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Marketing (re)focus:
Competing on Personalization

Dave Edelman, Senior Advisor

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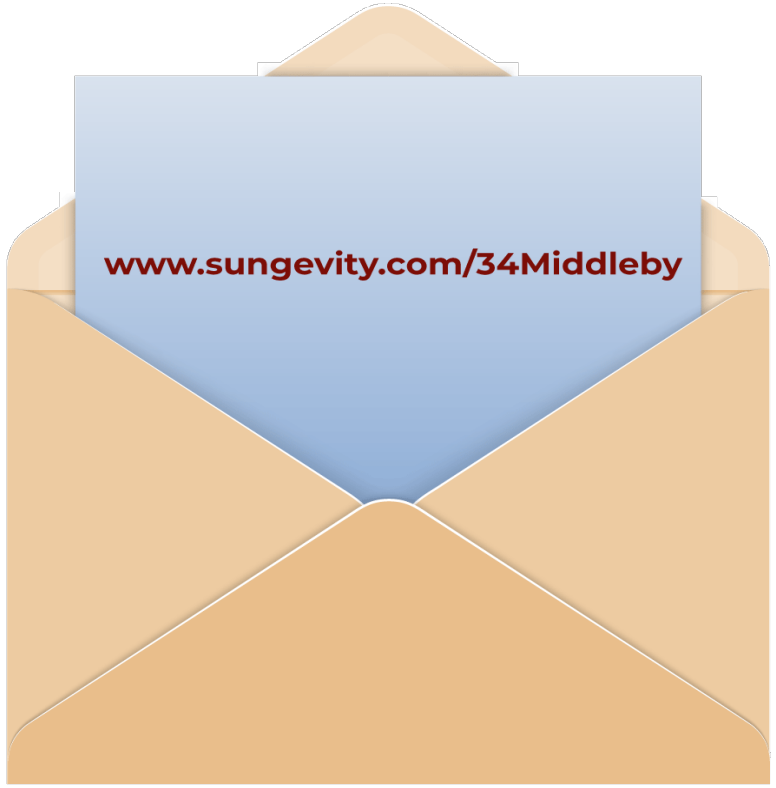

“Here’s a personalized website to show how much you can save with solar”

