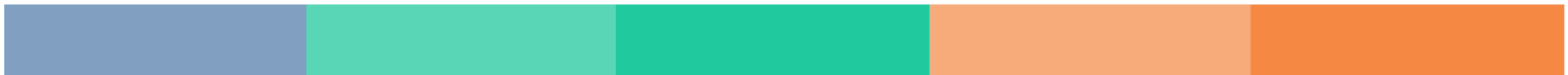# Introduction Basedriver

Peter van der Schaar, 21 januari 2020

Increasing output   basedriver   Increasing relevance

What is Basedriver

Basedriver is a Marketing Automation Platform that improves the productivity of the marketing team.

With Basedriver, marketers are able to create relevant campaigns, in a secure environment and based on reliable data.

With Basedriver you will generate **more traffic**, and therefore more **revenue** from your marketing database

The advantages of Basedriver for marketing automation

User friendly workflow:
Everybody in the organisation is able to create content and campaigns, without technical knowledge, in a workflow that fits your marketing process.

Automated content personalisation:
Automatically create different campaign versions, based on available content and user data.

Built for multiple brands and returning customers:
Create multibrand campaigns and share content between brands, in a GDPR proof environment.

Results that count!

Up To
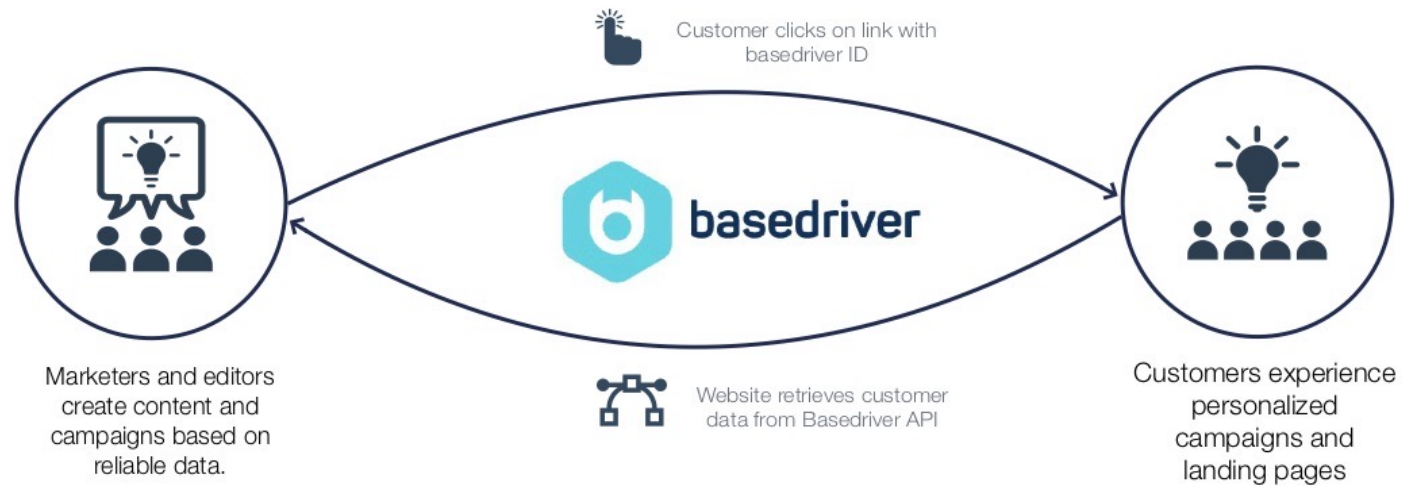
75%

Profile to visit ratio – per month!

Down to

€0,015

Cost per recognizable visit

Our most advanced customers generate a 75% profile to monthly visit ratio at €0,0015 per visit

Increase online traffic and identify them online to create a personalised online journey.

Customer clicks on link with basedriver ID

basedriver

Marketers and editors create content and campaigns based on reliable data.

