiting social media networks—or even in a brick-and-mortar store. In order for brands to truly connect with consumers, the omni-channel experience must always be seamless.

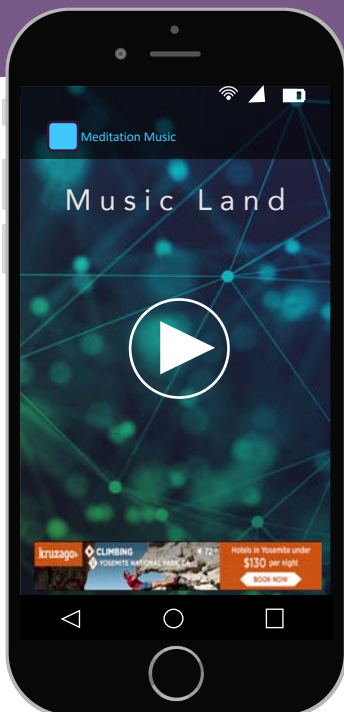
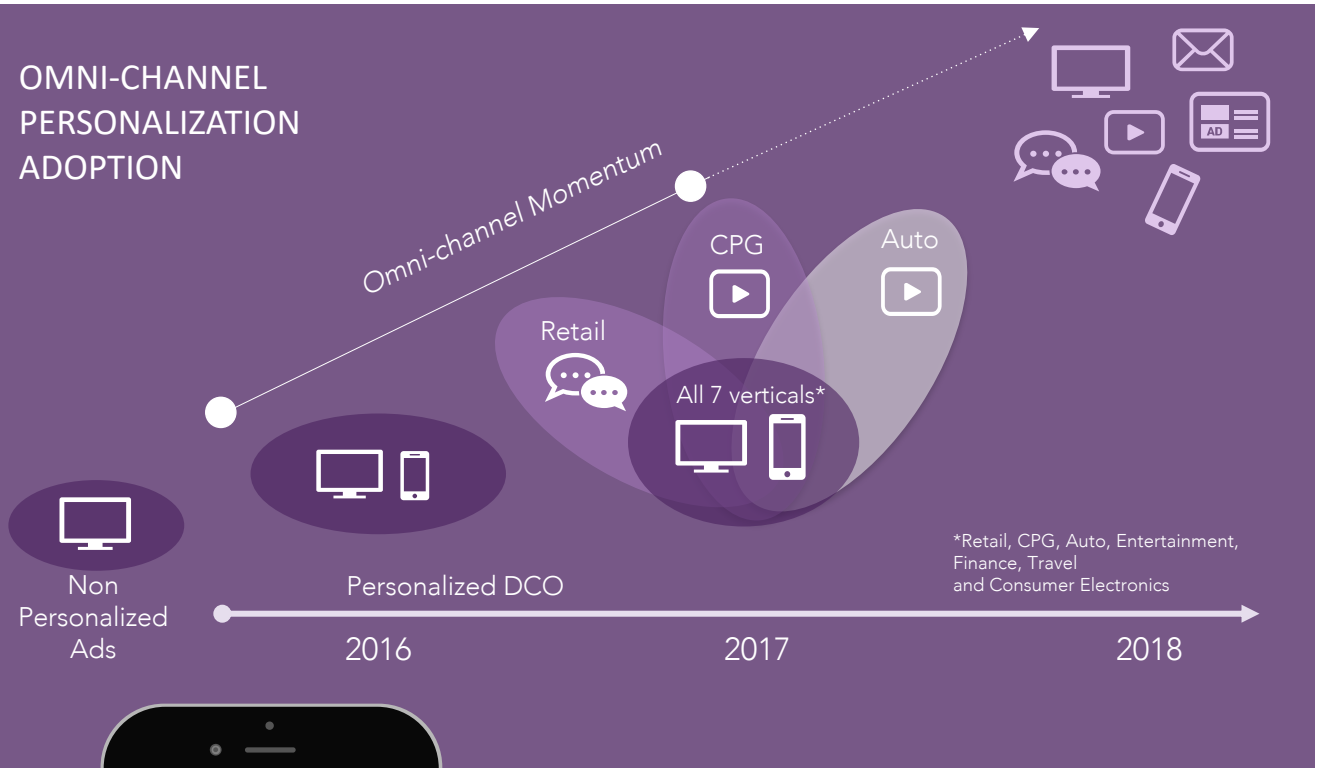
With all the buzz around omni-channel experience, we ask:

- > What progress is made in the brands' execution of their omni-channel digital strategy?
- > How effective is *personalized* omni-channel digital marketing at driving *audience engagement*?
- > Which verticals (top 5) are seeing accelerated audience engagement while executing this strategy?

