

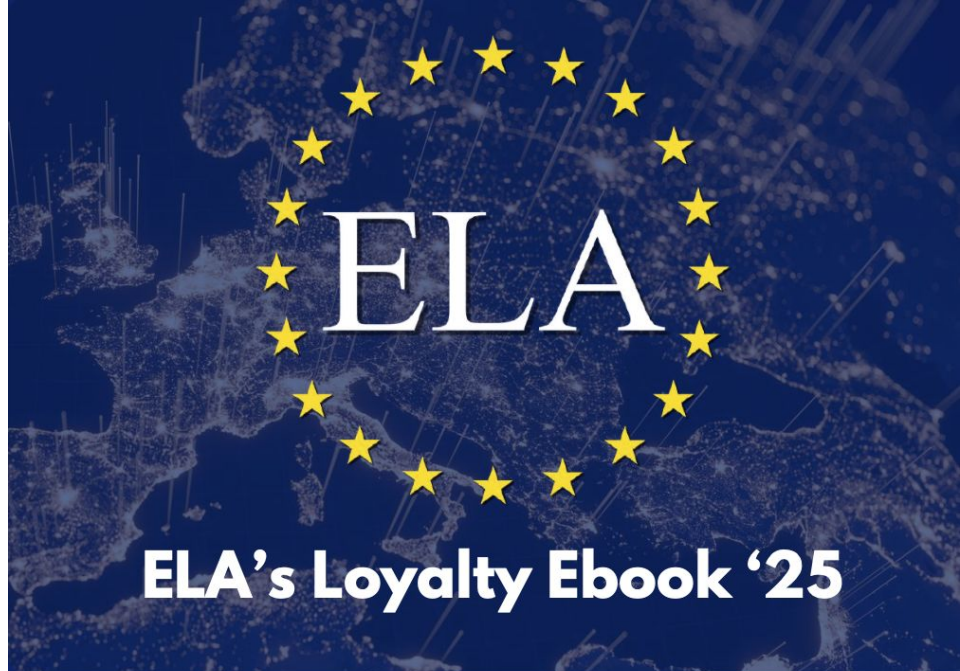
From Insight to Action: **Applying ELA's Best Practices** **with Cutting-Edge Martech**

Adam Greco, Product Evangelist

Bravo ELA!

In just a few years, the ELA has brought together many great members and partners to identify current themes and insights related to customer loyalty

"Loyalty is about building authentic, lasting relationships..."