Website retrieves customer data from Basedriver API

Customers experience personalized campaigns and landing pages

The Basedriver approach to marketing automation

Drive more
recognizable
traffic from
your
marketing
database

Infrastructure — Create a reliable marketing database that synchronises with business applications and GDPR proof.

Adoption — Train marketeers in your organisation so that they can create campaigns themselves, with a short time to market and minimal effort.

Journeys — Improve Customer engagement by responding to their behaviour and personalising newsletters.

Data driven Insights — Analyse your data and learn how to optimize campaign selections and content to increase click-through rates.

Machine learning — Automatically recognize customer behaviour and use that information to send the right content to the right customer, at the right time.

Drive more recognizable traffic from your marketing database

More reliable profiles
- Automatic imports
- API connections
- Deduplicate profiles
- OPT-IN management

More campaigns
- User roles and restrictions
- Accessible and easy interface
- RSS feeds
- Multi-brand templates and selections
- Contact pressure management

More customer touch points
- Personalized campaign planning
- Personalized content planning
- Online lead generation
- Behavioural touch points
- Multichannel campaigns

More segmentation and targeting
- Advanced analytics
- Personalized content
- Profile insights

More personalized messages
- Machine learning algorithms
- Next best marketing label
- Best sending time
- Churn probability
- Content interest

Increasing output

Increasing relevance

basedriver

Infrastructure

Create a reliable marketing database that synchronises with business applications and GDPR proof.

More reliable profiles

Automatic imports
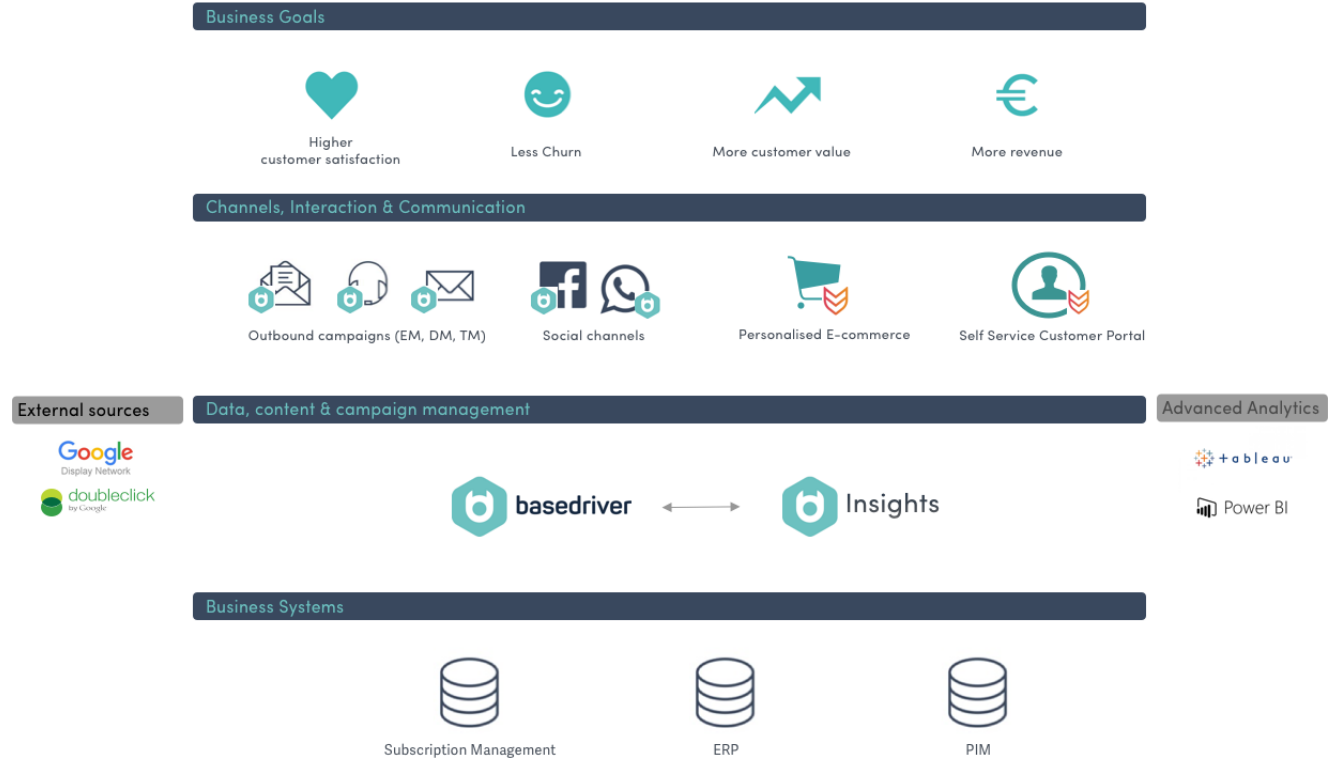API connections
Deduplicate profiles
OPT-IN management

