



BCSC/ CEM Shopping Centre Management Conference

Workshop 8 – How centres can manage digital databases effectively

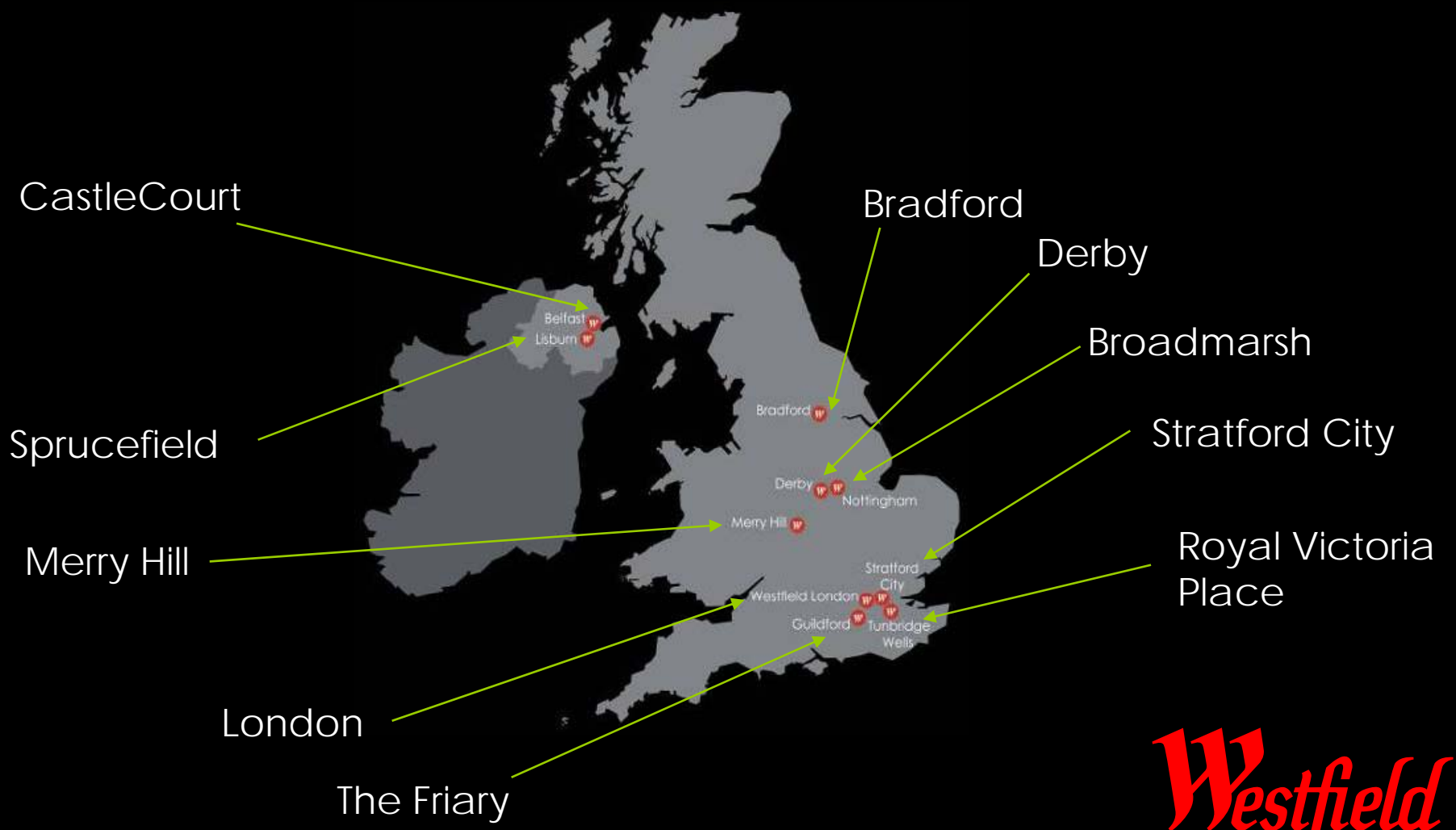
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Westfield UK Portfolio





What does the current UK market look like?

