



Attachment 5

# AT Customer Data Opportunities

Background



# The Challenge

## Overview

The current AT Privacy Policy restricts use of customer data and cookies to the following:

- Customer privacy policy: <https://at.govt.nz/about-us/about-this-site/privacy-policy/>  
*This information about your use is only analysed on a bulk basis for broad demographic content. Individual use is not analysed.*
- Customer privacy policy for Cookies: <https://at.govt.nz/about-us/about-this-site/customer-privacy-policy/cookies/>  
***Solely for the purposes of analysing, evaluating and improving the content of Auckland Transport's websites.***

Using data to enable marketing and communications is standard practise in most industries. By not enabling this we are extremely limited in our ability to optimise, improve the experience for our customers or driving cost efficiencies.



# FAC meeting – additional discussion points

## Data discussion points raised at FAC

AT's guiding principles on customer data are outlined in our **current policy**; including what information we collect, how we intend to use it, and who we share it with. It includes the following information regarding AT's use of customer data.

- Personal data is collected when provided by the customer. Data is also captured when customers visit our website, and this is anonymised and only analysed on a bulk basis. Individual use is not analysed.
- The purpose of collecting any data is to carry out AT's business activities.
- We currently state that we may share data with:
  - those who provide products or services to us, or products or services that support the services AT provides, such as Business Partners, other suppliers and transport operators;
  - anyone who assists AT in protecting its operations, and AT's networks and systems (e.g. cybersecurity);
  - hosts of data centres, service platforms and other systems on behalf of AT;
  - persons AT may be required to pass information to (e.g. law enforcement agencies);
  - any person/organisation as authorised by the Privacy Act 2020.

Any further considerations regarding how AT uses customer data will require additional consultation with AT's Legal team (and the Privacy Officer) to ensure appropriateness and consistency with relevant legislation.



# Customer Privacy Policy proposed changes



# Key Benefits

## Summarising the benefits of the proposed changes to the CPP:

- **Cost efficiencies:** Exclude irrelevant audiences from our marketing and focus our budgets on reaching as much of the relevant target market as possible. Advertising without optimising can cost on average 3.4 times the amount of money (cost per conversion).
- **Optimisation:** Enable the use of insights to optimise customer experience, improving customer retention.
- **Remarketing:** Get in touch with customers with information/offers relevant to where they're showing interest.
- **Brand Perception:** Targeting customers with marketing and communications which is relevant to them, so that our brand shows up for each individual in a meaningful way. Customers are served the right content on the website to improve their experience on AT website and App.

## Practical AT examples: Customer acquisition, retention and loyalty opportunities



New customer visits 'buy a HOP card' webpage but does not make a purchase. Customer is later invited back to webpage via a social ad, with special offer.



Customer visits Cycling and Walking page. Is then retargeted with an ad, inviting them to sign up for a free cycling course.



Rather than advertising to a broad range of customers, retargeting means we are spending money on customers who have already shown interest. We can also create campaigns specifically for regular users, enabling loyalty initiatives.

## Specific use cases

Digital Customer Acquisition project (PT Growth Tribe)

- Initiative to support patronage growth targets by acquiring new customers online.
- Customers are presented with a digital ad and invited to sign up to buy a HOP card and earn a reward.
- Setting up a pixel on the ads and/or campaign landing page would enable us to create relevant audience pools for remarketing.
- Once a customer has signed up, we can stop advertising the specific offer to them.

UX/UI data-driven persona tests

- CX UX/UI designers can better understand user behaviour online.
- Create specific personas to test and design the right user interface for our customers.
- Help customers complete tasks across our website and app easily.

## Aligning with Auckland Council and Tātaki Auckland Unlimited Limited

The proposed changes are already in place for [Auckland Council](#) and [Tātaki Auckland Unlimited Limited's](#) Privacy and Cookies Policies.

Updating AT's Privacy and Cookies Policies would better align AT with these policies, and position AT as a modern service provider within the Auckland Council whanau.

Other examples of similar organisations who use cookies for advertising are [MetLink](#) and [Waka Kotahi](#).





