

14.10.2025

Habits aren't built by chance - they're orchestrated

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Moin, I'm **Marc.**

Program Manager Digital Commerce - Tonies

- Rolling out digital commerce stack in 26 markets
- Defining global client-side tracking
- Migrate global CRM system to braze

CEO & Co-Founder – Chordis

- Building a composable data platform
- Enable habit-building event streams to allow orchestration

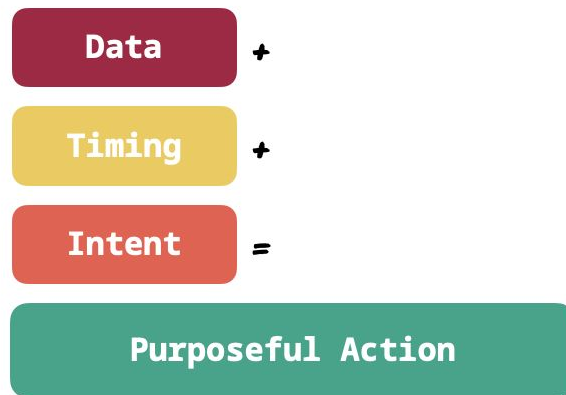




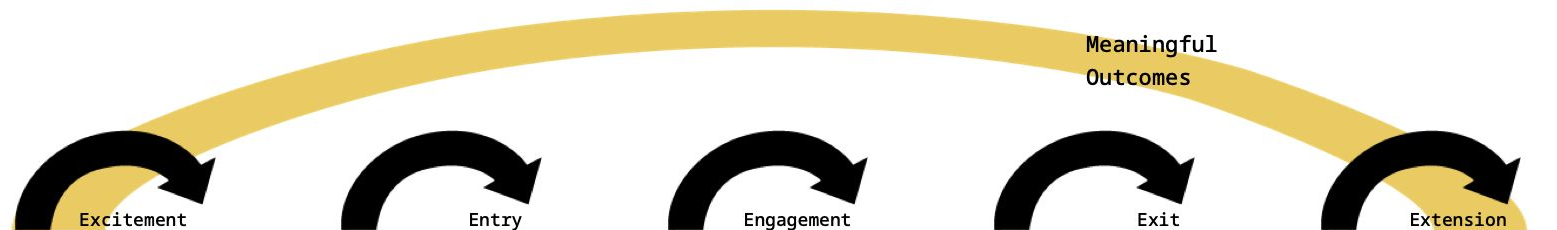
The **challenge** isn't doing more – it's acting with **purpose**

Focus on addressing the right situations, at the right time, in ways that stay aligned with the bigger picture - **and what's actually needed.**

This applies to how we work as people and to how we **design experiences.**



Purpose moves people. We need to **design experiences** that make it **real**



Spark curiosity

"This looks fun, I want to try it."

Discovery of Tonies as a new way to learn, play and imagine.

Create belonging

"This feels easy, warm and made for us."

The first Toniebox setup is intuitive, joyful and emotionally connecting families to storytelling.

Build routines

"This fits my life — it's part of our daily rhythm."

Bedtime stories, morning music, or creative listening habits that form naturally over time.

Support growth

"I've grown and the experience grows with me."

As children outgrow bedtime stories, they transition to Tonieplay, music or creative Exploration.

Deepen connection

"I love this - I want to share it."

Families gift Tonies, explore Creative Tonies or share their stories with others - turning playtime into community.

