

# Making The Cash Register Beep

ONLINE MARKETING & THE RETAIL EXPERIENCE

Matthew Braithwaite-Young



**amazon.com.au**



Social Marketing Management

shputlet, SYNAPSE, vitrue, involver, hootsuite, Social Publishing Platforms, Flowtown, Spreadfast, awareness, tweet, tapif, hear say, Socialware, offerpop, Social Promotion Platforms, Social Amp, Seismic, Strutta, votigo, SocialAppsHQ, extole, Fanzila, Zuberance, BzzAgent, CalmSea

URL Shorteners

bitly, tiny arrows, TinyURL.com

Stream Platforms

UberMedia, TweetDeck, twirl, Aol Lifestream...

Twitter Apps

twitpic, tweetmeme, StockTwits, Cadmus, wefollow, flixup!, Listorious, twitvid

Analytics

awe.sm, bluefin, kontagent, Campalyst, mixpanel, OMNITURE, webtrends

Content Curation

hunch, memolane, BuzzFeed, SUMMIFY, Flipboard, SkyGrid, Storify

Facebook Apps

LIKESTER, BranchOut, snapto, SNAP, badoo, smile, causes, booshaka

Social Advertising Platforms

TBG, Lexity, spruceMEDIA, Adaptly, BLINQ MEDIA, epic social, SOCIALTYZE, nanigans, Taykey, Ybrant, KENSHOO, Marin, EfficientFrontier

Social Brand Engagement

socialvibe, mylikes, adly, local response, appsavvy, DYNAMIC SIGNAL, sharethrough

Social Commerce Platforms

Payment, Moontoast, SHOP TAB, live gamer, dotbox, muncom, Molko, Storevy, shop igniter, FLUID, VendorShop, ecwid, milyoni

Facebook Gaming

playfish, zynga, MetroGames, Playdom, JABAM, CrowdStar, socialpoint, ZIPZAPRAY, DIGITAL CHOCOLATE, WildNeedleGames

Social Ad Networks

OneRiot, rockyou across, LIFESTREET, radium one, XGRAPH, media6degrees, Gnip, Social Data, DATASIFT, RapLeaf

Social Data

Social Search & Browsing

TOPSY Wink, Aardvark, StumbleUpon, greplin, spokeo, WHO'S TAKEN

Social Intelligence

PostRank, Trendrr, ATTENTIVITY, VISIBLE, actionly, viralheat, BuzzLabs, bottlenose, colligent, synthesio, brandprotect, trackur, scoutlabs, backtype, ALTERIAN, conversion, NETBASE

Social Scoring

KLOUT, empireavenue, PeerIndex

Social TV

PHILO, clipsync, SnappyTV, INTO\_NOW, tunerfish

Social Networks - Other

LinkedIn, TAGGED, my, plaxo, Path, CLUB, orkut, Google+, #hashable, renren, friend.ly, gaia

Social/Mobile Apps & Games

foursquare, waze, iWIX, play phone, loopt, Foodspotting, glu, h15, pelago, playJam, BOOYAH

Social Shopping

Giantnerd, Zaarly, Swipely, S V P P L Y, lockerz, kaboodle!

Content Sharing (Reviews/Q&A/Docs)

topix, yelp, Angies list, Quora, Scribd, slideshare, DocShare

Social Business Software

External (Customer) Facing: pagenger, lithium, jive, telligent, satisfaction, LeverageSoftware, Pluck, KickApps, mZinga, Assistiv, Internal (Employee) Facing: huddle, cubetree, acquia, IGLOO, TWiki, Watchitoo, yammer, moxie, Socialtext, nimbix, SOCIALCAST!

Blogging Platforms

tumblr, posterous, Blogger, WordPress, Squarespace, Joomla!, JUX

Community Platforms

Yoku, GROU.PS, elgo, KickApps, mixxt, Groupsite

Social Referral

ShopSocially, 500friends, TurnTo, socialfeet, curebit

Photo Sharing

SmugMug, fixable, klip, flickr, photobucket, ZangZing, Photos, instagram

Plug-ins/Widgets

tynt, Bazaarvoice, gigya, Badgeville, ShareThis, spinback, janrain, clearspring, echo, PowerReviews, Mass Relevance, meeb, Cover It Live, widgetbox, factory

Traditional Publishers

DAILY CANDY, CNN, The New York Times, Glam Media, abc, THE WALL STREET JOURNAL, HEARST corporation, AOL, CONDÉ NAST

**DON'T  
PANIC!**



There's  
Nothing New  
Under The  
Sun

# Scientific Advertising

*The Classic Book on the  
Fundamentals of Advertising*

Claude Hopkins

With an Introduction by

Dennis Ogilvy

Author of

"Confessions of an Advertising Man"

BUY NOW



# Online Retail

- Traffic
- Conversion to sale
- Average order value
- Repeat
- Lifetime value

- Traffic
- Conversion to sale
- Average order value
- Repeat
- Lifetime value



1.

Follow

The

Money

“There is only one  
profit centre in  
business.  
It is your customer”

