



BY APPOINTMENT TO HER MAJESTY THE QUEEN
SUPPLIER OF TOILETRIES MOLTON BROWN LONDON

MOLTON BROWN

LONDON

Our channels

SAS

Travel Retail 

Distributors

Outlet

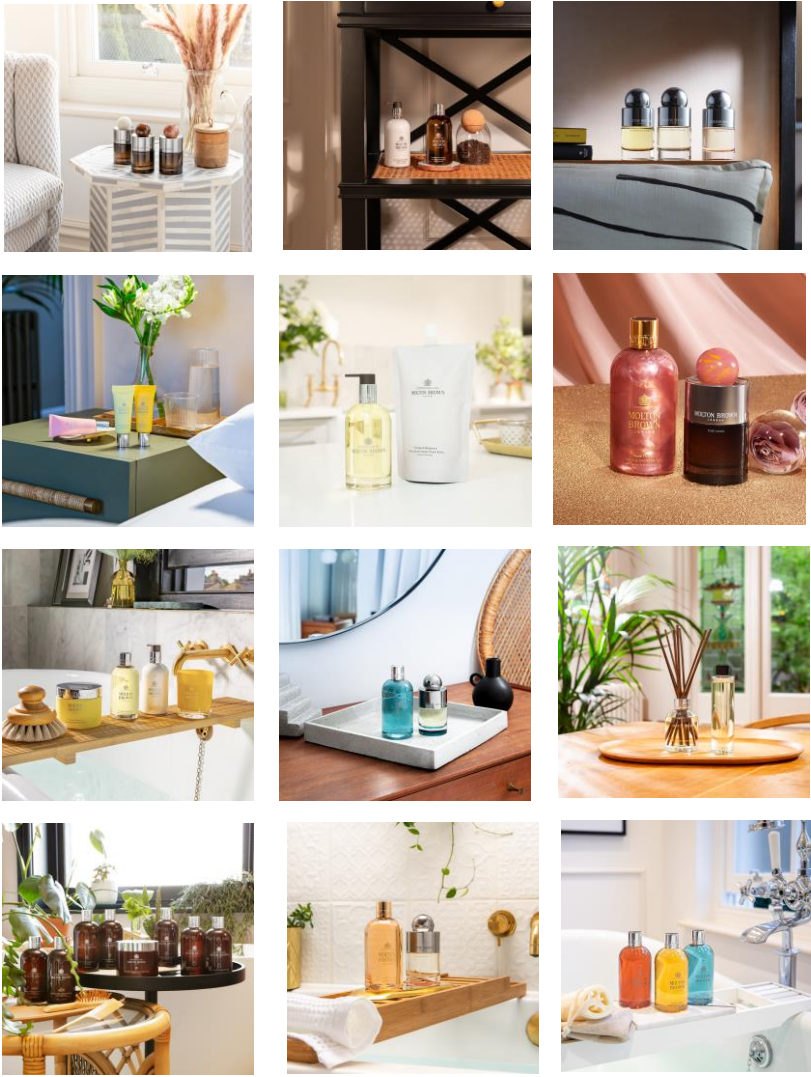
