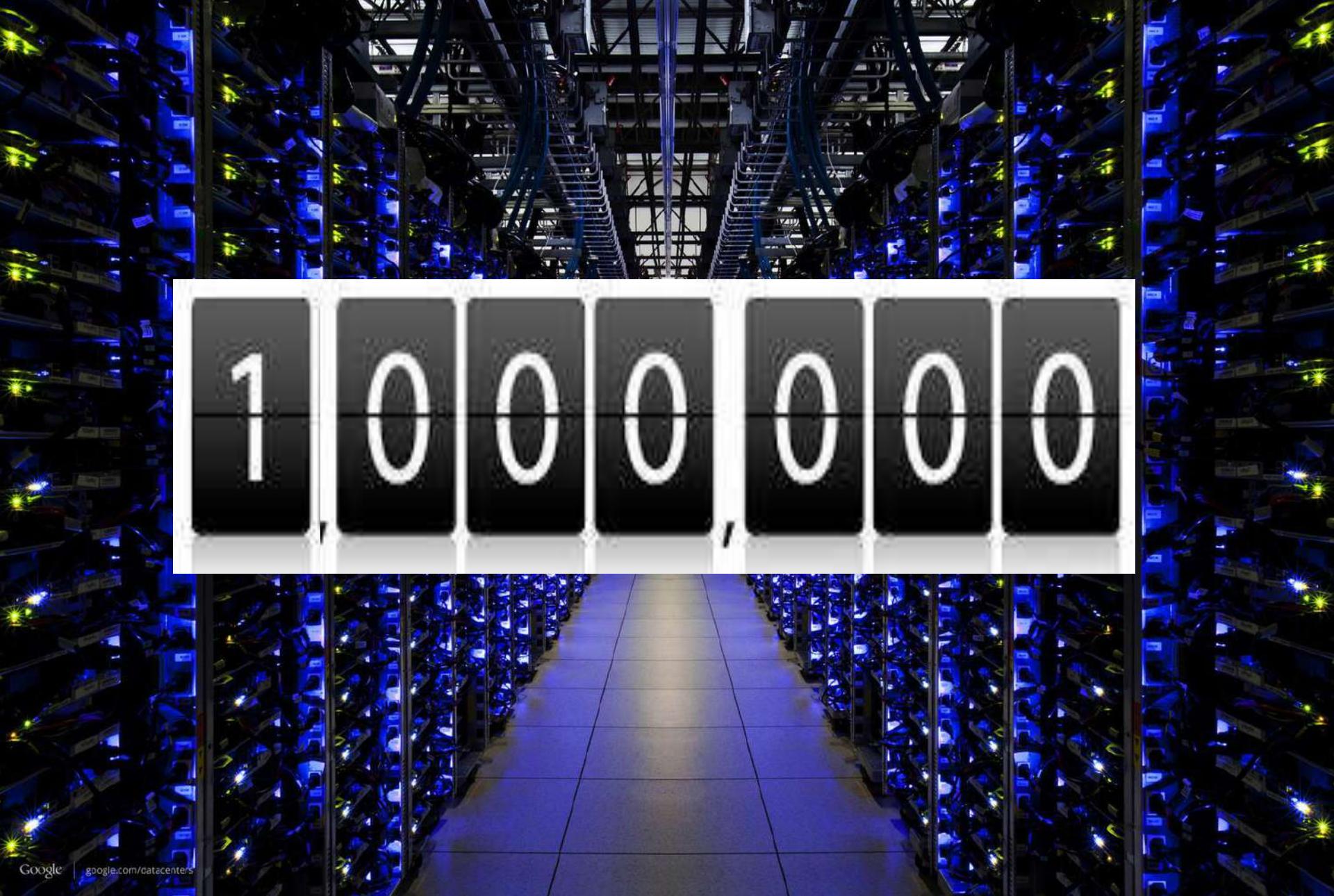


Big Data Loyalty disruption

Stephane Baizeau
Senior Vice President Digital Catalina International

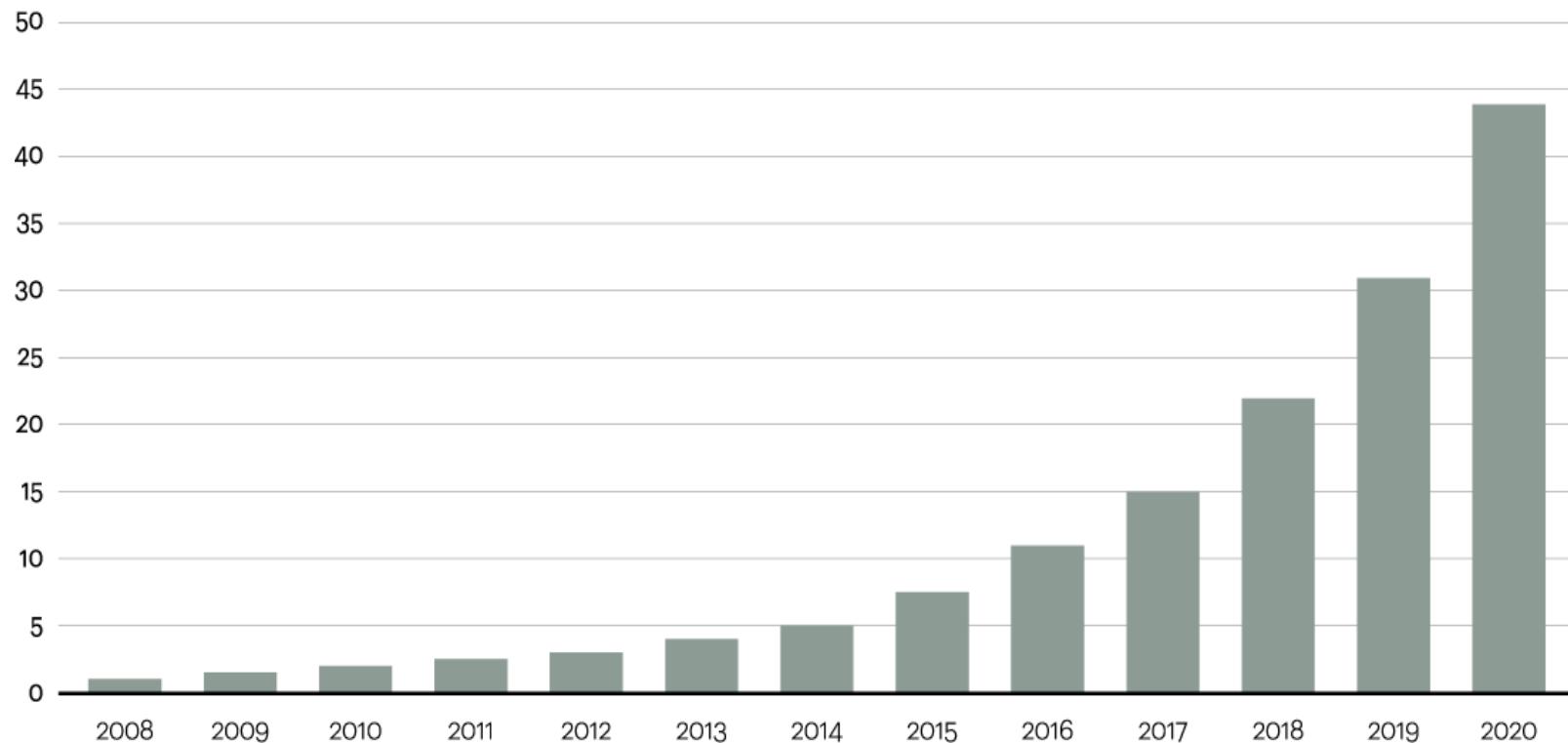
CATALINA

XVI edizione del Convegno Osservatorio Fedeltà
Università di Parma, 21 Ottobre 2016



Volume of data is doubling every 2 years

Data in zettabytes (ZB)



Source: Oracle, 2012

We help retailers and brands to acquire, retain and maximize loyalty around the world



► 250 Retailers

► 50 000 Stores

► 700 Brands

Loyalty scheme are mainly transactional

Loyalty Card	Points per £1 in the supermarket	What's a point worth in store?	What do I save per £100 spent?	How many points will I get from using the card on other services?	
	Tesco Clubcard	1	1p	£1	It depends, but 0.5 for Tesco fuel and 0.25 for credit card spend
	Sainsbury's Nectar	1	0.5p	50p	It depends, but 1 per litre of fuel at Sainsbury's
	Morrisons Match& More	5	0.1	50p	10 for a litre of fuel at Morrisons petrol stations
	My Waitrose	No points but rewards instead	Rewards include free tea and coffee and money off when you buy newspapers	n/a	n/a

Source: which.co.uk

Targeting is a major way to stimulate loyalty scheme

Identify an eligible audience selected by behavior, for a specific media campaign based on a business need/objective.