This benchmark report took samples from 40+ campaigns in seven verticals that used multiple channels.

THE BRANDS' JOURNEY

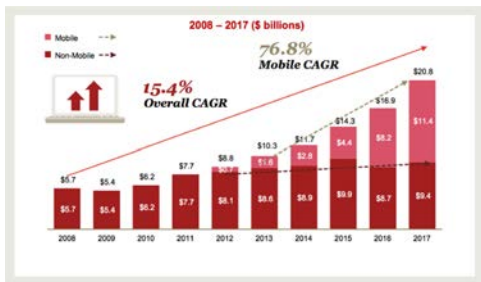
An in-depth look at 7 verticals and their adoption of omni-channel personalization digital strategy.



Across all seven verticals, the results showed the impact of the **early adoption of mobile**. Marketers saw the explosion of mobile devices as the catalyst for extending their messaging through this channel. This trend was highlighted in [IAB's Internet Advertising Revenue Report](#), with a broad scale increase in mobile ad revenue reaching a 6-year compound annual growth rate of 76.8% , between 2012 and 2017.³

THE TRENDS

Personalized digital video & social ads are gaining momentum.



Jivox campaigns also saw Consumer Packaged Goods (CPG), Automotive, and Retail verticals moving further ahead in the omni-channel strategy with the addition of personalized video or social advertising in the media mix.

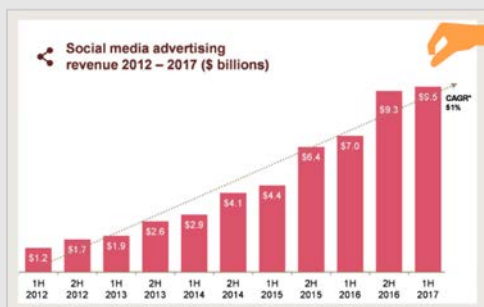
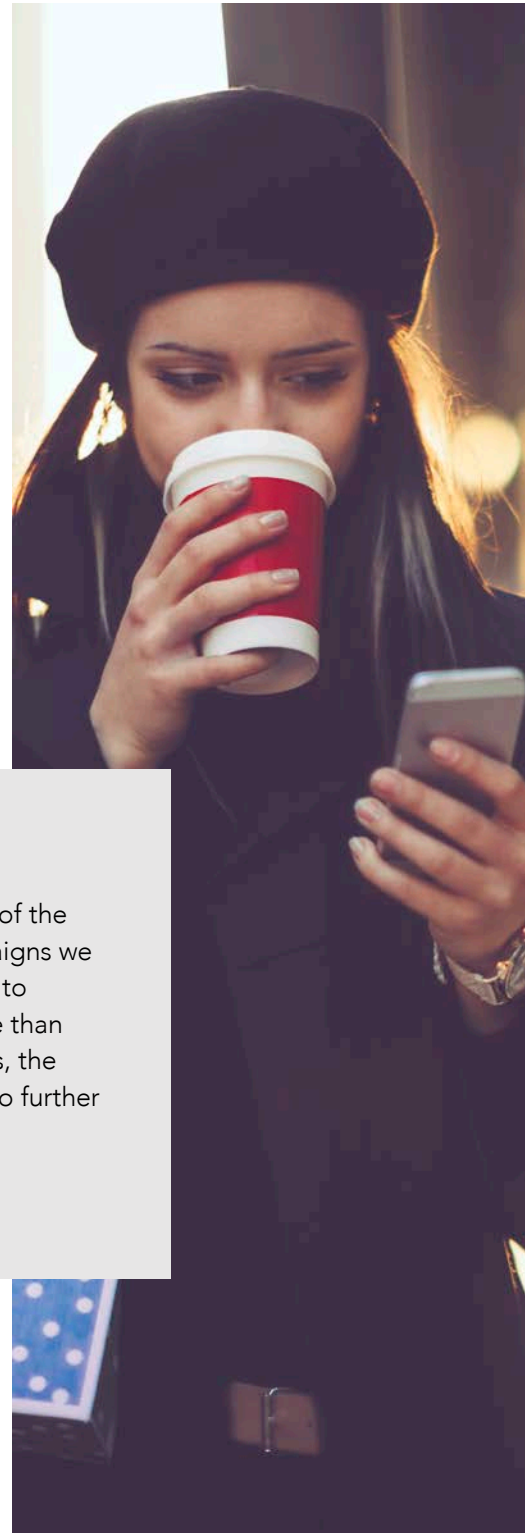
Source: IAB internet advertising revenue report, 2017 first six months results

