

blueconic



Pernod Ricard

Transform customer relationships and unleash growth

February 23, 2023



It's a pleasure to be here



Nicky Peterse
Principal Customer Success Manager

blueconic

BlueConic is proud to partner with Pernod Ricard

// "Make a new friend every day."

Paul Ricard, creator of Ricard, co-founder of Pernod Ricard



The image features a dark blue background with a pattern of lighter blue circles, resembling a hopscotch grid. In the upper center, the lower half of a person is visible, wearing blue jeans and dark sneakers, walking across the grid. The person is carrying a red bag. The BlueConic logo is in the top left corner, and a large white text block is in the lower left.

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**BlueConic transforms the way
business teams operate and use
data to interact with customers
and drive growth in the privacy-first era.**

Trusted by top brands, worldwide



MOEN®



FEMSA



Grolsch®



J U S T B R A N D S

T Mobile®



Join us on this journey

**Build a single
customer view**



**Move as fast as
your customers do**



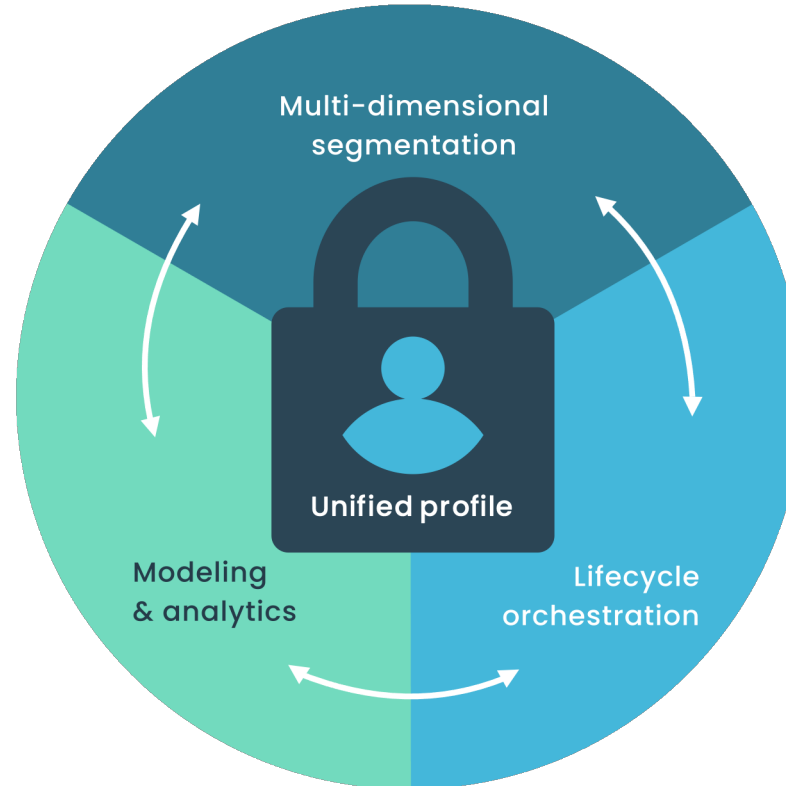
**Power your growth
initiatives with data**

Designed for speed, scale, and flexibility

Our customer data platform gives you access to unified, actionable, and consented first-party data.

**Confidence and utility
whenever and wherever
you need it.**

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CORE CAPABILITIES

Unified Profiles

Segmentation

Lifecycle
Orchestration

Modeling &
Analytics

Connections

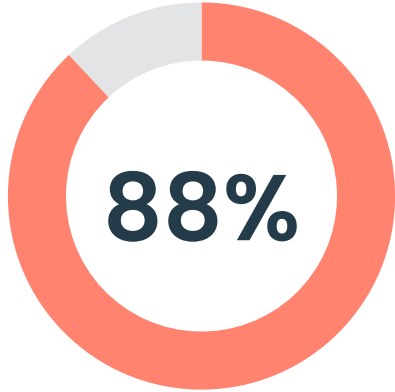


“BlueConic was the technology we needed to enable an entirely new way of working that eliminated previous data bottlenecks and supported cross-functional collaboration.”

Head of Marketing Technology & Personalization



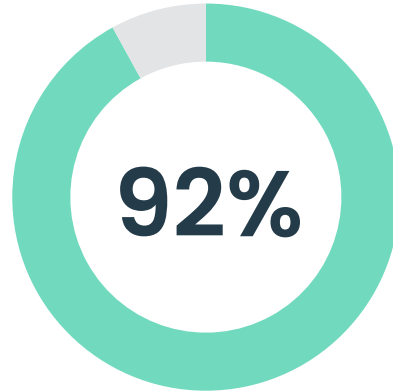
Major trends driving the demand for CDPs



Shift from third- to first-party data

88% of marketing, analytics, and tech executives say collecting more first-party data is a high priority in the next 6-12 months.

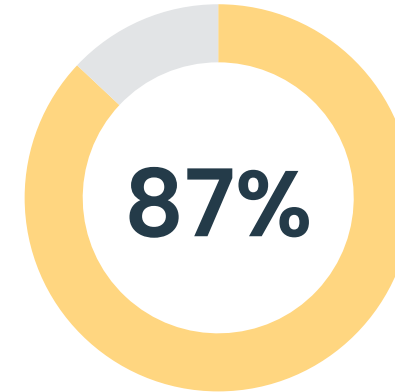
— Merkle Customer Engagement Report



Increased business agility & resilience

92% of C-level executives believe organizational agility is critical to business success, yet only 27% consider their companies highly agile.

