WIRECARD OMNICHANNEL ANALYTICS SUITE

SMART OMNICHANNEL ANALYTICS

Wirecard, September 2017

wirecard

1
VALUE OF DATA DRIVEN SERVICES

NUMBERS ON „DOUBLE-DIGIT RISE IN SALES"

33% uplift in average spending amount per customer by using customer segmentation as basis for targeting and other marketing campaigns

Yohai Sabag (2016) Optimove Research

30-35% uplift in sales when using customer segmentation

McElhatton, N., 2004, Case Study – Boots Advantage Card

12% increased sales in online shops by using product recommendations

https://www.barilliance.com/personalized-product-recommendations-stats

28% average growth in customer value when using customer segments in combination with customer segmentation

http://www.liftpointconsulting.com/segmentation-case-study

Amazon

29% sales increase during one year after implementation of a recommendation system

35% of sales derive from product recommendations

Greg Linden, Brent Smith, and Jeremy York (2003) Amazon.com "Recommendations Item-to-Item Collaborative Filtering".
IEEE INTERNET COMPUTING

Ian MacKenzie, Chris Meyer, and Steve Noble (2013) "How retailers can keep up with consumers", McKinsey

Netflix

75% of movie choices derive from product recommendations

Ian MacKenzie, Chris Meyer, and Steve Noble (2013) "How retailers can keep up with consumers", McKinsey

wirecard

INSIGHTS FOR THE VALUE CHAIN

EXAMPLES OF ADDED VALUE ACROSS THE MARKETING MIX

RFM ANALYSIS

7,9%

reactivated customers identified by RFM patterns [1]

NEXT BEST OFFER

12%

increased sales in online shops [2]

CUSTOMER SEGMENTS

28%

average growth in customer value (with targeting) [4]

CHURN ANALYSIS

69%

of churning customers can be identified correctly [5]

CUSTOMER LIFETIME VALUE

4%

absolute churn, achievable by optimizing CLV & acq. funnel [3]

FORECASTING

2x

increased marketing campaign effectiveness [6]

1) Own source: RFM for Orange Cash
2) https://www.barilliance.com/personalized-product-recommendations-stats/
3) https://blog.kissmetrics.com/how-netflix-measures-you/
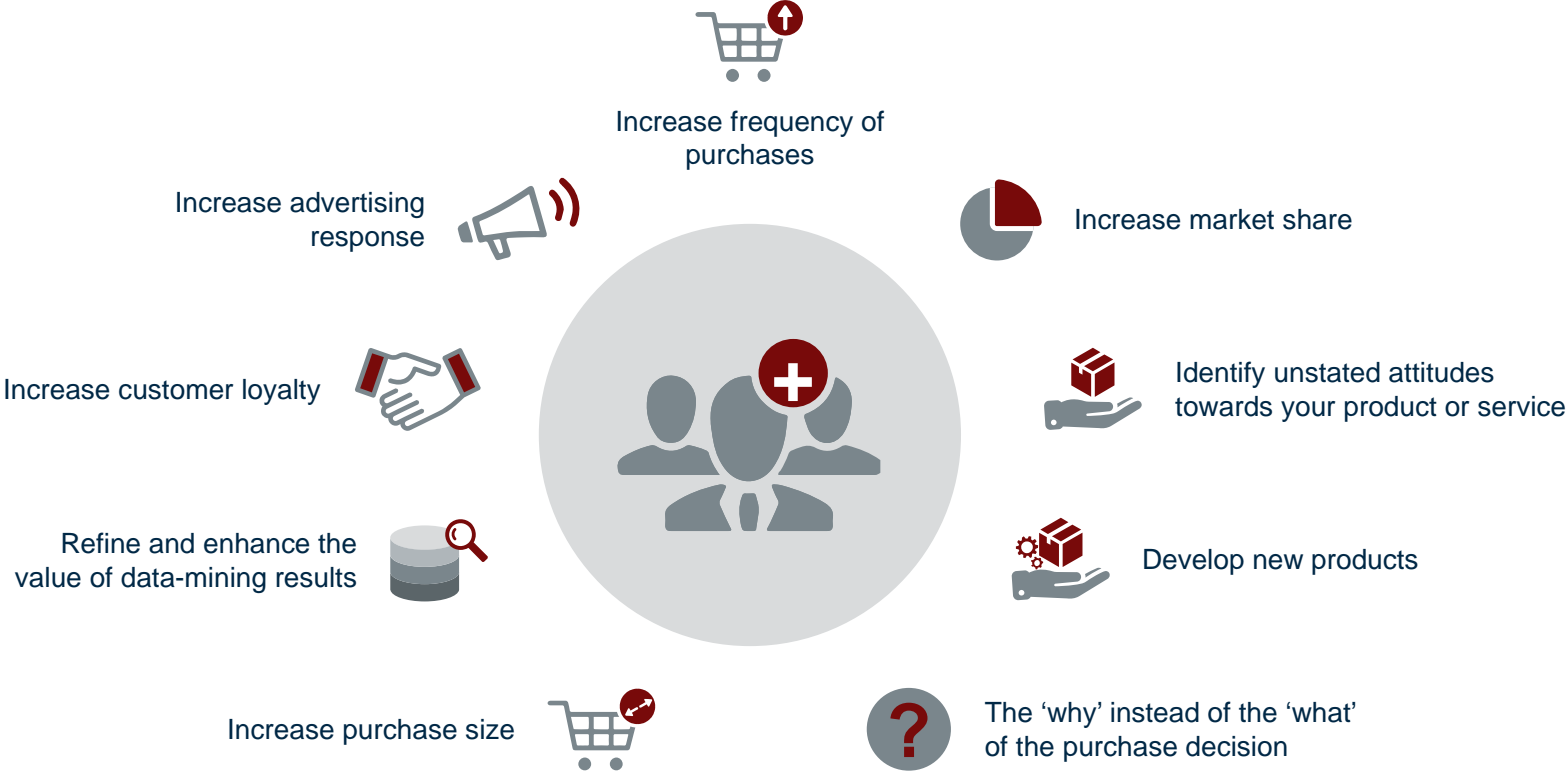4) http://www.liftpointconsulting.com/segmentation-case-study
5) Own source: Analysis for DIY store
6) Kucera, T.; Whit, D.: Predictive Analytics for Sales and Marketing. Seeing Around Corners. 2012. Aberdeen Group

