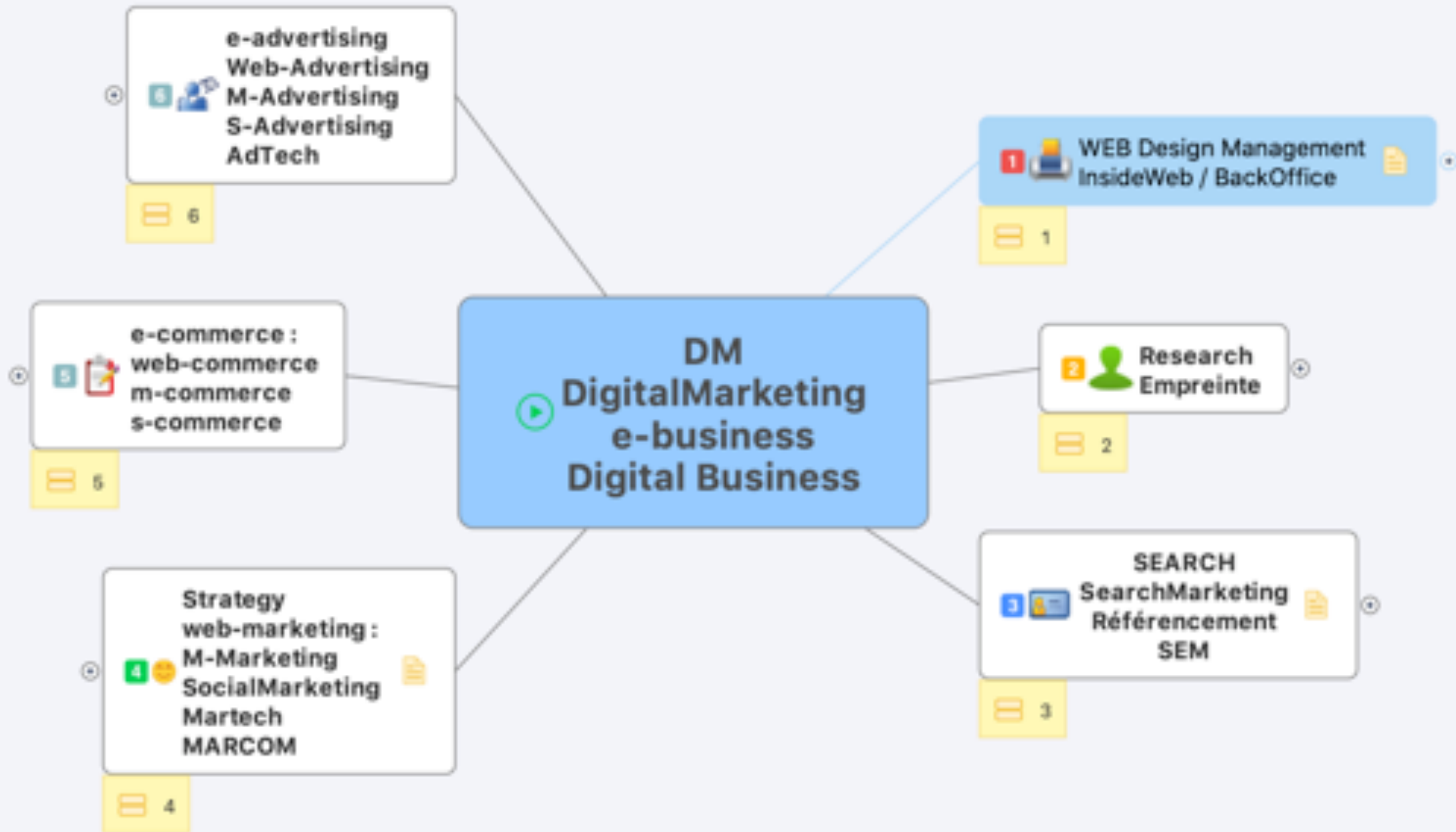


# Digital Marketing

# Digital Marketing

- 1. Web Management**
- 2. Research / Data Analytics**
- 3. Référencement (SEARCH)**
- 4. e-marketing**
- 5. e-commerce**
- 6. e-publicité**



DM  
DigitalMarketing  
e-business  
Digital Business

WEB Design Management  
Intranet / BackOffice

- WEB Outils eco-system
  - Web Design
  - Plateforme
  - ICT
  - AI ML
  - API
  - Mobile
  - RGPD / NetNeutrality
  - cyber law

Research  
Empreinte

- Web Analytics : BigData
  - Analyse des logs ratios
  - Analyse du ranking
  - Big Data
  - étude on-line e-survey
  - Segmentation / Generation / Persona
  - ROI metrics ratios
    - taux de transformation
    - A/B Testing - CRO Conversion Rate Test
    - ROI - cost
    - abandon panier
  - e-reputation research
  - NPS / CSAT / KANO - Benchmark
    - AB TESTING
    - NPS

SEARCH  
SearchMarketing  
SearchContent  
SEM

- SEO
  - technique de programmation de site keywords
  - Content
  - Link building / outbuilding
- SEA
  - Adwords / AdPartner
  - SEO Pay Per Click
- ASO app store optimization
  - App ranking
  - Reviews
- SMD : Social Ranking
  - Social Search
- OUTLS
  - GoogleMaps
  - Maps Search
  - Youtube search

e-advertising  
Web Advertising  
M-Advertising  
S-Advertising  
AdTech

e-commerce  
Web-commerce  
e-commerce  
e-commerce

Strategy  
Web-marketing  
M-Marketing  
SocialMarketing  
MarTech  
MARCOM

Social Network Marketing

- Stratègies
  - initiation d'une communauté de consommateurs
  - Community management
  - Spillovers

- CRM
  - Personnalisation
  - Lead Generation
- e-mailing
- Ciblage et comportement
- Brand Content
  - Storytelling
  - Informations en temps réel
  - OTM
- Call
- M-marketing  
Mobile marketing
- Web 2.0
  - Blog / Forum
  - Web-marketing

1 2 3

MARKETER L'INNOVATION  
COMMUNIQUER  
RENTABILISER & VENDRE

1

MARKETER

L'INNOVATION

MAKE  
THINGS  
PEOPLE  
WANT



MAKE  
PEOPLE  
WANT  
THINGS

**Mesurer ce qui est  
mesurable et  
rendre mesurable  
ce qui ne l'est pas**

*Galileo Galilei*

Galilée 1564-1642  
1604 annus mirabilis  
1633 Et pourtant elle tourne

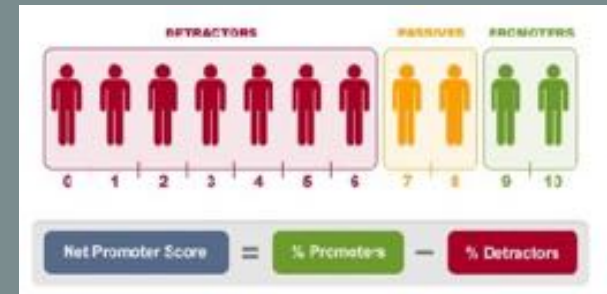




# NIPS

# NPS

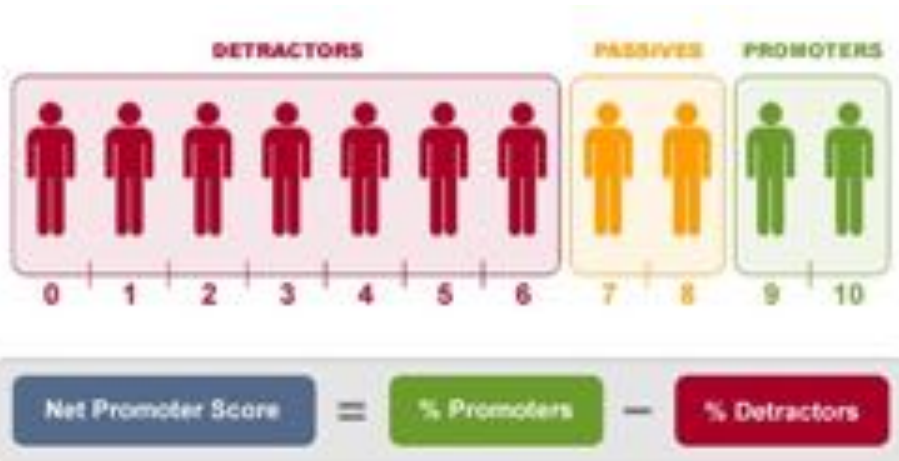
# Net Promoter Score



# NPS

## Net Promoter Score

NPS (Net Promoter Score)  
développé par Fred Reichfeld (Bain & Co)  
2003 Harvard Business Review



Ce qu'il faut retenir / Key takeaway

- 1/ Calcul :  $(9+10) - (0 \text{ à } 6)$  (sans 7 et 8)
- 2/ Question décalée : conseillerez-vous ?
- 3/ Fréquence : trimestrielle

## Metrics of Success [\[ edit source \]](#)

1. **NPS**<sup>[4]</sup> - "*Net Promoter Score*" is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research and is claimed to be correlated with revenue growth.
2. **CSAT**<sup>[5]</sup> - "*Customer Satisfaction*" is a score that indicates how satisfied a customer is with a specific product, transaction, or interaction with a company. The term "CSAT" is most often used in the context of a "CSAT score," which describes a numerical measure of customer satisfaction.
3. **CES** - "*Customer Effort Score*" (or "*Net Easy Score*") is a single-item metric that measures how much effort a customer has to exert to get an issue resolved, a request fulfilled, a product purchased/returned or a question answered.
4. **Churn**<sup>[6]</sup> - Churn rate, when applied to a customer base, refers to the proportion of contractual customers or subscribers who leave a supplier during a given time period.

## Customer success managers (CSM) [\[ edit source \]](#)

### Net Promoter

From Wikipedia, the free encyclopedia

**Net Promoter** or **Net Promoter Score (NPS)** is a management tool that can be used to gauge the loyalty of a firm's [customer relationships](#). It serves as an alternative to traditional [customer satisfaction](#) research and is claimed to be correlated with revenue growth.<sup>[1]</sup> NPS has been widely adopted with more than two thirds of Fortune 1000 companies using the metric.<sup>[2]</sup> The tool aims to measure the loyalty that exists between a provider and a consumer. The provider can be a company, employer or any other entity. The provider is the entity that is asking the questions on the NPS survey. The consumer is the customer, employee, or respondent to an NPS survey. An NPS can be as low as -100 (every respondent is a "detractor") or as high as +100 (every respondent is a "promoter"). NPS scores vary across different industries, but a positive NPS (i.e., one that is higher than zero) is generally deemed good, a NPS of +50 is generally deemed excellent, and anything over +70 is exceptional.<sup>[3]</sup>

The metric was developed by (and is a registered trademark of) [Fred Reichheld](#), [Bain & Company](#) and [Satmetrix](#). It was introduced by Reichheld in his 2003 [Harvard Business Review](#) article "One Number You Need to Grow".<sup>[4]</sup>

### Customer satisfaction

From Wikipedia, the free encyclopedia

**Customer satisfaction** (often abbreviated as **CSAT**) is a term frequently used in [marketing](#). It is a measure of how products and services supplied by a company meet or surpass [customer](#) expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified [satisfaction](#) goals."<sup>[1]</sup>

The [Marketing Accountability Standards Board \(MASB\)](#) endorses the definitions, purposes, and constructs of classes of measures that appear in [Marketing Metrics](#) as part of its ongoing Common Language in Marketing Project.<sup>[2]</sup> In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.<sup>[1]</sup>

It is seen as a [key performance indicator](#) within business and is often part of a [Balanced Scorecard](#). In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.<sup>[3]</sup>

# INBOUND

**NE RIEN**

**FAIRE**

**EMPOWERMENT**

**NEW  
MARKETING  
INBOUND**

**AARRR  
CHURN**

1

## CUSTOMER EMPOWERMENT

One clic away  
Power in the hand  
AdBlock  
Living Services  
TouchPoints  
Soft Power

2

## INBOUND MARKETING

Permission  
VRM / WTS  
OnBoarding  
ZMOT  
SEO  
OmniCanal  
UI UX IxD SD

3

## AARRR CHURN

Acquisition  
Activation  
Retention  
Referral  
Revenue  
Sales Funnel





AdBlock



# AdBlock.

The most popular extension for Chrome and Safari.



# One Clic Away

Taux de conversion PDV physique	50%
Taux de conversion e-shop	3%
Abandon de panier	60%
Abandon de caddy physique	0%

