



MAZDA:
PERSONALIZATION
INSPIRED BY JAPANESE
HOSPITALITY

March 22, 2023





+ WUNDERMAN
THOMPSON



Rachelle Maisner
Director of Analytics
Wunderman Thompson



Erica Lewkowicz
VP, Analytics & Optimization
Wunderman Thompson



TO ENRICH THE LIVES OF THOSE WE SERVE

Mazda's purpose is to enrich people's lives, and the cars are the perfect proof point: when you drive a Mazda, you feel ONE with the car because the vehicle was designed with a human centric philosophy, carefully considering their experience and their physical, emotional well being.



THE ALL-NEW MAZDA CX-90
An instrument of emotion.



OMOTENASHI: JAPANESE HOSPITALITY

ICHI GO, ICHI E

“One encounter, one chance”

Every interaction is a once in a lifetime moment, so both host and guest must act with sincerity, pure heart

IMMENSE PREPARATION

Invisible thought and care, attention to detail, anticipation for the guest to have a memorable experience

TAILORED EXPERIENCE

To individual guest's unique needs, and to the environment to reflect the “flavor” of the season

SELFLESSNESS

Abandoning personal interest for the benefit of the guest's experience

ACTION IS PERFORMED IN
FRONT OF GUEST

Nothing hidden, proving their honest intention

How Mazda digitally expresses Omotenashi

— Anticipate Customer Needs

— Deliver Genuine Experiences

Signals & Triggers

CONTEXTUAL
Where they've been

BEHAVIORAL
How they behave

DIRECT
Who they are

Tactics

Behavioral Retargeting

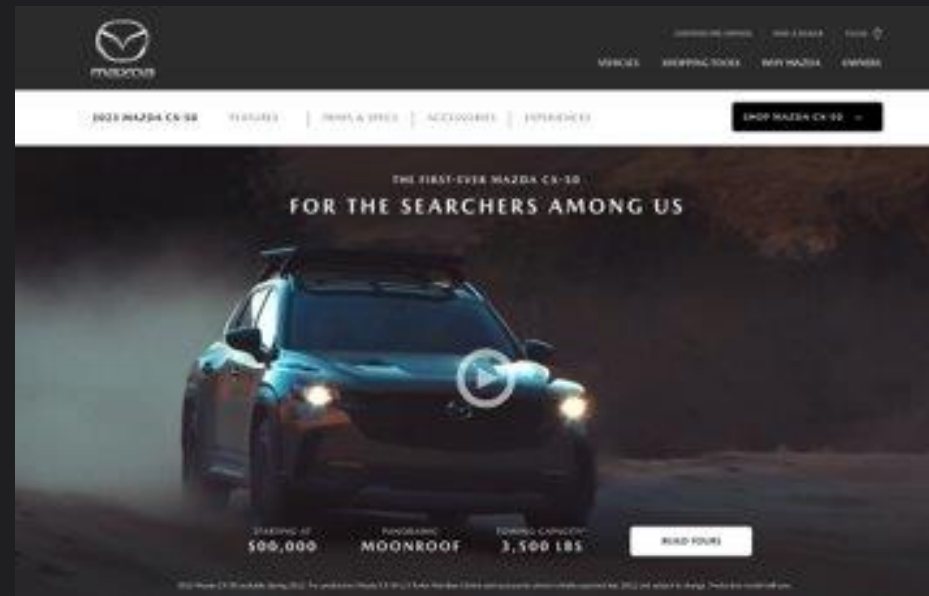
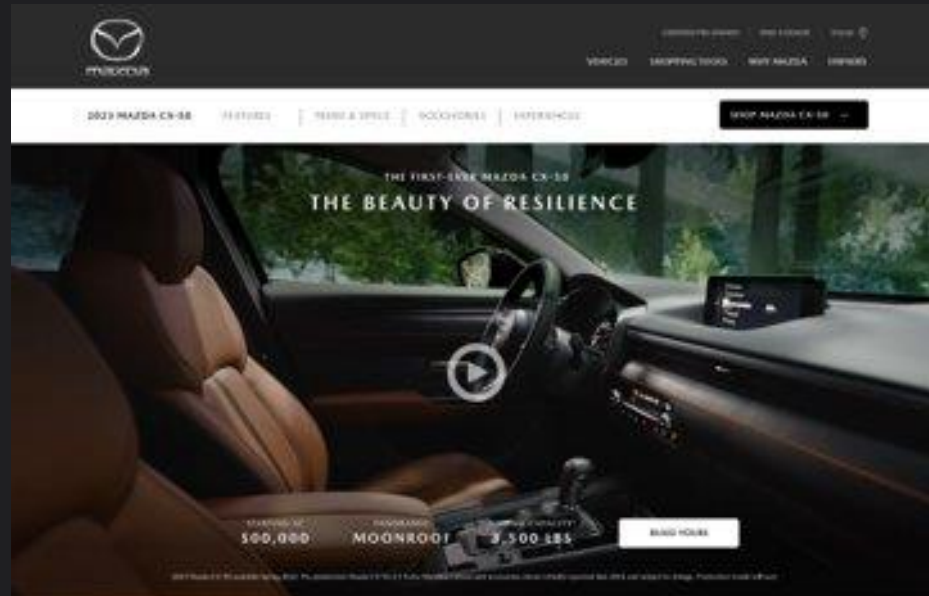
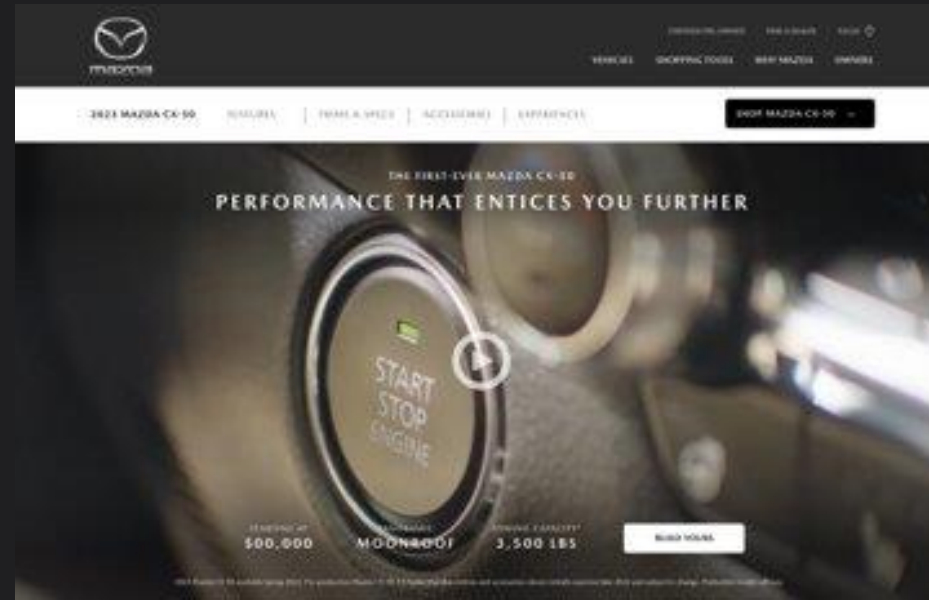
Campaign Orchestration

