



Zoran

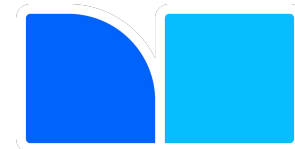
DynUG Conference

Let's take B2B marketing and sales to the next level

Sindre Haugetraa | Sales Insights | Data Driven Sales

Carlos Favaron | Sales Insights | Data Driven Sales

November 2021



Sindre Haugetraa

Director at Sales Insights | FINN

+5 years building analytics teams
within bank & finance and consulting

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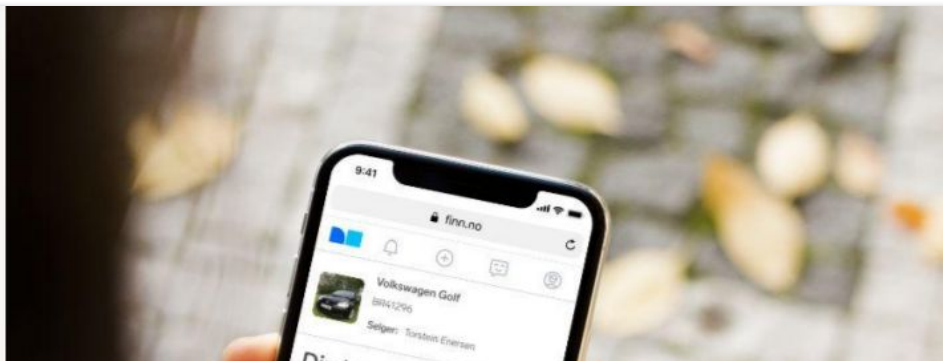
Carlos Favaron

*Solution architect and product manager
at Sales Insights | FINN*

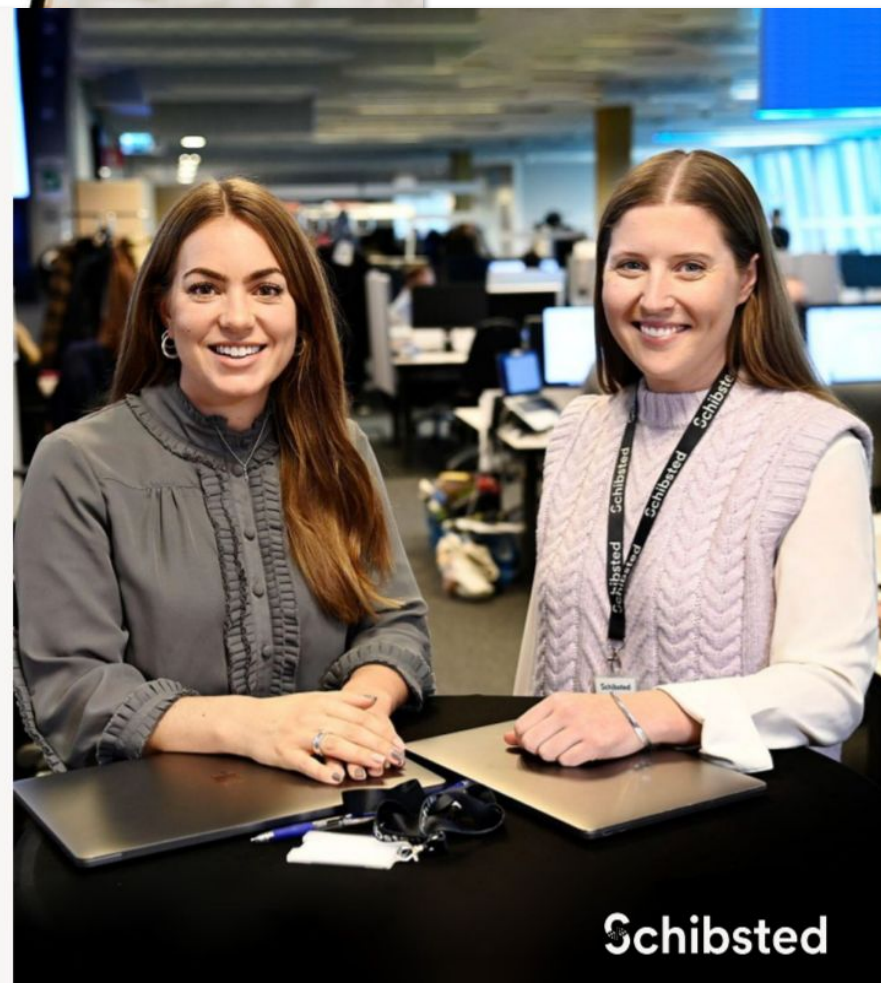
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Nordic Marketplaces



News Media





Who's FINN?

Søk etter BMW, brudekjole eller FINN-kode 



Eiendom



Bil og næring



Torget



Jobb



Reise



MC



Båt



Oppdrag



Hotell



Kart



Møteplassen



Økonomi

Nyhet

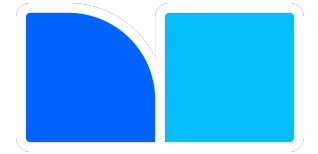
Sales in FINN





We sell FINN and Schibsted's **B2B Advertising and Classifieds products** to the corporate market in all of Norway.