We live from **habit building** in the consumer base to **drive LTV**

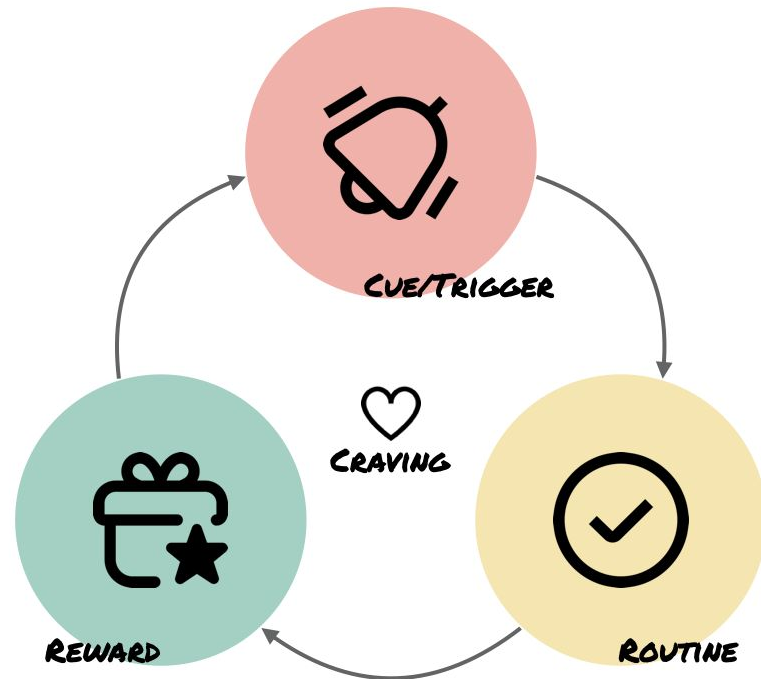
A habit forms when a **cue** triggers a **routine**, which delivers a **reward**.

(Charles Duhigg)

Brands that successfully create routines embed themselves in daily life e.g.:

- coffee → Starbucks
- bedtime story → Toniebox

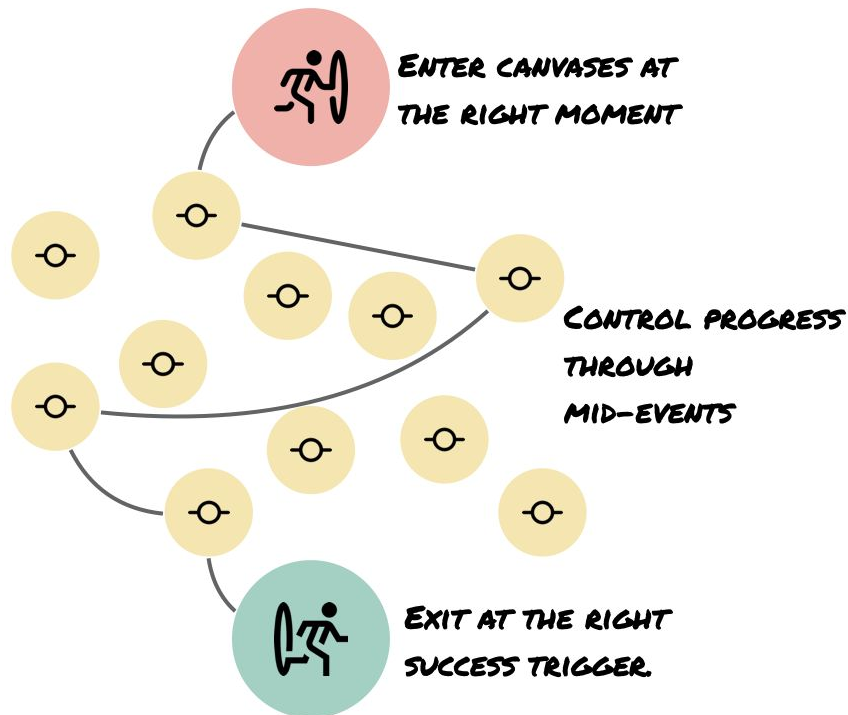
Habits are the bridge between short-term engagement and long-term lifetime value.



Habit building needs consistency in **event streaming, monitoring and communication**

A single one-off campaign won't do it, we require ongoing signals & re-engagement.

Therefore we need a supporting event stream, as Journeys are built on event data, not campaign calendars.

