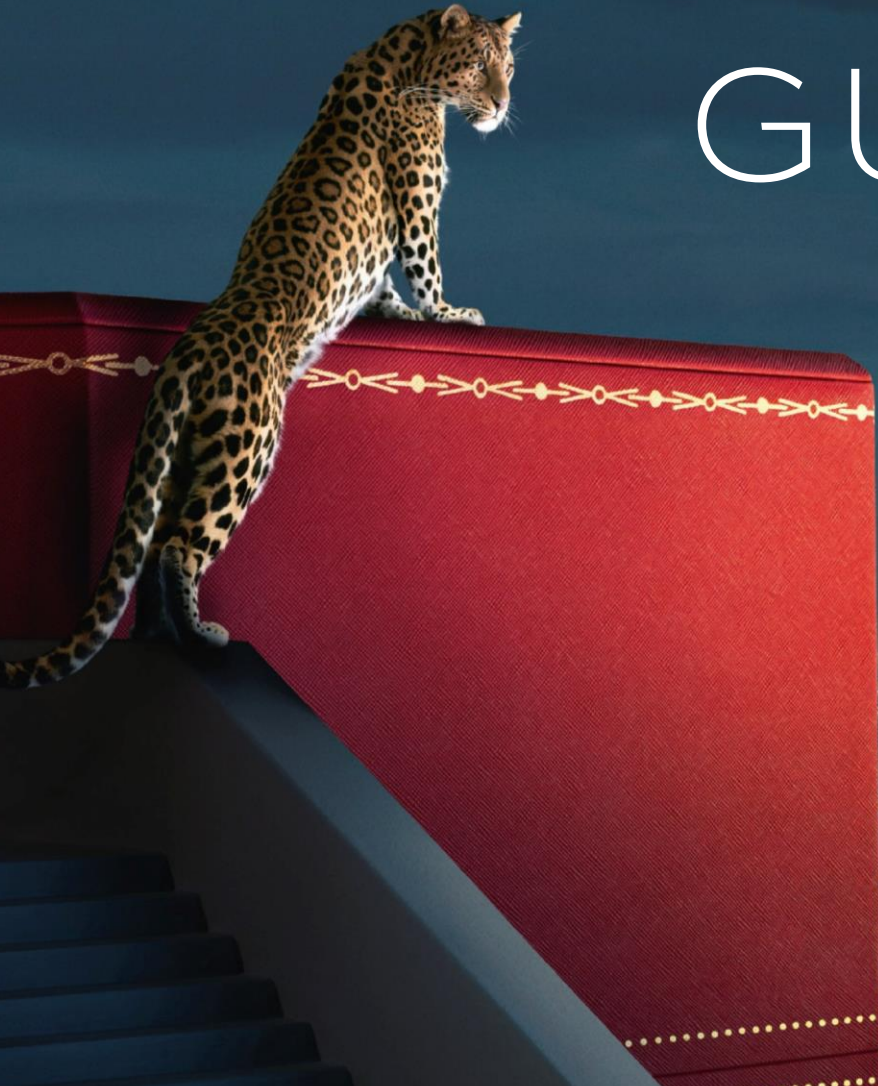


COMMUNICATION PERFORMANCE

# GUIDELINES

NOVEMBER 2023



# AGENDA

**1.**  
**Context & Vision**

**2.**  
Methodology

**3.**  
Communication KPI  
Framework by  
Touchpoint

**4.**  
Tools & Reporting

**5.**  
Performance Reviews

**6.**  
Community

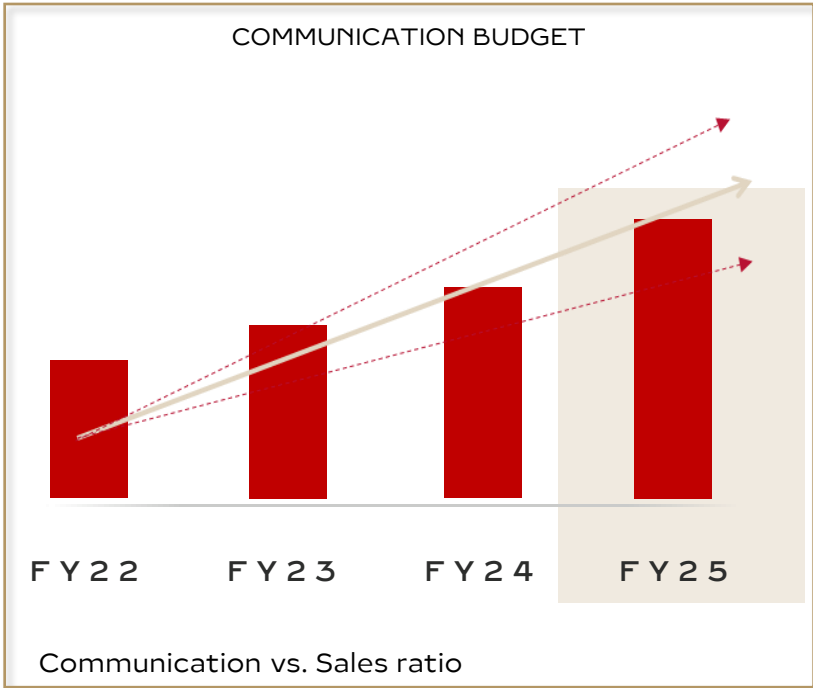


# CONTEXT

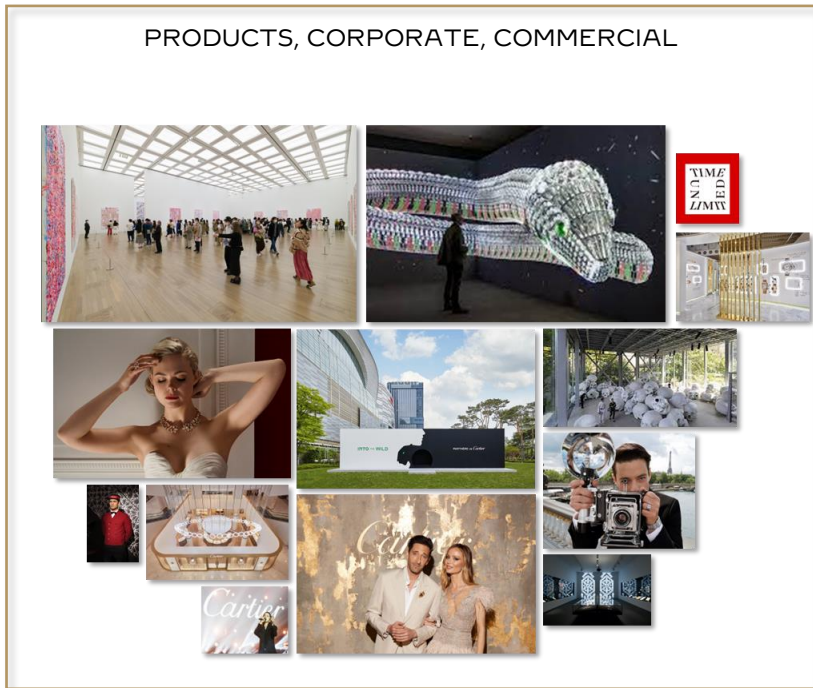
## CARTIER HAS CHANGED DIMENSION IN TERMS OF A&P BUDGET AND COMMUNICATION ACTIVATIONS



GROWING BUDGET AND MULTIPLICATION  
OF SCENARIOS



MULTIPLICATION AND DIVERSIFICATION  
OF COMMUNICATION ACTIVATIONS



# CONTEXT

## SIGNIFICANT PERFORMANCE STUDIES, TOOLS & REPORTS EXIST ACROSS CLIENT & COMMUNICATION TEAMS

Existing library of performance studies and tools

### CLIENT

**INSIGHTS TOOLS**

*Client Profiling*  
*Client Knowledge Dashboard*  
*Client Barometer (Client & Visitor satisfaction)*  
*Customer Knowledge Center*

**PROJECT IMPACT**

*Client Insights: Agnostic Brand Lift Survey (Trinity)*

### IMAGE (EQUITY)

**INSIGHTS TOOLS**

*DREF,*  
*Awareness & Image Barometer*  
*Brand Temperature Check,*  
*Brand Vitality Index (Yearly)*

**PROJECT IMPACT**

*Media: Brand Lift Study (Survey),*  
*Brand Interest*

### SALES

**MMM (US ONLY)**

*Measures correlation between communication investments and sales, to predict the ROI per category*

*US - paid media only*

### ACTIVATION

**SOCIAL**

*Social Intelligence Hub: Brand Social Tracker, Social Competitive Benchmark*

**MEDIA**

*Cartier Media Dashboard*  
*Brand Interest*  
*Print Ad tracking (Yearly - 4 markets: China, US, Japan & France)*

