

# First Party to The After Party

DATACON // 06.23

YOUKNOW  
Technologies

[youknow.co.za](http://youknow.co.za)





Connecting you  
to leading global  
technology

**Kelvin Jonck**





# African brands that rely on our tech stacks:



Thanks for coming  
to my **1st party...**





**What Happened?**



**The After Party Happened**

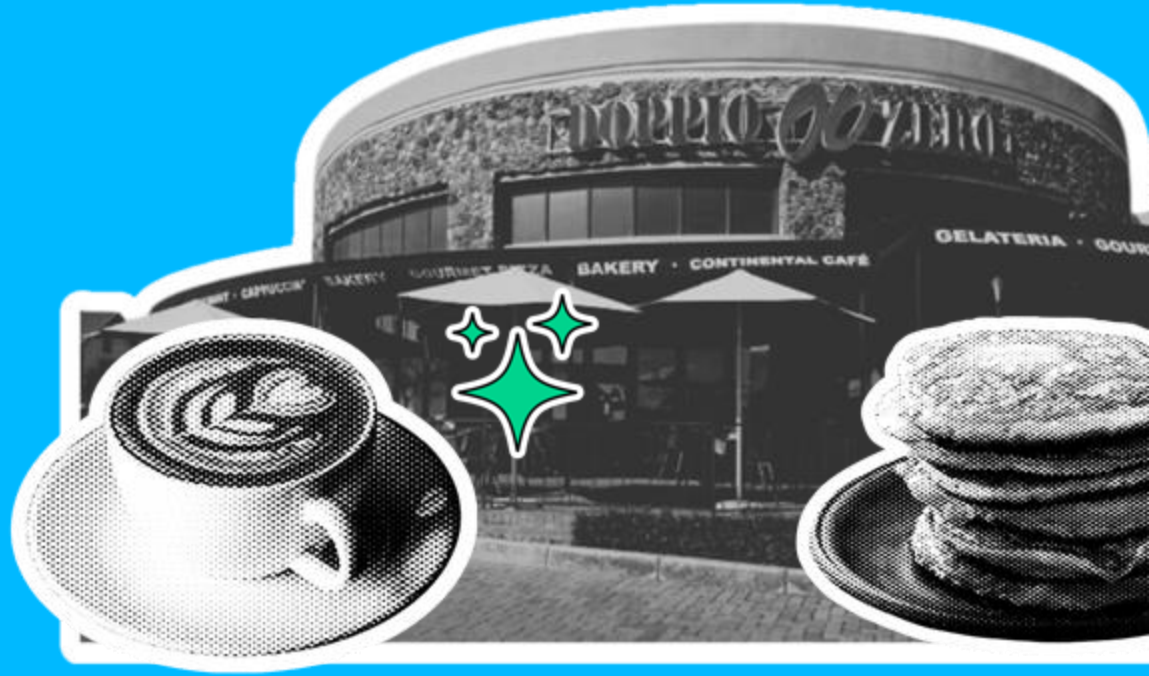


# Kelvin's Thoughts

- But Seriously? What Happened?
- Why did I have the party?
- And why did people show up?
- How do I know if it rocked their world?
- How do I get them to my next party?
- And where are my pants?



**But first...**  
**breakfast.**





# Kelvin's Thoughts

- But Seriously? What Happened?  
**Why did I have the party?**
- And why did people show up?
- How do I know if it rocked their world?
- How do I get them to my next party?



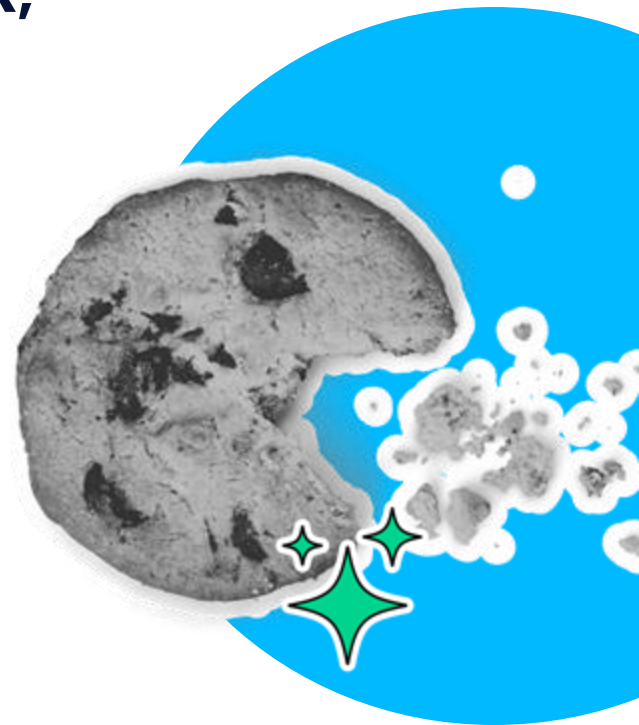
**Efficiently** communicate  
to Sell & Retain