- 70% of UK households had internet access in 2009 *
- 67% of customers view products online before purchasing in store **
Only 2% of young shoppers (18 – 24 yrs) use a store alone ***
- Solus e-mail accounted for £2m of total UK online ad spend, with a 0.1% share of the market. ****

• Source: Office for National Statistics

** Source: Verdict e-Retail 2009

*** Source: 9th Annual Home Shopping Tracker from Royal Mail

**** Source: Internet Advertising Bureau H1 2009 Fact Sheet, October 2009





Benefits of email marketing

- Cost effective
- Speed - offers short time to market
- Personalised & targeted content
- Measurable
- Easy element to integrate into a campaign
- Viral – easy for users to share and distribute content
- Most widely used form of online communication





The Westfield Data Journey

2008

- Finding our feet



2009

- Driving the numbers



2010

- Personalisation



2011

- Advanced eCRM





Driving The Data Agenda

- Data capture and developing a deeper understanding of customers is promoted by senior management
- Yearly Business Plan per centre includes data capture targets
- Concierge teams at each centre briefed with data context



Westfield Data Sources

Portfolio data sources:

- Website
- Touch screens
- WiFi
- Gift Card
- Concierge services – centre based
- Tactical campaigns
- Third party partnerships





Data Protection Act 1998

The Data Protection Act covers two angles:

1. A framework to ensure that personal information is handled properly by companies
2. Gives individuals the right to know what information is held about them.

Anyone who processes personal information is required to comply with the 8 principles:

- Fairly and lawfully processed
- Processed for limited purposes
- Adequate, relevant and not excessive
- Accurate and up to date
- Not kept for longer than is necessary
- Processed in line with your rights
- Secure
- Not transferred to other countries without adequate protection



Putting the law into practice at centre level

- Secure internal processes – no loopholes for abuse
- Data processes are internally audited
- Data should be locked away in a location with limited access
Held for 6 months or scanned onto DVD and held for longer



What data fields are important to capture?

