

# DIGITAL ANALYSIS/ DATA & PROCESS

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# DELIVERABLE OBJECTIVES

01

## DIGITAL ANALYSIS

Define how the digital platform leads industry standards and outperforms the competition.

02

## DATA & PROCESS MODEL

Present data that defines our path for competing within the industry and establish why we will be successful.

01

# DIGITAL ANALYSIS

**A digital analysis** defines the architecture of the overall platform: how it works, competes, and evolves.

Having a solid infrastructure can offer the flexibility for expansion, and provide the customer with a unique, more precise experience.

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# OUR APPROACH

Momento integrates today's top technology that allows for performance-at-scale, near instantaneous page loads, personalized shopping experiences, and endless customization.




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# WE ARE THOUGHTFUL AND HEADLESS

At the head of Momento is **headless e-commerce**.

*Headless commerce is an e-commerce architecture where the front-end is decoupled from the back-end functionality, allowing for seamless updates and edits without interference with the front-end.*





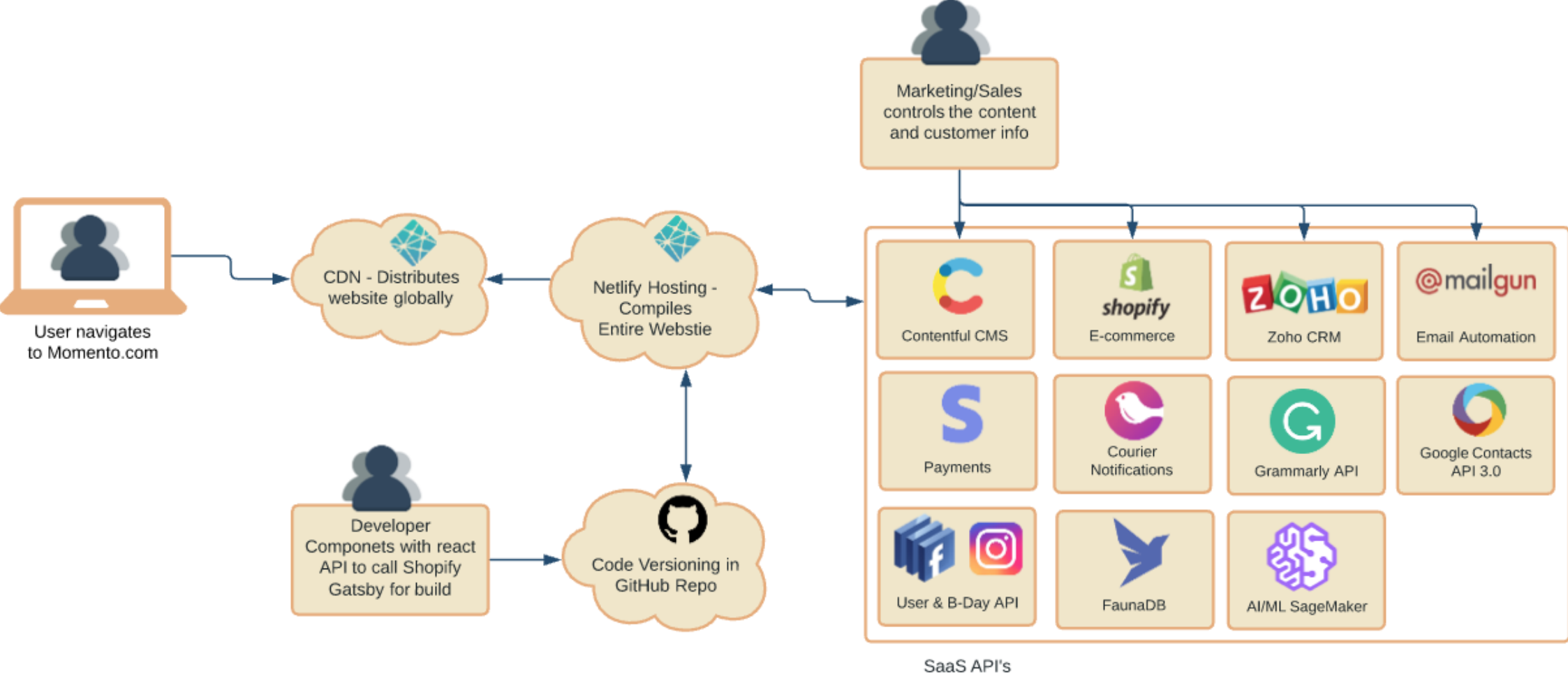
BENEFITS OF

# HEADLESS

E-COMMERCE

- Site performance
- Flexibility of microservices
- Content integration
- Security for PCI
- Personalized experiences

# MOMENTO'S DIGITAL ARCHITECTURE







# PROS & CONS OF PROPOSED ARCHITECTURE

## PROS

- Provides flexibility to plug into a variety of platforms and API's
- Provides better security and faster deployment compared to php based monolithic systems
- Improves iteration to scale services much faster and more efficiently
- Entire frontend is prebuilt into highly optimized static pages during a build process
- Improves page load speed and increases conversions
- Boosts search rankings and discoverability

## CONS

- Tech stack is not simple and requires specific code skills
- Not marketer-friendly
- More moving parts to address and configure, which can be overwhelming
- Lots of options (although a benefit) makes for a lot of research (and time)