In particular, Jivox campaigns in the CPG and Automotive sectors made significant buys across the digital video channel, which directly correlated with the overall revenue growth trend in digital video from the second half of 2016 to the first half of 2017—growing even more rapidly (at 65%) for mobile video, according to the IAB report.



As for the Retail sector, it should not come as a surprise to see social networks being added to the mix. Back in 2012, [The Guardian](#) pointed to the advantage of social networks that gave “retail brands the opportunity to form a relationship with millions of customers and also speak to them individually.”⁴ Further pointing to the effect social would have on shopping, a social commerce study by JWT Intelligence found that over a third of women and 40% of men would more likely make purchases based on a friend’s recommendation on a social network. At the same time, an Ad Age survey found that only 17% of marketing executives recognized the potential of a social commerce strategy. This Jivox benchmark report saw a marked reversal in retail marketing executives’ attitude towards social advertising.

The IAB report underscores the Jivox insight, showing a steadily growing social media advertising revenue since 2012.



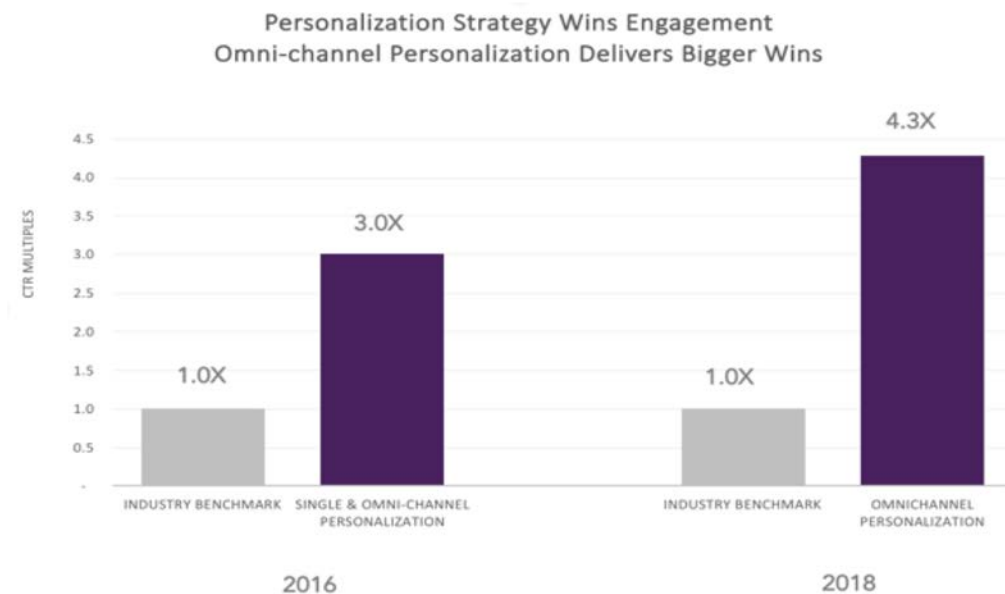
Though none of the vertical campaigns we track have yet to leverage more than three channels, the signals point to further momentum.

Source: IAB internet advertising revenue report, 2017 first six months results

RELEVANCE + OMNI-CHANNEL

Personalization boosts engagement 4.3X the industry benchmark.

Focusing on omni-channel experience is important. But equally important is making that experience relevant. A comparison of personalized digital advertising CTRs in 2016 and 2018 drives home the significant results of combining relevance and omni-channel: the engagement lift in personalized omni-channel ads is 4.3x the industry benchmark, and 43% higher than the blended single- and omni-channel personalization average in the 2016 Jivox campaign samples.