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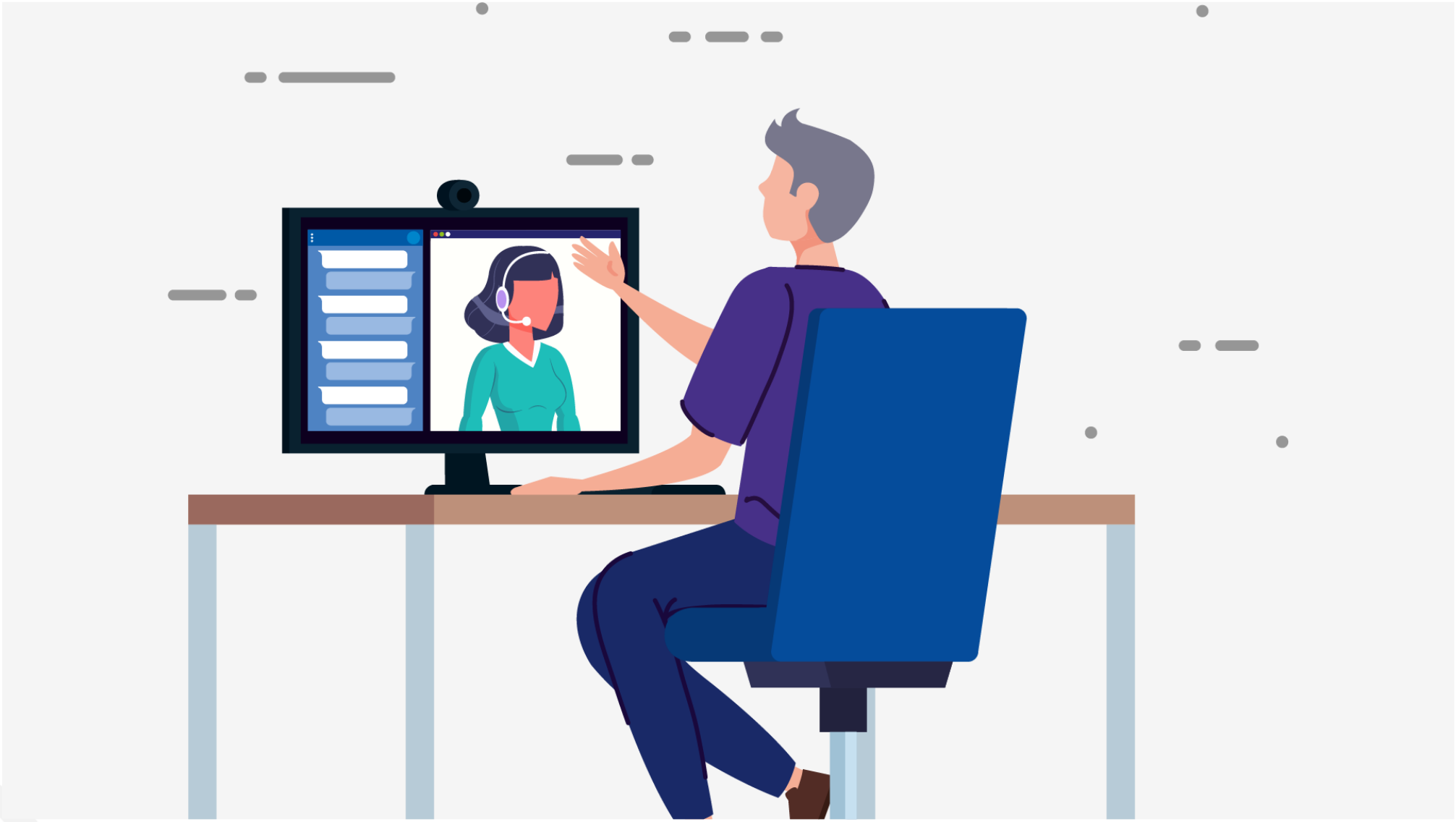

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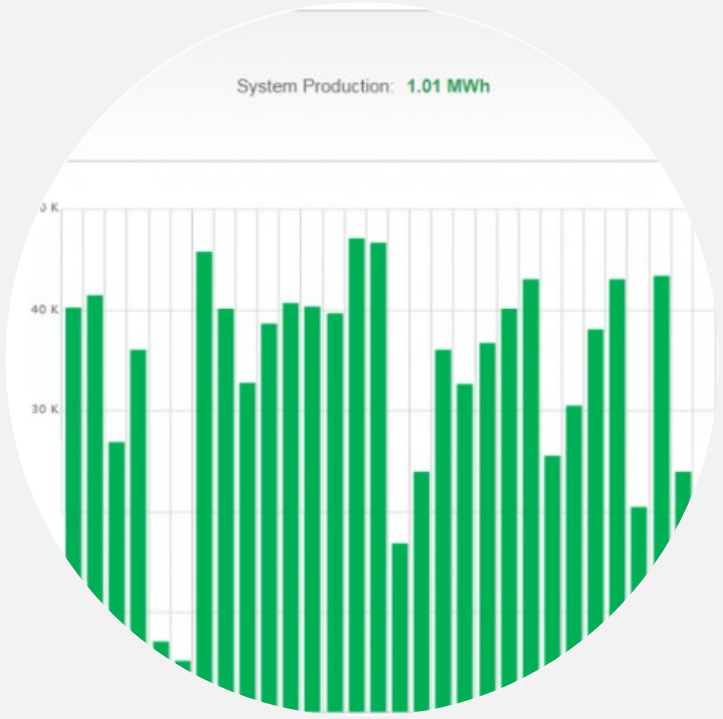
Inverter - Enphase

