

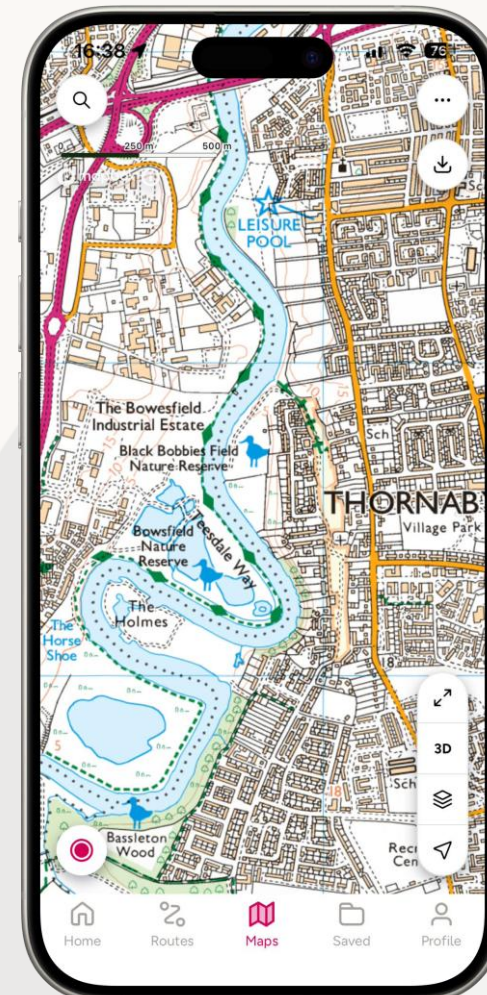
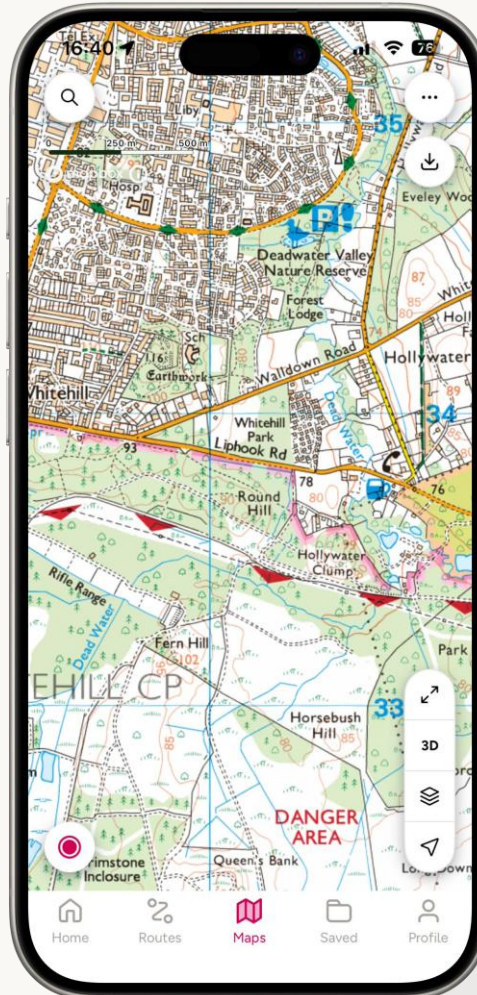
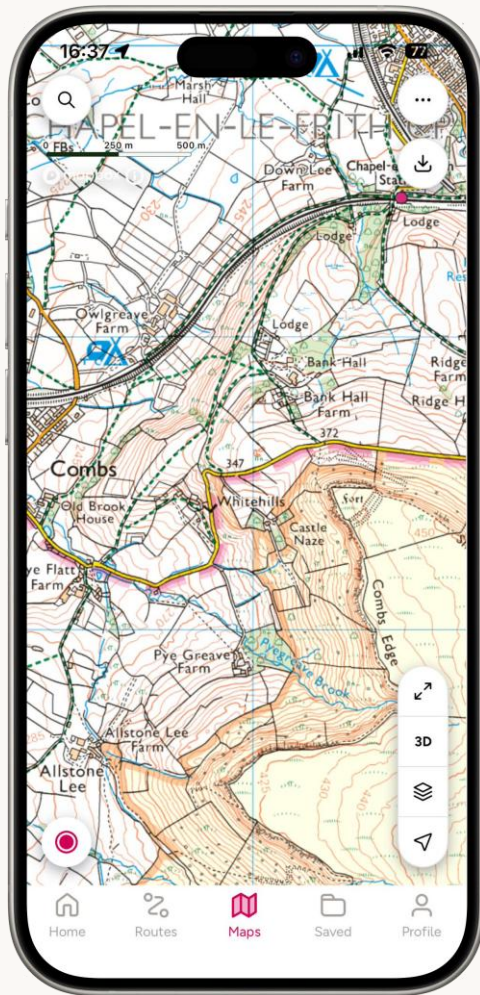
Customers can't be responsible everywhere, all at once

