

UNRVLD®

Top 10 Digital Trends for 2023

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At UNRVLD we put our clients' business outcomes first. At the heart of our focus is your customer – whether they are engaging with you for information, inspiration, entertainment or commerce.

The 2023 internet adoption levels are staggering. **5.3 billion** people globally will be connected online. In the US alone, **91%** of the population, that's **300 million** people, will be shopping online. Digital momentum is definitely not slowing down. In 2023, we see digital advances helping businesses to navigate the complexities of today's world; improving margins, investing in their owned channels and innovating with new products designed to keep you ahead of the competition.

The trends we are featuring in this report focus on how to use digital services to improve your customer's experience and deliver higher returns for your business at a time of increased competition and lower margin.





Louis Sheppard

Experience Director

Louis oversees the agency's design function and works with brands to define customer centric digital programmes using a combination of consulting, leadership and design skills.

He has worked extensively across a range of sectors for brands such as The R&A, Iguzzini, Biffa and Crystal Palace, gaining extensive experience of how to engage users through digital experience.



Rick Madigan

Lead Strategist

Rick Madigan is one of our lead strategists. He has over 15 years' experience. Rick works with our clients to develop their digital strategies at the organisation and product level, establishing an overarching direction underpinning by clear digital objectives.

He brings together Customer Experience (CX), Design, Technology, Data, SEO and CRO to create clear and structured roadmaps for our clients which are continuously evolved through insight and experience.



Polly Pospelova

Head of Experience Optimisation

Polly oversees the CRO function at UNRVLD, enabling brands to utilise their enterprise platforms to run experimentation. She has a strong ROI-focused approach and a wealth of experience in delivering boundless digital inventions.

Having worked in departments from software development, solutions architecture, strategy and performance marketing, Polly has developed a rare blend of skills and abilities needed to become a strong Experience Optimisation leader and a CRO practitioner.

01

Profit with Purpose



Louis Sheppard, Experience Director



Watch Video | 9:51

01

Profit with Purpose

Yvon Choinard gave his company, Patagonia, valued at \$3 Billion, away to charity, with all profits going to fight climate change and protect undeveloped land.

While this is a pretty singular example of a business totally committing themselves to a cause, it is also the total realisation of a much wider trend that has been building momentum for some time: that's purpose driven marketing. This is where a business or brand builds preference with customers through demonstrating shared ethical values.

Historically, this idea has meant businesses using a portion of their profits or resources for charitable donations as a way of creating some positive PR but being truly purpose driven is much more than this. It's about amplifying ethical values and commitments that sit at the heart of a business and building the sense with customers that you are partners in a shared ambition to make things better for the environment, for communities, or for the planet.

▷ Watch Video - <https://youtu.be/frPnd7ZryN0>



“Hopefully this will influence a new form of capitalism that **doesn't end up with a few rich people and a bunch of poor people.**”

YVON CHOUINARD

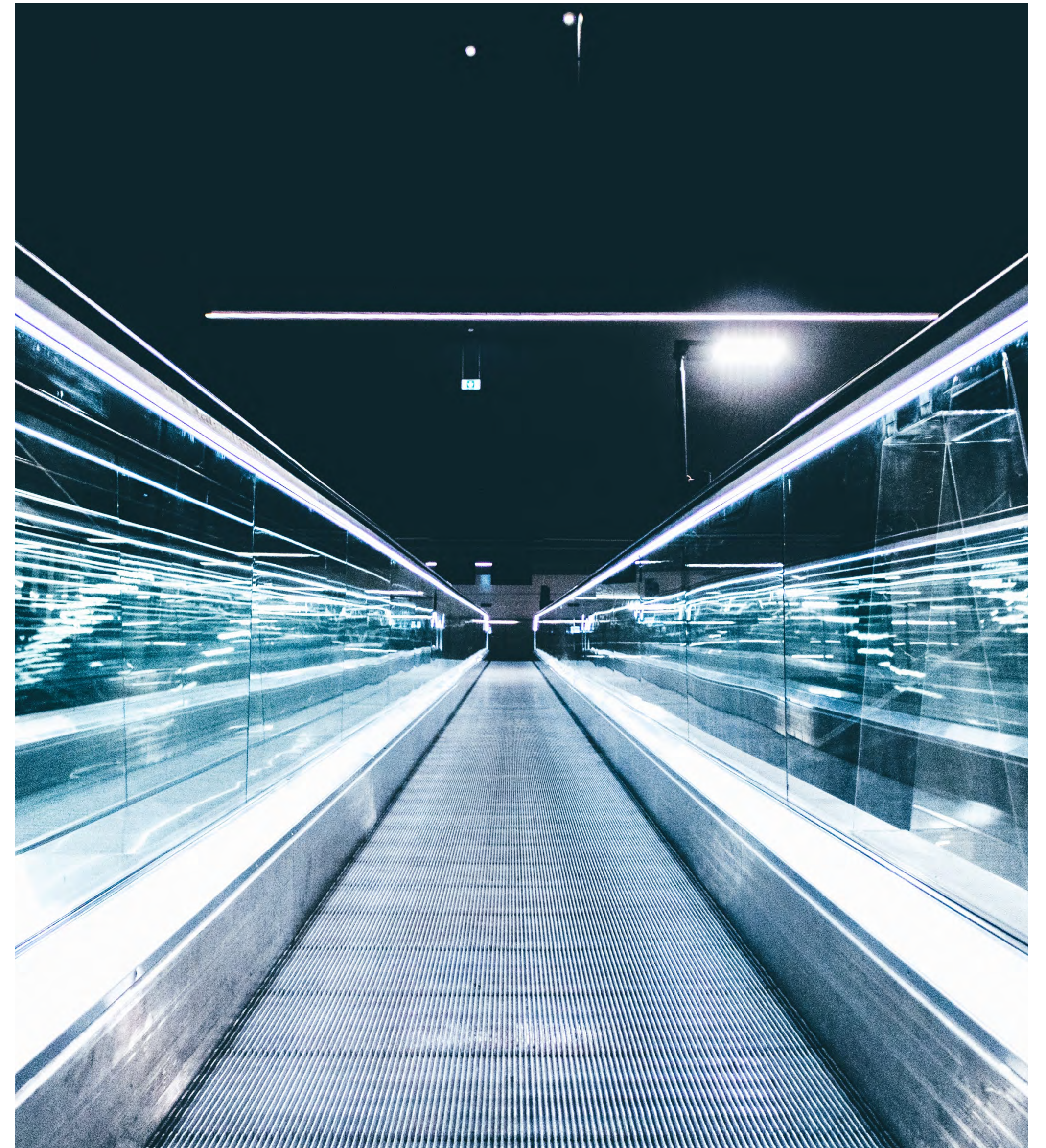
Why is this important?

In terms of population percentage, millennials have just overtaken baby boomers. And it's predicted that over the next few decades baby boomers will transfer over \$68 trillion to them. So, a seismic shift in consumer power from one generation to the next.[1]

What millennials want and expect from business is very different to the boomers. Whereas previously brands have communicated around ideas of value, service, desirability, quality, exclusivity, these things are much less important to millennials, to whom ethical values are much more important.

In 2015, Nielson published its annual Global Corporate Sustainability Report. It indicated that, globally, 66% of consumers are willing to spend more on a product if it comes from a sustainable brand. Their prediction for a future where purposeful brands would lead the agenda has since proved to be true.

[1] WealthEngine, "The 2019 Millennial Wealth Report."



What does this mean for business?

What does this mean for business? It's important not to see this as 'for profit' versus or 'for purpose', or as a good versus evil principle, but finding an intersection between the two; the place where the pursuit of profit can be tied to a more altruistic benefit.

This trend is often labelled 'purpose-driven marketing', which really misses the point of what customers are looking for. If this is seen by businesses as just a marketing strategy that plays lip-service to a trend, there is a danger of it being seen as insincere, and actually putting people off. There have been some pretty high-profile cases of purpose-led campaigns backfiring recently.

It's really important that 'purpose' is thought about from a strategic, business point of view and that it is embedded into the service or product proposition, not just in the brand proposition or the marcomms.

To take advantage of this trend, we need to build experiences that allow the exchanges of true values to happen, in a space that feels authentic and helps connect customers to products and services that they feel will benefit issues that they care about.

CASE STUDY

Biffa

Biffa is the leading provider of sustainable waste management solutions in the UK, providing services up and down the country to businesses of every type and size, from local chip shops to supermarket chains. Sharing sensitive waste data on waste volumes, carbon emissions and landfill, was a big shift in Biffa's communications strategy. For Biffa, to expose this information, built trust with customers and has given them deeper insight into what their environmental impact really is.

With this credibility, Biffa can then share knowledge content about effective waste management and sell more environmentally positioned products (recycling, environmental consultancy). They can also build their brand through sharing their own data and stories about how they are using technology to reduce carbon emissions from waste.

Read More - <https://www.unrvld.com/work/mybiffa>

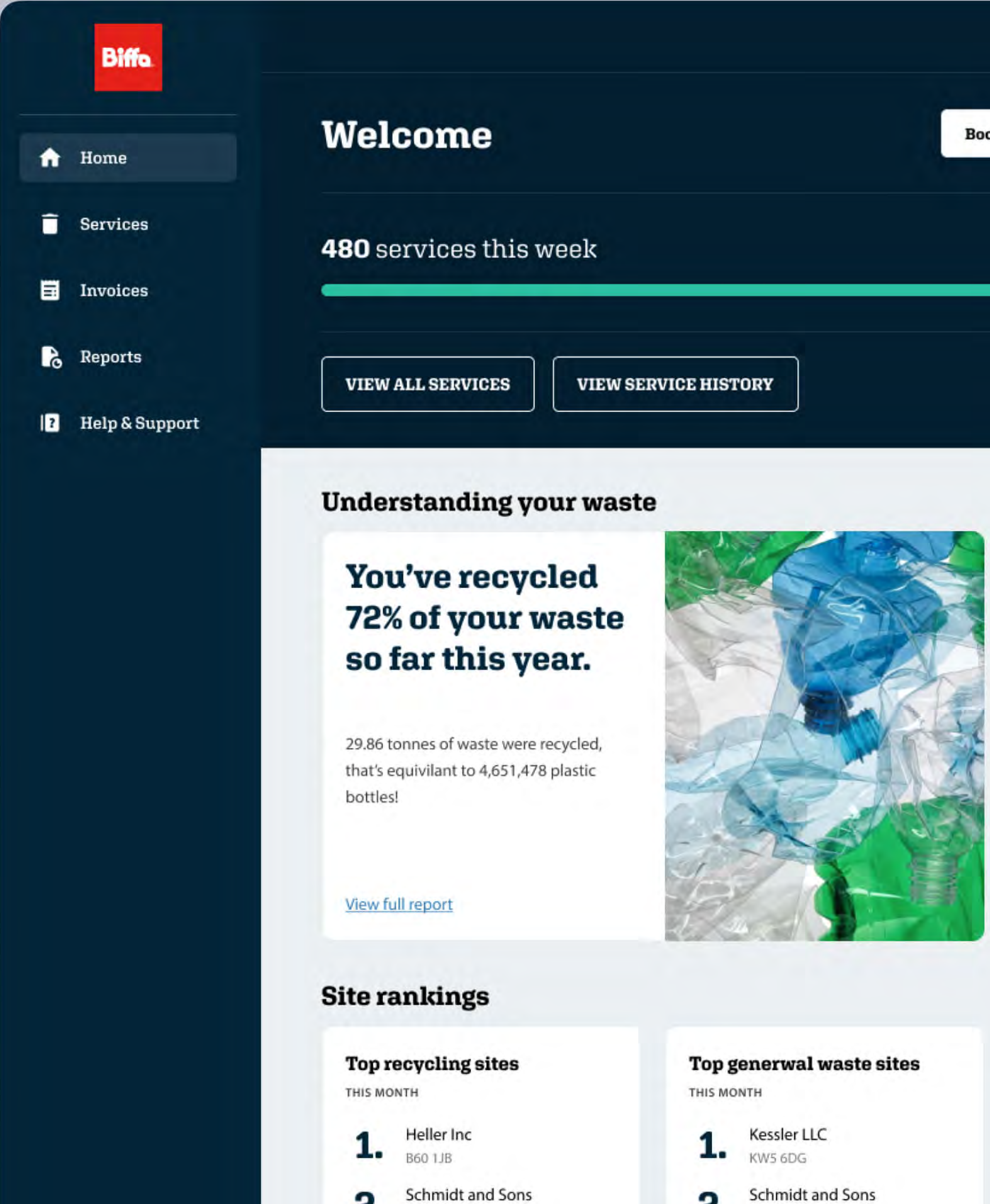


CASE STUDY

Biffa

UNRVLD has worked closely with Biffa to develop a new self-serve customer portal that offers every one of their customers a simpler way to both manage their services and make better, more informed decisions to reduce the environmental impact of waste.

The platform supports customers with sustainability data and information on how their waste is treated to help them understand their environmental impact. This knowledge content contributes to helping customers make informed decisions about their waste that are better for their businesses, and for the planet.



02

Owners Vs Aggregators



Louis Sheppard, Experience Director



Watch Video | 5:58

02

Owners Vs Aggregators

In the restaurant sector, the pandemic saw the aggregator platforms Deliveroo, UberEats and Just Eat claim near total domination of the market. Lockdown meant that businesses were suddenly only able to transact with customers through the software layer provided by these third parties, who connected the restaurant to the delivery driver and then to the customer and took a tidy slice of the profits along the way.

While this was in some ways a symbiotic relationship, with the aggregators providing the only way for restaurants to continue operating, this wasn't exactly a win-win. Customers who used an aggregator app to order from their favourite local pizzeria, would then have all that restaurant's local competitors promoted to them the next time they went to order.

Suddenly the aggregators had taken ownership of the restaurants' customer base and were in control of the relationship.

Some of the big players in the sector, obviously not happy with this arrangement, began to invest heavily in their own digital capability, to take ownership of their customer data back.

McDonalds, who had previously relied on UberEats to get their products to customers, have rapidly pivoted to a digital first service model, with an app for ordering food and digital touch screen menus in their restaurants, where customers can log in and collect loyalty points

▷ Watch Video - <https://youtu.be/kt-tt8fezXE>

Why is this important?

This approach enables businesses not just to own and control their relationship with customers, but also provides them with huge amounts of powerful data to develop their marketing and product development.

This idea of owning more of your relationship with your customer base is of course not sector specific. Something we talk to our clients about a lot is the need to create channels and build experiences where businesses can build relationships and transact with their customers.



CASE STUDY

SMEG

Smeg's revenue took a huge hit in the pandemic when physical stores closed. They were beholden to wholesalers to sell their products online. Smeg were not in control of the channel and were unable to drive preference for their products.

UNRVLD has rapidly delivered a digital store where Smeg UK can sell direct to consumers: their first owned e-store in the UK. The global luxury goods brand is investing in a fully owned digital experience, in-line with the business ambition to grow direct consumer revenue in the coming years.

Within months of launch it is already seen by the business as a primary channel. It is somewhere they can build brand preference and it offers significant upsell opportunities (you've got the fridge, now get the toaster). It also enables Smeg to capture first party data about their customers and provide them with a more personalised experience, which in turns breeds greater brand loyalty.



CASE STUDY

New Era Cap

Similarly, New Era Cap (NEC) also saw revenue take a big hit when the US Sport stadiums, where they sold huge numbers of their caps, were closed to fans. UNRVLD has worked with them at pace to build and launch their first D2C sales channel.

By unlocking the full potential of their Optimizely DXP, we are helping NEC to reach more customers across EMEA whilst creating a distinctive, personalised customer experience.

