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FROM AUTOMATION TO PERSONALIZATION

Rudi Claassen

June 2025



LET ME INTRODUCE MYSELF



RUDI CLAASSEN

Manager CRM & Email Marketing

- Leading the First Party Data strategy across multiple brands and markets
- Established foundation for personalized marketing at scale
- Expanded active user database from 60K to 1.8 million

Work experiences



EXPERIENCE HARMAN
For Work And Play



HARMAN develops innovative solutions that create smart experiences to make life easier, productive and entertaining – at home, in the car or on the go.



From automation to personalization

OUR BUSINESSES



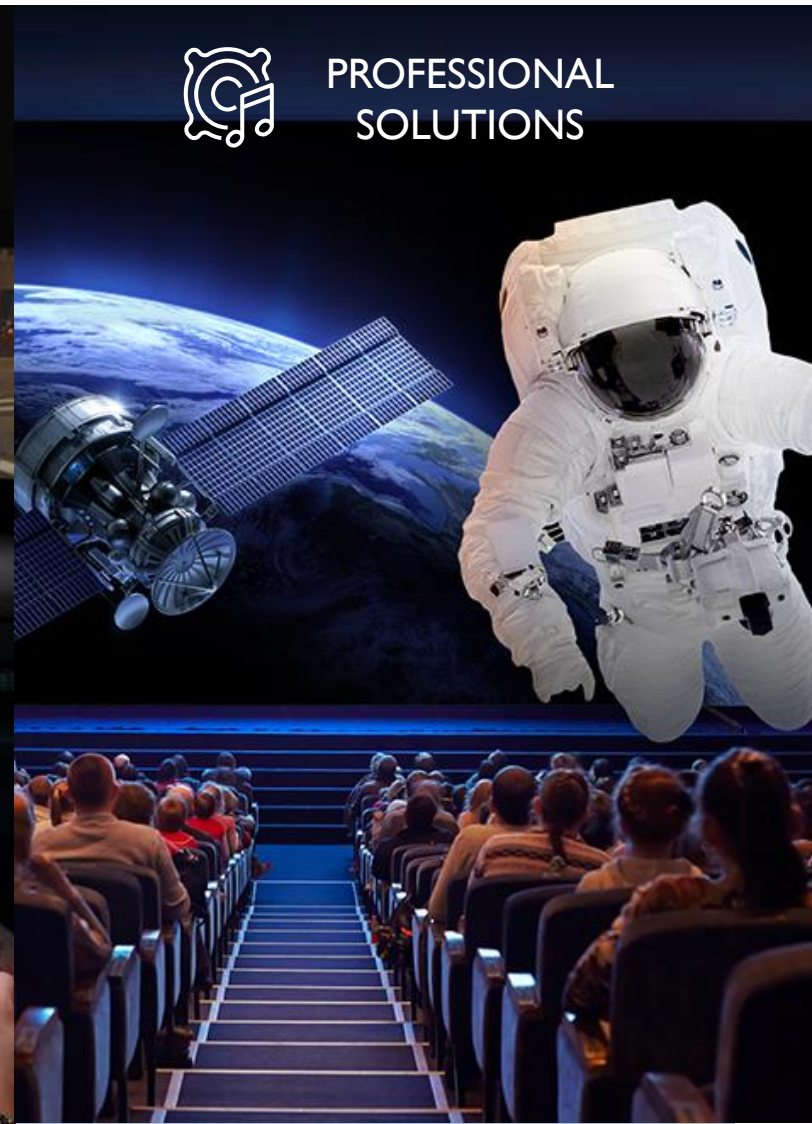
LIFESTYLE



AUTOMOTIVE



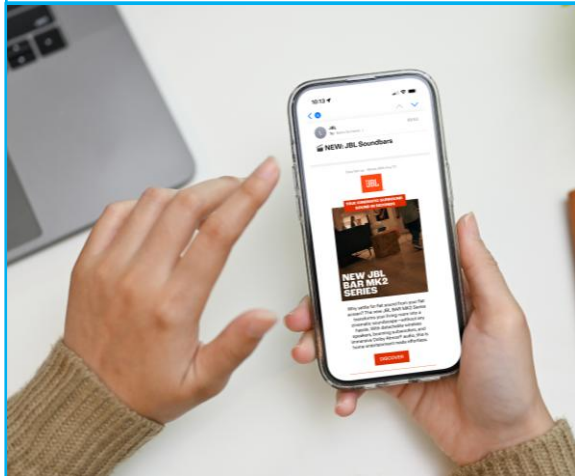
PROFESSIONAL
SOLUTIONS



1

Complexity

Managing multiple brands, each with distinct identities and audiences



2

Maturity

Need to maintain consistent, personalized customer experiences across diverse markets, especially EMEA



