

TIFFANY & CO.

Knowing the Digital Customer

4 November 2012

Customers: Multi-Device & Multi-Channel

Customers interact with Tiffany's using different devices across various channels.

Same customer different devices

Computer, Tablet, Cell Phone, Landline Phone, In-Store Sales Rep Tablet, Kiosks

Same customer different channels

Website, Social, Email, iPhone App, Phone, In-store Sales Rep App, In-store Sales Rep

Same customer, multiple devices, multiple channels

One purchase journey

Measurement plan which can see activity across devices and channels.

It is not possible to follow every individual across all devices and channels. However, a well designed measurement plan can still give insights into cross-device and cross-channel activity. To understand how all of these touch-points work together, the data needs to be together.

One central data location

- Currently, Tiffany.com data is captured in Omniture within 55+ Report Suites: two for each country (computer & mobile), as well as a variety of micro-sites and kiosks.
- The Tiffany Engagement iPhone App is in Google Analytics. This is a very robust app with an engaged audience, which averages 50k downloads and 180k visits a month.
- All of this data should be in one master report suite. With the Custom Segment ability in SiteCatalyst 15, we can still look at individual segments of the Tiffany digital customer when needed.

Building the Data

Match data structure with past data as much as practical.

Designing an efficient multi-channel measurement structure will require changes from how that data has been built in the past. Yet it's important to recognize the value of historical data for comparison purposes. So the new design will keep as many data points the same, or similar, as is practical.

Examples:

- Custom Segments for Countries, which replicate the former Country specific Report Suites
- Website Hierarchy values
- Product Catalog Categories
- Product Names and ID's
- Data Point Names – Consistent terminology of term names to avoid confusion

New metrics to broaden the opportunity for customer behavior insights.

There are a number of opportunities to gather additional data about customer activity which has not been gathered previously, including but not limited to:

- **New/Repeat Visits** – This metric is specific to individual devices, but it does make it easier to start seeing traffic behaviors of customers who are engaged with the site and their follow up behaviors.
- **Login Identifier** – When a customer is logged into the site capturing a unique identifier allows you to not only tie specific activity to an individual customer, but also to do so potentially over time and even between devices and channels.
- **Video Tracking** – Video is fast becoming an increasingly valuable aspect of the digital world, so measuring it is critical to understanding the customer.
- **% Page Viewed** – With the increased use of both mobile devices with smaller screens and responsive design layouts, this metric is key to understanding what content is being seen by customers, as well as which layouts perform better for success events.

Consistently utilize campaign codes across Email and Social Sharing.

One of the main goals of this re-engineered measurement plan is to understand cross-channel utilization. Campaign codes are vital to efficiently tagging interactions between channels.

The key is to not only track the incoming channel, but also the previous channel which originated it.

Example; A customer may start off at the website looking for an engagement ring, see and download the Engagement App. From the app they find and share a couple rings with friends via both email and Facebook. These friends click on the links back to the website. While it is nice to know that this incoming traffic is from email or Facebook, it is much more valuable to know it was driven by sharing from the App, and even potentially originally from the website. This helps understand the value for each of these various channels.

It is not always possible to follow the full path, but the more you can see the more you can learn. Multiple channels, multiple devices, multiple people – **One purchase journey.**

In-store activity captured as part of the data stream.

Tiffany's is currently developing a Tablet Application for their in-store sales reps. This app will have access to account data from both the website and iPhone App. This will include any items in the profiles Saved Items lists or Shopping Cart, as well as any other account specific data such as name and email address.

- The app should be fully integrated into the Omniture data plan
- Ideally it would capture any unique customer identifier via the login info
- If the customer does not have an online/app account, the sales rep should ask and record if the customer has visited the website and/or iPhone app.
- If possible, the application should include a record of any purchases.

Capture data for new promotional and recommendation tiles.

New elements being added to Tiffany.com are promo spots throughout the site to highlight and recommend both products and editorial content. Measuring these spots will be vital to testing and optimization efforts. Data points will include:

- Content name
- Content type – product, editorial, etc.
- Placement (if applicable)
- Order in placement (if applicable)

Implementation: Just the Start

Getting the new measurement plan implemented is just the first step in the path to success.

Getting a solid measurement plan designed and then implemented properly is very important. Yet to get value from the data a number of things need to happen afterwards.

- **Analysis** – This of course is why you gathered the data in the first place, to be able to analyze it for insights into your customers behavior. This may be done by an internal team, externally by seasoned experts, or a combination drawing upon both internal and external.
- **Update the measurement plan** – All businesses evolve, and in today's economy at an ever increasing pace. And not all scenarios can be anticipated ahead of time. So it is important to always be looking for, and willing, to make adjustments to the measurement plan. This may include adjusting data points, adding new ones, or even eliminating some no longer relevant.
- **Education** – All the data and wonderful analysis in the world is only valuable if it is understood by those making business decisions. It's important to spend the time to educate people at all levels and touch points about the concepts of web analysis, and ways it can be used to help them more efficiently reach their goals.

Embed analytics into the entire development cycle.

There is always a steady stream of either new or evolving digital projects. And the resources to work on these are always in short supply. As such it is all too common for analytics to be ignored or marginalized during the development cycle, resulting in a steady degradation of the data quality.

Setting up a standard development process which includes analytics at every stage can help mitigate this issue. The benefits are several:

- **Consistency of data** – Makes sure the data being captured is going to the proper place and is structured properly
- **Continuity of data** – While data measurement can be added after a project goes live, the data missed can never be recovered, and gap in knowledge is a lost opportunity.
- **Goal setting** – One thing which often gets missed in new development is goal setting. By having analytics involved from the start data, and by extension goals, is part of the discussion from the beginning.

Annex

Annex

A preliminary report on Goals, Challenges, and a series of initial Recommendations for Tiffany.com - [link](#)

Tiffany.com - [link](#)

Tiffany's Engagement Ring Finder App – [link](#)

Tiffany on Facebook – [link](#)

Tiffany on Twitter - [link](#)

Thank You