



aws INNOVATE

DATA EDITION

23 August, 2022

Personalize customer engagements with marketing automation

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Agenda

- Why Personalize
- Overview of Amazon Pinpoint
- Content personalization
 - Templates - personalization
 - Amazon Personalize
 - Demo
- Journeys
- Next steps

Improving business outcomes

The power of personalization

Acquisition and retention

Attracting new customers

Retaining customers in a crowded digital environment

Efficiencies and revenue

Improving digital marketing efficiencies

Increasing average customer lifetime value

Engagement

Understanding, measuring, and improving user experiences across digital channels

Increasing time spent engaging with products and content

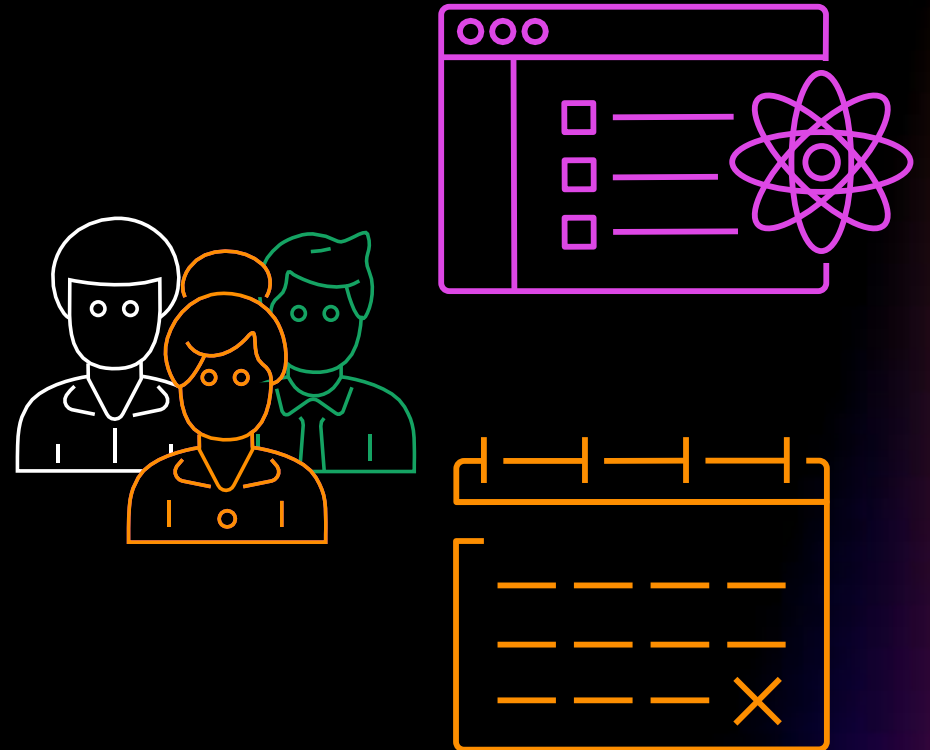
Discoverability

Helping customers easily and quickly discover products and content they want

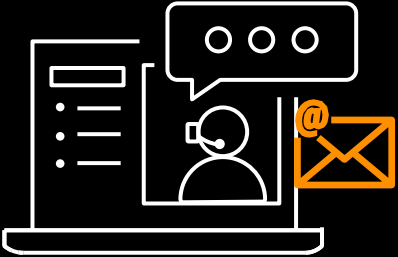
Highlight new products, content, and promotion offerings

Challenges in building personalization from the ground up

- Developing an in-house solution can increase time to market
- High total cost of ownership (TCO) and delayed ROI
- Limited talent pool with the required skill set and machine learning experience
- Other business priorities can impede progress



Amazon Pinpoint and modes of communications



Marketing

Promote your products and services with targeted basic or personalized messages, including special offers, newsletters, and other engaging content.



Transactional

Send immediate, targeted, trigger-based customer communications, such as purchase confirmations or shipping notifications.



Bulk

Send to communities of millions, including notifications and announcements.

