







# **Data-Driven Excellence diva-e meets Adverity**

07. August 2020

# Agenda

-  **Begrüßung**
-  **Vorstellung diva-e**
-  **Intro - Joint CDP approach**
-  **Q&A**



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# diva-e



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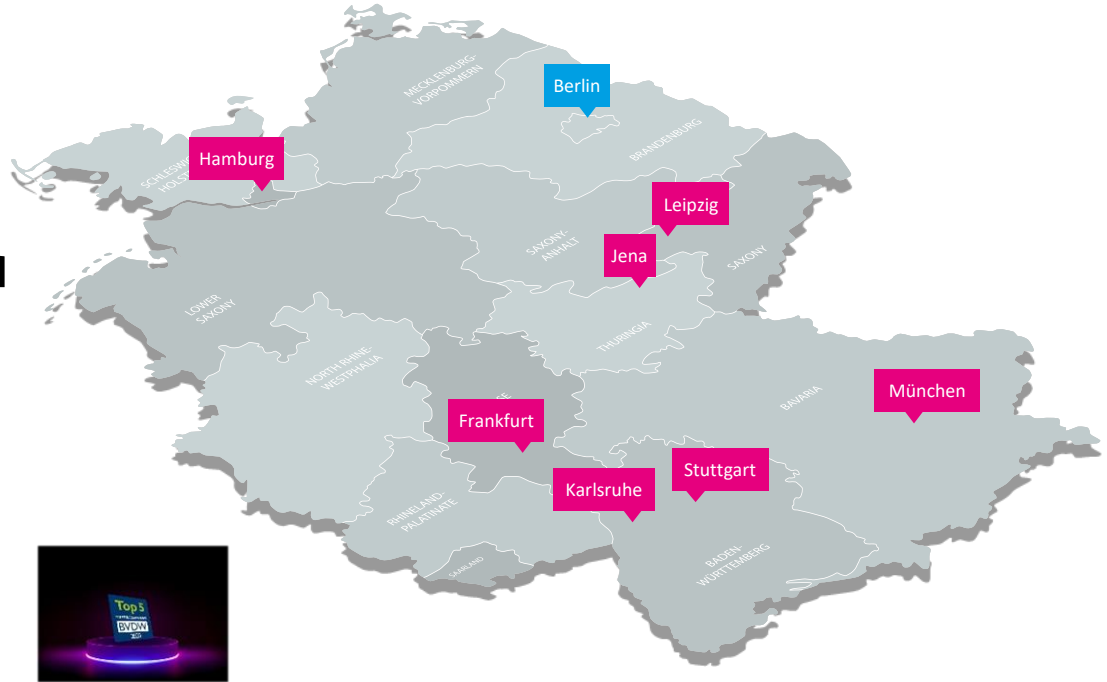




**Business is looking for Transactions**  
**Customers for Experiences**  
**diva-e is your digital Partner**

# diva-e at a glance

- **#1 E-Commerce partner of choice**
- **78,3 m € Revenue in 2019**
- **14 locations with 800 experts and over 20 years of experience for your digital success**
- **Market leading in Data-Driven Business and MarTech product expertise**
- **Top 5 digital service provider in Germany**



# diva-e – Germany's leading Transactional Experience Partner (TXP)



We are your digital partner. Together we create digital experiences that inspire your customers and sustainably boost your business.

We do not wait for your digital future. We tackle it together. We are the driving force with entrepreneurial spirit, digital experts with passion and strong partners for love brands and market leaders.

## Our services

### Strategy & Consulting

- Digital Strategy Consulting
- Data Strategy Consulting
- Platform Consulting
- Marketing Consulting

### Technology Consulting

- Data Collection
- Data Interpretation
- Data Visualization
- Channel Optimization

### Platform & Experiences

- Digital Commerce
- Content Management
- Marketing Clouds
- Customized Solutions

### Growth & Performance

- Performance Marketing
- Full Cloud Application Services
- Private Cloud





## Planning & Innovation

# Award winning hands on consulting

- Digital Transformation and Strategy Consulting
- E-Commerce Consulting
- Target Groups & Persona Analysis
- Usability, User Experience and User Interaction
- Platform selection and conception
- Performance Marketing Strategy



## Platforms & Experiences

# Size matters

- Largest e-commerce partner in Germany (#1 Agenturranking eCommerce 2019)
- 450 experts building all types of eCommerce platforms
- Strong partnerships to technology leaders like Adobe, Salesforce, Microsoft, SAP, SAS, Stibo, etc.
- Public cloud services with AWS, Google and Azure
- Two owned data centers with private cloud offering and 24/7 application management



## Growth & Performance

# Turn customers insights into performance results

- Data driven Performance Marketing based on intelliAd platform
- Germany's leading fully automated e-commerce engine E PWR
- Bid Management, Customer Journey Tracking, Data Attribution
- ISO/IEC 27001 and TÜV certification
- DSGVO-compliant tracking
- Multi-award-winning customer and consulting service
- More than 11 years experience in automated, AI-based marketing solutions
- Official technology partnerships with Amazon, Bing, Google, Facebook
- Official Amazon Advertising partner
- Winner of various awards



