

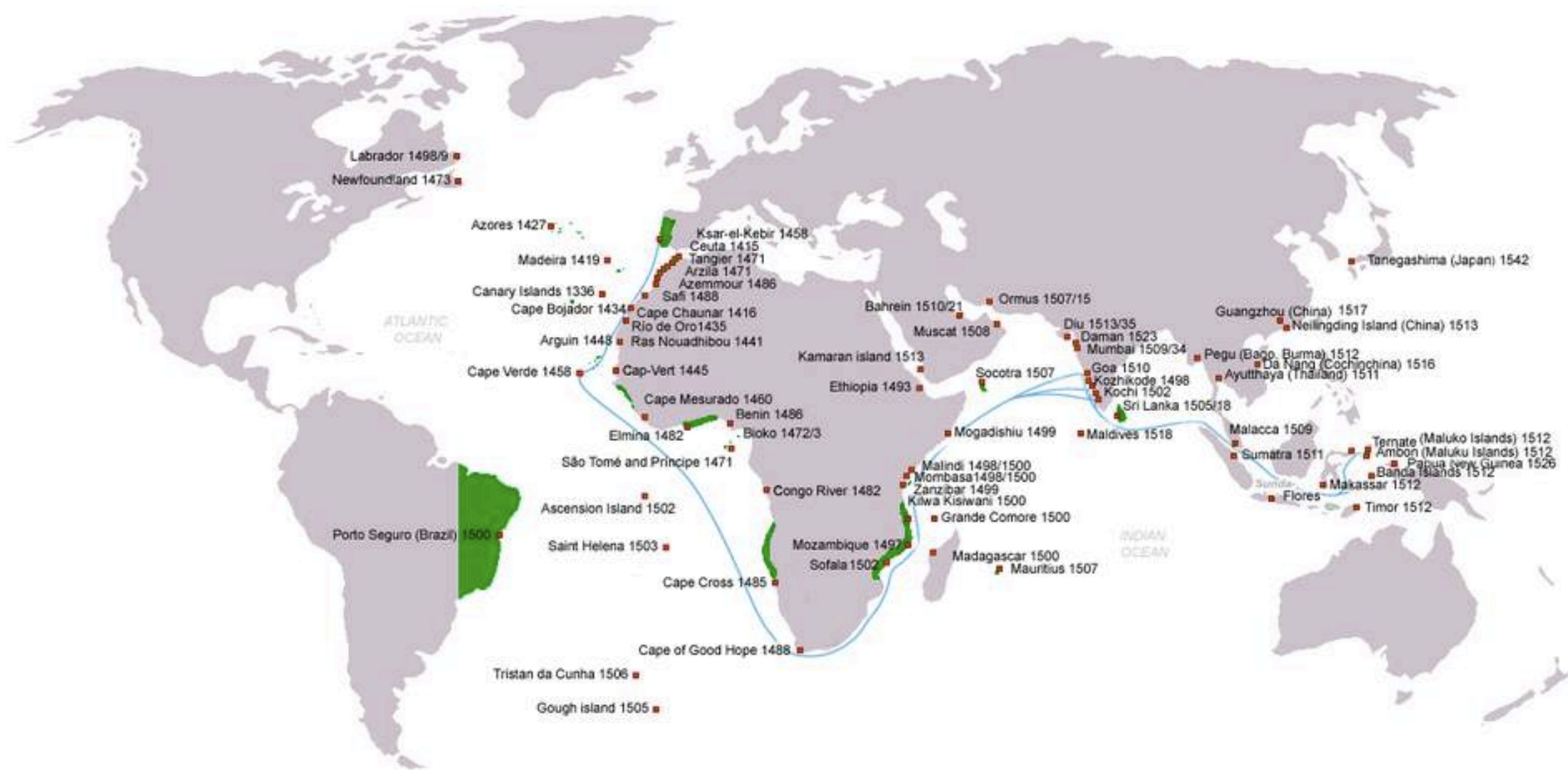
The logo for the River Summit 2016 features the word "river" in a lowercase, rounded, pink font. The letter "v" is replaced by three horizontal, wavy blue lines, symbolizing water. The word "er" follows in the same pink font.

