



online publisher



*“Using off- and online insights
to become more relevant for consumers”*

MEET US



Patrick Verkaart

patrick.verkaart@postnl.nl

Manager Productdevelopment & Pricing



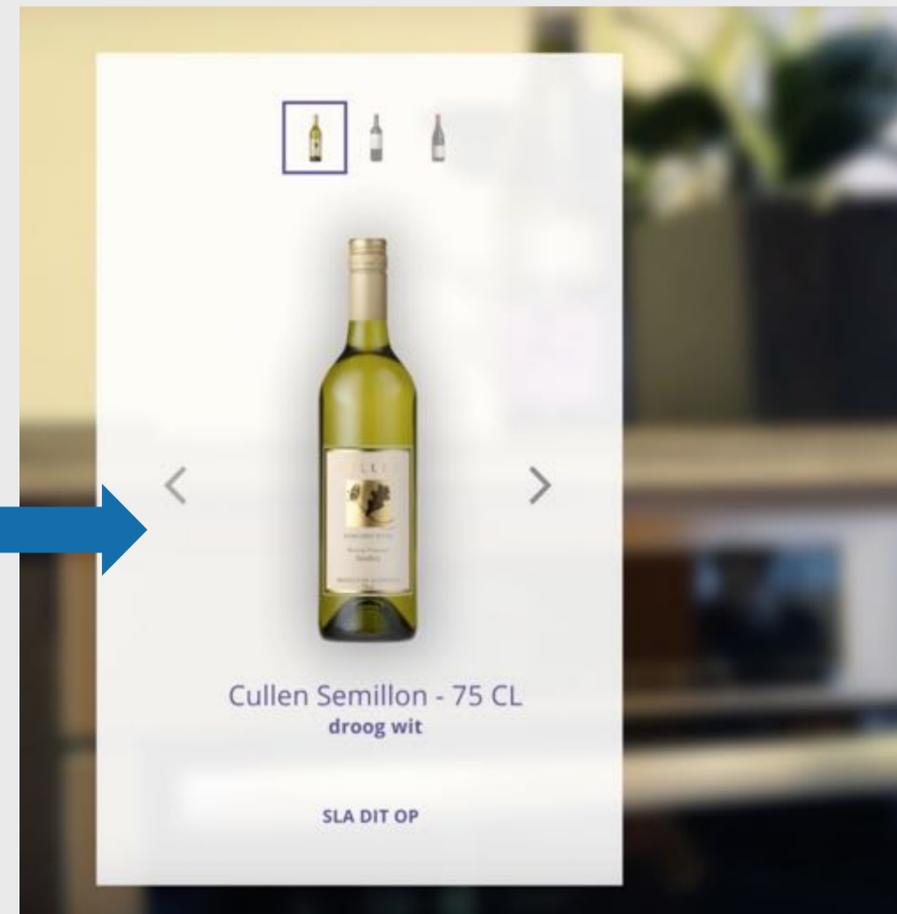
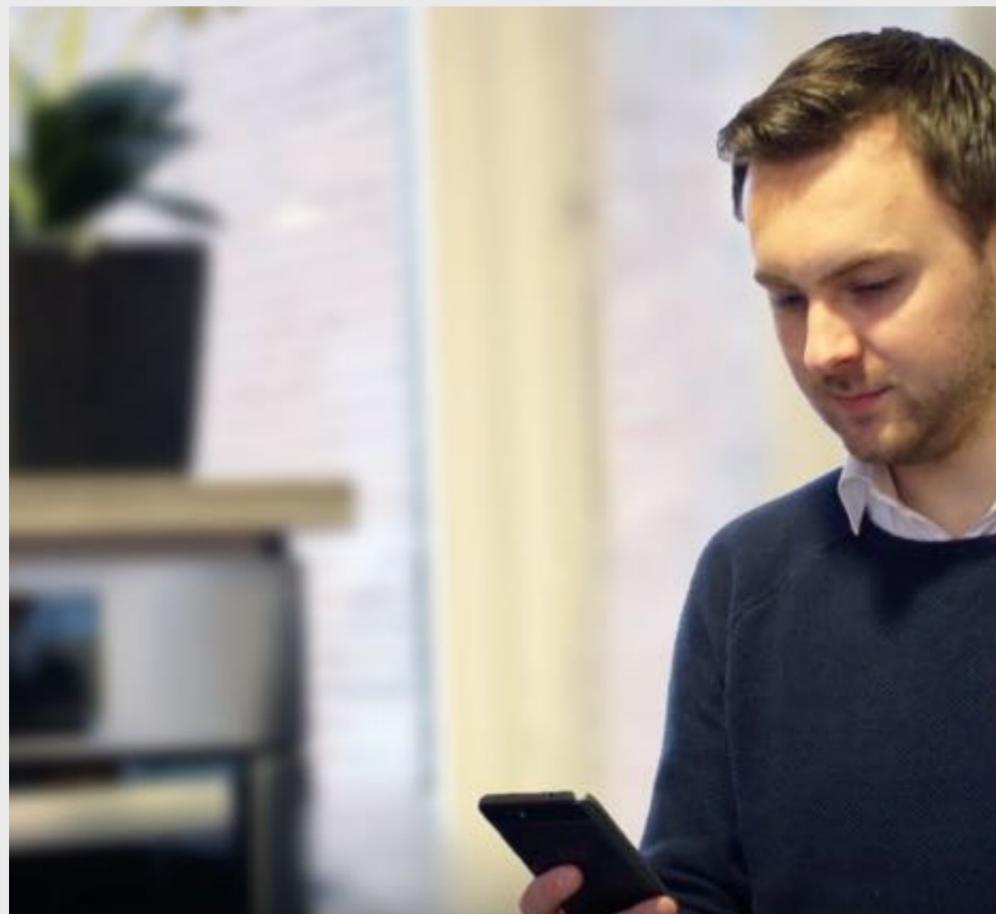
Nick Steggink