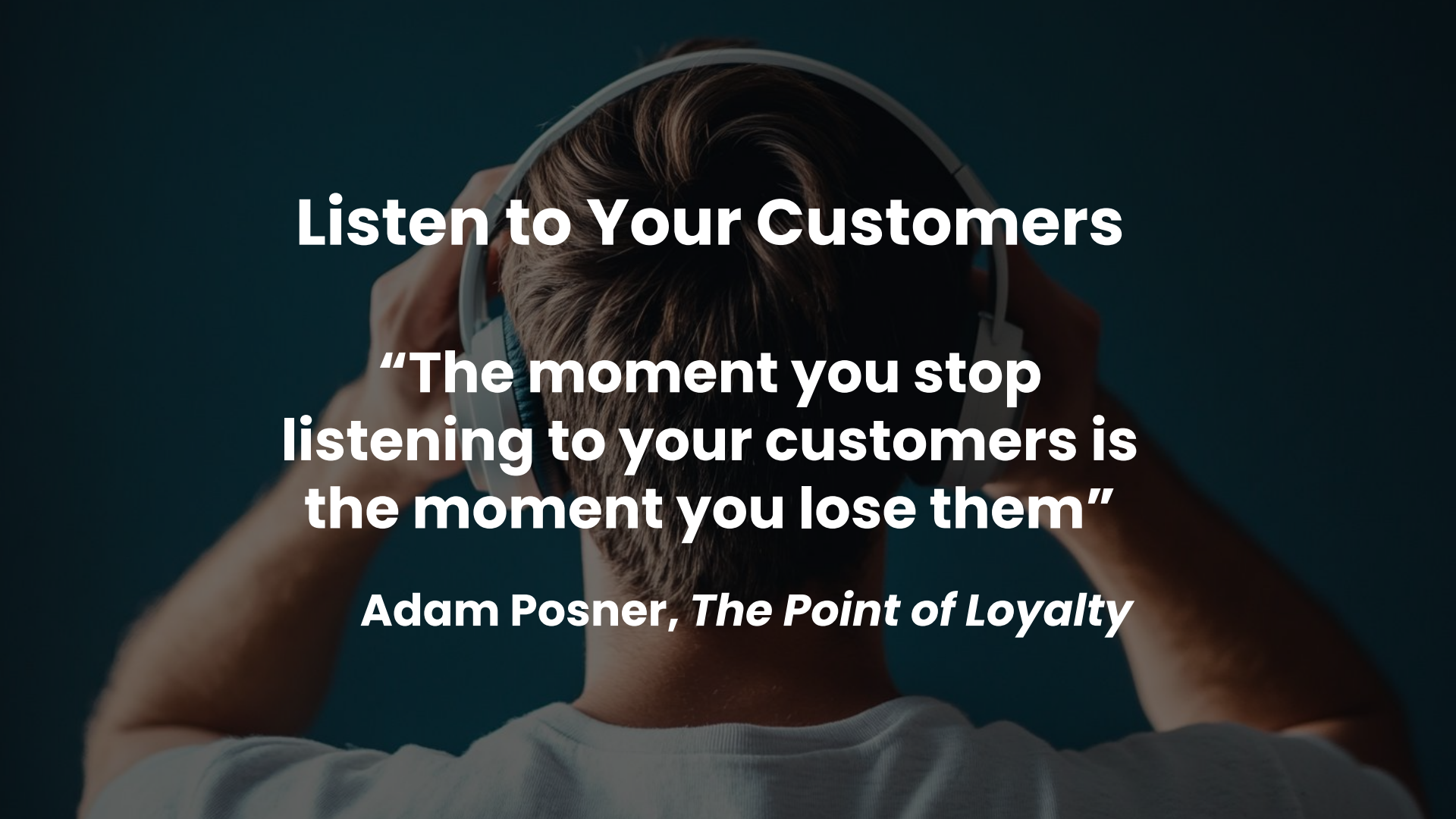


ELA's Loyalty Ebook '25

**KEY THEMES, PRACTICAL
INSIGHTS AND ACTIONABLE
STRATEGIES FOR LOYALTY
PROFESSIONALS**

Customer Loyalty Relies on Technology



A person with brown hair is seen from behind, wearing large white over-ear headphones. Their hands are visible, adjusting the headphones. They are wearing a light-colored t-shirt. The background is a dark, solid blue-grey color. Overlaid on the image is white text.

