



Fra data til aktivering

Hands-on personalisering: Kom med i maskinrummet på en Customer Data Platform



**Ledelsen efter de har
købt et nyt "smart"
marketing-system**



**Dig efter ledelsen har
købt et nyt "smart"
marketing-system**



Vi er..

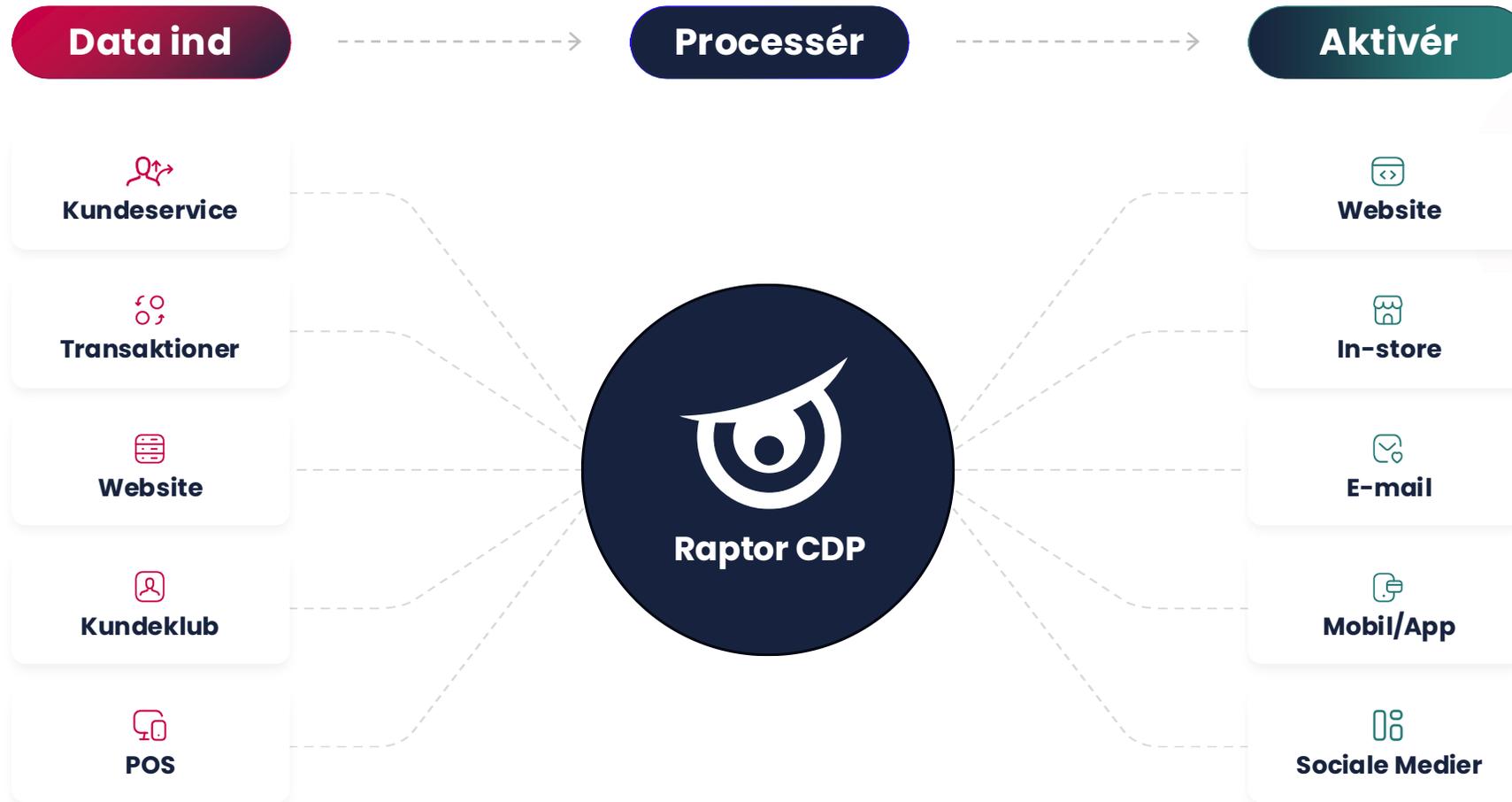


Ida Lindeskov Opstrup
Personaliserings specialist,
Raptor Services

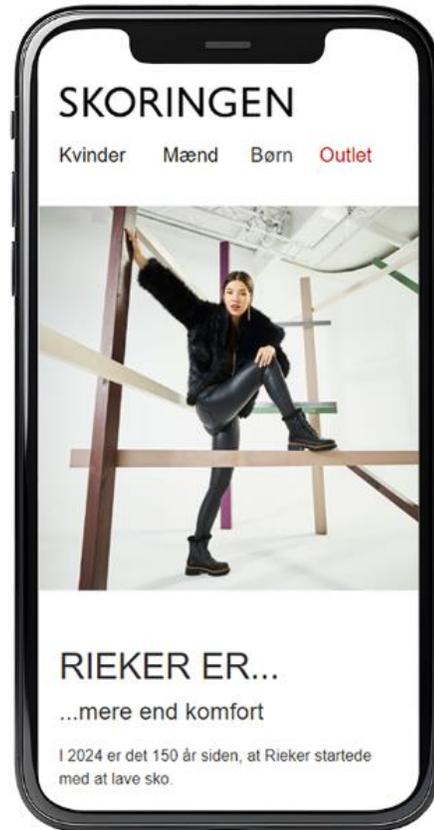
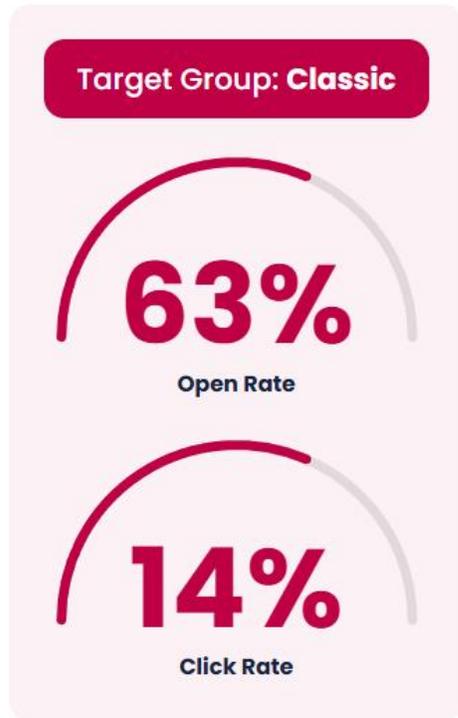