Solar Energy Monitoring



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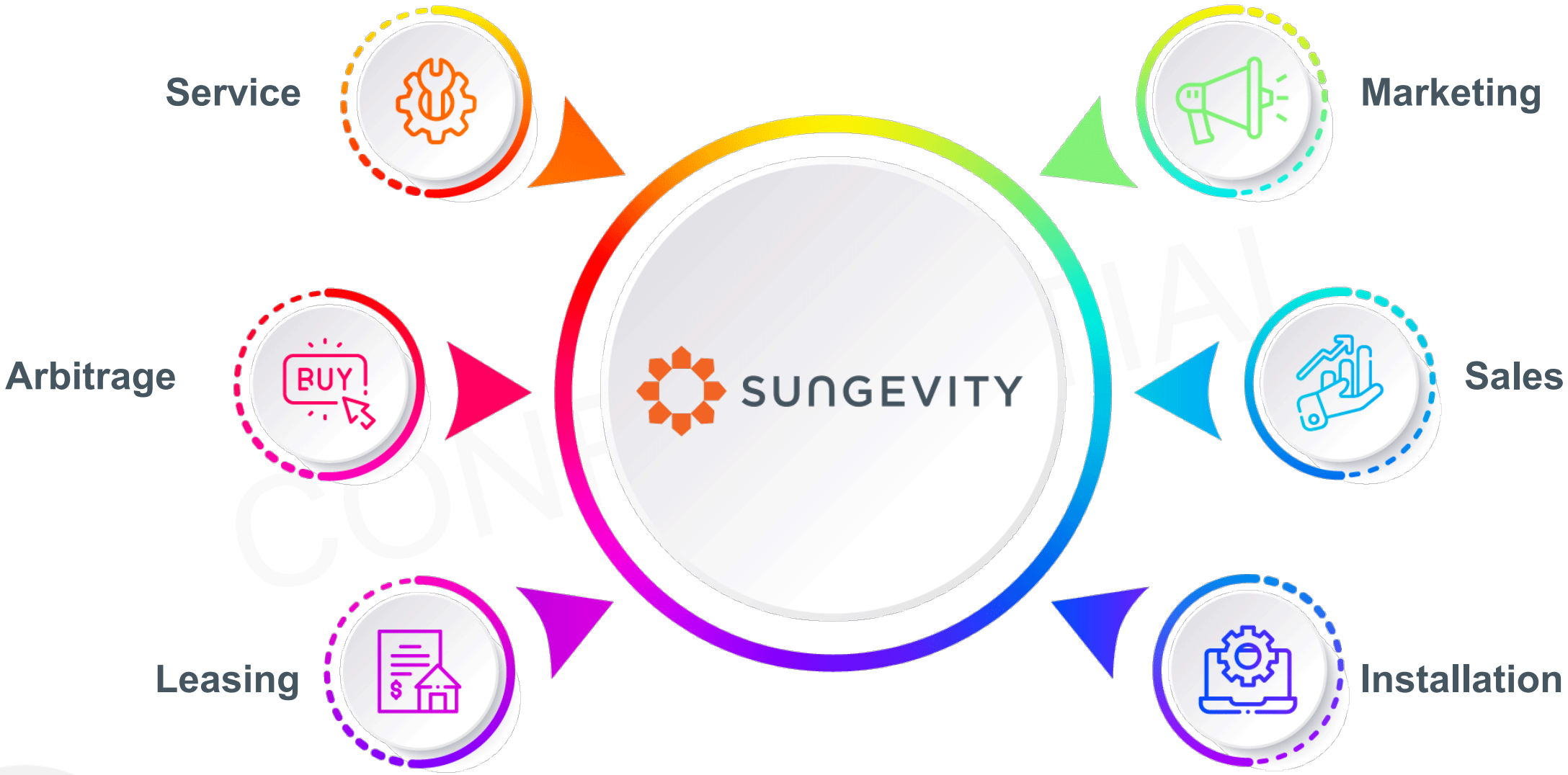

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Deliver the IDEAL Experience

