Retail Reinvented

Data analytics and insights are helping to create the frictionless shopping model.
That famous line, delivered by Bette Davis in the 1950 film *All About Eve*, describes all too well the current retail environment.

Let’s begin with the empowered consumer, who’s showing no signs of calming down. Armed with the power of social media, consumers today are a demanding lot: Not only do they want convenience, speed, and ultra-high levels of customer service, but they also want to know they are receiving the best possible price for the product. (And if you don’t comply, their 1,000-plus Facebook and Twitter followers are sure to read all about it.)

There are also the multiple paths to purchase: digital, mobile, and real-life channels — with every single point of contact being significant. The challenge for retailers is to create a consistent and personalized customer experience that crosses various screens and devices, as well as the brick-and-mortar store itself, all in the name of creating a frictionless shopping experience for the customer.

Adding to the mix is an onslaught of technology. Just when retailers had gotten the hang of Facebook, Twitter, and Pinterest — even Snapchat — along come wearables, virtual reality, augmented reality, and the Internet of Things.

**Who knows what tomorrow may bring?**

Of course, every retailer looking to remain viable embraces marketing technology advancements, but challenges persist. For starters: avoiding the mind-set that your brand needs to have a presence on every existing channel and that it’s imperative to choose wisely by being sure the channel(s) used makes sense for your brand and for your product.

“Just because it’s popular doesn’t mean that it is the right product for your brand,” notes Nancy Lim, director of marketing at PureCars.

Marketers need to embrace change and drive toward what their customers are looking for, adds Lim. “The retailer used to determine how to promote the brand. Now the consumer holds all the power. Where the consumer is is where the brand needs to be.”

**TABLE OF CONTENTS**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Marketing Technology: Trending in Retail</td>
</tr>
<tr>
<td>6</td>
<td>A Marketer’s Guide to the Windfalls and Pitfalls of the Internet of Things</td>
</tr>
<tr>
<td>9</td>
<td>Omnichannel Marketing: The Perfect Fit for Indochino</td>
</tr>
<tr>
<td>12</td>
<td>Location, Location, (Understanding) Location</td>
</tr>
<tr>
<td>14</td>
<td>Harman Unwraps Retargeting for the Holidays</td>
</tr>
</tbody>
</table>
Some might argue even more so. As we move at warp speed into the modern era of hyper-personalization, the intersection of data and technology is making it possible to understand customer preferences across the buying journey and to offer personalized, relevant experiences tailored to the individual, including offerings and product selection — even pricing.

Helping to drive the trend toward hyper-personalization are the consumer’s increasing engagement with mobile, the rise of the omnichannel marketing strategy (animated by the ability to engage with customers at any point in the buying journey), and the ever-increasing data pool — with wearables, augmented reality, virtual reality, and the Internet of Things entering into the fray — allowing brands to load up on customer insights.

### Mobile takes over the retail plant

Just a couple of years ago the majority of retail transactions began on mobile and then were completed on desktop, notes PureCars’ Nancy Lim. “This year transactions are completely on mobile, from start to finish,” she says.

The rise in consumer mobile usage has forced retailers to ramp up their mobile strategies. They increasingly respect the fact that a lot of commerce originates on mobile — with either a tablet or a smartphone, says Bob Barr, MD of Accenture Interactive.

However, he notes, “Retailers are still trying to get their head around whether they have the right functionality.”

Consumers use their mobile devices to find local stores, shop, and benefit from targeted offers. They also use mobile to tap into social media, where they are highly likely to share their brand experiences.

Savvy retailers, meanwhile, are using mobile devices to target consumers, employing beacons and geo-location technology to serve up ads and offers when consumers are either in the store or near a brick-and-mortar location.

### New habits and expectations

The shift to a mobile-first world is also changing purchase habits and expectations, notes Ivy Shtereva, director of marketing at Yes Lifecycle Marketing.

Consumers have come to expect super-easy checkout options, for example. “Having an easy-to-navigate log-in process, as well as a one-click checkout option, lowers the barrier to purchase completion,” says Shtereva. Buy buttons, like Amazon’s Dash, provide mobile shoppers with easier functionality than before.

Mobile and alternative payment options, such as mobile wallet apps, are also poised to increase this year, points out Erin Jordan, account director at Walker Sands.

“Retailers should adopt platforms like Visa Checkout and PayPal and newer payment apps like Venmo before their competitors do,” adds Shtereva. “Venmo’s social component in particular can greatly increase brand reach, grow a retailer’s customer base, and encourage digital word of mouth.”

