



Emotional Connection:
The Top Line

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Motista's Predictive Intelligence Enables Business Leaders to Accelerate Growth by Activating Emotional Connection

Big Data tying emotion to profitable behaviors.

Used by Fortune 1000 companies in retail, CPG, QSR, financial services, health, hospitality, pharma, media

A voice for “Emotional Connection” activation.



The New Science of Customer Emotions: A better way to drive growth and profitability



How Emotional Connection is Helping Companies Win the Battle for Organic Growth



An Emotional Connection Matters More Than Customer Satisfaction



Emotional Connection: A predictive Metric for CFOs



From Promotion to Emotion: Connecting B2B Customers to Brands

Growth Is Hard To Come By

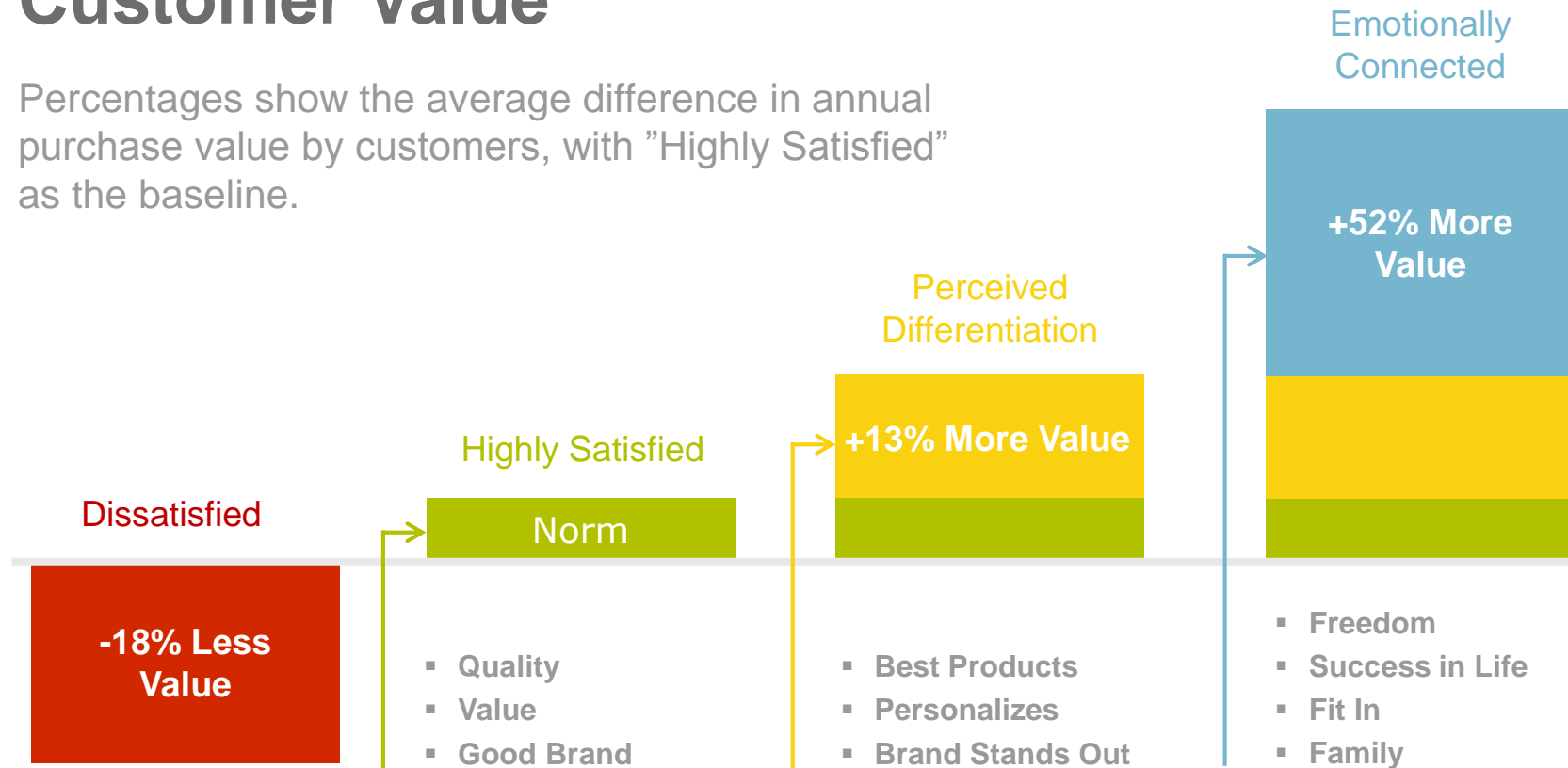
S&P 500 revenue growth just 2% 2013-2016.