**Sales Insights
(Data Driven Sales)**

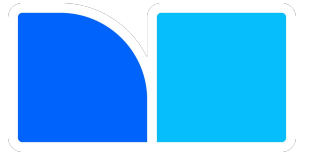


FINN is the biggest Norwegian digital Marketplace in many areas



- #1  Real estate
- #1  Used cars
- #1  General merchandise
- #1  Job-position Classifieds

The journey - one year from inception to go-live with Customer Insights



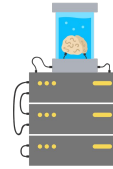
03/20
Data Driven Sales
(DDS) department
formed



07/20
Migrate from ClickDimension to
Dynamics Marketing



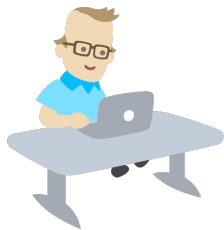
02/21
DDS expands to
3 FTE



04/21
Go-live Customer Insight
with first email with value
with segments on
external data.
DDS expands to 6



06/20
Customer Insights
proof of concept

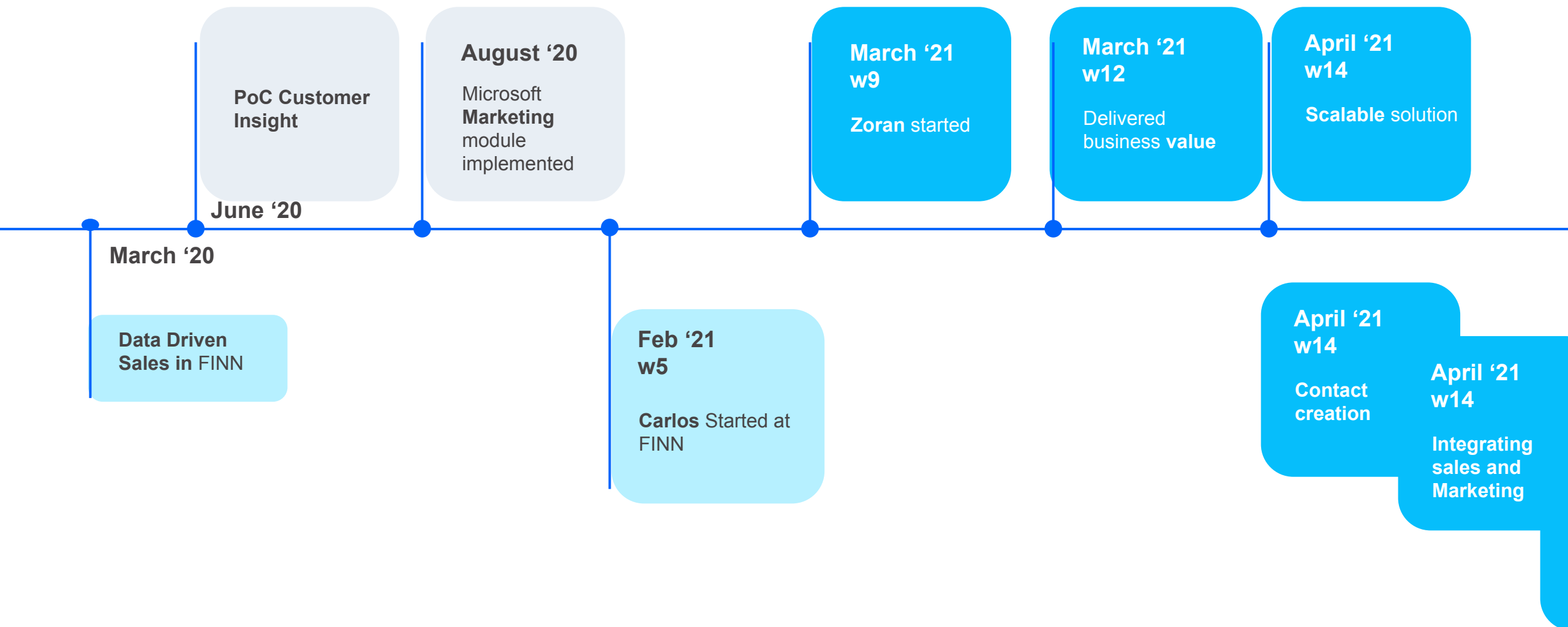
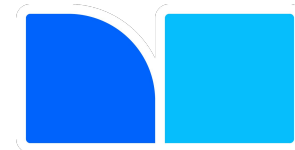


08/20
Implement Gungnir
- new sales
efficiency tool



03/21
Zoran: initiated Customer
Insights project







What's Zoran?