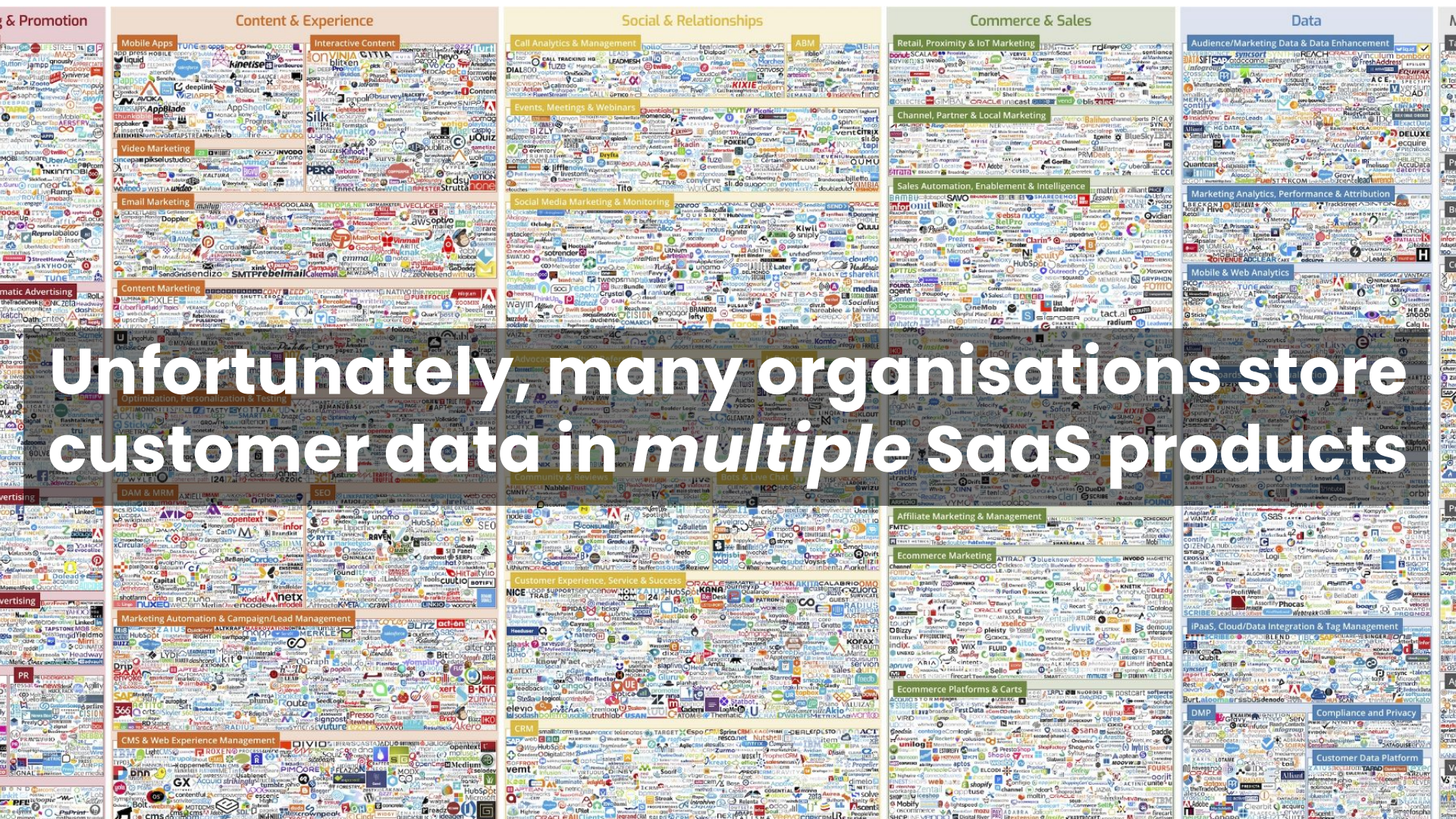
Listen to Your Customers

**“The moment you stop
listening to your customers is
the moment you lose them”**

Adam Posner, *The Point of Loyalty*