Sharon van der Arend
Personaliserings specialist,
Raptor Services

Raptor CDP



Hvordan Skoringen opnåede 102% højere e-mailomsætning med en CDP



Hvordan Skoringen opnåede 102% højere e-mailomsætning med en CDP

Antal
subscriberne

+30%

Antal
afsendte e-mail

-0,5%

Websitetrafik fra
e-mail

+57%

Online omsætning
fra e-mails

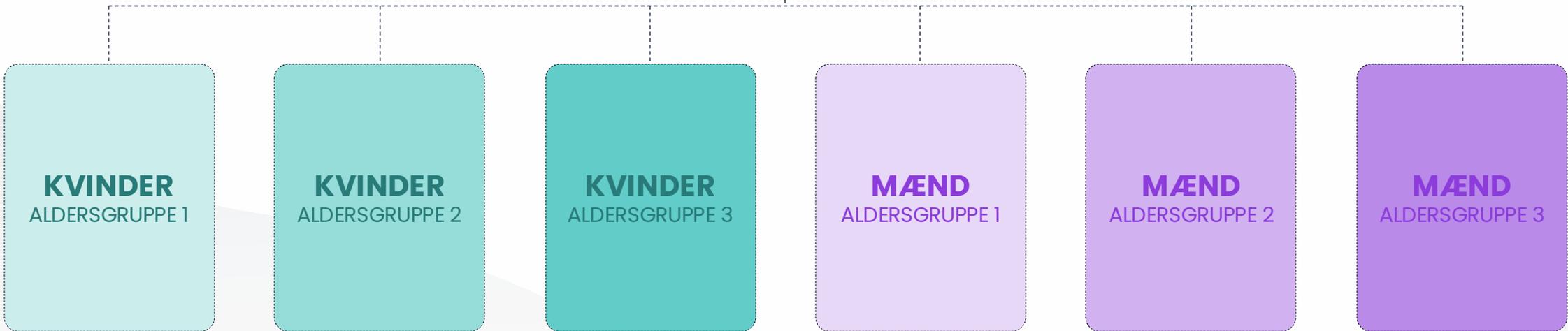
+102%

Sport24

Email flows der øger genkøb



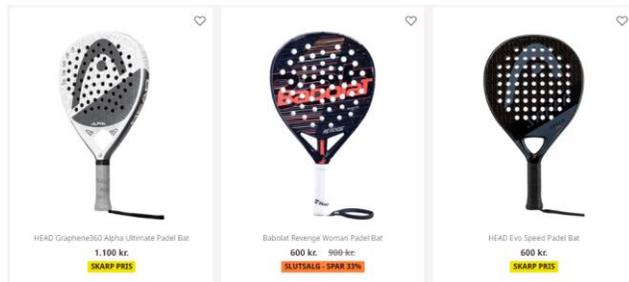
Kunder med en
Inactivity Score
på 100+



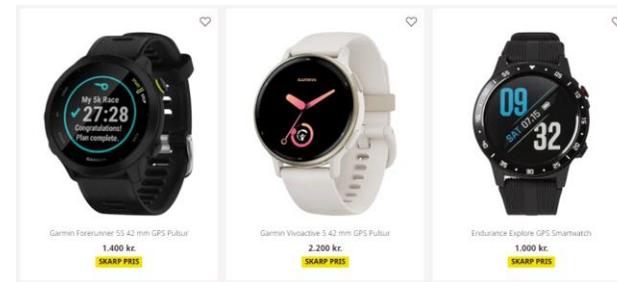
MÆND
ALDERSGRUPPE 2



Tekst der matcher
