

Best Retail Cases Awards 2023

METRO becomes a
MarTech pioneer:
Implementation of a global
marketing platform

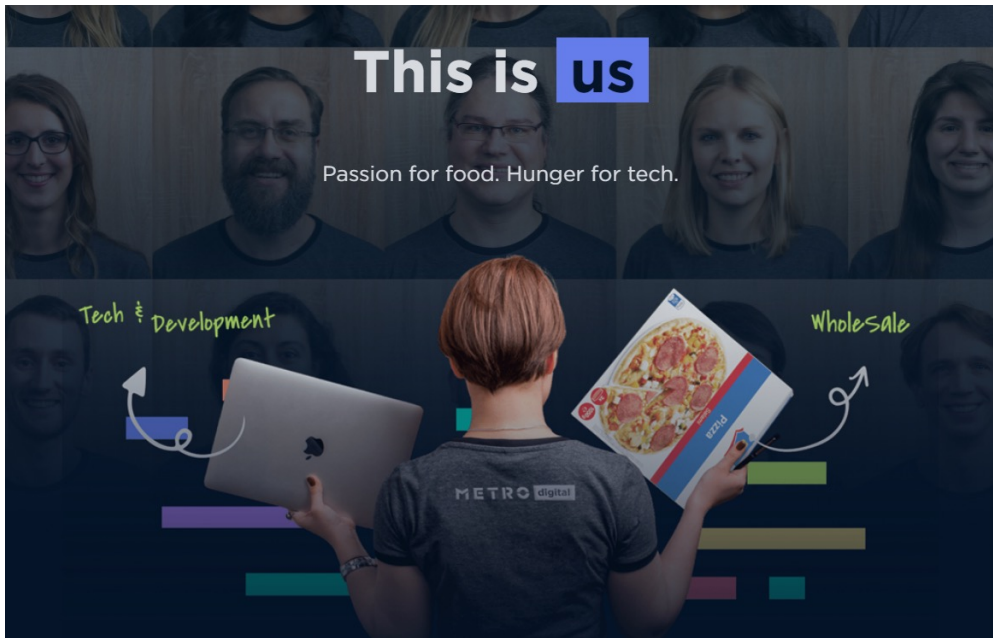
METRO digital



IBM iX

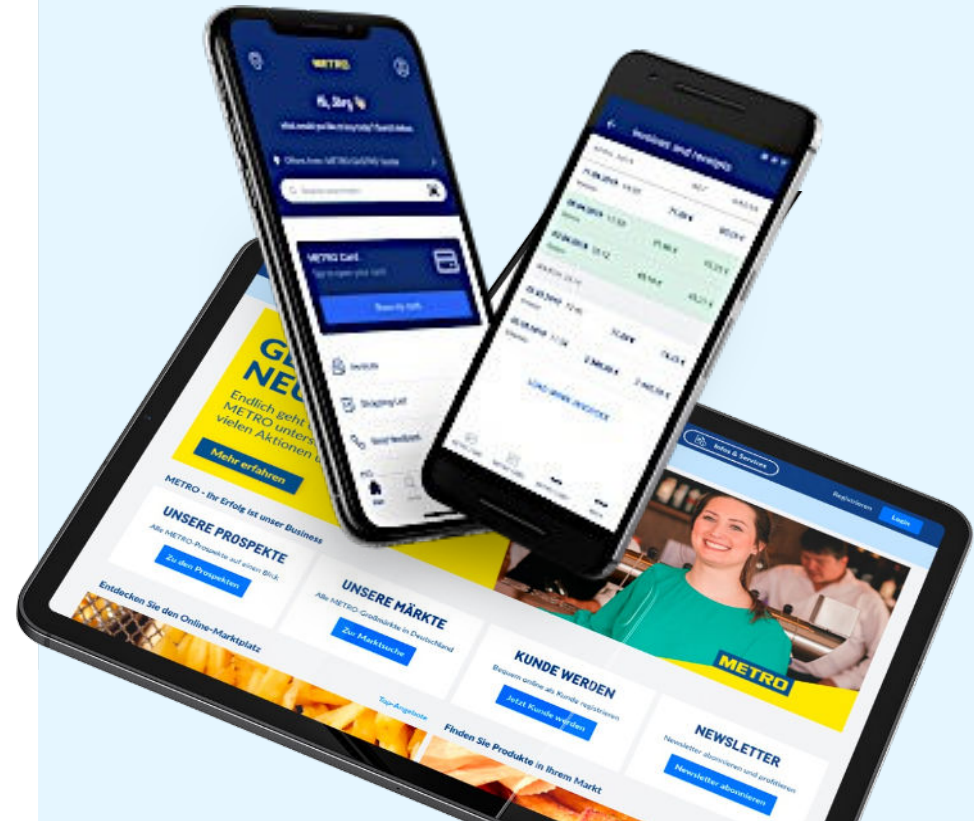
IBM

We are
METRO digital
&
we build the Future of
Wholesale.



