WIRECARD OMNICHANNEL ANALYTICS SUITE

SMART OMNICHANNEL ANALYTICS

Wirecard, September 2017
1

VALUE OF DATA DRIVEN SERVICES
NUMBERS ON „DOUBLE-DIGIT RISE IN SALES“

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>33%</td>
<td>uplift in average spending amount per customer by using customer segmentation as basis for targeting and other marketing campaigns</td>
<td>Yohai Sabag (2016) Optimove Research</td>
</tr>
<tr>
<td>30-35%</td>
<td>uplift in sales when using customer segmentation</td>
<td>McElhatton, N., 2004, Case Study – Boots Advantage Card</td>
</tr>
<tr>
<td>12%</td>
<td>increased sales in online shops by using product recommendations</td>
<td><a href="https://www.barilliance.com/personalized-product-recommendations-stats">https://www.barilliance.com/personalized-product-recommendations-stats</a></td>
</tr>
<tr>
<td>28%</td>
<td>average growth in customer value when using customer segments in combination with customer segmentation</td>
<td><a href="http://www.liftpointconsulting.com/segmentation-case-study">http://www.liftpointconsulting.com/segmentation-case-study</a></td>
</tr>
<tr>
<td>29%</td>
<td>sales increase during one year after implementation of a recommendation system</td>
<td>Amazon - 29%</td>
</tr>
<tr>
<td>35%</td>
<td>of sales derive from product recommendations</td>
<td>Amazon Netflix - 35%</td>
</tr>
</tbody>
</table>
INSIGHTS FOR THE VALUE CHAIN
EXAMPLES OF ADDED VALUE ACROSS THE MARKETING MIX

RFM ANALYSIS
7,9%
reactivated customers identified by RFM patterns

NEXT BEST OFFER
12%
increased sales in online shops

CUSTOMER SEGMENTS
28%
average growth in customer value (with targeting)

CHURN ANALYSIS
69%
of churning customers can be identified correctly

CUSTOMER LIFETIME VALUE
4%
ablet churn, achievable by optimizing CLV & acqu. funnel

FORECASTING
2x
increased marketing campaign effectiveness

1) Own source: RFM for Orange Cash
3) https://blog.kissmetrics.com/how-netflix-measures-you/
4) http://www.liftpointconsulting.com/segmentation-case-study
5) Own source: Analysis for DIY store
1
SMART DATA ANALYTICS
SMART DATA ANALYTICS
TAKE INFORMED DECISIONS

- Increase frequency of purchases
- Increase advertising response
- Increase customer loyalty
- Refine and enhance the value of data-mining results
- Increase purchase size
- Increase market share
- Identify unstated attitudes towards your product or service
- Develop new products
- The 'why' instead of the 'what' of the purchase decision
INSIGHTS FOR THE VALUE CHAIN
EXAMPLES OF ADDED VALUE ACROSS THE MARKETING MIX

CHANNEL MANAGEMENT
- Sales trends
- Channel analysis
- Offline/Online/Mobile
- Strategic planning of channels

PROMOTION
- Dynamic pricing
- Reduction of straying loss through specific targeting
- Increase of relevance and customer satisfaction

CRM
- Customer value analysis
- Churn analysis and prevention
- Increase in customer loyalty

INVENTORY
- Product correlation analysis
- Product category management
- Basket optimization
- Portfolio optimization

OPTIMIZATION OF MARKETING MIX
PAYMENT DATA – MORE VALUABLE THAN TRANSACTION FEES?

CUSTOMER INSIGHTS FROM PAYMENT DATA

PAYMENT DATA
FINANCIAL DATA
- Basket size
- Number of transactions
- Revenue

EXTENDED DATA
- Issuer information
- TID, MID
- Payment method

CUSTOMER DATA
- PAN and PAN tokens
- Name and address
- Travel data

RISK DATA
- Transaction status
- Risk status
- 3D Secure status

EXTERNAL DATA SOURCES
- Location (e.g. weather)
- Social Media (Facebook, Twitter, Instagram,...)
- Payment apps

DATA ALL AROUND THE PAYMENT FLOW
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.
3
OMNICHANNEL ANALYTICS SUITE
Identifying customers with the highest expected lifetime value through engagement funnels for efficient targeting

SEGMENTATION & TARGETING

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

CUSTOMER VALUE ANALYSIS

CHURN PREVENTION

Identification of churning patterns and proactive targeting of churning customers
WIRECARD OMNICHANNEL ANALYTICS SUITE
DATA SOURCES

WIRECARD ANALYTICS SUITE

POS  mPOS  eCom  Fraud and Risk

DASHBOARD
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 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)
THANK YOU FOR YOUR ATTENTION