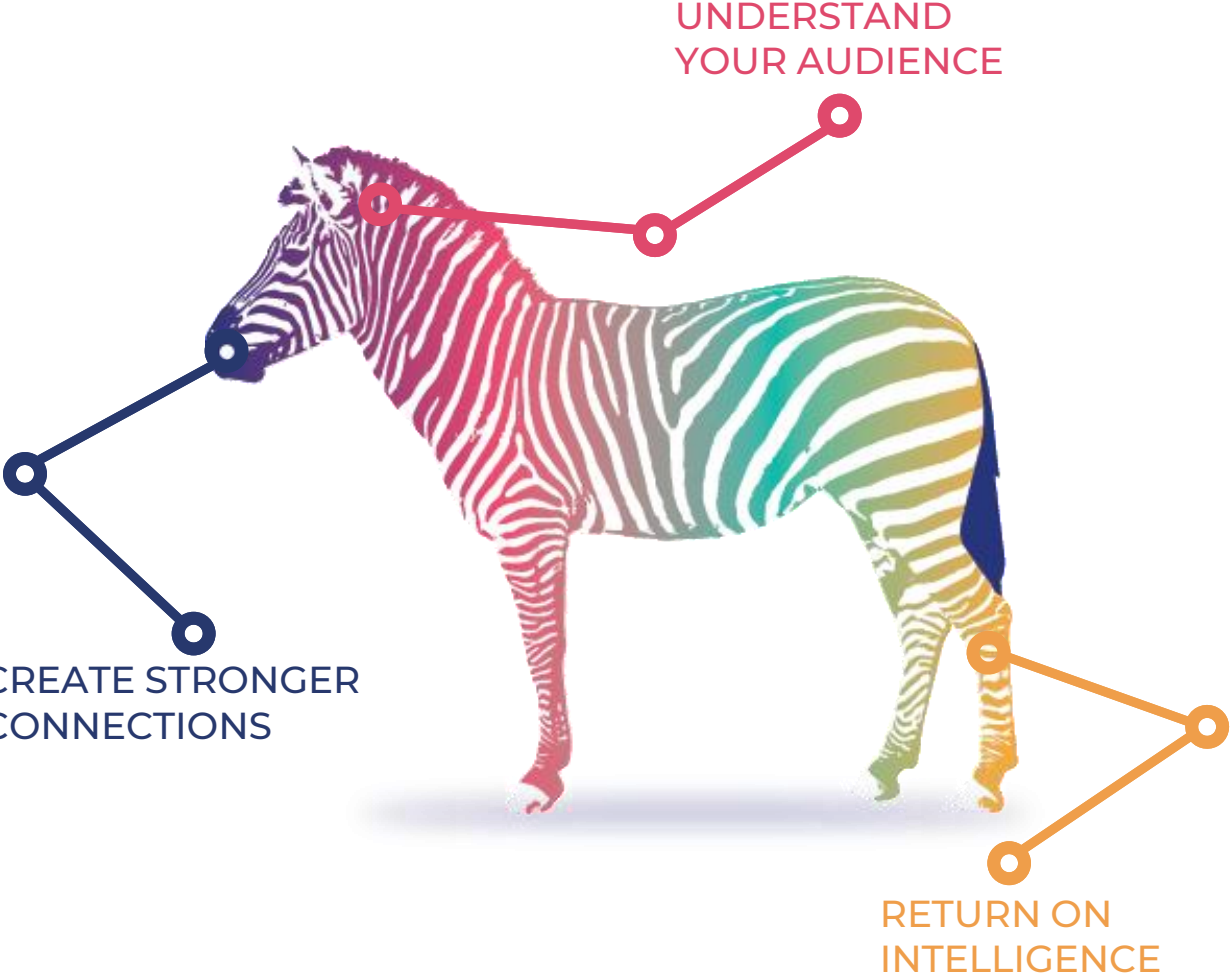


ZEBRA DATA PRO TOOLS

AUTUMN 2021



TRANSFORMING DATA INTO FULL COLOUR COMMUNICATIONS



We've been a **data marketing agency** for over a *decade* – *Est. 2009*

We help businesses **build stronger connections** with their customers by creating **better understanding** of audience demographics & behaviours using the **latest digital technologies** in research & data analytics