**CLIENT**

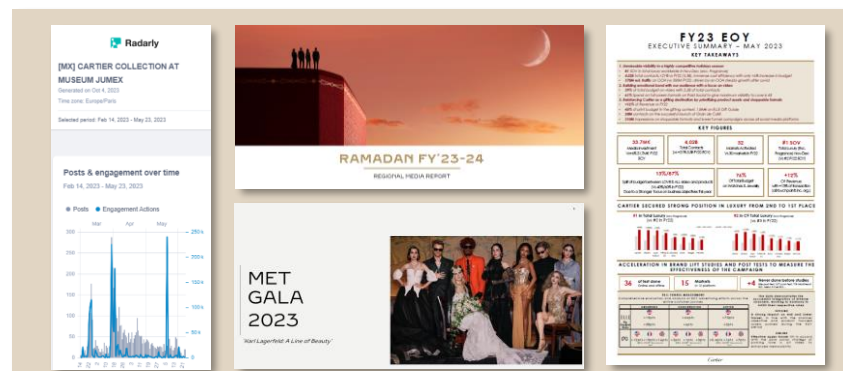
*Activation*

**PR & INFLUENCE**

*DMR*

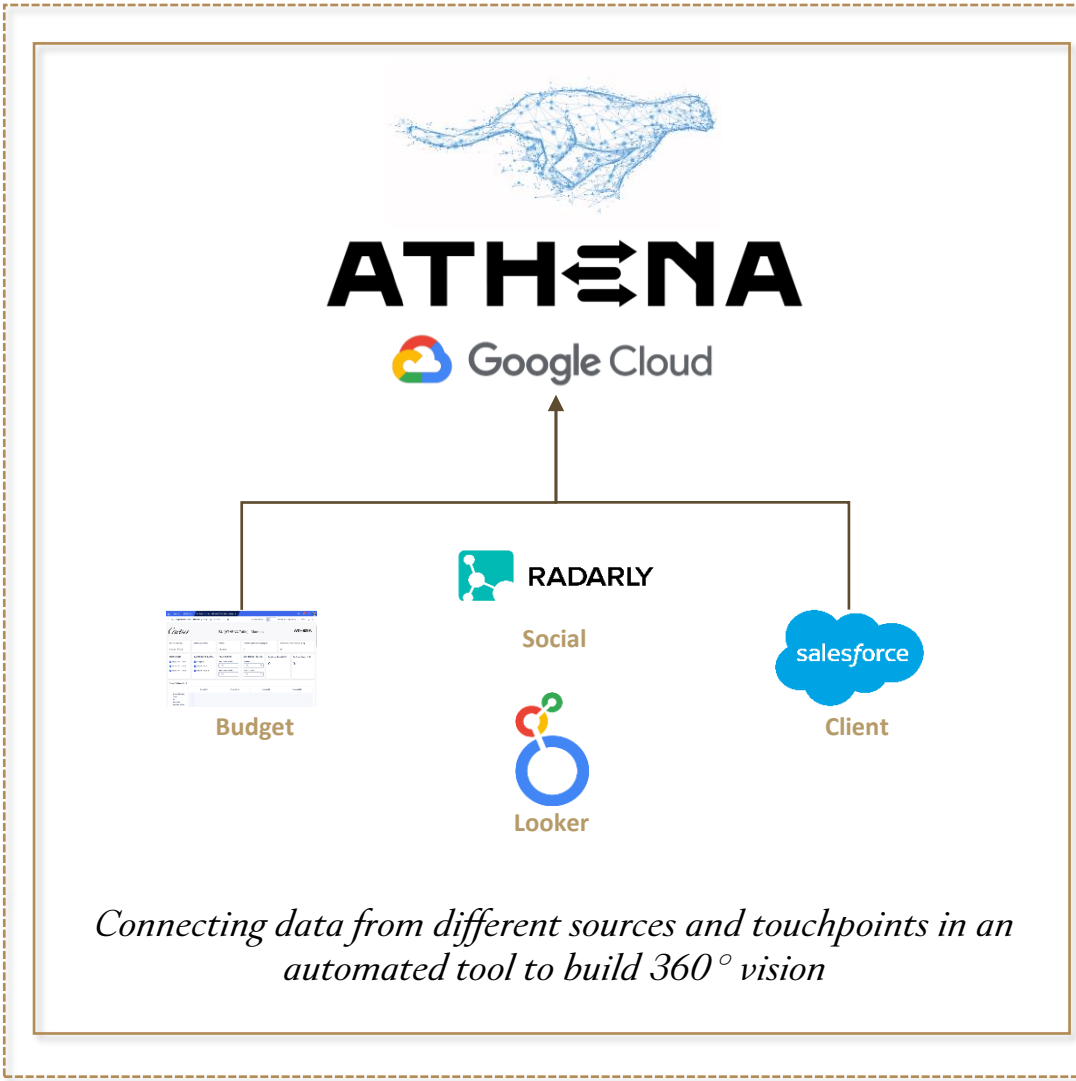
**CVE/ POP UP**

*Ephemeral Boutique Scorecard*

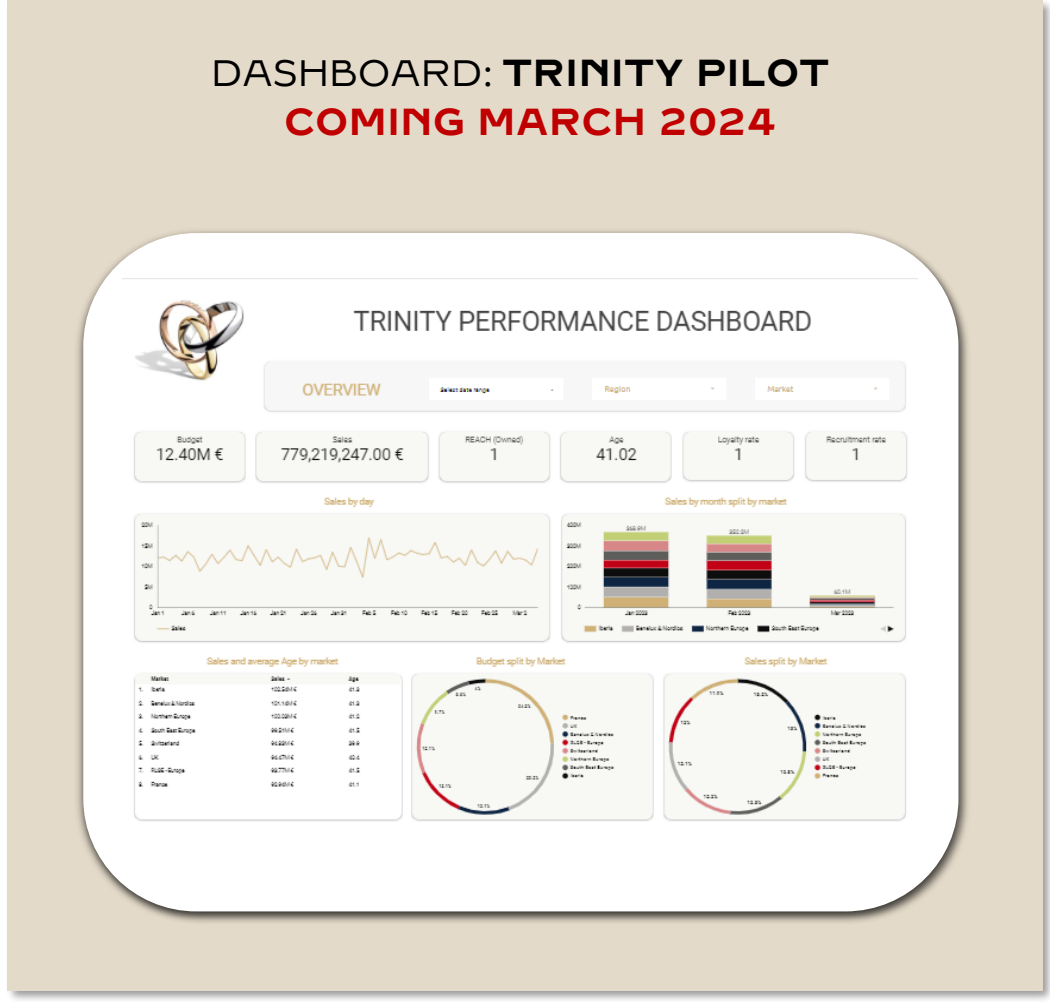


# CONTEXT

# ATHENA: CONNECTING THE DOTS - BETWEEN DATA SOURCES IN ONE TOOL



*Connecting data from different sources and touchpoints in an automated tool to build 360° vision*





## VISION

BRING  
A **HOLISTIC PICTURE**  
OF OUR COMMUNICATION  
**PERFORMANCE**

IN ORDER TO **FEED**  
THE **DESIGN**  
AND **PRIORITISATION**  
OF OUR ACTIVATION  
**STRATEGIES**

## BENEFITS

# BENEFITS OF A COMMUNICATION PERFORMANCE FRAMEWORK



**1.**

### PROJECT PRIORITIZATION

*Facilitate the prioritization of communication activations based on past performance insights*



**2.**

### EFFICIENCY

*Ensures that communication efforts are aligned with high level objectives and assigned to the according KPIs*



**3.**

### DATA-DRIVEN DECISION

*Provides learnings and insights to enable decision making and optimization recommendations*



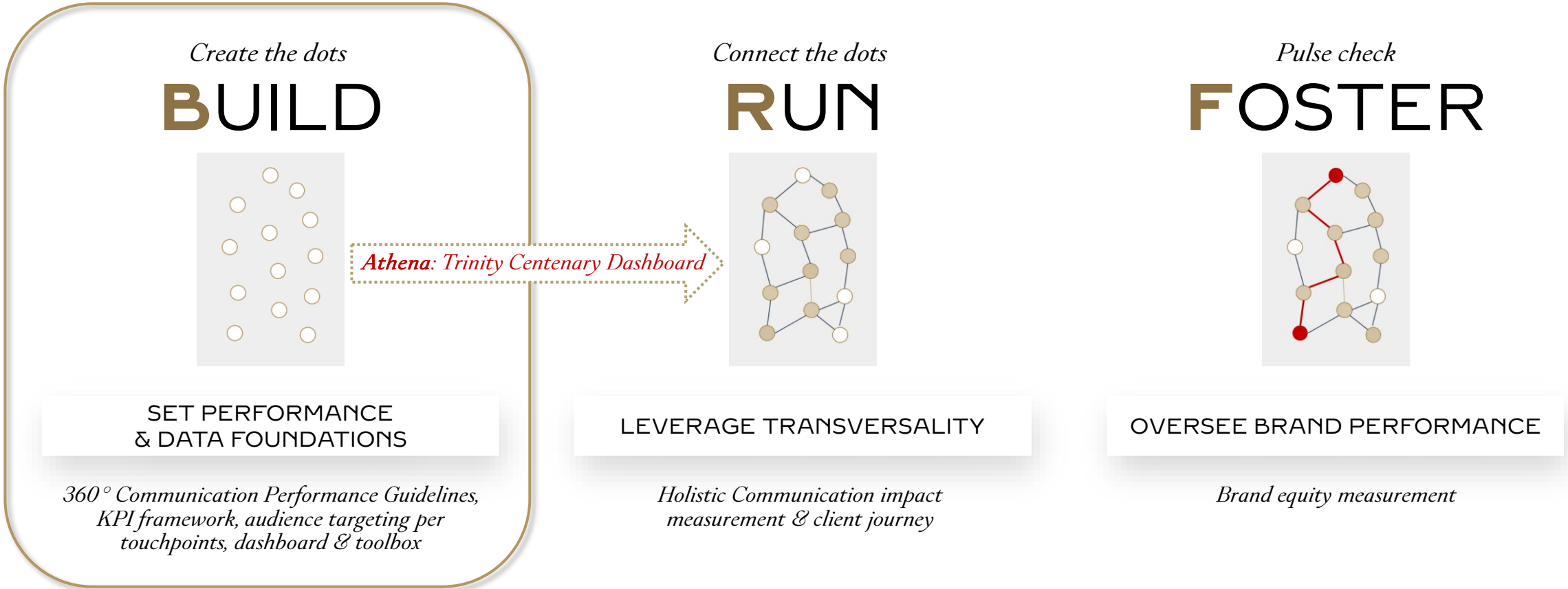
**4.**

### CONSISTENCY & STANDARDIZATION

*Establishes a standardized approach to measure communication activations across markets and touchpoints*

# DEPLOYMENT

## ROLL-OUT THE **COMMUNICATION PERFORMANCE VISION** IN THREE PHASES: BUILD, RUN & FOSTER



# DELIVERABLES

## BRING TRANSPARENCY ON THE IMPACT OF COMMUNICATION ACTIVATIONS THROUGH A KPI FRAMEWORK

*Boost the culture of performance*

### 1 360° COMMUNICATION PERFORMANCE FRAMEWORK

To measure the impact of transversal projects from celebrations, products and corporate, cross touchpoints and markets

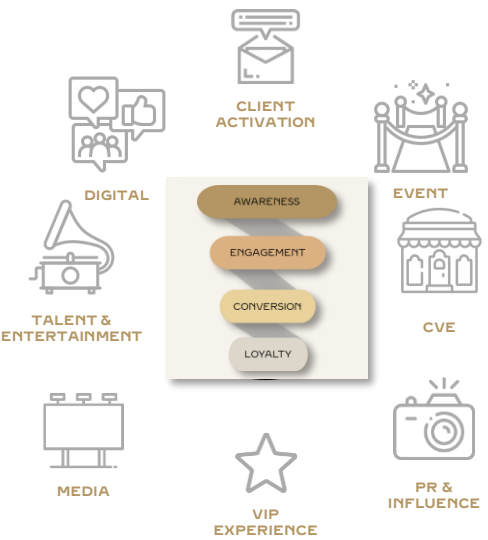
### 2 GUIDELINES & TOOLBOX

User guide to support HQ teams and Markets on how to measure in a standardized way (KPI selection, objective definition, target setting)

### 3 VISUALISATION

Interface to visualize results in the most automated way and dedicated workflow to collect objectives and targets

*Starting with Trinity Centenary*



# AGENDA

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KPI Framework by  
Touchpoint

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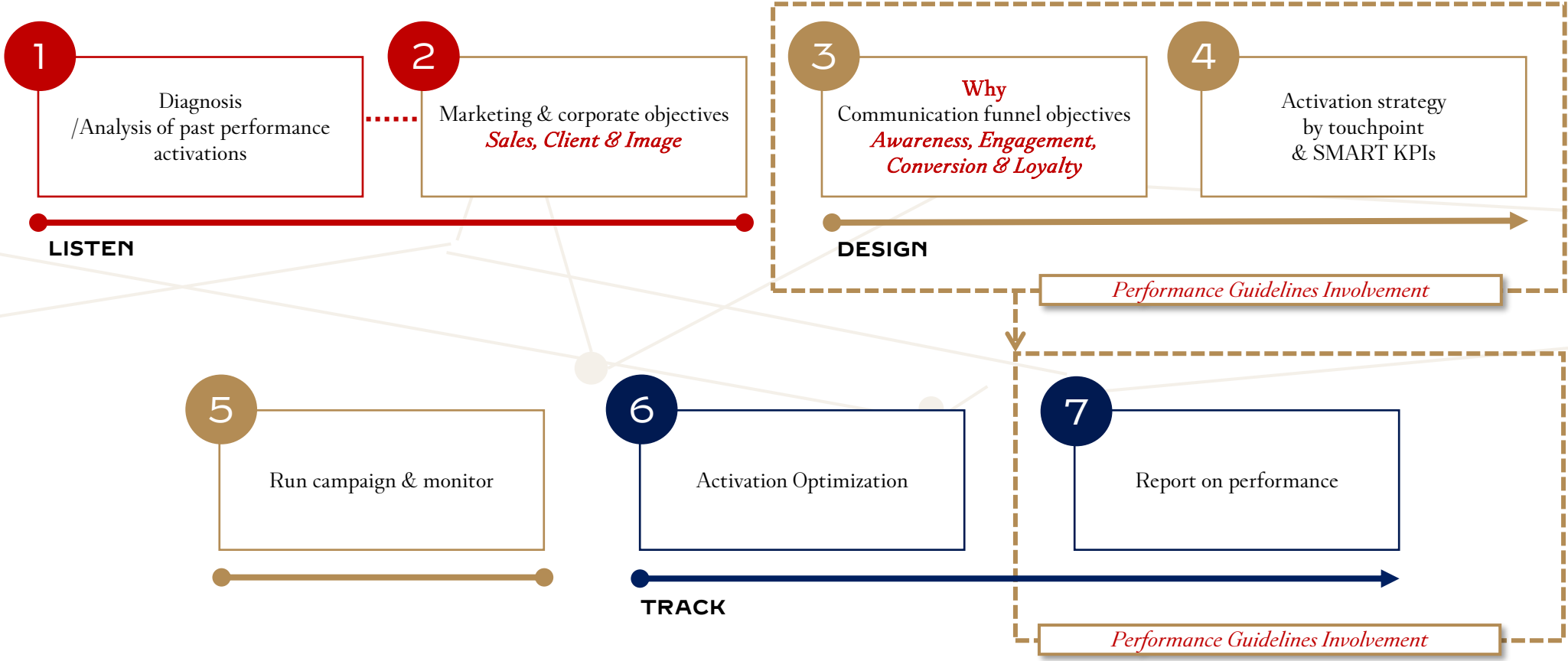
Community



# METHODOLOGY

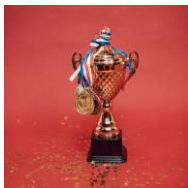
## A COMMUNICATION PERFORMANCE VISION ALIGNED WITH 'LISTEN, DESIGN, TRACK' WORKFLOW

### GLOBAL MEASUREMENT JOURNEY FOR STRATEGIC PROJECTS



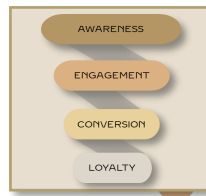
# METHODOLOGY

## KEY CONCEPTS: COMMUNICATION PERFORMANCE



### MARKETING OBJECTIVES

The “*why*” of a project:  
It describes the purpose, ambitions and is reflected through KPIs  
*Sales, Image & Client*



### COMMUNICATION FUNNEL

Different stages of the user journey, outlining the desired outcomes of communication efforts: from creating *Awareness* to nurturing deeper *Engagement*, driving *Conversion*, and fostering *Loyalty*



### AUDIENCE

The targeted individuals essential for achieving sales and enhancing brand image



#### AWARENESS

To what extent a target/audience is familiar/exposed with a brand, collection...

