

ACTIVATE**LONDON**

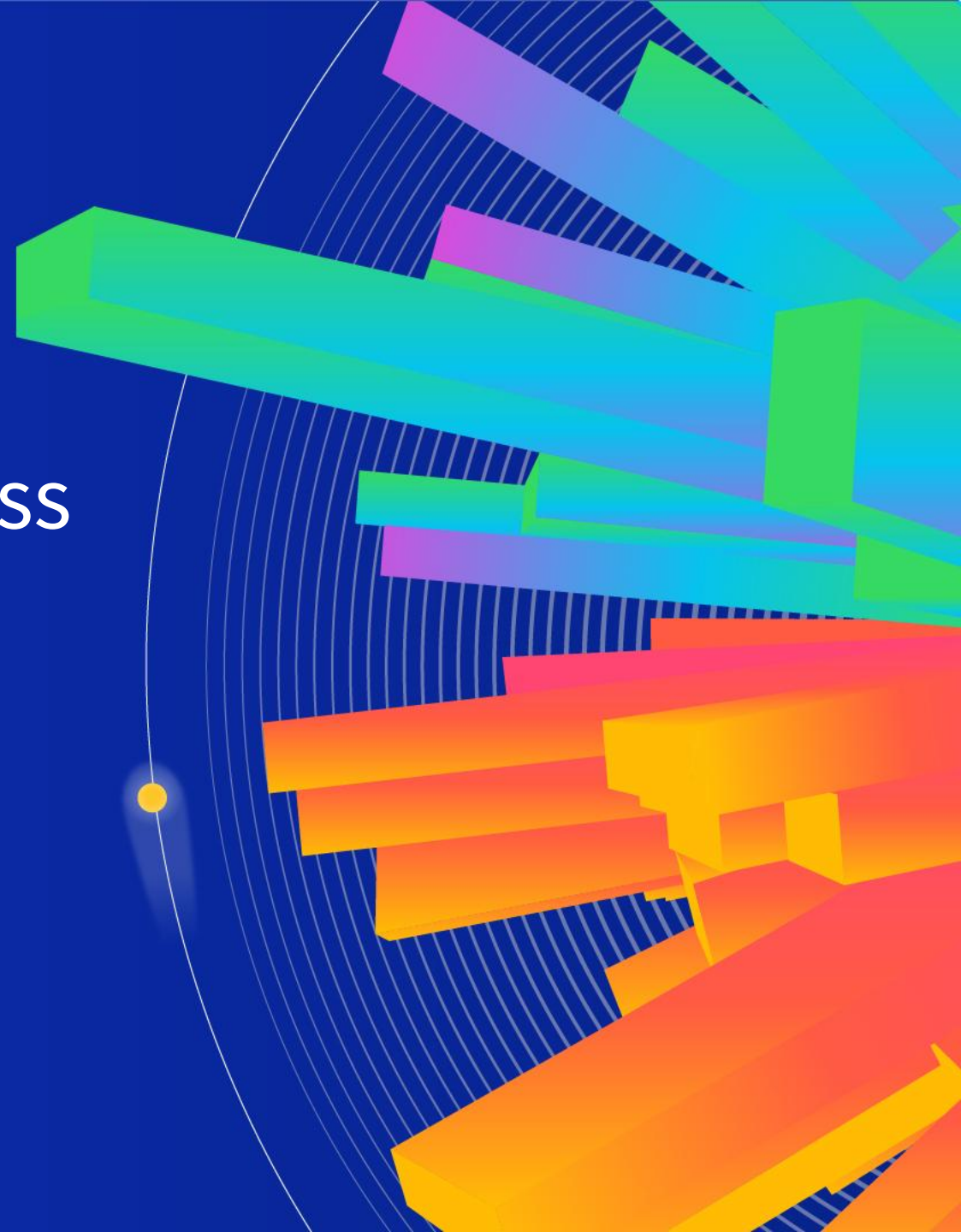
# Personal Connections Across 20+ Different Countries

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Presented by:  *iterable*



# A little background...

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- Over 20 years experience in customer marketing
- Experience in various email platforms
- Wide range of industries



# What is DFDS?

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- Det Forenede Dampskibs-Selskab roughly translates as The United Steamship Company
- 150+ years
- Founded by TG Tietgen
- Revolutionary and visionary
- Europe's largest shipping and logistics network



# Our Agenda

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1. The need for change
2. Best practices
3. Applying our learnings