wirecard

1
SMART DATA ANALYTICS

SMART DATA ANALYTICS

TAKE INFORMED DECISIONS

Increase frequency of purchases

Increase market share

Increase advertising response

Increase customer loyalty

Identify unstated attitudes towards your product or service

Refine and enhance the value of data-mining results

Develop new products

Increase purchase size

The 'why' instead of the 'what' of the purchase decision

wirecard

INSIGHTS FOR THE VALUE CHAIN

EXAMPLES OF ADDED VALUE ACROSS THE MARKETING MIX

CHANNEL MANAGEMENT	PROMOTION	CRM	INVENTORY
Sales trends	Dynamic pricing	Customer value analysis	Product correlation analysis
Channel analysis Offline/Online/Mobile	Reduction of straying loss through specific targeting	Churn analysis and prevention	Product category management
Strategic planning of channels	Increase of relevance and customer satisfaction	Increase in customer loyalty	Basket optimization
			Portfolio optimization

OPTIMIZATION OF MARKETING MIX

wirecard

PAYMENT DATA – MORE VALUABLE THAN TRANSACTION FEES?

CUSTOMER INSIGHTS FROM PAYMENT DATA

PAYMENT DATA FINANCIAL DATA	**PAYMENT DATA EXTENDED DATA**	**PAYMENT DATA CUSTOMER DATA**	**RISK DATA**	**EXTERNAL DATA SOURCES**
Basket size	Issuer information	PAN and PAN tokens	Transaction status	Location (e.g. weather)
Number of transactions	TID, MID	Name and address	Risk status	Social Media (Facebook, Twitter, Instagram,...)
Revenue	Payment method	Travel data	3D Secure status	Payment apps

