

## PRESENTER



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# How to Nurture Customer Loyalty with Personalized Post-Purchase Emails

*Presented by*

**ORACLE®** Bronto

# HOW TO NURTURE CUSTOMER LOYALTY WITH PERSONALIZED POST-PURCHASE EMAILS

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[www.Bronto.com](http://www.Bronto.com)

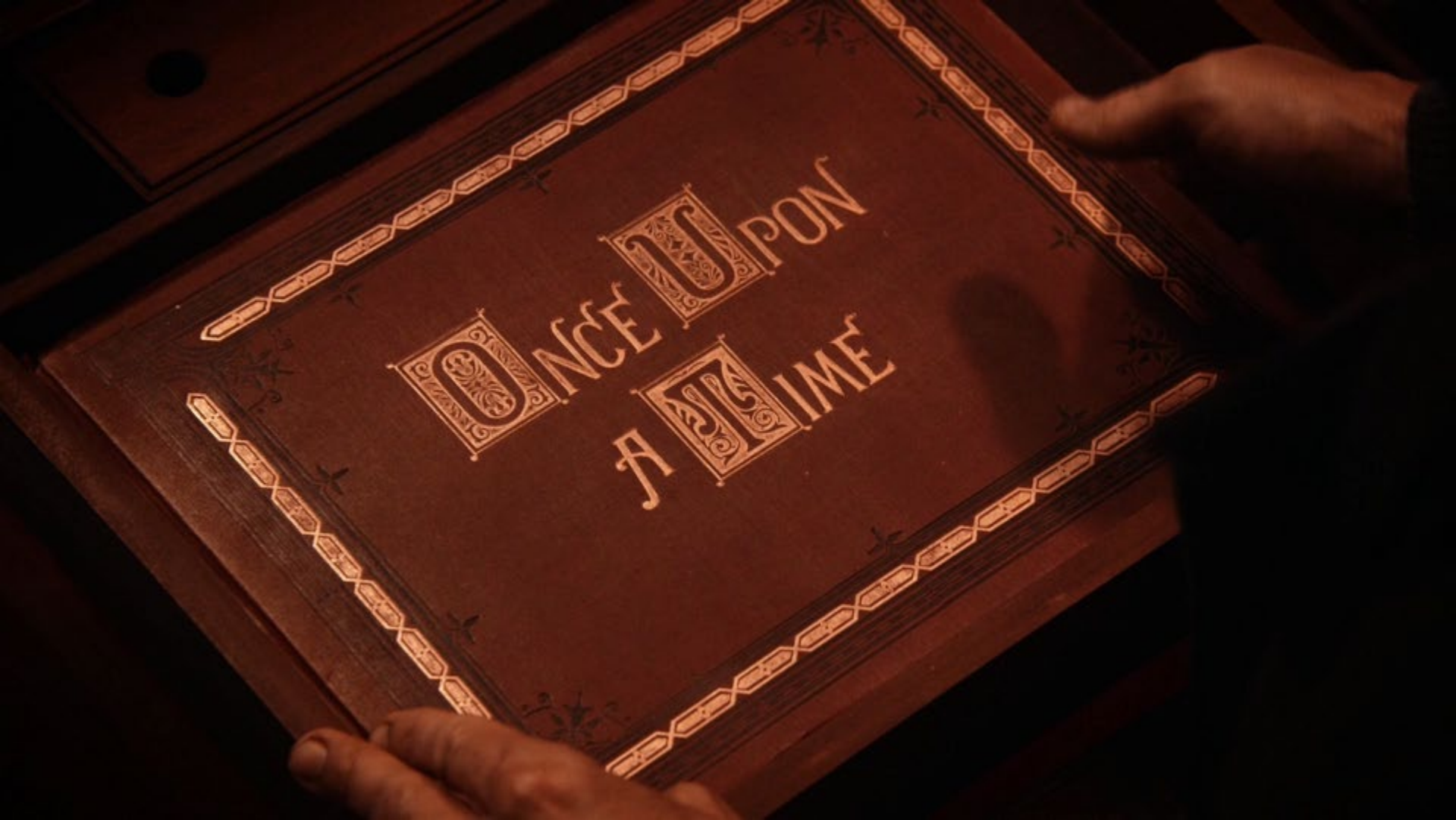
**ORACLE** Bronto



# Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

ONCE UPON  
A TIME



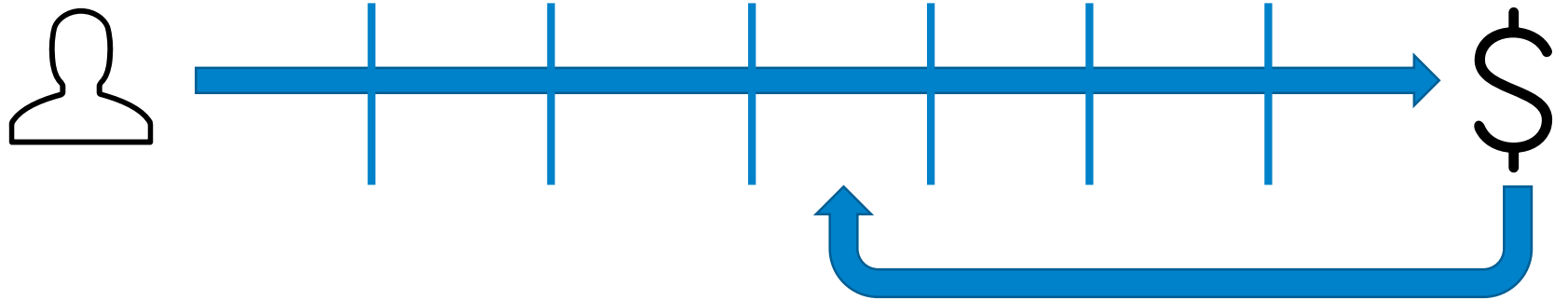
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Thanks for your money.

Now buy some more *stuff* you  
super-handsome devil you.

# CUSTOMER JOURNEY

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# CUSTOMER JOURNEY

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# CUSTOMER JOURNEY

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**What if I don't  
come back?**

**Do I get a win-  
back campaign?**



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Can you win back someone you  
haven't won?

# POST-PURCHASE MESSAGING

- Enhances the customer *experience*.
- Nurtures customers.
- Engages and helps.
- Differentiates.
- Should increase, not cannibalize.



# AGENDA

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**Examples of post-purchase messages**

**Better understanding your purchaser data**

# POST-PURCHASE MESSAGING

# POST-PURCHASE MESSAGES

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- Purchaser sign-up welcome
- Thank you w/wo incentive
- Customer service reinforcement
- Product care/Insider tips
- Cross sell/recommendations
- Shoppers club/loyalty card signup
- Product rating & review message
- Site resources
- Reorder reminder
- Update preferences

- Offer reminder
- Gif-reminder services
- Refer-a-friend

## **Social-Driven Messages:**

- UGC/photo sharing
- Product care/How-to channels
- Partnerships
- Social previews/teasers
- Live/Story reviews or sharing

