



**WHY DO WE NEED
ANALYTICS & PERSONALIZATION?
- AN EXEMPLARY CASE -**

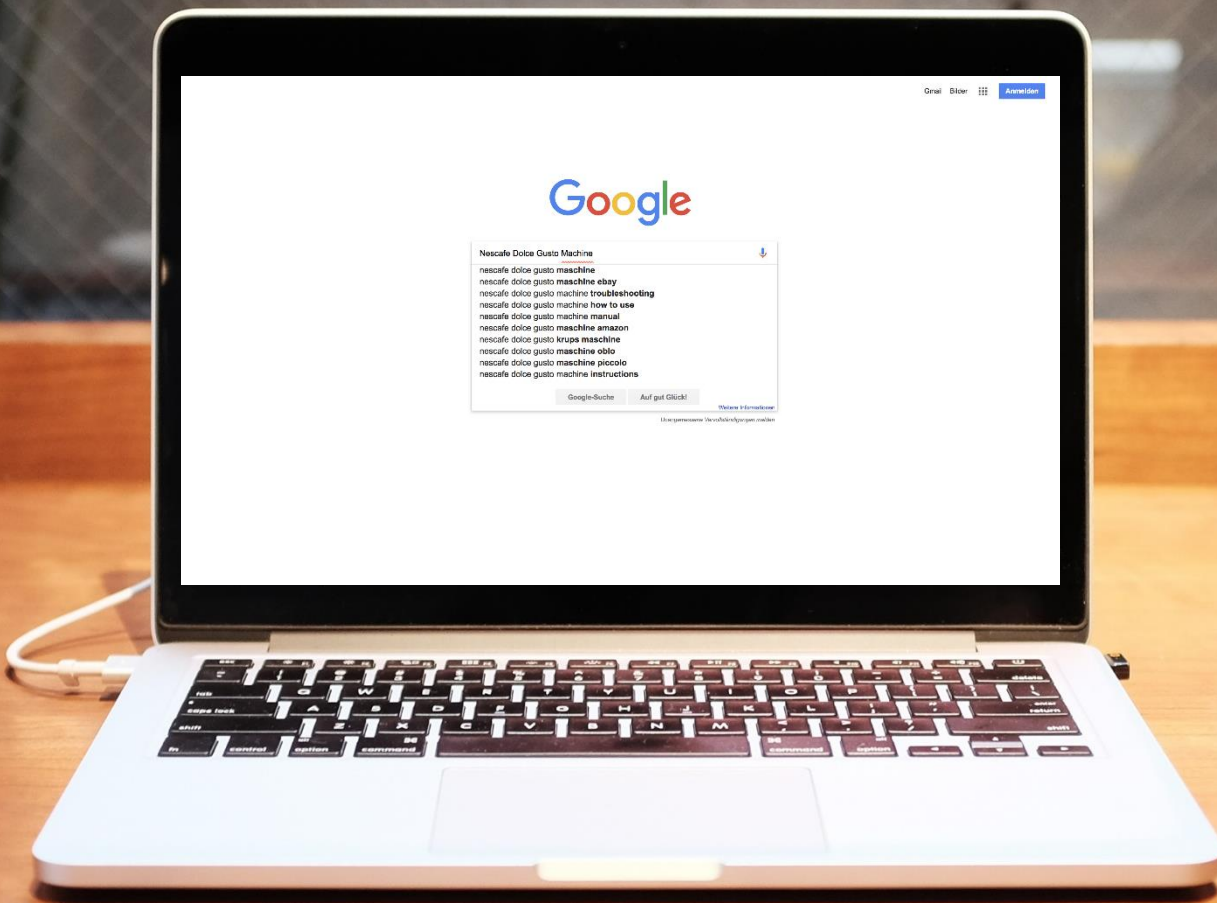
COFFEE IS NOT JUST BLACK



THIS IS LISA...

