



How an Offer Management Platform can amplify a Brand's **Marketing Cloud**

Offer Management Platforms: Enhance the Marketing Cloud for Brands.

Today's leading brands leverage Marketing Clouds to integrate campaigns across their marketing ecosystem. But often, both the brands and their Marketing Cloud partners have trouble connecting the dots to ROI. Increasingly, more and more marketers are starting to realize that **Offer Management Platform solutions can help fill this measurement gap with their Marketing Cloud.**

Recently, a leading brand with deep DMP integrations expanded their use of audience segments to optimize conversions with dynamic promotions, creating valuable path-to-purchase insights along the way. By partnering with RevTrax, a leading Offer Management Platform, **the Marketing Cloud not only drove results, but created smarter, more actionable purchase data to enhance all of the brand's marketing campaigns.** RevTrax called the DMP in real-time for each user, enabling RevTrax to personalize both the promotional offer shown and the creative framing used (language, images, etc.), based on the identified audience segment. With each promotion activation, dynamically served unique barcodes were created, encapsulating not just all digital engagement data, but also the DMP audience segment intelligence.

But it didn't stop there. The tracking followed each individual customer through to an in-store purchase across any retailer, for which the complete path-to-purchase data was passed back to the Marketing Cloud's DMP, matched at the audience segment level, further enhancing the dataset for future marketing efforts. By passing back full-funnel, path-to-purchase data, RevTrax ultimately enabled the partner Marketing Cloud - and their brand client - to become even smarter.



Closing the Gap between Audience Segmentation & Offer Planning.

Savvy marketers invest in audience strategies by onboarding much of their data into a Data Management Platform (DMP). From there, they begin building out sophisticated segments utilizing 1st, 2nd, and 3rd party data. Those audience segments then drive almost all major marketing/business decisions. Marketers use this intelligence to buy media, craft custom advertising copy, and develop new products.

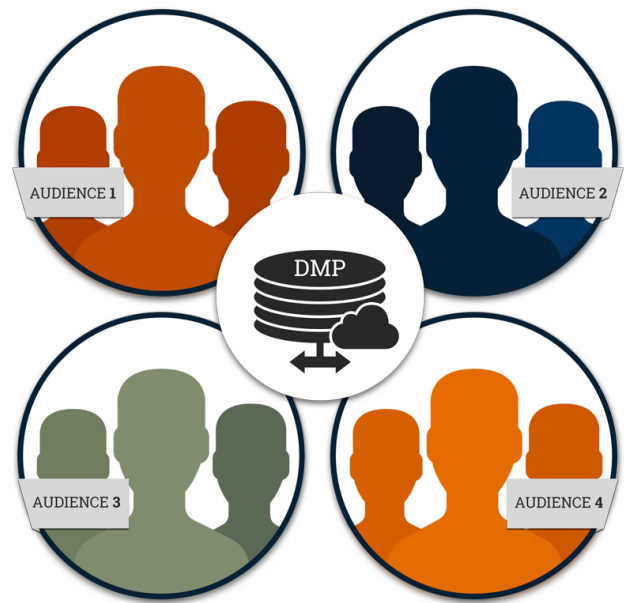
Unfortunately, most organizations don't apply the same sophisticated thinking to their offer planning. Historically, marketers have engaged with very basic offers (aka "dumb coupons") to drive CRM acquisition. Every intended (and unintended) customer would receive the same offer with the same language and design.

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In today's day and age of digital marketing, this sounds crazy. Especially because any company already investing a Marketing Cloud partner has what they need to go to the next level for custom promotions. So why aren't these brands closing the loop? Why is a valuable data asset being wasted by not personalizing the offer experience?

This largely has to do with the handoff between various marketing technology vendors. In an advertiser's typical paid media execution, the ad unit is served by a company that has no communication with the downstream promotions provider. As a result, the consumer experience is inconsistent and disjointed.

What if this all could change?



Personalizing Offers: How one brand got smarter.

