

# CRM to Programmatic

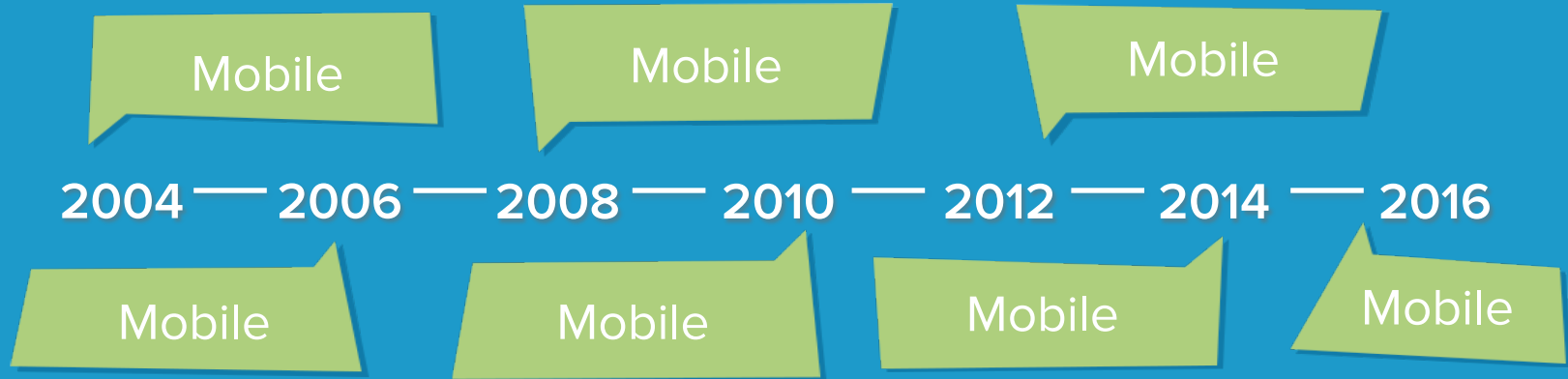
Growing Customer Lifetime Value with Personalized Marketing that Scales