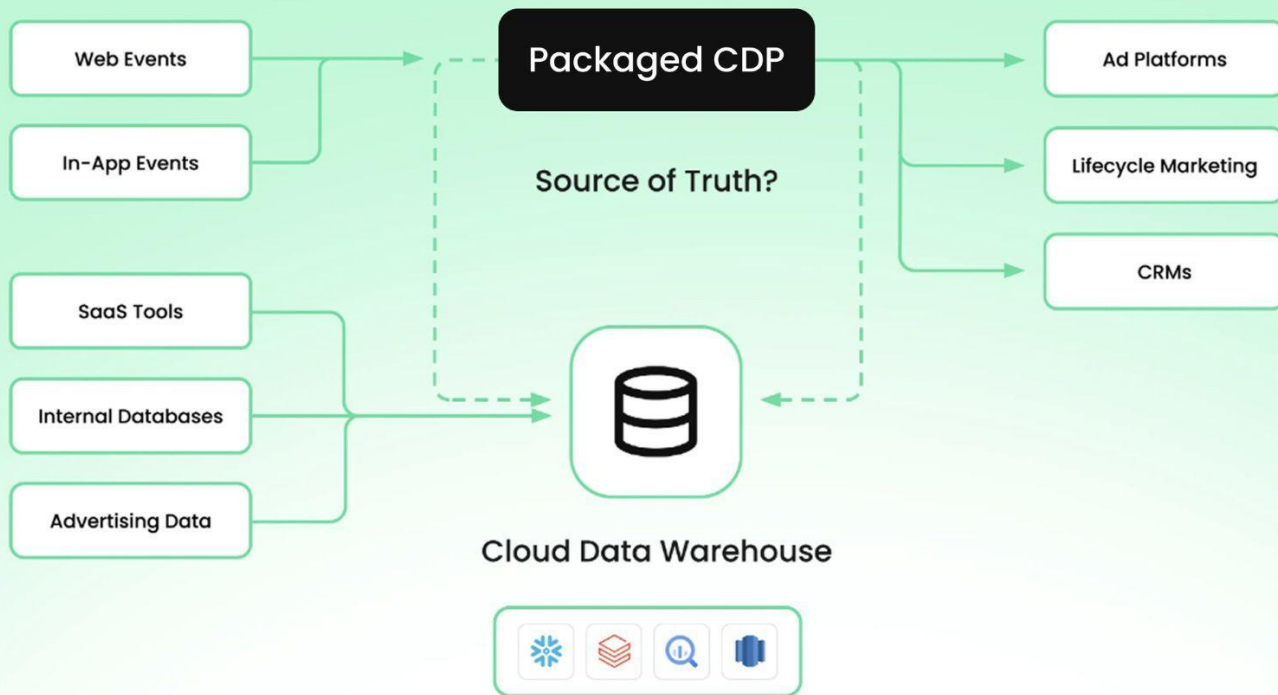


**In today's digital age, you
listen to customers via data**



Unfortunately, many organisations store customer data in *multiple* SaaS products