# The need for change



# DFDS Company Structure

## *Pre-2018*

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### Structure

- Market centric
- Country based model

### Challenges

- Development limitations
- Budgets & goals unaligned
- Varying expertise
- Culturally diverse



# Keys to Success

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- Marketing Best Practice
- Mixed distribution strategy
- Working closely together
- Passenger Technology



**PASSENGERS**

**REVENUE**

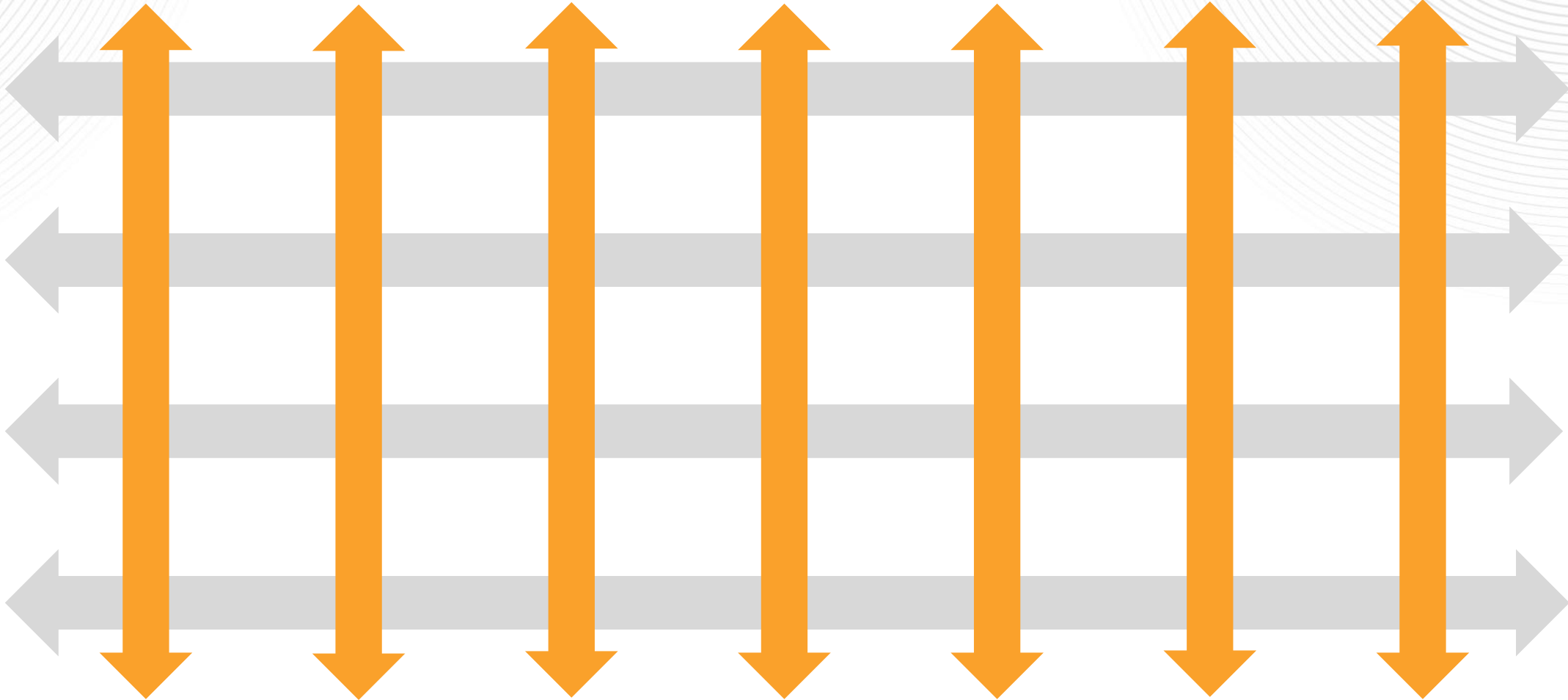


UK  
 • Britain & Ireland  
 • Eastern Europe  
 • English speakers across Europe

Continent  
 • Netherlands  
 • Germany, Austria, Switzerland  
 • France, Belgium

Nordics  
 • Norway  
 • Denmark  
 • Sweden  
 • International

Baltics  
 • Lithuania, Latvia  
 • Estonia, Finland  
 • Russia, Belarus





“

“We deliver high quality, timely and relevant communications to exceed our customers expectations, keeping them at the heart of everything we do”

Retention Marketing vision



# Team change resulted in technology change

## *July 2018*

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- Email platform > 10 years old, outgrown its capacity
- Lack of data flexibility to connect with other systems
- Building target groups took hours
- Different accounts for different countries



Loading...