Wholesale 

E-com

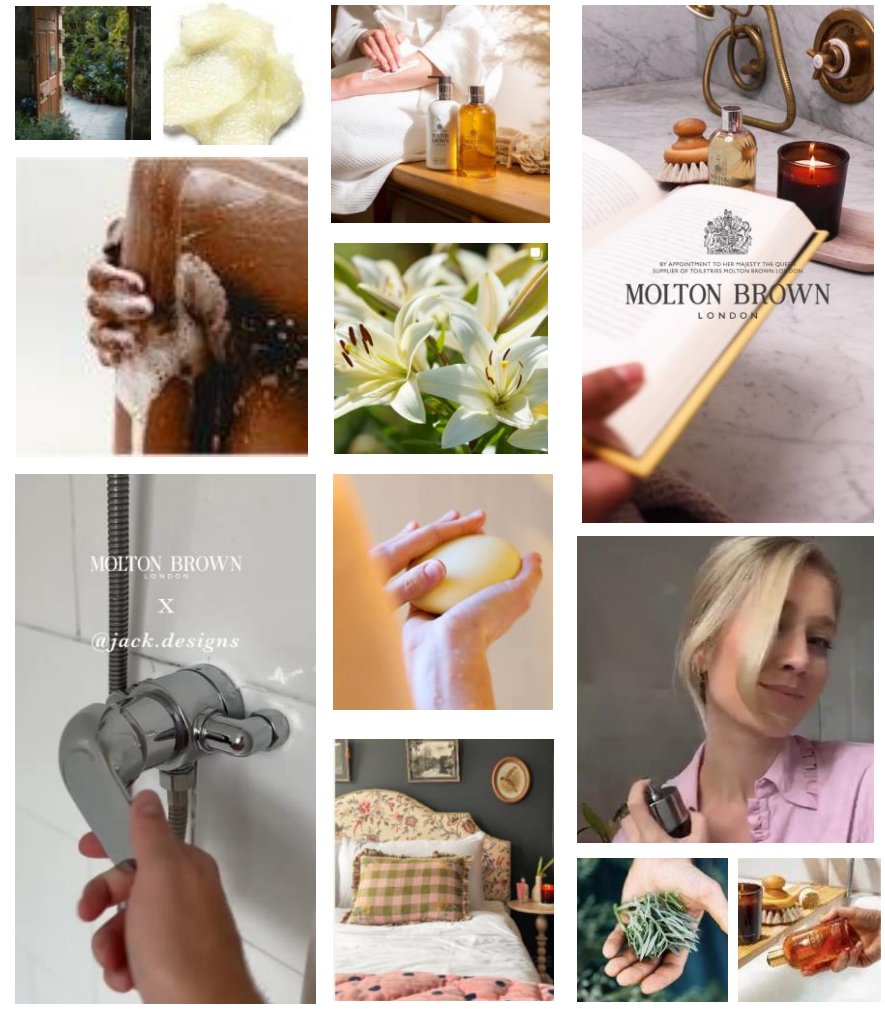
 Hotel



Evolving from this...



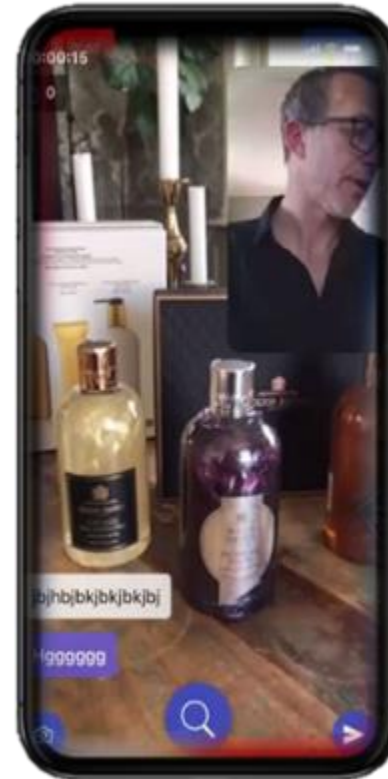
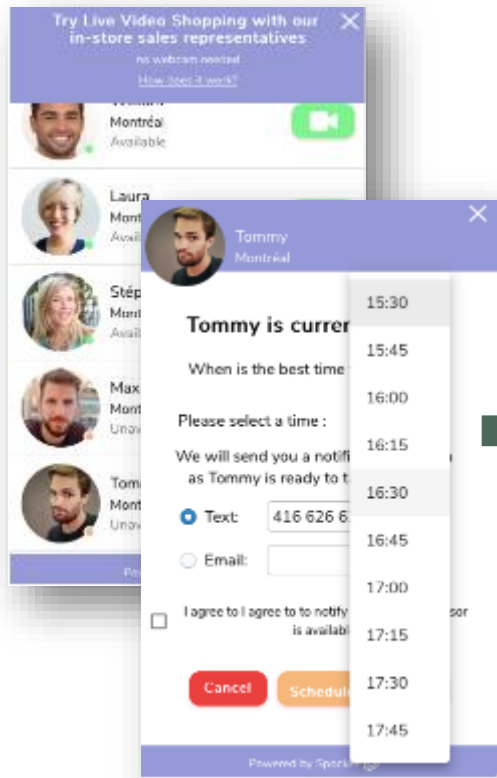
To more of this...