Ambition: Upgrade sales and marketing process, the foundation for marketing automation

Zoran (Norse mythology god of Speed):
Get Marketing and Sales up to speed

+70%

Active contacts

+90%

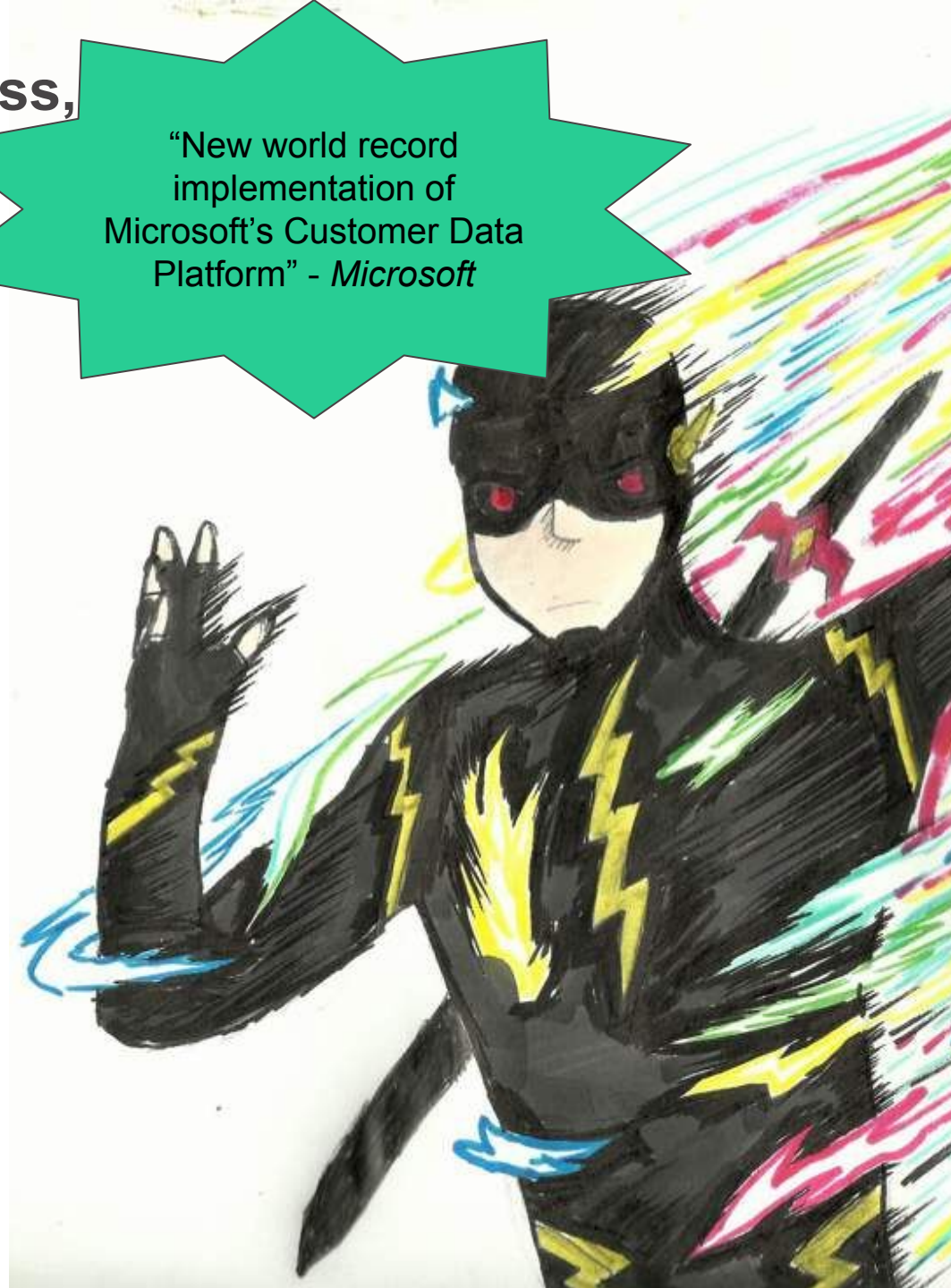
Click Through Rate (CTR)