**Lothar Krause**

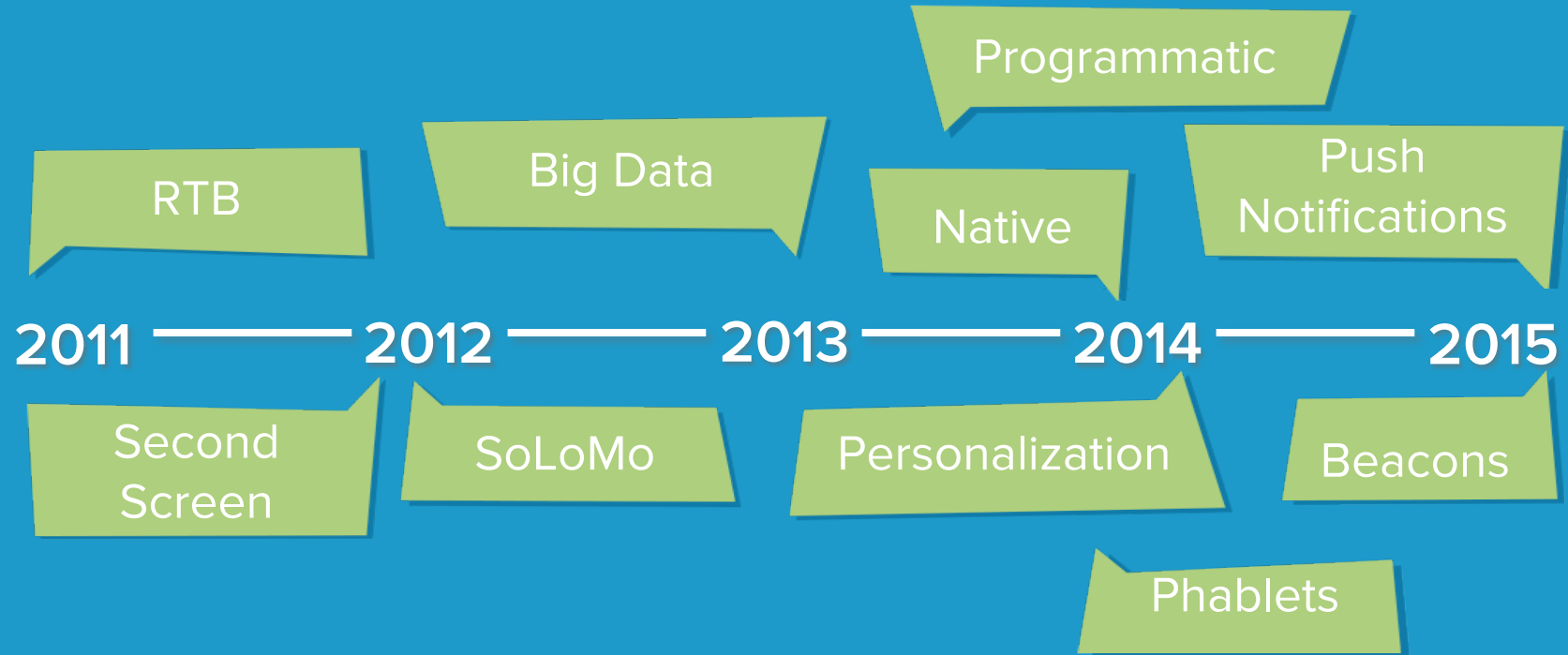
VP Global Advisory Services



# The Development of Buzzwords



# Buzzwords of the Last Years



# Buzzword???



CRM?

2004 — 2006 — 2008 — 2010 — 2012 — 2014 — 2016

# Definition of CRM

“A management philosophy according to which a company’s goals can be best achieved through identification and satisfaction of the customers' stated and unstated needs and wants.”

Business Dictionary, <http://bit.ly/1DU3ODf>



# How to Build CRM Groups?

# Customer Lifetime Value



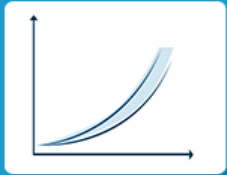
## REGENCY

When did the customer last make a Purchase?  
+ Recent purchasers more likely to buy



## FREQUENCY

How often is the customer making purchases?  
+ Frequent purchasers more likely to buy



## MONETIZATION

What is the customer's return rate?  
What is the margin for this customer?  
+ Highest margin spenders more likely to spend again

