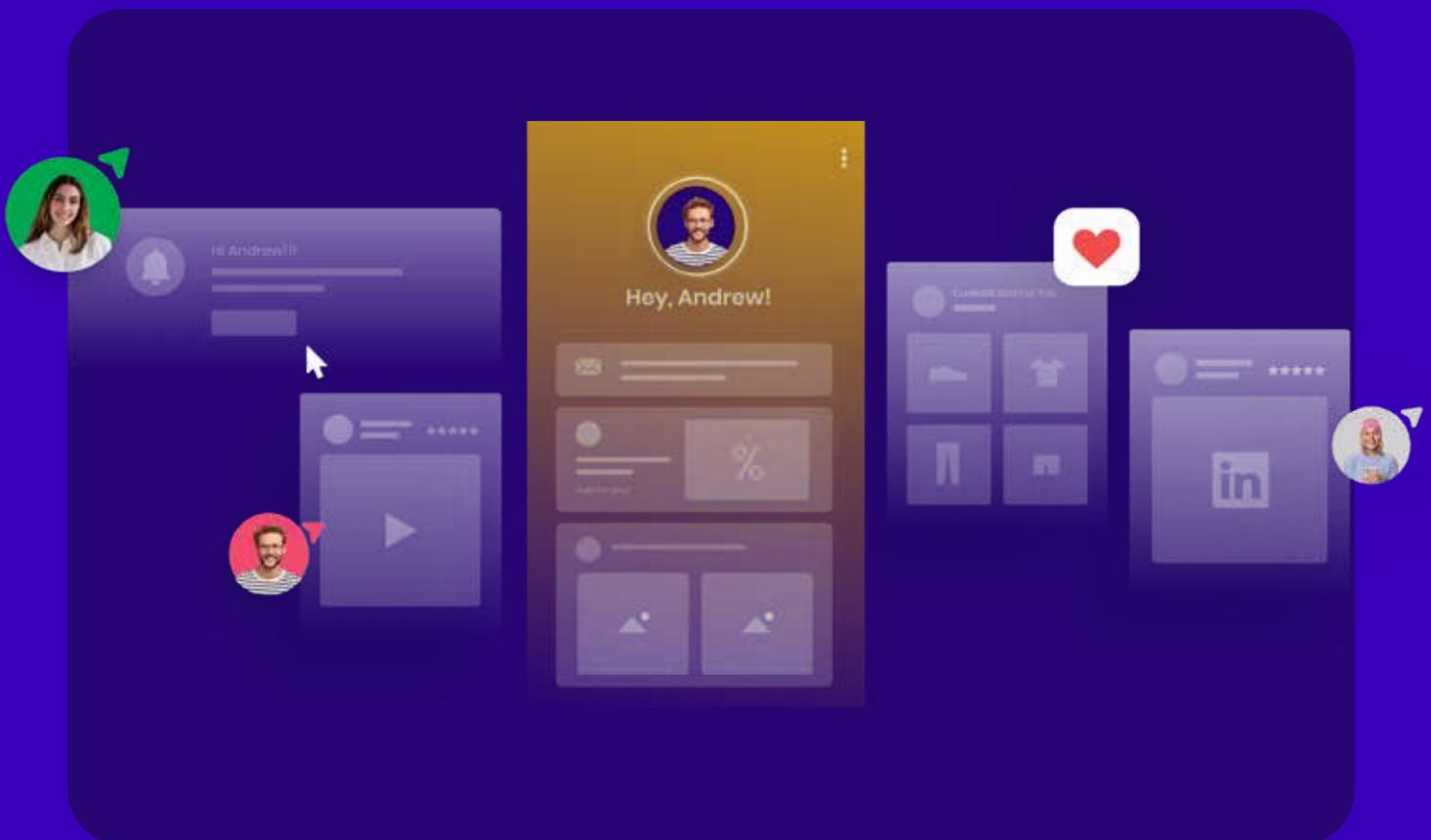**Rocketium**

Unlock the
Power of
Personalization

Getting Personal: The roadmap for brands to increase acquisition, retention and loyalty with tailor-made creatives

Customer Intimacy Drives Loyalty and Growth for Brands

For enterprise brands, hyper-personalization is becoming a key strategy for achieving acquisition, retention, and customer loyalty goals. By utilizing hundreds and thousands of customer attributes and behavior signals collected from various online sources in near real-time, brands can target their campaigns more precisely, resulting in a higher rate of success.

