

多管道即時個人化行銷

官網啟動數位轉型|引爆數位內容行銷財

陳永霖(Evan Chen)
Sitecore 台灣總經理
evan.chen@sitecore.com



sitecore[®]
Own the experience[™]



你的官網是個...

佈告欄?

還是...

企業的推銷員?

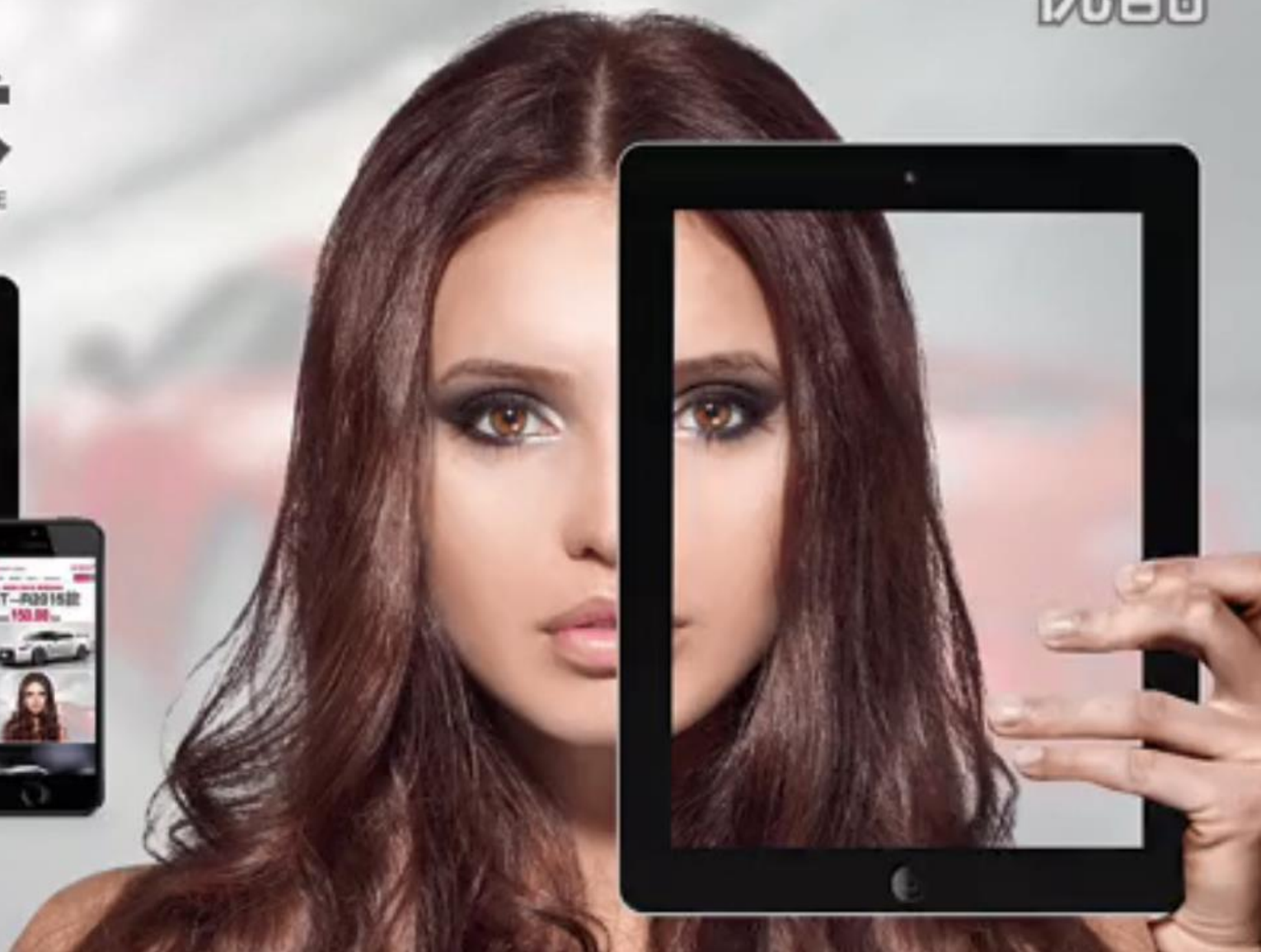


技术日产 人车生活

东风日产
优酷

官网读心术

THE OFFICIAL WEBSITE OF CUSTOMER SENSITIVE WEBSITE



即時的互動

64% 的消費者
期望企業與他們的
反應是
互動的且是即時的



個人化體驗

73%的消費者表示

他們喜好當品牌商使用個人化資訊使他們的購物**體驗更具有相關性**

80%的顧客表示

當品牌商提供**更針對性, 相關性, 個人化**的商品優惠, 他們極有可能做另一次的購買



多管道一致性體驗

75%的消費者期望
透過**多個管道(網站, 行動裝置, 社交媒體)**均有一致性體驗.

假如沒有這種體驗, 其中有
73% 可能會**轉換品牌商**

89%的顧客會
因為他們跨管道使用時需要重複步驟時而感到沮喪



我們生活在客戶互聯時代



客戶體驗是所有觸點的核心

Sitecore 解決了行銷人員每天所要關注的事項

In Context(情境式), in Real Time(即時性), Across all Channels(多管道)



**Multilingual
Multisite
Web**
(多語言,多站點)

Manage and deliver
content across **multiple
sites, locations and
languages.**



**Integrated
Content &
Commerce**
(即時個人化內容)

**Drive personalized
experiences** throughout
the customer shopping
experience.



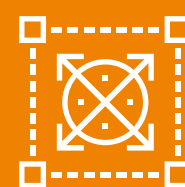
**Personalization
at
Scale**
(個人化數據分析)

**Profiles, interactions,
behaviors and
activities** enrich
personalization across
channels.



**ML-based Analytics
Testing
Optimization**
(AB測試/路徑分析)

**Generate actionable
insights with machine
learning** across