# THE COMPETITION

Company	Hallmark Sign & Send	Postable	Simply Noted	Momento
Digital Architecture: Built on...	Salesforce E-commerce Cloud	HubSpot	Shopify	Headless E-commerce
Technology allows for conversion of your handwriting into a usable font	X	X	X	✓
Offers writing suggestions through integrated AI/ML	X	X	X	✓
Integrates with social platform via API to obtain contacts and birthdays	X	✓	X	✓
Integrates with business platforms to send cards instantly	X	X	✓	X
Integrates top technology to deliver reminders through various channels	X	Provides reminder via email only	X	✓
Google page speed rating: mobile <i>tools.pingdom.com</i>	65	70	67	94* Based on like website

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# MOBILE & SOCIAL PHILOSOPHY

At Momento, relationships are at the center (read: *trust*).

We believe in the power of privacy, efficiency, and security – which means our customers data should remain private and protected, exploring cards should take mere seconds, and the checkout process should be so stable and secure that 'excitement' is the only feeling upon completion.

We know that after 3 seconds of page-load time on mobile that a user's bounce rate increases by 32%; and, after 5 seconds, by 90%

Momento's technology is purposefully built to be optimal for mobile and – *almost effortlessly* – naturally social.



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# FUTURE TECH GROWTH

01

Innovative code development that will improve the connection and security for a niche gift markets;

02

Develop upon our technology to utilize social data from life moments to enhance the Momento experience;

03

Expand our digital footprint with a mobile app

02

# DATA & PROCESS MODEL

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# ASSIGNMENT

Utilize one of the tools learned in class to analyze the current state of the company (in our case industry) from the perspective of your problem. Present the data in a way that is visually appealing and easy for upper management to understand.

# 45M

Birthday Wishes on Facebook

## EACH DAY

### 75% PREFER: PHYSICAL CARDS

75% say that receiving cards and letters in the mail “means more to me” than electronic acknowledgement.