Personalized ads outperform
non-personalized ads, hands down.



Personalized omni-channel ads
outperform personalized ads that
combine single and multiple channels.

In general, ads using the mobile, social or video channel see greater success at competing for consumers' attention than display ads on desktop. Why? Ads in these high-engagement channels drive up viewership.

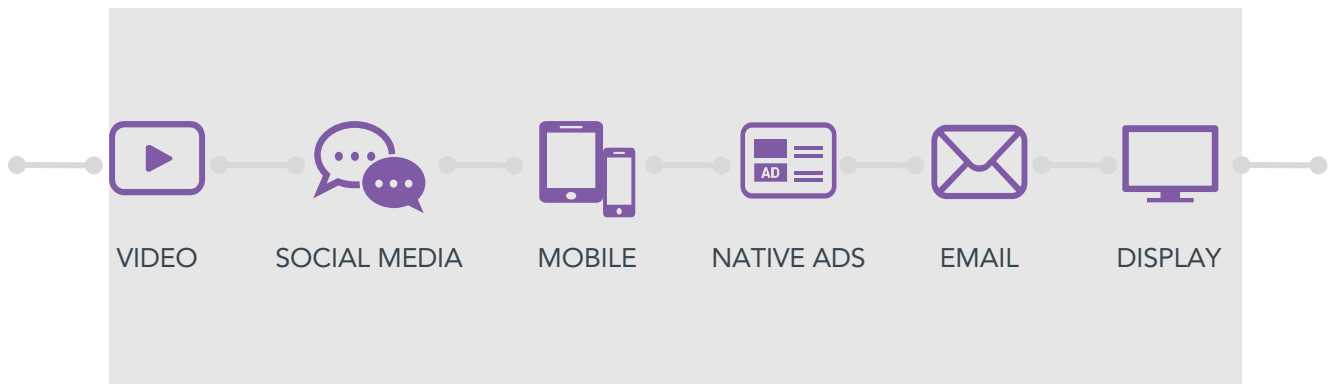
So, when brands from the Jivox campaigns combined multiple touchpoints, coupled with a relevant messaging served consistently across higher-viewership channels in real time, the engagement rate soared.

[Forbes](#) likened retailers' execution of the omni-channel strategy to "chasing ubiquity when they need to be chasing relevance and differentiation."⁵ In trying to be everywhere many brands have ended up being nowhere when it comes to a compelling offering."

Even with a differentiated product, customer service and competitive pricing, brands must tell a relevant "story" to the right person, precisely at the moment of their purchase intent, consistently across the right channels.