#### ENGAGEMENT

How far a target/audience interacted with a brand/ collection...

#### CONVERSION

Target/audience who takes a desired action (lead, purchase,...)

#### LOYALTY

The degree to which clients continue to repurchase a brand over time



### KPI

Depicts the health and success of a project. Where the efforts will be focused, and reflect a business goal and a stage in the communication funnel



### PI

Contextual elements provide more explanation of the good or bad performance of a KPIs



### TARGET

Qualitative or quantitative illustration of the objectives and KPIs



### BENCHMARK

Comparisons with other activations, identified best practices to get more perspective

# METHODOLOGY

## TRIGGER THE RIGHT AUDIENCES



### Clients

#### Awareness to Loyalty

Individuals who have made purchases.

#### Available Granularity

The Client Marketing platform allows to hyper personalize our targeting based on our 0 & 1st party data. Here are a few options that are always refined to get more granular locally:

- Socio Demo criteria
- RFM Segmentation
- Revamped behavioral segmentation piloted with EU
- Propensity scoring and Product recommendation
- Email Reactivity (dormant & inactive)
- ...



### Prospects

Individuals who have shown interest and are on the verge of becoming clients. and gave their consent to be contacted by the Maison

#### Available Granularity

**1st party audience** In Maison/1st Party Data (Website visitors - Engagers from previous campaigns - Cartier Clients & Prospects and Look-alikes), newsletter subscribers, etc.

**Sales Associate Contact** Individuals who have visited Cartier boutiques but have not made a purchase or engaged with sales associates in other settings etc.

**3rd Party Client Lists** Individuals with a history of purchasing luxury goods from competitors. Individuals in high-income brackets, etc.



### Greater Audience

Great audience that may not have specific ties to Cartier, but who are part of the target market.

#### Available Granularity

**Aspirational\*** (High index non-Luxury, attributes) Affinity, In-Markets, Interest or Context-based: e.g. Art, Culture, Cinema..

**Luxury Active - Generic\*** Affinity, In-Markets, Interest Hashtags or Context related to broad luxury e.g. Luxury Goods, Expensive Taste, Luxury Watches, Jewelry, etc. + Cartier LAL low to mid intent action (e.g. visitors)

**Luxury Active - Specific\*** Competitors, Custom Intent, Specific KW, Hashtags, Context: e.g. Tiffany & Co Lock, Chanel, etc. + Cartier LAL mid to high intent action (e.g. dropped cart)



### Advocates

#### Awareness & Engagement

Individuals who hold influence and play a key role in shaping opinions.

#### Available Granularity

**Talents** Influential individuals in the entertainment industry who can amplify brand visibility

**People of Influence** Individuals with significant social influence who can impact consumer opinions

**Press Editors & journalists**

**Institutional** Artists, politicians, and special guests, invited to Cartier events or corporate initiatives for their influence or significance

# METHODOLOGY

## DEFINING OBJECTIVES AND THE EXPECTED OUTCOME

### CONVERT MARKETING & CORPORATE OBJECTIVES TO COMMUNICATION FUNNEL STAGES

#### 1. Define and prioritize overall Marketing/ Corporate objectives

*Ex. 1) Image 2) Client 3) Sales*

#### 2. Set quantitative or qualitative goals for each Objective

*Ex. Sales: € 10m, Client: -2 years, Image: enhance collection image*

#### 3. Based on the marketing objectives determine and prioritize which audiences to target

*Ex. 1) Prospects, Clients, General Public*

#### 4. Convert marketing objectives to corresponding communication funnel stages

*Ex: Client (Awareness to Conversion), Sales(Conversion, Loyalty) & Image (Awareness, Engagement)*

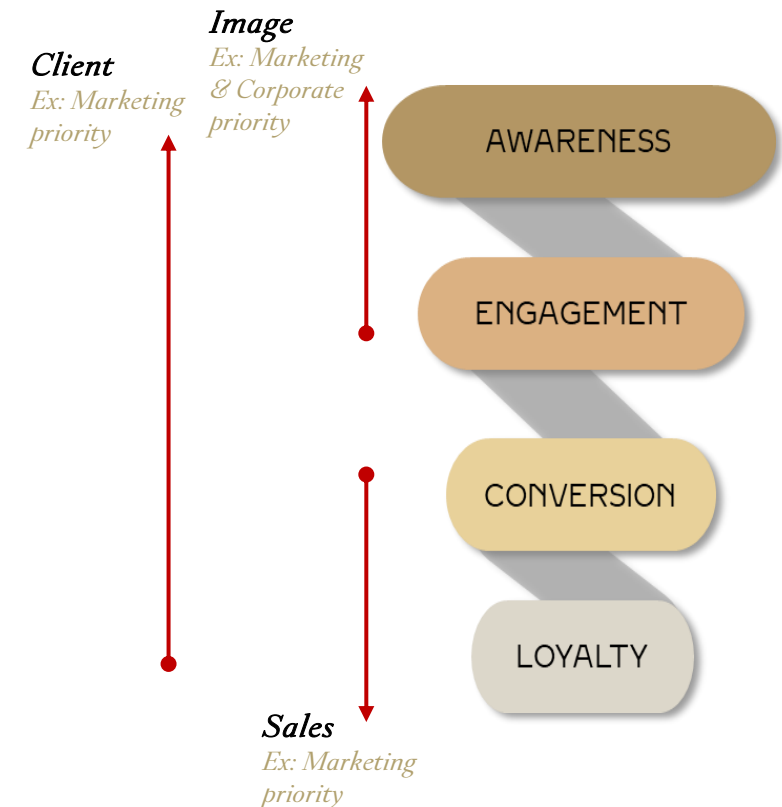
#### 5. Prioritize the communication funnel stages: Having more than one stage is possible, yet the best practice is to prioritize them (by waves for example)

*Ex. Marketing: main objective is to drive sales for the collection, the funnel stages could be 1) Conversion and 2) Loyalty.*

*Corporate: main objective for the Exhibition is to build Image, the funnel stages would therefore be 1) Awareness 2)*

*Engagement*

#### 6. Attribute KPIs based on the Activation *(See next Page)*



# STEP-BY-STEP

## ASSIGN **KPI'S** FOR PERFORMANCE EVALUATION

### STEPS

**1.**

DEFINE KPI'S THAT ARE SPECIFIC TO YOUR ACTIVATION ( BY AWARENESS, ENGAGEMENT, CONVERSION & LOYALTY)

**2.**

PRIORITIZATION IS KEY, A MAXIMUM OF 2-3 KPIS PER OBJECTIVE

**3.**

ENSURE THAT THE KPIS ARE S.M.A.R.T



### S.M.A.R.T KPI'S

#### **SIMPLE**

EASY TO UNDERSTAND. E.G. AVOID INDEX

#### **MEASURABLE**

QUALITATIVE/QUANTITATIVE, COMPARABLE...

#### **ACTIONABLE**

IDENTIFIABLE LEVERS OF ACTION TO IMPROVE THE INDICATOR

#### **RELEVANT**

REFLECT A REALIST STRATEGIC GOAL

#### **TIME PHASED**

MEASURABLE IN A DEFINED TIMEFRAME

### EXAMPLES



VISIBILITY



KPI = TOTAL **EDITORIAL VALUE** FOR PANTHERE FIGURATIVE WAVE 2  
TARGET = 200 ARTICLES, OVER THE NEXT 2 MONTHS

KPI= **DIGITAL NOISE: REACH** FOR END OF YEAR FY23  
TARGET: +5% VS AVERAGE CARTIER, DURING THE ACTIVATION PERIOD

## STEP-BY-STEP

# ESTABLISHING TARGETS AS A GUIDING HORIZON FOR SUCCESS

### STEPS

**1.**

ESTIMATION FOR EACH KPI SELECTED.  
NOT AN EVALUATION BUT A HORIZON  
TO REACH

**2.**

ASSESS HISTORICAL DATA, LIKE  
AVERAGE PERFORMANCE, INDUSTRY  
BENCHMARK TO GET INSPIRATION, OR  
SPECIFIC AMBITION DEFINED

**3.**

SET TARGETS THAT ARE CHALLENGING  
BUT ACHIEVABLE WITHIN THE  
ACTIVATION TIMEFRAME

### TARGET TYPES



#### QUANTITATIVE

SALES, CONVERSION RATE, ATTENDEES RATE,  
SALES, ETC.

#### QUALITATIVE

CUSTOMER SATISFACTION, BRAND EQUITY,  
ETC.

#### EFFICIENCY

BUDGET RATIO, COST PER ACQUISITION (CPA),  
RETURN ON INVESTMENT (ROI), ETC.

### EXAMPLES



MORE VISITORS TO THE WEBSITE



ACHIEVE A +20% INCREASE IN **LEADS**  
COLLECTION FROM THE TIME UNLIMITED  
POP-UP COMPARED TO INTO THE WILD

INCREASE **OWNED ENGAGEMENT**  
**INT/1K FANS** ON THE CARTIER  
INSTAGRAM PROFILE BY 5% OVER  
THE NEXT SIX MONTHS



# STEP-BY-STEP SET BENCHMARKS FOR MEANINGFUL COMPARISONS

## STEPS

**1.**

ALIGN BENCHMARKS WITH YOUR OBJECTIVES AND KPIS

**2.**

IDENTIFY PAST ACTIVATIONS TO ESTABLISH A BENCHMARK

**3.**

INVESTIGATE INDUSTRY BENCHMARKS RELEVANT TO YOUR ACTIVATIONS OR SIMILAR PROJECTS

**4.**

USE RESEARCH AND DATA ANALYSIS TO DEFINE ACHIEVABLE BENCHMARKS FOR EACH KPI BEFORE ACTIVATION

## BENCHMARK OPTIONS

### PAST ACTIVATIONS

PERFORMANCE COMPARISONS WITH YOUR PAST CAMPAIGNS OR ACTIVITIES

### COMPETITION

COMPARES PERFORMANCE DIRECTLY AGAINST COMPETITORS

### AUDIENCE

COMPARE ONE AUDIENCE TO ANOTHER

### GEOGRAPHIC

ASSESS PERFORMANCE WITHIN SPECIFIC REGIONS BY COMPARING ONE MARKET TO ANOTHER

## EXAMPLE



DEFINE BENCHMARK AFTER ACTIVATION DEPENDING ON PERFORMANCE



COMPARE **DIGITAL NOISE: POST VOLUME** FOR VALENTINES DAY AGAINST COMPETITORS TO IDENTIFY AREAS FOR IMPROVEMENT AND BEST PRACTICES

BENCHMARK TOTAL EDITORIAL PAGES FOR END OF YEAR FY23 AGAINST THE LAST YEAR



# AGENDA

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**KPI Framework by  
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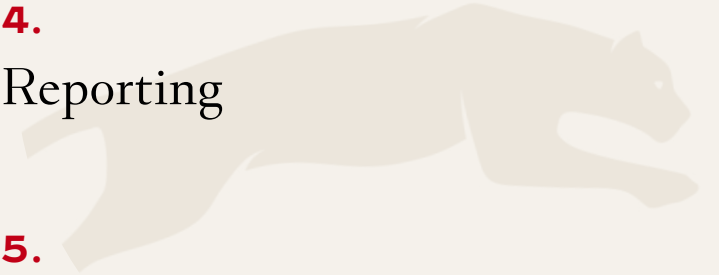
Tools & Reporting

5.

Performance Reviews

6.

Community





MEDIA

# TOUCHPOINT OVERVIEW

## PURPOSE

- I. Drive long-term Brand Equity
- II. **Amplify Brand Reach:** extend visibility to wider audiences, building impossible-to-miss moments
- III. **Foster Audience Engagement:** drive meaningful interactions and engagement, creating memorable and impactful connections
- IV. **Maximize Conversion Opportunities:** create pathways to take specific actions that align with business goals
- V. **Support Brand Loyalty:** strengthen relationships with existing clients

## SCOPE - MEDIA CAMPAIGNS

International, Regional & Local campaigns.  
Commercial, Institutional and COOP Media campaigns.



## CAMPAIGN TYPES

### PRODUCT

Increasing brand awareness around new launches and key commercial priorities.

### CELEBRATIONS

Driving engagement and conversions during celebrations around multi-product campaigns.

### CORPORATE

Amplifying awareness around corporate projects such as Art & Culture projects, Cartier Collection, etc

### SPECIAL PROJECTS

Supporting pop-up exhibitions and events, with the objective of promoting and boosting online reservations and attendance

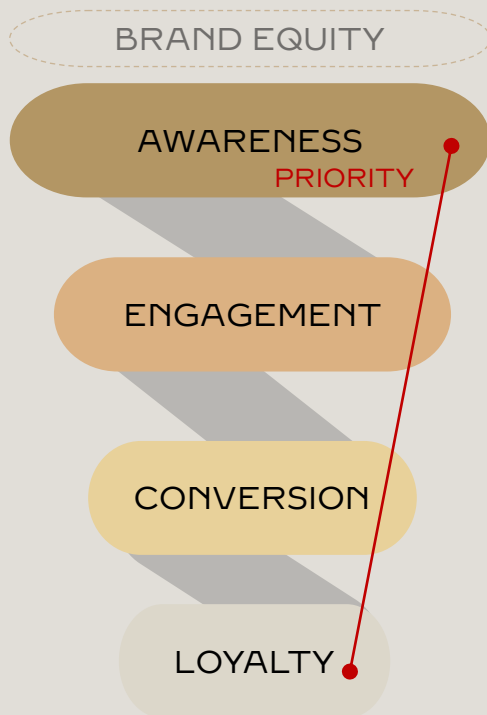
### AUDIENCE

Aspirational (3rd Party) - Luxury Active (3rd Party data) - In-Maison/1st Party Data (Website visitors - Engagers from previous campaign - Cartier Clients & Prospects and Look-alikes)

# OVERALL OBJECTIVE

## GLOBAL OBJECTIVES

MOST MEDIA ACTIVATIONS HAVE AN UPPER FUNNEL OBJECTIVE TO AMPLIFY BRAND AWARENESS AND ENGAGEMENT. YET, OBJECTIVES CAN SHIFT DEPENDING ON AUDIENCES (1<sup>ST</sup> PARTY VS ASPIRATIONAL AUDIENCE) WITHIN THE SAME ACTIVATION. AS CAMPAIGNS ADVANCE THROUGH WAVES, OBJECTIVES NATURALLY SHIFT DOWN THE FUNNEL TO ALIGN WITH EVOLVING CONSUMER JOURNEYS.