Read More - <https://www.unrvld.com/work/new-era-cap>

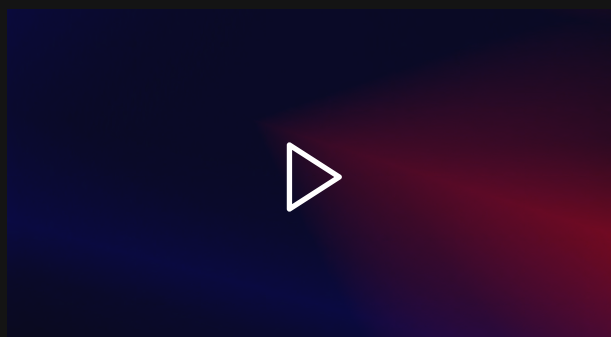


03

Care & Accessibility



Louis Sheppard, Experience Director



Watch Video | 5:45

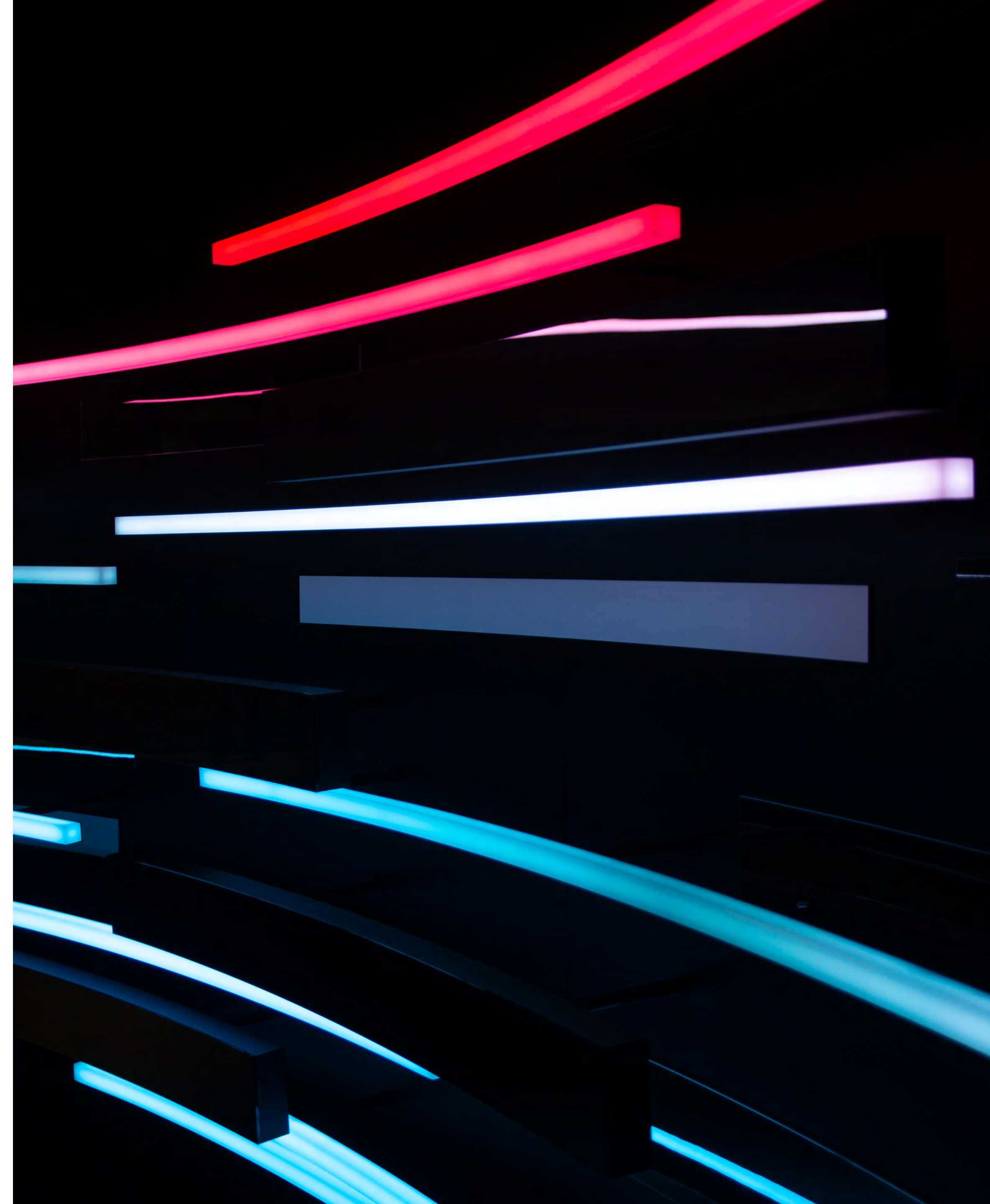
03 Care & Accessibility

As we have moved through a series of crises over the last few years, from pandemics to the cost of living, the suffering of others has become more and more visible and felt closer to us than it has before. Our shared experiences of hardships and people's willingness to talk about them have raised awareness of a range of issues that affect peoples' everyday lives, from mental health, disability and financial hardship.

With this awareness, there has also been a growth in the understanding around the need for care and the role we play in supporting each other, not just on a one-to-one level, but as something that happens across society that groups, communities and businesses play a role in.

Some good examples of digital innovations connecting people to care and support are of course the nationally adopted NHS app, the mental health app Headspace and the plethora of latest GP apps.

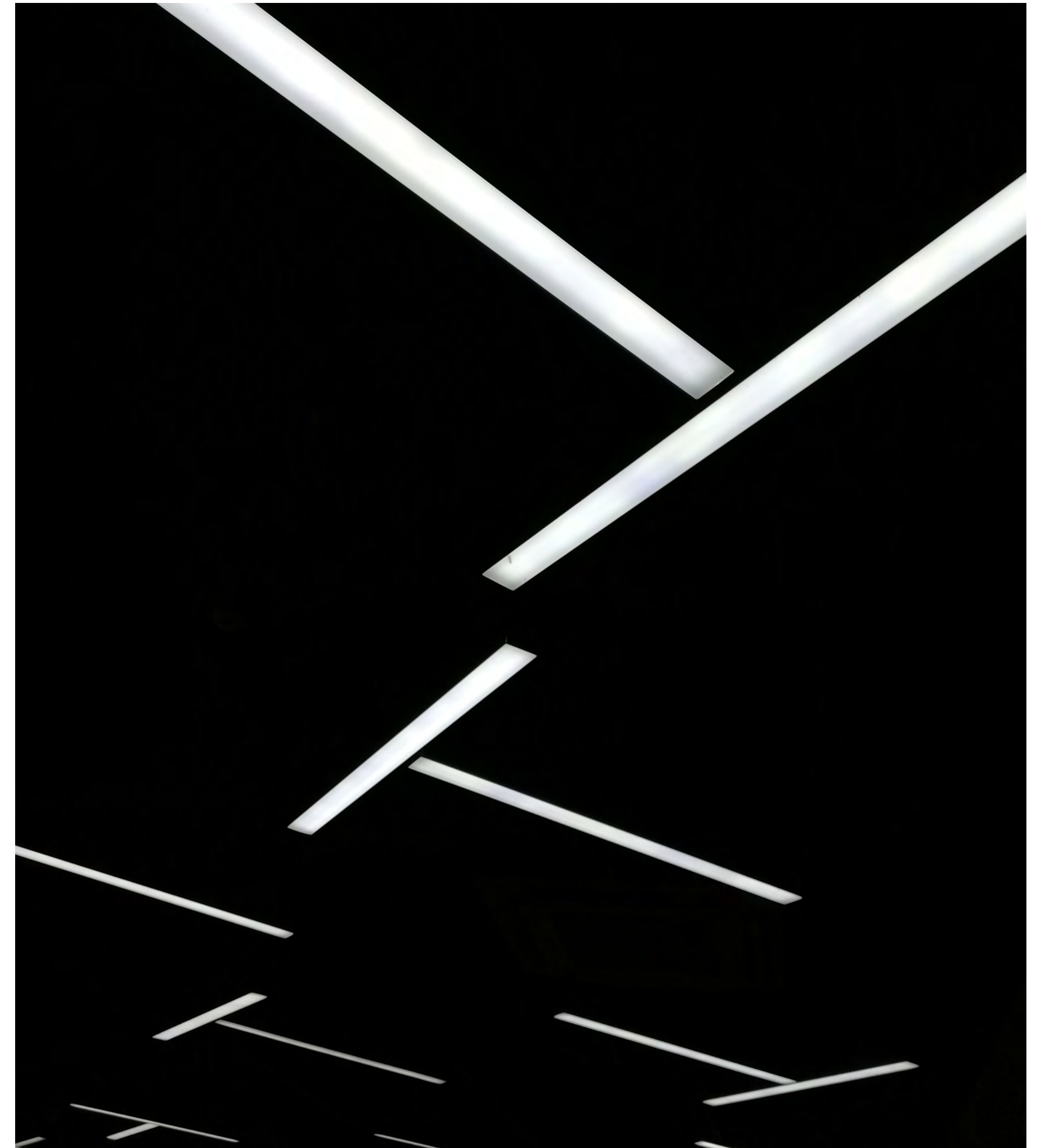
▷ Watch Video - <https://youtu.be/7E6RiaC4KHQ>



Why is this important?

Businesses have a role to play in this rise of understanding by broadening access to digital services. In web design, this has often been thought about as 'accessibility', and for a long time has really been defined as a set of binary guidelines to ensure things like colour contrast and type size were considered for people with visual impairments. But now we can see the rise of the importance of considering accessibility in a broader sense, to ensure we, as businesses, are aware of and designing for both people's emotional and physical needs.

The benefit to business is, of course, to widen access to your goods and services, but also to build positive affinity with customers through experiences that they enjoy using; by and to make them feel supported, so that they are happy to come back to again and again.



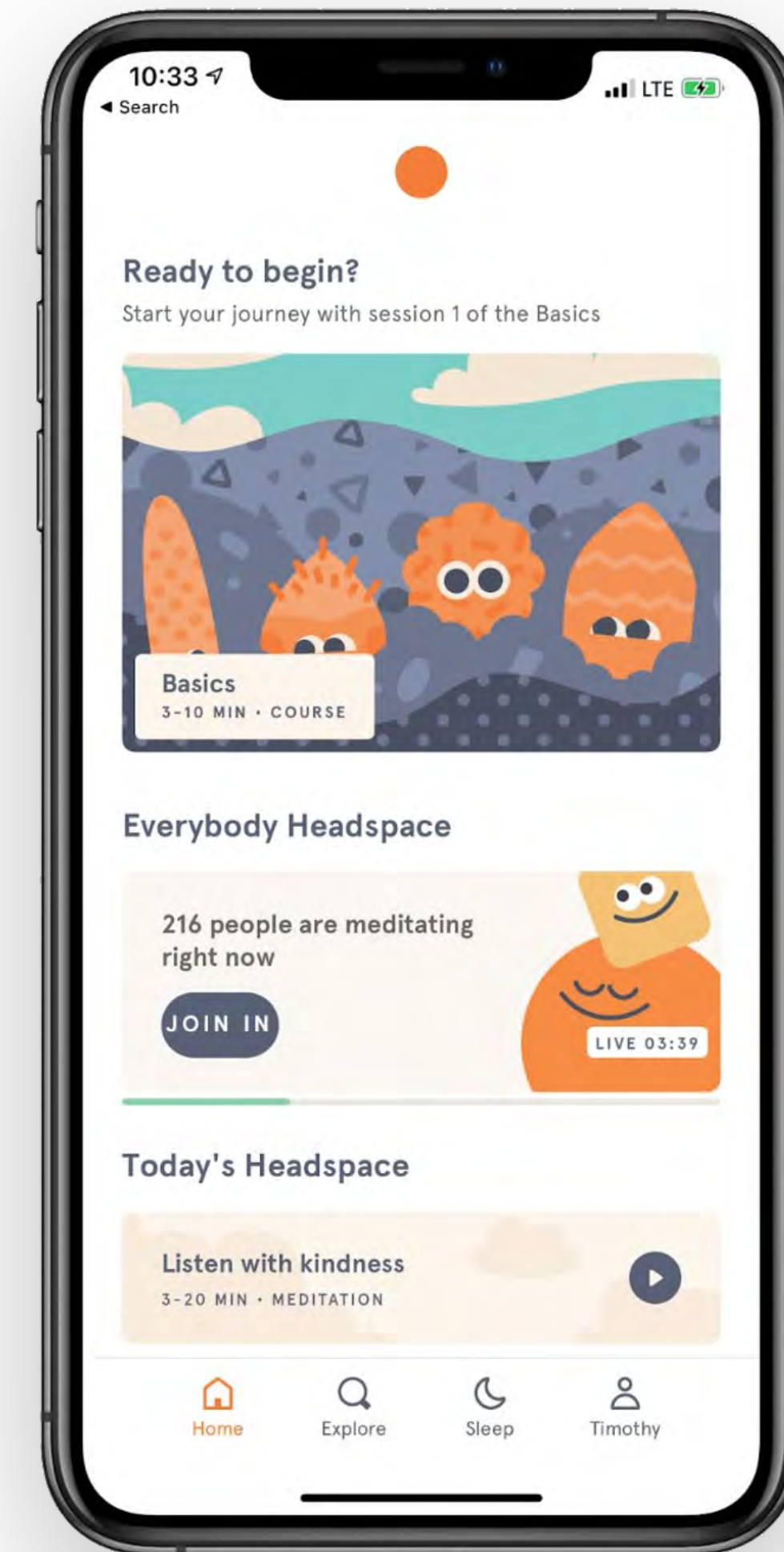
"One way of thinking about moving beyond base-level accessibility is to consider the **mental wellbeing** and **emotional needs** of your customers."

Key to this strategy include:

Broadening access by thinking about different ways to deliver your content, voice activated search, audio recordings of written content and vice versa; such as with Microsoft adaptive accessories.

Simplifying your User Interface with an emphasis on reducing stress and cognitive load, breaking difficult tasks and decisions into manageable pieces. Great examples of this include Meta Workplace and the language learning app, Duo Lingo.

Brand evaluation consider using illustration to convey inclusivity and to set a friendly, helpful tone. Also consider the use of your colour palette for disability, not just sight.



Headspace's simple UI use illustration to portray a friendly tone.

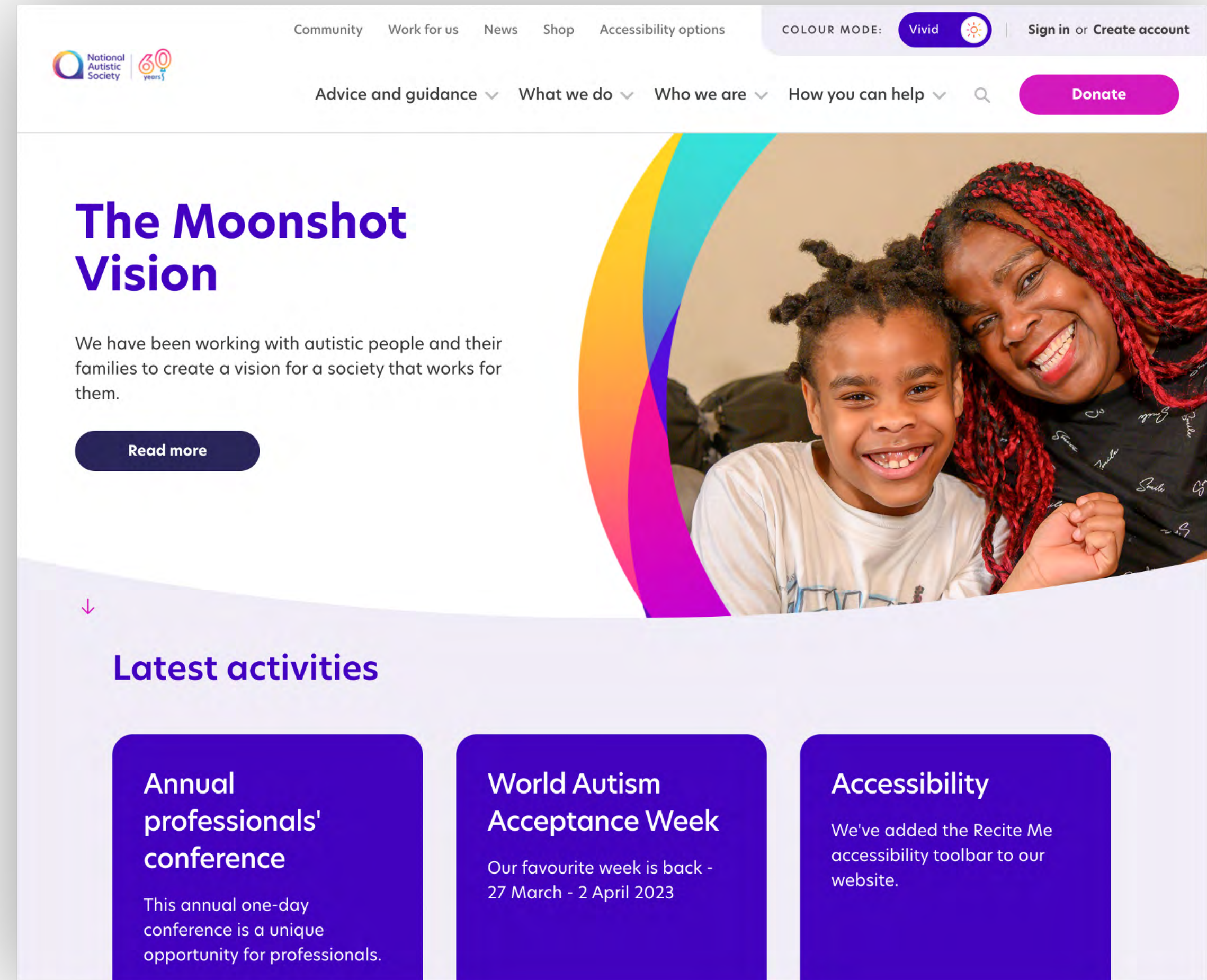
Autistic Society

At UNRVLD we designed the Autistic Society's website to enable users to choose their own colour scheme.

We have also invested in our own accessibility toolkit, which provides guidance and context for our designers and wider team. This gives some rules and best practice to follow, but also aims to remove individual bias and promote awareness of the context and situation of different types of users.

Any business doing their own design should consider how they might instil this thinking and think about design not just as an aspect of brand, or a way to deliver a conversion, but was something that can make people's lives that bit easier.

View - <https://www.autism.org.uk/>



04

Connected & Composable



Rick Madigan, Lead Strategist



Watch Video | 6:30

04 Connected & Composable

Many of our clients have already begun on their journey to composable. If we look at the 'now', we can see a sliding scale of composability, from those at the very start of their programme who are still dependent on one core platform, through to those who have embraced a multi-platform solution on the right of the diagram below.

