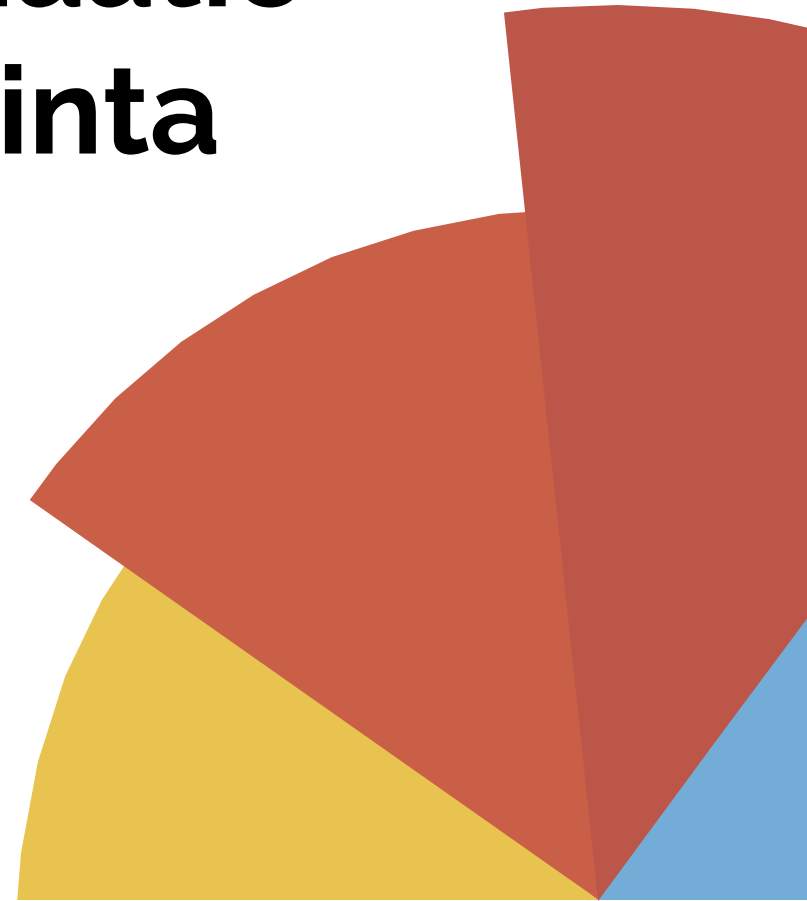


Custobar markkinoinnin automaatio & asiakasdatan hallinta

Tatu Kuivalahti
CEO - Custobar Oy



Custobar as a company



The mission of Custobar is to bring brands and customers closer to each other by utilizing data.

Our vision is to be the leading customer data platform for B2C service companies.



Founded 2014



HQ in Helsinki, Finland



Customers in 12 countries



Partners in 8 countries
+ global tech partners



Asiakkaitamme



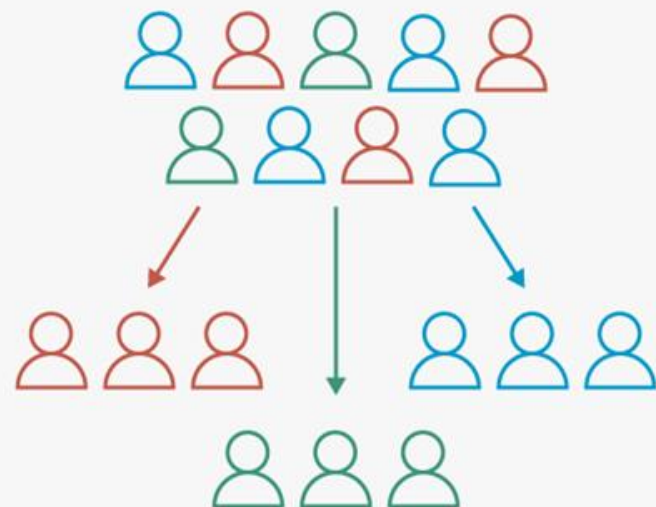
Alles om het te maken



and more...