While social media has contributed...
to the growth of smartphone use, over the past two years messaging apps have started to outpace social networks when it comes to where customers spend their time. Mobile users are becoming desensitized to apps — there are just too many, Barr says.

Messaging apps are also making experiences more relatable, says Lim. Case in point: Facebook’s Businesses on Messenger, introduced in March 2015, lets companies talk directly to consumers and vice versa. So if a customer ordered something from your website, you can send them a message about the status of the order, for example. “Both online and brick-and-mortar retailers can connect with someone on that channel with relevant information, not just noise,” says Lim.

**Messaging initiatives**
Retailers are also innovating their marketing strategy with short messaging service initiatives. “Consumers are open to notifications and different connections with a brand if they see they are getting value,” says Jordan. “But messaging, like other forms of communications, has to be based on common sense and used where and when retailers can provide value, which will be different for different brands or audiences.”

Domino’s Pizza, for one, uses SMS to make the ordering process as easy and convenient as possible for its mobile customers. “SMS is an instant and elegant way for retailers to better engage with their audience, as it allows them to manage conversations on the go,” says Shtereva.

“By using SMS, consumers can set up order and shipping confirmations and receive incentives for visiting a retail location,” she adds. “As mobile continues to dominate e-commerce, retailers can leverage SMS to innovate their purchase process.”

**The omnichannel imperative**
U.S. adults use an average of 2.9 devices for their computer and internet needs, an average of 1.9 devices for online browsing, and 1.8 devices for making the final purchase, details a survey by Bronto Commerce Marketing Automation. Shoppers expect a consistent experience regardless of which device they are using at a particular moment and no matter whether they are merely browsing or intent on making a purchase.

As retailers and marketers look to make targeting more personalized and precise by going after specific consumers or addressing different stages of the purchase process, a convenient and compelling omnichannel experience is what will entice consumers to engage with these technologies. Consumers want to access the same information they can get online (for example, inventory and price matching) while they’re in store.

“Multichannel has jumped the shark,” explains Patrick Tripp, RedPoint’s VP of product strategy. “It’s no longer effective to power up various channel-based communications efforts if they are not all coordinated and tied to your overall commerce strategy. Given that the bulk of retail spend is still happening in the store,” Tripp continues, “digital and traditional channels must be context-aware and work toward a common goal of data-driven customer engagement.”

That today’s consumers — especially young ones — hop on and off channels ups the challenge for marketers and retailers. A current favorite among millennials is Snapchat.

“What Snapchat has done is a testament to why marketers have to follow the consumer,” says PureCars’ Lim. “Snapchat has capitalized on the way millennials and that demographic consume media — short bursts of video and emojis,” she says.

“And Snapchat taps into a natural behavior that mobile phone users have already adopted and it capitalizes on it. Whenever Snapchat launches a new product, it shows it really does listen to clients.”

Snapchat also taps into video’s draw: A survey by Animoto reveals that 73% of consumers are likelier to make a purchase after watching a branded video that explains the product or service than if they do not see the video.

And we haven’t even seen the extent to which the latest technologies — wearables, virtual reality, augmented reality — will impact the marketing landscape. The wearables market, for example, is expected to grow from $15 billion in sales in 2015 to $25 billion in 2019.

"Snapchat taps into a natural behavior that mobile phone users have already adopted and it capitalizes on it. Whenever Snapchat launches a new product, it shows it really does listen to clients."

— Nancy Lim, PureCars
However, it’s imperative not to overlook that a successful omnichannel program isn’t about the channel or device — it’s about the customer. “The real question is, ‘Do you know me across channels if I start in one channel and end up in another?’” notes Accenture’s Barr. “Research proves that if customers engage with a brand in more than one channel, they will spend more [money]. It takes a really good CRM to understand and appreciate what you are doing across those channels.”

**Engaging the (potential) customer**

Further complicating the conversion process is that a majority of people visiting an e-commerce site aren’t going there to make a purchase — they’re going there simply to research. Brands need to focus on engaging these customers across the buying journey, says Joakim Holmquist, director of digital marketing for EPiServer, a WCM platform. “When we see conversion rates for e-commerce hovering at about 2%, it means that 98% didn’t complete that conversion.”

It’s important that brands nurture the other activities customers engage in when visiting the brand’s site. “Even if consumers didn’t decide to buy at that point in their journey, you still need to give them a great experience,” says Holmquist. One way to do that is to be sure there is relevant content on your site, such as white papers that provide direction on your product’s application and best use.

