

Data Cloud & AI

Real life use case

pioneer

 **salient**
consultant partner



Curious to learn how you can
excel with Data Cloud.

Meet with us!



Today's speakers



Magnus Sandman

- / Co-founder Salient Partner
- / Acting CTO - Pioner Boat



Niclas Gahnhed

- / Business Architect
- / Senior Account Director



Alexander Isik

- / Senior Account Director
- / Operation Manager

Today's content

- /01 Pioner Boat & Digitalization 1.0 - 3.0
- /02 Business Case
- /03 A Real Life Customer Journey
- /04 Customer Journey with Data Cloud
- /05 DEMO



/01 Pioner Boat & Digitalization 1.0 - 3.0

About

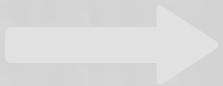
- / Construction & manufacturing since 1959
- / 120 dealers in Norway & Sweden
- / 50 resellers & importers in Europe & US
- / > 350 000 boats sold

A scenic landscape featuring a rocky shore in the foreground. A person is walking with several sheep along the shore. In the water, a black Pioneer boat is visible with two people on board. The background shows a forested area and a bright sky with scattered clouds.

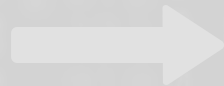
pioneer

Then - the analogue customer journey

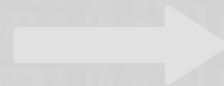
/ Pioner-seller visits reseller



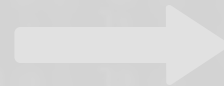
/ Takes down orders in Excel-sheet



/ Pioner-seller travels home and reports orders



/ Boats are delivered to reseller



/ Customer visits reseller and purchases boat

A digital transformation in three phases



Base in place

Develop & Optimise

Release the power



What did we do with Salesforce?

- / Platform Implementation
- / Boat configurator
- / Integration with WooCommerce



What data does Pioner get?

- / End customer data
- / Reseller data



How can the new data be used?

- / Personas
- / Personalized marketing & communication
- / Connect reseller & end customer

A digital transformation in three phases

Base in place

Develop & Optimise

Release the power



What did we do with Salesforce?

- / Dashboards & Reporting
- / Reseller portal
- / Integration with Jeeves
- / Product database & price books



What data does Pioner get?

- / Market data & country comparisons
- / User data
- / Behavioral data



How can the new data be used?