3

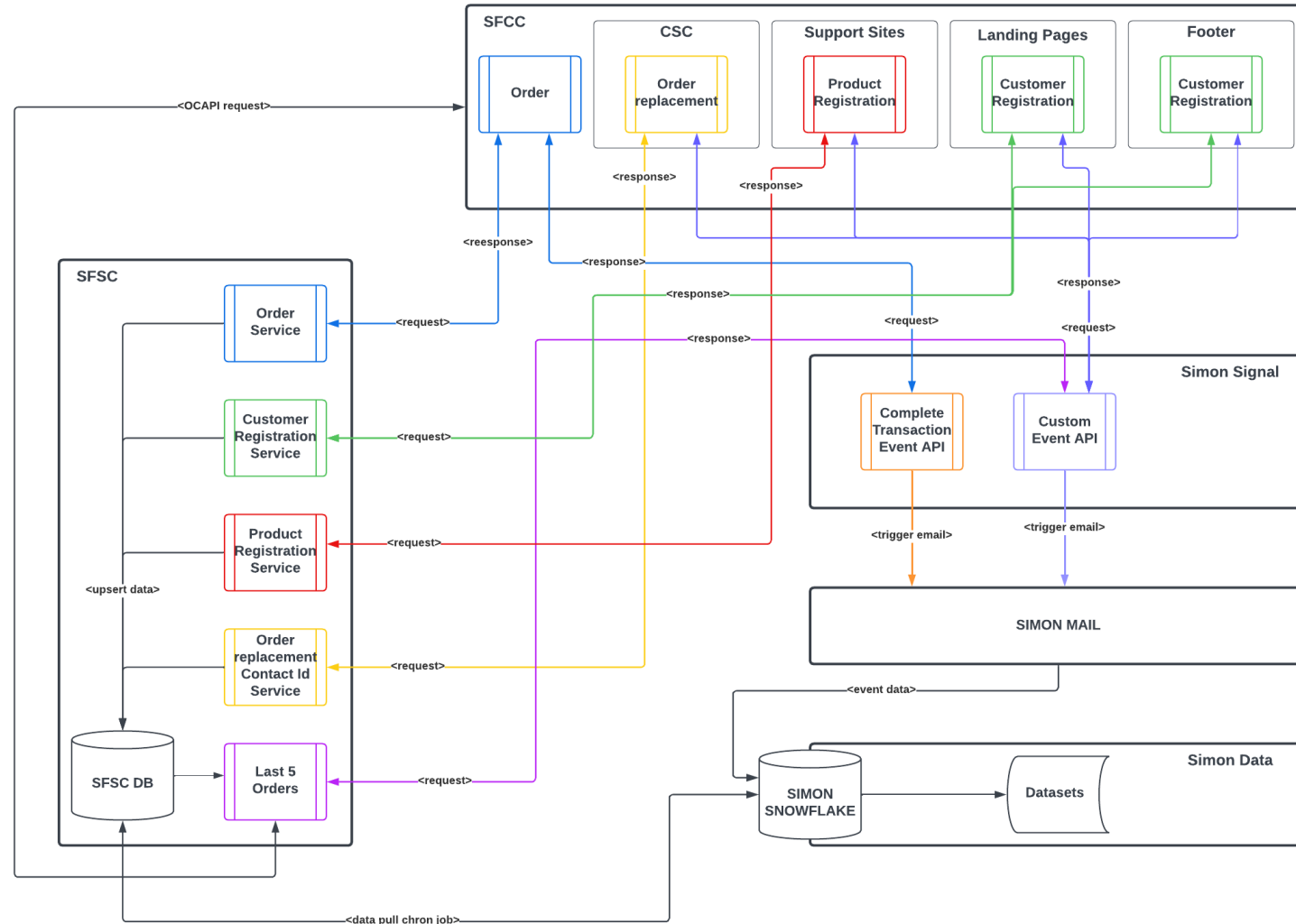
Migration

From Salesforce Marketing Cloud (a highly sophisticated platform) to Simon Data (a simpler, more streamlined CDP/ESP)

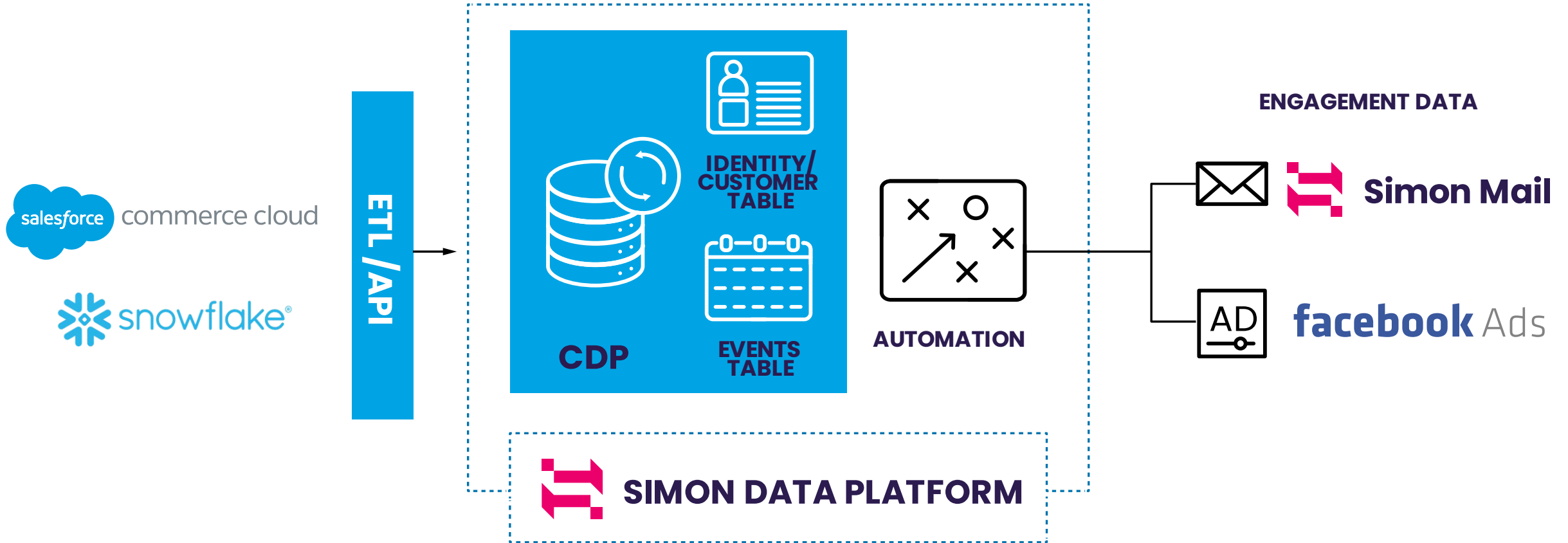


From automation to personalization

LANDSCAPE



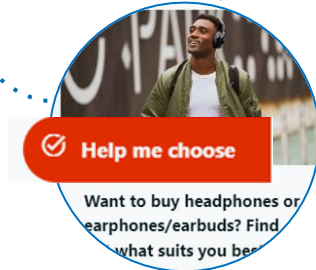
From automation to personalization LANDSCAPE (SIMPLIFIED)



