

Exponea: ANOTHER DIGITAL MILESTONE

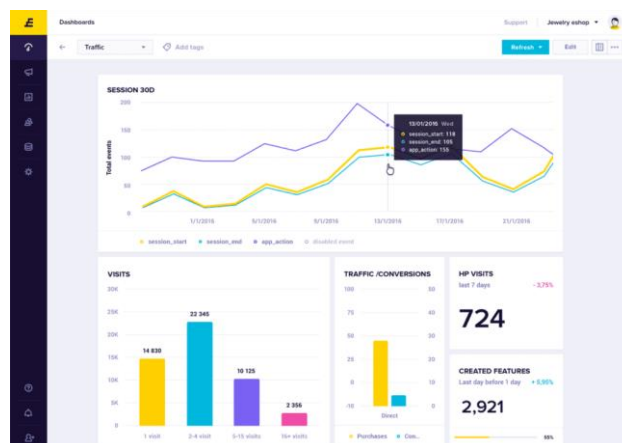
Recently, we've seen our Digital team launch one successful platform after another. New WordPress platforms for our brand sites including Winsor & Newton, Liquitex and Snazaroo; a newly developed B2B platform to best serve our high street retailers and deliver our products directly to their door; and now we're excited to share their next milestone in the digital marketing journey.

Last week marked the first phase in transitioning from our existing platform, DotDigital to a new Consumer Data Platform (CDP) Exponea.



Why move to a new platform ?

Exponea allows us to better understand our consumer behaviours which will, in turn, result in more data-driven decision making for our digital communications planning and brand activation. The CDP will give us more granular data across different audiences (e.g.hobbyists vs fine artists etc.), what content they engage with (or not!), what products they browse or buy, what articles they read or save and importantly what they do next in their consumer journey. This consumer data will help provide data and insight to previously unanswered questions. It will help inform our future digital marketing activities, driving relevance and efficiency and ultimately help to deliver towards marketing objectives for our all our house of creative brands.



What does the phased rollout look like ?

- The first phase happened last week with the migration of over 310K of consumer contacts from Winsor&Newton and Liquitex.
- The second phase will occur in Q1 2021 and will include LeFranc Bourgeois and Snazaroo.
- The final stage will include Elephant.

What has the transition from Dot Digital to Exponea looked like ?

The project has been a mammoth task that involved so many people within Colart and again represented another achievement through significant collaboration, one of the values that make up the Colart family.

It's been a critical project for the Digital team this year. Digital Director Louise Booth would like to recognise the enormous amount of work, commitment and teamwork from everyone involved. This list below highlights the complexity of this project. Louise sends a special thanks to the following people :

- Josh Hart (principal project owner, identifying key requirements/milestones and order of events, QA and testing, migration of consumers from DotDigital to Exponea along with their consents)
- Jules Riosa (main developer on most tasks including tracking implementation, APIs and front-end like subscription pages, web layers etc.)
- Sam Webster (lead implementation of product catalogues and support)
- Liza Skripka (in migrating all email templates from DotDigital to Exponea and building out key eCRM use cases including 2x new welcome programs and upcoming abandon carts, post-purchase programs etc.)
- Aga Taszarek (project manager, ensuring we're all running on track, mitigating risks, coordinating delivery on time etc.)
- Adriano Nannini (dashboard / reporting lead)
- Jasper Alani (helping with importing full historical eCommerce data into the application)

For front-end users of Exponea, keep a lookout of the bite-sized videos on [Colart Academy](#). Scheduled **to be published in January**, step-by-step '**how-to**' guides will be provided to ensure you maximise the unique functionality this platform has to offer.