We do this by **transforming data** into a **360 view of customers** using our '**Evidential Marketing**' approach to deliver **full colour communications**

We deliver commercial insights to **win new** customers, **keep existing** customers and **grow value** from your customers

We're passionate about **continuously improving campaign performance** and **driving bottom line profits**

OUR EVIDENTIAL MARKETING APPROACH

1 Enhance customer understanding

- Build a 360 view of your customers from all data
- Smarter segmentation with full colour personas
- Understand tastes, attitudes and motivations as well as revealing their demographics

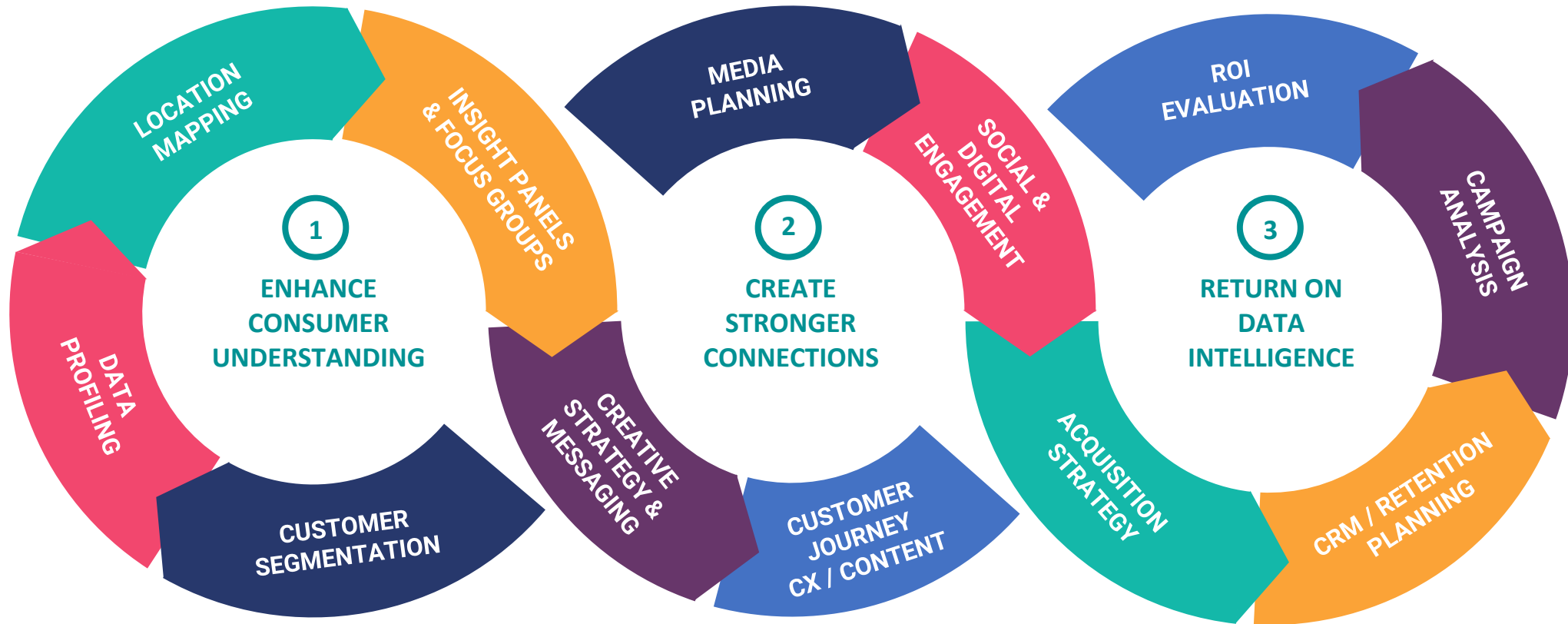
2 Create stronger customer connections

- Identify key creative messaging by segment
- More effective CX plans
- Stronger response-driven creative work
- Personalise campaign content to individuals, not just generic segments.