Legacy Customer Data Platforms

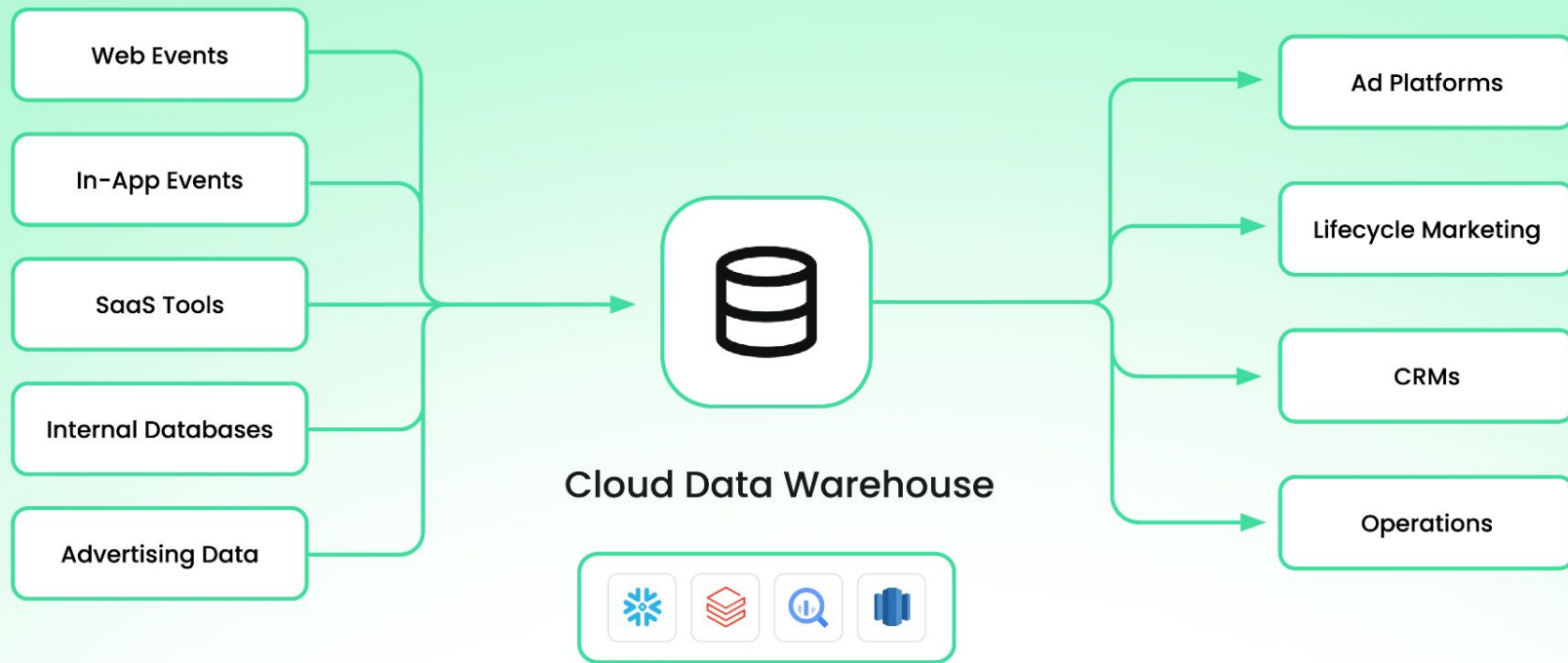




The latest technology trend is to store all customer data in *one* data warehouse



Modern “Composable” Customer Data Platforms



Show You're Listening to Customers by Building Audiences Using *All* Customer Data



Define your audience

Filter down customers using anything in your underlying data.

+ Add filter



**Centralising all customer
data helps build *empathy***



Loyalty requires privacy & security



< BACK

Create a new account

The rise of 1st-party data

Your e-mail address

wendygreco@yahoo.com



Gender

Female



First name

Wendy

Last name

Greco

Birthday MM/DD ●

07/07

Password

.....



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For years, organisations have been outsourcing their customer relationships to advertising networks

A woman's face is shown in profile, looking towards the right. Her face is illuminated by blue and purple light, with glowing digital lines and patterns overlaid on it. In the background, there is a blurred image of a city at night with warm orange and yellow lights. A dark rectangular box is positioned at the bottom of the image, containing white text.

**First-party data needs to be treated
like a valuable corporate asset**

A close-up photograph of two chess kings standing on a checkered board. The king on the left is dark, possibly black or dark blue, with a spherical top. The king on the right is light-colored wood, with a tiered, crown-like top. They are positioned on adjacent squares of the board, which has a soft, out-of-focus background.

**Your ability to turn first-party data
into valuable customer experiences
will determine if you beat competitors**

An aerial, high-angle photograph of a large, diverse crowd of people walking across a vast, paved plaza. The people are scattered throughout the frame, moving in various directions. The lighting suggests it might be late afternoon or early morning, with long shadows cast across the pavement. A semi-transparent dark grey rectangular box is centered over the middle of the image, containing white text.

**Personalisation has been proven
to increase customer loyalty**



Unfortunately, many organisations fail to take advantage of first-party data personalisation opportunities



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Apple M2 chip Built for Apple...



Apple - 10.9-Inch iPad - Latest
Model - (10th Generation) with...



Apple - AirPods Pro 2, Wireless
Active Noise Cancelling Earbud...



Apple - AirPods 4 - White

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Deal of the Day



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with qualifying trade-in. Also, get up to a \$200 e-gift card with select models.

Pre-order

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Vernon Hills

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Hi, Adam

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Order Status

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Today's top picks



Apple - MacBook Air 13-inch
Apple M2 chip Built for Apple...



Apple - 10.9-Inch iPad - Latest
Model - (10th Generation) with...



Apple - AirPods Pro 2, Wireless
Active Noise Cancelling Earbud...



Apple - AirPods 4 - White

Outlet Deals

Clearance, open-box and more.

Deal of the Day



Roborock - S8 MaxV Ultra Robot Vacuum and Mop with...