-60%

Hard Bounce

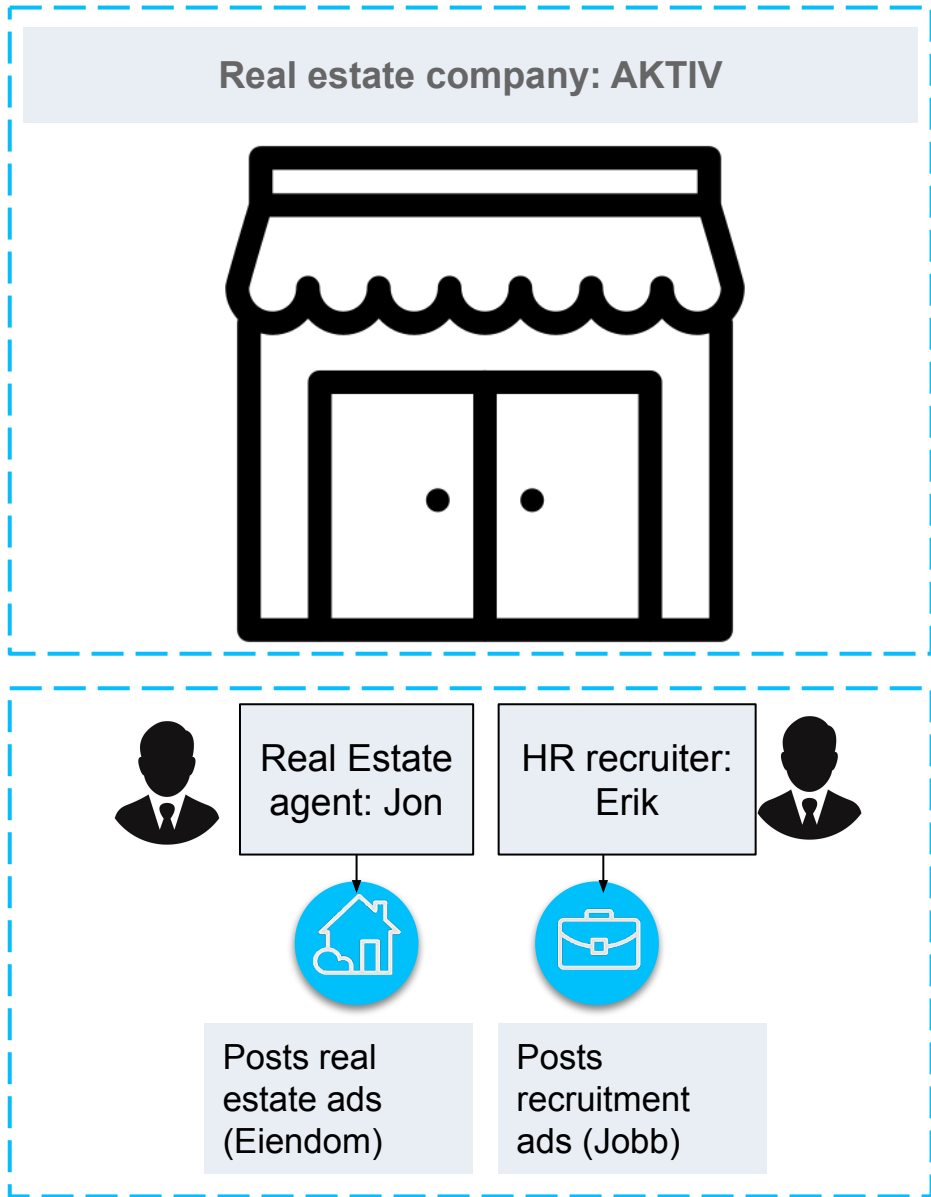
Source [Zoran](#)

“New world record
implementation of
Microsoft’s Customer Data
Platform” - *Microsoft*





What was our challenge?



- REAL ESTATE
- RECRUITMENT



Marketing and Sales efforts to this company

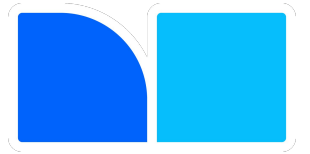


Irrelevant content



**Affects customer satisfaction
UNSUBSCRIBE
...CHURN**

To summarize... this is what we aimed to solve implementing CI



Everything company-centered

We need to act on customers instead of companies and segment them based on their transactional and behavioural data



Segmentation on contact level



Silos

Customer data is spread across different systems and there's no customer overview