# Case Studies

How other companies are using data and cookies for advertising



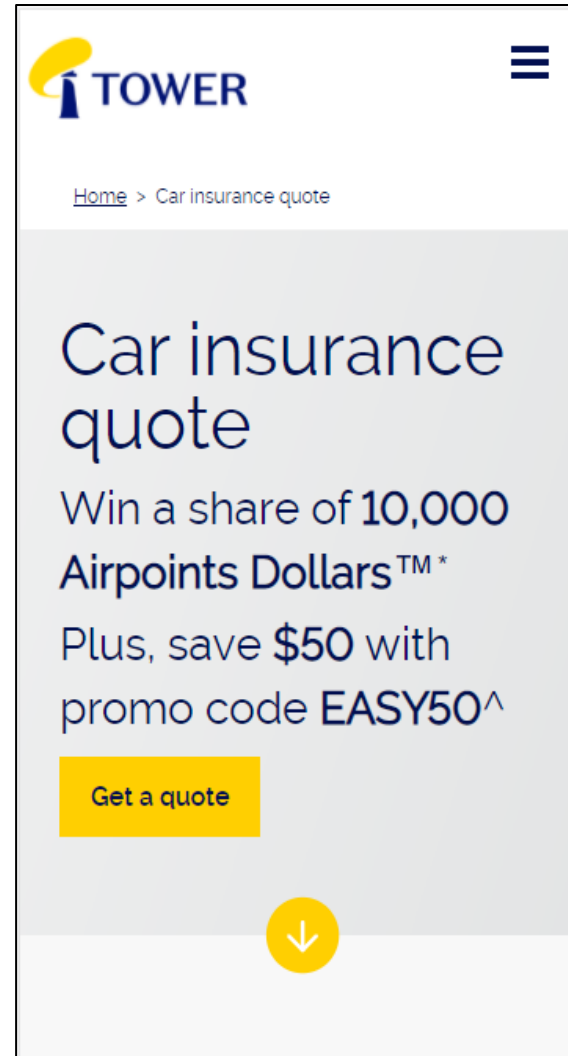
# Cost efficiencies

## Tower Insurance

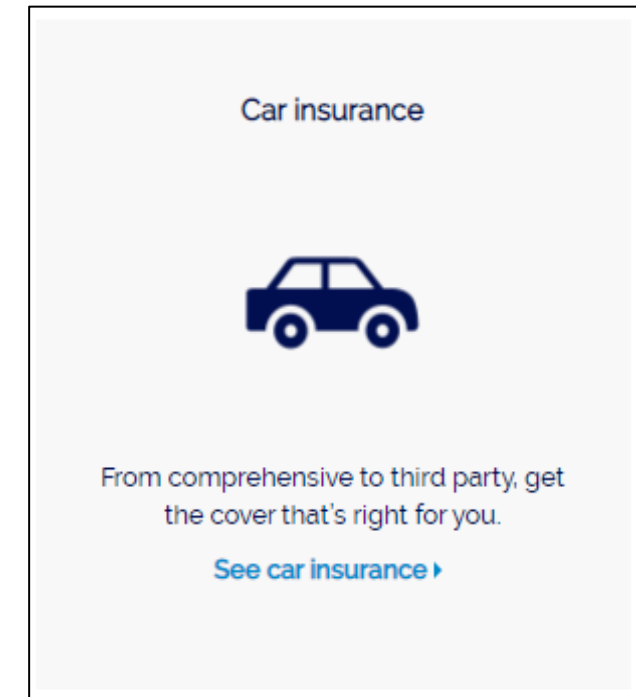
The Challenge: Increase the customer acquisition without added budget – requiring **20% savings in cost per acquisition**. Get more customers with equal spend!

How customer data was used: Prospected and used **remarketing pools** based on website visitation and specific insurance product interest.

Results: **22% improvement in cost per acquisition** between Oct and Dec 2019, and we saw the onsite inquiry to quote ratio increase by 321% YoY, an incredible shift within just 3 months of activity.