\$1,044.99



Early radio and television could only be personalised by time and show type

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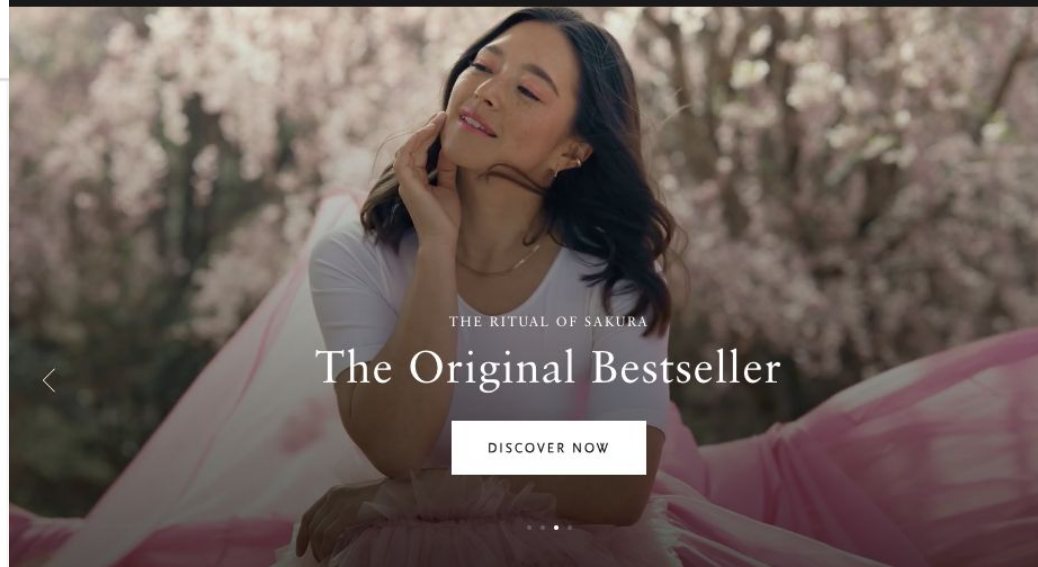
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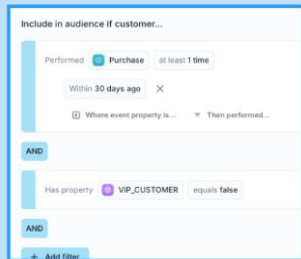
Which Compact **Camera** Should You Buy

And How Much Should You Pay?

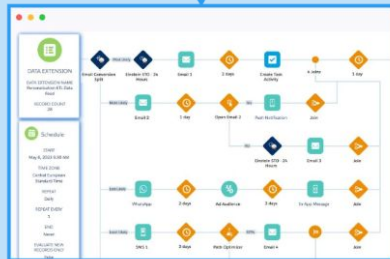
Paid search
advertising
significantly
increased
personalisation
granularity