- **Loyalty Messages:**
- Program invite
- Program welcome
- Benefits message
- Spend tier incentives

# PURCHASER SIGN-UPS



**ROCKLER**  
WOODWORKING AND HARDWARE  
Create with Confidence™

Home New Outlet My Account 800-279-4441

Thank you for your purchase and  
**WELCOME!**

What you can expect from us:

- Exclusive deals available only via e-mail
- Early notice of sales and clearance items
- Updates on new and innovative products available only at Rockler
- Easy access to free plans, how-to information and more than 20,000 items on Rockler.com

Follow Rockler On: Facebook YouTube Twitter Pinterest

*Image: A man in a red plaid shirt working on a wooden project in a workshop.*



HalloweenCostumes.com

SHOP Mens | Womens | Kids BLOG

**WELCOME!**

Thanks for your order and signing up to receive Halloween happenings in your inbox!

You are now part of an active community of over 1,000,000 costume-clad, fun-loving, sometimes spooky subscribers who always dress to impress! You will now be tuned in to the newest product releases, our exclusive sales, and some of the best costume-related content on the web. Thanks for joining!

The HalloweenCostumes.com Team

Now that you've got an order on its way, check out our blog! It's full of creative ideas, humor, and DIY articles to help you get the most out of your costume.

We are here if you need us!  
60 Day Return Policy  
& Excellent  
Customer Service

**VIEW OUR BLOG**

*Image: Three people in costumes: a man as Wile E. Coyote, a child as Captain America, and a woman in a green military-style outfit.*

# JUST SAY THANKS

EST. 1892  
**Abercrombie  
& Fitch**  
NEW YORK

**WE'RE HONORED**  
THAT WHEN IT COMES TO STYLE,  
YOU THINK OF US

There's a lot of choices out there but you singled us out and that means a lot. We just want to express how much we appreciate your business. When you're looking for something truly special, we hope that we'll continue to be the place you think of first.