# \$40.6B

Personalized gift market by 2026

# Industry Performance

In 2020, the Online Greeting Cards Sales industry recorded \$1.2B revenue

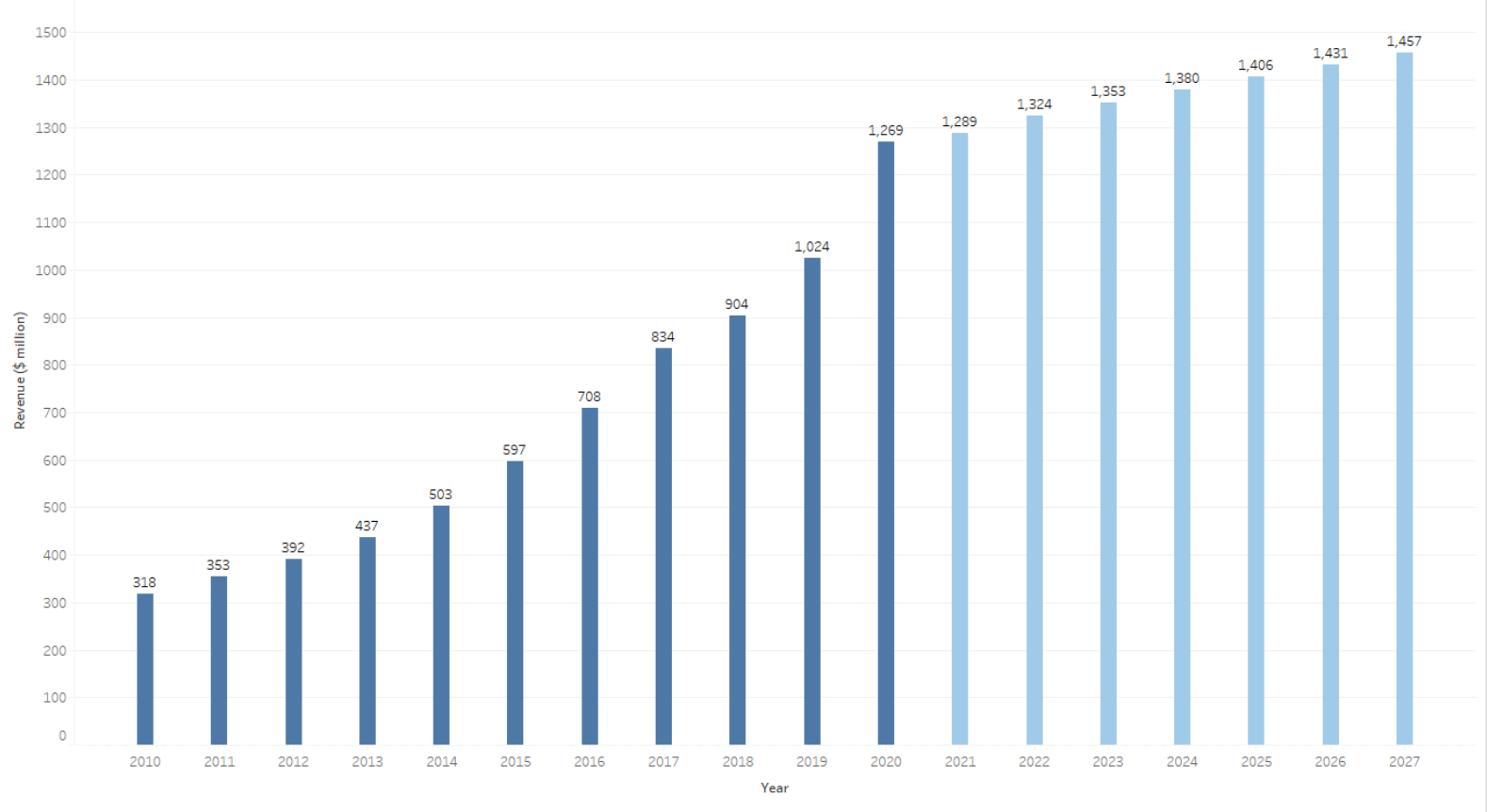
This industry is projected to grow to 1.5B revenue thru 2030.