n.steggink@onlinepublisher.nl

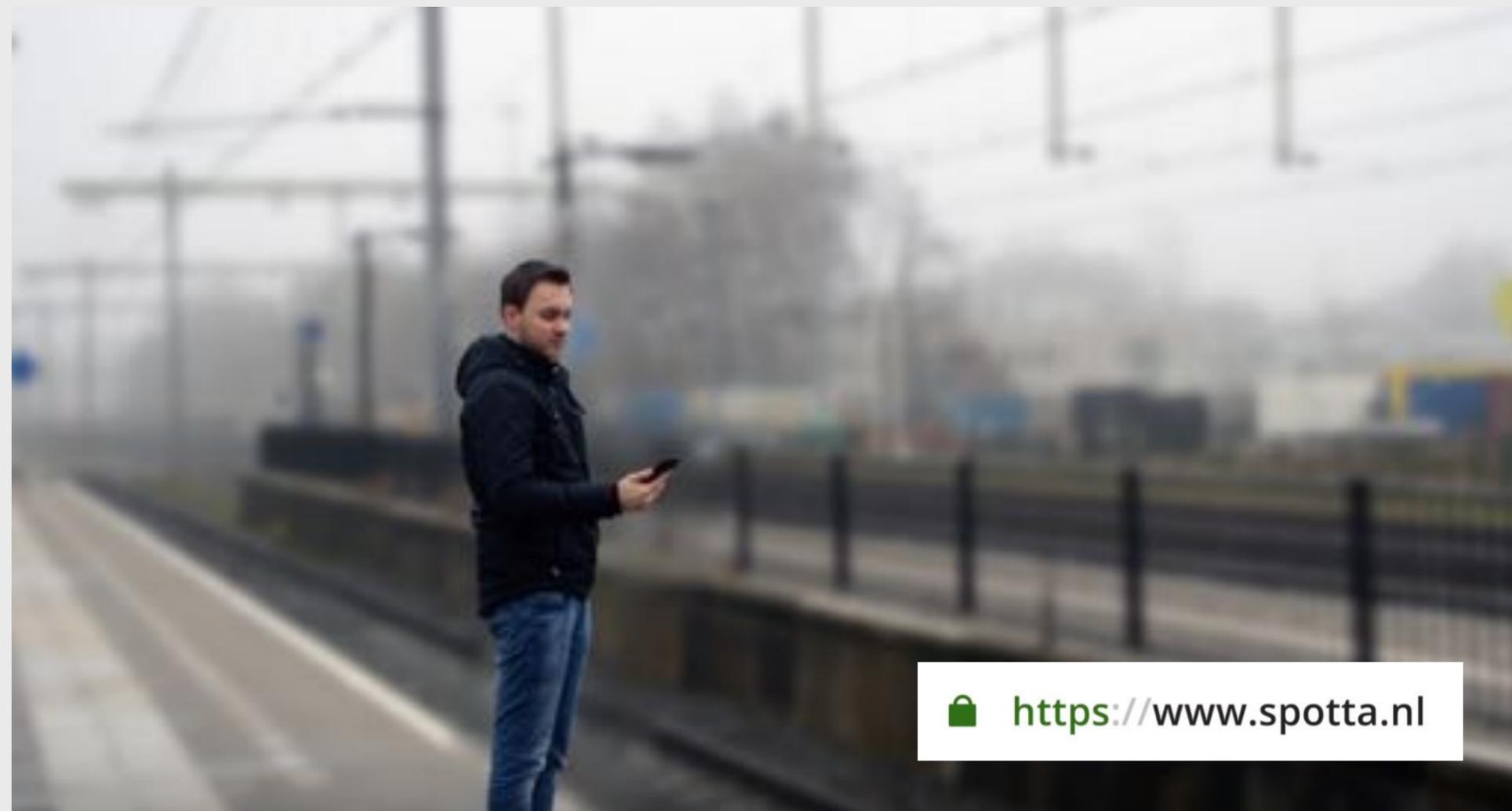
Doordrop Expert



Spotta's world of doordrop - meet **Christian**



Spotta's world of doordrop



 <https://www.spotta.nl>



Verf acties

Recent ↓

Bouwmarkt A



40% Op alles van Flexa.