### OBJECTIVES DEFINITION

#### AWARENESS

*Building brand visibility and recognition among the target audience*

#### ENGAGEMENT

*Encouraging user interaction and involvement with your content or ads*

#### CONVERSION

*Driving users to take a specific action, such as making a purchase or filling out a form*

#### LOYALTY

*Cultivating a long-term relationship with customers, fostering repeat purchases, and brand advocacy*

## BRAND LIFT STUDY FRAMEWORK\*

### 1. BLS questions standardization

For each campaign, HQ will deliver standardized BLS questions & parameters in the media guidelines

→ The purpose is to get cross platform / markets learnings at campaign level

#### WHAT IS IT?

A guide to ensure we track the right metrics for each typology of campaign (Awareness - Consideration - Conversion - Engagement)

#### WHY?

We aim to harmonize the campaign measurement across all the markets to have a better understanding of our media performance and identify improvement areas for future campaign

#### HOW?

Sharing the measurement guidelines by typology of campaign since the beginning of the fiscal year to simplify the set-up of the BLS in local, while ensuring a complementarity between the PAN and local measurement. Inserting a dedicated slide in each campaign media guidelines to define detailed questions and competitors.

# KPI FRAMEWORK

STAGE	FORMAT	Media and Creative Pacing	Tactical Optimization Measurement		Ad Effectiveness and Brand Health	
		<i>Delivery<sup>(1)</sup></i>	<i>Diagnostic<sup>(1)</sup></i>	<i>Optimization<sup>(2)</sup></i>	<i>Holistic<sup>(1)</sup></i>	
AWARENESS	Display/ Video/ Social	Video	Reach & Frequency, Video Views	VTR, Viewability Rate	CPM, CPV, CPR	
		Static/ Animated	Reach & Frequency, Impressions	SOV, Viewability Rate	CPR, vCPM	Ad recall lift (survey) Brand awareness lift (survey)
	Print/ Outdoor/ Cinema/ Audio	Static/ Animated		Print : circulation, readership. Outdoor: estimated traffic. Cinema : entries. Audio: Reach & Frequency - Spots plays	Print: premium placement rate. Outdoor: SOV/SOM. Cinema: % premium positions. Audio: Completion rate	Brand Interest
CONSIDERATION	Display/ Video/ Social	Video	Complete views, Clicks (for display x video formats)	Completion Rate, CTR	CPCV	Brand equity uplift (survey), Brand Interest
		Static/ Animated	Clicks, Engagement	CTR, Engagement Rate, Arrival rate, Average Session Duration	CPC, CPE, Cost per session	
	Search	Text ads/ shopping	Impressions (Brand) Clicks (Generic)	SOV (Brand), CTR (Generic), Bounce Rate (Generic)	CPC (all manual campaigns) Smart bidding target (if used - impression share, maximize clicks)	Brand Interest
CONVERSION	Display/ Video/ Social	Video	Clicks, Micro conversions (add to basket, checkout, etc.) Transactions	Micro conversion rate, conversion rate	Cost per micro conversion, ROAS	Desirability uplift (survey)
	Search	Text ads/ shopping	Clicks (brand only)	CVR, ROI	CPC(all manual campaigns) Smart bidding target (if used -ROAS, CPA)	Omnichannel sales, share of paid search revenue

## TOOLS

- Cartier media dashboard
- Google brand interest dashboard
- Bumblebee
- Post-campaign report
- Monthly report (social/search)
- YouTube bls dashboard

## TIMEFRAME

When to measure

- Campaign Period

## TARGETS

**Quantitative:** Eg: 1) Impressions: EOY Campaign: 100 million impressions, +5% (Target) vs. LY. 2) Click Through Rate: Tank: 5% (Target) +1 pt vs. Panthere LY (Benchmark) Add to basket: EOY: 1K (Target) +2% vs. LY (Benchmark)

**Qualitative:** Eg: Increase Brand Recall on La Panthere Parfums by 5 pt (Target) vs. LY (Benchmark)

**Efficiency:** Eg: Reach an ROI of 3,5 (Target) on the campaign

## BENCHMARKS

Similar Campaign Type (e.g., product launches, brand awareness), Similar Campaigns in the Same Product Category, Competitive Benchmarking, Average Cartier Performance, Average Performance from the Previous Year

Cross Channel Measurement

(1): Main focus for post campaign analysis - (2): Main focus for day-to-day campaign piloting and optimization

# KPI FRAMEWORK

## KPI DEFINITIONS

### 1. AWARENESS

Display/ Video/ Social

- Reach
- Frequency
- Video Views
- Impressions
- VTR
- Viewability Rate
- CPM
- CPV
- CPR
- vCPM

### 2. ENGAGEMENT

Display/ Video/ Social

- Completed Views
- Clicks (for display x video formats)
- Engagement
- Completion Rate
- CTR
- Engagement Rate
- Arrival Rate
- Average Session Duration
- CPCV
- CPC
- CPE
- Cost Per Session

Search

- SOV
- Bounce Rate
- Smart bidding target (if used - impression share, maximize clicks)

### DEFINITION

- How many unique users have seen a content
- How many times an ad was displayed to a user
- Number of video views
- Number of ads displayed (Reach x Frequency)
- View through rate. Average rate of portion of video watched
- Rate of banner visibility on the screen vs impressions
- Cost per mille. Cost per 1000 impressions
- Cost per view.
- Cost per reach. Cost per 1000 reached used
- Viewable cost per mille - excluding failed impressions

- Total Completed Views
- Total Clicks
- Any action with ad: like, share, post
- Rate of video views till the end
- Click Through Rate. Ratio of clicks to impressions
- Average engagement rate on all assets
- Ratio of clicks versus actual website traffic
- Average length of all sessions over the total number of sessions
- Cost per complete view
- Cost per click
- Cost per engagement
- Cost per session

- Share of Voice. % of Cartier ads vs total ads displayed
- % of users who arrived on the website but didn't perform any action.
- Quantitative objective which is the basis of optimization algorithms

### 3. CONVERSION

Display/ Video/ Social

- Micro Conversions (Add to basket, etc.)
- Transactions
- CVR

Search

- ROI
- ROAS

- Actions that are considered valuable but not purchase
- Sales
- Conversion Rate

- Return on Investment
- Return on Advertising Spent





PR &  
INFLUENCE

## TOUCHPOINT OVERVIEW

**PURPOSE**

- I. **Amplify messages:** voice the compelling stories behind Cartier's initiatives
- II. **Sustain interest:** maintain ongoing fascination in key products, driving excitement
- III. **Uncover channels:** Identify and engage individuals who can authentically share Cartier's stories
- IV. **Lead storytelling:** pioneer innovative narratives and discover creative avenues
- V. **Build communities:** Foster vibrant and loyal advocates for the Maison

**SCOPE**

International, Regional & Local Events

**PILLARS****PRODUCT PR**

Voice the stories behind the Maison's product collections. Supporting new product launches and sustaining interest in the ongoing product collections, and other key products

**BRAND COMMUNICATIONS**

Supporting non-product initiatives such as retail, manufacturing, La Mostra, Cartier Collection exhibitions

**INFLUENCE & TALENT PR**

Connect the dots between relevant and influential personalities and communities, content, and the Cartier universe to reach new audiences and elevate the brand desirability.

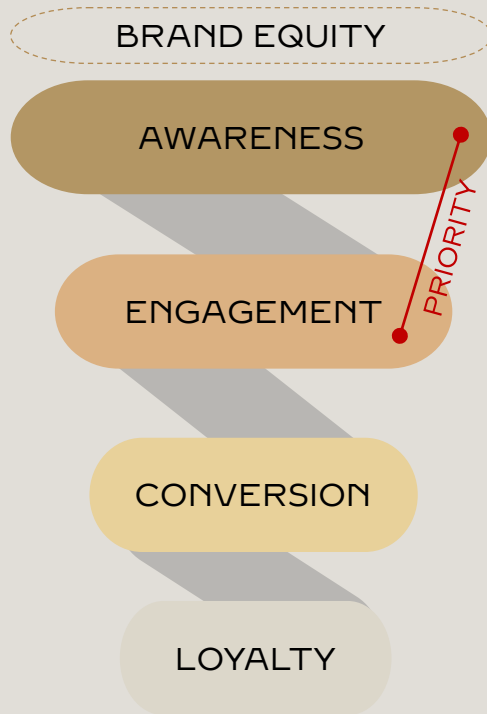
**AUDIENCE**

Press, People of Influence, Celebrities

# OVERALL OBJECTIVE

## USE CASE EXAMPLE: CLASH UNLIMITED

PR & INFLUENCE USE CASES ARE FOCUSED ON **UPPER-FUNNEL OBJECTIVES**, WITH A PRIMARY FOCUS ON BUILDING **AWARENESS** FOLLOWED BY INCREASING **ENGAGEMENT**.



### OBJECTIVES DEFINITION

#### AWARENESS

*Collaborate with editors to feature Cartier storytelling in relevant publications, aiming to create an uplift in brand visibility and awareness*

*Leverage POI to generate an uplift of visibility to our target audience for the launch of a product or for non product initiatives.*

#### ENGAGEMENT

*Harness the influence of POI to engage new audiences and create an uplift of engagement towards Cartier during the activation period.*

## USE CASES DONE

### 9 USE CASES FROM HQ & MARKETS



7



PRODUCTS

2



ART & CULTURE

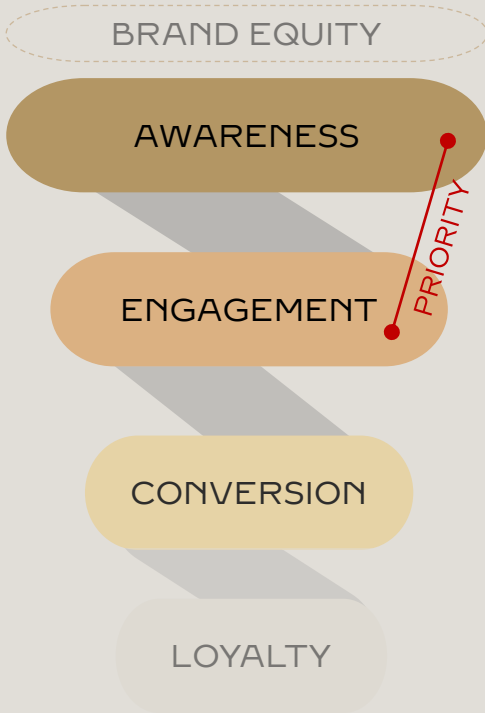
# KPI FRAMEWORK

1. AWARENESS				TARGETS	BENCHMARKS
KPI	DEFINITION/CALCULATION	TIMEFRAME <i>To measure</i>	TOOL	Quantitative, qualitative & efficiency	Similar POI & PR activation in same category, Territory of Expression, Competition, avg Cartier
Digital Noise: Reach*	Estimated reach of posts published by others (Non-Cartier)	From +2 Days	Social Intelligence Hub		
Digital Noise: Post Volume*	Total number of posts published by others (Non-Cartier)	From +2 Days	Social Intelligence Hub		
Press Coverage – pages	Sum of The equivalency of all editorial credits in total pages (space occupied on the page) (print/web)	Activation period	DMR		
Press Coverage – value	Sum of editorial gross value taken from media kit’s rate card (print/web)	Activation period	DMR		
PI					
Press Coverage – covers	Sum of editorial covers (print)	Activation period	DMR		
2. ENGAGEMENT				<b>EXAMPLES</b>	
KPI				Target & Benchmark Examples	
Digital Noise: Engagement*	Total interactions generated by all posts (Non-Cartier)	From +2 Days	Social Intelligence Hub	<ul style="list-style-type: none"> <li>Press Coverage: <b>Trinity</b>: 500 articles (Target) +10% vs <b>Clash Launch 2019</b> (Benchmark)</li> <li>Press Covers: <b>Trinity</b>: 30 covers (Target) +5% vs <b>Tiffany Lock 2022</b> (Benchmark)</li> <li>Attendees Rate: <b>La Mostra 2023</b>: 90% +5 pts vs <b>LY</b> (Benchmark)</li> </ul>	
ADDITIONAL METRIC					
Sentiment Analysis	Analysis of comments on social media	From +2 Days			

\*Social KPIs are Instagram only and excluding China. Managed at WW level by HQ Digital team

# EXAMPLE: ART & CULTURE USE CASE

USE CASE EXAMPLE: LA MOSTRA



## LA MOSTRA



VENICE FILMFESTIVAL

### COMMUNICATION OBJECTIVES

#### AWARENESS

Create an uplift in brand awareness, vs LY, of Cartier through the partnership with La Mostra Film Festival through Press and POI's .