# Customer Empowerment

**Consom'acteur / Consom'agent**

**le pouvoir des réseaux sociaux par partage et viralité**

**Pouvoir partagé entre MARQUE et consommateurs et salariés :**

**Alignement de l'information**

**Symétrie des attentions**

**CMI**

**UX**

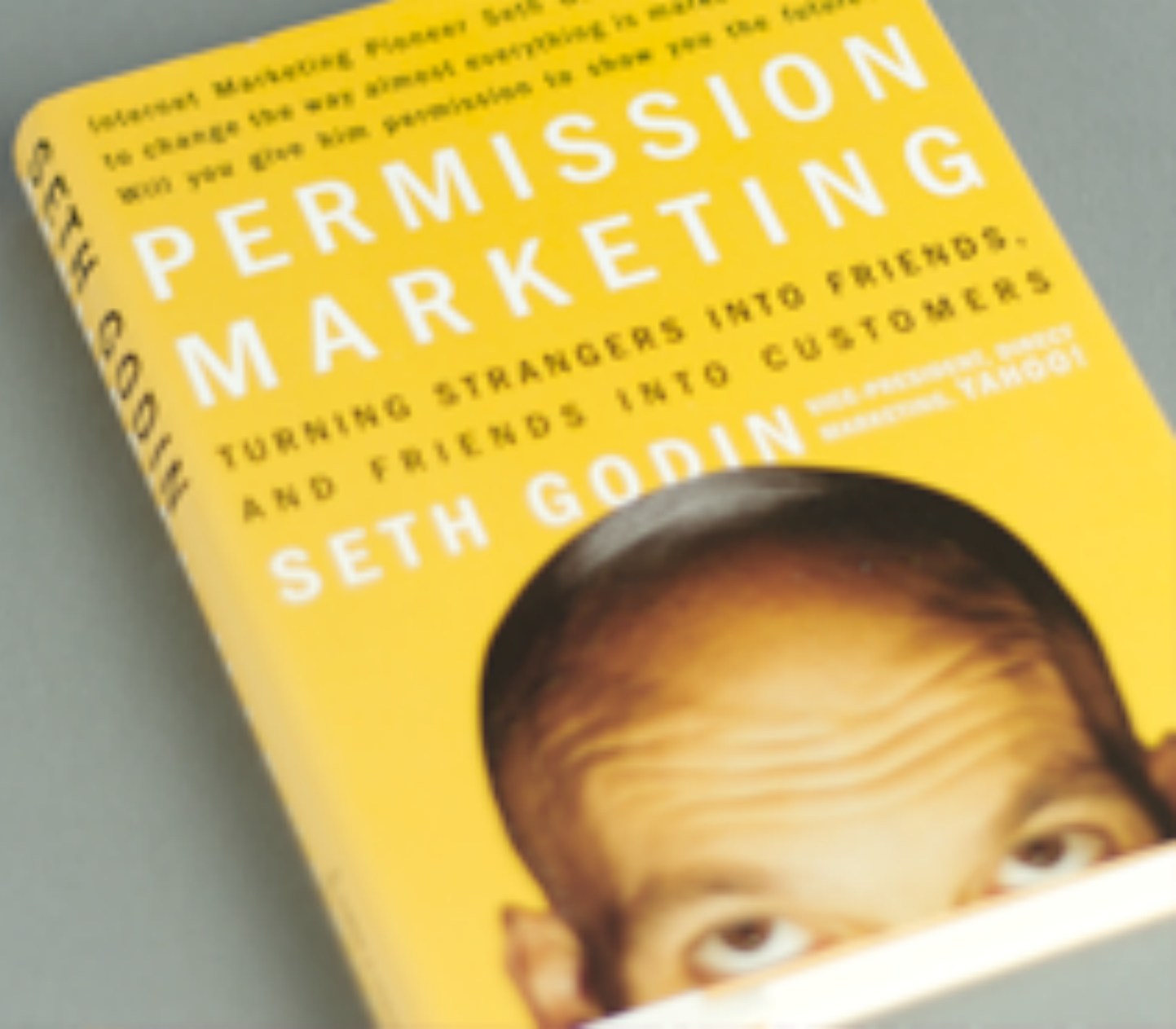
**Écoute utilisateur par MCA :**

**audit des TouchPoints**



# Origines

## Permission marketing de Seth Godin (1999)



GRENOBLE  
ECOLE DE  
MANAGEMENT  
TECHNOLOGY & INNOVATION

avec le soutien de

CCI GRENOBLE

inbound marketing

Terme de recherche

France

Royaume-Uni

États-Unis

+ Ajouter un lieu

Évolution de l'intérêt pour cette recherche

Titres des actualités  Prévisions



# inbound marketing

**stratégie et moyens pour accueillir  
les prospects et clients**

**offrir les informations et les outils  
utiles aux prospects/clients**

**et s'ils le désirent**

**entrer en relation**



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

TECHNOLOGY & INNOVATION

avec

 CCI GRENOBLE



ACT THINK |

Traditional marketing is broken.

INBOUND 2019

[ABOUT](#)

[ATTEND](#)

[AGENDA](#)

[WATCH](#)

[HELP](#)

[REGISTER](#)

# SEE YOU NEXT YEAR

SEPTEMBER 3-6, 2019 | BOSTON, MA

[WATCH 2017 RECAP ▶](#)

[REGISTER FOR 2019](#)





Micro Moments  
Stimulus  
Know / Go  
Do / Buy

PRE SALES  
Avant-Ventes  
Support  
Assurance  
Rassurance  
Confirmation  
Stock / délai / livraison  
Conditions  
Retours possibles ?



AFTER SALES  
SAV service client  
Social SAV  
FAQ  
Vidéo Utilisation

Social  
Referrals

SEARCH  
SEO  
+ SEA

Négociation  
Closing  
ABC

# Les moyens du inbound marketing

blog

réseaux sociaux

QrCode

ChatBots / LiveChat

brand content

SEM (**SEO** principalement + Social Search,  
ASO, +/- SEA)

e-mailing en **OPT-in**

# Landing Pages vs. Home Page



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

TECHNOLOGY & INNOVATION

1999-2020

 CCI GRENOBLE

**Une par action**  
**CTA**  
**A/B test**

**Conversion : 50%**  
**TAG**

# 8 WORLD CLASS LANDING PAGES

WITH AN OVER 50% CONVERSION RATE

Includes 55 Actionable Tips So You Can Achieve Similar Results

# AB testing

**A**

**B**

**2 for \$40**

**5 for \$25**

**2 for \$40**

**5 for \$25**

**FREE SHIPPING ON ORDERS OVER \$30**

**find us on facebook.**

# CHATBOT & LIVECHAT



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

TECHNOLOGY & INNOVATION

100 ans

 CCI GRENOBLE

# Les ChatBots

**Un peu d'intelligence artificielle**

**Un peu d'empathie utilisateur sur les habitudes et la plateforme**

**Une rentabilité immédiate**

**LiveChat automatisé**

# ONBOARDING



**GRENOBLE  
ECOLE DE  
MANAGEMENT**  
TECHNOLOGY & INNOVATION

1999-2020

 CCI GRENOBLE



Activity

Lifestyle

Older Versions



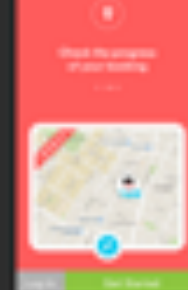
Splash screen



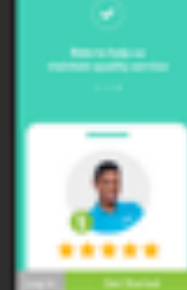
Tutorial



Tutorial



Tutorial



Tutorial



Home



Rooms

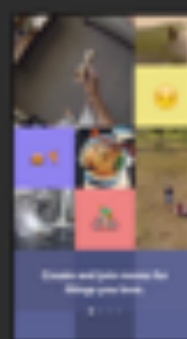
Social Networking



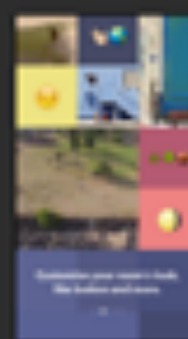
Splash screen



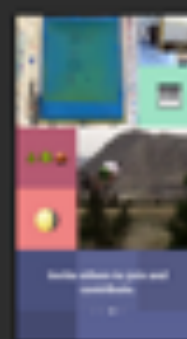
Splash screen



Tutorial



Tutorial



Tutorial



Create account



Invite

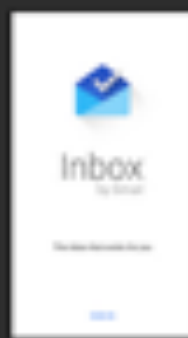


Final invite



Inbox

Productivity



Splash screen



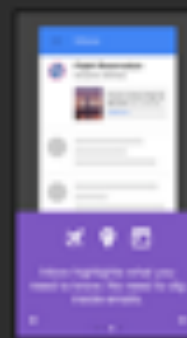
Email selection



Tutorial



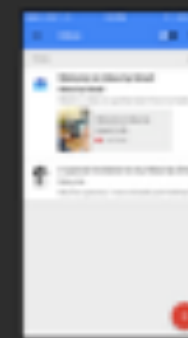
Tutorial



Tutorial

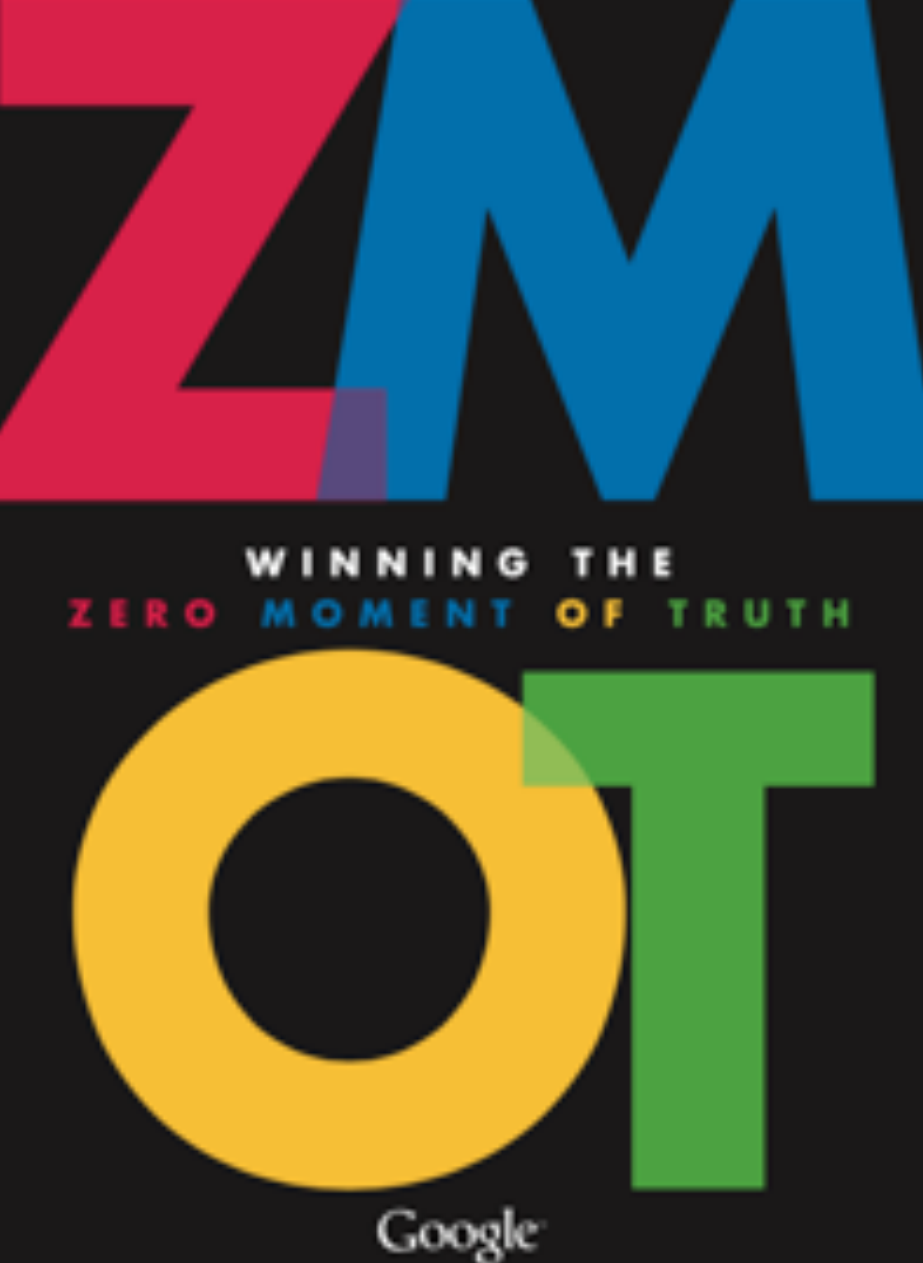


Tutorial



Inbox

ZMOT



**JIM LECINSKI**

CHIEF ZMOT EVANGELIST



P&G 2005 : First Moment of Truth  
+ Google 2010 : + ZERO MOMENT



Stimulus

**ZMOT**  
↑

First  
Moment of Truth  
(Shelf)

Second  
Moment of Truth  
(Experience)

# ZMOT → micro moments



## I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.<sup>1</sup>

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.<sup>2</sup>



## I-want-to-go moments

2X

increase in "near me" search interest in the past year.<sup>3</sup>

82%

of smartphone users use a search engine when looking for a local business.<sup>4</sup>



## I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.<sup>5</sup>

100M+

hours of "how-to" content have been watched on YouTube so far this year.<sup>6</sup>



