



# MARKETING IN THE MOMENT

The next evolution of retail customer engagement

*This will be marketing's next great transformation - how businesses can interact with customers in a personalised and contextually relevant way to influence purchasing decisions at the optimum time*



# Marketing in the Moment

## The next evolution of retail customer engagement:

**Personalisation in retail marketing** has become shorthand for knowing who a customer is and delivering offers and messaging that they'll find relevant. But advances in technology and the acceleration of omnichannel shopping are about to usher in the next phase of personalisation: marketing in the moment.

The ability to include additional dimensions of context to personalised marketing – not just who and what, but where and when – creates opportunities for retailers to reach customers at the optimal time, enabling them to add value at every stage of their customers' journey and to positively influence decision-making.

“**Marketing in the Moment**” will do for marketing what “near me” did for search. It is retail marketing's next great transformation, with businesses finally gaining the ability to interact and engage with their customers in a contextually relevant way, not just online but in physical stores when they're most primed to make their purchasing decisions.

Marketing in the Moment is about recognising that the customer journey is comprised of moments – singular intersections of time, intent and context. And moments matter – to brands, to retailers and most importantly to people.”



**Tim Mason, CEO of Eagle Eye**

## Principles of personalisation

Over the last four decades, retail marketing and advertising have increasingly embraced personalisation. Mass market circulars and printed coupons were supplemented by “customer name here” email campaigns in the 1990s and tailored promotions based on loyalty programme or club card activity. Today, ecommerce platforms deliver dynamic digital content based on browsing activity, and retailers engage with customers directly on social media feeds.

But no matter how personalisation is executed, the fundamentals haven’t changed. The goal will always be to serve consumers meaningful content that motivates them to purchase. That requires relevant content delivered how consumers want it and customised to how they shop.

**At Eagle Eye, we believe the three fundamental principles of successful personalisation are:**



### **Follow the golden rule:**

Treat people the way they want to be treated. What goes around, comes around.



### **Turn the DIAL:**

Collect **D**ata - Generate **I**nsight  
Deliver **A**ction - Measure **L**oyalty

A model built in the 1990s by dunnhumby and Tesco for an analogue promotional world but remains paramount today.



### **Reward the behaviour you seek:**

Set the right objectives for the right customer to enable you to achieve your goals.

As retail marketing faces another giant leap forward, the principles of personalisation won’t change. Marketing in the Moment is grounded in these values and is designed to deliver the results retailers need in the most efficient way possible.

## Personalisation in practice

Traditionally, retailers have been executing personalisation programmes based on **WHO a shopper is, factoring in purchase history, preferences for specific products and reward types, as well as demographics and geographics.** Retailers can deploy offers or messaging based on these insights to broader segments of lookalike customers, and they feel personal enough to the individual shopper to spur a purchase.

This approach to personalised marketing can be effective, but it fails to incorporate additional contextual information that can generate real business results for the retailer. Consider that most personalised messaging is delivered in a single context – typically on one predefined day of the week, by email – without any variation to reflect the customer’s current situation. If a customer receives a perfectly personalised offer the day after they complete their weekly shopping trip, that’s a missed opportunity.

**That’s a simplified example, but precisely the kind of missed opportunity** that a Marketing in the Moment model will help retailers avoid. It starts with customer analytics and merges it with in-the-moment data.

It looks at one shopper, finding specific days and times when that shopper likes to interact or engage with content, adds in what they’re doing at that moment (perhaps shopping in-store or viewing a recipe on a mobile app), and includes additional contextual data like location, weather, sporting or seasonal events, loyalty programme behaviour, and more, to deliver personalised, 1-to-1 messaging and offers to them at the precise time they’re primed to make a purchasing decision.

### Marketing in the Moment

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*retail marketing strategy*

The ability to merge customer data and contextual data points (location, history, current activity, time, environmental cues, preferences, and loyalty status) to deliver content (an offer, message, or personalised engagement) to an individual shopper at the optimal moment to influence a purchasing decision.