#### ENGAGEMENT

Utilize POI to generate engagement online, vs LY, by celebrating talent and creativity at La Mostra Film Festival.

Numbers presented in this use case are for illustrative purposes

#### AWARENESS

##### KPI's

- Digital Noise: Reach
- Press Coverage (Volume & Value)

##### TARGETS

- 2M Reach, +3%
- 500 Articles,+2%

##### BENCHMARKS

- Vs. La Mostra LY
- Vs. La Mostra LY

#### ENGAGEMENT

##### KPI's

- Digital Noise: Engagement
- Press Attendees Rate

##### TARGETS

- 3K Engagements, +5%
- 95% Attendees rate, +5%

##### BENCHMARKS

- Vs. La Mostra LY
- Vs. La Mostra LY

##### PI's

- Post Volume (Press & POI)

- 2K Posts, +4%

- Vs. La Mostra LY





# EVENTS

# TOUCHPOINT OVERVIEW

## PURPOSE

- I. **Create** unforgettable experiences, while embodying the Cartier's values of excellence, creativity, and innovation
- II. **Hosts** a wide range of events, including Product events, Press events, and Corporate events
- III. **Strengthen**, build, and nurture the bond between Cartier, its clients and VIPs (Editors and Celebrities)
- IV. **Reinforce** the brand's identity
- V. **Drive** sales

## SCOPE

International, Regional & Local Events



## EVENT TYPES

### PRODUCT LAUNCH

Celebrate a product launch or collection to drive awareness

### HIGH JEWELRY

Moment to reveal the latest HJ creations to an exclusive audience. Opportunity to create awareness around the HJ offering, strengthen client bonds, and drive sales

### CORPORATE

Increase awareness around Cartier's support for the arts and cultural, social, and environmental initiatives

### COMMERCIAL & COOP

Opportunity to present novelties or to boost product categories, to recruit and rejuvenate clients.

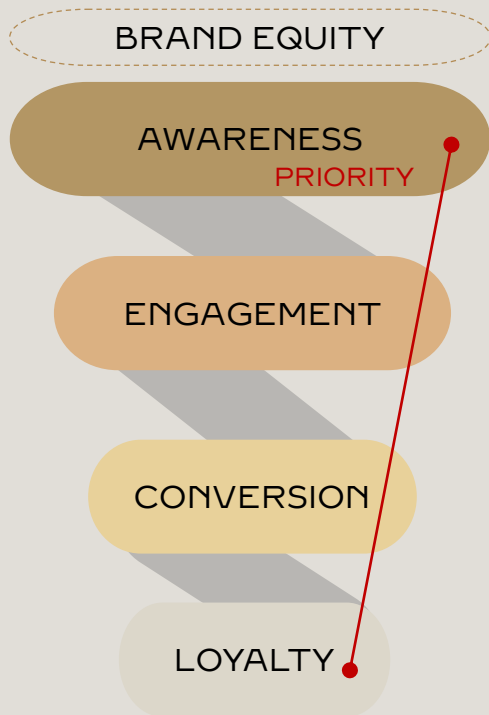
### AUDIENCE

Press, Celebrities & POIs, Clients (VIPs & Prospects, Institutional guests)

# OVERALL OBJECTIVE

## GLOBAL OBJECTIVES

EVENT USE CASES COVER THE FULL COMMUNICATION FUNNEL. THE OBJECTIVES WILL **DEPEND** ON THE **TYPE OF EVENT**. CORPORATE EVENTS ARE FOCUSED ON UPPER-FUNNEL OBJECTIVES (AWARENESS AND ENGAGEMENT), PRODUCT EVENTS (AWARENESS TO CONVERSION), WHILE HJ EVENTS ARE FOCUSED ON THE FULL FUNNEL FROM AWARENESS TO LOYALTY.



### OBJECTIVES DEFINITION

#### AWARENESS

*Create exclusive events to support product launches or corporate initiatives to enhance visibility within the target audience*

#### ENGAGEMENT

*Generate interactions, like content sharing, and feedback from clients invited*

#### CONVERSION

*Develop an event to generate sales among Cartier's VIP clients who attended the event*

#### LOYALTY

*Design an event for specific clients (VIP, Sleeping) to re-engage them in making a purchase*

## USE CASES DONE

### 9 USE CASES FROM HQ & MARKETS



7



PRODUCTS

1



COMMERCIAL

1



ART & CULTURE

## KPI FRAMEWORK

## 1. AWARENESS

## KPI

Social Owned Reach\*  
 Digital Noise: Reach\*  
 Digital Noise: Post Volume\*  
 Press Coverage – pages

Press Coverage – value

## PI

Website Sessions

## DEFINITION/CALCULATION

Number of users exposed to the post (Cartier profile)  
 Estimated reach of posts published by others (Non-Cartier)  
 Total number of posts published by others (Non-Cartier)  
 Sum of The equivalency of all editorial credits in total pages (space occupied on the page) (print/web)  
 Sum of editorial gross value taken from media kit's rate card (print/web)  
 Sessions on the event mini-site (for online registration)

## TIMEFRAME

To measure

From +2 Days  
 From +2 Days  
 From +2 Days  
 (1 month up to 1 year)

(1 month up to 1 year)

Activation period

## TOOL

Social Intelligence  
 Hub

DMR

DMR

Google Analytics

## TARGETS

- Quantitative
- Qualitative
- Efficiency

## BENCHMARKS

Similar Event Type (PR & Product, HJ, Corporate),  
 Similar Event (same product category, territory of expression), Competition,  
 Avg Cartier, Avg Last Year

## 2. ENGAGEMENT

## KPI

Owned Engagement Int/1K fans\*  
 Digital Noise: Engagement\*

## PI

Guest Satisfaction Feedback  
 Attendees Rate

Number of interactions divided by followers \*1000  
 Total interactions generated by all posts (Non-Cartier)

Qualitative feedback from guests (Markets & Sales associates)  
 Attendees/Invited - Attended/Registered (public event)

From +2 Days  
 From +2 Days

Activation period +2M  
 Activation period

Social Intelligence  
 Hub

Manual  
 Zkipster/Manual

## 3. CONVERSION

## KPI

Traffic to Boutique  
 Event-Generated Sales  
 Budget Ratio  
 ROI

## PI

Recruitment Rate

Clients going to the boutique post-event  
 Sales generated from people invited to the event  
 Budget planned/Budget spent  
 Net return divided by cost of investment \*100

Percentage of new clients recruited post-event invitation

Event +3/6 months  
 Event +3/6 months  
 Event  
 Event +3/6 months

Event +3/6 months

Manual  
 Manual  
 Manual  
 Manual

Manual

## 4. LOYALTY

## PI

Sleeping Clients Reactivated  
 Upgraded Clients

Sales from sleeping clients' post-event invitation  
 Clients who have made higher-value purchases post-event invitation

Event +3/6 months  
 Event +3/6 months

Manual  
 Manual

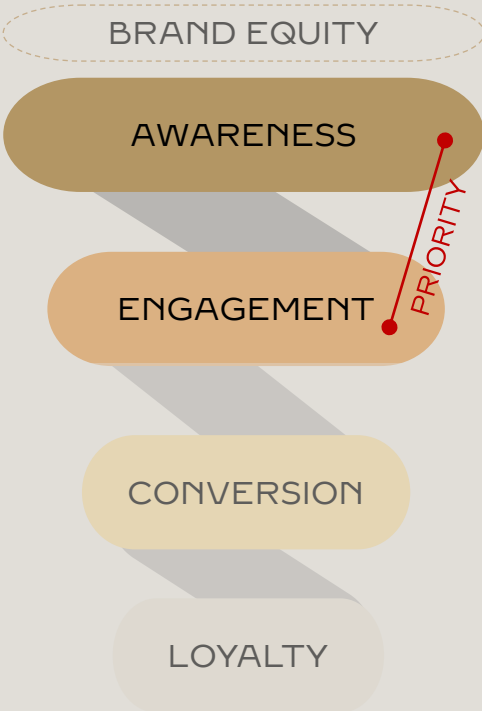
## EXAMPLES

## Target &amp; Benchmarks

- Digital Noise: Reach: **Beautés du Monde**: +4% (Target) vs. **Blue Book Tiffany Event** (Benchmark)
- Press Coverage: **La Mostra**: +5% articles (Target) vs. **La Mostra LY** (Benchmark)
- Event Generated Sales: **La Voyage Recommence**: +2% (Target) vs **Beautés du Monde** (Benchmark)

# EXAMPLE: PRODUCT USE CASE

## USE CASE EXAMPLE: CLASH UNLIMITED



### CLASH UNLIMITED EVENT



BERLIN 2021

### COMMUNICATION OBJECTIVES

#### AWARENESS

Create an exclusive event to enhance the visibility of the launch of the Clash Unlimited collection (vs Tiffany Hardwear Launch 2017), by inviting VIP's (celebrities, PR's..).

#### ENGAGEMENT

Having guests come to the event to share the experience online with their audience to generate engagement (vs Tiffany Hardwear)

Numbers presented in this use case are for illustrative purposes

#### AWARENESS

##### KPI's

- Social Owned Reach
- Digital Noise: Reach
- Press Coverage About Talent (Volume & Value)

##### PI's

- Sessions

#### ENGAGEMENT

##### KPI's

*Owned Engagement Int/IK fans*

- Digital Noise: Engagement

##### PI's

- Post Volume
- Guest Satisfaction Feedback

##### TARGETS

- 500K Reach, +2%"
- 2M Reach, +3%"
- 500 Articles, +2%"
- 1K Sessions, +2%"

##### BENCHMARKS

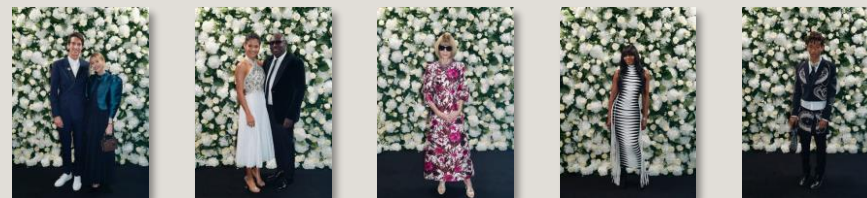
- Vs. British Vogue X Tiffany & Co. Fashion And Film Dinner 2021, vs LA Event
- Vs. Tiffany, vs
- Vs. Tiffany vs LA Event
- Vs. Tiffany, vs LA Event

##### TARGETS

- 11 Engagements, +3%"
- 3K Engagements, +5%"
- 2K Posts, +4%"
- 95% Positive, +8%"

##### BENCHMARKS

- Tiffany, vs LA Event
- Vs. Tiffany, vs LA Event
- Vs. Tiffany, vs LA Event
- Vs. Tiffany vs LA Event



British Vogue X Tiffany & Co. Fashion And Film Dinner 2021



# TALENT & ENTERTAINMENT

# OVERVIEW

## PURPOSE

- I. **Increase Desirability:** work with celebrities to enhance the desirability of the Maison's offerings and image
- II. **Expand Audience Reach:** collaborate with celebrities to broaden the Maison's audience and increase brand visibility
- III. **Ignite Cultural Relevance:** partner with celebrities to ignite cultural relevance, staying at the forefront of clients' consciousness.
- IV. **Elevate Engagement:** Utilize celebrities to elevate engagement, creating stronger emotional connections.



## TALENT HIERARCHY

### GLOBAL AMBASSADOR

A talent who is contracted with Global resonance for an exclusive long-term partnership and featured in a campaign

### PEOPLE OF PURPOSE

Active participants in the culture that they are also shaping through impactful initiatives and conversations

### AMBASSADOR

An influential talent who is contracted globally or locally based on their specific resonance in a market/region

### FRIEND OF THE MAISON

A talent affiliated with Cartier but not specifically contracted to represent the brand, nor its specific collections and products

### AUDIENCE

Client, Prospects, Luxury Activists

## SCOPE

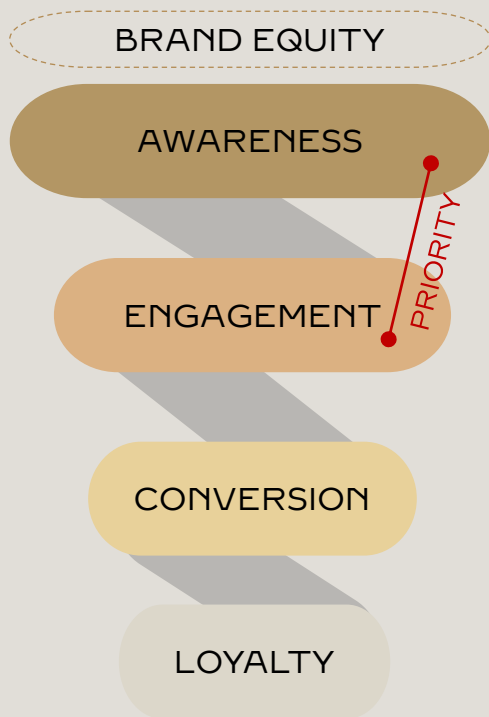
International, Regional & Local



# OVERALL OBJECTIVE

## GLOBAL OBJECTIVES

MOST OF THE TALENT & ENTERTAINMENT USE CASES WERE FOCUSED ON THE UPPER FUNNEL - ON BUILDING **AWARENESS** FOLLOWED BY DRIVING **ENGAGEMENT**