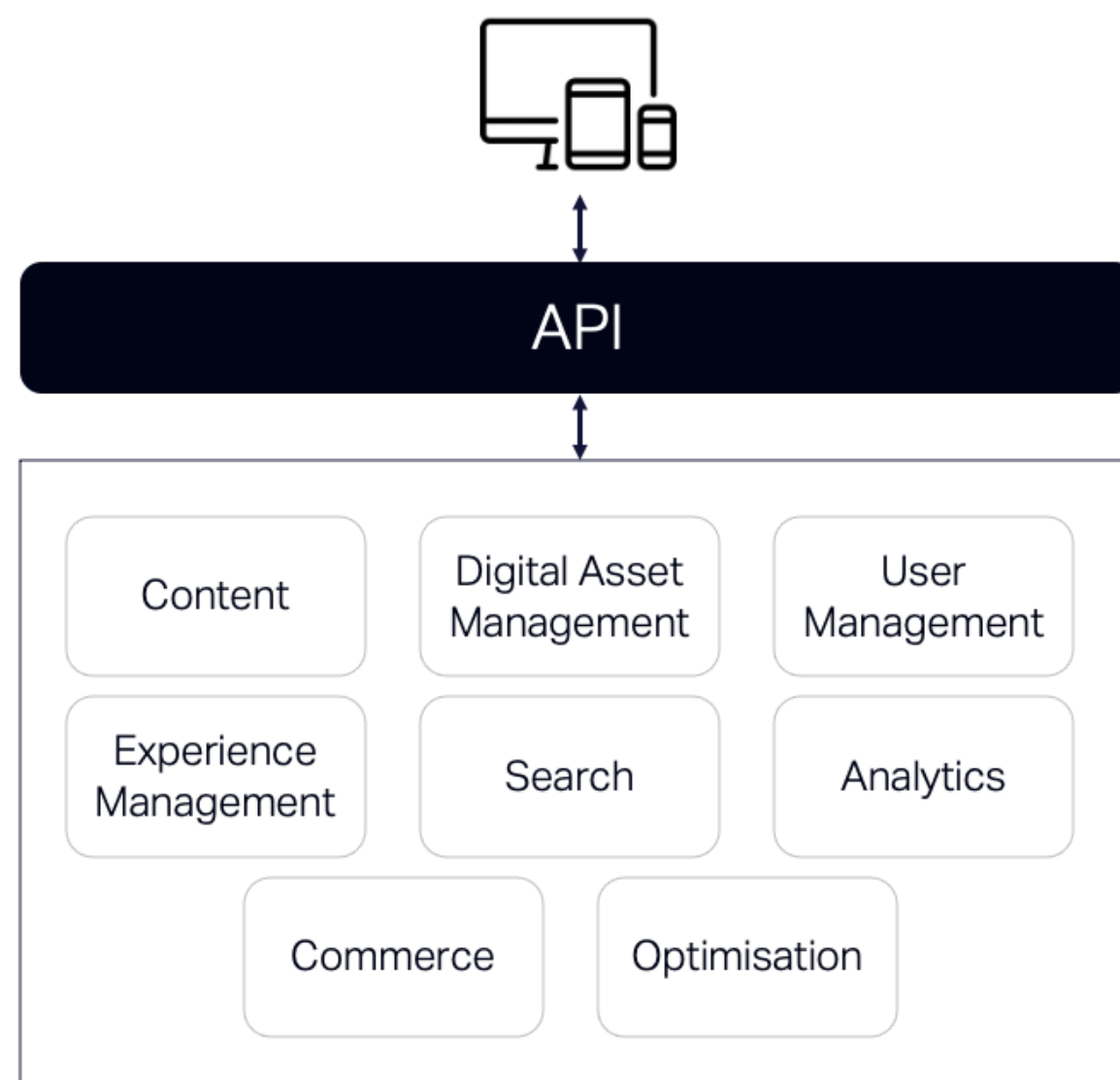
Composable design, or composable architecture, is an efficient way to create software systems composed of freely interchangeable components. These modules work together seamlessly to form a unified whole system. With this approach, developers can build more robust and reliable applications quickly and efficiently. At UNRVLD we've been talking for some time about the values a composable suite offers for businesses.

▷ Watch Video - <https://youtu.be/sXfja7zOTDg>

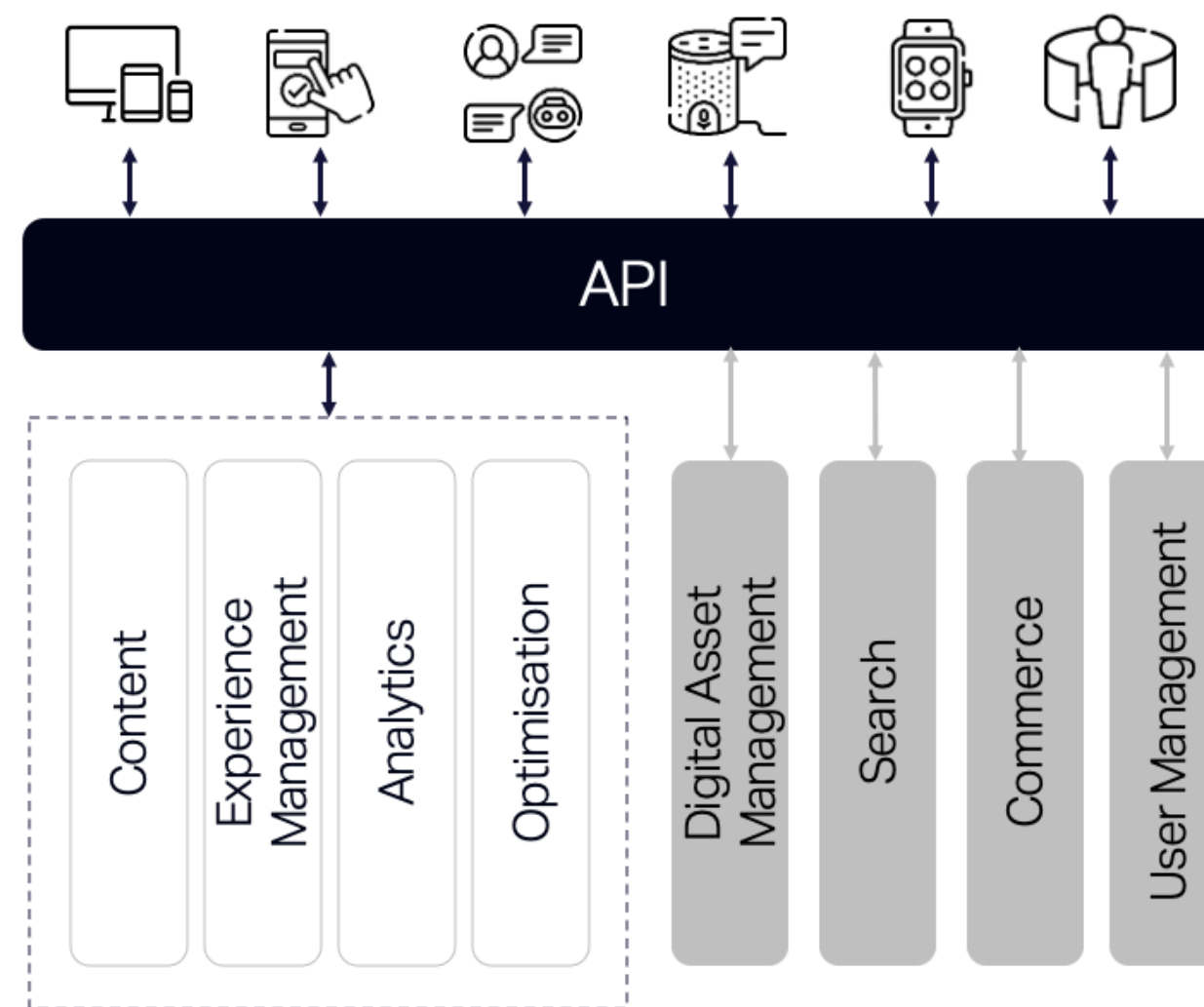


A sliding scale of "Composability"

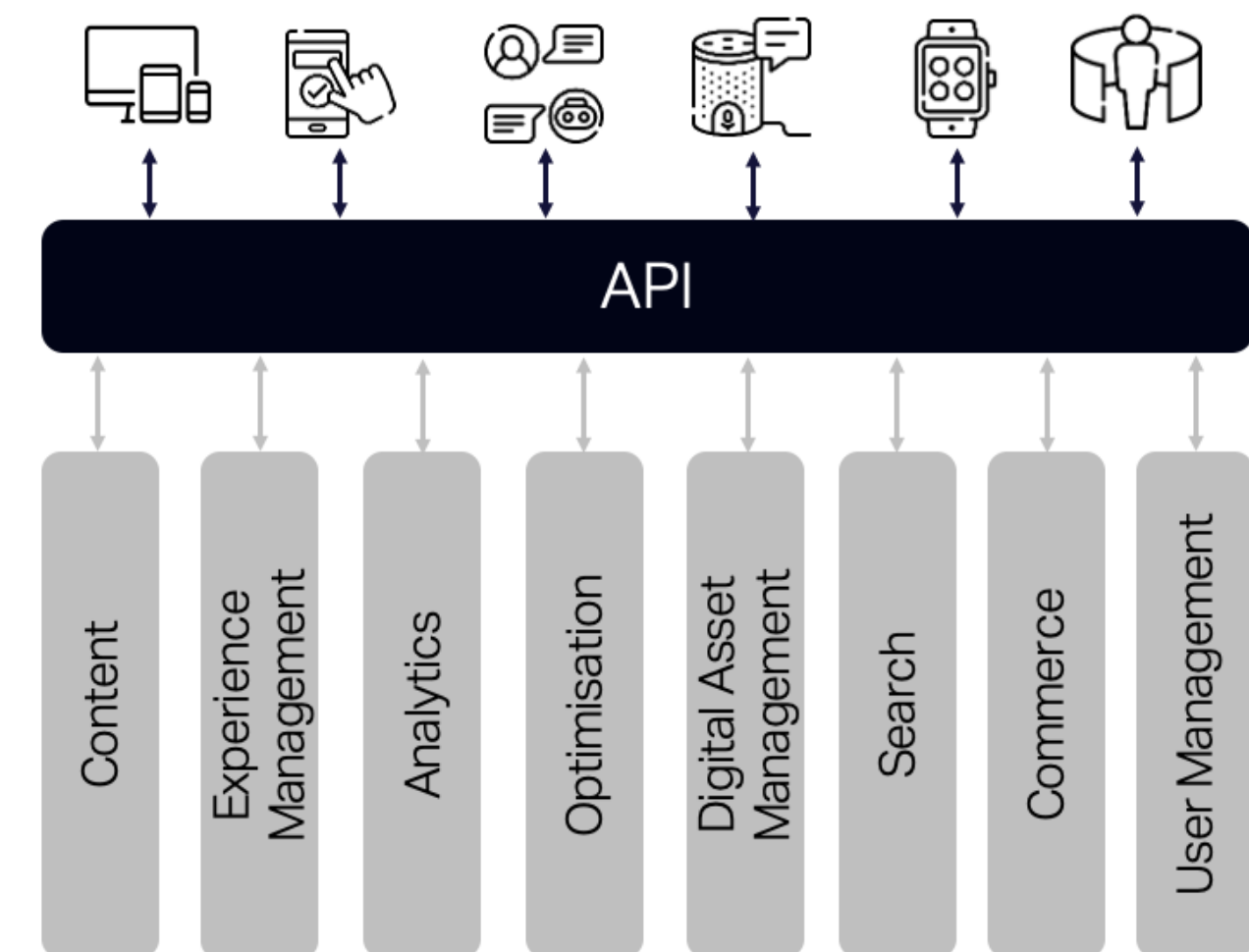
All-in-one



Composable (Modular)



Composable (Component)

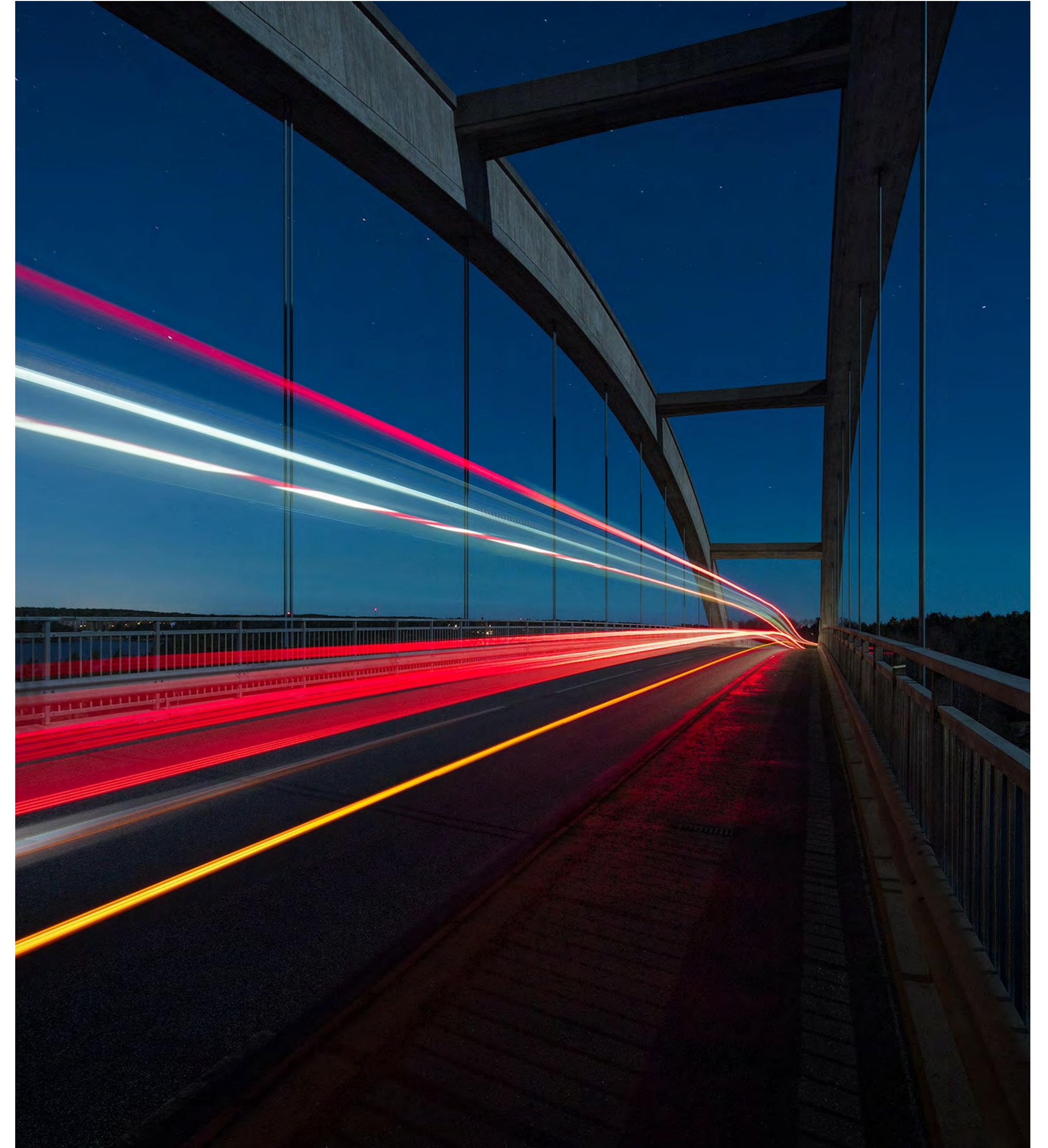


COMPOSABILITY

Why is this important?

As companies move from left to right on the scale of maturity, they are forced into gaining greater control of their digital ecosystems, forming structures and models to create a shared / centralised view of content, assets, data and services.

This in turn is unlocking the potential for new opportunities within composable, driving towards the ultimate goal of seamless omnichannel experiences for customers and greater engagement and conversion for the business.



The year of API-first commerce



API



Customer accounts



Promotions



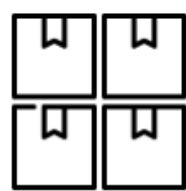
Internationalisation



Payments



Pricing



Inventory



Carts



Orders



Catalogues



Data Files

Commerce Platform

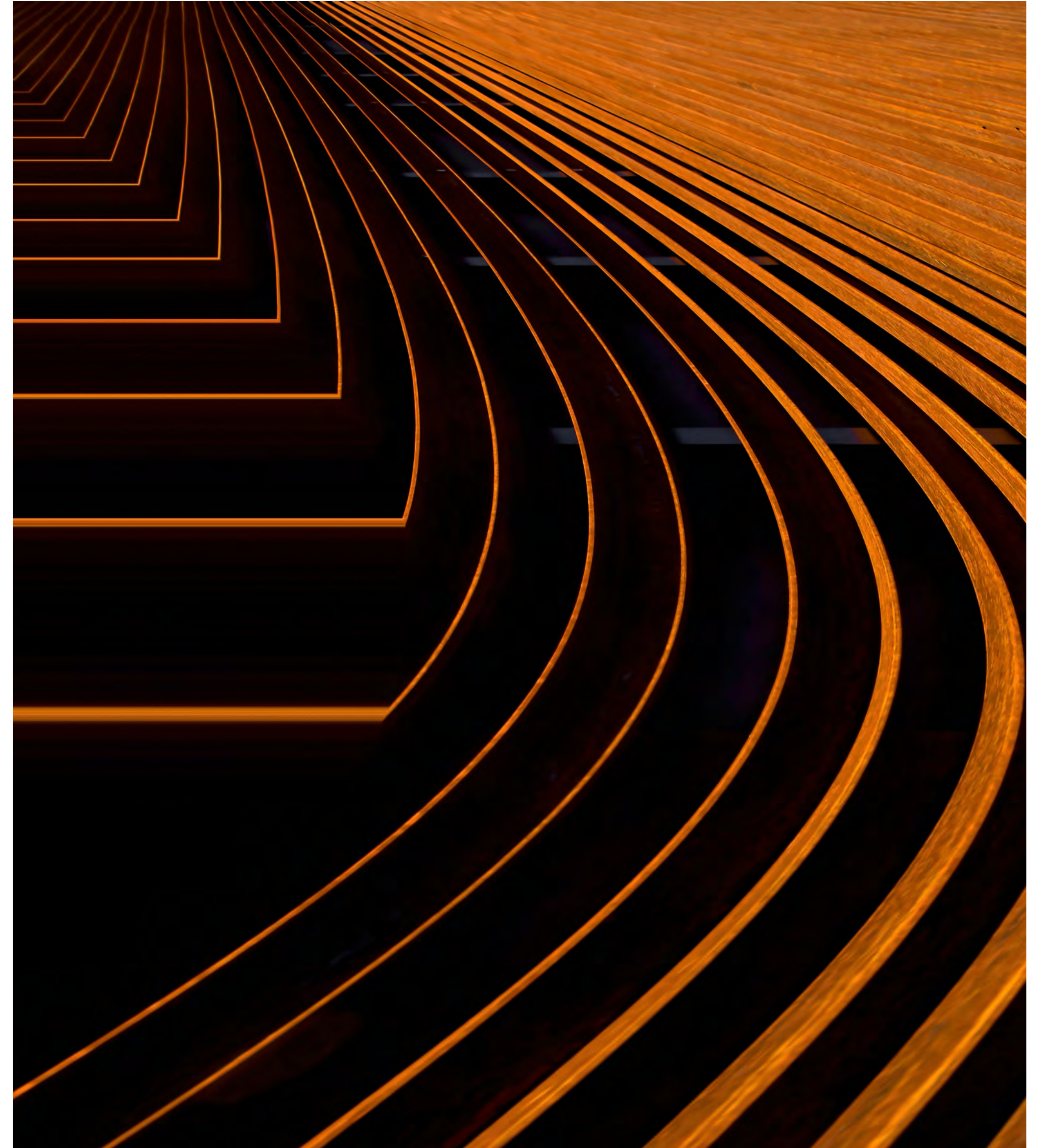
"Headless and API-first commerce is not a new concept, but it is being tipped to **grow in popularity** across 2023."