METRO.digital & IBM iX

We drive METRO's success
with game-changing solutions





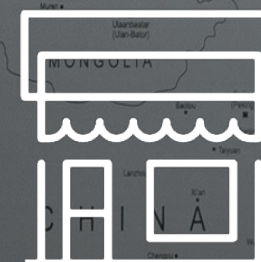
17 mil
customers



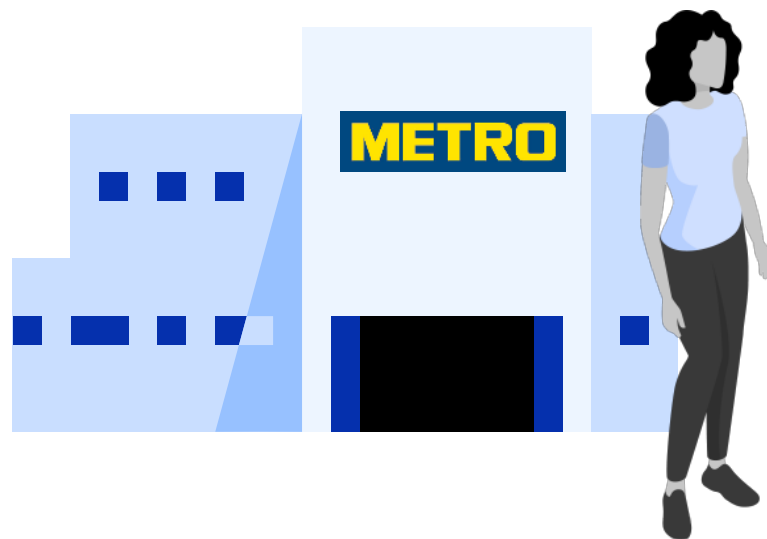
>93,000
employees



30
countries



50 years
history



Let's meet a METRO customer

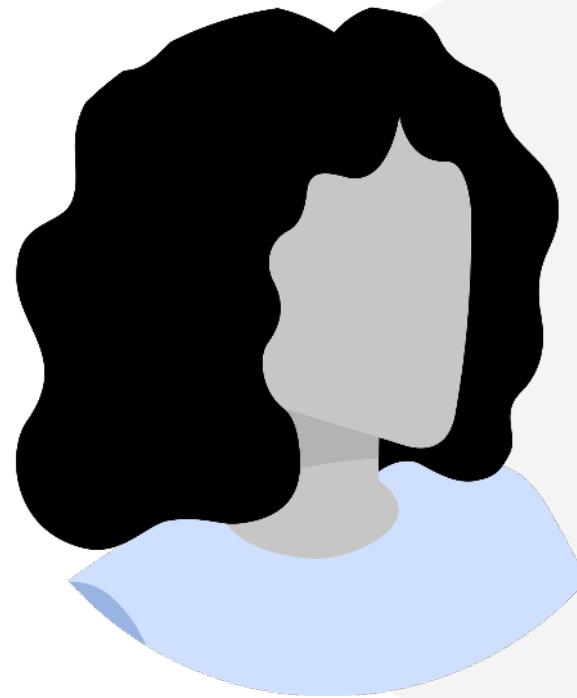


This is Anna, An urban shop owner.

Visits METRO Cash & Carry regularly to stock up on most of her inventory items

Has METRO app installed and uses the digital card

She has created a shopping list online



„Hi I'm Anna! I'm 34, and I have owned my shop for about 5 years.“

Status Quo & Pain Points



Anna went to her local METRO store with an envelope that had a special offer for the products she usually buys.

She was excited to get a great deal and went to the aisle where she usually finds her items.



Status Quo & Pain Points

“Ugh! Now I have to find out when they are back in stock!
What a waste of my time!”

However, Anna was very annoyed to find that METRO was out of stock!

Anna handles many tasks, so she feels frustrated when she feels time is wasted.

At the moment, METRO cannot anticipate this situation to help Anna.



Customer Experience happens...

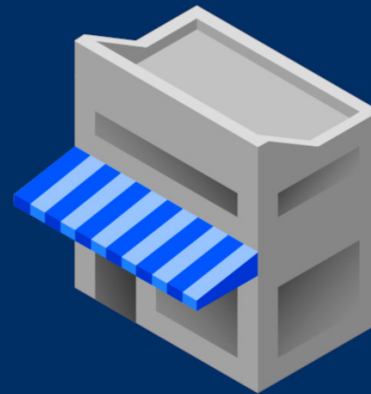
not tomorrow.
not next week.
not next release.



Customers want to be understood across all channels.



Digital

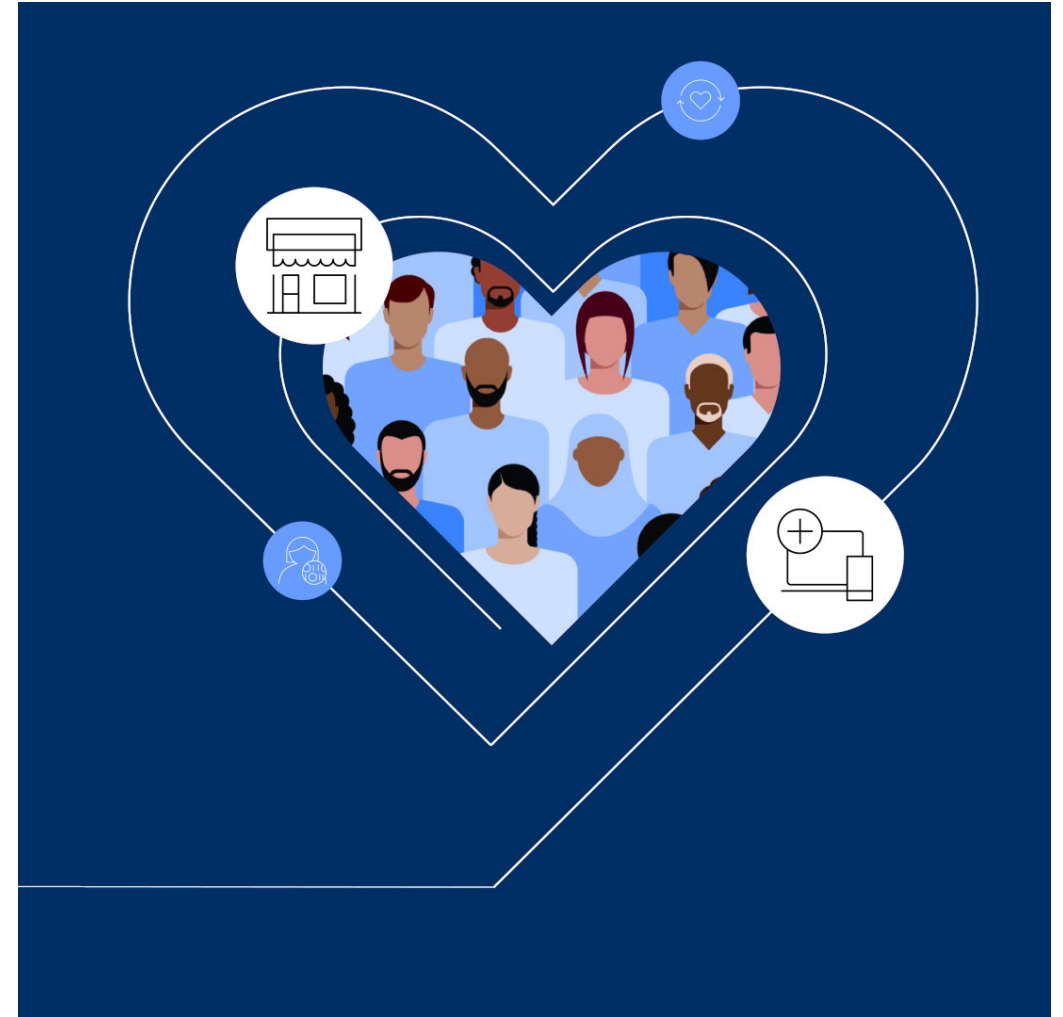


Physical

Our Goal



Create for every customer an enjoyable interaction with **METRO** being fully personalized towards their needs.



But...