END GOAL: CUSTOMER JOURNEY OF LISA (28)



Everyone walks around with earbuds, **let me check** if it's something for me...



I'd **want to have the perfect** fit for my needs and comfort



I'm **unsure** about the battery life, some reviews are hesitant about this



Yes, my new earbuds are coming! **Can't wait to unpack** them and know what is the fuzz about



There is so much to unpack, the earbuds, the case. **AND** there is an app! **I don't know where to start?**



Yep, **can't live without them.** They are glued to my ear and will not leave my side.



He! **That might be an interesting product** too. How would that fit in my daily routine?

Search

Identification

Intent

Purchase

First use

Habit

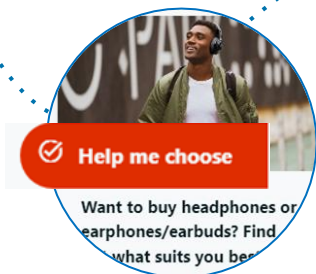
Cross-sell

END GOAL: CUSTOMER JOURNEY TRIGGERS



On-site searches for:
“Best earbuds” and JBL is first hit in
-People also ask:- section
Reads blog about earbuds

Data: On-site data capture based on search behavior



Finds ‘Help me choose’
instore and learns more about product

Data: identification and store interest data around product



Compares options that fits with her needs

Actively share comparison of product to stimulate purchase intent



Reads more about product whilst waiting for delivery

Start personalized product onboarding through email & app



Starts using main product features and is happy/unhappy with usage

Follow up on experience (NPS) and turn all experiences into positive experiences



Fully adopts the product into her daily routine, no active information demand

Create a happy moment by sharing undiscovered features she did not use so far



Sees promotions about new JBL products

Identify purchase likelihood

Search

Identification

Intent

Purchase

First use

Habit

Cross-sell

HOW DOES THAT WORK?