OPSLAAN 

Bouwmarkt B



25% Op muurverf van Alabastine

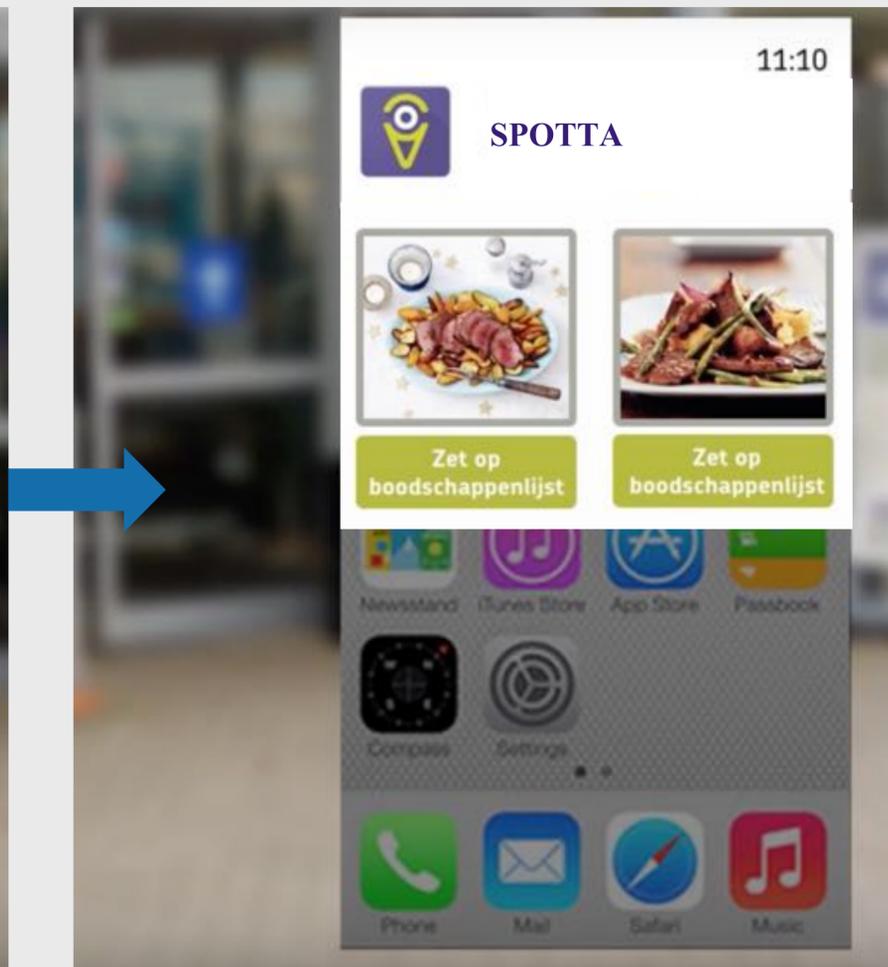
OPSLAAN 

+ Ik wil een fysieke folder ontvangen

Christian



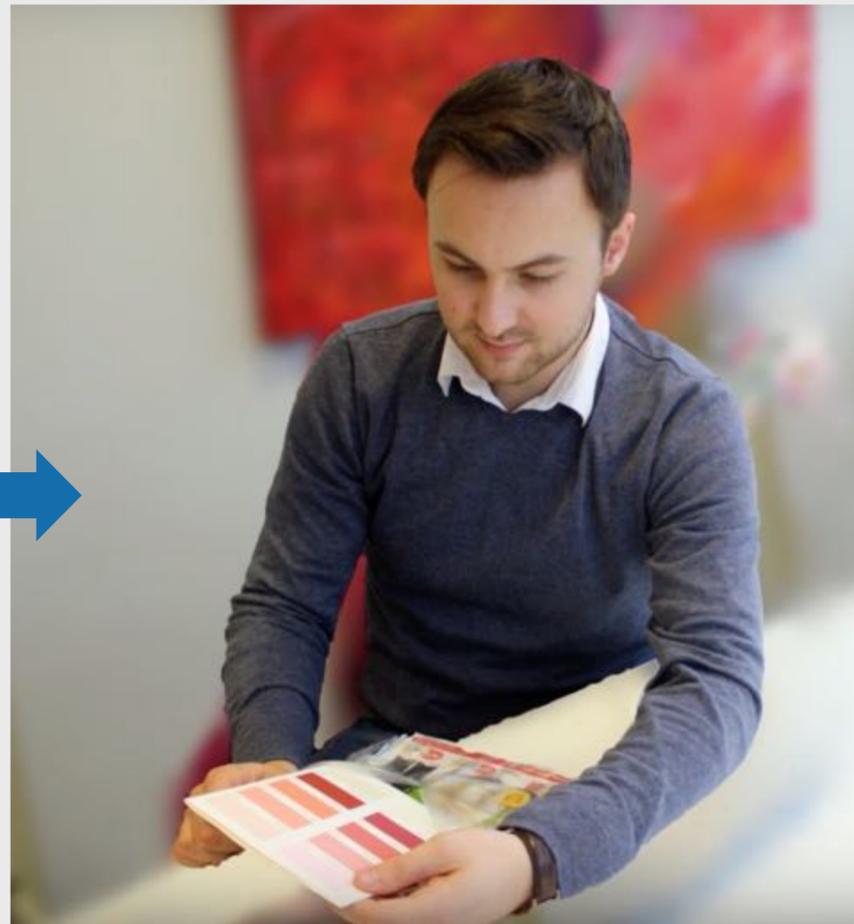
Spotta's world of doordrop



Christian



Spotta's world of doordrop



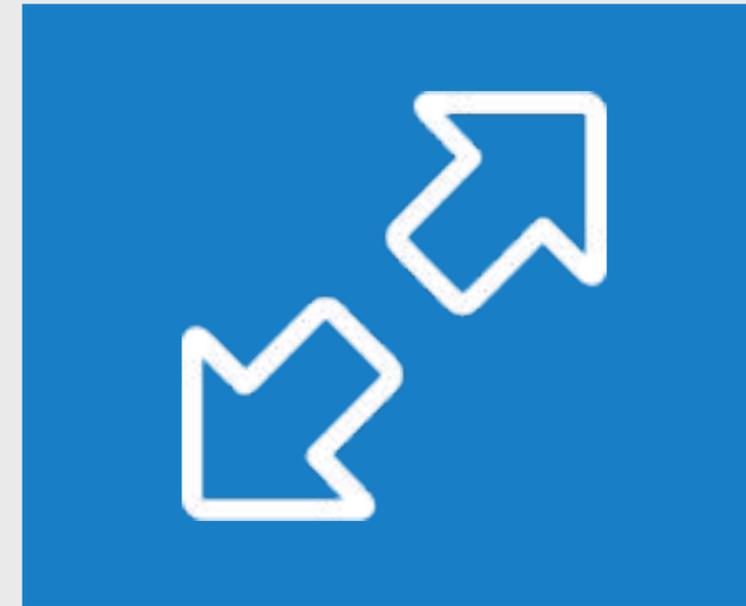
Christian



Spotta's world of doordrop



=



qualitative reach

&



offline and online



Consumer



Door-to-door popular



Online + offline



Relevance is key!