### OBJECTIVES DEFINITION

#### AWARENESS

*Leverage a Celebrity to generate a visibility uplift to our target audience for a product activation or a corporate initiative*

#### ENGAGEMENT

*Harness the influence of a celebrity to engage an audience and create an uplift of engagement towards Cartier during the activation period*

## USE CASES DONE

### 10 USE CASES FROM HQ & MARKETS



5



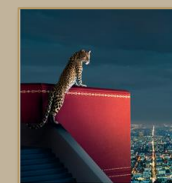
PRODUCTS

1



COMMERCIAL

3



INSTITUTIONAL

1



ART & CULTURE

# KPI FRAMEWORK

1. AWARENESS	DEFINITION/CALCULATION	TIMEFRAME <i>To measure</i>	TOOL	TARGETS	BENCHMARKS
<p><b>KPI</b></p> <p>Social Owned Reach*</p> <p>Digital Noise: Reach*</p> <p>Digital Noise: Post Volume*</p> <p>Press Coverage – pages</p> <p>Press Coverage – value</p> <p><b>PI</b></p> <p>Press Coverage – covers</p>	<p>Number of users exposed to the post (Cartier profile)</p> <p>Estimated reach of posts published by others (Non-Cartier)</p> <p>Total number of posts published by others (Non-Cartier)</p> <p>Sum of The equivalency of all editorial credits in total pages (space occupied on the page) (print/web)</p> <p>Sum of editorial gross value taken from media kit’s rate card (print/web)</p> <p>Sum of editorial covers (print)</p>	<p>From +2 Days</p> <p>From +2 Days</p> <p>From +2 Days</p> <p>(1 month up to a year)</p> <p>(1 month up to 1 year)</p>  <p>(1 month up to a year)</p>	<p>Social Intelligence Hub</p> <p>DMR</p> <p>DMR</p>  <p>DMR</p>	<p>Quantitative, qualitative &amp; efficiency</p>	<p>Similar Talent, Similar Talent in same product category, Similar Talent in the same Territory of Expression, Competition, avg Cartier</p> <p><b>EXAMPLES</b></p> <p>Target &amp; Benchmark <i>Examples</i></p> <ul style="list-style-type: none"> <li>Owned reach: <b>Austin Butler</b>: +5pts (Target) vs. <b>Paul Mescal</b> for Cartier LY (Benchmark)</li> <li>Digital Noise: <b>Jisoo</b>: +7pts (Target) vs. <b>Rose</b> for Bulgari LY (Benchmark)</li> <li>Press Coverage: <b>Lily Collins</b>: +2pts (Target) vs. <b>Vanessa Kirby</b> for Cartier LY (Benchmark)</li> <li>Engagement 1k: <b>V (BTS)</b>: +3pts (Target) vs <b>Jimin</b> for Tiffany LY (Benchmark)</li> </ul>
<p><b>2. ENGAGEMENT</b></p> <p><b>KPI</b></p> <p>Owned Engagement Int/1K fans*</p> <p>Digital Noise: Engagement</p> <p><b>ADDITIONAL METRIC</b></p> <p>Sentiment Analysis*</p>	<p>Number of interactions divided by followers * 1000</p> <p>Total interactions generated by all posts (Non-Cartier)</p> <p>Analysis of comments on social media</p>	<p>From +2 Days</p> <p>From +2 Days</p>  <p>From +2 Days</p>	<p>Social Intelligence Hub</p>  <p>Social Intelligence Hub</p>		

\*Social KPIs are Instagram only and excluding China. Managed at WW level by HQ Digital team

# EXAMPLE: PRODUCT USE CASE

## USE CASE EXAMPLE: JISOO

JISOO



MAISON AMBASADOR

### COMMUNICATION OBJECTIVES

#### AWARENESS

Leverage Jisoo to generate a visibility uplift for the Maison during the year to our target audience

#### ENGAGEMENT

Collaborate with Jisoo to create an uplift of engagement for the Maison during the year among our target audience online

BRAND EQUITY

AWARENESS

ENGAGEMENT

CONVERSION

LOYALTY

PRIORITY

Numbers presented in this use case are for illustrative purposes

#### AWARENESS

##### KPI's

- Social Owned Reach
- Digital Noise: Reach
- Press Coverage About Talent (Volume & Value)

##### TARGETS

- 500K Reach, +2%"
- 2M Reach, +3%"
- 500 Articles, +2%"

##### BENCHMARKS

- Vs. Lisa for Bulgari, vs. avg LY
- Vs. Lisa for Bulgari, vs. avg LY
- Vs. Lisa for Bulgari, vs. avg LY

#### ENGAGEMENT

##### KPI's

- Owned Engagement Int/1K fans
- Digital Noise: Engagement

##### TARGETS

- 11 Engagements, +3%"
- 3K Engagements, +5%"
- 2K Posts, +4%"
- 75% Positive, +8%"

##### BENCHMARKS

- Vs. Lisa for Bulgari, vs. avg LY
- Vs. Lisa for Bulgari, vs. avg LY
- Vs. Lisa for Bulgari, vs. avg LY
- Vs. Lisa for Bulgari, vs. avg LY





CVE: POP-UP

# OVERVIEW

## PURPOSE

- I. **Enhance Brand Visibility:** Capturing the attention of potential clients, and enhancing overall brand recognition
- II. **Generate Excitement:** Around the Maison's products, sustaining interest and curiosity among the target audience.
- III. **Foster Connections:** Cultivate relationships with prospects and clients, serving as a doorway into the world of Cartier. By creating an initial deep connection before stepping into our boutiques.
- IV. **Drive Retail Engagement:** Offering temporary, exclusive retail opportunities
- V. **Expand Client Base:** Connect and recruit new clients, offering a chance to explore new locations and broaden customer reach.



## POP-UP TYPES

### CARTIER JOURNEY POP-UP

Exhibition: Immersive cultural pop-ups solely dedicated to storytelling and brand communication, focusing on Maison narratives and values.

### POP-UP STORE

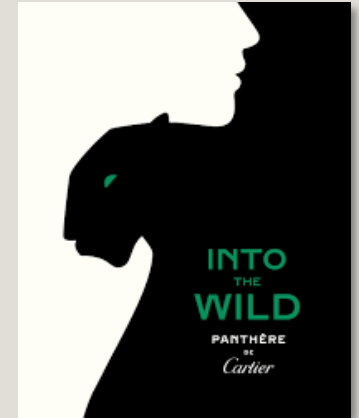
Temporary retail spaces balancing commercial touchpoints and communication, providing immersive client experiences.

### SCOPE

Regional & Local

### AUDIENCE

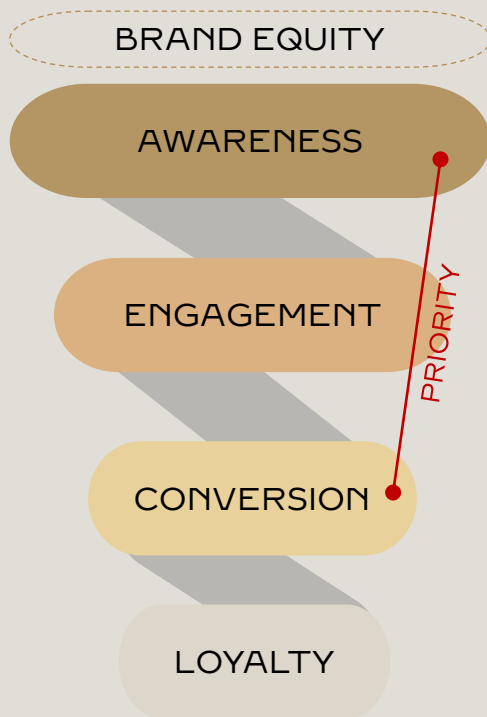
Clients, Prospects, Luxury Activists



# OVERALL OBJECTIVE

## DEFINE OBJECTIVES

MOST **CVE** USE CASES, HAVE BEEN FOCUSED ON **AWARENESS TO CONVERSION OBJECTIVES**, WITH A PRIMARY FOCUS ON BUILDING **AWARENESS** FOLLOWED BY INCREASING **ENGAGEMENT**.



### PRIORITY OBJECTIVES DEFINITION

#### AWARENESS

*Develop a **Cartier Journey Pop-up** to increase visibility among the target audience on social media and in press. Generate interest and inspire the target audience to sign up for the pop-up online.*

#### ENGAGEMENT

*Increase visitor rate with a **Cartier Journey Pop-up** or a **Pop-up Store** and establish positive connections with visitors to encourage interactions (e.g., scans) and generate online content related to the pop-up.*

#### CONVERSION

*Drive sales within the **Pop-up Stores** by effectively engaging the visiting audience, aiming for increased pop-up store sales compared to the previous year. Booking boutique appointments in pop-up touch and Try area. Analyzing results in surrounding boutiques.*

## USE CASES DONE

### 6 USE CASES FROM HQ & MARKETS



4



PRODUCTS

2



COMMERCIAL

# KPI FRAMEWORK

## KPI FRAMEWORK

### 1. AWARENESS

#### KPI & PI

#### KPI

Digital Noise: Reach\*  
Digital Noise: Post Volume\*  
Press Coverage - volume

Press Coverage - value

#### PI

Online Registrations

#### DEFINITION/CALCULATION

Estimated reach generated by content shared by others  
Total number of posts published by others (Non-Cartier)  
Sum of The equivalency of all editorial credits in total pages (space occupied on the page) (print/web)  
Sum of editorial gross value taken from media kit's rate card (print/web) (Cartier Journey Pop-up)  
Sum of online registrations to Pop-Up

#### TIMEFRAME

To measure

From +2 Days  
From +2 Days

Activation Period (1 month up to 1

Campaign Period

#### TOOL

Social Intelligence Hub (SIH)

DMR  
DMR

TBC

### 2. ENGAGEMENT

#### KPI

Digital Noise: Engagement\*  
Lead

#### PI

Visitors Interactions  
Attendees Rate

All earned engagement  
Total number of emails shared at Pop-up

The number of scans, interactions, etc.  
Attendees / Online Registrations

From +2 Days  
Campaign Period

Campaign Period  
Campaign Period

SIH  
Manual

Manual  
Manual

### 3. CONVERSION

#### KPI

Traffic to Boutique  
Sales  
ROI

#### PI

Recruitment Rate

Clients going to boutique  
Sales at Pop-up  
Net return divided by cost of investment \*100

Percentage new clients recruited at pop-up store

Pop-up +3 months  
Pop-up +3 months  
Pop-up +3 months

Pop-up +3 months

Manual  
SAP  
SAP

Salesforce (pop-up store)

### 4. LOYALTY

#### PI

Sleeping Clients Reactivated  
Upgraded Clients

Sales from sleeping clients' post-pop-up  
Clients who have made higher-value purchases post-pop-up

Pop-up +3 months  
Pop-up +3 months

Salesforce (pop-up store)

#### TARGETS

Quantitative, qualitative & efficiency

#### BENCHMARKS

Similar Pop-up Type (Pop-up store, Cartier Journey), Similar Pop-up in same product category, Similar Pop-up in the same Territory of Expression, Competition, Avg Cartier, Avg Last Year

#### EXAMPLES

#### Target & Benchmark

- Digital Noise: **EOY Pop-Up store: X M** (Target) +7% vs **EOY LY** (Benchmark)
- Online Registrations: **Time Unlimited : 2K** (Target) +5% vs **Into The Wild LY** (Benchmark)
- Press Coverage: **Time Unlimited: 500K** (Target) +5% vs **Into the Wild** (Benchmark)
- Sales: **Culture of Design Pop-up : €2M Million** (Target) +3% vs **Culture of Design LY**(Benchmark)

# EXAMPLE: PRODUCT USE CASE

## USE CASE EXAMPLE: TIME UNLIMITED

### TIME UNLIMITED



CARTIER JOURNEY POP-UP

BRAND EQUITY

AWARENESS  
PRIORITY

ENGAGEMENT

CONVERSION

LOYALTY

### COMMUNICATION OBJECTIVES

#### AWARENESS

Highlight Cartier's watchmaking heritage and positioning as Watchmaker of Shapes  
Amplify awareness among Gen Z and Millennial clients

#### ENGAGEMENT

Increase engagement and interaction vs Into The Wild last year within the target audience, showcasing creativity and desirability through the Pop-up.

*Numbers presented in this use case are for illustrative purposes*

#### AWARENESS

##### KPI's

- Digital Noise: Reach
- Press Coverage About Talent (Volume & Value)

##### PI's

- Online Registrations

##### TARGETS

- 3M Reach, +4%
- 50 Articles, +2%

##### BENCHMARKS

- Vs. Into The Wild LY
- Vs. Into The Wild LY

#### ENGAGEMENT

##### KPI's

- Digital Noise: Engagement
- Attendees Rate

##### PI's

- Post Volume (Talent)
- Visitors Interactions

##### TARGETS

- +3K Engagements, +5%
- 95% Attendees rate, +2%

##### BENCHMARKS

- Vs. Into The Wild LY
- Vs. Into The Wild LY
- Vs. Into The Wild LY
- Vs. Into The Wild LY



# CLIENT ACTIVATION

## TOUCHPOINT OVERVIEW

## PURPOSE

- I. Nurture the hyper-personalized relationship based on client and potential client lifecycles
  - *Engagement via one-to-one interactions with Sales Associates and Ambassadors and one-to-many pushes*
- II. Drive conversions leveraging our Zero- and First-party data
  - *Generate the first **purchase** of potential clients*
  - *Retain existing clients*
  - *Reactivate sleeping clients*
- III. Boost our client's satisfaction by involving them in lifecycle journeys and sharing service offers

## SCOPE CLIENT ACTIVATION CAMPAIGNS

International, Regional &amp; Local



## PROJECTS

## LEAD ACTIVATION BY CLIENT MOMENTS

Design lifecycle journeys based on client life stages. Celebrate personal and seasonal moments with our audiences.