3 Deliver return on data intelligence

- Organise customer data to power marketing activity
- Deliver supercharged results
- Sharper analysis via Zebra Dashboard
- Build a route to success plan from 'Test & Learn' activity

OUR EVIDENTIAL MARKETING 360 PROCESS



DATA INSIGHT WORKSTREAMS

1. ACQUISITION

Identify best audiences to target to acquire new customers at target CPA

'Test & Learn' strategies to integrate digital, social, ATL & offline channels

2. ONBOARDING

Identify best data triggers to increase conversion from first purchase to second order to target %

'Test & Learn' strategies across on & offline channels

3. RETENTION

Identify best data triggers to optimise CRM activity to maximise Lifetime Value

'Test & Learn' dynamic content to increase orders to required annual levels

4. CONVERSION

Identify best data triggers to increase conversion from first purchase to in effect acquire a second 'first' order to required set %.

'Test & Learn' strategies across on & offline channels

Identify optimal balance of messaging, incentives, time lapsed since first order and persona group drivers

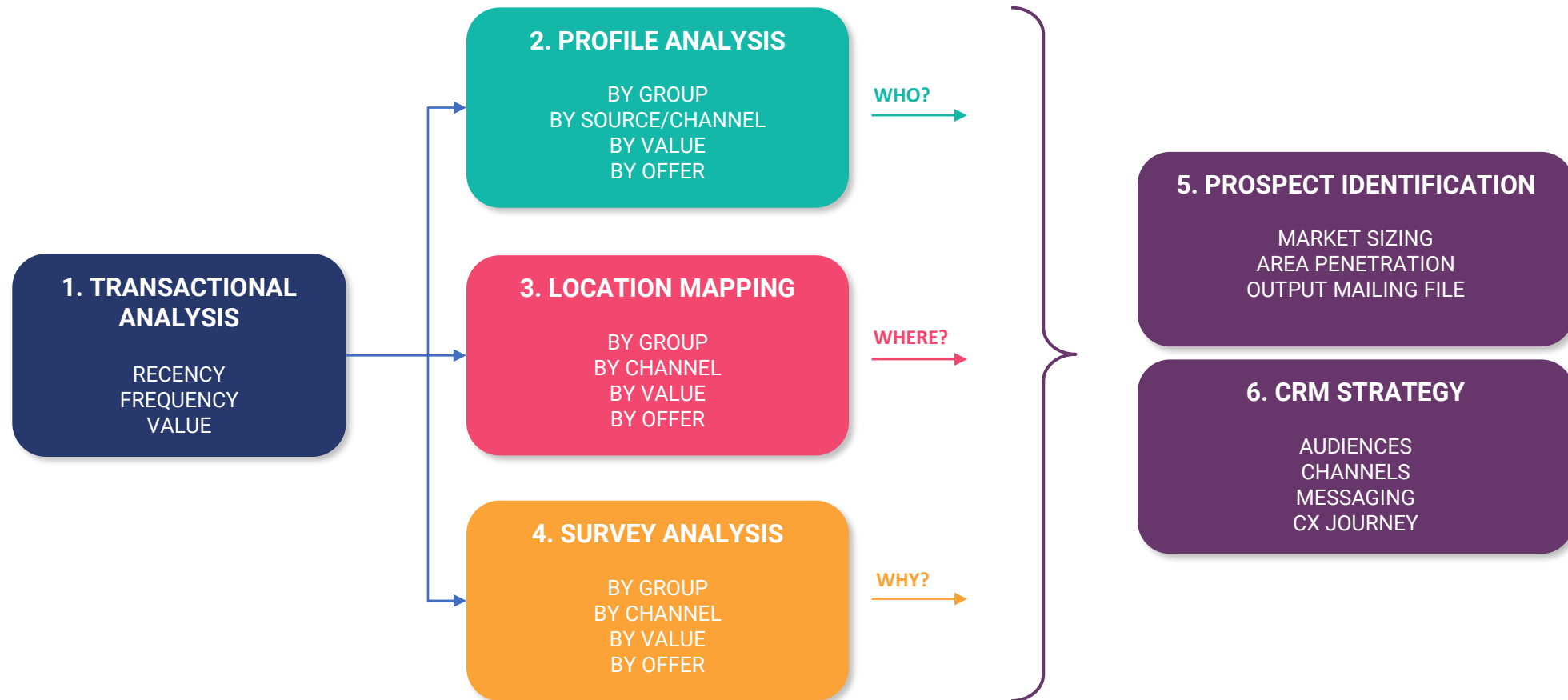
5. WINBACK

Identify best data insights & triggers to 'win-back' set % of lapsed customers at required target CPA

'Test & Learn' strategies across on & offline channels

Identify optimal balance of messaging, incentives, last purchase dynamic data, time last purchase and persona group drivers

DATA INSIGHTS STRATEGY



experian™ CUSTOMER PROFILING

Mosaic 7 is Experian's most comprehensive cross-channel classification system to date.