- / Conversion optimization
- / Segmentation



sales cloud



marketing cloud

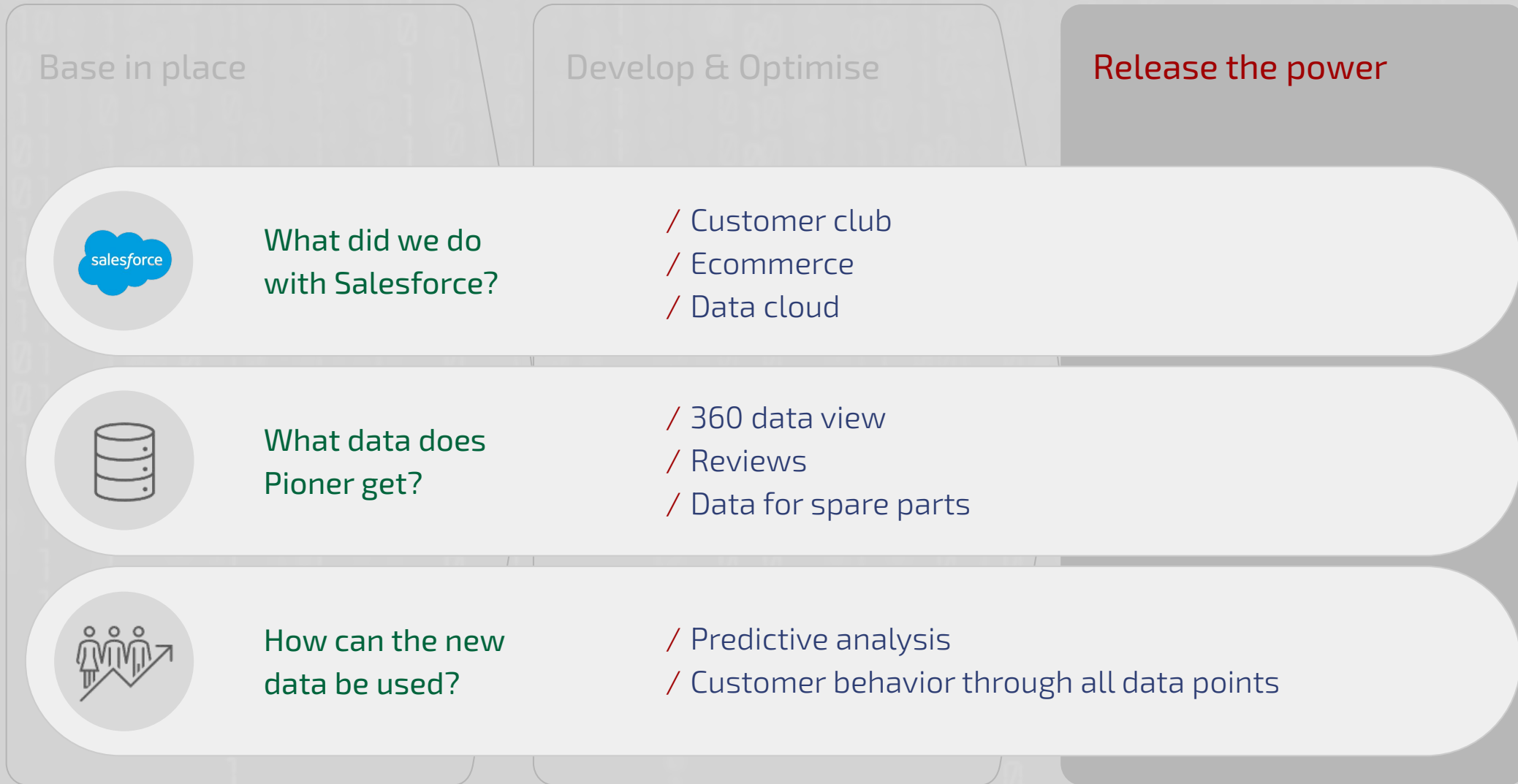


service cloud

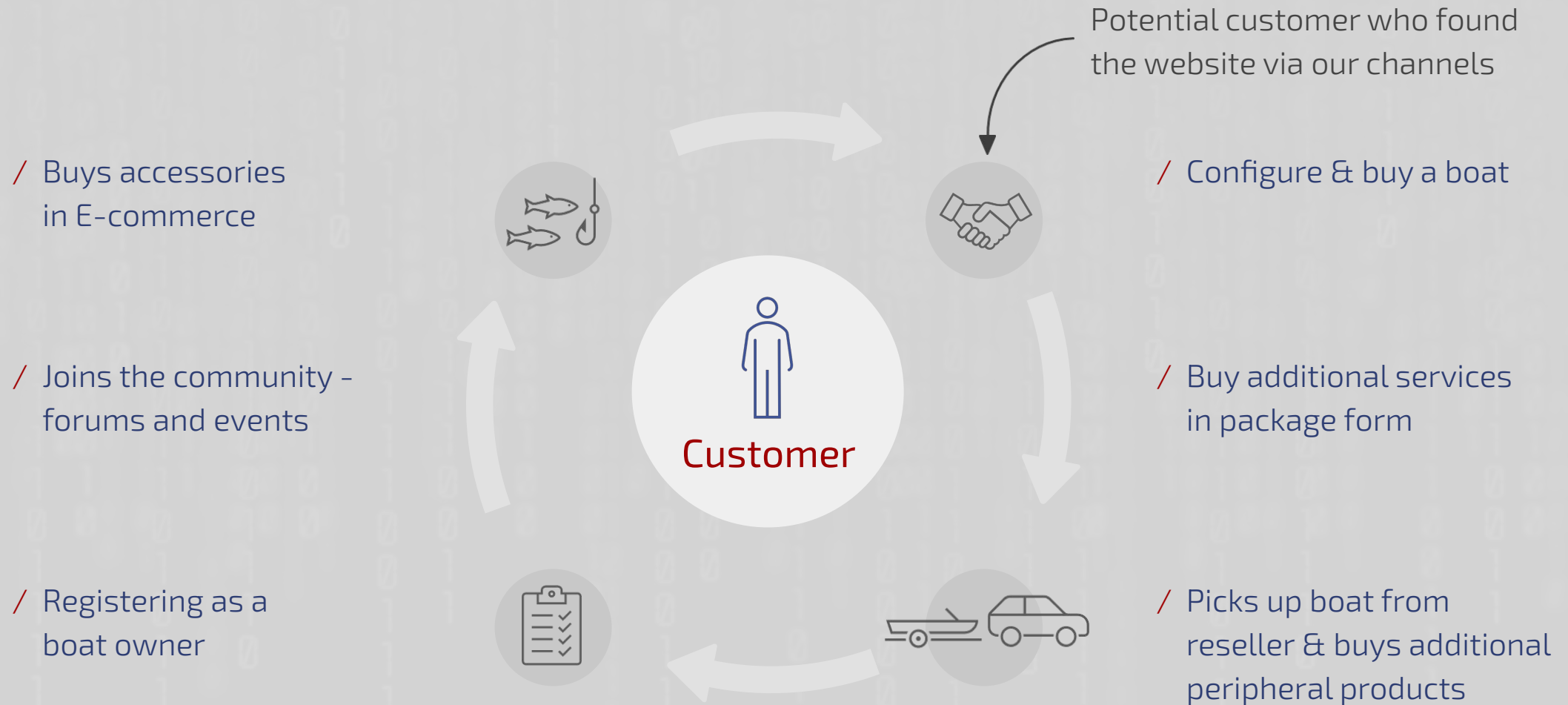


experience cloud

A digital transformation in three phases



Now - The digital customer journey

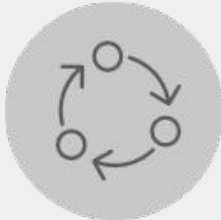


Now - The digital reseller



Created value & Results

2018-2023



The digital customer journey

- / Digital business engine
- / Configurator
- / Custom made journey

- / Customer club
- / E-commerce
- / Owner data



Web visitors	+43%
Boats sold	+23%
Additional equipment	+61%
Turnover	+92%

A wide-angle landscape photograph of a fjord. The water is a deep blue, and the surrounding mountains are dark and rugged. The sky is bright blue with scattered white clouds. The text is overlaid in the center of the image.

