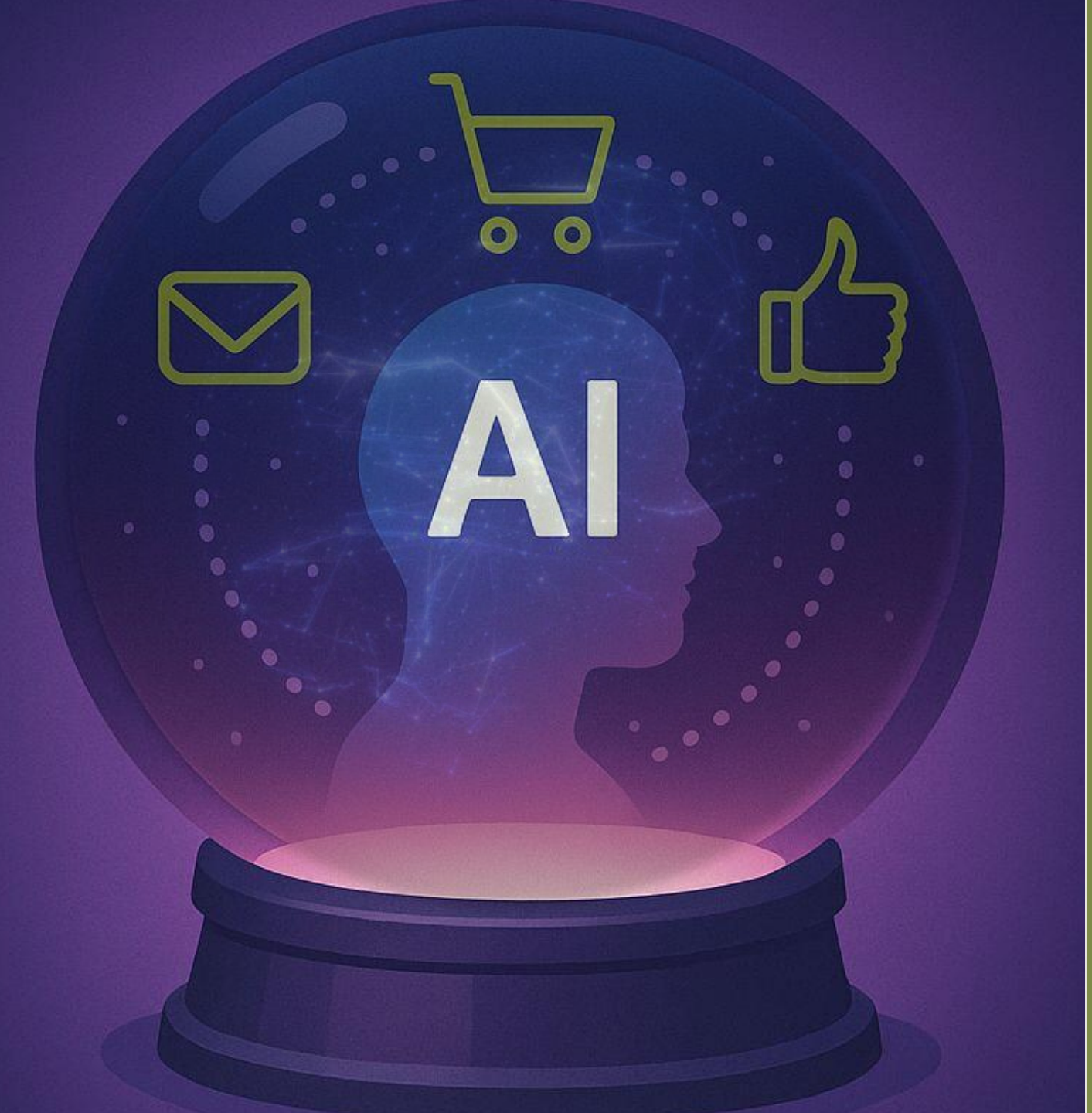


# Bespoke Marketing

## Anticipating Consumer Needs with Data & AI

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**Thelma Ekpo**

Head of Consumer Knowledge & Insights


EMAS 2025 · Amsterdam

Calvin Klein

TOMMY HILFIGER

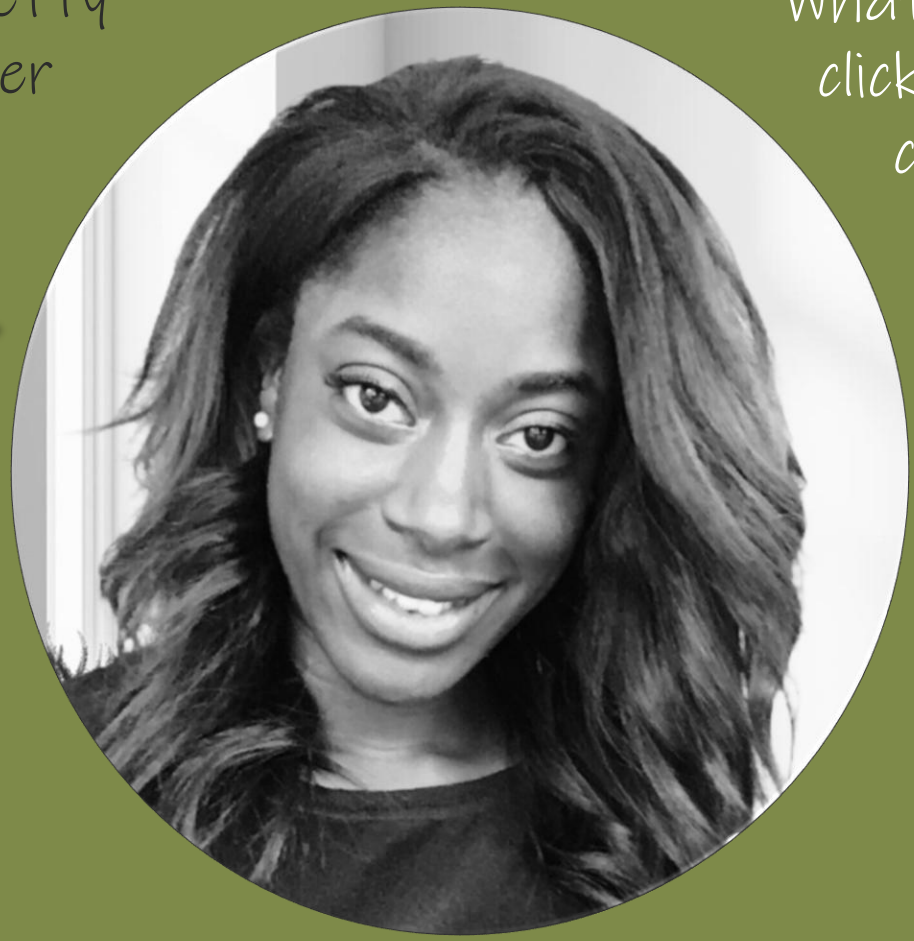
NET-A-PORTER

SEPHORA

THE BICESTER COLLECTION

SWEATY BETTY

From Sweaty Betty to The Bicester Collection



What makes people click, convert and come back?

I've turned data into loyalty and now lead teams to build smarter, customer-centric strategies

# The Expectation Gap

"More than 70% of consumers expect personalization…"

- McKinsey

# The Expectation Gap

….but only 20% feel they get it

- McKinsey