— Forbes Insights/PMI



























Customer relationship transformation

87% of business leaders say digitalization is a company priority, yet only 40% of organizations have brought digital initiatives to scale.

— Gartner Digitization Report

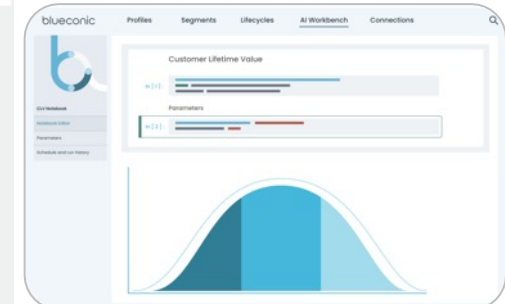
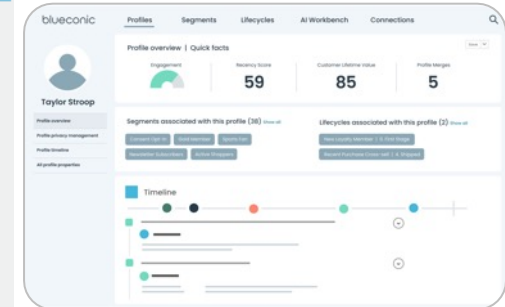
What is, and isn't, a CDP?

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	Customer Data Platform	Data Management Platform	Customer Relationship Management Software	Data Warehouse	Campaign Management Software	Marketing Cloud	Master Data Management Software	Business Intelligence & Analytics Tools
Data Integrity	 <p>Person-level profiles based on all customer attributes and behaviors</p>	 <p>Segment-level only based on de-identified audience data</p>	 <p>Person-level customer records based on identifiable data only</p>	 <p>Person-level customer records based on identifiable data only</p>	 <p>Person-level records, identified based on email addresses only</p>	 <p>Segment-level only, person-level customer records siloed in each application</p>	 <p>Person-level profiles based on all customer attributes and behaviors</p>	 <p>Segment-level only based on de-identified audience data</p>
Marketer Control	 <p>Marketers have complete control over data access, and integrations with other tools</p>	 <p>Marketers have complete control over data access, and integrations with other tools</p>	 <p>Marketers have minimal access to data and no control over integrations with other tools</p>	 <p>Marketers have no access to data and no control over integrations with other tools</p>	 <p>Marketers have complete access to data and no control over integrations with other tools</p>	 <p>Marketers have total control over data access but often lack control over integrations</p>	 <p>Marketers have no access to data and no control over integrations with other tools</p>	 <p>Marketers have some control over data access but often lack control over integrations</p>
Accessibility	 <p>Connects with tools that provide or accept identifiable and/or de-identified data</p>	 <p>Integration with external tools that provide or accept de-identified audience data only</p>	 <p>Integration with external tools that provide or accept de-identified audience data only</p>	 <p>Does not easily integrate with all external marketing platforms at all</p>	 <p>Integration with external tools that provide or accept de-identified audience data only</p>	 <p>Does not easily integrate with all external marketing platforms at all</p>	 <p>Integration with external tools that provide or accept de-identified audience data only</p>	 <p>Integration with external tools that provide or accept de-identified audience data only</p>

What is, and isn't, a CDP?

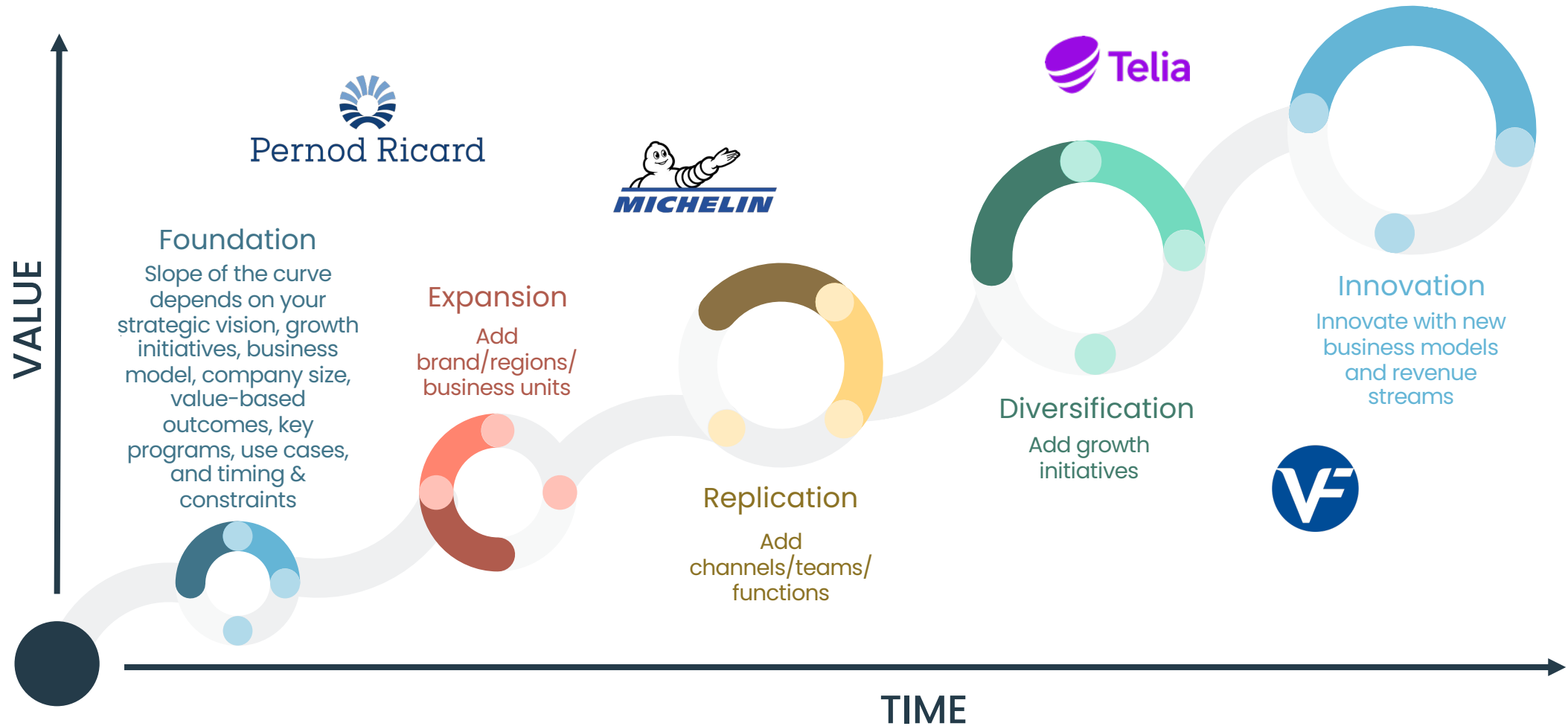
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BlueConic helps drive critical business outcomes