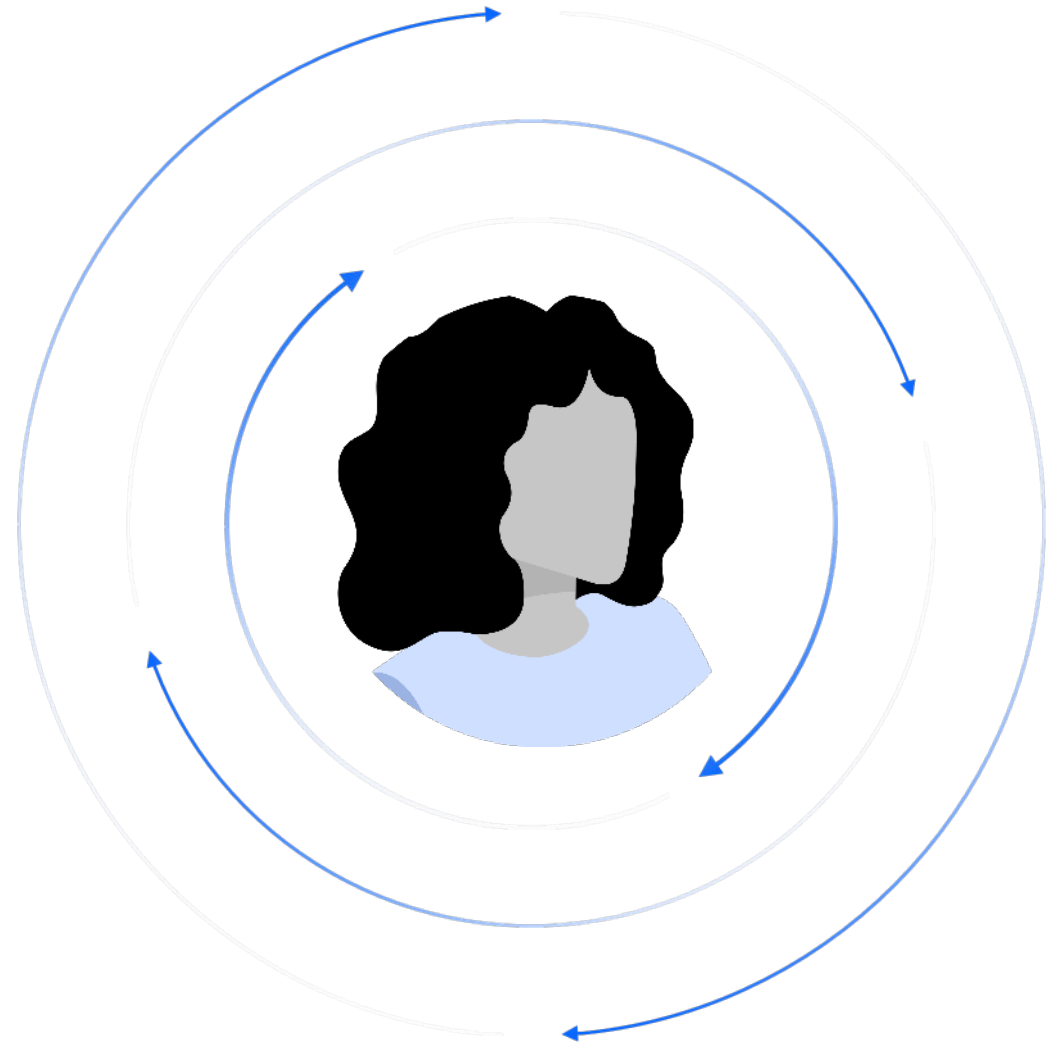


How do we
reach that
goal?

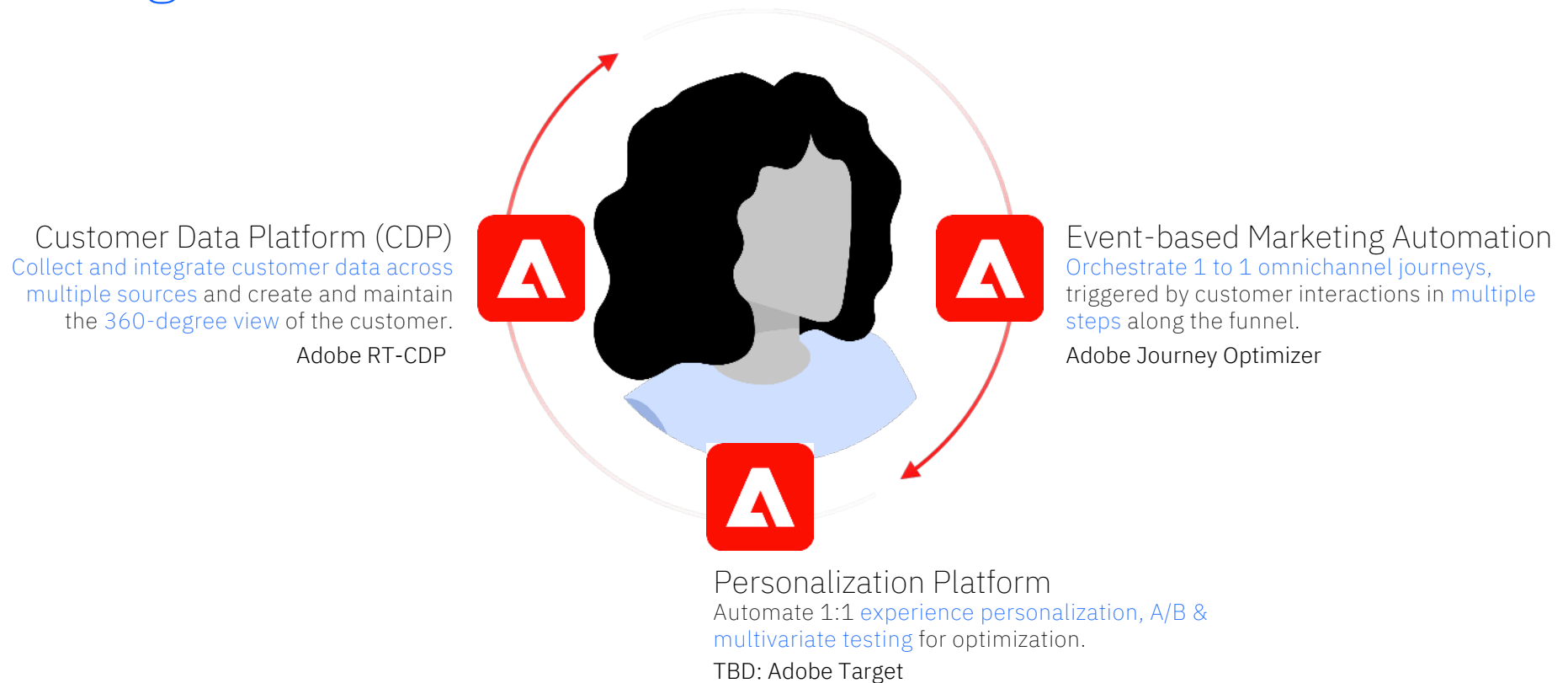
Our Solution



We launch a global marketing platform which enables business functions to **unify customer data across organization** and to deliver **real-time** consistent customer experiences **across channels**.