Beste SEA Suite



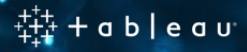
Marketing Intelligence of the Year



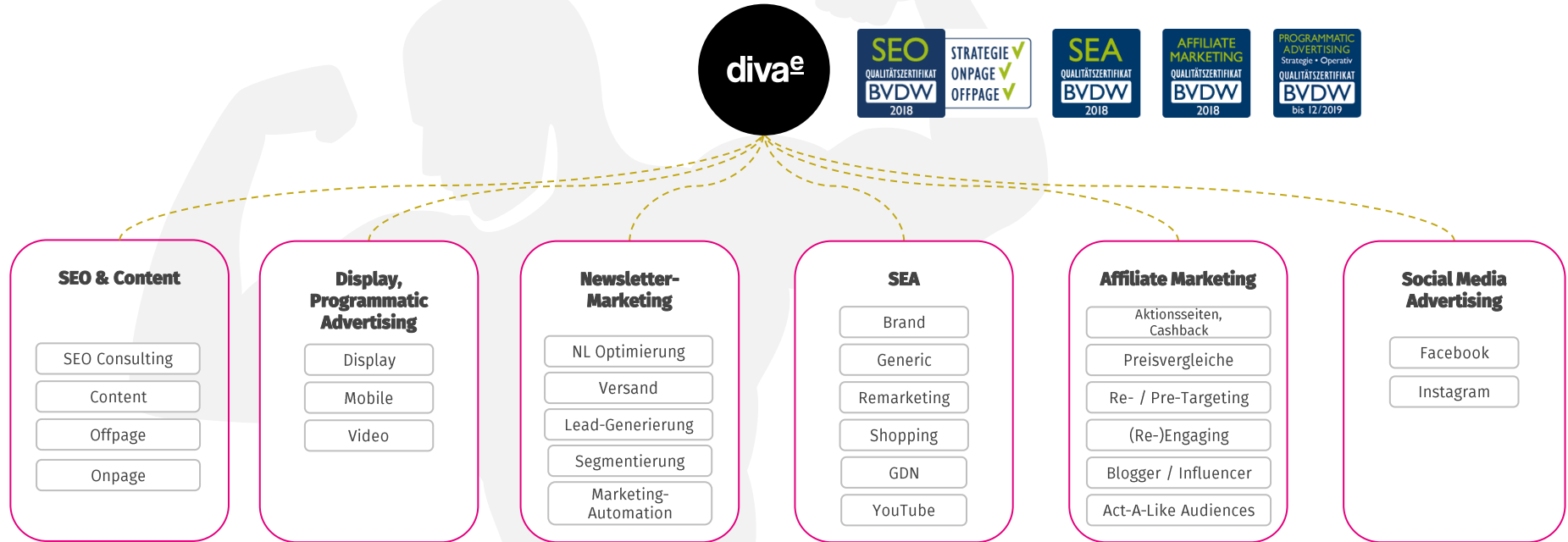
## Data & Intelligence

# Data is the new oil

- Any diva-e project comes with a connected data platform
- Data Collection
- Data Visualization
- Data Analysis
- Commerce Data, Customer Journey and Performance Marketing
- Own software solutions based on machine learning and artificial intelligence



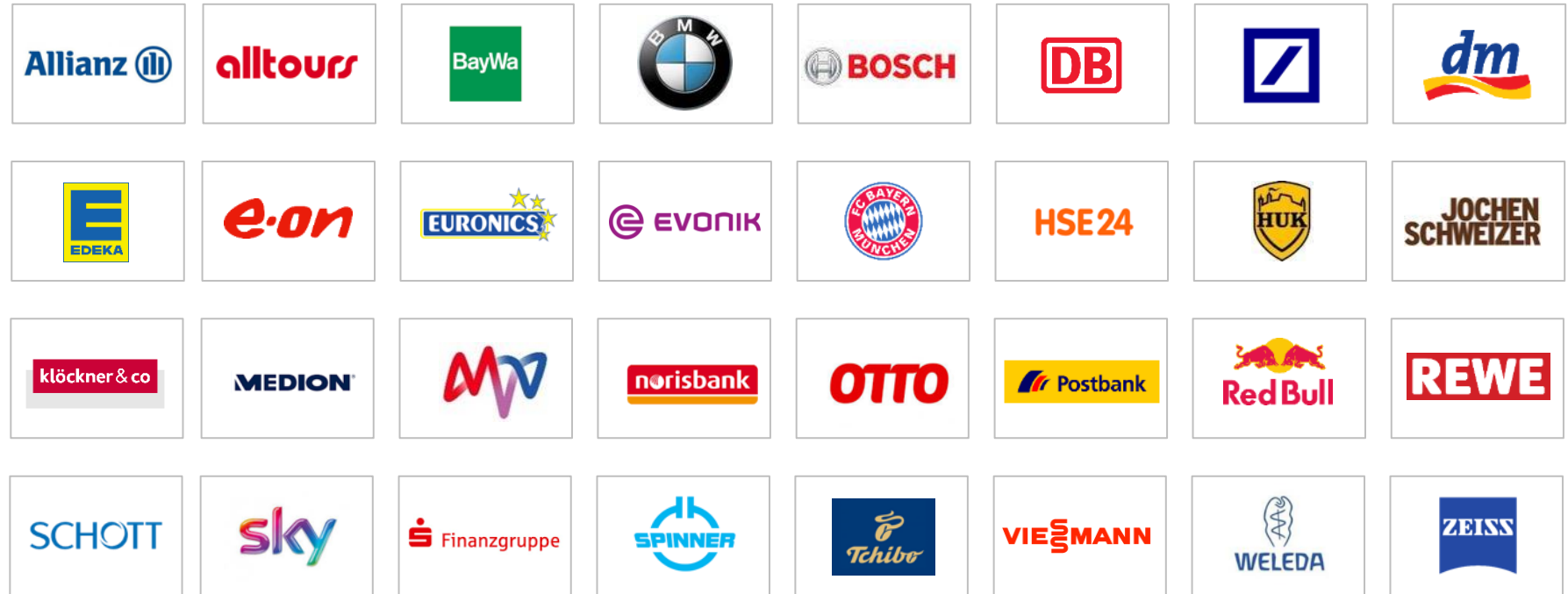
# Successful performance marketing with the diva-e for a holistic customer experience