analytics, testing and
optimization,



**Campaign &
Marketing
Automation**
(行銷自動化)

**Easy drag and drop
campaigns** and
marketing automation
streamline time to
market.



**Omnichannel
Delivery**
(多管道部署)

**Deliver your
experience** across any
channel, device or
touchpoint.

Sitecore - Global. Proven. Trusted.



4,900+
Brands



50+
Countries



1,400
Partners



18,000+
Developers



Microsoft ISV
Global Award
Winner



1,000
Employees

Sitecore 連續9年被 Gartner 評為網站內容管理 MQ Leader

Gartner 評論(2016)

- Sitecore 體驗數據庫 (xDB) 為 “**客戶360度畫像**” 的構建提供行業領先、可落地的有力支持
Sitecore has an industry-leading, compelling and executable vision for a "contextual delivery machine." The Sitecore Experience Database (xDB), which promises to deliver the long-sought-after "**360 degree view of the customer**," contributes to this vision.
- Sitecore對於**數位化行銷的重點、實踐和技術平台**領先其它WCM廠商；尤其是在一些核心的行銷實踐如**客戶旅程、全渠道行銷、多變量測試和持續體驗**等已經在Sitecore裡面獲得很好的支持
Few WCM vendors match Sitecore's understanding of the latest digital marketing priorities, practices and technologies. Sitecore continually incorporates support for leading practices like customer journeys, cross-channel marketing, multivariate testing and continuous experiences into its offering.