Connect to business systems in a future proof marketing architecture.

Infrastructure

Create a reliable marketing database that synchronises with business applications and GDPR proof.

Business Goals

- Higher customer satisfaction
- Less Churn
- More customer value
- More revenue

Channels, Interaction & Communication

- Outbound campaigns (EM, DM, TM)
- Social channels
- Personalised E-commerce
- Self Service Customer Portal

External sources

Google Display Network

doubleclick by Google

Data, content & campaign management

Advanced Analytics

basedriver ⟷ Insights

+ableau

Power BI

Business Systems

- Subscription Management
- ERP
- PIM

Adoption

Train marketeers in your organisation so that they can create campaigns themselves, with a short time to market and minimal effort.

More campaigns

User roles and restrictions
Accessible and easy interface
RSS feeds
Multi-brand templates and selections
Contact pressure management

The customer journey starts with excellent email templates for all brands.

Adoption

Train marketeers in your organisation so that they can create campaigns themselves, with a short time to market and minimal effort.

More

With commercial opportunities to increase conversion

Train marketeers in your organisation so that they can create campaigns themselves, with a short time to market and minimal effort.

Adoption

More campaigns

Kortingscheque

Persoonlijk uitgegevens op naam van:
peter@netwinst.nl

Geldig tot en met:
1 week na uitgifte

Waarde:
€ 120

Hiervoor teken ik:
Stefan Bolland

Deze kortingcheque is niet overdraagbaar en niet in te wisselen voor contant geld

Deze aanbieding is nog geldig:
24:00:00

lees verder >

Laatste kans

Deze week voor het laatst: een Kilim-kleed cadeau bij een jaarabonnement Seasons. Twijfel niet langer en kies jouw Kilim-kleed (kleur naar keuze)!

Naar de aanbieding

Transfer ideas to audiences, without technical knowledge.

Adoption

Train marketeers in your organisation so that they can create campaigns themselves, with a short time to market and minimal effort.

More

Kind:*		Active	
Region:*		Europe	
Concern titles:*		Soccer, Golf	
Doens't concern titles:		Cycling	
Deduplicate:		Yes No	

With a user friendly interface, that prevents mistakes and saves time.

Adoption

Train marketeers in your organisation so that they can create campaigns themselves, with a short time to market and minimal effort.

More

Add customer touch point

Welcome mailing after new subscription
E-Mail , Trigger based
Total range: **910** addresses

Welcome mailing after new subscription

Options

General Content Selection Variants Send

Include selection   Exclude selection

Send this campaign to profiles that meet the following selection rules

Select a filter

If: Invoerdatum ... days later 0 To 10 Days later

+ 'and if'

+ Add profiles

Content Groups > 6. Winback content > First winback after 6 months

Content General Information Actielijst

Content

Name:* First winback after 6 months
Type Article:* Winback inleiding
Priority:* Select Priority
Subject line:*
Snippet:* Aantal tekens:

Header:*
Mail Text:* Aantal tekens:

Close Alert: Ja Nee

Cancel Save Close

Journeys

Improve Customer engagement by responding to their behaviour and personalising newsletters.