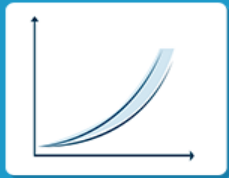
# CLV Data Sources



RECENCY



FREQUENCY



MONETIZATION



WEB  
ANALYTICS



DATA  
WAREHOUSE



# Building CRM Groups

Data Warehouse



Web Analytics



Sociomantic



Monetization



RECENCY



FREQUENCY



MONETIZATION



CLV



CRM Groups



# Single-User Approach Across Devices



# PRICING

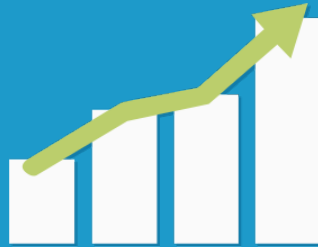


# MESSAGING

# The Market Perception of CRM



E-Mail



Business Intelligence



Programmatic

# CRM Meets Online Marketing

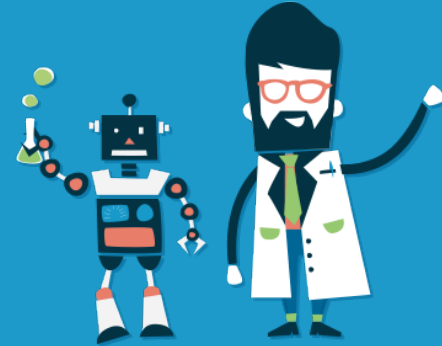


No  
segmentation



By  