Content and context are also keys to effective personalization, says RedPoint’s Tripp. “Content without context is like a Tesla without a battery — beautiful and modern in essence, but there’s no journey for it encounter. Data is the driving force behind context. You need to empower marketers with all of the data that might exist about a consumer, whether it’s structured or unstructured, online or offline, anonymous or authenticated.”

**The ever-expanding data pool**

Mobile, social media, and online shopping offer fountains of data insights for brands, but the data pool is now poised to explode, as wearable technology, virtual reality, augmented reality, and the Internet of Things make their way poolside.

Wearables are a virtual gold mine of data insights, giving retailers and their marketing and service teams the ability to be in touch with their customers during every stage, from browsing to purchase. It’s all about being connected, and data from wearables allows retailers to gather data on such activities as purchases made, the number of visits to a store or site, and which stores the customer is visiting.

“Wearables essentially become another component of an omnichannel strategy, one that either leverages the data created by the device or uses the device itself as a connection point to deliver a contextual message,” comments Epsilon’s chief digital officer, Tom Edwards, in “Wearables: The Future of Omnichannel,” a May 2016 article published by DMN.

The Internet of Things — in the form of beacons, for example — offers retailers access to information about store traffic as well as the ability to recognize customers when they visit stores through past browsing and purchasing behaviors. (Please see the following chapter in this eBook, A Marketer’s Guide to the Windfalls and Pitfalls of the Internet of Things, by Perry Simpson, for more on this subject.) Insights like these can be used to deliver tailored offers to the customer’s smartphone or wearable.

Rebecca Minkoff’s flagship SoHo store, in New York City, constitutes a perfect example of how the Internet of Things can act as a data magnet. The store employs such innovations as magic mirrors, RFID technology, interactive displays, and beacons. The interactive displays give customers the opportunity to order a free cocktail or coffee while they shop; the only caveat is that to place an order, a customer must enter a phone number.

“The data tied to wearable devices,” Edwards continues, “will be leveraged to build predictive models that will ultimately be part of a larger interconnected ecosystem that will be comprised of Internet of Things hardware and software, emotive robotics, and mixed reality — such as virtual reality and augmented reality — in order to create immersive and highly contextual solutions for the brand marketers of the future.”
A Marketer’s Guide to the Windfalls and Pitfalls of the Internet of Things

The Internet of Things is well known, but not well understood. Here’s everything marketers need to know before diving into this latest tech trend. By Perry Simpson

- **I know what the Internet of Things is. Everyone does.**
  Everyone? Surely not everyone, though there’s truth to the notion that the IoT is a fairly well-known concept at this point. Whether it is equally well understood is up for debate.

  At its core, the Internet of Things is the process and practice of integrating the web and data into the development of hardware and home appliances. IoT often moves in lockstep with wearable technology. Each represents the next phase of the evolution of the internet and of connectivity in general.

  In practice, however, the “I” in IoT works more as an intranet than the more nebulous internet. At least it should. More on that in a moment.

- **Cool, but at the end of the day, it’s a big deal. As a marketer, I should pay attention.**

  Absolutely. There is good reason that the IoT has gotten popular. IoT technology has maintained prominence at all major technology conferences for years now, including the Consumer Electronics Show. IoT’s popular focus for tech startups will likely continue to gain traction with general consumers as prices drop and products proliferate. Marketers shouldn’t ignore trends that are prolific, especially one intrinsically steeped in customer data.

- **I feel as if there’s more to this than popularity. What’s the IoT’s real allure for marketers?**

  In a word: data. Practical use of particular products aside, the IoT is all about data aggregation. Ideally, consumer tech like the popular smart thermometer Nest uses a collocation of data — location, weather, you name it — to dynamically update and tailor its function, which in the case of Nest means adjusting house temperature.

  Imagine the possibilities access to data from a person’s refrigerator or oven could provide. It’s easy to understand marketers’ excitement for the prospect of such new and diverse data. The practical reality concerning whether marketers will realistically be able to take action on this data is still a way off, however.

- **What? How? I thought the IoT was everywhere.**

  That’s part of the problem. Everyone — from brands to consumers to developers to distributors to marketers — is jumping into the IoT. The marketing applications of IoT technology are constrained by the same factor that often inhibits users’ experiences with these products, and it’s a familiar adversary for technology-focused marketers: fragmentation.

  There are dozens of companies creating IoT products, many of which are
Bring Precision and Accuracy to Your Online Audience Targeting

- Customizable Segments Quantified by 4,000+ Online and Offline Data Points.
- Powerful Reporting, Insights, Data and Media Optimization.
- Predictive Modeling and Audience Expansion Solutions.

