

TRANSLATING INFORMATION *TO RELEVANCE*

May 5, 2022



A REALLY PERSONAL CASE STUDY



Mrs. Lamkin, 1994

- MBA Candidate at TCU
- Guacamole Wizard
- From Arlington, TX
- 23 years old
- TX Rangers fan
- Acura hatchback owner
- Just vacationed in Cozumel



**WHAT DOES SHE
WANT FOR DINNER
ON FRIDAY NIGHT?**

A REALLY PERSONAL CASE STUDY



1,433
Friday
nights



- MBA Candidate at TCU
- Arlington, TX
- *Guacamole Wizard*
- 23 years old
- TX Rangers fan
- Acura hatchback owner
- Just vacationed in Cozumel

- CPA (retired)
- Mother of 2
- Still a *Guacamole Wizard*
- Mansfield, TX
- Swimmer, Jogger
- Dog lover
- CSM & UGA fan
- Frequents Denver, CO & Athens, GA



**WHAT IS IMPORTANT
TO MRS. LAMKIN?**

WHAT IS IMPORTANT TO MRS. LAMKIN?



How do these brands, products, and services connect with Mrs. Lamkin?

- Southwest.com
- Marriott.com
- UGA parent groups on social
- Keystonereresort.com
- Woodysgolden.com

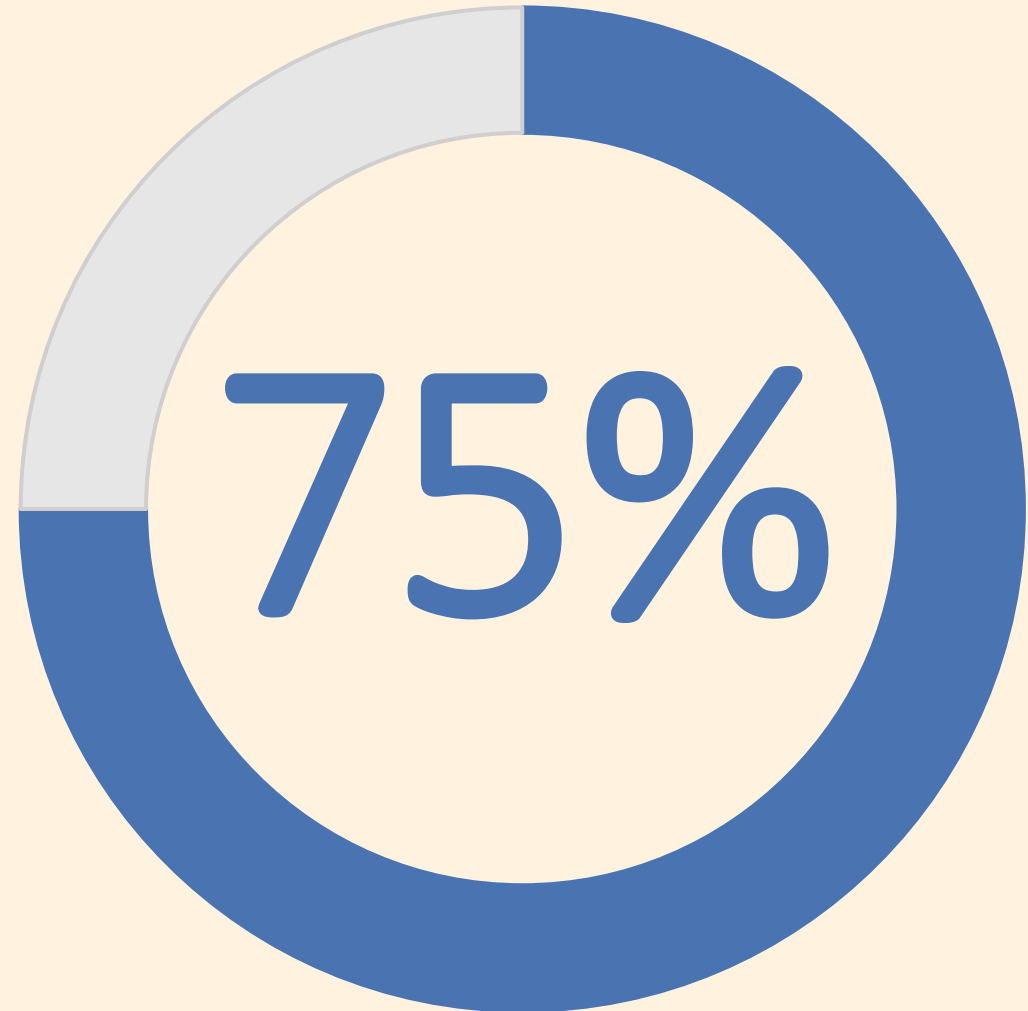


HOW DO YOU WIN TRUST?