More customer touch points

Personalized campaign planning
Personalized content planning
Online lead generation
Behavioural touch points
Multichannel campaigns

Easily create campaigns with multiple touch points.

CAMPAIGN DETAILS

CUSTOMER TOU

+ Add customer touch point

Save the date
E-Mail , Adhoc
Total range: **49.726** addresses

Invitation
E-Mail , Adhoc
⤨ Split run origineel

⤨ Split run variatie 1

Event details
E-Mail , Adhoc
Total range: **5.809** addresses

Event Evaluation
E-Mail , Adhoc
Total range: **293** addresses

Event Evaluation

| General | Content | Selection | Variants | Send |

First senddate:*   ⓘ   16/12/2019   📅

Last senddate: ⓘ   21/12/2019   📅

Pre-selection:*   ⓘ   Actieven ▼

Region:*   ⓘ   Nederland + België ▼

Include brands: ⓘ   ▼ 1 selected

Exclude brands: ⓘ   ▼ 0 selected

Deduplicate: ⓘ   Yes | No

‹ Previous step

Journeys

Improve Customer engagement by responding to their behaviour and personalising newsletters.

Follow-up on behaviour to increase engagement

Event details

Options ▾

| General | Content | Selection | Variants | Send |

Include selection   Exclude selection

Send this campaign to profiles that meet the following selection rules

Select a filter

| If: | Email - open ▾ | Is equal to ▾ | Eventmailing december 2020 - Invitatior 💡 | 🗑 | 🗑 |

+ And if

+ Add profiles

Next ›

Improve Customer engagement by responding to their behaviour and personalising newsletters.

Journeys

| General | Content | Selection | Variants | Send |

Follow-up:*   ⓘ   Yes   No

Previous touch point: ⓘ   Save the Date   💡

Delay: ⓘ   4   Day(s)

Send days: ☑ Mo ☑ Tue ☑ Wed ☑ Thu ☑ Fr ☐ Sa ☐ Su

Send time: 13:15   🕐   Hr

Connect with your website to gather leads and prospects.

JAN

> Abonneren

Win 1x OFYR design barbecue Classic 100

Met vrienden borrelen en koken! Hoe leuk is dat?!

JAN DOOR RIANNE HAAN 09/10/2019

Frank Brandwijk

Wat is er leuker dan me
koken! Op open vuur e

Improve Customer engagement by responding to their behaviour and personalising newsletters.

Journeys

More o

JAN

Voornaam *

Tussenvoegsel

Achternaam *

Adres *

Postcode *

Stad *

Data driven Insights

Analyse your data and learn how to optimize campaign selections and content to increase click-through rates.

More segmentation and targeting

Advanced analytics
Personalized content
Profile insights

Create multiple versions of content and add the target audience for content.

Analyse your data and learn how to optimize campaign selections and content to increase click-through rates.

Data driven Insights

Content Groups > Regional content > Local Eventmail Rotterdam (EN)

Content | General Information | Tasks

Content

Name:* Local Eventmail Rotterdam (EN)
Type Article:* Actie header
Priority:* Prioriteit 1
Subject line:* Join our event in Ahoy Rotterdam on 10 december
Snippet:* Aantal tekens:
Join our event in Ahoy Rotterdam
Header image:* ahoyrotterdam.jpeg DOWNLOAD
Header url:* https://www.basedriver.com Add url parameters
Header: Join our event in Ahoy Rotterdam on 10 december
Introduction Text: Add url parameters

More se

Content Groups > Regional content > Local Eventmail Rotterdam (EN)

Content | General Information | Tasks

Local Eventmail Rotterdam (EN)

Personalization:
Select a filter

If: Stad | Is equal to | Rotterdam | 'and if'

Add profiles

Start Date: 07/11/2019
End Date:
May be used several times

Cancel | Save | Save and close

Basedriver automatically calculates and sends the different versions of your message.