channel

New vs. existing  
customers



New customers vs.  
CRM groups

Segments  
of one



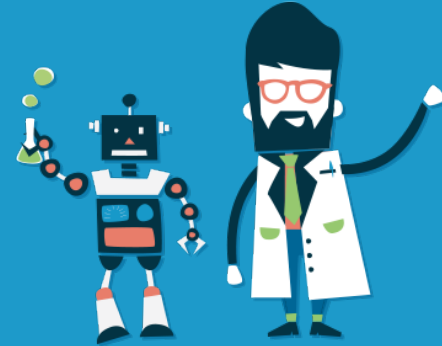
# CRM Meets Display



Run of  
network



URL  
optimization

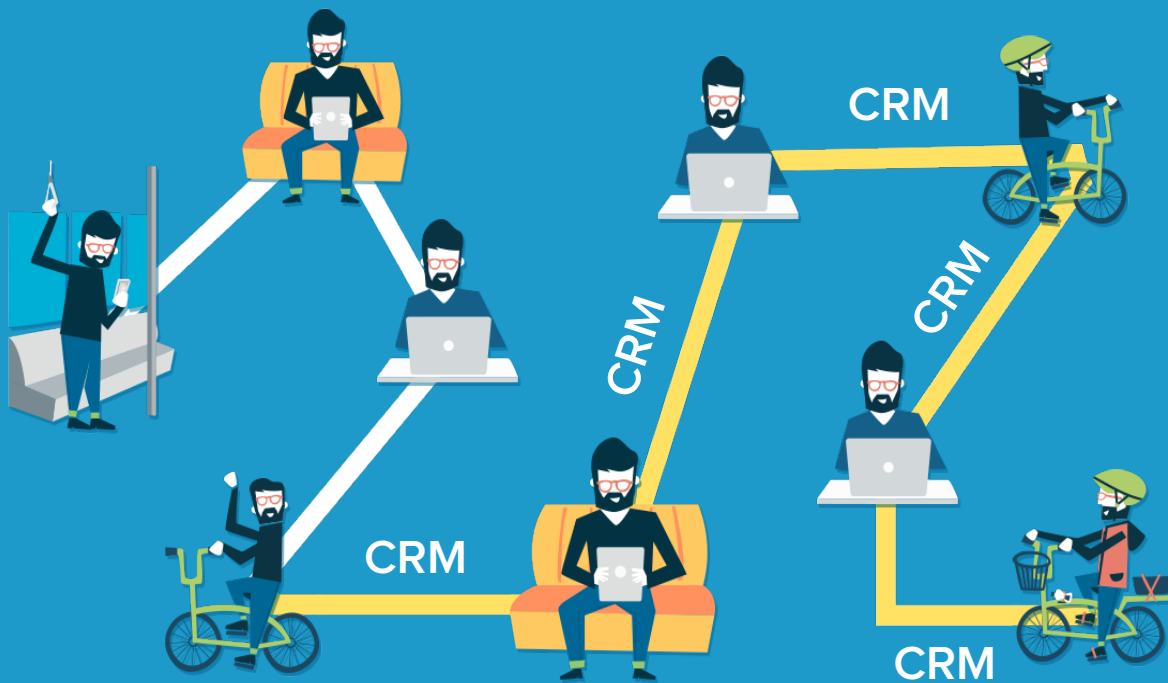


Additional  
data

CRM  
data



# The Programmatic Customer Journey



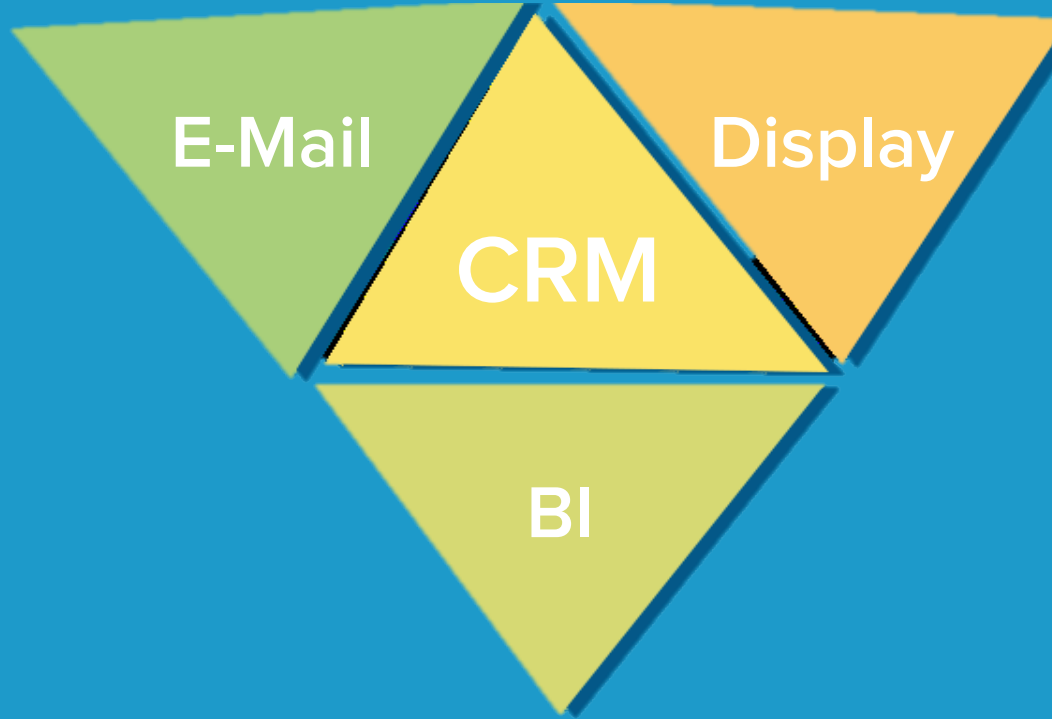


Display

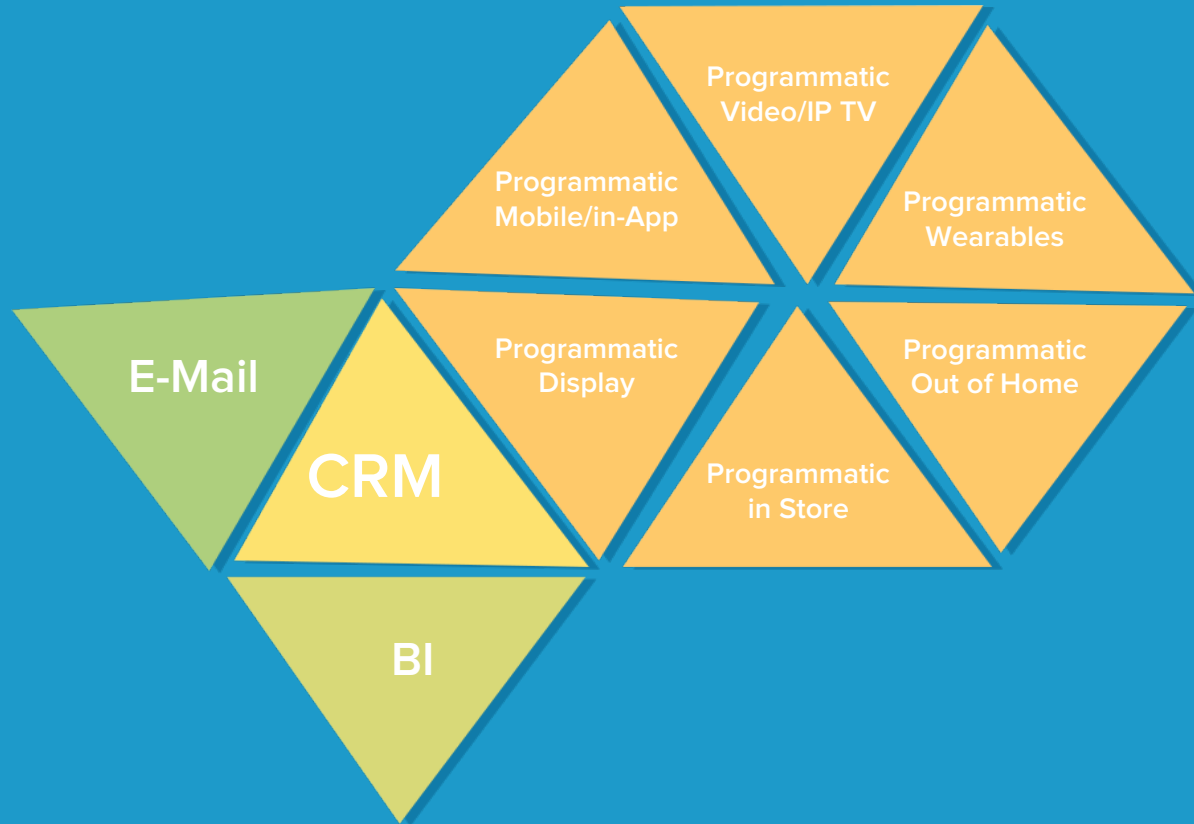
CRM



# CRM Goes Display



# CRM Goes Programmatic



# Q&A

Programmatic?

Segmentation?

CRM?

CLV?



# Thank You!

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