“Around three-quarters of consumers find very detailed profiles valuable if they were used to provide a more personalized experience”

“Consumers said they evaluate multiple sources of information along their purchase journey”

“Respondents will take action from sources, media, and platforms they trust”



* Nielsen 2021 Trust in Advertising Study



**SHOW ME YOU
KNOW ME**

WHO WILL I BEGIN TO TRUST

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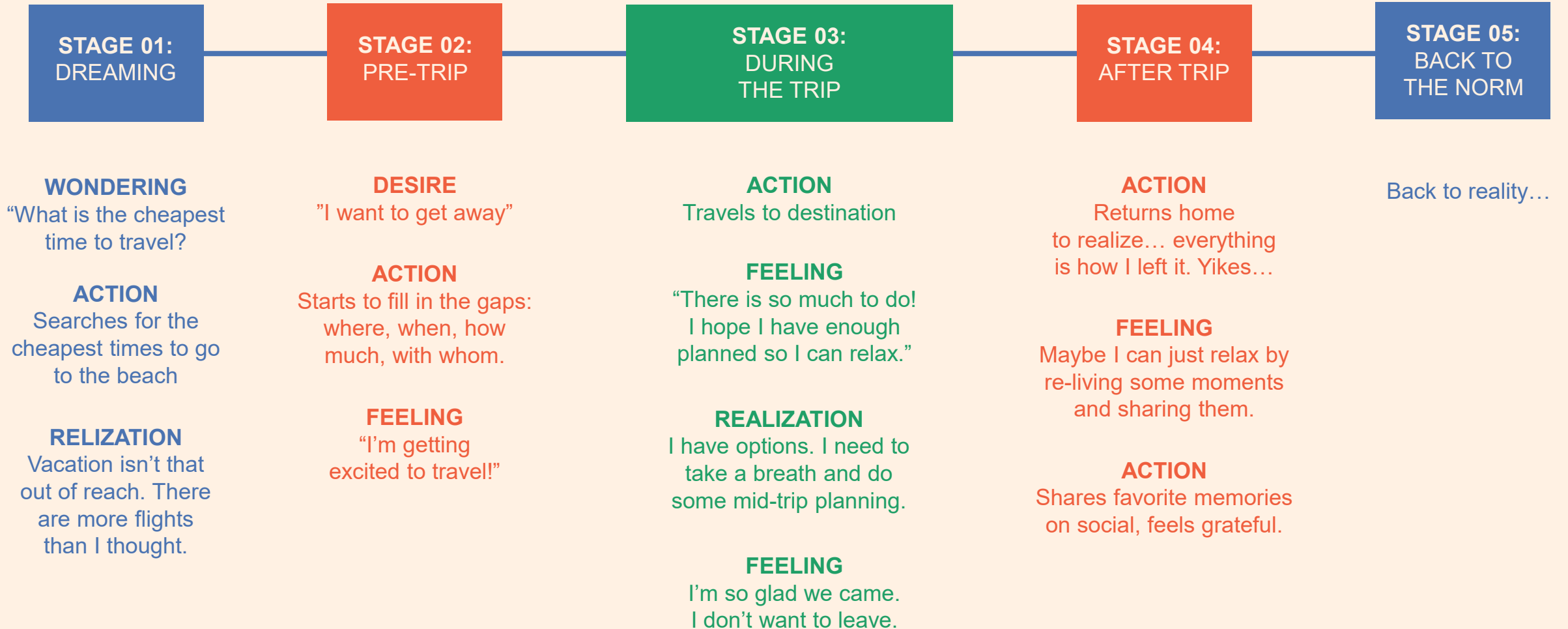
Learn more

