



One Platform. Two Partners.

Ten Thousand Villages

CORRA**TECH**

Shopping To Shipping. **Commerce Completed.**®. This presentation may not be reproduced, copied, distributed, or used without written consent from



LISTRAK



Speakers

Michael Harvey: COO - CorraTech

Ross Kramer: CEO - Listrak

Chris Fenwick: eCommerce Manager -
Ten Thousand Villages

CORRATECH

Shopping To Shipping. Commerce Completed.®



Design, development,
strategy and
support for Multi-
Channel Commerce.



SHOPPING

TO



SHIPPING TM



10

50+

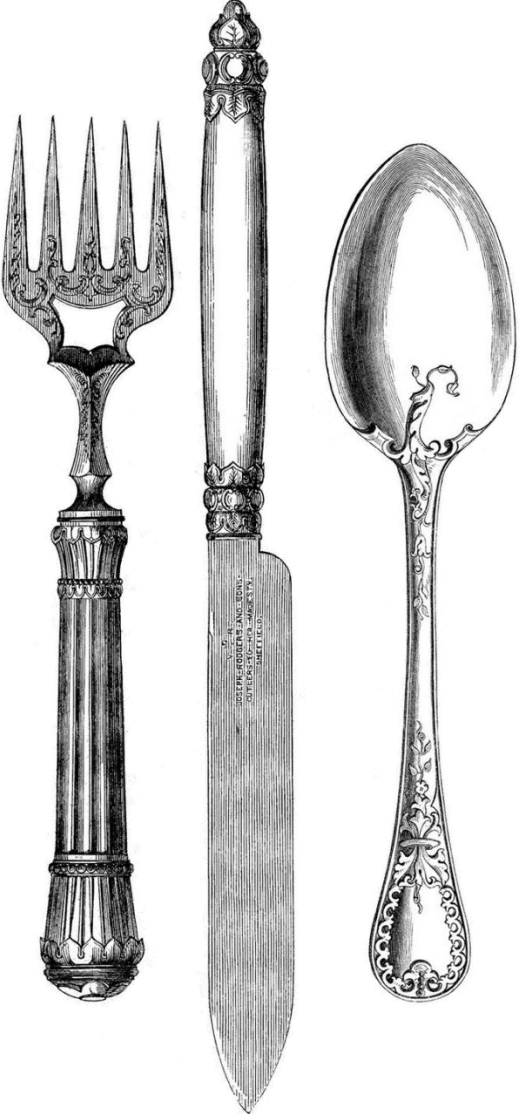
50%

2X

5000



Strategy, Implementation, Support





Email marketing for ecommerce

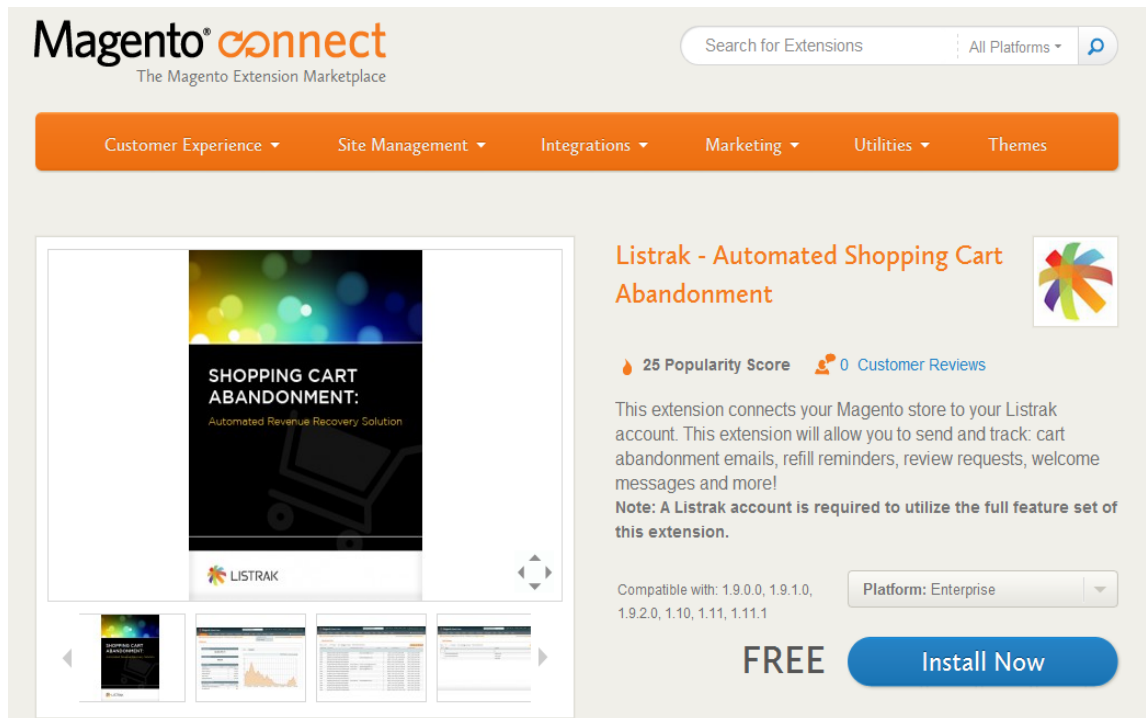


IPPOLITA



Magento Industry Partner

- Acquire new customers
- Increase existing customer value
- Increase ecommerce revenue



The screenshot displays the Magento Connect marketplace interface. At the top, the logo for 'Magento Connect' is visible, along with a search bar and a dropdown menu for 'All Platforms'. Below the logo is a navigation bar with categories: Customer Experience, Site Management, Integrations, Marketing, Utilities, and Themes. The main content area features a large preview card for the 'Listrak - Automated Shopping Cart Abandonment' extension. The card includes a title, a description, a popularity score of 25, and 0 customer reviews. Below the main card are several smaller thumbnail images showing different views of the extension's interface. To the right of the main card, there is a detailed description of the extension, its compatibility with various Magento versions, and a 'Platform: Enterprise' dropdown menu. At the bottom right, there is a 'FREE' label and a prominent blue 'Install Now' button.

Magento[®] **connect**
The Magento Extension Marketplace

Search for Extensions All Platforms

Customer Experience Site Management Integrations Marketing Utilities Themes

SHIPPING CART ABANDONMENT:
Automated Revenue Recovery Solution

LISTRAK

Listrak - Automated Shopping Cart Abandonment

25 Popularity Score 0 Customer Reviews