The screenshot shows the Tower Insurance mobile app interface. At the top left is the Tower logo, and at the top right is a hamburger menu icon. Below the logo is the breadcrumb "Home > Car insurance quote". The main content area has a light gray background and features the text "Car insurance quote" in a large font. Below this, it says "Win a share of 10,000 Airpoints Dollars™\*" and "Plus, save \$50 with promo code EASY50^". A yellow button labeled "Get a quote" is positioned below the text. At the bottom center, there is a yellow circular icon with a white downward-pointing arrow.



The graphic is a square with a light gray background. At the top, it says "Car insurance". In the center is a dark blue icon of a car. Below the car icon, it says "From comprehensive to third party, get the cover that's right for you." At the bottom, there is a blue link that says "See car insurance >".



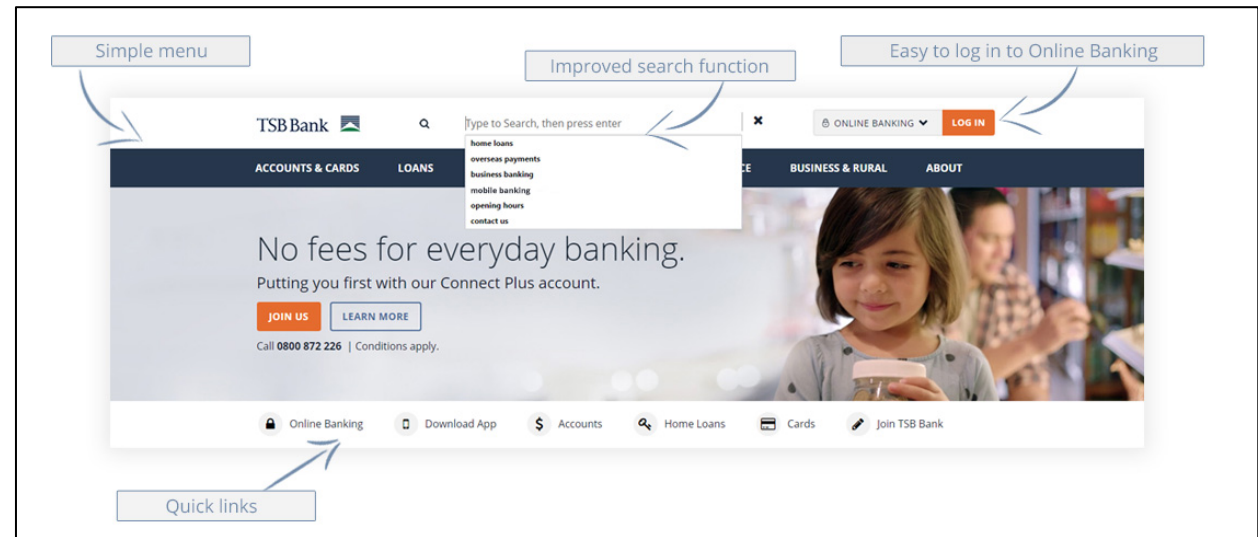
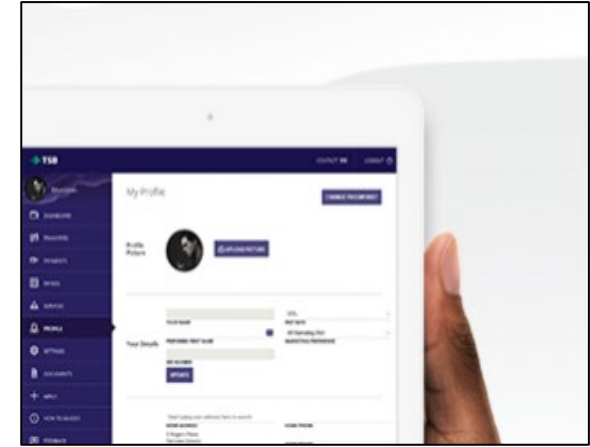
# Optimisation

## TSB

The Challenge: The brand was experiencing a high bounce rate on their homepage – visitors were not finding what they were looking for!