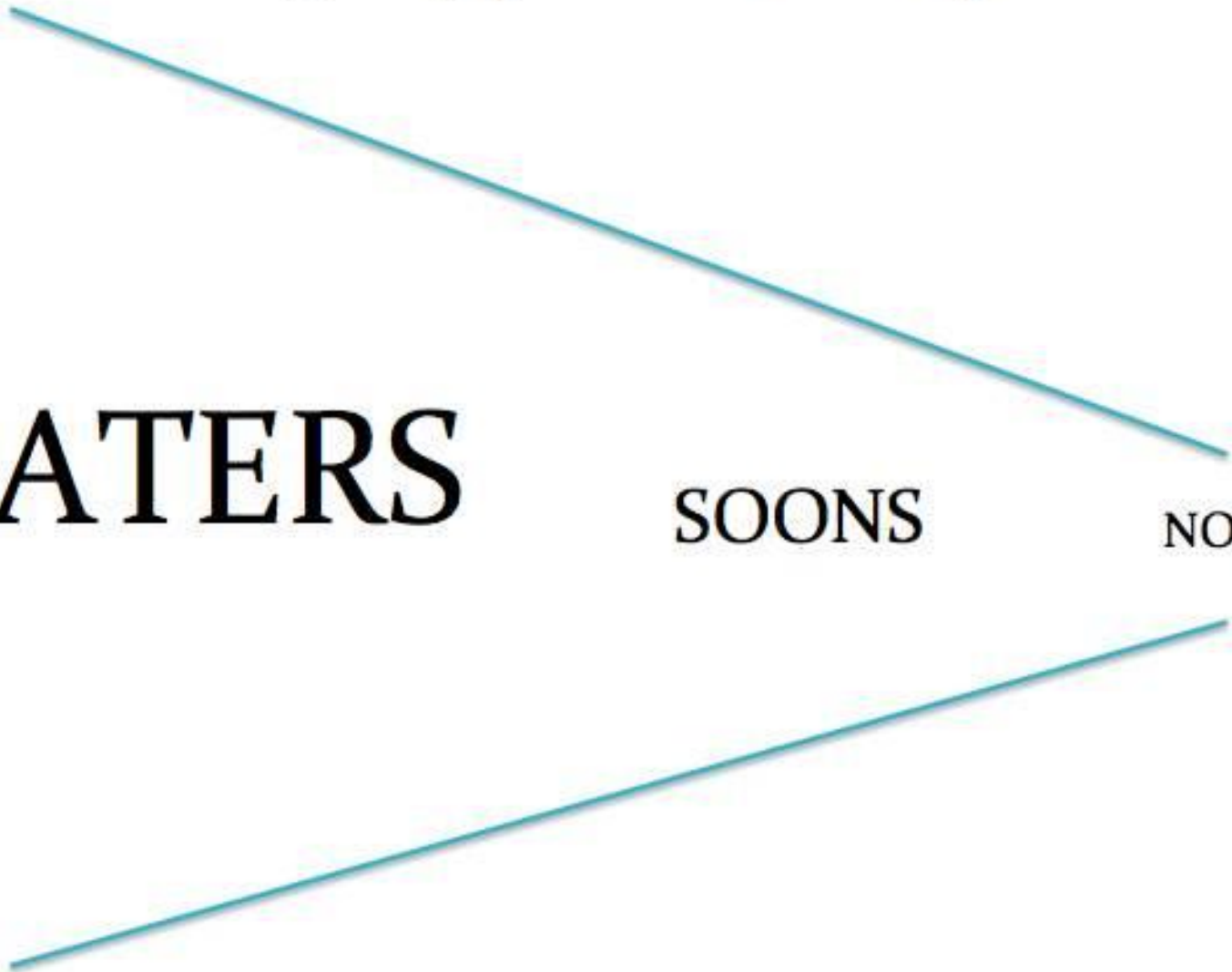


# 3 Types of Buyer

**LATERS**

**SOONS**

**NOWS**



- Get more customers
- Get them to buy  
more
- Keep them longer

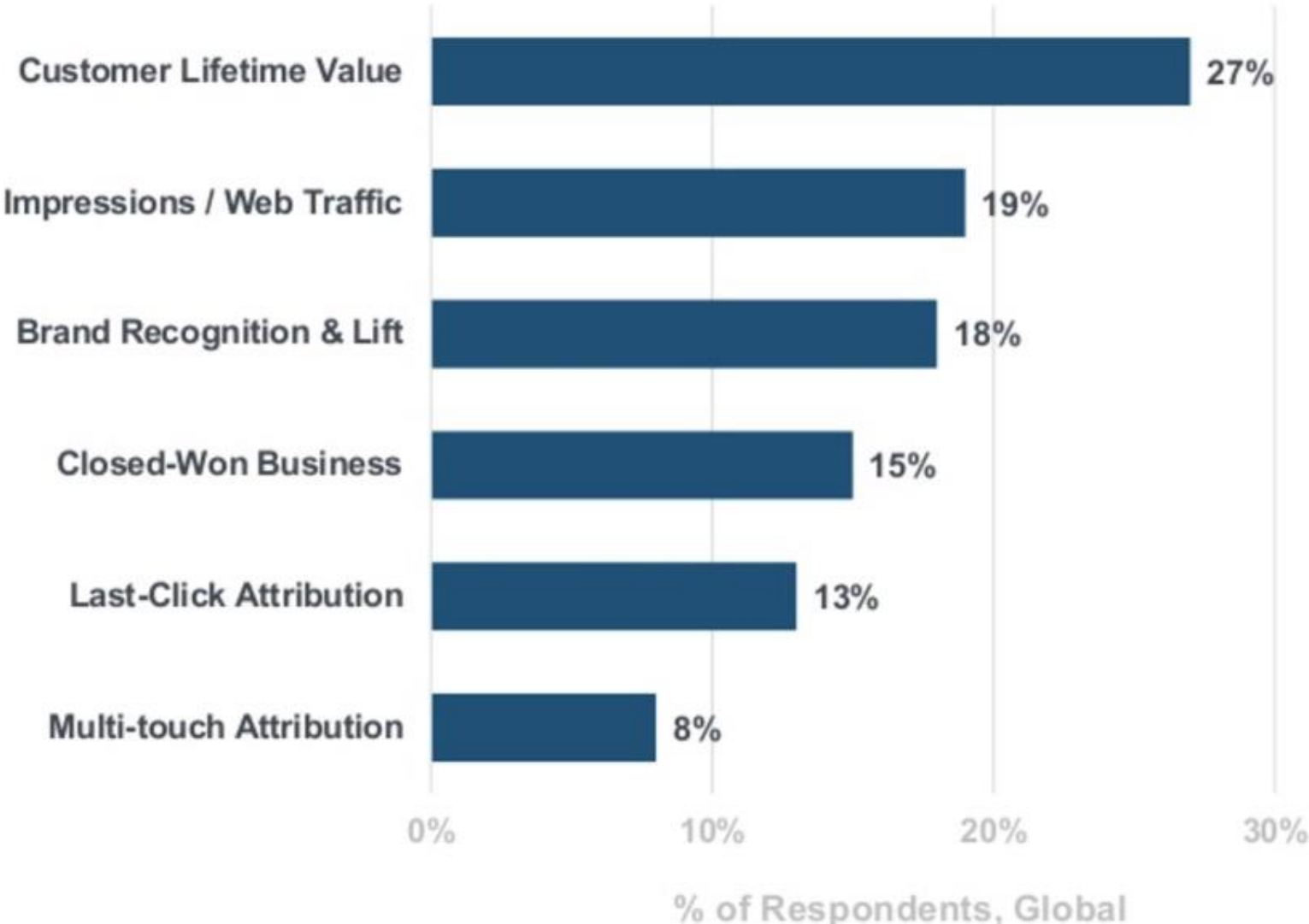


LTV



How Much Is  
Your  
Customer  
Worth?

# What Do You Consider To Be Important Ad Spending Optimization Metrics?





Pay To Play

# New Google Parent Company Drops 'Don't Be Evil' Motto

Tanya Basu @mstanyabasu | Oct. 4, 2015



**The motto has had a tumultuous history within the company**

Alphabet, which took over as Google's new holding company on Friday, has dropped the tech giant's "Don't Be Evil" mantra from its [code of conduct](#).

"Employees of Alphabet and its subsidiaries and controlled affiliates should do the right thing—follow the law, act honorably, and treat each other with respect," the new code reads, noticeably dropping the famous motto.