Building on a 30-year track record of identifying changes in the structure of UK society, Mosaic creates **an easy to understand segmentation** that allocates individuals and households into **15 groups and 66 detailed types** allowing you to make sure that you can send relevant communications.

The segmentation model uses variables from a combination of **Experian proprietary, public and trusted third-party sources** - including research findings and behavioural data - to **build a picture of the latest UK consumer and social trends**.

&You London will match your customer segments to this segmentation model to understand the key characteristics of your customer base, with focus on the below variables.



Personal

Gender, age, marital status, household composition, children, life stage



Home

Household size, residency type, property type, tenure, number of rooms, length of residency, access to amenities



Work

Qualifications, employment status, industry, level of responsibility



Money

Personal, household and discretionary income, affluence



Life

Interests, life events, pets, supermarkets, books, gardening, memberships and organisations, holidays



Values and personality

Environment, communication, personal life to amenities



Technology

Internet savviness, digital assistants, apps usage

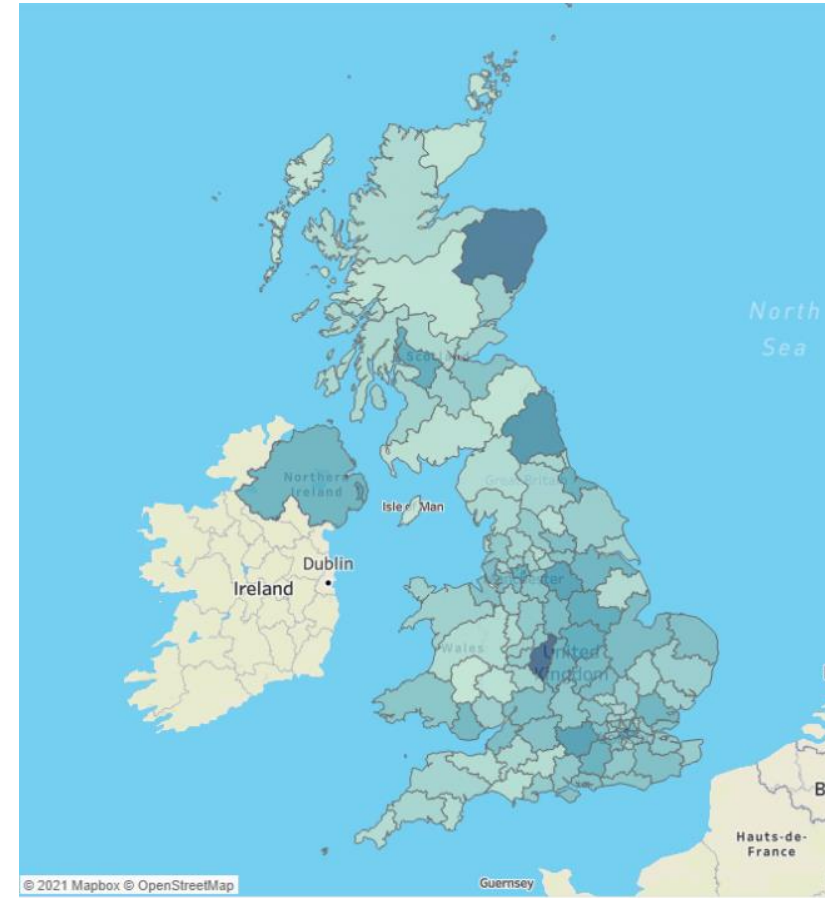
LOCATION MAPPING

If you have a high volume of customers, and in the case of almost every e-commerce business, it is important to have a geographical understand of your customers. A heatmap is the best way to visually present this.

