HP Atlas Learning Agenda

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Learning Agenda Approach

- Explore: *Identify what we want to know and learn*
  - What information is currently missing?
  - What have we wondered about?
  - What assumptions would we like to confirm?

- Vet: *Make sure we are seeking is the right knowledge, in the right order*
  - Is the acquired knowledge will be useful in developing future strategy?
  - Is the acquired knowledge/data map to our marketing objectives?
  - What's first? De-prioritize the ideas that do not meet above criteria

- Construct: *Develop the test plans*
  - Identify the appropriate test approach
  - Prioritize testes based on whether it is impactful, executable, and measurable

- Document: *Keep a running record of test results and learnings*
  - Refer to past learnings to develop strategies as well as inform future learning initiatives

yes

Objectives

Conversion: Efficiently convert in-market customers

Loyalty: Maintain or regain customer's loyalty to HP authentic inks

Knowledge: Use Atlas as a catalyst to continuously deepen understanding of customer

yes

Key Learning Categories

Segmentation
Are we using the right segmentation approach? What's the most effective segmentation?

Personalization
How do we show the customer that we've got their back and that understand them, but not in a creepy way?

Frequency
What's the optimal timing and frequency to convert?

Price Sensitivity
Which people are more likely to convert with a coupon?

Channel Integration
How can we leverage the Smart App (Sure Supply app) to help drive conversion?

yes

Learnings Ladder up to Atlas Objectives

Knowledge	Loyalty	Conversion

Segmentation
Are we using the right segmentation approach? What's the most effective segmentation?

Personalization
How do we show the customer that we've got their back and that understand them, but not in a creepy way?

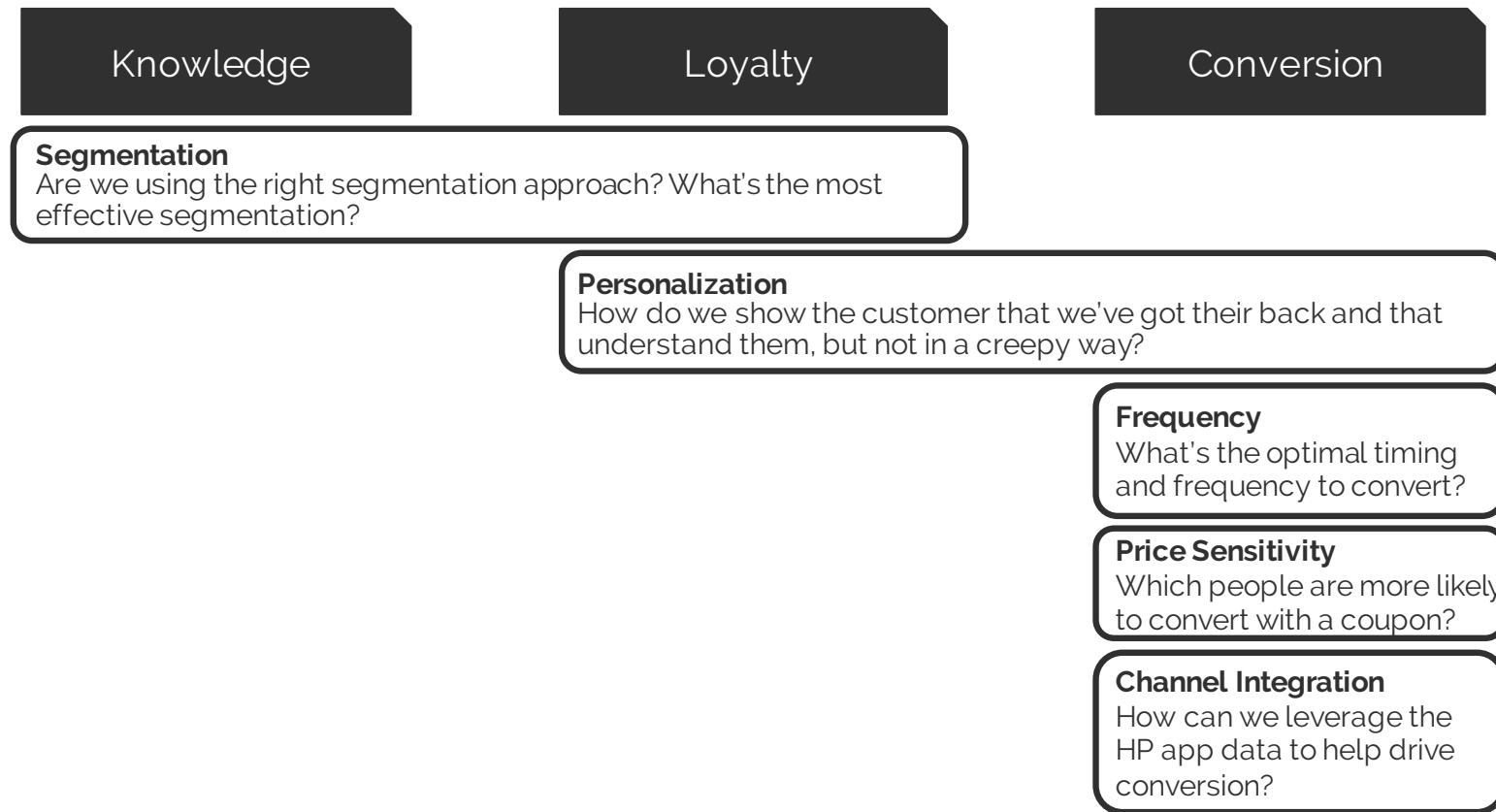**Frequency**
What's the optimal timing and frequency to convert?