INTEGRATE a wide range of data feeds for context and signals

DISCOVER who, what, where, when to reach out

ENGAGE through personalized interactions

ACTIVATE the customer to use data to find value

LEARN by continuously testing and optimizing

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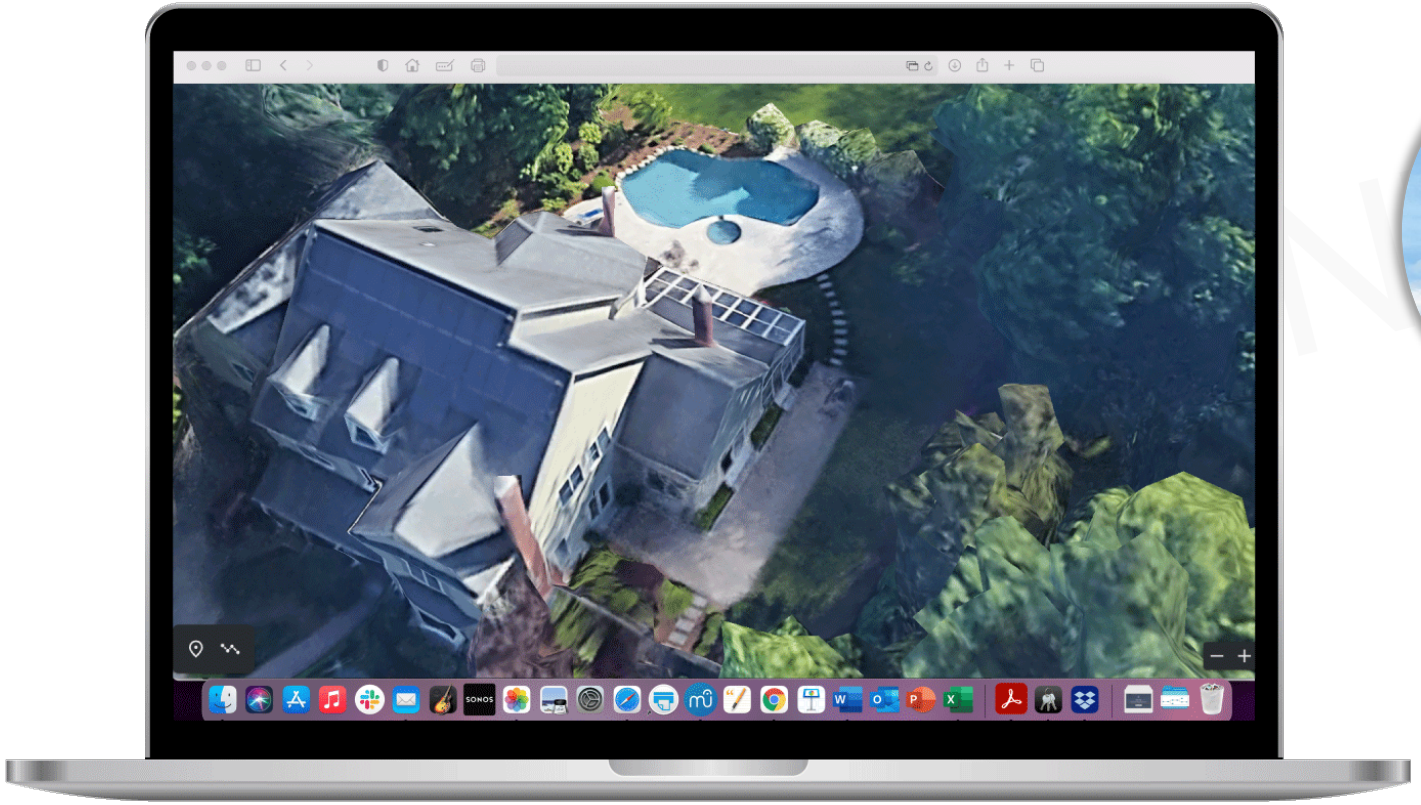
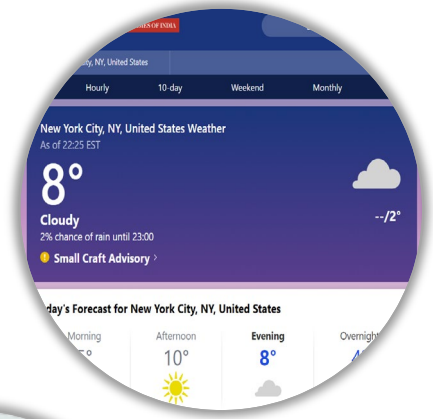
Data capture is everywhere