Contextual Empathy

Conversion Optimization

CX-50 VLP Personalization

BEHAVIORAL TARGETING +
CAMPAIGN ORCHESTRATION

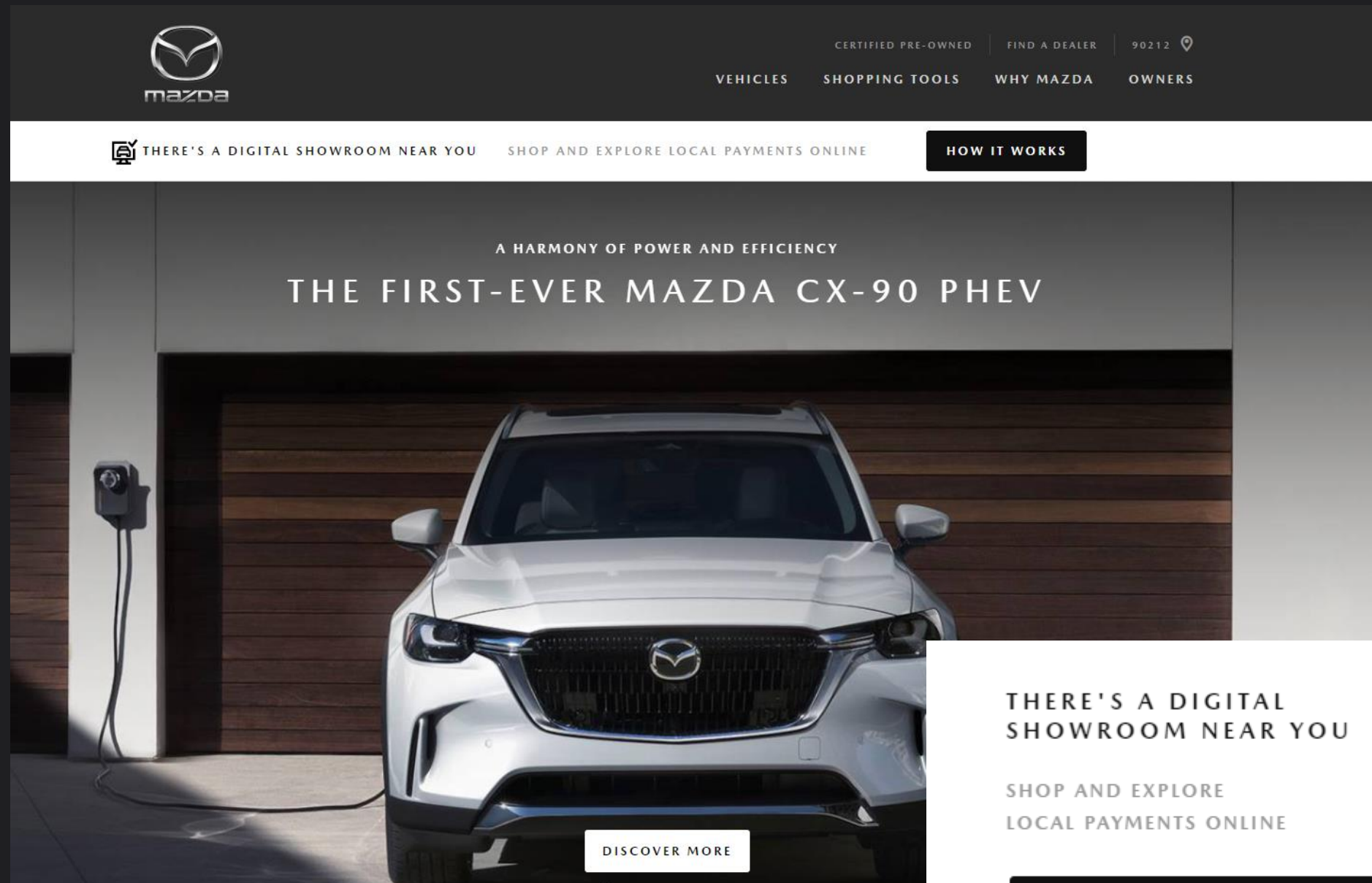


One vehicle landing page, dozens of different customer experiences.

VLP Personalization drives between 10% - 20% lift in conversion

Digital Showroom Geo-location

CONTEXTUAL EMPATHY



This targeted experience supported the rollout of a new program across select dealers.

This experience *tripled* traffic to the Mazda Digital Showroom - How It Works page

Form Optimization

CONVERSION OPTIMIZATION

REQUEST A QUOTE
Vehicle Information

2021 MAZDA CX-9
SPORT
COLOR

Personal Information

FIRST NAME*
Last Name
LAST NAME*
Last Name
PHONE
ADDRESS
CITY
STATE
ZIP
EMAIL*
Email

Dealer Information

Select up to 2 dealers near 89101

EARNHARDT MAZDA LAS VEGAS
 CARDINALWAY MAZDA LAS VEGAS
 FINDLAY MAZDA

ADD COMMENTS

REQUEST A QUOTE

2021 MAZDA CX-30
CX-30 2.5 S

TOTAL MSRP
\$32,490

Vehicle Information

2021 MAZDA CX-30
CX-30 2.5 S

Dealer Information

Select up to 2 dealers near 89101

BOB BAKER MAZDA
 BOB BAKER MAZDA
 BOB BAKER MAZDA

Personal Information

EMAIL ADDRESS*
angela.anderson@domain.com
FIRST NAME*
Angie
LAST NAME*
Anderson

We respect your privacy and will only use your information in accordance with our Privacy Policy. By clicking the Submit button, I agree that Mazda may share information about me with its affiliated Mazda brand companies, authorized Mazda dealers, Mazda service providers, and certain third parties in accordance with the Privacy Policy. I hereby authorize Mazda and its third parties to contact me about Mazda products, services, discounts, and promotions. I agree if I have provided a phone number I can be contacted at such number via phone calls or text messages which may be done by automated, text or voice systems, and I agree to pay applicable or do not call request made by me. I represent I am at least 18 years old.

Decreasing friction by optimizing the usability forms, given constraints of existing component functionality and legal requirements.

Improved form completion by ~20%, collecting less user data without negatively impacting sales close rate.

HOW WE MEASURE SUCCESS

ALIGN TO THE CUSTOMER JOURNEY

MEASURE PEOPLE, NOT ACTIONS

To focus on the customer journey and define a measurement framework that is more relevant, analysis was conducted on historical data.