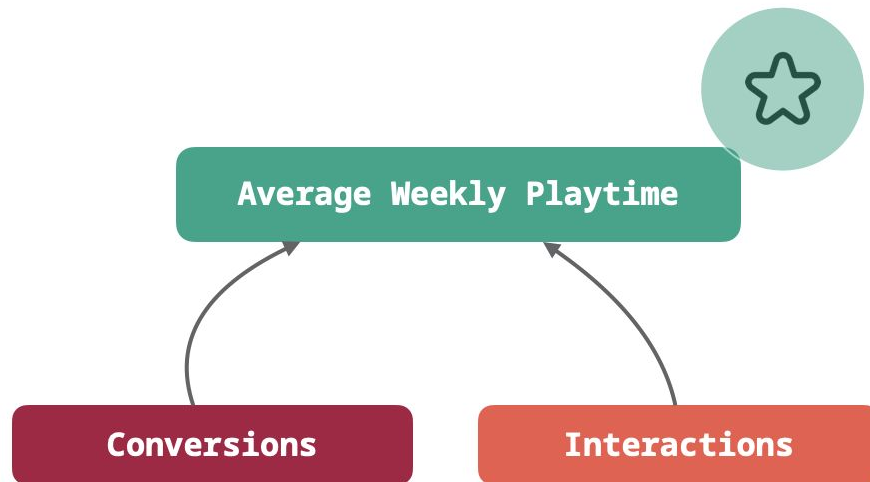


A leading, **actionable** North Star Metric guides our communication

If a KPI is purely theoretical it is **useless**. It must be actionable to directly guide campaigns and communication.

Example:

Average Weekly Playtime (AwP)



AUDIENCE QUESTION to go with Slide 8

Do you have a North Star Metric — and can you activate it?

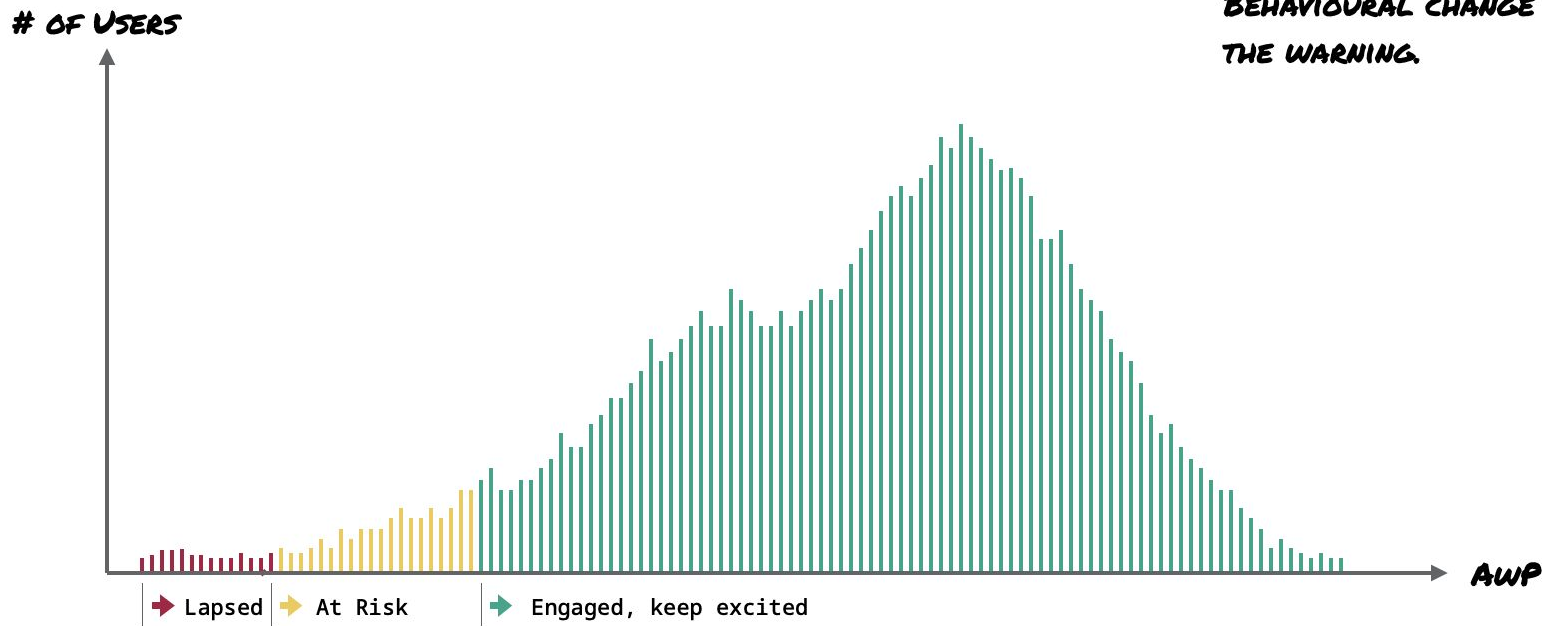
Every company tracks KPIs, but few can act on them in real time.