We’re trying to personalize yesterday’s behavior in tomorrow’s world

**Personalization** is like calling someone by their name

– ***anticipation*** is like bringing
their favourite coffee before they ask...

## Personalization

Past actions

Basic segmentation

## Anticipation

Real-time signals

Predictive intent

# The Consumer Lens Today

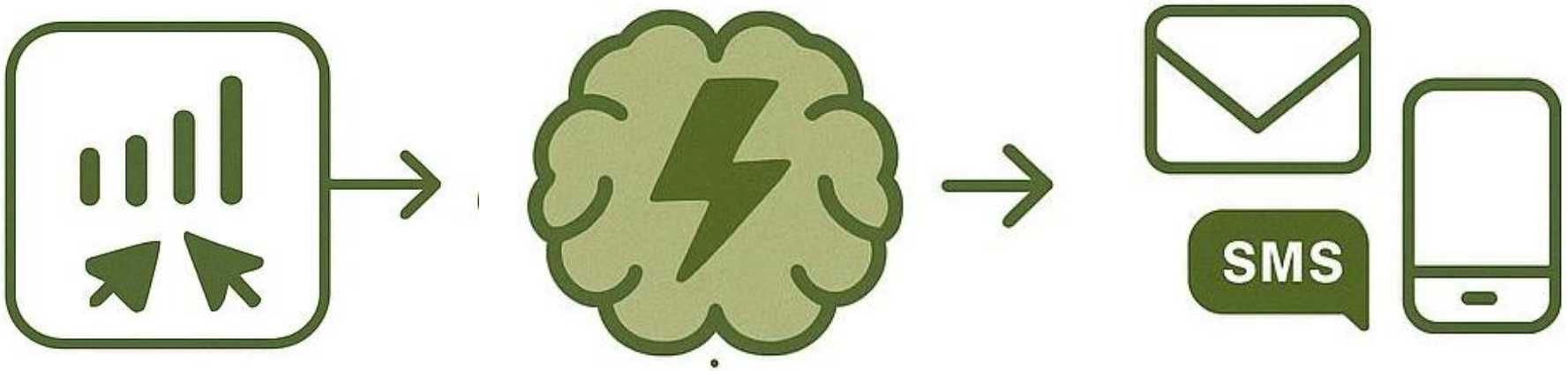
*3 truths marketers can't afford to ignore*

- 10,000+ messages/a day
  - → Relevance is survival
- 53% bounce in 3 secs
  - → It's how *fast* & *where* you say it
- 8-second attention span
  - → Predict or get scrolled past

**If we don't anticipate – we evaporate.**

It's not just a race for attention.
It's a race for relevance.