Traditional organic growth strategies not yielding results:

- ↓ Little differentiation
- ↓ Customer Satisfaction a cost of entry
- ↓ “Brand Health” goes up, sales flat
- ↓ Innovations rapidly emulated

Emotional Connection Predicts Customer Value

Percentages show the average difference in annual purchase value by customers, with "Highly Satisfied" as the baseline.





Consumer

Emotional Connection predicts profitable behavior.

Category	Business Result	Highly Satisfied Customers	Emotionally Connected Customers	EC Multiplier
Online Retail	Purchases Per Year	16.5	25.1	1.5x
Department Store	Annual Purchases from Brand	6.9	12.4	1.8x
Hotel	Annual Room Nights w/ Brand	2.5	3.5	1.4x
Credit	Annual Spend w/ Card	\$5,280	\$8,819	1.7x
Quick Serve Restaurants	Annual Visits w/ Brand (Core Users)	53.8	163.9	3.0x
Home Cleaning Products	Annual Purchases of Brand	9.4	19.1	2.0x

Source: Motista's Big Data on 500+ Brands in 40+ Industries



B2B

Emotional Connection predicts enterprises purchases.

Category	Business Result	Highly Satisfied Customers	Emotionally Connected Customers	EC Multiplier
Enterprise Software	Annual System Purchases	1.9	3.8	2.0x
Management Consulting	Annual Engagements	3.8	4.9	1.3x

**We're sold on emotion.
So, what has to change?**

	ANALYTICAL	QUALITATIVE
HUMAN	<i>Market Research</i>	<i>Creative</i>
BUSINESS	<i>Analytics</i>	<i>Consulting</i>

Emotion is business currency, but we don't manage it like business.

Emotion is abstract and subjective.

Emotion has not tied directly to transactional and financial data.

We are "believers" in emotion, but how do we help C-level executives buy-in?

How do we operationalize Emotional Connection?

Growth Opportunities	Key Result
Brand Positioning Position your brand to own precise emotions that most drive business results	<i>Pervasive strategy for growth acceleration</i>
Customer Acquisition Target prospects most likely to become Emotionally Connected customers	<i>Grow ROI on Acquisition Spending</i>
Customer Value Use Emotional Connection to increase spend, pricing power, retention and advocacy	<i>Grow Customer Lifetime Value</i>
Customer Facing Execution Prioritize investments – product, experience and marketing – to grow Emotional Connection	<i>Grow ROI on Customer-Facing Investments</i>
KPI Measurement Measure and optimize Emotional Connection KPIs inside your company	<i>Increase Long-Term Growth Rate</i>

How did one company do it?

Retail Case Study

From Promotion to Emotion

\$3b National Apparel Retailer Trying to Top 2% Same Store Sales

Performing at par in segment with 3-4% market share:

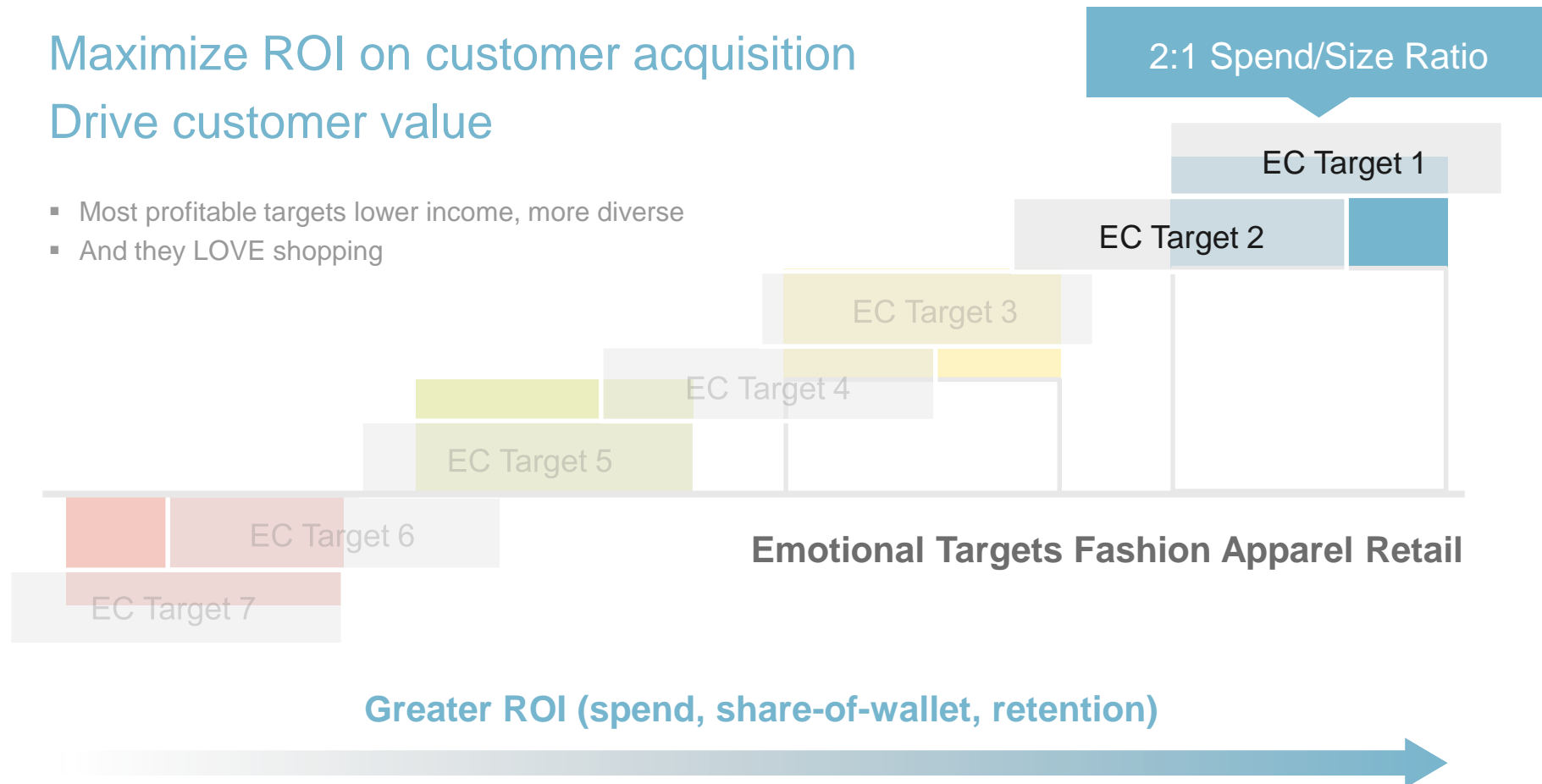
- Fixed marketing budget spent on traffic-building
- Heavy reliance on margin-eroding promotion
- Targeting “attractive” segment based on income and style
- Keeping up with omni-channel capabilities
- Emphasis on easy “in and out” shopping experience

Acquire and Monetize Emotional Segments

Maximize ROI on customer acquisition

Drive customer value

- Most profitable targets lower income, more diverse
- And they LOVE shopping



They Prioritized Customer Investments to Grow Emotional Connection

Deliver Critical Emotions

Emotions that predict profitable customer behaviors.

+

Invest in Key Touch Points

Touch points that grow Emotional Connection.