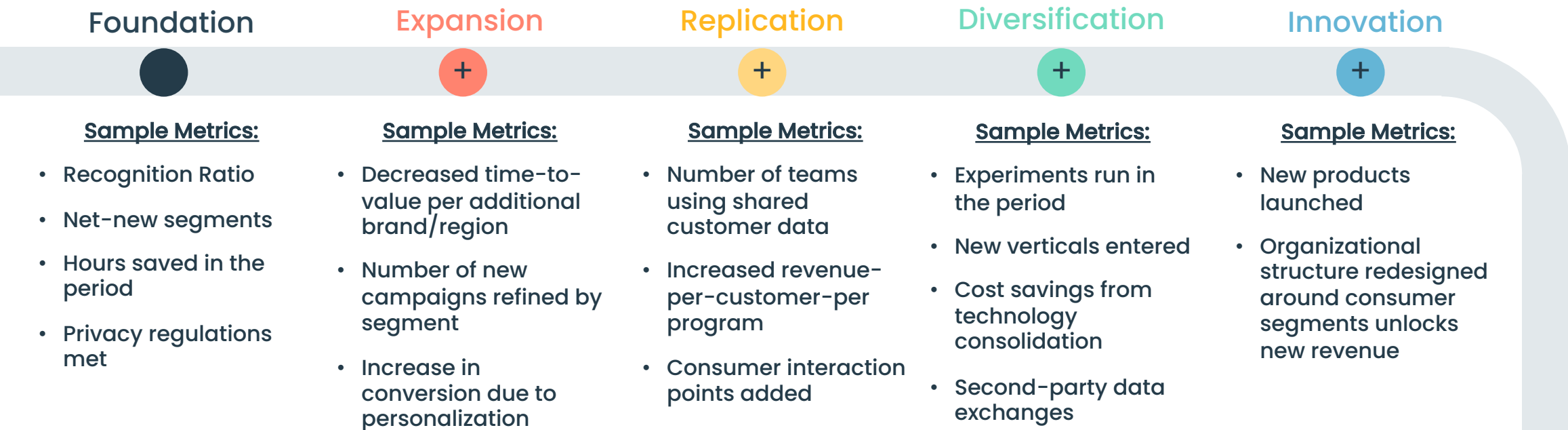


Achieving full CDP value will be a journey



What you measure will change over time and stage

- ✓ Can you do something you've never done before? (**Zero-to-one**)
- ✓ Can do you more of that, more quickly, for the same effort? (**One-to-many**)
- ✓ Can you optimize for it at scale? (**Many-to-infinite**)



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How this is coming to life for Pernod Ricard



Pernod Ricard UK has an impressive vision

Become a **data-driven, digitally-led** media and entertainment company by offering a **superior personalized experience across all customer touchpoints.**



Pernod Ricard

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And a clear path for success



Strategic Objective:

Enable digital performance marketing, eCommerce, and CRM programs with easy-to-use data capabilities

Key Initiatives:

- ✓ **Data Collection:** Scale first and second-party consumer data in digital and offline
- ✓ **Data Delivery:** Deliver deterministic and modeled data readily to marketers
- ✓ **Experimentation:** Drive, test, and learn programs in marketing and ecommerce
- ✓ **Advanced Analytics:** Data science-driven visual analytics to drive experimentation