Customer 360 view



Data quality

Only 15% of our contacts are in CRM and they don't get updated

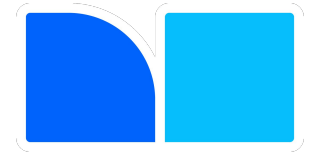


Consolidate data sources

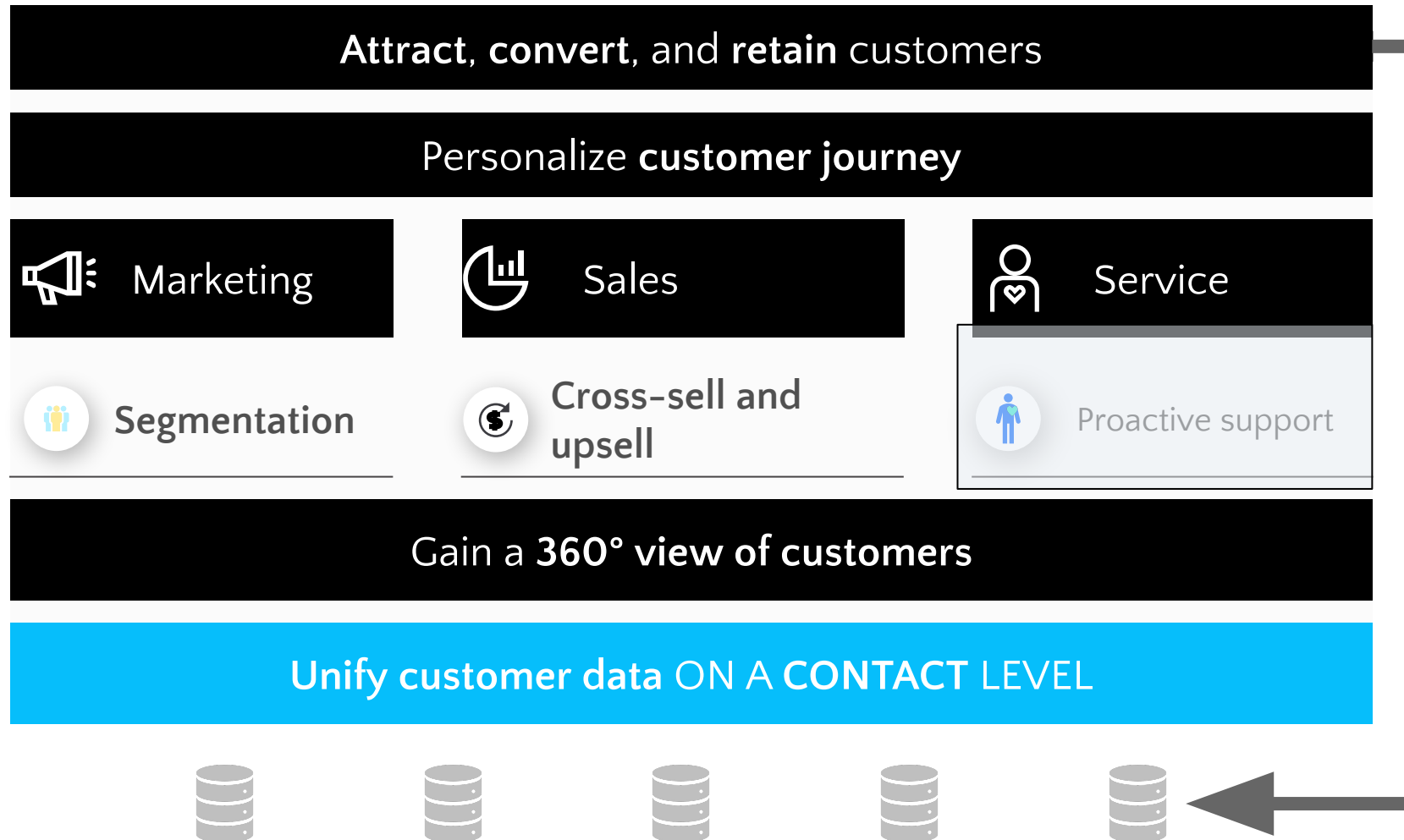


Our solution?

From isolated activities to a holistic Customer Journey focus delivered by the integration of sales, marketing and product



Zoran's components to deliver value



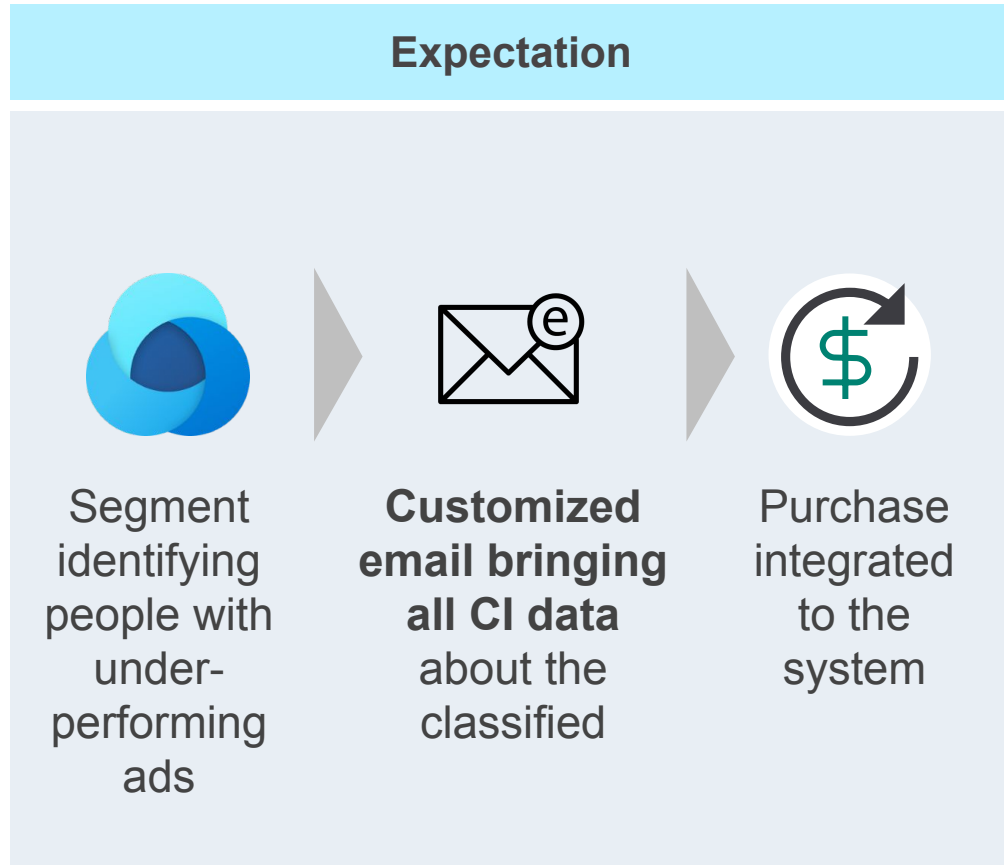


Success stories

Communicating technology to business is not always easy



Zoran - Scope Creep: Ukens bolig



We were implementing CI... Integrations like these were waaaay **out of scope for the first delivery**