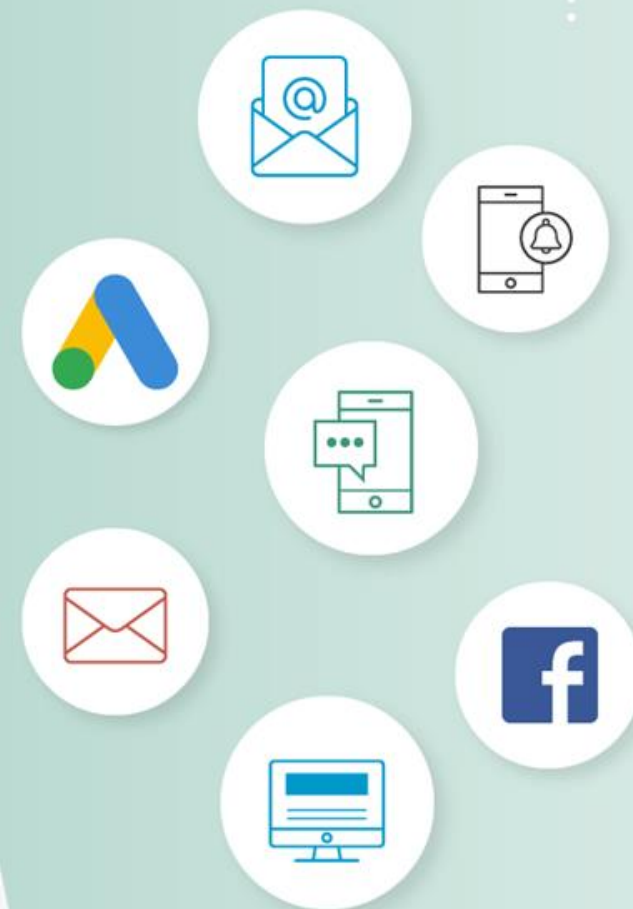


01 Collect data



02 Create dynamic segments and flows

03 Reach your target audiences



Integroitavuus ja selkeä datamalli



Markkinoiden parhaat rajapinnat

- Monien olemassa olevien integraatioiden lisäksi Custobarissa on dokumentoitu rajapinta (<https://www.custobar.com/docs/api/>) datan lähettämiseen sisään, mikä mahdollistaa integraatiot, niin eri CRM, POS, PIM kuin myös itse toteutetuista verkkokaupoista
- Selkeä datamalli muokattavalla dataskeemalla
- Rajapinta ulospäin mahdollistaa päivitettyjen asiakastietojen päivittämisen muihin järjestelmiin. (Custobar voi toimia myös Master CRM-järjestelmänä, jolloin luodut ja muokatut asiakastiedot päivitetään eri järjestelmiin).
- Webhookien avulla voidaan lähettää Push-notifikaatioita mobiilisovelluksiin, tai päivittää ja luoda tietoa muihin järjestelmiin



Miksi asiakastunnistus on tärkeää?

Oma asiakasdata on yksi tärkeimpiä kilpailuvaltteja

- Asiakas on tunnistettava, jotta voidaan aloittaa dataan perustuva asiakkuusmarkkinointi
- Kolmannen osapuolen evästeet poistuvat – mainonnan kohdentaminen Facebookissa, Googlessa ja muissa mainoskanavissa vaatii jatkossa omaa asiakasdataa



10 eri tapaa tunnistaa asiakas myymälässä

1. Custobarin
mobiili kanta-
asiakaskortti

2. ReceiptHeron
ratkaisu:
pankkikortti
tunnisteena

3. Viivakoodi
omassa mobiili
appissa

4. Ajokortti

5. Perinteinen
Kanta-asiakas
kortti

6. Email tai
puhelinnumero

7. Kanta-asiakas-
kortti puhelimen
wallet
sovelluksessa

8.
Asiakasnumeron
kysely tekstarilla

9. Nimi ja osoite

10. Jaettu kanta-
asiakas mobiili-
app



Miten motivoida asiakas tunnistautumaan?