Effective customer engagement

Who



How



What

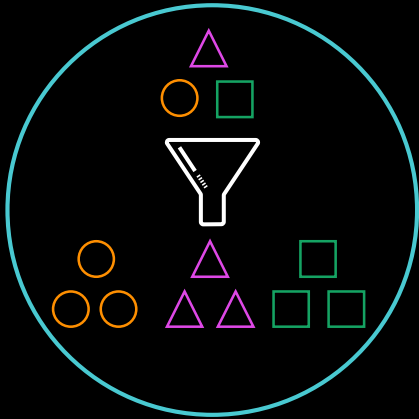


When



Amazon Pinpoint campaigns

Who



1. Segments

How



2. Channels

What



3. Content

When

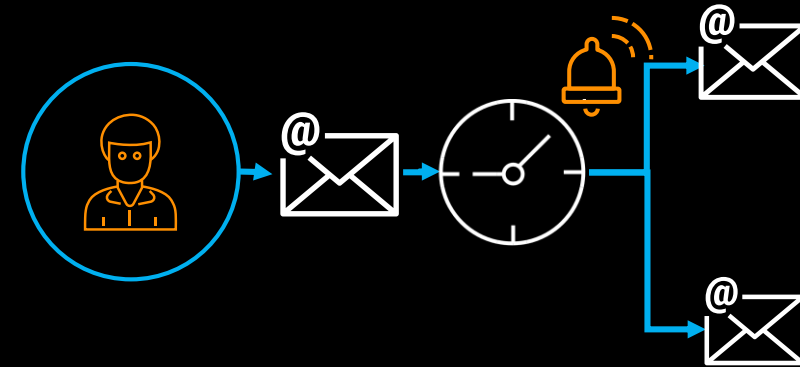


4. Schedule

Types of Personalization



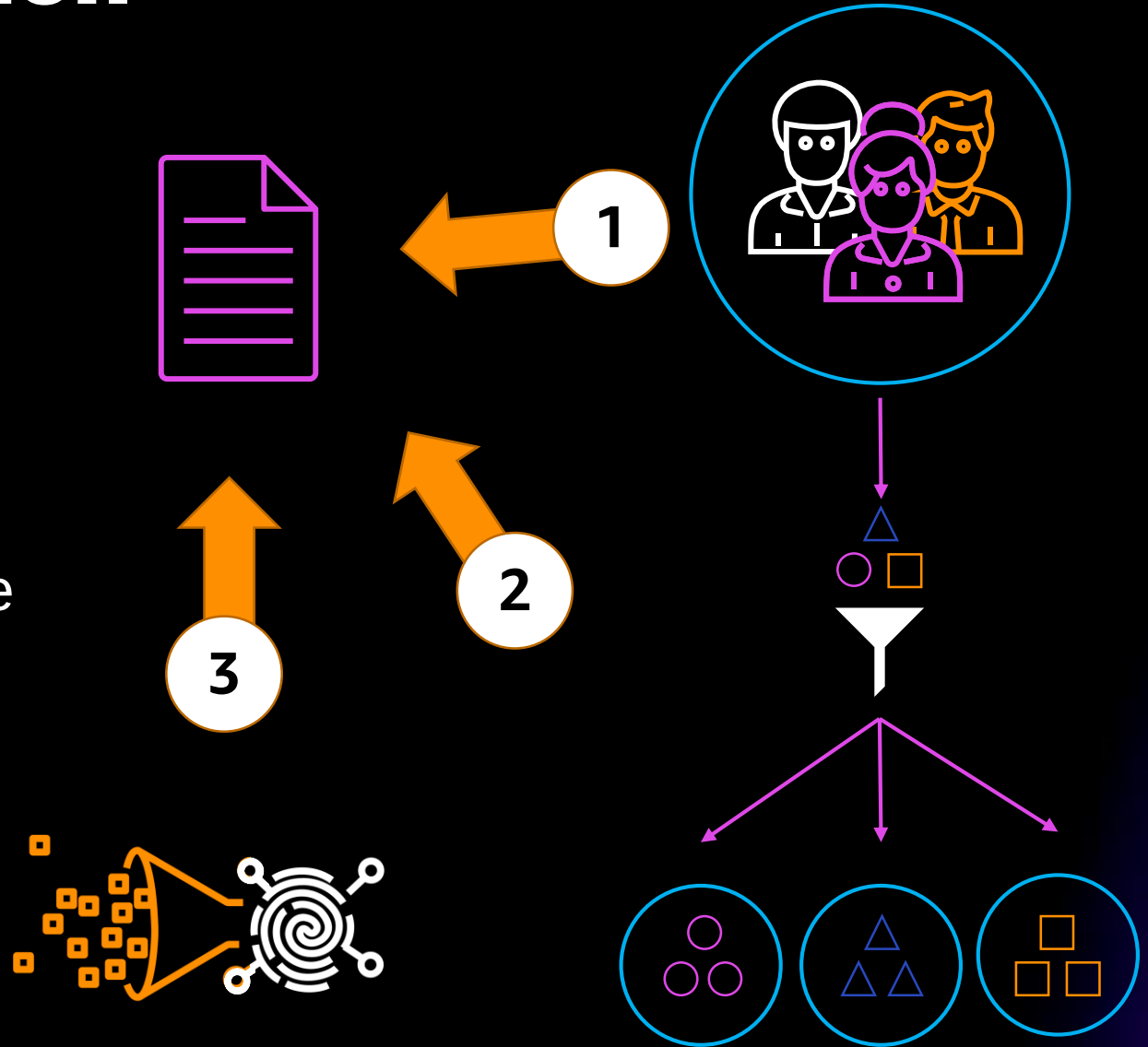
Content



Journey

Content Personalization

- 1 Static attributes
- 2 Dynamic attributes
- 3 Attributes from sources like **Amazon Personalize**



Handlebars

- Create content templates using HTML or Visual Editor
- Handlebars Notation
`{{MyAttribute}}`
<https://handlebarsjs.com/>
- 3rd party editors and template market places



We want to see you again

Hi, {{User.UserAttributes.FirstName}}! We missed you. We have not seen you in a while. And to fix this we have prepared a small gift for you!



GET A GIFT

Simple Content Personalization

Greetings

wanted to let you know that you can
buy special product X for \$99

Interested?

click the link below

aws.amazon.com

Thank You
Pierre

Greetings

`{{User.UserAttributes.FirstName}}`

wanted to let you know that you can
buy special product X for \$99

Interested?

click the link below

aws.amazon.com

Thank You
Pierre

Content Personalization - Recommendation

Greetings

Wanted to let you know that you can