Figure 1. Magic Quadrant for Web Content Management



全球超過4,900家客戶

Sitecore 一些在大中華區的客戶

Banking & Insurance



Retail + Hotel + Property + Hospitality



Education & Travel & Others



Telco + Manufacturing + Hi-Tech + 傳產



Automotive

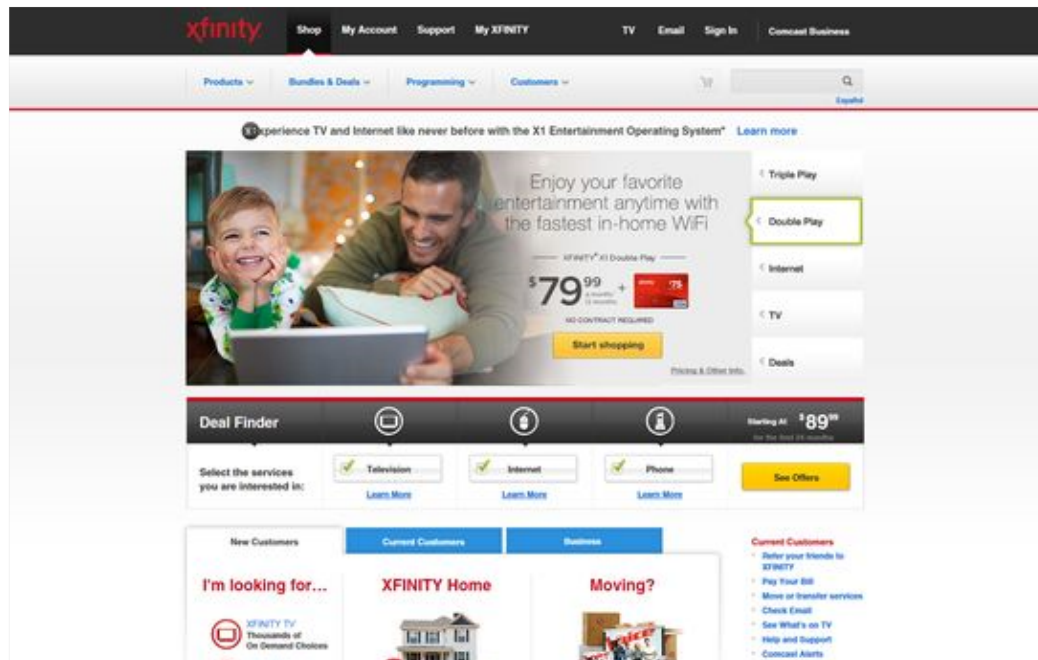


easyJet



- easyJet wanted its digital experience to make travel easy for 60m passengers, so customers can quickly find and book their flight - also **improving sales conversion**
- With Sitecore, easyJet delivers a **personalized homepage for each customer**, showing relevant content based on location, site history
- Significant conversion growth; January sale saw seats **sell at 'two planes per minute'** across 19 country websites

Comcast Cable deliver world-class personalized self-service(提供個人化服務)



- Comcast Cable's XFINITY brand, with 27.2M customers, is the US's largest video, high-speed internet, and phone provider to residential customers; it also has more than 1M business customers
- Sitecore® Experience Platform™ targets and personalizes to each customer, **delivering a world-class, personalized, self-service experience**
- XFINITY customers can manage their accounts, place orders, and see live service information on any device—**without needing a service agent**— with targeted offers via the Sitecore platform
- Around a third of customers now manage their accounts online, with millions of self-service online transactions completed



- Dow combines the power of science and technology to passionately innovate what is essential to human progress. It is driving innovations that extract value from material, polymer, chemical and biological science.

Manufacturing

Challenge

- Focus on the customer experience; make it fast and easy for web visitors to **find relevant product information**
- Keep information **consistent** and current across sites
- Take advantage of **web marketing** opportunities
- **Reduce time** spent on web production and content management

Solution

- Sitecore Experience Platform
- Sitecore Commerce
- Coveo for Sitecore
- Lucene search
- Integrations with:
 - Adobe Analytics for analytics and reporting
 - Eloqua for marketing automation and campaign management

Result

- **Simplified** product family information is quick to find and consistent across sites due to central repository
- **SEO improvements** from URL strategy changes
- **Increased requests** for product literature and samples
- Streamlined content management enables Dow to focus on initiatives that **connect with customers**
- **Enabled** addition of industry and application context, benefits, and brand story to the product pages

L'ORÉAL®

The largest cosmetics company in the world, L'Oreal's brand portfolio serves the diverse needs of international consumers with hair and skin care, makeup, and perfume.