API First Commerce

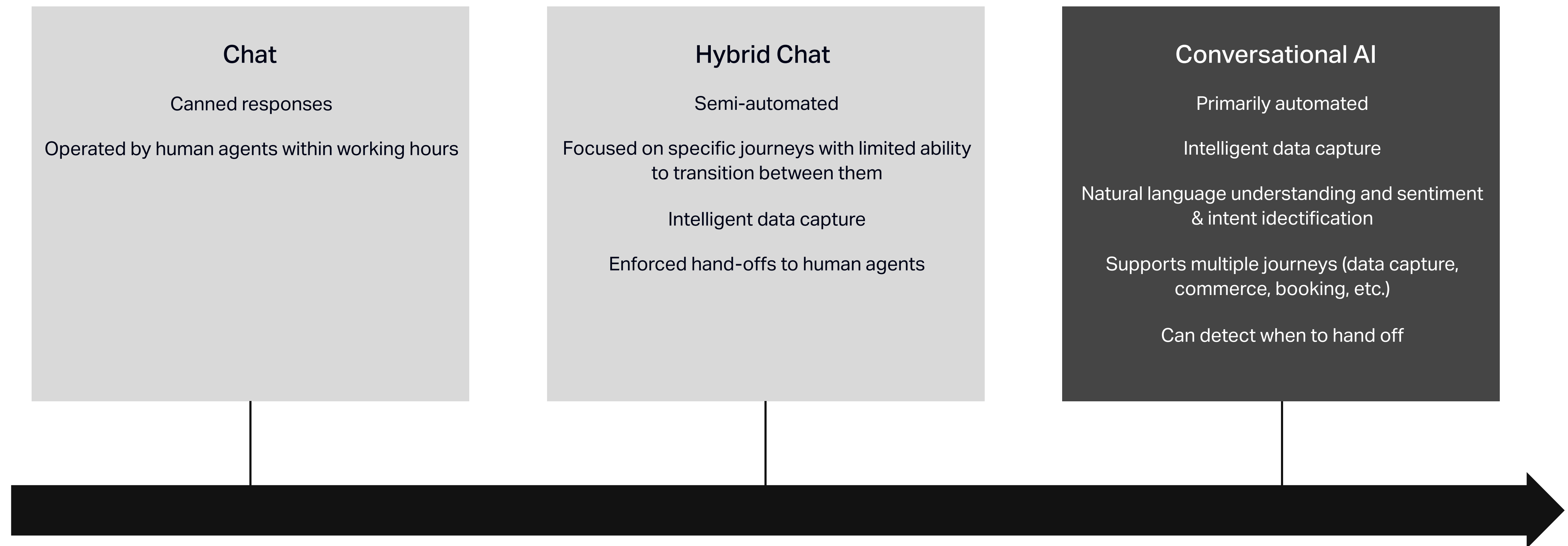
This is due in part to the consumer need to purchase wherever they want and when they want PLUS the increasing nuances in how companies sell (pricing, globalisation, tiered accounts, etc.).

Composable is enabling this, allowing transactional data and customer data to flow between commerce and other systems to inform pricing, promotions and more, as well as facilitating the move towards content-driven commerce (essentially storytelling to build greater connections).

It should be noted that there is a clear distinction between B2C and B2B here. B2C brands will forge the way with headless commerce but we can expect tentative steps forward from B2B companies.

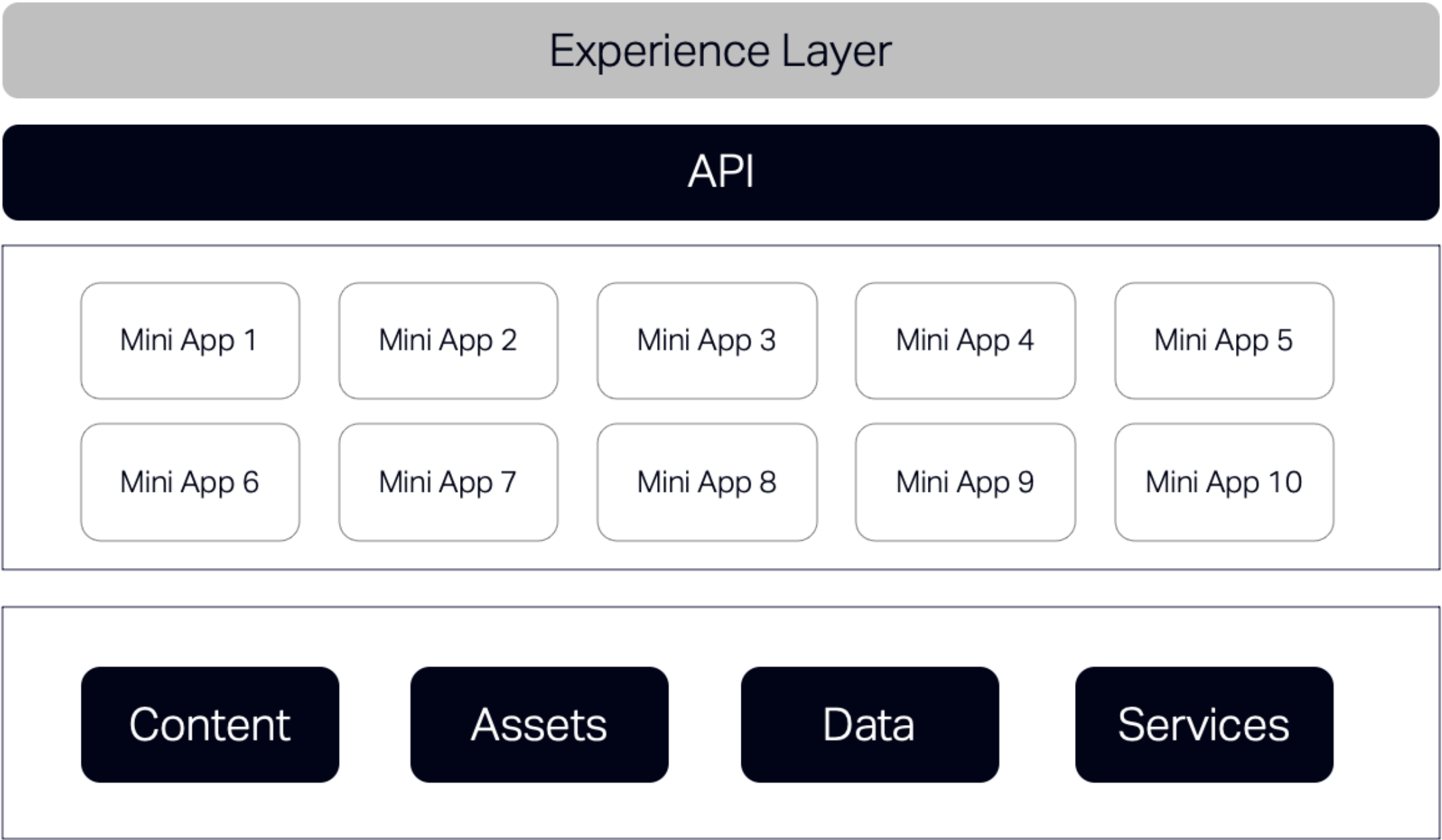


Unlocking the potential of Conversational A.I.



There are many examples of this in action – Danone (global D2C), Moonpig, Chilly's (moving from ShopifyPlus to this model), Just Eat, Bang & Olufsen, Audi, remarkable, Intuit, Motability, BUPA and more.

The Rise of the 'superapp'



50%

of the global population will be daily active users of multiple superapps by 2027

GARTNER

05

Conversational AI



Rick Madigan, Lead Strategist



Watch Video | 6:30

05

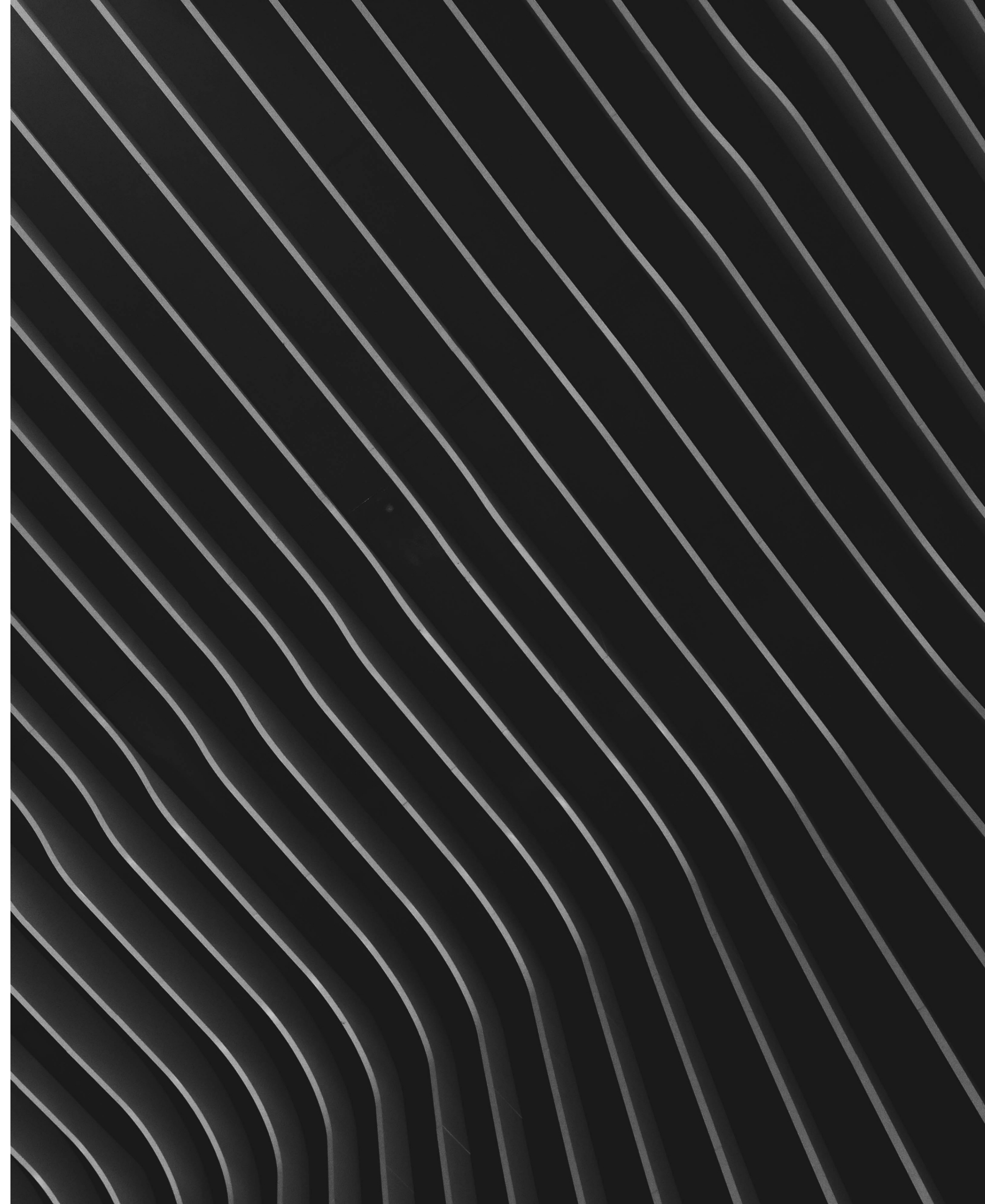
Conversational AI

Customers are becoming increasingly expectant of immediate engagement and resolution across multiple channels.

Chat and hybrid chat were the first forays into providing alternative channels but built up their fair share of detractors due to their limitations. Conversational AI seeks to overcome these limitations, offering efficiency savings and greater engagement.

However, silos stood in the way. The lack of access to data and services inhibited conversational AI, but composable has given it new life.

▷ Watch Video - <https://youtu.be/sXfja7zOTDg>



“Exposing content and data enables
conversational AI to go further.”

Why is this important?

At UNRVLD, we are exploring conversational AI with several of our clients, investigating how we can enable this channel to deliver richer interactions, cost efficiently.