👍 🍷 305 34 Comments 41 Shares 695 Views

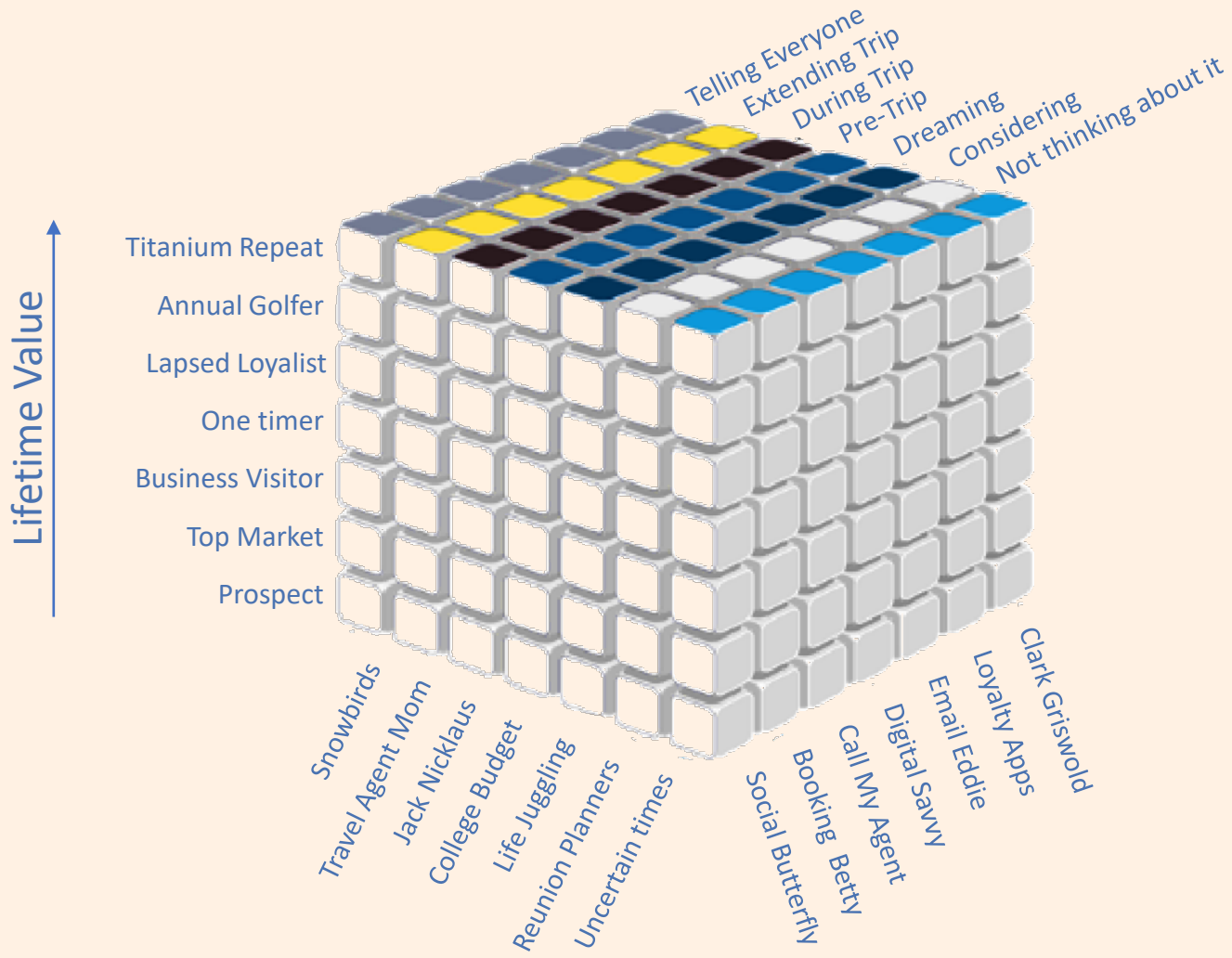


**BUILDING THE
BRIDGE TO
RELEVANCE**

THE JOURNEY PRESENTS US WITH THE OPPORTUNITY TO LEARN WHAT MATTERS



MAKING SENSE OF IT ALL WITH THE LUCKIE CUBE™



It takes understanding as many aspects of the consumer to have a relevant conversation.

At LUCKIE we look at lifetime value, customer journey, attitudes, motivators, and demographics for a robust profile.

We can intercept demand at the point of consideration for your prospects or most loyal customers to drive lifetime value higher.