RevTrax partners with leading Marketing Clouds to tackle the unmet need of data-driven offer-personalization. One leading CPG brand wanted to measure the impact of offer presentations for different audience segments, and then identify the best overall offer for each segment through dynamic testing.

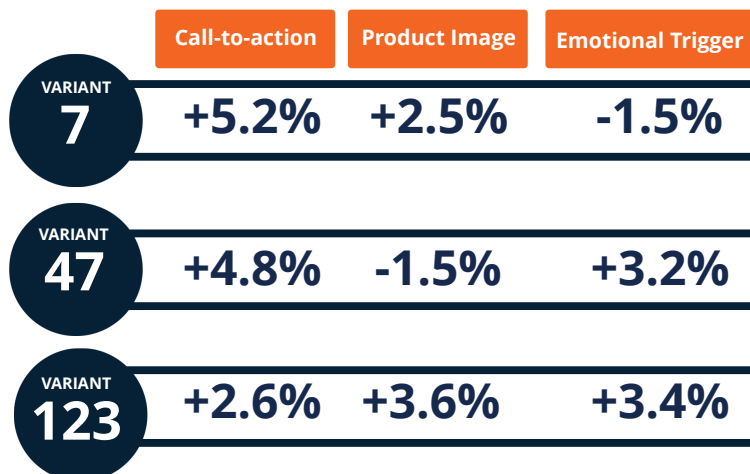
Strategically, the idea was to test multiple offer designs using behavioral economic principles. The actual implementation involved creating thousands of offer variations and testing them across target audience segments from the Marketing Cloud's DMP. This included significant offer value testing (ex. \$0.75, \$1, and \$1.25 off), language testing (e.g. "\$1 Off", "Get \$1", "Save \$1 for your family"), and testing of other behavioral triggers to see how consumers responded.

This meant that one audience segment didn't get the same offer as another. As they shouldn't because a single mom in New York City has different needs from a college student in the midwest.



With an OMP, the Marketing Cloud gained some interesting insights:

- **Consumers choosing between competitive brands** are motivated by monetary and non-monetary cues within and surrounding the incentive.
- **Emotional visuals** and product related copy are highly correlated with a significant increase in purchase intent.
- Out of **thousands of promotional variants** shown, it was clear which offer's call-to-action, product image, and offer language performed better or worse for a specific product.



Turning Insights to Action

The data from this valuable OMP intelligence was fed seamlessly back into the Marketing Cloud for continuous brand optimization, beyond the promotional campaign. With these path-to-purchase insights fed back into the Marketing Cloud, the next time that brand's single mom in New York City sees an offer, it'll be even more personalized towards her needs.

While the insights from this Marketing Cloud partnership with the RevTrax Offer Management Platform were focused specifically on optimizing in-store sales, there are many other benefits. **This level of campaign intelligence has significantly reduced overall marketing costs for advertisers across many industries like Retail, CPG, Travel, Technology, and Telecom.** When brands apply the same efficient targeting and optimization of their traditional marketing spend to offer-planning, the savings follow close behind.

Marketing Cloud and OMP integrations also enable advertisers to build shopper audiences based on transaction data at specific retailers where offers are redeemed. Beyond cost savings, this provides added visibility beyond loyalty programs.

Additionally, RevTrax brand partners are applying this OMP + Marketing Cloud approach into other channels, such as email. With RevTrax dynamic email integrations, brands eliminate the need for any pre-segmentation work prior to deploying an email. And those emails deliver fully trackable and personalized offers served at the moment of open. **Across any marketing channel, Marketing Clouds and RevTrax are ensuring the right brand offer goes to the right consumer at the right time, all while building valuable first-party data.** For brands expanding into the Marketing Cloud, leveraging the RevTrax Offer Management Platform for personalized offers is a no-brainer for increased ROI.

Learn How The RevTrax OMP can enhance your Marketing Cloud.

Contact partners@revtrax.com to get started today!