Answers (Multiple Choice)

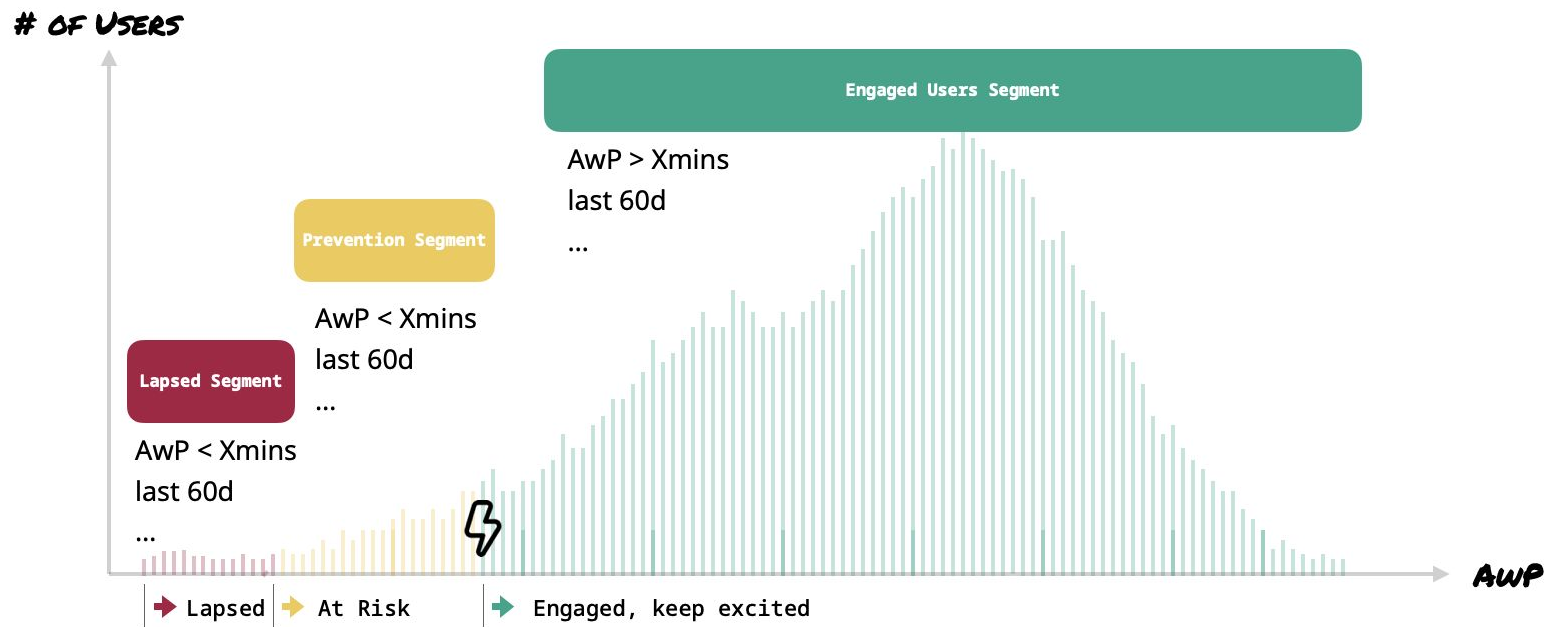
1. Yes — we have a clear North Star and actively use it to guide engagement.
2. We track one, but we can't yet *activate* it across systems.
3. Not really — our KPIs are still mostly theoretical.
4. What's a North Star Metric?