DATA ALL AROUND THE PAYMENT FLOW

wirecard

WIRECARD OMNICHANNEL ANALYTICS SUITE

PAYMENT DATA AS AN EXPANDABLE BASIS

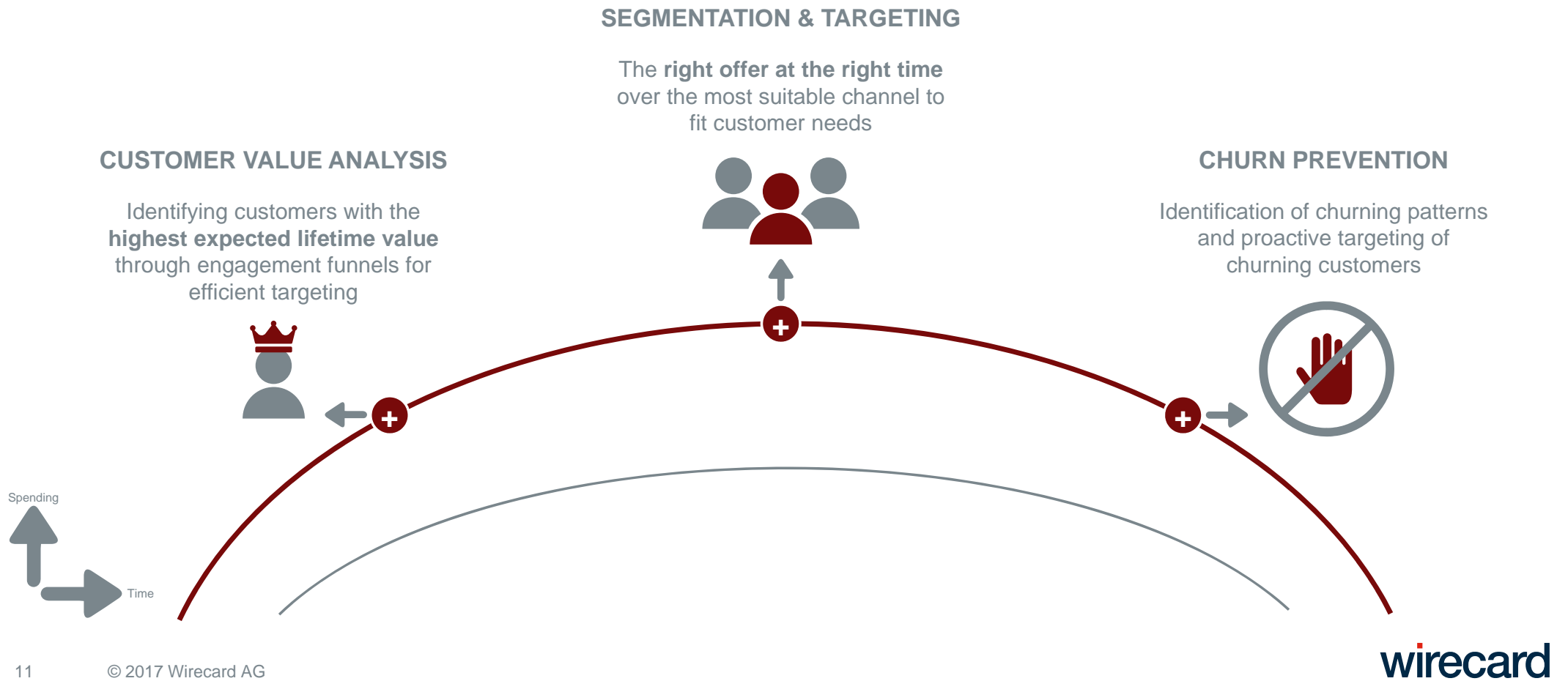Transaction data — Product data — Customer data

- Meaningful insights into customer profiles, customer segments and customer behavior can already be given based on transactional data.

- When adding additional information like product or customer data the analyses become more comprehensive and provide additional value.