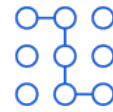
A new era of TechStack for a new era of METRO marketing



Providing METRO with new possibilities



A 360-degree **customer profile** that is updated in real time.



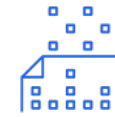
Orchestrate & automate **journeys** based on real-time behavior, contextual changes, or business signals.



Design & deliver customer engagement at scale **across all touchpoints** in the customer journey.

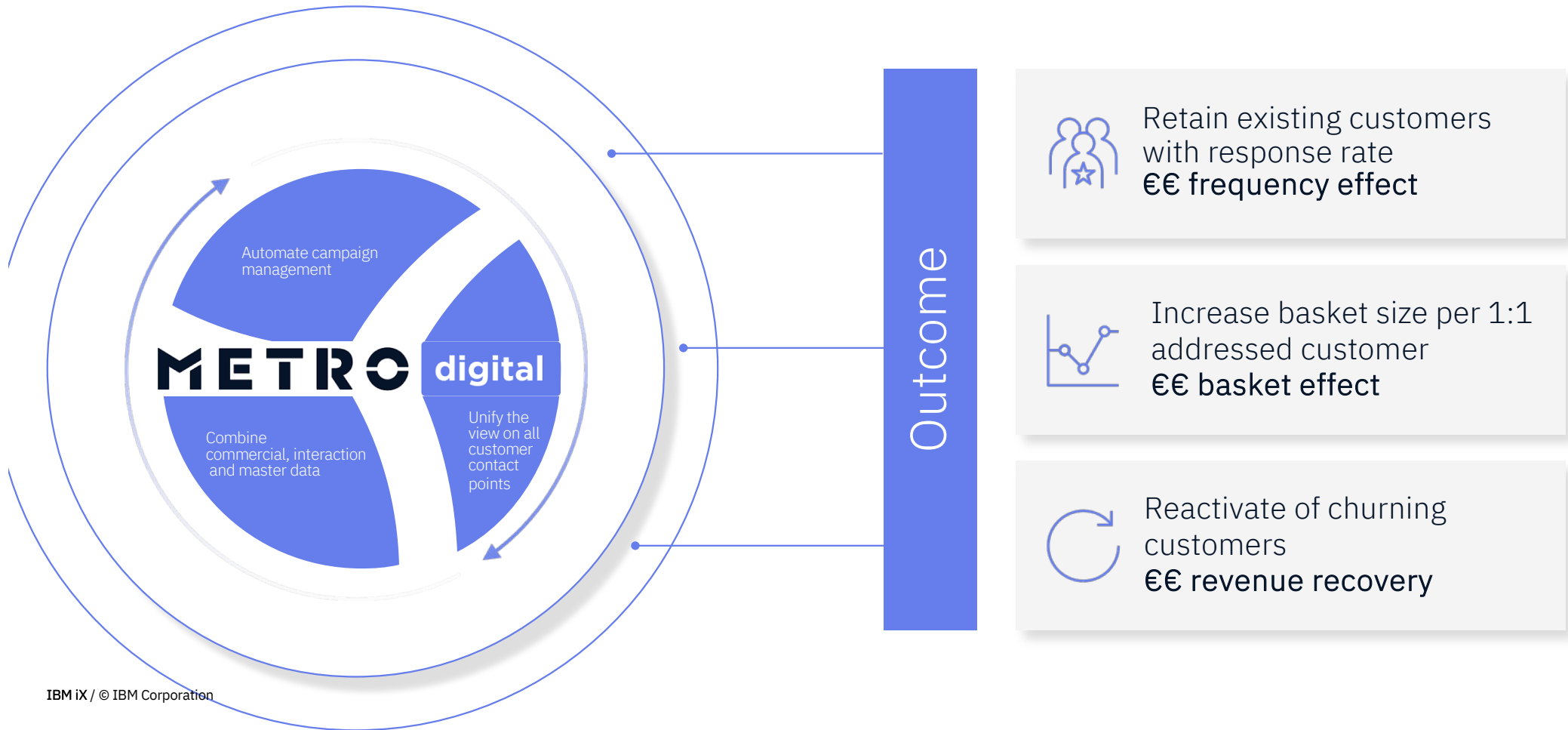


Identify the **next-best-offer** no matter when, where, and how customers engage.



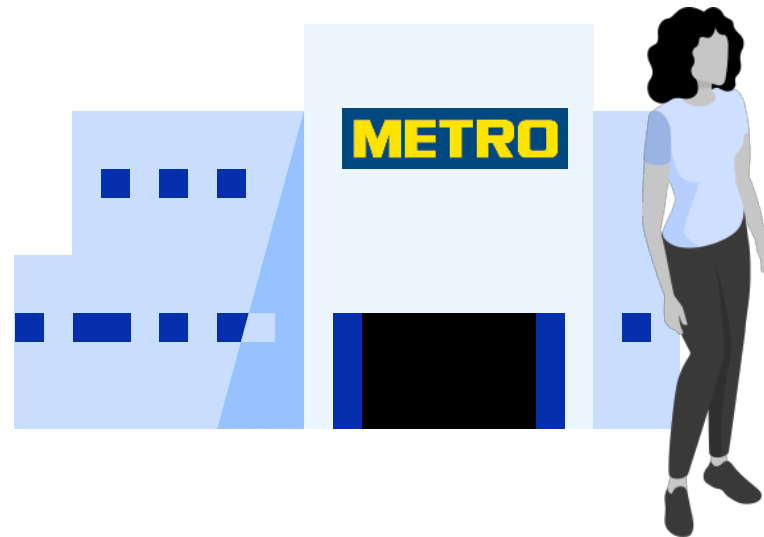
Test to determine the **best content variations** for omnichannel messages.

METRO Marketing Transformation Outcomes



Back to Anna

and how we change Anna's interaction with METRO



Connecting offline & in-store experience

Based on her purchase patterns *we know what she buys regularly*. We can make her planning easier.

We also learn, which items she buys regardless of discounts.

- Data for inventory optimization
- Offer Suppression



Personalized in-store experience

Anna sees her shopping list in the most logical order for the store she is in.

As she is connected to in-store WIFI, we can learn more about which aisles she spends most time in.

→ [Profile-building with in-store data](#)



Personalized in-store experience

We can target her with personalized offers that at the same time allow us to promote items that are running close to due-date or that we overstocked.