Among today's digital-first customers, loyalty is up for grabs and customers expect personalized experiences from the products they choose.
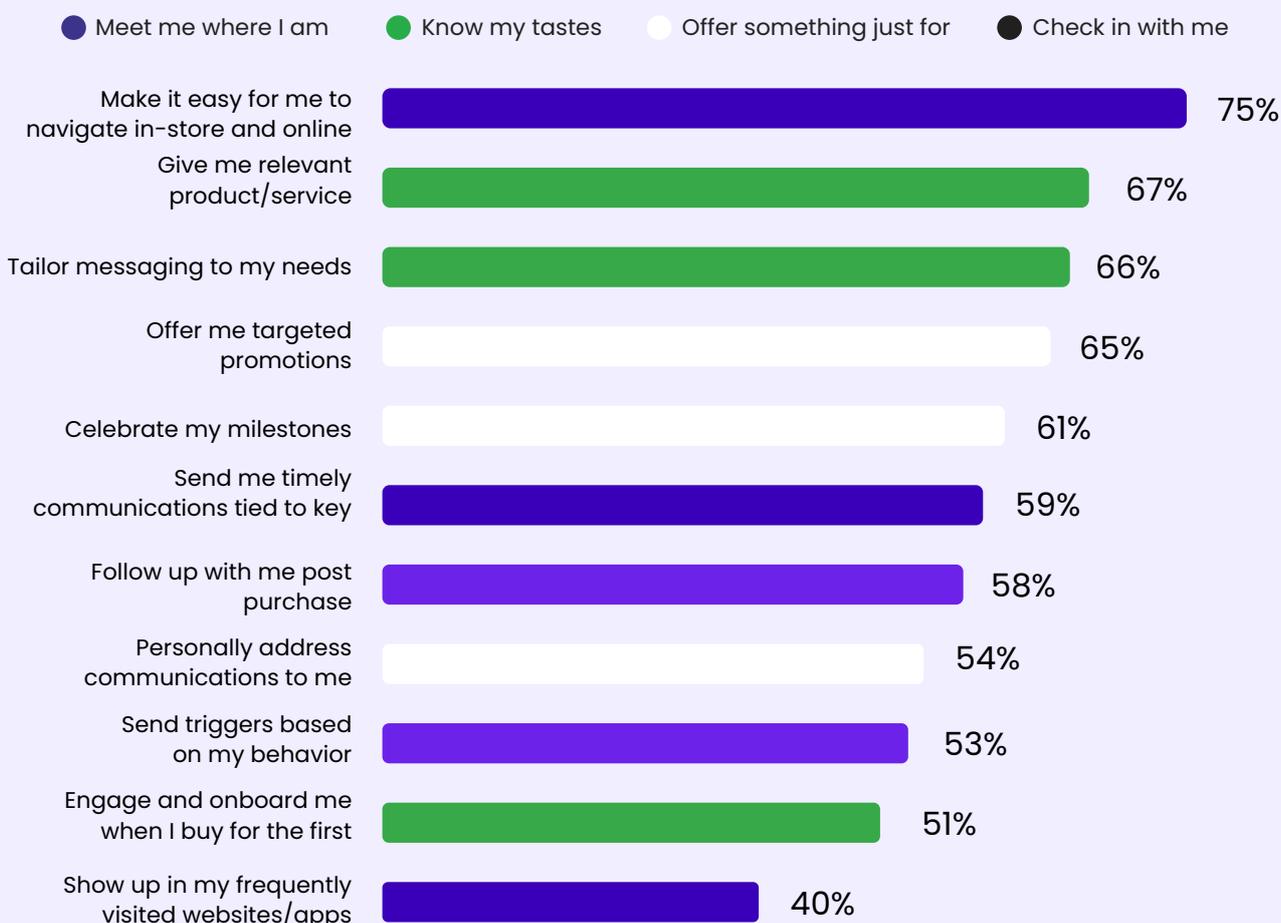
Brands that have prioritized personalization, have reaped huge benefits. Such companies have generated 40% more revenue from personalized campaigns than those with more generic messaging in their campaigns. Earning customer loyalty is dependent on providing a personalized omnichannel experience.