This extension connects your Magento store to your Listrak account. This extension will allow you to send and track: cart abandonment emails, refill reminders, review requests, welcome messages and more!

Note: A Listrak account is required to utilize the full feature set of this extension.

Compatible with: 1.9.0.0, 1.9.1.0, 1.9.2.0, 1.10, 1.11, 1.11.1

Platform: Enterprise

FREE **Install Now**

Magento Industry Partner

- Cart abandonment remarketing to registered *and* guest shoppers
- Email newsletter subscription and synchronization
- Post purchase messaging based on order/ship date
- Repurchase prompting campaigns
- Conversion tracking
- Order history analysis
- Catalog synchronization



The screenshot shows the Magento Connect marketplace interface. At the top, there's a navigation bar with links for 'COMMUNITY', 'ENTERPRISE', 'MAGENTO U', and 'MAGENTO CONNECT'. Below this is the 'Magento connect' logo and a search bar for extensions. A horizontal menu contains categories like 'Customer Experience', 'Site Management', 'Integrations', 'Marketing', 'Utilities', and 'Themes'. The main content area features a product card for 'Listrak Solutions - Shopping Cart Abandonment'. The card includes a product image, a title, a '312 Downloads' and '5 Customer Reviews' badge, a description of the extension's features (Automated Shopping Cart Abandonment Remarketing, Repurchase Prompting, and Click & Conversion Tracking), compatibility information (1.8.0.0, 1.9.0.0, 1.9.1.0, 1.9.2.0, 1.10, 1.11), and a 'FREE Install Now' button. Below the product card, there are tabs for 'Overview', 'Release Notes', 'User reviews (5)', and 'Get Help'. A note at the bottom of the page states: 'Please note that this extension is provided as is. It is recommended to always backup your installation prior to use.'

Ten Thousand Villages

- Founded in 1946
- The world's oldest and largest Fair Trade retailer
- Marketplace for artisans worldwide
- 70+ retail outlets in the US
- About 300 Alliance shops
- Mission driven non-profit

