

# Why is it only the giants

- that know everything about you?



# A slide about me

- Kim Østergaard
  - Father of four lovely kids
  - CEO & Founder of eMailPlatform
  - Worked with online since 1997
  - Have build both CMS, ERP, Logistics and eCommerce businesses
  - Founded the eCommerce operation at fashion giant Bestseller
  - Working on rebranding eMailPlatform into MarketingPlatform
  - Companies in 7 countries ... we see EU as our primary market
  - I would be happy to connect on LinkedIn:
    - <https://www.linkedin.com/in/kimostergaard/>



# Where did it all begin

- 8 years ago we decided to create an intelligent MarketingPlatform with powerful features - allowing all companies affordable access to knowledge about their visitors and customers
- Back in time only the largest enterprises could afford intelligent and powerful tools
- We have accomplished only  $\frac{1}{3}$  of my original plan - starting with Email, SMS and Social
- Going forward we are launching many new features and services
  - Chat, Visitor, Intelligence, Product
- All focusing on intelligent communication



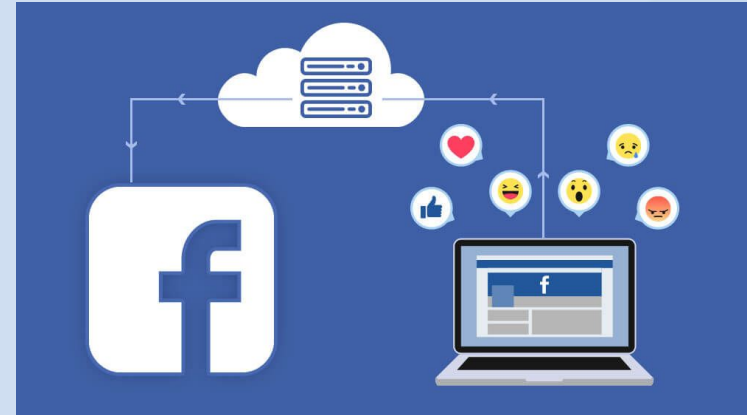
# Scaling requires great hosting

- We started out using normal hosting
  - Renting some machines ... then more machines ... and ...
- That was great for a start
- But didn't work out when growing as fast as we do - and the need for instant up- and down scaling is business critical
- Furthermore we couldn't find all the added services as Google has - ANYWHERE else
  - But it's an ethical dilemma - even hosting in EU
- Then I looked at my dream
  - Building the best Communication Platform in the World
  - Bringing the same level of knowledge to companies as the TECH giants have



# The dilemma of insights versus privacy

- How can we give our customers, the companies doing communication the same level of knowledge as Facebook and Google have on their customers?
  - And at the same time respect the privacy of their contacts, audience, customers ?
- The simple answer is: WE CAN'T
- But should smaller companies - “normal” companies be isolated from these insights
- How far can we go in tracking behavior, combining information about people, devices, companies and ...



# What will happen if we turn off tracking?

- We will have a HUGE problem with knowing good senders from bad senders
- It will be IMPOSSIBLE to deliver any statistics from campaigns
- The TECH GIANTS will still collect information and know “everything”
- Why should we then limit what our customers can see - of their own traffic?
- The ethical dilemma for us is customer data versus global data
  - How can we use data collected to extend the reach of all customers ... and should we?





# Omnichannel Marketing Automation using AI and mapped Intelligence

The logo for Saxo Bank, consisting of the word "saxo" in white lowercase letters on a red rectangular background.

**saxo**

The logo for med24.dk, with "med" in black, "24" in a blue heart shape, and ".dk" in black.

**med24.dk**

The logo for BAUHAUS, featuring three red house icons followed by the word "BAUHAUS" in white uppercase letters on a red rectangular background.

**BAUHAUS**



**My contact details:**  
**kim@emailplatform.com**  
**Mobile phone +45 42 555 555**

The logo for Saxo Bank, featuring the word "saxo" in white lowercase letters on a red rectangular background.