Targeting Request

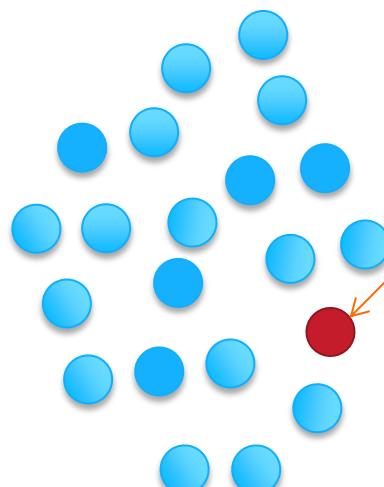
Retailer Request: Please target shoppers who have decreased frequency in the last 3 months

Selection Criteria:

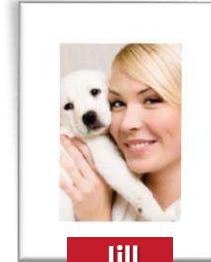
- Currently active across store
- Total Audience in Target: 0.5MM

Shopper Selection

Available Shoppers



Selected Shoppers



Premium Shopper
during the last year
Lives close to the
store

Offer Delivery



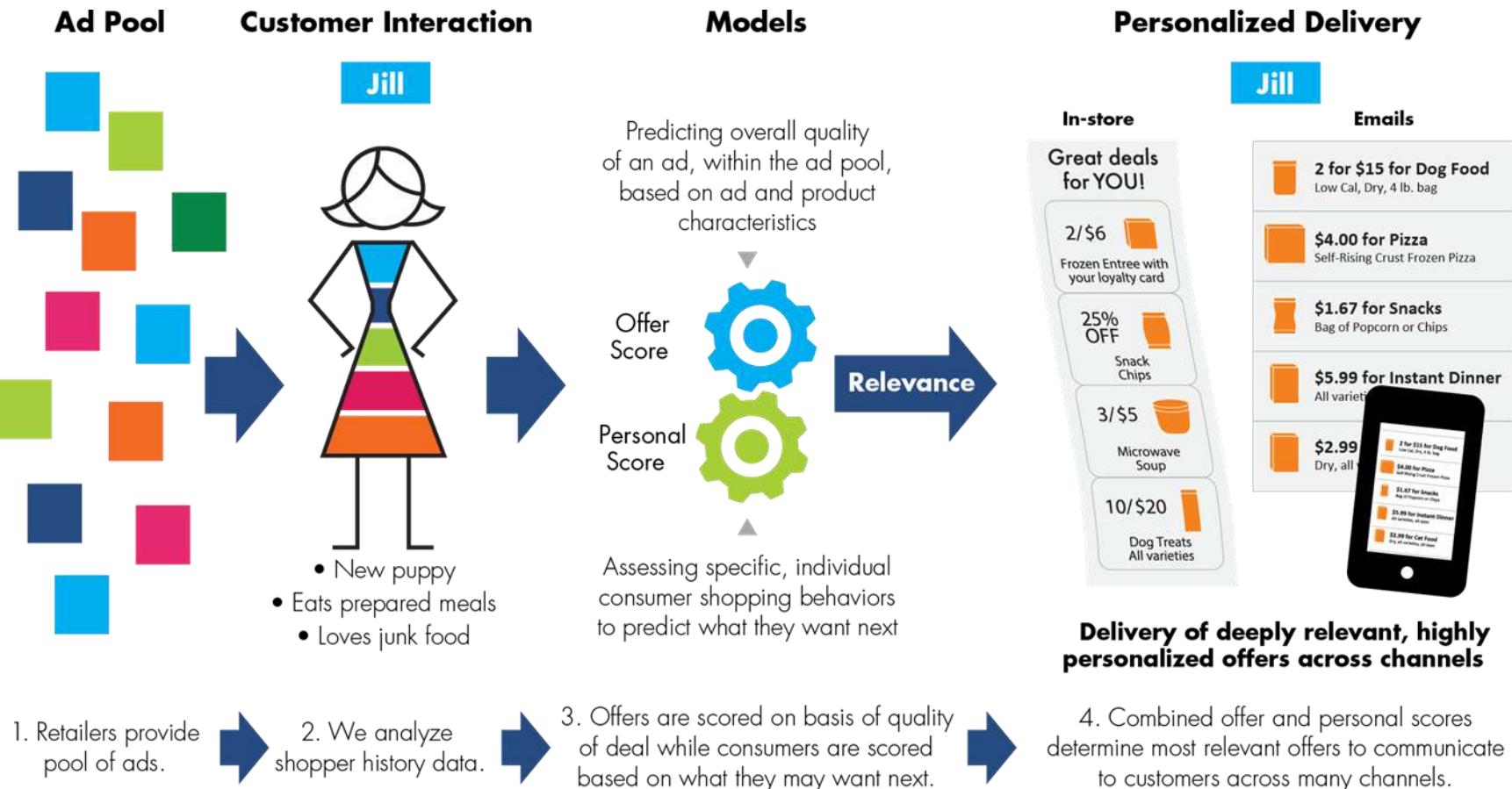
- Eligible shoppers receive the targeted offer
- Distribution reporting and Control vs. control group analysis, showing incremental sales generated