'mænd aldersgruppe 2'
+ interesse/sportsgren



Tekst der matcher
'mænd aldersgruppe 2'
+ interesse/sportsgren



Personae



Ida Lindeskov Opstrup
Kunde



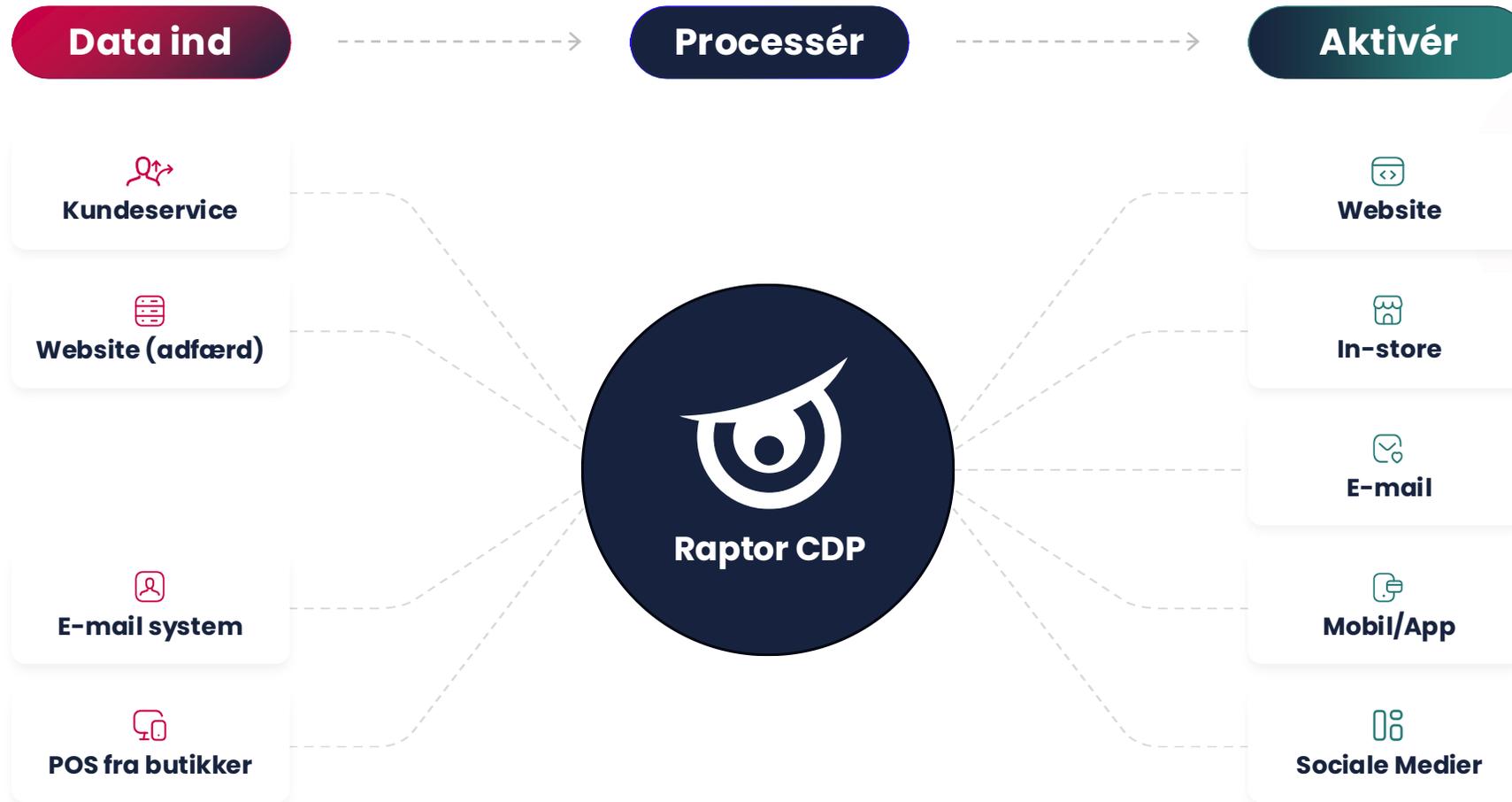
Sharon van der Arend
CDP Specialist

Royal Copenhagen Limited Edition kampagne

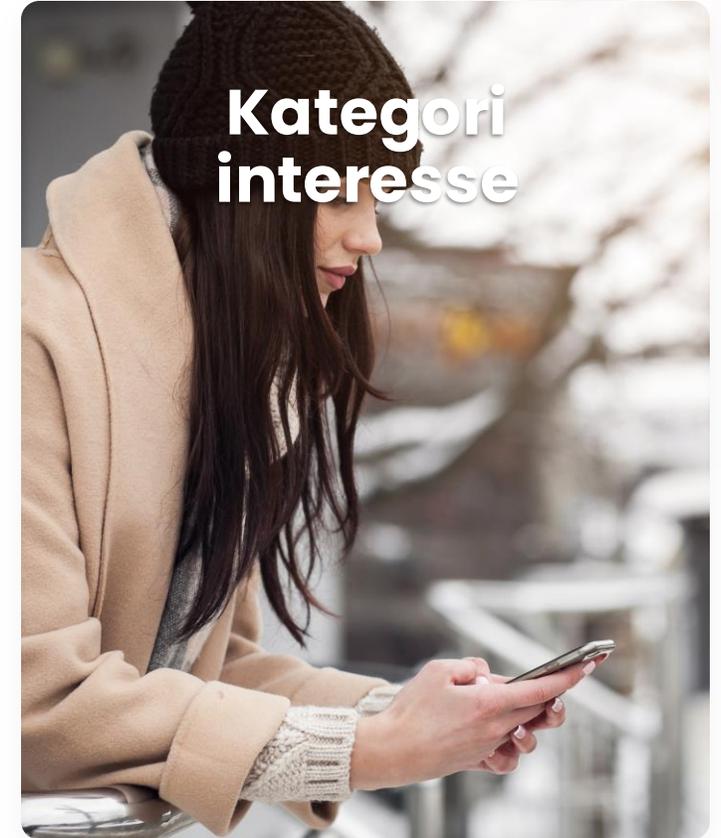
Identificere VIP's

**Drive omsætning ned i
fysiske butikker**

Raptor CDP



Segmenter



- Home
- Analytics & Insights
- Data Management
- Customer Data Platform
- Audience Builder**
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- AI Models
- Administration
- Collapse sidebar