The screenshot shows the homepage of Ten Thousand Villages, a fair trade retailer. The header includes navigation links for 'Contact Us', 'Job Board', 'Canadian Purchases Click Here', 'Login / Register', 'My Account', 'Wishlist', 'BASKET-0', and 'SEARCH'. The main navigation bar features 'SHOP ONLINE', 'FIND A STORE', 'READ A STORY', 'PRODUCTS', 'COLLECTIONS', 'GIFT IDEAS', 'GIFT REGISTRY', and 'ABOUT US'. The central banner features a smiling woman, Namusisi Margret, from Uganda, with the text 'A BEAUTIFUL CRAFT, A FAIR WAGE, A LIFE-CHANGING OPPORTUNITY' and a 'READ MORE' link. To the right, there is a 'Uganda Crafts 2000 Ltd.' section with a video player and a 'SIGN UP' form for news and specials. Below the banner, a promotional message reads 'HAVE A HEART: SHOP TEN THOUSAND VILLAGES FOR YOUR VALENTINE'S GIFTS.' The 'ITEM OF THE DAY' section highlights an 'Etched Serving Bowl' with a regular price of \$28.00. The 'NEW TO TEN THOUSAND VILLAGES' section displays five products: Bullfrog Rushes Candleholder, Lillypad Candleholder, Village Kitenge Hat, Kitenge Fabric Basket, and Unity Basket, each with a 'LEARN MORE' link.

www.tenthousandvillages.com

Business Goals



Unique Requirements

- 70 retail stores
- Instore & online inventory...
- Instore & online gift registry...
- Instore and online gift certificates
- 130 artisan groups; 38 developing countries

Solution

Magento plus
custom multi-channel



Customization



Store Locator

Contact Us Job Board Canadian Purchases Click Here  Login / Register My Account Wishlist **BASKET:0** SEARCH

TEN THOUSAND VILLAGES.
A FAIR TRADE RETAILER


SHOP ONLINE FIND A STORE READ A STORY

PRODUCTS COLLECTIONS GIFT IDEAS GIFT REGISTRY ABOUT US

Home | Find A Store

Locate and Learn More:

- TEN THOUSAND VILLAGES
- ALLIANCE STORES
- FESTIVAL SALES



TEN THOUSAND VILLAGES STORES


Founded in 1946, Ten Thousand Villages has grown from the trunk of a founder Edna Ruth Byler's car to a network of more than 70 branded Ten Thousand Villages fair trade retail stores throughout the United States, with additional stores located across Canada. All Ten Thousand Villages stores are nonprofit organizations and many dedicated volunteers help to staff the stores.

Find a Ten Thousand Villages Store

Find a Ten Thousand Villages store where you can purchase fairly traded gifts, jewelry and home decor.

By Zip Code:

By State:

Select State 


or view a listing of all US Ten Thousand Villages stores.

To find stores in Canada, please visit [tentousandvillages.com/canada](#)

More than 70 shops across the United States and Canada. Find an organization and many dedicated volunteers help to staff the stores. Find a purchase and home decor.

By Zip

By State

Select State 

or view a listing of all US Ten Thousand Villages stores.

To find stores in Canada, please visit [tentousandvillages.com/canada](#)

Contact Us Job Board Canadian Purchases Click Here  Login / Register My Account Wishlist **BASKET:0** SEARCH

TEN THOUSAND VILLAGES.
A FAIR TRADE RETAILER

SHOP ONLINE FIND A STORE READ A STORY

PRODUCTS COLLECTIONS GIFT IDEAS GIFT REGISTRY ABOUT US

Home | Find A Store | Ten Thousand Villages Stores

Locate and Learn More:

- TEN THOUSAND VILLAGES
- ALLIANCE STORES
- FESTIVAL SALES



TEN THOUSAND VILLAGES STORES

Visit a Ten Thousand Villages store today.



Enter your ZIP code or city and state to find a Villages store near you.

OR Select State  **SEARCH**

Store Name	Address	Contact
Albany	Stuyvesant Plaza, 1475 Western Ave., Albany, NY, 12203	Email: manager.albany@stores.tenthousandvillages.com Phone: 518-435-9307
Alexandria	National Capital Area, Inc., 915 King Street, Alexandria, VA, 22314	Email: manager.alexandria@stores.tenthousandvillages.com Phone: 703-684-1435
Ann Arbor	303 S. Main, Ann Arbor, MI, 48104	Email: manager2933@sbcglobal.net Phone: 734-332-1270
Archbold	1201 S. Defiance Street, Archbold, OH, 43502	Email: archbold@tenthousandvillages.com Phone: 419-445-1926
Asheville	10 College Street, Asheville, NC, 28801	Email: asheville@tenthousandvillages.com Phone: 828-254-8374

Multi-Site

Contact Us Job Board Canadian Purchases Click Here  My Account Wishlist **BASKET** SEARCH

TEN THOUSAND VILLAGES.
A FAIR TRADE RETAILER

SHOP ONLINE FIND A STORE READ A STORY

HOME ABOUT OUR STORE HOURS EVENTS VOLUNTEERS GIFT REGISTRY CONTACT

Baltimore
Fells Point, 1621 Thames Street
Baltimore, MD 21231
Phone: 410-342-5568



Welcome to Ten Thousand Villages Baltimore! At Ten Thousand Villages, we work with over 130 artisan groups in more than 38 countries in Asia, Africa, Latin America and the Middle East to bring you fair trade jewelry, home decor, gifts and more. Fair trade enables artisans to earn a fair wage and provides the opportunity for a better quality of life. Come visit us in historic Fells Point known for its cobblestone streets, bars, music and locally owned stores!

