Get Behind the Wheel with Formula 1° and Data Cloud

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Speakers:

Speaker A - 35.38%

Speaker B - 10.73%

Speaker C - 53.88%

Notes:

- 1.2 trillion activations that drive customer engagement. Data cloud is Salesforce's fastest growing innovation and every customer needs it. Data is the foundation for AI and customer success. Now let's jump and see how data cloud can work for you.

- Matt has been with Formula one for around seven years. He talks about harnessing the data we've now got in data cloud to support what we're doing on a commercial perspective. Personalization journeys are really starting to yield significant results.

- Data is everywhere. The challenge is assimilating it and making it, contextualizing it. That's the whole crux of the 360, now we are realizing it. And I think that's a trend we're seeing across all of these different companies, especially brands like Formula One.

- What role does data and data cloud play in creating that incredible experience for fans?

Data driven insights are really going to help you make the most efficient, powerful decisions that are right for your customers or your fans.

Speaker A   00:00:00

1.2 trillion activations that drive customer engagement. Data cloud is Salesforce's fastest growing innovation and every customer needs it. Now, data is the foundation for AI and customer success. And data cloud is where you connect, harmonize and take action on all of your data. Now let's jump and see how data cloud can work for you. My name is Desmond Wong. I am joined by two amazing trailblazers, Arup Sarkar, technical architect for Data Cloud, and Matt Kemp, senior manager of CRM and customer operations at Formula one. Welcome, Arup and Matt M. Thank you for having us.

Speaker B   00:00:43

Thank you very much.

Speaker A   00:00:43

All right, so uh, let's chat a bit today. Matt, I want to start with you. Why don't you tell us a little bit about your role. Talk to us about Formula one and some of the priorities that you are juggling in your current role.

Speaker C   00:00:58

Sure. Uh, I've been with Formula one now, uh, for around about seven years. Um, I started at Formula one essentially setting up customer service, um, that has evolved over a period of time to look after your traditional CRM. So your sales cloud, your service cloud that then evolved to look at marketing, uh, technology and now data. So with our data warehouse as well, um, we've spent the last couple of years putting in place a new data warehouse. So being able to stitch all that data together so it's usable, um, feeding that through to data cloud where we start to turn our single fan view into more of a single fan profile. Being able to segment that data, manage, uh, uh, things like control groups centrally from data cloud, um, and being able to activate upon that in a much smarter way than we ever have before. Um, our personalization journeys are really starting to, um, uh, yield significant results, um, by utilizing that data in the right way, um, we are inferring, um, preferences within that solution we are looking at. We are starting to use things like send time optimization. So, um, Einstein at the core of that data. But going back to the original question, that data has been the big priority to date, getting that data in a place where it's fit for purpose. Now, um, we're starting to activate on that now we're starting to look at really what comes next and that comes in a number of different places. The first one is our traditional CRM in sales cloud. We're really underutilizing that as a tool. Um, so to be able to expand on what we've built, harnessing the data we've now got in data cloud to support what we're doing on a commercial perspective, Formula one traditionally was a b, two b

business. So being able to use that to then support, what do our partners want? Does that data open up new markets? Um, our demographics and our, um, diversification is expanding. How do we utilize that when we're talking to these partners? Um, the tools themselves, inventory management, that becomes a big part of what we're trying to do. And then on marketing cloud, we've only just started and scratched the surface. So that expansion of our always on journeys, that personalization, ah, being able to tie all that data together, um, and harmonize those journeys across multiple different touchpoints, multiple products, that's the next step for us.

Speaker A   00:03:28

Amazing. I love hearing that. And again, it's just so interesting to hear how critical data is to what Formula one is doing. Uh, you talked a bit about the fan experience as well. I'm going to cover that in a couple of minutes. But arup, um, maybe a question for you. You do a lot of meetings with our customers, you work directly with data cloud implementations. Why don't you tell us a little bit about the trend? What are the priorities you're seeing in other customers that you've been working with?

Speaker B   00:03:58

And I was so happy to hear what Mao was saying is, and this is the whole idea, is the climax of the data, because data speaks a lot of stuff which we are now trying to unearth and uncover. Right? Because data is everywhere. The challenge is assimilating it and making it, contextualizing it. Once you contextualize that data, whether that's a unified profile that, um, Matt was talking about, is now you have accurately identified your customer, and now you make it, enrich it, put intelligence on top of it, um, personalize it, hyper personalize it, very targeting thing. So that is something. So the whole crux of the 360, now we are realizing it. That's the ancillary data sets that we need to bring into the data cloud, attach to the profile, and now we start making it more intelligent in a very meaningful way.

Speaker A   00:04:47

I love that. That's the whole goal. That's fantastic. And I think that's a trend we're seeing across all of these different companies, especially brands like Formula One. Right? It's fan centric. It's customer centric. So Matt, I want to talk about, uh, the customer one kind of goal of building this really long term, lifelong fan experience. And you mentioned it a little bit earlier, but what role does data and data cloud play in creating that incredible experience for fans?

Speaker C   00:05:14

Look, we've spent a lot of time pulling together the data so that we can create things like something as simple as creating a segment that we can use through an always on journey.

It sounds fairly basic to most people, but actually from the world we came from two years ago where every week, race weekend was like Groundhog Day, um, recutting that data weekend, uh, after weekend, um, those simple segments have been, as I say, groundbreaking for us. So where we are now, twelve months later, in having our data in the, as a single fan profile, uh, having machine learning, listening to our data and spitting out outputs that we never dreamt we would be starting to see cohorts and certain clusters of our fan base who will only go to a glittery and glamorous race like Vegas or Middle east. We have those that will only go to, um, some of the more, uh, prestigious events like Spa and Monaco. So seeing that and listening to our data then informs us how we're going to start building those journeys thereafter. And that's hugely important for us because we've had all these ideas and what we're starting to see is they're not necessarily the right ideas and the data is really informing our next steps.

Speaker A 00:06:25

Yeah, that is incredible to hear. And again, I think Formula One, just like a lot of our customers are realizing that, yes, data driven insights are really going to help you make the most efficient, powerful decisions that are right for your customers or your fans. Right. Giving them exactly what they need, when they need it, based on how they engage with your business.

Speaker C 00:06:47

It also helps us focus where we spend our money as well. So, for instance, we spend a lot of money on f one fantasy. Uh, a lot of people will do, uh, uh, fantasy football fantasy f one. The concept is the same across, uh, all the sports. But what we haven't done historically is look to say, well, actually, if you're playing fantasy, do you then subsequently engage with us? Do you then go on to spend any money? Can we monetize that? Where does that lie? So where do we get the value from? Fantasy. Same as competitions, which is a great source of known data for us. So that's the kind of stuff, uh, we're starting to understand now.

Speaker A 00:07:22

That is amazing to hear. And we are, uh, at the end of our broadcast. So again, Arup, Matt, thank you guys so much for being here. It was just incredible hearing all about formula one. I cannot wait to get my tickets to the next race. Now, for all of you out there tuning in, if you want to learn more about how your organization can get the most out of your data, scan the QR code on the screen or go to salesforce.com data. And if you missed anything on this broadcast or you want to check it out later? Check it out here on Salesforce plus at, uh, salesforce.com dot backslash plus.