Advertiser



Media mix:
trial and error



Marketing
accountability



Increasing power
manufacturers



Competition



New Entrants on door-to-door market



Start-ups

Government



More expensive postmen



Opt-in regulation on
doordrop

Opt-in regulation

Status opt-in regulation

Possible introduction 1/1/2018

Lawsuit

Catalyst to become more relevant

Advertisers expect high impact

Door-to-door: revenue engine

Test with alternative media

Consumer is not negative

Rural versus urban

Old versus young



Opt-in regulation

Impact opt-in regulation

Medium / Channel	D2D	Online platform (only)	Neither D2D of online platform
Current situation	75%	7%	18%
Scenario: Opt-in	52%	23%	25%

Total reach

82%

75% (-7%)



Short term – Our reaction



Collaboration



Preparation



Product development

Personalized mailbags

38 advertisers

Negative → high costs and cannibalisation

Positive → Additional reach

5.000 consumers

+29% traffic (intention)

+28% conversion (intention)



Personalized mailbags

Impact personalized mailbags

Medium/ channel	D2D	Personalized mailbags	Online platform (only)	Neither
Current situation	75%	nvt	7%	18%
Scenario: Opt-in	52%	nvt	23%	25%
Scenario: Opt-in and personalized mailbags	33%	42%	12%	13%

Total reach

82%

75% (-7%)

87% (+5%)