STORE CALENDAR
Find upcoming events 

« February 2012 »

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

MAILING LIST
Signup for specials & news 


Join our mailing list for Ten Thousand Villages news, artisan stories, offers and local event information for our store.

Enter your email address 

Find us on Facebook

 **Ten Thousand Villages in Baltimore/ Fells Point**

 Like 146


 **Ten Thousand Villages in Baltimore/ Fells Point**
Shesham wood puzzle



 Yesterday at 2:35pm via mobile

 **Ten Thousand Villages in Baltimore/ Fells Point**

Facebook social plugin

Contact Us Job Board Canadian Purchases Click Here  My Account Wishlist **BASKET** SEARCH

TEN THOUSAND VILLAGES.
A FAIR TRADE RETAILER

SHOP ONLINE FIND A STORE READ A STORY

HOME ABOUT OUR STORE HOURS EVENTS VOLUNTEERS GIFT REGISTRY CONTACT

Charlottesville
105 W. Main St
Charlottesville, VA 22902
Phone: 434-979-9470



About Ten Thousand Villages in Charlottesville, VA

Ten Thousand Villages in Charlottesville, VA, is a fair trade retailer of artisan-crafted home decor, personal accessories and gift items from across the globe. Featuring products from more than 130 artisan groups in some 38 countries, we are part of a network of over 390 retail outlets throughout the United States selling Ten Thousand Villages products. As one of the world's oldest and largest fair trade organizations, Ten Thousand Villages has spent more than 60 years cultivating trading relationships in which artisans receive a fair price for their work and consumers have access to distinctive handcrafted items. We seek to establish long-term buying relationships in places where skilled artisans are under- or unemployed, and in which they lack other opportunities for income. A founding member of the World Fair Trade Organization (WFTO), Ten Thousand Villages sees fair trade as an alternative approach to conventional international trade.



Our Store

Ten Thousand Villages in Charlottesville opened on April 8th, 2011. We are comprised of paid staff members and dedicated volunteers. We are a member of the [Charlottesville Chamber of Commerce](#), and the [Center for Non-Profit Excellence](#). As proud members of the Charlottesville community we offer monthly community-oriented events, Community Shopping Events, and select speaking engagements. We love to partner with local vendors, businesses, and other non-profit organizations for community events and activities.

If you would like to set up an event with us, or have us come to your school/organization to speak on fair-trade please stop by the store during business hours, or contact us at charlottesville@tenthousandvillages.com.

Our Location

Ten Thousand Villages Charlottesville is located on the Historic Downtown Walking Mall - A dynamic place where history is intertwined with a thriving city center. This vibrant historic district is replete with live theater, music and cinema. Enjoy the limitless dining choices and specialty shops for every taste, all located along seven blocks on brick- and tree-lined streets once walked on by Jefferson, Madison and Monroe.

The City of Charlottesville is consistently ranked as one of the best places to live in the nation. It's diverse residents and large student body make it a wonderful place to experience different cultures. Ten Thousand Villages is proud to be located in such a historic and influential community.

Staff Profiles

Elizaebth Gipson

Elizaebth Gipson is an **Assistant Manager**. Elizabeth's experience includes retail and management in the food industry. Elizabeth worked as a volunteer sales associate for Ten Thousand Villages, Virginia Beach in 2002 and joined as a regular employee in February 2003. Elizabeth has an associate's degree in Business Administration with a minor in Travel and Tourism from the National Business College in Charlottesville, Va. She also holds a certificate in Real Estate.

Sallie Slater

Sallie is our wonderful and dedicated **Store Manager**. Sallie most recently worked as the Event Coordinator and Store Supervisor for the Kluge Estate Winery and Vineyard in Charlottesville, VA. She has experience in retail management and buying. Sallie also worked as a paralegal for 6 years. She has lived in Nepal and traveled throughout Thailand. Sallie is a member of the Chamber of Commerce and was given a state award for public speaking.

70 Retail stores

Custom Listing Pages



"Recycle" Shopping Bag

3.50

RECYCLE!—Get the message out with this eco-shopping bag from Bangladeshi artisans. Handcrafted bag is made from woven natural jute, and printed in green with playful "recycle" message and natural scene.

