Dell Nurture
Utilizing automation to create personalized customer experiences

Experience Design and Automation
November 2015
Table of contents

3  Introduction
7  Audience
10 Program design
15 Content
22 Nurture facts
25 Appendix
Introduction
The Nurture program provides contacts who are not quite ready to talk to sales a way to self-educate, research and satisfy their interests with relevant content. Contact behavior throughout the program drives the type of content/communications.

- Receives email for Optimized Enterprise
- Views Optimized Enterprise video
- Downloads Optimized Enterprise article
- Receives thank you email with more info
- Speaks with a sales representative
Nurture program experience

The Nurture program is automated and always on.

Nurture delivers content that’s relevant to the contact, based on their pain points and engagement.

Contacts are routed to the right type of content based upon their prior activity.

When a contact demonstrates interest in a particular solution topic, they receive more content around that topic.

In Nurture, contacts choose their own paths by determining what and when to view content.
Content

The copy, images, and engagement assets that help inform the contact on their journey

Content for the program

Thousands of unique pieces of content enable a wide variety of conversations to personalize a contact’s research experience.

- tied to Global priorities
- populates customer journey phases
- consumable across devices and languages
Audience
Audience

The ideal audience for nurture are contacts who have demonstrated interest in Dell but not enough interest to be ready to talk to sales.

In traditional marketing efforts, some portion of contacts are not ready to talk to sales. Those contacts would be not be prioritized for sales follow-up and remain untouched.

Nurture provides those contacts that are not prioritized for sales follow-up an ongoing opportunity to learn more about Dell’s priority solutions. The contact’s engagement with content can be tracked and determined if ready to speak with sales.

The combination of topic and source determines the depth of content the contact will be served.
Mapping a contact to the Nurture experience

Audience logic is a sophisticated process that determines which phase in the purchase journey someone will be placed in and what topics they will be served.

This logic interprets a contact’s behavior based on source/vehicle (e.g., email, DM, OA, events, 3rd party leads) and topics engaged within those sources.

Logic automatically assigns a value which triggers the type of content (topic and journey level) to be automated to an individual contact. This process is done for each contact with automated rules and logic.
Program design
Program design: the blueprint of the Nurture program

The combination of rules, logic and engagement that creates a personalized experience

Contact behavior dictates the experience.

As a contact opens, clicks and downloads, content becomes more specific.

If they do not engage, content is varied to determine if there is another interest.

If they continue not showing any specific interest, contact is placed in the rescue track with broad alternative topics.

If a contact stops responding, they automatically exit nurture program to be folded into regional push marketing activities.
Content logic ties the customer’s behavior to the next message.

Logic in the form of if/then statements that ties last behavior to content of the next message.

<table>
<thead>
<tr>
<th>If (behavior)</th>
<th>Then (content)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement (a contact engages by downloading an asset or viewing a video)</td>
<td>The next communication will promote specific messaging that goes a deeper into</td>
</tr>
<tr>
<td></td>
<td>that subject</td>
</tr>
<tr>
<td>Request sales</td>
<td>Send to salesperson</td>
</tr>
<tr>
<td>No engagement (if contact does not download an asset or view video)</td>
<td>The next communication will be determined by program design</td>
</tr>
</tbody>
</table>

The next communication will be determined by program design.
Business rules provide guidance on when to communicate.

Rules and logic are controls to automate when and how best to communicate with a contact.

**When**
Day of week, hours of day, frequency

**What**
Topics: how many and priority to ensure continuity and mitigate topic confusion

**Language**
Delivering communications in the preferred language

**Permission to communicate**
Accommodate a customer’s rights to privacy.
Behavior is tracked until a contact indicates readiness to talk to sales.

A variety of factors including engagement within a journey, type of content viewed and parallel site activity are indicators determining readiness to have a conversation.

Ready to speak to a salesperson

Ongoing, real-time behavioral analysis

Speak to a salesperson

Behavior

Asset

Journey
Content
Thousands of scenarios are required to deliver personalized content. The quantity of scenarios dictates the amount of long form content needed to personalize. The quantity of assets dictates the amount of email versions required to personalize for a contact.

Customers expect relevant content in a digital format, delivered quickly in a variety of ways. Modularity allows us to respond to this and efficiently scale our marketing efforts.

- Personal and relevant
- Always on and timely
- Viewable on any device or platform
Relevant communication at the right time with the right message

Nurture focuses on letting a customer’s interests drive the information they receive. They experience topic-specific information designed to lead them throughout their journey.

Streamlined digital design using modular content enables thousands of different experiences.

Nurture content is aligned to global marketing campaigns across Dell end-to-end solutions.

Each path is designed to maximize the contact’s engagement and foster better conversations when determined ready for sales.

All nurture communications are mobile responsive, automatically shifting layout according to device.
Modular vehicles are enabled in nurture to personalize each contact's journey.

Modularity
Build and deploy potentially hundreds of personalized variations of marketing messages via modular content vehicles.

Modularity and repackaging work together to create 1:1 marketing momentum.

Engagement asset repackaging
Quickly and less-expensively create the large volume of assets necessary to populate modular programs.
What is the modularity?

Modularity breaks content into headlines, images, copy blocks to create versions of content such as emails, landing pages or online advertising. Modularity uses these content modules to build many different marketing vehicles from one library of content.
What is engagement asset repackaging?

Engagement assets are condensed key points of information, easy consumed in visually appealing and versatile formats such as infographics, videos, e-brochures.

“Repackaging” is a unique creative process where existing marketing “source” material is rebuilt into shortened engagement assets.

- These repackaged engagement assets are merchandised through modular vehicles.
- One piece of source material can become many assets.
- Saves time and money while creating the volume of assets necessary for today’s content-driven 1:1 marketing approach.
Nurture is engineered to tell an engaging and informational story to customers about their pain-points and Dell solutions.

Nurture content is a cohesive collection with volumes of informative elements designed to deliver on that desire.
Nurture facts
Current global coverage

Ten countries, five languages

USA
Mexico
Brazil

UK
Germany
France

China
Japan
India
Australia
Automated and modular nurture is producing strong results for our customers and for Dell.

- **300%** Engagement rate improvement over BAU
- **More than 18,000** unique pieces of modular content
- **22+** Nurture topic tracks pan-Dell globally
- **>800** email versions created for Top 10 markets
- **>1,200** Engagement assets
- **500K** contacts entering program year over year
Appendix
Contacts

For more information please contact

Paul Jackson
paul_jackson@dell.com

Annalisa Church
annalisa_church@dell.com

Global Experience Design and Automation
Glossary

Audience logic - a sophisticated process that determines which phase in the purchase journey someone will be placed in and what topics they will be served.

Business rules - rules and logic are controls that automate when and how best to communicate with a contact.

Content logic - logic in the form of if/then statements that ties last behavior to content of the next message.

Contact - an individual with a known level of engagement.

Engagement asset – marketing assets created or “repackaged” from existing marketing source materials.

Modular content – content that is broken down into building blocks that are flexible and can be assembled a part of a variety of messages.

Modularity – the ability to use content modules to build many different marketing vehicles.

Personalization – when a customer receives content because of a previous action.

Repackaging – making content from existing marketing source material and using it to build new, shorter engagement assets.