



jebbit

Methodology & Strategic Approach

**PUBLISH
TODAY
MEDIA**

Strategic POV

Our Strategic POV



- Jebbit is the easiest to use platform in-market, used by the world's most trusted brands to create engaging, inspirational experiences that capture zero-party data at scale
- Using the data collected from Jebbit experiences, our customers see exceptional
 - Lifts in acquisition of net-new consumers to-file
 - Lifts in conversion rates
 - Lifts in personalization capabilities
 - Fans w/ attributes captured from Jebbit accounted for 9% of NFL's 2020 fan-driven revenue (NFL)
 - \$329K in direct-conversion revenue + \$600K in assisted revenue in > 6 months (WPromote)
 - 188K leads from Jebbit "Skin Concierge Quiz"; 84% net-new to file (Soko Glam)
 - 4X increase in email conversions (MECCA Beauty Brands)
 - \$4MM+ in attached sales; 92% avg. experience completion rate (EXPRESS)
 - 70% email open rate + 14% CTR using Jebbit data to personalize messaging (NARS)

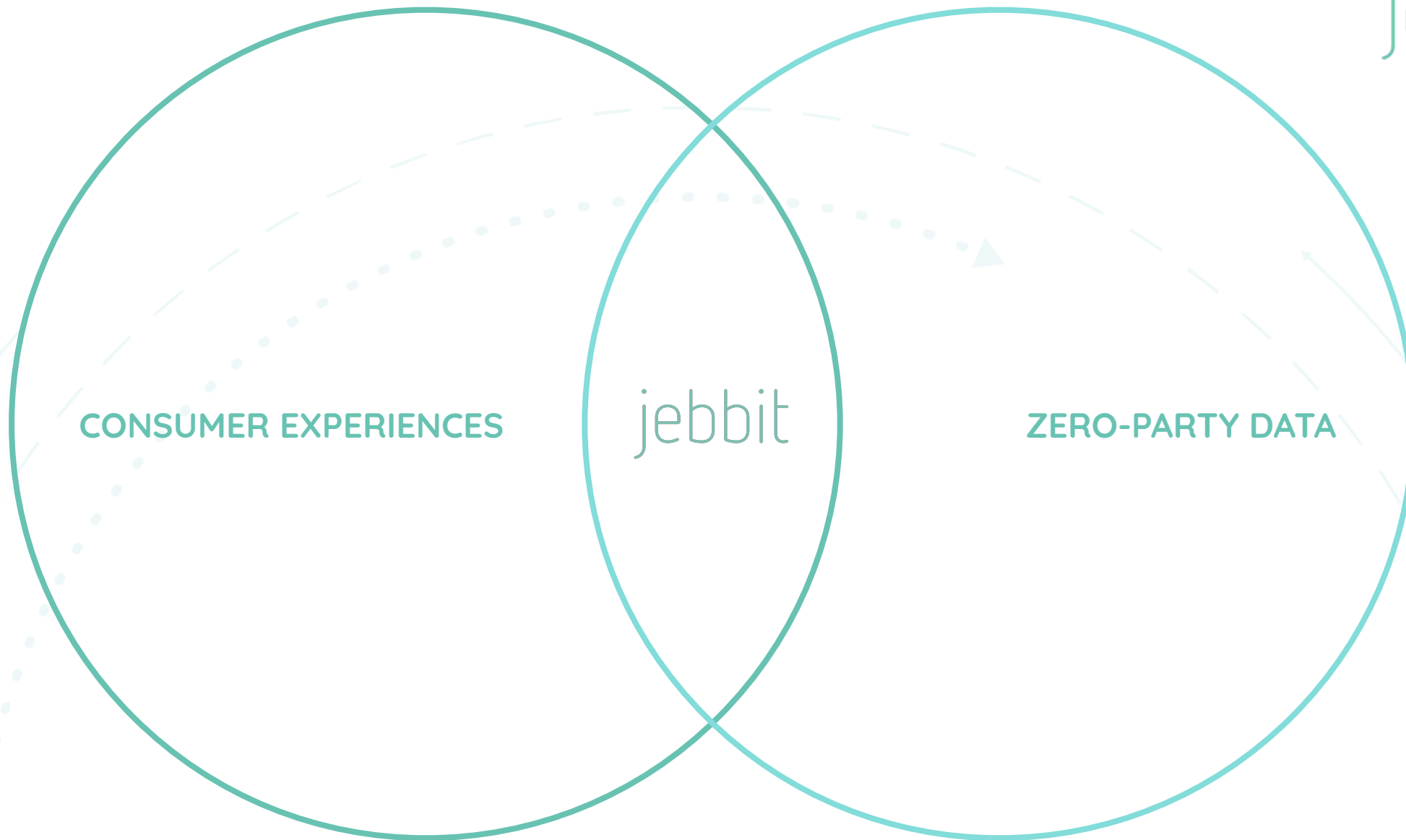
Jebbit Overview

jebbit

Is the all-in-one platform that enables marketers with the tools needed to create engaging, interactive digital experiences that capture relevant & actionable zero-party data at scale - Helping organizations establish and maintain direct-to-consumer relationships.