## I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.<sup>7</sup>

29%

increase in mobile conversion rates in the past year.<sup>8</sup>

INSPIRING IDEAS AND TALENT  
TECHNOLOGY & INNOVATION

# SEARCH 3 PRATIQUE



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



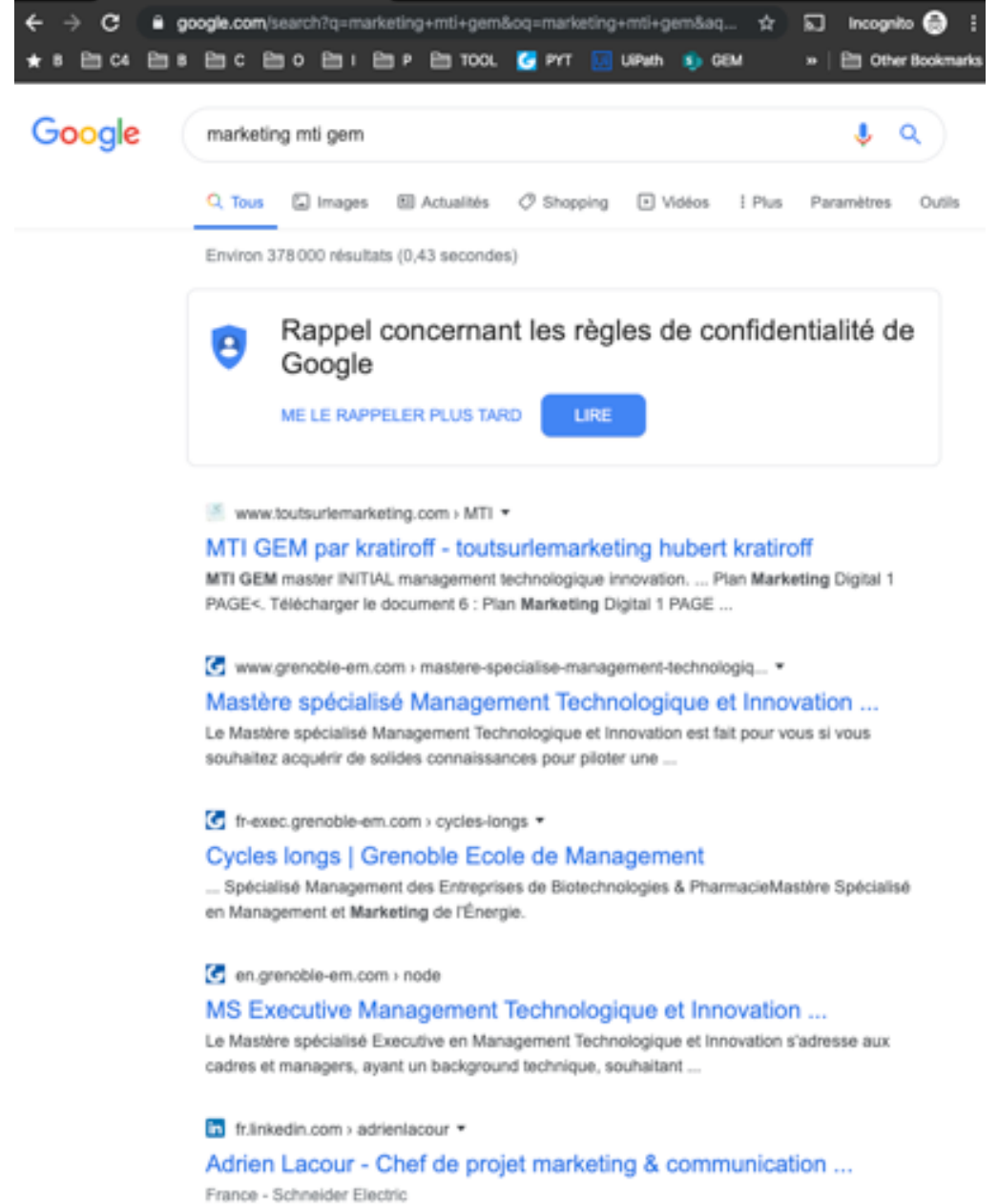
ACT THINK **IMPACT**



# O

# W

# S



A screenshot of a Google search page. The search bar contains the text "marketing mti gem". Below the search bar, there are navigation tabs for "Tous", "Images", "Actualités", "Shopping", "Vidéos", "Plus", "Paramètres", and "Outils". The search results show approximately 378,000 results in 0.43 seconds. A prominent notification banner at the top of the results area reads "Rappel concernant les règles de confidentialité de Google" with two buttons: "ME LE RAPPELER PLUS TARD" and "LIRE". Below this, the first search result is from "www.toutsurlemarketing.com" titled "MTI GEM par kratiroff - tousurlemarketing hubert kratiroff". The snippet describes "MTI GEM master INITIAL management technologique innovation" and provides a link to download a document. The second result is from "www.grenoble-em.com" titled "Mastère spécialisé Management Technologique et Innovation ...". The snippet states that the master's program is designed for those who want to acquire solid knowledge to pilot a project. The third result is from "fr-exec.grenoble-em.com" titled "Cycles longs | Grenoble Ecole de Management". The snippet mentions "Spécialisé Management des Entreprises de Biotechnologies & Pharmacie" and "Mastère Spécialisé en Management et Marketing de l'Énergie". The fourth result is from "en.grenoble-em.com" titled "MS Executive Management Technologique et Innovation ...". The snippet notes that the master's program is for experienced professionals with a technical background. The fifth result is from "fr.linkedin.com" titled "Adrien Lacour - Chef de projet marketing & communication ...". The snippet identifies him as being from "France - Schneider Electric".

google.com/search?q=marketing+mti+gem&soq=marketing+mti+gem&aq...

Google marketing mti gem

Tous Images Actualités Shopping Vidéos Plus Paramètres Outils

Environ 378 000 résultats (0,43 secondes)

**Rappel concernant les règles de confidentialité de Google**

ME LE RAPPELER PLUS TARD LIRE

www.toutsurlemarketing.com · MTI ▾

**MTI GEM par kratiroff - tousurlemarketing hubert kratiroff**

MTI GEM master INITIAL management technologique innovation. ... Plan Marketing Digital 1 PAGE<. Télécharger le document 6 : Plan Marketing Digital 1 PAGE ...

www.grenoble-em.com · mastere-specialise-management-technologiq... ▾

**Mastère spécialisé Management Technologique et Innovation ...**

Le Mastère spécialisé Management Technologique et Innovation est fait pour vous si vous souhaitez acquérir de solides connaissances pour piloter une ...

fr-exec.grenoble-em.com · cycles-longs ▾

**Cycles longs | Grenoble Ecole de Management**

... Spécialisé Management des Entreprises de Biotechnologies & PharmacieMastère Spécialisé en Management et Marketing de l'Énergie.

en.grenoble-em.com · node

**MS Executive Management Technologique et Innovation ...**

Le Mastère spécialisé Executive en Management Technologique et Innovation s'adresse aux cadres et managers, ayant un background technique, souhaitant ...

fr.linkedin.com · adrienlacour ▾

**Adrien Lacour - Chef de projet marketing & communication ...**

France - Schneider Electric

**SA PLACE DANS LE**  
**DIGITAL MARKETING**

**SEARCH**



# SEO





[www.qwant.com](http://www.qwant.com)

**SEARCH**

moteur de  
recherche

**texte**

VS.

**FIND**

moteur de  
réponse

**voix**

# TECH

semantic  
SSL  
META CODE  
sitemap  
EMD  
RWD AMP

+

# EXPÉRIENCE

SXO  
speed  
organisation  
duplicate  
Mobile  
AMP  
UX

SEARCH (référencement)

=

SEM

=

SEO + SEA + ASO + SMO

=>

SXO

# SEARCH ON/OFF PAGE ON/OFF SITE

2018 January / February

hubert@kratiroff.com

@kratiroff





Direct

Google

WeChat





SEM SEO SEA ASO SMO SXO SERP

Backlink PageRank

Position Zéro AnswerBox

Snippet Knowledge Graph

PAA

GA GSC GoogleUpdate

Search engine - moteur de recherche (réponse)

browser - navigateur

Long Tail - longue traine

KeyWord - Mot Clé

No Scroll

RWD AMP SSL https SiteMap 404



marketing  
d'influence

SALES + MARKETING =

**SMARKETING.**

# SALES

- "simple-minded"
- "incompetent"
- "lazy"



# MARKETING

- "arts and crafts"
- "academics"
- "irrelevant"



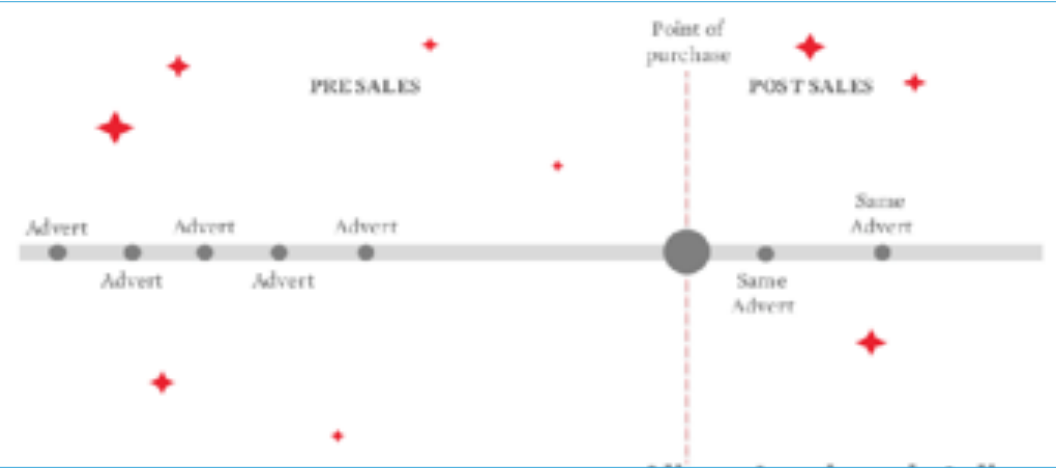
# CONVERSATION MARKETING





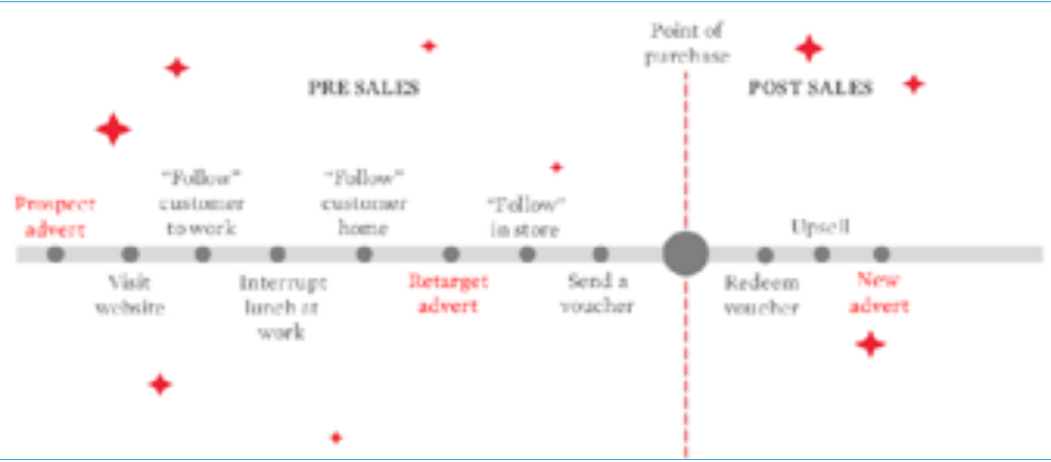


### Opportunity to talk : communication



... talk, talk, talk, talk again

### Opportunity to chat : conversation



... talk, listen, adapt, modify, talk personally







2

COMMUNIQUER  
L'INNOVATION

**CONTENT**

**//**

**FOMO**



1

## FOMO

Infobésité  
Info-Snacking  
10 heures  
Hyper Choix  
Digital Detox  
NoMoPhobie

2

## BRAND CONTENT

StoryTelling  
Native ad  
Gamification  
Curation  
Vidéo  
RTM / SEO

POEM

3

## LOVEMARKS

Respect du lecteur  
Respect du client  
Fidèle au-delà du  
raisonnable



# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

 Strategy	 Platform	 Sharing Triggers
 Format	 Metrics	 Checklist
 Content Type	 Goals	

## A seven-step guide to success

1. Take some time to define a strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social platforms.
5. Track the key metrics, and map these to your goals.
6. Be aware of the main sharing triggers. Be sure to work the emotions.
7. Always double check your work.

Ca Content strategy	
Ar Article	Sh Shortform
V Video	Vi Visualisation
Im Image	Pr Press release
Ev Event	Wb Webinar
Gm Game	Ap App
To Tool	Eb Ebook
P Pod	So Social
EI E-learning	Em Email

Ho How-to based	Re Reviews	Qu Question based	Ti Timeliness	Bp Best practice	Co Comparisons	Ca Case study	St Stats	De Debates
Iv Interviews	As Ask the experts	Rts Resources	Lb Listbased	Hi Highly-interest based	Ee Event based	Rc Research	Tr Tricks	Cm Comparisons
Qz Quotes	Ex Experiments	Pd Productivity	Fu Fun	Te Templates	Bg Beginner's guide	In Inspiration	Op Opinion	Ch Challenges
De Definitions	Gl Glossaries	Da Data	Pc Product based	Sv Surveys	An Analysis	Fi Finance	Gf Gifts	Re Reactions
Ga Games	Mm Memes	Fr Formalists	Tm Testimonials	Dm Demos	Nj Newsjacking			

We Website	Bl Blog	Of Offline media	Mi Microsite	Am Acquisition metrics	Rm Retention metrics	Sa Sales
Tw Twitter	Fa Facebook	Li LinkedIn	Pl Pinterest	Is Instagram	Sc Search metrics	S Search
Yo YouTube	Vm Vimeo	Gp Giphy	Fo Forums	Tu Tumblr	Nm New members	Me Members
Re Reddit	Ig Instagram	Vn Vine	Sl Slideshare	Fl Flourish	Sm Social metrics	Sh Share
Hn Hacker News	Ps Pinterest sites	Ad Advertising			Eg Engagement metrics	En Engagement

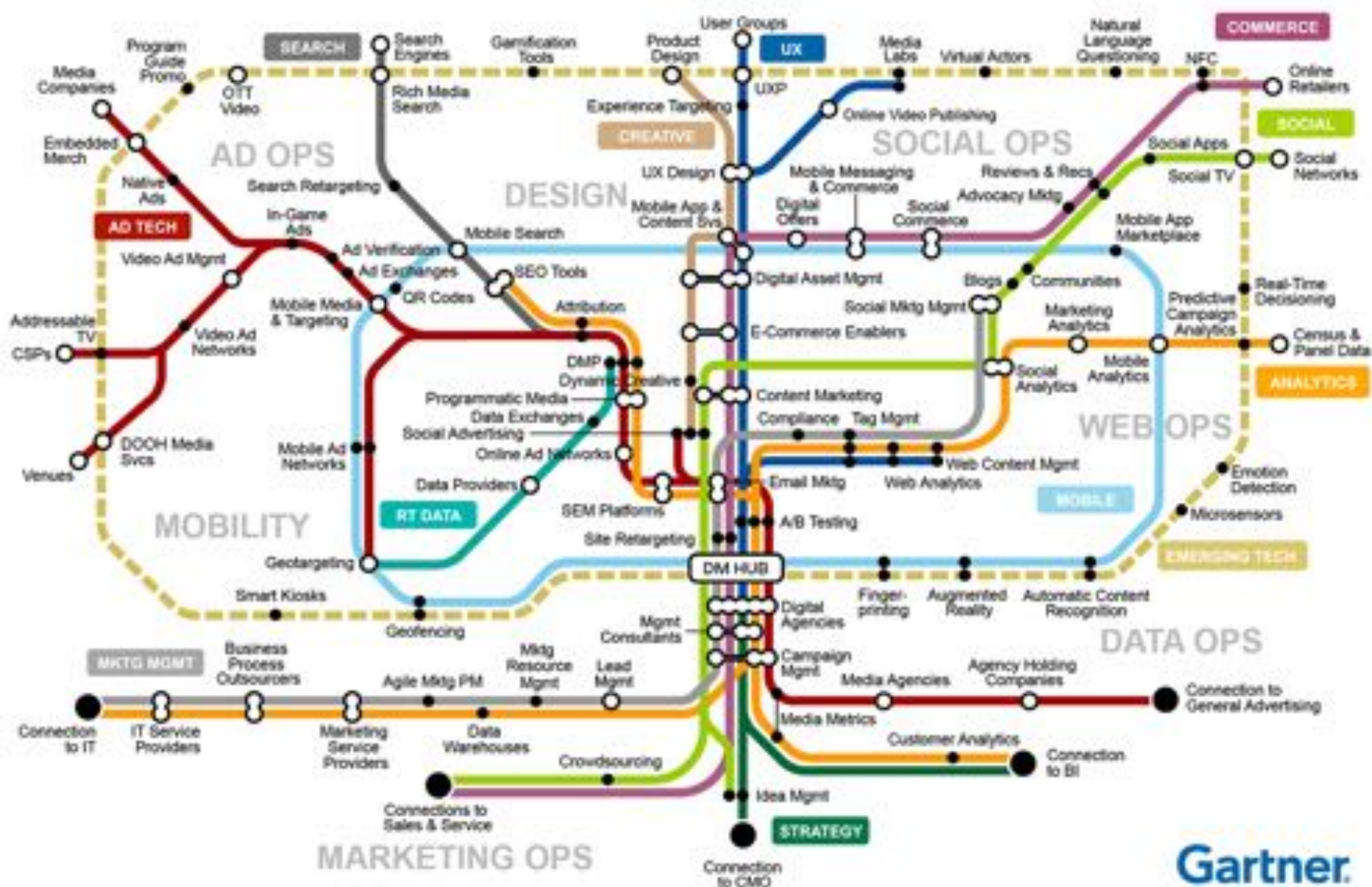
Fu Futility	Sx Sex	Sg Shocking	Mv Moving	Un Unbelievable	Cv Controversial	Co Cool	Ig Interesting	Rd Random	Zg Zany	Aw Awful	Up Upsetting	Di Disappointing
Sq Search queries	Se Search optimization	Ce Click baiting	Fm Formatting	Hd Headline optimization	Tv Tone of voice	Gd Brand guidelines	Pe Plain English	Do Device optimization	Fc Flesh checking	Cd Credit sources	Ct Calls to action	Fd Fido feedback

Content 4 designed by Chris Lake-Walker

You may share it around, provided it is on your website, print it out or use it as a slide with appropriate credit.