## Context is king: personalisation in the moment

To achieve that precision, the Marketing in the Moment model relies heavily on context-specific data from various sources.

Marketing in the Moment starts by looking at each shopper and WHEN that shopper prefers to receive content. This could be multiple messages, offers, loyalty updates, etc., throughout the week.

Then it factors in a range of contextual triggers surrounding that individual shopper, including first-party data provided by the shopper (preferences, etc.), environmental data like current weather and seasonality, clickstream data, location data, and any other variables that are relevant to engaging with the shopper.

Building a personalised, marketing-in-the-moment message in real time follows a simple **model: customer + contexts = action**. But the key differentiator is in the contextual triggers, which consist of four groups, each growing closer to the targeted shopper:



### Environment

The happenings around a shopper: weather, sports-related content, local events



### Location

The shopper right then and there: at home, on the train, at the deli counter



### Activity

The shopper's actions: viewing a mobile app, shopping online, cooking, meal planning



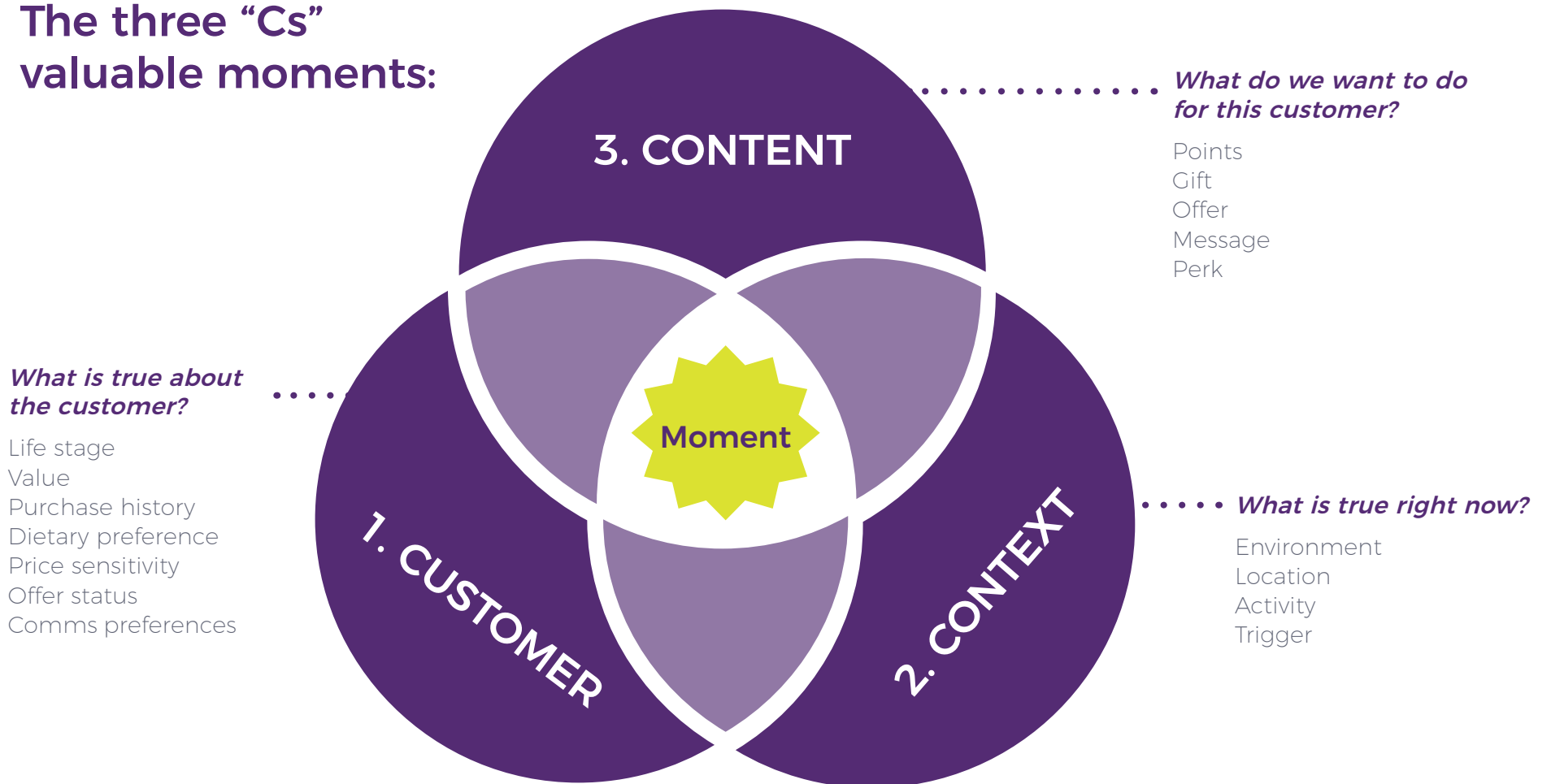
### System

The shopper's loyalty: shopper just crossed a points threshold, redeemed a reward

## How to deliver valuable “moments”

With all this contextual data available, personalised content can extend far beyond targeted offers and promotions. Content can be a loyalty milestone update after their transaction, a sampling event while in-store, or whatever retail marketers devise to help that single shopper in that very moment in real-time.

### The three “Cs” valuable moments:



## In an omnichannel world, location makes all the difference

If context is the most important component of the Marketing in the Moment model, then location is the most crucial contextual parameter. And the primacy of location is driven entirely by changing shopper behaviours.

### A third of Google searches on mobile devices today now involve location.

This means shoppers are considering location when they shop and interact with stores. Retailers can also communicate directly with more shoppers via mobile inside physical stores, inside a shopper's home, or while a shopper is in transit.

Advanced digital technology and customer analytics have greatly improved how omnichannel retailers can personalise offers and messaging to omnichannel shoppers – a shopper base that spends more than 20% more money than in-store-only shoppers<sup>1</sup>.