Beste SEA Suite



# Selected customers and love brands



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# Data Driven Business – Customer Centricity Through Data



The **customer expects good and personalized offers** from providers, which optimally address his needs and do not treat him as an anonymous customer, who has to repeat his wishes over and over again to the provider.



Most analysts and **marketing managers spend 80% of their day preparing data** for basic analysis/reporting and only 20% to report and use the numbers to drive the business and customer experience.



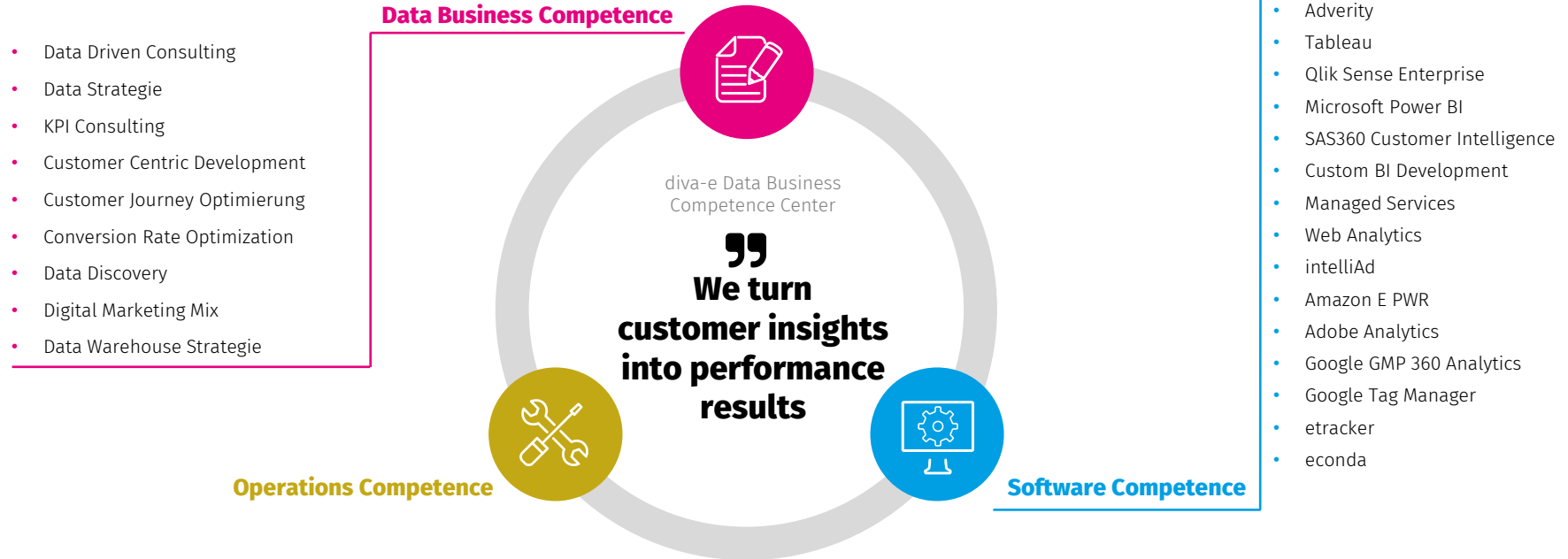
The **number of customer contact points is growing rapidly**, and corresponding background data must be used correctly to meet the enormous increase in customer expectations.



**Lack of filtering and selection slows down decisions.** Technology (CDP, AI, BI) can help to accelerate this enormously.