&You London's location mapping tool can provide you with heatmaps of all customers, as well as specific segments to understand regionality of purchase behaviour.

With additional data points provided, your customer hotspots can be overlaid and measured against other customer and business data such as but not limited to:

- Proximity to delivery centres/bricks and mortar stores
- Correlation to customer service ratings
- Correlation with deployed media over time (online and offline)



Example customer heatmap by Postcode Area. Heatmaps can also be produced by Postcode Sector(more granular)

PROSPECT IDENTIFICATION

&You London has built a **live prospect pool** of 19m households in the UK. This pool is growing constantly and will represent **every UK household** by **November 2021**.

By connecting your customer profile to our prospect map, we are able to **identify Postcode Areas and Postcode Sectors** with high, medium and low penetration of households that **match your customer profile**.

Furthermore, &You London can output a list of households that match your customer profile.

Tier 1

High Density Postcode Sectors

Postcode Sectors consist mainly of customers that fit the profile of Example Customers.

Door Drops are a cost effective media strategy for these sectors due to very low wastage. These sectors can also be used to guide OOH site selections.

- **> 75% penetration = 499,251 households**

Tier 2

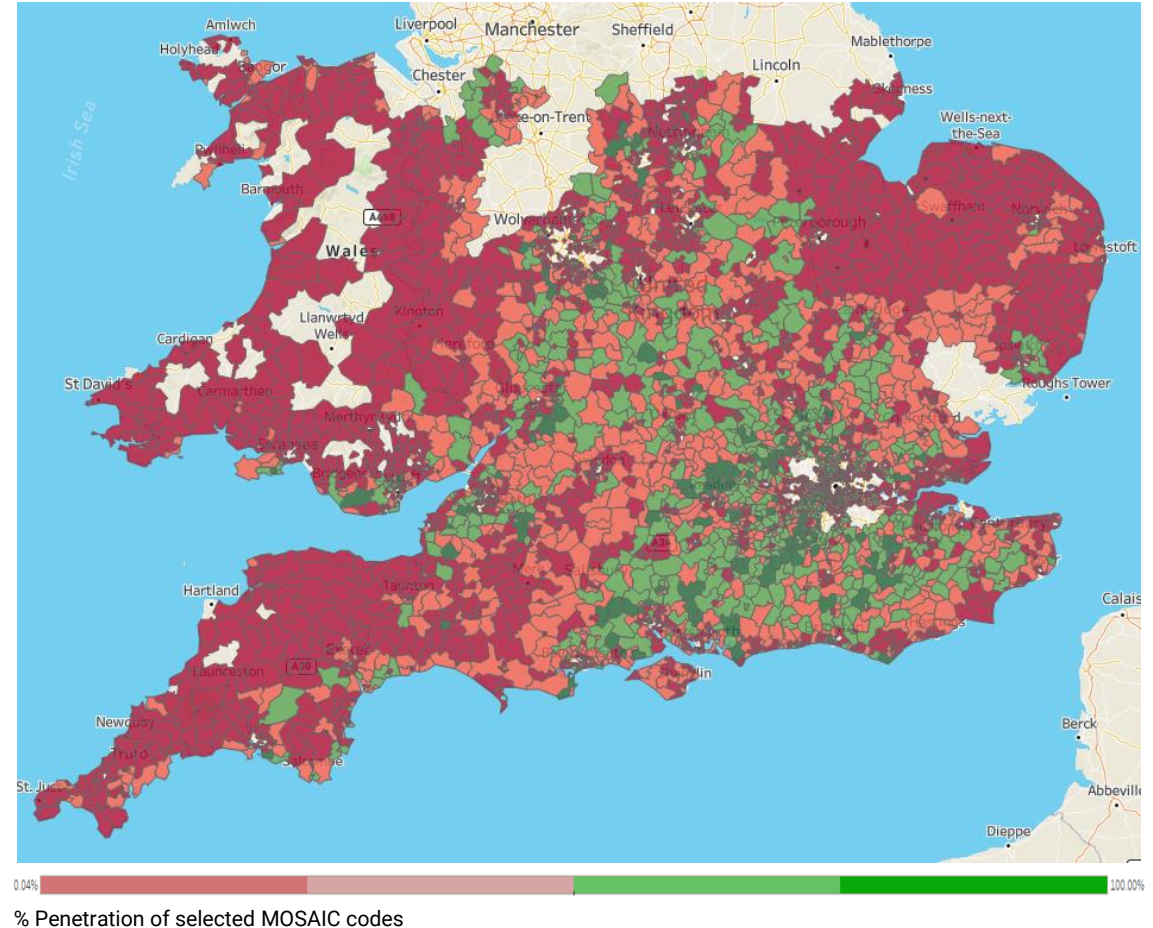
Medium Density Postcode Sectors

Postcode Sectors where above 50% of households fit the Example Customer profile.

Partially Addressed Mailing can target the correct households within these appropriate sectors, to mitigate wastage that would come with Door Drops.

Regionally Targeted Radio areas can also be informed by Tiers 1 and 2

- **50-75% penetration = 1,935,126 households**



Example prospect Heatmap, with descriptors left.

SURVEYS

Product	Description	Features
Online Self-Completion Questionnaire	Quantitative research tool with a wide range of question/answer formats	<p>Great for quantifying attitudes and opinions, PR, product/comms/proposition pre-testing & brand tracking.</p> <p>Creative testing tools – text highlight tools, image heatmaps, video sentiment analysis.</p> <p>A/B Split testing</p> <p>Qualitative engagement, also with harder to reach sample, avoids geographic skews. Online groups are lower cost than physical groups</p>