OMNI-CHANNEL

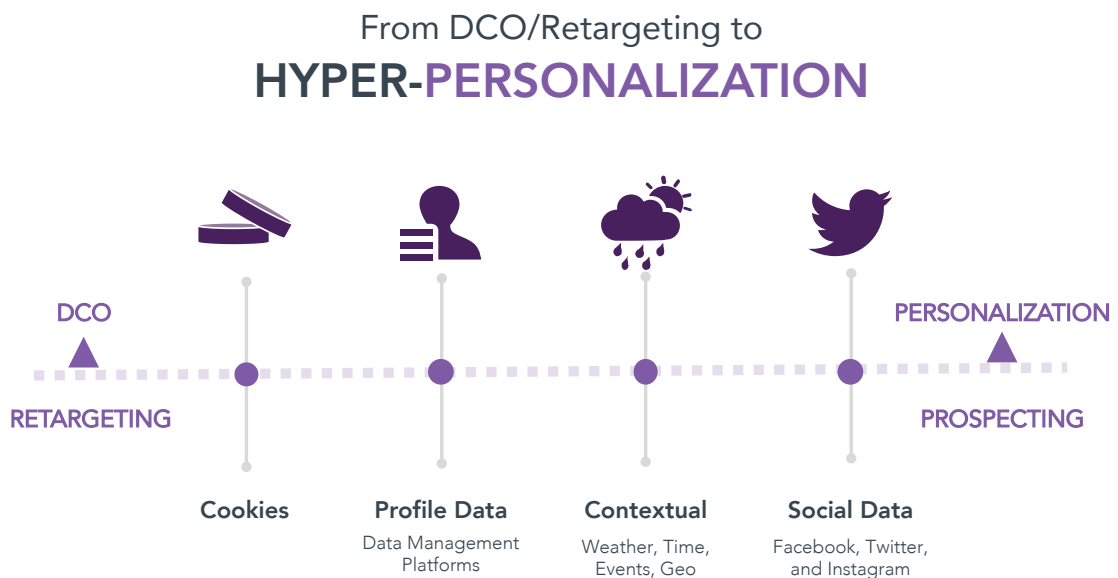
Relevant, Consistent, Precise DCO



HYPER- PERSONALIZATION

The journey begins with data.

Unlike targeting, personalization leverages all types of data—first- and third-party, contextual—to bring the granularity marketers need for delivering a precise, relevant message during the moment of the consumer’s purchase intent. The wealth of data include not only demographics, but also interests, language preferences, weather conditions at his/her location, the likelihood of purchase under a specific weather condition, time of day/day of week, and seasons, just to name a few.



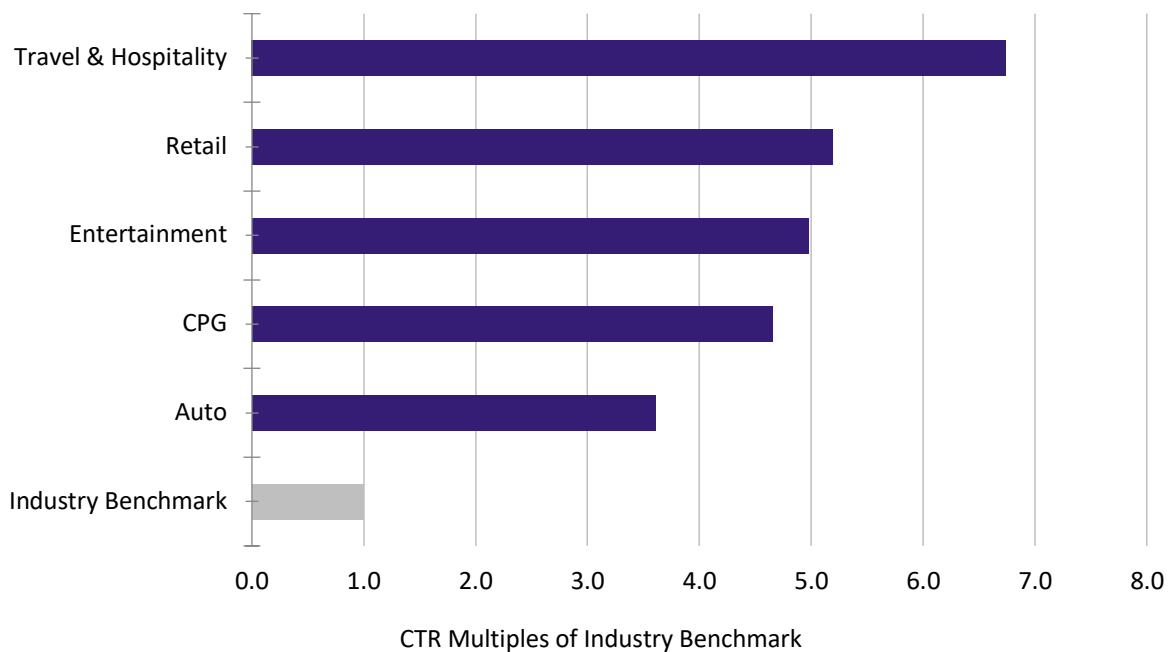
Especially with increasingly stringent privacy laws led by GDPR in Europe, marketers must shift from the cookie-based re-targeting to a personalized, omni-channel approach that doesn’t have to rely on cookies, but gives marketers control with opted-in first-party and public contextual data.

TOP PERFORMING VERTICALS

Travel & Hospitality: Engagement is nearly 7x the industry benchmark.

Comparing engagement of the top five verticals, Travel & Hospitality was the clear winner. But Auto, CPG, Entertainment, and Retail were all performing with more than 3x the industry benchmark.