/02 Business case

Pioner GO

Pioner GO



New model

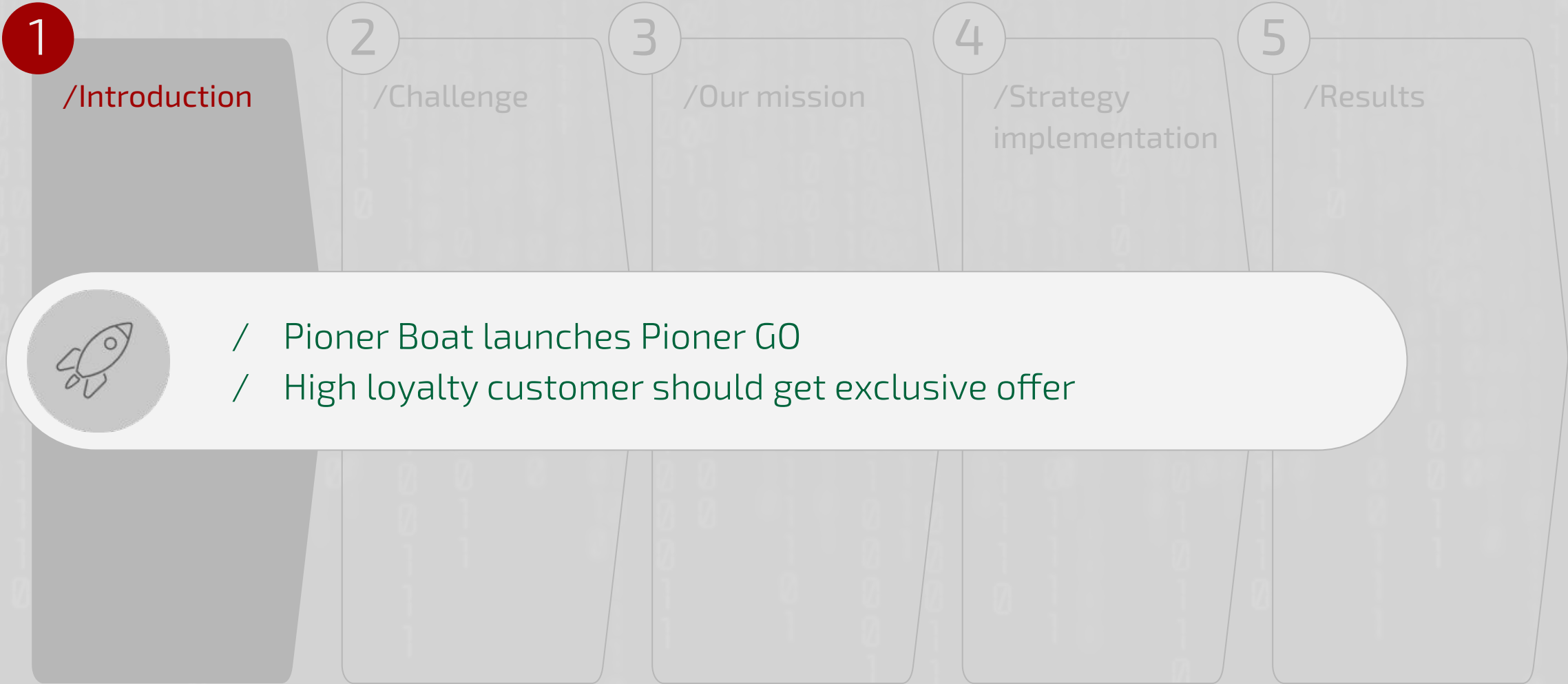


R & D

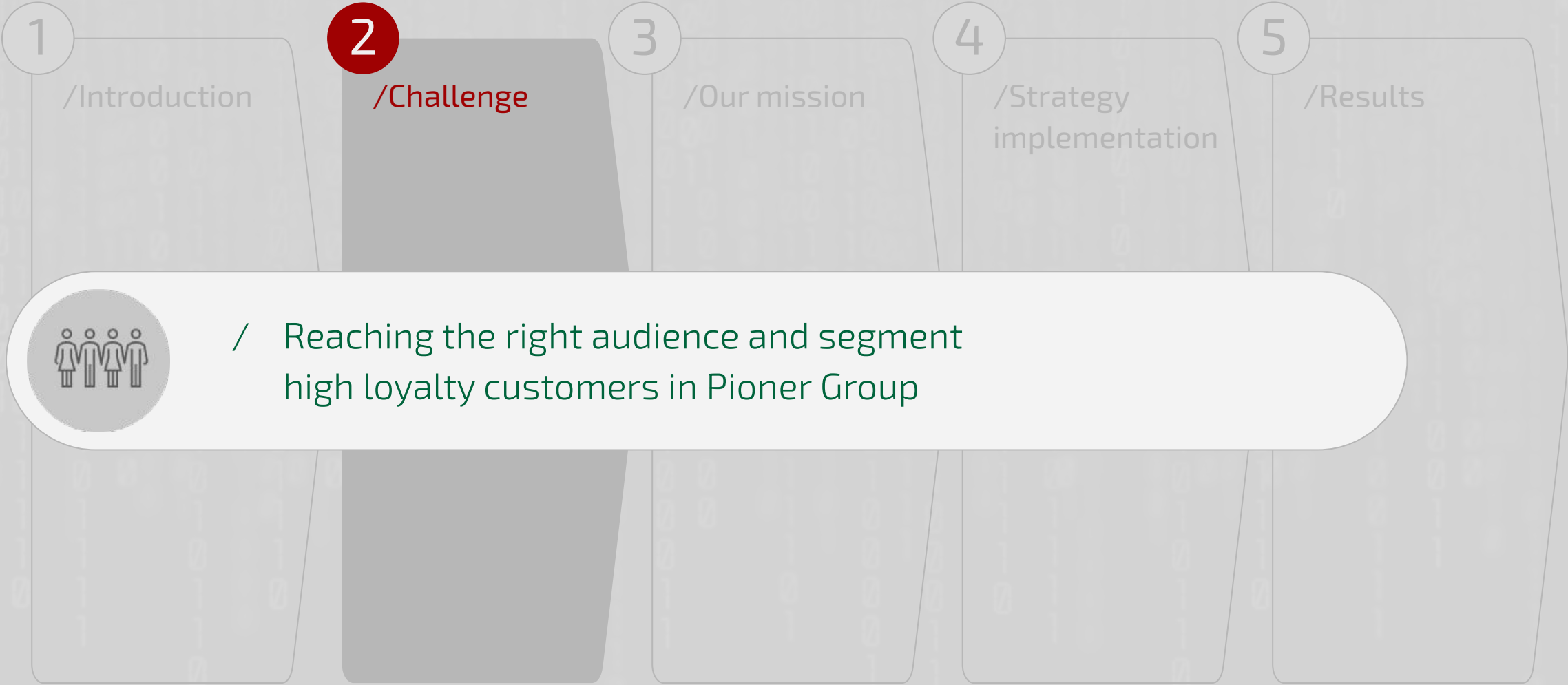


Children's first boat

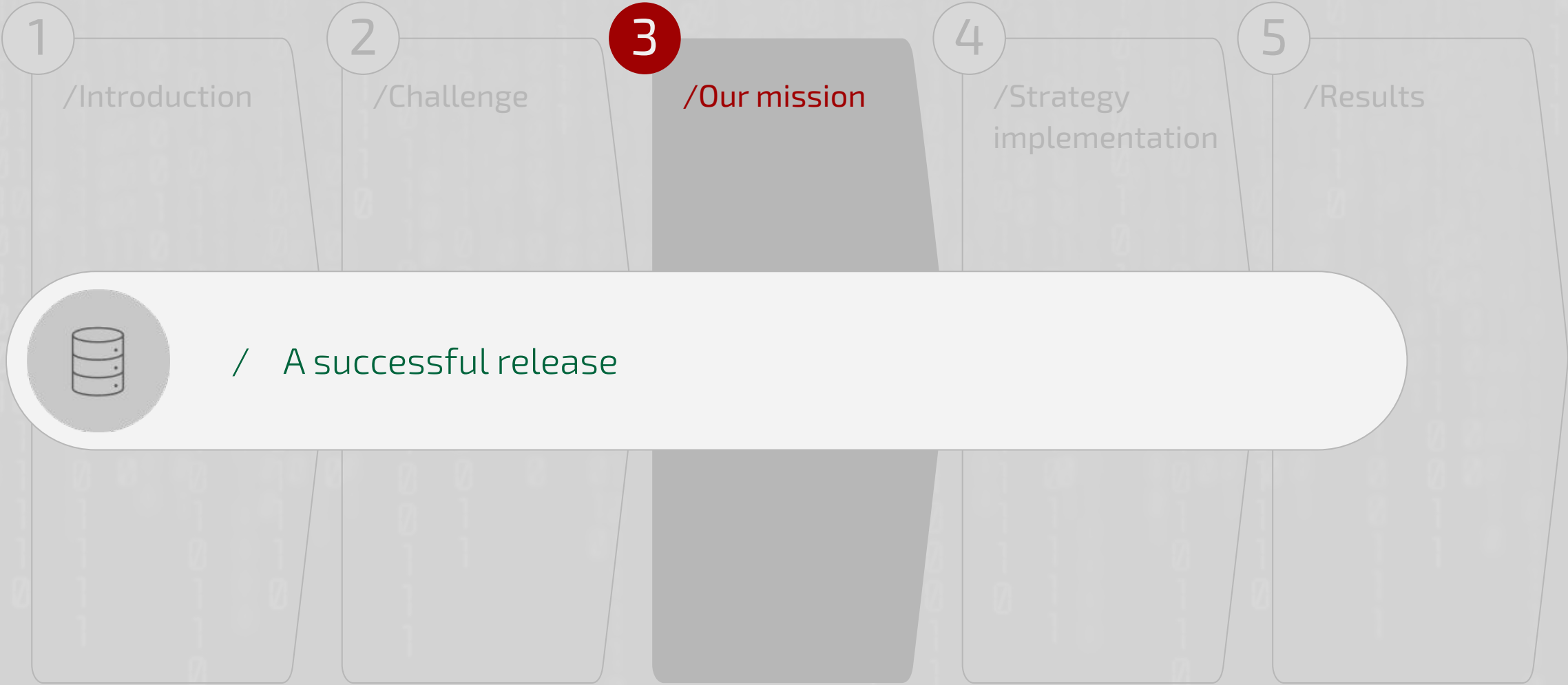
Pioner's success story with Data Cloud



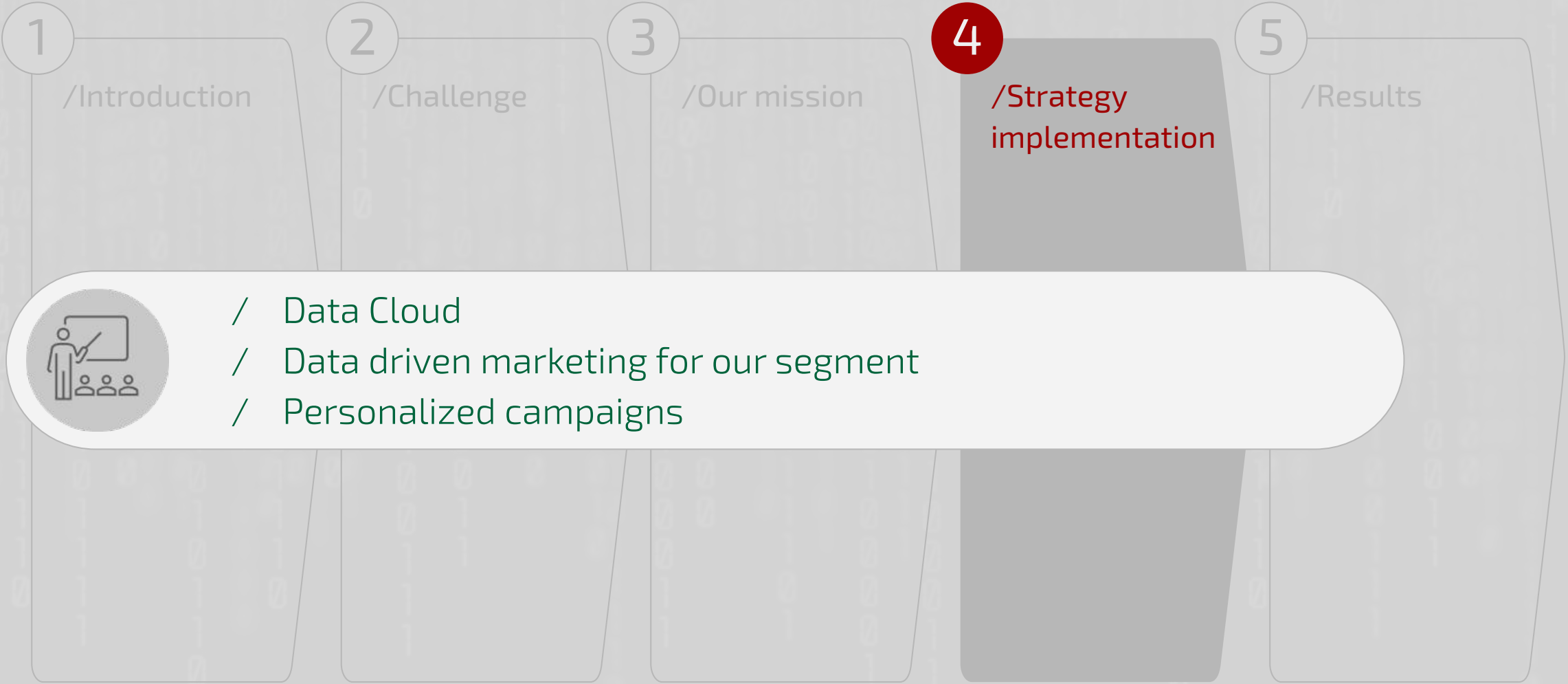
Pioner's success story with Data Cloud



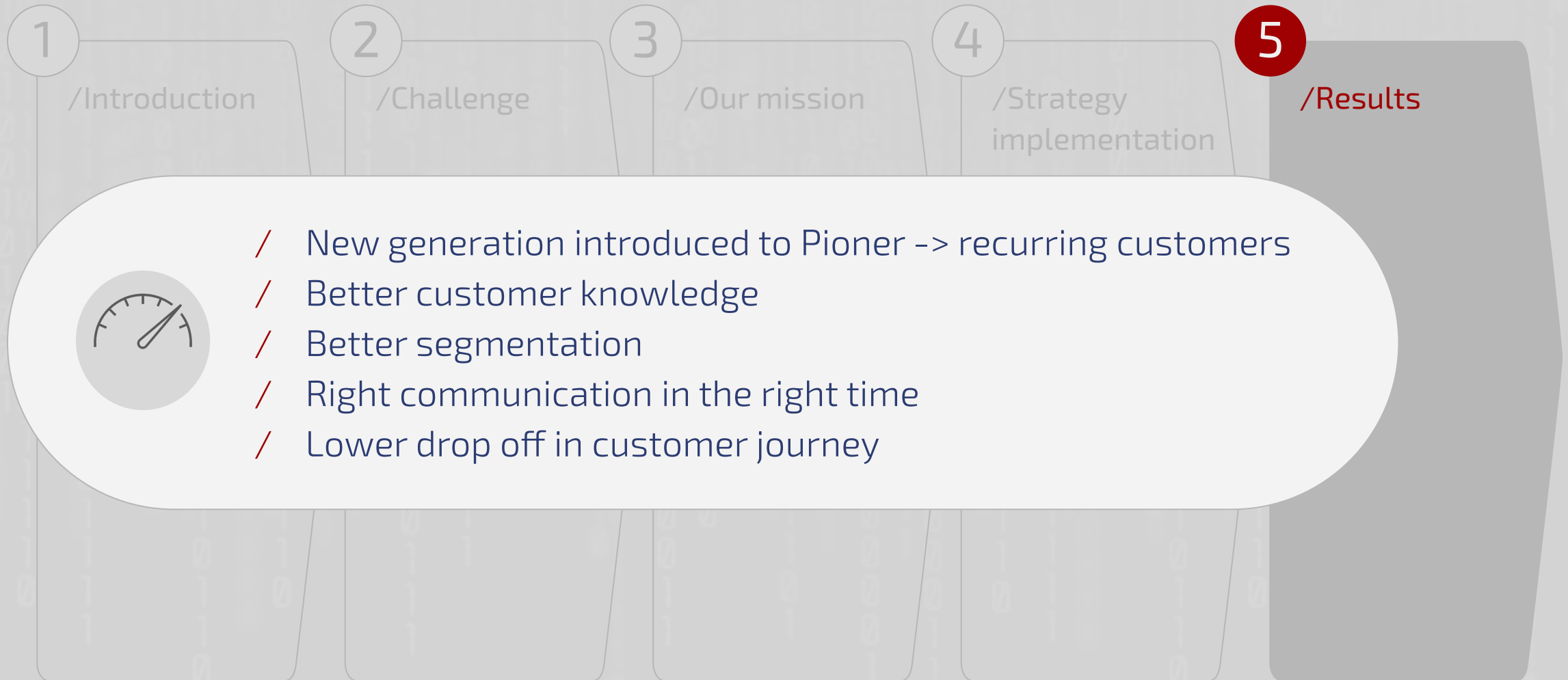