## Key Drivers

Per Capita Disposable Income:

- 2020 = 47K
- 2030 = 59K

Online Greeting Card Sales Performance & Forecast



Actual

Predicted



# Industry Performance

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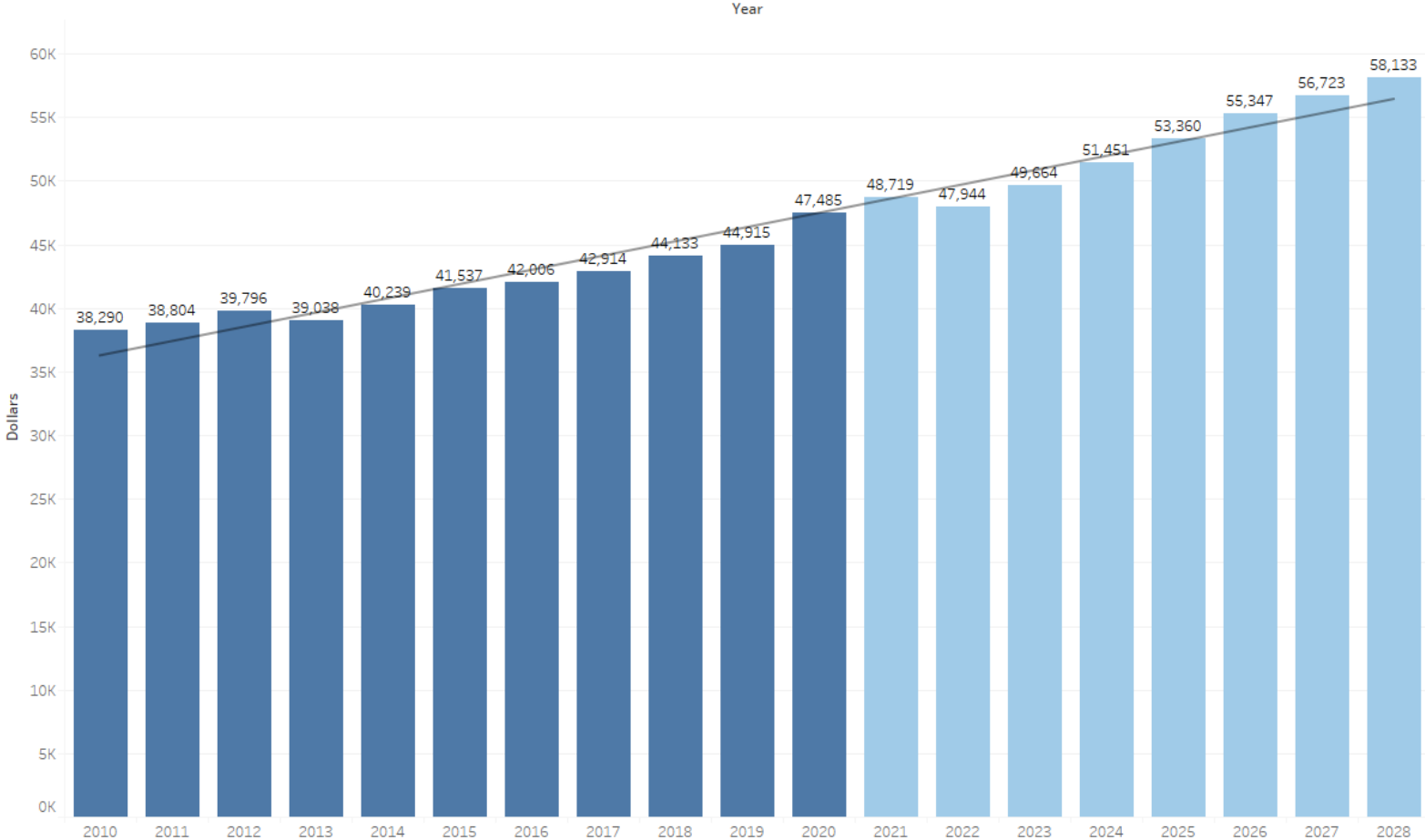
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Per Capita Disposable Income



