

FUTR INNOVATION REQUEST FOR PROPOSAL (RFP)

Johnson & Johnson
FAMILY OF CONSUMER COMPANIES



WEBSITE PERSONALIZATION BRIEF

Product: All

Target Markets: North America

Campaign Objectives

The goal of this project is to build a website personalization capability. Our ambition is to deliver a superior website experience that drives fewer bounces, increased registrations for CRM, and increased retail exits. This should help enable identity management through GA360 and Neustar for media retargeting and improved consumer insights along the purchase journey.

Johnson & Johnson Consumer Inc. has embarked upon building out its segmentation to connect to high value audiences. Audience insights fuel data strategies to drive meaningful engagements with the people who buy our products. Website personalization will be a chief source of data to power our CRM approach, inclusive of search, email journeys, consumer promotion, and retail.

Johnson & Johnson Consumer Inc. brand teams would require a system which is low touch, intuitive, and delivers strong measurable results.

Objectives:

Ideas and proposals should look to meet one or more of the following objectives:

Content: Data driven approach to optimizing basic content and/or images on product display pages to drive the highest sales. Automated process would be ideal.

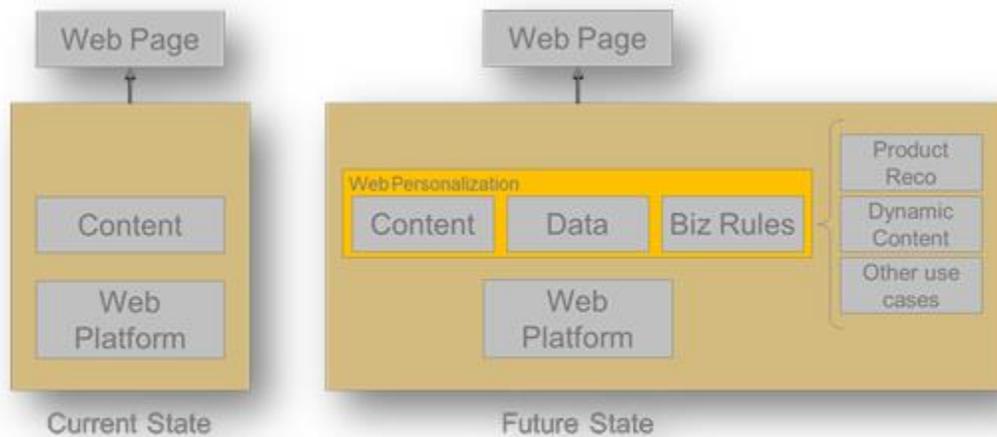
Promotion: New, effective, and efficient traffic drivers for online sales

The current state of our websites:

- Most websites are static digital brochures, presenting the same content and product offering regardless of where are visitors are originating from, their demographic information, or preferences. Most visits are to the homepage, and our bounce rates are high (approximately

50%). Search plays a pivotal role in our brands' media plan, and we speculate that the poor visitor experience results in the high bounce and thus wasted media dollars.

- Some brands may have made substantial investment in content, and yet do not have many organic traffic drivers to the content. Having website personalization linked to CRM journeys will be a key driver to the content onsite.
- Other brands, like Neutrogena and Rogaine, are DTC sites which are built to drive onsite conversion. The data from these audiences could be utilized in other ecommerce.



What is the Unmet Need?

Content: Current basic content creation is based on recommendations from the search agency and developed by a partner. Images are subjectively guided based on brand direction. Nothing is currently curated to the audience, and there are no “playlists” for content to keep consumers engaged onsite.

Most of our brands have several audiences they target for their products. For example, site visitors to aveeno.com may be looking for skin care products, looking for hair care solutions, or have a small child in the home and would be ideal consumers of our baby care products. Furthermore, seasonality or local weather forecasts may come into play making our sun care products more relevant.

Website personalization should be tailored to the audience and their interests, and at the same time leverage 2nd and 3rd party data such as pollen indexes, CCF, UV index. It should also be able to leverage data indicated by consumers in their visits.

It should optimize the landing page and curate content based on the search terms that brought audiences to the site. It should also anticipate next best content and link to product suggestions.

Measures of Success

Content: Reduce bounce rate onsite by 15%.

Promotion: Sales exits to e-retail increase by 10%

Solution Requirements

Need to build out a couple of user stories based on existing paths and how we could simplify/streamline in order to evaluate the solution. What are people coming for? Who? When? Why? Establish a clear baseline and then how the solution optimizes that user story. The broader and more complex the portfolio under a given brand/domain, the more important this becomes.

Content:

Must be a data proven approach and a simple/efficient process with automation, that links to our data lake, onboarder, and SFMC.

Technology Requirements:

- Web platform agnostic. The solution needs to work across Drupal, Demandware/Commerce Cloud, static sites, and other web platforms.
- Localization. Our sites serve consumers across the globe and serve content in many languages.

Content Process:

- Both brand teams and their agencies should have the ability to administer this product

Solution Considerations

- Data that enables personalized experiences can come from many sources. Ideally solutions will be able to incorporate:
 - Native data to drive personalized experiences
 - 3rd party audience data appending segment information to anonymous visitors
 - Integration with 3rd party weather, pollen, or other local information providers
 - 1st party Johnson & Johnson Consumer Inc. data fed from a data lake

- Reporting capabilities to understand the performance of personalized content in driving key behaviors

BRAND & PRODUCT BACKGROUND

Website platforms include Drupal and Demandware

DTC brand websites include Neutrogena.com and Rogaine.com

ADDITIONAL MATERIAL

This speaks to the Google Analytics capabilities which will enable JJCI to utilize website visitor data to personalize media and email marketing.

Mapping GA360, Campaign logs - Digital Marketing Architecture