- Just a few weeks before christmas she needs a gift for her parents
- Their old coffee machine is broken and Lisa thinks about giving them a new one for christmas
- She likes the NESCAFÉ® Dolce Gusto® machines with their extraordinary designs and forms
- At Google she searches for a NESCAFÉ® Dolce Gusto® machine and visits the online shop to get further information



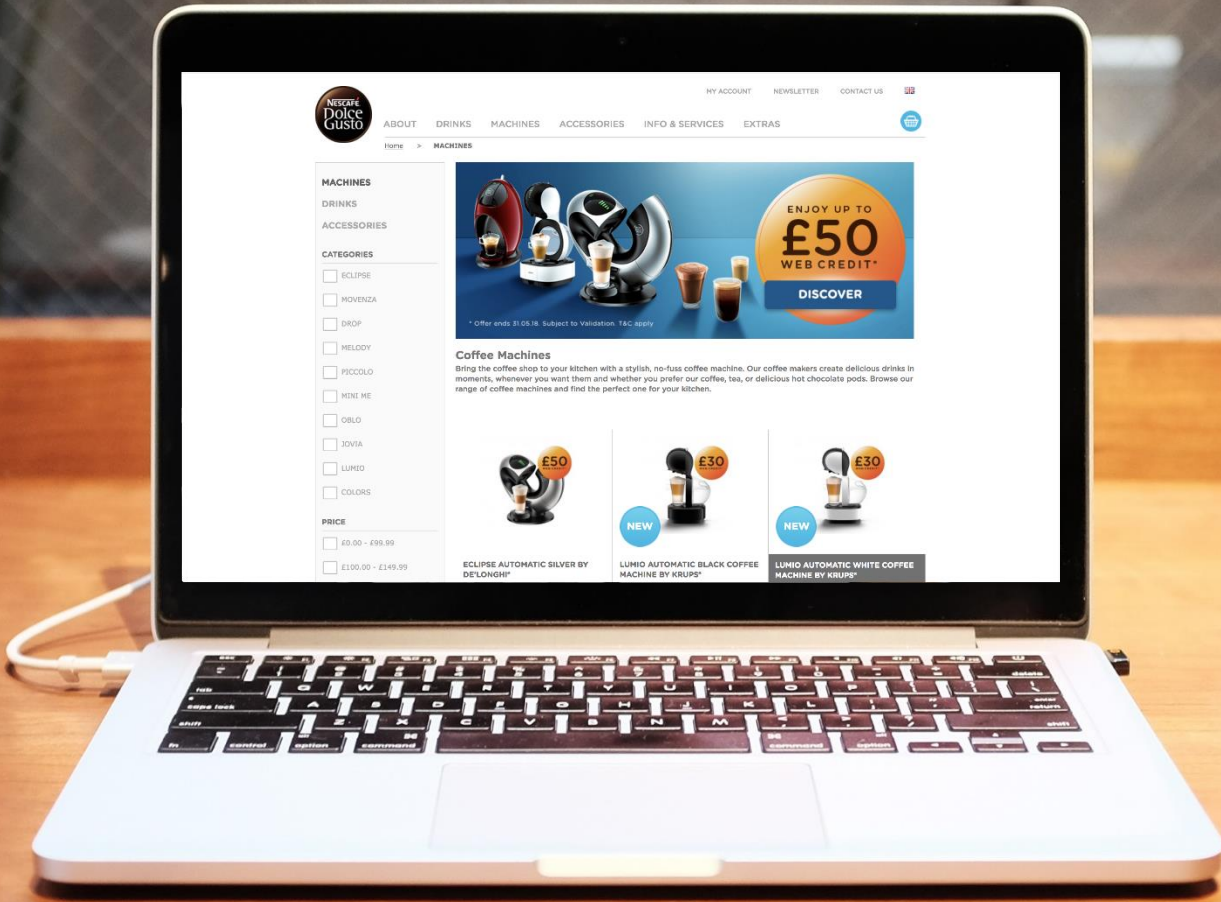


Google

Nescafe Dolce Gusto Maschine

- nescafe dolce gusto maschine
- nescafe dolce gusto maschine ebay
- nescafe dolce gusto machine troubleshooting
- nescafe dolce gusto machine how to use
- nescafe dolce gusto machine manual
- nescafe dolce gusto maschine amazon
- nescafe dolce gusto krups maschine
- nescafe dolce gusto maschine oblo
- nescafe dolce gusto maschine piecele
- nescafe dolce gusto machine instructions

11 von 11 Ergebnissen anzeigen



- MACHINES**
- DRINKS
- ACCESSORIES
- CATEGORIES
- ECLIPSE
 - MOVENZA
 - DROP
 - MELODY
 - PICCOLO
 - MINE ME
 - OBLO
 - SOVIA
 - LUMIO
 - COLORS
- PRICE
- £0.00 - £99.99
 - £100.00 - £149.99