Our YouSay Consumer Panel	A nationally representative sample of ~100,000 UK adults with detailed profiling information including charity background variables	
B2B Specialist Panels	We have access to a diverse range of industries such as Healthcare, IT, FS and generic groups such as SMEs	
International Sample	Consumer and B2B overseas panels in major global territories	
Focus Groups	Physical or Online focus groups	

ZEBRA PRO INSIGHT TOOLS

ZEBRA PRO TOOL	LITE	STANDARD	PLUS	PRO
TRANSACTIONAL RFV ANALYSIS		RECENCY, FREQUENCY & VALUE ANALYSIS CUSTOMER DATABASE SEGMENTATION	✓	✓
AUDIENCE PROFILE ANALYSIS	SINGLE AUDIENCE PERSONA GROUP PROFILE	MULTI-AUDIENCE X4 PERSONA GROUP PROFILES	✓	✓
DATA LOCATION MAPPING			REGIONALITY AUDIENCE PENETRATION MEDIA LANDSCAPE	✓
INSIGHT SURVEY ANALYSIS				KEY PROPOSITIONS MESSAGE PRIORITIES TRIGGERS / BARRIERS
TIMESCALE	1-2 Weeks	2-3 Weeks	3-4 Weeks	+4 Weeks

ZEBRA PRO INSIGHT TOOLS

ZEBRA PRO TOOL	LITE	STANDARD	PLUS	PRO
OUTPUTS & DELIVERABLES	<p>Geo-demographic Profile including:</p> <ul style="list-style-type: none"> Lifestage, Lifestyle, Demographics, Location settings, Household dynamics, Employment Status, Income & Affluence Scores Interests & Hobbies Media Channel preferences Technology usage Shopping Habits Universe Size 	<p>Full Geo-demographic Profile reports for <u>four</u> customer segments</p> <ul style="list-style-type: none"> Cross-profile comparison analysis Customer Segmentation Model Key Customer Personas Communications & Media Strategy Implications 	<p>Data Mapping of <u>four</u> customer groups</p> <ul style="list-style-type: none"> Location Planning by TV Regions, Sales Regions and Postcode Media Planning Implications; Nationally & Regionally Postcode Penetrations and Region/Area Prioritisation 	<p>Online Insight Survey to Key Customer Groups:</p> <ul style="list-style-type: none"> Quantify audience universe sizes Quantify interest levels in specific products, services or brands Qualify attitudes & reasons for interest Qualify key propositions and messaging priorities Qualify reaction to media channels and creative campaigns
	BUDGET GUIDE *	1-2 Weeks	2-3 Weeks	3-4 Weeks

* A detailed quote will be provided against an agreed scope of work.