Long term – Our vision

Door-to-door

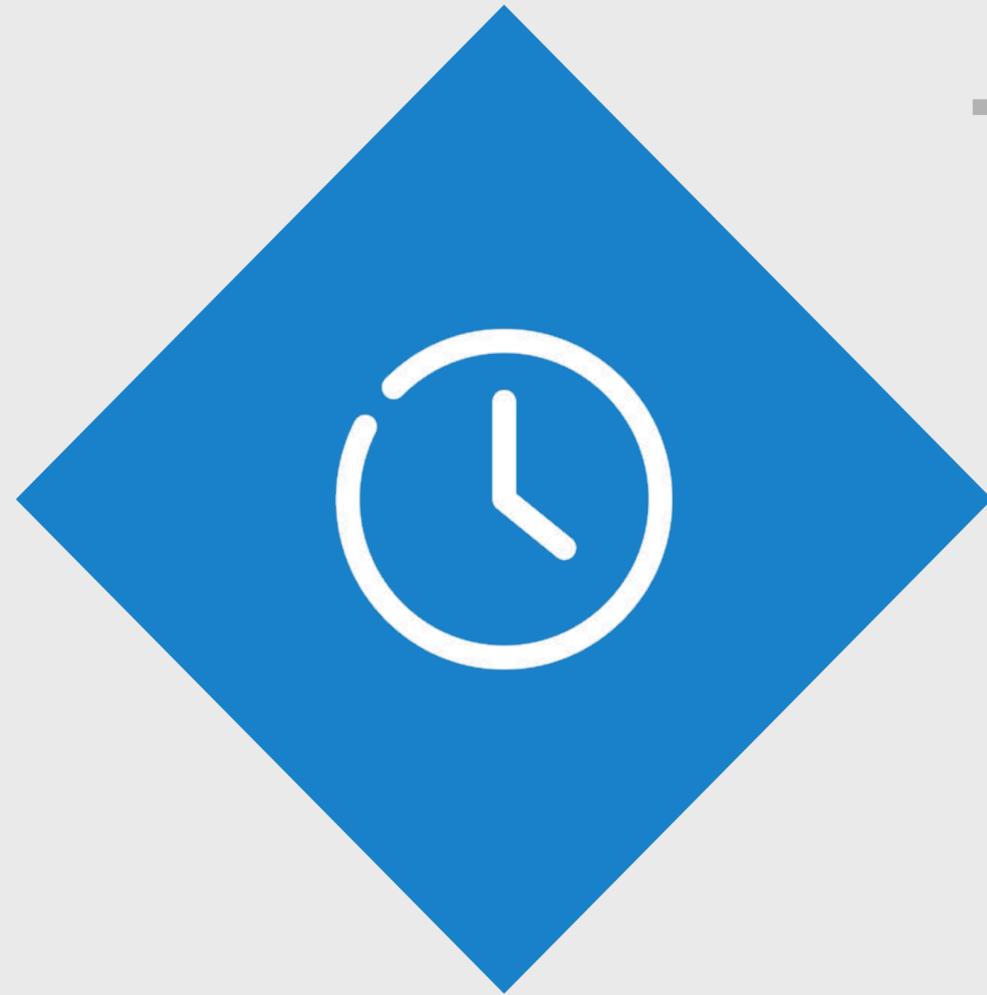
Targeted media

Data / Insights

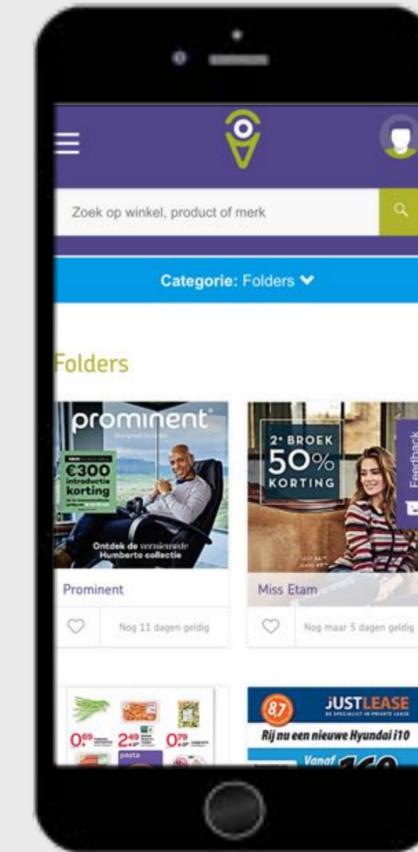
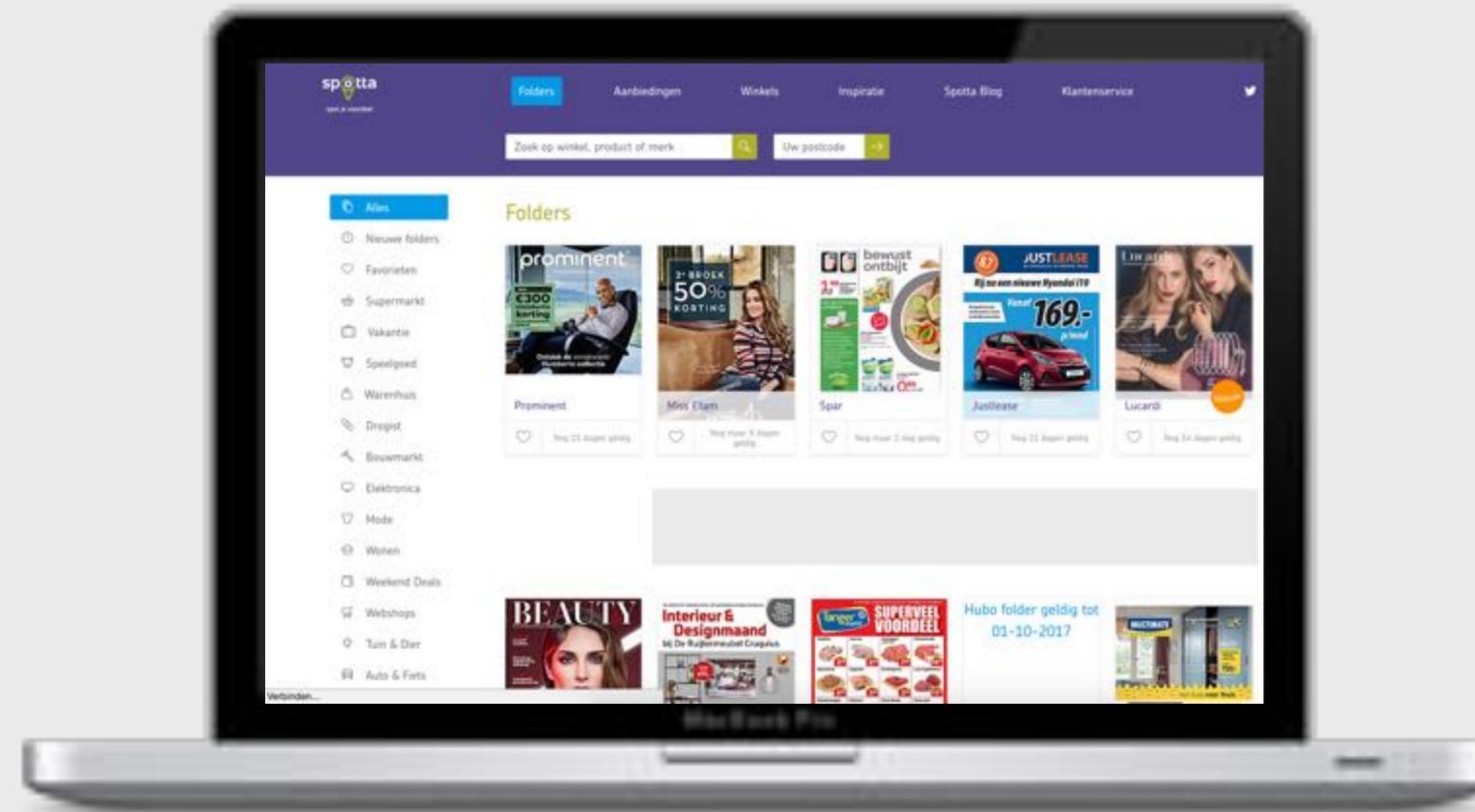


Long term – Our vision

Conclusion: Using off- and online insights to become more relevant for consumers



New Spotta.nl platform



HEART & BRAINS



SPOTTA.NL BRAIN

| Profile behavioural data

| Offline data

| Reading behaviour

| External data



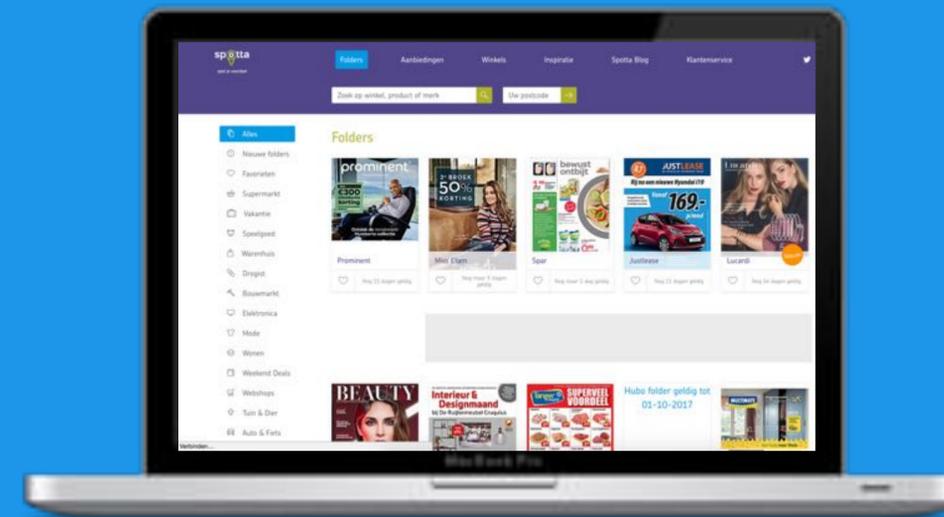
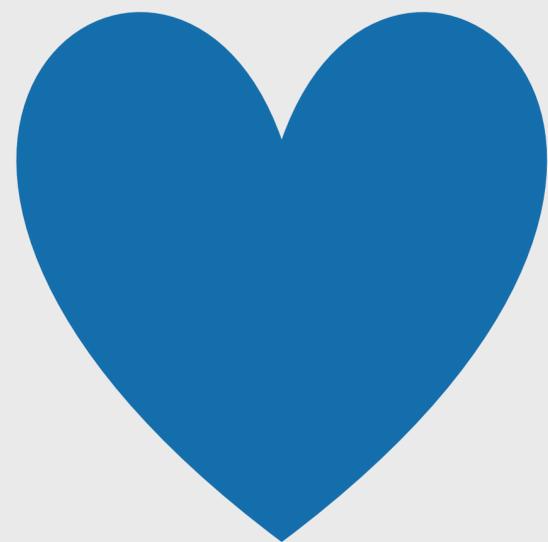
DATA MEETS HEART