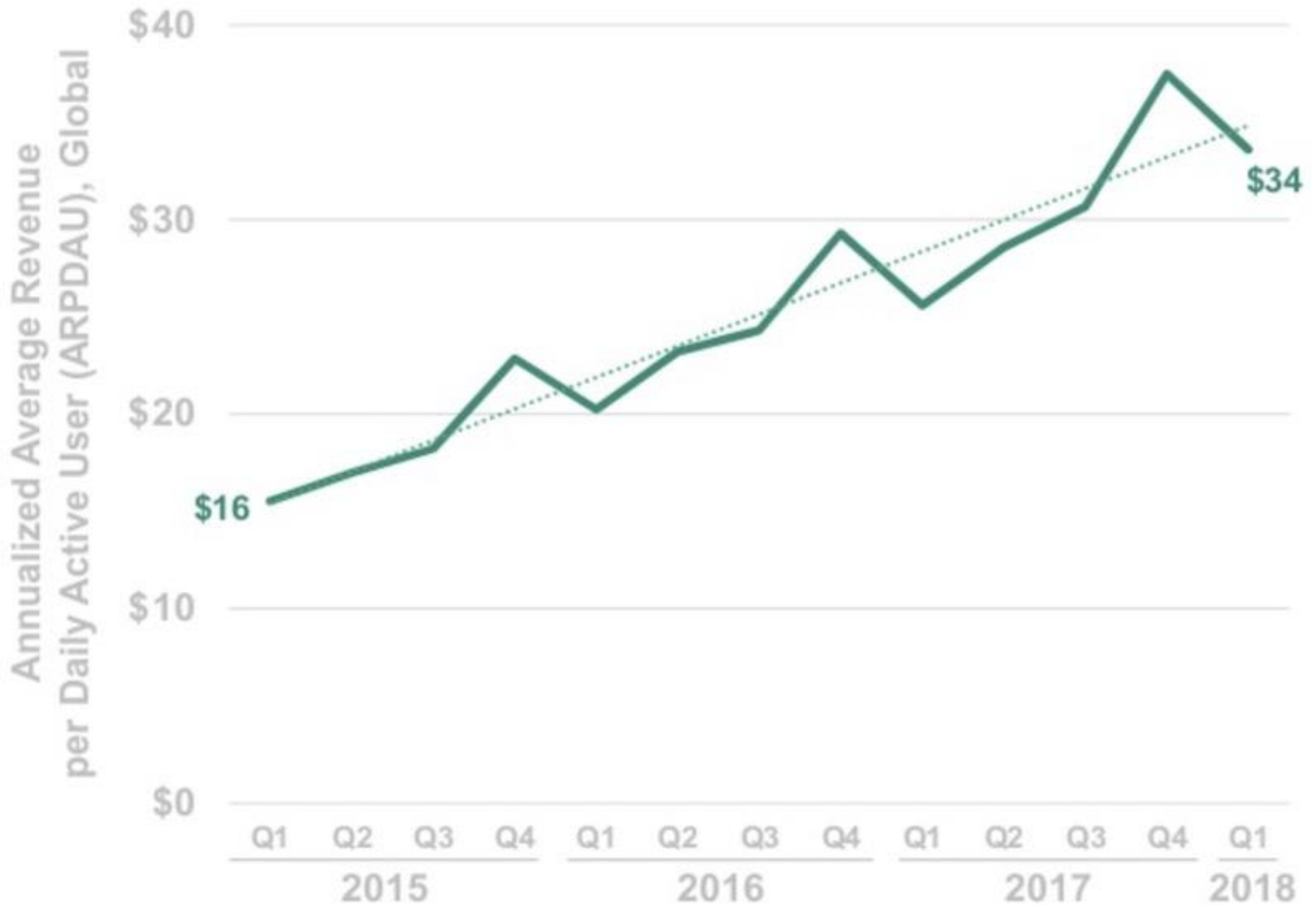
Michael Gottschalk—P



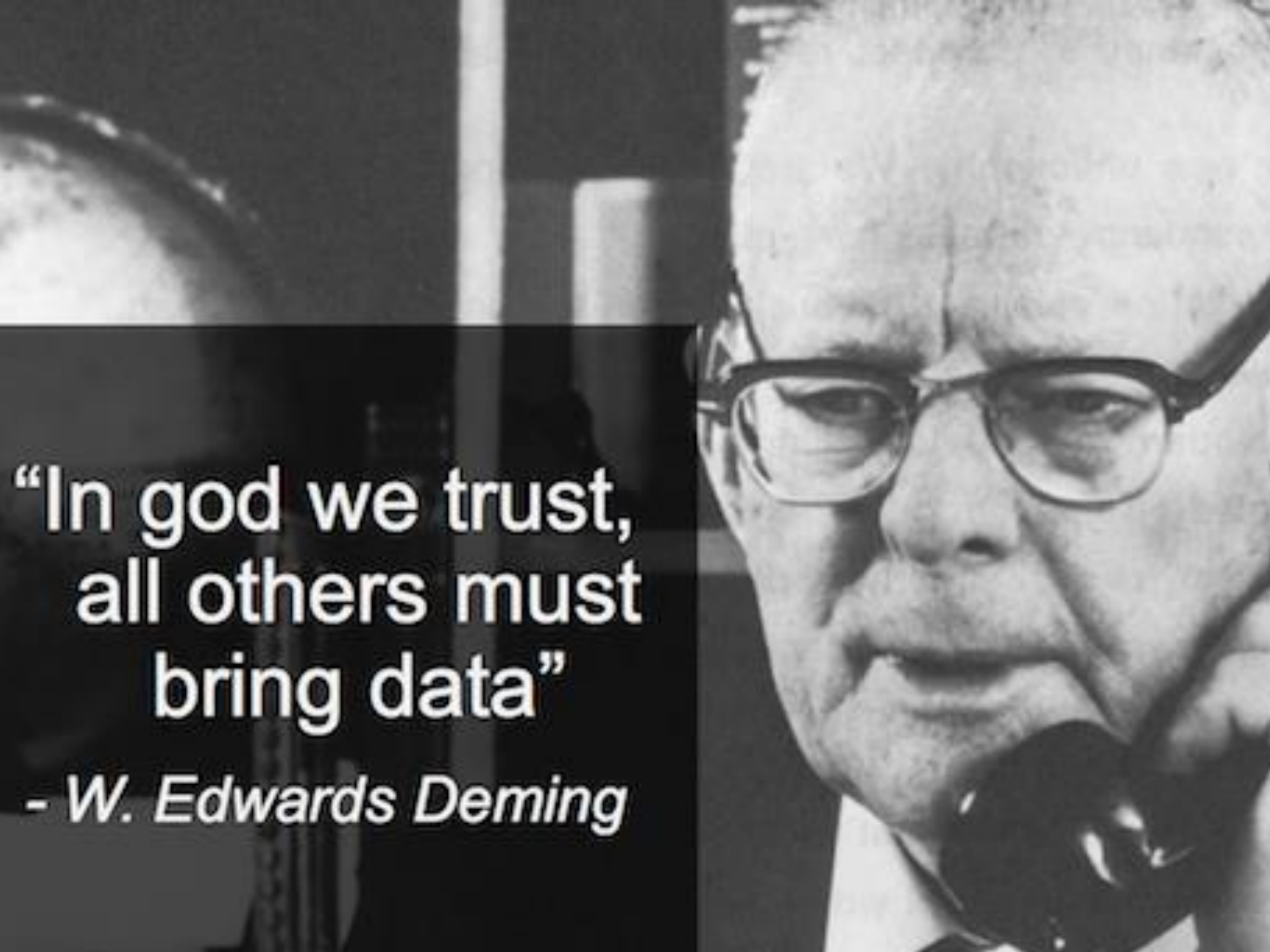


Google

# Facebook Annualized Revenue per Daily User



2. What  
Should We  
Care  
About?

A black and white close-up photograph of W. Edwards Deming. He is wearing glasses and has a serious expression. The background is dark and out of focus, showing some vertical lines.