A Marketing in the Moment strategy is built to reach shoppers where and how they want to interact, knowing each shopper's preferences and location-based behaviours. It's widely known that during the pandemic (and even before), ecommerce shopping has grown; retailers are investing heavily in strategies to engage online shoppers.

But in an omnichannel environment, **true personalisation means leveraging digital in concert with the physical store**, where more than 8 in 10 shoppers still primarily shop. This goes back to the principles of personalisation: treating shoppers how they want to be treated, how they're shopping, and where they're shopping.

There's another reason a Marketing in the Moment strategy that engages customers in stores is crucial for retailers: online shoppers end up in stores anyway. Consider Target, which saw 95% of its total sales in 2021, including online sales, fulfilled by brick-and-mortar locations<sup>2</sup>.



# 80.9%

of all sales occurred in physical retail stores in 2021



# \$870 billion

Consumers spent more than \$870 billion online in 2021, up 14%.

Source: Digital Commerce 360 Research and U.S. Department of Commerce data

## Taking online personalisation to the store

Focusing on brick and mortar, Marketing in the Moment brings a level of personalisation often seen solely in the digital world to the physical.

Much like how Google's Nearby platform revolutionised search or how Amazon serves personalisation using reviews and views, Marketing in the Moment transposes those ecommerce context clues into the land of brick and mortar – where most sales occur.

Pure-play ecommerce retailers have a window into purchase intent by tracking consumers digitally and can trigger content at the point of purchase online. It's not so easy for brick and mortar, but the **Marketing in the Moment model can level the playing field through data:**



**First-party data,** sourced through opt-in mechanisms like loyalty programmes, enable individual personalised messaging.



**Real-world data points** like current customer location and weather can be married with customer data, extending personalisation beyond segmented marketing into a true 1-to-1 connection.



**Multi-channel triggers,** such as a customer crossing a loyalty threshold, scanning a QR code, or opening a retailer app, can be used in concert to create a rich contextual picture.



## Real-time moments in action

Any customer-facing enterprise can find value the Marketing in the Moment model. Here are some examples of moments in action.