## SUPPORT WAVE PLAN &amp; LOCAL ACTIVATIONS

Enhancing brand awareness and conversion on Cartier creations. Contribute to the 360 orchestration of all new launches.

## ENHANCEMENT OF THE MEASUREMENT FRAMEWORK

With each new activation we design we have in parallel the responsibility to measure the effectiveness of our activations so we can continuously improve their impact.

## OPTIMIZE OUR MARTECH CHANNELS

Maximize our technology stack to hyper personalize interactions at scale.

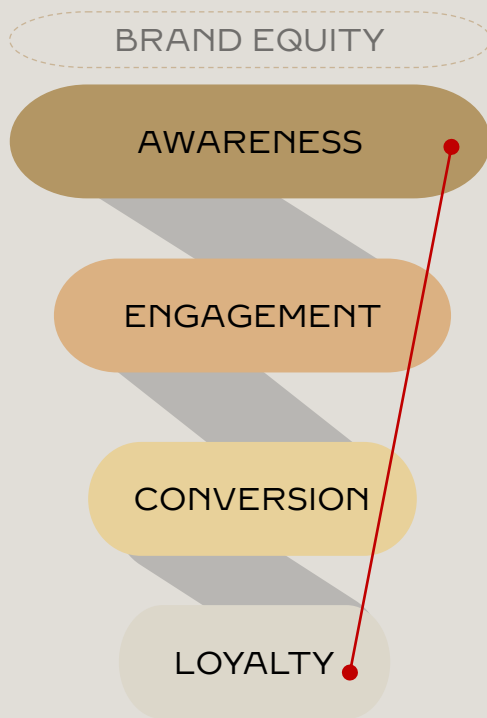
## AUDIENCE

Contactable clients and Potential Clients

# OVERALL OBJECTIVE

## GLOBAL OBJECTIVES

CLIENT ACTIVATION AIMS TO NURTURE THE RELATIONSHIP WITH CLIENTS AND POTENTIAL CLIENTS THROUGH ALL THE STAGES OF THEIR JOURNEY. EMPLOYING TAILORED ACTIVATIONS TO INFLUENCE THEIR BEHAVIOR IN THE DESIRED DIRECTION.



### OBJECTIVES DEFINITION

#### AWARENESS

*Increasing brand exposure and recognition on a global scale among the target audience*

#### ENGAGEMENT

*Encouraging meaningful interactions and active participation from customers in various CRM activities*

#### CONVERSION

*Guiding customers to complete specific actions that advance their journey and align with campaign goals*

#### LOYALTY

*Building enduring relationships with customers, promoting repeat engagements, brand loyalty, and advocacy on a global level*

## EXAMPLES

### TRINITY CLIENT ACTIVATION OBJECTIVES

1.

#### CELEBRATE CLIENT MOMENTS WITH TRINITY STORIES

*4M+ Clients and potential clients to be activated  
80% Completion Rate for Trinity Occasions*

2.

#### RECRUIT NEW AUDIENCES AND INCREASE LOYALTY

*5,000+ potential clients converted into trinity  
35,000+ existing clients converted into trinity*

3.

#### DELIGHT TRINITY OWNERS & FANS

*100% of Trinity owners contacted with Cross Function content. 40,000+ Service Repair Orders*

# KPI FRAMEWORK

## KPI FRAMEWORK

### 1. AWARENESS

**KPI**

*Contacted clients & potential clients*

**PI**

*Share of Emails Delivered  
Share of Occasions*

**DEFINITION/CALCULATION**

*Number of subscribers reached across Email & Clientelling  
Share of dedicated Emails Delivered/ All other Emails  
Share of dedicated Occasions/All other Occasions*

**TIMEFRAME**

*To measure*

*All Year Long  
w/ Quarterly  
Updates*

**TOOL**

*Looker Client  
Dashboards*

**TARGETS**

- Quantitative
- Qualitative &
- Efficiency

**BENCHMARKS**

*Similar Campaign Type (e.g., product launches, brand awareness), Similar Campaigns in the Same Product Category, Average Cartier Performance, Average Performance from the Previous Year*

### 2. ENGAGEMENT

**KPI**

*Engagement Rate*

**PI**

*Share of Clients Clicked 1+ Email  
Share of Clients Completed Occasions  
Unsubscribe Rate*

*Share of clients engaged on at least 1 activation channel/ All Clients Contacted*

*Nb Clients Clicked/Nb Clients Contacted  
Nb Clients Completed Occ/Nb Clients Contacted  
Nb Clients Unsubscribed/Nb Clients Contacted*

*All Year Long  
w/ Quarterly  
Updates*

*Looker Client  
Dashboards*

## EXAMPLES

### 3. CONVERSION

*Nb of purchasers 2 weeks after send out  
Nb of open service repairs 6 months after  
KPI per collection, category..*

**PI**

*Total Turnover  
Average Turnover per Client  
Incremental Purchasers  
Incremental TO  
Incremental Service Orders*

*Nb Purchased 2 Weeks Post Send or Completed Occ.  
Nb Repair Orders 2 Weeks Post Send or Compl. Occ.  
Both KPIs measured per collection and category*

*Total Turnover Attributed to Client Activations  
Average TO per each subscriber contacted & converted  
Nb of additional purchasers vs. Baseline control group  
Total additional TO vs. Baseline control group TO  
Nb of additional service orders vs. Baseline control group*

*All Year Long  
w/ Quarterly  
Updates*

*Looker Client  
Dashboards*

*Target & Benchmark Examples*

- *Contacted Clients:  
YoY Total subscribers contacted is ~4M WW (Benchmark).  
Target for Trinity 100 activation is 4M+ subscribers contacted.*
- *Conversion Rate:  
FY2023 Trinity Conversion post send is 0,7% of subscribers contacted.  
Target for Trintiy 100 activation is 1,5% +*

### 4. LOYALTY

*Nb of Clients Converted within 12m  
Nb of Repurchasers*

*Nb of subscribers purchasing a specific collection piece post activation who did not own a piece before.  
Nb of subscribers purchasing a specific collection piece post activation who were owners before.*

*All Year Long  
w/ Quarterly  
Updates*

*Looker Client  
Dashboards*

# CLIENT MOMENTS ARE PARAMOUNT TO NURTURE RELATIONSHIP WITH OUR CLIENTS AND POTENTIAL CLIENTS

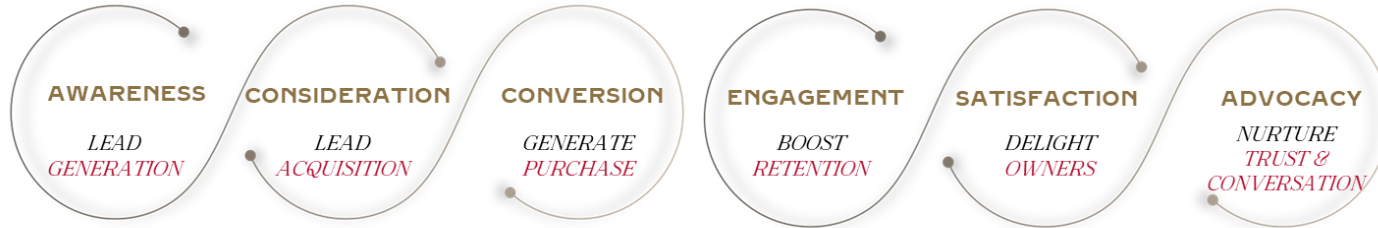
## CLIENT MOMENT ACTIVATIONS

ARE ONE-TO-ONE AND ONE-TO-MANY CLIENT CENTRIC COMMUNICATIONS BASED ON INTEREST, BEHAVIOUR AND LIFESTAGES



## LIFECYCLE JOURNEYS

AMBITION TO INTERACT WITH OUR CLIENTS AND POTENTIAL CLIENTS AT EVERY STEP OF THE JOURNEY



## CLIENT CELEBRATIONS

BIRTHDAY, PURCHASE ANNIVERSARY, WEDDING ANNIVERSARY

**3M** CONTACTED CUSTOMERS

*Emails (2,2M) and Clienteling (2,6M)*

THE **MOST** ENGAGING COMMUNICATIONS

**CARTIER CARE**  
**PROSPECT CONVERSION**  
JOURNEYS

**+ 6PTS** ENGAGEMENT VS. BENCHMARK

# AGENDA

**1.**  
Context & Vision

**2.**  
Methodology

**3.**  
KPI Framework by  
Touchpoints

**4.**  
**Tools & Reporting**















**5.**  
Performance Reviews

**6.**  
Community



# DATA & TOOLS LIBRARY

## TOOLS OVERVIEW FOR MEASURING KPIs

TOUCHPOINTS	KPIs	TOOLS & SOURCES	AVAILABILITY	AUTOMATED/MANUAL	KEY CONTACT
<i>PR &amp; Influence, Talent, Event, Pop-up</i>	<i>Press Coverage (volume of pages, covers and editorial value)</i>		<i>HQ &amp; Market</i>	<i>Semi-Automated</i>	<i>Adma <b>Kawage</b></i>
<i>Event, Pop-up</i>	<i>Recruitment Rate, Sleeping Clients Reactivated, Upgraded Clients</i>		<i>HQ &amp; Market</i>	<i>Manual</i>	
<i>PR &amp; Influence, Talent, Event, Pop-up</i>	<i>Digital Noise: Reach, Digital Noise: Engagement, Digital Noise: Post Volume, Social Owned Reach, Owned Engagement per 1k followers</i>	 <b>SOCIAL INTELLIGENCE HUB</b>  	<i>HQ</i>	<i>Semi-Automated</i>	<i>Jamila <b>Halloum</b></i>
<i>Event</i>	<i>Website sessions</i>		<i>HQ &amp; Market</i>	<i>Automated</i>	<i>Estelle <b>Martinetti</b></i>
<i>Media</i>	<i>All media KPIs</i>	 <b>Looker</b> <i>Cartier Media Dashboard</i>	<i>HQ &amp; Market</i>	<i>Automated</i>	<i>Eve <b>Uzan</b></i>
<i>Event, Pop-up</i>	<i>Sales, ROI</i>	 	<i>HQ &amp; Market</i>	<i>Automated / Manual</i>	<i>Matthieu <b>Carmassi</b></i>
<i>Event, Pop-up</i>	<i>Attendees Rate, Guest Satisfaction Feedback, Traffic to Boutique,</i>	 	<i>HQ &amp; Market</i>	<i>Manual</i>	
<i>Event, Pop-up</i>	<i>Budget Ratio, ROI</i>	<b>ATHENA</b>  	<i>HQ &amp; Market</i>	<i>Manual</i>	
<i>Event, Pop-up</i>	<i>Attendees Rate, Online Registrations</i>	<b>ZKIPSTER</b>	<i>HQ</i>	<i>Semi-Automated / Manual</i>	
<i>Pop-up</i>	<i>Visitors Interactions, Leads</i>		<i>HQ &amp; Market</i>	<i>Manual</i>	<i>Antoine <b>Robin</b></i>

# DATA & TOOLS LIBRARY

## DIFFERENT DATA COLLECTION MODE TO TAKE INTO CONSIDERATION

### Data Sources

#### AUTOMATED

Data collection is entirely hands-free and does not require a specific human involvement.  
For example, sales are automatically collected in SAP



#### SEMI-AUTOMATED

This approach involves a mix of automated and manual methods. Some data require a configuration of tracking parameters to get accurate information



#### MANUAL

Data collection is entirely manual, recorded by individuals through direct observation or personal data entry



Scorecard, other flat files

#### PREPARATIONS

*Needed for certain tools*



*If you need to track a specific activation that is not already tracked in the tool..*

1. Clearly define the event or collection you want to track, including the date, keywords, and criteria relevant to the event's scope
2. Contact HQ & Influence PR Team and DMR to provide all necessary information you want to track two months prior to launch.

*In order to track your social metrics..*

1. Two weeks before the campaign begins, brief HQ with all necessary information, including the campaign launch date, target audience, and key campaign details.
2. Contact HQ Digital Team who will configure Radarly to collect and visualize the data based on your campaign's requirements.

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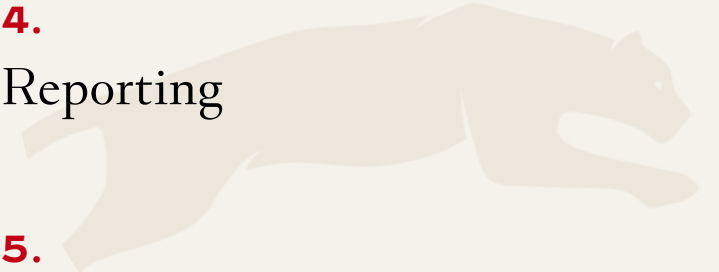
Tools & Reporting

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**Performance Reviews**

6.