Pernod Ricard's CDP ROI has two dimensions

Performance & Revenue

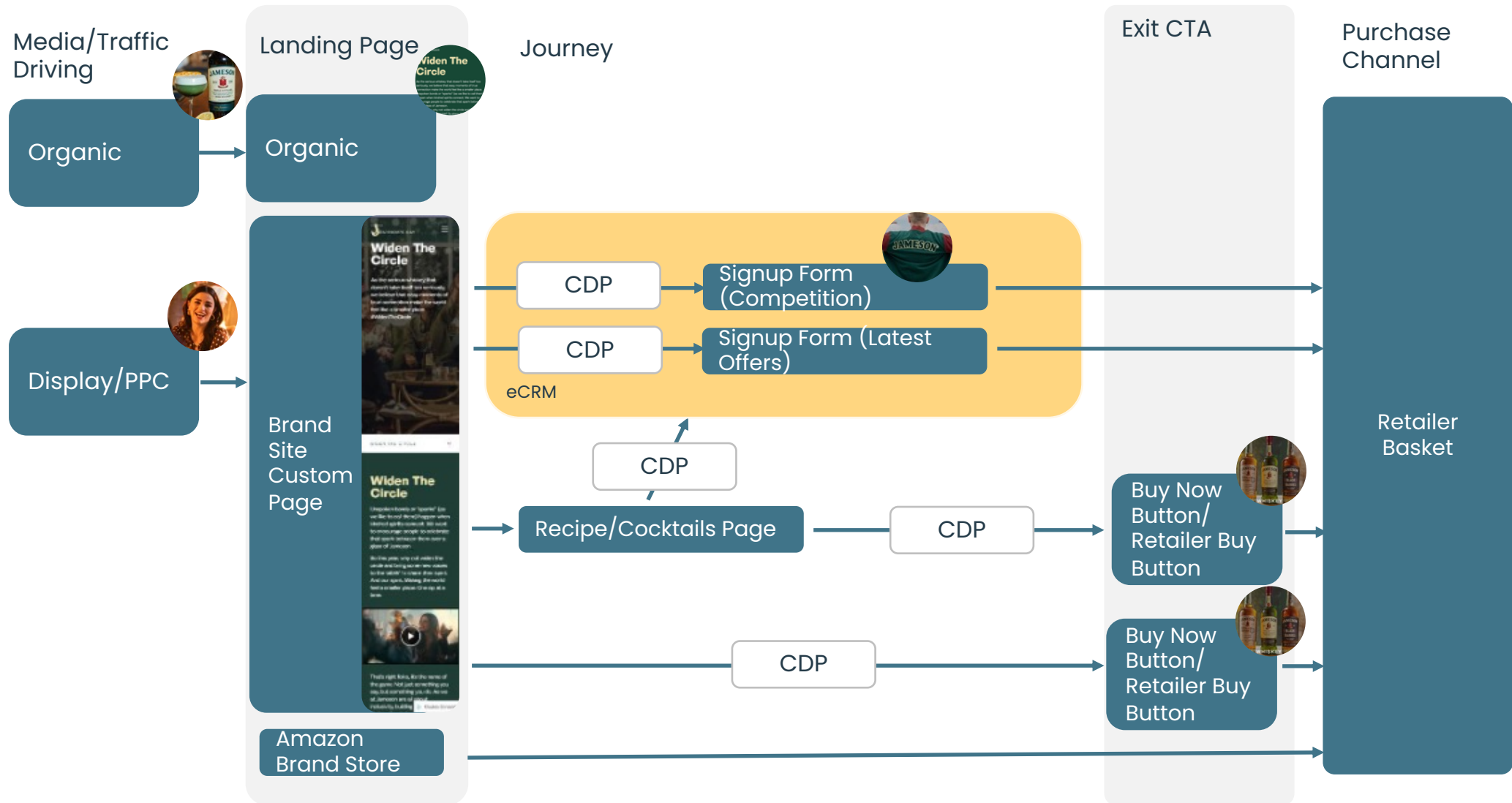
- 3x** lower CPC
- +3%** personalized placement CTR
- +56%** sales from CDP audience vs. direct to Amazon
- 41k** profiles
- 3.2%** CVR of identified individuals owned channels to purchase