**“In god we trust,  
all others must  
bring data”**

*- W. Edwards Deming*

Big Data

Big

Bullshit

clean

Little

Data NOT

Big Messy

Data



# Train staff on use of POS capture

First name:

**Chenay (pronounced She-nay)**

**CASE:** 4% of 16,000 entries had  
corruptions  
= 640 LOST customers

**From:** Toyota Australia  
**Subject:** (CUSTOMERS SECOND VEHICLE) Hi there, All-New Corolla Hatch takes safety to a new level  
**Date:** 24 July 2018 7:38:14 pm AEST  
**To:** [Redacted]  
**Reply-To:** [customerexperience@toyota.com.au](mailto:customerexperience@toyota.com.au)

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**It looks smart. Because it is.**

Likes

vs

Sales

58% of marketers think  
“Likes” “Clicks” “Click-  
through rate” “Followers”  
and “re-tweets” are their  
top aims.

*Source: Fournaise 2015*

# Resisting the Siren Call of Popular Digital Media Measures: Facebook Research Shows No Link between Trendy Online Measures and Ad Effectiveness

Source: Journal of Advertising Research, Vol. 56, No. 2, June 2016

Downloaded from warc.com

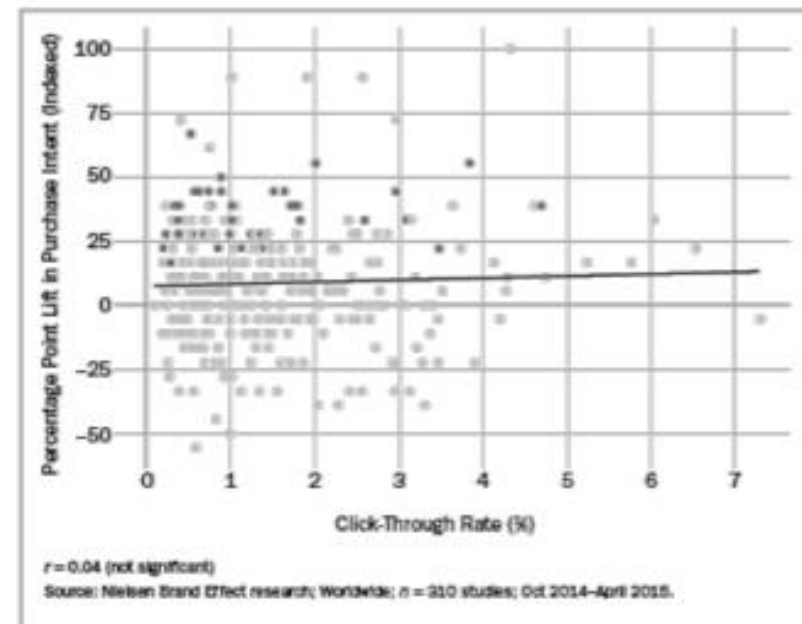
This article describes how marketers need to ignore simply using eye-catching metrics and focus on reorganising their organisation around an impact-led analysis of the data available. The biggest change in the marketing landscape in the last generation has been the dramatic increase in the amount of data and information available to marketers. Sometimes the measurement of this immense amount of data comes at the expense of what is actually important, however, and marketers must work harder than ever to determine which metrics are truly useful. Facebook research uses data to establish generalizable marketing best practices and prove the value of digital advertising — it is also trying to help weed out unhelpful metrics. Marketers must focus on elevating the role of analytics, connecting dots in the data forward with the market; most importantly, marketers need to make sure the right questions are being asked and getting useful answers.

[Brad Smallwood](#)

Facebook

Editors' Note

*Brad Smallwood leads Facebook's Marketing Science team, which captures insights on people's actions across generations, geographies, devices, and time. The team also measures the value of digital advertising methods and partnerships that, Facebook believes, provide value for marketers. In this article, Smallwood shares Facebook's early struggles with assessing the value of popular metrics—such as building a brand based on vanity metrics—that Facebook's own research eventually found to have no impact on brands' performance. He is diminishing the stature of "shiny" metrics, such as users' "Likes," "Shares," and message posts, in the spread of "some that still litter your dashboards." The details of this cautionary tale offer insight into who, Smallwood says, will succeed only if they empower their organizations to become more data-driven in the decision-making process.<sup>1</sup>*



**Figure 2** Absence of Correlation between Purchase Intent And Click-Through Rates

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AdvertisingRese

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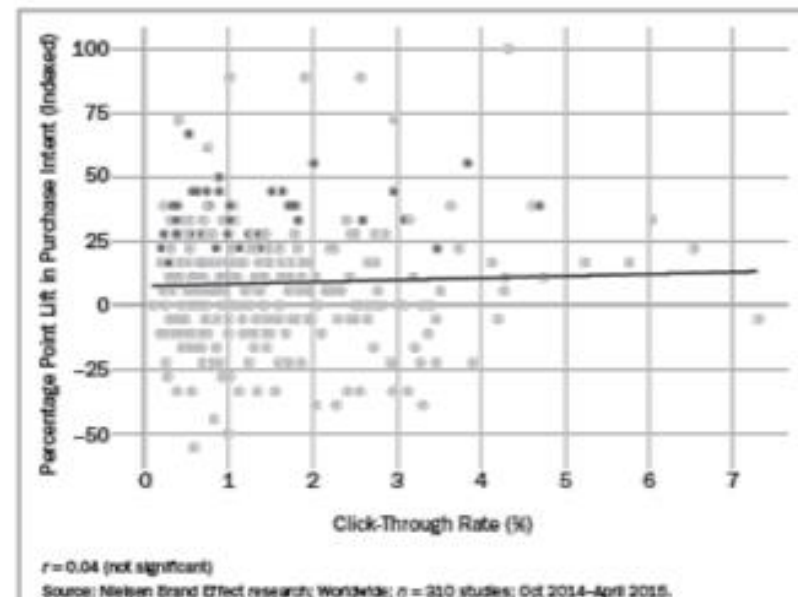
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**Figure 2** Absence of Correlation between Purchase Intent And Click-Through Rates

Loyalty?

Online

Experienc

e





All Users  
100.00% Sessions

+ Add Segment

Landing Page

Starting pages

47K sessions, 14K drop-offs

1st Interaction

32K sessions, 11K drop-offs

2nd Interaction

21K sessions, 6.8K drop-offs

3rd Interaction

14K sessions, 3.9K drop-offs

31K

31K

/collections/dresses  
9K

/products  
4K

/collections/dresses  
2.4K

/collection...w-arrivals  
3.7K

/products  
2.9K

/products  
1.6K

/collections/tops  
3.1K

/collections/dresses  
2.1K

/collections/tops  
1.4K

/collections/swimwear  
1.5K

/collections/tops  
1.7K

/collection...w-arrivals  
950

/collection...e-shop-all  
1.5K

/collection...w-arrivals  
891

/products  
912

(>100 more pages)  
13K

(>100 more pages)  
9.4K

(>100 more pages)  
6.9K

/pages/shop-our-insta  
5.7K

/pages/shop-our-insta  
5.7K

/collections/dresses  
845

/products  
2K

/collection...ses?page=2  
375

/collections/dresses  
1.3K

/collections/tops  
366

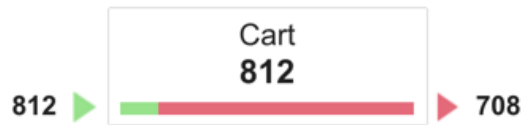
/collection...w-arrivals  
709

...  
8.1K

(>100 more pages)  
5.6K

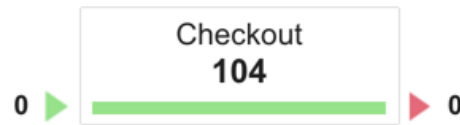


(entrance)	196
/	52
/products/	26
/collections/sale-shop-all?page=2	18
/collections/tops?page=3	18