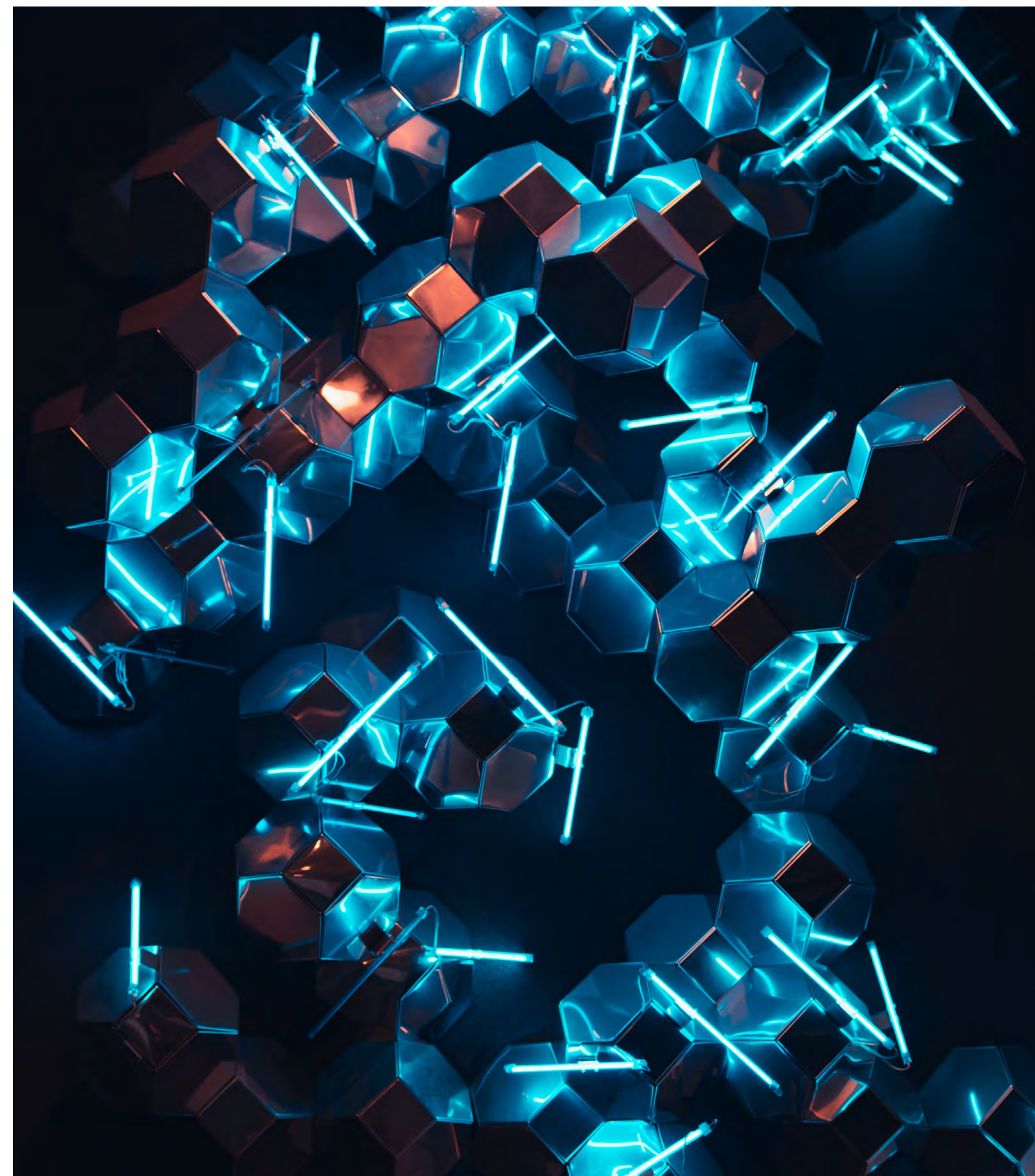


TOBi

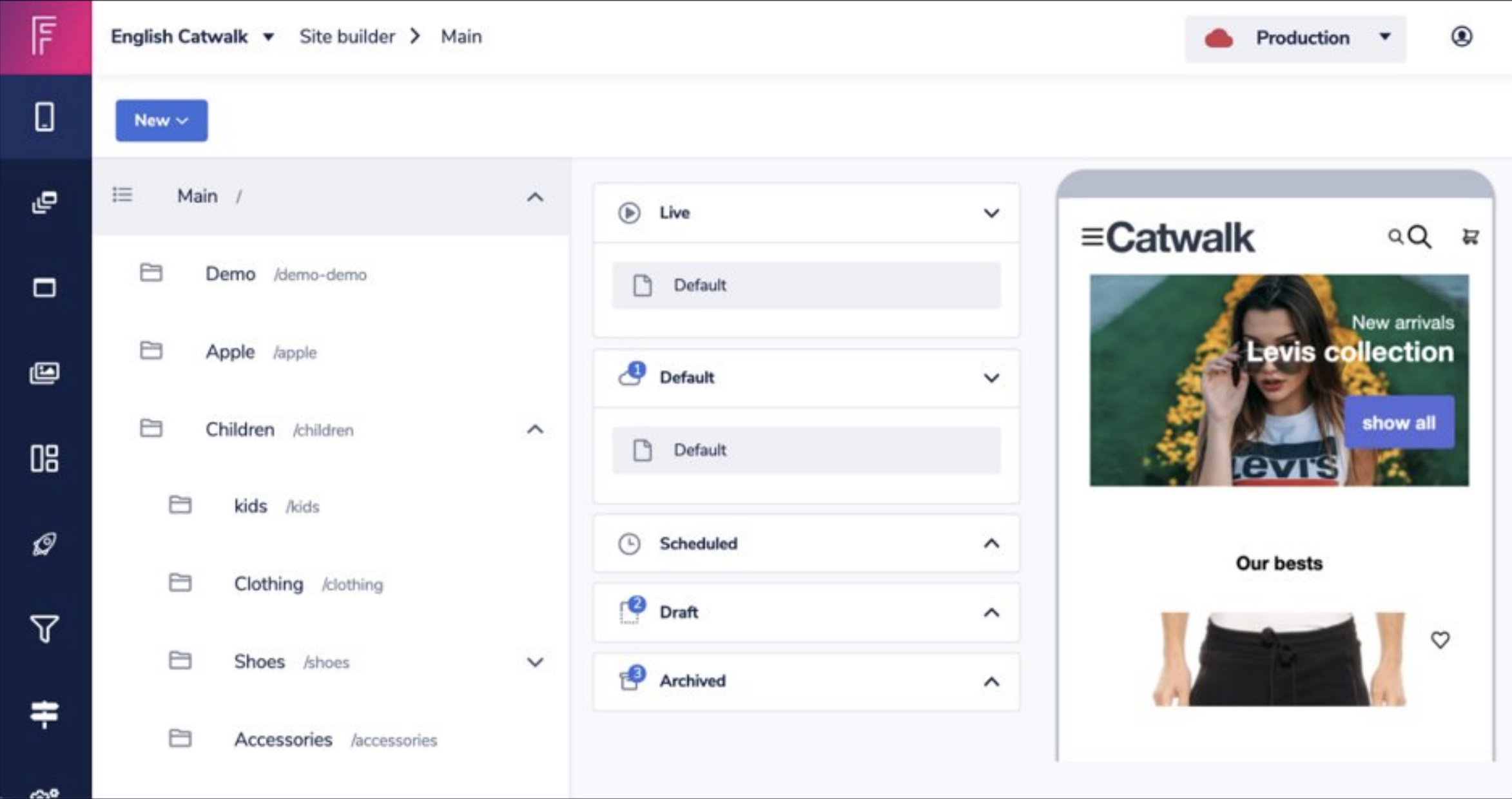
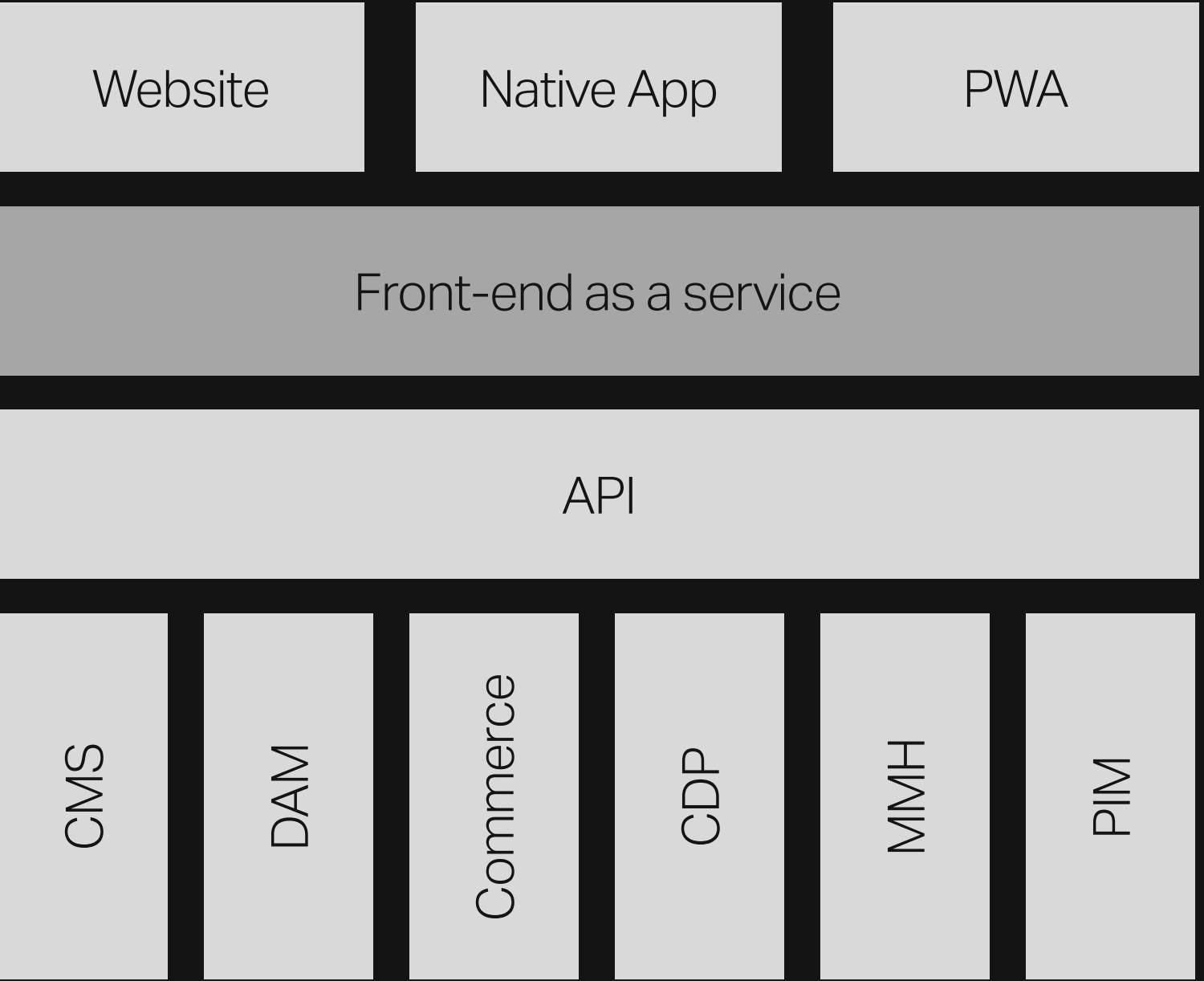
TOBi, built on IBM Watson and consuming data and content from across the Vodafone digital ecosystem, was designed to not only answer questions but also guide users through what was a painful commerce journey, finding the right phone, plan, etc.

It had the intelligence to seamlessly transition between different conversational UX journeys as well as knowing instinctively when to hand off to human agents.

It cut the commerce journey time down by about **40%** and increased the conversion rate significantly.



"As composable architectures evolve, we're seeing the emergence of new techniques and platforms to **drive efficiency** and **empower marketers**."

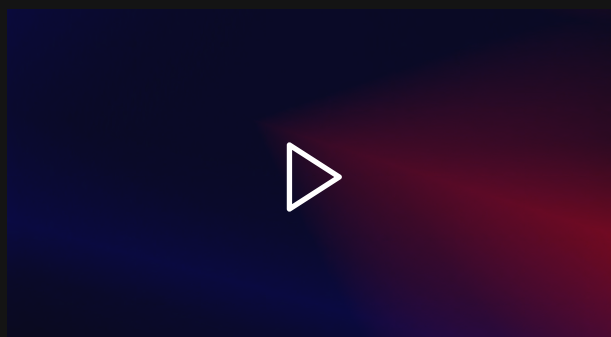


06

Introducing the Superapp



Rick Madigan, Lead Strategist



Watch Video | 5:23

06

Introducing the Superapp

The superapp is the digital equivalent of a Swiss army knife – one product with a number of tools that serve different purposes. It is built up using miniapps that can be added and removed, spanning social / instant messaging, banking services, hire / rental services, ecommerce, community and search, as well as future tech such as conversational AI, IoT and the metaverse.

The superapp emerged within the social and financial / banking sectors. Good examples are WeChat, Grab, Revolut and OMNi. However, companies in other sectors can see the potential and 2023 is going to see increased investment into this area. While some will focus on how the superapp could be applied to internal processes and operations, others are exploring the potential for customers.

▷ Watch Video - <https://youtu.be/axwp-AQ4Clk>



"By 2023, more than 25% of the mobile apps, progressive web apps, and conversational apps at large enterprises will be built and/or run through a multi-experience development platform."

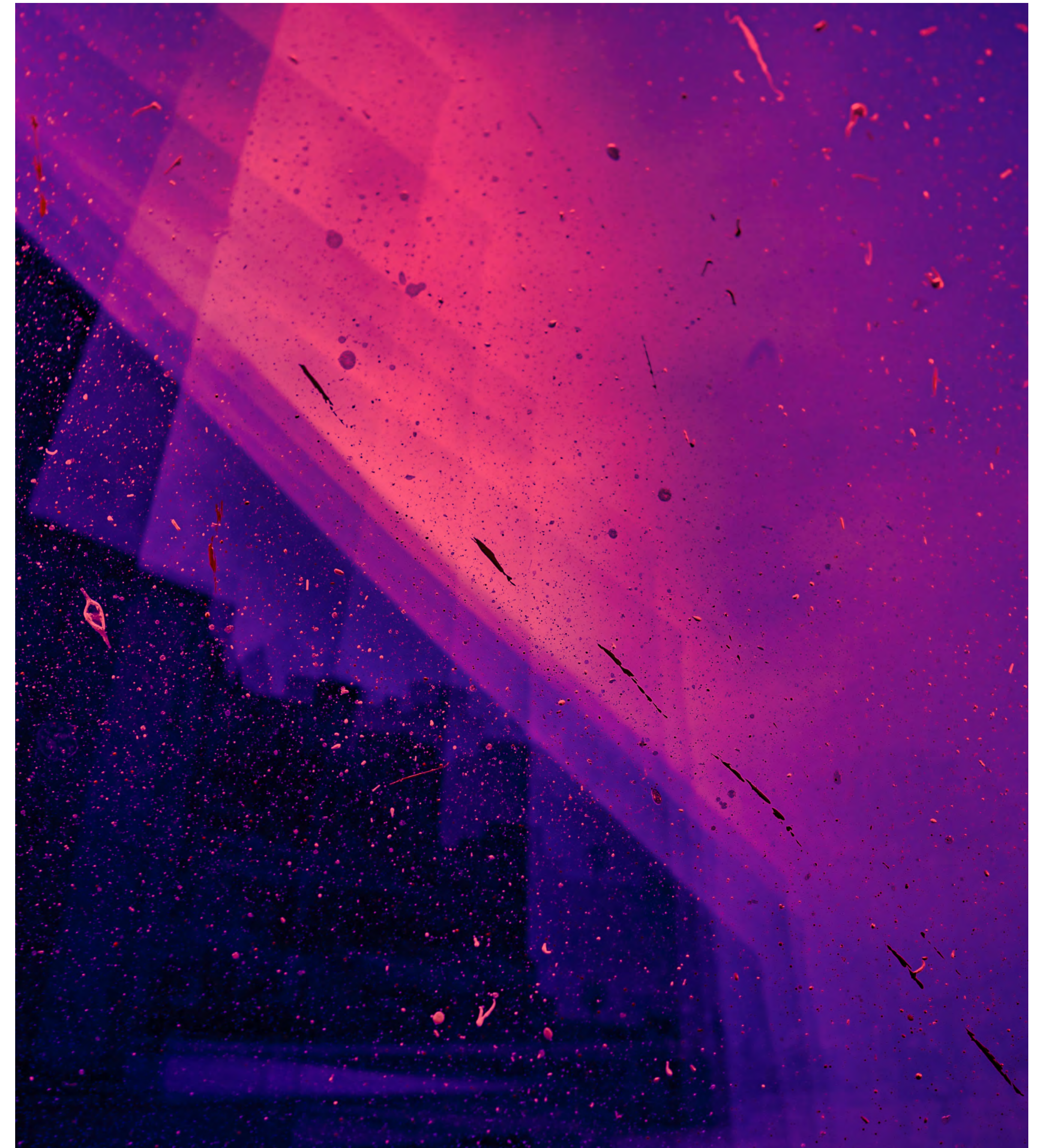
GARTNER

Superapp

Think of a superapp as a web portal but one that is completely personalised by the user – they add and remove the modules they need.

The core piece behind this is composability. The appropriate structuring of content, assets, data and services is opening up the possibility of superapps, bringing a whole new dimension to self-service and personalisation.

As composable architectures evolve, we're seeing the emergence of new techniques and platforms to drive efficiency and empower marketers. If we think back to API-first commerce, it came out some years ago and it was a breath of fresh air. Now companies could centralise their commerce operations but transact anywhere. The core problem was the web channel. The divorce of back end from front end meant having to create the web front end from scratch.



Front-End as a Service

When we think of commerce, broadly all commerce sites follow the same patterns across product listings, product pages, baskets and checkout. Those patterns are proven. It seems bonkers that we would have to develop these every time. Step forward, to front-end as a service.

Essentially, it's a layer over the top of your API-first systems, giving developers a head start by providing the base frameworks and components to create commerce frontends rapidly across the web and app channels.

It's been around for some time with products such as Vue Storefront and Frontastic. The expected rise in popularity even pushed Commercetools, who like many api-first commerce platforms was getting by with accelerators for front end, to snap them up. The introduction of these tools is going to be a big contributing factor to the rise in API-first commerce.

Addresses the presentation challenge introduced by composable architectures in commerce

- Easy to use
- Faster time to market
- Reduced workload for developers

The continued importance of the CDP

25%

Increase in the size of the global CDP market across 2021 to 2022 to \$2 billion.

STATISTA

61%

Of brands are leveraging CDPs to move to a 1st party data strategy or enhance their 1st party data.

DELOITTE

45%

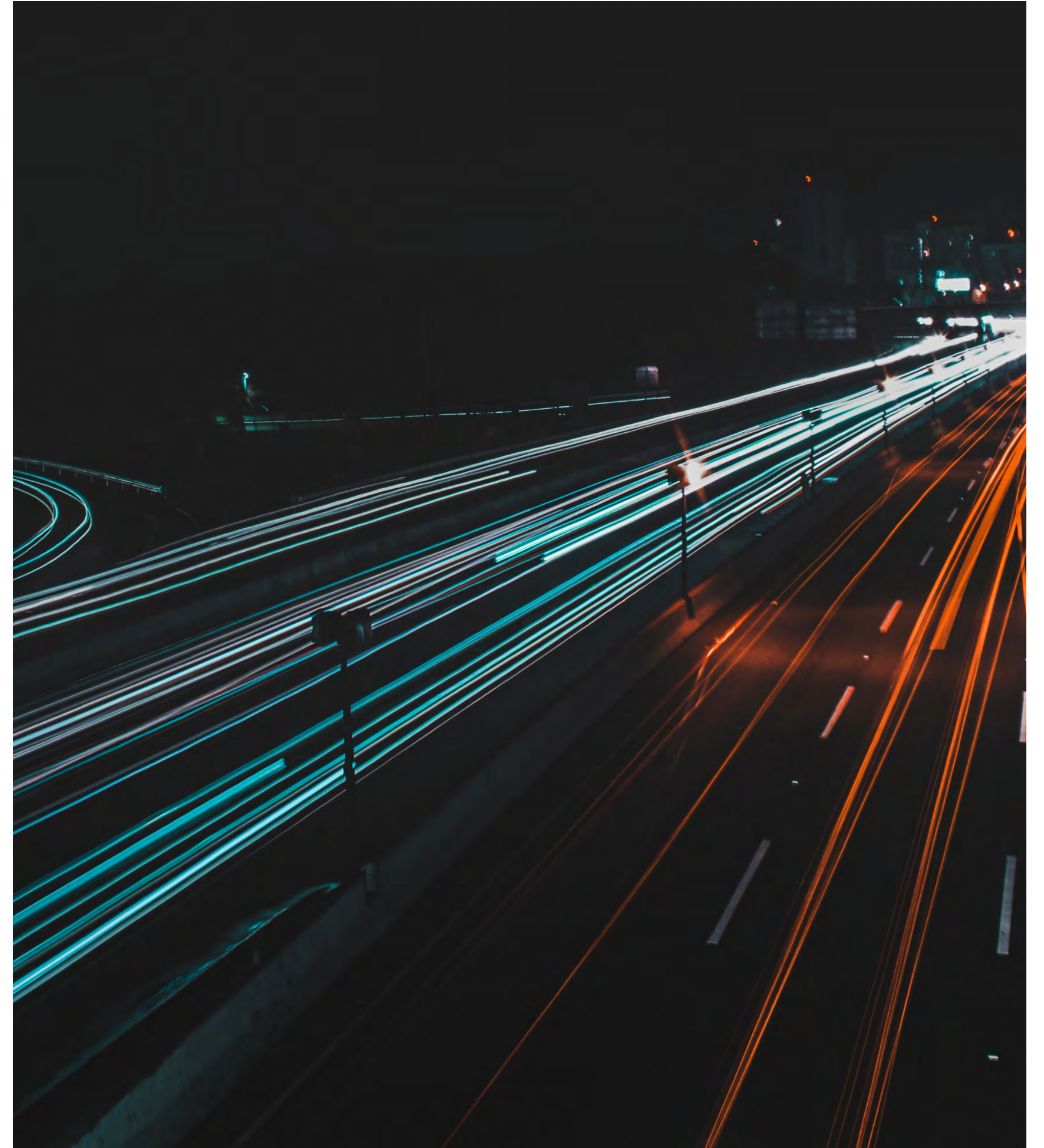
Of marketers feel they have a CDP that provides a unified view of their customers.