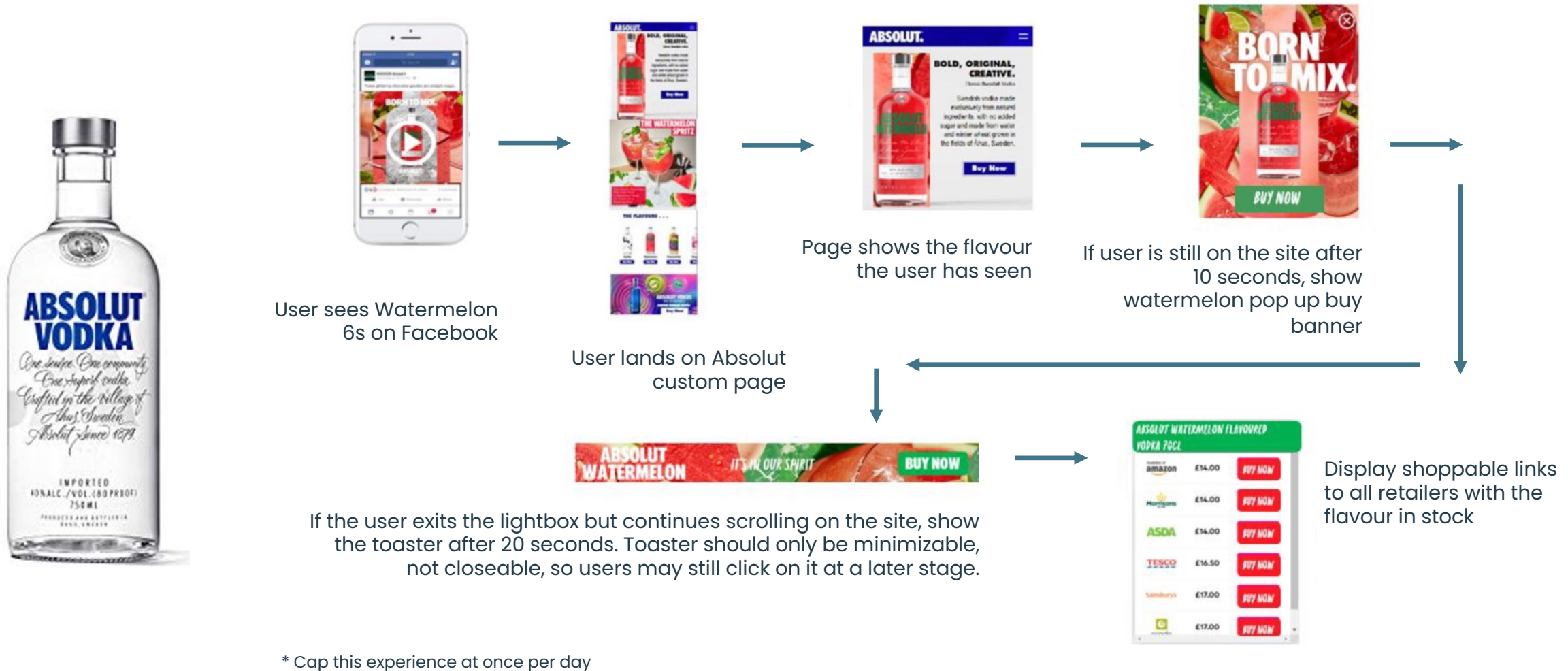
Operational Efficiency

- Increased speed to market
- Marketeers can create, manage and discover data-driven segments
- One single source of truth to push real-time segments to activation systems (fully automated)
- On-site activation and A/B Testing using first-party data
- Standardized ways of working
- Reduction in manual tasks