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API's enable easier movement of information

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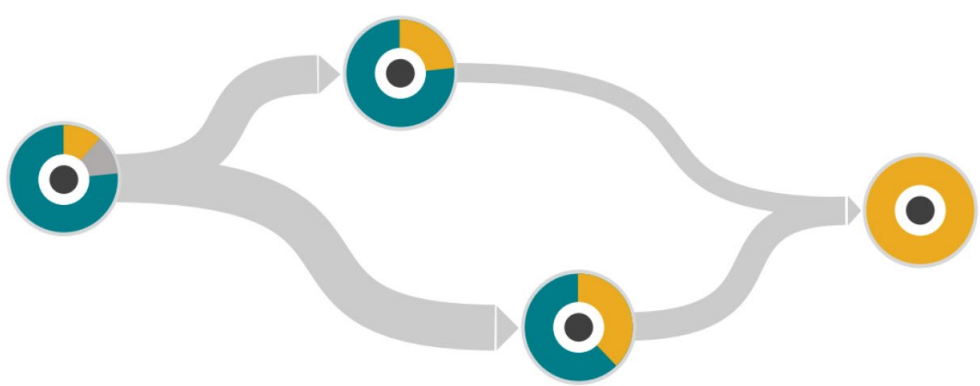
Advanced analytics

Interpret the data to spot opportunity

Pointillist



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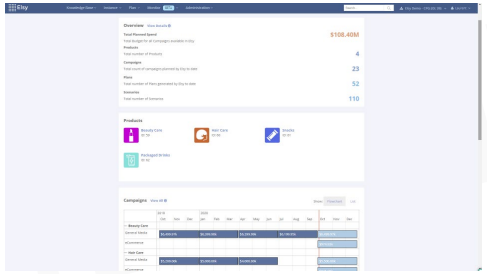
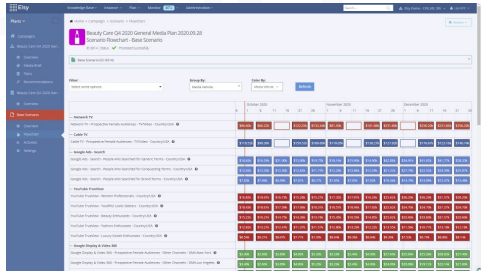
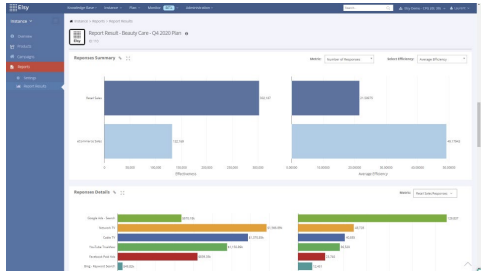
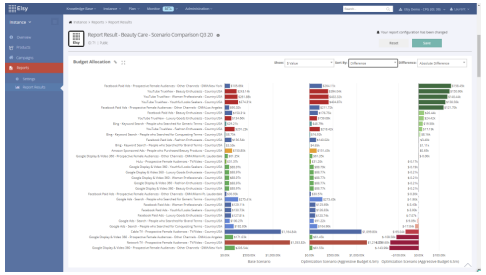
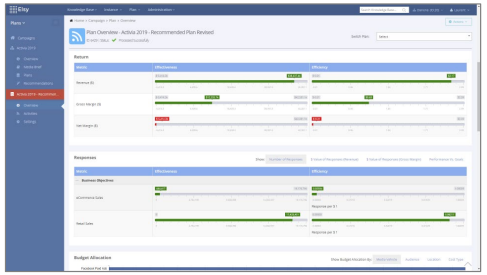
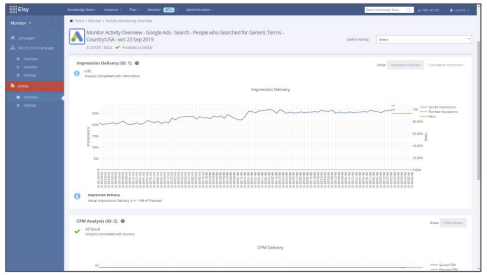
Advanced analytics

