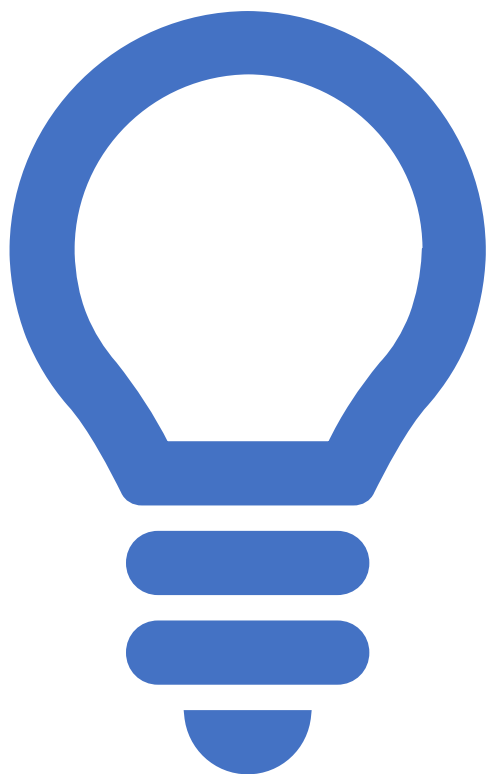


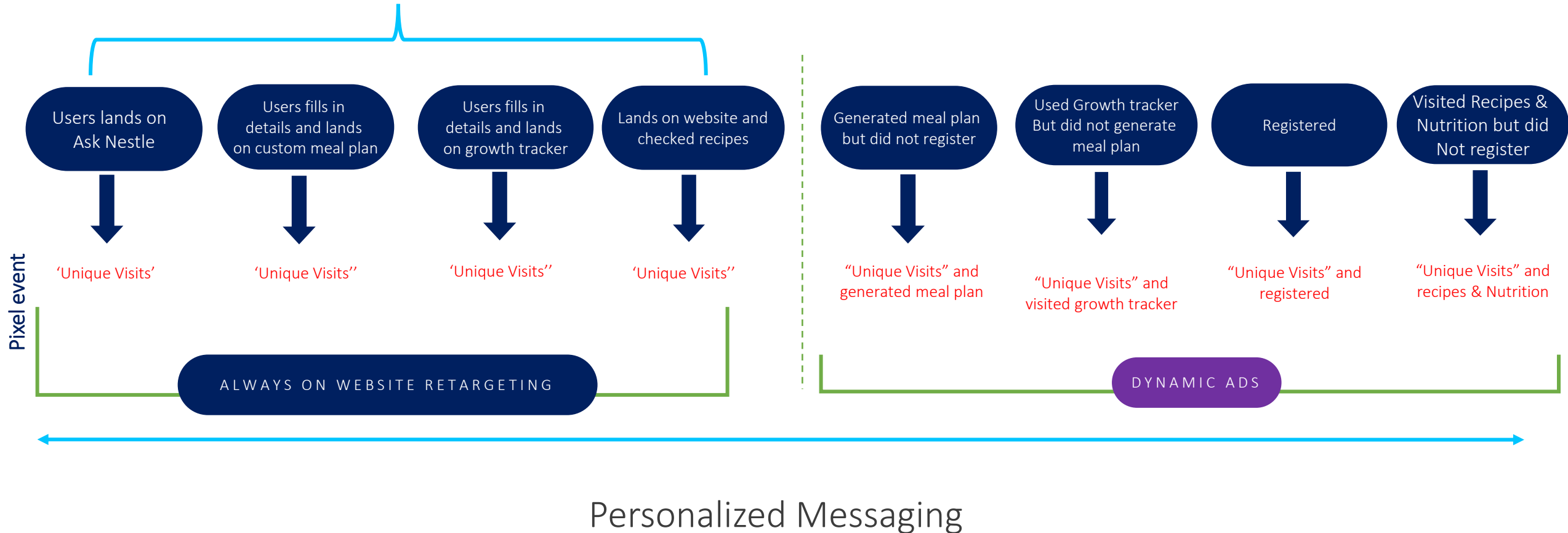
Customer Engagement & Experience Campaign

AskNestle



Creativity and Innovation
of the campaign idea

Personalization



Gathering Data Signals Through Multiple Signals

1st Party Data



- Website based data
- CRM
- Digital Media engagers

2nd Party Data

Publisher Data

E-Retailer
based

- Google/FB
- E-Com

3rd Party Data



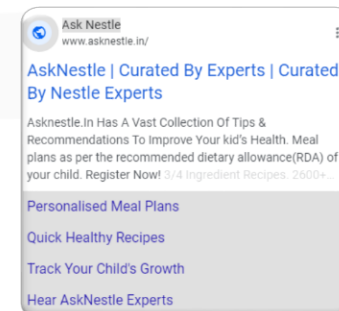
- Data providers - Available at Pay per use

Creativity & Innovation

- Each of the phases fed into the next one with only one objective - to better understand parents and to offer them customized solutions
- In [the phase I & II](#), we used Google analytics for unearthing the user behavior data and drawing significant insights – No. of visits, time spent, user journey etc. across the 5 main sections on the website
 - a. Generate Meal Plan
 - b. Growth Tracker
 - c. Food Diary
 - d. Health Recipes
 - e. Know your Nutrition



This enabled us to create **multiple buckets generating 300 K possible user segments.**



Creativity & Innovation

Phase III saw us generating **200 use cases** – Primarily via search, social and video usage journeys using Google Analytics and DMP and through deciphering multiple audience segments on Facebook and Google.

Top affinity categories were identified for first party audiences to create personalization.