- | Data = Reach
- | Data = Relevance
- | Data = Activation
- | Data = Turnover



DATA + HEART MEETS

RETAILER

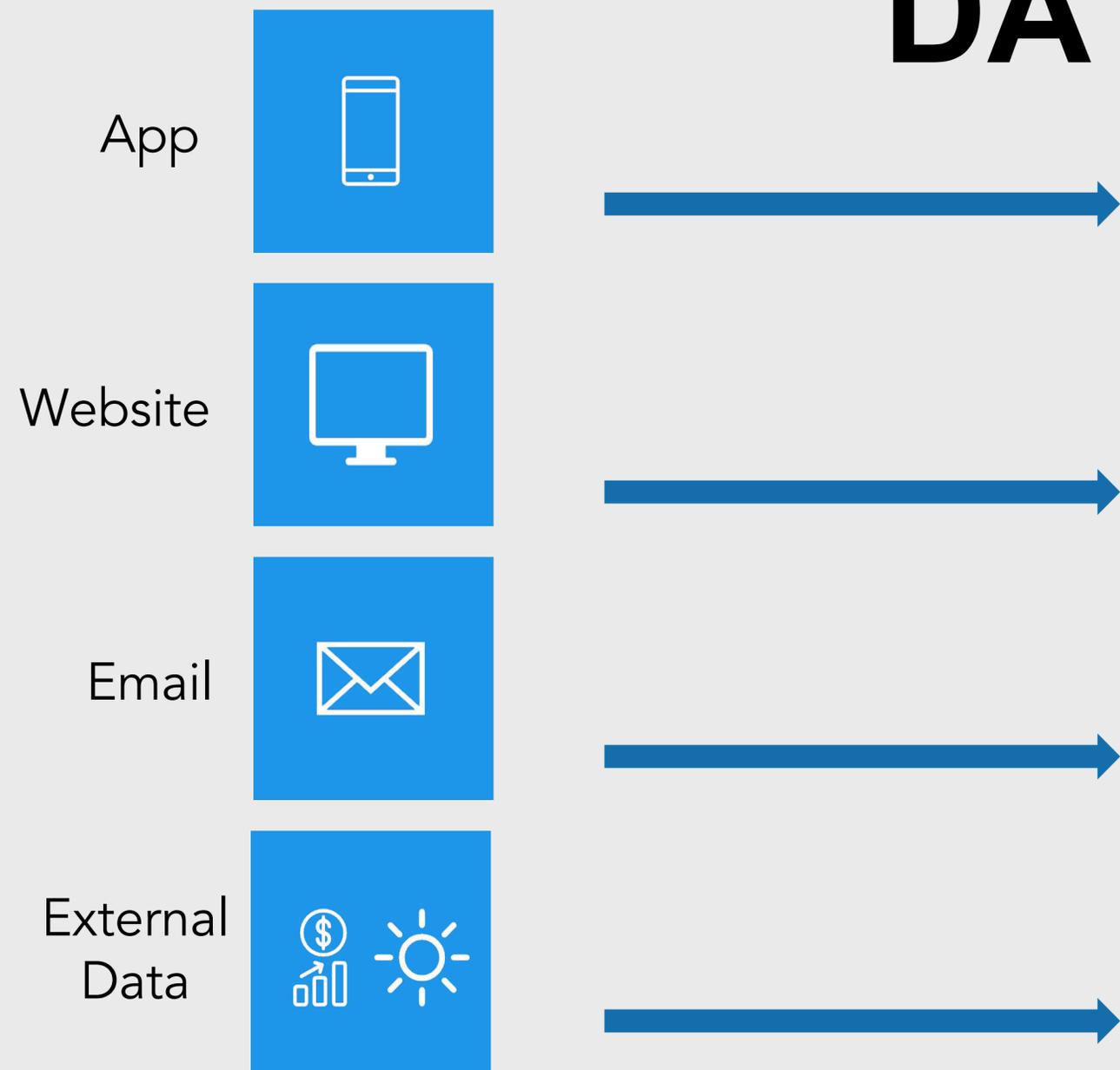


Online - doordrop



Offline - doordrop

DATA = PROFILES



Christian
Visits Spotta at the beginning of the week around **13:00 hour** at his house & at his football club in the weekends