Interpret the data to spot opportunity

Pointillist

Simulate scenarios

Elsy

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Advanced analytics

Interpret the data to spot opportunity

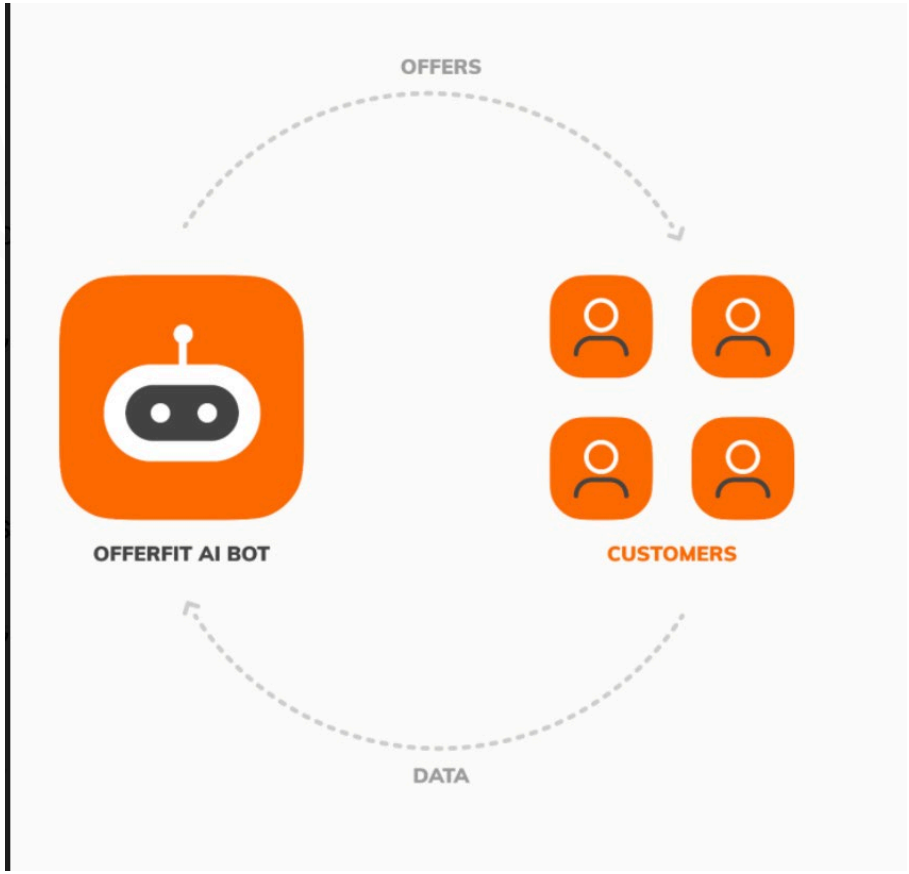
Pointillist

Simulate scenarios

Elsy

Relentlessly optimize

OfferFit



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Advanced analytics

Interpret the data to spot opportunity

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Simulate scenarios

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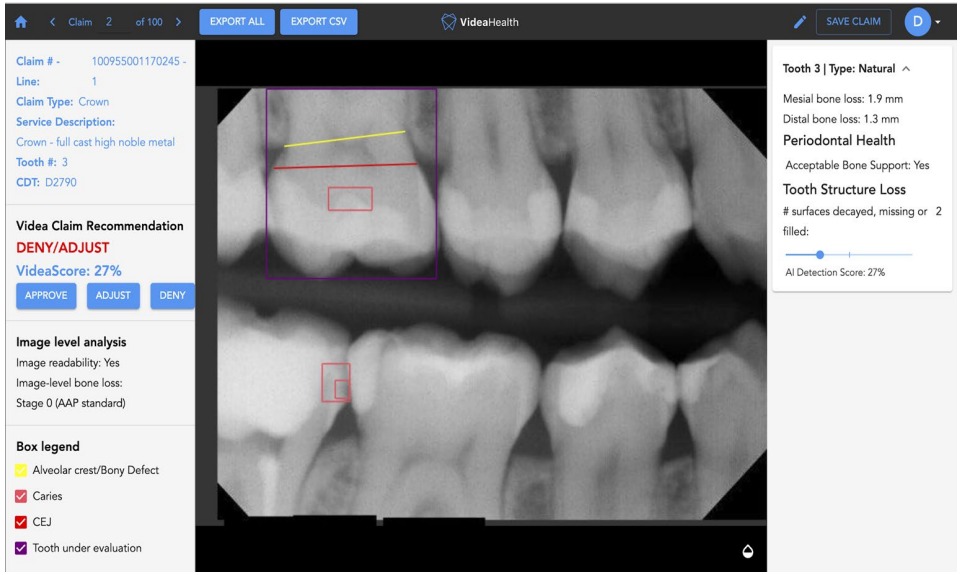
Relentlessly optimize

OfferFit

Visualize in a new way

VideaHealth