Initiate the Golden Question Project

'What'
data
What she
buys



‘What’ data
What she buys

‘How’ data
Which channel she uses



‘Why’ data

Why she
wants that
specific
product

‘What’ data

What she
buys

‘How’ data

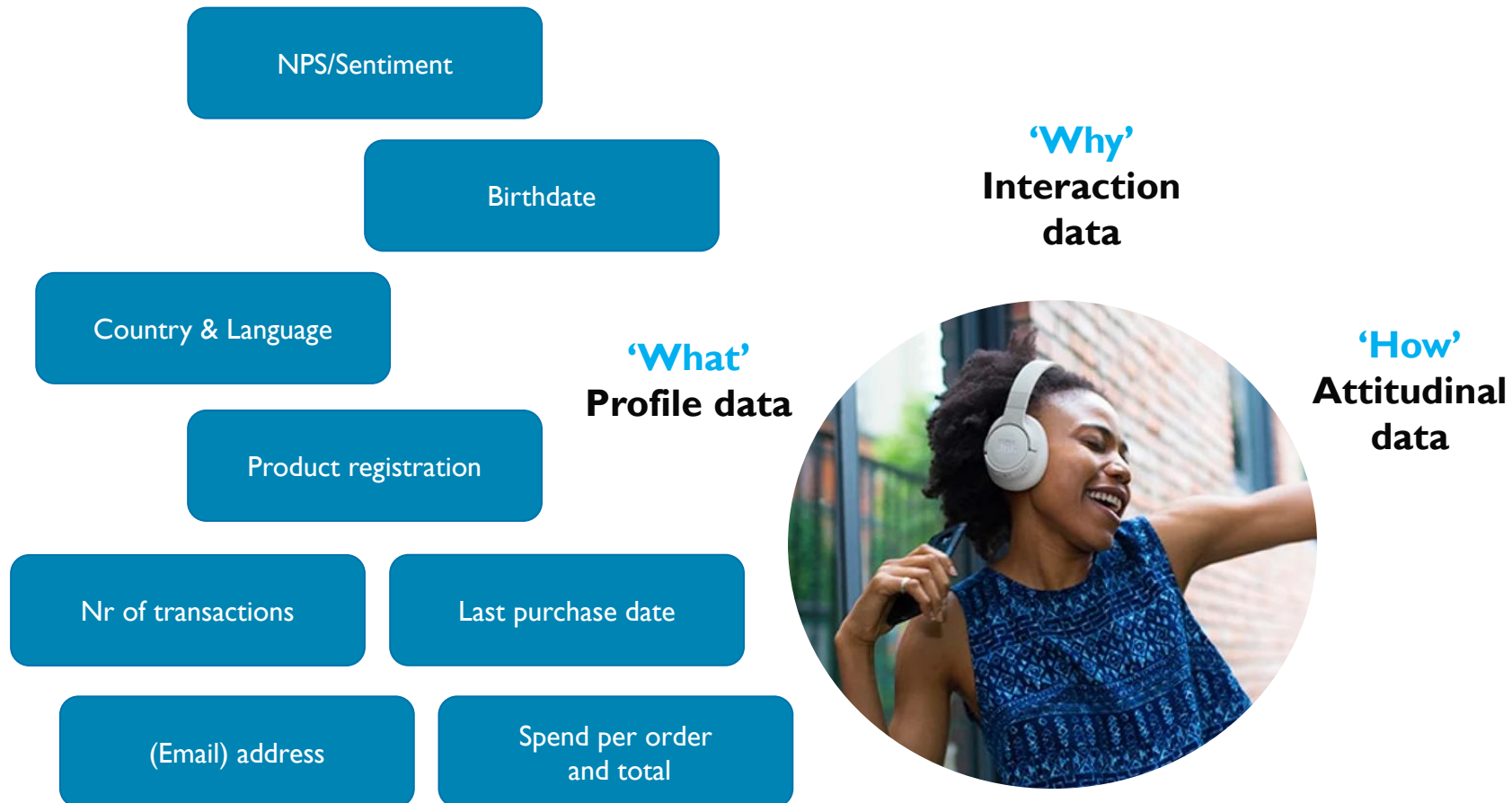
Which
channel she
uses



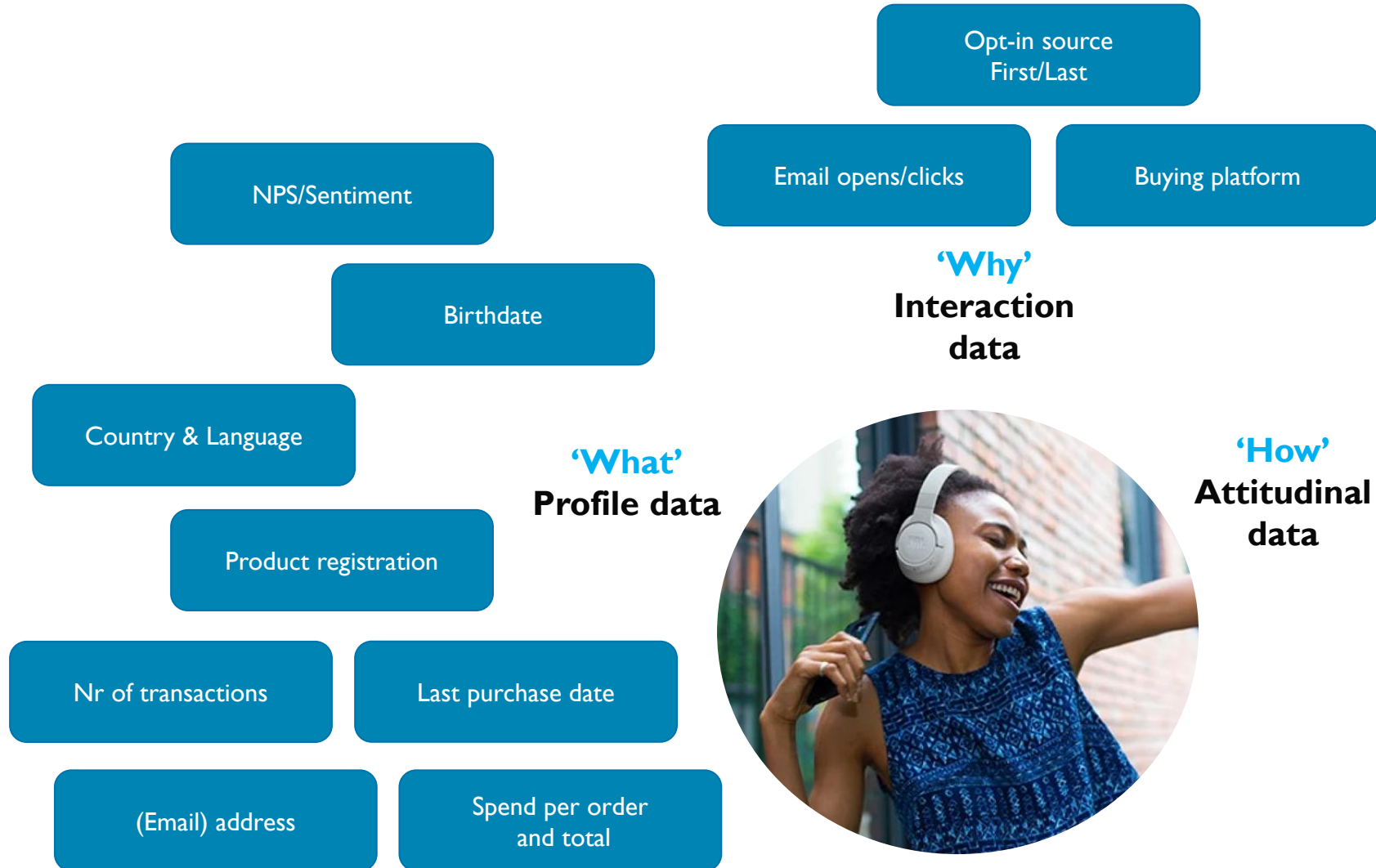
AVAILABLE FIRST PARTY DATA



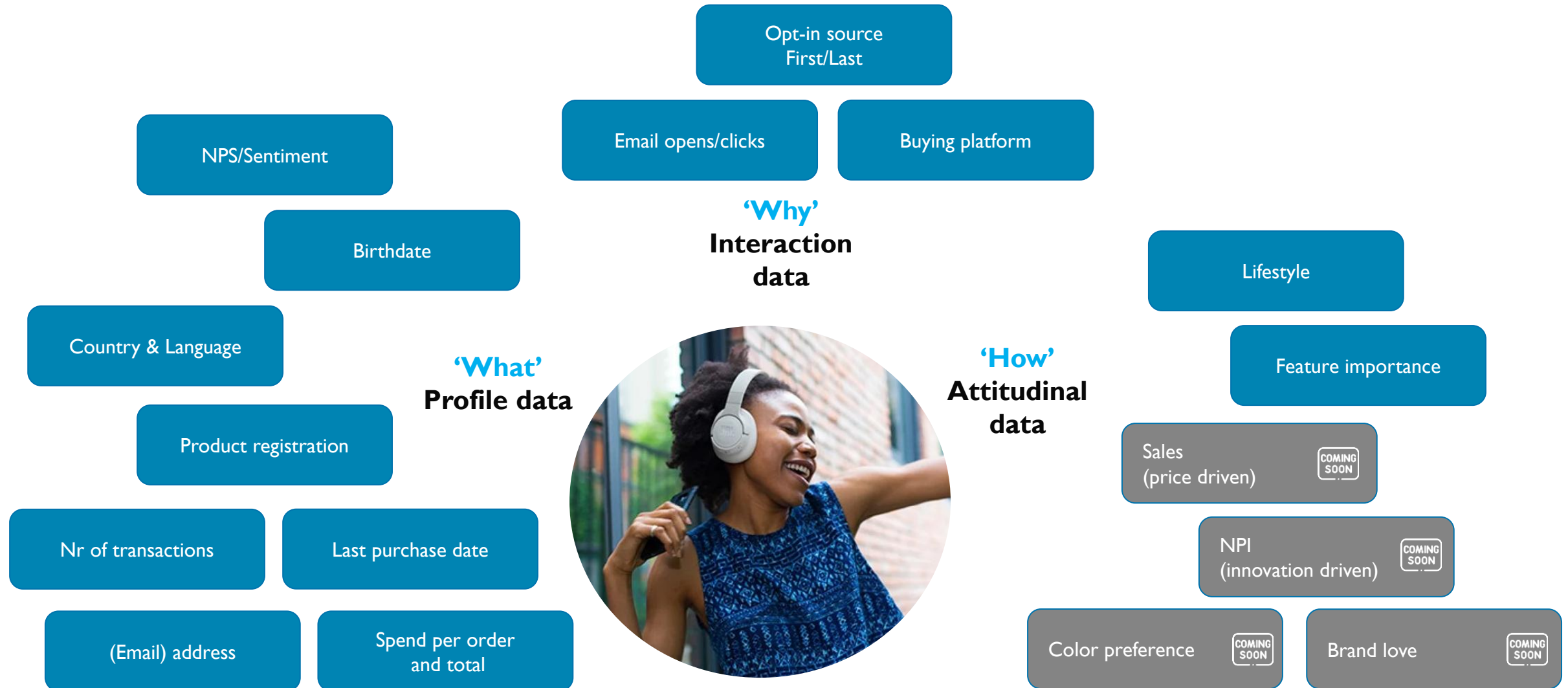
AVAILABLE FIRST PARTY DATA



AVAILABLE FIRST PARTY DATA



AVAILABLE FIRST PARTY DATA



From automation to personalization

HOW DID WE INCREASE OUR ACTIONABLE CUSTOMER INSIGHTS?



123456789ABCDEFHIJK

SHOP THE DEAL

LIGHT IT UP

Take your party to the next level with choreographed lightshows of JBL PartyLight Beam & PartyLight Stick

PARTYLIGHT BEAM

DISCOVER

PARTYLIGHT STICK

DISCOVER

MAY THE PARTY

1

CRM DATABASE & EMAIL MARKETING

My Products

JBL Charge 5 Wi-Fi

Online 50%

JBL Bar 1300

Online

2

JBL APPS

JBL FLIP GAME

PLAY TO WIN 15% OFF OR A JBL SPEAKER

MADE HEARD

3

GAMIFICATION (E.G. ON-SITE AND DURING EVENTS)

JBL Support Center

You're currently logged in as Rudi Claessen · Log Out

REGISTER YOUR PRODUCT

Registering your product is simple, fast & Secure

1 IDENTIFICATION

You're currently logged in as Bart Poilé. [If this is not you, click here to log in.](#)

2 PRODUCT SELECTION

Product

Type part of your product name...

CALL US

Call us now at: +44 181 222 3325

Monday - Friday: 08:00-17:00

Saturday - Sunday: 09:00-16:00

E-MAIL US

We are here Monday - Sunday

Answer you as fast as we can!