Copyright Econsultancy Ltd





# CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER



brand



# Plateforme de marque

## Identité de marque

---

Notre vision

Notre ambition / mission

Notre métier / histoire / time-line

Notre positionnement / territoire /  
promesse / identité

Nos valeurs / notre éthique

Nos convictions

Nos défis / objectifs

Nos éléments de communication  
visuelle : logo, charte graphique

Notre tagline / signature

Notre style / ton de  
communication

Nos codes / partenaires /  
bénéficiaires /users

La plateforme répond aux questions essentielles comme :

---

identité : qui sommes-nous ? Comment se définir ?

mission : quelle est notre raison d'être ? À quoi servons-nous ?

vision : vers quoi allons-nous ? Quel est le but à atteindre dans les prochaines années ?

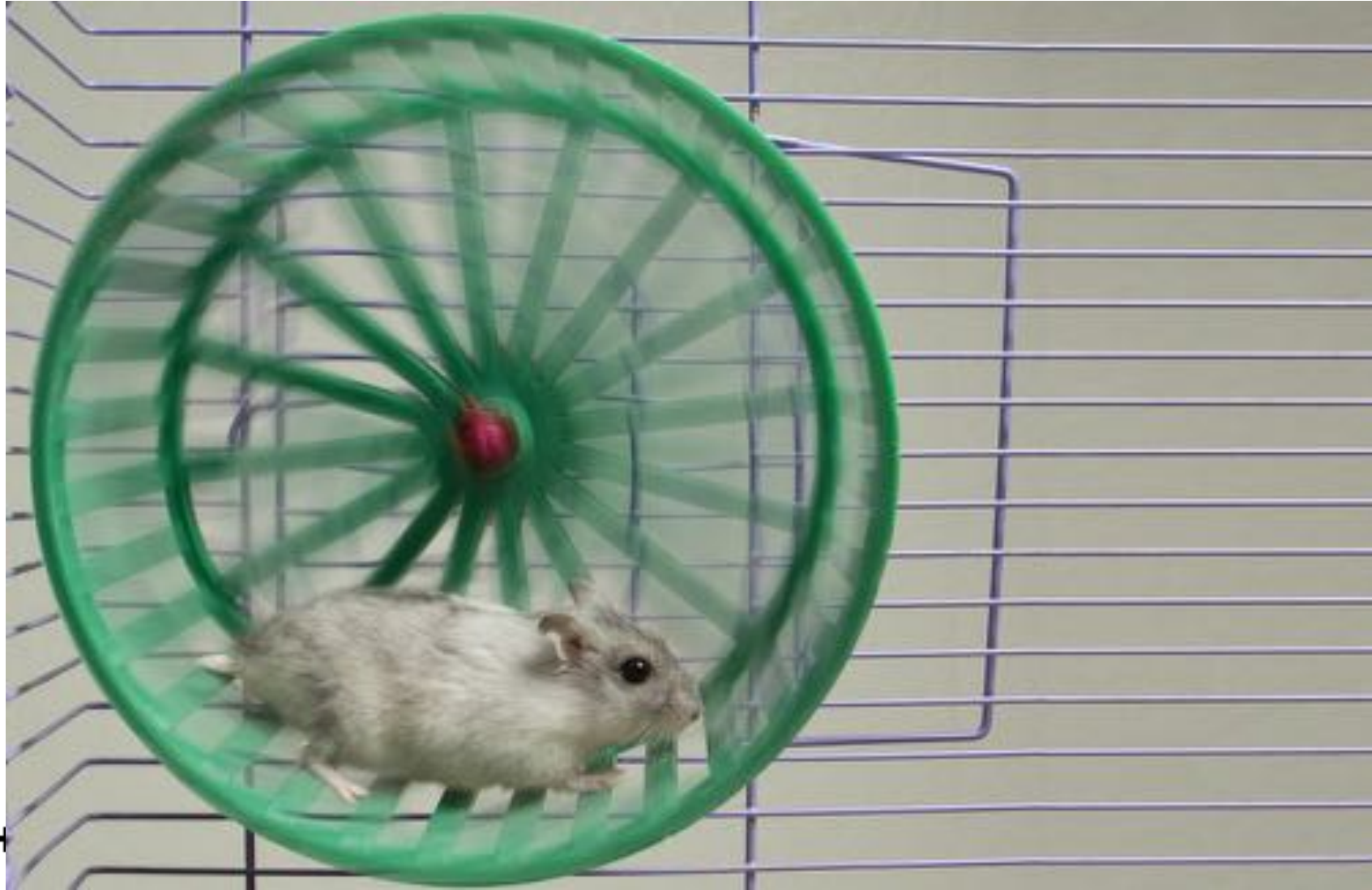
valeurs : quelles sont les valeurs que nous défendons ? Nos atouts, nos qualités ?

promesse : quelle est notre valeur ajoutée ? En quoi sommes-nous uniques pour nos clients ?

# Info Cacophonie



# Syndrome du Hamster





EXCELROOM  
©2014 Excelroom, Inc.



# **Infobésité**

**L'hyper choix de l'utilisateur**

**Info snacking**

**ou**

**Digital Détox**

**ou**

**Séduction/Émotion/Premium**

« Le brand content c'est  
ce que devrait être la  
bonne publicité »



« contenu éditorial créé  
par une marque »

Hubert Kratiroff  
(Les fonctions du marketing)

« production de contenus  
nouveaux par les  
marques »

Hubert Kratiroff  
(Les fonctions du marketing)

Content is  
king

“Content is King”

*Bill Gates, 1996*





Context  
is god

# Avant / Après

**PUB : faire passer un message**



**BC : partager une expérience**

# Avant / Après

- 1) Le consommateur devient un public**
- 2) L'annonceur devient directeur des programmes**
- 3) La marque se transforme en éditeur (média, publisher)**
- 4) Le contenu créé devient un actif (asset)**



# la marque est média

prévision 2016

...avant une  
marque faisait des  
pubs, aujourd'hui  
elle fait des romans



# Be There

Deliver brilliant messages in the moments that truly define your brand.

[Learn More](#)



# The #1 Customer Engagement Platform for Enterprise Brands



**3T**

Messages Sent

**50K**

Apps

**25%+**

Fortune 500 Served

**90B**

Messages per Month

**10**

Years Experience

**500K**

Messages per Second



# StoryTelling

NoStory : NoBusiness



Parlons de la dernière  
**Sublime**

STONK  
L'ART DE LA  
COURTISANE

élégant, mal  
provocateur  
le langage  
marché d'art

STALIN

AMZ. Belle  
de l'histoire  
dans un style  
romain, elle  
Commence  
la traversée  
L'oublier pour  
Ce lieu est  
que quand on

Les éditions de la...

Best StoryTelling ever  
**veni vedi vici**

second StoryTelling  
**asteroide B612**







TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE





**LEARN MARKETING**

**TENDANCE EN**

**PLEIN ESSOR**

**LE MEILLEUR**

**BRAND-CONTENT**





Hubert

hubert@c4cgroupe.com

 MON PROFIL

Bienvenue sur votre tableau de bord Google pour les Pros !



Votre programme de formation



Cours



Badges

Félicitations ! Vous avez réussi ce cours. Êtes-vous prêt pour le prochain cours ?

Le prochain cours de votre programme est : 'Le fonctionnement des sites Web'

COMMENCER



[TOUS LES COURS](#)

1 BADGE(S)

# Bon choix!

Vous avez terminé le cours Twitter Amplify

[Voir toutes les ressources](#)



Super ! Je suis à présent un Gourou  
@TwitterAmplify ! Cliquez ici pour prendre  
votre envol : <https://twitterflightschool.com>  
#TwitterFlightSchool

-20

Tweet



# Bienvenue à la Twitter Flight School

Une expérience d'apprentissage dynamique où vous découvrirez les meilleurs moyens d'intégrer Twitter à votre travail.

Connectez-vous pour commencer



## Up-to-date

Master the Twitter Ads landscape with in-depth product tutorials and continually refreshed content



## Personalized

Select a job-specific learning track customized to your specific learning needs



## On-the-go

Access on-demand exclusive content to keep you ahead of the digital curve





## Build Something Great

Welcome to Blueprint, Facebook's global training and certification program, designed to help businesses reach their own goals their own way. From online learning to live events to certification opportunities, Blueprint is here to help your business see its best results.



# Don't just Learn to Code: Think Like a Software Engineer

Reinvent Your Career in 12 weeks

[Start Your Application](#)

[Watch the Video](#)

Here's Why We've Been Called the Leading  
Bootcamp in the Country



# Changez de vie : apprenez à coder

Le Wagon apporte un savoir-faire technique aux esprits créatifs.

[Découvrez notre programme](#)

[Postuler pour 9 semaines de formation](#)

## Codez the startup way

### Devenez développeur web

Maîtrisez ruby, SQL, et le framework Rails pour construire des applications web. Apprenez des techniques de design avancées en CSS. Pratiquez dans JavaScript et analysez jQuery ou encore React.js, le dernier librerie JavaScript développée par Facebook. [BlaBlaCar](#).

### Comprenez la technique

Apprenez à penser comme un "software engineer". Cette personne qui comprend les enjeux techniques, qui sait ce que MVC veut dire, comment marche une base de données, ce que contient une requête HTTP. Quelqu'un qui voit le monde sous un angle technique.

### Adoptez le bon workflow

Il existe une bonne façon de travailler sur un produit tech. Faites les user stories, résoudre le schéma de la base de données, faire un mockup sur Sketch, collaborer en utilisant des pull requests sur Github. Apprenez à travailler avec la méthodologie des meilleures startups.

# Primer

# Google

That is, we had to reach them when they had tiny pockets of downtime—like when they were waiting for a meeting to start or standing in line for coffee. And what were people doing in those moments? Looking at their phones.



**GRENOBLE  
ECOLE DE  
MANAGEMENT**  
TECHNOLOGY & INNOVATION

CCI GRENOBLE



...avant une marque  
faisait des pubs,  
aujourd'hui elle fait  
des romans

HK, prévision

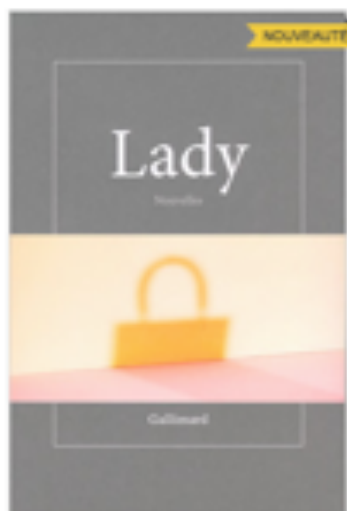
Dior

# Lady

Nouvelles



Gallimard



> TÉLÉCHARGER LA COUVERTURE

> FEUILLETER LE LIVRE



Twitter

Like 3

COLLECTIF

## Lady

Ouvrage collectif d'Adam Gopnik, Cécile Guilbert, Nelly Kapriélian, Camille Laurens, Alexander Maksik, Anthony Marra, Éric Reinhardt et de Colombe Schneck. Les textes d'Adam Gopnik, Alexander Maksik et Anthony Marra ont été traduits de l'anglais par Carine Chichereau.

Hors série Littérature, Gallimard

Parution : 02-02-2017

Les Éditions Gallimard ont proposé à cinq auteurs français et trois auteurs américains d'écrire librement une nouvelle autour du sac comme objet littéraire. Centré sur le sac Lady Dior, objet de mode devenu icône, chaque texte offre au lecteur une vision singulière où les mots jouent habilement avec cet objet de désir.

Cécile Guilbert offre une drolatique et brillante petite phénoménologie du Lady Dior. Adam Gopnik décrit l'obsession de sa femme américaine pour un objet qui symbolise le luxe français. Camille Laurens invente une tendre histoire d'amour dont le sac se révèle être le magicien. Alexander Maksik dresse un somptueux portrait de Paris. Anthony Marra propose une fable sociale autour de la possession d'un objet de rêve. Éric Reinhardt retrace la fabrication d'une commande spéciale dans les usines de Florence. Colombe Schneck a trouvé au Lady Dior une étrange fonction, un abri pour un homme qui ne sait pas encore aimer. Nelly Kapriélian ose décrire les femmes de...

[Lire la suite](#)

128 pages, 140 x 205 mm  
Achévé d'imprimer : 01-12-2016

Genre : Nouvelles et récits Catégorie > Sous-catégorie : Littérature française > Nouvelles et récits

Époque : XIX<sup>e</sup>-XXI<sup>e</sup> siècle

ISBN : 9782070178964 - Gencode : 9782070178964 - Code distributeur : A17896

# LADY

Nouvelles

*nrf*

GALLIMARD

CÉCILE GUILBERT, <i>Petite phénoménologie du sac à main en général et du Lady Dior en particulier</i>	9
ÉRIC REINHARDT, <i>Aya et Noriko</i>	21
ADAM GOPNIK, <i>Le sac à main philosophique</i>	43
ALEXANDER MAKSİK, <i>Les vieux maîtres</i>	51
CAMILLE LAURENS, <i>Le fond du sac</i>	75
ANTHONY MARRA, <i>La proposition</i>	85
NELLY KAPRIËLIAN, <i>Last Night a L. D. Saved My Life</i>	103
COLOMBE SCHNECK, <i>À l'intérieur</i>	113

la marque est média

prévision 2016



**native**

**advertising 101**

# What is native advertising?

Contenu **sponsorisé**, **pertinent** pour l'utilisateur, qui **n'interrompt** pas son expérience de lecture, et qui s'intègre dans l'environnement éditorial qui l'accueille





SIMPIFICATION

# CURATION

# Curation de contenus

Sélection + Agrégation +  
Éditorialisation + Contextualisation +  
Enrichissement + Partage  
=  
Curation

# CONTENT DISTRIBUTION



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

TECHNOLOGY & INNOVATION

MEMBER

 CCI GRENOBLE

...