Pioner's success story with Data Cloud



Pioner's success story with Data Cloud



Pioner's success story with Data Cloud



Pioner's success story with Data Cloud





/03 A Real Life Customer Journey

Segment: Potential Go buyers

Subscribes to Pioner newsletter

Has recently purchased youth life jackets

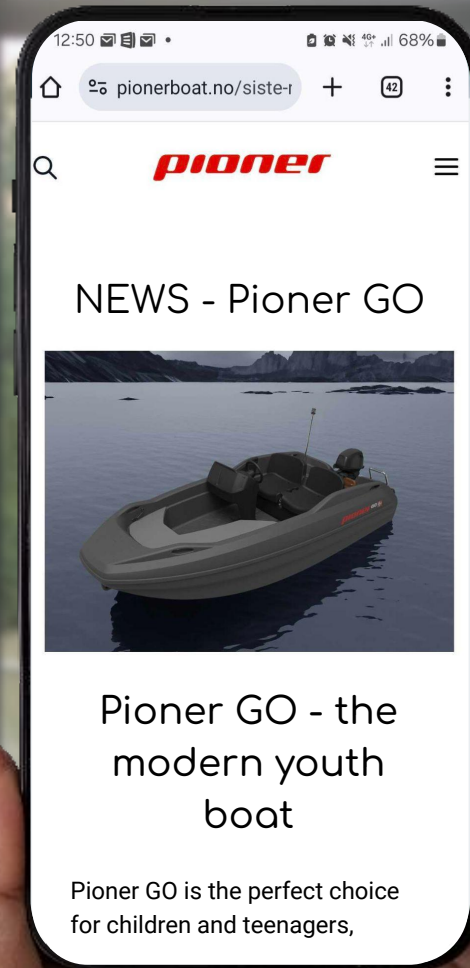


Subsegment: Family
"Henrik"

Is a seasoned boater.