How customer data was used: Web analytics data was combined with user testing videos to identify the optimal visitor experience, then Google Optimise to test landing page variants.

Results: Big impact right down to converting customers. Clicks from the homepage lifted **+147%**, driving through to the product experience.



# Remarketing

## HummGroup

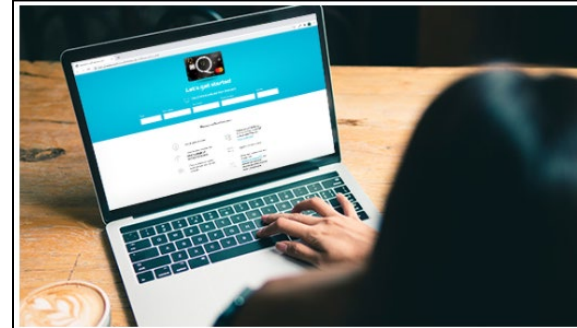
The Challenge: To Generate 550 new Q Mastercard customers with Programmatic display in a highly competitive market, with only a fraction of our competitors' brand equity and budget.

How customer data was used: Hot, warm and cold remarketing audiences were built based on different stages of the application journey

- Cold - Website visitors
- Warm - Started sign up process
- Hot - Financial details entered

These audiences were also used as exclusions across the funnel to increase efficiencies.

Results: Outperformed their acquisition target (550 new Q Mastercard Customers) by **11.8%**.

A blue background featuring a Q Mastercard image at the top. Below the card is the text "Let's get started" and a clock icon with the text "You'll need around five minutes". Below this is a sign-up form with the following fields: "Title" (a dropdown menu), "First name" (a text input field), "Last name" (a text input field), "Email address" (a text input field), and "Mobile" (a text input field).

# Personalisation

## Powershop

The Challenge: Power is a highly competitive industry, with customers always on the search for savings. Powershop, as a non-contract provider, was particularly susceptible to losing customers through competitive deals.








How customer data was used: We used a customer match list in Google Ads to target Powershop's own customers searching competitors' terms – and hit them with a personalized "deal breaker" offer.

Results: Powershop improved retention figures every single month over the year, achieving a **19% reduction in churn**.



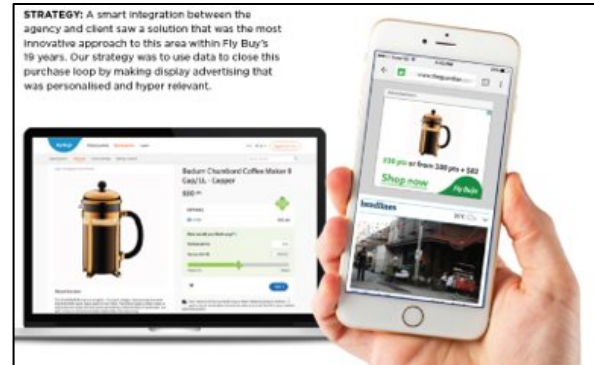
**THE DEAL BREAKER**  
YOU SAVE OR WE PAY

If other power company is cheaper over 12 months

 COMPETITOR		\$1,638
 POWERSHOP		\$1,773
 WE CREDIT YOU		 \$145*

EXAMPLE ONLY

# Personalisation



## Fly Buys

The Challenge: Increase redemption rates by making ads more relevant to individual members.

How customer data was used: We identified unique data points (e.g. Desired reward type, value and delivery method) of people visiting flybuys.co.nz but not redeeming and matched this with real-time reward information from the Fly Buys reward catalogue to create individualised personalised ads.

Results: **Reward redemptions increased 95%** over the previous period.

# Perception

## Ethique

The Challenge: Ethique has a mission-to become the world's first zero-waste beauty brand. We were challenged to make sustainability relevant for audiences outside of a base eco-warrior subset.

How customer data was used: We built customer segments based on ecommerce spend & number of transactions: lightweight, one-hit wonder, splurger, loyalist. We built out lookalike audiences and used NPS learnings to tailor product messaging.

Results: With a fresh brand perception, we pulled in **+80% NEW customers** to Ethique YoY.



# The End