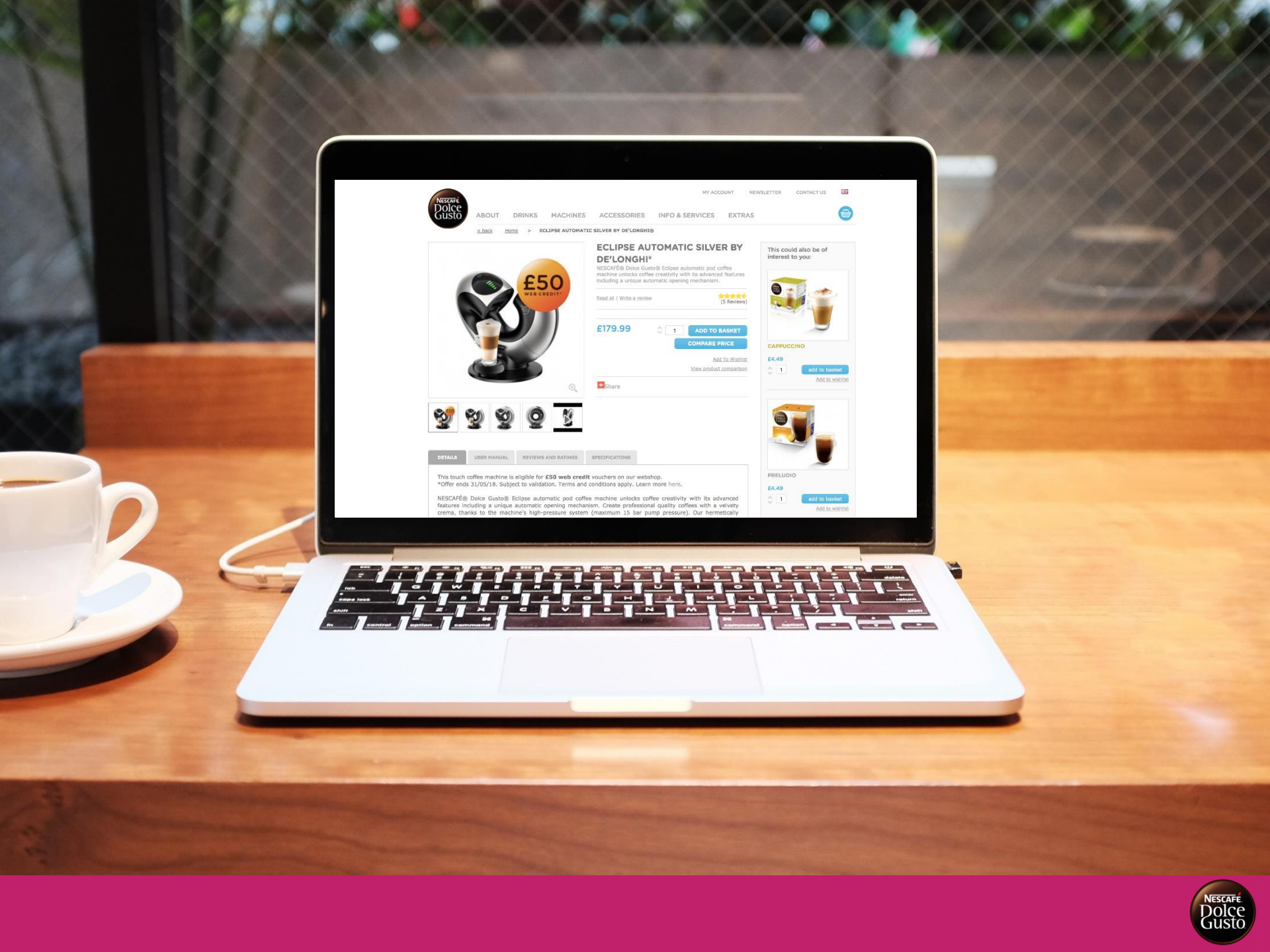
ENJOY UP TO
£50
WEB CREDIT*

DISCOVER

* Offer ends 31.05.18. Subject to Validation. T&C apply.

