Keeping the Connection
Automated Messages and the Multi-Device Shopper

Jim Davidson
Head of Research
Bronto Software
Christmas Shoppers!
Christmas Shoppers?
Consumer Behaviour
<table>
<thead>
<tr>
<th>How We Market</th>
<th>How They Shop</th>
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Ready, Set, Send
Marketing Automation & the Customer Lifecycle

bronto.com/resources

Part I: The Pre-Purchase Workout
Part II: Shopping Cart-io
Part III: Transactional Message Training
Part IV: The Post-Purchase Workout
Rethinking the Path to Purchase

Post-Purchase Priorities

Making the Mobile Connection

Wrap Up & Questions
Rethinking the Path to Purchase
Traditional View of the Path to Purchase

- Browsing
- Carting
- Checking Out
- Purchase
- Post-Purchase
Traditional View of the Path to Purchase

- Browsing
  - Dynamic Product Pages
  - Abandonment Reminder

- Carting
  - Cart Page Features
  - Abandonment Reminders

- Checking Out
  - Pagination
  - Processing
  - Data Acquisition
  - Processing
  - Abandonment

- Order Confirmation
  - Order Confirm
  - Set Expectations

- Post-Purchase
  - Shipping Confirm
  - Welcome Series
  - Customer Service
  - Repeat Purchase
Rethinking the Path to Purchase

Browsing
Carting
Checking Out
Purchase
Post-Purchase
Rethinking the Path to Purchase

FINISH START FINISH START FINISH START FINISH START FINISH

Browsing Carting Checking Out Purchase Post-Purchase
Post-Purchase Priorities
Path to the *REPEAT* Purchase

Browsing → Carting → Checking Out → Purchase → Post-Purchase
Path to the *REPEAT* Purchase

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- Post-Purchase
Path to the REPEAT Purchase

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- Post-Purchase
  - Shipping Confirm
  - Welcome Series
  - Customer Service
  - Repeat Purchase
16% YoY revenue increase
33% of total email revenue

27% of subscribers are repeat customers
41% of sales generated from repeat customers

### Post-Purchase Series Menu

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Transactional
Post-Purchase: Transactional Messages

Subject: Order Confirmation

Thank you for your recent order. Below is your confirmation that we received your order. Please review the information below and notify us immediately if you have any questions.

Customer Service
Account Online
080.1234

ORDER CONFIRMATION

Bill To:

Durham NC 27707
US

Ship To:

Durham NC 27707
US

1 Wine Back
@ $495.00 = $495.00

Order Date: 12/29/13
Payment By: Visa
Confirmation No. 322645104E
Tracking Information

Store Credit: $0.00

TOTAL DUE: $495.00

VS.
Customer Service Touchstone

Shipping Corrections / Costs

Customer Assurance

Encouraging Loyalty

Reinforced Savings
Post-Purchase: Transactional Messages

**Similar Products**

**Related Products**
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Post-Purchase: Customer Service

Post-Purchase Coupon

Thank you for shopping at OneCall
We appreciate your business and as a special thank you, we'd like to offer you a coupon redeemable on your next order.

Enjoy an extra $25 off your next purchase over $150*
- Shop online or call 1-888-456-5134
- Use code TYS2537535 at checkout
- Offer valid for two weeks beginning March 7, 2012

Redeem this Coupon Today

Our favorite shopping links?
- Home Page
- Coupons & Special Offers
- On Sale
- Clearance List
- Customer Favorites

We're here to help
We designed OneCall.com to provide everything you need for selecting the right products. Of course, if you ever need assistance, our friendly experts are just a phone call away at 1-888-456-5134.

Videos and Upsell

Thank you for purchasing your Blu-ray player from OneCall.
We like to delight our customers so we have created the videos and articles below to answer some of our most frequently customer questions. Enjoy.

Adding Great Sound to Your Home Theater
There is nothing more exciting than watching a movie full of action, explosions, and crashes or tuning in to your favorite sports team and hearing the sound of body checks erupting from all directions. If you are at home watching TV, why wouldn't you want the most interactive experience you can get?

HDMI 1.3 vs. 1.4 Explained (video)
Watch Jerry explain HDMI (the High Definition Multimedia Interface) cable and the differences between 1.4 and 1.3.

Power Surge Protection (video)
Watch Stephanie explain the advantages of using the proper surge protection on your valuable home theater investment.
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**Transactionals**

**Customer Service**

**Promotional**
Post-Purchase: Reorder Reminder

- Started simple…
  - ...Kept it simple

- 40% Open rate
- +21% Conversion rate
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**Transactional**

**Customer Service**

**Promotional**

**Data and Content**
Post-Purchase: Data and Content

- Closer to product page
- Current rating gives touchstone

126% Increase in Open Rate
2x Increase in CTO
25% Decrease in Conversion
Making the Mobile Connection
Making the Mobile Connection

- Optimized Site
- Store Appointments
- Product Availability
- Custom Designs
- Mobile-Friendly Store Location
Connecting the Consumer

Active Shoppers ≠ Informed Shoppers
Connecting the Consumer

Here's how it works:
1. Show this email and your Rewards number at checkout.
2. Receive the savings when you earn your next Reward.

Not a Rewards member? It's FREE to join. Ask an associate for details.
Connecting the Store Experience

Active → Passive

- Text RRS to 25777 to receive Rack Room Shoes mobile coupons. Standard rates apply.
- Download our FREE Michaels iPhone App! Scan the QR Code below or visit the App Store to download today.
- Download The App!
- Express Mobile
- Express.com
- Follow our CMO @ExpressLisaG on Twitter and Find us on Facebook
- Express VIP
- No Soliciting
Wrap Up & Questions
Rethinking the Path to Purchase

Understand the shopper’s shifting expectations
Market to the moment, not the journey
| Rethinking the Path to Purchase | Understand the shopper’s shifting expectations  
| Post-Purchase Priorities | Market to the moment, not the journey  
| | Confirmations are only the beginning  
| | Balance the journey with the moments  |
| Rethinking the Path to Purchase | Understand the shopper’s shifting expectations  
Market to the moment, not the journey |
|----------------------------------|----------------------------------------------------------------------------------|
| Post-Purchase Priorities         | Confirmations are only the beginning  
Balance the journey with the moments |
| Making the Mobile Connection     | Don’t underestimate. Don’t make assumptions.  
Focus on convenience as well as the connection |
Questions?

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Head of Research
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