Audiences

[+ Build new Audience](#) [Settings](#)

Select or add tags to filter by

Name ↑	Tags	Profiles	Last updated by	Created on	Updated on	Attached to	<input type="checkbox"/> Select	Actions
20% kampagne Medium CLV x Potential 20-08-2024 14:33:58 <i>Test på 20% topbanner</i>	Mads E.	379 ↓ -32%	Mads Sieron Thorsen	20-08-2024	20-08-2024		<input type="checkbox"/>	...
20procentkampagne <i>Test på 20procent topbanner</i>	Mads E.	363.504 ↑ 0%	Anders Bjørn-Strunge	21-03-2024	26-03-2024		<input type="checkbox"/>	...
30% kampagne <i>Test på 30% topbanner</i>	Mads E.	674.606 ↑ 0%	Anders Bjørn-Strunge	20-03-2024	26-03-2024		<input type="checkbox"/>	...
30procentkampagne <i>Test på 30procent topbanner</i>	Mads E.	878.024 ↑ 0%	Anders Bjørn-Strunge	21-03-2024	26-03-2024		<input type="checkbox"/>	...
365 dage total over 2000		284.949 ↓ -30%		15-03-2024	23-04-2024		<input type="checkbox"/>	...
After sales flow (airfryer)		18 ↓ -82%	Mads Sieron Thorsen	28-11-2024	03-06-2025		<input type="checkbox"/>	...
Aktive medlemmer		1.079.254 ↑ 4%		27-08-2024	12-06-2025		<input type="checkbox"/>	...
Aktive medlemmer (køb)	KlubPowerBI	1.022.730 ↑ 0%	Mads Sieron Thorsen	28-10-2024	28-10-2024		<input type="checkbox"/>	...
Aktive medlemmer (køb) High CLV x Loyal 09-04-2025 10:55:15	KlubPowerBI	206.837 ↑ 0%		09-04-2025	09-04-2025		<input type="checkbox"/>	...
Aktive medlemmer - 1½ år		1.078.436 ↑ 12%		27-08-2024	27-08-2024		<input type="checkbox"/>	...
Aktive medlemmer - Køb seneste 365 dage		1.477.305 ↓ -1%		18-09-2024	18-09-2024		<input type="checkbox"/>	...
Aktive medlemmer - Køb seneste 365 dage High CLV x Loyal 25-09-2024 14:30:46		959 ↓ -100%		25-09-2024	25-09-2024		<input type="checkbox"/>	...

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Royal copenhagen - brandlovers
[Edit](#)

Save & Refresh Reset ...

Audience Builder Audience Insights

Need more help? [Read documentation](#)

Select or add tags to filter by

Profiles who Show less

Did buy product - Web... **at least** at most exactly time **within** between

FILTERS

BrandName - Website contains Royal Copenhagen

Disable block Copy Delete

+ Add profiles

Audience preview
 Refresh to view updated numbers

Total population	Profiles in audience
41.290.941	11.960
no (kundeid)	(0.26%)
4.164.132	10.759
coid	(0.31%)
41.762.430	129.516
email	(0.45%)
2.295.029	10.384
telefonnummer	(0.48%)
2.059.608	9.876

Export Save & Refresh

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Single Customer View

Learn more about your customers and their behavior

Need more help? [Go to Help Center](#) CLV Model Orders Settings

Profile

User Identifiers

no (kundeid)

email

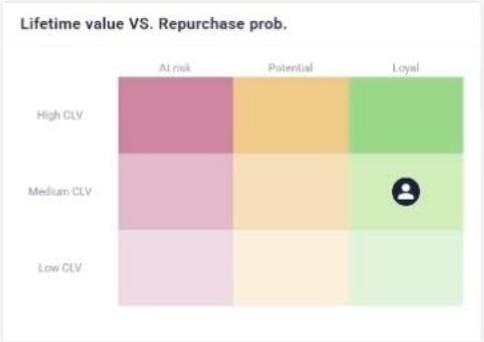
telefonnummer

Audience membership

- Rest RC uge 10 + SoMe permission
- Aktive medlemmer (køb) Royal Copenhagen outlet
- Købt i 2023 RFM - Segment 1 - Champions
- Timm Vladimir DPA Timm Vladimir interesse
- Fastelavn
- Medlemmer / Købt i Webshop