4

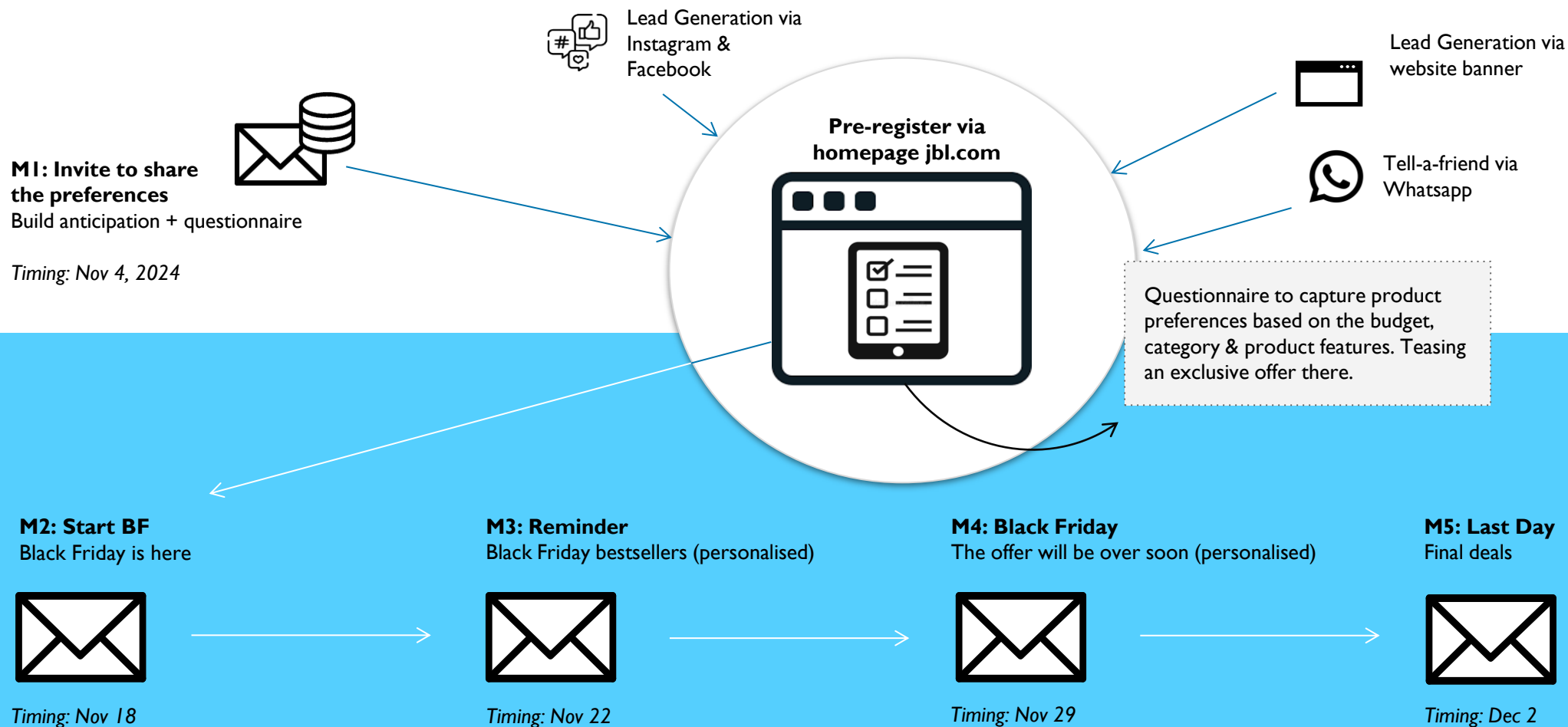
PRODUCT REGISTRATION & ONBOARDING

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18

Example I: Black Friday Data Enrichment Campaign

CAMPAIGN FLOW



Example I: Black Friday Data Enrichment Campaign

DATA ENRICHMENT

Free Shipping & Return

Premium AudioUNiDAYSBlogNewsDiscover JBLAuto ManufacturersSupport

JBLFeaturedSpeakersHeadphonesEarbudsGamingOutletRefurbished

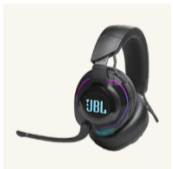
Q P C

GET EARLY ACCESS TO OUR BLACK FRIDAY SALE NOW!


Sign up now and be the first to receive exclusive JBL Black Friday deals in your inbox.

Your Email Address *


Which JBL products do you like most? *




Gaming Headsets




Partyboxes




Wireless Earbuds



Portable Speakers



Soundbars



All JBL products

☐ I agree to sign up for the JBL newsletter after I receive Black Friday communication.

Sign up now

Landing Page with preferences
For users to fill in the preferred product category.

- **Question:**
Which JBL products do you like most?
- **Data enrichment:**
Interest

Example I: Black Friday Data Enrichment Campaign

PERSONALIZED BLACK FRIDAY ANNOUNCEMENT

Gaming

YOUR EXCLUSIVE DISCOUNT IS HERE

Bold sound at Black Friday prices. Shop now and use your newsletter exclusive extra 10% discount* by applying it at the checkout.

CODE

SHOP NOW

See T&Cs at the bottom of this email

YOUR PERSONALISED OFFER BASED ON YOUR PREFERENCES

JBL QUANTUM STREAM
Dual pattern premium USB microphone for streaming, recording and gaming

SHOP NOW

JBL TUNE BEAM
True wireless Noise Cancelling earbuds

SHOP NOW

JBL TOUR ONE M2
Wireless over-ear Noise Cancelling headphones

SHOP NOW

PB, PS, & HA

YOUR EXCLUSIVE DISCOUNT IS HERE

Bold sound at Black Friday prices. Shop now and use your newsletter exclusive extra 10% discount* by applying it at the checkout.

CODE

SHOP NOW

See T&Cs at the bottom of this email

YOUR PERSONALISED OFFER BASED ON YOUR PREFERENCES

JBL BAR 800
5.1.2-channel soundbar with detachable surround speakers and Dolby Atmos®

SHOP NOW

JBL XTREME 3
Portable waterproof speaker

SHOP NOW

JBL TUNE BEAM
True wireless Noise Cancelling earbuds

SHOP NOW

JBL TOUR ONE M2
Wireless over-ear Noise Cancelling headphones

SHOP NOW

JBL LIVE PRO 2
True wireless Noise Cancelling earbuds

SHOP NOW

Earbuds

YOUR EXCLUSIVE DISCOUNT IS HERE

Bold sound at Black Friday prices. Shop now and use your newsletter exclusive extra 10% discount* by applying it at the checkout.