Owns a Pioner 16.

One afternoon

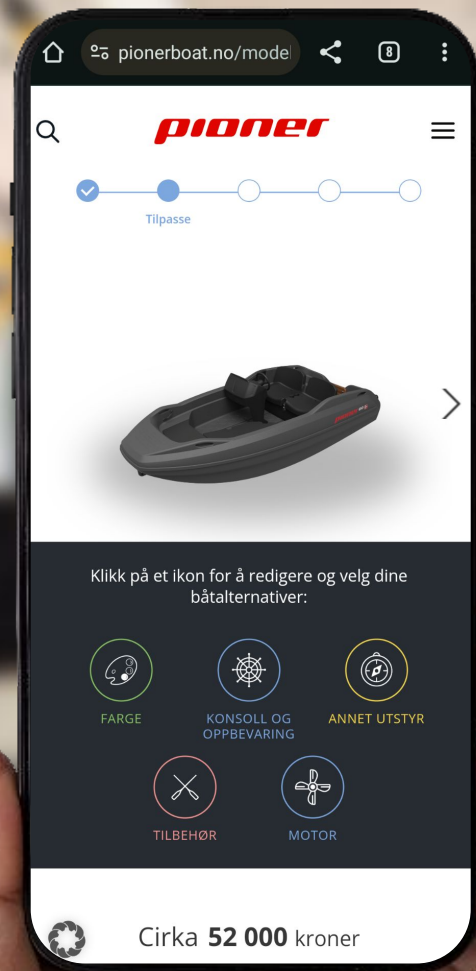


1 Receives notification

2 Reads newsletter

3 Heads to the site

A week later...on the bus

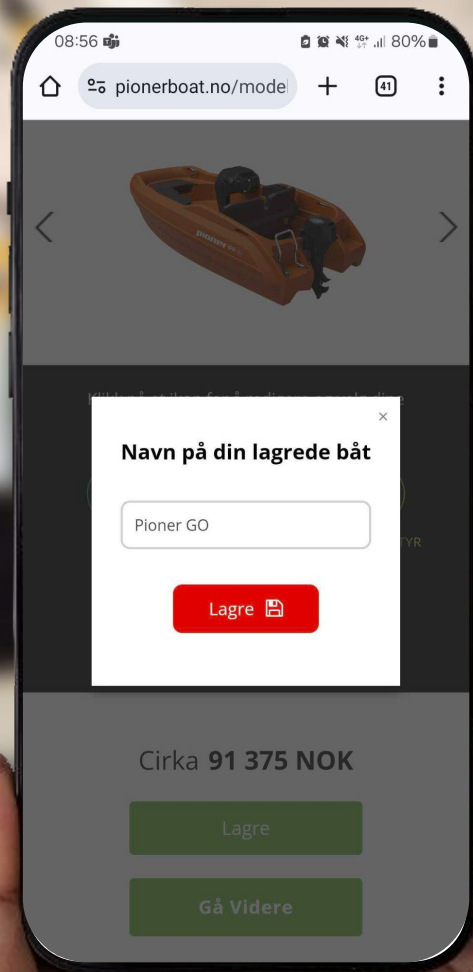


1 Targeted ads

2 What's the cost?

3 Visits website

A week later...on the bus

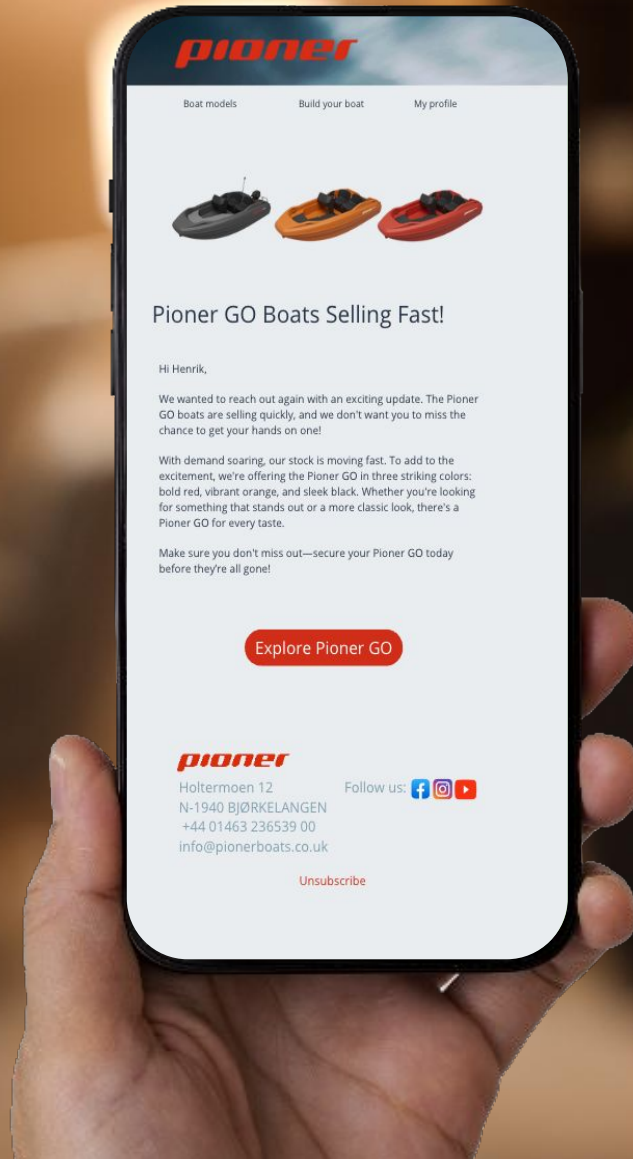


4 Builds the boat

5 Consideration

6 Saves the boat

Email: Buy now!