# diva-e Data Business Competences



# Data Driven Expertise is an essential part of our DNA

We are a **leading German AdTech company** with **15 years of experience** in **AI-based marketing solutions** and **providing APIs...**



... and have great experience!

**120+**  
Data  
Specialists

**Data &  
Analytics**

**80+**  
Performance  
Marketing  
Manager

**Online  
Marketing**

**30+**  
Project  
Manager

**70+**  
Platform  
Consultants

**300+**  
Software  
Developer

**Platform  
Imple-  
mentation**

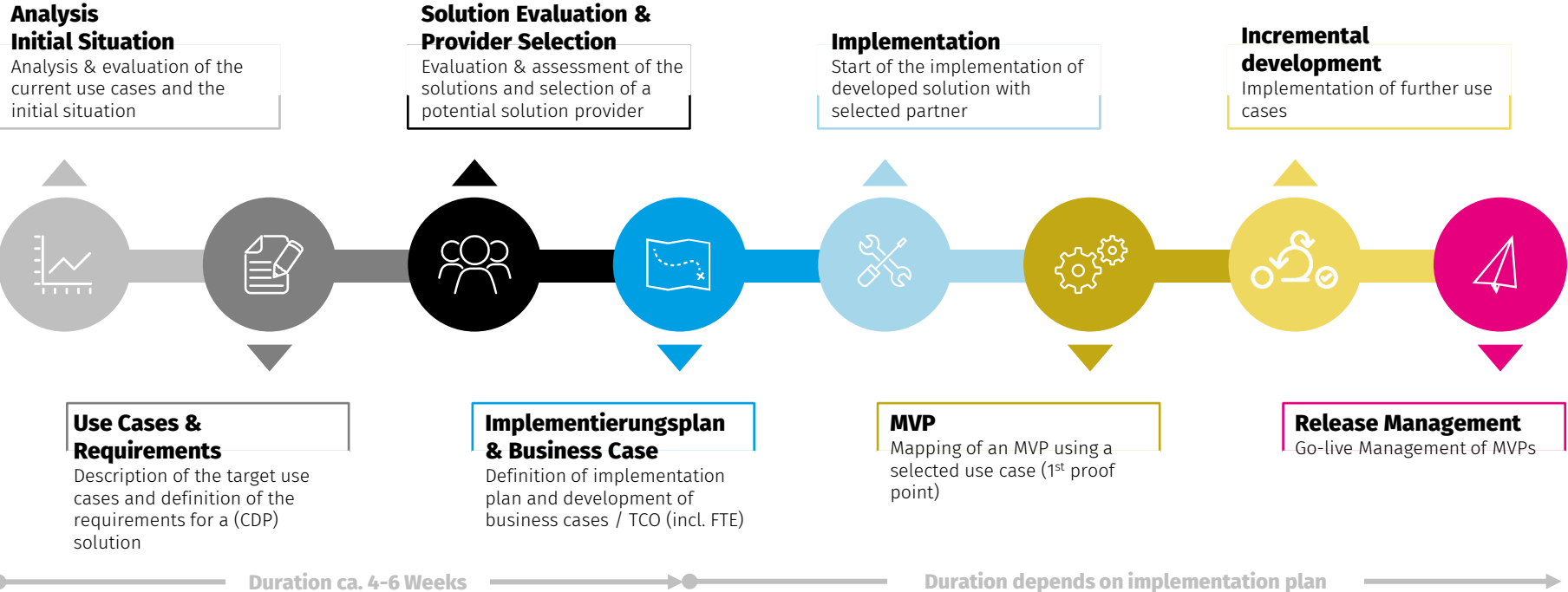
**diva<sup>e</sup>**

**Sales**

**11**  
Sales  
Manager

**50+**  
Sales  
Experts

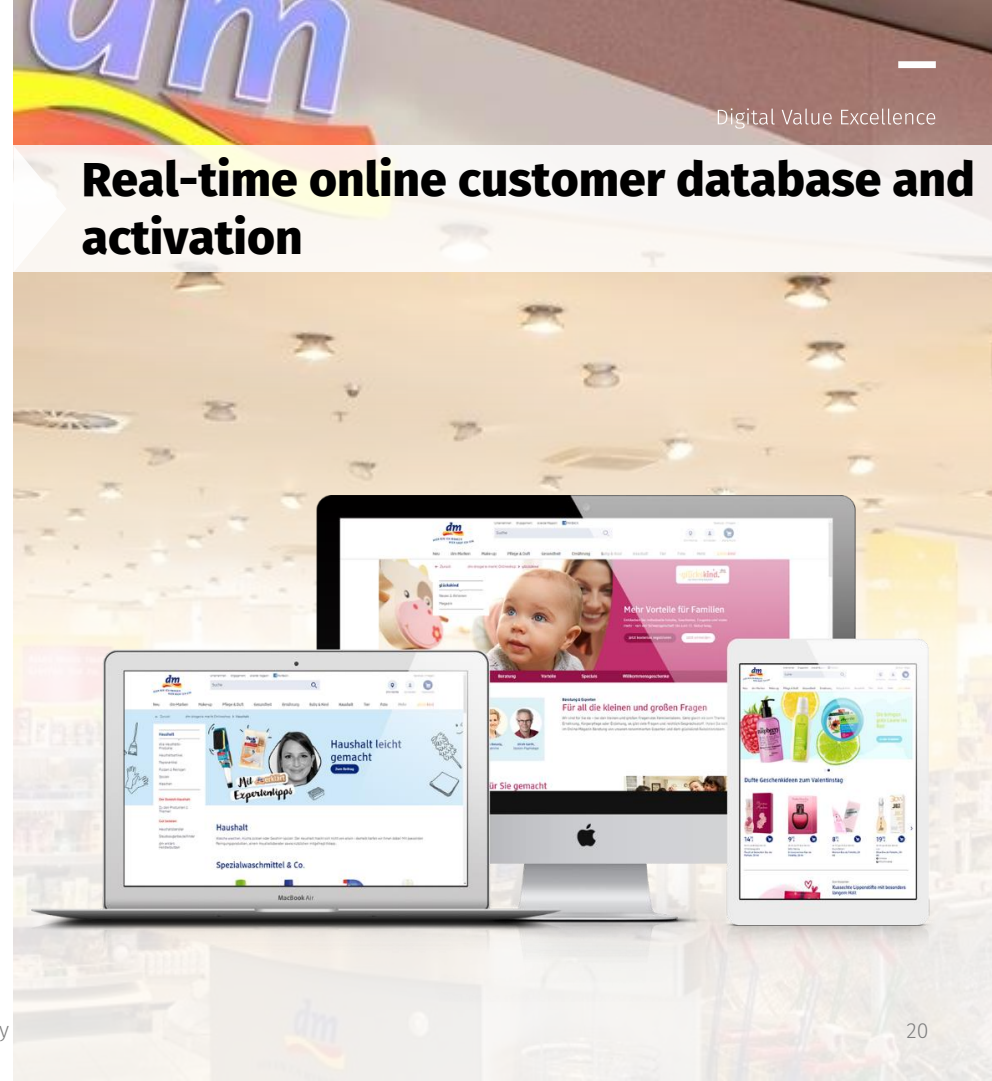
# diva-e data procedure model



# dm-drogerie markt



- With around **3,700 branches**, **62,000 employees** and **11,2 Bn EUR revenue**, dm is the **largest drugstore group in Europe**
- Development and introduction of a **real-time online customer database**
- Integration of the **new software solution into the existing complex IT structure**
- Connection to existing interfaces
- **Training of dm employees** in the areas of development, technology and agile project management
- Support with the **implementation of the online shop** and the relaunch of dm.de
- Further development of the **online platform**
- Implementation of **customer loyalty programs**
- Maintenance and further development of the **branch data system and the service point**
- **Agile project approach** and coaching



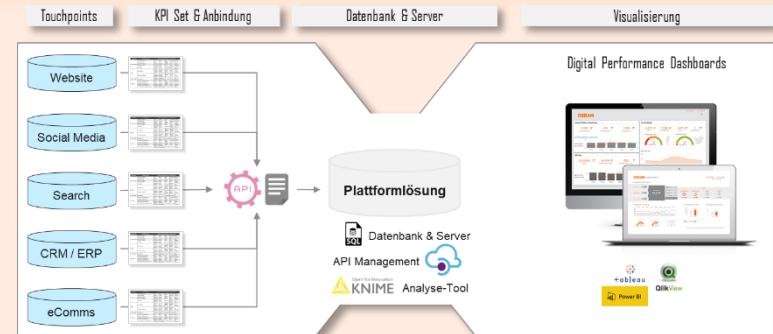
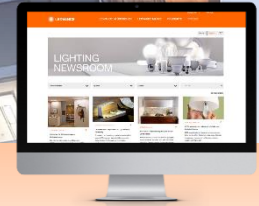