buy special product X for \$99

Interested?

click the link below

aws.amazon.com

Thank You
Pierre

Greetings

`{{User.UserAttributes.FirstName}}`

Wanted to let you know that you can
buy special product X for \$99

Interested?

We think you might also enjoy:

`{{RecommendationItems.[0]}}`,
`{{RecommendationItems.[1]}}`, and
`{{RecommendationItems.[2]}}`.

click the link below

aws.amazon.com

Thank You
Pierre

Amazon Personalize

Create personalized user experiences, no machine learning expertise required



**Delivers personalized
user experiences faster**



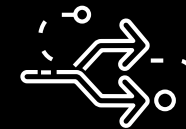
**Responds quickly to
changing user intent using
real-time recommendations**



**Managed ML service
reduces time to market**



**Automates steps to
deploy recommendations**



**Easily integrates
with existing systems**

Amazon Personalize successes

Startup retailer

50%

increase
customer
engagement

Lifestyle brand

56%

increase in product
purchases

Discount store

40%

increase in the number of
products customers
purchase for the first time

<https://aws.amazon.com/personalize/customers/>

Amazon Personalize

How it works

User events/interactions

(views, signups, conversions, etc.)



Item metadata

(details of articles, products, videos, etc.)



User metadata

(age, location, etc.)