Learn More

If you are attending Shop.org - Retail’s Digital Summit in Dallas, stop by our booth #7001

Contact us at AudienceXchange@infogroup.com or 800.223.2194 to start your data-driven campaign!

www.infogroupmediasolutions.com
At its core, the Internet of Things is the process and practice of integrating the web and data into the development of hardware and home appliances using proprietary software that was not designed to play well with external software. Marketers will recall the early days of CRM, and how clunky the integration with third-party marketing technology often was. IoT software faces a similar challenge today.

This fragmentation is a major roadblock to the ideal IoT setup — where devices in a home share information and data in a protected, or closed, ecosystem that continually learns and adjusts to the user’s preferences — an intranet, in so many words. But it’s difficult to establish a secure intranet environment for connected devices today because many of the companies in the IoT game aren’t exactly known for their software prowess. And even if they were, their product ecosystems pale in comparison with those of Apple’s and Google’s and are far less secure, as well.

- **What does device security have to do with me as a marketer?**

Considering that data is a marketer’s primary incentive to delve into the IoT, the security of that data should be of utmost importance to marketers.

Marketers stand to gain unparalleled and unprecedented access to consumers in the place where consumers’ should feel the most secure: their home. While the bigger players in the IoT space — the Apples, Googles, and Oracles of the world — have more experience in securing networks and fostering harmonious systems integration, newcomers in the IoT world remain untested at best or outright unsafe due to the dearth of encryption in the IoT market. This leaves the IoT ripe for hacking.

- **The IoT sounds like a liability**

It certainly can be, but not necessarily any more so than social media, and certainly not more than any other big data venture. Again, IoT is all about data. The challenges marketers face there aren’t so different from those they face in any other digital marketing effort that incorporates plenty of customer data.

The crucial difference here is that marketers must take a deep dive into the annals of digital hardware technology in order to better understand where the IoT ship is sailing. Rest assured, it’s a boat that savvy marketers will want to ship on.
Omnichannel marketing may be in vogue, but not every brand can pull it off. Marketers sometimes fail to stitch the retail and digital domains together — resulting in two clashing customer experiences rather than one seamless ensemble.

Made-to-measure menswear brand Indochino managed to fasten the on- and offline worlds together by implementing a new platform and letting data design the customer experience.

### Weaving two worlds together

Founded in 2007, Indochino began as an online-only brand. In 2011, it made its first foray into retail with the launch of Traveling Tailor — an initiative for which it hosted pop-up shops in certain markets and asked customers to come in for fittings and fabric viewings.

“It turned out to be a really good brand-awareness exercise,” says Pilar Catala, director of omnichannel digital experience. “However, we also found out that it was really, really profitable.”

Indochino then began opening showrooms two years ago. Catala wanted to be sure that the in-store and online customer experiences were consistent, so she implemented Qubit’s Visitor Cloud — a central hub that connects data from various touchpoints to provide a unified view of the customer.

By using the platform, Indochino can create seamless experiences between its offline and online channels. Take its appointment-booking process, for instance. Catala wanted to use Indochino’s digital channels to drive in-store fitting appointments in certain markets. So she started leveraging customers’ geolocation data to show them the nearest showroom.

### Designing with data

“When you come to our website and you want to book an appointment, the showroom that’s closest to you is the one that appears first,” she explains.

The online booking process also gives Indochino the chance to collect more data on its customers and drive deeper personalization in both the digital and offline realms. When a customer books an appointment, Indochino asks them to select the type of appointment they would like to have, from a 30-minute wedding consultation to a 60-minute time slot for someone wanting their measurements taken.

The brand also collects the customer’s name, email address, phone number, and how they heard about the brand. All this data goes into the Visitor Cloud platform. Customers can also opt in to Indochino’s email program at this time.

Once customers enter the store for their appointment, an associate can review this information via a tablet app. Not only does this let the associate understand immediately what the client is looking for, but it also gives him the opportunity to upsell the customer or collect additional qualitative data — are customers comfortable with how they are being measured or are they enjoying the experience?

“You collect all of this data in a conversational manner,” she notes. “But at the same time, you’ve got this little app that’s driving the conversation.”