Actual

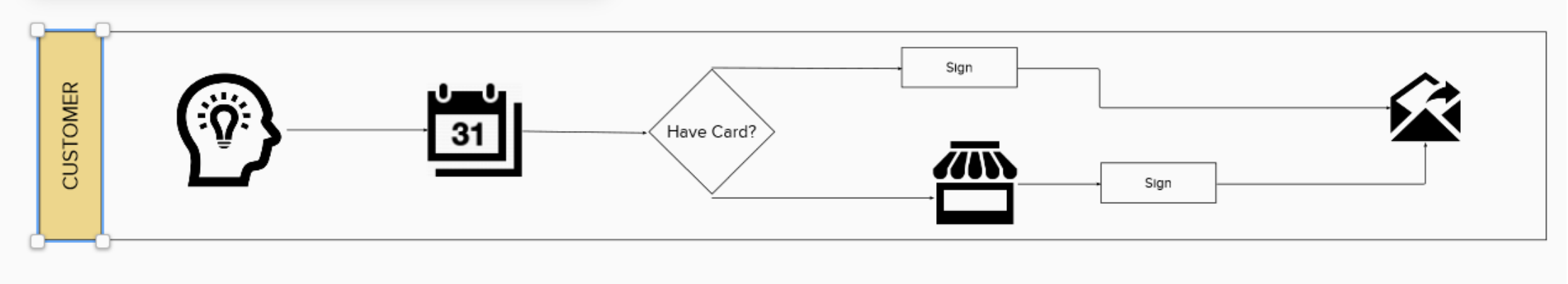
Predicted

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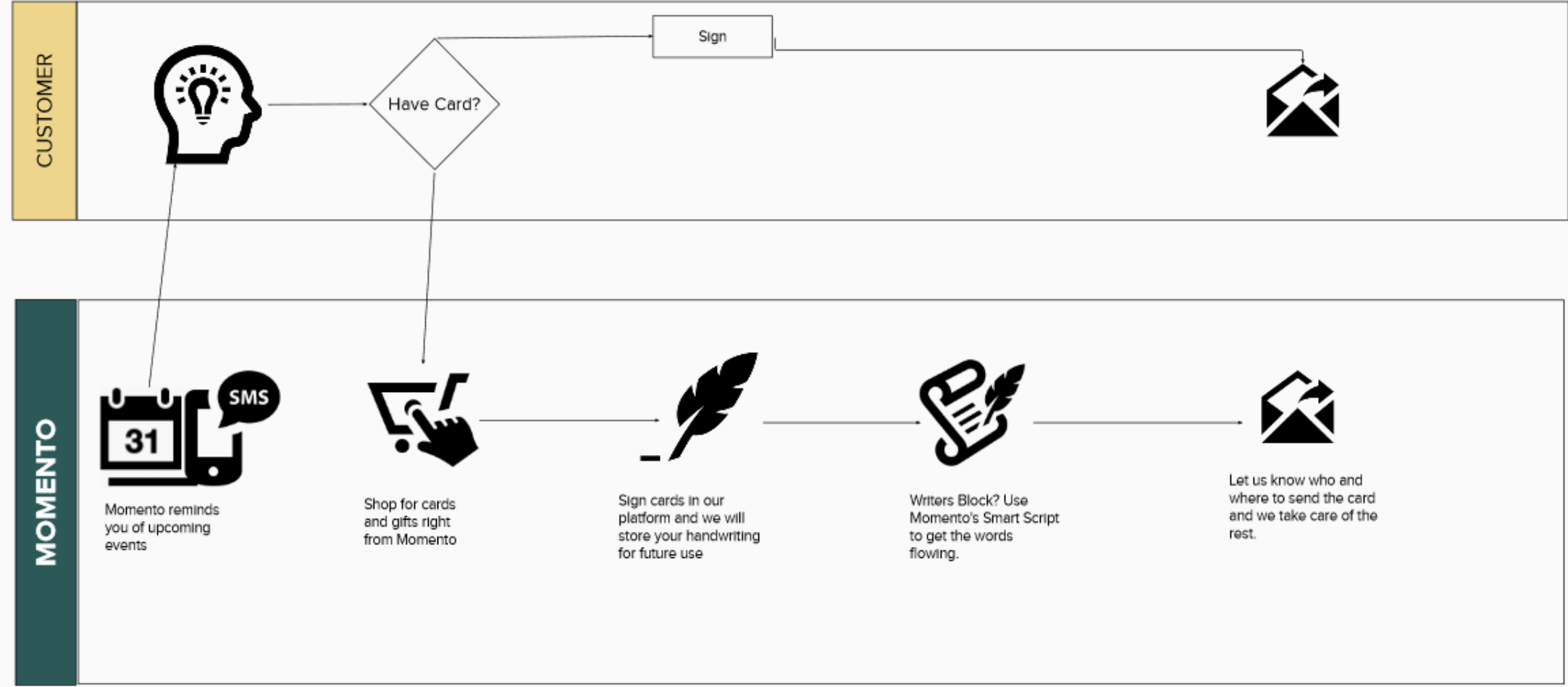
# ASSIGNMENT