# GDPR

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- Performed database clean up
- Privacy policy localisation – Germany with double opt in
- Process updated with legal overseeing all material
- As a result, no drop in revenue or average open rates



# Best Practices

*Took learnings across markets to improve overall marketing*



# Cross-functional working

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Working across marketing;

- Tactical campaigns
- Facebook targeting
- Personalising a journey

Across DFDS;

- One DFDS passenger experience
- Amendment flow
- Scoring model

# Planning the dream email

## Example 1

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- Reviewed the best performing markets and campaigns
- Robust testing schedule
- Analysed testing that had been completed and tested again
  - Results differed between markets and on channel



24.19%  
CTOR



23.61%  
CTOR

# Games

## Example 2

- Simple addictive games
- Cross channel campaigns

### Jack's European Tour

- 3,400 Bookings
- 41,000 Unique plays
- 700,000 Games completed
- 8,800 Marketing opt ins
- Other engagement



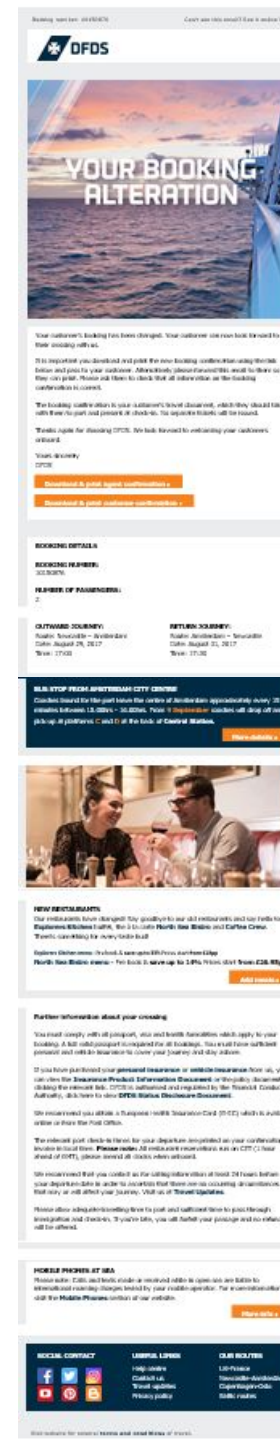




# Booking confirmation

## Example 3

- 14 versions  1 master version across all regions
- Key Takeaway - included a booking number



# 6%

Uplift in open rate

Norway booking confirmation once booking reference added



# Tricks of the trade

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- Handlebar logic
- Snippets
- Workflows