Price Sensitivity
Which people are more likely to convert with a coupon?

Channel Integration
How can we leverage the HP app data to help drive conversion?

yes

Whiteboarding Session Outcome

Segmentation
- Disloyal
  - What content approach is best for Disloyal
  - How do we consistently keep them buying HP authentic inks?
- Loyal
  - Would "Why Us" content help retain loyal segments?
- Undefined
  - Is there something about the Undefined segment that we can learn and apply? (to all)
- HUP/LUP
  - Do HUP and LUP respond differently?
- Inactive
  - Can we drive target those who haven't printed in a while; inspire printer use

Personalization
- CTA verbiage
- Geo-personalization (eg. Regionally relevant content for Sports segment)

**Frequency**
- Number of messages
- Cadence

Price Sensitivity
- Offer vs. no offer
- Custom offer based on propensity

Channel Integration
- How can we leverage the Smart App (Sure Supply app) to help drive conversion?

yes

Prioritization

	Phase 1	Phase 2	Phase 3	Parking Lot
Segmentation	Disloyal ⭐	Undefined (Disloyal)	Loyal HUP/LUP	Inactive
Personalization	CTA verbiage	Geo-personalization		
Price Sensitivity	Offer vs. no offer			Offer based on propensity
Frequency		Number of messages	Cadence	
Channel Integration				Incorporate app data

yes
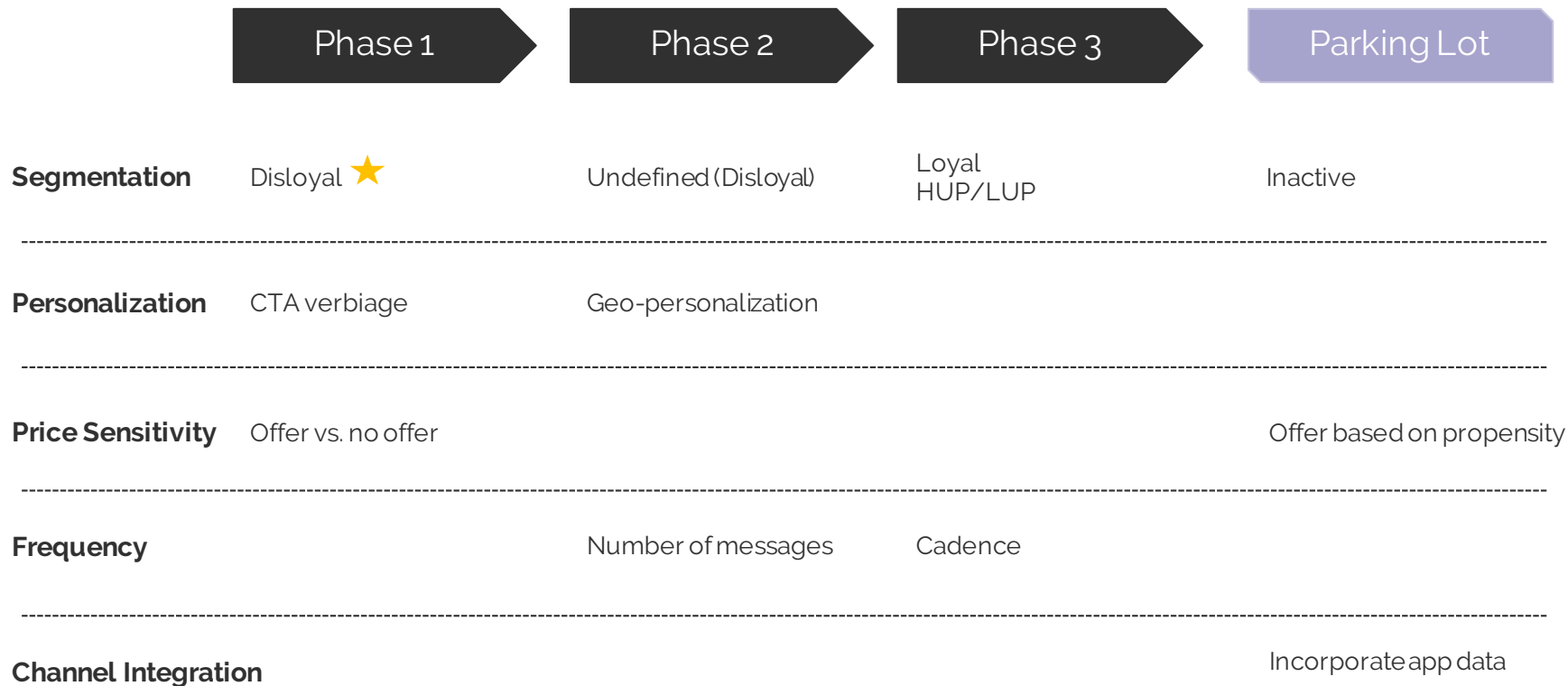
Next Steps

- HP and Yes to align on prioritization
  - Identify next two tests

- Yes to develop test plan

- HP and Yes to align on test timing

yes