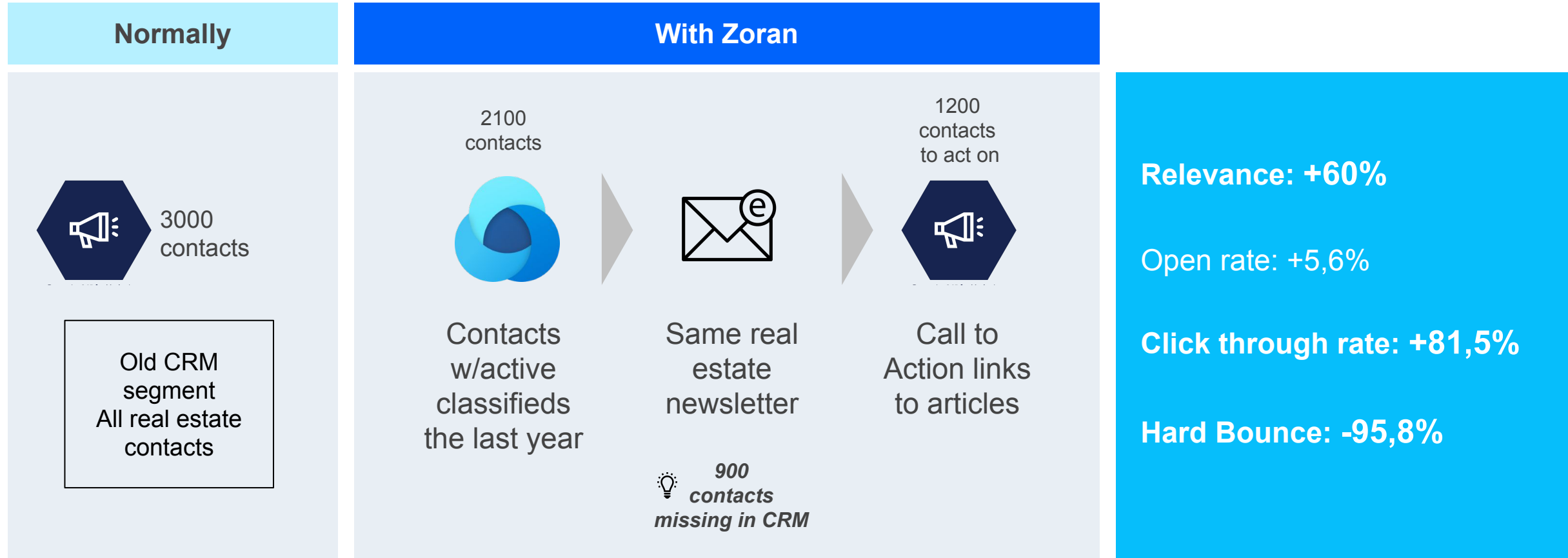


Ukens bolig is a product that places your real estate ad on the top of the result list during the next 7 days. [Read more here](#)

More relevant newsletter, contacting 1/3 of our real estate contacts in CRM based on our new segmentation



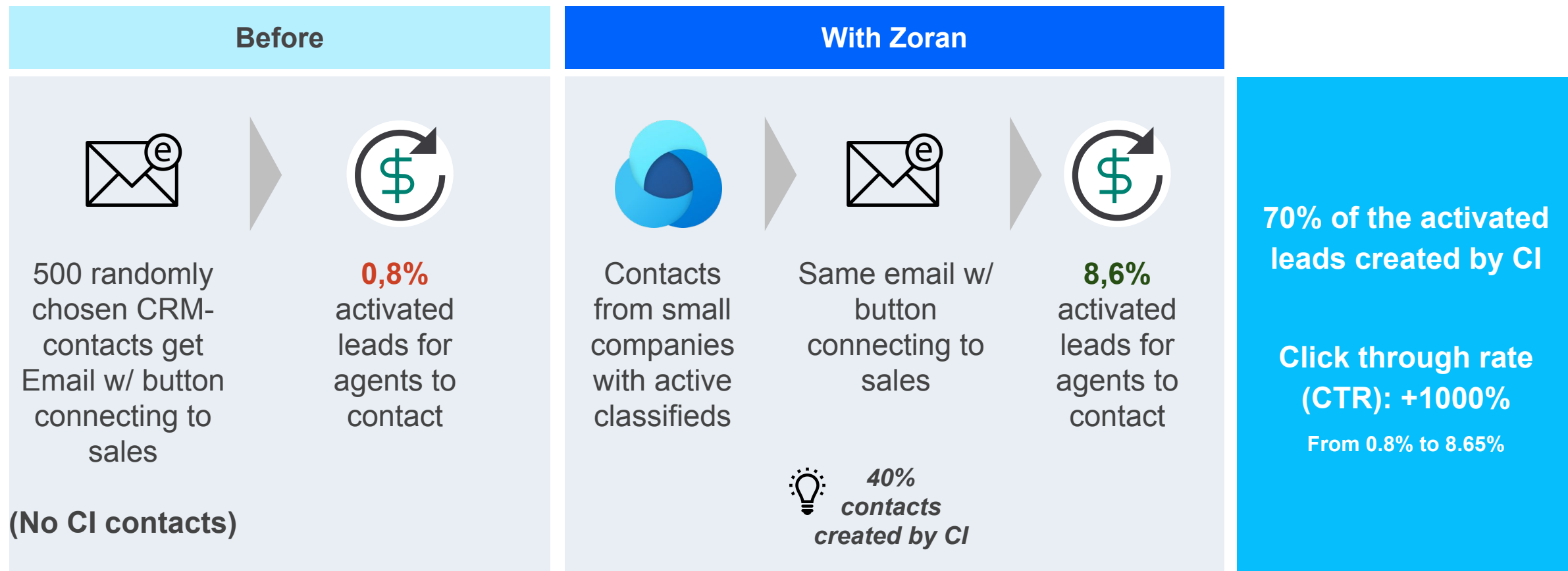
Zoran - Improving Newsletter's results (delivered after 4 weeks of project)