Coffee Machines
Bring the coffee shop to your kitchen with a stylish, no-fuss coffee machine. Our coffee makers create delicious drinks in moments, whenever you want them and whether you prefer our coffee, tea, or delicious hot chocolate pods. Browse our range of coffee machines and find the perfect one for your kitchen.

 £50	 £30 NEW	 £30 NEW
ECLIPSE AUTOMATIC SILVER BY DE'LONGHI®	LUMIO AUTOMATIC BLACK COFFEE MACHINE BY KRUPS®	LUMIO AUTOMATIC WHITE COFFEE MACHINE BY KRUPS®



< back Home > ECLIPSE AUTOMATIC SILVER BY DE'LONGHI®



ECLIPSE AUTOMATIC SILVER BY DE'LONGHI®

NESCAFÉ® Dolce Gusto® Eclipse automatic pod coffee machine unlocks coffee creativity with its advanced features including a unique automatic opening mechanism.

Read all | Write a review ★★★★★ (5 Reviews)

£179.99 [ADD TO BASKET](#)

[COMPARE PRICE](#)

[Add To Wishlist](#)

[View product comparison](#)

[Share](#)



[DETAILS](#) [USER MANUAL](#) [REVIEWS AND RATINGS](#) [SPECIFICATIONS](#)

This touch coffee machine is eligible for **£50 web credit** vouchers on our website. *Offer ends 31/05/18. Subject to validation. Terms and conditions apply. Learn more here.

NESCAFÉ® Dolce Gusto® Eclipse automatic pod coffee machine unlocks coffee creativity with its advanced features including a unique automatic opening mechanism. Create professional quality coffees with a velvety crema, thanks to the machine's high-pressure system (maximum 15 bar pump pressure). Our hermetically

This could also be of interest to you:



CAPPUCCINO

£4.49 [add to basket](#)

[Add to wishlist](#)