Sähköiset kuitit

Tapahtumat
kantiksille

Pidennetty takuu /
Pidennetty
palautusaika

Alennuksia kanta-
asiakkaille

Etuosto-oikeus/
tapahtumat
kantiksille

Ilmaisia/alennetuin
hinnoin tarjottavia
palveluita

Yhteisöön ja
tarinaan
kuuluminen

Cash back -
tarjoukset

Kanta-
asiakaspisteet

“Bonuksien”
kerääminen




Demo









360° View on the Individual Customer


← gen-cb-f6d51bdf4bc
Request new card Edit ▾



Rosalind Rollins
Customer since Jul 23, 2020


-  3 purchases
-  Abchurch Lane 98
SA99 Southend-On-Sea
GB
-  rosalind.rollins@sink.sendgrid.net
-  +44672482409
Marketing: permission denied
-  Push permission
Marketing: permission denied
-  "Crime Lovers" and "Fiction Lovers"
excluding "New customers"
Comics + Fable enthusiasts
demo segment
Fiction Lovers
Loyalty Lion Points
Show more

Top product types



- Hard Cover (50.0%)
- Soft Cover (50.0%)

Top categories



- Fable (25.0%)
- Fiction (25.0%)
- Non-Fiction (16.7%)
- Crime (8.3%)
- Essay (8.3%)
- Other (16.7%)


Properties


Life-time value group	—
Sales Count	3
Total Revenue Generated	101.54 €
Months as a customer	11.00
Lifetime-value month	13.72 k€
Birthday	—
Tags	—
Loyalty Lion Points	—
Mailing lists	—
Nosto Segment	—
Phone number	Abchurch Lane 98
Language	en