The best **reactivation** happens **before** the user even realizes they are about to **churn**

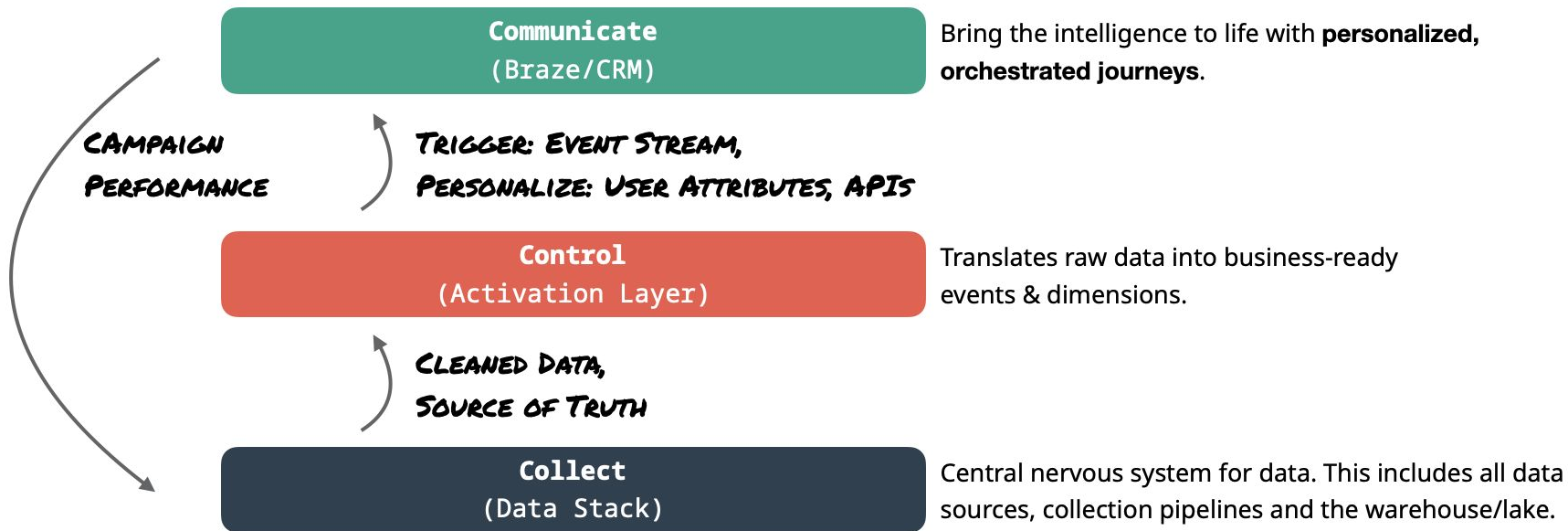
CHURN IS THE RESULT.
BEHAVIOURAL CHANGE IS
THE WARNING.



The best **reactivation** happens **before** the user even realizes they are about to **churn**



Layers to power **orchestrated** user journeys and **personalized** communication



The core structure powering our data:

ASIC: Action - Scope - Item - Context

Example:

*"A Britta (Scope) starts listening to (Action)
an Elsa Tonie (Item) at 8pm (Context)."*

Why this matters:

Structure → enables segmentation.

Segmentation → enables intelligence.

Intelligence → enables personalization.

Action

PLAY_START/END EVENT

Scope

USER: BRITTA

Item

ELSA, DISNEY, ETC

Context

DATE/TIME, LOCATION, ETC

Based on inbound events, we **aggregate**, **analyze** and **define** a trigger set.