Amazon
Personalize



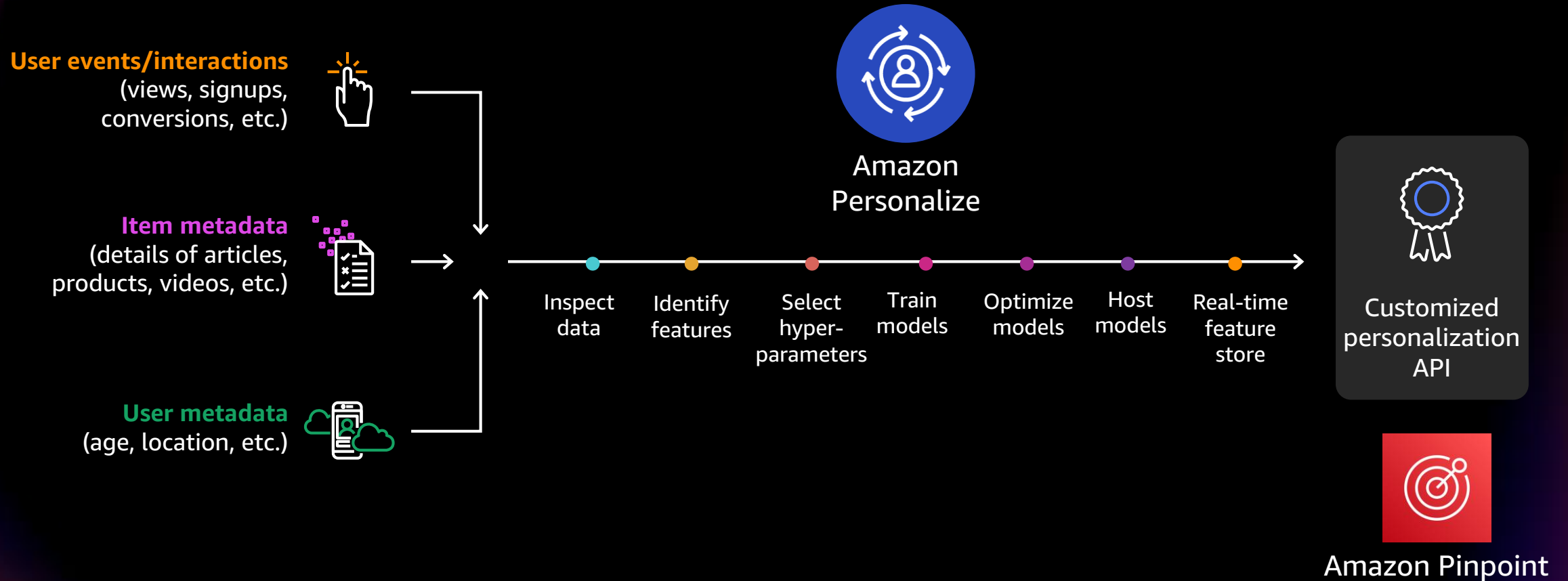
Customized
personalization
API



Amazon Pinpoint

Amazon Personalize

How it works



Use case optimized recommenders for retail and media and entertainment

Retail

- Recommended for you
- Customers who viewed this also viewed
- Frequently bought together
- Most viewed
- Best sellers