We **scaled up personalization** in multiple ways:

1) High affinity and in-market segments, along with kids' specific videos on YouTube were targeted: The identified segments were shown **personalized creatives using DCO**, enabling automatic adaptations. The ads were served based on the audience's place in the user's journey.

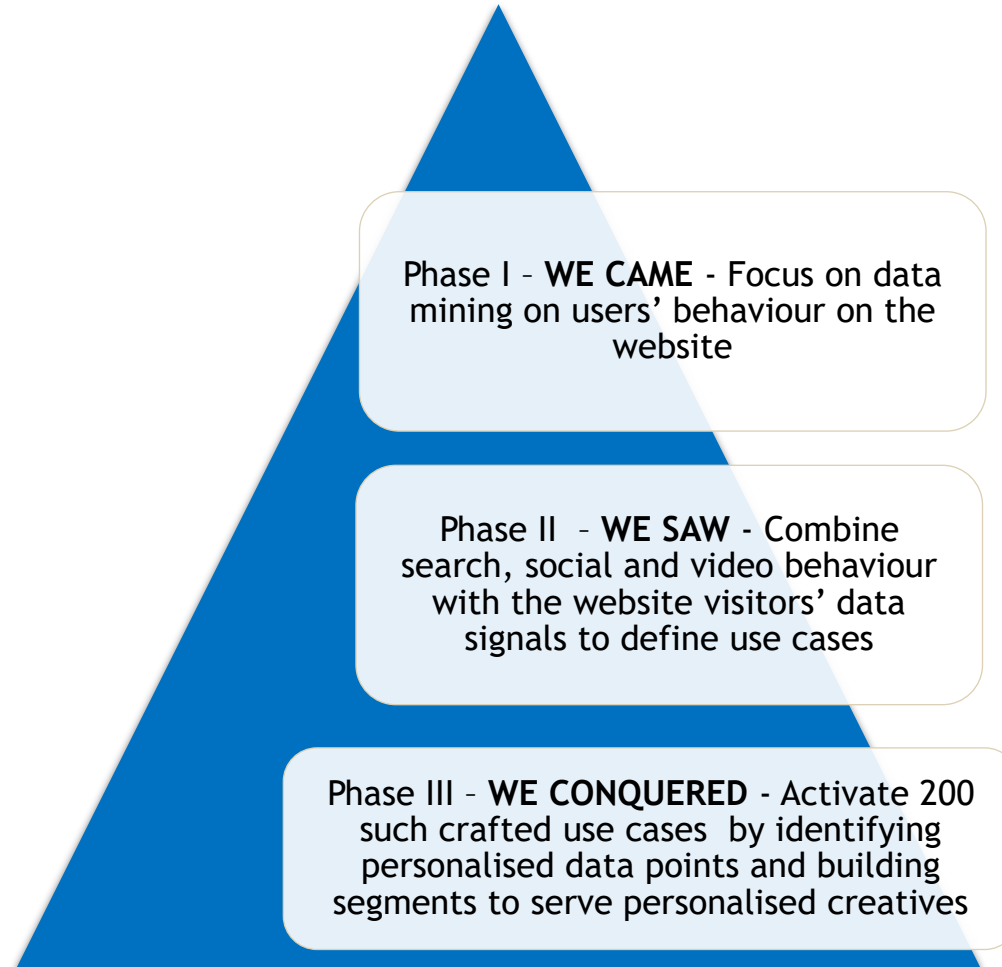
2) An innovative approach which involved **partnering with an emerging and successful integrated tech platform – AdGreetz** that were used to activate the 200 use cases across Facebook, DV360 and YouTube.

And the personalization journey has only EVOLVED and EXPANDED for us (in 2022) into being an always on/through the year initiative enabling us to experiment with multiple tech and creative platforms like Pixis (an AI based creative partner) and go deeper into targeting personas calling out parenting styles and communicating via various personalized creatives.

Strategy Implementation

- We identified two problems. The **problem of plenty and the sea of sameness**.
- While our product had an edge over others in terms of **content that was RELEVANT and all AT ONE PLACE**, this had to be communicated to them to make an impact and gather their attention.
- How did we get noticed and leave a mark? **By being relatable**. By **building trust** through being present at the right place, at the right time and with the right information climbing up the relevancy charts.
- This required **data mining** and hence began an extensive exercise to gauge user's behavior on the website, time spent, and content consumed.
- We wanted to mine our own data to identify the interest buckets/signals and use them for sharper targeting and remarketing. What better than your own **AUTHENTIC and BEHAVIORAL data to deep dive into and create an entire targeting ecosystem!**

A THREE-pronged strategy was deployed



Campaign alignment with TG

If a New Delhi mom who had not generated a meal plan for her child came to the website, she was shown the communication **'Hi New Delhi Mom, Generate a custom meal plan for your child's need'**. FB and DV 360 displayed the ads and urged her to visit the 'generate a meal page'.



If a parent was viewing video related to fashion and styling, they were asked to visit the website with below communication on YouTube

MEASURABLE RESULTS

Data mining exercise helped us gauge relevant signals to enable sharper targeting and personalization, which helped improve the quality of traffic, registrations, repeat visits.- **Bounce Rate reduced by 3%, Visited Community increased by 171%. Repeat visits increased by 12.3%.**

The entire initiative emerged to be cost efficient too as our visits target for the entire year was achieved only in **60%** budget.

In 2023, only within nine months we achieved all the KPIs:

- 1) **12% repeat users increased.**
- 2) **1.8X of the total traffic target achieved.**
- 3) **2.5X of the target registrations** achieved within allocated budget.
- 4.) 1.2X increase in CTR due to personalization.
- 5.) CPC's reduced by 1.2X due to personalization.
- 6.) CPV's reduced by 83%.