Bethany McAtee, Customer Engagement Manager, Ordnance Survey



First, let's discuss

If you could share one message to a customer living in these locations, what would you choose?



**Personalising messaging or products
doubles
engagement and conversion rate**

Meet the customer where they're at

*First party data you can use**



Location

Billing postcode grouped into regions is a great start



Purchase history

Which products align with which outdoor responsibility?



Web/app behaviour

Match page views with customers and categorise



Content interactions

Track and group interactions by activity, for example

*Always ask for customers permission to track them on websites or apps using cookies/analytics opt-in. Seek data protection or legal advice where possible

Personalisation in action

Example 1

Nearest National Park

- Purchase billing postcode
- Product location
- OS Maps app location
- Campaign & blog interactions

= Those who are interested in areas heavily impacted by wildfires

3.25% click rate (higher than avg)

16% started OS Maps session within 48hrs



Personalisation in action

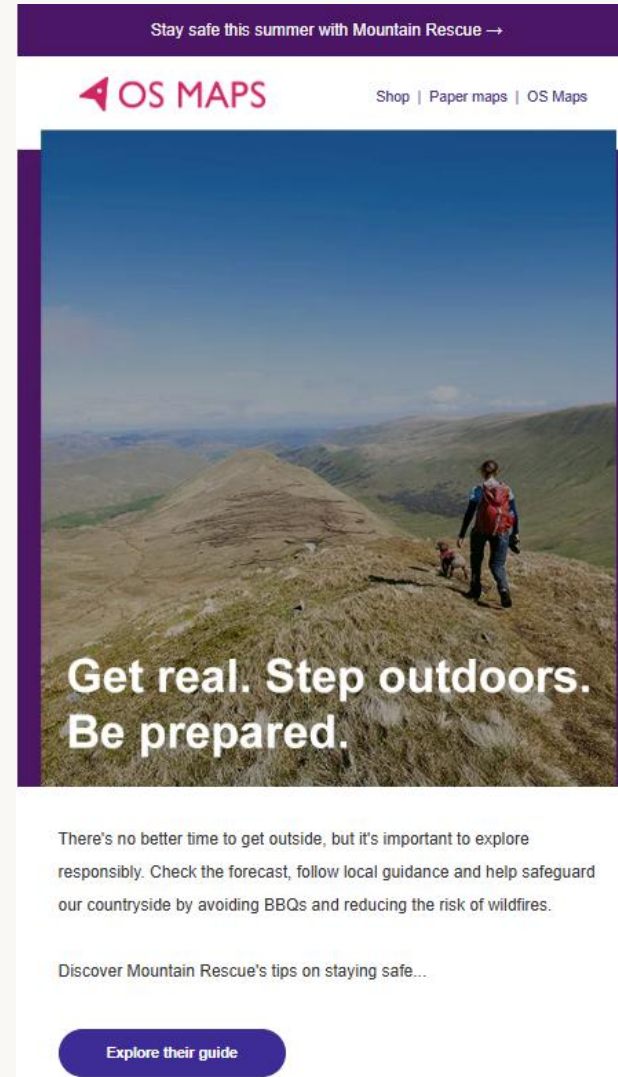
Example 2

Experience level - beginner

- OS Maps app route difficulty (e.g. easy)
- OS Maps app onboarding questions
- Guidebook type (e.g. Short Walks Made Easy)

= Those who may need more guidance or reminders

700 clicks to MREW safety blog



Here's what we use

Please feel free to speak to me about this after!

eCommerce
Integrations
(BigCommerce)

Analytics
Platforms
(Amplitude)

Website tag
management tool
(Google Tag Manager)

Group interactions
by tag/cohort

Onboarding
survey

Event/site
source

Where can your customers be most responsible?