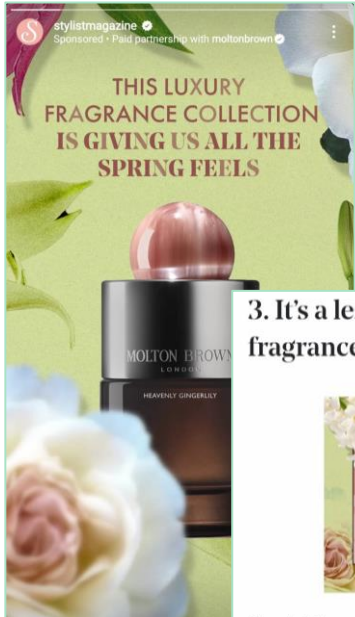
Experience in Virtual - Livestreaming



1:1 Consultations



More engaging content



3. It's a lesson in luxury fragrance

Created by master perfumer Jacques Chabert, the extraordinary white-floral fragrance of gingerlily was combined with aquatic notes and the iconic Heavenly Gingerlily scent was born.

If filling your home with this heady aroma isn't enough, don't panic. Molton Brown have also formulated Heavenly Gingerlily in Eau de Parfum and Eau de Toilette form, so you can take the scent with you wherever you go. But don't be fooled into thinking they'll smell the same.

4. It combines quality with care



From a brand that care in mind?

an claim to be Warrant from her oeth II, Molton

in England and ty in Elsenham tral. Cruelty-free are not only e planet too.

New titles

WHO WHAT WEAR

WHO WHAT WEAR



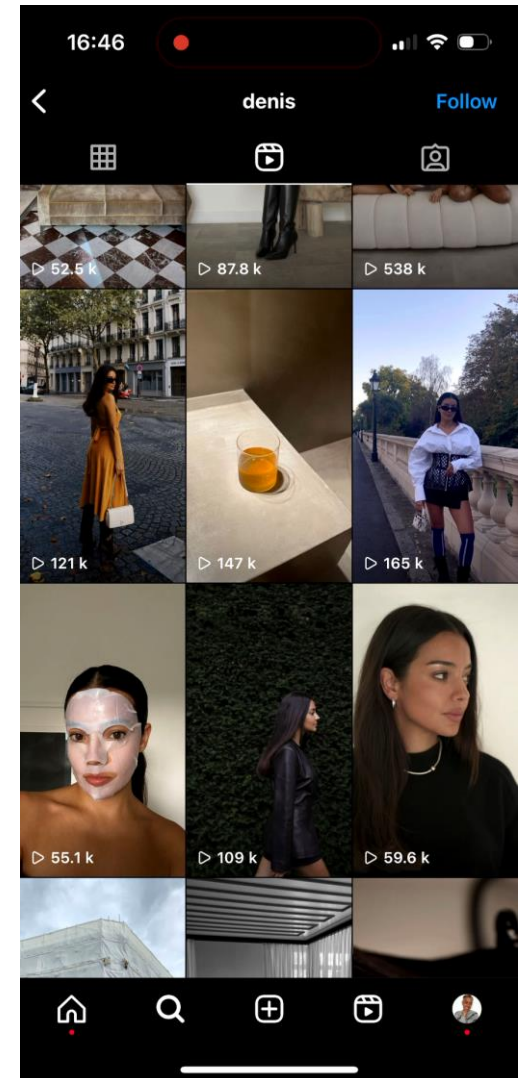
EXCLUSIVE

I'm a Fragrance Aficionado And This Is The Scent I Always Go Back To

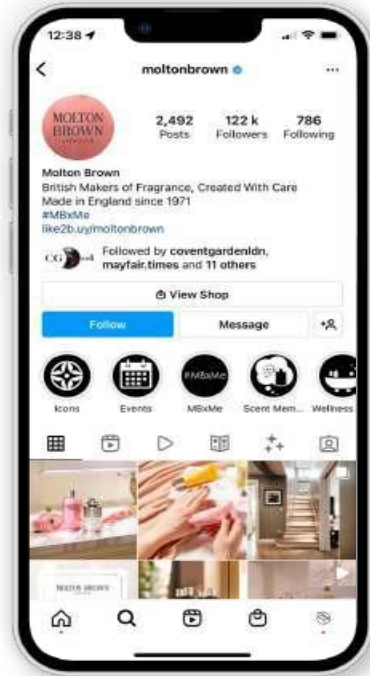
SPONSOR CONTENT CREATED WITH MOLTON BROWN — MAR 15, 2023

by REBECCA RHYS-EVANS

Brand Ambassadors

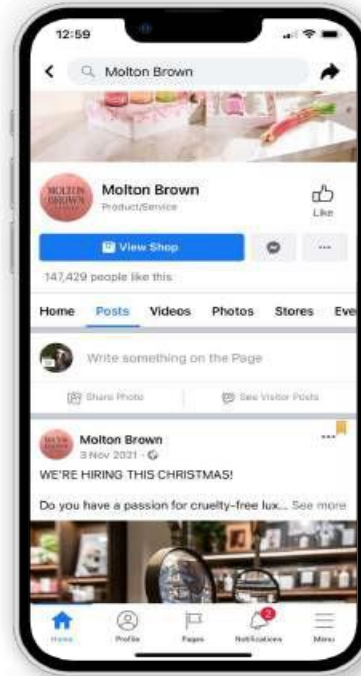


Customers are searching for Molton Brown indicates that most traffic is being driven by audiences that are new to the brand



