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Shopping…

- A customer experience

- A brand opportunity

- A chance to connect

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01 | Challenges

Challenges For Retailers
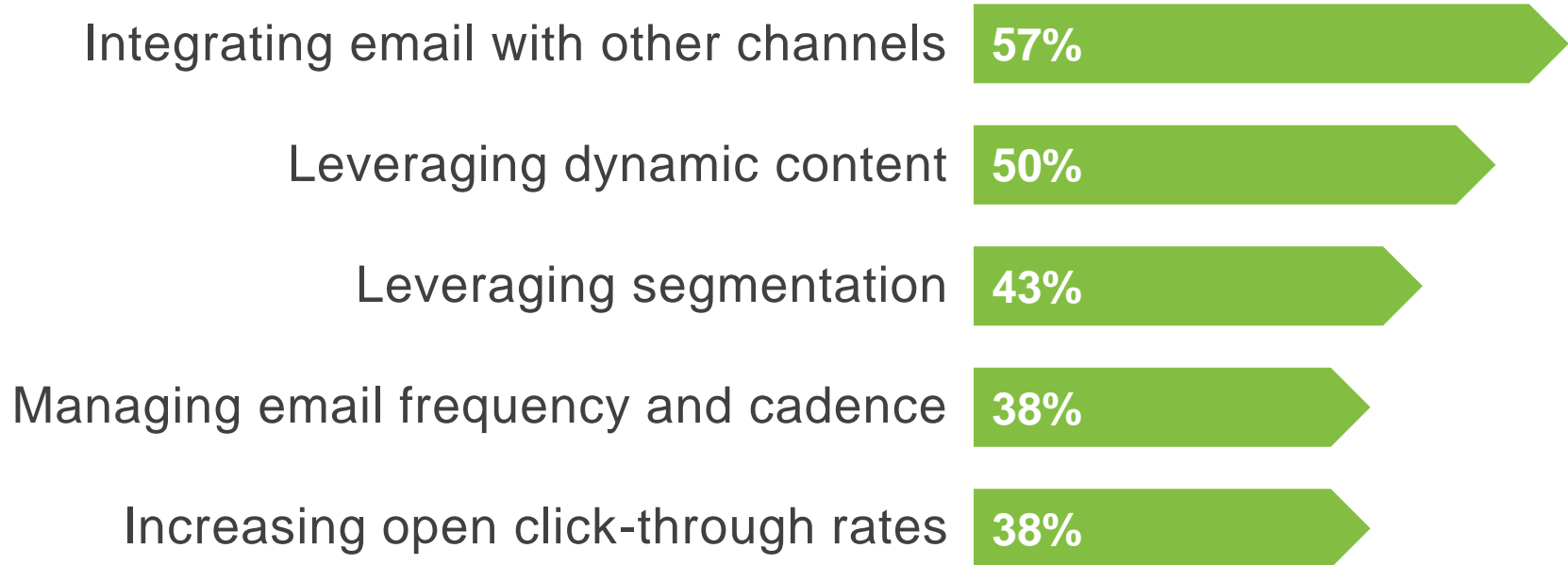
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Challenge	Percentage
Integrating email with other channels	57%
Leveraging dynamic content	50%
Leveraging segmentation	43%
Managing email frequency and cadence	38%
Increasing open click-through rates	38%

Source: Forrester 2013

02

Insight *noun*

The capacity to gain an accurate and deep intuitive understanding of a person

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Purchase

Segment and automate based on what people purchase

Feedback

Use the data your customers provide you to make the right decision

Social

Use publically available data to find out who they are

Email

Are your customers opening, clicking or converting?

Understand what people are looking at but not necessarily buying

Browse

Social

- In 2013, 75% of social generated sales came from Facebook, Twitter and Pinterest