- Cross-Selling
- Up-Selling
- Real-time communication



Personalized in-store experience

Anna reaches the checkout.

In the app she selects 3 out of 10 vouchers for personalized discounts.

Enforcing this selection of vouchers helps us to learn which kind of discounts the Anna prefers.

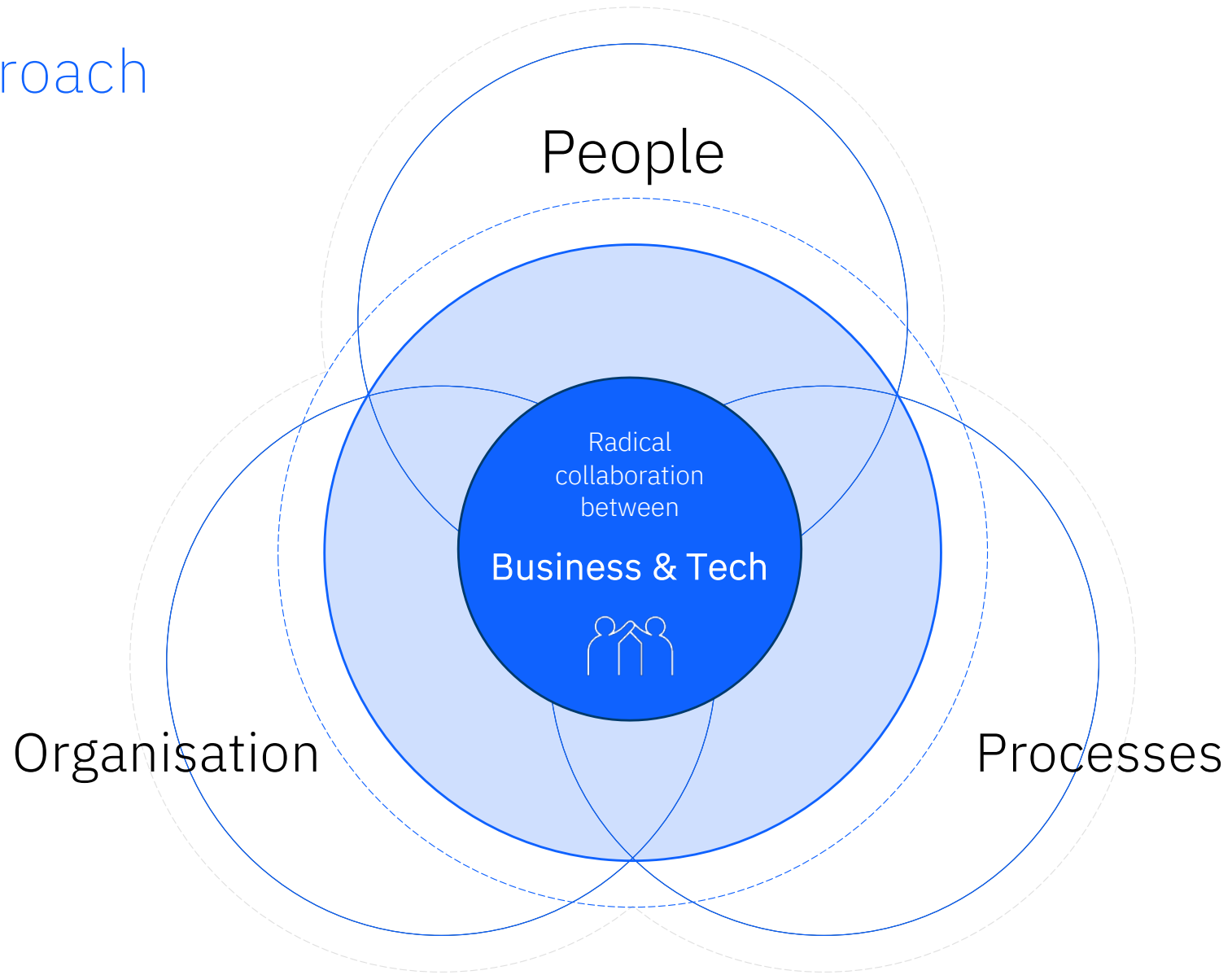
We can use this info in the store and online, across all channels.

→ Offer optimization

→ Pattern-building to use app



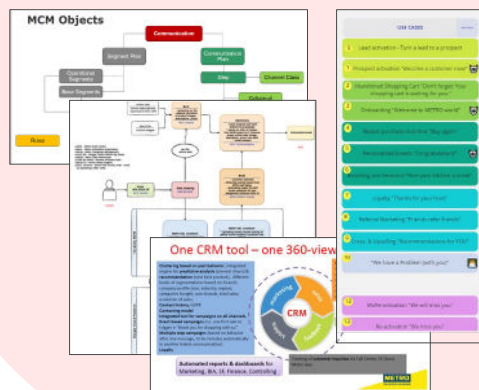
Our Approach



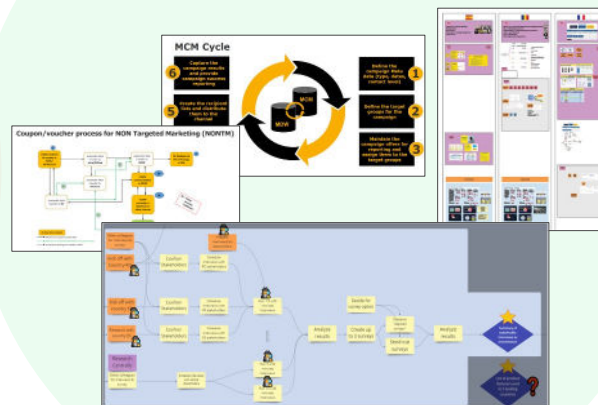
Kickin' it off with MarTech benchmarking & as-is analysis