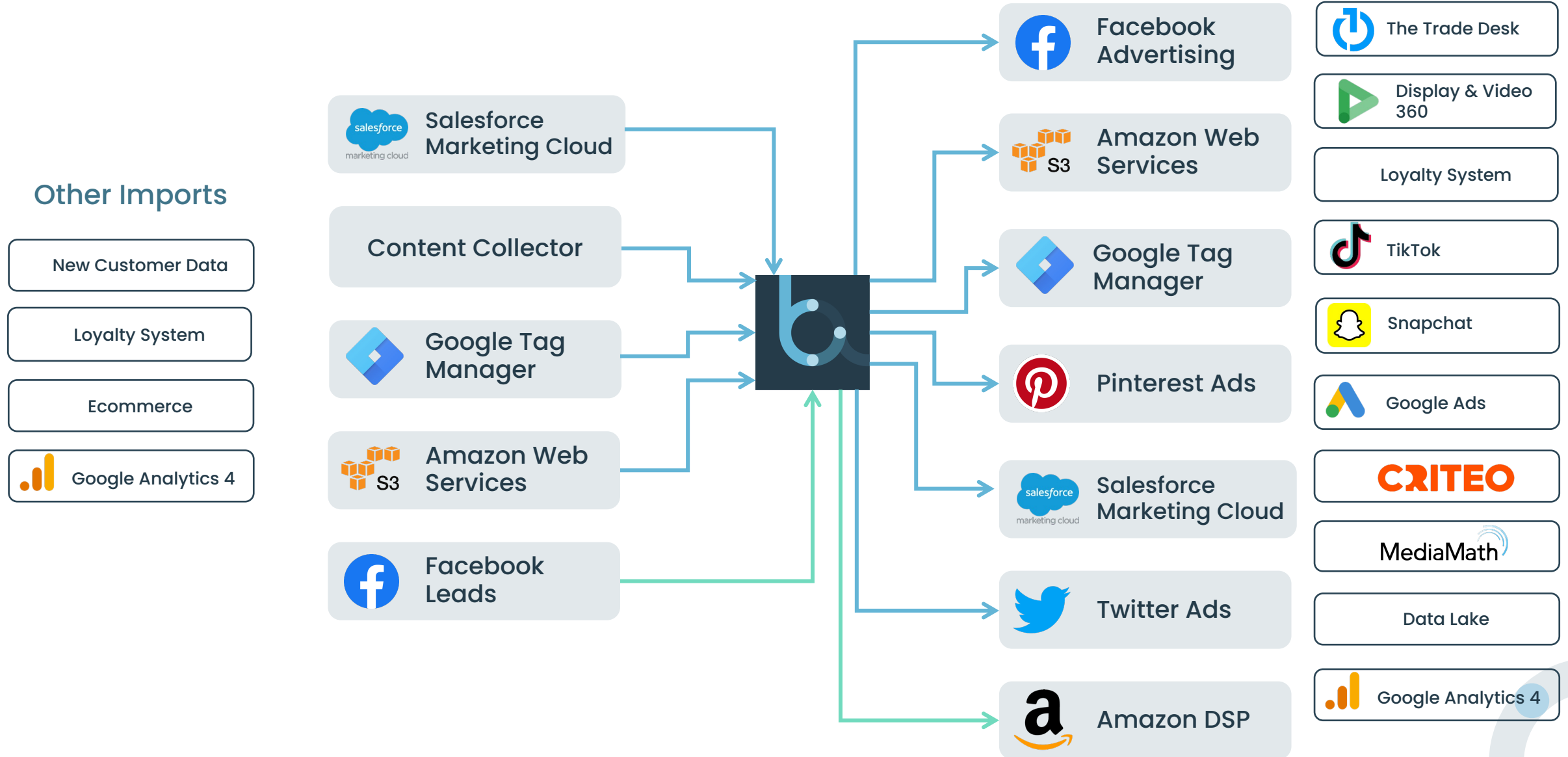
Journey Map example: Jameson



User Journey example: Absolut



Where BlueConic fits in your tech stack



Advanced capabilities are just around the corner

Machine Learning using BlueConic AI Workbench

- ✓ Extensive AI and machine learning capabilities are built into the platform with options for business users and data scientists alike. Apply pre-built notebooks or bring in your own models.

A/B Testing & Optimization

- ✓ Test and optimize customer experiences from within BlueConic. Utilize traditional A/B testing techniques, automatically optimize based on what performs best, or apply more advanced models using AI Workbench.

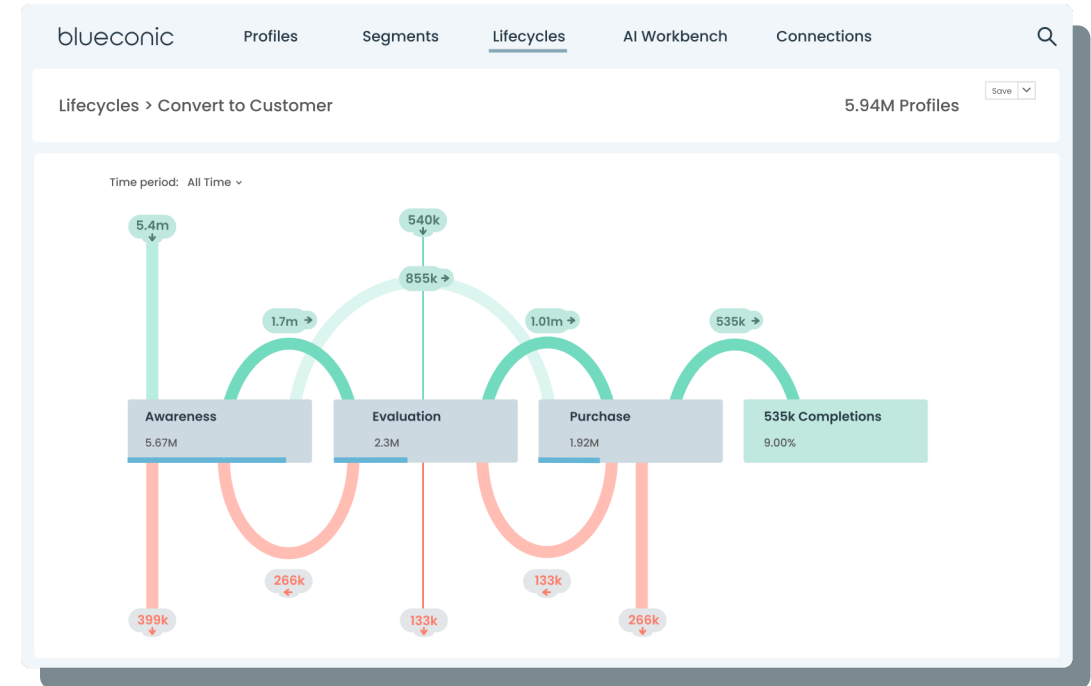
Built to be Accessible

- ✓ The user-friendly BlueConic interface offers models like CLV, propensity, and lookalike right out of the box. Pick the ones you want, apply them to your data, and schedule the models to run as often as you need.

Advanced capabilities are just around the corner

Omni-Channel Lifecycle Orchestration

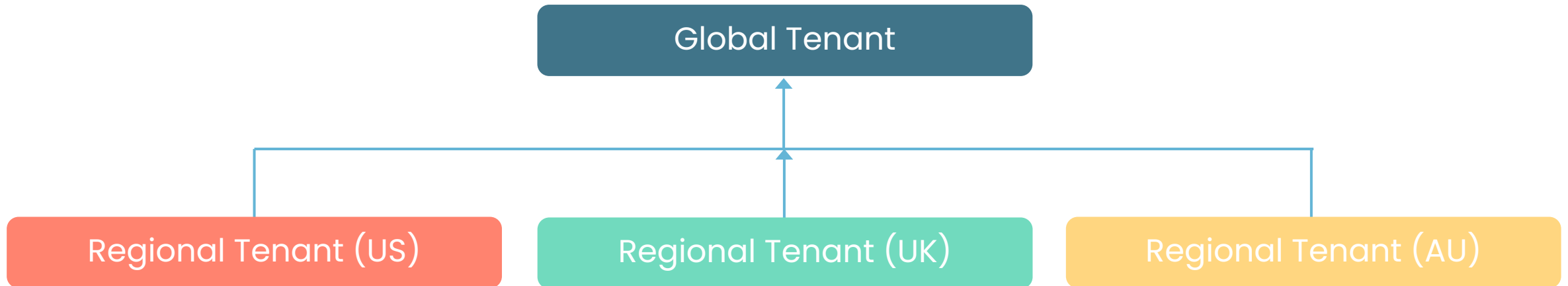
- ✓ Organize, coordinate, and visualize the cross-channel marketing touchpoints.
- ✓ Personalization templates enable business users to define the who, what, when, and where to deliver the optimal message.
- ✓ Use built-in machine learning models to deliver personalized content and product recommendations to individuals based on their behaviors, interests, purchases, and preferences.
- ✓ Understand how customers enter, exit, and move across lifecycle stages, and analyze the effectiveness of personalized interactions.