Calculated attributes

Coming soon



Customer lifetime values

<p>Repurchase probability 100 %</p> <p>Churn risk 0 %</p>	<p>Historic value 365 days 500 DKK</p> <p>Historic value all time 3.969 DKK</p>	<p>Days since first order 1.139</p> <p>Days since last order 6</p>	<p>1.094 DKK</p> <p>Predicted future value 365 days</p>	<p>5.063 DKK</p> <p>Predicted Customer Lifetime Value</p>
<p>3,58</p> <p>Predicted orders 365 days</p>	<p>13</p> <p>Number of orders</p>	<p>305 DKK</p> <p>Average order value</p>	<p>94</p> <p>Days between orders</p>	<p>6</p> <p>Inactivity score</p>

Interaction timeline

Calculating interactions ...

Please wait, it may take a couple of minutes to calculate customer interactions

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30% kampagne <i>Test på 30% topbanner</i>	Mads E.	674.606 ↑ 0%	Anders Bjørn-Strunge	20-03-2024	26-03-2024		<input type="checkbox"/>	...
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Royal copenhagen - brandlovers
[Edit](#)

Save & Refresh Reset ...

Audience Builder Audience Insights

Need more help? [Read documentation](#)

Select or add tags to filter by

Profiles who

Disable statement ^ Show less

Did

buy product - Web...

at least

at most

exactly

1

time

within

between

Current year until now

✕

FILTERS

BrandName - Website

contains

Royal Copenhagen

✕

+

and who

Disable statement ^ Show less

Have

Predicted Customer Lifetime Value - 0...

greater than or equal to

-

5000

+

✕

+ Add filter

Disable block

Copy

Delete

+ Add profiles

Audience preview

Refresh to view updated numbers

Total population	Profiles in audience
41.290.941	7.250
no (kundeid) 4.164.132	(0.17%) 7.250
coid 41.762.430	(0.27%) 111.802
email 2.295.029	(0.32%) 7.297
telefonnummer 2.059.608	(0.34%) 7.022

Export

Save & Refresh

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Royal copenhagen - brandlovers
Edit

CLV Model Orders Refresh values

Audience Builder **Audience Insights**

Need more help? [Read documentation](#)

General information

First transaction
21 September 2021

Last transaction
18 August 2025

Last updated
18 August 2025 09:13



Number of customers

In audience
• **7.253**

In total population
• **2.156.278**

0,34%

Total customer lifetime value

In audience
127.179.029 DKK

In total population
10.784.237,017 DKK

1%

Customer retention rate

In audience
99%

In total population
75%

Average performance per customer

Performance indicator	In Audience	In total population	Relative to total	Distribution
Predicted repurchase probability	100%	94%	+6%	
Historic value last 365 days	4.837 DKK	919 DKK	+426%	
Historic value all time	13.611 DKK	3.876 DKK	+251%	
Predicted future value next 365 days	3.924 DKK	1.125 DKK	+249%	
Predicted Customer lifetime value	17.535 DKK	5.001 DKK	+251%	
Predicted number of orders next 365 days	4,51 orders	1,77 orders	+155%	
Days since first order	1.100 days	911 days	+21%	
Days since last order	66 days	342 days	+419%	
Number of orders	16,35 orders	5,87 orders	+178%	
Order value	833 DKK/order	660 DKK/order	+26%	
Days between orders	63,34 days	101,24 days	+60%	
Inactivity Score	110	527	+381%	