Marketing Orchestration

Marketers define audiences of customers

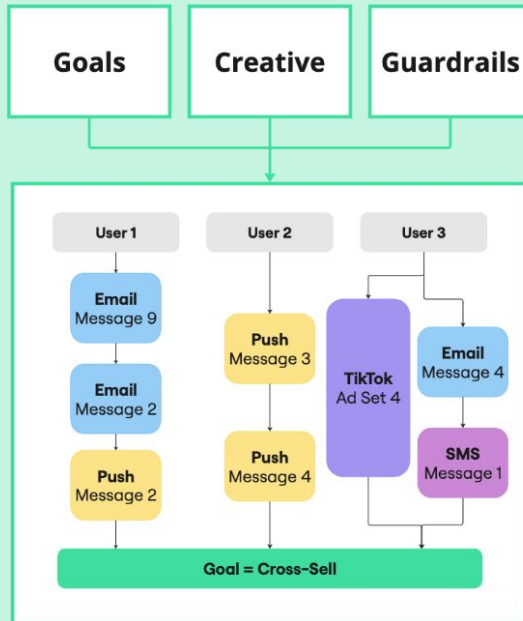


Marketers create journeys for every audience



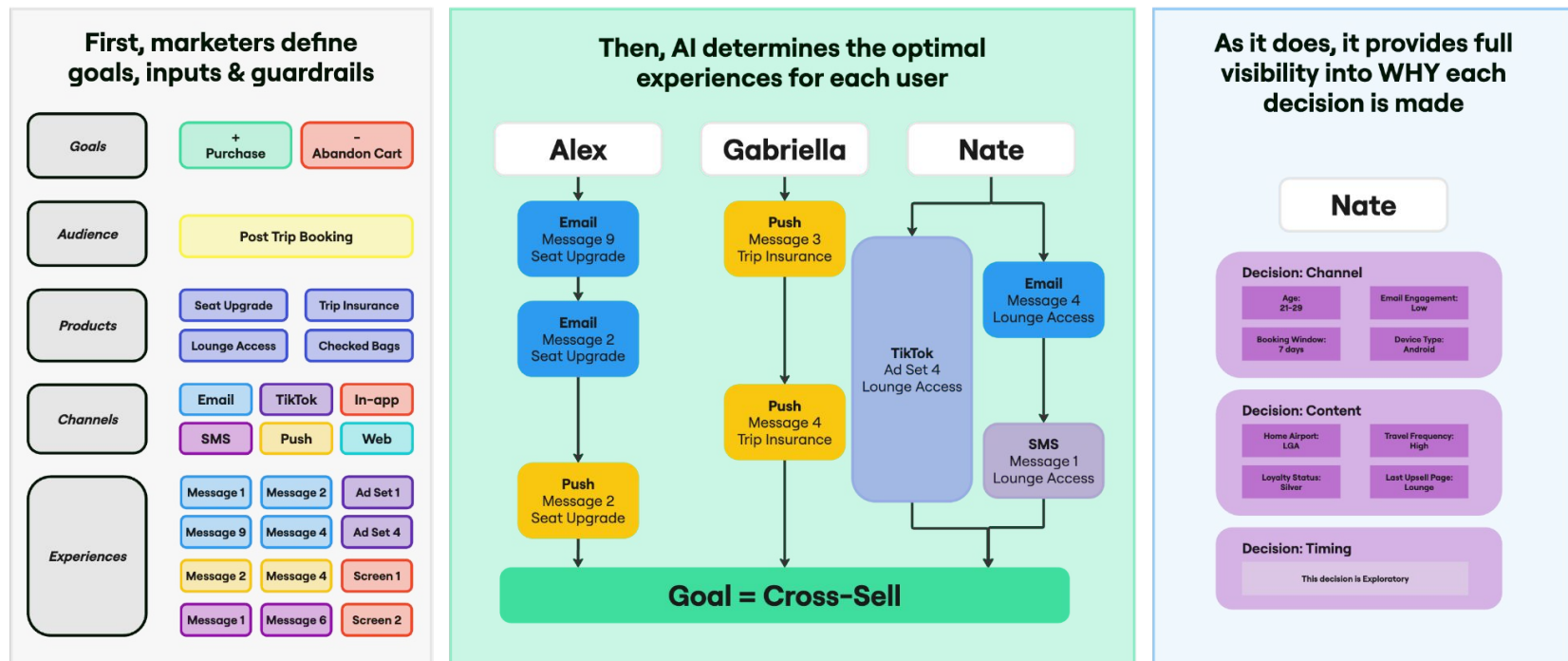
AI Decisioning

Marketers provide campaign inputs



AI Agents determine optimal experiences for every user

The AI Decisioning Marketing Workflow



Why Did AI Use This Specific Email Subject Message?

✉ Actions

UpcomingPast

509.4K actions

✉ Explore our luxury glasses line
Foster3 months ago

✉ Luxury offer
Barnett3 months ago

✉ Luxury offer
Gordon3 months ago

✉ Luxury offer
Wells3 months ago

✉ Luxury glasses recommended...
Hardy3 months ago

✉ Luxury glasses recommended...
Hoover3 months ago

✉ Luxury offer
Thomas3 months ago

✉ Luxury offer
Castro3 months ago

✉ Explore our luxury glasses line
12/10/24 at 12:00 AM

👁 Preview🗄 Data⚙ ReasoningInternal

User attributes13

These attributes inform the AI model of the user's preferences

Decisions

To make each decision, the model determines which option has historically led to the best outcome for this user and users with similar attributes.

MessageDeliveryContent

Message: Explore our luxury glasses line

This decision is Personalized ⓘ

This user has the following attributes which have historically responded well to this decision:

discount_sensitivity : Mediumemail_conversion_rate : Mediumgender : Male

last_page_viewed : Home

Why Did AI Choose Frequency, Timing, Channel?