Save the date

Options ▾

General | Content | Selection | **Variants** | Send

Generate variants | Download as file

Send to variants

Subject	Brand	Content	Number of ▾	
Join our event in Ahoy Rotterdam on 10 december	BVI	2	29,792	✉
Join our event in Ziggo Dome Amsterdam on 12 dec(	BVI	3	5,157	✉
Join our event in Ahoy Rotterdam on 10 december	ALU	2	3,727	✉
Join our event in Ziggo Dome Amsterdam on 12 dec(	ALU	3	3,710	✉
Join one of our events in Utrecht, Amsterdam or Rott	BVI	5	1,720	✉
Join one of our events in Utrecht, Amsterdam or Rott	ALU	5	1,042	✉
Join our event in Jaarbeurs Utrecht on 14 december	ALU	4	118	✉
Join our event in Jaarbeurs Utrecht on 14 december	BVI	4	24	✉

Page [1] Of 1 Pages | View [10 Results per page ▾] 8 Of 8 Results ‹ ›

Next ›

Data driven Insights

Analyse your data and learn how to optimize campaign selections and content to increase click-through rates.

Use split-run for A/B testing to improve results.

Data driven Insights

Analyse your data and learn how to optimize campaign selections and content to increase click-through rates.

Invitation

Options ▾

| General | Content | Selection | Split Run | Variants | Split-run results |

Settings

Which percentage of your audience would you like to use in this split run.

‹› | 100 | %

Split run origineel 👤 50%   24.519 ⟳

📅 Planned 02-12-2019 16:36 ✏

Split run variatie 1 👤 50%   24.519 ⟳

📅 Planned 09-12-2019 16:36 ✏

ⓘ To send the campaign you have to add it to the live schedule

Next ›

Machine learning

Automatically recognize customer behaviour and use that information to send the right content to the right customer, at the right time.

More personalized messages

Machine learning algorithms
Next best marketing label
Best sending time
Churn probability
Content interest

Machine learning insights are readily available in your campaign editor.

Machine learning

Automatically recognize customer behaviour and use that information to send the right content to the right customer, at the right time.