Sales Count


3


Product recommendations



The Great Brain Suck:
And Other American
Epiphanies



Eeeee Eee Eeee



Trauma



Two Stars


Typography 29


A Question of Loyalty


The Best American
Crime Writing 2005

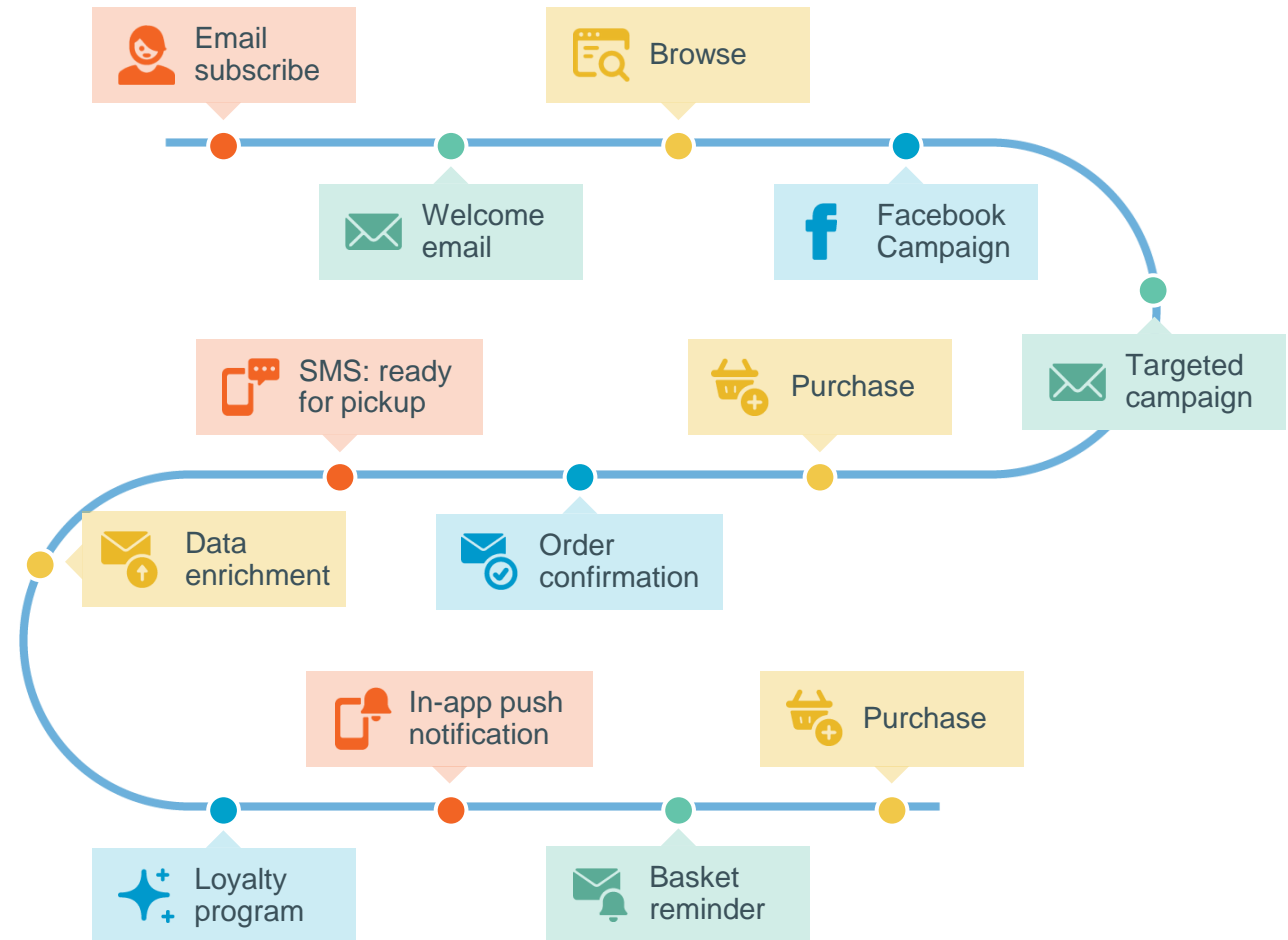

The Catcher in the Rye


Curtain Creek Farm

Top shops

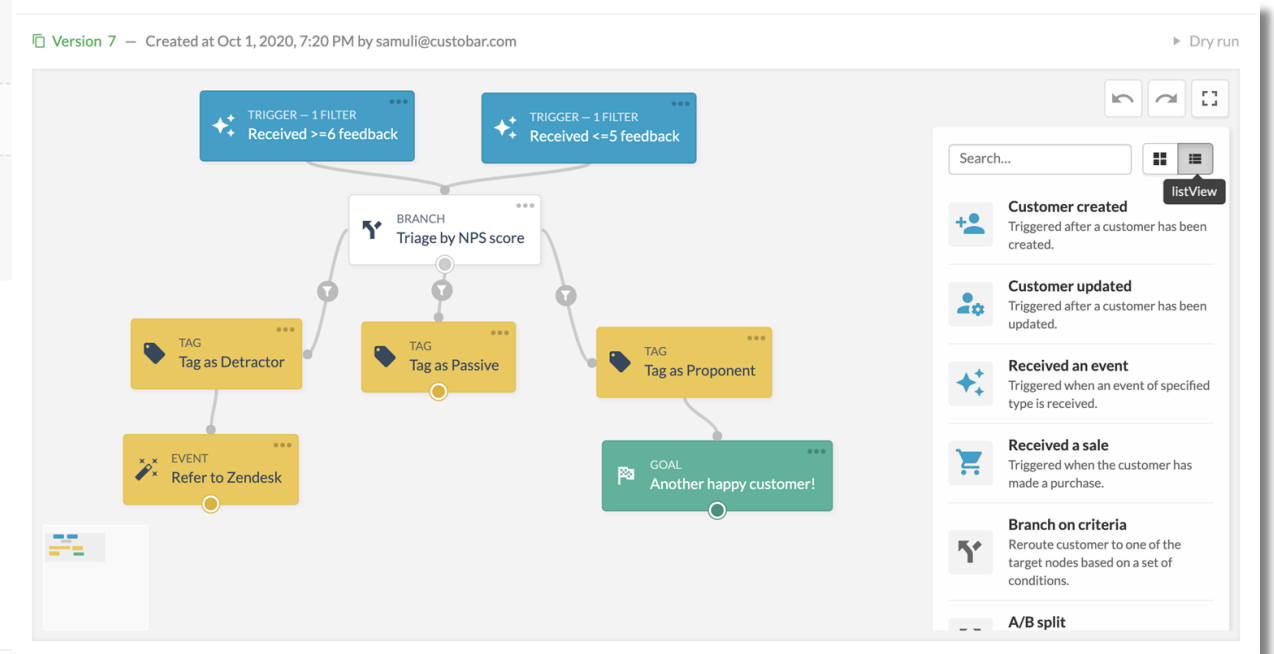
Make Customer Journeys personalised

Email marketing tools



Building dynamic audiences & customer journeys

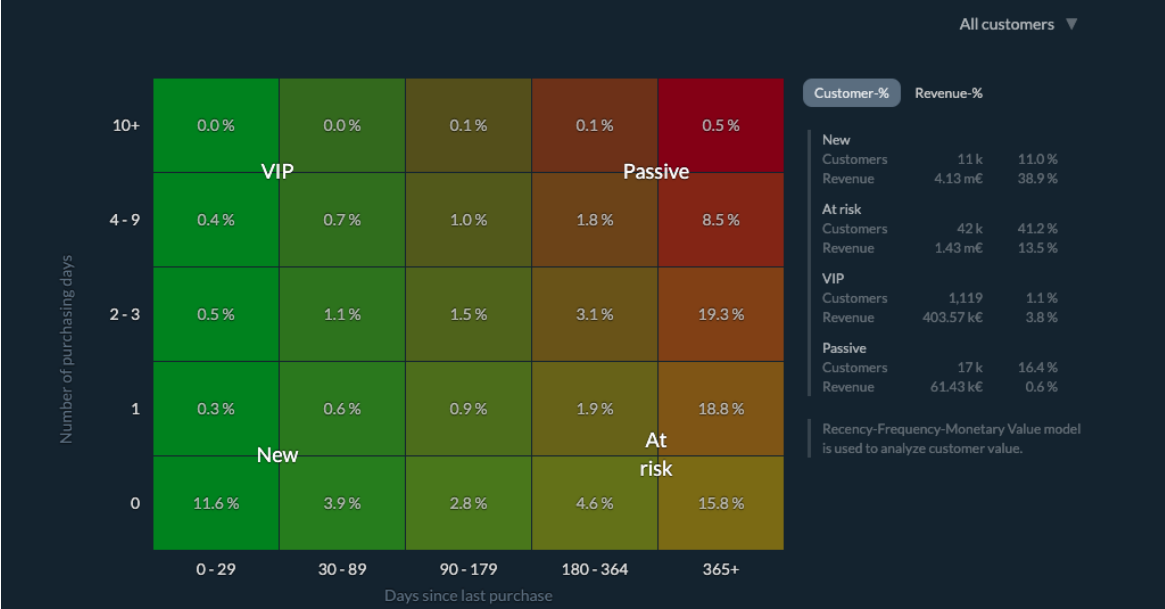
The screenshot shows the 'Unnamed audience' configuration page. At the top, it displays 'Total 2,869' and 'Marketing permissions' with icons for email (1,222), mobile (0), push (965), and notifications (0). A search bar is present with the text 'tag searches here to include customers in the recipients'. Below this, a list of categories is shown, with 'Science Fiction' selected. A dropdown menu is open, listing categories: Science Fiction (checked), Art and Design, Biographies and Memories, Comics, Contemporary, Crime, Doom, Essay, and Fable. On the right, there are buttons for 'Create action', 'Save', and 'Hide sidebar'. Below these are fields for 'Author:' (set to 'Demo 360-customer') and 'Has an event'.