Methodology & Approach





Phase 1

Persona Development

Persona Development

- Develop personas / segments to enable personalization
- For each persona / segment, identify (to-start) the top 3-5 consumer attributes that embody that persona's / segment's DNA. For Example:
 - **Category** (Watches, Bags, Wallets, Jewelry, Gifts)
 - **Timepiece Style** (Classic, Rugged, Digital, Everyday, Upscale)
 - **Band Material Preference** (Stainless Steel, Silicone, Leather, Nylon)
 - **Shopper Persona** (Loyalist, Deal-Driven, Casual Browser)
- The personas / segments + top 3-5 attributes will be used to efficiently create consumer-facing Experiences
- Similarly, these will help develop activation and personalization strategies



Phase 2

Content Development

Content Ideation & Development

- Out of the box, Jebbit offers 8 different experience types (Slides 28 & 29)
 - On-Boarding / Warranty Activation Experience
 - Product Finder
 - Personality Quiz
 - Trivia / Knowledge Quiz
 - Live Polling / Voting
 - Look-Book
 - Interactive Editorial
 - Branded Surveys
 - Landing Page / Lead-Form
- We then work to map these Experience types in two ways:
 1. Business Objective (Slides 13 & 14)
 2. Value to Consumers (Slide 15 & 16)

Business Objectives Overview

1	Enriched Acquisition	I need to go beyond just capturing an email address so that I can deliver personalization and relevance
2	Segmentation & Profile Enrichment	I need to know more about my existing consumers, their preferences and their lifestyles
3	Audience Creation	I need to build new or, more niche audiences for precision targeting
4	Cross Organization Insights	I need to find hidden signals and new consumer trends to help drive other parts of the business
5	Education & Awareness	I need to educate consumers about our product/service in a fun and engaging way
6	Shopper Marketing Strategies	I need a way to offer co-branded experiences for consumers to deliver value to my retail partners

Experience Types Mapped to Business Objectives



	ENRICHED ACQUISITION	SEGMENTATION / PROFILE ENRICHMENT	EDUCATION / AWARENESS	AUDIENCE CREATION	CROSS-ORGANIZATION INSIGHTS	SHOPPER MARKETING STRATEGIES
PRODUCT FINDER	●	●		●	●	●
PERSONALITY QUIZ	●	●		●	●	●
TRIVIA / KNOWLEDGE QUIZ	●		●			●
LIVE POLLING / VOTING	●	●		●	●	
LOOK-BOOK / INT. EDITORIAL	●		●			●
BRANDED SURVEY		●			●	●
LANDING PAGE / LEAD-FORM	●					●

Consumer Value Methodology

1	Give Me A Recommendation
2	Save Me Time
3	Entertain Me
4	Teach Me Something
5	Test My Knowledge

Experience Types Mapped to Consumer Value

	GIVE ME A RECOMMENDATION	SAVE ME TIME	ENTERTAIN ME	TEST MY KNOWLEDGE	TEACH ME SOMETHING
PRODUCT FINDER	●	●			
PERSONALITY QUIZ	●		●		●
TRIVIA / KNOWLEDGE QUIZ			●	●	●
LIVE POLLING / VOTING		●			●
LOOK-BOOK / INT. EDITORIAL		●	●		●
BRANDED SURVEY	●	●			
LANDING PAGE / LEAD-FORM		●			



Phase 3

Distribution Strategy

Distribution Strategy

- The next phase is focused on where / how consumers will see and engage with Jebbit Experiences (i.e. distribution channels)
- For illustrative purposes, we might break these recommendations out based on the 2 core business objectives of:
 1. Acquisition of net-new customers to file
 2. Enrichment of existing consumer profiles / database segments

Recommended Distribution



ACQUISITION

- On-Site (embedded)
- On-Site (via Companion)
- Paid Social
- Owned Social
- Paid Media
- SEO
- OOH / In-Store



ENRICHMENT • SEGM.

- Email
- SMS
- In-App
- On-Site (logged-in users)
- On-Site (preference center)



Phase 4

Activation Strategy

Data Activation Strategy

- Where will the data captured from Jebbit Experiences be sent?
- How will it be activated?
- For Example:
 - All data collected from Jebbit Experiences will be sent to Salesforce Marketing Cloud & Salesforce Interaction Studio
 - Within Marketing Cloud, Customer Journey events will be triggered based on attributes collected + event-level data (i.e. Jamie Jebbit gets a personalized email with relevant product recommendations based on the self-declared data she shared when engaging with a “Find the perfect watch for you” experience)
 - Within Interaction Studio, “next-best actions” can be triggered based on attributes collected (i.e. Jonny Jebbit lands on Fossil-dot-com, show him “X” because he told us “Y”)

Appendix

NOTE

For advanced initiatives such as this, phases of this may be expedited or re-configured in terms of order



Maturity Curve

Simple (sl. 25) + Detailed (sl. 26)

ENGAGEMENT

- Experience focused
- Testing content, messaging, channels, CTA's

COLLECTION

- Attributes identified
- Zero-party data captured
- Analyzing and utilizing audience insights

ACTIVATION

- Zero-party data used for both in-the-moment and downstream personalization
- Data being utilized across multiple touch-points and for multiple business objectives

MONTHS 1 - 3

BEAT YOUR BENCHMARK

Identify the problem you're looking to solve, and begin optimizing. In this stage, you'll have a quick understanding of the impact that a Jebbit Experience can have on your 'Consumer Journey'

KEY SUCCESS METRICS

- Platform On-Boarding & Training Complete
- Time-to-launch
- Engagement Metrics (Views, Engagement, Completions)
- Conversion %, AOV

3. Analyze. Activate. Optimize

Combine Jebbit analytics with your website analytics. Iterate accordingly

1. Plan Your Quiz

What metric(s) will improve? Where will you launch? What Experience Type?