 We realized that we were missing many contacts in CRM

We've increased our relevance creating contacts in CRM based on CI's data

Zoran - Selling new products

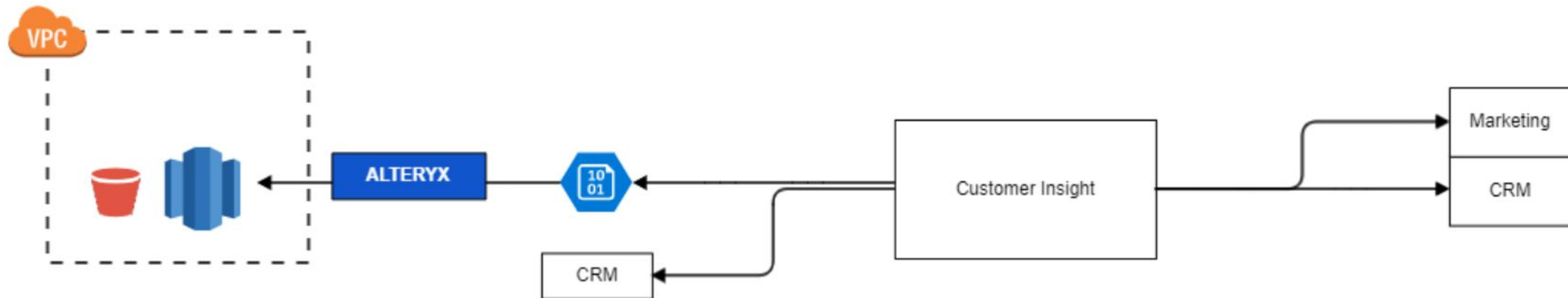
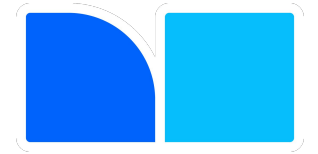


Created based on classifieds data



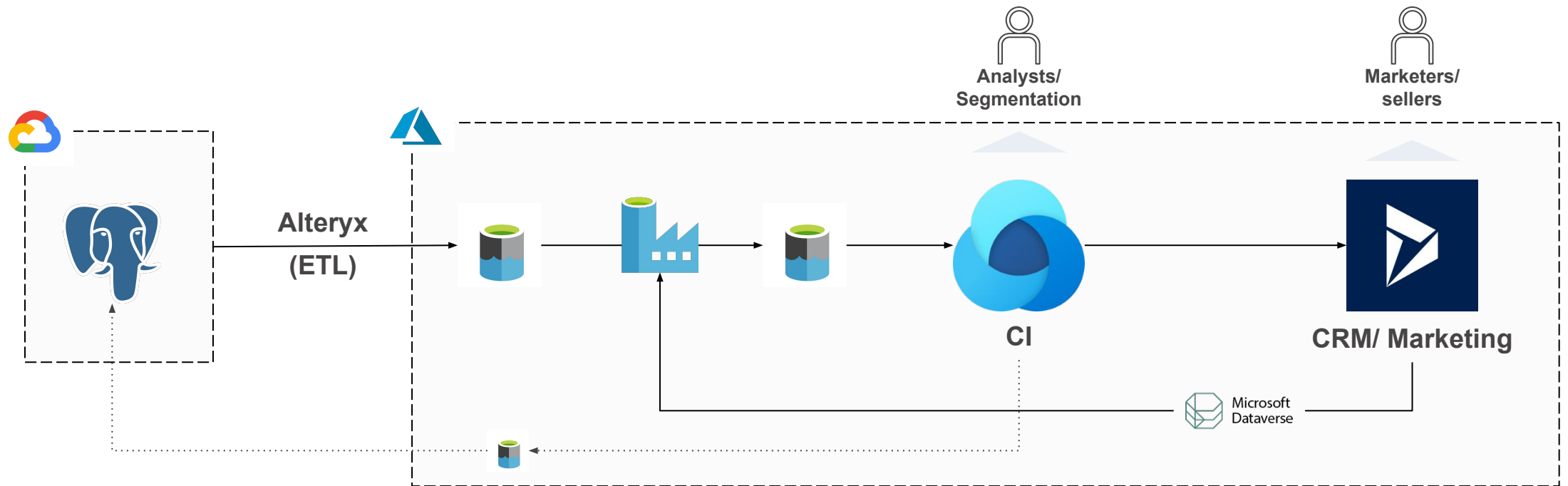
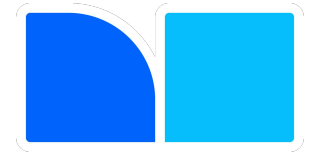
Our architecture evolution