Instagram
122k followers

- Lead social account
- Aesthetic and product-led assets
- Short videos reminding audience of heritage and sustainability credentials.
- Influencer collaborations on Reels
- 85.6% photos, 14.4% video in Q3
- Limited hashtags, except for a weekly #TravelTuesday segment
- 6.67% follower growth



Facebook
147k followers

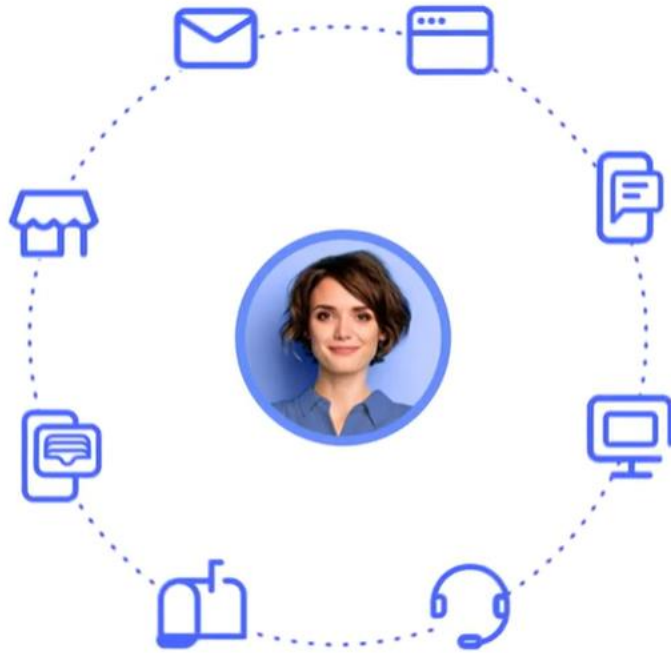
- Instagram content repurposed with site links
- Pinned post from Christmas
- Overall positive interactions with users commenting on their favourite scents and memories
- 2.20% follower growth



Twitter
21.3k followers

- Broadcast and customer service channel
- 51.9% tweets, 48.1% replies in Q3
- 0.50% follower growth

Utilise Data from every touchpoint for superior personalisation



Sarah Snow
Opt-in Buyer Loyalty member
☆☆☆☆☆
AI Likely to buy
Likely to engage on Web Channel
Loyalty tier: insider, points to spend: 300

Spent so far **810** | AI Next cart value **High** | AI Lifetime value **900**

Email responses
AI Most likely to engage at 10:00, Wednesday

Opened 14 /308 Mostly on iPhone Last opened campaign: Abandoned Shopping Cart Campaign	Clicked 8 Mostly on Desktop Last clicked campaign: Abandoned Shopping Cart Campaign	Purchased from email 6 Average order value: 135 Last profitable campaign: Abandoned Shopping Cart Campaign
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How this contact compares to other contacts

Sarah opened 4.54% (14) of delivered messages (308)	Sarah clicked 67.15% (8) of opened messages (14)	Sarah purchased 75% (6) from clicked messages (8)
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Sarah opens
▼ 25.46% less than a typical opener
Typical opener (30%)

Sarah clicks
▲ 27.15% more than a typical clicker
Typical clicker (40%)

Sarah purchases
▲ 53% more than a typical buyer
Typical buyer (22%)