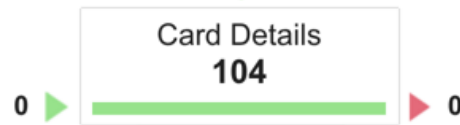


**104 (12.81%)**  
proceeded to Checkout

(exit)	264
/cart	93
/checkout/contact_information	88
/	17
/pages/	14



**104 (100.00%)**  
proceeded to Card Details



**104 (100.00%)**  
proceeded to Place an order



(entrance)	69
/checkout/processing	69
/checkout/payment	2
/	1
/account	1

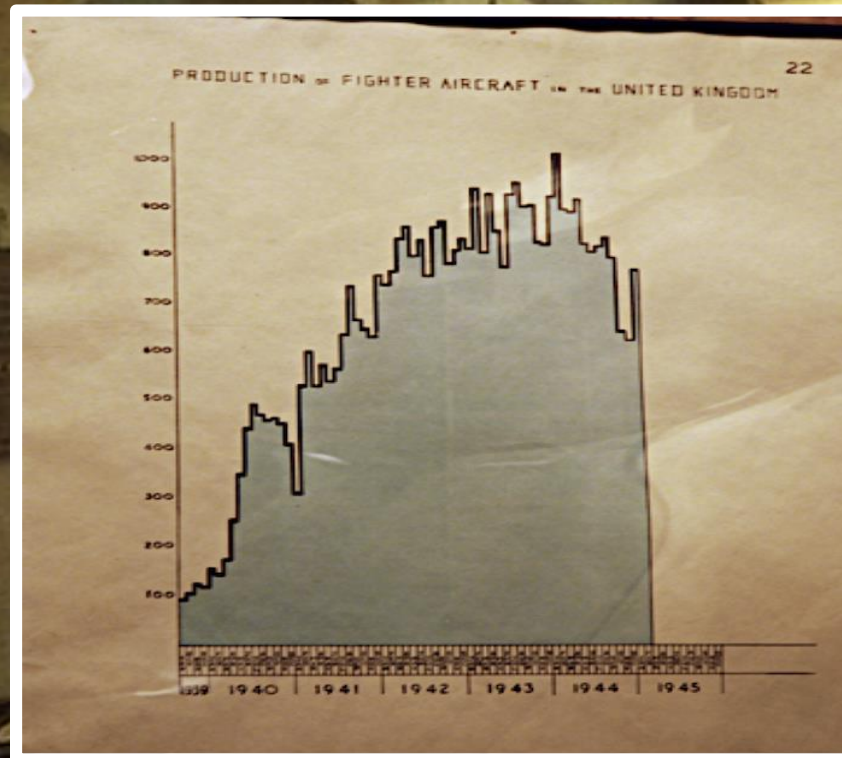
Omni channel

Attribution

3. Test

Test

Test



Heads &

Tails

Enter your email address to continue

Email Address

CONTINUE



## Please enter your email address

This information is used to identify existing accounts and speed-up the checkout process.

Email Address

**CONTINUE**

# The easiest way to grow sales and save time.

Sales and marketing software built for small business.

## It's time to thrive

"Infusionsoft is now the backbone of our operations."

[See Damien's story](#)

[See Product Video](#)



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Watch Demo





Find self storage now:

GO

 Enter your zip code  
 or city, state or address

Other locations in your area:


 6364 S. Cottonwood  
 St  
 Murray, UT 84107  
 Distance: 6.12 miles

 8306 S 700 E  
 Sandy, UT 84070  
 Distance: 7.19 miles

# 1ST MONTH FREE

PLUS \$10 OFF  
MOVE-IN KIT

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Need help finding the

[Home](#) > [Find Self Storage](#) > [Utah](#) > [Salt Lake City](#) > 2170 E 3300 S

## Self Storage Facility in East Millcreek, Utah (UT) - E 3300 S



### Extra Space Storage

 2170 E 3300 S  
 Salt Lake City, UT 84109

[Read all 7 reviews](#)
[Write a review](#)

 New Customer: (855) 234-0220  
 Current Customer: (801) 466-8643

**Storage Gate Hours**  
 Mon-Sun: 6:00am-10:00pm  
**Storage Office Hours**  
 Mon-Fri: 9:30am-6:00pm  
 Sat: 9:00am-5:30pm  
 Sun: closed

[Unit Sizes](#)
[Map](#)
[Photos](#)
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[Nearby Facilities](#)
[Reviews](#)
[Services](#)
[Directions](#)

Select a Size Below

[Unit Size Calculator >](#)

SIZE	UNIT DETAILS	MONTHLY RATE		OFFER	<a href="#">RESERVE</a>
5x5 <a href="#">Size Help</a>	- Basic Storage - Indoor - 1st Floor Access	ON-SITE <del>\$27</del>	WEB RATE <b>\$31</b>	ACT FAST: 1 UNIT LEFT!	<a href="#">RESERVE</a>
5x10 <a href="#">Size Help</a>	- Basic Storage - Indoor - 1st Floor Access	ON-SITE <del>\$70</del>	WEB RATE <b>\$60</b>	FIRST MONTH FREE	<a href="#">RESERVE</a>
5x10 <a href="#">Size Help</a>	- Basic Storage - Drive-Up Access	ON-SITE <del>\$71</del>	WEB RATE <b>\$60</b>	FIRST MONTH FREE	<a href="#">RESERVE</a>
10x10 <a href="#">Size Help</a>	- Basic Storage - Indoor - 1st Floor Access	ON-SITE <del>\$109</del>	WEB RATE <b>\$93</b>	FIRST MONTH HALF OFF	<a href="#">RESERVE</a>
10x15 <a href="#">Size Help</a>	- Basic Storage - Drive-Up Access	ON-SITE <del>\$176</del>	WEB RATE <b>\$150</b>	FIRST MONTH HALF OFF	<a href="#">RESERVE</a>



Find self storage now:

GO

Enter your zip code  
or city, state or address

Other locations in your area:

6394 S. Cottonwood  
St  
Murray, UT 84107  
Distance: 6.12 miles8306 S 700 E  
Sandy, UT 84070  
Distance: 7.19 miles**1ST MONTH  
FREE** PLUS \$10 OFF  
MOVE-IN KIT

GET THE DETAILS &gt;

Need help finding the  
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Sun: closed