DATA SCIENCE DRIVEN APPROACH

- Identify which website activities have the strongest relationship to offline sales



DEFINING VISITOR SEGMENTS

- Visitor segments were defined based on web behaviors correlated to sales across various time to purchase windows
- These visitor segments can be applied to measurement and activation

ROI EVALUATED ON LIFT AND CORRELATION TO SALES



Assess Incremental Improvement in Conversion

- Lift against control



Understand Conversion to Sales

- Match back to offline sale (when possible)
- Data modeling to project incremental sales



Apply Value to Incremental Sales

- Apply the average margin per sale
- Deduct program and tool costs

$$\begin{array}{ccccccc} f(x) & & \text{Incremental} & & \text{Conversion to} & & \text{Average profit} & & \text{Program \&} \\ \text{Net revenue} & = & \text{customer journey} & * & \text{sales rate} & * & \text{per sale} & - & \text{tool costs} \\ & & \text{visitors} & & \text{(data modeling)} & & & & \end{array}$$

PROGRAM SAW OVER 1,300% ROI LAST FISCAL YEAR

OTHER BENEFITS REALIZATION



IMPROVED CUSTOMER EXPERIENCE

- Incremental Customer Journey Conversion
- Incremental Leads



PROCESS & OPERATIONS IMPROVEMENTS

- Expand program into business-as-usual process
- New vehicle launch process alignment



IMPROVED MEASUREMENT

- Match back to sales tracking from personalized experiences
- More precise and real-time journey stage conversion tracking

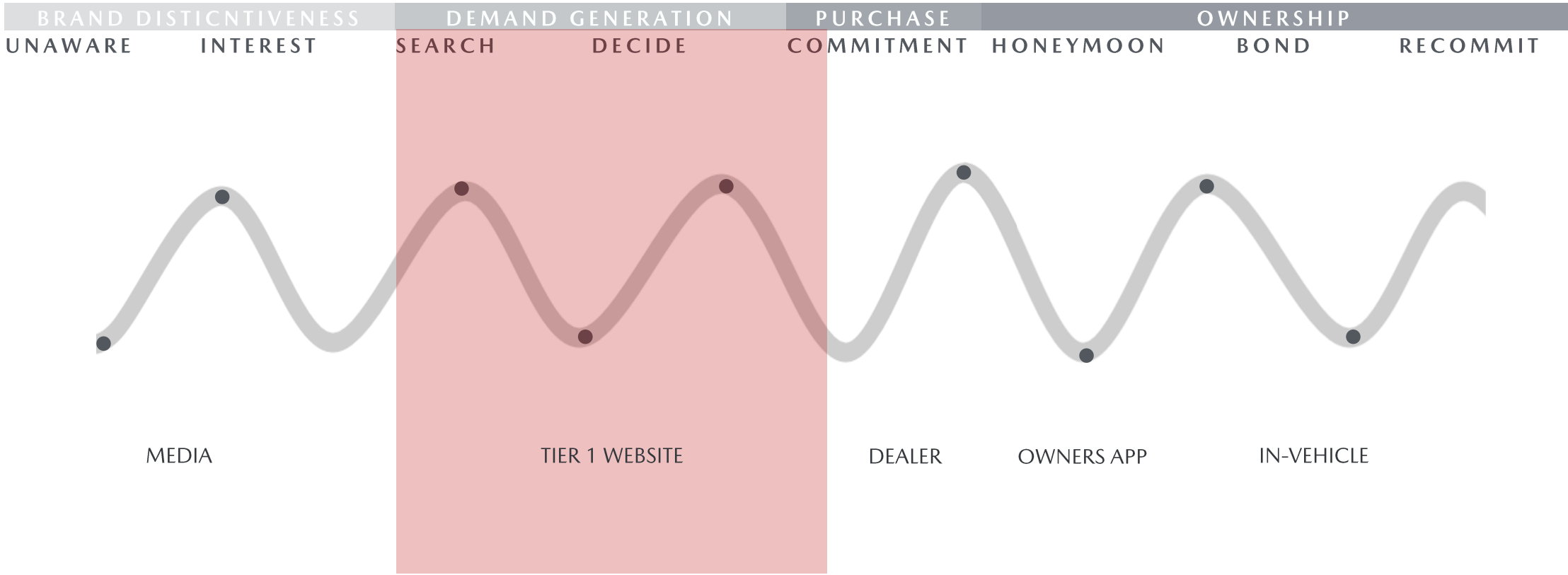


DIGITAL TRANSFORMATION

- No longer building a one-size fits all website
- Omnichannel personalization and campaign orchestration

ROLE OF PERSONALIZATION THROUGHOUT RELATIONSHIP WITH DRIVERS

CONTINUED DIGITAL TRANSFORMATION POWERED BY CDP





Personalization acts as an assist along the customer journey focusing on anticipating customer needs to create an effortless and joyful experience.

THANK YOU



Take the survey in the app
for a chance to win!

Session prize (one per session)
\$10 Starbucks gift card



Grand prize (one per day)
10th generation iPad



Visit the Adobe Target Community to continue the conversation!

Adobe Summit 2023 | Complete Session & Lab list for Adobe Target

- ✓ All Target sessions and labs in one place
- ✓ Each session title hyperlinked to its Target Community Q&A thread
- ✓ Continue the conversation post-Session/Lab and post your follow-up questions
- ✓ Connect with Session/Lab presenters
- ✓ Presenters will monitor these Target Community Discussion threads to answer your questions
- ✓ Access Session/Lab recording links after Summit