Product recommendations for this contact

Last web session
Not happened yet

Time spent
5 minutes

Last visited products:
Skirts

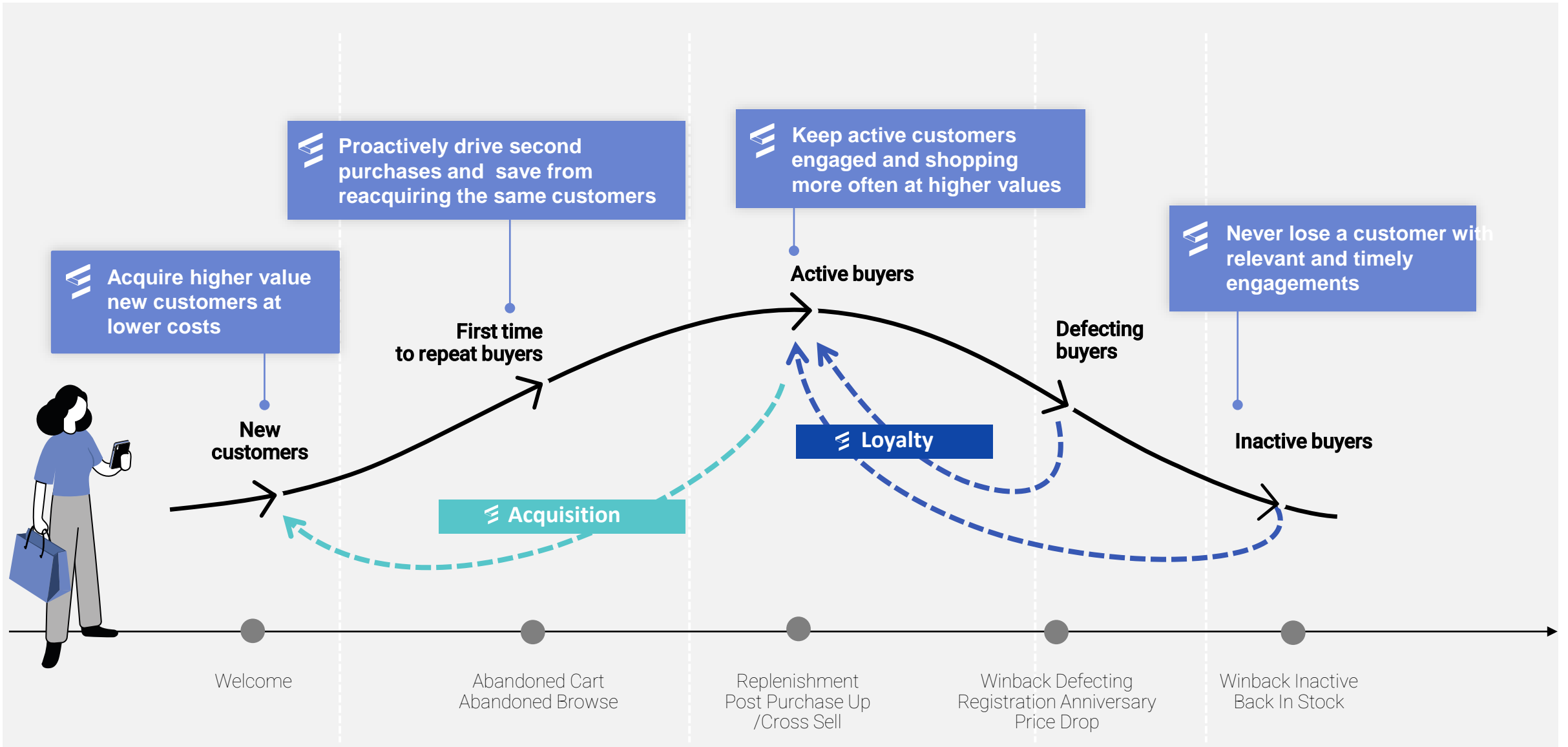
Last visited categories:
Woman clothes and skirts