**Analyse** for strategic  
purposes



**Privacy** trends (POPI, GDPR,  
Social data restrictions)

**3rd Party Cookie**  
deprecation



**Understanding** your existing customers first

**1st Party Cookie** appreciation

**Building a** **community** that shares with you





If you know, you know



# Kelvin's Thoughts

- But Seriously? What Happened?
- Why did I have the party?  
**And why did people show up?**
- How do I know if it rocked their world?
- How do I get them to my next party?



# Fireworks & bonfires

---





**S**

**Status**

**A**

**Access**

**P**

**Power**

**S**

**Stuff**



# Kelvin's Thoughts

- But Seriously? What Happened?
- Why did I have the party?
- And why did people show up?
- **How do I know if it rocked their world?**
- How do I get them to my next party?



# Get CONSENT

Hey you,  
Gimme your date of birth so  
I can see if our star signs  
align.

New number. Who Dis?

Also give me your bank deets.

BUGGER OFF





# Kelvin's Thoughts

- But Seriously? What Happened?
  - Why did I have the party?
  - And why did people show up?
  - How do I know if it rocked their world?
- How do I get them to my next party?



# Create a value exchange

That's great! Oh yeah, I have  
some photos from last night.  
Let me share.

Thanks! We should do it  
again. Want to come to my  
party this weekend? You  
can meet my friends.





# Sliding into DMs

**Email??**

TOO FORMAL?

**Whatsapp?**

I DON'T HAVE THEIR NUMBER!

**Carrier Pigeon?**

HAVE I EVEN SOBERED UP?!





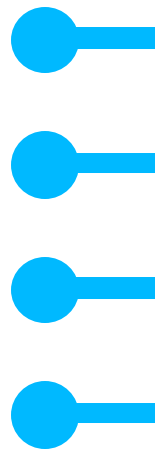
# Personalised vs personal

Hey Jay  
How are you doing? What  
are you doing later?

Hey JJ  
Are you catching the  
Chelsea game later? How ya  
doing after that loss?