Media & Entertainment

- Top picks for you
- Because you watched X
- More like Y
- Most popular



Amazon Personalize Demo

Types of Personalization



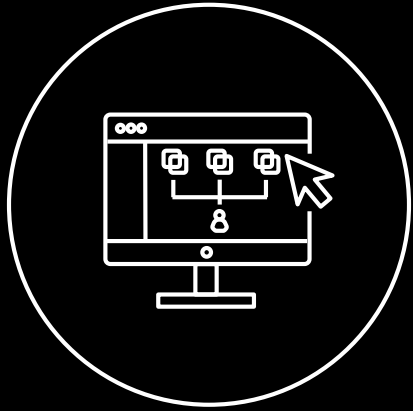
Content



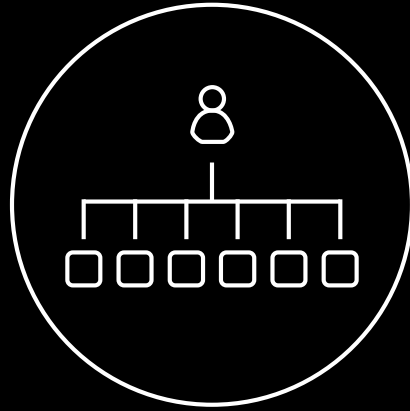
Journey

Amazon Pinpoint journey

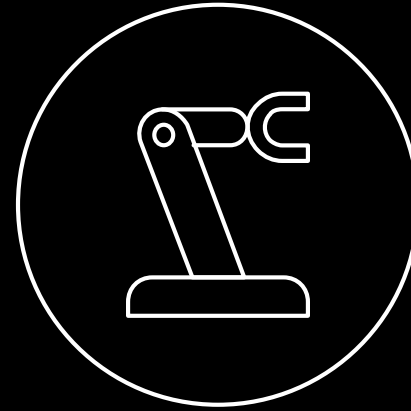