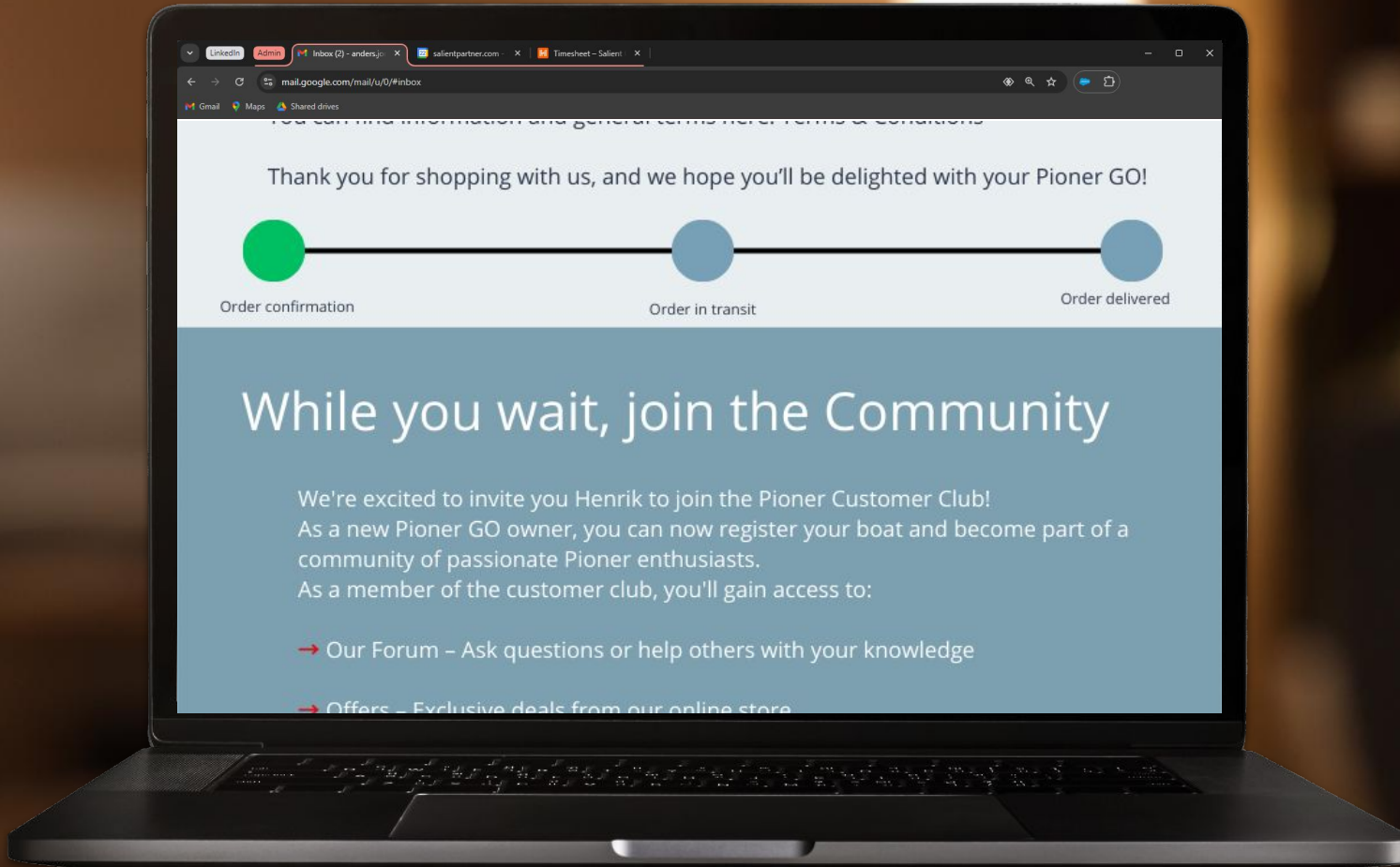


1 Notification with urgency

2 Reads email

3 Takes action

The Purchase



1

Opens saved boat

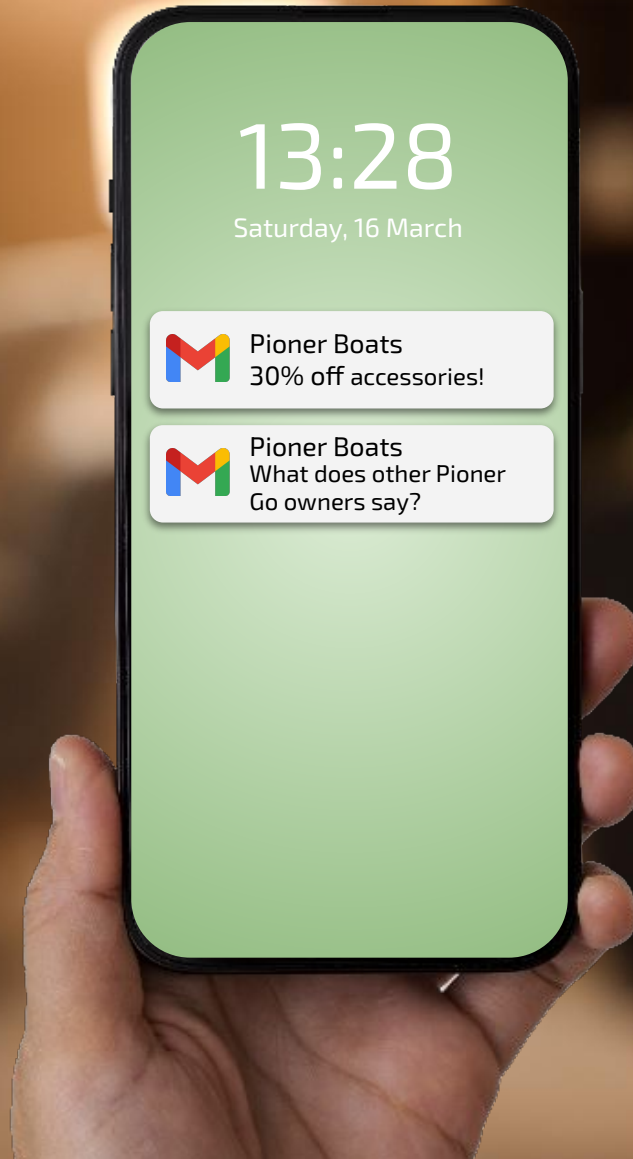
2

Buys it

3

Thank you mail +
community

Post purchase: The Wait



1 Email recommendations

2 Community

The Arrival





/04 Customer Journey with Data Cloud

Using Segments / Data / AI

How does Data Cloud work?



Step 1 Data collection

Connect and ingest multiple sources:

- / Sales cloud (CRM)
- / Marketing cloud
- / Commerce Cloud
- / Data warehouses
- / Marketing connectors
- / APIs and SDKs



Step 2 Data mapping & unify/harmonize data

- / Map and create data model for your needs
- / Unify data to create a master profile
- / Create insights with calculations and predictions using AI



Step 3 Segmentation & activation

- / Segmentation based on calculated insight or multiple sources
- / Activate the segments with marketing clouds
- / Set up triggers that can serve journeys throughout the customer journey

/Awareness

/Consideration

/Conversion

/Loyalty



Newsletter about Pioneer GO Launch!