IT TAKES MORE THAN KNOWING YOUR CUSTOMER TO BUILD THE RELATIONSHIP

Personalize	Create a personalized experience
Learn	Keep learning
Analyze	Constantly analyze
Predict	Understand how Mrs. Lamkin changes



GETTING TO KNOW VISITORS ONLINE AND OFFLINE

DREAMING

Social posts, site visits

PRE-TRIP

Booking on sites, attractions

Customer

Data

Platform

QR codes, site visits

DURING TRIP

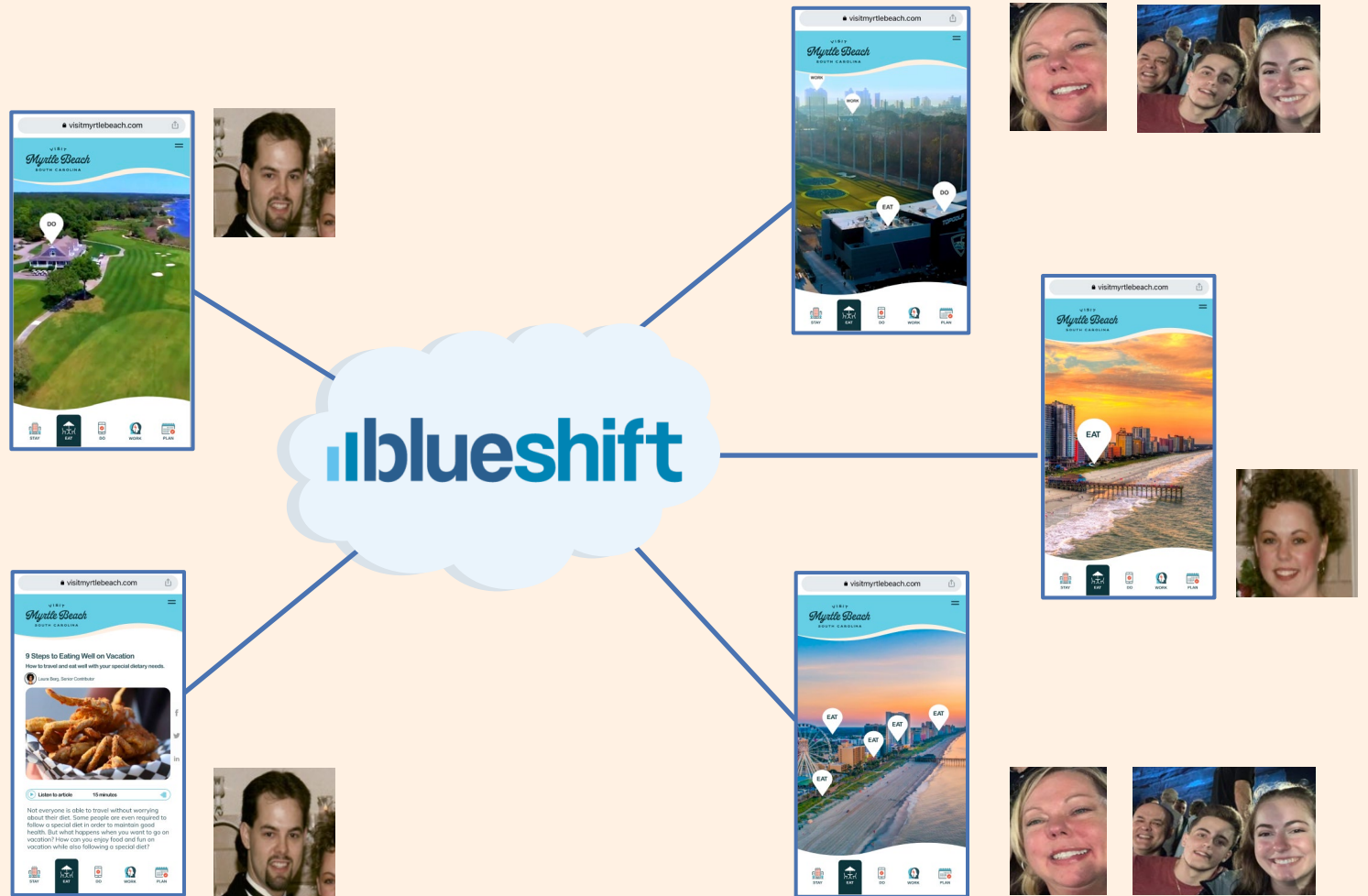
Social posts, tweets, reviews

AFTER TRIP



FUTURE GLIMPSE / PUTTING THE KNOWLEDGE TO GOOD USE

- Personalized website content
- Tailored email content
- Target future visitors with much more precision and relevance
- Create a conversation
- AI to predict what works next



What if Mrs. Lamkin already knew her options before any other destination approached her?



- Upscale dining with a view
- Golf for the boys
- Best margaritas and fajitas
- Board-n-brush
- Music festivals
- Best short-term rentals
- Best workout spots
- Pet friendly



THANK YOU!

SYSTEM ARCHITECTURE SLIDE