This combination of qualitative and quantitative data has allowed Indochino to uncover insights about its customers and to offer them a more personalized experience.
customers and business model. For example, when Indochino opened its brick-and-mortar store in Toronto, it started by targeting local professionals. However, through in-store conversations, the brand’s associates discovered that many of these shoppers actually lived in neighboring Mississauga and commuted to Toronto. So Indochino opened up a store inside a high-end Mississauga mall to reach them.

But because Indochino had never opened a store in a mall — only stand-alone boutiques — it had to adjust its business model. Instead of forcing customers to book an appointment online and then come to the mall, Indochino decided to appeal to window-shoppers and allow them to have their measurements taken without an appointment.

“It has really helped us find cool areas to expand,” Catala says, “and really dive in and evolve our showroom model or approach to give customers the experience they want.”

### Tailoring the experience

Indochino also serves up tailored experiences based on where customers are in their buying cycle.

For example, when a customer visits a product page on Indochino’s website, he will have the opportunity to click a “customize now” button and enter what Catala calls the “customization funnel.” Once in this funnel, the customer will have the opportunity to personalize the product to his liking. So if a customer opts to customize a suit, for instance, he will have the opportunity to pick out everything from the lapel and lining to the number of buttons and pant pleats.

Another example of personalization based on a customer’s buying cycle is Indochino’s wedding-planning experience. If a customer visits the wedding section on Indochino’s website, they will have the opportunity to start planning the groom’s and groomsmen’s attire. Indochino will ask the customer for the wedding date and then guide them through the process of picking out the suit style, customizing it, and listing the groom’s and groomsmen’s contact information. Catala says Indochino even has a “grooms’ lounge” within its showrooms where wedding parties can go to get fitted and enjoy some foosball and beer.

“It’s all about proper customization and pertinent content on that site for you as a consumer,” she notes.

### Producing chic results

Since working with Qubit, Indochino has seen a 4.2% increase in revenue per customer, as well as a 3.7% increase in conversions. Last month Indochino reported a 67% year-to-date growth in sales. In fact, Catala says that Qubit has helped Indochino drive $1 million in incremental revenue.

While she admits that she was concerned that Indochino’s brick-and-mortar stores would cannibalize the brand’s online business, Catala now realizes that the two channels need to work together to benefit the business as a whole. And when it comes to creating a seamless omnichannel experience, she now knows that the customer knows best.

“The biggest lesson is that it’s not up to us to dictate the customer experience,” she says. “The customer will tell us how he wants to deal with us.”
Dazzle your customers with insight.

Know what she wants – before she does.

With RedPoint Global, you can capture and analyze virtually every touch and click for unmatched customer insight – so you can deliver the perfect shopping experience, every time.

Find out how RedPoint helps you migrate from untapped siloes of data to rich 360-degree profiles, personalized experiences, and true one-to-one marketing.

Watch our video at www.redpoint.net/ebook
here are three things you need to know about location marketing. First, marketers know where people are. At least they do if they’re in some relatively non-remote part of North America: Location data is plentiful. Second, location marketing is inextricably linked to the Internet of Things. Location marketing is part and parcel of an ongoing merger between the “real” and digital worlds. Third, the “real-world” aspect of location marketing brings some interested and unexpected players off the bench.

- **What does “where” mean?**
  Data mavens have developed various definitions of location over the history of location marketing. Here are a few with which you should be familiar:

  - Tiling. Remember the squares defined by latitude and longitude on old-fashioned Mercator maps? Tiling is the technique of layering a grid over a territory of interest and defining location by grid squares.

  - Geo-fencing. A useful step beyond tiling, it defines location in relation to a place of interest. Take a retail outlet; draw a perimeter around it (100 yards, a mile), then define location as being within that perimeter.

  - Spatial. A spatial approach looks less at current location, more about where someone has just been and (predictively) where he or she is going. Think of it as tracing vectors of intent.

- **Big data is watching you**
  The data that can track individuals within one or another of those location templates has, for the most part, obvious sources. If you’re carrying a mobile device — and who isn’t? — GPS tracking can find you. Enabling location permissions can permit the device to be tracked by individual apps. In another development, businesses are increasingly investing in mobile beacons that can deliver precisely relevant messaging to proximate mobile devices.

  Some vendors offer location data based on social media activity. The geo-tagging often embedded in photos and other content uploaded to social networks, combined with keyword and hashtag searches, permits tracking social activity within a tile or radius, or along a vector, of interest.

  What’s more, the Internet of Things, which is steadily seeding the world around us with sensors, is designed to facilitate data exchange between devices and appliances as we move around our households, ride in our vehicles, and roam generally across the physical landscape. Marketers figured out online tracking a long time ago. The distinction between online and offline activity is rapidly vanishing.