POEM

...

# POES m

**Paid**

**Owned**

**Earned**

**Shared**

**Média & Marketing**



# PAID

**Achat d'espace**

**Displays**

**Liens sponsorisés**

**Programmation & RTB**

# OWNED

propriété de l'annonceur

website

catalogue

print

newsletter

emailing



# EARNED

**Ensemble des retombées générées  
gratuitement par une marque**

# SHARED

**Earned via les partages de réseaux sociaux  
(retweet, like ...)**

# CONTENT STRATEGY



## PAID

- Bannière
- PPC
- Mobile adv
- App
- ...



## OWNED

- Websites
- Mobile sites
- APP
- Proprietary blogs
- Video
- Data Planning
- E-mail Marketing
- SMS & Mobile



## EARNED

- Social média
- Word of mouth
- Forum
- News PR
- Bloggers

# Loi de Metcalfe et viral loop

## Loi de Metcalfe

La Loi de Metcalfe est une loi théorique et empirique énoncée par [Robert Metcalfe](#) (fondateur de la société 3Com et à l'origine du protocole [Ethernet](#)).

L'utilité d'un réseau est proportionnelle au carré du nombre de ses utilisateurs.

### Sommaire [masquer]

- 1 Explications
- 2 Applications
- 3 Voir aussi
  - 3.1 Articles connexes
  - 3.2 Liens externes
  - 3.3 Bibliographie
  - 3.4 Notes et références

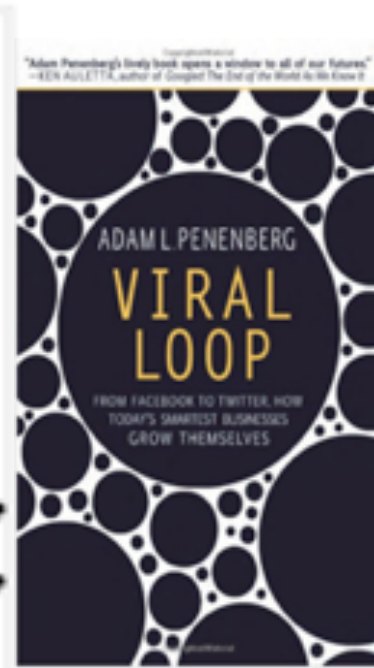
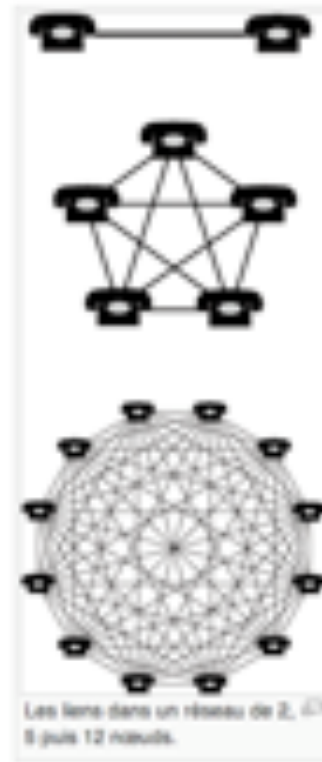
## Explications [modifier | modifier le code]

La loi de Metcalfe explique les effets de réseau liés aux technologies de l'information, applicable à des réseaux comme Internet, les systèmes de réseautage social et le World Wide Web. Elle s'explique par le fait que le nombre de liens potentiels dans un réseau avec  $n$  nœuds est  $n(n-1)/2$ , fonction équivalente à  $n^2/2$  pour  $n$  tendant vers l'infini.

## Applications [modifier | modifier le code]

La Loi de Metcalfe dit simplement que plus il y a d'utilisateurs dans un réseau, plus ce réseau aura de la valeur.

- Elle trouve à s'appliquer dans n'importe quel réseau social (de type Facebook par exemple). Si vous vous trouvez seul heurt vous n'y trouvez aucune utilité mais si toutes vos connaissances font également partie du réseau alors les fonctions de partage et d'échange commenceront à prendre du sens.
- Elle explique aussi que le contenu d'outils collaboratifs (Wikipédia par exemple) s'enrichit et devient plus efficace, de manière encore plus rapide que la vitesse de croissance du nombre des contributeurs.
- Elle est en rapport avec la 3ème colonne du Triangle de Pascal 1, 3, 6, 10, 15, 21, ..., soit 1 pour 2 nœuds, 3 pour 3 nœuds, et 6 pour 4 nœuds.



# Stop

Paid media

Media passif

Client passif

# GO

**Earned media**

**Media**

**participatif**

**Client VRM**



# Béhar (Yves)

« Advertising is the price companies pay for being un-original »

« La publicité est le prix que paient les entreprises pour leur manque d'originalité »





# Empreinte digitale



the future beyond brands

# lovemarks

Kevin Roberts, CEO Worldwide, SAATCHI & SAATCHI

**Saatchi**

**a Lovemark is**

**a product, service or entity  
that inspires Loyalty Beyond Reason**

**VIDÉO KEVIN ROBERTS**

**CRM & VRM**

**Transaction**



**Relation**



## THE LOVEMARKER

The Lovemark is a creative insight generator that measures emotional heat from the three characteristics of Lovemarks: Mystery, Sensuality and Intimacy.

### How to use the Lovemarker

Score: 2 points for Hot, 1 point for Warm and 0 points for Cold.

No Respect, no Lovemark. You must score at least 25 Respect points to be considered for Lovemark status.

### What your points mean:

0 to 36 points = Commodity

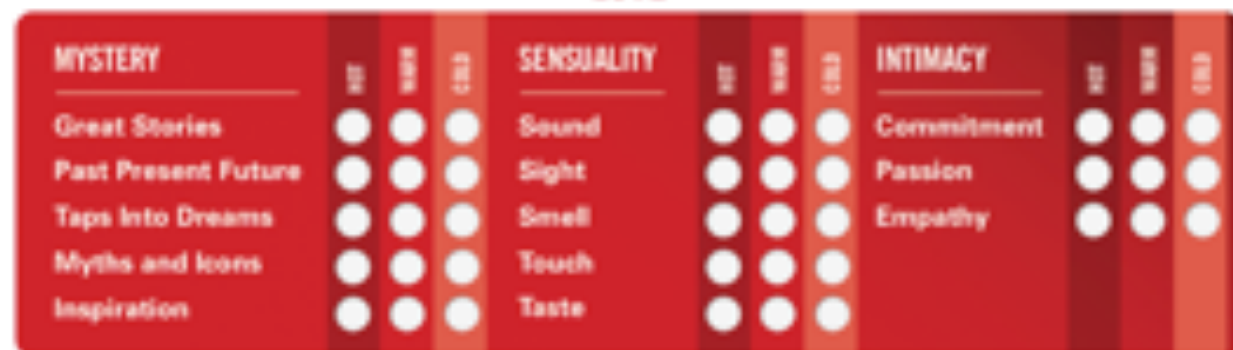
37 to 40 = Brand

41+ = Lovemark

## RESPECT



## LOVE



# Key TakeAways

ce qu'il faut retenir



**1/3 curation**  
**1/3 recyclage**  
**1/3 nouveau**  
**content**





Paid (-)  
Owned (+)  
Earned (++)



A blurred background of a night festival or outdoor event. The scene is illuminated by warm, glowing string lights and street lamps. In the foreground, the silhouettes of trees are visible against the twilight sky. In the background, a crowd of people is gathered, some standing and some sitting, creating a sense of a lively social atmosphere. The overall color palette is dominated by deep blues, purples, and warm yellows from the lights.

UX

# PARADOXE EXEMPLAIRE



# SIMPLE

Easy to set up and use

# SMART

Just press the button to get your essentials



WATCH VIDEO

# FREE

After the first press

BUY DASH BUTTON FOR \$4.99 AND RECEIVE A \$4.99 CREDIT AFTER YOUR FIRST PRESS

## New Dash Buttons



Gutter Northern Ultra Soft & Strong...  
Amazon  
\$4.99 Prime



Puffs Dash Button  
Amazon  
\$4.99 Prime



Pepperidge Farm Goodies Cookies...  
Amazon  
\$4.99 Prime



Pepsi Dash Button  
Amazon  
\$4.99 Prime



Pur Dash Button  
Amazon  
\$4.99 Prime



Nestlé Dash Button  
Amazon  
\$4.99 Prime



Lexus Dash Button  
Amazon  
\$4.99 Prime



Glad Dash Button  
Amazon  
\$4.99 Prime



Clorox Dash Button  
Amazon  
\$4.99 Prime



Pur Water Dash Button  
Amazon  
\$4.99 Prime

## Household Supplies



Duke Dash Button  
Amazon  
\$4.99 Prime



Gutter Northern Ultra Push Dash Button  
Amazon  
\$4.99 Prime



Tide Pods and Powder Dash Button  
Amazon  
\$4.99 Prime



Gain Dash Button  
Amazon  
\$4.99 Prime



Clorox Dash Button  
Amazon  
\$4.99 Prime



Clorox Dash Button  
Amazon  
\$4.99 Prime



Seventh Generation Dash Button  
Amazon  
\$4.99 Prime



Windex Dash Button  
Amazon  
\$4.99 Prime



Lysol Dash Button  
Amazon  
\$4.99 Prime



Ziploc Dash Button  
Amazon  
\$4.99 Prime

See all Household Supplies

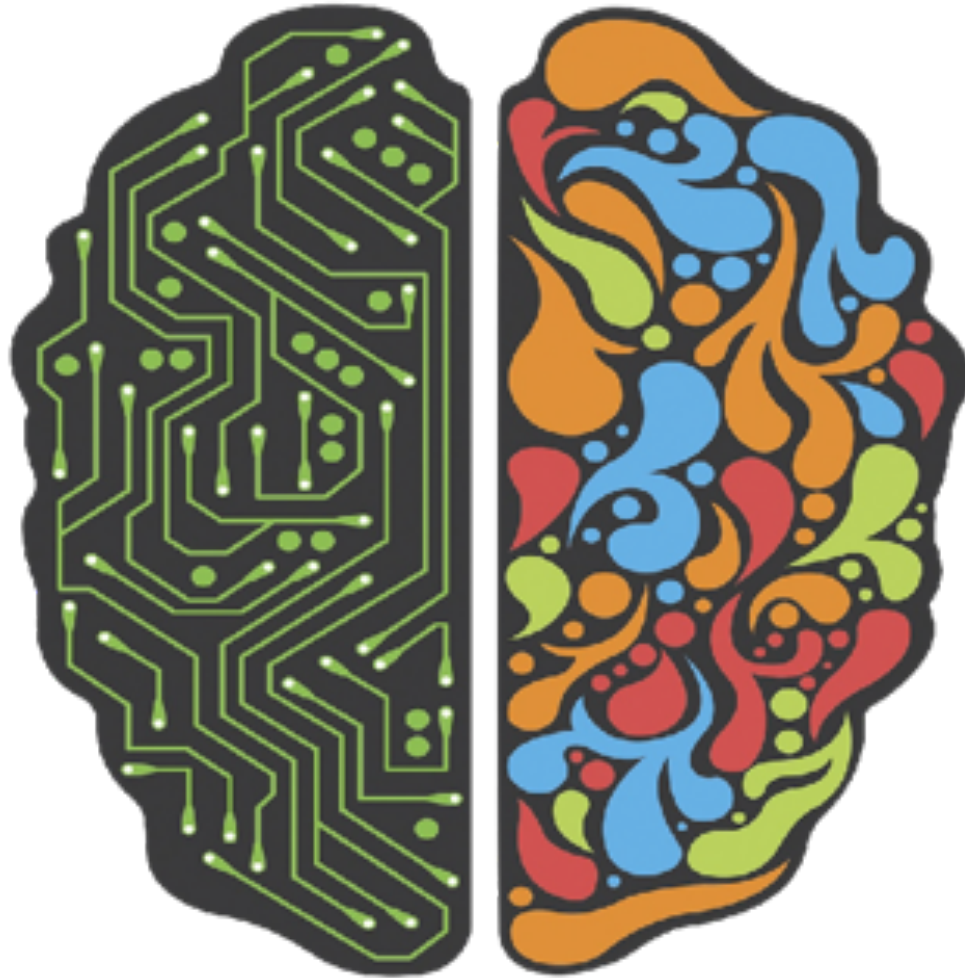
UI : interface = BEAUTÉ  
UX : expérience = INTELLIGENCE

on peut être beau et intelligent à la fois

Zéro UX  
Zéro UI

Meilleure Expérience

# Réflexion / Intuition



Intuition

100%





# Réflexion



# ZÉRO

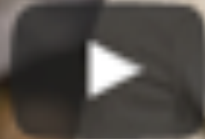
Télépéage  
Dash button  
AmazonGo  
Uber  
Doctolib

Zéro UX  
Zéro UI

Best Expérience



INTRODUCING  
**amazon go**



YouTube

Médecin, établissement...



ORL

Neuilly-sur-Seine

Rechercher

Honoraires

Moins de consultation

Consultation pour chirurgie de la face et du cou

Disponibilités

## Réserver en ligne un RDV avec un ORL à Neuilly-sur-Seine

**Dr Xavier LACHVER**

ORL

20 Rue Parmentier  
92200 Neuilly-sur-Seine

Conventionné secteur 2

Prendre rendez-vous

<    **jeu.**    **ven.**    **sam.**    >

12 janv.    13 janv.    14 janv.

—	19:00	—
—	—	—
—	—	—
—	—	—

## D'autres ORL sont réservables en ligne dans les environs de Neuilly-sur-Seine

**Dr Olivier FACILLET**

ORL

22 Rue des Belles Feuilles  
75116 Paris

Conventionné secteur 2

Prendre rendez-vous

<    **jeu.**    **ven.**    **sam.**    >

12 janv.    13 janv.    14 janv.