Advanced capabilities are just around the corner

Global view of the Consumer

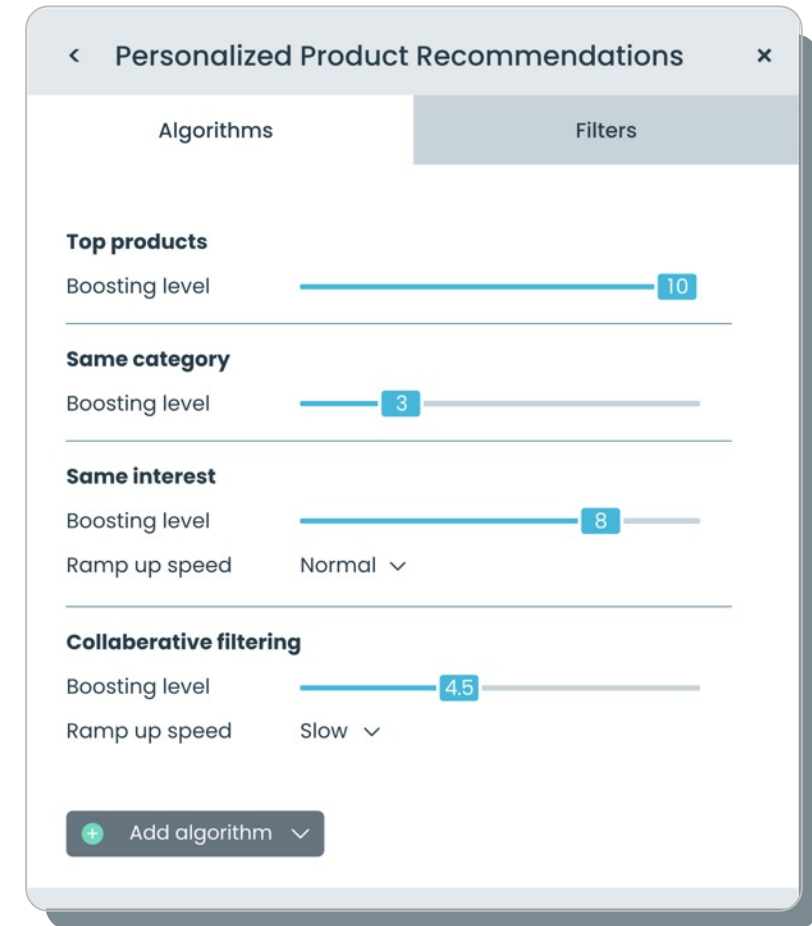
- ✓ Power Aggregated Data Manager with engagement data across regions and brands to create one consolidated view across regions.
- ✓ Get global insights for a single brand across countries (i.e., Jameson engagement in US vs UK in one view).
- ✓ Understanding where customer data is available to power global campaigns



Advanced capabilities are just around the corner

On-Site Activation & A/B Testing

- ✓ Implement smarter personalization strategies by creating experiences that align with each individual's behaviors, interests, and characteristics.
- ✓ Utilize traditional A/B testing techniques, automatically optimize based on what performs best, or apply more advanced models using AI Workbench.



Celebrating your progress, excited for the future



On CDP



Active Campaigns



Future

A person is walking on a path made of light-colored circular stones set into a dark, textured ground. The person is wearing blue jeans and dark boots. The image is overlaid with a dark blue semi-transparent filter.

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Your results have the potential
to be truly transformative.

Retailer Orchestrates New Digital Experiences and Drives Growth Among Expanding Customer Base

To keep up with its rapidly growing and increasingly digitally savvy customer base, this BlueConic peer customer needed **new ways to understand customers and interact with them.**

They could no longer exclusively rely on offering premium real-world experiences. It was time to make a shift to **offering innovative, valuable digital customer experiences** too.

“BlueConic has been a critical part of our strategy and mission...helping us to really know our consumers as they shift into digital experiences.”

Customer Lifecycle Marketing, Bricks & Clicks Retailer

RESULTS

5X increase

in customer lifetime value (LTV)