Real-time engagement based on events, user behavior, and metrics



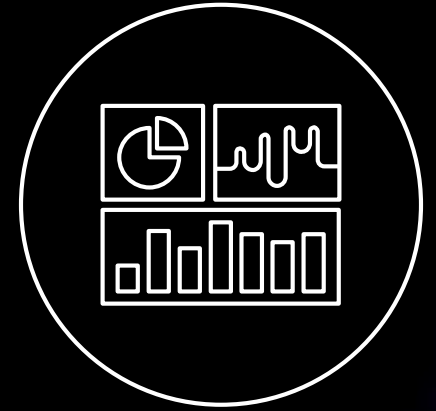
Drag-and-drop activities
to build personalized
journeys



User action puts customers
on unique paths



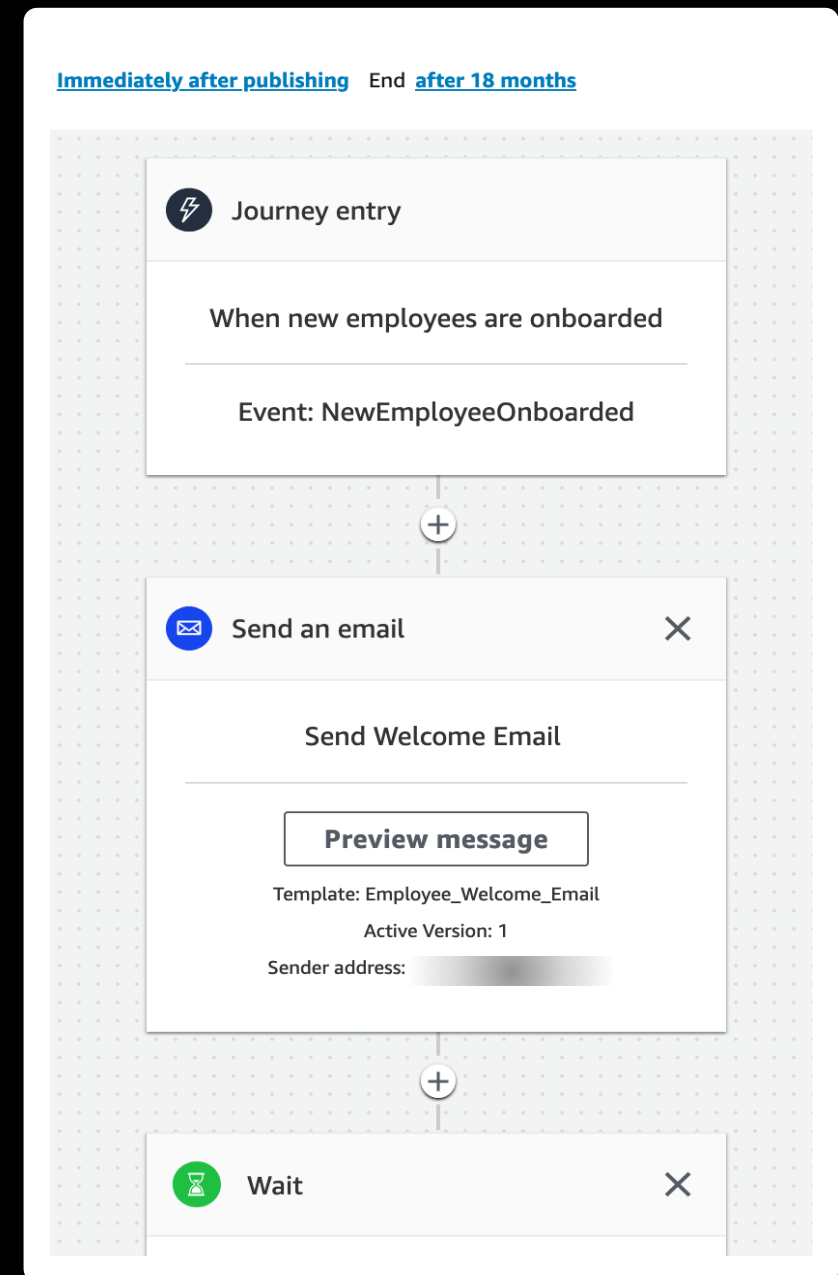
Set-up evergreen journeys
to automate engagement