Goes to website reads about Pioneer Go



Ads about Pioneer GO



Configure & save boat



Email to follow up saved boat



Buy saved boat in E-com



Order confirmation+ Community sign up



Sign up Community, update profile eg.interests



Additional purchase in E-com



Review / Word of mouth



Get personalized offers, news, communication, competitions



Segment "Potential Go buyers" + email send with personalized content



Data collected + retargeting ads



Data collected



Segment: "Potential Go buyers" + saved boat



Data collected + order confirmation



Data collected



Use data for e-com product recommendation, personalized content



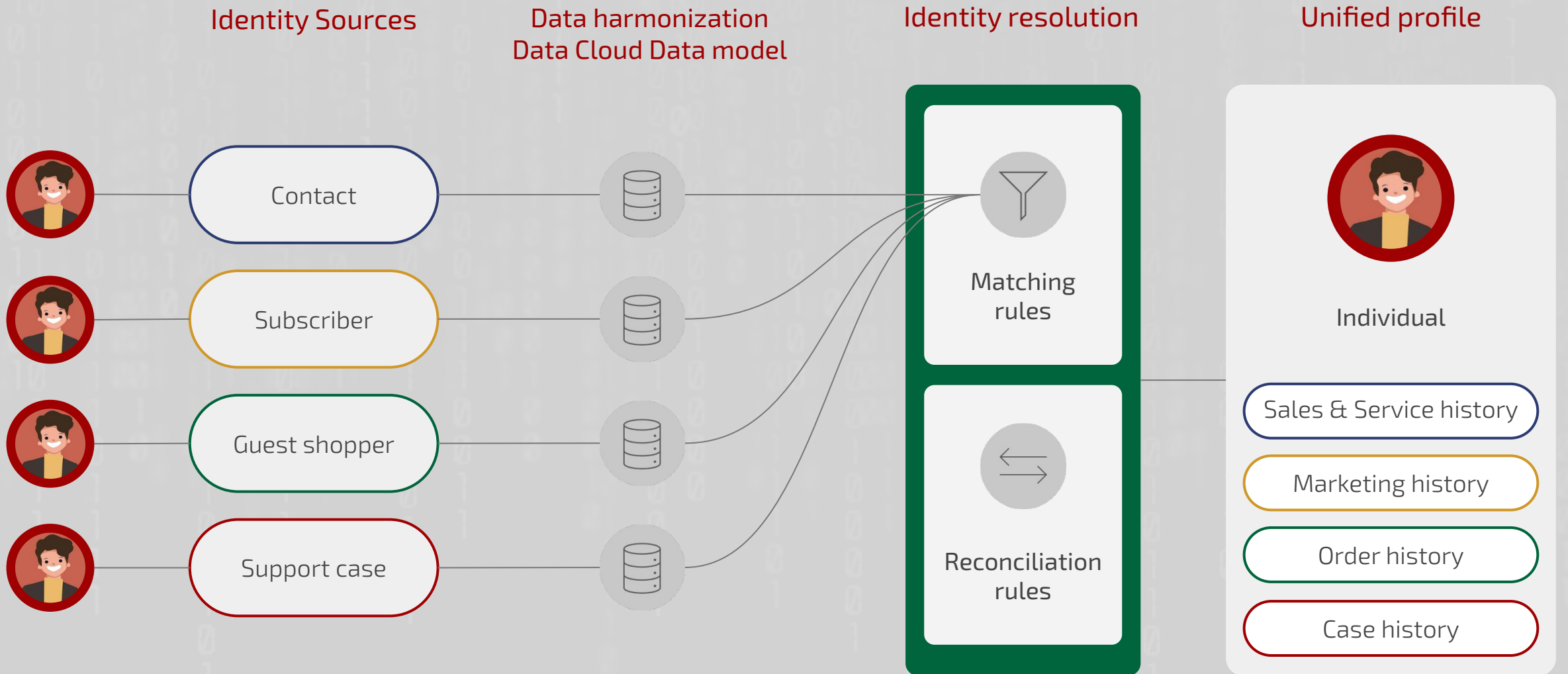
Data collected



Data collected

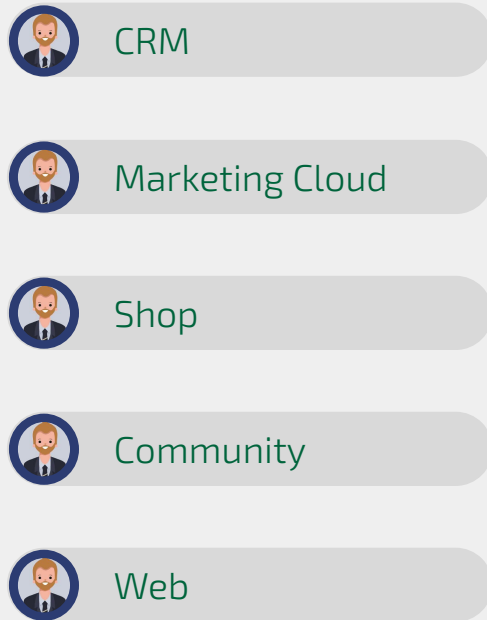


Why data cloud?



Henrik in Data Cloud

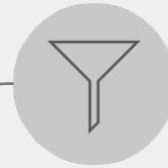
Identity Sources



Map data to Data Cloud DMO



Identity resolution



Matching rules

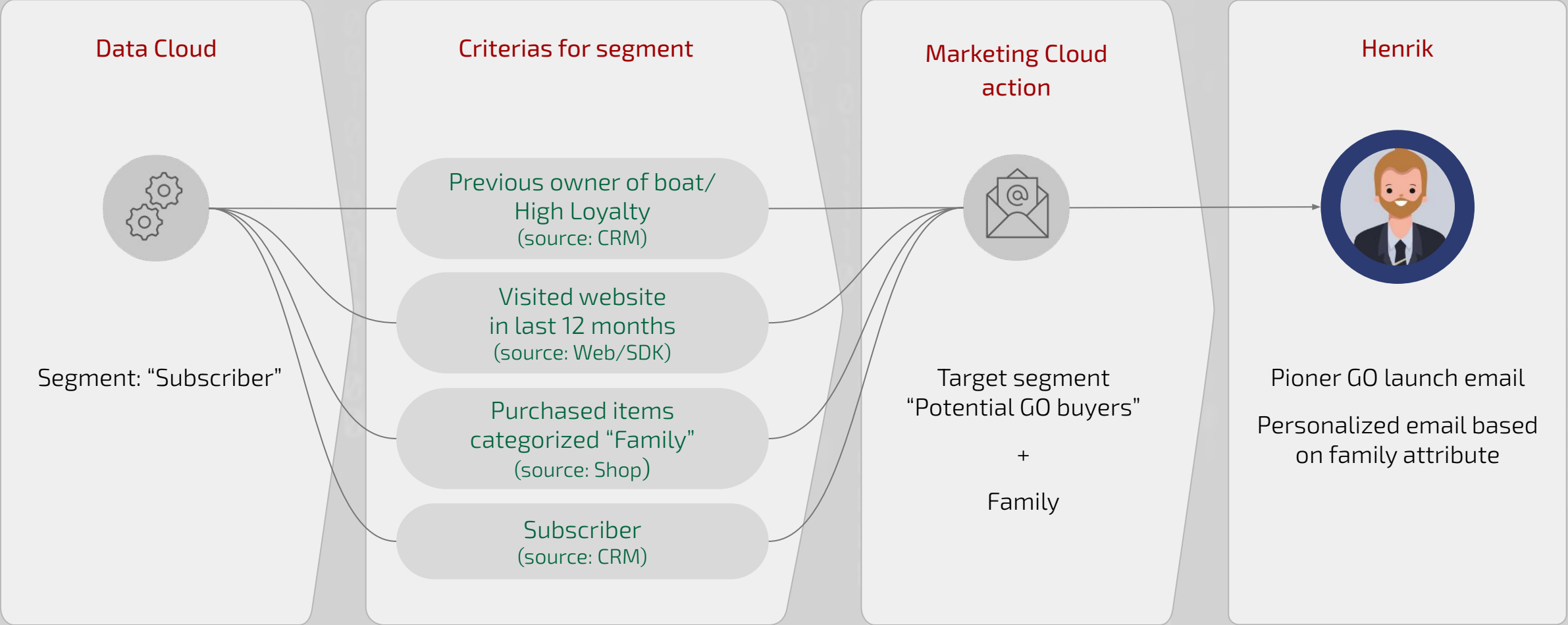
- / Exact Email with fuzzy name
- / Exact Email with fuzzy phone