After 2 weeks we used CI to send a newsletter based on DWH data



**Quick and dirty: Native connectors, duplication of data, not scalable when changing data sources, etc
Test and provide business value fast -> LEARN**

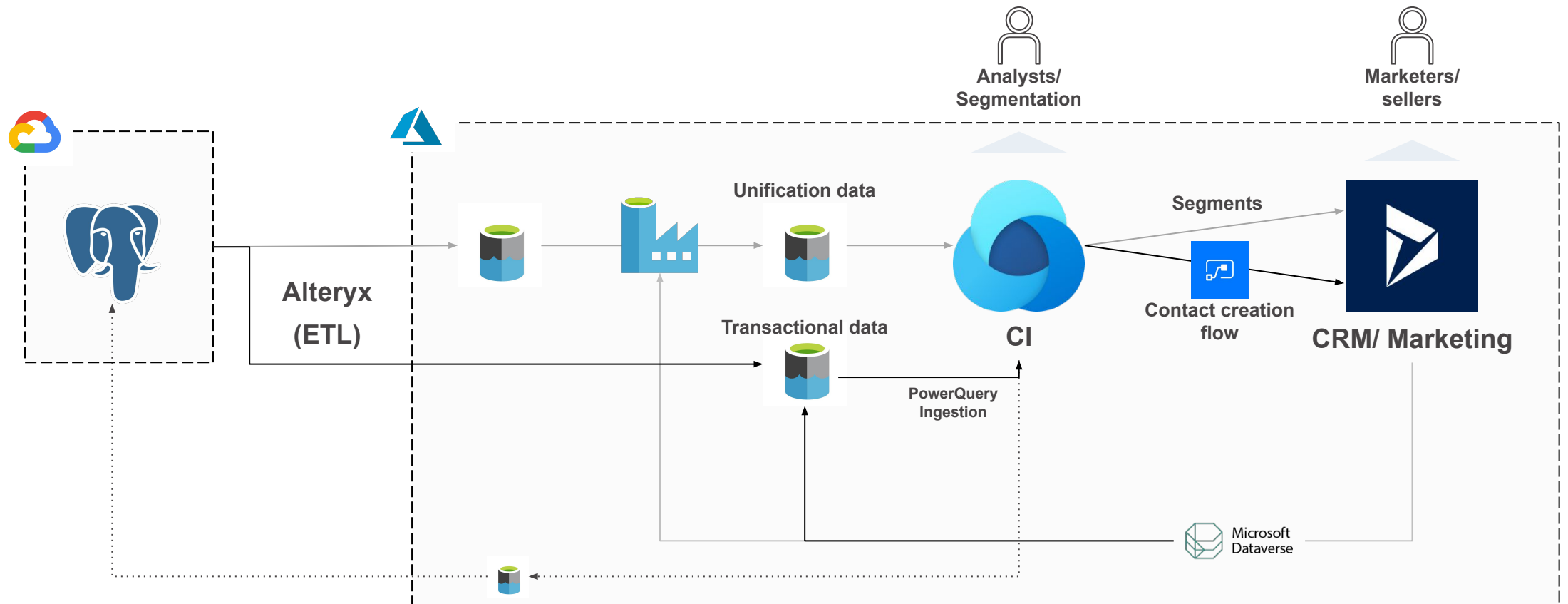
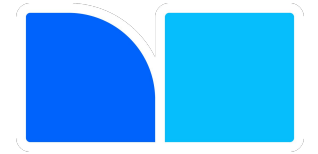
Our architecture isolates ETL from CI to make it scalable for future implementations and changes in sources



We've learned that the **risk is in the unification.**
CI is flexible with Transactional data (the expensive one to move around).

Isolate the data for unification to keep it flexible

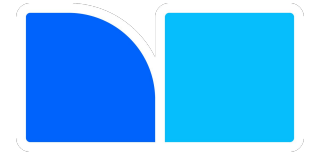
Ingest transactional data using Power Query (cheaper and easier)





Still a lot to do...

We've established the baseline that we can use to scale up sales and marketing with automation



Q4 2021 and beyond: Scalability and sales automation

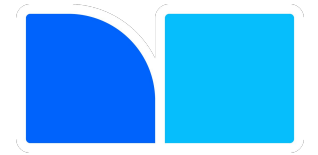
Integrate with our PowerApps solution to create a more efficient sales process

Increase our marketing automation efforts across more digital channels

Improve our 360 customer view - continuous improvement of our data quality



Lessons learned



Our learnings

- **Understand your business!** Where can we create most value? Then focus on the platform.
- **Agile** vs Waterfall: Handle uncertainty better
- CI is a new product -> **Marry Microsoft** (weekly syncs and direct line to tech resources)
- Scalability: **Isolate** the ETL for **unification-data from CI** (Power Query for transactional data)
- **B2B**: Model on a **contact level**
- **Empowering Marketing requires the right competencies** to take over.
- Take into account **culture change** regarding segmentation, and design processes accordingly
- CI + CRM: **Educate your organization** to understand this synergy and come up with use-cases



Questions?
Don't hesitate to reach out :)

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