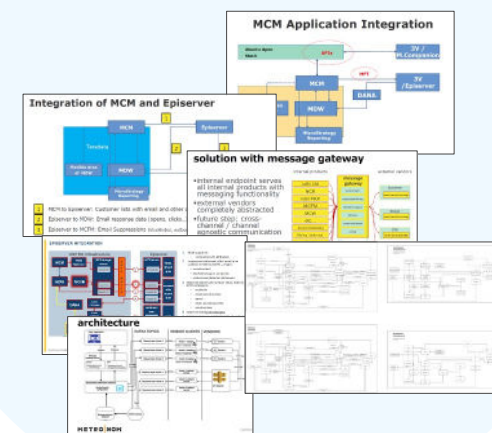
Strategy



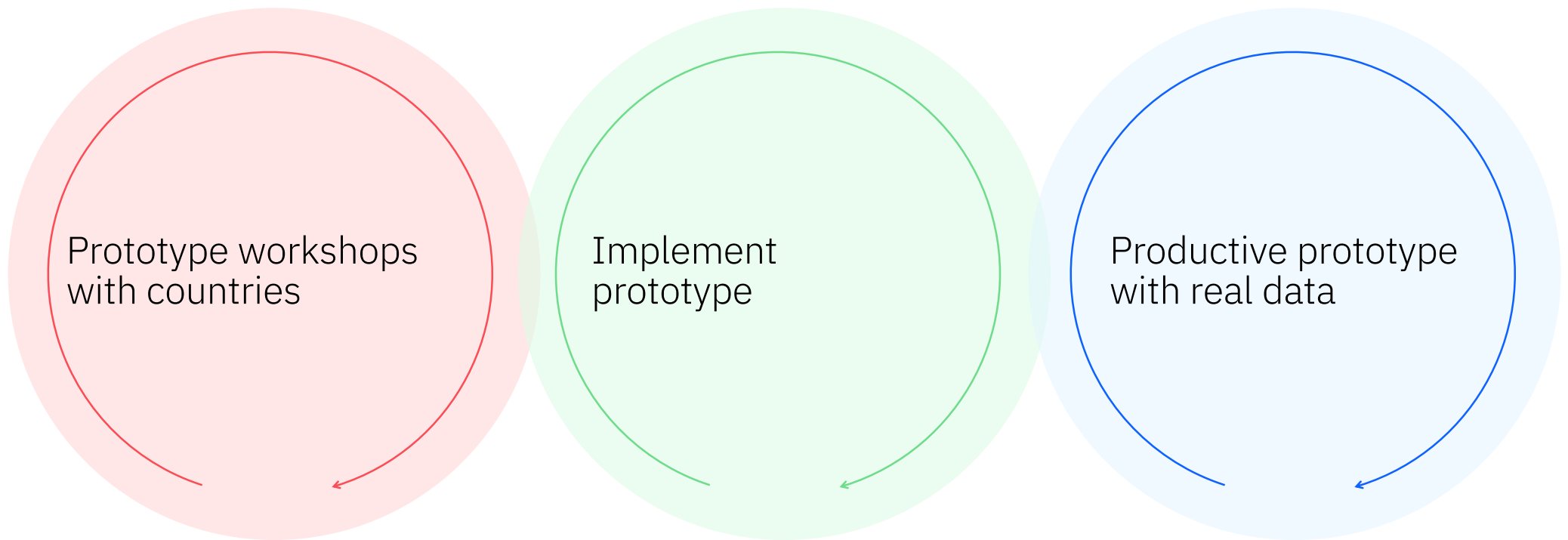
People



Technology



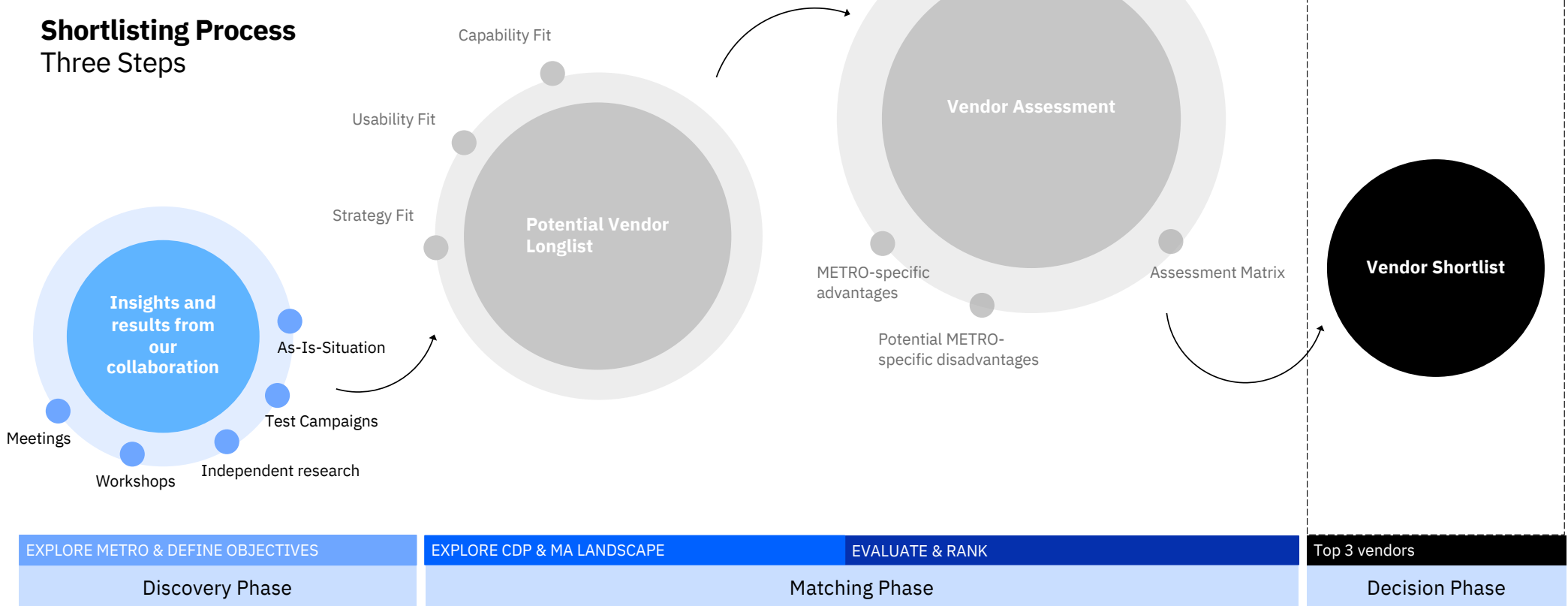
Kickin' it off with MarTech benchmarking & as-is analysis