# Welcome Cycle

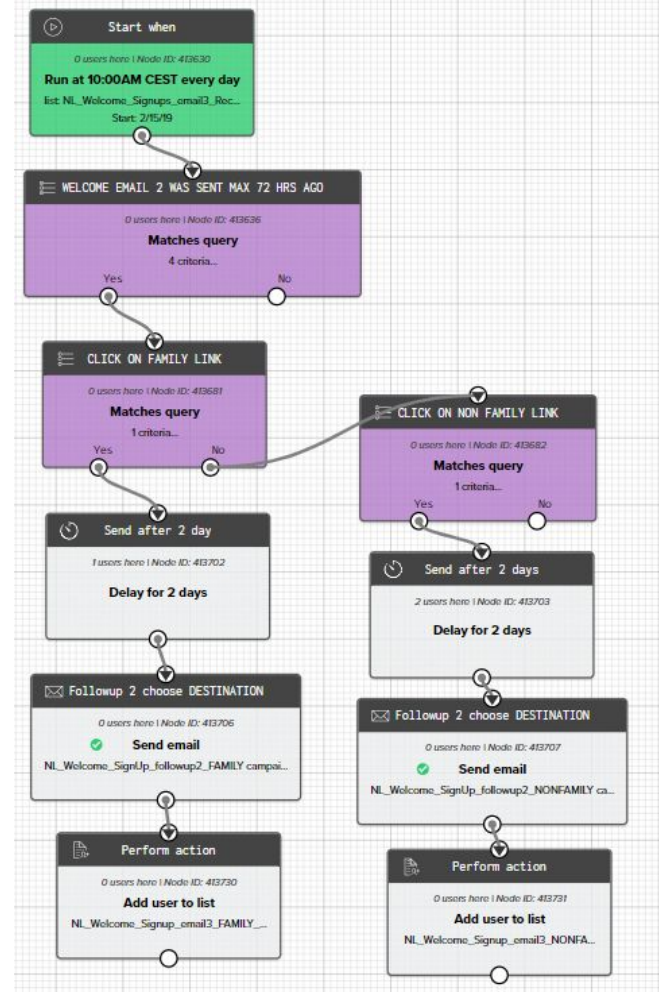
## *Before*

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- All markets had one basic welcome email with little to no personalisation
- Low engagement, click and open rates
- No subscriber information was captured (interests, likes etc.)
- Low conversions all around
  - Verify-webpage had minimum content.
  - Opt in email prompted little click-throughs to other webpages.

# What did we do?

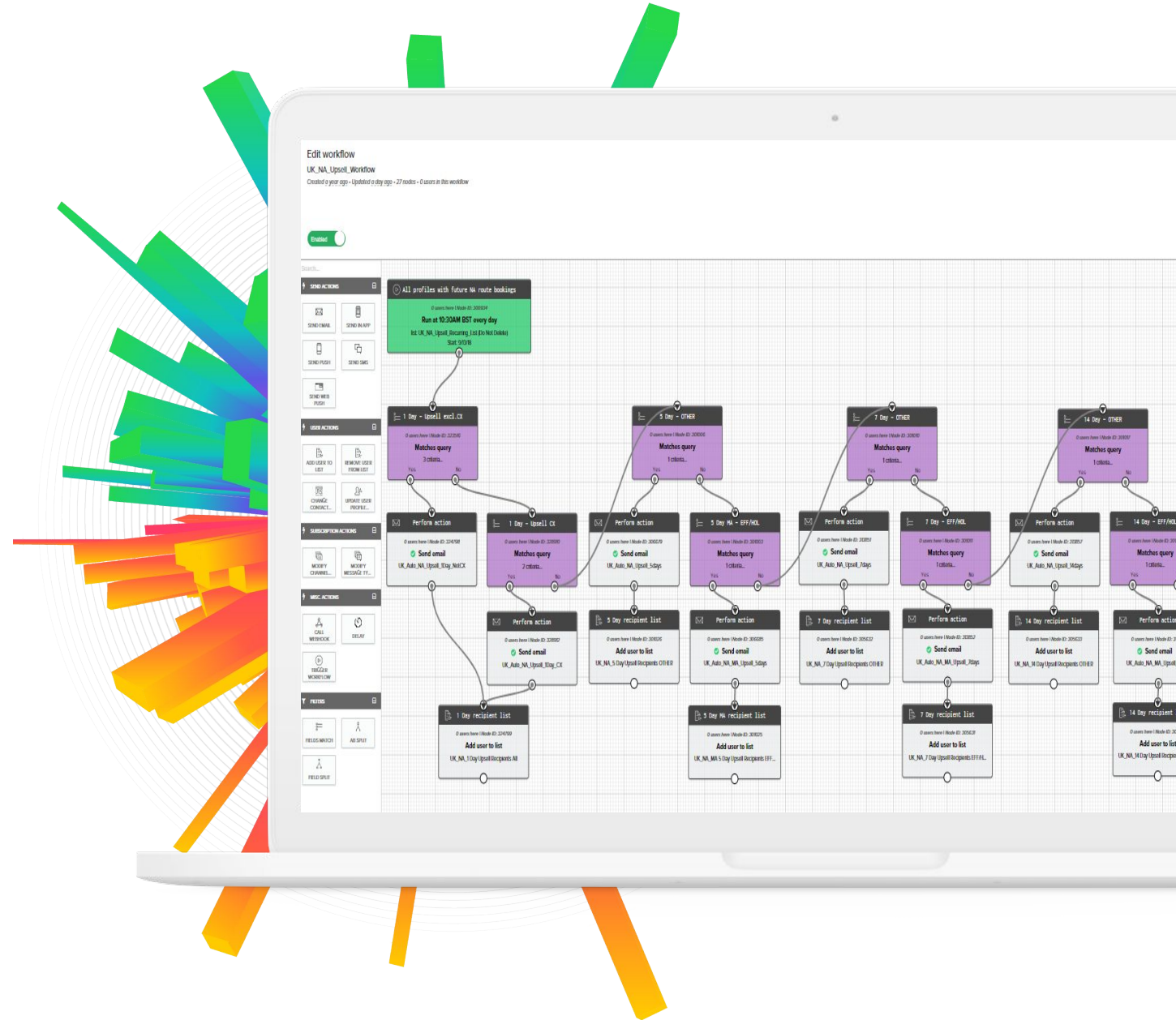
- Set up a workflow with a series of emails
- A/B tested subject line and pre-header
- Personalised email based on click behaviour
- Personalised webpages