Thank you!

- Abercrombie & Fitch

**JACK & JONES**

ORANGE PREMIUM WINDWEAVE

**THANK YOU!**

WE HOPE YOU ENJOYED SHOPPING WITH US. WHILE YOU WAIT FOR YOUR ORDER KEEP AN EYE ON OUR INSTAGRAM.

GET SOCIAL



**Crate&Barrel** View with images

New Arrivals Furniture Decorating Dining Kitchen Sale

**Thanks**

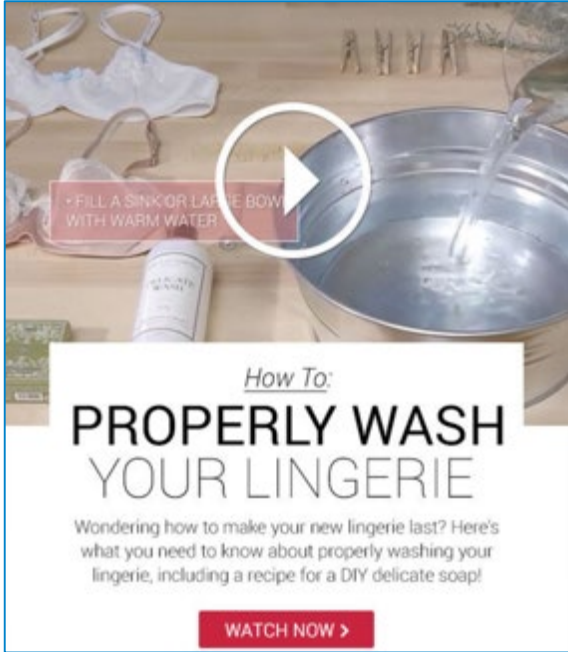
We appreciate your most recent purchase and hope you love your new items. If you have any questions, you can visit us in stores or call Customer Service 24/7 at **800.967.6696**.



**You'll Also Love**

- Wine-Butte Stopper \$1.95
- Set of 2 Vacu Vin® Grey Wine Stoppers \$4.95
- Mr. Champagne Glass \$3.95
- Rabbit® Rubber Stopper \$1.95

# BE HELPFUL




FILL A SINK OR LARGE BOWL WITH WARM WATER

*How To:*  
**PROPERLY WASH YOUR LINGERIE**

Wondering how to make your new lingerie last? Here's what you need to know about properly washing your lingerie, including a recipe for a DIY delicate soap!

[WATCH NOW >](#)

PARACHUTE BEDDING BATH DECOR




**We've Got You Covered**  
Thank you for shopping our Bedding Collection. Make the most out of sleeping with the best...

**HOW TO**  
**Care For Your Bedding**

An essential read on maintaining your Bedding, from laundering and folding to storing and replacing.


[YES PLEASE](#)

**LEATHERMAN**  
MULTI-TOOLS POCKETTOOLS KNIVES ACCESSORIES



**Thank you for your recent order!**


GET TO KNOW YOUR LEATHERMAN



**REGISTER YOUR TOOL**

When you register your Multi-Tool, PocketTool or Knife with us, you can help us keep up to date on how our customers are enjoying their products and what we can do to make them even better.

[REGISTER YOUR TOOL ONLINE](#)



**MAINTAIN YOUR TOOL**

All Leatherman products are manufactured from 100% high-grade stainless steel. Your Leatherman product should be cleaned, dried, and re-oiled periodically to inhibit rust and corrosion.

[MAINTENANCE TIPS](#)



