More visitors, more user-friendly, MEER HEMA
Since 1929

775 Stores

11 Countries across 3 continents

19,000 Employees

~100% brand awareness

~100% HEMA Branded products
Challenges

Realising an automated Omnichannel Journey for our Loyalty Members

- Manual and time consuming
- Increasing quality of customer data
- Increasing relevance
- Maximizing budget
- Connect online click id with instore purchase
Starting point
Customer Match: Manual segmentation based on client base in cooperation with CRM and Data

- Selection engine
- CRM
- Web / App analytics
- Lifetime value
- Online data
- Offline data
- Transactie
- Omzet
- Fav store
- Loyalty
- Discount
- Sale
- Demogr.
- AOV
- RFM
- Top
- Destination
- Shoppers
- Loyal
- low
- medium
- Infrequent
- low
- medium
- New
- Inactive
- Analytics 360
  - Data import
  - Measurement protocol
  - Custom dimensions
- Campaign manager
  - Floodlights
  - Conversion API
- Customer match
  - Interface uploads
  - Customer match API
- Push to platforms
- Search Ads 360
- Display & Video 360
- Google Ads
- YouTube
- Cookie based activation
- Signed in activation
Personalizing ads based on Audience Segmentation

Favorite World: Baby

Baby Promo Buyer

Promo Buyer

Regular Ads
Display & Video 360
Search Ads 360

Custom Ads
Display & Video 360
Search Ads 360

Regular Ads
Display & Video 360
Search Ads 360

HEMA Romper | Mobiel besteld, morgen in huis
wwwHEMA.nl/romper

HEMA Baby Promo

HEMA Dameskleding

HEMA Klantenpas

HEMA Winkel Zoeken?
Single Customer View connection with Google Cloud

Flow

SINGLE CUSTOMER VIEW

SINGLE CUSTOMER VIEW

SINGLE CUSTOMER VIEW ENRICHED

GOOGLE ANALYTICS RAW DATA EXPORTS

GA IMPORT (FORMATTED CSV)

GOOGLE CLOUD FUNCTION DAILY

AIRFLOW DAILY

CLOUD STORAGE

BIGQUERY

BIGQUERY

BIGQUERY

CLOUD STORAGE

DAILY

DAILY

REMARKETING LISTS

Display & Video 360

Google Ads

Google Marketing Platform
- HEMA’s customer data set contains 4M records
- 650K users are considered “promo buyers” and are segmented in BigQuery
- After matching with Google a usable audience containing 300K customer is activated
Offline data connected to Single View of the Customer

- MeerHema ID is used to connect online and offline behavior
- Omnichannel Customer Journey is visible and can be used for analysis
- Learnings are presented visually to the HEMA organisation

**SOURCE**

- DV360
- GA360
- Selligent
- Salesforce

**SELECTION**

- **BIGQUERY**
  - customer_id
  - # of sessions
  - days since last session
  - # of pageviews
  - ...

- **SELECTION**
  - customer_id
  - RFM segment
  - # of offline orders
  - days since last order
  - email open rate
  - ...

**SOURCE**

- **ELASTICSEARCH**
  - online order
  - offline order
  - ...
  - 456
  - 888
  - X

- **SELLIGENT**
  - email opens
  - email send
  - ...
  - 456
  - 456
  - X

**PROFILING / AUDIENCE MODELLING**

**ACTIVATE**
Using the Data
Data Flow for Audience Segmentation

- Fully automated from the Single View of the Customer pushed through the connected marketing channels
- Using the most recent and highest quality of data from our customers
- Able to visualise it for the entire organisation so multiple departments can use insights.
Overview Single View of the Customer

**Sources**
- CRM
- Online gedrag
- Orders (online/offline)
- Loyalty
- Service
- ...

**Single Customer View**
- Demogr.
- Omzet
- Retu
- Fav. store
- AOV
- Channels
- Sessions
- Shopping segments
- RFM segments
- Loyalty segments
- ...

**Push to platforms**
- Analytics 360
  - Data import
  - Measurement protocol
  - Custom dimensions
- Campaign manager
  - Floodlights
  - Conversion API
- Search
  - Ads 360
  - Google Ads
- Display & Video 360
- YouTube
- Search Ads 360
- Display & Video 360
- Search Ads 360

**Digital replacement**
- Store sales direct
- Online revenue
- Search + Display

**Generic Ads**
- Top 20 category audiences
- Similar audiences
- Generic keywords

**Personalised ads**
- Adapt corporate search ads
- Based on favorite product category

**RESULTS**
- +1097% Omnichannel ROAS YoY (with similar budget)
- +159% revenue and ROAS increase of +128%
- CTR +43% increase
Digital Replacement Examples

- Baby & Kind
- Algemeen
- Dames
- Food
Search Personalisation Examples

Single View Customer Audience: Favorite World Baby Category

- HEMA - Online Winkel | Makkelijk mobiel te bestellen | Verrassend Lage Prijzen
  - www.hema.nl
  - Hema Winkel Zoeken?
  - HEMA Dameskleding
  - Herenkleding
  - meer HEMA Klantenpas

- HEMA - Online Winkel | Makkelijk online te bestellen
  - www.hema.nl
  - Bekijk het gehele Baby assortiment, van kleding tot complete babyslaapkamer. Ontdek onze webshop! Voor 21:00 Besteld, binnen 1-3 dagen in huis.
  - Types: Damesmode, Herenmode, Bedding, Babykleding, Tafeltextiel, Kinderkleding, Instax Camera...
  - Hema Winkel Zoeken?
  - HEMA Dameskleding
  - Herenkleding
  - meer HEMA Klantenpas
### Digital replacement - (Replacing HEMA flyer)

<table>
<thead>
<tr>
<th>Campagne</th>
<th>Impr</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
<th>Cost</th>
<th>Con %</th>
<th>Transactions</th>
<th>Revenue</th>
<th>ROAS</th>
<th>CPA</th>
<th>SSD</th>
<th>Omnichannel ROAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difference</td>
<td>142%</td>
<td>251%</td>
<td>45%</td>
<td>-58%</td>
<td>44,50%</td>
<td>165%</td>
<td>829%</td>
<td>714%</td>
<td>467%</td>
<td>-84%</td>
<td>4827%</td>
<td>1097%</td>
</tr>
</tbody>
</table>

### Generic campaigns

<table>
<thead>
<tr>
<th></th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
<th>Cost</th>
<th>Conversion Rate</th>
<th>Revenue</th>
<th>ROAS</th>
<th>CPA</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difference</td>
<td>+75%</td>
<td>+93%</td>
<td>-48%</td>
<td>- 8%</td>
<td>+13%</td>
<td>+159%</td>
<td>+182%</td>
<td>-54%</td>
<td></td>
</tr>
</tbody>
</table>

### Personalisation generic ads

<table>
<thead>
<tr>
<th></th>
<th>CTR</th>
<th>Conv%</th>
<th>ROAS</th>
<th>CPA</th>
<th>AOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIVM</td>
<td>47,3%</td>
<td>3,8%</td>
<td>34,7%</td>
<td>- 24,8%</td>
<td>1,2%</td>
</tr>
</tbody>
</table>
Learning/Next Steps

- Effect of Online spend on Offline Revenue
- Insights on segmented Loyalty Audiences
- Useful feedback for Internal Stakeholders
- Implement same structure in all Marketing Channels
- Connection with ODE
- More use Cases and Omnichannel Customer Journey Flows
- Set Main KPI on Omnichannel Revenue
- Roll out Loyalty Program in other Countries
Thank you