Latest product recommendations

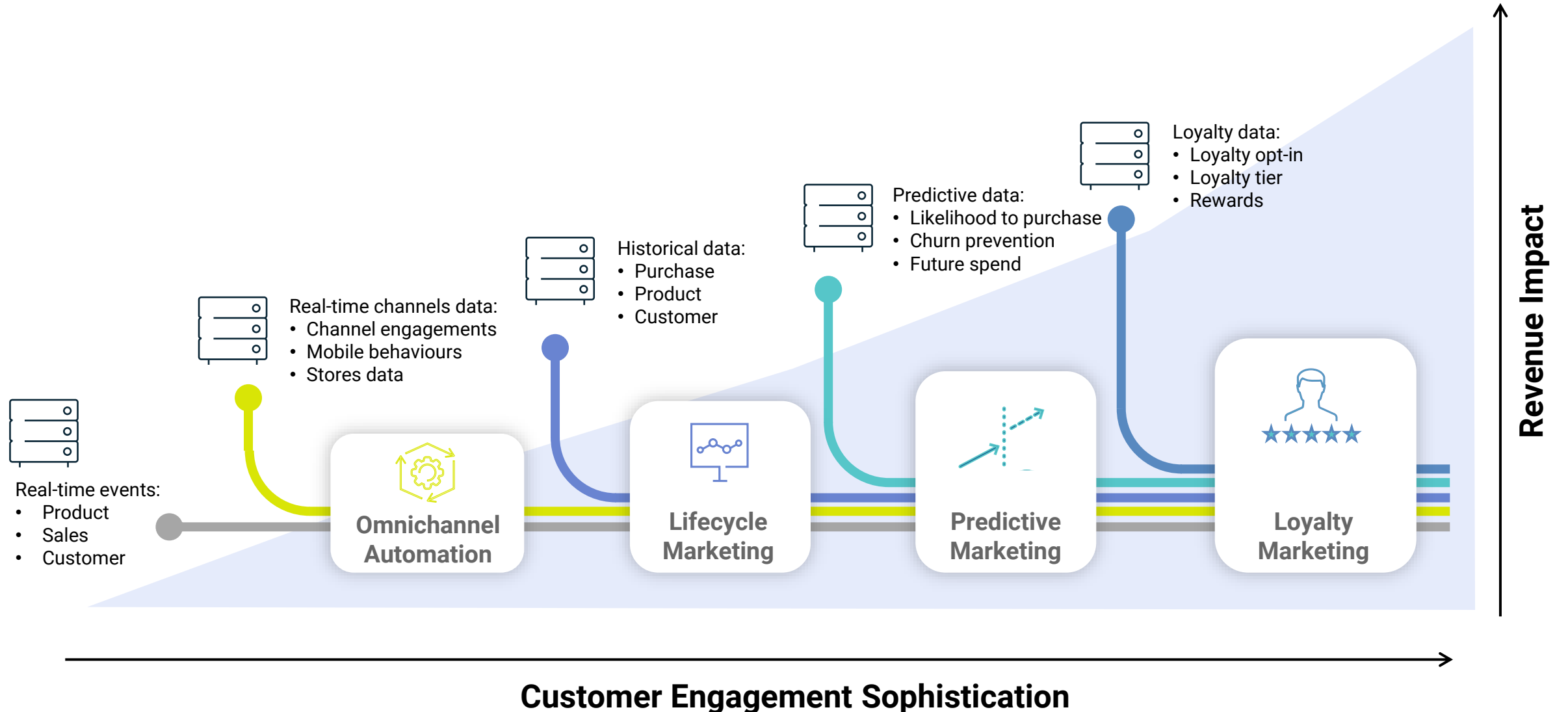
Woman Trainers Flat White-blue	Skirt Red-white	Short Floral Skirt	Woman Suede Cream Bag

AI Affinity for new products

Consolidated technologies drive customer lifetime value and revenue growth



Molton Brown's roadmap to scale customer engagement





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MOLTON BROWN
LONDON

+2x Revenue

Increased revenue from email

+10% Database

Increase of database growth in 2 months

+15% Open Rates

Increased email open rates

+10% Subscribers

Increase of weekly subscribers

SAP Emarsys Customer Engagement



Key Benefits with SAP Emarsys

1. Focus on **Omnichannel strategy** for increased sales, stronger customer retention and loyalty.
2. **GDPR Compliance** with a user-managed preference center.
3. Make use of industry-based **tactics** for marketers.
4. Enables **consumer behavior** and surfaces **actionable insights**.
5. **Grow with Partner Ecosystem:** Plug and Play integration with partner solutions – Fresh Relevance, Mentionme, Bazaar voice, Annex Cloud loyalty and SINCH
6. **Campaign Automation:** Integrate operational and customer data to **personalize content** and deliver contextual engagements on any channel.

Ten key imperatives for a future commerce strategy.