A customer profile within Datatrics

Christian



✉ christian@hotmail.com

🎂 1968-07-06

📍 Utrecht

Customertype: Economic

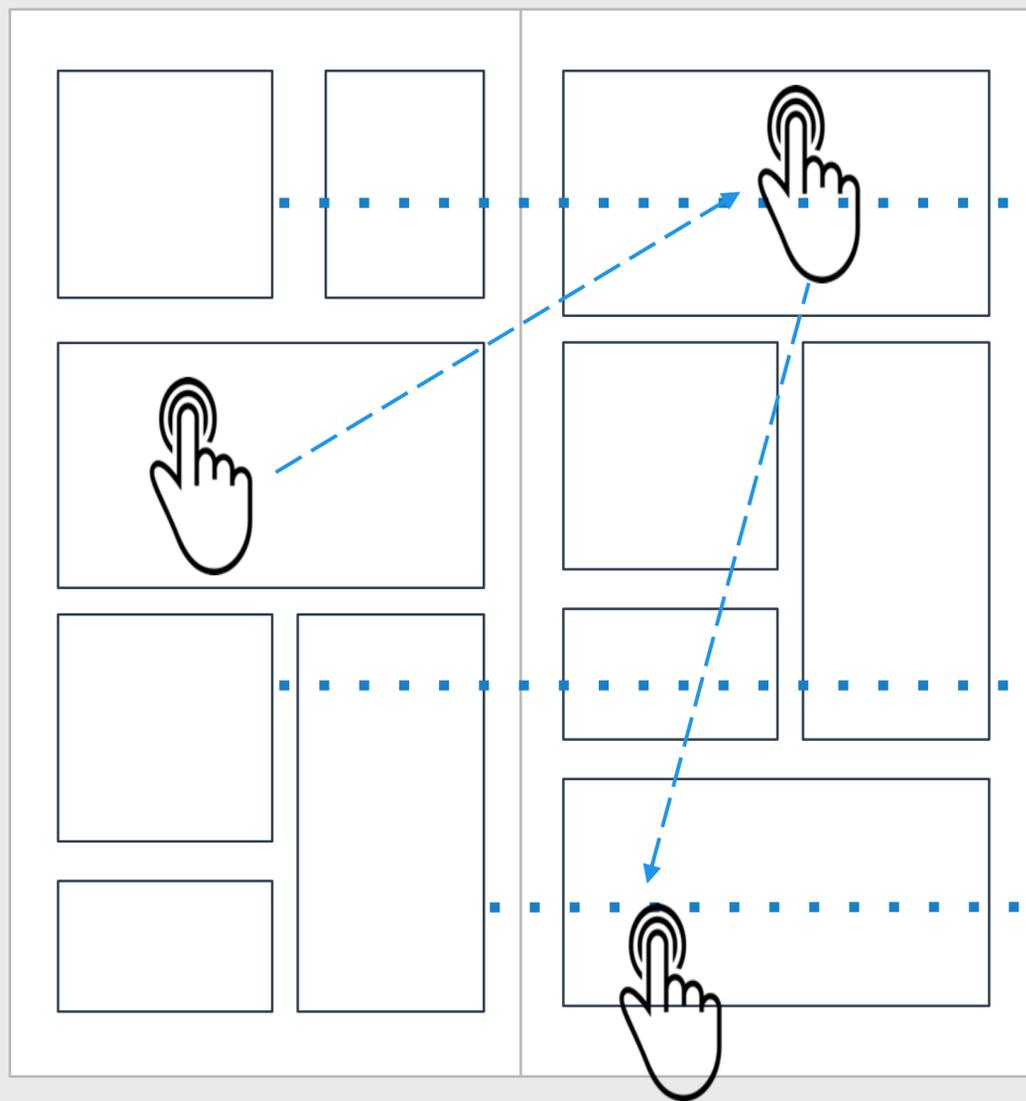
Buyingfase: Compare

Persuasion type: Authority

Contact moment: Sunday, 13 o'clock

Engagement: 21 %

Measure every **click**



CTA

Product

Review

CLASSIFY ALL
BEHAVIOR AND CONTENT



Tag

- # persuasion type
- # page type
- # content type
- # product category
- # shopping basket
- # product details



Behavior

- Timestamp
- Zooms/Clicks
- Referral
- Landing & exit page
- Social
- Pop-up



In 2017

We know from **EVERY** users

its interests & preferences

We even know that
visitors

21.203

9.231

are looking for toothpaste
visitor were looking for Prodent

and for Colgate **4.728**

In 2017

Offline
targeting

Online
retargeting at
Spotta.nl

Online
retargeting
outside
Spotta.nl

Retargeting
Cross-sell
offers

Exchange cash
data & Spotta
data

Enrich postal
code data

In store
pushmessages

Dynamic pricing



Monday 09:00



Monday 16:02

Personalized boxes based on **behaviour**

Christian



Recommended product

Bosch GSR 18-2-LI Plus Drill Driver

Now on sale for only €224,99

[Order now!](#)



Recommended product

DisplayPort / HDMI Cable 0.15 m Black

Only 3 items left in stock

[Order now!](#)



Subscribe to newsletter

Subscribe to newsletter and get €5 discount

[Subscribe now](#)