Analytics & Reporting - Campaign reporting



Custobar's RFM- ja Cohort-analysis of customers



Audience: All customers | Report: Sales, Events | Show: Retention-%, Customers

Month	Customers	Months since first sale											
		1	2	3	4	5	6	7	8	9	10	11	12
May 2019	3,128	19.0%	15.2%	13.5%	12.0%	11.0%	9.4%	8.2%	6.7%	4.6%	2.8%	1.5%	0.0%
Jun 2019	3,609	18.5%	13.0%	11.1%	10.2%	9.1%	7.8%	6.5%	4.0%	2.7%	1.2%	0.1%	
Jul 2019	3,272	21.5%	13.8%	12.3%	10.1%	8.3%	6.9%	4.7%	3.0%	1.4%	0.0%		
Aug 2019	3,957	18.5%	13.4%	11.2%	9.6%	7.9%	5.0%	3.2%	1.7%	0.0%			
Sep 2019	3,458	18.7%	11.0%	9.5%	7.8%	5.6%	3.9%	2.4%	0.0%				
Oct 2019	3,986	18.8%	11.5%	9.5%	6.5%	4.4%	2.3%	0.1%					
Nov 2019	3,904	17.5%	9.7%	6.0%	3.9%	2.0%	0.1%						
Dec 2019	6,211	24.0%	6.3%	4.0%	2.2%	0.1%							
Jan 2020	7,597	8.9%	4.4%	1.9%	0.0%								
Feb 2020	4,538	10.7%	2.8%	0.0%									
Mar 2020	3,801	10.4%	0.1%										
Apr 2020	3,872	1.8%											