CAPGEMINI

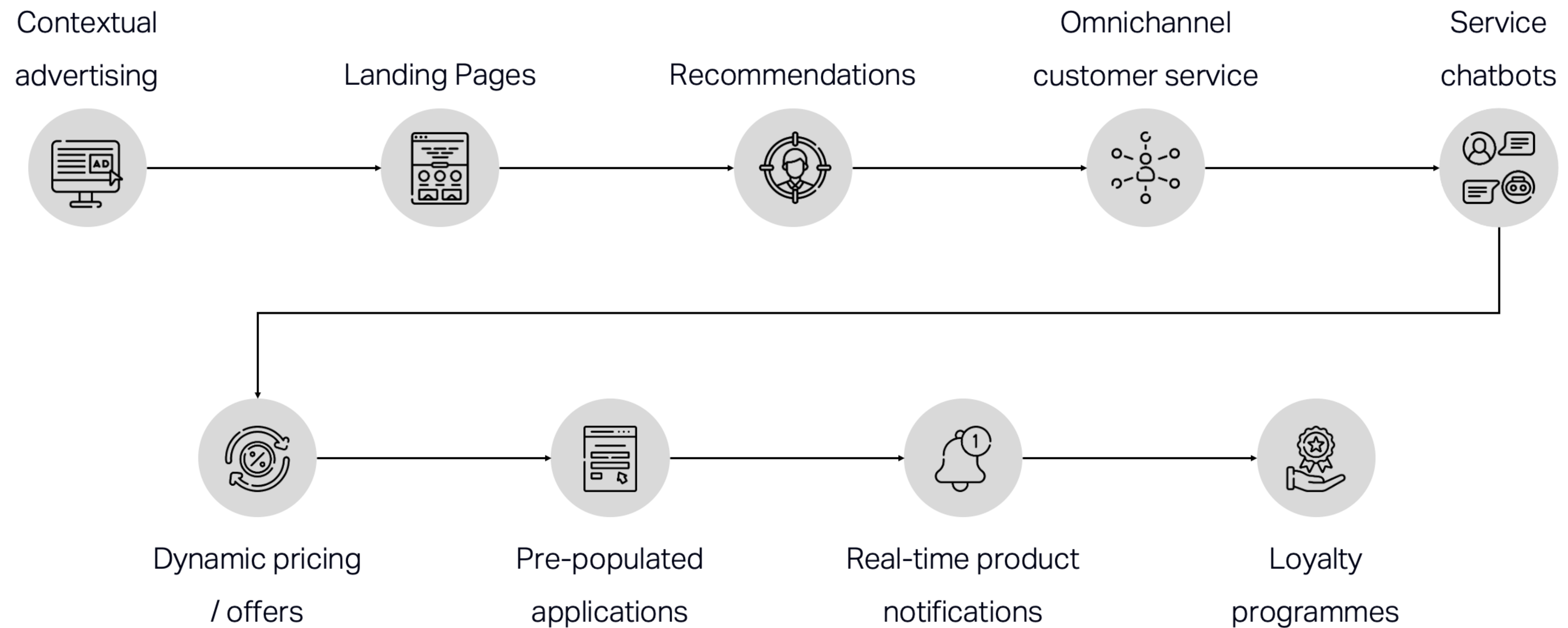
From Commerce to Content

But FEaaS doesn't just stop with ecommerce. The same principles are pulling through to headless / API-first CMS. These platforms were designed for omnichannel experiences, allowing you to focus on content as content. They provided preview APIs which would let you configure items and some even went as far as to create simple visual editors but for those marketers working primarily in the web channel it felt like a step back.

Platforms like Stackbit are looking to address that challenge, ensuring that developers get all the benefits they wanted from the composable world but seeking to address what marketers have been missing. They build on the emergence of FEaaS in commerce and visual editors that work hand-in-hand with CMS and developers retain control over code, but marketers and designers get their control back.



You've got the data, what next...



Why is this important?

With composable, we're opening ourselves up to a world of new channels. What tends to happen is the emergence of multiple, isolated streams of work with varying standards. It quickly becomes a technical and business nightmare.

The MXDPs seek to address this challenge and are widely tipped as the future of "application" development. MXDPs are integrated sets of front-end development tools with associated admin functionality.

They can be used to deliver responsive web apps / websites, custom native apps, PWAs, chatbots, voice apps, AR / VR apps and IoT apps from a single source. Platforms such as Mendix and Outsystems have been out for some time and there's a mix of no code, low code and standard options.

They bring a host of benefits – increased efficiency, reduce time to market, consistency and more. But it's not all plain sailing. Getting the most out of these platforms comes back to the theme of composability. Establishing the foundations (content, data, assets, services PLUS governance and component libraries) is essential. Without this, we return to the Everest of technical debt.

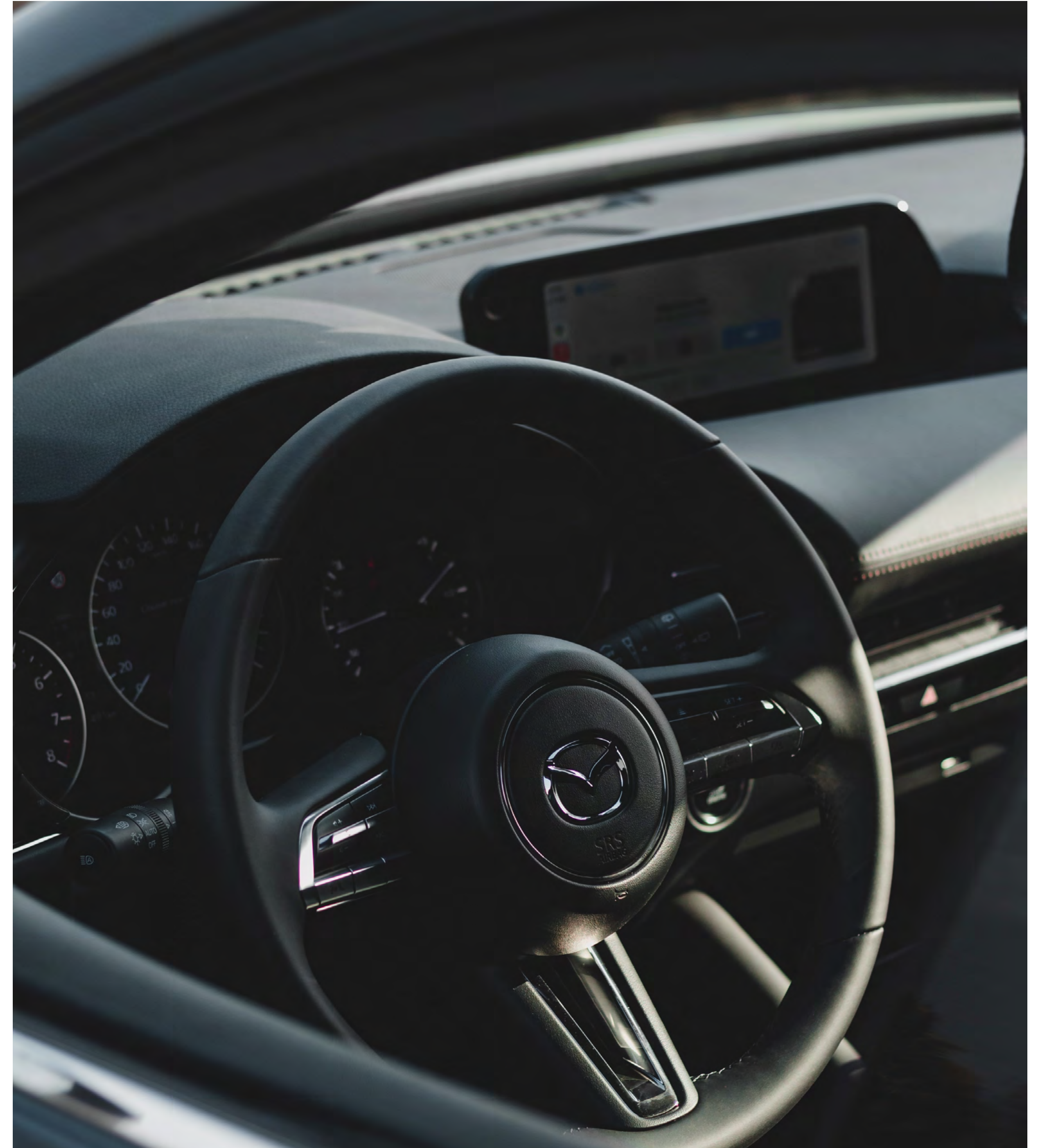


Mazda

Brands such as Mazda have seen incredible benefits in this approach, but it all comes back to those composable foundations.

Multi Experience Development Platforms

- Increase consistency by building from a single source
- Boost internal operational efficiencies
- Reduce time to market
- Increased control over deployments
- Reduce security risks



07

Data: The New Superpower



Rick Madigan, Lead Strategist



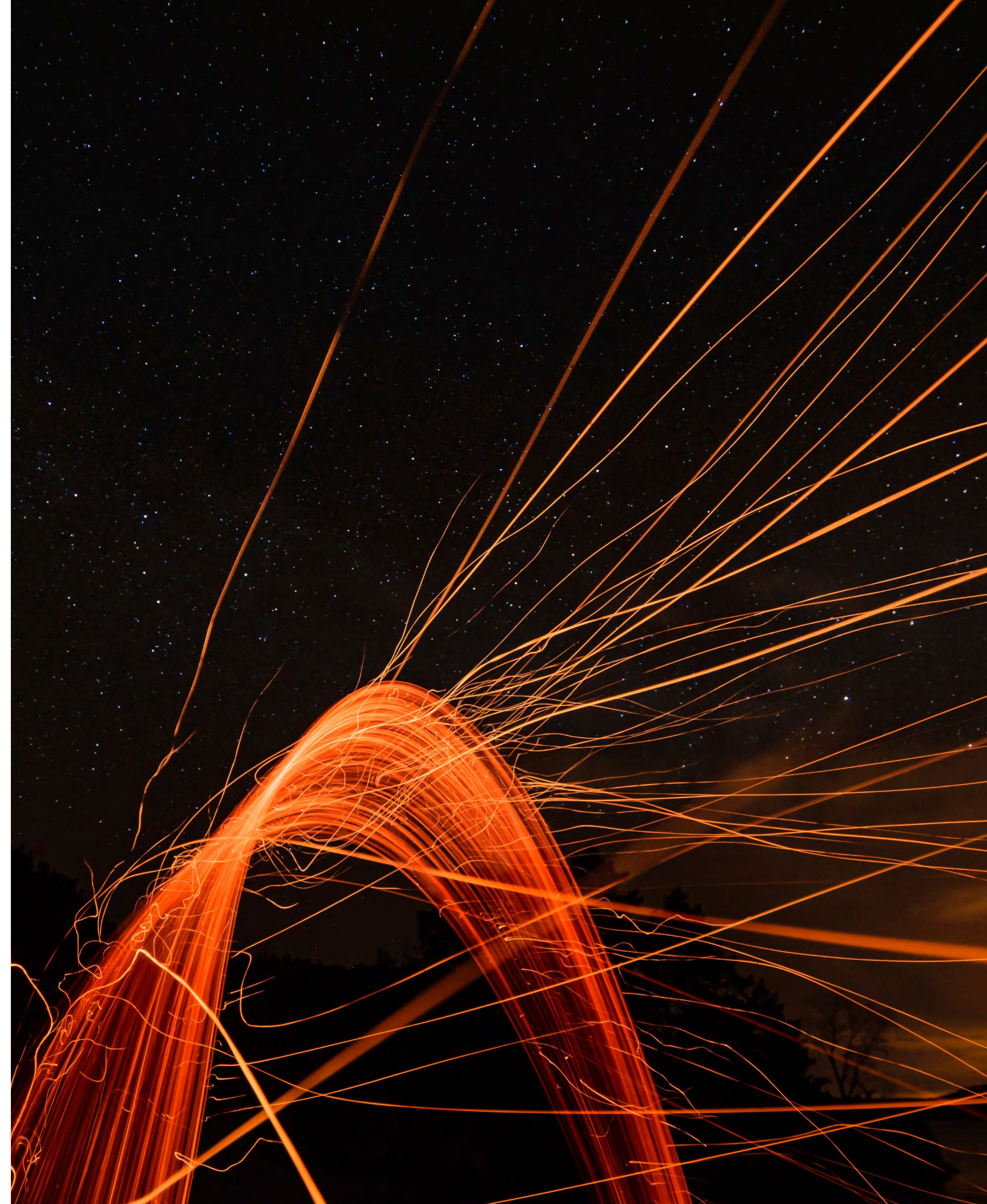
Watch Video | 6:44

07

Data: The New Superpower

It is often claimed that data has overtaken oil as the world's most valuable resource: data is the new oil. Debatable whether that is true or not but, just like oil, data is useless until its mined and handled (analysed) in the right way. Those who can get control of their data are the ones who will deliver the greatest performance.

▷ Watch Video - <https://youtu.be/Wgl4rjpFWwE>



"Information is the oil of the 21st Century
and analytics is the combustion engine."

GARTNER

CDP

This brings us to the topic of the Customer Data Platform (CDP). We know that the CDP market is growing. Across 2021 to 2022, it grew to \$2 billion and it's expected to grow at the same rate into 2023 (reaching about \$2.5 billion in size). Some of this has been driven by the looming end of 3rd party cookies in 2024. But the biggest driver is customers. They are expecting increasingly personalised experiences.

Companies are battling with a wide range of sources – a recent study suggested around 14 or more on average – and the CDP is a way of tackling this. As a result, you're seeing 61% of brands leveraging CDPs either to help them kickstart a first party data strategy or to enhance their existing first party data strategy. However, it's not all good news and you can see that some companies are still battling with building that unified view.

The proof lies in the statistics.

- There was a **25% Increase** in the size of the global CDP market across 2021 to 2022 to \$2 billion. (Statista)
- **61%** of brands are leveraging CDPs to move to a first party data strategy or enhance their first party data. (Deloitte)
- **45%** of marketers feel they have a CDP that provides a unified view of their customers (Capgemini)

Why is this important?

We will increasingly see control over the data model and an increase in integrations. Traditional data workflows will become obsolete as more departments need data. Increased sophistication and nuances will lead to the adoption of Composable CDP.



Why is this important?

For those who are on their CDP journey and have these unified profiles, what's next? The answer is personalisation. Consumers crave personalisation and have come to expect it. But standard personalisation is no longer enough. They want a deeper relationship with brands – to be heard and to be interacted with as a person, not a segment or group. This has given rise to hyper-personalisation. Unsurprisingly, data has the stumbling block and all the efforts with CDP are driving towards this.

Hyper-personalisation is about treating customers as individuals with distinct tastes and preferences, creating unique experiences for each customer that are tailored to their needs and wants. When done right, it leaves a lasting impression. It makes the purchase journey simpler and it increases the likelihood of conversion.

This is the big trend for 2023 with an increasing number of companies pursuing this ideal. to bear.

I won't go through all of this, but you can see that it spans beyond personalising content and recommendations. It's thinking through the entire lifecycle, understanding where and how we can collect data and how we can reinvigorate previously generic items, such as landing pages, to speak directly to customers. It's also thinking beyond the bounds of web and understanding each and every interaction we could have (omnichannel service, service chatbots, notifications, loyalty) and how we can bring the personal touch.

CASE STUDY

Leeds Beckett

Leeds Beckett is a leading, modern and diverse university with a 28,000-strong student body who are committed to student success, innovation and enterprise, global reach and strong local impact. For over seven years we've been creating an expansive range of sector-leading digital products and performance marketing services to support the university in its digital transformation programme.

The content is both impactful for the user and flexible for the editors. We've also introduced a comprehensive tagging system, paving the way for more advanced personalisation, resulting in a mobile responsive, award-winning site leveraging advanced features to deliver a best-in-class customer experience.

