



Magento **Live**

UK | 2017



Sweetening the Deal: Growing with MailChimp's Multichannel Features

A large teal graphic on the left side of the slide, consisting of a diagonal line from the top-left to the bottom-right, and a white trapezoidal shape extending from the bottom-left towards the center.

Introduction

Introduction: MailChimp



Introduction: Gauge Interactive



Sweetening the Deal



Old Time Candy.com

Candy you ate as a kid®



WALK THE CANDY AISLE

Walk the aisles of the OldTimeCandy.com and you will find over 300 different kinds of Candy you ate as a kid®. When you add up all of the flavors and sizes, we have over 700 options to choose from.



DEALS OF THE WEEK



DECADE GIFT BOXES



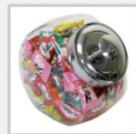
PERSONALIZED
CANDY BAR
WRAPPERS



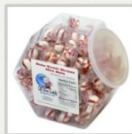
LUNCH BOXES WITH
CANDY



PARTY FAVORS



GLASS CANDY JARS



PLASTIC TUBS OF
CANDY



CANDY BARS



MOVIE THEATER
CANDY



WHAT'S NEW



Automating Customer Happiness

Three campaigns:

1. Timed emails
2. Welcome emails
3. Abandoned cart emails

Automating Customer Happiness

“You have to continually test. Create a hypothesis, run the automated series, and then look at open rates, click rates, and revenue. Does it match your hypothesis? If not, pivot.”

Automating Customer Happiness: Timed Emails

- Open rate: 30.8%
- Click rate: 5.4%
- Above list average
- Greater discount offered
- Revenue: \$20k



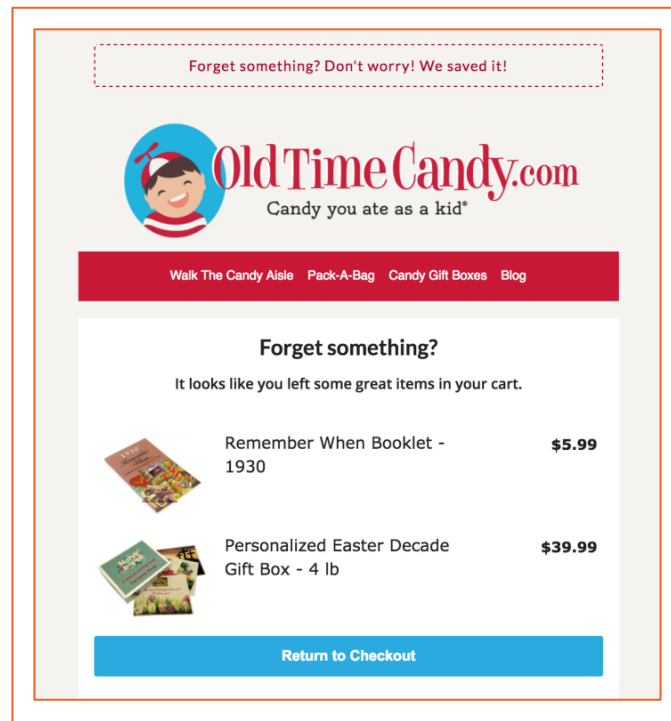
Automating Customer Happiness: Use a welcome email

- Open rate: 39%
- Click rate: 7.4%
- 2.5x higher than list average
- Revenue: \$22k