# SALES FOCUSED



**WINDSOR**  
New Arrivals | Dresses | Sale

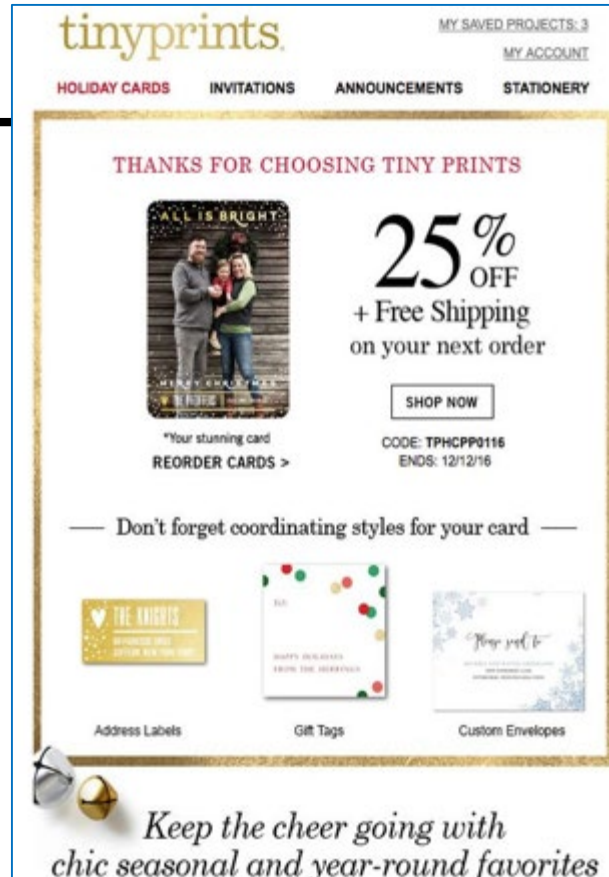
**Thank You**

FOR SHOPPING WITH US!  
HERE'S

**FREE SHIPPING!**

ON YOUR NEXT ONLINE ORDER OVER \$50


USE CODE



**tinyprints.** MY SAVED PROJECTS: 3  
MY ACCOUNT

HOLIDAY CARDS INVITATIONS ANNOUNCEMENTS STATIONERY

THANKS FOR CHOOSING TINY PRINTS




\*Your stunning card  
REORDER CARDS >

**25% OFF**  
+ Free Shipping on your next order


SHOP NOW

CODE: TPHCPP0116  
ENDS: 12/12/16


— Don't forget coordinating styles for your card —



Address Labels



Gift Tags



Custom Envelopes


Keep the cheer going with chic seasonal and year-round favorites



**EVERLAST** \*FLAT RATE SHIPPING \$6.95\*

BOXING MMA FITNESS WOMEN APPAREL SALE #TEAMEVERLAST

AS OUR WAY OF SAYING THANKS



— HERE'S —

**10% OFF**

YOUR NEXT ORDER ON EVERLAST.COM\*

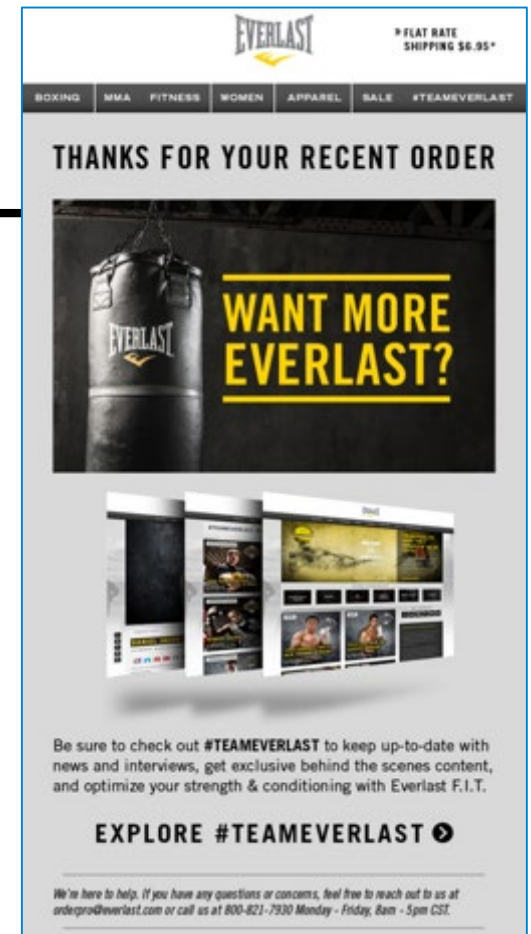
USE CODE

SHOP NOW

# CONTINUE ENGAGEMENT



**64%** of Millennials recommend a product or service on social media at least once a month.



CrowdTape, Social Influence: Marketing's New Frontier, 2017.