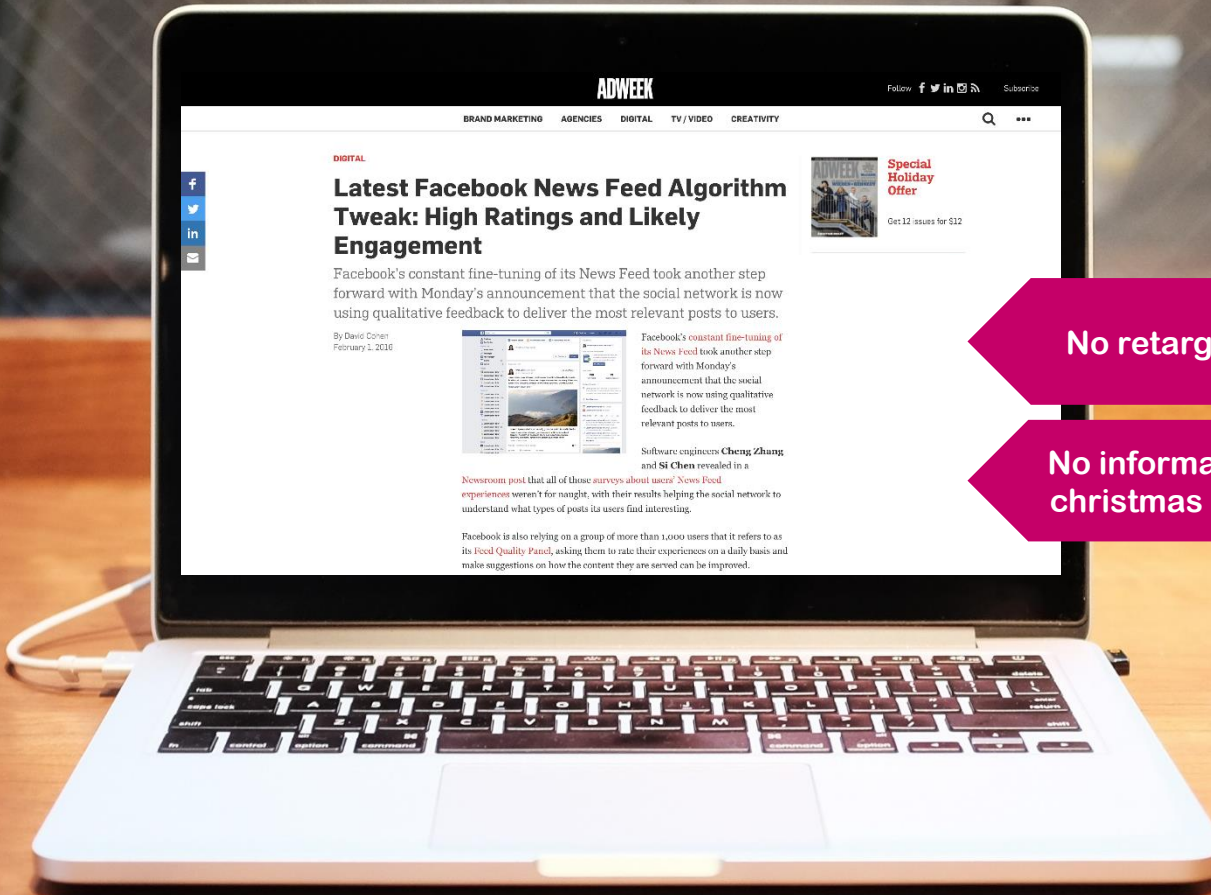
PRELLIDIO

£4.49 [add to basket](#)

[Add to wishlist](#)

01

WITHOUT
ANALYTICS &
PERSONALIZATION



DIGITAL

Latest Facebook News Feed Algorithm Tweak: High Ratings and Likely Engagement

Facebook's constant fine-tuning of its News Feed took another step forward with Monday's announcement that the social network is now using qualitative feedback to deliver the most relevant posts to users.

By David Cohen
February 1, 2016

Special Holiday Offer
Get 12 issues for \$12



Newsroom post that all of those surveys about users' News Feed experiences weren't for naught, with their results helping the social network to understand what types of posts its users find interesting.

Facebook is also relying on a group of more than 1,000 users that it refers to as its Feed Quality Panel, asking them to rate their experiences on a daily basis and make suggestions on how the content they are served can be improved.

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Software engineers **Cheng Zhang** and **Si Chen** revealed in a

No retargeting ads

No information about christmas promotion

FEW DAYS LATER...

- Lisa is online again and surfs the internet
- On the websites and social networks she visits there are no ads from NESCAFÉ® Dolce Gusto®
- For christmas NESCAFÉ® Dolce Gusto® has a gift promotion but unfortunately Lisa cannot find any external information
- Again some days later Lisa remembers that she still needs a present for her parents – only one week until christmas
- Again she visits the NESCAFÉ® Dolce Gusto® online shop...



No usability optimization

No personalization

BACK AT NESCAFÉ® DOLCE GUSTO®

- On the product overview page Lisa looks for the ECLIPSE machine that she has viewed some days before – there are 24 different machines
- The usability is not optimized based on analytics data which leads to difficulties concerning orientation and user experience
- After more time of search she finds the ECLIPSE product detail page
- Lisa checks the price – the machine is really expensive for a gift
- She looks for some information concerning the delivery but cannot find any – could the ECLIPSE be delivered before christmas?