+

Acquire + Monetize

Consumers most likely to become Emotionally Connected

Prioritize Customer Investments to Grow Emotional Connection

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Invest in Key Touch Points

Touch points that grow Emotional Connection.

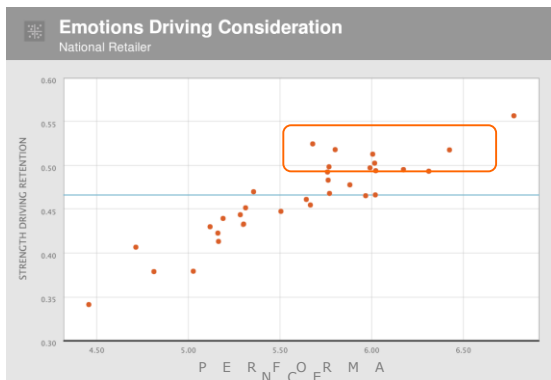
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Acquire + Monetize

Consumers most likely to become Emotionally Connected

Deliver Critical Emotions

The emotions most predicting gains in customer value for a segment

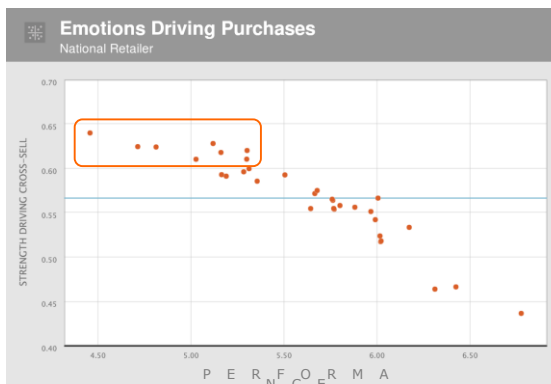


Shop First



An Indulgence

She desires an experience that makes her feel she's getting something she desires, not just something she needs.



Purchase More Often



Feel More Creative

She identifies with retailers that help her express her creative side, and enables that process through merchandise and customer experience

Example: Fashion Apparel

Retailer's Emotional Connection "Lens"

An Indulgence

Feel
More Creative



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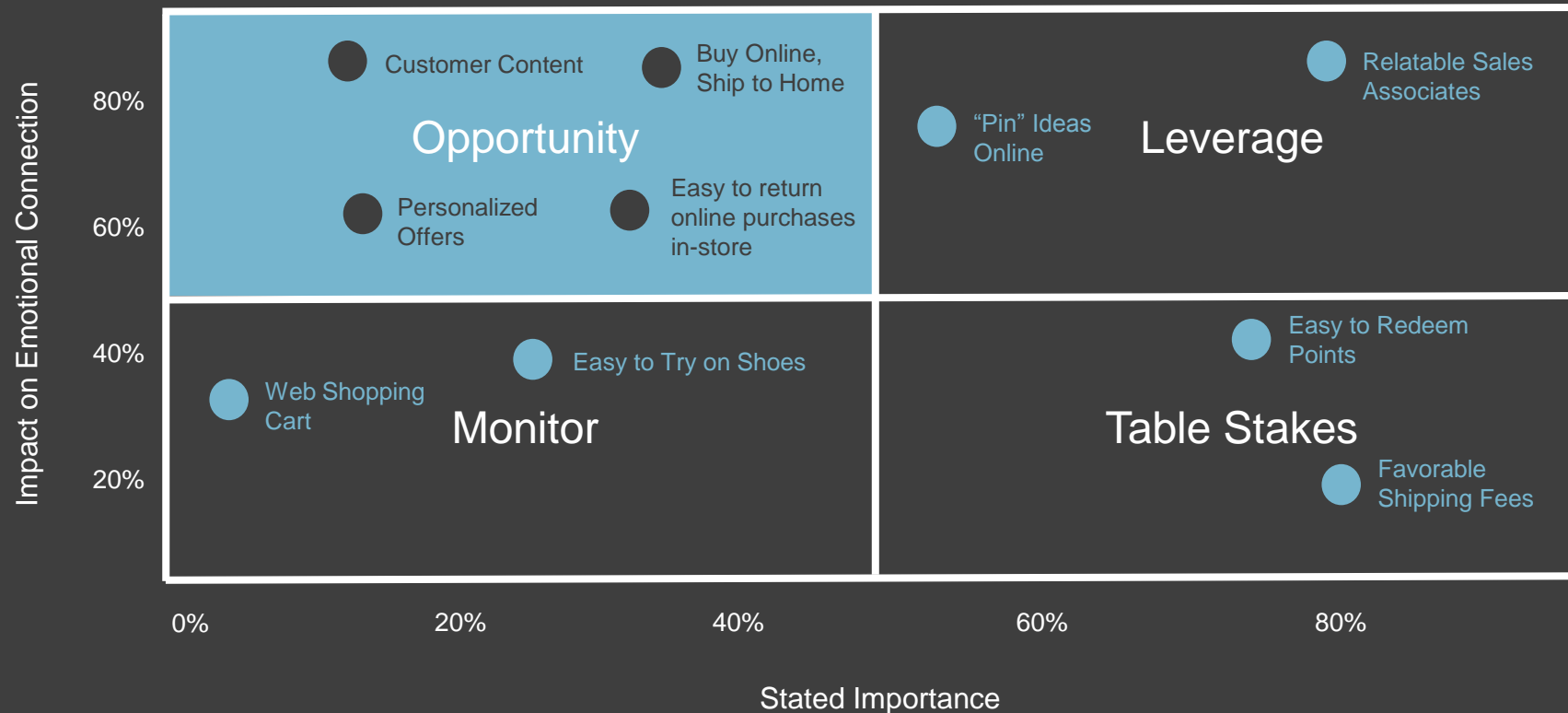
Acquire + Monetize