Stream-able, activity-
level, and aggregate
analytics provide the
data you need

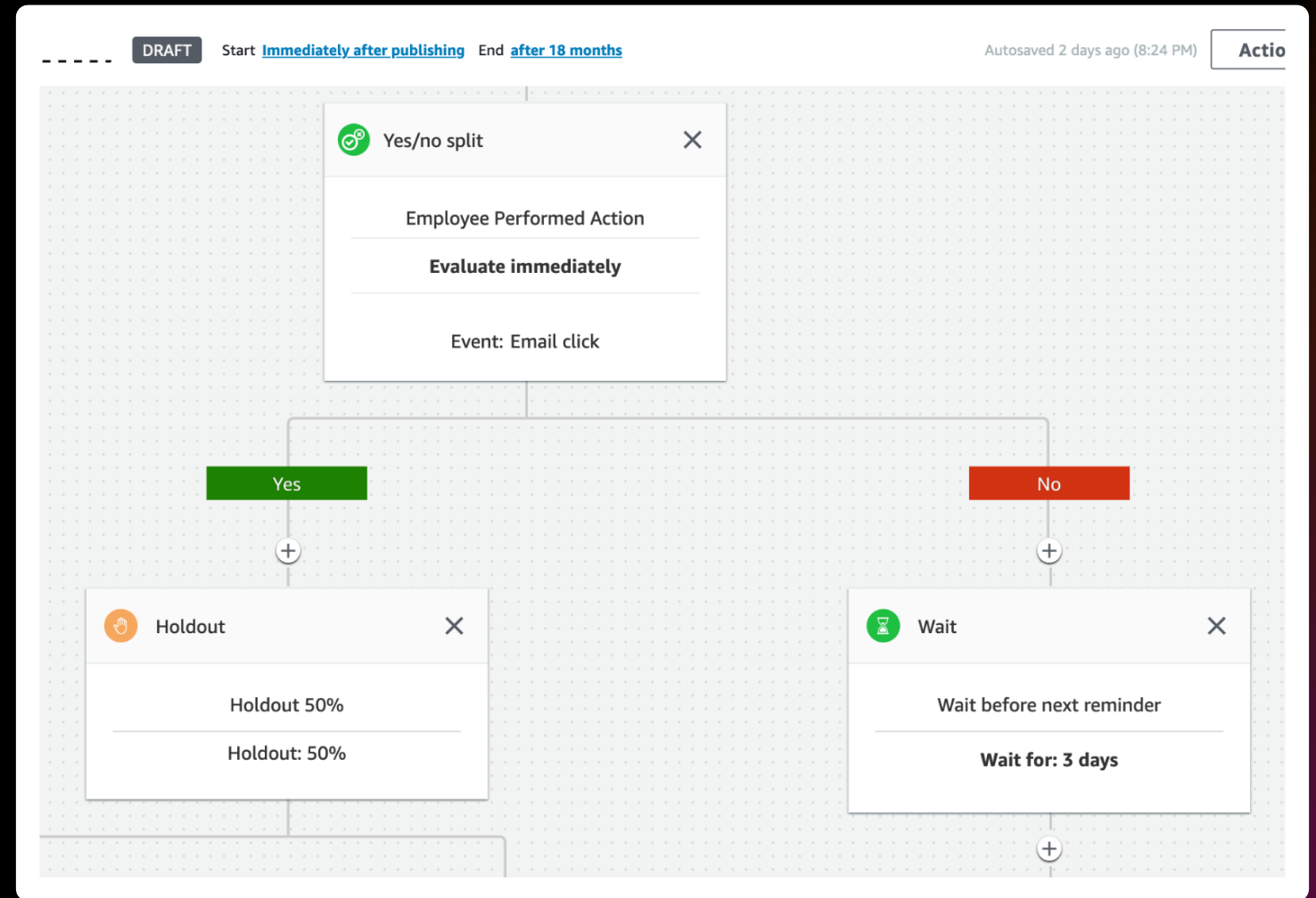
Journey

- Journey starts when an *Event* notifies Pinpoint that a new employee has been onboarded.
- The next step sends a *Welcome Email*, with link to Onboarding steps.
- Based on the user's action, the next activity is decided.



Journey

- If an employee does not complete this action in a given *time duration*, a *reminder* is sent through *SMS* instead of email.
- For employees who have completed the Onboarding checklist, we use a *Hold Activity* to send a survey link to *50%* of them.
- For the *remaining 50%*, the journey ends with completion of Onboarding.



Journey metrics

- Once the Journey is published, *engagement and execution metrics* start getting published.
- Metrics are viewable on the *console* and can be exported to *external destinations* as well.
- These are available for
 - *Journey-Level Execution,*
 - *Activity-Level Execution,*
 - *Journey-Level Engagement and*
 - *Activity-Level Engagement metrics.*

Journey metrics [Info](#)



Choose the type of journey metrics that you want to view

- ☒ Execution metrics
Journey execution metrics include data about the number of participants who entered into the journey, and information about messages sent throughout the journey.
- ☐ Engagement metrics
Journey engagement analytics include data about the ways that journey participants interacted with the messages that they received from the journey.