Follow-up

Options ▾

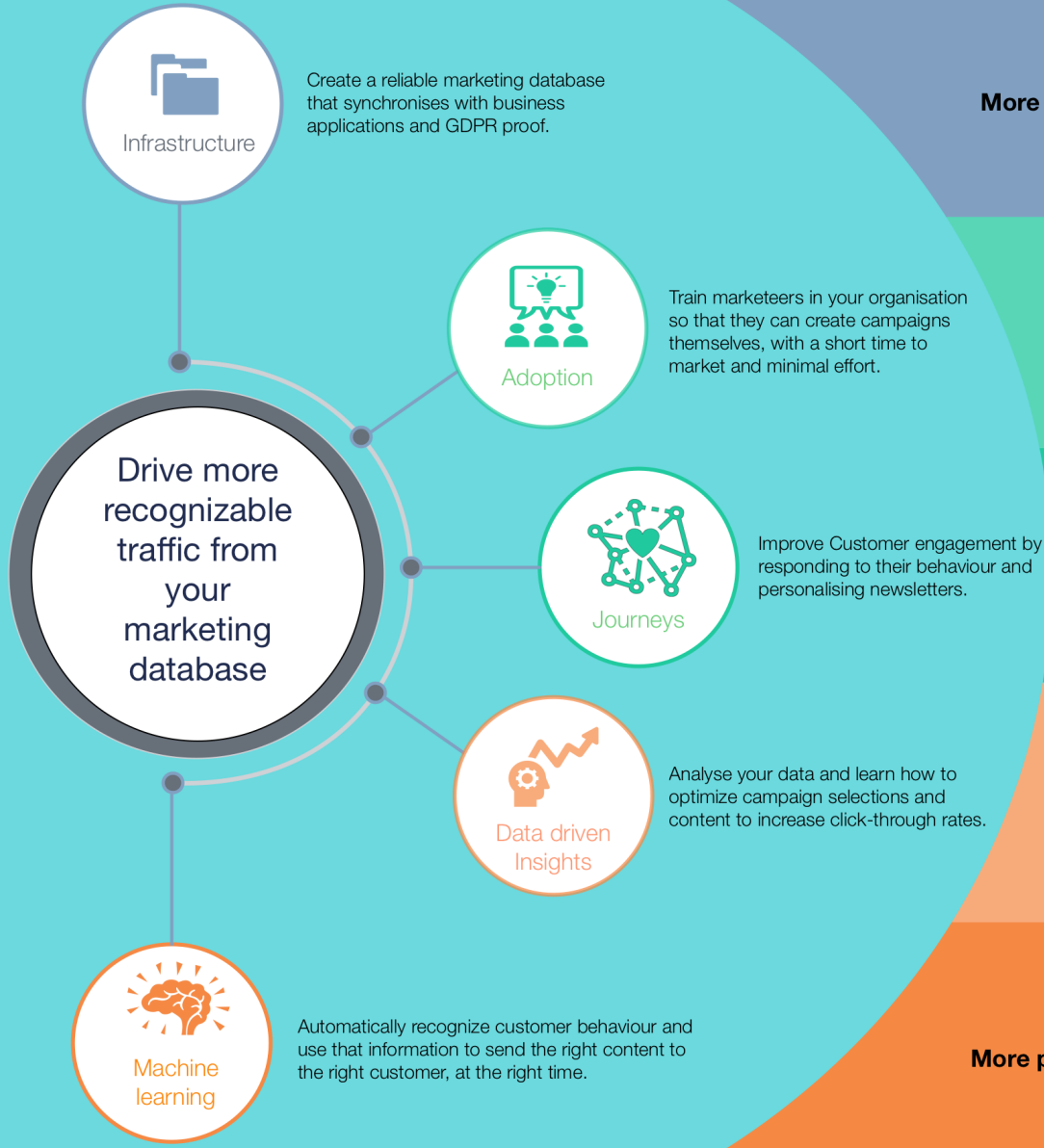| General | Content | Selection | Variants | Send |

Include selection   Exclude selection

Send this campaign to profiles that meet the following selection rules

Select a filter

If: | Next best brand ▾ | Is equal to ▾ | Auto Lease Utrecht 💡 | 🗑 | 🗑 + 'and if'

＋ Add profiles

Drive more recognizable traffic from your marketing database

Infrastructure
Create a reliable marketing database that synchronises with business applications and GDPR proof.

Adoption
Train marketeers in your organisation so that they can create campaigns themselves, with a short time to market and minimal effort.

Journeys
Improve Customer engagement by responding to their behaviour and personalising newsletters.

Data driven Insights
Analyse your data and learn how to optimize campaign selections and content to increase click-through rates.

Machine learning
Automatically recognize customer behaviour and use that information to send the right content to the right customer, at the right time.

More reliable profiles
Automatic imports
API connections
Deduplicate profiles
OPT-IN management

More campaigns
User roles and restrictions
Accessible and easy interface
RSS feeds
Multi-brand templates and selections
Contact pressure management

More customer touch points
Personalized campaign planning
Personalized content planning
Online lead generation
Behavioural touch points
Multichannel campaigns

More segmentation and targeting
Advanced analytics
Personalized content
Profile insights

More personalized messages
Machine learning algorithms
Next best marketing label
Best sending time
Churn probability
Content interest

Increasing output

Increasing relevance

basedriver

NEWSKOOL MEDIA

RegioBank

kpn

GOTTMER UITGEVERS GROEP B.V.

NATIONALE GOEDE DOELEN LOTERIJEN

BankGiro Loterij

NATIONALE POSTCODE LOTERIJ

VRIENDEN LOTERIJ

HEARST netherlands

SNS

Increasing output

basedriver

Increasing relevance

EW ELSEVIER WEEKBLAD

EMERCE

Blink

Lindenhaeghe

VIPMEDIA PUBLISHING & SERVICES

Skala.nl

F&L MEDIA

Increasing output   basedriver   Increasing relevance