Read More - www.unrvld.com/work/leeds-beckett-university



08

A Greener Internet



Rick Madigan, Lead Strategist



Watch Video | 5:59

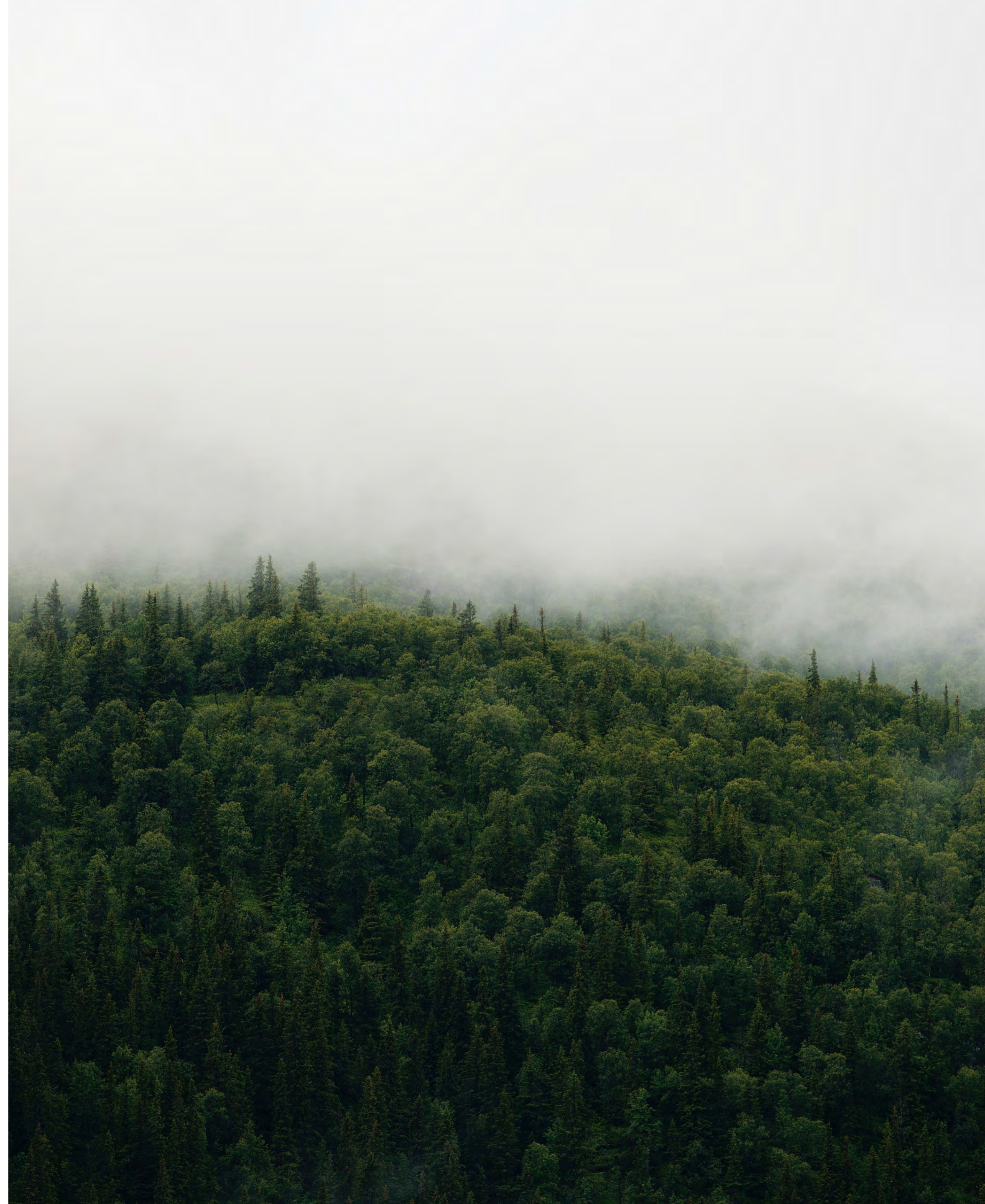
08

A Greener Internet

If we gathered all the internet resources and viewed it as a country, it would be the fourth largest polluter in the world. Digital has a large sustainability problem. Yet, if we view the carbon footprint of digital at a company level, it is a relatively small percentage which has pushed many organisations and companies to deprioritise it.

The Sustainable Web Manifesto, and the ensuing practices of sustainable web design and development, has tried to galvanise people into action, bringing organisations and companies together to make a difference.

▷ Watch Video - <https://youtu.be/s4zlghHL9qA>



"The key is in realising that sustainable web design and development is more than just making greener sites. It's about building more effective sites and achieving a greater ROI. "

Sustainable Web

The Internet consumes a lot of electricity. 416.2TWh per year to be precise. To give you some perspective, that's more than the entire United Kingdom.
([websitecarbon.org](https://www.websitecarbon.org))

Let's take it back to core principles. Sustainable Web Design and Development is underpinned by three core areas

Design, Development and Hosting.



Sustainable Web

The idea is that if your site is easy to find (your SEO and content), easy to navigate (your UX and design) and loads quickly (Development and Hosting), then a site visitor uses less energy. Flipping that, all these things are the makings of a strong customer experience as users want to be able to do things quickly, simply and reliably.

We can break this down further. With SEO and content, optimised SEO and a carefully constructed content strategy, you can quickly increase your visibility and get people to information they need faster, thereby using less energy. But also, you are attracting more, higher-quality users to your site and into your funnel. Design is a more complex proposition. Optimised UX (accessibility, navigation, search and beyond) not only boosts conversion rates but uses less energy. The tricky part comes with creative design. Low-carbon sites (Volkswagen ID4 site, Organic Basics) are not for everyone.

There's brand to consider. We want to showcase brand in the best light, but at the same time we need to be pragmatic and focus on what is important to the user – where do we really need images, image formats, video resolution, standard fonts over custom fonts?

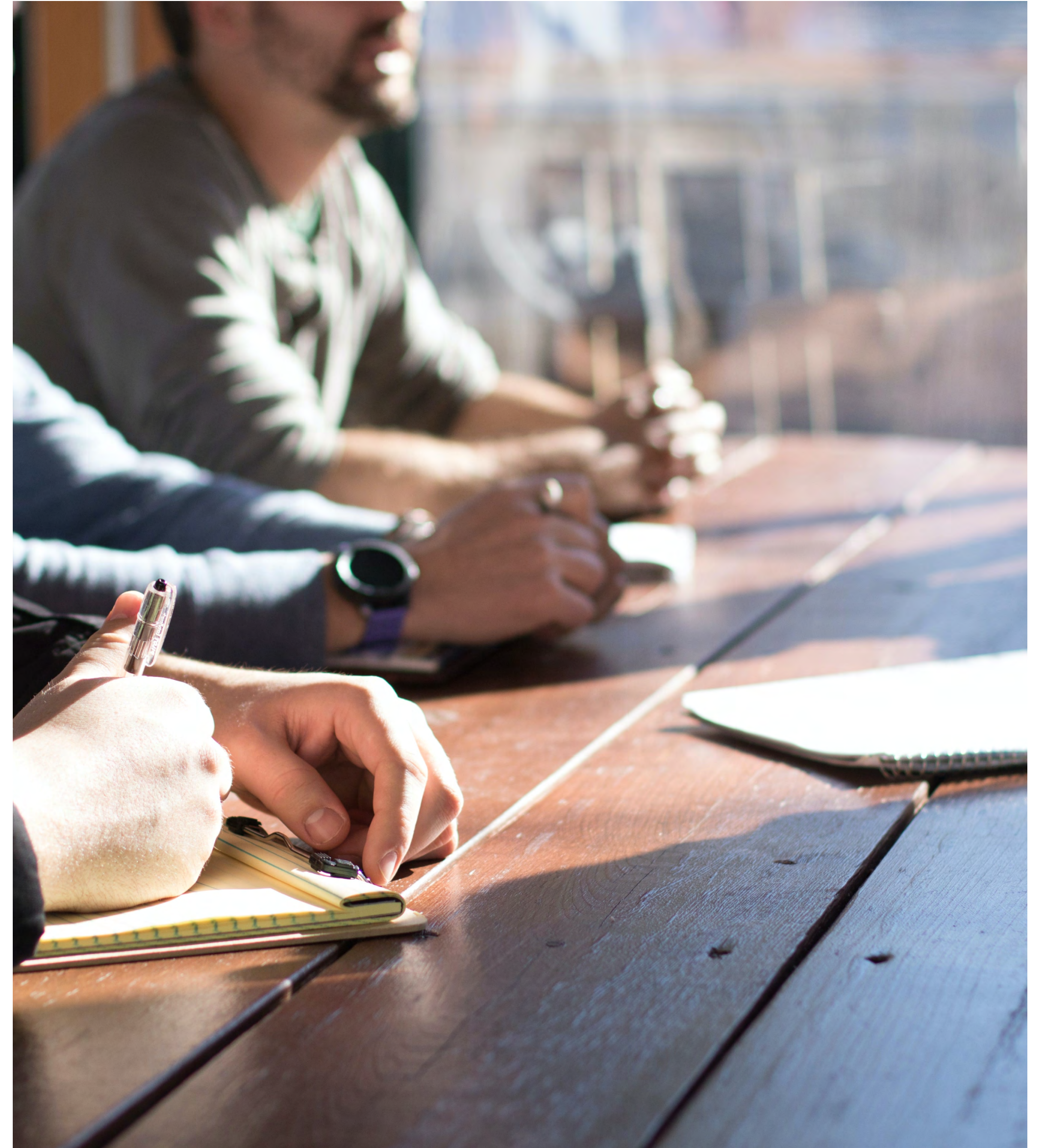
We know that we can't all go low carbon, but we can at least reduce the intensity and, as a by-product, reduce the load and boost the performance, a key part of user experience.

Which leads into Development. Clean sites run faster. Modern frameworks, web standards, reusable code, smart tracking (what data you actually need), optimised tag management and more are all considerations in building clean sites which in turn gives us those important performance figures.

Sustainable Web

We shouldn't forget our own employees as well. They are users too. If they can do what they need to do faster in the CMS or other, they not only use less energy, but we get business efficiency.

And finally, Hosting. We've got two examples up here of hosting that we use – Azure (via Rackspace) and Vercel (which leverages the AWS edge network). There are many things to consider in hosting – from the resources you are using to the distance of the data centres from the core user base and the energy effectiveness of the vendor. It's thinking beyond somewhere to put a website and understanding what the vendor can offer. In both of our examples, we have vendors who operate the latest approaches and, as a result, are able to deliver lower carbon scores.



Why is this important?

To sum up, sustainability in digital is not a tick in a box or a “nice to have”. It’s fundamental to delivering exceptional user experiences and higher conversions. It’s this realisation which will lead to increased sustainable practices in 2023.

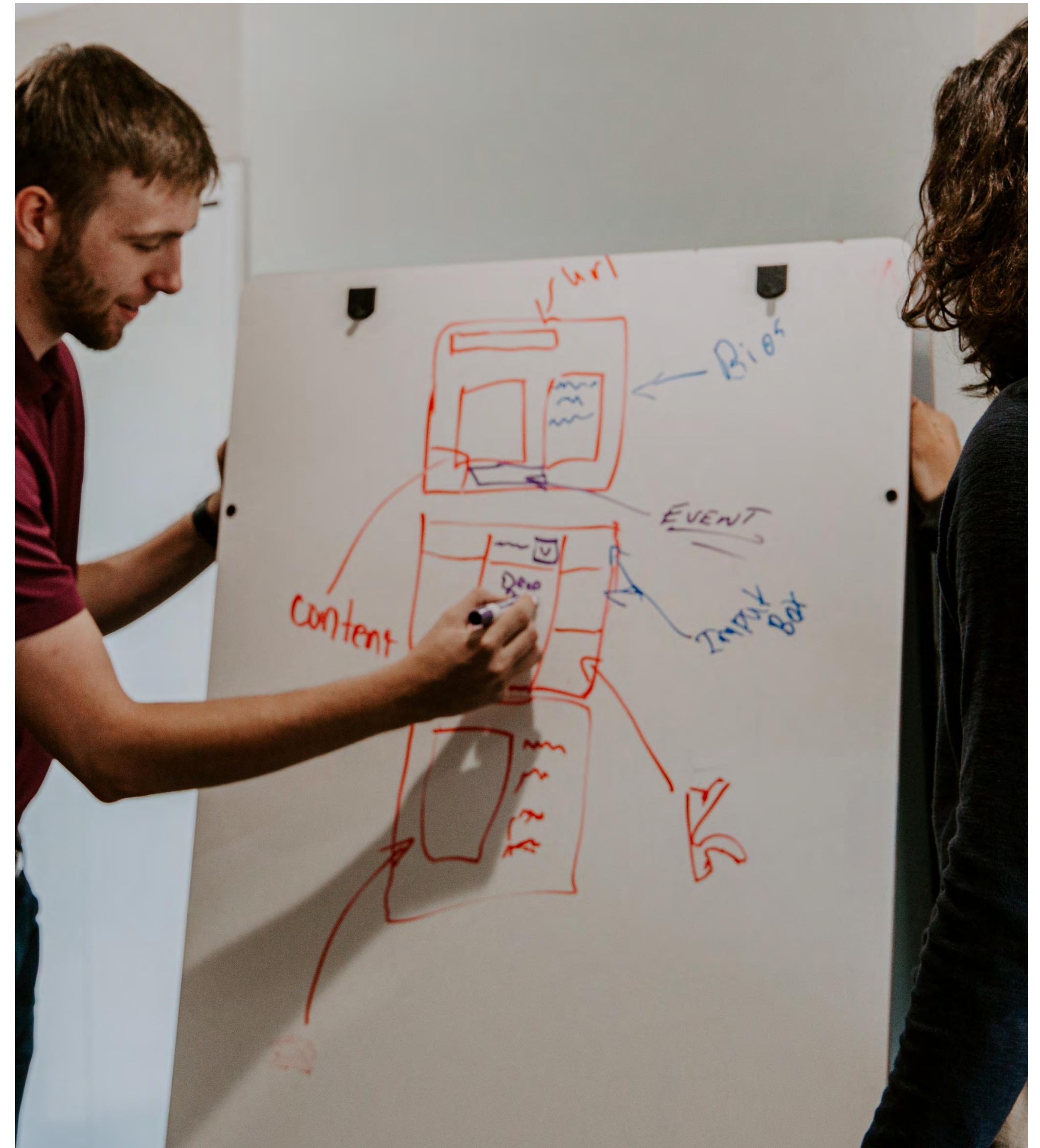
Hosting

Are you aware of power usage effectiveness – the standard energy efficiency measure for data centres? This calculates the proportion of energy powering servers compared to other systems, such as cooling and lighting). Are you minimising server load through server-side caching or static tech?



What does this mean for marketers?

- Scaling the 'test, learn and optimise' mindset is where the biggest opportunity lies
- Don't be afraid to lose - the best companies in the world are the ones who are willing to be brave
- Ultimately, it is up to the digital team to create an experimentation culture and celebrate it
- Invest in the right platform



CASE STUDY

Welsh Water

Dŵr Cymru Welsh Water is a not-for-profit company which supplies drinking water and wastewater services to most of Wales and parts of western England. We've embedded innovation into the 3,000-strong company culture to deliver a state-of-the-art digital customer experience to 1.4 million businesses and homes, who receive 828 million litres of water every day.

Welsh Water is now able to deliver optimised digital services including online forms, an automated 'submit meter reading' feature and a portal allowing customers' access to multiple services through a single login. With improved online payments and webform submissions and a significant decrease in billing calls, the future roadmap is driven both by an ongoing programme of service enhancements and supporting the critical work of the water efficiency team.

Read More - www.unrvld.com/work/welsh-water



09

The Rise of First Party



Poppy Pospelova, Head of Experience Optimisation



Watch Video | 4:05

09 The Rise of First Party

There is a clear change of priorities in the air. Until now, brands have focused a lot more on third-party experiences and a lot less on the first-party experiences. Third-party experiences, such as paid ad campaigns, usually get all the focus, yet it is where we get less and less insight about our customers to help us learn.

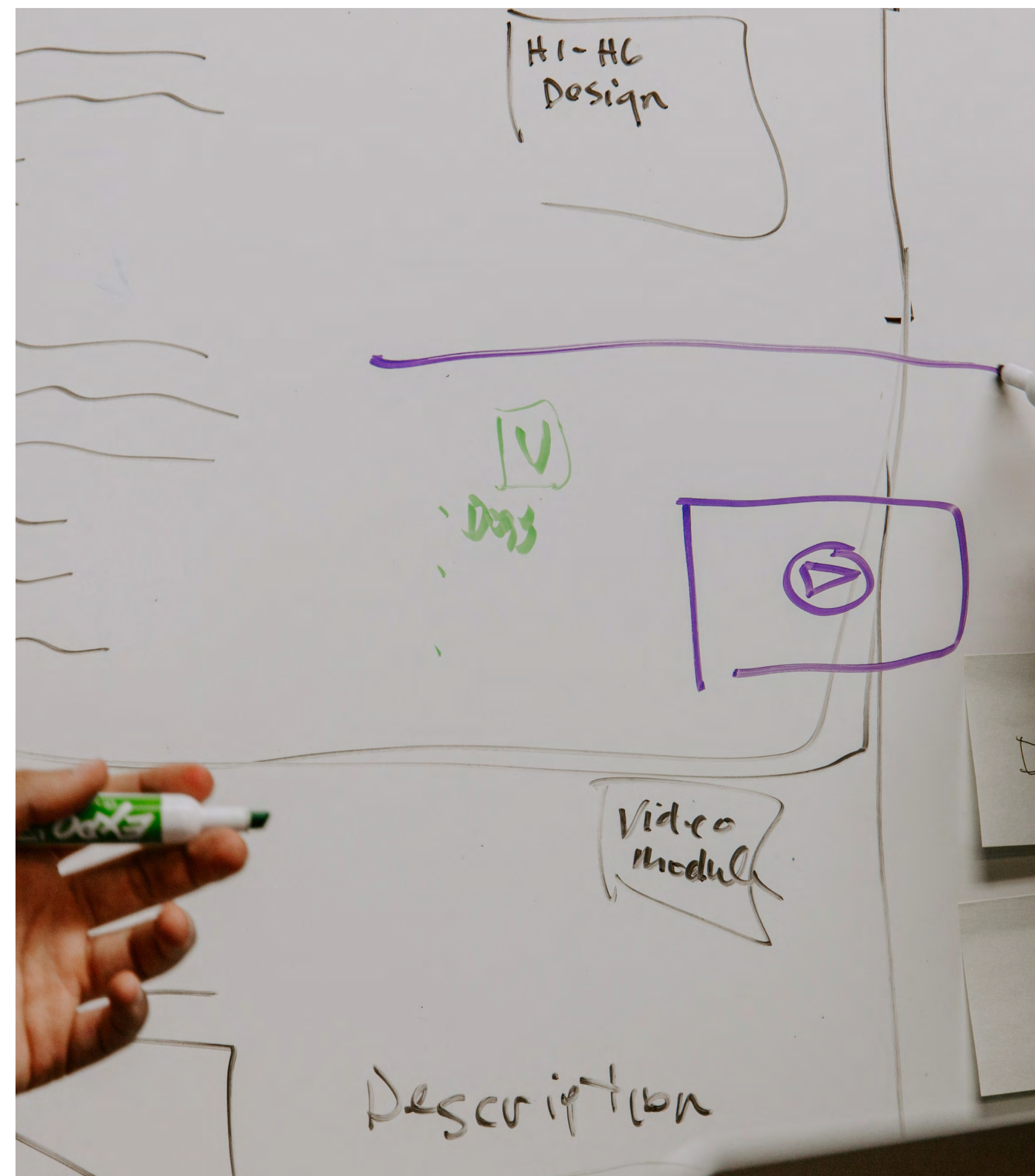
In the meantime, the work we do on our first-party digital experience – our website or app – is often under-resourced and under loved.