- 39% of Facebook users like brand pages to research products

- 74% of consumers rely on social media to guide their purchases

Source: socialmediatoday.com 2014

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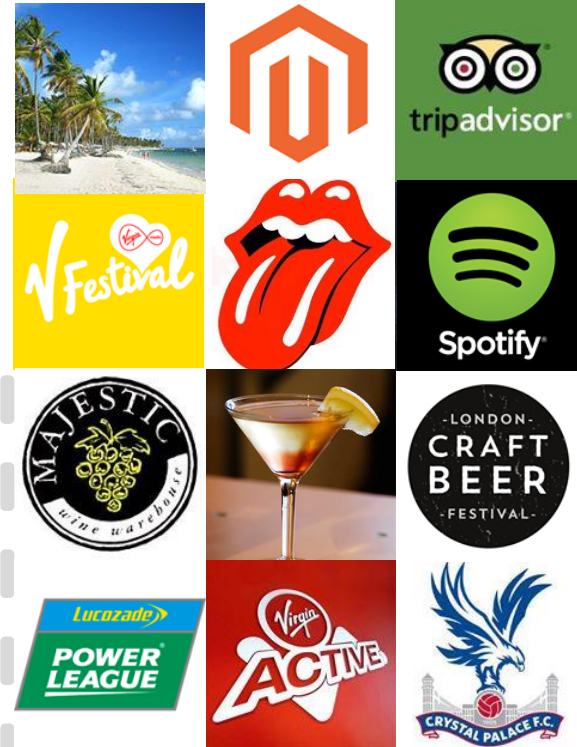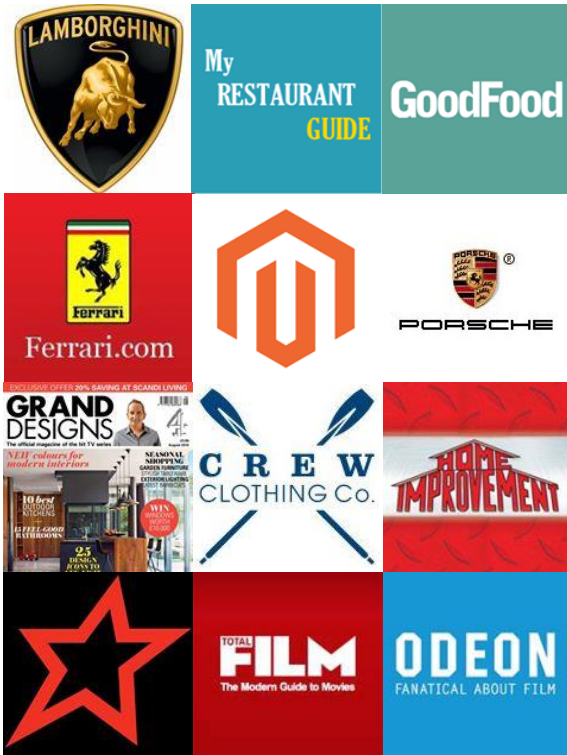
Web Behavior

- 99% of visitors won't buy on the first visit

- 25% abandon to never return, 75% have intent to return

- 19 hours is the average between 1st visit and a purchase

- 29% of sales recaptured through a 3 step abandon cart program

Source: SeeWhy 2013 & dotmailer case study

Purchase History

- Your customers are not all the same!

- 208% higher conversion rate from targeted emails

- 24% increase in revenue

- 21% greater customer retention

Source: Marketingsherpa 2012

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1st Purchase

Used a coupon for free delivery

Different delivery address

Purchased on 30th Month

8th Paul Smith Purchase

Never used a coupon

Next Day Delivery

Delivered to Central London

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Feedback

- People like talking about themselves!

- Ask questions

- Think about customer service & satisfaction

- Make it useful

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Email Behavior

- 33% of consumers say email contributes to online shopping

- 78% people check email on mobile phones

- Lifetime value of an email acquired customer is 12% higher

- 7 in 10 people say they made use of a coupon from a marketing email

- 23.8% of all email opens occur during the 1st hour after delivery

Source: dotmailer infographic 2014

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Opens all emails on iPhone

All opens during the day

Engages with all discount emails

Consistently forwards to people

Opens on multiple devices

Mostly opens during the evening

Engages with new product emails

Socially shares on Facebook

Utilize the Data

- Customer Data

- Sales Information

- Purchase History

- Surveys & Forms

- Social Insight

- Web Insight

Start Humanizing

- Treat your customers as people not data

- Equip yourself with tools that make it easy and fast

- Consider the customers entire purchase journey

- 'Think Big, Start Small, Scale Quickly'

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The Difference

Ben	Jonny
Payday purchaser	Frequent purchaser
Incentivised by coupons	Not incentivised by coupons
Purchased for others	Purchased for himself
Unengaged with email in the evening	Social advocate
Likes: Fast cars, good food, films, home improvements	Likes: Sport, travelling, music, wine, beer and cocktails

ROR – Return on Relationship

- Stand out from the crowd

- Show customers you care about them!

- Always add value and build trust

"A 5% increase in retention yields profit increases of 25 to 100%."

"Repeat customers spend, on average, 67% more than new customers."

Source: Bain and Company

Takeaways

- Insight – Use the data you have and recognize customer as individuals

- Humanize – Reflect your brand, build trust, reward loyalty

- ROR – Build "relationshops" and revenue

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