Consumers most likely to become Emotionally Connected



Invest In Key Touch Points

Most growing Emotional Connection across the “journey.”



Prioritize Customer Investments to Grow Emotional Connection

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Emotions that predict profitable customer behaviors.

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Touch points that grow Emotional Connection.

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Acquire + Monetize

Consumers most likely to become Emotionally Connected

ROI Example

Average values per acquired customer

	Prior Targeting	Emotional Targets	Lift
Acquisition Cost	\$9.50	\$10.25	-
Annual Margin	\$62	\$91	46%
Tenure	3.4 Years	4.1 Years	21%
Lifetime Margin	\$211	\$374	77%

Measuring Their Emotional Connection KPI

You manage what you measure

Growth in Customer Value: 2 Years

"Active" Customers	EC KPI	Attrition Rate	Annual Spend	Advocacy Rate
10.7M to 12.3M	21% to 26%	37% to 33%	\$281 to \$300	24% to 30%

- Composition of Emotionally Connected Customers
- Customized EC Lens
- Compare segments, channels, regions and competition
- Operational metric (tied to transactional data)
- Closed loop for continuous improvement

Activation

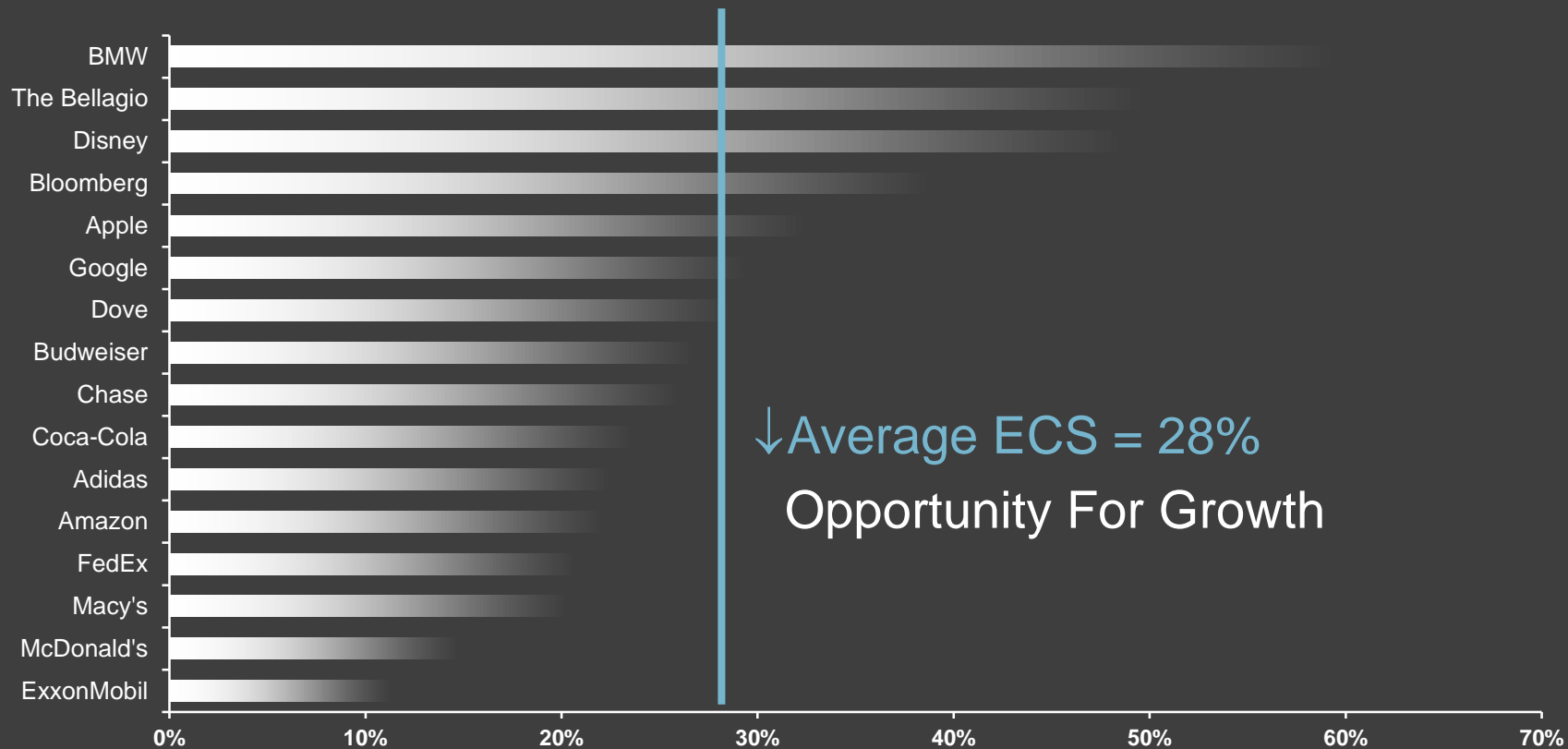
“Our company is outperforming the industry and investing in a 9 figure financial prize over five years.”

--CEO

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- Campaigns
 - Loyalty & Rewards
 - Real Estate Investments
 - Merchandise
 - Digital Targeting & Media
 - Employee Engagement



Emotional Connection Scores™ For Brands



Where is the insights opportunity to change the equation?

Companies Struggling to Achieve Top-Line Growth

Growth rate at 2%.

For Growth Strategy & Brand

Consultants
Agencies

Insights Feeds the Process

1. Invest in “strategic intelligence” on Emotional Connection
2. Tie everything to business growth strategy
3. Evaluate everything customer-facing as an investment
4. Build the business story
5. Establish KPIs

Thank You

MOTISTA.COM

Emotional Connection. The Top Line.

Most of us admire Steve Jobs and the tangible impact his "emotional connection" had on consumer behavior and, as a result, on Apple's growth and world-leading market cap.

But what does that look like for all the other companies that can't wait for the next Steve Jobs to arrive?

What Jobs did intuitively insights professionals need to accomplish within their own companies. Not just for themselves, but to empower executive leaders to "lean in on emotion" to accelerate top line growth.

This presentation will use data on Emotional Connection and walk through an actual case example to show how business and insights leaders across industries can leverage Emotional Connection to impact the top line...and feel a little bit more like Steve Jobs.