river

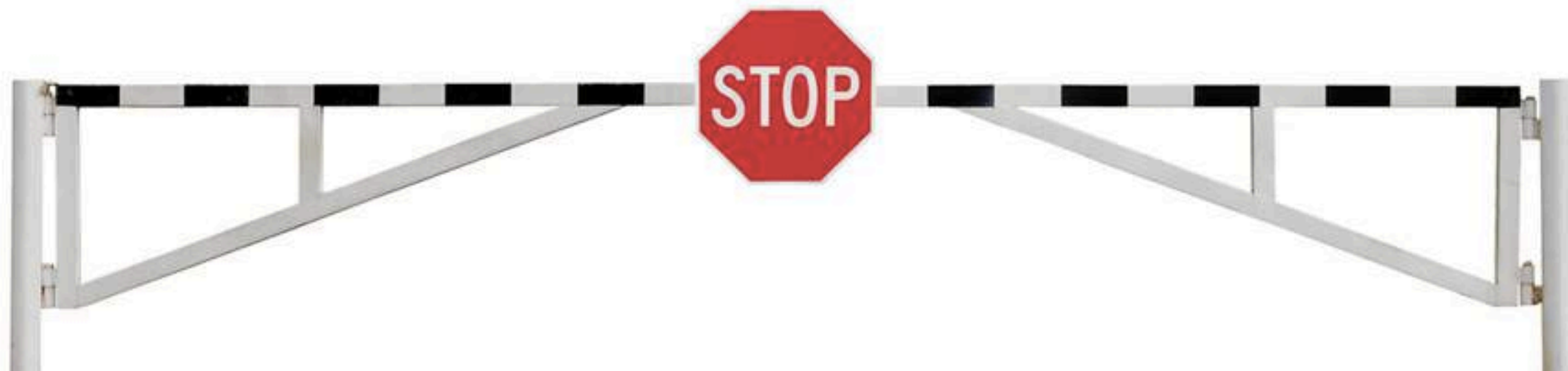
S U M M I T 2016



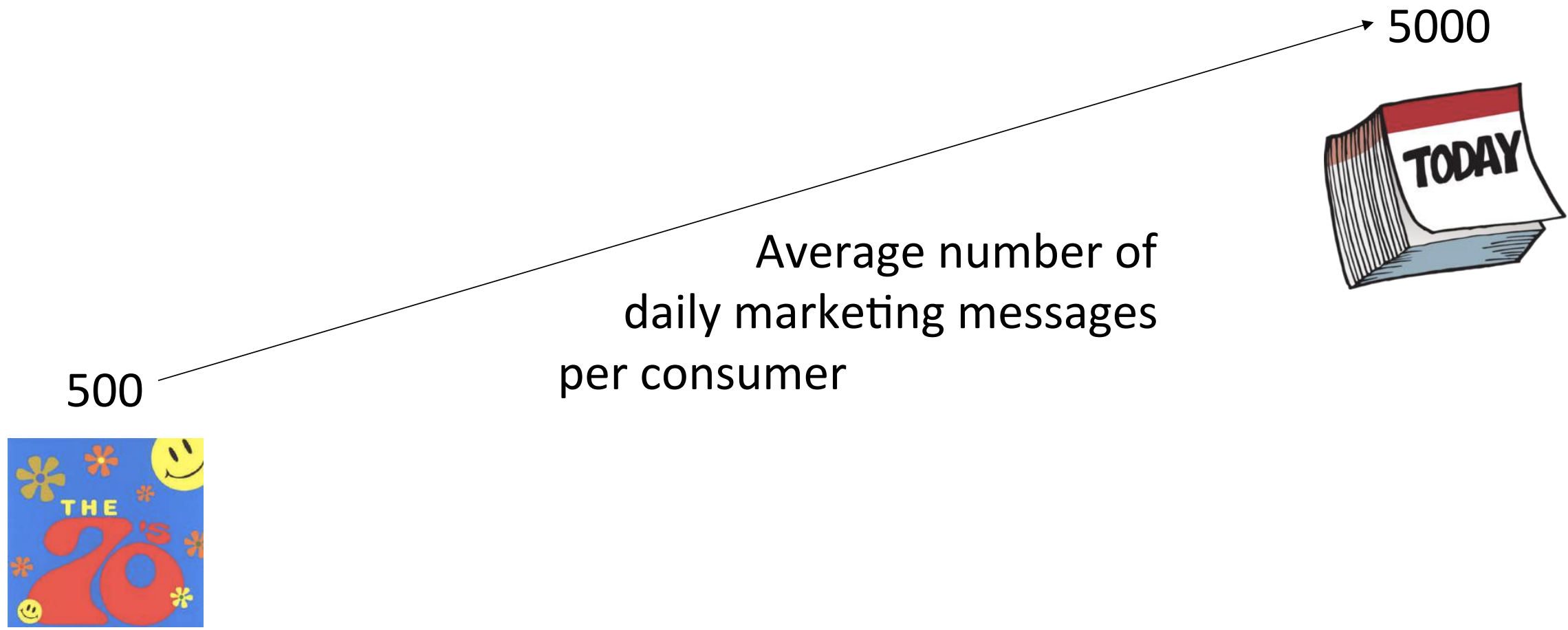








We are bombarding consumers



500

Average number of
daily marketing messages
per consumer

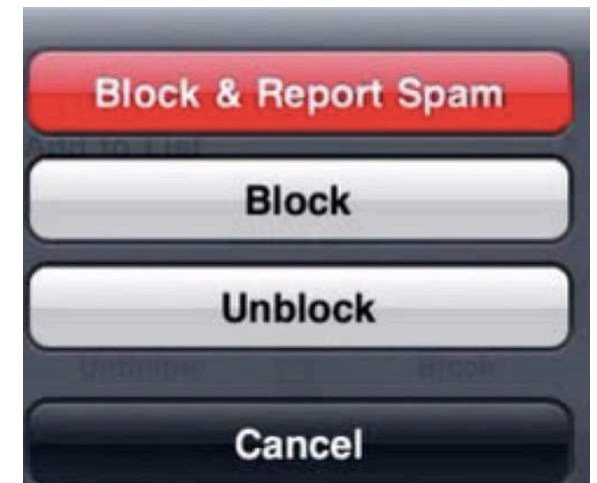
5000



And, they are saying “No!”



Unroll.Me



**We need new “approaches”, new
“routes”, and new “tools” to
successfully build relationships with
today’s consumers**

Agenda

- Why is it so hard to reach today's consumers?
- How can “Consumer First” marketing help?
- How can start?