Unit Sizes

Map

Photos

Video

Nearby Facilities

Reviews

Services

Directions

Select a Size Below

UNIT SIZE CALCULATOR →

SIZE	UNIT DETAILS	MONTHLY RATE	OFFER	
5x5 <a href="#">Size Help</a>	- Basic Storage - Indoor - 1st Floor Access	ON-SITE: <del>\$37</del> WEB RATE: <b>\$31</b>	ACT FAST: 1 UNIT LEFT!	<a href="#">BOOK NOW</a>
5x10 <a href="#">Size Help</a>	- Basic Storage - Indoor - 1st Floor Access	ON-SITE: <del>\$70</del> WEB RATE: <b>\$60</b>	FIRST MONTH FREE	<a href="#">BOOK NOW</a>
5x10 <a href="#">Size Help</a>	- Basic Storage - Drive-Up Access	ON-SITE: <del>\$71</del> WEB RATE: <b>\$60</b>	FIRST MONTH FREE	<a href="#">BOOK NOW</a>
10x10 <a href="#">Size Help</a>	- Basic Storage - Indoor - 1st Floor Access	ON-SITE: <del>\$109</del> WEB RATE: <b>\$93</b>	FIRST MONTH HALF OFF	<a href="#">BOOK NOW</a>
10x15 <a href="#">Size Help</a>	- Basic Storage - Drive-Up Access	ON-SITE: <del>\$176</del> WEB RATE: <b>\$150</b>	FIRST MONTH HALF OFF	<a href="#">BOOK NOW</a>

## Kies uw Suzuki

Prijs



€ 5.000 tot € 35.000

## Koetswerktype

- 3 deurs
- 5 deurs
- Alle

## Aandrijving

- Tweewielaandrijving
- 4 x 4
- Alle

## Versnellingsbak

Alle 

## Brandstof

Alle 

**new Swift**  
スズキスイフト by suzuki

ONTDEK DE NIEUWE SWIFT  
**KLIK HIER!**

De Swift heeft een nieuwe look. Kom hem nu testen !


## Modellen



Alto 5 deurs



Splash 5 deurs



Swift 3 deurs



Swift 5 deurs



Swift 5 deurs 4x4

## Kies uw Suzuki

Prijs



€ 5.000 tot € 35.000

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- 3 deurs
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Alle

## Brandstof

Alle



## Modellen



Alto 5 deurs



Splash 5 deurs



Swift 3 deurs



Swift 5 deurs



Swift 5 deurs 4x4

## Nu de Surface Pro met 128GB bundel vanaf € 579,-\*



Koop nu een Surface Pro 128GB bundel vanaf €579,00\*.  
Deze Surface Pro's worden nu geleverd met type cover en Extended Hardware Service (3 jaar garantie en geavanceerde omruilregeling).

[Bekijk aanbieding](#)



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met 128GB bundel  
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[Bekijk aanbieding](#)

# Votre séjour

**308 €**

**-30%**

~~440 €~~

la semaine, du 10/05 au 17/05  
**Studio Confort 4/5 personnes**

**Book**



**Tous nos hébergements et tarifs**



# Votre séjour

**308 €**

**-30%**

~~440 €~~

la semaine, du 10/05 au 17/05  
Studio Confort 4/5 personnes

**Check Availability**



**Tous nos hébergements et tarifs**





# Spar 30% når du prøver DHL Express!

Fyll ut skjema for å få din rabattkode og spar 30% på dine online forsendelser til 1. februar 2011.

**KREV DIN RABATTKODE**





# Spar 30% når du prøver DHL Express!

Fyll ut skjema for å få din rabattkode og spar 30% på dine online forsendelser til 1. februar 2011.

**KREV DIN RABATTKODE**



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[Mens Loafers](#)  
[Mens Smart Shoes](#)
**Girls Shoes**
[Girls Booties](#)  
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 Black Patent  
**£38.99**

Womens Smart Shoes


**Swift Tern**  
 Black Leather  
**£34.99**

Mens Casual Shoes


**BroomaTees Inf**  
 Black Patent  
**£34.00**

Girls School Shoes


**Wing Write Inf**  
 Navy Leather  
**£34.00**

Boys Shoes


**Chorus Thrill**  
 Navy Suede  
**£48.99**

Womens Smart Shoes


**Brews Man**  
 Black  
**£49.99**

Mens Formal Shoes


**Dance Terns Inf**  
 Black Patent  
**£25.00**

Girls School Shoes


**Soft Place Fit**  
 Navy Leather  
**£32.00**

Boys Shoes


**Advent Sparkle**  
 Blue Combo  
**£38.99**

Womens Smart Shoes


**Nerly Path GTX**  
 Haregany Leather  
**£39.99**

Mens Casual Shoes


**Happy Lane**  
 Hot Pink Fabric  
**£18.00**

Girls Casual Shoes


**Solly To Fit**  
 Brown Combo Leather  
**£32.00**

Boys Shoes


**Hamble Oak**  
 Wine Harvest Leather  
**£54.99**

Womens Casual Shoes


**Mustache Wing**  
 Dark Tan Leather  
**£39.99**

Mens Casual Shoes


**Solly Mya Fit**  
 Anthracite Leather  
**£32.00**

Girls Shoes


**Kicker Big**  
 Khaki Combo  
**£25.00**

Boys Shoes

Shop by

Womens Shoes  
Womens Brogues  
Womens Court Shoes  
Womens Pumps

Mens Shoes  
Mens Casual Shoes  
Mens Loafers  
Mens Smart Shoes

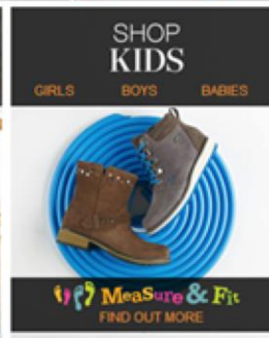
Girls Shoes  
Girls Bootleg  
Girls Casual  
Girls School Shoes

Boys Shoes  
Boys Bootleg  
Boys Casual  
Boys School Shoes

Home | Shoes

## SHOES

Combining quality and style, shoes from Clarks for all the family.



Sign up for Clarks emails to receive the latest offers and product information

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Find your local store (enter postcode or town)

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Boots  
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Track your order  
Delivery and returns  
Contact us  
Store services  
FAQ's

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Terms & conditions  
Accessibility  
Affiliates

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Careers at Clarks  
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Carrier bags policy

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# JMETER CLOUD



118

## WHAT IS BLAZEMETER?

BlazeMeter is a 100% Apache JMeter™ compatible, self-service, load & performance testing cloud. Instantly generate massive stress tests with comprehensive reporting & analysis tools. [Try it now](#) - it's free to start.



SELF-SERVICE

## BLAZECLUSTER™ TECHNOLOGY

Our BlazeCluster™ technology generates realistic simulations of an unlimited number of users from multi-geo locations on demand. 30K, 50K, 80K or more concurrent users? No Problem! Take a [Tour](#) - it's free too.



DO IT YOURSELF!

Upload your JMeter Script ☺

or Enter URL: <http://www.yoururlhere.com>

GO

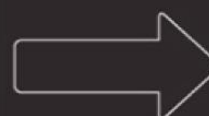
## WHY US



**JMeter as a Service** Interactive real-time reporting  
 On-Demand **Individual testing environments** Pay as you Go  
**Multi-geo options** Reduce time-to-test **\$8** /server hour

## WHO'S BLAZING IT

[Read more](#)



GET 10 FREE TESTS!