Actions

UpcomingPast

509.4K actions

Explore our luxury glasses line Foster	3 months ago
Luxury offer Barnett	3 months ago
Luxury offer Gordon	3 months ago
Luxury offer Wells	3 months ago
Luxury glasses recommended... Hardy	3 months ago
Luxury glasses recommended... Hoover	3 months ago
Luxury offer Thomas	3 months ago
Luxury offer Castro	3 months ago
Explore our luxury glasses line Blankenship	3 months ago
Luxury offer Davis	3 months ago
Luxury offer Tate	3 months ago
Luxury offer	

Explore our luxury glasses line
12/10/24 at 12:00 AM

PreviewDataReasoningInternal

Reasoning

To make each decision, the model determines which option has historically led to the best outcome for this user and users with similar attributes.

MessageDeliveryContent

Frequency: 6x Weekly

This decision is Personalized ⓘ

This user has the following attributes which have historically responded well to this decision:

engagement_score : High email_open_rate : High

Timing: Night

This decision is Personalized ⓘ

This user has the following attributes which have historically responded well to this decision:

email_open_rate : High email_conversion_rate : Medium

Channel: Email

This decision is Personalized ⓘ

This user has the following attributes which have historically responded well to this decision:

email_conversion_rate : Medium email_open_rate : High

Uncover Previously Unknown AI-Sourced Customer Insights



Action breakdown

Email category



User breakdown

User's top activity



	Top Activity Cycling	Top Activity Golf	Top Activity Martial arts	Top Activity Running	Top Activity Sleep	Top Activity Swimming	Top Activity Weightlifting
Email category Golfing	0.86%	1.85%	1.30%	1.34%	1.31%	1.17%	0.96%
Email category Martial arts	1.29%	1.47%	1.24%	1.21%	1.32%	--	0.95%
Email category Running	0.78%	1.05%	0.46%	0.82%	0.85%	0.40%	0.57%
Email category Sleep accessories	0.83%	0.52%	1.21%	0.63%	0.72%	0.91%	0.58%
Email category Swimming	1.29%	1.27%	1.42%	0.83%	0.95%	1.00%	0.93%
Email category Weightlifting	0.95%	0.53%	0.60%	0.76%	0.70%	0.52%	0.46%



The future of loyalty?

JOAQUIN PHOENIX AMY ADAMS ROONEY MARA

OLIVIA WILDE AND SCARLETT JOHANSSON



her

A SPIKE JONZE LOVE STORY

WARNER BROS. PICTURES PRESENTS
AN AQUAPICURA PICTURES PRODUCTION "HER" JOAQUIN PHOENIX AMY ADAMS ROONEY MARA OLIVIA WILDE AND SCARLETT JOHANSSON
CASTING BY ELLEN LEVINS COSTUME DESIGNER CASSANDRA VALLINOUS MUSIC BY DAVID JULYAN EDITOR ROBERT L. COHEN PRODUCTION DESIGNER JEFF BUCHANAN
EXECUTIVE PRODUCERS NOLTE VAN NIFFELA PRODUCED BY DANIEL LUPU NATALE PATRICK CARROLLA CAROLANO WRITTEN BY MEGAN ELLISON SPIKE JONZE DIRECTED BY SPIKE JONZE
COMING SOON herthemovie.com



Create holdout groups so you can prove the ROI of customer loyalty

Technology Supporting Loyalty

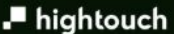
- Listen to customers via data
- Composable CDPs built on a centralised warehouse provide the most holistic view of customers, which leads to empathy/loyalty
- Data privacy/security helps build customer empathy and trust
- 1st-party data is critical and should be used for personalisation
- AI is making 1:1 personalisation possible and will continue improving
- Holdout groups are important to show customer loyalty ROI



ELA's Loyalty Ebook '25

**KEY THEMES, PRACTICAL
INSIGHTS AND ACTIONABLE
STRATEGIES FOR LOYALTY
PROFESSIONALS**

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Leader in Composable CDP and AI Decisioning

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Adam Greco  

Product evangelist. Data industry veteran. Author of the definitive book on Adobe Analytics. Ex-Amplitude, Ex-Salesforce, Ex-Omniture.

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Questions?