# OSRAM

# OSRAM

- With around **27,400 employees** and **4,1 Bn EUR revenue**, OSRAM is the **leading global high-tech company** with a history of over 110 years.
- **Consolidation and integration of common data sources** and reduction of data silos, functional silos and used systems
- **Customer Journey Tracking** across different touchpoints
- Development of a **digital performance management** including reporting and dashboards
- **Development of a content hub and newsroom** for installers and consumers
- Reduction of complexity through a bundled presentation of all **marketing KPIs**
- Implementation of "intelligent solutions" for different departments (service, marketing, C-level)
- Design and implementation of a **command center**

Digital Value Excellence

## Integration of various data lakes to a digital performance management



# EDEKA

- With more than **11,300 branches**, **376,000 employees** and **53,6 Bn EUR revenue**, EDEKA is one of the **leading food retailers in Germany**.
- **Online commerce solution** for selling groceries
- Maximum identification for the end customer by the **regional “unique” web shop** (regional product range, regional advertising / promotions etc.).
- **Integration of individual market functions** for delivery/pick-up, payment, advertising & service.
- Based on **modern software CMS** and **shop components**.
- Development of the solution in terms of **maximum scalability and expandability**.
- **Uniform appearance** of all online shops by a **unified and sophisticated layout and design**.
- Development of a homogeneous **process landscape across all shop instances** (purchase order, commissioning, portfolio mgmt. etc.)