AS FEATURED IN

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NETWORKWORLD

cjnet

ITBUSINESSEDGE

The Register




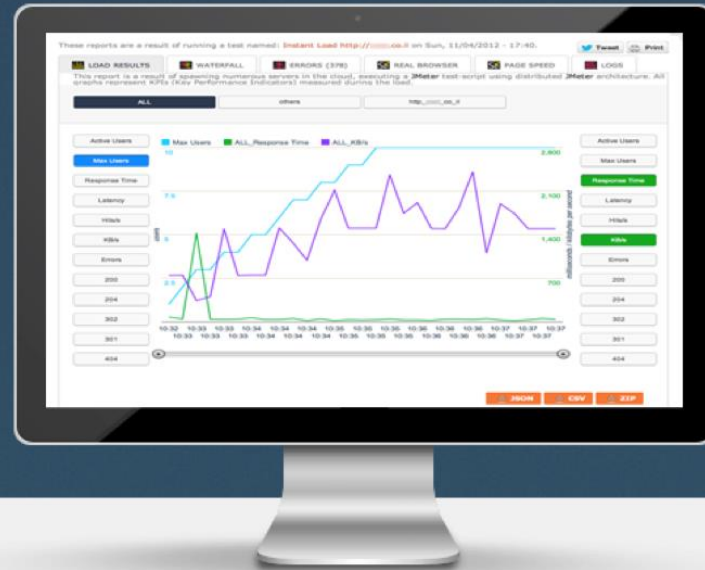
# The Load Testing Platform for Developers

Instant load testing platform that lets developers focus on developing. Start testing right away.

Simulate any user scenario for webapps, websites, mobile apps or web services. 100% Apache JMeter™ compatible.

Scalable from 1,000 to 100,000 concurrent users.

Sign Up for a Free Account  
Run a test right now 



## Why use BlazeMeter?



### 100% JMeter Compatible

Take full advantage of JMeter's scripting capabilities or let our auto-scripting feature take care of the details.

[Read more](#)



### Scalable and Realistic

Easily scale from 100 to 100,000 concurrent users using realistic visitor behaviour and browser simulation.

[Read more](#)



### Start Testing in 2 Minutes

Use up to 100 dedicated servers per test. No setup or installation required. Self-service and on-demand.

[Read more](#)



### Intuitive Reporting

See test results in real time or easily compare multiple tests. All with a simple to use interface and intuitive graphs.

[Read more](#)



### Pay only for what you need

Flexible pricing that accommodates hourly, monthly or annual usage. No setup or maintenance fees.

[Read more](#)

## BlazeMeter Is Trusted By





Welcome back! We saved your shopping basket for you, [click here](#) to pick up where you left off.

## HOW TO LAYER

YOU CAN WEAR A PERFECT SHEER SLIP AS A STATEMENT ON ITS OWN. PILE ON LAYERS FOR THE



MAXIMUM FASHION EFFECT, OR GO FOR SOMETHING IN THE MIDDLE. SEE OUR HOW-TO-LAYER SHOP TO GET A TRULY FREE PEOPLE LOOK.

PIECES IN THIS LOOK



What's New

Clothes

Accessories

Shoes

Intimately FP

VINTAGE LOVES

Swim

\* Sale \*



## HOW TO LAYER

YOU CAN WEAR A PERFECT SHEER SLIP AS A STATEMENT ON ITS OWN, PILE ON LAYERS FOR THE



PIECES IN THIS LOOK

MAXIMUM FASHION EFFECT, OR GO FOR SOMETHING IN THE MIDDLE. SEE OUR HOW-TO-LAYER SHOP TO GET A TRULY FREE PEOPLE LOOK.



“NEVER  
STOP  
TESTING”

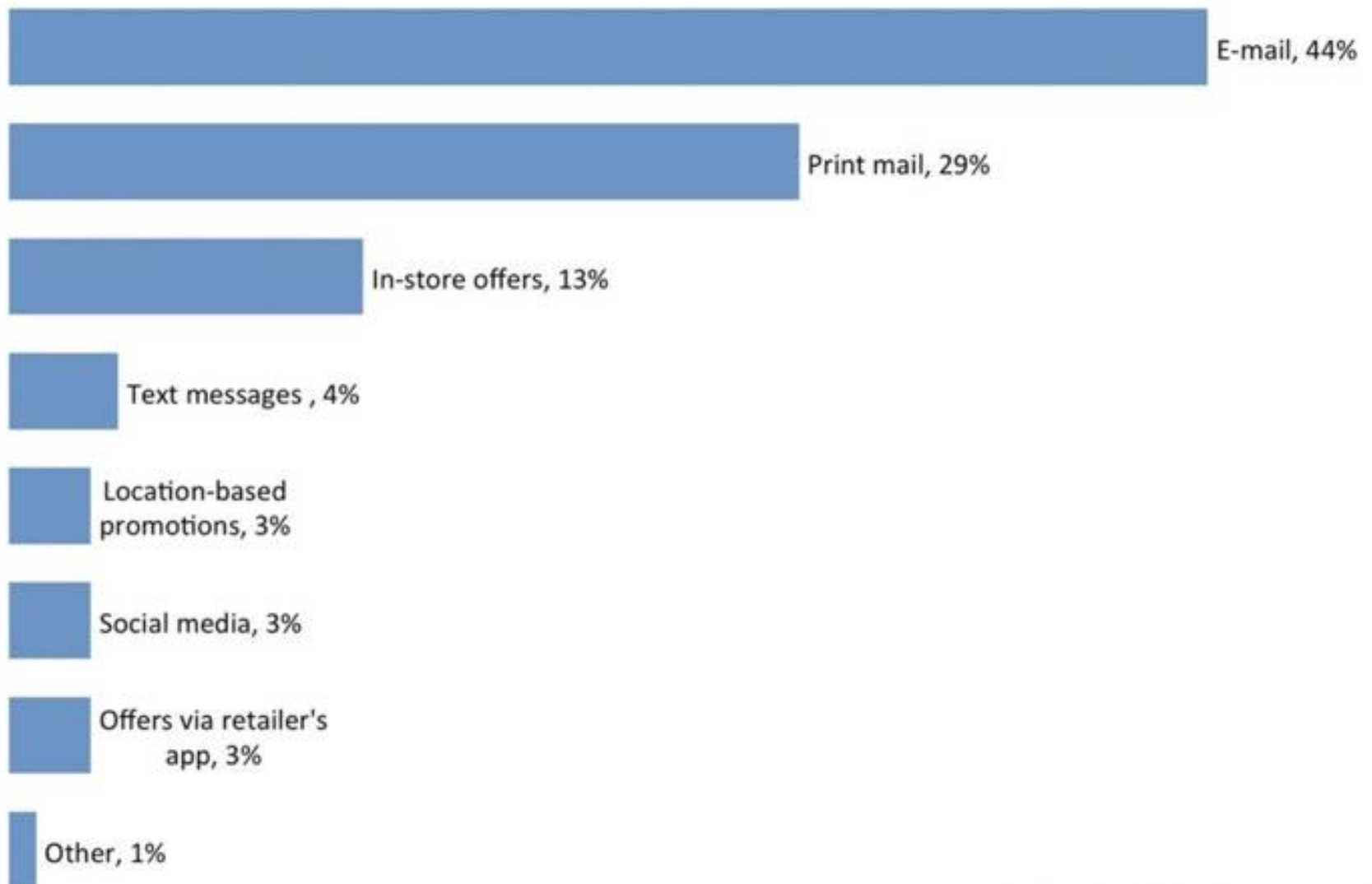
David Ogilvy

Things

To Test

Email

### Preferred Method For Receiving Personalized Offers/Coupons



Source: Accenture; US consumers responding to September 2014 survey

Instore

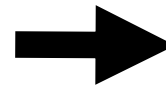
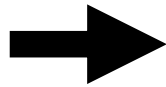
Ecommerce