14:30	—	—
—	—	—
—	—	—
—	—	—



# Digitalisation des entreprises

## Objectif N°1 : Améliorer l'expérience

The screenshot shows the 'Experience Hall' for the dmexco Conference Program 2016, held from September 14-15, 2016, in Cologne. The page features a navigation menu at the top, a red chat icon, and the Adobe logo. The main content area is titled 'Visions of Leaders' and 'dmexco outlook'. The session is scheduled for 18:00 - 19:25 and is titled 'INNOVATION IS OUT, INVENTION IS IN: CHANGING THE CONVERSATION AS BRANDS BECOME THE EXPERIENCE'. The text describes the shift from campaigns to conversations in a digital landscape. A speaker, David Shing, is mentioned with a small profile picture. The page also includes social media icons and a 'Promoted' badge at the bottom.

dmexco  
September 14 & 15, 2016, Cologne

### Conference Program 2016

Pure Summit

Experience Hall | 14.09.2016 | 15.09.2016

Location | What to expect

Adobe

Visions of Leaders | dmexco outlook

18:00 - 19:25

#### INNOVATION IS OUT, INVENTION IS IN: CHANGING THE CONVERSATION AS BRANDS BECOME THE EXPERIENCE

As the digital landscape shifts towards increasingly fragmented screens, marketers need to replace campaigns with conversations. Embrace meaningful connections over passive interactions. Emphasize engagement and dwell time over likes and follows. But how? Join us to examine digital trends and behaviors to understand how your brand can break through the noise and create a brand experience. And as you engage in this session, you'll learn how to do the same with your customers. It's a brand new stage after all.

DAVID SHING  
CEO

The Innovation Café | dmexco-connects.world

The screenshot shows a Twitter post from TagCommander (@TagComm...). The tweet discusses top strategies for conversion rate optimization at dmexco, aiming to boost the efficiency of marketing campaigns. It includes a promotional image for the conference and a link to tagcommander.com. The tweet has 9 retweets and 23 likes. The interface shows the user's location as Swisscom and the time as 18:15. A 'Promoted' badge is visible at the bottom.

Swisscom 18:15 60%

TagCommander @TagComm...  
Top strategies for #conversionrateoptimisation at #dmexco. Boost the efficiency of your marketing campaigns. Meet us

MEET US AT dmexco AND DISCOVER OUR TAG AND DATA MA...  
tagcommander.com

Promoted

# Best UX Ever

second visit ?



# Worst UX Ever





# UX : User eXperience

toutes interactions  
perçues par l'utilisateur  
avant, pendant et après  
l'usage

toutes : omnicanal

interactions : touchpoint, point de contact

perçues : même pas voulues par l'entreprise

utilisateur : client, consommateur

avant, pendant, après : parcours complet,  
customer journey

usage : achat, utilisation, test, destruction



# BROMPTON

 Gewicht: 9 - 13 kg  
(je nach Ausstattung)



# Onboarding

## SmartNews News



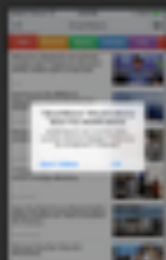
Splash screen



Tutorial



Tutorial



Notification alert



Home feed



Article

## Periscope Social Networking

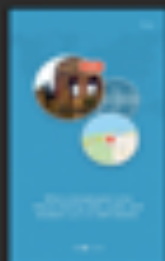
Completed



Splash screen



Tutorial



Tutorial



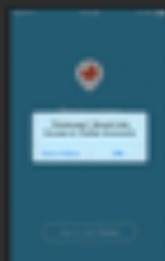
Tutorial



Tutorial



Sign in



Tutorial screen



Account selection



Account info edit

## Facebook Groups Social Networking



Splash screen



Sign in



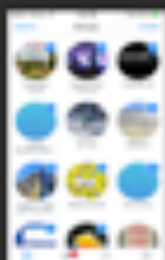
Welcome



Push notification message



Alert



Groups



Group



**Expérience :**

**marketing  
produit**



**marketing de  
l'expérience...**

Bâtir une bonne UX :  
**1/ supprimer**  
et seulement après  
**2/ ajouter**

**1/ Supprimer les :**  
irritants, allergènes  
points de friction (frictionless)  
coutures (seamless)  
défauts (flawless)

*= simplifier*

**2/ Ajouter :**  
satisfaction, fluidité  
art, plaisir, sentiment  
personnel, émotion  
sourire, humour

= *enchanter*



3

**RENTABILISER  
L'INNOVATION**

3

VENDRE  
L'INNOVATION

**VENDRE**  
**- ou -**  
**MOURIR**





**BisDev ou  
Growth Hacking**

You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

# Business Model Generation

WRITTEN BY

*Alexander Osterwalder & Yves Pigneur*

CO-CREATED BY

*An amazing crowd of 470 practitioners from 45 countries*

DESIGNED BY

*Alan Smith, The Movement*



---

UNIVERSITE DE LAUSANNE  
ECOLE DES HAUTES ETUDES COMMERCIALES

---

**THE BUSINESS MODEL ONTOLOGY  
A PROPOSITION IN A DESIGN SCIENCE APPROACH**

THÈSE

Présentée à l'École des Hautes Études Commerciales  
de l'Université de Lausanne

par

**Alexander OSTERWALDER**

Licencié en Sciences Politiques de l'Université de Lausanne

Diplômé postgrade en Informatique et Organisation (DFIO)  
de l'École des HEC de l'Université de Lausanne

Pour l'obtention du grade de  
Docteur en Informatique de Gestion

2004

# The 9 Building Blocks



## CS Customer Segments

An organization serves one or several Customer Segments.



## VP Value Propositions

It aims to solve customer problems and satisfy customer needs with value propositions.



## CH Channels

Value propositions are delivered to customers through communication, distribution, and sales Channels.



## CR Customer Relationships

Customer relationships are established and maintained with each Customer Segment.



## RS Revenue Streams

Revenue streams result from value propositions successfully offered to customers.



## KR Key Resources

Key resources are the assets required to offer and deliver the previously described elements.



## KA Key Activities

...by performing a number of Key Activities.



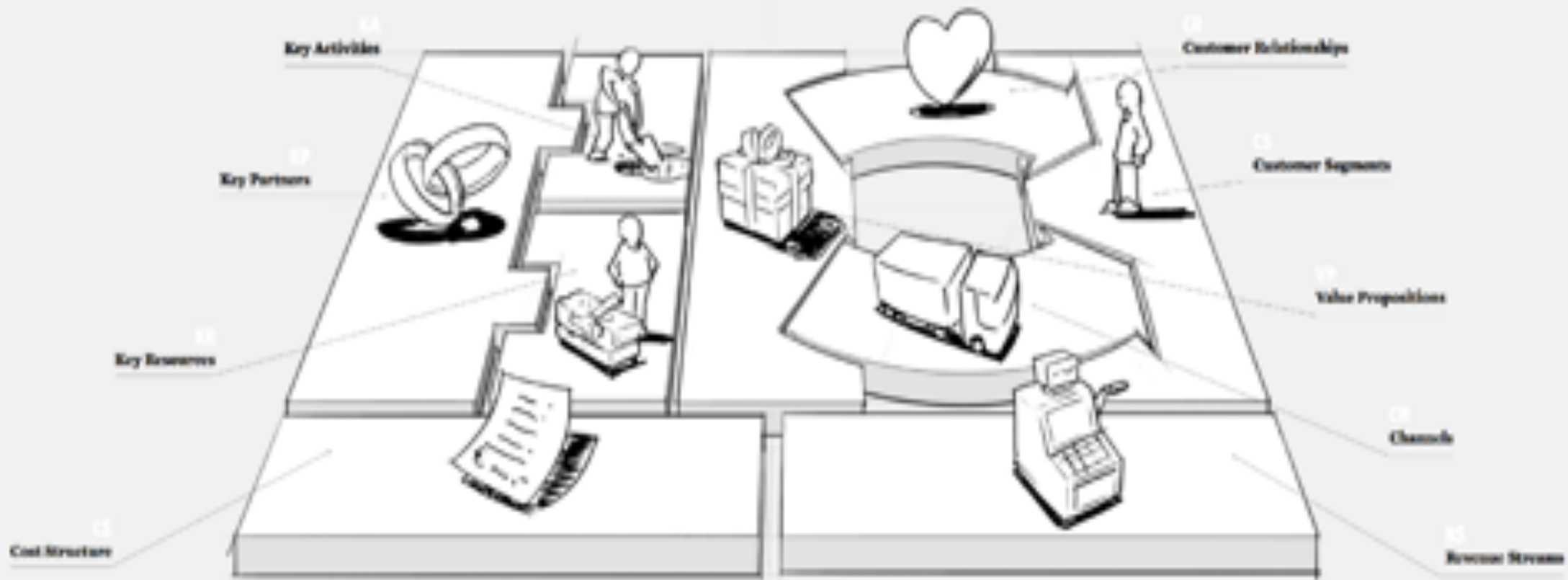
## KP Key Partnerships

Some activities are outsourced and some resources are acquired outside the enterprise.



## CS Cost Structure

The business model elements result in the cost structure.





# The Business Model Canvas

Designed for

Designed by

Version

## Key Partners



Who are the partners?  
What do they do for you?  
What do you do for them?  
What are the terms of the partnership?

## Key Activities



What key activities do you need to perform?  
What are the most important activities?  
What are the most difficult activities?

## Value Propositions



What value do we deliver to the customer?  
What are the most important value propositions?  
What are the most difficult value propositions?  
What are the most profitable value propositions?

## Customer Relationships



What type of relationship do you want with your customers?  
What are the most important customer relationships?  
What are the most difficult customer relationships?  
What are the most profitable customer relationships?

## Customer Segments



Who are our most important customers?  
What are the most important customer segments?  
What are the most difficult customer segments?  
What are the most profitable customer segments?

## Key Resources



What key resources do you need to perform?  
What are the most important key resources?  
What are the most difficult key resources?

## Channels



How do you reach your customers?  
What are the most important channels?  
What are the most difficult channels?  
What are the most profitable channels?

## Cost Structure

What are the most important costs?  
What are the most difficult costs?  
What are the most profitable costs?



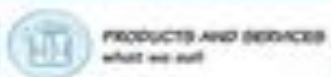
## Revenue Streams

How do you generate revenue?  
What are the most important revenue streams?  
What are the most difficult revenue streams?  
What are the most profitable revenue streams?





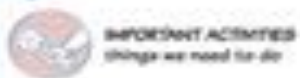
**PARTNERS**  
who helps us



**PRODUCTS AND SERVICES**  
what we sell



**CUSTOMERS**  
who we sell to



**IMPORTANT ACTIVITIES**  
things we need to do



**IMPORTANT RESOURCES**  
things we need to have



**RELATIONSHIPS**  
How we interact  
with customers



**CHANNELS**  
How we reach  
customers



**COSTS**  
what we need to spend money on



**REVENUE**  
How we earn money



# On vend quoi à qui ?

Ontologie du profit

Définition pragmatique de la stratégie

Qu'est ce qu'on doit faire, avoir ?

Qui sont nos partenaires ?

Combien ça coûte ?