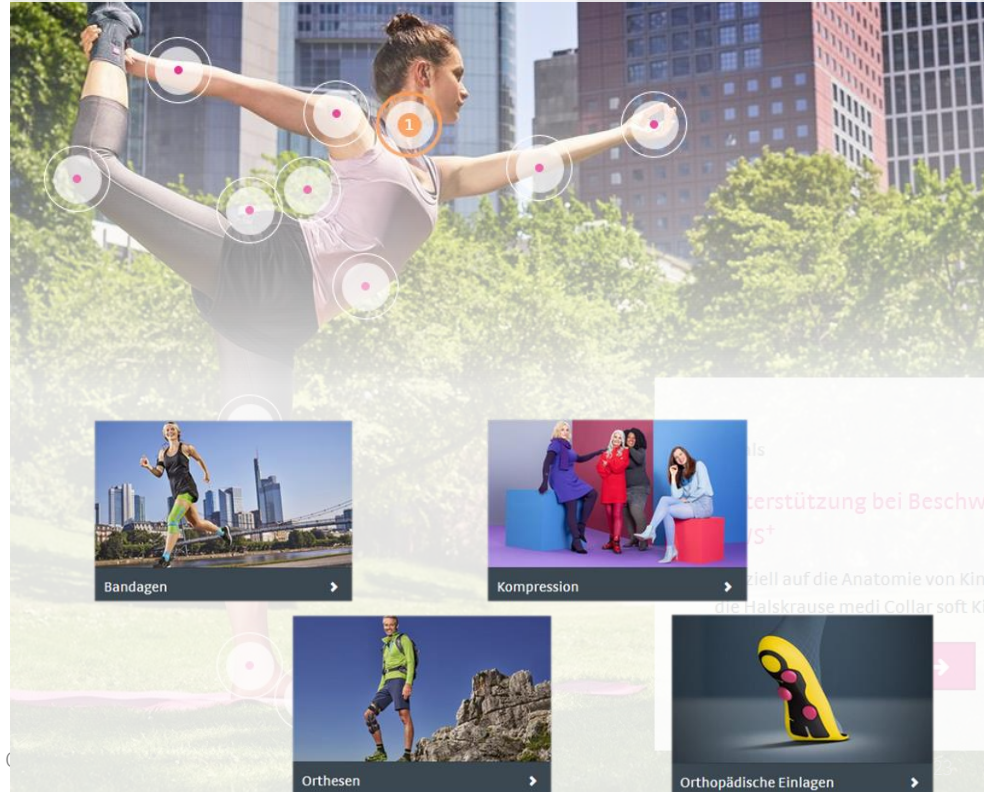


# medi GmbH & Co. KG

medi

- **Manufacturer of medical products** in the fields of medical phlebology, orthopedics, lymphology, wound care and footcare with **3,000 employees** in **25 countries worldwide**
- **Individual views** for products, shops and countries
- Each view can be filtered by **project, country, product family** and **group**
- **Transparent dealer monitoring** and strengthening of the market position through **analysis of dealer activities**
- **Product family comparison**
- **Blacklist** - view with shops that offer "**forbidden**" products and data about prices
- Overview of **top vs. flop products**
- **Automated reporting** per user group
- Calling up **current exchange rate information** / maintaining historical exchange rates and **determining the average market price**
- **Data-mining** and **connection of further data sources**