YouTube



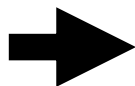
Google



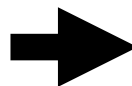

SPECS / VOUCHER



Initial Sale  
IN STORE

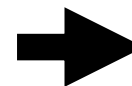


Data at POS



Servicing  
 Accessories  
 Events  
 Your Next Bikes  
 Family Bikes

EMAIL



\$\$\$\$\$\$  
 LIFETIME  
 VALUE  
 \$\$\$\$\$\$

New

Targeting

**You**





Surround

Paper

Email

Location

Facebook

Messenger

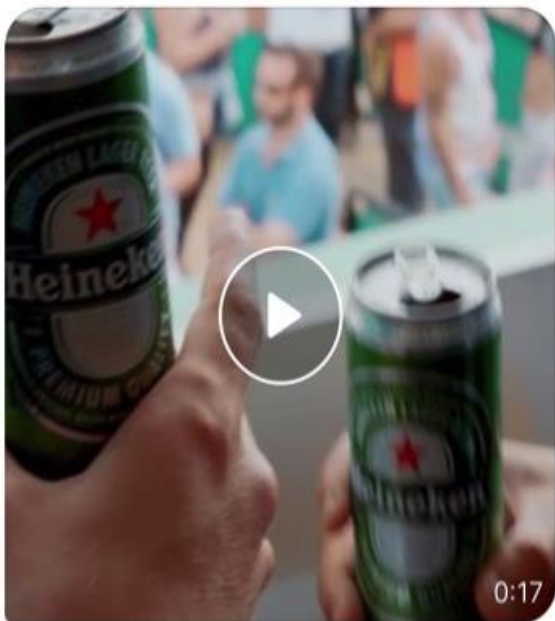
Bot





Search 'Heineken Australia' in Facebook Messenger

Get Started



Hi Matthew

Watch this video and let me know when you are ready to start.

I'm Ready



Before we continue I need to see some ID. How old are you?

44

Ah, the sophisticated type.

I've got 5 VIP experiences to Heineken Saturday on 24th March up for grabs, including flights, accommodation & VIP tickets and much more for you and 3 friends.

Just accept the T&Cs and we'll get started.  
<https://www.heineken.com/au/heinekensaturday>



Accept

Heineken Saturday is one of the hottest tickets at the Formula 1® 2018 Rolex Australian Grand Prix in Melbourne.

A Black Eyed Peas DJ set feat. Taboo & Apl.de.ap of the Black Eyed Peas will get the crowd going with an epic performance.



There'll be great vibes 🙌

Delicious food 🍔

And, of course, ice cold Heineken 🍺



Which state do you live in?

NSW

NSW. You're a stone's throw away.

Now I need to make sure you know what Heineken Saturday is all about.



Who is headlining with a DJ set this year?

Pete Tong



You know your 90s classics. Not the right answer, though.



Who is headlining with a DJ set this year?

[Taboo & Apl.de.ap](#)



That's correct and I've got a feeling you're going to have a good, good night!

OK, down to business. In order to win 1 of the 5 VIP experiences to Heineken Saturday, you'll need to talk your way in.



Tell me why you deserve to win a VIP Heineken Saturday Experience

I love beer



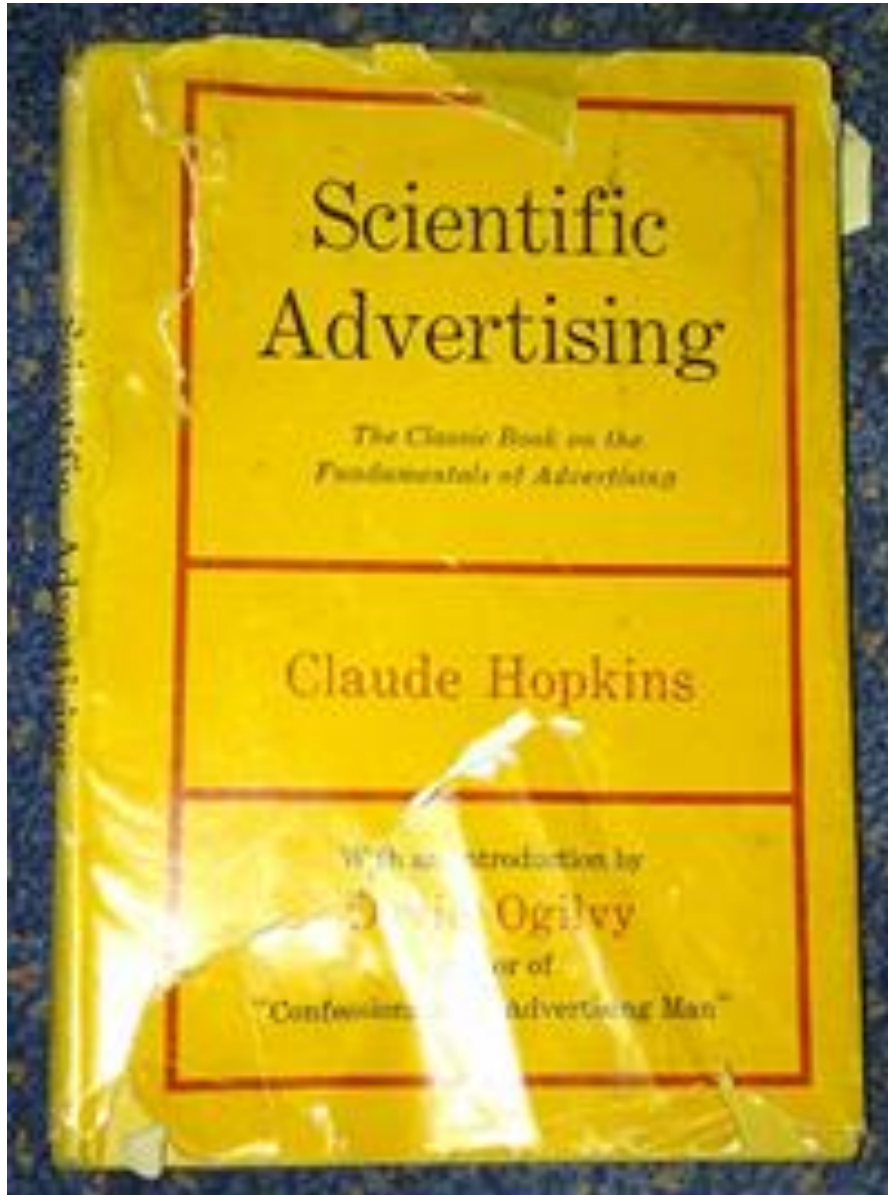
Nice. Bet you'll love Heineken Saturday too.

Thanks. I can't let you in just yet but you're on the list and I'll see if I can put in a good word with the boss. If you're one of the lucky winners we'll let you know by phone on Friday 16 March 2018.



What's your phone number? Don't worry - we'll only call if you're successful.





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OR

Email me!

[matt@turning-leaf.com.au](mailto:matt@turning-leaf.com.au)

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