# AARRR



# ROPO

# ROBO

Research Online Purchase Offline

≠ showrooming

multi  
cross  
omni

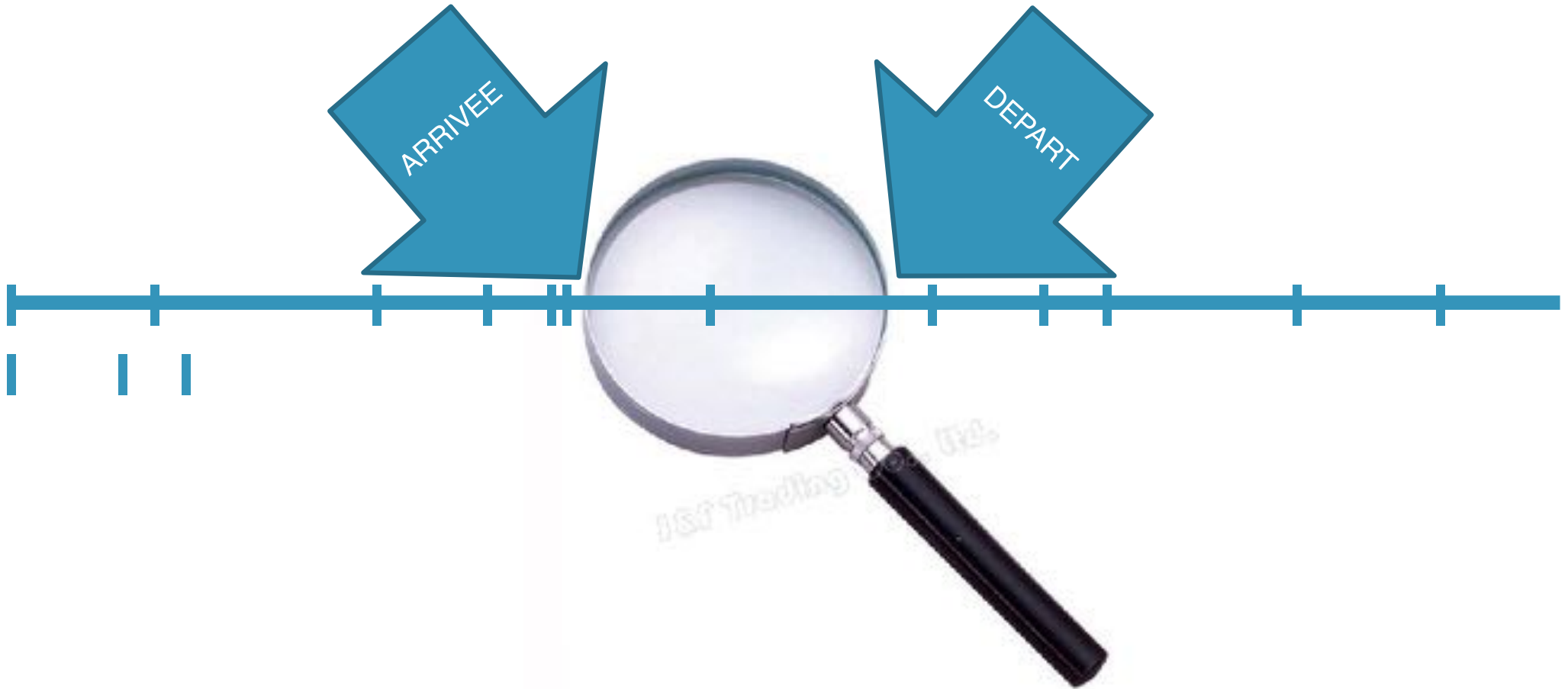


# Parcours Client

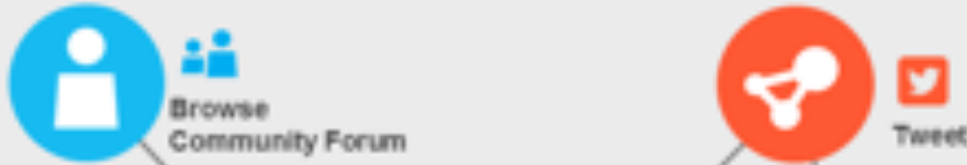




# Parcours client visible et invisible



Social



Web



In Person

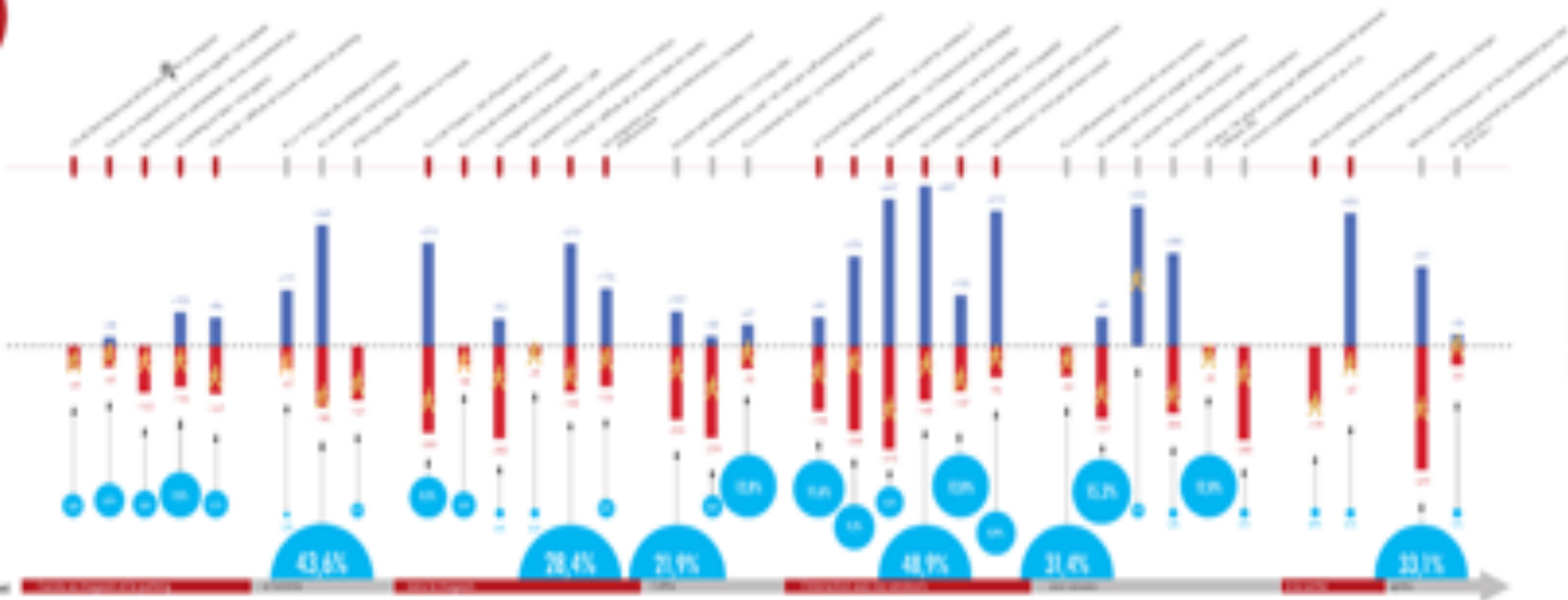


Contact center



Mobile





# What Defines a Good Omni-Channel Customer Experience?



Customer experience, like technological evolution, is a moving target. The companies that will win are the ones that know they are in it for the long haul.



## 43%

The importance of an amazing brand experience can turn a customer into a brand advocate

According to an analysis by Watermark Consulting, 10-year investment returns from quality retail customer experience solutions (measured by Forrester's Customer Experience Index) were 43% while investments from customer experience leaptfrog generated negative returns.

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[www.hybris.com](http://www.hybris.com)



Powerful customer experiences are not just about maintaining consistency, relevance, and convenience at any cost. It is about creating equally seamless customer dialogue across every stage of the customer journey from pre-purchase research to post-sales troubles.

## The Five Key Factors to a Winning Omni-Channel Customer Experience



### 1 CONVENIENCE

Today's consumers are time-cramped, and this means that convenience is not just a benefit—it is a central principle of a strong customer experience.

## 71%

of consumers expect to view or visit a retailer's website?

## 50%

expect to be able to buy online and pick up in-store?

However, only a third of retailers have operationalized even the basics such as online pickup, cross-channel inventory visibility, and store-based fulfillment.\*



### 2 CONSISTENCY

Consistency is vital when building a true omni-channel business, but it is also indispensable to create experiences based on a unified brand presence that consumers can trust.

## 51%

of consumers expected a retailer's product offerings to be the same across multiple channels?

## 57%

expected promotions to be consistent across online, offline, and social touchpoints?

## 69%

believed that variable pricing across multiple channels should be a thing of the past?



### 3 RELEVANCE

The new consumer expects interactions to be real-time, highly personalized, and tailored to buying preferences, transaction history, and user behaviors.

## 58%

of consumers would share details such as measurements and size with retailers?

## 49%

are comfortable with brands collecting personal data?

## 35%

approve a company sharing data with a third party in the name of creating a personalized customer experience?



### 4 EMPOWERMENT

Brands that empower and inform customers to make the best purchasing decisions are creating loyal customers.

## 80%

of revenue for retail companies comes from 20% of their loyal customers?

Choose self and assisting to a prospect is 8%-20%, whereas the probability with an existing customer is

## 60%-70%



### 5 AGILITY

Technological acceleration now means that capturing connected customers depends on a brand's ability to take an agile approach. Businesses must adopt tools and analytics that recognize market changes and shifts in buyer behavior, as well as scalable systems that enable fast action when opportunities present themselves.

## 80%

of consumers say they are more likely to evaluate solutions from brands they follow on one of social?

## 63%

of consumers say they have engaged with disappointing brand content, and 27% of those said they would never read that brand's content again after the experience?

Companies are seeing that their

## 63%

of customer service inquiries shifted over social channels?

SOURCE:

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For more information on the five key success factors for delivering a winning omni-channel customer experience, watch our short video with Jamie Anderson, SVP of Marketing, Hybris Software here: [youtu.be/5540du\\_388k](https://youtu.be/5540du_388k)