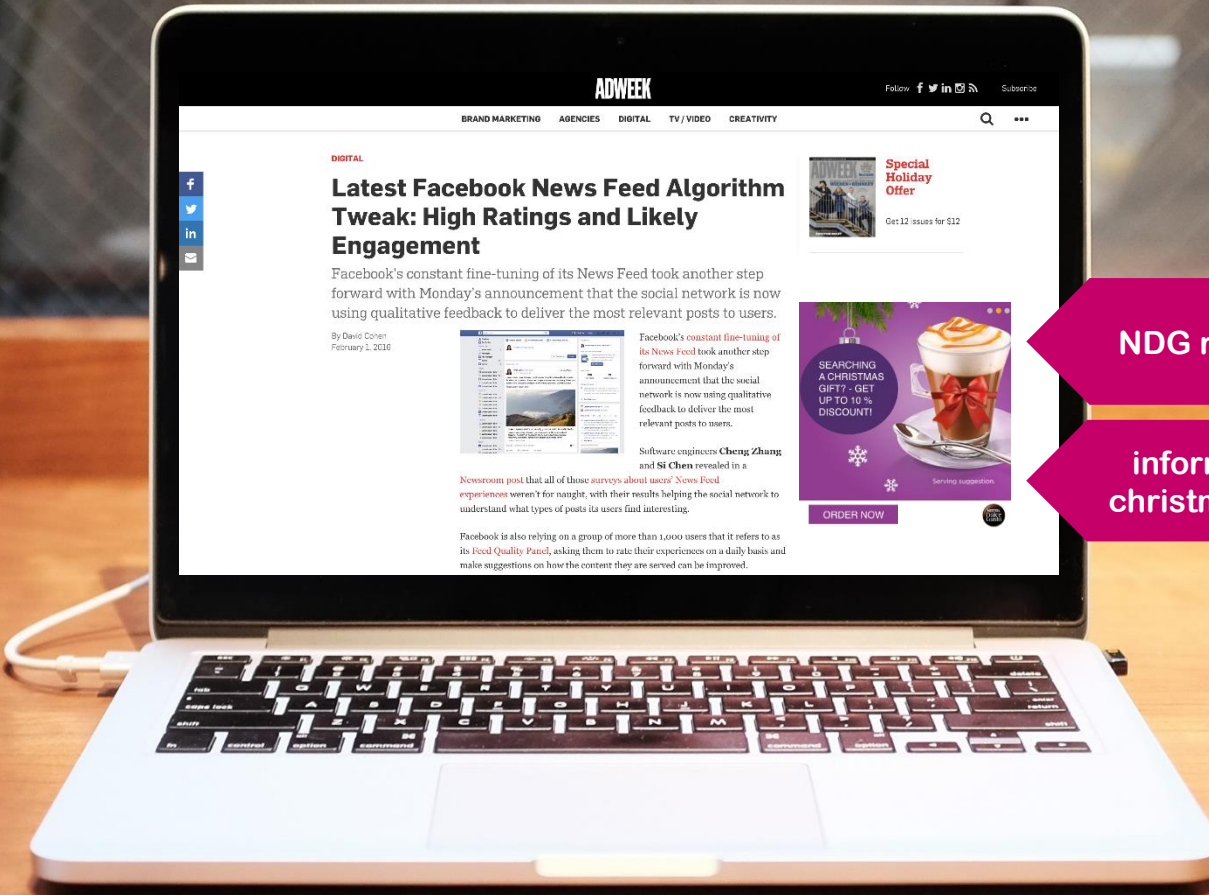
LISA IS UNHAPPY

- There is only little time left until christmas and she still has no gift for her parents
- She could not find any information about the christmas promotion
- The usability of the NESCAFÉ® Dolce Gusto® Shop was really poor
- Due to the little information and the bad user experience she looks for alternatives by other brands