## International price monitoring for medi



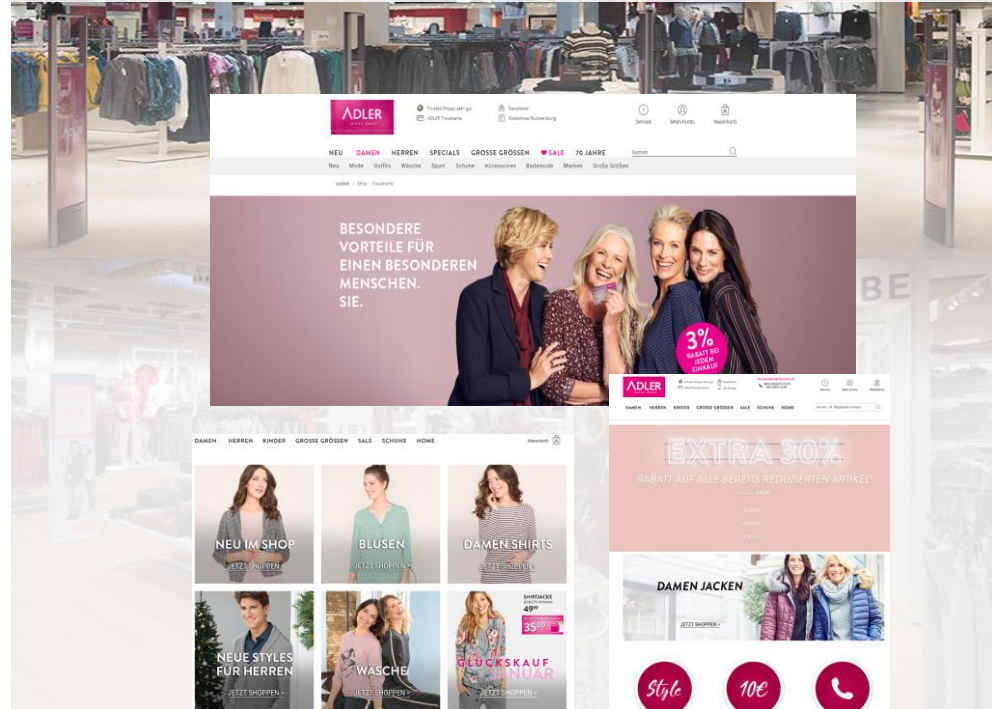
# Adler Mode



- Integration of **online channels such as SEA, SEO and display and offline channel print** into the customer journey
- Realistic mapping of the target group's offline and online purchasing behavior** and measurement of the impulse effect of physical mailings on the purchasing decision
- As a matching criterion, customer IDs enable the **data protection-compliant and cross-device linking of online and offline data** - a click is triggered at each recipient as a touchpoint with a cross-device user ID.
- Tracking insights: More than **50% mobile share on visitors, more than 90% of customers use the customer card**, 14% share of wallet
- Identification of performance potentials after 1st mailing:** SEA as Top Assisting Channel in almost 60% of conversions (through physical mailings)
- Even distribution of the performance increase after 2nd mailing; **Direct Type-In as Top Assisting Channel in 70% of conversions** (through physical mailings)

# ADLER

## Customer targeting approach through 360° tracking and data-driven marketing





# Sky Germany



- **Optimize data-driven marketing and sales** with the Adobe Audience Manager data management platform
- Efficient processing of **data management**
- Comprehensive customer view enriched by the use of relevant data (sources) for specific activities including **cross-device identification of users**
- **Optimization of campaigns** across all contact points
- Real-time execution of **personalization activities on all contact points**

## Data-Driven Marketing through cross-device customer view



# diva-e focus on customer centricity and partner relation

## Our customer centricity focus

- **Dedicated Client Success Mgmt. Team** for own and partner SW as well as managed service offering
- Customer are an **essential part of product development (MVP)**, closed feedback loops and roadmap planning
- **90% revenue with existing customers** based on strong client relationship
- **Top 10 customers** stay with us for an **average of 8.4 years**
- Contribution of **strong entrepreneurship**
- Multiple testimonial quotes and more than **100+ case studies**



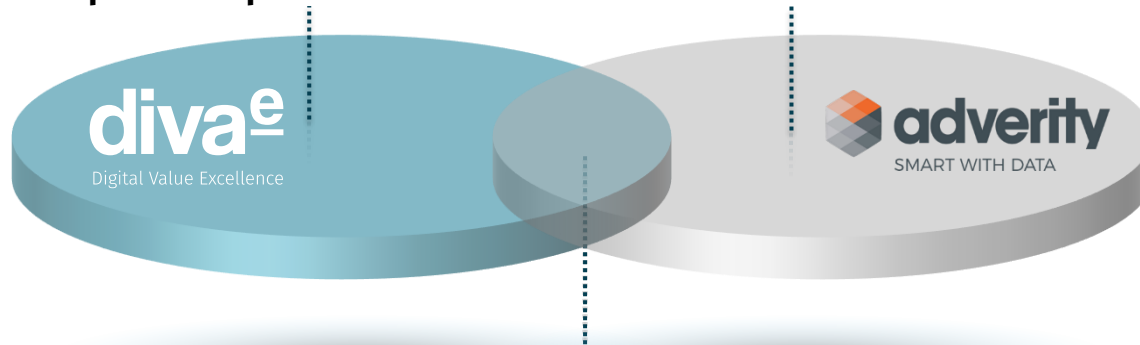
## Our trusted partnership understanding

- **Dedicated senior partner mgmt. on C-Level** to define joint sales targets, roadmap, partner activities
- Ensuring **high quality of customer service** and implementation quality **according to partner and own standard**
- diva-e stands with its brand for **high quality** and **contribute** this **into the partnership**
- **Joint Customer Cases** to underpin partnership and **diva-e's category leadership**

# Joint competences to build up unique MarTechStack

Strong know-how in  
**Data Driven Business, Performance  
Marketing** and track record in complex  
**e-commerce platform implementations**

The **leading customer data platform** that  
makes good **data accessible for all teams** to  
**run Data Driven Business**