71% of consumers expect personalized interactions from brands

76% of consumers get frustrated when irrelevant products are shown

Understanding the digital-native

It's no secret that a "Hey {first-name}" email won't fascinate customers anymore. Brands need to start treating their customers as individuals and not merely as part of a demographic. Brands that talk to and meet their customers where they are, eventually win their loyalty. Today's customers expect brands to meet them where they are, understand their preferences, offer something just for them, and check in with them periodically.

Customers want to be treated as individuals and not a demographic

● Meet me where I am ● Know my tastes ○ Offer something just for ● Check in with me

Make it easy for me to navigate in-store and online	75%
Give me relevant product/service	67%
Tailor messaging to my needs	66%
Offer me targeted promotions	65%
Celebrate my milestones	61%
Send me timely communications tied to key	59%
Follow up with me post purchase	58%
Personally address communications to me	54%
Send triggers based on my behavior	53%
Engage and onboard me when I buy for the first	51%
Show up in my frequently visited websites/apps	40%

Source: "Next in personalization 2021" Report by McKinsey

Customers Reward You for Demonstrating You Know Them

Rocketium

Contextual email/push

People's inboxes today are overflowing with marketing emails addressing recipients by their first name. The emails that grab customers' attention are the ones that include contextual information about product catalogues, product recommendations, customer milestones, custom offers, etc. with relevant rich media.

Contextual email personalization drives:

82% Higher Click Rates

75% Higher Engagement

Personalized web/in-app

With upwards of 10 million mobile apps today, it's the ones that leverage first-party data to deliver personalized interactions that drive higher loyalty, app usage and sales.

Apps/websites with personalized interactions witness:

6x Higher Transaction Rate

40% Higher User Retention

Personalized digital ads

Leveraging online user data and third-party data to target users with more relevant advertising content, not only provides an improved experience for users, but also helps drive much higher ROAS.

By virtue of higher ad relevance for users, personalized advertising drives:

2x Higher Engagement

3.5x Higher Conversion Rate

The Path to Customer Intimacy:
A Simple and Effective Framework

User data with 360° view and analytics to create 'custom scoring' and 'signalisation'. Leverage these to identify custom interaction nudges.

Data & Decisioning

Automated Production
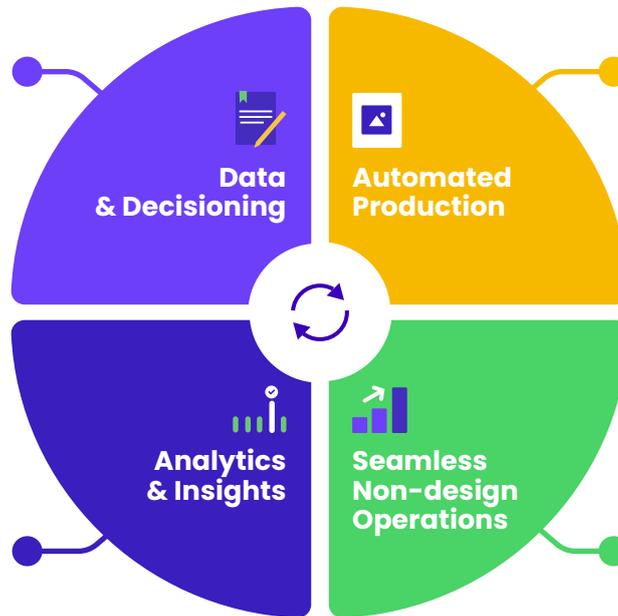
Automate bulk creative production and edits for cohorts and individuals based on signals and scores from data and decision platforms.

Single source of truth for creative, campaign and web/app data to identify actionable personalization insights.

Analytics & Insights

Seamless Non-design Operations

Automate publishing and delivery of quality-assured on-brand creatives to engagement platforms.

Data & Decisioning

Challenge

Siloed data and channel-based black-box systems for decisioning logic.

Solution

Integrated CDP+DMP augmented with IDM and an integrated decisioning engine with AI models for cohort and individual interactions.