2008

- Finding our feet



2009

- Driving the numbers

1. Email address
2. First name
3. Postcode



2010

- Personalisation

4. Gender
5. Interests

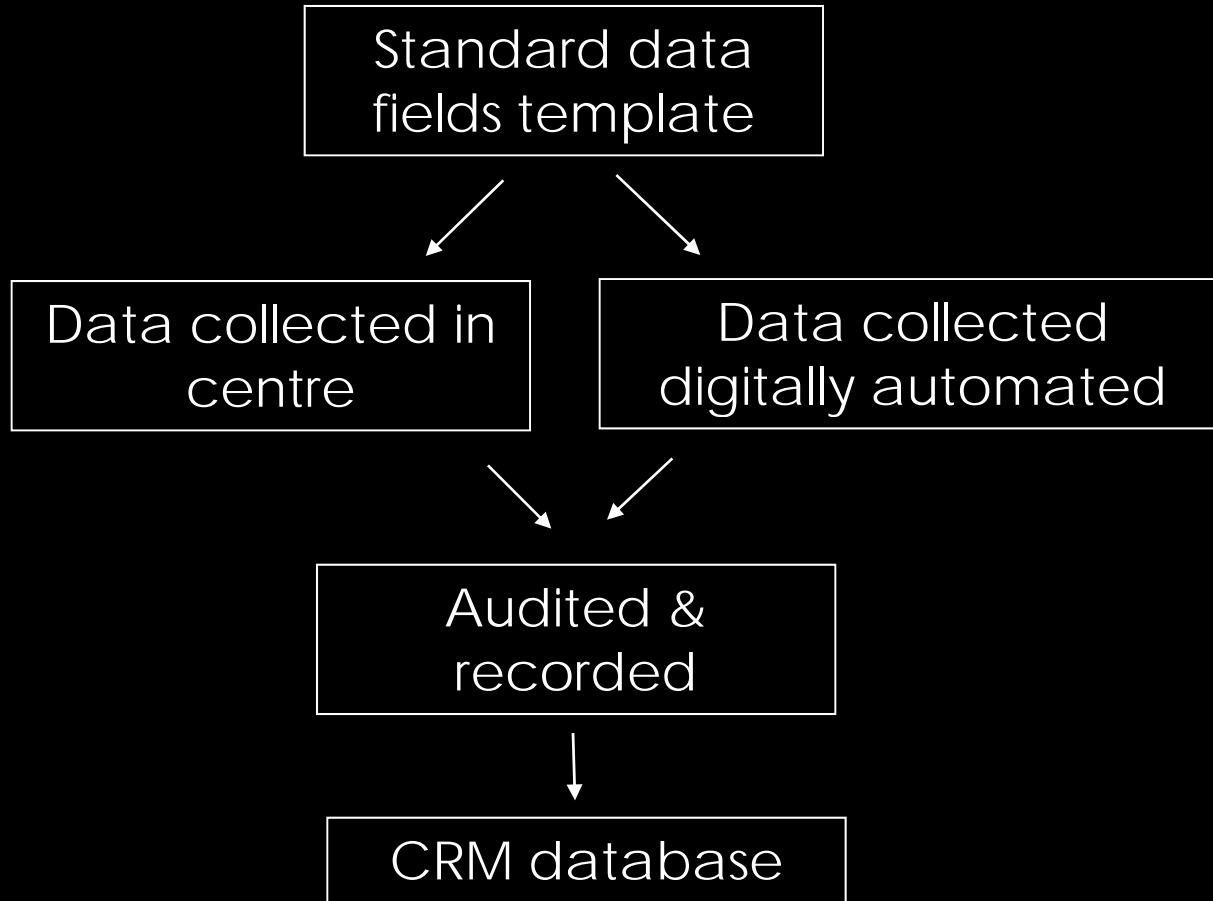


2011

- Advanced eCRM



Process – Data – Database





Email platform

- Allows creation of master templates according to brand guidelines
- Dynamic content
 - personalisation
 - article relevance
- Current segmentation:
 - Kids
 - Luxury
 - Male/ female
 - Interests



Westfield Email Examples

If you are having trouble viewing this email click [here](#)

BRANDS | OPENING HOURS | PLAN YOUR VISIT | WHAT'S NEW | SERVICES **Westfield LONDON**

THE VILLAGE

SEE WHAT'S NEW >

Dear Shopper,
Enjoy a wonderful Christmas at The Village this year. After you've finished the Christmas shopping, why not pamper yourself with some beauty treatments or enjoy a glass of bubbly at our Champagne bar?

Label Lust

If you're in need some gift inspiration this year, Dolly Jones, editor of VOGUE.COM, has picked her ultimate Christmas wish list. From Mulberry clutches to beautiful Chanel watches, you'll find the perfect gift for that special somebody.

[TELL ME MORE](#)

Throw A Pamper Party

If you're looking for a different Christmas celebration this year, why not arrange a private party at Destination Skin in House Of Fraser? You and your guests will experience a fabulous pampering session, including champagne, treatments and more.

[Tell me more](#)

Enjoy Some Festive Bubbles

'Tis the season to drink champagne! Take a rest from your Christmas shopping with a glass of bubbly at Searcys Champagne Bar. Their impressive range of fizzy specialties, including Balfour Brut Rosé, will soon restore your shopping abilities!

[Tell me more](#)

ONE CARD, THOUSANDS OF POSSIBILITIES

275 STORES - AVAILABLE AT CONCIERGE

BRANDS | OPENING HOURS | PLAN YOUR VISIT | WHAT'S NEW | SERVICES

If you would prefer not to receive consumer emails from Westfield please [click here](#).

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The Village,
Westfield
London



Westfield
London



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Westfield LONDON

Stores | Dining | Cinema | Getting There | Opening Hours & Information | Services | Offers & Events | Tell your Friends

THE FUTURE OF CINEMA FOR THRILL SEEKERS

DEAR SHOPPER,

If you haven't already heard - and quite frankly, where have you been? - Vue is heading to Westfield London. And what better time to indulge in some cinema action than for Valentine's Day?

[Join us on Facebook](#)

[Follow us on Twitter](#)

THE OPENING NIGHT PARTY!

Thank you for entering the competition to win tickets to the Vue Opening Night party! It's sure to be one heck of a night. If you've won, we'll be in touch by 9 February. And if you don't win, remember you can still treat yourself to some high outdoor action in luxurious surroundings at any time from 12th February!

[Find out more about the new cinema](#)

WHAT'S NEW

GET LOVED UP!

