

MagentoLive

UK | 2014

dotmailer

Transforming Retail into Me-Tail



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INDUSTRY PARTNER



Shopping...

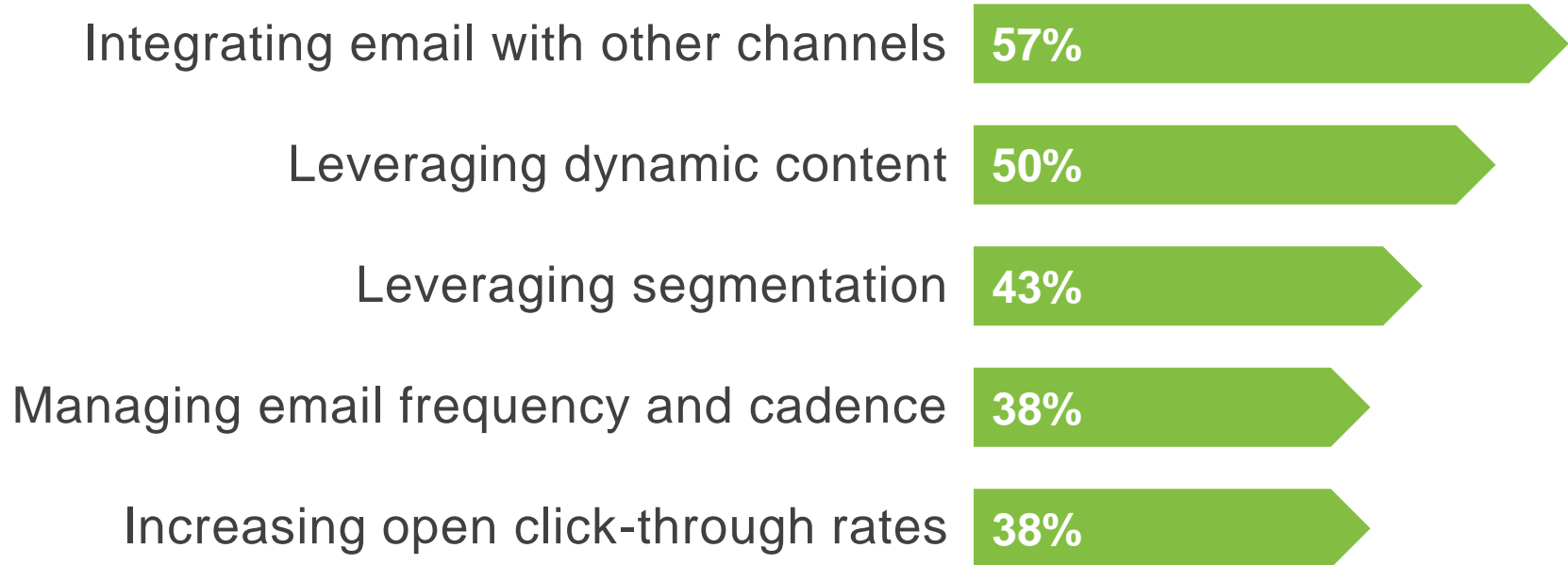
- A customer experience
- A brand opportunity
- A chance to connect



01

Challenges

Challenges For Retailers



Source: Forrester 2013

Let's Get Personal

Male

Age

Digital

Let's Get Personal



Ben Staveley

VS



Jonny Dixon

02

Insight *noun*

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

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

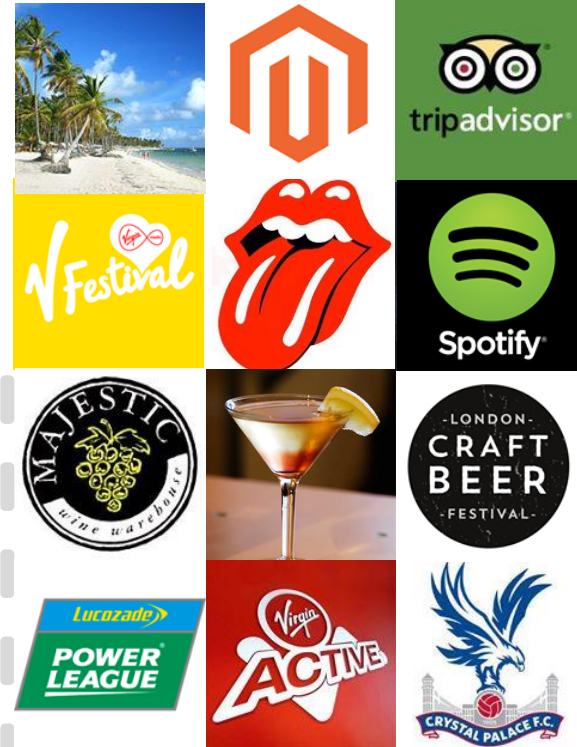
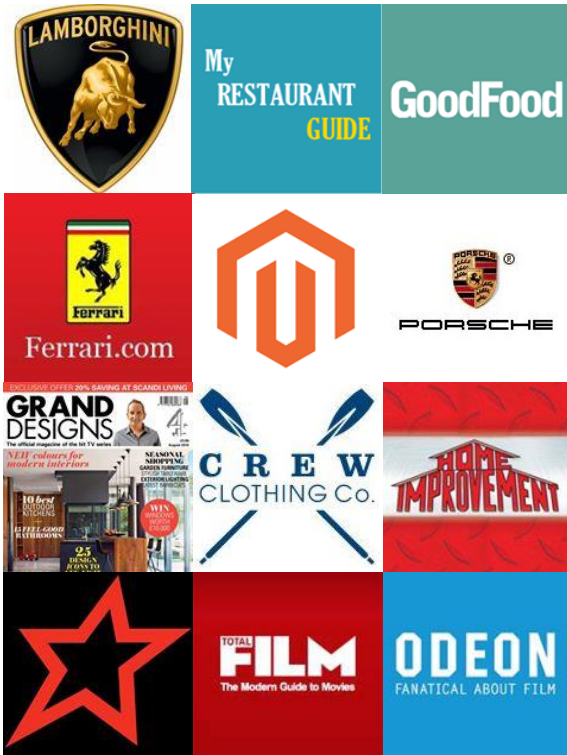
Social