Customers segmented by lifetime value and predicted repurchase probability

	At risk Repurchase prob. < 99,47%	Potential Repurchase prob. 99,47-99,89%	Loyal Repurchase prob. > 99,89%	Total
High CLV CLV > 24.246 DKK	156 customers (2%) 6.611.804 DKK (5%)	587 customers (8%) 21.481.811 DKK (17%)	708 customers (10%) 30.328.844 DKK (24%)	1.451 customers (20%) 58.422.459 DKK (46%)
Medium CLV 12.811 - 24.246 DKK	312 customers (4%) 5.331.184 DKK (4%)	1.286 customers (18%) 22.081.225 DKK (17%)	577 customers (8%) 10.707.842 DKK (8%)	2.175 customers (30%) 38.120.251 DKK (30%)
Low CLV CLV < 12.811 DKK	983 customers (14%) 7.654.260 DKK (6%)	2.478 customers (34%) 21.208.216 DKK (17%)	166 customers (2%) 1.773.844 DKK (1%)	3.627 customers (50%) 30.636.320 DKK (24%)
Total	1.451 customers (20%) 19.597.248 DKK (15%)	4.351 customers (60%) 64.771.252 DKK (51%)	1.451 customers (20%) 42.810.530 DKK (34%)	7.253 customers (100%) 127.179.030 DKK (100%)

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Royal copenhagen - brandlovers High CLV x Loyal 18-08-2025 11:14:08

Save & Refresh Reset ...

Audience Builder Audience Insights

Need more help? [Read documentation](#)

Select or add tags to filter by

Profiles who Disable statement ^ Show less

Did buy product - Web... at least at most exactly 1 time within between Current year until now

FILTERS

BrandName - Website contains Royal Copenhagen

and who Disable statement ^ Show less

Have Predicted Customer Lifetime Value - O... greater than or equal to - 5000

+ Add filter

and who Disable statement ^ Show less

Have Predicted alive (%) - Orders greater than or equal to - 99,89

FILTERS

Predicted Customer Lifet... greater than or equ... - 24246

Disable block Copy Delete

Audience preview

Refresh to view updated numbers

Total population	Profiles in audience
41.290.941	690
no (kundeid)	(0.02%)
4.164.132	690
coid	(0.05%)
41.762.430	19.461
email	(0.03%)
2.295.029	701
telefonnummer	(0.03%)
2.059.608	678

Export Save & Refresh

+ Add profiles

1

High-end
E-MAIL EXAMPLE



3

set collectors
E-MAIL EXAMPLE



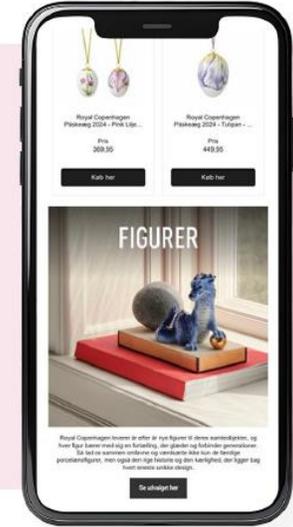
Imerco + Raptor CDP = stærke resultater

Da Imerco lancerede en Royal Copenhagen-kampagne, blev kundedata nøglen til succes.

Ved at målrette forskellige segmenter med personlige budskaber opnåede de markant højere klikrater – især high-end-kunderne, hvor engagementet lå hele **338 %** over indeks.

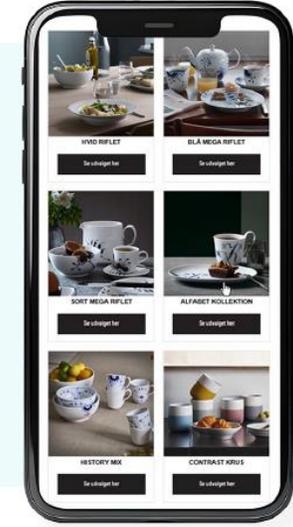
2

Easter News
E-MAIL EXAMPLE



4

Leftover Stock
E-MAIL EXAMPLE



CDP – mange muligheder inkl. B2B



**Customer Lifetime
Value (CLV)**



**Personaliseret
Omnichannel**



**Hyper-
personalisering**



**Dynamisk
segmentering i real-tid**



**Integrationer til næsten
alle platforme**



**Single Customer
View**



**Tusind tak for
jeres tid!**