Personalized leaflets

Christian



Cover A



Cover B

Spotta.nl helps offline **distribution**

Personalized
mailbags

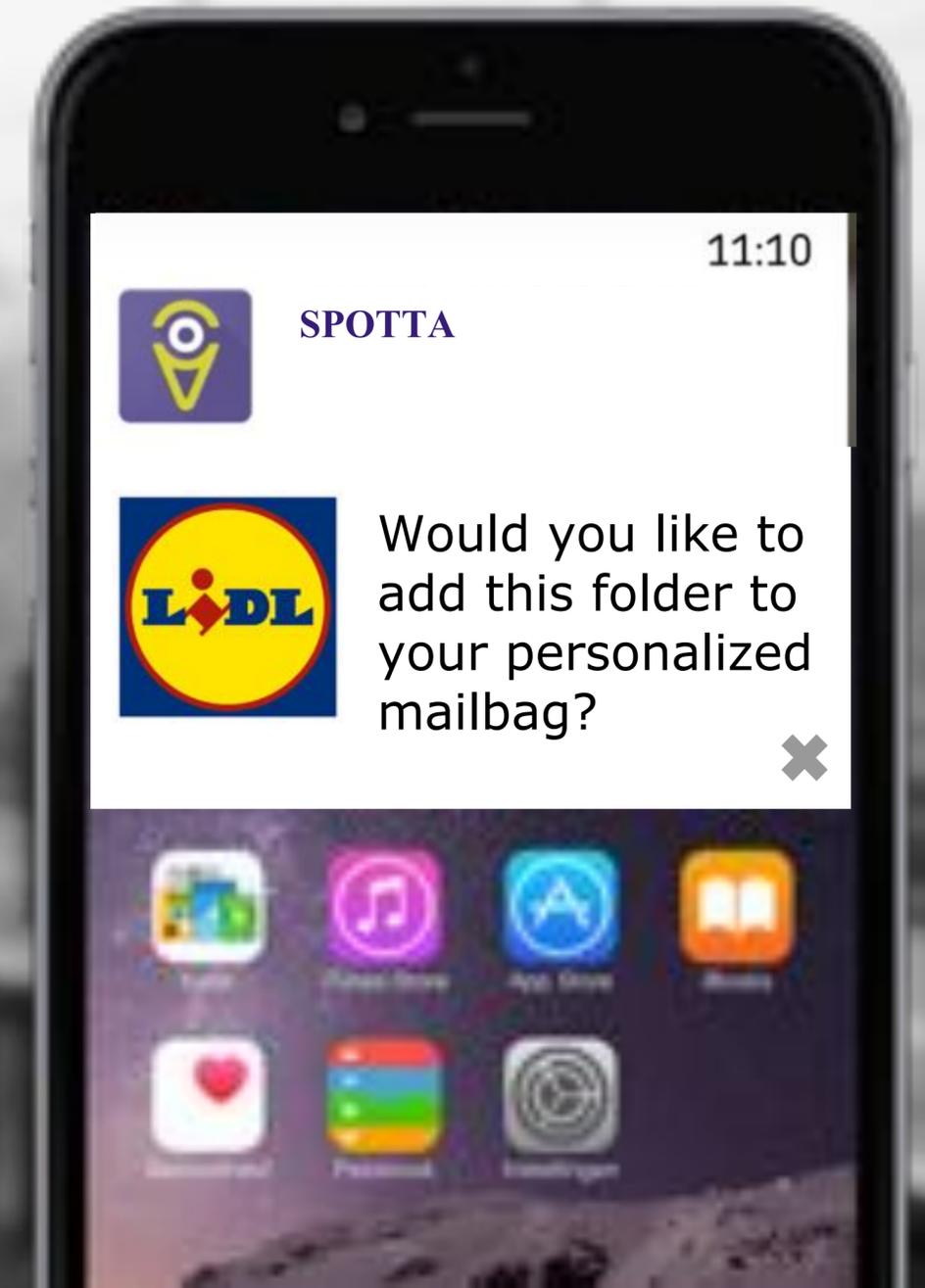
Optimization
distribution



Personalized mailbags

Personalized
mailbags

People who looked at a doordrop from retailer X get a notification if they want to receive the doordrop in their personalized mailbag.

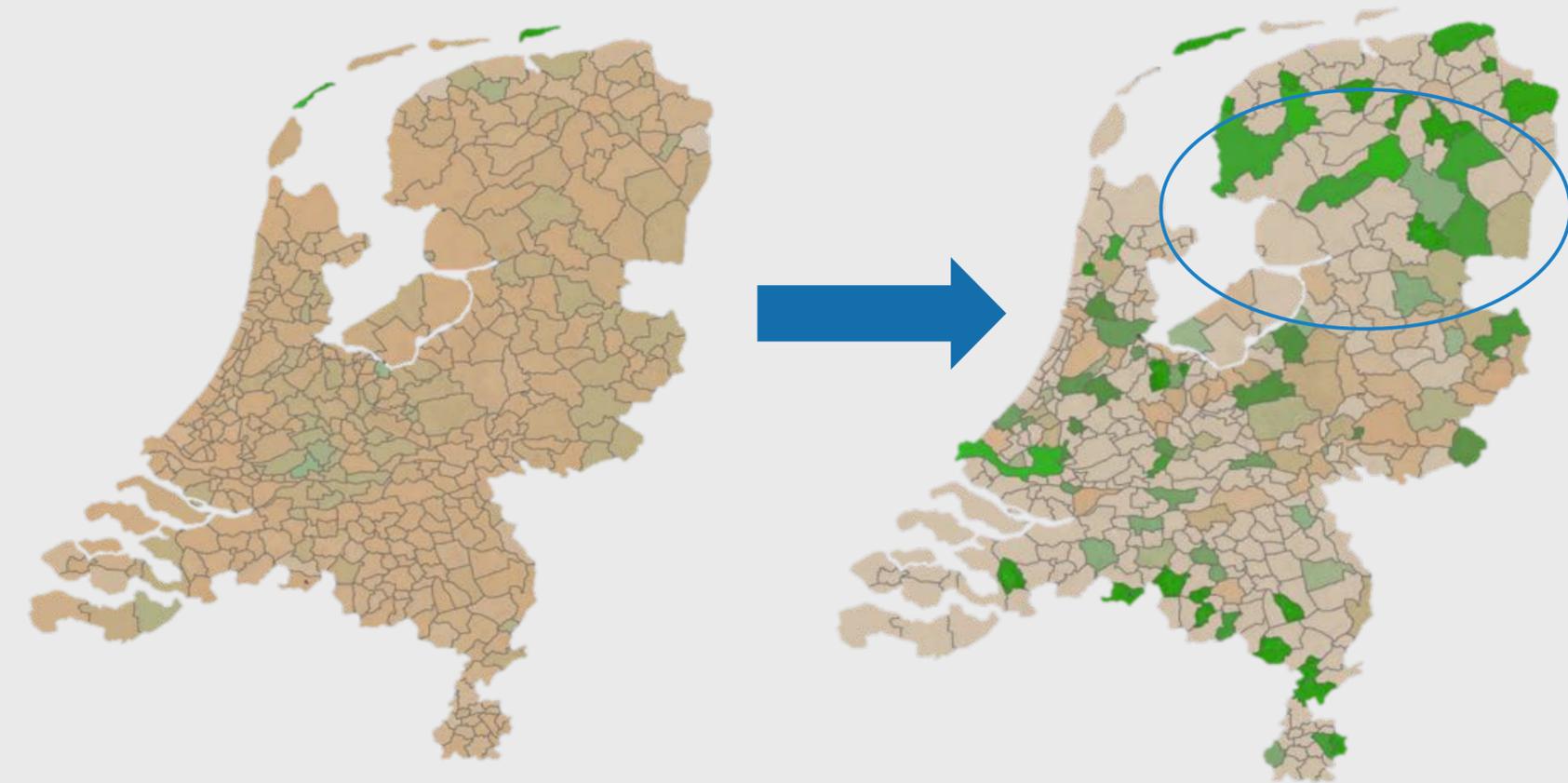


Optimize **distribution**

Identify online where your audience is. Spotta.nl delivers location data, based on postal codes.

This data helps the retailer to optimize their distribution plan

Optimization
distribution



*fictief/voorbeeld

Take *aways*

1. Society is changing and the consumer is in charge. We have to accept that!
1. Relevance is key. Relevance in how, what and when you communicate with consumers!
1. Doordrop media has a future, but we have to innovate - online and offline!
1. Use data cross-channel to get the right message to the right people!

More questions?



Patrick Verkaart

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Nick Steggink

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Doordrop Expert