Comparing Engagement of Top Five Verticals



CASE STUDY 1

A Sporting Equipment Company
Accelerates Engagement
With Weather Triggered Facebook Ads

CAMPAIGN OVERVIEW

A large sporting equipment company had seen tremendous success with Jivox through its display campaign that performed 3x better than the industry average. Taking the personalization expertise gained from these campaigns, this company moved to personalize social advertising—namely Facebook. Weather was a key message driver, but in the absence of this data trigger on Facebook, Jivox's platform was once again leveraged to replicate prior success.

The personalized social ad
campaign accelerated
engagement

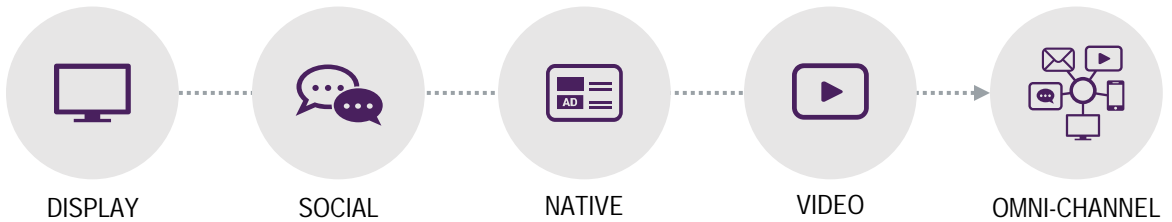
4x

the industry benchmark
CTR Lift

PERSONALIZED SOCIAL ADVERTISING: SCALE & EFFICIENCY

- > Thanks to API integration with Facebook, the company easily personalized ads using Jivox personalization triggers, such as weather and temperature.
- > 22 creative variations created for audiences interested in winter and outdoor sports.
- > Ads were served dynamically, in real time, in 16 US cities based on the weather and temperature at nearby ski destinations.
- > The addition of a weather trigger to Facebook ads removed the need to manually check weather conditions prior to serving ads, a tedious task neither scalable nor efficient.

JOURNEY TO OMNI-CHANNEL PERSONALIZATION



This company started the journey with the display channel, spending time to master personalization that used weather data to drive activity and products. With success in personalizing display DCO, they brought that expertise to personalize social advertising, and soon native and video advertising.



CASE STUDY 2

Premier Beverage & Snack Brand Boosts Engagement & Media-buy Efficiency

CAMPAIGN OVERVIEW

A large multinational food, snack, and beverage corporation increased engagement and reduced the cost of media-buy using Jivox. The ad campaign strategy focused on promoting the brand's beverage with regional flavors of Thailand using location and time of day as dynamic personalization triggers.

CREATIVE OPTIMIZATION

4x

the industry benchmark
CTR Lift

MEDIA OPTIMIZATION

↓26%

↓11%

vCPM Reduction

Engagement Lift Optimized Media Investment

- > 125 unique creative variants personalized with different regions, meal moments, image and copy variations served on-the-fly.

- > Reduced viewable impression cost (vCPM) for desktop and mobile devices through audience behavior insights from Jivox, with subsequent shift of campaign focus to the highest performing audiences, locations, and a specific time of the day.

CASE STUDY 3

A Leading Online Automobile Marketplace Drives Conversion with Jivox



CAMPAIGN OVERVIEW

A leading online automotive marketplace that facilitates buying and selling cars sought to increase conversion rate through webform submission by potential car buyers. The campaign primarily focused on retargeting “likely” buyers based on their search history on this website.

The personalization ad campaign accelerated conversion & engagement:

2x

within **10+ Months**
Higher Conversions

3x

the industry benchmark
CTR Lift

PERSONALIZED OMNICHANNEL RETARGETING

- > Retargeted website visitors based on their most recent interaction with the website.
- > Personalized dynamic creative served across desktop and mobile devices in real time.
- > Data triggers for personalizing DCO included:
 - *Unique vehicle identification number (VIN) last viewed*
 - *Make or model such as SUV, sedan, convertible last viewed*
 - *ZIP code of website visitors to trigger recommendations of the closest dealers*

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ABOUT JIVOX

Jivox IQ is a cloud-based, data-driven platform for delivering personalized digital advertising and marketing experiences at scale. It is a powerful solution for engaging consumers with the right message in real-time and across all channels.

TRUSTED BY LEADING GLOBAL BRANDS