Individual

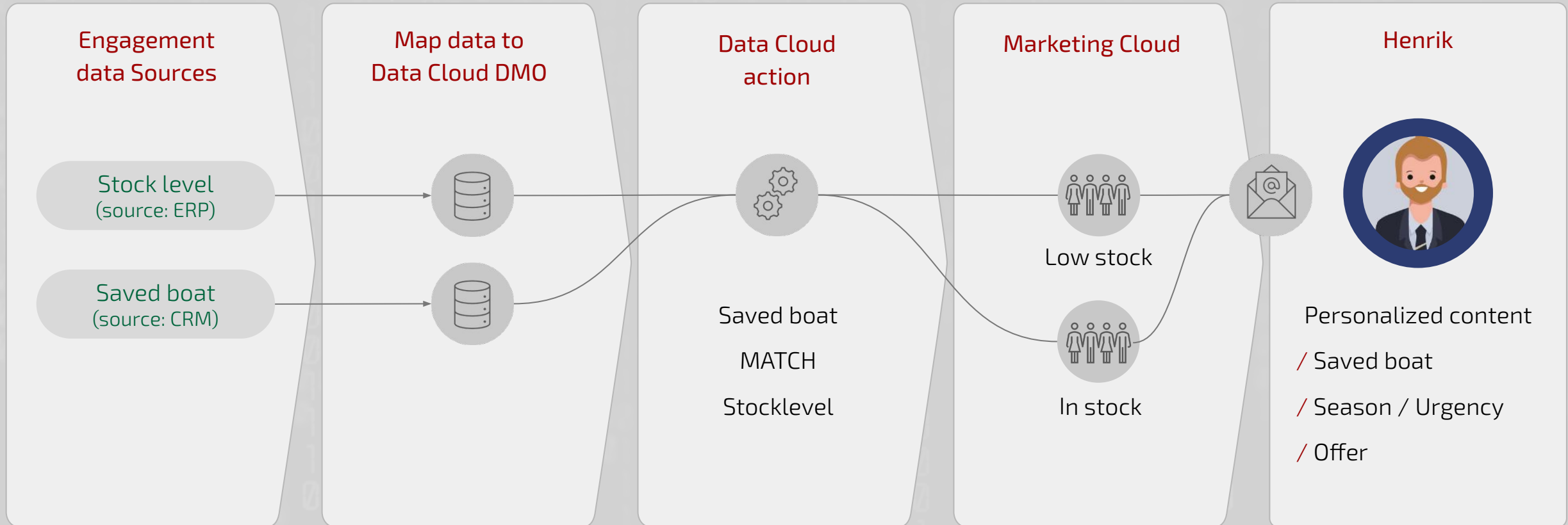


Henrik Andersson
anderssonhenrik55@gmail.com
+46 735090505
Gender: Male
Country: Sweden
Boat Owner
Parent
Loyalty: High
Interests: Family, Fishing
Newsletter subscriber

Data Cloud Segmentation



Data Action flow



Data Cloud **Calculated Insights**: Multiple sources

Identity Sources

 Web data / Web SDK

 Shop data / Web SDK

 Community / CRM

Map data to Data Cloud DMO

Looked at
fishing boats

Looked at
category fishing

Fishing interest
in profile

Data Cloud Calculating insights

- / Updated Attribute in unified profile
- / Interest = Fishing

Email and Paid campaigns



- / Personalized content based on interest
- / Look a likes

Data Cloud **Calculated Insight**: Order data

Identity Sources



Order data / E-Shop



Order data / Boats

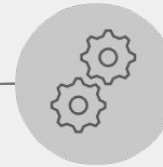


Order Data / Community

Map data to Data Cloud DMO



Calculating insights



Combined Life Time Value
from all sources, split into
Loyalty groups

Segments or attributes

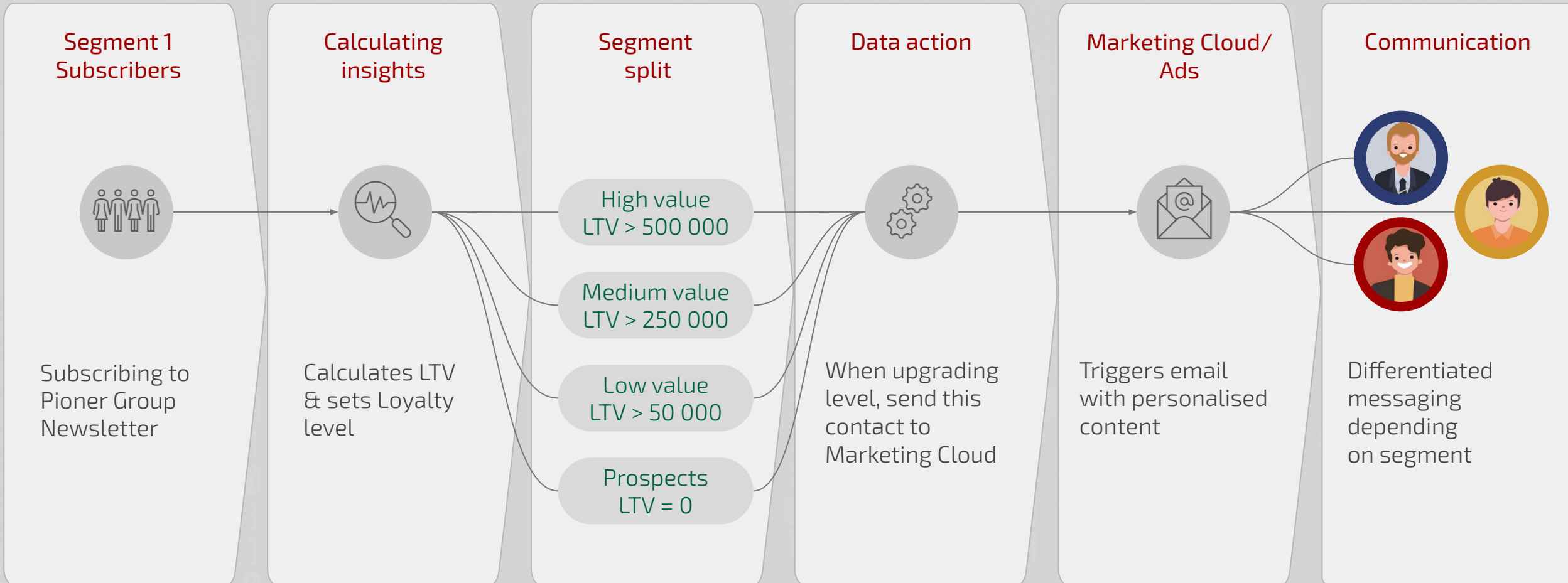


Adding attributes to profiles.
Segmentation based on groups:

- / High Loyal customers
- / Medium Loyal customers
- / Low Loyal customers

Summary Data Cloud

Segment/Calculated insights/Segment split/ Data Action



THANK YOU!

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