Currently in journey
0

Completed journey
6,222

Lifetime journey entries
6,222

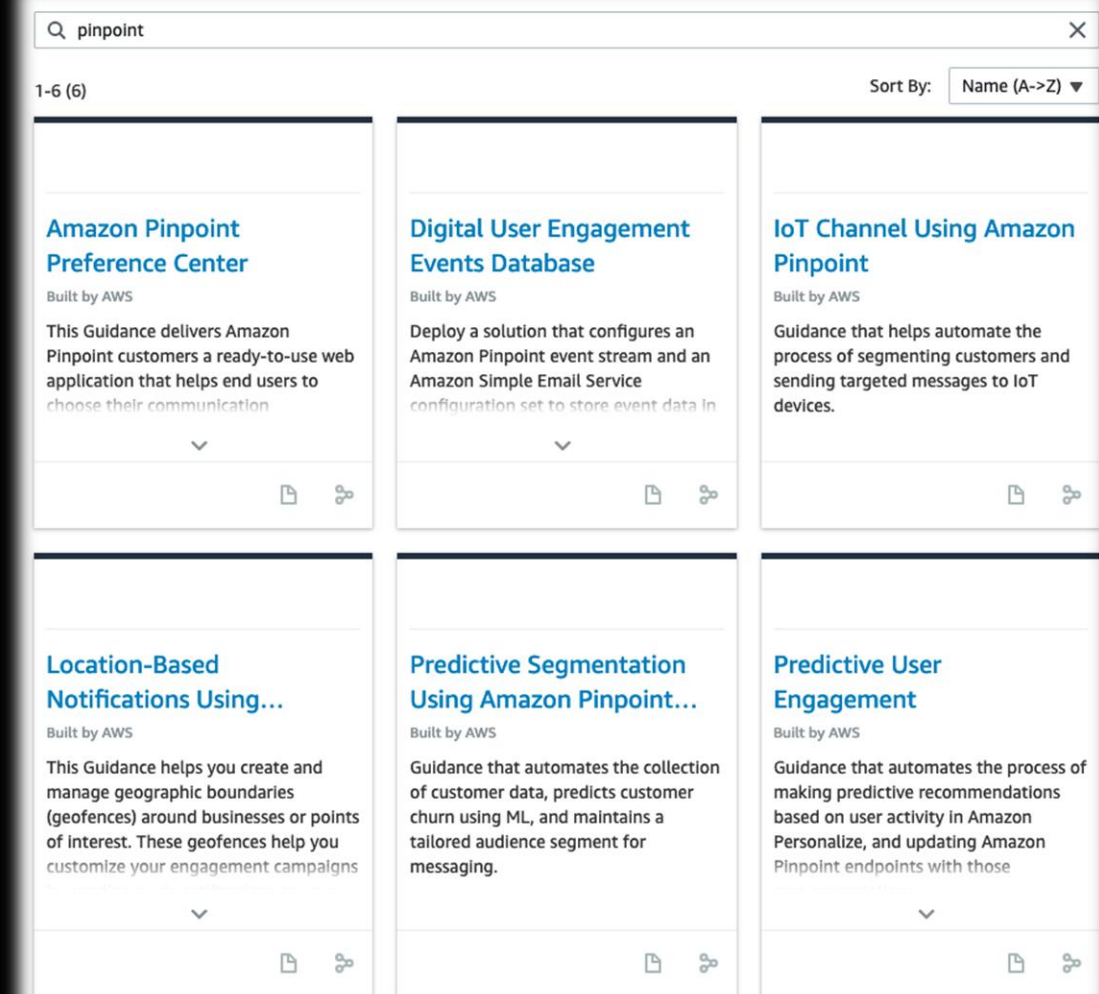


Recap

- **Why** Personalize
- Overview of Amazon **Pinpoint**
- **Content** Personalization
 - Templates Personalization
 - Amazon Personalize
 - Demo
- **Journeys**

How to get started

- Get started today – Create your first Amazon Pinpoint project
- Create an Amazon Personalize data-set and a Recommender model and link that to your Pinpoint service
- Explore the use of @simulator.amazonses.com
<https://docs.aws.amazon.com/ses/latest/dg/send-an-email-from-console.html>
- Explore adjunct services such as Amazon Simple Storage Service (Amazon S3), and Amazon Appflow
- Checkout AWS Solutions Library
<https://aws.amazon.com/solutions/>



Visit the AWS Data resource hub

A modern data strategy can help you manage, act on, and react to your data so you can make better decisions, respond faster, and uncover new opportunities. Dive deeper with these resources today.

- Harness data to reinvent your organization
- In unpredictable times, a data strategy is key
- Make data a strategic asset
- Rewiring your culture to be data-driven
- Put your data to work with a modern analytics approach
- ... and more!



<https://tinyurl.com/data-hub-aws>

[Visit resource hub](#)

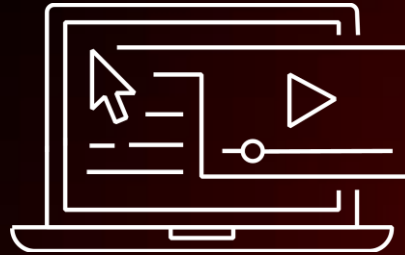
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AWS Data Analytics Learning Plan

This learning plan expose you to the fastest way to get answers from all your data to all your users. It can also help prepare you for the AWS Certified Data Analytics - Specialty certification exam.

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Earning AWS Certified Data Analytics – Specialty validates expertise in using AWS data lakes and analytics services.

<https://go.aws/3lwF0RR>

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Thank you!