# Welcome Cycle Results

20%  
Uplift in open rates

10%  
Uplift in click throughs



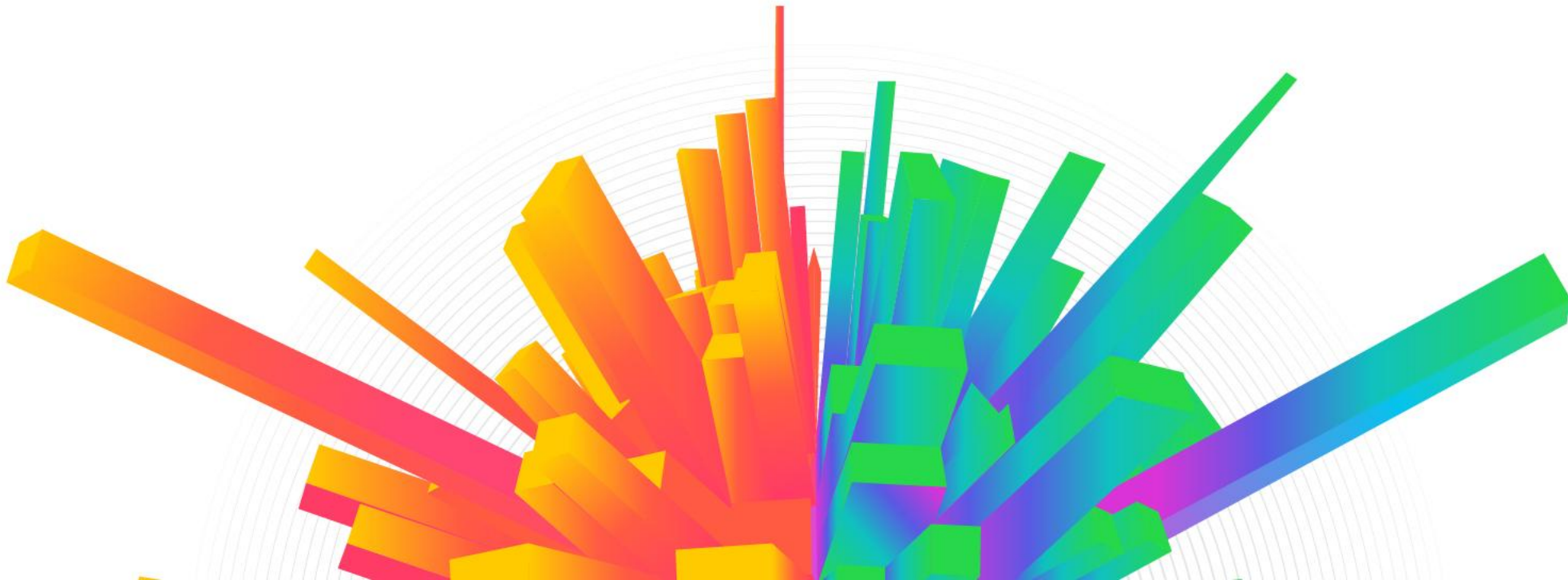
# Localisation challenges

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- Germany title and salutation
- Lithuanian name changes
- Language characters

# Applying learnings

*Sharing tech and knowledge across markets*



# Scoring model

## Example 1

- Consultant works with NL and UK
- Data driven scoring model
- Scores appended based on propensity to buy
- Algorithms run outside database
- Weighting based on profitability of products
- Localised in terms of route
- Customer purchasing behaviour