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New interactivity deepens the personalized experience

Personalized video

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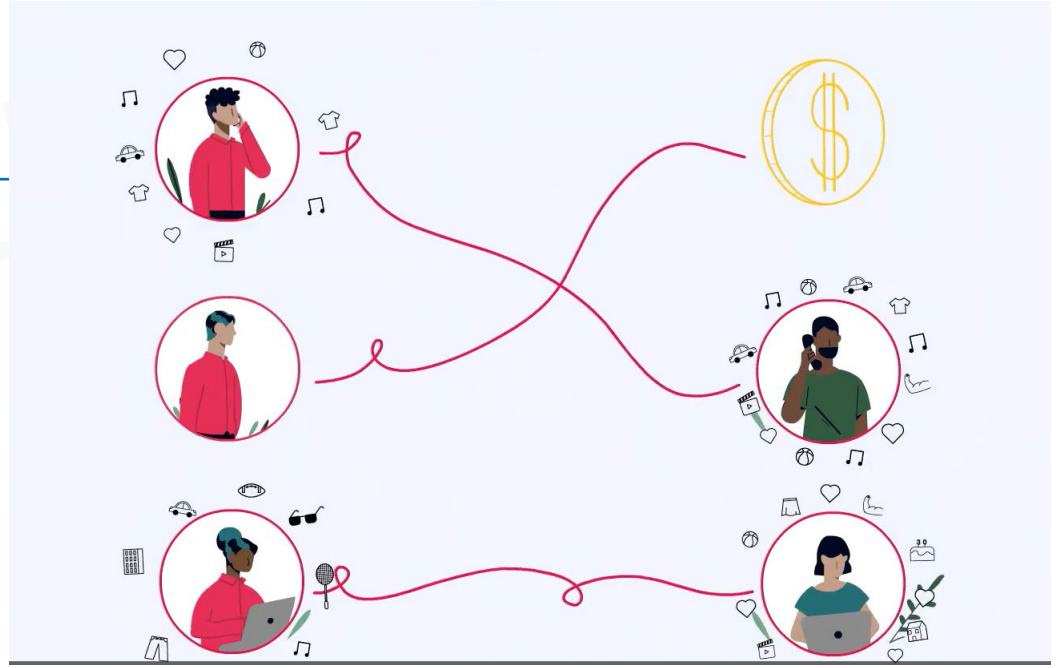
New interactivity deepens the personalized experience

Personalized video

SUNDAY SKY

”Paired" reps with customers

afiniti



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New interactivity deepens the personalized experience

Personalized video

SUNDAY SKY

”Paired" reps with customers

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Optimized language

[PERSADO]

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Health Behavior Influence Engine