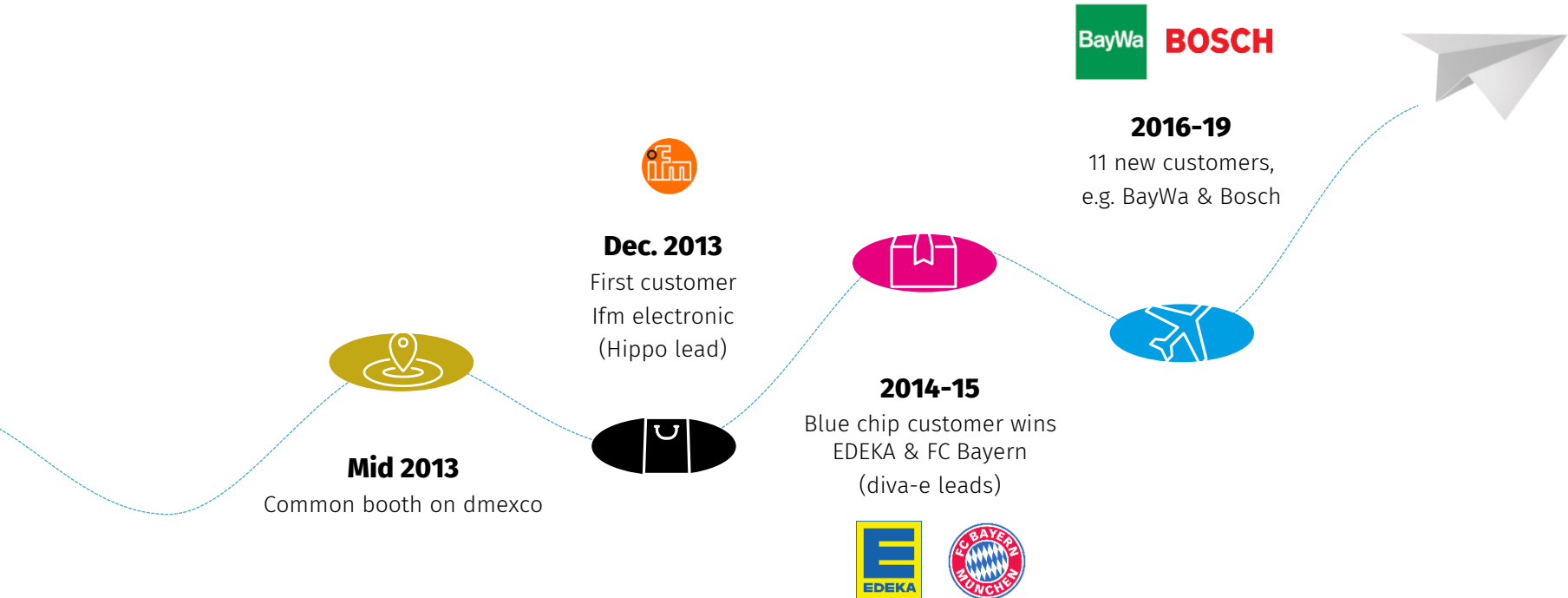


Reliable client partner for  
**valuable customer insights** and **best  
customer experience** resulting in **successful  
business decisions**

# Our success story with Hippo/Bloomreach

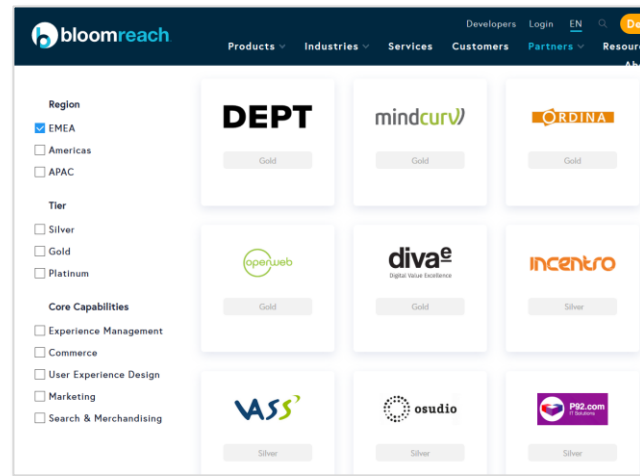
- **Modern, headless CMS**
- diva-e technical experts discovers Hippo and rated Hippo as **upcoming challenger**
- In 2013 good track record in BENELUX, but **no track record in Germany**
- Starting point for partnership **dmexco fair 2013**
- **Bloomreach** aquired Hippo in 2016

# Successful common sales activities



## ...and today?

- diva-e is one of five gold partners in EMEA and still **No. 1 partner in Germany**
- **>50 certifies Hippo developers**
- diva-e is serving **14 clients** and growing
- Two to three new clients every year with **additional ARR of about 1m€** for Hippo/Bloomreach
- **About 7m€ revenue** with Hippo/Bloomreach projects for diva-e





**We want to write the next success story with YOU!**





**Questions?**





**Thank you!**

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# diva-e



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