Valentine's Day is on the way, and we've got the best selection of gifts, offers and romantic menus available at Westfield London - they're all guaranteed to melt that special someone's heart.

[See our Valentine's Day guide](#)

WIN A FAMILY TICKET TO SEE OLIVER!

Now in its second record-breaking year, and starring Cliff Richards as Fagin, Oliver is one of the most beloved British musicals. Enter our exclusive competition for your chance to win a family ticket for four.

[Enter now!](#)

CHAMPAGNE AND CHOCOLATES

Gc Boutique invites you to an evening of champagne and chocolates on Friday 12th February, where you can sip on bubbly while shopping - our kind of evening!

[Get your invitation now](#)

BE IN COMPANY MAGAZINE

Would you like to star in Company Magazine? Come down to River Island's open casting on 10th February for your chance to appear in Company magazine's model-free May issue!

[Find out how to enter](#)

FABULOUS NEW RESTAURANT!

Enjoy some award-winning French cuisine at our fabulous new restaurant, L'FDJ. Whether you want coffee or cocktails, afternoon tea or dinner, it's the perfect place to enjoy a little break from all that shopping!

[Get more details](#)

ONE CARD, THOUSANDS OF POSSIBILITIES

WESTFIELD GIFT CARD - AVAILABLE ONLINE OR AT CONCIERGE

Westfield LONDON

Stores | Dining | Cinema | Getting There | Opening Hours & Information | Services | Offers & Events | Tell your Friends

To help ensure that your Westfield emails are always delivered add westfield.london@westfield.com to your email address book.

If you would prefer not to receive Consumer Newsletters from Westfield London, please [click here](#).

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Email reporting

Reporting – see what content is working in real time – open rates & click-through rates.

Open rates

- In the UK, weekends & evenings are the most popular times to check personal emails (before 10am and after 6pm).*
- Retail email, has an average open rate of just 13.4% * *

Open Rate (Unique)	Average	Median	Top Quartile	Bottom Quartile
Overall	22.2%	19.4%	28.5%	13.0%
U.S.	21.3%	18.3%	27.6%	11.9%
U.K.	22.5%	19.8%	28.6%	13.4%
Germany	24.9%	23.0%	30.8%	16.3%

Click-through rates

- Reasons respondents don't interact with an email:*

 - Offers not attractive enough (46%)
 - Security 43%
 - Emails too long 26%

Click-through Rate (Unique)	Average	Median	Top Quartile	Bottom Quartile
Overall	4.5%	2.4%	5.6%	1.0%
U.S.	4.5%	2.3%	5.4%	0.9%
U.K.	4.8%	2.7%	6.2%	1.1%
Germany	5.0%	2.8%	6.3%	1.1%

* Source: eConsultancy. February 2010

** Source: Epsilon International via eConsultancy Blog, June 2009





Content

Reality: your consumer emails fight for cut through in an inbox full of many emails from numerous industries

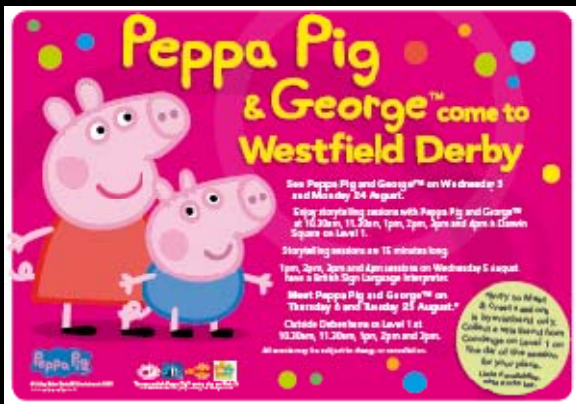
- Use strong, eye catching imagery
- Retailer led content works best
- Provide exclusive offers and opportunities to encourage your database to stay with you and use for capturing further information
- Develop regular email features



Cost reductions – Example of Westfield Kids

Hard copy mailer

Email



Cost per mailer = 32p

Cost per email = 2p





Useful Sources of Information

- Marketing Sherpa
- eConsultancy
- IDM
- Data Strategy
- Information Commissioner's Office



Questions?

Westfield