CODE

SHOP NOW

See T&Cs at the bottom of this email

DISCOVER BLACK FRIDAY SALE

JBL TOUR ONE M2
Wireless over-ear Noise Cancelling headphones

SHOP NOW

JBL LIVE PRO 2
True wireless Noise Cancelling earbuds

SHOP NOW

JBL XTREME 3
Portable waterproof speaker

SHOP NOW

PARTYBOX ENCORE ESSENTIAL
Portable party speaker with 100W powerful sound & a built-in dynamic lightshow

SHOP NOW

All/Fallback

YOUR EXCLUSIVE DISCOUNT IS HERE

Bold sound at Black Friday prices. Shop now and use your newsletter exclusive extra 10% discount* by applying it at the checkout.

CODE

SHOP NOW

See T&Cs at the bottom of this email

DISCOVER BLACK FRIDAY SALE

JBL TOUR ONE M2
Wireless over-ear Noise Cancelling headphones

SHOP NOW

JBL LIVE PRO 2
True wireless Noise Cancelling earbuds

SHOP NOW

JBL XTREME 3
Portable waterproof speaker

SHOP NOW

PARTYBOX ENCORE ESSENTIAL
Portable party speaker with 100W powerful sound & a built-in dynamic lightshow

SHOP NOW

124% CTR Uplift

Example 2: Golden Questions In New Product Introduction Email

ASK IT IN RELEVANT MOMENTS



NEW ARRIVAL

OUR BEST-SELLING HEADPHONES
JBL TOUR ONE M3
A FEATURE-RICH LEGEND
4 micro-speakers, 300 hours of battery life, True Adaptive Noise Cancelling, 24-bit Hi-Res audio, Green to Red color and more. You won't get better headphones.
[DISCOVER](#)

MORE INTO EARBUDS?
Did you know that we all have different ears and what you may not fit another brand? Now do you know which earbuds are perfect for you? Check out the JBL Tour One M3.
[VIEW OUR FIT GUIDE](#)
[DISCOVER ALL JBL EARBUDS](#)

TELL US MORE

TELL US WHAT YOU LIKE!
This way we'll share the most relevant newsletter-exclusive offers and JBL updates!

HIGHLIGHT

MUSIC ACADEMY
We're partnering up with Music Academy for the third year in a row to host a JBL Music Academy for up and coming artists. Are you an artist yourself? Apply now!
[READ MORE](#)

TELL US WHAT YOU LIKE!
This way we'll share the most relevant newsletter-exclusive offers and JBL updates!

PARTY LOUD, PARTY LONG

NEW JBL PARTYBOX ENCORE 2 & PARTYBOX 520

Bring the star power to your next party with the new portable, battery-powered JBL Partybox Encore 2 & Partybox 520! Feel that extra oomph in your chest from the aptly high and deep lows powered by AI Sound Boost. Your parties will never be the same.
[JBL PARTYBOX ENCORE 2](#)
[JBL PARTYBOX 520](#)

GET TO KNOW THEM BETTER

JBL Partybox Encore 2
Multi-speaker connection by Bluetooth™
Portable™
Flexible handle and ergonomic design
Up to 18 hours of playtime
[DISCOVER](#)

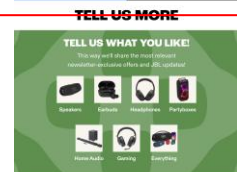
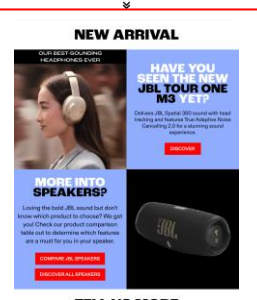
JBL Partybox 520
Electrifying sound with AI Sound Boost
Tremulous handle and wide sturdy wheels
Easy connection to music, guitar or DJ controller
[DISCOVER](#)

WE'VE GOT TO KNOW!

Are you proud to own a JBL product?
[Yes](#)
[No](#)

WE'VE GOT TO KNOW!

Are you proud to own a JBL product?
[Yes](#)
[No](#)



NEW ARRIVAL



MORE INTO SPEAKERS?

Loving the bold JBL sound but don't know which product to choose? We got you! Check our product comparison table out to determine which features are a must for you in your speaker.

[COMPARE JBL SPEAKERS](#)

[DISCOVER ALL SPEAKERS](#)



154%
CTR Uplift

NEW ARRIVAL



MORE INTO EARBUDS?

Did you know that we all have different ears and what fits you may not fit another person? How do you know which earbuds are perfect for you? Check our JBL Fit Checker out!

[EXPLORE FITCHECKER](#)

[DISCOVER ALL EARBUDS](#)

HAVE YOU SEEN THE NEW JBL TOUR ONE M3 YET?