Community



# TOOLBOX

## DIFFERENT MATERIALS TO USE



### PERFORMANCE GUIDELINES

*How to define KPIs to measure communication activation impact transversally*



### KEY CONTACT & COMMUNITY

*HQ Key communication performance contacts*



### USE CASES

*Example of what we can measure through concrete use cases*



### GLOSSARY & TRAINING MATERIAL

*How the kpis are collected and calculated and how to interpret*

# WORKFLOW

## FREQUENCY & KEY MOMENTS TO START ESTABLISHING A PERFORMANCE ROUTINE

### FREQUENCY



#### DAILY, WEEKLY

MONITOR SHORT-TERM KPIS TO MAKE QUICK OPTIMIZATIONS TO STAY ON TRACK



#### MONTHLY

PROVIDES A **DEEPER ANALYSIS OF PERFORMANCE** AGAINST TARGETS AND ALLOWS FOR MORE REFINED ADJUSTMENTS



#### QUARTERLY

OFFERS THE **OPPORTUNITY TO ASSESS PROGRESS TOWARD ANNUAL OBJECTIVES**, ENSURING ALIGNMENT WITH LONG-TERM STRATEGIES



#### YEARLY

A HOLISTIC VIEW OF THE PERFORMANCE OVER THE PAST YEAR, **HELPING SHAPE THE UPCOMING ANNUAL STRATEGY**

### KEY MOMENTS

#### CAMPAIGN ANALYSIS

POST-CAMPAIGN REVIEWS PROVIDE INSIGHTS OF THE SUCCESS OF SPECIFIC INITIATIVES, INFORMING FUTURE PLANNING

#### ACTIVATION PLANNING

PERFORMANCE REVIEWS BEFORE CAMPAIGN ACTIVATION HELP ENSURE THAT STRATEGIES ALIGN WITH OBJECTIVES, INCREASING THE LIKELIHOOD OF SUCCESS

#### STRATEGIC PLANNING

QUARTERLY REVIEWS ALLOW FOR A COMPREHENSIVE EVALUATION OF PROGRESS TOWARD LONG-TERM GOALS, ENABLING STRATEGIC ADJUSTMENTS

#### BUDGET PLANNING

ENSURE THAT FINANCIAL RESOURCES ARE ALLOCATED EFFECTIVELY, MINIMIZING WASTE AND OPTIMIZING SPENDING

CONSISTENT REVIEWS LEAD TO BETTER INSIGHTS AND MORE INFORMED DECISIONS, FOSTERING A CULTURE OF CONTINUOUS IMPROVEMENT

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# KEEP IN TOUCH

## HQ: PERFORMANCE COMMUNITY KEY CONTACTS



THANK YOU

# GLOSSARY

# KPI DEFINITION 1/2

## MEDIA

### 1. AWARENESS

Display/ Video/ Social

- Reach
- Frequency
- Video Views
- Impressions
- VTR
- Viewability Rate
- CPM
- CPV
- CPR
- vCPM

### DEFINITION/CALCULATION

- How many unique users were Reached
- How many times an ad was displayed to a user
- Number of video views
- Number of ads displayed (Reach x Frequency)
- View through rate. Average rate of portion of video watched
- Rate of banner visibility on the screen vs impressions
- Cost per mille. Cost per 1000 impressions
- Cost per view.
- Cost per reach. Cost per 1000 reached used
- Available cost per mille – excluding failed impressions

GLOSSARY

### 2. ENGAGEMENT

Display/ Video/ Social

- Completed Views
- Clicks (for display x video formats)
- Engagement
- Completion Rate
- CTR
- Engagement Rate

- Total Completed Views
- Total Clicks
- Any action with ad: like, share, post
- Rate of video views till the end
- Click Through Rate. Ration of clicks to impressions
- Average engagement rate on all assets

# KPI DEFINITION 2/2

## MEDIA

### 2. ENGAGEMENT

*Arrival Rate*

*Average Session Duration*

*CPCV*

*CPC*

*CPE*

*Cost Per Session*

*SOV*

*Bounce Rate*

*Smart bidding target (if used – impression share, maximize clicks)*

*Ratio of clicks versus actual website traffic*

*Average time spent on the site*

*Cost per complete view*

*Cost per click*

*Cost per engagement*

*Cost per session*

*% of Connected ads vs total ads displayed*

*Users who arrived on the website but didn't perform any action.*

*Quantitative objective which is the basis of optimization algorithm*

**GLOSSARY**

### 3. CONVERSION

*Micro Conversions (Add to basket, etc.)*

*Transactions*

*CVR*

*ROI*

*ROAS*

*Actions that are considered valuable but not purchase*

*Sales*

*Conversion Rate*

*Return on Investment*

*Return on Advertising Spent*

# KPI FRAMEWORK

## CALCULATIONS

### 1. AWARENESS

Display/ Video/ Social

Reach  
Frequency  
Video Views  
Impressions  
VTR  
Viewability Rate  
CPM  
CPV  
CPR  
vCPM

#### CALCULATION

Total number of unique users that were Reached  
Total number of times an ad was displayed to a user  
Total number of video views  
Total number of ads displayed (Reach x Frequency)  
View through rate. Average share of portion of video watched  
Rate of banner visibility on the screen vs impressions  
Cost per mille. Cost per impression x 1000  
Cost per view. Cost divided by total number of views  
Cost per reach. Cost divided by total reach  
Viewable cost per mille – excluding failed impressions

### 2. ENGAGEMENT

Display/ Video/ Social

Completed Views  
Clicks (for display x video formats)  
Engagement  
Completion Rate  
CTR  
Engagement Rate  
Arrival Rate  
Average Session Duration  
CPCV  
CPC  
CPE  
Cost Per Session

Total Completed Views  
Total Clicks  
The sum of any action with ad: like, share, post  
Rate of video views till the end. Videos played divided by viewed  
Click Through Rate. Clicks divided by impressions  
Average engagement rate on all assets  
Website traffic divided by clicks  
Total duration of all sessions divided by the number of sessions  
Total cost divided by completed views  
Total cost divided by clicks  
Total cost divided by total engagement  
Total cost divided by sessions

Search

SOV  
Bounce Rate  
Smart bidding target (if used –  
impression share, maximize clicks)

% of Cartier ads vs total ads displayed  
% of users who arrived on the website but didn't perform any  
action.  
Quantitative objective which is the basis of optimization  
algorithms

### 3. CONVERSION

Display/ Video/ Social

Micro Conversions (Add to basket, etc.)  
Transactions  
CVR

Search

ROI  
ROAS

Conversions and dividing by the number of total ad  
interactions  
Sum of all sales coming from media campaigns  
Conversions and dividing by the number of total ad  
interactions

New return on investment divided by cost of investment\*100  
Revenue attributed to campaign divided by the cost of that  
campaign

# APPENDIX

# CARTIER BRAND LIFT STUDY FRAMEWORK

## 1. BLS questions standardization

For each campaign, HQ will deliver standardized BLS questions & parameters in the media guidelines

→ The purpose is to get cross platform / markets learnings at campaign level

## WHAT IS IT?

A guide to define the metrics to follow-up Cartier campaign performances across all the social media and digital platforms.

## WHY?

We look to harmonize the campaign measurement across all the markets in order to build a consistent data bank that allows Cartier to understand the strengths and improvement points **both locally and globally.**

## HOW?

Sharing the measurement guidelines by typology of campaign since the beginning of the fiscal year to simplify the set-up of the BLS in local, while ensuring a complementarity between the PAN and local measurement. Inserting a dedicated slide in each campaign media guidelines to define detailed questions and competitors.

APPENDIX

# BLS METHODOLOGIES ADVANTAGES & LIMITATIONS

APPENDIX

+	-
<ul style="list-style-type: none"> <li>- Same methodology across the countries for the same platform</li> </ul>	<ul style="list-style-type: none"> <li>- Different methodology from one platform to another</li> </ul>
<ul style="list-style-type: none"> <li>- Possibility to track the same metrics across the countries by platform</li> </ul>	<ul style="list-style-type: none"> <li>- Not comparable metrics from one platform to another</li> </ul>
<ul style="list-style-type: none"> <li>- Standardized questions across the countries</li> </ul>	<ul style="list-style-type: none"> <li>- Limited question customization</li> </ul>
<ul style="list-style-type: none"> <li>- Luxury and previous Cartier campaigns benchmark</li> </ul>	<ul style="list-style-type: none"> <li>- Local Benchmark &amp; lack of pertinence regarding the level of investments, audience and media consumption</li> </ul>
<ul style="list-style-type: none"> <li>- Allows us to understand KPIs performance per platforms</li> </ul>	<ul style="list-style-type: none"> <li>- Bias in the KPIs and uplift as we are not aware of the full media journey of the respondents (exposed and unexposed)</li> </ul>

# UNLOCK BRAND LIFT SURVEYS REQUIRES A MINIMUM INVESTMENT TO ENSURE THE REACH



Teads®



	META (Max 4Q)	SNAPCHAT (Max 4Q)	YOUTUBE (Max 3Q)	TIKTOK (Max 4Q)	PINTEREST (Max 6Q)	TEADS (Max 3Q)	LINKEDIN* (Max 4Q)
USA	Min 120k\$ Reach min 2MM	Min 100k\$	Minimum budget 10 days \$10k 1Q / \$20k 2Q / \$60k 3Q	Min 150k\$ Min reach 6M users	Min 100k\$	\$130k x 2Q \$160k x 3Q	Min \$60k  +\$30k each additional question
CANADA	Min 50k\$ CAD Reach 2MM	Min 50k\$ CAD	Minimum budget 10 days \$15k 1Q / \$30k 2Q / \$60k 3Q	Min 70k\$ CAD Min reach 5M users	Min 150k\$ CAD	\$65k x 2Q \$85k x 3Q	
FRANCE	Min 50k€ Reach 2MM	Min 50k€	Minimum budget 10 days \$10k 1Q / \$20k 2Q / \$60k 3Q	Min 50k\$ Min reach 5M users	Min 40k€	50k€ x 2Q 65k€ x 3Q	
UK	Min 35k£ Reach 2MM	Min 50k£		Min 80k\$ Min reach 5M users	Min 60k£	45k£ x 2Q 65k£ x 3Q	
GERMANY	Min 70k€ Reach 2MM	Min 50k€		Min 50k\$ Min reach 5M users	Min 40k€	65k€ x 2Q 80k€ x 3Q	
ITALY	Min 35k€ Reach 2MM	Min 20k€	Minimum budget 10 days \$15k 1Q / \$30k 2Q / \$60k 3Q	Min 45k\$ Min reach 5M users	Min 25k€	45k€ x 2Q 50k€ x 3Q	
SPAIN	Min 25k€ Reach 2MM		Minimum budget 10 days \$10k 1Q / \$20k 2Q / \$60k 3Q	NA	Min 20k€	30k€ x 2Q 40k€ x 3Q	
SWITZERLAND	Min 30k€ Reach IMM		Minimum budget 10 days \$15k 1Q / \$30k 2Q / \$60k 3Q			CHF50k x 2Q CHF65k x 3Q	
UAE	Min 15k\$ Reach IMM	Min 50k\$	Minimum budget 10 days \$5k 1Q / \$10k 2Q / \$20k 3Q	Min 25k\$ Min reach 5M users	NA	\$30k x 2Q \$40k x 3Q	
KSA				Min 25k\$	NA		
SINGAPORE	Min 25k\$ Reach IMM	NA		NA	NA	\$39k x 2Q \$43k x 3Q	
HONG KONG	Min 40k\$ Reach 2MM	NA		NA	NA	35k€ x 2Q 40k€ x 3Q	
SOUTH KOREA		NA		Min 15k\$ Min reach 3.5M users	NA	\$21k x 2Q \$24k x 3Q	
JAPAN	Min 30k\$ Reach 2MM	NA	Minimum budget 10 days \$15k 1Q / \$30k 2Q / \$60k 3Q	Min 20k\$ Min reach 5M users	NA	\$44k x 2Q \$48k x 3Q	
AUSTRALIA	Min 55k\$ Reach 2MM	Min 50k\$ AUD		Min 55k\$ Min reach 3.5M users	NA	\$20k x 2Q \$25k x 3Q	
CHINA							

No BLS available in China for the moment

# MEDIA AUDIENCE FRAMEWORK

## AUDIENCE FRAMEWORK

ADAPTED CAMPAIGN ARCHITECTURE BASED ON CAMPAIGN TYPE AND BUDGET CAPABILITIES

CAMPAIGN TYPE	JOURNEY STAGE	SEGMENT SIZE	SEGMENT ARCHITECTURE
<b>WORLDWIDE TARGETED</b>	Awareness	<b>SUFFICIENCY PLANNING THRESHOLD</b> 50-70% REACH ON T.A	<b>Aspirational</b> (High index non-Luxury, attributes) Affinity, In-Markets, Interest or Context based: e.g., Art, Culture, Cinema, advised per WW Guidelines etc.
<b>TARGETED TACTICAL</b>	Awareness Consideration		<b>Luxury Active - Generic</b> Affinity, In-Markets, Interest, Hashtags or Context related to broad Luxury: e.g., Luxury Goods, Expensive Taste, Luxury Watches, Jewellery, Fashion, Luxury Lifestyle, Luxury Cars... + <b>Cartier 1<sup>st</sup> Party</b> LAL Low to Mid Intent Action (e.g., Visitors)
<b>TARGETED TACTICAL A.O PERFORMANCE</b>	Consideration Purchase		<b>Luxury Active - Specific</b> Competitors, Custom intent, Specific KW, Hashtags, Context: e.g., Tiffany & Co, Chanel, Dior, Rolex, Bulgari, Louis Vuitton, Bulgari BZEro 1, Tiffany & Co Lock, Harrods, La Samaritaine... + <b>Cartier 1<sup>st</sup> Party</b> LAL Mid to High Intent Action (e.g., Dropped Cart)
<b>A.O PERFORMANCE</b>	Purchase		<b>In Maison - Cartier Specific</b> Cartier Fans Cartier Branded Keywords Cartier 1 <sup>st</sup> Party (e.g., Cartier.com Visitors, Campaign engagers) Cartier CRM

APPENDIX