02

WITH
ANALYTICS &
PERSONALIZATION



ADWEEK

BRAND MARKETING AGENCIES DIGITAL TV / VIDEO CREATIVITY

Follow f t in i Subscribe

DIGITAL

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Special Holiday Offer

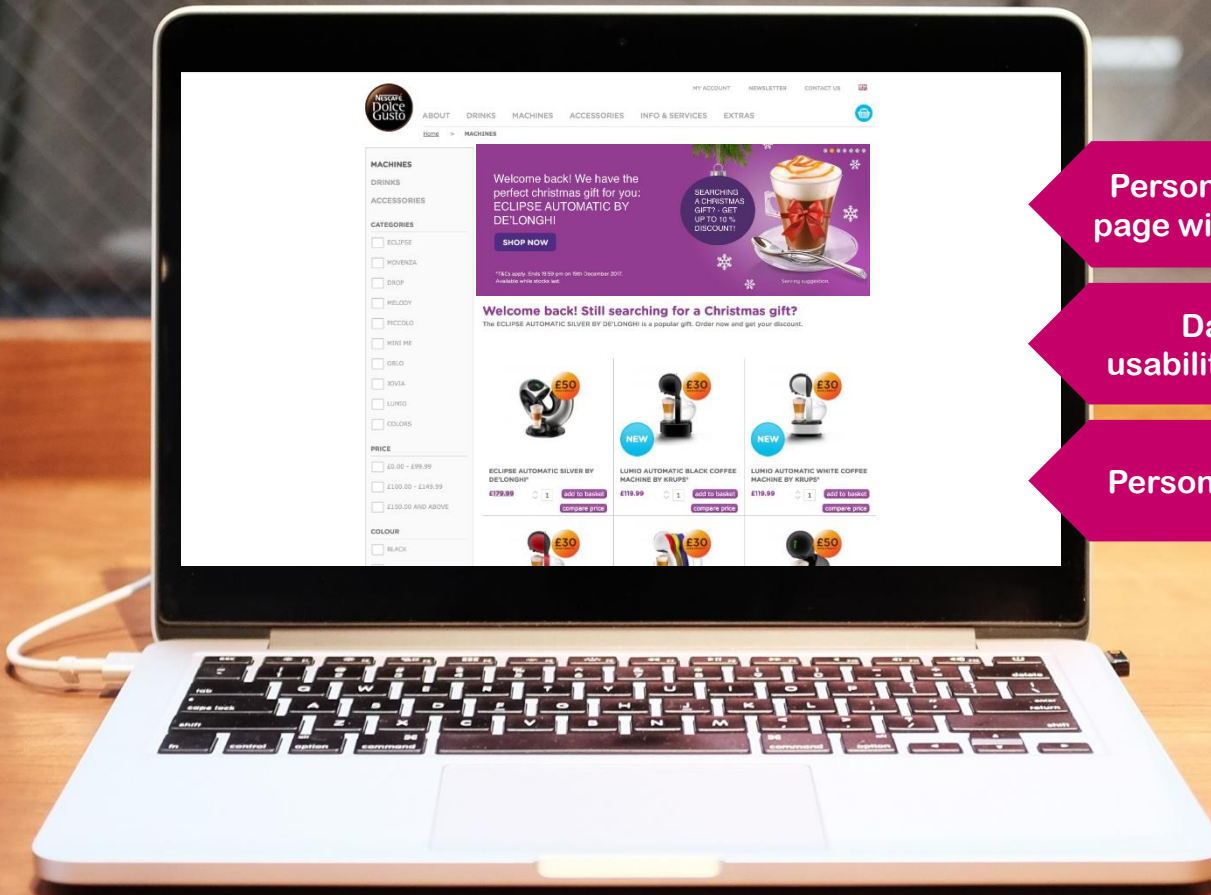
Get 12 issues for \$12

NDG retargeting ad

information about christmas promotion

ONCE AGAIN: FEW DAYS LATER...

- Lisa is online again and surfs the internet
- On a website she sees retargeting ads by NESCAFÉ® Dolce Gusto® that inform her about a christmas gift promotion with discounts for all NESCAFÉ® Dolce Gusto® machines
- Nice reminder by NESCAFÉ® Dolce Gusto®:
Lisa knows that there is only little time left to get a present for her parents and clicks on the ad...



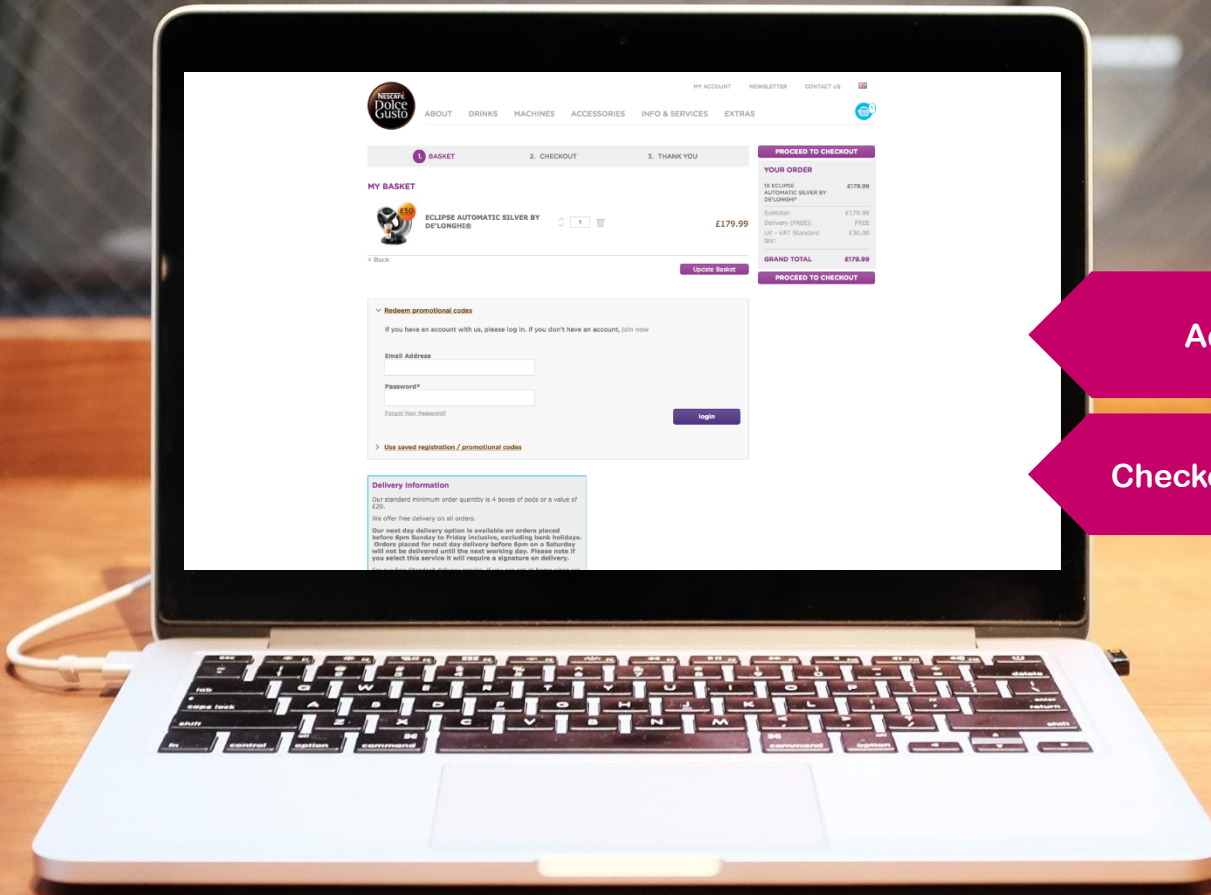
Personalized landing page with promo visual