Find the best fit via IBM iX short-listing approach



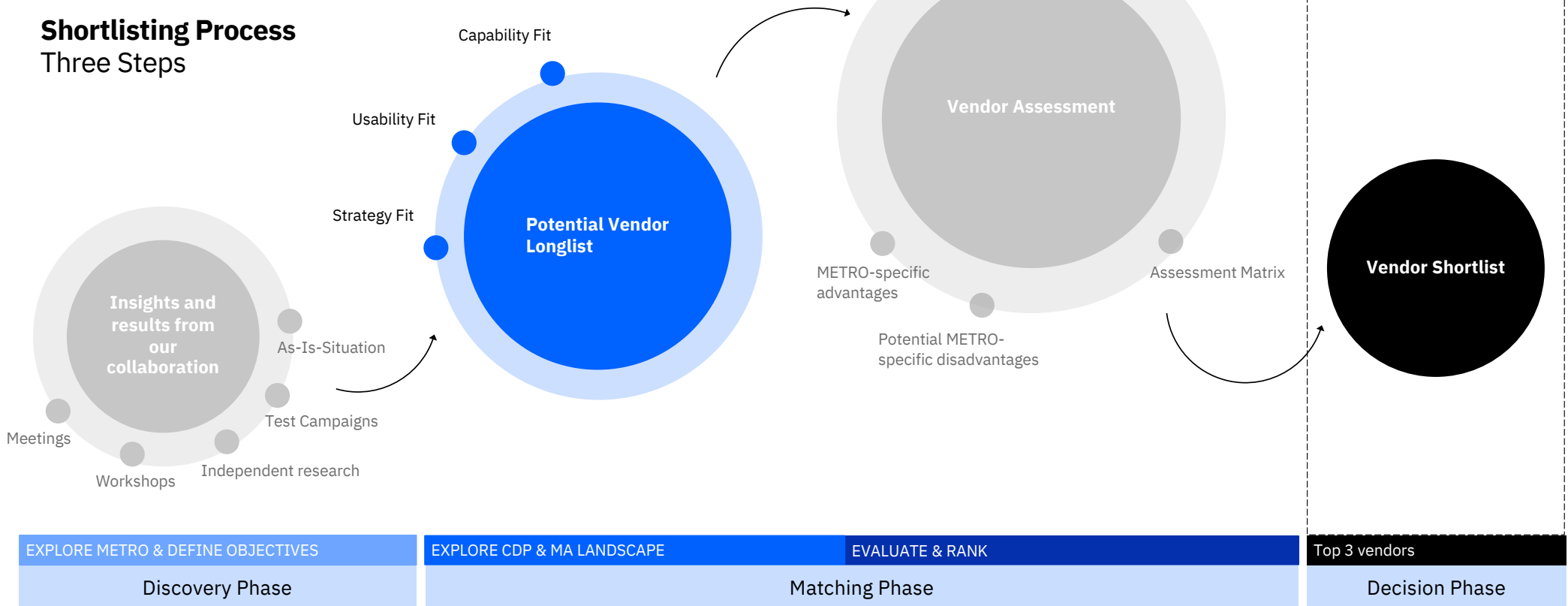
Shortlisting Process Three Steps



Find the best fit via IBM iX short-listing approach



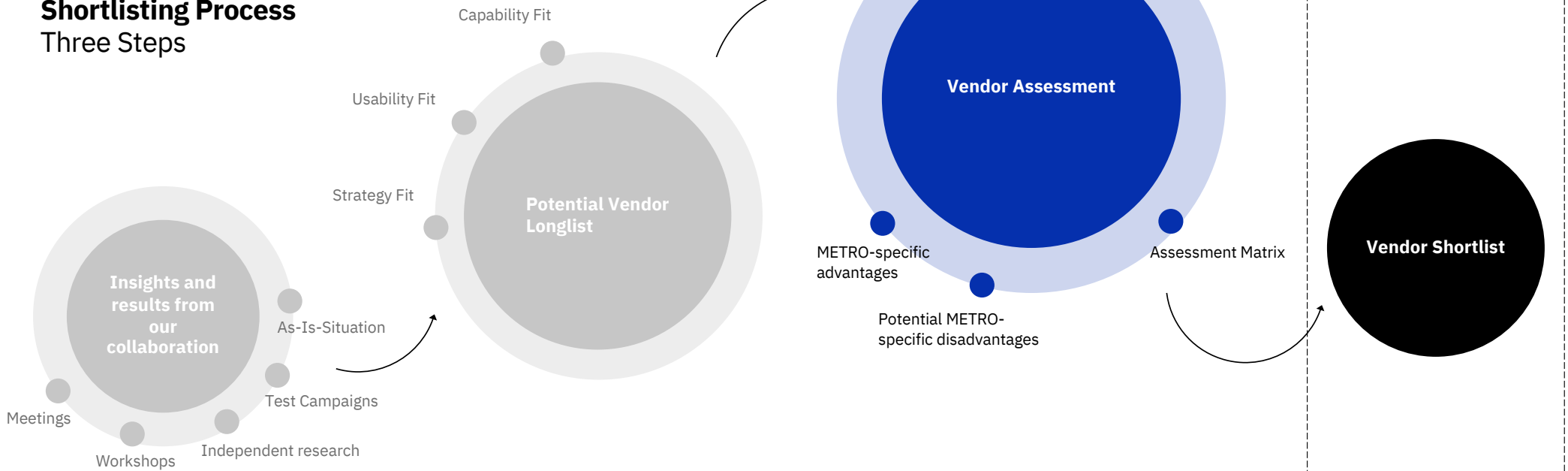
Shortlisting Process Three Steps



Find the best fit via IBM iX short-listing approach



Shortlisting Process Three Steps



EXPLORE METRO & DEFINE OBJECTIVES

EXPLORE CDP & MA LANDSCAPE

EVALUATE & RANK

Top 3 vendors

Discovery Phase

Matching Phase

Decision Phase

Customer Lifecycle as basis for use case definition



Building use case battle cards

- Formulate Use Case
- Benefit for the customer
- Benefit for us
- Data requirements (input & output)
- Possible Challenges
- Rating of Feasibility and Business Value