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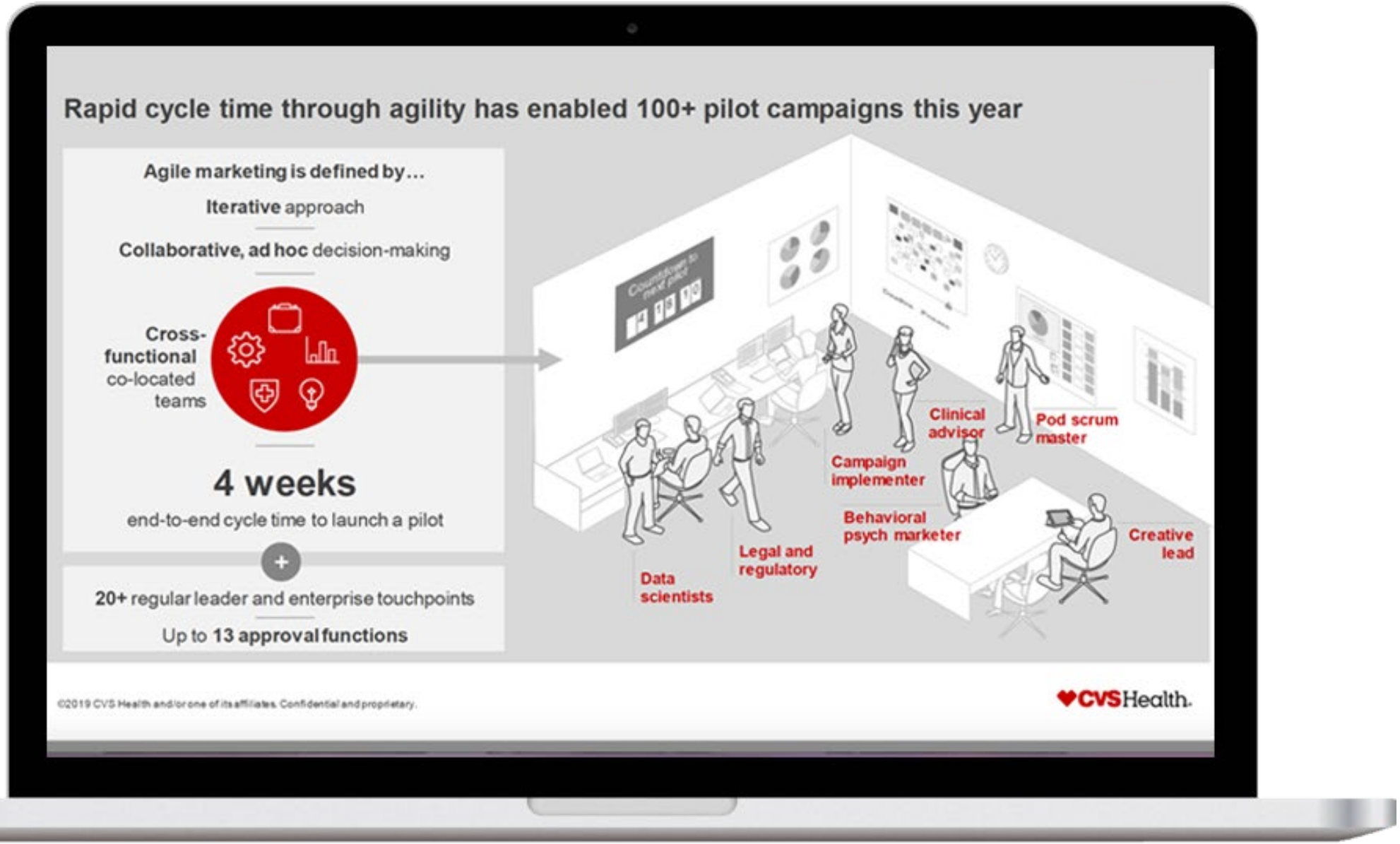

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Building Your Digital Engines

Vision for data:

first, personalized, always-optimizing the CX and engines to drive it

Data strategy:

sourcing, integrating, analyzing, maintaining, optimizing

Analytics engines:

decisioning, simulation, and optimization

Tech partnerships:

for tools, services, integrations

Organization and processes:

"product management" of engines that constantly improves value

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THANK YOU

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