Automated Production

Challenge

Resources to match the volume of content required and pace of experimentation demanded by personalization.

Solution

Agile CreativeOps platform to automate production and edits of creatives in bulk with an automated feed from data and decisioning engines.

Seamless Non-design Operations

Challenge

Time-consuming manual content checks and lack of channel orchestration.

Solution

CreativeOps platform that automates creative checks and automates content delivery to distribution channels.
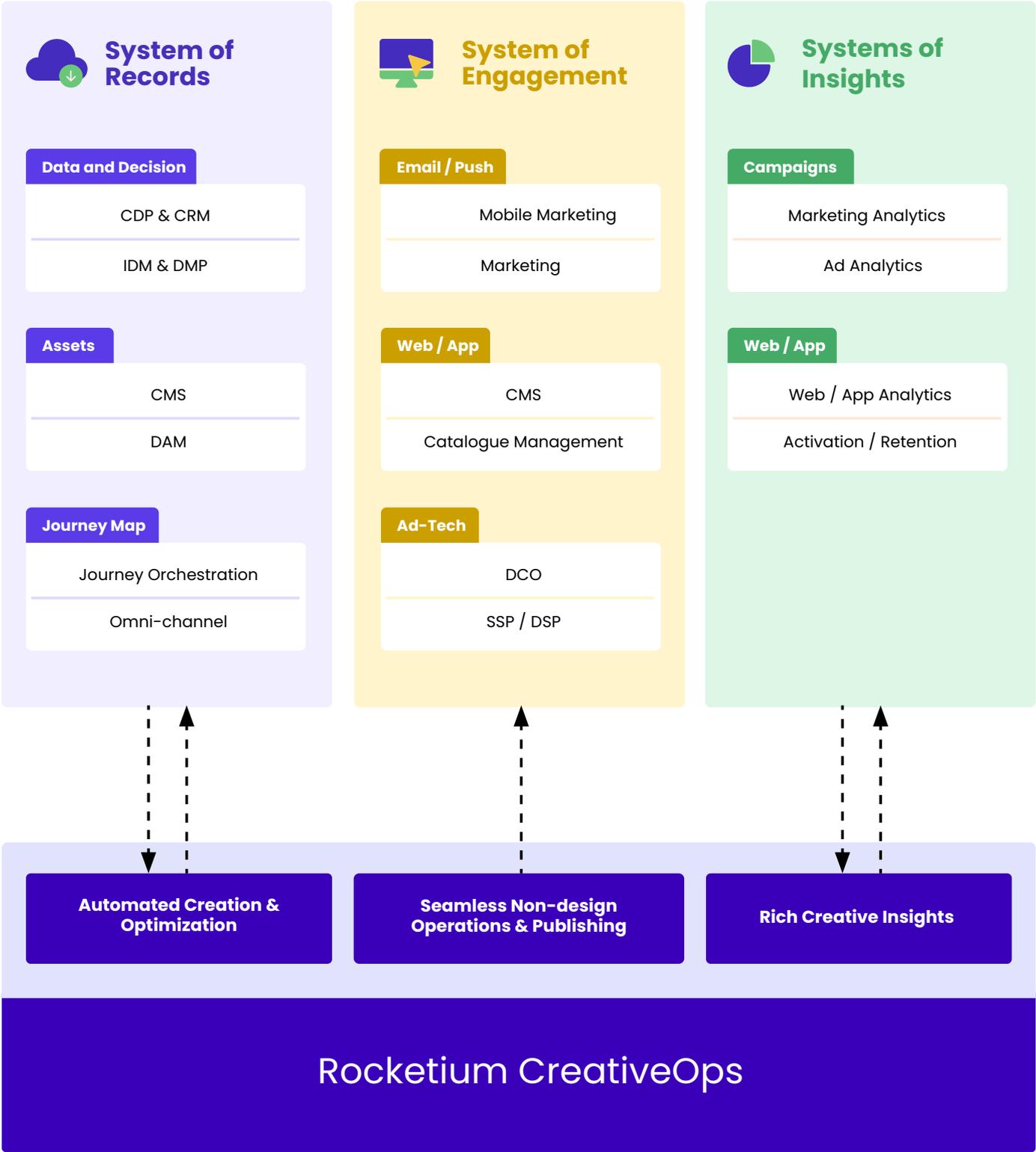
Analytics & Insights