Journey Stage:	ACTIVATION	ACTIVATION	CONVERSION
Use Case:	Lead activation - Turn a lead to a prospect	Prospect activation "Become a customer now!"	Abandoned Shopping Cart "Don't forget: Your shopping cart is waiting for you."
Description of Use Cases	Getting attention - Generating leads - Bringing someone who is not in touch with METRO so far closer to METRO business.	Process of generating active engagement from your buyer personas. Turn people who have already interest in METRO into customers.	A user on the website did not complete a transaction.
Comments & Feedback from Workshop 1 & Workshop 2	<p>no quantitative comments</p> <p>How about targeting visitors? Do we need to connect with GIS?</p> <p>How about targeting visitors? Do we need to connect with GIS?</p>	<p>no quantitative comments</p> <p>How about targeting visitors? Do we need to connect with GIS?</p>	<p>no quantitative comments</p> <p>How about targeting visitors? Do we need to connect with GIS?</p>
Proposed Battle Cards with refined content	<p>#0 - Lead activation - Turning a lead into a prospect</p> <p>Intelligent and personalized (re) targeting and creation of audience segments of the users who HAS INTEREST in METRO. This allows METRO, to supply leads, with product recommendations and content to foster the conversion into a prospect. This can include anonymous first-time visitors.</p> <p>Impact for the Customer: [Grid]</p> <p>Impact for METRO: [Grid]</p> <p>Customer-facing Touchpoints & METRO internal departments: [Grid]</p> <p>Potential Challenges we anticipate: [Grid]</p> <p>Technical Complexity (first indication): [Scale]</p>	<p>#1 - Prospect activation "Become a customer now!"</p> <p>Personalized targeting of online prospects to become registered customers and e-shopping customers. This can happen based on specific interests and preference or user behaviour on the website (e.g. viewed products, shopping cart content).</p> <p>Impact for the Customer: [Grid]</p> <p>Impact for METRO: [Grid]</p> <p>Customer-facing Touchpoints & METRO internal departments: [Grid]</p> <p>Potential Challenges we anticipate: [Grid]</p> <p>Technical Complexity (first indication): [Scale]</p>	<p>#2 - (Abandoned) Shopping Cart "Don't forget to checkout now to receive your order in time."</p> <p>Approach registered or buying customers who didn't complete the checkout process. We want to them back to where they left off so that they can continue their checkout process. We want to focus here on FSO business but this can be equally valid for other sales lines.</p> <p>Impact for the Customer: [Grid]</p> <p>Impact for METRO: [Grid]</p> <p>Customer-facing Touchpoints & METRO internal departments: [Grid]</p> <p>Potential Challenges we anticipate: [Grid]</p> <p>Technical Complexity (first indication): [Scale]</p>
Additional / Final comments on Battle Cards	[Sticky notes]	[Sticky notes]	[Sticky notes]

Think big. Start Small.



Business impact:
power by a quick win



Time-to-market:
based on prioritization



Platform Acceptance:
due to visibility



Flexible Rollout:
due to requirements

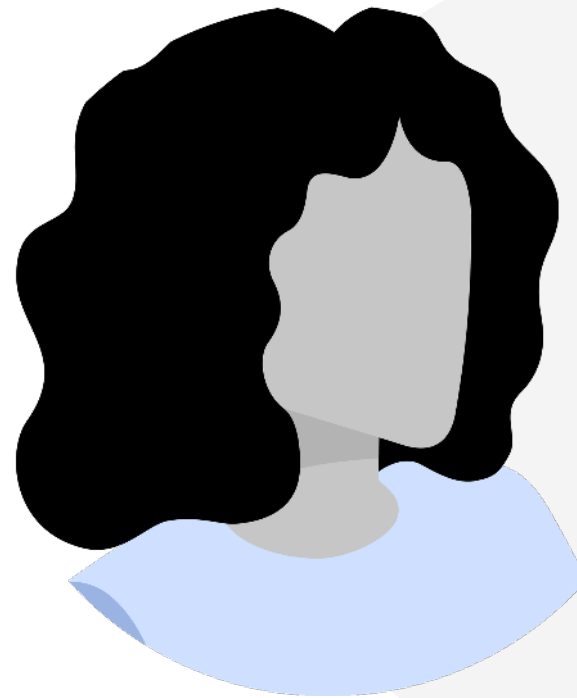
Let's meet Anna again



Meet Anna, a passionate retail entrepreneur

She is searching for suitable suppliers online to buy ingredients and furniture from one source.

METRO is the perfect fit: she signs up for an account and provides all relevant documentation about her business.



„Hi I'm Anna! And I am realising a childhood dream: my own cupcake store.“

Anna's customer journey in details

After a few hours she receives the confirmation via email: her account is fully set-up and she is ready to explore METRO's offerings!

But as there is a lot of preparation to do, she puts her phone away and continues renovating her cupcake store.



Anna's customer journey in details

During the next day, Anna receives an email from METRO to pick up her physical METRO card at a local store nearby or to use the digital card in the METRO app.

Anna decides to ignore the email as she does not have time to pick up her METRO card. There is still so much on her mind for the grand opening!



Anna's customer journey in details

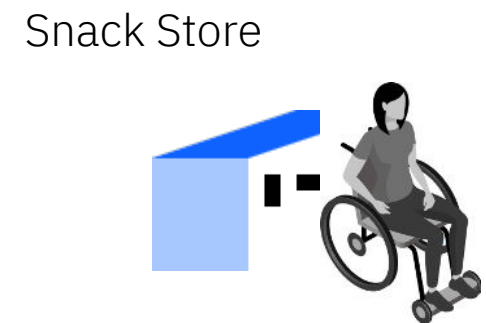
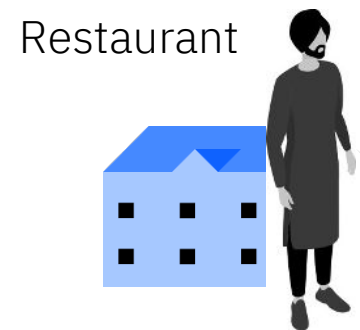
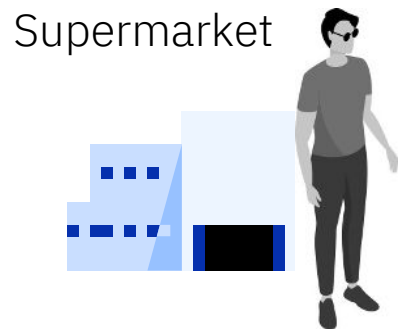
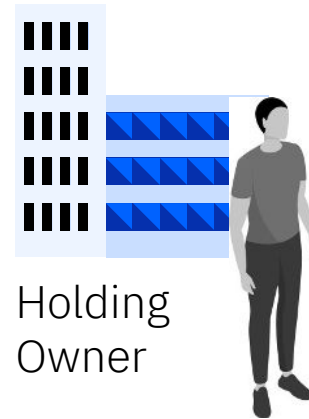
METRO's implemented purchase condition check registered no purchase from Anna since registration.

In a follow-up email, METRO introduces her to its brands and offers by providing product suggestions tailored to her needs.

In case Anna would have purchased right after registration, she would not receive this emails. [This is the value of trigger-based campaigns with modern Marketing Automation.](#)



From customer model to data model



Our Achievements with

METRO digital

WHAT



Customer & Enterprise Data

Insights and recommendations provided by a consolidated view of a customer's relationship.



Experience & Marketing Platforms

Ability to action on customer insights by recognizing a given customer's context, channel, and journey and deliver the right merchandising, marketing, and loyalty experience.



Demand Generation Platforms

Ability to identify the drivers of high value shoppers, target them, and act to drive them to us.

HOW



Community Loyalty – METRO Business Logic as Data Model

METRO has a complex Business-to-Person logic; talking to people, not only to businesses. We have created a data model, that captures this unique, experience-driven approach.



Global Blueprints as foundation for future use case definition and rollout

We carefully created standardized blueprints for our use-case-driven approach. This approach generates speed in defining and rolling out use cases.