40% increase

in performance marketing ROI

4X increase

in purchases

6X increase

in customer engagement

Time saved

across the marketing and data science teams



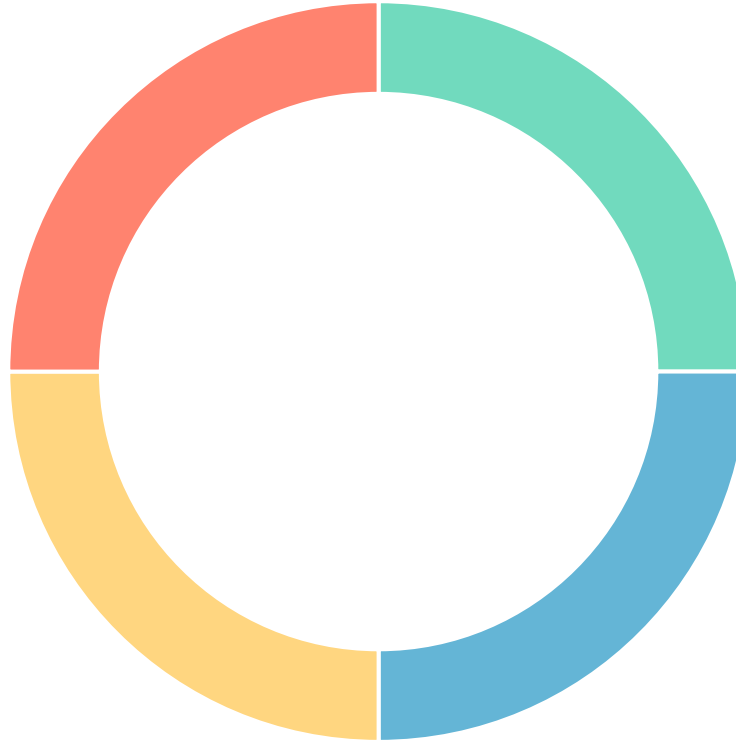
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Our hope is that today
inspires you to join in this
important work.

Consider how your team is positioned to get started

Profile
Industry; size; geography; and structure (e.g., brands, business units, etc.)

Target Outcomes
Use cases; metrics and KPIs; business requirements; relative complexity; timing



Org Structure
Roles/functions; organizational structure; governance model; external partners; team skillsets and availability

Current State
Transformation and growth initiatives; customer data maturity; timeline and constraints; existing tech stack

Define your CDP roadmap – your focus for the next 6-12 months

Your roadmap will be defined by **Use Cases**.

A **Use Case** describes:

- ✓ Current state
- ✓ Target outcome
- ✓ Supporting activities
- ✓ Relative complexity required to successfully reach your business goal

Phase II Use Cases

Ex: Lead gen program for new subscription business

Phase III Use Cases

Ex: Interests-based segmentation for post-cookie deprecation advertising

Always On Use Cases and Ad Hoc Campaigns

Phase I Use Cases

Ex: St. Patrick's day campaign segmentation based on CLV model

Implementation

Ex: Four integrations to support Lifecycle-based messaging

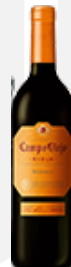
These are some excellent examples

Brands

ABSOLUT.

JAMESON
J.J. & S.
JAMESON LIMITED

PRODUCTO DE ESPAÑA
Campo Viejo



Business Cases

- ✓ Driving conversion through personalization and retargeting
- ✓ Achieve media efficiency



Use Cases

- ✓ Unified profiles
- ✓ Real-Time Segmentation
- ✓ Onsite personalization & A/B Testing
- ✓ Combining 1st party data and 2nd/3rd party enrichment to deliver attribution and insights
- ✓ Ominchannel retargeting

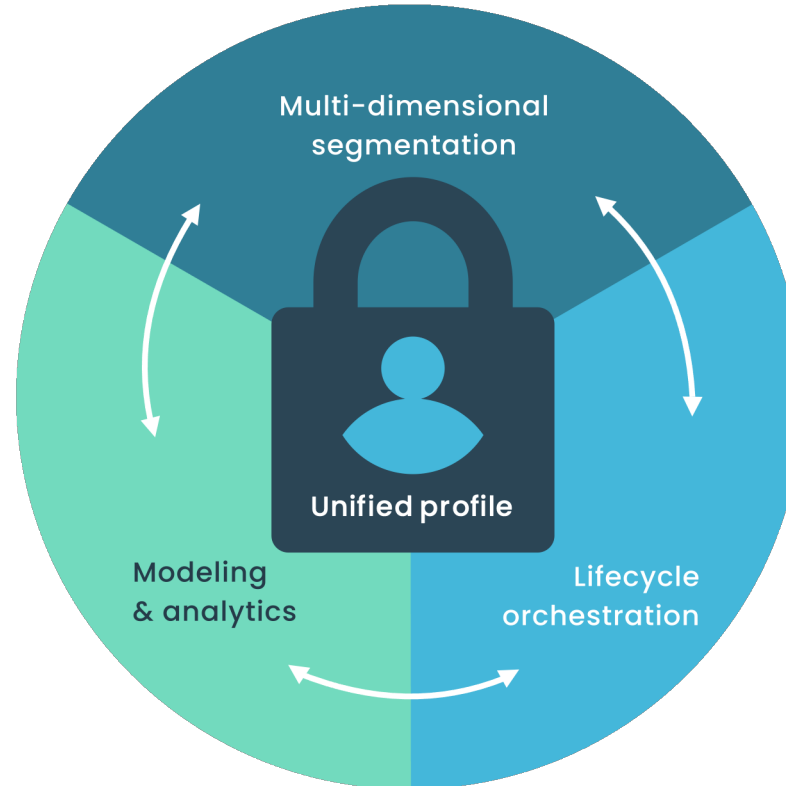


Unlock new ways of working, new forms of growth

Our customer data platform gives you access to unified, actionable, and consented first-party data.

**Confidence and utility
whenever and wherever
you need it.**

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CORE CAPABILITIES

Unified Profiles

Segmentation

Lifecycle
Orchestration

Modeling &
Analytics

Connections

Our team is honored to be by your side



blueconic

Thank you

Nicky Peterse
Principal Customer Success Manager
nicky.peterse@blueconic.com

Victoria Weisser
Account Manager
victoria.weisser@blueconic.com