Data driven usability optimization

Personalized content

BACK AT NESCAFÉ® DOLCE GUSTO®

- Lisa is redirected to a personalized page with the christmas promotion
- The usability is optimized based on analytics data so that Lisa can easily orientate and has a much better user experience
- She is welcomed with the visual she already knows from the ad and finds information to only those NESCAFÉ® Dolce Gusto® machines that she clicked some days before when visiting the shop for the first time
- The machine that is displayed at the top is 'ECLIPSE AUTOMATIC SILVER' – on its product detail page Lisa spent most time
- She finds a notice that all orders will be delivered before christmas
- She adds one ECLIPSE to her basket and completes the checkout



ABOUT DRINKS MACHINES ACCESSORIES INFO & SERVICES EXTRAS

MY ACCOUNT NEWSLETTER CONTACT US

1 BASKET 2. CHECKOUT 3. THANK YOU

MY BASKET



ECLIPSE AUTOMATIC SILVER BY DE'LONGHI

£179.99

PROCEED TO CHECKOUT	
YOUR ORDER	
1x ECLIPSE AUTOMATIC SILVER BY DE'LONGHI	£179.99
Subtotal:	£179.99
Delivery (FREE):	FREE
UK - VAT Standard	£30.00
TAX:	
GRAND TOTAL	£179.99

< Back

Update Basket

PROCEED TO CHECKOUT

Redeem promotional codes

If you have an account with us, please log in. If you don't have an account, join now

Email Address

Password*

Forgot Your Password?

Login

> Use saved registration / promotional codes

Delivery Information

Our standard minimum order quantity is 4 boxes of pods or a value of £20.

We offer free delivery on all orders.

Our next day delivery option is available on orders placed before 9pm Sunday to Friday exclusive, excluding bank holidays. Orders placed for next day delivery before 9pm on a Saturday will not be delivered until the next working day. Please note if you select this service it will require a signature on delivery.

Add to cart

Checkout completed



AFTER SALE

- Few hours later Lisa receives an e-mail on her smartphone by the team of NESCAFÉ® Dolce Gusto®
- It is personalized with additional information to the ECLIPSE Lisa has bought for her parents
- The e-mail contains
 - Proposals for coffee drinks and the right capsules with order link
 - Link to the user manual
 - Information concerning user care and maintenance
 - Links to machine accessoires
 - Invitation to the NESCAFÉ® Dolce Gusto® community

LISA IS HAPPY

- She has a christmas gift for her parents
- With its retargeting ads NESCAFÉ® Dolce Gusto® reminded her to buy it in time and informed her about the christmas promotion
- The usability optimization led to a much better user experience
- After buying the machine and saving money she got useful additional information she can share with her parents