### Tier 1 grocer In-aisle moment

**Who:** Tom, male, in his 20s, single, frequently buys sustainable and free-from goods and shops three times a week in-store.

**The moment:** Tom regularly picks up fresh produce on his way home from work to use for dinner that evening. While standing in the produce department (he's an opted-in user of the mobile app), a notification gets sent to his phone suggesting a new line of vine-ripe tomatoes along with a link to a video about the farm where they're grown. The message champions a purchase for sustainable farming.



### Sandwich chain Pre-shop moment

**Who:** Rachel, loyalty member, frequent visitor, female, in her 40s, married with two young children, often stops for coffee in the mornings because her kids love the bagels.

**The moment:** Rachel's morning coffee runs are sporadic on days of the week but are often early in the morning. Marketing in the Moment can register that she hadn't visited the chain in two weeks, so the retailer can send her a "good morning" text message with a cheery sun emoji, a short weather forecast and an offer for one free large coffee with the purchase of two bagels (knowing she has two kids).



### Club store Loyalty moment

**Who:** Sally, female, in her 60s, infrequent visitor, comes to the store only when needed, yet has a loyalty account.

**The moment:** Needing annual supplies for her summer gardening, Sally visits the club store location. Upon arriving, a message can greet her, welcoming her back with a link reminding her to access her loyalty points. After finishing her transaction, rather than scouring the end of the long paper receipt, a message can follow up saying she earned 850 points on today's shopping and that she's 150 points away from \$25 off her next online purchase. The message can include a link to the gardening page online to suit her history.

## Marketing in the Moment, powered by Eagle Eye

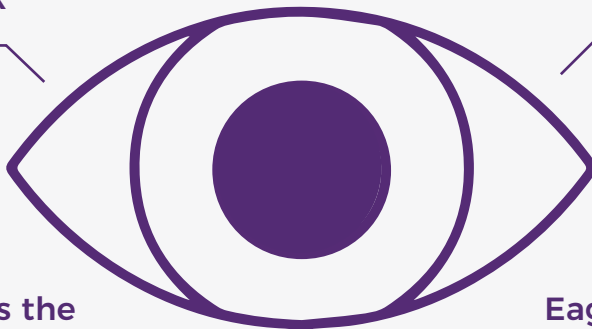
**The retail industry is on the cusp of a major marketing transformation.** Marketing in the Moment will take personalisation to its ideal form: messaging and offers tailored not only to the customer's preferences and needs states but to their state of mind. Engaging with shoppers at the precise time and place they're making purchasing decisions is the most direct and efficient way retailers can influence those decisions.

To make the Marketing in the Moment model work, retailers need a powerful platform to connect with millions of context-rich data points that create resonant moments. **Eagle Eye and its Eagle Eye AIR** platform do precisely that, enabling retailers to manage and automate billions of offers and messages in real-time in one place.

### Power of Eagle Eye

+500 million  
personalised  
offers a week

+54 billion  
platform interactions  
annually



Eagle Eye creates the  
tech stack for marketing  
in the moment

Eagle Eye manages  
1-to-1 personalisation  
**AT SCALE in REAL TIME.**

With Eagle Eye as a partner, retailers can build moments that matter to their shoppers. To find out how Eagle Eye can help your organisation develop true personalisation at scale, managed over one platform, contact us at [www.eagleeye.com/contact](http://www.eagleeye.com/contact).



Eagle Eye believes that one-to-one marketing has always been the holy grail, and we are on a mission to help organisations create personalised relationships with their customers in order to earn their loyalty. Our API-based SaaS platform has the power to transform marketing and we envision a world where every corporate communication is personalised, relevant, valuable and welcome to the end customer.

Eagle Eye is the partner of choice for some of the largest and most sophisticated marketing and loyalty programmes around the world, powering customer journeys and rewards for the likes of Loblaws, Shoppers Drug Mart, Southeastern Grocers, Giant Eagle, Woolworths (AUS), ASDA, Tesco, John Lewis, Waitrose and many, many more.