Analyze and diagram the process you are trying to influence or change. What are the key processes you will impact?

# CURRENT STATE OF CONSUMER



# MOMENTO'S PROCESS INNOVATION STATE



# MOMENTO'S CUSTOMER DATA PLAN

## First Party Data

### Customer Data

- First Name
- Last Name
- Phone Number
- Email Address
- Postal Address
  - Street
  - City
  - State
  - Zip
- Handwriting
- Momento Message History
- Calendar

### Customer Contacts

- First Name
- Last Name
- Birthday/Event Date
- Phone Number
- Email Address
- Postal Address
  - Street
  - City
  - State
  - Zip

## Second Party Data

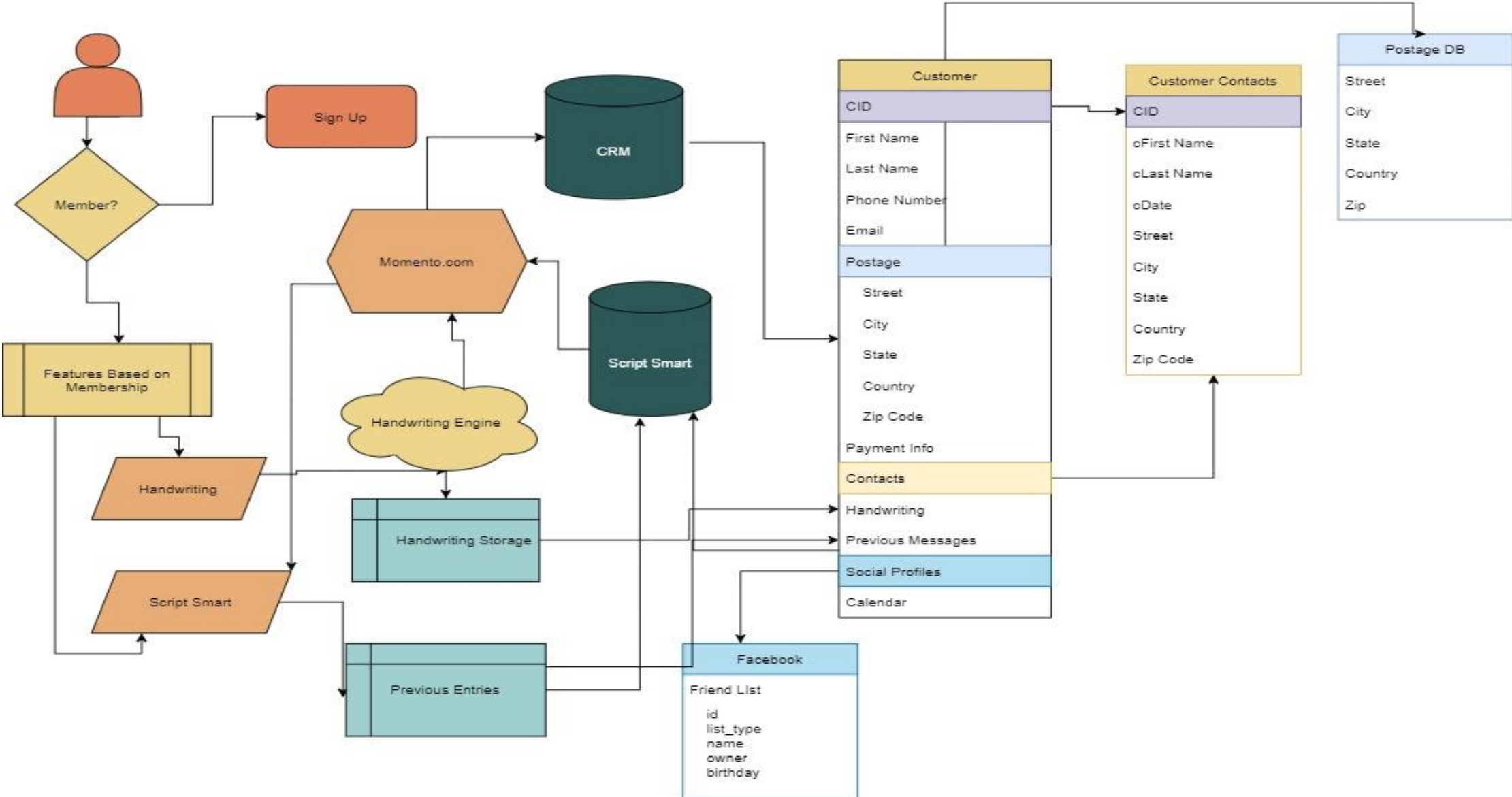
### Customer Data

- Social Profiles
- Associated Email

### Customer Contacts

- Birthday
- Social Email

# MOMENTO'S DATA FLOW



**THANK YOU**

# APPENDIX



# RESOURCES

<https://www.netlify.com/for/ecommerce/>

<https://www.netlify.com/blog/2021/06/10/how-to-build-a-database-driven-jamstack-site/>

<https://pagepro.co/blog/why-use-jamstack-for-ecommerce/>

<https://www.youtube.com/watch?v=aBh7ucULKpo> - **What Is Jamstack And When To Use It?**

<https://blog.hubspot.com/website/headless-cms>

<https://www.g2.com/categories/headless-cms>

<https://pagepro.co/blog/what-is-jamstack/>

<https://my-ibisworld-com.libproxy.temple.edu/us/en/industry-specialized/od5449/about>

<https://my-ibisworld-com.libproxy.temple.edu/us/en/business-environment-profiles/b105/business-environment-profile#current-performance>

<https://my-ibisworld-com.libproxy.temple.edu/us/en/industry/51119/industry-outlook>

<https://my-ibisworld-com.libproxy.temple.edu/us/en/business-environment-profiles/f310/business-environment-profile>

