

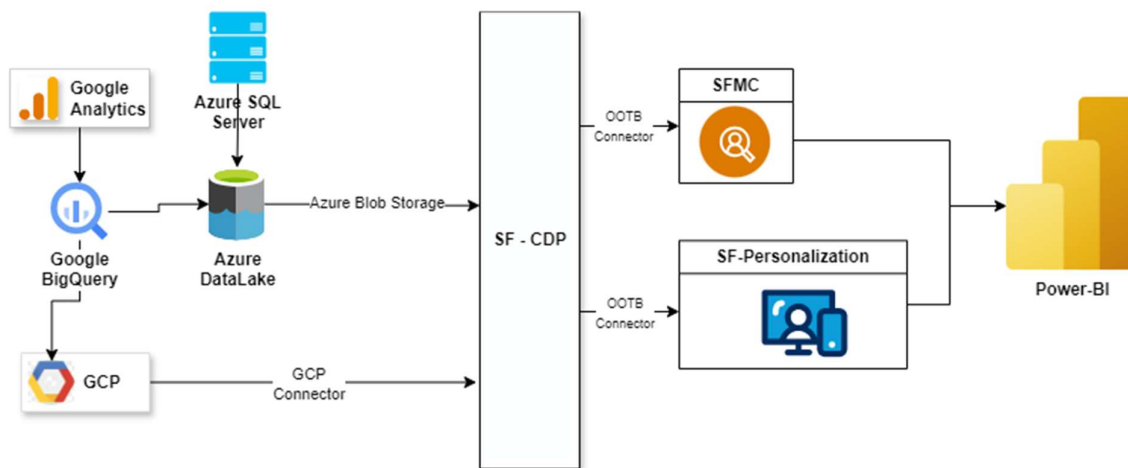
Client: TVS

Project Description:

The client, a prominent Indian automobile conglomerate with a global footprint spanning over 60 countries, operates subsidiary firms including an automobile company in Switzerland and a real estate venture with properties in India and Dubai. With distinct operations across these diverse sectors, they managed three datasets within a single MCP Account, each corresponding to their respective business websites.

Their primary objective revolved around achieving personalization across both web and SMS/mobile channels. This endeavor involved intricate integrations, linking Azure DataLake, Google Analytics, and an EMS database feeding into Salesforce CDP, which in turn interfaced with both MCP and SFMC. They strategically consolidated disparate data sources into a unified Customer Data Platform (CDP). Furthermore, they required a streamlined pipeline facilitating the transfer of data from MCP to Power BI for comprehensive visualization of all pertinent datapoints.

Basic Requirements: The client's primary focus was on personalized experiences tailored to specific geographic locations in relation to particular vehicle models. Their primary objective was to drive lead conversion, encouraging users to either book a test ride or purchase a vehicle online. Given pricing variations across states and countries, it was crucial to present vehicle products with dynamic pricing structures for different regions and variants. They expressed a keen interest in leveraging website data alongside other sources to generate insights, which would then be visualized using Power BI. This analytical approach aimed to refine their business strategies. Their use-cases were mainly about popups aimed at converting anonymous users and conducting Design Experiments using A/B Tests, across various vehicle models.



USECASES:

1. Geo-Location based Promotion	
Channel	Web
Page	HomePage
Content Zone	Popup across the Homepage Banner
Use Case Details	This scenario involved dynamically displaying location-based on-road prices of vehicles, accompanied by state-specific offers wherever relevant. Upon a user spending more than 10 seconds on the homepage, a popup would appear, showcasing an image of a product alongside its state-specific on-road price and any pricing offers applicable to that particular state. Real-time user location data retrieved from MCP was utilized to seamlessly execute this use case.

2. Nudge to complete test ride form	
Channel	Web
Page	Test Ride Page
Content Zone	Popup on the Test Ride Page
Use Case Details	The website featured a test ride booking option where users could schedule a test ride by filling out a form with their personal details. In the event of a user abandoning the form without completion, an abandoned-form event was triggered. Additionally, when a user attempted to exit the page, a popup would appear, encouraging them to return to the test ride page to complete the test-ride booking process and provide their personal details. This pop-up also included pertinent information about the vehicle for which the test ride process was left incomplete.

3. Nudge to complete Booking	
Channel	Web
Page	Booking Page
Content Zone	Popup on the Booking Page
Use Case Details	The website offered a convenient feature on its product detail page allowing users to book a vehicle. Upon clicking, users were directed to a form where they could input personal details to finalize the booking. However, in the event of form abandonment or an attempt to exit the page, an abandoned form event was triggered, prompting a pop-up to book the vehicle. This pop-up also included pertinent information about the vehicle for which the booking process was left incomplete.

4. Nudge to capture phone number of anonymous visitor	
Channel	Web
Page	Product detail Page
Content Zone	Popup on the Product detail Page
Use Case Details	Upon detecting an anonymous visitor's engagement for more than 15 seconds on the Product detail page or scrolling through more than 40% of its length. A non-intrusive pop-up gently prompts them to provide their phone number, offering options to either receive a callback from our team or stay updated with our latest offers. This personalized approach not only fosters better engagement but also opens avenues for establishing meaningful connections with the audience.

5. Design Experiment for the Test Ride content	
Channel	Web
Page	Test Ride Page
Content Zone	Test Ride Form on Test Ride Page
Use Case Details	In an effort to optimize the user experience and drive conversions, we implemented various versions of the test ride form, each designed to offer a unique experience within a comprehensive web campaign strategy. Utilizing A/B testing methodology, we systematically exposed our audience to different iterations of the form while maintaining an equal distribution of users in the control group, experiencing the original version. Once these campaigns went live, we meticulously analyzed campaign statistics, including metrics such as click-through rates, form completions, and overall user engagement. Through this data-driven approach, we identified the winning variant, whose performance surpassed others, guiding our subsequent business decisions and informing our ongoing optimization efforts to continually enhance user satisfaction and achieve our campaign objectives.