wirecard
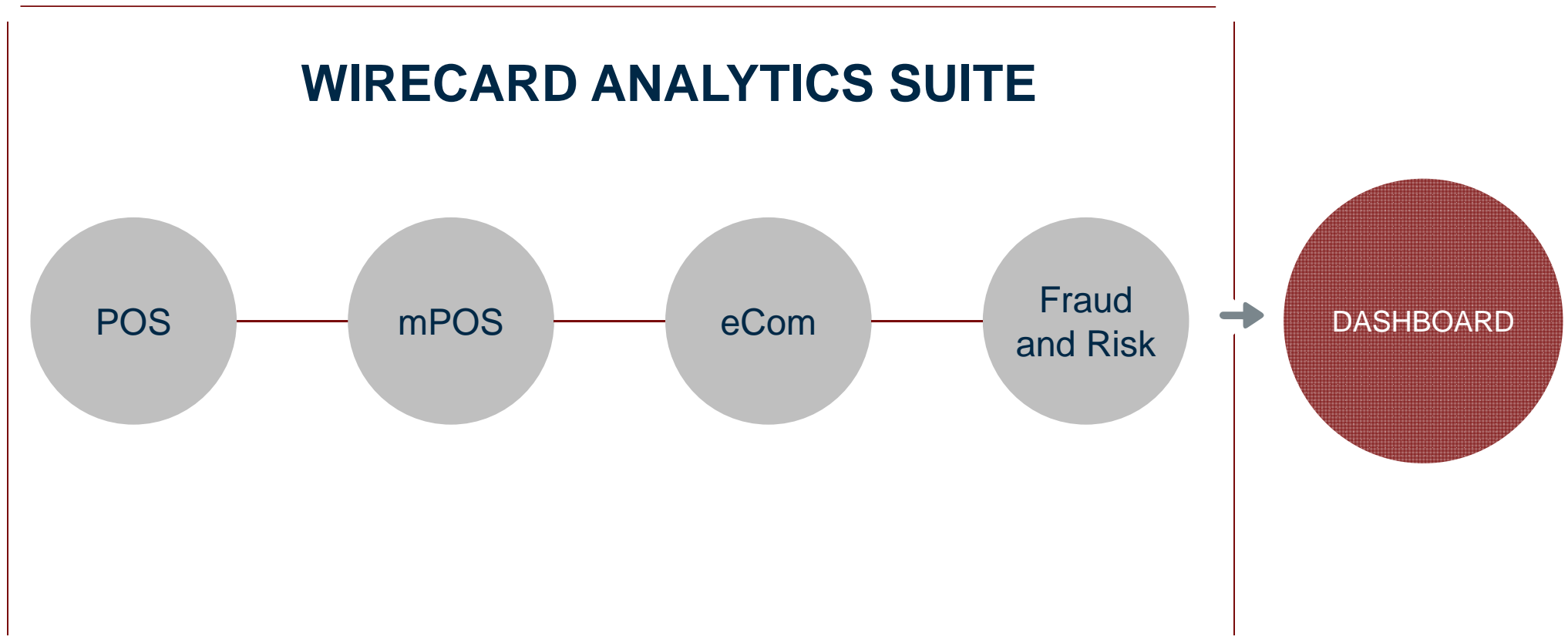
3
OMNICHANNEL ANALYTICS SUITE

WIRECARD OMNICHANNEL ANALYTICS SUITE

OPTIMIZATION OF CUSTOMER RELATIONSHIP

SEGMENTATION & TARGETING

The **right offer at the right time** over the most suitable channel to fit customer needs

CUSTOMER VALUE ANALYSIS

Identifying customers with the **highest expected lifetime value** through engagement funnels for efficient targeting

CHURN PREVENTION

Identification of churning patterns and proactive targeting of churning customers

Spending

Time

wirecard

WIRECARD OMNICHANNEL ANALYTICS SUITE

DATA SOURCES

wirecard

4
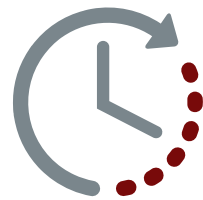# OMNICHANNEL ANALYTICS SUITE– DASHBOARD

WIRECARD OMNICHANNEL ANALYTICS SUITE – DASHBOARD

FEATURES OF THE DASHBOARD
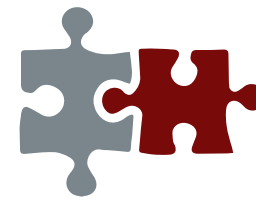
Role based access for various users

Access to all devices without software installation

Real time access

Comprehensive overview within seconds

Efficient and reliable information without additional effort

Different data sources (ERP, SQL, Excel)