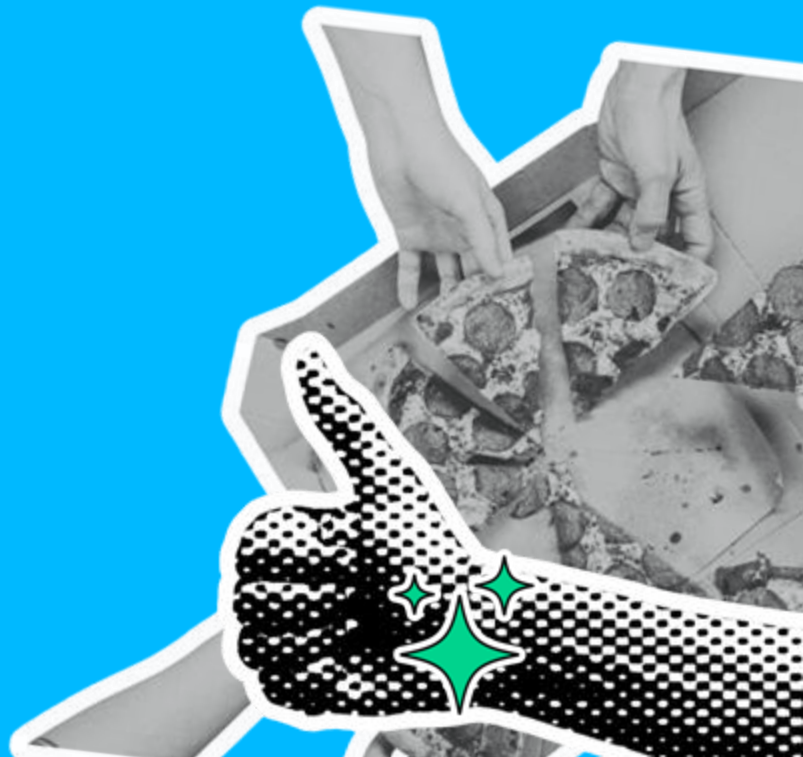
# After Party Takeaways

**Invite your consumers to your community**

**Treat them and their data with respect**

**Put an emphasis on Consent**

**Build a Value Exchange**





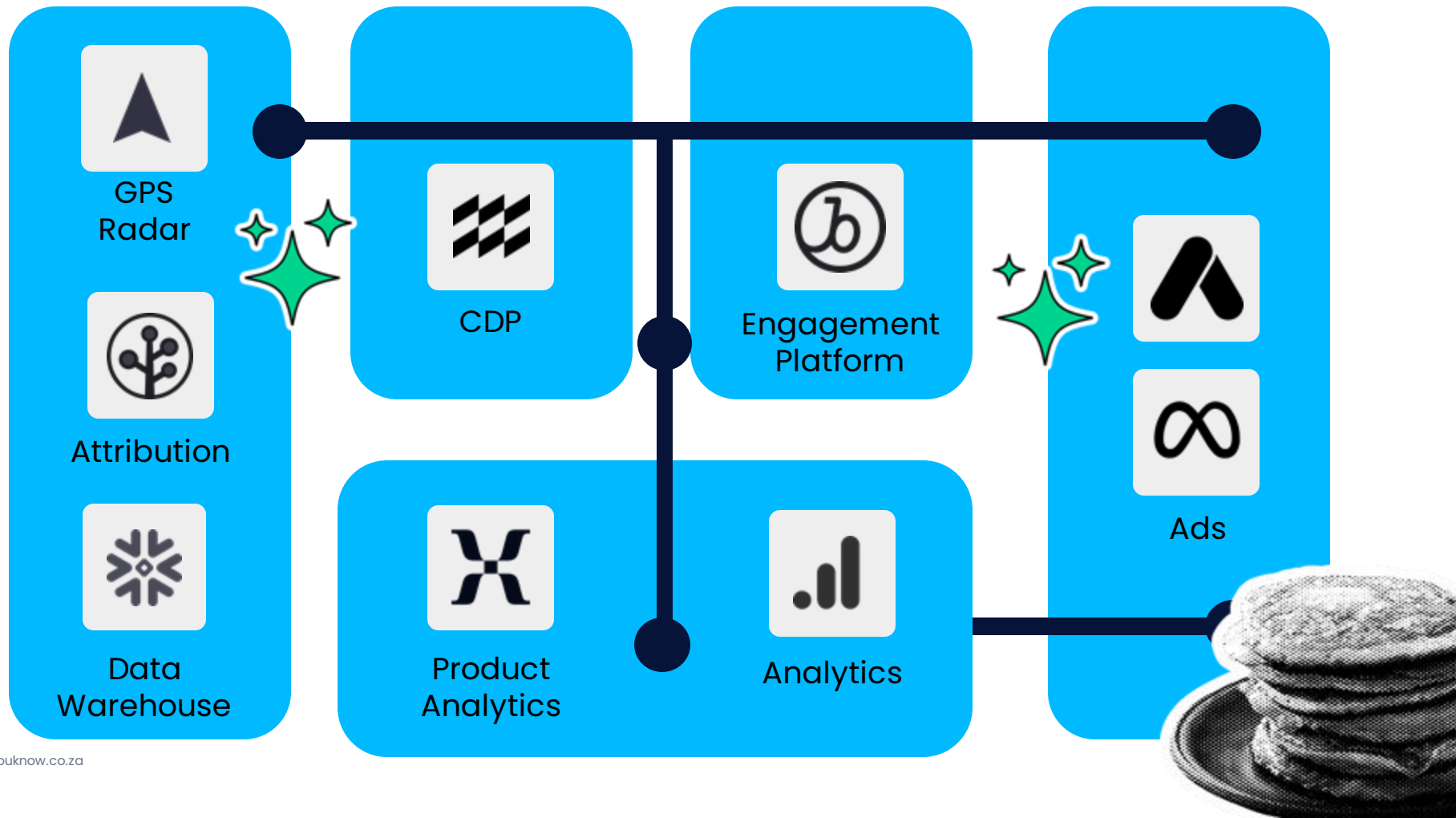
If you know, you know



# Let's Chat.

**YOUKNOW**  
Technologies







# ● Your customer is sharing what they...

## SAY

Via:

- Public Social Media
- Direct Messaging
- Digital Customer Care

Solution:

- Social Listening
- Digital Customer Care

## THINK

Via:

- Surveys
- NPS
- Reviews

Solution:

- Single Voice of Customer
- Audience Insights tech

## DO

Via:

- Activity on your website
- Activity on your app
- eCommerce
- In-Store & at Events

Solution:

- CDP
- Continuous Product Design



CLICK & COLLECT



# Powering real-time customer interactions and attribution