# MAKE REVIEWS DO MORE

**85%** of consumers trust online reviews as much as personal recommendations.



**CheapBats.com**  
No Hassle Returns  
100% Satisfaction Guaranteed

**Review**  
Your New Gear  
& Enter to  
Win a Free Bat!

Write a review for a product on CheapBats.com and enter to win a free bat of your choice (up to a \$200 value)

Write a Review on a Product from Your Latest Order Now



**BUYCOSTUMES**  
ADULT TEEN KIDS ACCESSORIES DECORATIONS SALE IDEAS

**Write a Review**

Like it, love it or not at all, we want to know! Your input helps us create the ultimate product selection, and it also keeps BuyCostumes.com customers (like you!) well-informed about the items they are browsing.

Order Number: [REDACTED]

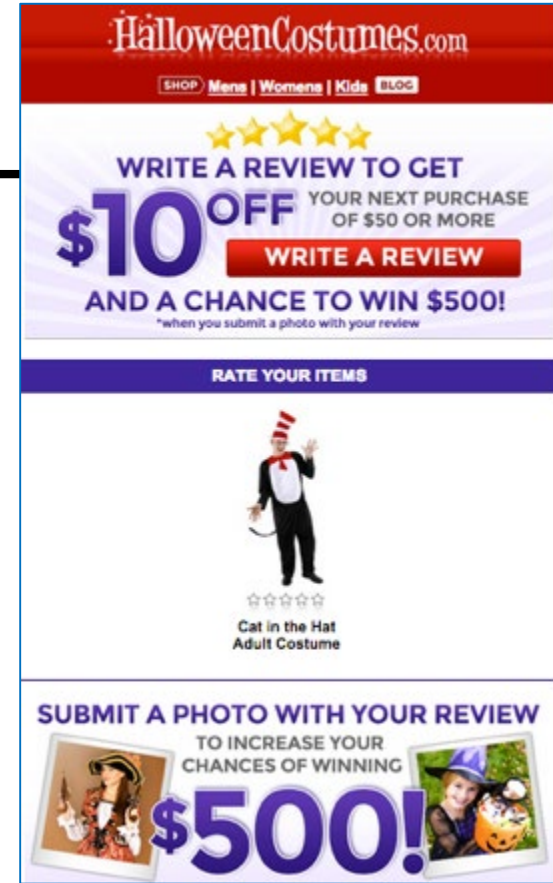
**Parrot, Pirate**  
WRITE A REVIEW >

**36" Spooky Hanging Ghost**  
WRITE A REVIEW >

**SHOW US HOW YOU WEAR IT!**

Inspire others with photos of you in costume!  
Don't forget to tag #LifesBetterInCostume

Facebook, Instagram, Twitter, YouTube, Pinterest icons



**HalloweenCostumes.com**  
SHOP Mens | Womens | Kids BLOG

★★★★★  
**WRITE A REVIEW TO GET \$10 OFF** YOUR NEXT PURCHASE OF \$50 OR MORE  
**WRITE A REVIEW**  
**AND A CHANCE TO WIN \$500!**  
\*when you submit a photo with your review

**RATE YOUR ITEMS**

**Cat in the Hat**  
Adult Costume  
★★★★★

**SUBMIT A PHOTO WITH YOUR REVIEW**  
TO INCREASE YOUR CHANCES OF WINNING  
**\$500!**

BrightLocal, "Local Consumer Review Survey 2017", 2017.

# TRANSACTIONALS

- Reinforce brand-voice
- Include product recommendations
- Make CS info prominent (be helpful)



Thanks for your support!

We hope you can share your purchase with others and perhaps inspire your intellectually impoverished colleagues. (Yes the one sitting over there).

## Your fuucking order has shipped.

Please allow 5-7 business days for domestic delivery and 2-3 weeks for international delivery. Be fucking patient. Your life will soon be complete.

Here's your tracking information:

The package's ID is 9400110200830868236050

To check the status of your package at any time please visit:

<https://www.usps.com/Status?PFC=US&0110200830868236050> or the U.S. Postal Service's website: <http://www.usps.com/>

Good Fucking Design Advice was founded on the principle of passion. The passion to fall in love with your work, to never accept 'good enough,' as a standard, to stay up all night agonizing over the details, and to inspire others to do the same. We are appreciative of your support and hope that our products will be a constant inspiration to you and your work.

Is there something you would like to see in the store? Drop us a line:

[store@goodfuckingdesignadvice.com](mailto:store@goodfuckingdesignadvice.com)

Thanks,

Brian + Jason

Good Fucking Design Advice aims to serve the needs of the greater design community for the common good.