Automating Customer Happiness: Abandoned cart emails

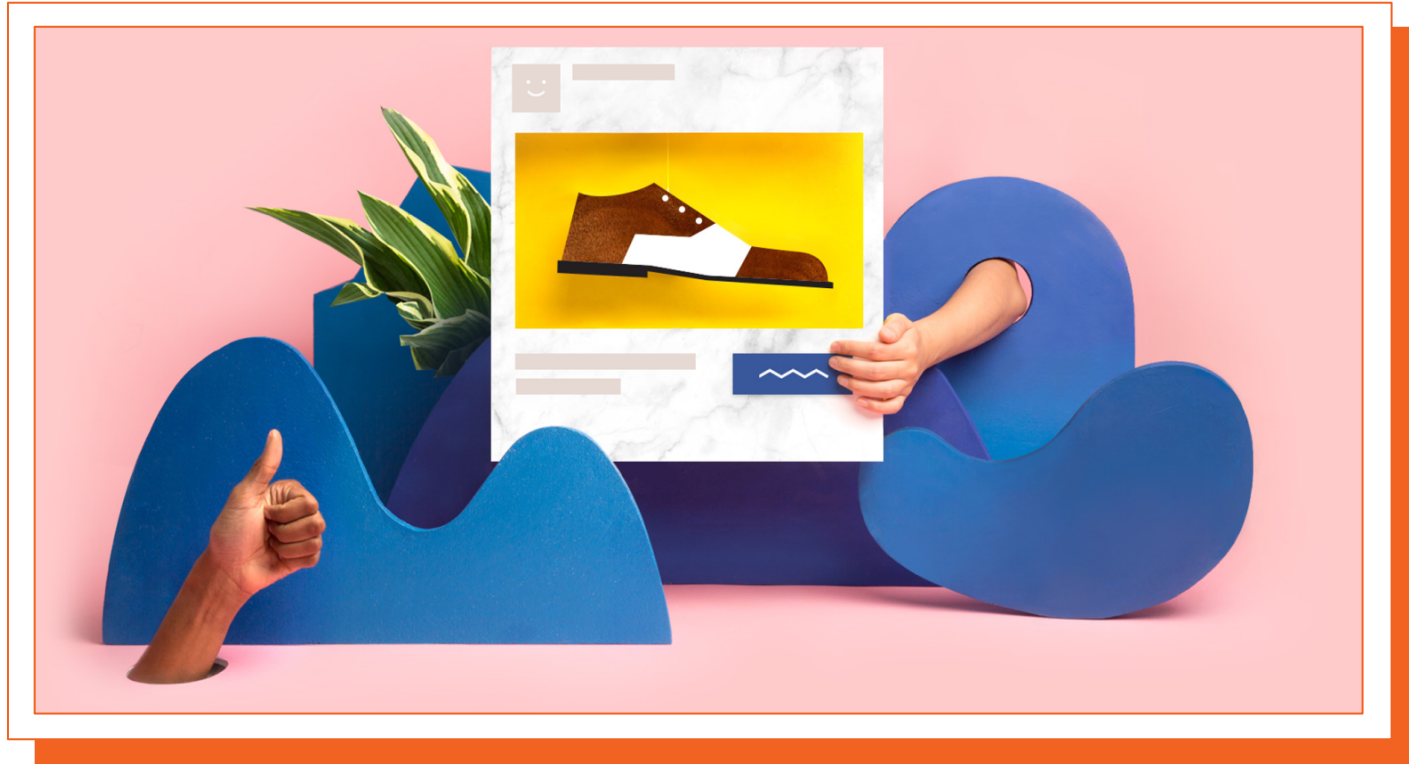
- Open rate: 38%
- Click rate: 11%
- 2.5x higher than list average
- Revenue: \$50k/year



Automating Customer Happiness: Takeaway Tips

- **Connect your store**
- **Take advantage of automation options**
- **Don't flood inboxes**
- **Make sure the imagery and brand voice stay consistent**

Facebook Ads



Facebook Ads





Facebook Campaigns Overview

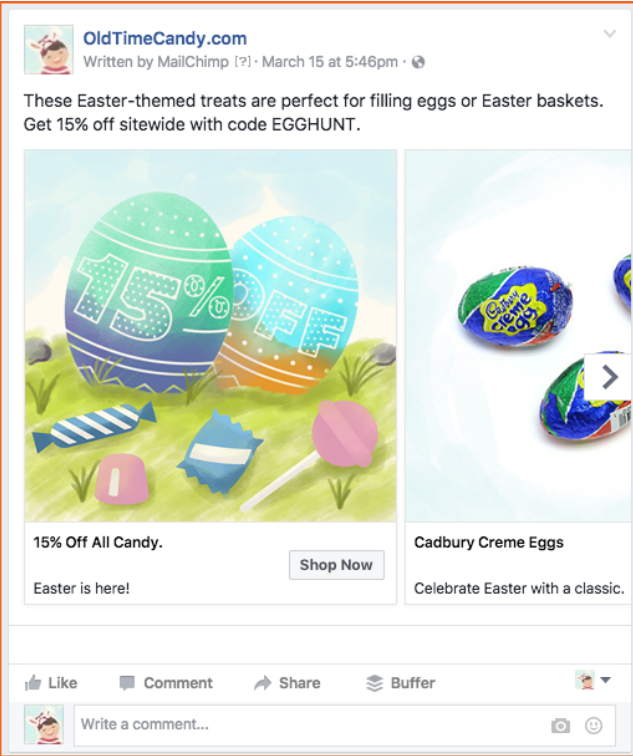
Three campaigns with three goals:

1. Easter Promotion – revenue
2. Candy Memories Contest – email signups
3. Water Wells for Africa – donations

Compared running ads through Facebook vs. MailChimp.

Easter Promotion

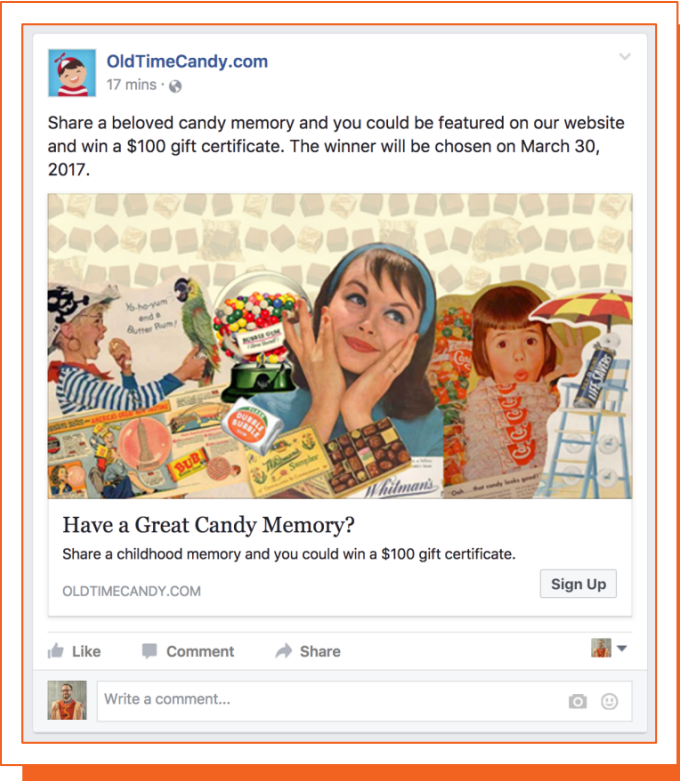
- 162k reached
 - 363 likes
 - 92 shares
 - 24 comments
-
- \$13k revenue - up 77% YOY
 - MailChimp “similar” audience up 216% over baseline