Retail

Challenge

- **Slow** to innovate new services and experiences on new channels such as e-commerce
- **Unable to deliver personalized experiences** based on customer interaction data
- **Decentralized** organization including 60 country subsidiaries
- 1 billion daily consumer interactions with the company's websites

Solution

- Sitecore Experience Platform (XP)
- Sitecore Experience Database (xDB)
- Hosted on Microsoft Azure PaaS
- Consolidate 10+ technologies into one Sitecore platform
- 'Website factory' of reusable web templates to allow brands and countries to quickly and easily create and deploy websites

Result

- **Globally consistent online brand experience** with cost effective localization
- **Faster time to market** for new products and services
- **Improved shopping experience** with customized product offerings and 60% faster load time
- Fast, flexible, globally **scalable**, and reduced administration



- Procter & Gamble has a strong heritage of touching lives with trusted, quality brands that make everyday life a little better. P&G boasts dozens of billion-dollar brands for home and health.
FY 2016 sales were \$65.3 billion.

Consumer
Goods

Challenge

- Transform the customer engagement across all the P&G digital properties
- Reduce costs
- Streamline, simplify and standardize the digital marketing operations
- Reduce time to market for new digital properties as well as content
- Enable agencies to manage own content
- Rationalize to a single CMS platform

Solution

- Sitecore Experience Platform 7.2, upgrade to 8.2 in 2017
- Integrations include:
 - User generated content: Bazaarvoice, ExpoTV, Olapic
 - Video: ExpoTV, YouTube
 - Ecommerce: Channel Advisor, Channel Intelligence, Demandware, Price Spider
 - Weather: Wunderground
 - Search: Google, Solr Cloud
 - Customer Service: Salesforce
 - Device detection: 51Degrees
 - Content Delivery Network: Level3

Result

- Launched 231 digital properties across 50 countries and 23 languages, 37 brands
- **33% TCO improvement**
- **Time to launch** new digital properties **reduced by 50%** vs goal of 33%
- Workflows and security permissions simplify and speed publishing process; **content updates are done in hours rather than ~12 days**
- **Sharp increase in customer engagement** across properties
- Standardization of technology across the digital marketing ecosystem



- Canon is the world's leading imaging organization that actively inspires – with imaginative ideas – people to connect, communicate and achieve more than they thought possible.

Consumer
Goods

Challenge

- Support photographers at all levels in their journey, and deepen their connection to Canon
- Attract new customers, drive and nurture leads
- Increase organic reach
- Reduce dependency on paid media
- Showcase Canon as a progressive and inspiring brand

Solution

- Sitecore Experience Platform 8.1
- Integrations with:
 - Bazaarvoice: ratings, reviews
 - Bynder: digital asset management
 - Canon's systems: drivers, downloads
 - Eloqua: email marketing
 - Google: search
 - Magento: online store
 - OAuth and Microsoft: identity management and single sign on
 - Salesforce: support, forms
 - Stackla: social

Result

- Visitors spend 32% more time on pages
- 10% increase in new site users
- 300% increase in leads to the Canon eStore
- 575% growth in social traffic
- The new Canon Oceania website is the cornerstone of its digital ecosystem, enabling a move to a content marketing model
- Year 1 savings of \$213,000 due to efficiencies

Kodak alaris

- Kodak Alaris works with organizations from small offices to global enterprises. From its award-winning range of scanners and software to global customer service and support, it helps transform data into a powerful competitive advantage.

High Tech,
Manufacturing

Challenge

- Establish the new brand identity
- Increase customer interactions through relevant, personalized content
- Focus content on solving business problems, not just products
- Drive marketing traffic, reduce searches for device drivers
- Deliver the experience worldwide, across all devices
- Build the foundation for a digital strategy for the future



Solution

- Sitecore Experience Platform 8.1
- Sitecore on Azure
- Sitecore Analytics



Result

- Contacts through the web have increased customer knowledge; engagements are more relevant
- Positive reviews from press, partners, customers, and internal staff
- Pages based on storytelling, guide visitors through the site to action
- Key Metrics:
 - 145% increase in page views
 - 25% increase in time on site
 - 168% increase in mobile traffic
 - 44% decrease in bounce rate
 - 20+ languages supported



- Herschend Family Entertainment is the largest U.S. family-owned themed attractions corporation. It creates, develops and operates award-winning entertainment, tourism and hospitality properties such as Silver Dollar City and Dollywood.