# Anticipation at Scale




*Like timing a curated lifestyle offer just as Maria unwinds mid-afternoon*

# AI Knew Before Maria Did

Bought boots
late March

Predicted interest
in outwear

2x open rate
+15% uplift in sales

AI prediction wins ★

*Smart timing. Real uplift*

# The Engine Behind Anticipation

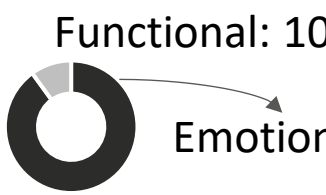
## Data inputs that truly capture Maria

| Behavioral | Transactional | Contextual |
| --- | --- | --- |
| Product interests | Frequency of visits | Preferred shopping days |
| In-boutique dwell time | Location signals (device-based) | Home region or residence |
| Click patterns | Spend per visit | Sentiment score |

# A1 Segmentation – Signals to Personas

## Segmentation model trained on Maria's behaviour

### The Inputs

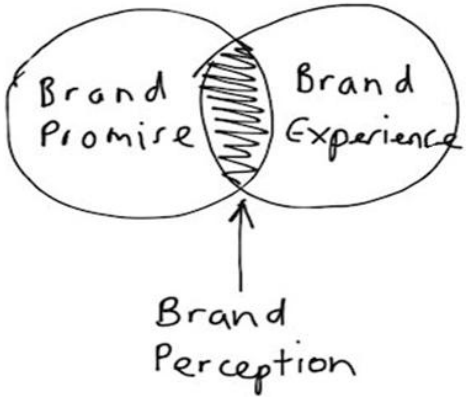


GUCCI

DOLCE & GABBANA

SAINT LAURENT PARIS

BURBERRY



# A1 Segmentation – Signals to Personas

## Built in Salesforce to forecast affinity and preferences

### The Outputs

**Luxury affinity score**
**5 Persona Clusters**
**Predictive**
**Classification**

**The Intentional Spender**
**The Casual Explorer**
**The Aspirational Achiever**
**The Quality Connoisseur**
**The Bold Tastemaker**

# Bringing it to live

## Orchestrate a personal journey fit for Maria

### Activation

**Affinity scoring**
**Persona Classification**
**Predictive Intelligence**

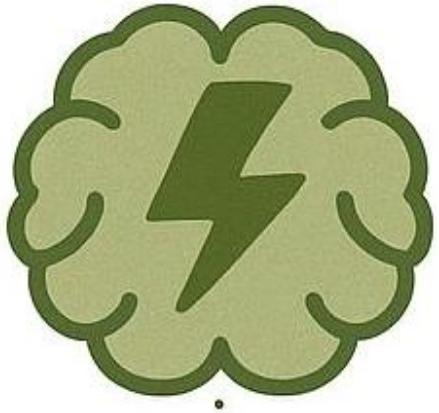
**Personalised Journeys**
**Einstein Content Blocks**
**Persona-tailored product copy**

**Maria's profile identifies as 'Aspirational Achiever'**

# The Bespoke Marketing Mindset

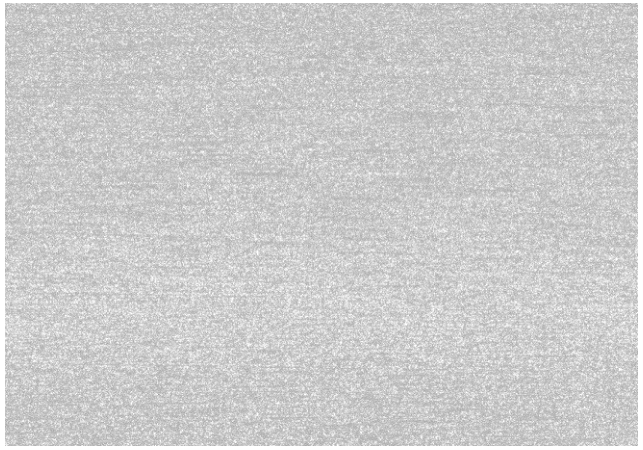
## Sense

*Track behaviours, location & real-time signals*



## Predict

*Anticipate needs using AI insights*



## Respond

*Deliver the right message, on the right channel*

Shifting from reactive to **anticipation**

# What Gets in the Way & How to Get Ahead of It

| | |
|---|---|
| ✗ Data-Overload | ✓ **Focus on intent-rich signals,** not volume |
| ✗ Generic AI Models | ✓ **Train on your consumer data,** not out-of-the-box logic |
| ✗ Over-Messaging | ✓ **Let relevance drive frequency,** not campaign calendars |

# Start Small. Start Smart.

1

## **Map** 3 moments you can predict

Think about your consumer signals, arrivals, pause & post purchase

2

## **Audit** your data inputs

Are you collecting behavioural signals in real time?

3

## **Test** 1 anticipatory trigger

Like a predicted interest email, timed to intent

Personalization got us here.
But *anticipation* will take us forward.

# Thank You

*Let's stay connected*

**Thelma Ekpo**

Head of Consumer Knowledge & Insights


THE BICESTER COLLECTION