Owned channels



RETAIL

Premium physical touchpoints



APP

Personalization & immersion



WEBSITE

Device-agnostic and transactional



IoT

Enhanced sales
Connected Services

3rd party channels



SOCIAL MEDIA

All in for transactions



MARKETPLACE

Hot lead generation



METaverse

Immersive premium experience

Enablers



DATA

One customer data platform



OMNI-CHANNEL

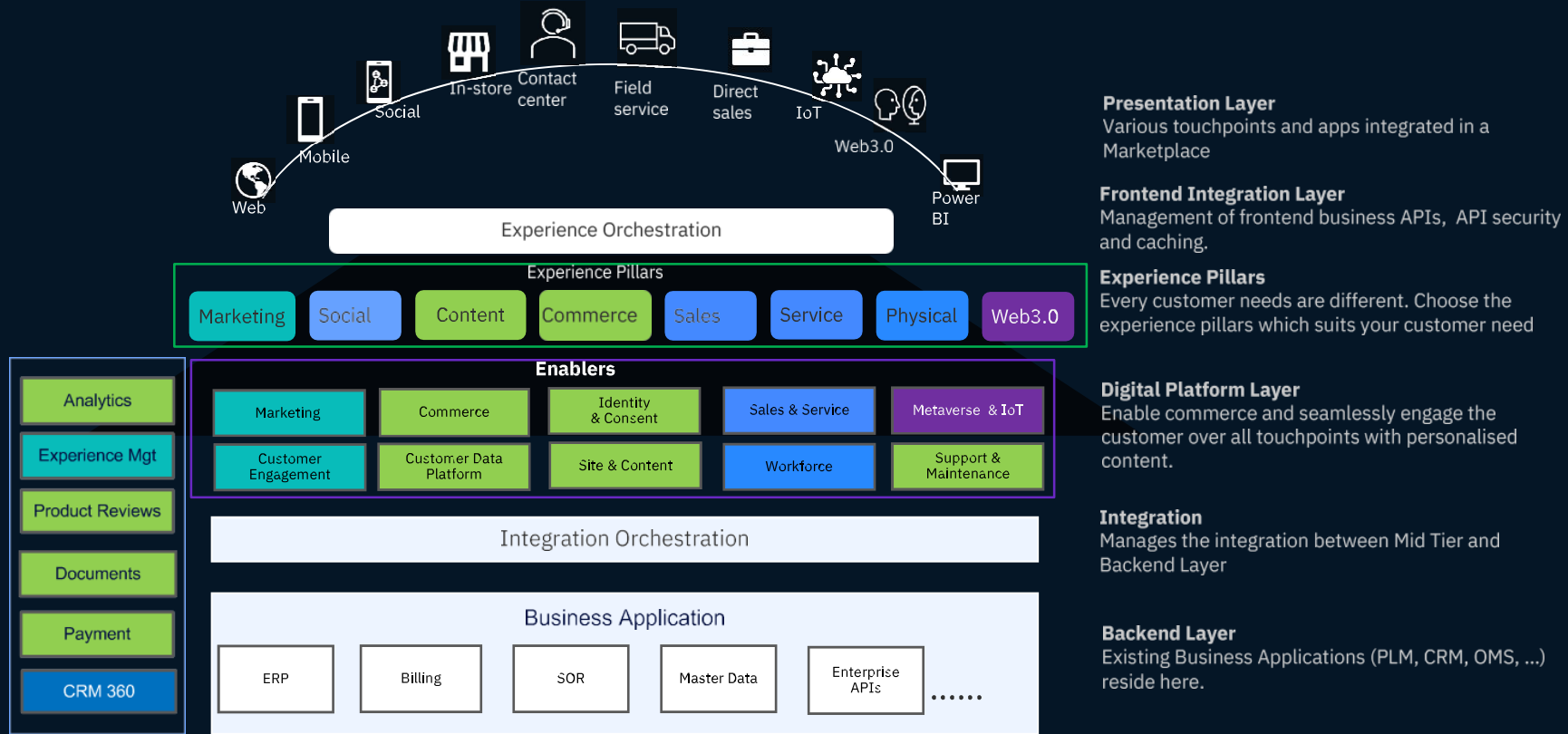
One customer footprint



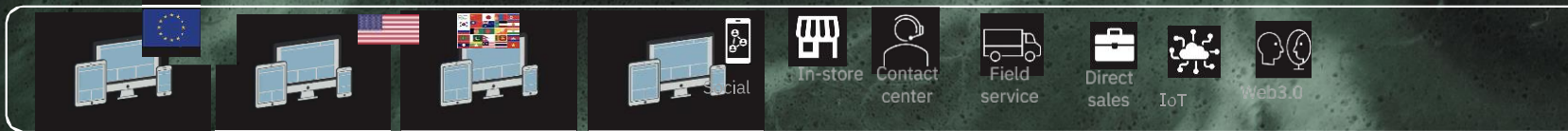
PARTNERSHIPS

Extend capabilities efficiently

Commerce Reference Architecture – High Level

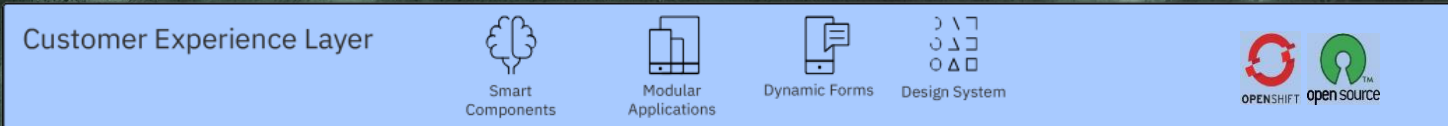


Reference Business Architecture – High level

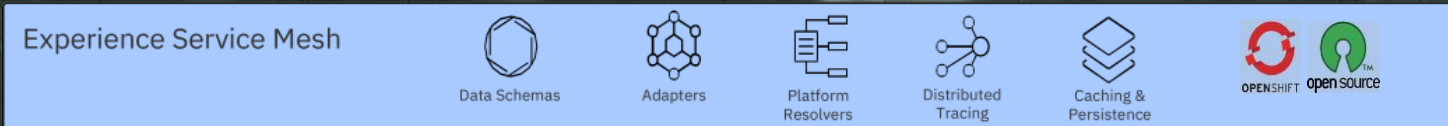


Many experience

Experience Orchestration

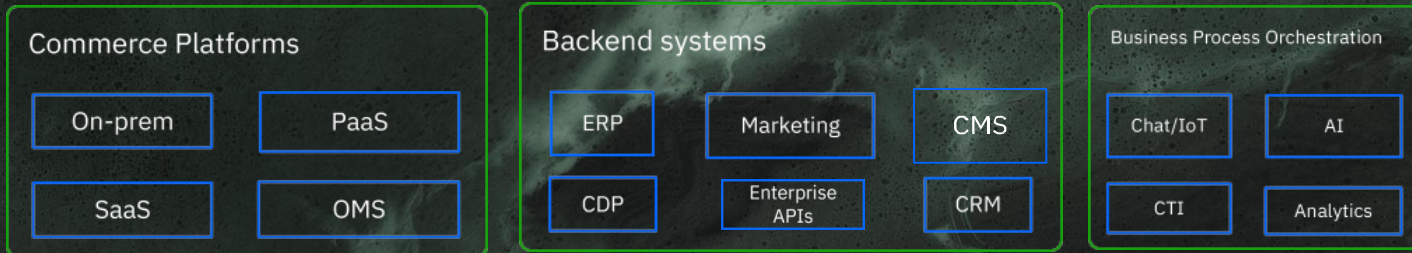


One frontend integration layer



One service layer

Business Systems