Challenge

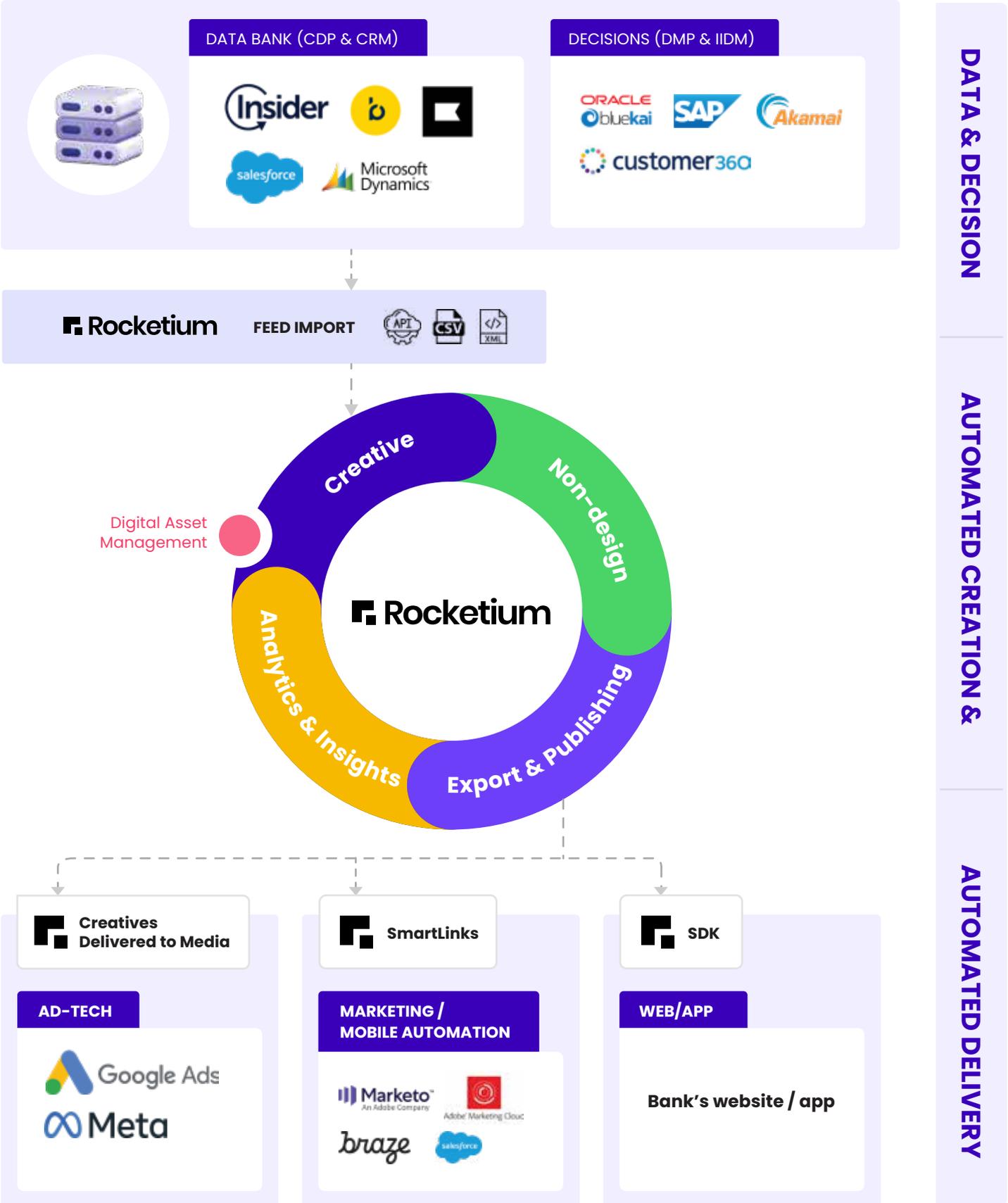Lack of creative-level insights and campaign/performance data spread across disparate channels.

Solution

Creative analytics platform that provides creative-level analytics across channels and feeds back actionable insights into content production.