Digital is opening new opportunities



Introduction of real-time personalization's model

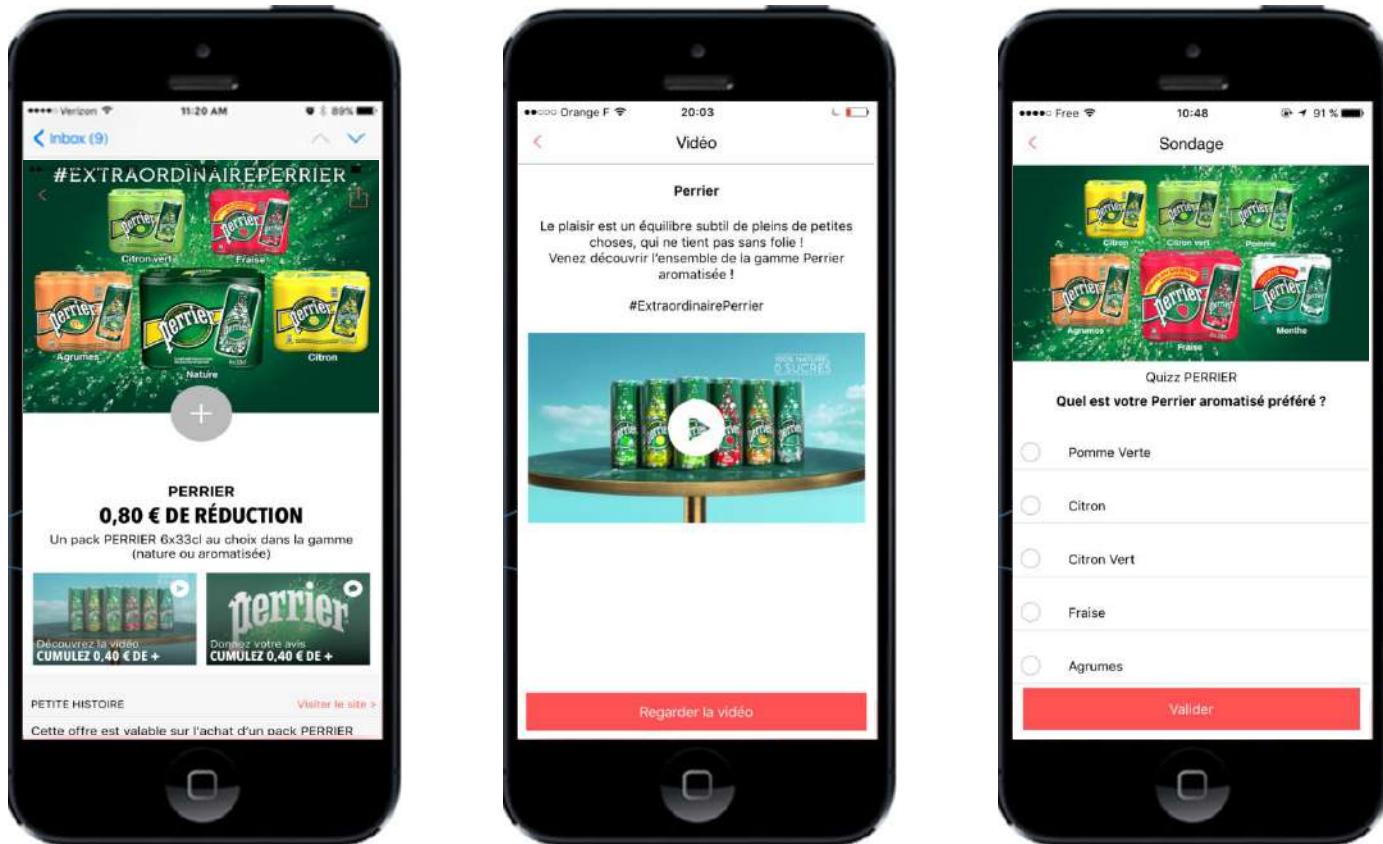
Needs for flexible, continually adaptive models to predict consumer needs and match them with personalized offer contents