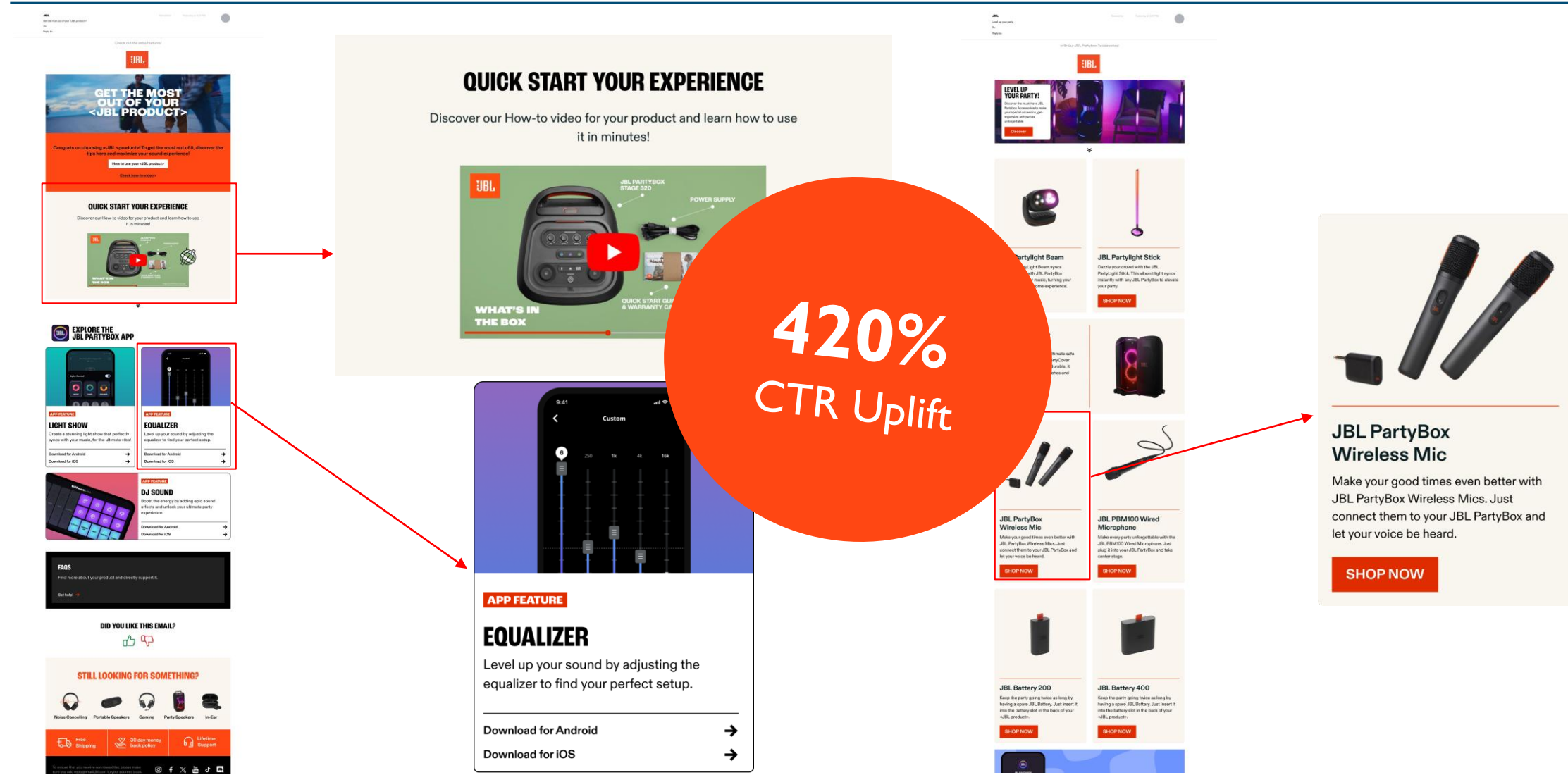
Delivers JBL Spatial 360 sound with head tracking and features True Adaptive Noise Cancelling 2.0 for a stunning sound experience.

[DISCOVER](#)



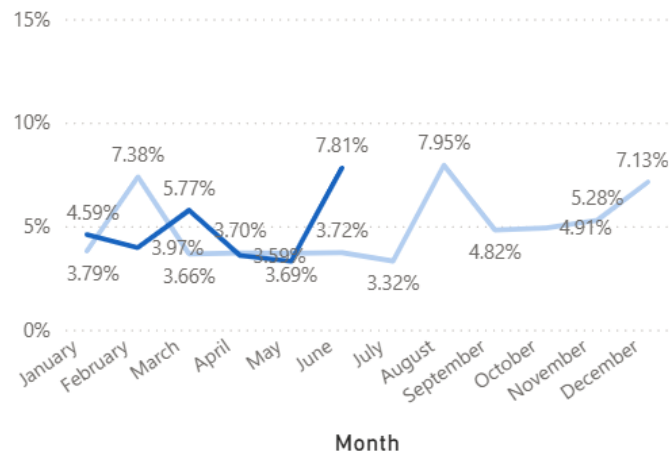
Example 4: Product Unboxing Journey

PARTYBOX – TAILORED CONTENT AND CROSS SELL ACCESSORIES



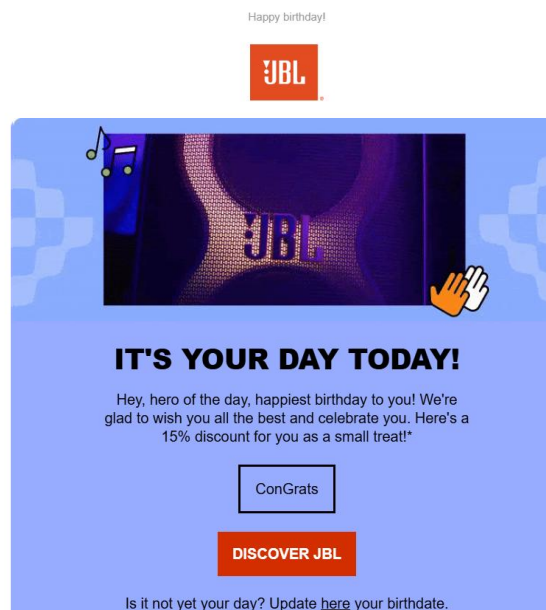
KPI SETTING

Year ● 2024 ● 2025



Setting clear KPIs for personalization at scale with a cross functional team and shared roadmap

START SMALL



Implement first (scalable) use case
Birthday campaign

ACCELERATE



Multiple data enrichment strategies
Golden Question Project!

**THANKS FOR
PLAYING!**



From automation to personalization

QUESTIONS?



Scan QR code for more
information about me