Ideal MarTech Stack to Enable Personalization at Scale

System of Records

Data and Decision
- CDP & CRM
- IDM & DMP

Assets
- CMS
- DAM

Journey Map
- Journey Orchestration
- Omni-channel

System of Engagement

Email / Push
- Mobile Marketing
- Marketing

Web / App
- CMS
- Catalogue Management

Ad-Tech
- DCO
- SSP / DSP

Systems of Insights

Campaigns
- Marketing Analytics
- Ad Analytics

Web / App
- Web / App Analytics
- Activation / Retention

Automated Creation & Optimization

Seamless Non-design Operations & Publishing

Rich Creative Insights

Rocketium CreativeOps

Earning Customer Love in 3 Steps:
A Technology Blueprint

Rocketium

DATA BANK (CDP & CRM)
Insider · b · salesforce · Microsoft Dynamics

DECISIONS (DMP & IIDM)
ORACLE bluekai · SAP · Akamai · customer360

Rocketium — **FEED IMPORT** — API · CSV · XML

Digital Asset Management

Rocketium
- Creative
- Non-design
- Export & Publishing
- Analytics & Insights

Creatives Delivered to Media

SmartLinks

SDK

AD-TECH
Google Ads
Meta

MARKETING / MOBILE AUTOMATION
Marketo — An Adobe Company
Adobe Marketing Cloud
braze
salesforce

WEB/APP
Bank's website / app

Technology Blueprint for Personalization: Bringing It All Together

The technology to unlock the value of personalization at scale is readily available, and you may be surprised how much of it you already have in place. The workflow starts with centralized data to ensure activity in one channel can immediately support engagement in another, in real time or near–real time. For this to happen, three data & decisioning systems are needed:

Customer-data platform (CDP) that centrally connects the most valuable data in a flexible, unified model. With this data, you can develop an addressable customer identity that would be used consistently across channels.

Identity-resolution platform to increase the match rate of known customers with otherwise anonymous digital IDs, thus expanding the pool of addressable customers and prospects.

Data-management platform (DMP) to convert signalized data from the CDP and make it available to activate in digital channels, and further make third-party data available to create additional microsegments and rich "look-alike" segments.

Once the data and decisioning engines are connected and firing, your CreativeOps stack does the rest of the heavy-lifting. Rocketium can either integrate into your existing CreativeOps or form the single platform that automates: creative production at scale, compliance checks, and publishing these creatives to engagement channels. Rocketium's

Ready to step into the new era of Retail Marketing?

01

Rocketium Blitz

Our tech-enabled design & domain experts act as your extended creative team to seamlessly get you started today!
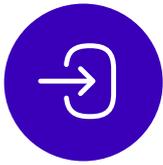
02

Self-serve platform

Rocketium's CreativeOps platform enables your team to create and go live with visual communications faster and at lower costs.

Powering Personalization At Scale:
The Rocketium Way

Introductions

Team Introductions, understanding your top
challenges and desired outcomes.

Product evaluation

A mix of interviews, audits, and custom demos to
help you evaluate the platform.

Sign off and develop success roadmap

Post sign-off, work together in aligning on a success
roadmap for the partnership.

2 WEEKS

Platform implementation

Pick a few priority use cases to set up the platform
and capabilities as needed.

Training and adoption

User training sessions, assistive resources and
contextual nudges to drive usage.

Value realization and future roadmap

Retrospective evaluation of value received and future roadmap.

3 WEEKS

Next phases

Scale learnings across use cases and teams.
Align on implementation plan.

Fast and efficient CreativeOps powering personalization at scale

Brands That Leverage Rocketium to Acheive Their Personalization Goals

Leading Private Sector Bank personalizes their ads at scale with streamlined CreativeOps

The Challenge

The Banking giant's performance marketing team runs personalized customer communications across various digital channels. This includes relationship manager introductions, personalized milestone communications and cohort-specific ad campaigns. Their agency partner supported this with creatives in high volumes.

Producing personalized creatives for each channel of communcation required a lot of manual effort from the bank's agency. It was slow, expensive and hard to scale. This led to poor engagement and wasted spend.

The Solution

This private sector Bank leveraged Rocketium to streamline their CreativeOps, enabling lightning fast production of personalized creatives at scale.