Entertainment

Challenge

- Create a seamless, integrated and informative digital experience
- Deliver personalized content
- Improve mobile experience, which is >60% of all traffic
- Increase ticket sales and lodging reservations
- Track conversions across platforms
- Execute testing, leverage data for improvements
- Consolidate to single ecommerce platform

Solution

- Sitecore Experience Platform
- Sitecore Experience Database
- Sitecore Federated Experience Manager
- Sitecore Analytics
- Integrations with: Accesso, DotNetStoreFront, Microsoft Dynamics, Omni Shopping Cart, and Sabre

Result

- Key metric, season pass revenue, at an all-time high in 2016
- Optimized testing and personalization to improve the customer experience
 - Home page testing showed one design performed 21% better, learnings were applied to other marketing channels
- Site refreshed with modern, responsive design
- Able to track visitors from web to shopping cart, check out, and back



AccorHotels Group is global hospitality brand with over 4,200 venues on five continents in 95 countries. Properties range from budget hotels to the luxury segment.

Travel

Challenge

- Create a single identity for the group's diverse brands
- Reposition the website and create a clearer and easier user experience (UX)
- Design 'Mobile First' for adaptability
- Make the corporate website into an audience hub
- Enable multi-device, worldwide, high-demand requirements for security and Cloudhosting



Solution

- Sitecore Experience Management v8.1
- Sitecore on Azure
- Sitecore provides a single-entry point: technical implementation, application maintenance, roll-out, and complete managed services with 24/7 automated server supervision in the Microsoft Azure cloud infrastructure



Result

- A total content hub that supports navigation features and rich visuals
- A new website that promotes AccorHotels Group and its many brands
- 100% responsive web platform that adapts dynamically to usage across different devices and channels
- Increased performance and security
- Foundation for personalized content

Danske Bank

Danske Bank serves personal, business and institutional customers in the Nordic region. Founded in 1871, it offers a wide range of banking products, as well as life insurance, pension, mortgage, wealth management, real estate and leasing services.

Financial

Challenge

- Shift focus from products to the support of financial decisions; advise and inspire vs educate
- Provide exceptional customer service
- Generate leads and acquire new customers
- Support mobile and personalization
- Ensure content has clear purpose and intuitive structure
- Improve content management and operations
- **Legacy SharePoint solution** not meeting full set of needs

Solution

- Sitecore Experience Platform
- Sitecore Experience Database
- Integrations with internal systems including:
 - Calendars
 - Investor information
 - Lead systems
 - Online banking

Result

- Pages are simplified and optimized with a responsive, simple design and modern look and feel
- Personalization improves the user experience
- 69% of visitors browse the new life event pages, vs. 31% the product information
- 56% increase in leads
- 90% positive customer feedback
- **Time for content publication reduced to only seconds from hours**
- Enhanced security with automated installations



- Omnichannel contextualized experiences
- Cross-channel personalization
- Testing & Analytics
- Conversion uplift: 25% - 205%

"With Sitecore and SBOS, we never stop learning and we pride ourselves on improving the quality of connected customer experiences."

– Renate van der Vaart, Consumer Experience Manager, Danone Nutricia



- Connected Experiences (FXM)
- Personalization
- Testing & Analytics
- Experience Automation
- 25% improvement in key conversions

"With context marketing, our different properties can quickly launch a test or enable personalization on any components on the site—this helps us optimize our business results, but also learn through data what is most relevant for our visitors."

– Bryan Hardman, Director, Interactive Marketing



- Ad Spend Optimization through personalization
- Experience Automation
- Testing & Analytics

"Constantly make sure that the business understands at the executive level what the platform can do. Understand where you can take the Digital Experience."