**Why is it so hard to reach
today's consumers?**

Consumers expect relevance and understanding

And, millennials have higher expectations

**Customer journeys are a collection of
fragmented micro-moments**



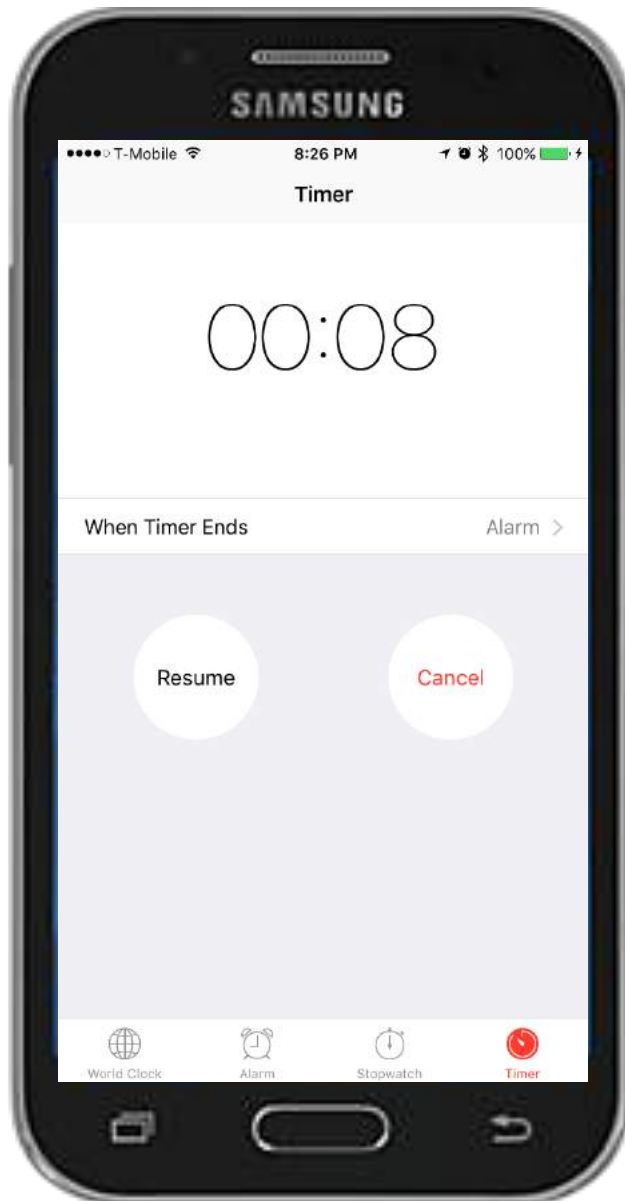


And, we have to speak the consumer's language

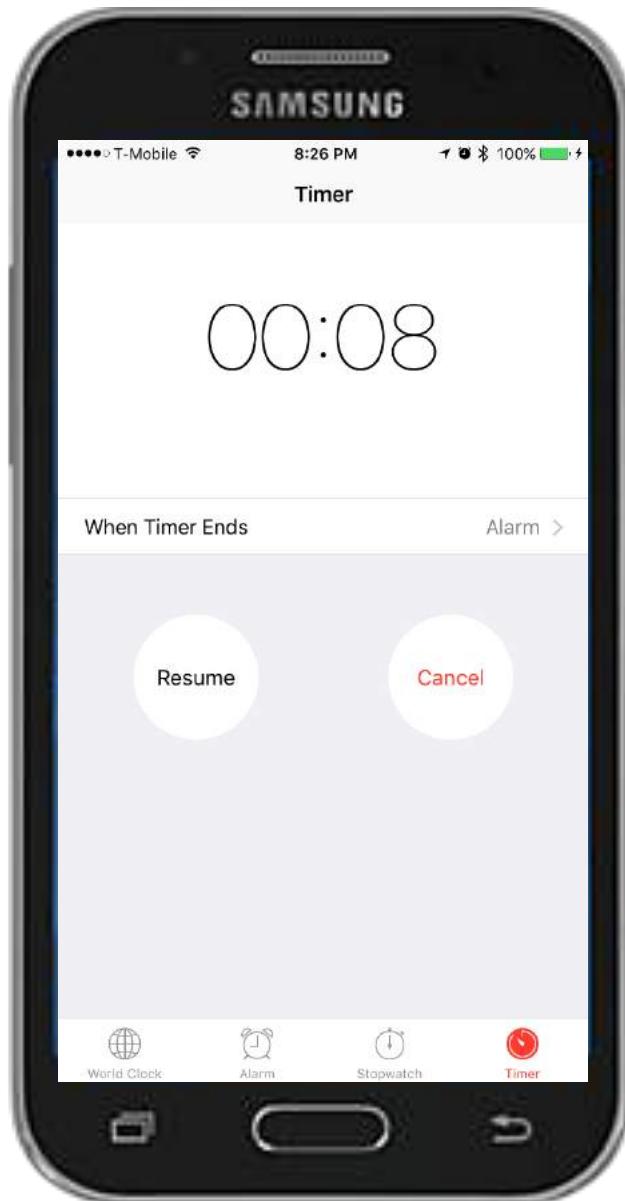
tl;dr

**Human attention spans have fallen
below that of goldfish!**





So...
Why should I give you 8 seconds of attention?

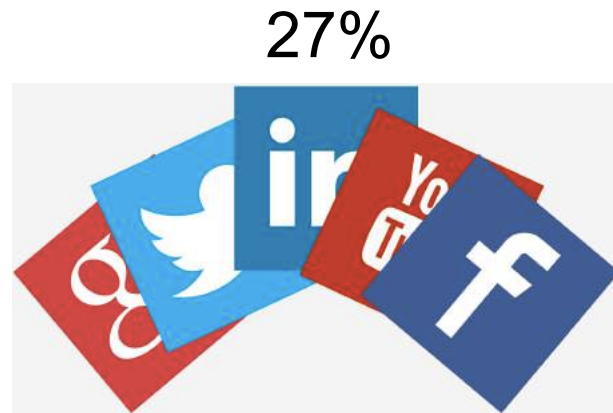


Of the 86,400 seconds
in a day...