**HOW IT STARTED**

# **PROJECT PROPOSAL**

## Deeper Dive on the Data

- <https://www.bizjournals.com/bizwomen/news/latest-news/2021/07/hallmark-cards-2020-revenue-figure-employee-count.html?page=all#:~:text=According%20to%20a%20new%20fact,only%202%2C000%20at%20its%20headquarters.>
- <https://www.zoominfo.com/c/postable-llc/374821363>
- <https://www.zoominfo.com/c/simply-noted/356073972>
- <https://www-mergentonline-com.libproxy.temple.edu/companydetail.php?compnumber=360>

# THE SEARCH FOR INFORMATION

*Momento's gentle, never-annoying digital assistant [offered by mobile application and web 5.0 software] compromises several key conveniences to our user's search for information:*

## **Less time searching, more time being thoughtful:**

- **Momento** seamlessly gathers important dates and occasions from hundreds of platforms including calendars, email, and social media accounts into one single, convenient location;
- With key dates aggregated into one easy-to-use interface, users can activate the option to send gentle, never-annoying reminders for upcoming dates to their channel(s) of choice;
- User's can also opt-in to Momento's powerful and intuitive re"card"mendation machine, which recommends a selection of customized, hand-picked cards and gifts based on the information provided by the user about the intended recipient;
- Memento puts the user in control over their information to efficiently manage all kinds of important occasions, allowing them to be their most thoughtful selves, and connect with friends, family, colleagues, and clients in a highly personalized, efficient, and exciting way.