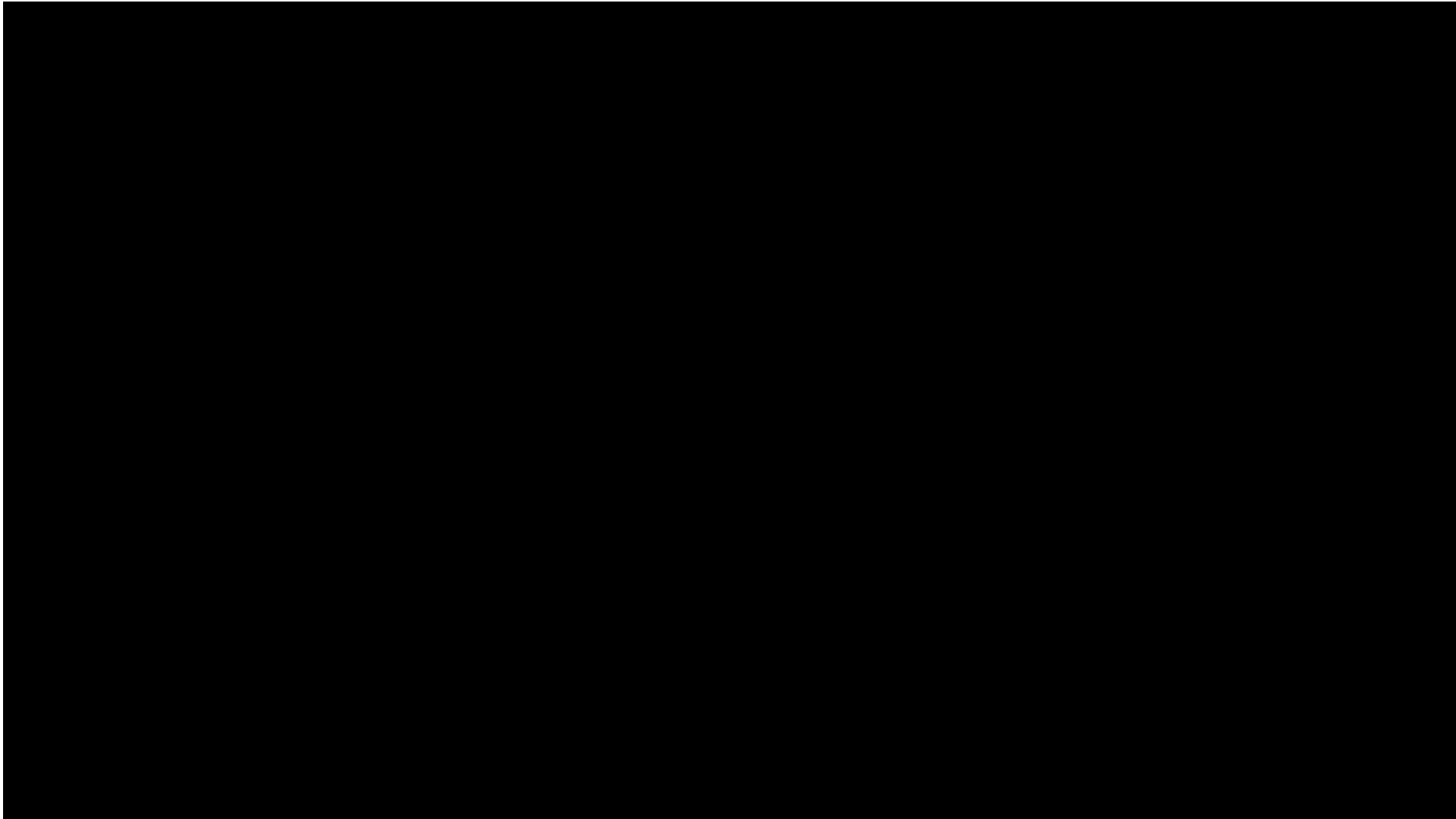
– Matt Courtney, Director of IT, L'Oreal



- Optimized nurture customer experiences across multiple sites
- Personalization
- Testing & Analytics
- Experience Automation

"With contextual marketing, the ability to drive a contextual experience for our partners on our website is now possible. Connecting our outbound marketing activities with our partner online experiences will help us optimize engagement and drive greater achievement of our business goals."

– Jim Gascoigne, Director, Sales & Marketing, Digital Services, Microsoft



你的官網是個...
佈告欄?
還是...
企業的推銷員?

即時
個人化
多管道



Faster Time to Market
Drive Traffic
Drive Conversion
Drive Revenue
Drive Market share

官網啟動數位轉型|引爆數位內容行銷財



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