- **Let’s sell something**
  Location tracking, then, is an advanced and sophisticated science. But once we know where people are, how do we sell them stuff? Frankly, location marketing today remains experimental. Beyond the banal “they are near our store, let’s send a discount coupon to
their phone,” there are approaches that are more creative, some of which may turn out to be fruitful.

- Turn crowds into audiences. At a fundamental level, location data can be combined with demographic, behavioral, and CRM data to refine custom audiences for campaigns.

- Responsive billboards and ad displays. Imagine knowing, whether at the segment or individual level, who is looking at your real-world advertising, as well as where they’ve been, where they’re heading, and what their recent browsing and social behaviors have been. Cloud-based inventory permits precise targeting of ads in a physical — but digitally connected — environment. And what about if the ad display can interact with the passerby’s mobile device?

- Crafting the journey. Knowing to whom you’re marketing, their location, the time of day, the weather, and other contextual features allows you to deliver content geared to utility, mood, and predicted intent. The message you deliver to someone in a car during a morning or evening rush hour might be quite different — in tone as well as content — to one delivered to someone taking a run, eating lunch, or relaxing at home.

- Leave me alone
It’s necessary to say a word about privacy. Much location tracking takes place on the basis of permission, even if those are sometimes unwittingly given. What’s more, better data vendors, even though they’re virtually tailing you, don’t need to know who you are. Claudia Perlich, chief scientist at ad tech company Dstillery, notes: “I don’t know who you are, and I don’t want to know. We can anonymize incoming data, and yet still be quite precise about who is in the market.”

Think of prospects not as individuals, but as individual patterns of activity.

- Location is a broad playing field
Because location marketing is essentially about reaching people who have stepped away from their deskbound digital experience and are moving through the physical landscape, real estate is suddenly a valuable marketing resource. Outfront Media is one example of an old-school billboard business (it’s the former CBS Outdoor) that is building a digital vision around a portfolio of outdoor real estate assets. We can expect that other vendors with real estate investments will realize they now own valuable components of the digital network.

When all is said and done, location marketing is part of a much more general effort to access the complete customer journey, no matter where it occurs. As the song “Every Breath You Take,” by The Police, goes, “Every step you take, I’ll be watching you ...” 

“I don’t know who you are, and I don’t want to know. We can anonymize incoming data and yet still be quite precise about who is in the market.”

— Claudia Perlich, Dstillery
The best gift marketers can give customers is value. Delivering content in a contextual atmosphere counts as one way they can tie value up in a relevant bow. Harman International Industries — a connected products provider for automakers, businesses, and consumers — proved this when it paired sequential messaging with digital and social retargeting for a recent holiday campaign.

Setting the stage
JBL is a 70-year-old Harman-owned consumer electronic goods brand. And until recently, its marketing department hadn’t caught up with the times. Dave Spinato, global director of digital and social media at Harman, admits that marketing wasn’t a top priority for the parent company until 2013, when it hired Ralph Santana to serve as CMO and grow the marketing team. “The company has traditionally been based on sales guys and engineers,” Spinato explains. “It’s not that there was never any marketing within the organization. It just had some ups and downs.”

Harman’s marketers had a “laundry list” of goals they wanted to achieve, including increasing brand awareness, consumer product recognition, purchase, and engagement. As Spinato puts it, “We want to do it all.”

To help achieve these goals, Harman’s marketers started working with full-service media agency BPN last October and brought on media buying solution provider Adaptly a month later. Because nearly 70% of direct online sales for Harman’s lifestyle consumer products occur during the holiday season (and JBL leads these sales), the company’s marketers decided to launch a campaign for JBL the ensuing November.

Knowing that they had a tight timeframe to strategize and execute a holiday campaign, Harman’s marketers decided to rely on what they had available — an archive of content full of videos, product images, and use cases. Sean O’Neal, president of Adaptly, says the team chose to use this content to tell the JBL story and send sequential messages that would guide customers down the path to purchase.

Producing the campaign
Harman’s marketers took its existing content and produced video ads that were distributed across Facebook, Instagram, and Twitter. These video ads ranged from product videos to sponsorship clips and complemented the brand’s TV spots.

After Harman’s marketers made consumers aware of the JBL brand, it re-engaged them through link ads, which were distributed through the same social channels. These ads contained “fun, snackable” content, Spinato says, and linked back to the Harman
Harman’s marketers didn’t just target existing customers. They also reached out to new prospects that resembled its current base through lookalike modeling.