Relevant figures and analysis

wirecard

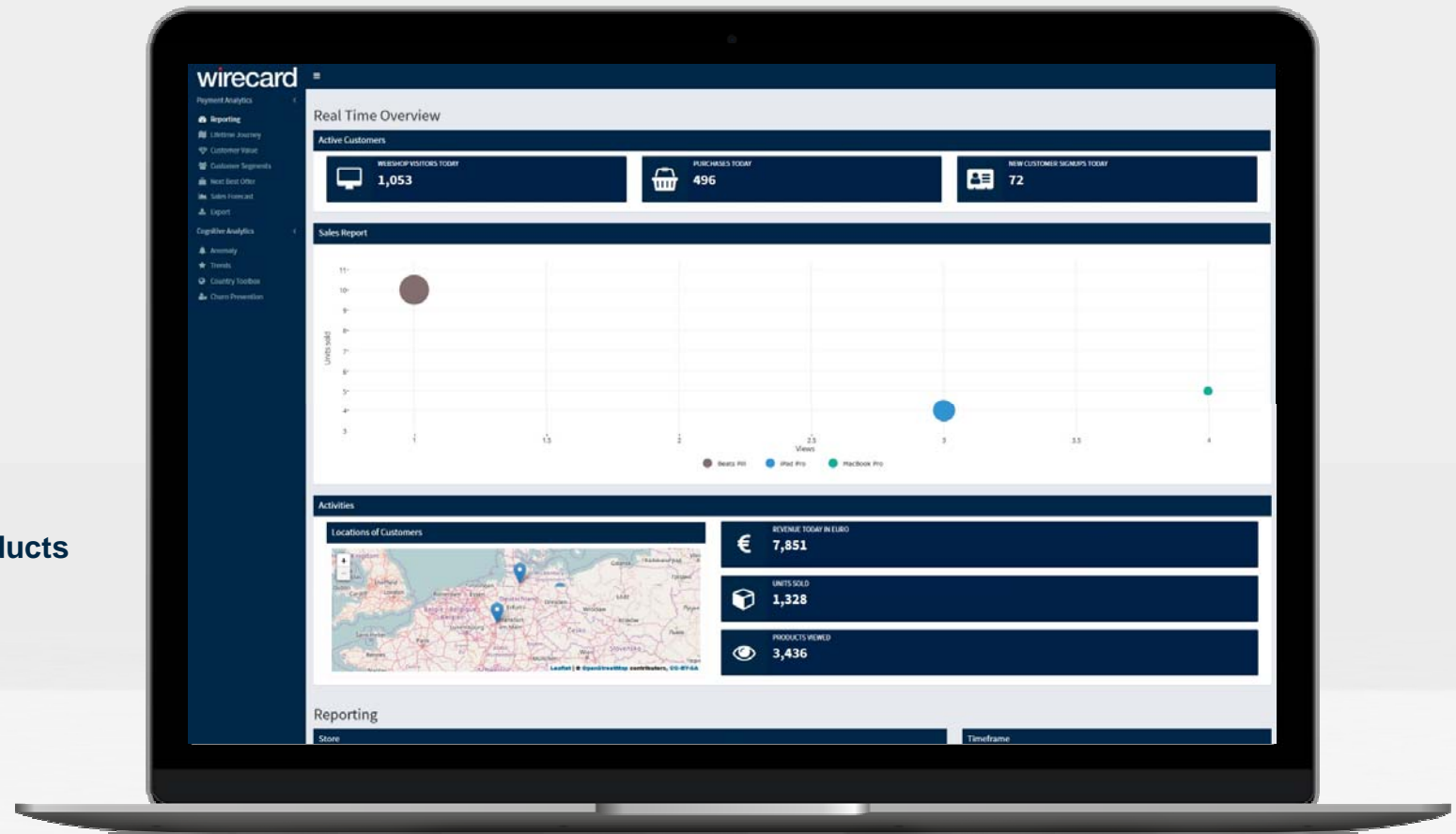# WIRECARD OMNICHANNEL ANALYTICS SUITE– DASHBOARD

MAIN PAGE

KEY FIGURES

- **Webshop visitors**

- **Revenue
  (today, last week, last month)**

- **Units sold**

- **Online-Shop: Views per item**

- **Interactive Add-ons such as
  landing pages, raffles etc.**

SALES REPORT

- **Quick overview on sold top products**

- **Locations of customers
  (online purchase)**

- **Location of best selling stores
  (offline purchase)**

wirecard

THANK YOU
FOR YOUR ATTENTION
___

Wirecard AG
Einsteinring 35
85609 Aschheim, Germany

contact@wirecard.com
www.wirecard.de

wirecard