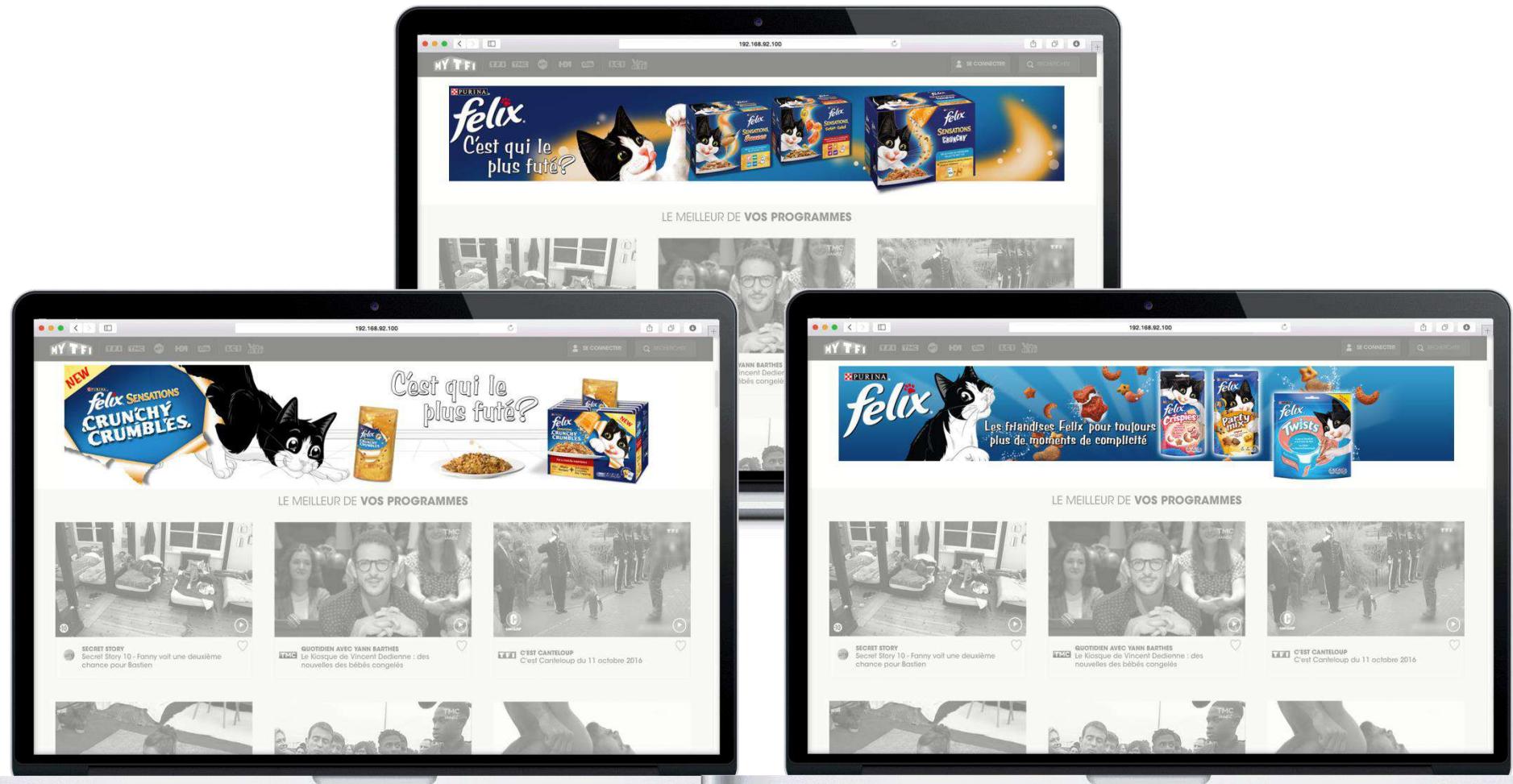
Case 1: Driving consumer to store



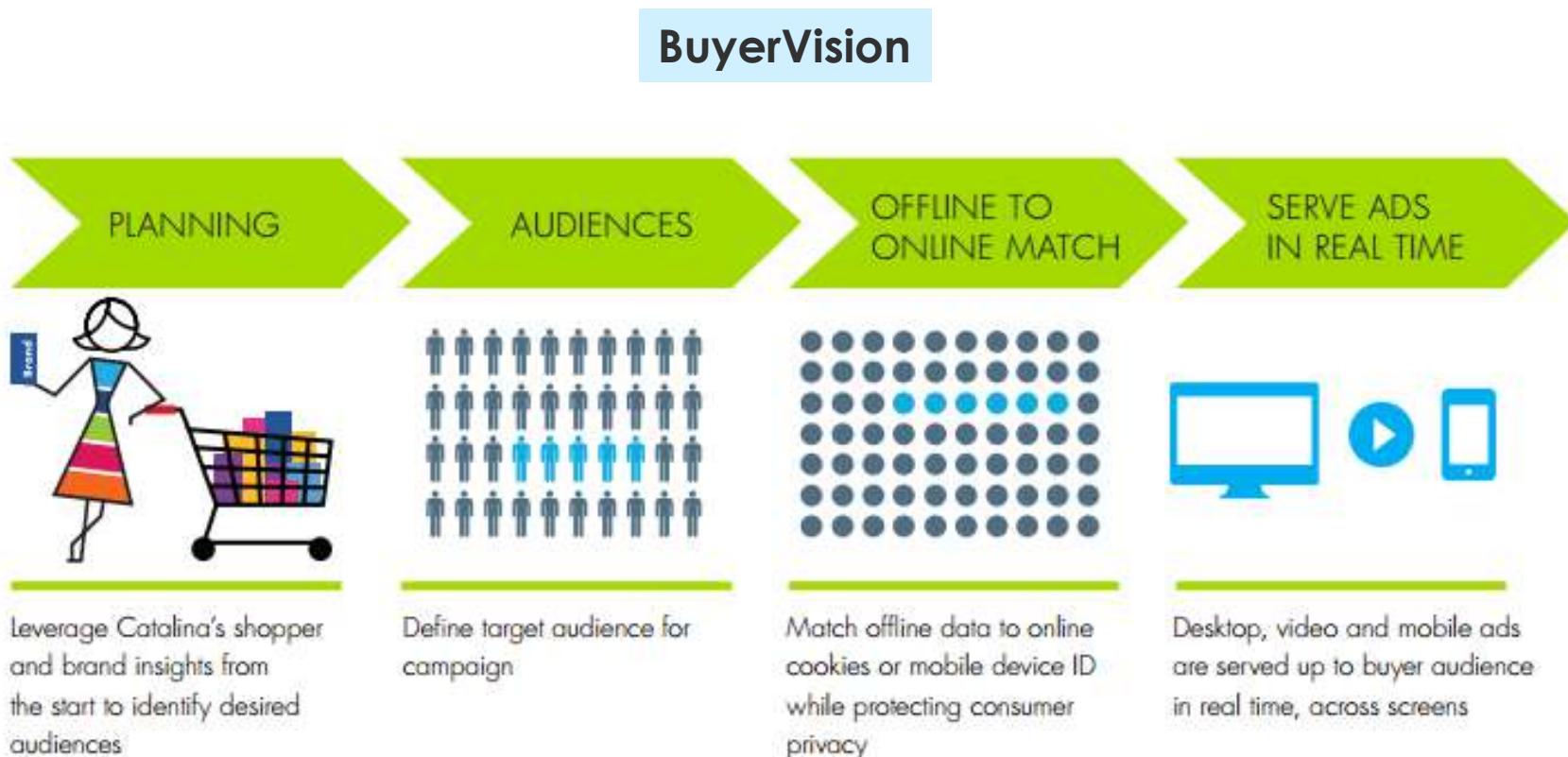
Case 2: Engage consumer with the brand



Case 3: Optimise ad's efficiency



Case 3: Optimise ad's efficiency



More data
New type of data
In real-time