The image shows a Facebook post from OldTimeCandy.com. The post is dated March 15 at 5:46pm and was written by MailChimp. The main text of the post reads: "These Easter-themed treats are perfect for filling eggs or Easter baskets. Get 15% off sitewide with code EGGHUNT." Below the text are two images. The left image shows two large, colorful Easter eggs (one green and one blue) with "15% OFF" written on them, set against a background of grass and candy. Below this image is the text "15% Off All Candy." and "Easter is here!" with a "Shop Now" button. The right image shows several Cadbury Creme Eggs. Below this image is the text "Cadbury Creme Eggs" and "Celebrate Easter with a classic." The post also includes a row of interaction buttons: Like, Comment, Share, and Buffer, and a comment input field at the bottom.

Candy Memory Contest

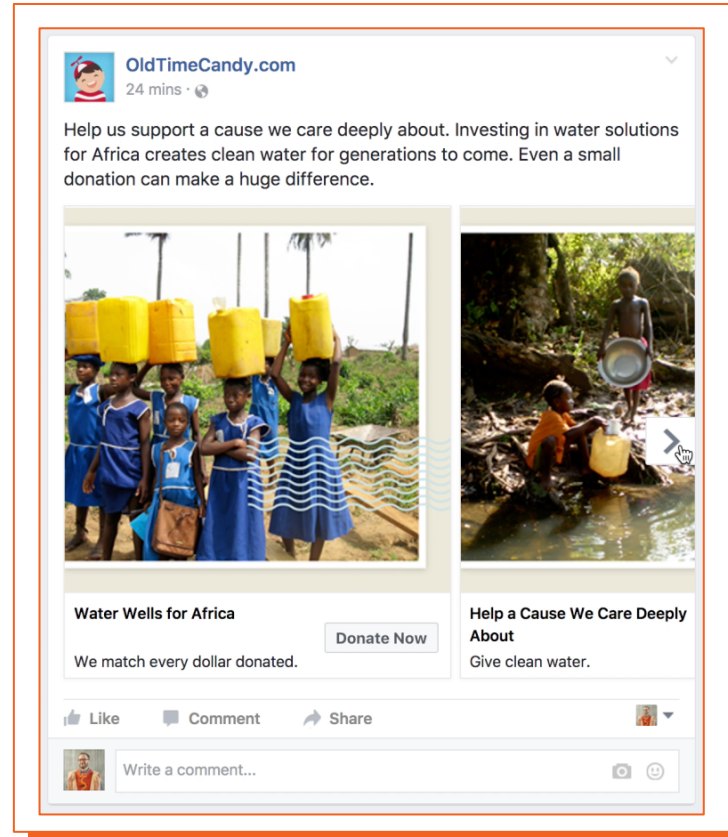
- 126k reached
 - 853 likes
 - 230 shares
 - 485 comments
-
- 413 signups
 - 800+ memories shared
 - MailChimp “similar” audience up 219% over baseline



The image shows a Facebook post from OldTimeCandy.com. The post text reads: "Share a beloved candy memory and you could be featured on our website and win a \$100 gift certificate. The winner will be chosen on March 30, 2017." Below the text is a colorful illustration of a woman smiling, surrounded by various candies like M&M's, KitKat, and Whitman's. The post includes a "Sign Up" button and a comment section with "Like", "Comment", and "Share" options.

Water Wells

- 93k reached
 - 95 likes
 - 4 shares
 - 8 comments
-
- \$500 in donations - up 22% YOY
 - \$8.9k in revenue - up 11% YOY



The screenshot shows a Facebook post from OldTimeCandy.com, posted 24 minutes ago. The post text reads: "Help us support a cause we care deeply about. Investing in water solutions for Africa creates clean water for generations to come. Even a small donation can make a huge difference." Below the text are two images: one showing a group of children in blue school uniforms carrying yellow water jugs on their heads, and another showing a person filling a yellow jug from a well. The post includes a "Donate Now" button and a matching pledge: "We match every dollar donated." The engagement bar shows 4 likes, 0 comments, and 0 shares. A comment box at the bottom is empty.

Facebook Ads: Takeaway Tips

- **Prep images and copy beforehand**
- **Invite engagement - go beyond the “like”**
- **Take advantage of the “similar” audience option in MailChimp**

Questions

Twitter

@mailchimp

@gaugeteam



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