By uploading a simple content feed, design templates are adapted for various customer cohorts, channels and formats in minutes. With seamless pre-flight workflows, all the creatives are automatically checked for quality and brand consistency. Rocketium's integrations with publishing platforms enablde the team to launch all their communications across channels efficiently.

These improved workflows enabled greater personalization and resulted in 37% higher engagement on this banking giant's
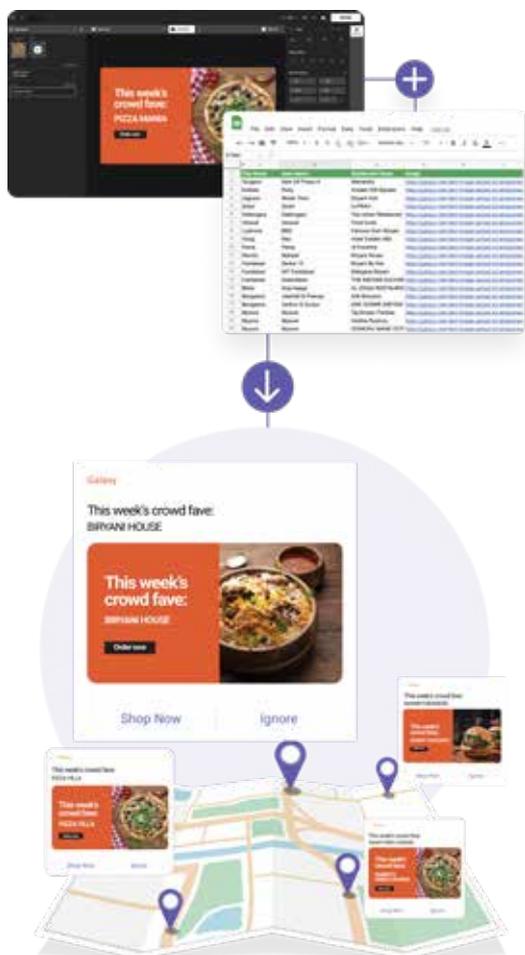
5.3x
Increase In Personalized Ads

37%
Higher Engagement

Brands That Leverage Rocketium to Acheive Their Personalization Goals

Asia's leading food marketplace drives 8% higher revenue with personalized rich push notifications

The Challenge

With 20M+ users, this food delivery giant experiments with different levers to bring back customers to their app. Push notifications is one of their primary channels to drive engagement and increase conversions for in-app users. They leverage a CRM tool to create micro-segments and deliver text push notifications.

The CRM team of this food ordering app wanted to run experiments with personalized & rich push notifications. But they neither had the right design tool to generate banners at scale nor

The Solution

With Rocketium, this food delivery leader could scale their creative needs in minutes and use the links within their CRM tool to launch rich push notifications in less than an hour. They delivered 4K+ creatives to reach 20 million+ users, with content and imagery personalized for 1400+ cohorts. As a result of this experiment, they saw a whopping 15% increase in engagement and 8% higher revenue.

$ **8%** Revenue uplift	✓ **15%** Higher

In Conclusion

Personalization is a key strategy for brands to engage and retain customers in today's competitive market. By embracing personalised rich media in campaigns, brands can effectively communicate relevant and targeted messages to their customers, resulting in increased engagement and loyalty. CreativeOps platforms like Rocketium can help brands accelerate the path to value through personalization by streamlining the rich-media creation at scale, allowing brands to quickly and efficiently reach their target audience. It is imperative that brands prioritize personalization in their marketing efforts to stay competitive and drive growth.

Rocketium

Personalize Better with Agile CreativeOps.

A little About Rocketium

Rocketium is an agile CreativeOps platform that helps enterprises take their communications to market faster, and at lower costs. With the combined strength of creative automation, seamless collaboration, automated compliance, and powerful creative analytics, Rocketium helps enterprises do more with their existing teams, processes and tools. Rocketium is funded by marquee investors like 021 Capital, 1Crowd, Blume Ventures, and Emergent Ventures.

Scan QR code to book a demo

Learn more at
www.rocketium.com

Get in touch today!
Email us at marketing@rocketium.com

rocketium.com