Different Commerce Backends are possible



Our ESG House & commitments since 2019

*Our mission is
to rewrite the rules of luxury*

by placing uncompromising care at the heart of everything we do



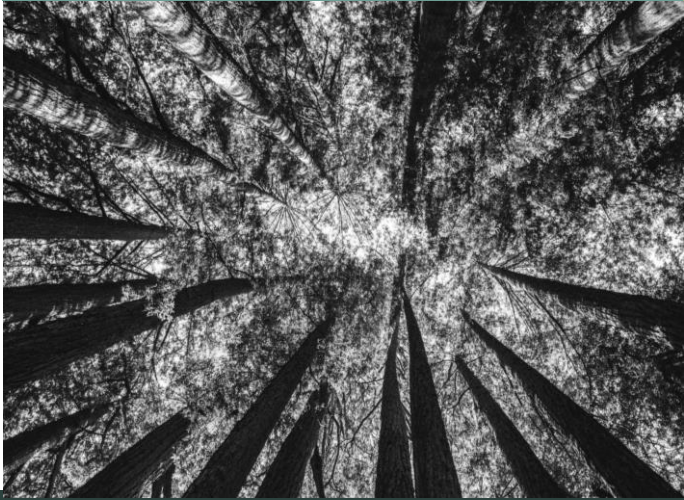
Our People



Our Products



Our Places



*Refillable solutions
on all our core products
by 2023*



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MOLTON BROWN



ESG Shopper VS Non-ESG Shoppers

- **+22%** Average Order Value
- **+38%** Frequency of purchase
- **+68%** Customer Value



The Future of ESG



Recycle Week
Double Points

Return, Reward,
Recycle on our
roadmap

World Refill
Day Points

Subscription
Launching

Infinite Bottle
Double Points

ESG
Previews

Encourage
2nd purchase
(lifecycle)



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MOLTON BROWN

L O N D O N

NEW
BIZARRE
BRANDY

MOLTO



Q&A



thank you!