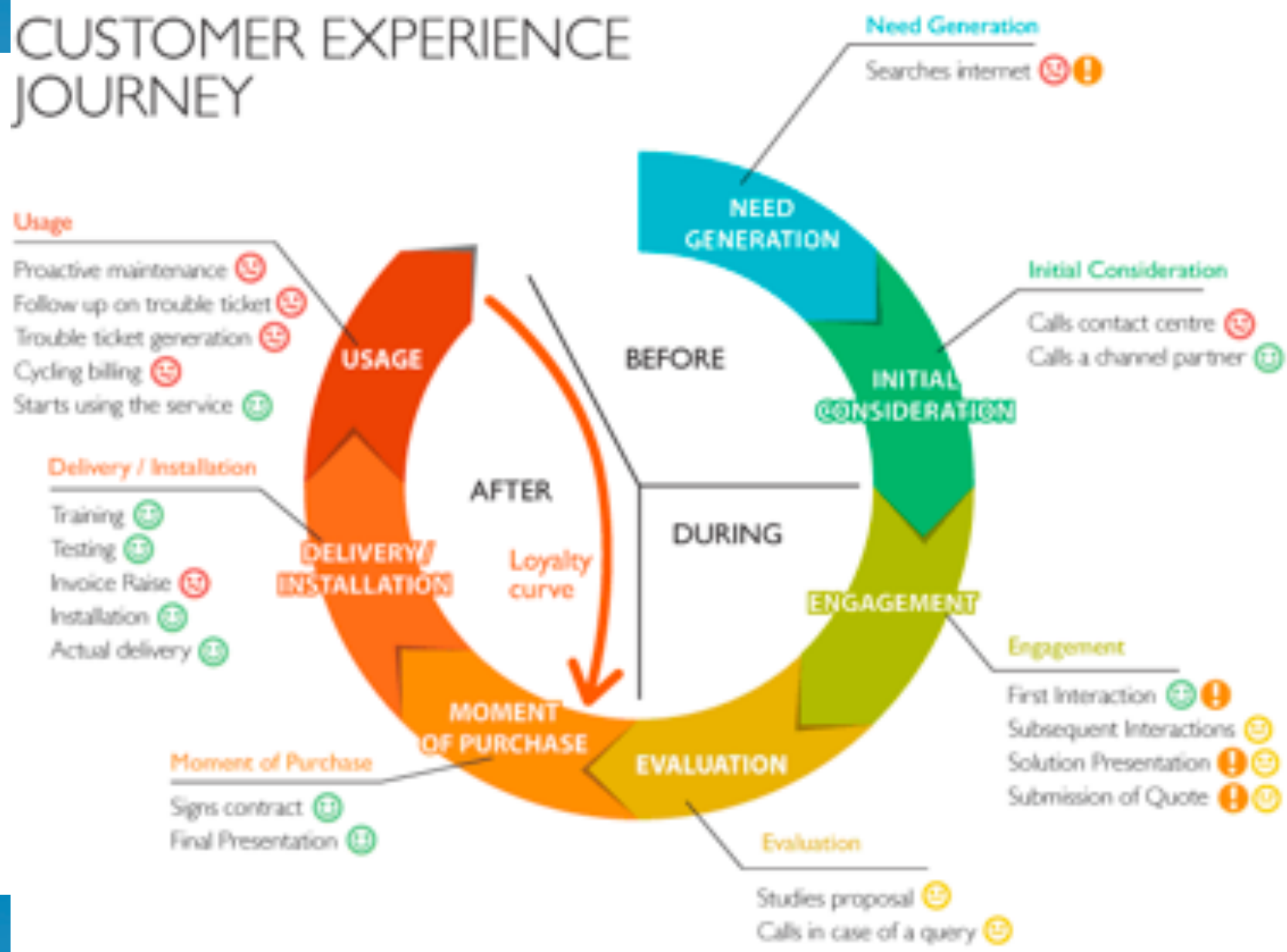


Traditional customer lifecycle

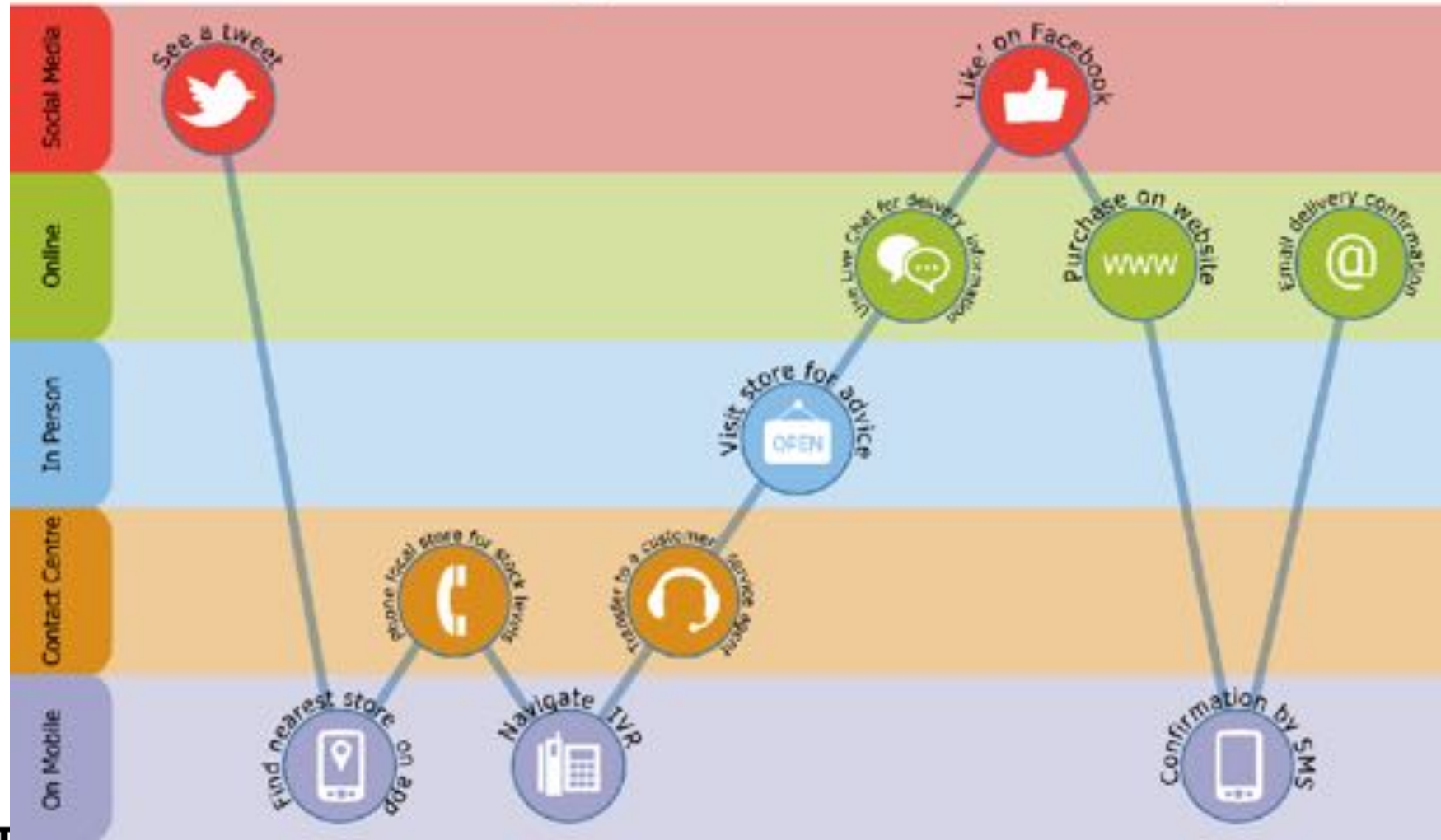


Digital customer lifecycle

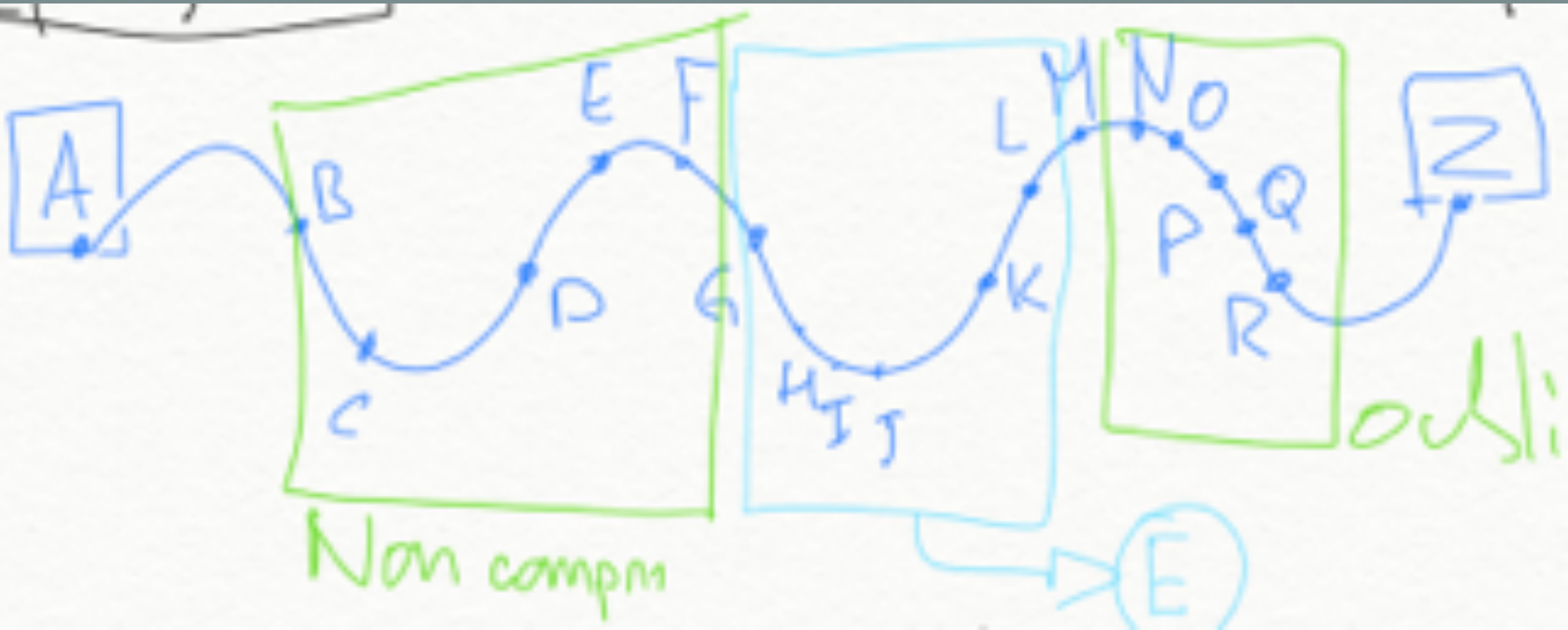
# CUSTOMER EXPERIENCE JOURNEY



# Understanding the Customer Journey



# Parcours vu par le client





# Le parcours client



agir sur la pente de  
l'entonnoir

**Acquisition**

**Activation**

**Retention**

**Referral**

**\$**

Acquisition

Activation

Retention

Referral

\$

Notoriété, Awareness,  
attention

Intérêt, connaissance

Désir, Affection

Conversion, Action,  
Achat

CLIENT



Acquisition trafic

CTR

Découverte des  
fonctionnalités

Brand Content  
Blog

Mise en avant  
marque

BC, SM  
StoryTelling

Promotion,  
incentive

Retargeting  
Couponning  
CPA, CPL

Fidélisation

Email

Rechercher des rapports et plus

WEB CONTENUS

- Tableaux de bord
- Raccourcis
- Événements d'alertes

RAPPORTS STANDARDS

- Temps réel
- Audience
  - Vue d'ensemble
  - Données démographiques
  - Comportement
  - Technologie
  - Google Mobile
  - Personnalité
  - Flux de visiteurs
- Sources de trafic
- Contenu

Présentation de l'audience

27 févr. 2013 - 29 mars 2013

Segments avancés | E-mail Exporter | Ajouter au tableau de bord Raccourci

% des visites: 100,00 %

Vue d'ensemble

Visites - par rapport à Sélectionner une statistique

Toutes les heures Jour Semaine Mois

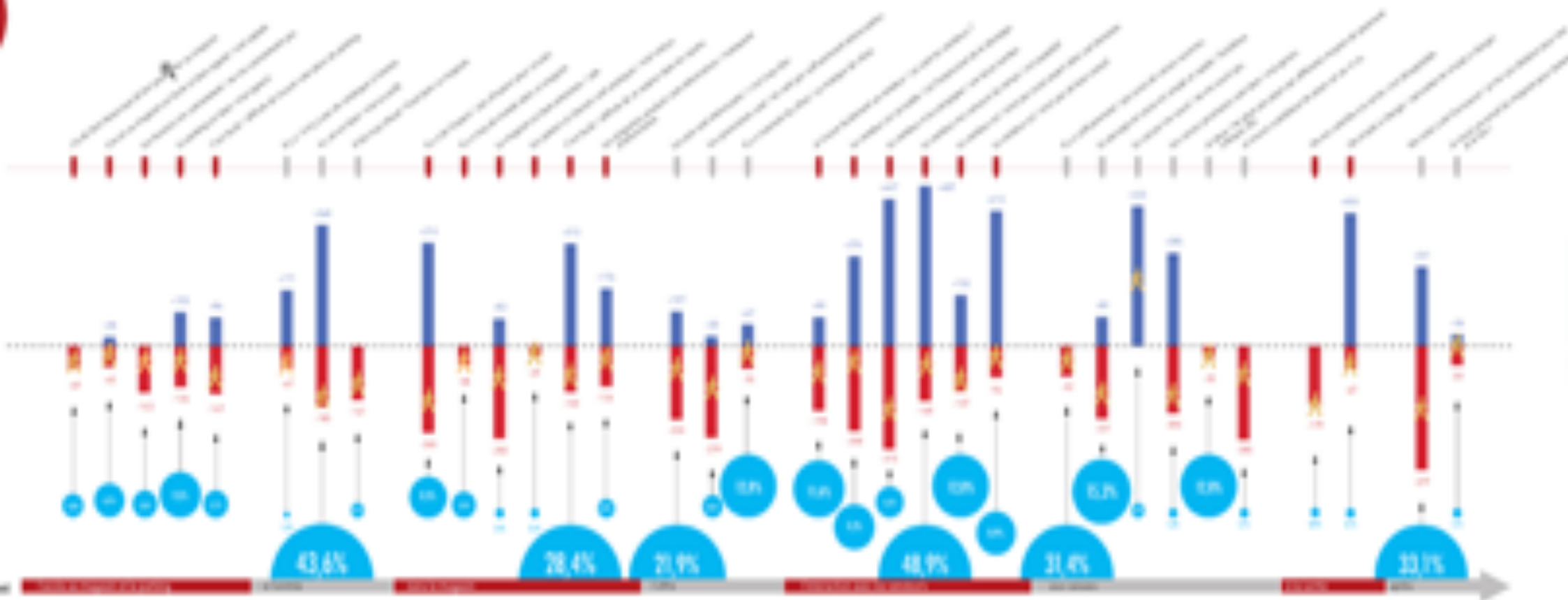


Nombre d'internautes ayant visité ce site : 593



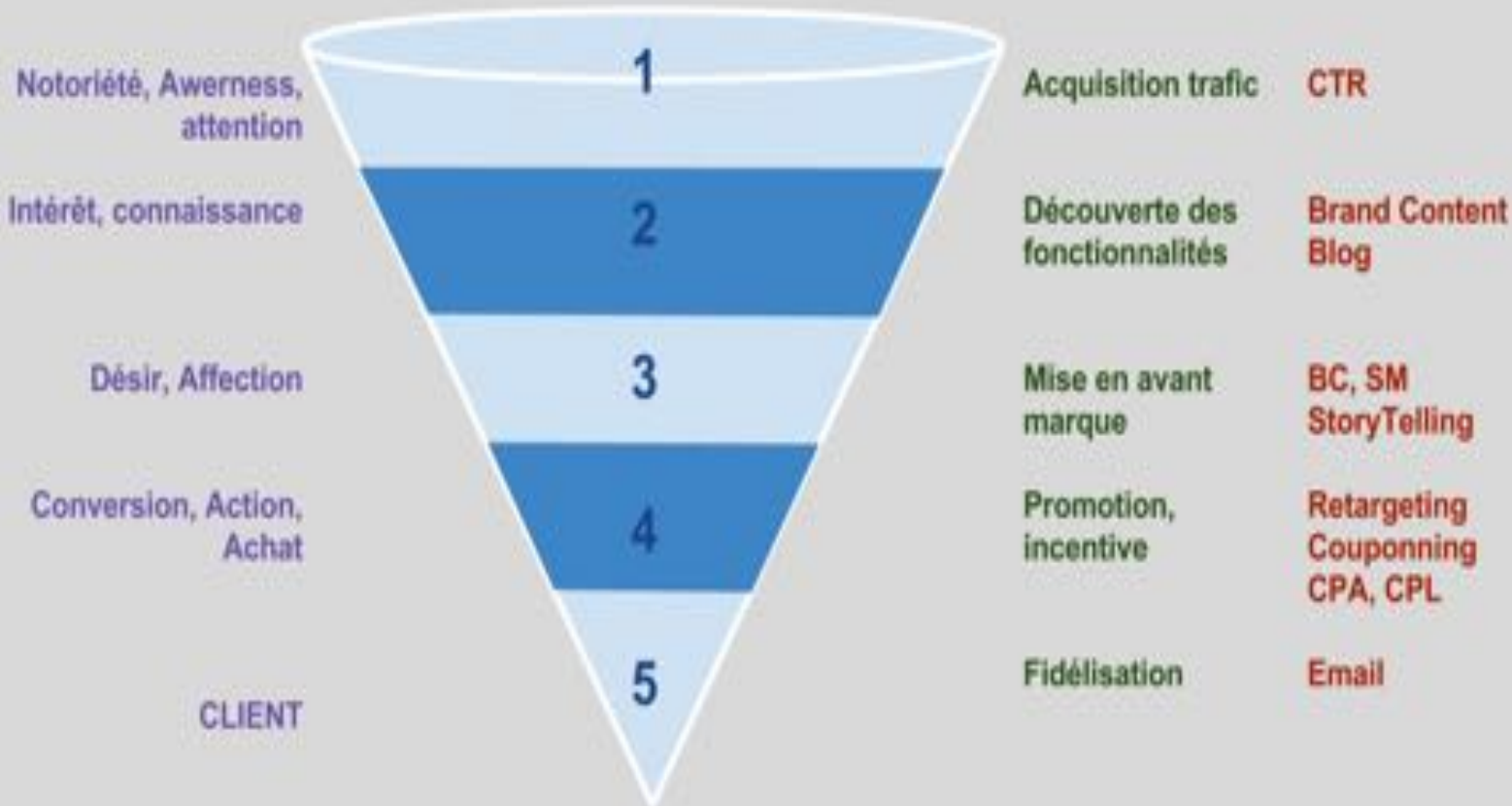


# TRACKER DE L'EXPERIENCE CLIENT®



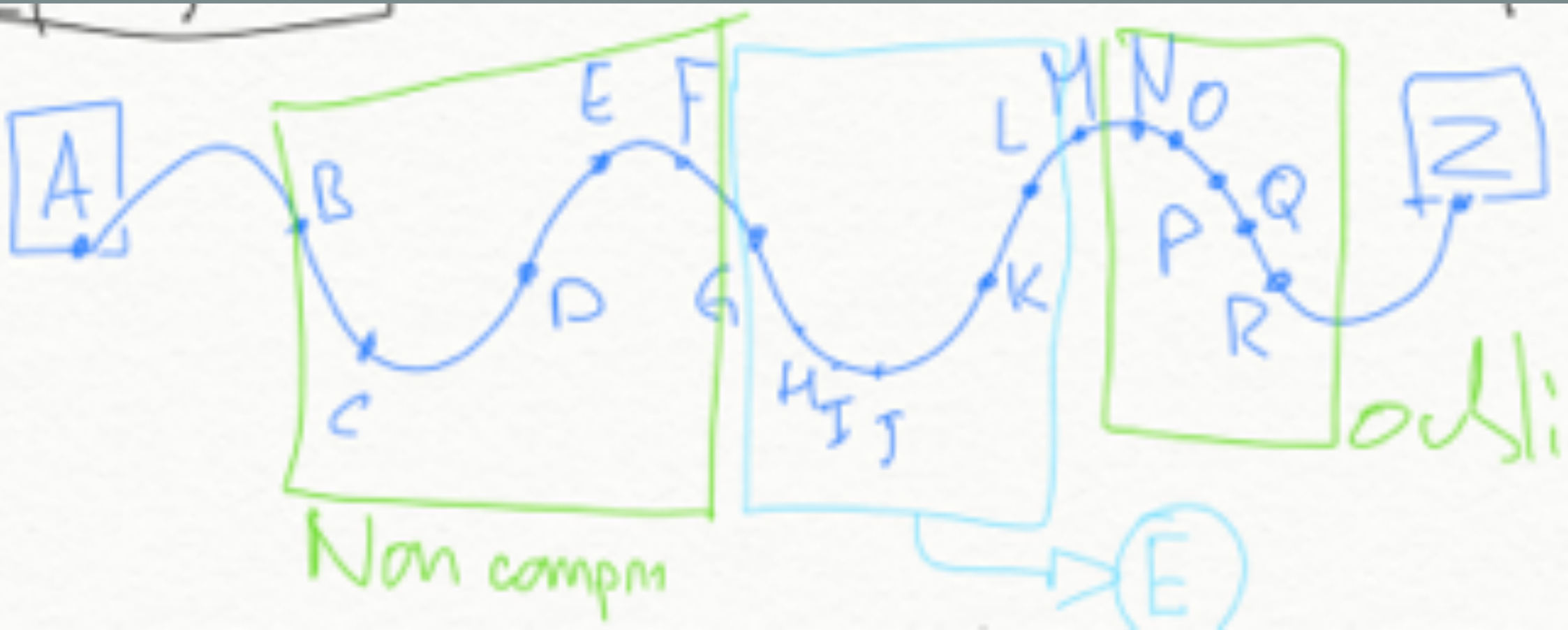
# Parcours client vu par les entreprises

## 5 stades d'acquisition client AIDA → NCDCFC





# Parcours vu par le client



# Le parcours client

Le cycle de vie du client



# CUSTOMER JOURNEY ANALYTICS

Where does the customer journey end?  
Depends on where it begins.



**VENDRE**  
**- ou -**  
**MOURIR**

# les outils du growth hacking



INSPIRING IDEAS AND TALENT\*

# ET SI L'HUMAIN FAISAIT LA FORCE ?



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# FIN

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