2. Build. Integrate. Launch.

Start with tried & true template

MONTHS 3 - 9

"GROW" WITH THE FLOW

So you've built your foundation, now it's time to scale the impact of your Jebbit Experience strategy by creating and deploying more experiences.

7. Measure. Optimize. Expand.

Continue iteration and new experience development

6. Build & Launch

Copy & update existing experience or, develop new from templates

5. Plan Next Launch

Identify gaps from 1st deployment and determine which variables to optimize

4. Evolve/Test Distro

Deploy across new channels / site placements (optional)

MONTHS 9 - 12+

10. Full-Scale Experience Optimizations, Channel Deployment, and Data Activation

Scale total number of Experiences in market, scale data collection, and scale data activation.

8. Develop Ongoing Data Strategy

Continue to map data priorities, cross-channel / cross-data attribute activation plan

9. Scale Data Activation

Drive KPIs through core-focus activation channel(s)

"ACTIVATION STATION"

You've now scaled on volume of Experiences, Consumers Engaged, and Data Collected. It's now time (or perhaps it's already happened) to drive value from the data you've collected. Then, further scale data collection and activation initiatives.

KEY SUCCESS METRICS

- Total number of data attributes activated
- Total number of activation channels
- Open Rate, CTR, LTV of activated data / experiences
- LTV Analysis (cohort analysis)
- Always-On content strategy established



Experience Types



Product Finder Quiz

Overview

Product Finders offer customers personalized, real-time recommendations based on their preferences, motivations, needs and intentions.

Application

Like a personal assistant unearthing the “why” behind the buy, save customers time and bypass research to get a personalized recommendation with less work.



Voting / Live-Polling

Overview

Live Polling enables your audience to vote for their preferences, like “Place your picks for this week’s games”, see how others are voting in real-time and follow up with the final results later.

Application

Educate, create contests & sweepstakes, gather insights and empower customers to express their opinion.



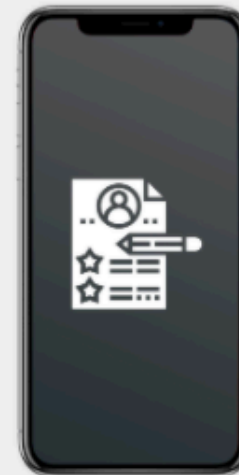
Trivia / Knowledge Test

Overview

Trivia and Knowledge Tests offer a fun way to engage and educate your audience with questions like “Are mortgage rates going up or down?”, while collecting valuable data.

Application

Tap into people’s competitive nature, solicit contact info to follow up with tallied scores, build brand awareness and engagement by sharing results through social media.



Personality Quiz

Overview

Personality Quizzes enable users to discover products and services in a fun way based on their unique responses to questions like, “If you were a car, which one would you be?”

Application

Create a path of self-discovery for users, better understand their needs and preferences, and serve up product/service matches custom-tailored to them as individuals.



Look-Book

Overview

Look-Books are interactive product catalogs offering a dynamic browsing experience featuring your highlighted products and services, and directing users based on their interests.

Application

Turn traditional product offerings into engaging digital flip books that showcase your collections, then drive customers to specific pages on your site based on their interaction.



Branded Surveys

Overview

Dynamic question formats enable valuable data collection within a digital interface that fully leverages your core brand look and feel for a seamless brand-centric experience.

Application

Gather insights about your audience, understand consumer sentiment, get feedback on your performance as a brand and much more.



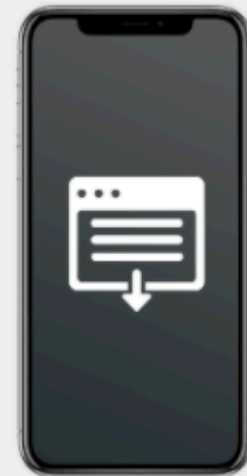
Interactive Editorial

Overview

Interactive Editorials add another dimension to education or informational content, incorporating photos or videos, and content buckets like, "Your must-have BBQ recipes"

Application

Create a more immersive journalistic experience, or give existing content a facelift by making it more digestible and fun.



Landing Page / Lead-Form

Overview

Landing Pages and Lead Forms are a fast, efficient and cost-effective way to create simple, engaging interactive experiences in minutes, with no need for coding or IT.

Application

Powerful lead generation potential, introduction to your products and services, enticement to explore your offerings further and a gateway to your brand.



Distribution Channels