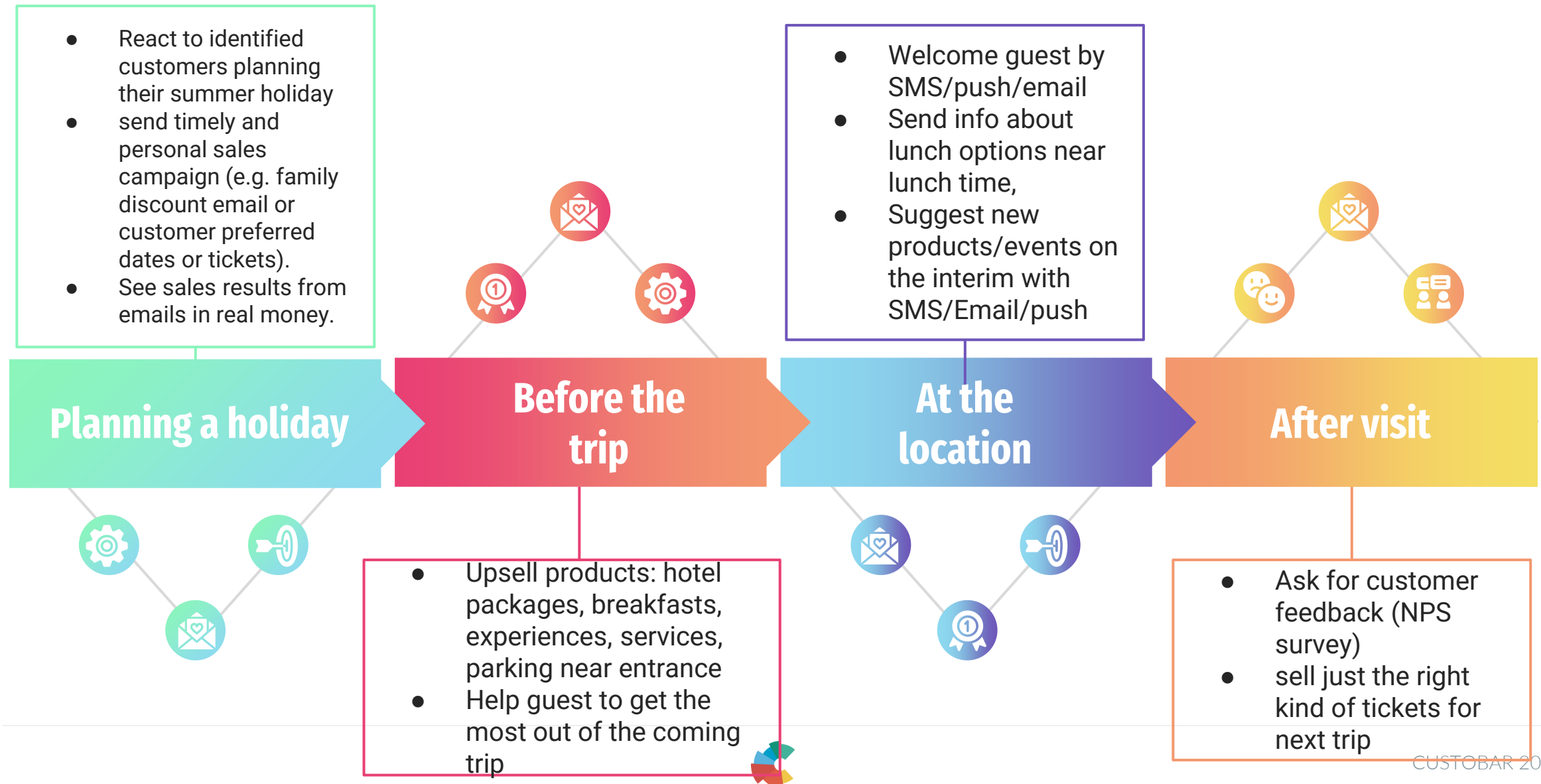
RFM-model (Recency, Frequency, Monetary) per customer segment.

Cohort-view of all customers by audience/segment

Campaigns can be launched straight to the selected segment and/or selected RFM cells



Matkustamisen asiakaspolku



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CEO

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