@bsstaveley & @jonnydotdixon

- 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



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

Men's – Shirt



Paul Smith

Men's – Brogues



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



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

Feedback

- People like talking about themselves!
- Ask questions
- Think about customer service & satisfaction
- Make it useful

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



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

03

Me-tail

Utilize the Data

- Customer Data
- Sales Information
- Purchase History
- Surveys & Forms
- Social Insight
- Web Insight

Data Mapping

Data Fields Mapping

AUTOMAP AVAILABLE IN ADVANCED SECTION TO MAP ALL DATAFIELDS.

Customer Information

| | | |
|----------------------|----------------------|-----------|
| Title | TITLE | (WEBSITE) |
| Customer ID | CUSTOMER_ID | (WEBSITE) |
| First Name | FIRSTNAME | (WEBSITE) |
| Last Name | LASTNAME | (WEBSITE) |
| D.O.B. | DOB | (WEBSITE) |
| Gender | GENDER | (WEBSITE) |
| Website Created On | WEBSITE_NAME | (WEBSITE) |
| Store Created On | STORE_NAME | (WEBSITE) |
| Account Created Date | ACCOUNT_CREATED_DATE | (WEBSITE) |
| Last Logged In Date | LAST_LOGGEDIN_DATE | (WEBSITE) |
| Customer Group | CUSTOMER_GROUP | (WEBSITE) |

Address

| | | |
|-------------------------|--------------------|-----------|
| Billing Address Line 1 | BILLING_ADDRESS_1 | (WEBSITE) |
| Billing Address Line 2 | BILLING_ADDRESS_2 | (WEBSITE) |
| Billing State/Region | BILLING_STATE | (WEBSITE) |
| Billing City | BILLING_CITY | (WEBSITE) |
| Billing Country | BILLING_COUNTRY | (WEBSITE) |
| Billing Zip/Postcode | BILLING_POSTCODE | (WEBSITE) |
| Billing Telephone | BILLING_TELEPHONE | (WEBSITE) |
| Delivery Address Line 1 | DELIVERY_ADDRESS_1 | (WEBSITE) |
| Delivery Address Line 2 | DELIVERY_ADDRESS_2 | (WEBSITE) |
| Delivery State/Region | DELIVERY_STATE | (WEBSITE) |
| Delivery City | DELIVERY_CITY | (WEBSITE) |
| Delivery Country | DELIVERY_COUNTRY | (WEBSITE) |
| Delivery Zip/Postcode | DELIVERY_POSTCODE | (WEBSITE) |
| Delivery Telephone | DELIVERY_TELEPHONE | (WEBSITE) |

Sales

| | | |
|------------------------|---------------------|-----------|
| Total Number of Orders | NUMBER_OF_ORDERS | (WEBSITE) |
| Average Order Value | AVERAGE_ORDER_VALUE | (WEBSITE) |
| Total Spend | TOTAL_SPEND | (WEBSITE) |
| Last Purchase Date | LAST_ORDER_DATE | (WEBSITE) |
| Last Order ID | LAST_ORDER_ID | (WEBSITE) |
| Include Total Refund | TOTAL_REFUND_AMOUNT | (WEBSITE) |

* Include total refunded amount for customer group.

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’

The Difference

Ben

Payday purchaser

Incentivised by coupons

Purchased for others

Unengaged with email in the evening

Likes: Fast cars, good food, films,
home improvements

Jonny

Frequent purchaser

Not incentivised by coupons

Purchased for himself

Social advocate

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

04

Takeaways

Takeaways

- Insight – Use the data you have and recognize customer as individuals
- Humanize – Reflect your brand, build trust, reward loyalty
- ROR – Build “relationships” and revenue

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Any questions?

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