▷ Watch Video - <https://youtu.be/EH7rHOlpIDE>



Why is this important?

Brands are starting to realise that the first party experience matters. Investment into first party experience is critical. This is where growth can be truly exponential.



“Digitally mature brands are reinventing how they work on marketing.”

Inclusive Focus

No channel, medium or destination is left behind. We don't create campaigns without really thinking about every one of these elements, never forgetting the destination, solving any conversion issues we face by reviewing, for example: which campaign is driving traffic to a page that doesn't convert? What intent users landing on the website from campaigns have and is it satisfied when they get there?

Removing any boundaries which exist in the organisation enables us to really start partnering together. Product creators and digital marketers should all be one and the same digital team, partnering together to create a better strategy, a better design, better content and deeper user engagement. And the product – the website or the app – should be at the heart of it. Easier said than done. With more stakeholders comes more complexity, politics and of course uncertainty. It is the ability to collaborate, truly collaborate, across the entire team where the biggest opportunity lies.

Confident, data driven creation

Rely not only on the creatives but also involve data. Strive for a true marriage of science and creativity and use customer foresight in your planning.

Customer Insight

Knowledge powers customer experience and ultimately drives revenue. Involve customers in the conversation and apply their knowledge and perspective to create many more experiments.

CASE STUDY

Energia Group

Energia are Ireland's leading energy supplier, providing 100% green electricity to over 250,000 homes and businesses across Ireland. In the ultra-competitive energy supply sector, customer retention is a real challenge. Energia has been working with UNRVLD to design an intuitive self-serve online experience to encourage loyalty from their customers.

We've created The Energy Online Experience and tailored it for each individual customer based on multiple factors including fuel types, best value package, loyalty and usage.

The Energy Online experience helps customers to self-serve; driving engagement, reducing inbound call centre activity and improving customer satisfaction.

Read More - www.unrvld.com/work/energia



10

Growth through Experimentation



Poppy Pospelova, Head of Experience Optimisation



Watch Video | 3:46

10

Growth through Experimentation

Brands now recognise that it is not about creating great digital content or one great campaign. Digitally mature brands now want to continue to optimise what we do and to take all of our learnings into the next creation process, to truly run a cycle, a continuous loop, powering incremental growth.

▷ Watch Video - https://youtu.be/Ek_l80o84ds



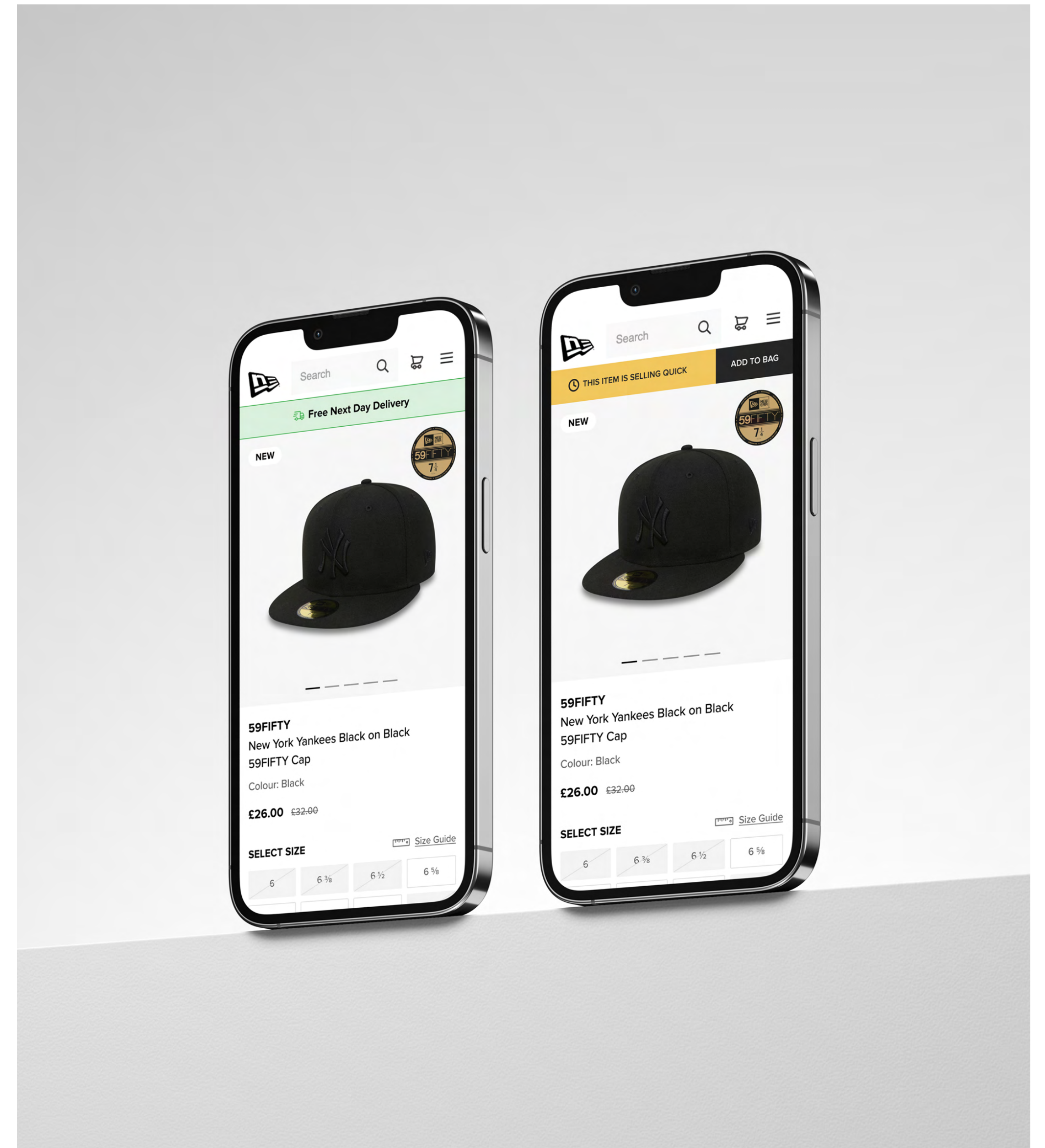
“Non-stop learning and continuous testing are what marketers ultimately, will be embracing more in 2023.”

Experimentation

Too often, when brands think about experimentation, they think it is too expensive. Most of the time, it is because our understanding of what our digital platforms can do for us is simply limited.

Brands often put too much investment into unproven changes. This limits their growth. Remove unnecessary work and friction to free up time for marketers to be more creative. Learn to win or fail fast.

- Digitally mature brands optimise and use learnings to influence their next creation
- The future is in running a continuous loop of experiments to power incremental growth
- Experimentation is accessible, brands just need to understand the power of their platform

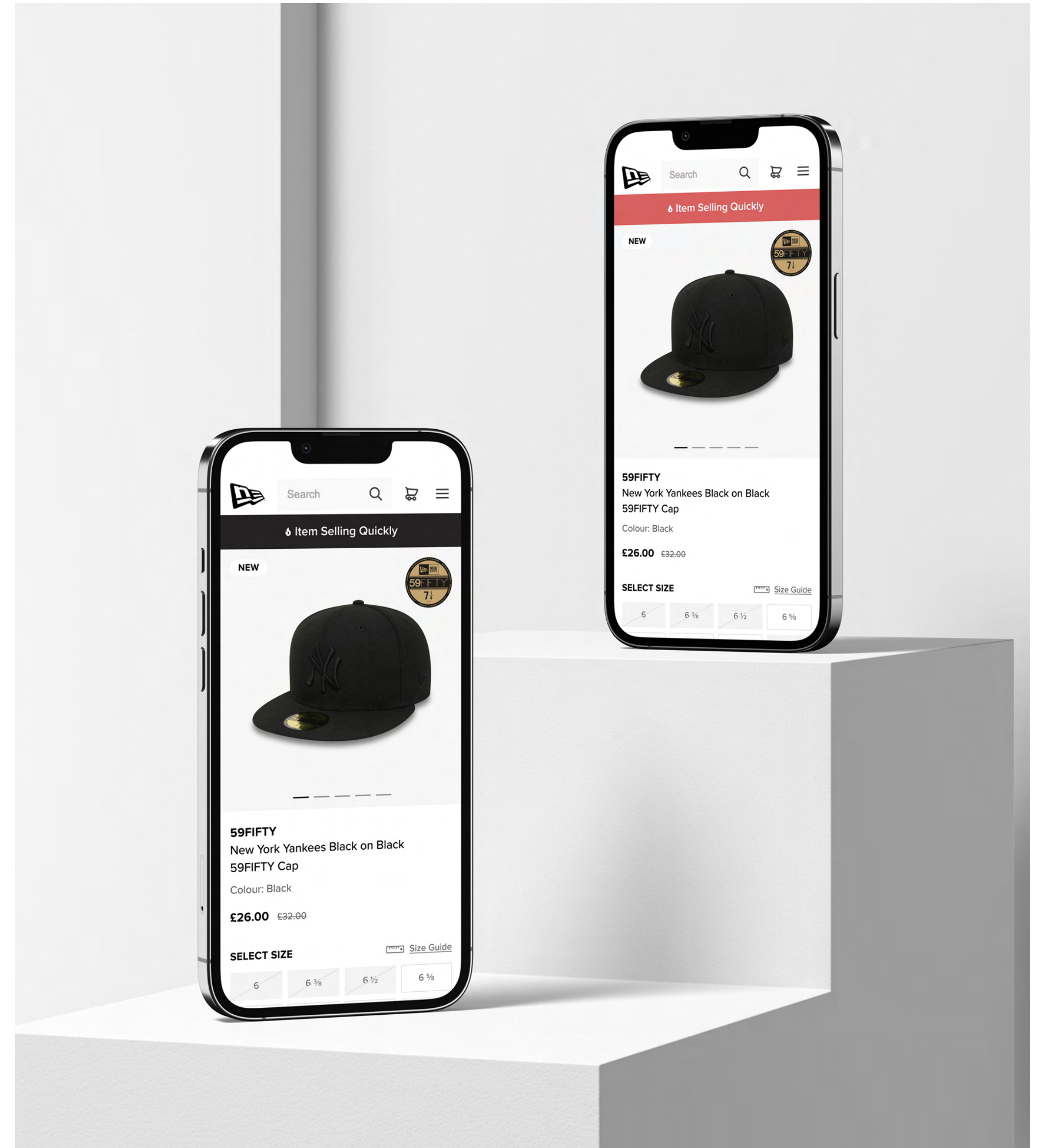


Experimentation

Brands often approach creation of experiments as 'regular development', building new components fully, using too many resources (back-end developers, front-end developers, QAs). Too much investment into unproven changes limits growth.

Being able to test changes with minimal effort means we can become efficient, agile. It means we can win or fail fast.

We really need to remove unnecessary work in order to free up time for marketers to be able to be creative.



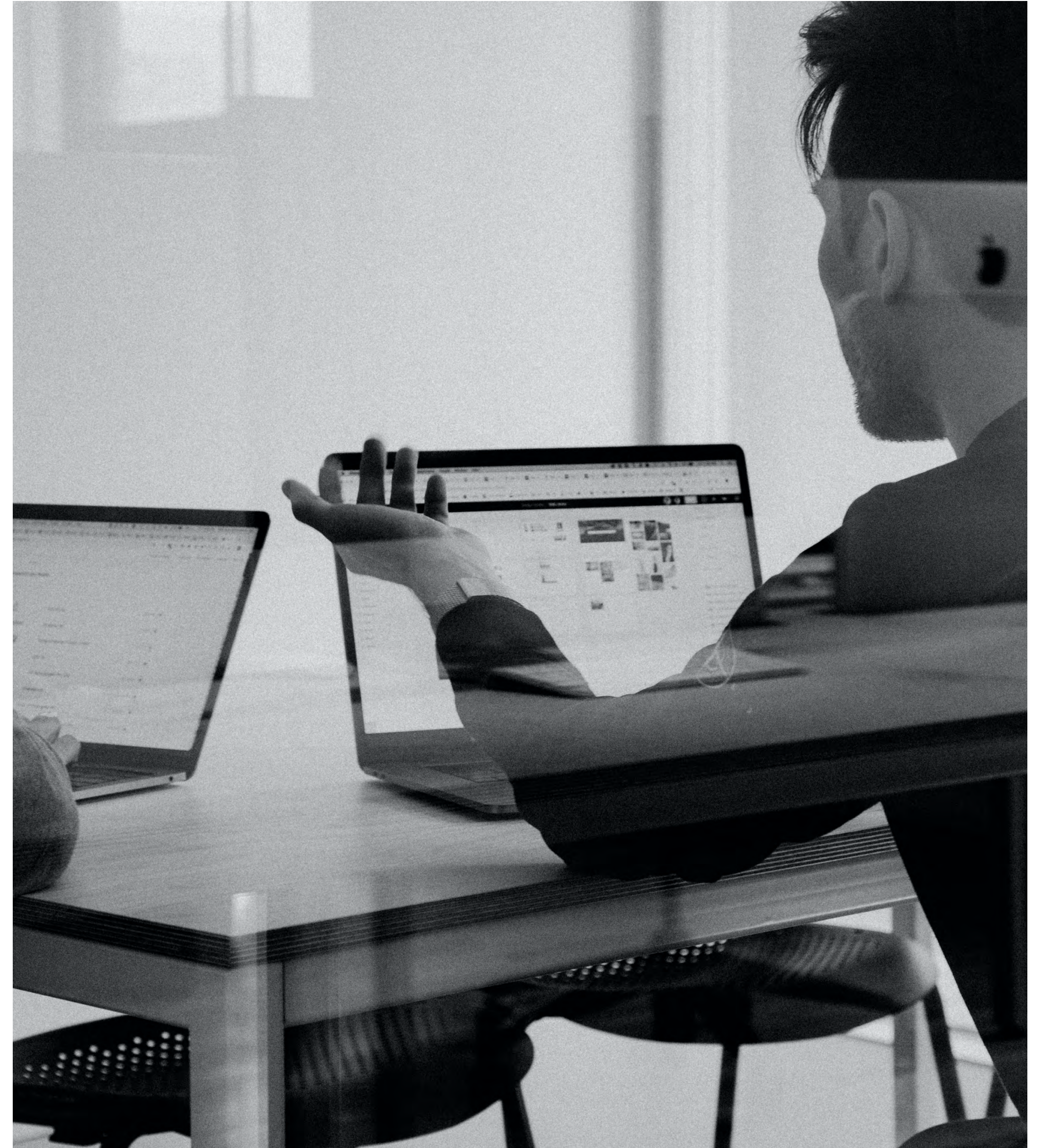
Why is this important?

Marketers must become bolder than ever before. A 'test, learn and optimise' mindset is a big opportunity and scaling the number of tests we can execute increases our speed to market so that we can improve experience. You may well ask, how can we scale from one test to ten tests within the same period of time? Of course, the right platform will give us an advantage, but efficiency and collaboration are still critical. **Don't be afraid to lose.**

If a test fails, it means you have prevented a negative change from going live. The best companies in the world are the ones who are willing to be brave, to break and reinvent. And ultimately it is up to the digital team to create an experimentation culture and to celebrate it. Being brave in creating experiments is the only way to drive real growth.

So, 2023 is all about:

experimenting at scale then **test, evaluate, repeat!**



CASE STUDY

New Era Cap

New Era Cap works with UNRVLD to reach more customers across EMEA through their owned ecommerce channel, while creating a distinctive, personalised customer experience. The power of iterative change is perfectly illustrated by New Era Cap's experience. From the outset, they committed to a programme of continuous improvements, applied to every aspect of the digital experience.

By always optimizing, New Era Cap has developed a best-in-class interactive experience built on insight, that's scoring some impressive e-commerce outcomes; both long-term gains, like 60% year-on-year revenue growth, and significant short-term wins, like record-breaking Black Friday sales.

107%

Growth in revenue
over 2-year period

60%

Increase in
organic traffic

378%

Increase in
EU organic traffic

Read More - <https://www.unrvld.com/work/new-era-cap>



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UNRVLD®

hello@unrvld.com

UNRVLD Ltd. is registered in England and Wales under company number
03749987 having its registered address at 2-3 Golden Square, London, W1F 9HR

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