1. Aggregate

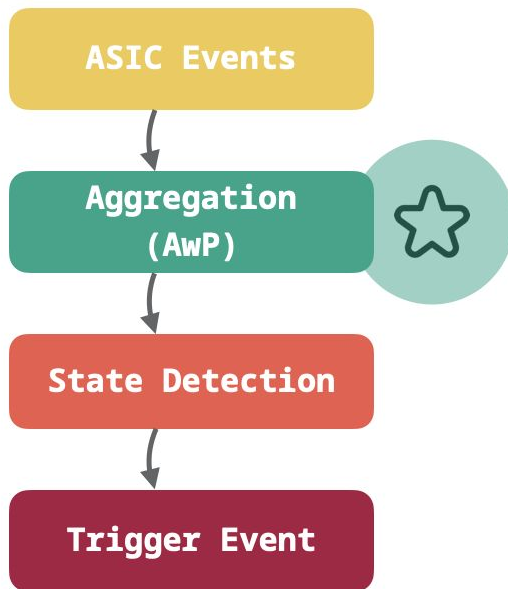
Every playback event rolls up into AwP per user. Track playtime and define timeframe

2. Analyze:

We identify meaningful shifts from drops to improvements over time and stability

3. Define Triggers

Each change in AwP state can become a triggering condition for communication.



Activate this data via an event stream to power a braze canvas



Canvas Entry Event: needs_engagement

Trigger: User entered prevention prediction model, crossed threshold for AwP



Mid Events (n+1): engagement_(improved | stagnated | declined) —> **DISCOVER (CONTENT TESTING) WHICH HABIT WORKS BEST (BEDTIME, MORNING, PLAY)**

Trigger: Compare weekly improvement and send state



Exit Event: engagement_succeeded

Trigger: AwP crossed threshold for timeperiod

—> **CONTINUOUSLY WATCH USER**

Use **ASIC** Structure to define Persona Segments for **Personalization**

Item



Little Princess

50% of AwP is of
Product Type Princess



Disney Fan

70% of AwP is of
Category Disney

Context



Bedtime Routiner

70% of AwP is
between 6-8pm



Wakeup Listener

70% of AwP is
between 6-8am

What's required to **orchestrate** habit building **user journeys**

1 Define an Actionable KPI (or KPI-Set)

→ Your North Star metric must lead communication, not just reporting.

2 Use Prediction Methods

→ Engage before users lapse, not after they've churned.

3 Structure Your Data with ASIC

→ Action – Scope – Item – Context as the universal format.

4 Define an Event Stream

→ Entry, Mid, and Success events as benchmarks in the journey.

5 Create ASIC-Based Segments for Personalization

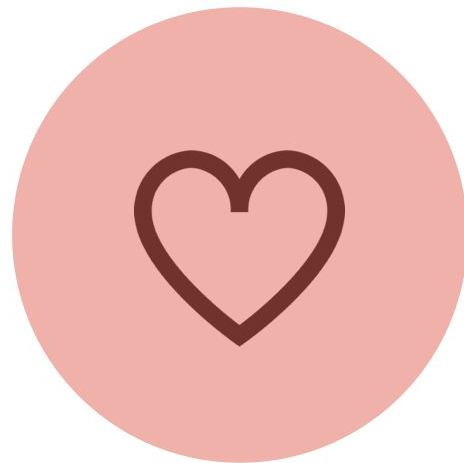
→ Contextual (bedtime/morning), Item-based (Disney Fans) or mixed personas.

Community request: A call for the curious

We're about three months into building **Chordis** - our standalone activation platform.

Right now, we're looking for brave and curious teams to co-develop real flows with us, test ideas and help us shape how the platform should feel and work.

If that sounds exciting, come chat with me after the talk or connect via LinkedIn.



**Hope this
sparked a
thought.**



Stay in touch!
(LinkedIn)