82%

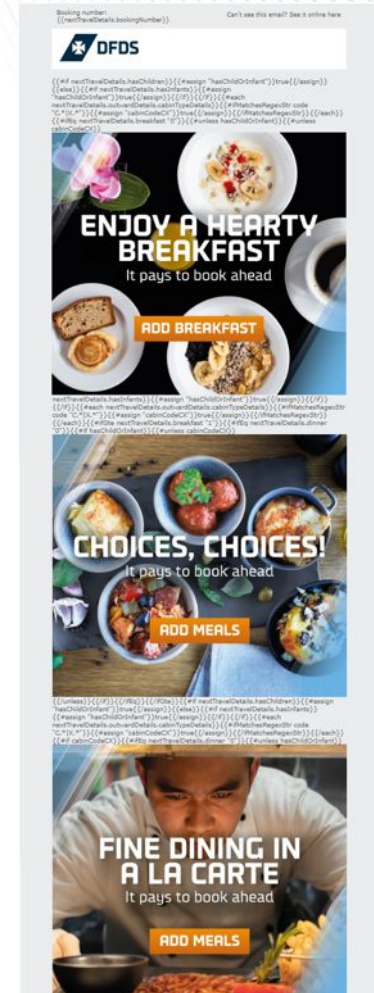
Avg open rates

61%

Avg CTOR

Denmark

outperforms all other markets





# Lead generation

## Example 2

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- NL concept originally
- Third party developer
- 7 markets – ‘dream destinations’ concept
- Provision had to be made for excessive small print.
- German opt out box
- Agile working on underperforming markets



- 1% profiles unsubscribed
- 67% profiles opened an email
- 45% profiles clicked an email
- 1% leads made a booking



# Supportive working

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- Iterable community – prioritise development, forum ideas
- Iterable academy – online course so we can provide certification to our specialists
- Knowledgebase articles on YouTube

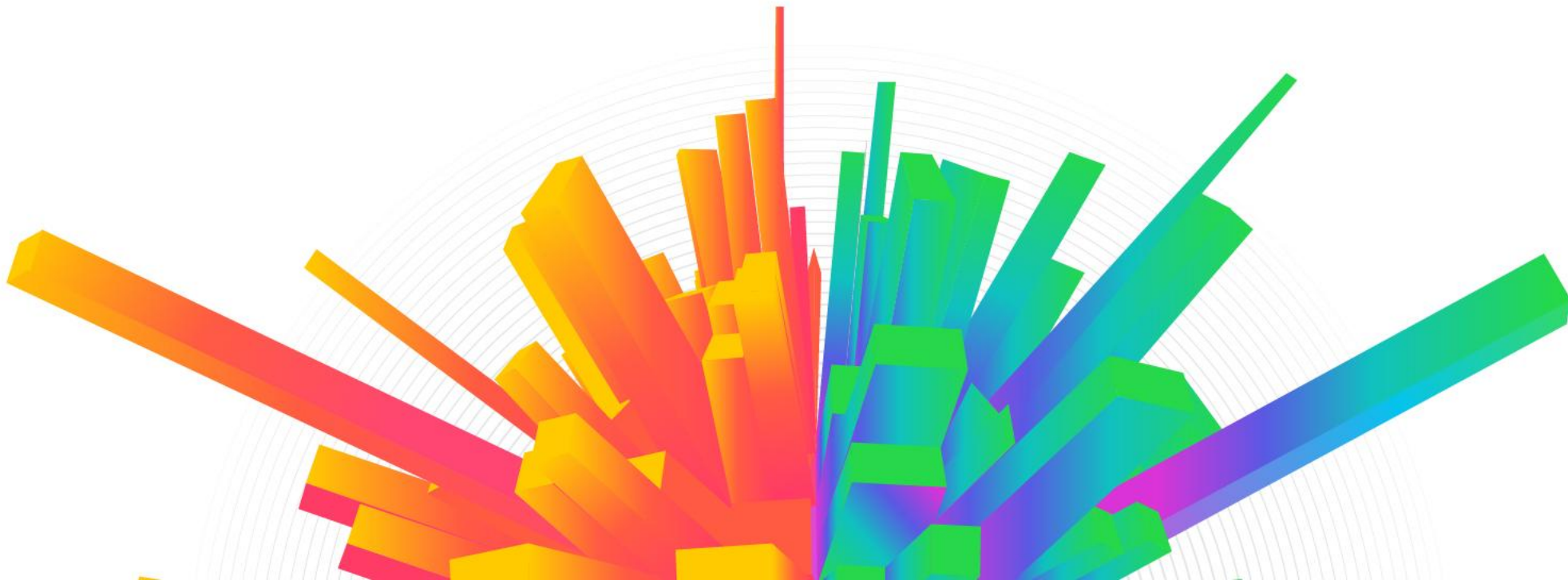
# Where next?

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We still have a long way to go.... but in year one..

- 20.9million emails
- 980 tactical campaigns
- Set up over 130 automated emails and workflows
- Established push notifications for our new app

Thank you



Questions?