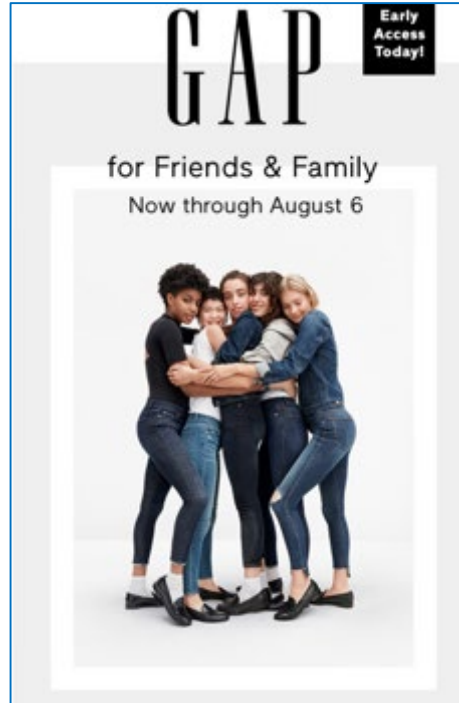
Whether you're a student unable to receive a timely response from a professor, a designer eagerly awaiting feedback from a vacationing art director, or a sheltered freelancer lonely toiling away in her studio apartment, Good Fucking Design Advice will provide you with immediate unbiased assistance 24/7.

Check out some of our new products:



# REWARD EMAIL CUSTOMERS

- Try subtle, purchase-related reminders
- Ask how things have been since their purchase
- Provide value-adds for past customers
- Test recommendations as enticement



# PURCHASER DATA AND PROMOTIONAL SENDS

# FIGURING OUT POST-PURCHASE

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INPUT = OUTPUT

*- Lots of people, I guess*

# SEGMENT PURCHASERS



**Purchasers among email subscribers**

# of Orders	Lifetime	TTM	TTM % of Active List
0			
1			
2			
3			
4+			



# SEGMENT PURCHASERS



**Isolate recent purchasers**

Last Order Date			
1-7 Days		12+ Months	
8-14 Days	29-59 Days		
15-21 Days	60-89 Days		
22-28 Days	90-365 Days?		
1x	2x	3x	4+

# AGGREGATE DATA

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## Segment promotional sends

- Send to these segments in order to gather independent segment results.
- Capture data on normal KPIs (open, click, conv, RPE, and unsubs).
- Be sure to record any promo offered in the messages – especially for recent purchasers.

# DETERMINE TIMEFRAMES

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## Analyze behavior

- Who is unsubscribing at higher rates?
- Who is converting at higher / lower rates?
- What incentives are each of these groups converting on at higher clips?
- How are your 1-14 and 15-28 day purchasers converting?

# PLAN THE POST-PURCHASE

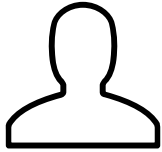


## Determine a timeframe

- Use 1-28 day purchase data to suggest how to approach targeting recent purchasers.
  - If 1-7 days converts at low levels, this is a good brand-building window.
  - Which incentive increases repeat purchases?
  - In which week are you seeing the biggest lift in conversions? Use this to determine timing for cross-sell/prod rec emails or to help assess your “win-back” campaign.

# CUSTOMER JOURNEY

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# CUSTOMER JOURNEY

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# POST-PURCHASE RESULTS

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**One Message:** Customer service “thank you“ 7 days post-purchase.

**Lift over promo messages:**

- Open Rate: +158%
- Conv Rate: +327%
- RPE: +1,755%
  
- **Message generates 1% of email revenue while accounting for only 0.03% of email sends.**

**3 Messages:** CS thank you, Product care for item purchased, Style guide (all w/ offer).

**Lift over promo messages:**

- Open Rate: +185%
- Conv Rate: +183%
- RPE: +884%
  
- **Series generates 4.3% of email revenue while accounting for only 0.45% of email sends.**

**3 Messages:** CS thank you, Website resources, Club invitation/Blog resources (all w/ no offer).

**Lift over promo messages:**

- Open Rate: +152%
- Conv Rate: +126%
- RPE: +489%
  
- **Series generates 4.6% of email revenue while accounting for only 0.8% of email sends.**

# THANK YOU

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**Info@Bronto.com**

[www.bronto.com](http://www.bronto.com)

@Bronto



# Q&A SESSION

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