



Beyond Campaigns

Building CRM into a commercial growth engine

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OVERVIEW

1. Time for a reality check
2. Where we're at
3. Where we're going
4. What do we need to get there





**“We were essentially
building the best
campaign factory in the
world.”**



RETENTION OPERATING FRAMEWORK

Growth levers for activating the Retention flywheel

LEVER	CRAWL	WALK	RUN	FLY
Experimentation	Ad hoc A/B tests	Structured tests	Continuous, systematic testing	Measure incremental impact at scale
Automation	Ad hoc local campaigns	Flexible, global setup for quick customization.	Automated lifecycle management	Plug and play modular campaign building
Omni-channel	Email, Push, In-App	SMS and Content Cards	Higher-value channel mix: WhatsApp and Direct Mail	Channel mix based on relevancy
Segmentation	Static customer groups	RFM and behavioral segmentation	LTV focused	Predictive models across lifecycle
Personalisation	Personalize using basic details	Rule-based personalization	Leveraging behavioral and contextual criteria	1:1 personalization across channels
Loyalty	Establish loyalty KPI and metric	Launch and test the loyalty program	Roll out to all customer segments	Drive measurable retention uplift
AI Enablement	Use AI for copy and ideation	Test AI to optimize campaign elements	Predictive AI to enhance lifecycle moments	Hyper personalized campaigns and journey optimization
Team Foundation	Manage campaign workflows as needed	Standardize key processes across Regions	Scalable operational model for workflows	Self-optimizing system from company strategy to OKR execution



Walk before you try to fly



PEOPLE

360 degree competency center

PROCESS

A bridge that collects critical input and delivers meaningful output

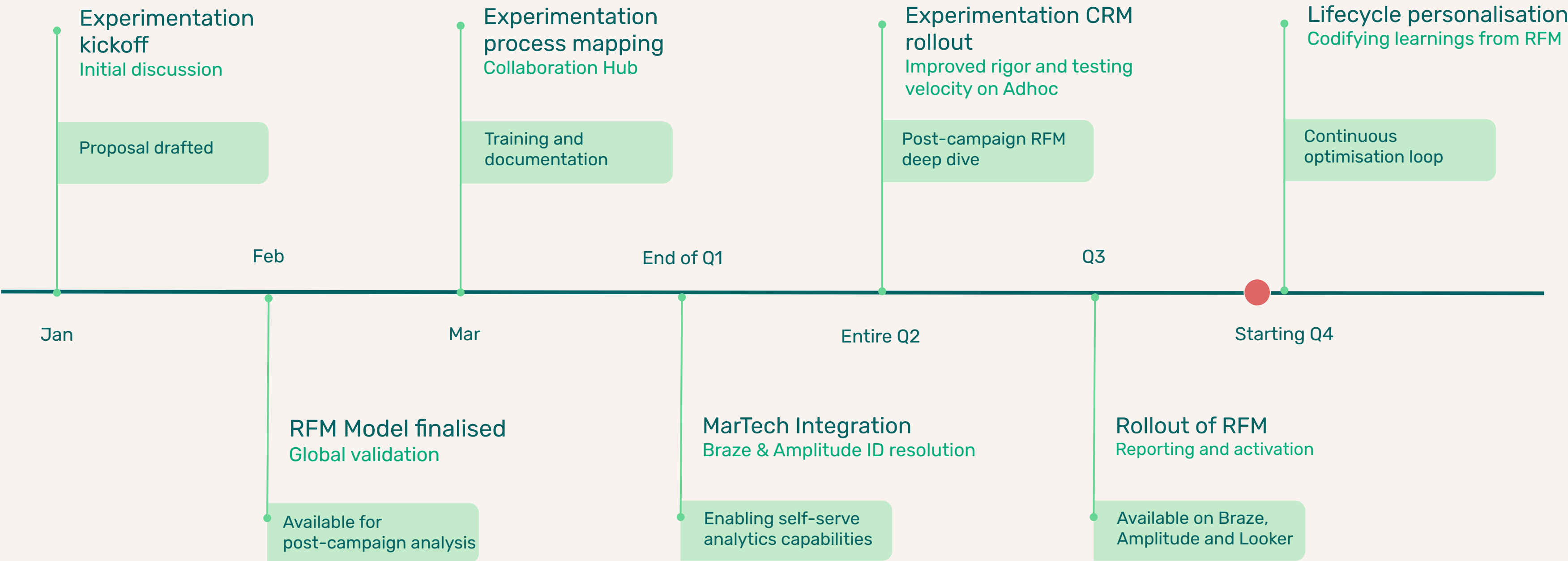
TECH

The unattainable dream - 1:1 hyper personalisation



Teaching Experimentation how to walk

PEOPLE to own it, PROCESS to test it, TECH to enable it





Key Takeaways

#1

**Identify
and align
on your
growth
levers**

#2

**Develop a
maturity
curve
vision**

#3

**Drive
impact
through
the pillars
of People,
Process &
Tech**



THANK YOU 