Why should you give
me 8 seconds of
attention?

Blink, and you'll miss it

What percentage of consumers spend on average between 5 and 30 seconds on incoming marketing emails?



Enter continuous partial attention (CPA)

The most precious resource in customer relationships is *consumer attention*

Yet, there is hope!

In a YouGov survey of over 2,000 UK adults, 33% expect brands to contact them with relevant incentives and discounts within a day of registration or subscription to a website or service



**Something else on engagement with
relevant content**



Enter Consumer First marketing

Our vision: Consumer First Marketing

Consumer First Marketing helps brands build relationships on consumers' terms
It is marketing with integrity and empathy toward the consumer

Respects Consumer Preference	Relatable	Adds Value	Contextually Relevant
<ul style="list-style-type: none">• Respects the consumer's stated and inferred communication and content preferences	<ul style="list-style-type: none">• Communication speaks to and sounds like the consumer	<ul style="list-style-type: none">• Communication explicitly focused on providing value. (i.e., inspire, convince, educate, entertain)	<ul style="list-style-type: none">• Communication that recognizes and responds based on the consumer's current state (mental and physical).

Consumer First principles should guide decisions

- **Identify & recognize** – in real-time & across channels
- **Insight-driven** – predictive & contextual
- **Relevant** – channel-flexible & touchpoint-agnostic
- **Appreciated** – valued & respectful



How can you get started?

The voyage to “Consumer First”

- Agree on your destination
- Rethink data, identity, and audience management
- Reconsider how you orchestrate the customer experience across channels and touchpoints
- Build permission and earn your consumers’ attention
- Start small and build

Selligent is developing the tools to help you on your journey

Our Consumer First platform is an integrated orchestration and engagement solution for relationship marketers at agile, consumer-focused companies & brands.

**Together we can discover new worlds
of success!**

The logo for the River Summit 2016. The word "river" is written in a lowercase, rounded, pink font. The letter "i" has a small dot above it. The letter "v" has a white graphic of three wavy lines representing water inside its upper curve. Below "river", the words "SUMMIT 2016" are written in a smaller, uppercase, white, sans-serif font.

river
SUMMIT 2016

Nick Worth – Chief Marketing Officer
Dave Frankland – Chief Strategy Officer





Customer relationships in context

- Consumers look for an enjoyable and consistent experience
 - And they are more connected and addressable than ever
- Consumer/brand relationships are built on trust and choice
 - While legislation – or the threat of it – is never far away
- Loyalty is based on a clear value exchange
 - It has never been as easy to find alternatives
- In this environment it's tough for marketers to understand, engage, and deliver value to consumers

THE CLUB™ research

- Countless conversations with clients and the market
- In-depth interviews and focus group session with CMOs
- Surveyed 113 CMOs of leading global B2C firms
 - ▶ 56% with global responsibility; 44% North American
 - ▶ Retail (25%), Travel (14%), Financial services (11%), CPG (10%), Technology (8%)

What would deliver the greatest value to customers?

- 1 Understanding their situation and engaging at a very personal level based on the consumer's specific circumstances.
- 2 Anticipating their needs and proactively offering to solve them.
- 3 Only sending relevant communications to them.

Data used to understand consumers

Web behavior

84%

Demographic data

83%

Customer segmentation

78%

Real time location data

43%

Third party "state" data

40%

Why not using situational data?

Our technology doesn't enable it

84%

Our data is too siloed

51%

Our processes are too antiquated

34%

We don't see the value

11%

Privacy/"creep factor" concerns

3%

What would drive increased use of situational data?

Our competitors begin using it



Technology providers enable us to use it



When we have explicit consumer permission



If we believe it will drive sales/usage



Our goal

To be the world's leading independent technology provider for relationship marketers.



river

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