Jute

Hand wash cold, line dry

16Wx16Hx23HO inches

SKU: 6601450


Quantity:

[LEARN MORE](#)

[ADD TO BASKET](#)

[ADD TO GIFT REGISTRY](#)



[Add to Wishlist](#)


Select Gift Registry 

- Toys & Games
- Musical Instruments
- Nativities and Festive Decor
- Clearance

COLLECTIONS 

PRICE 

Name  

View All 



Quick-view and Add To Gift Registry Button on the listing pages

Custom Checkout

Contact Us Job Board Canadian Purchases Click Here Logout My Account Wishlist **BASKET: 8** SEARCH

TEN THOUSAND VILLAGES
A FAIR TRADE RETAILER

SHOP ONLINE FIND A STORE READ A STORY
PRODUCTS COLLECTIONS GIFT IDEAS GIFT REGISTRY ABOUT US

CHECKOUT

Your Checkout Progress

Billing Address | [change](#)
MMarilyn Mereles
7 N Willow St
Montclair, New Jersey,
07042-3590
United States
T: 9087654987

Shipping Address | [change](#)
MMarilyn Mereles
7 N Willow St
Montclair, New Jersey,
07042-3590
United States
T: 9087654987

Shipping Method | [change](#)
Free Shipping - Free \$0.00

Payment Method

BILLING INFORMATION

SHIPPING INFORMATION

SHIPPING METHOD

PAYMENT INFORMATION

Discount Codes
Enter your coupon code if you have one.

[APPLY COUPON](#)

Chase Payment

* **Payment Card Type**

* **Payment Card Number**

* **Expiration Date**

* **Card Verification Number**

Gift Card
Gift cards can be purchased and redeemed online or in store. If you taken from your gift card and any remaining balance will be charge above.

Gift card No.

Gift Card Pin

[ADD GIFT CARD](#) [CHECK GIFTCARD STATUS AND BALANCE](#)

eCards
eCards are for purchase and redemption online only. Enter the eCard code here.

[ADD ECARD](#) [CHECK ECARD STATUS AND BALANCE](#)

[Back](#)

ORDER REVIEW

7 N Willow St
Montclair, New Jersey,
07042-3590
United States
T: 9087654987

Shipping Address | [change](#)
MMarilyn Mereles
7 N Willow St
Montclair, New Jersey,
07042-3590
United States
T: 9087654987

Shipping Method | [change](#)
Free Shipping - Free \$0.00

Payment Method

PAYMENT INFORMATION

Discount Codes
Enter your coupon code if you have one.

Coupon code test was applied

test **10% off**

[APPLY COUPON](#) [CANCEL COUPON](#)

Chase Payment

* **Payment Card Type**

* **Payment Card Number**

* **Expiration Date**

* **Card Verification Number**

Card amount applied to order: \$222.01

Gift Card
Gift cards can be purchased and redeemed online or in store. If you enter a gift card, funds will be taken from your gift card and any remaining balance will be charged to the credit card you specified above.

Gift Card "6035718888921009735" was added.

Gift card No.

Gift Card Pin

[ADD GIFT CARD](#) [CHECK GIFTCARD STATUS AND BALANCE](#)

eCards
eCards are for purchase and redemption online only. Enter the eCard code here.

[ADD ECARD](#) [CHECK ECARD STATUS AND BALANCE](#)

[Back](#) [CONTINUE](#)

STAY CONNECTED
News & Specials
Update Preferences

Enter your email address

TEN THOUSAND VILLAGES. A FAIR TRADE RETAILER.
To create opportunities for artisans in developing countries to earn income by bringing their products and stories to our markets through long-term trading relationships.

Multiple Gift Cards, eCards, Coupons, Credit Cards on checkout page

Customizations

Contact Us Job Board Canadian Purchases Click Here Logout My Account Wishlist **BASKET:6** SEARCH

TEN THOUSAND VILLAGES.
A FAIR TRADE RETAILER

SHOP ONLINE FIND A STORE READ A STORY

PRODUCTS COLLECTIONS GIFT IDEAS GIFT REGISTRY ABOUT US

Home | Products | Jewelry | **Abalone Seascape Earrings**

SKU: 7300050
Share

The sparkle of the sea. Liquid in metal (an alloy of copper, zinc and silver).

- Abalone, alpaca metal
- 1 Dx2L inches
- Made in Mexico

UPC Code: 732919404364
Gift wrapping is available for this product. [View options](#)

Abalone Seascape Earrings

STORY

Click on the photo to see a larger image

\$28.00 Quantity: 1

Add to Wishlist **ADD TO BASKET**

Select Gift Registry **ADD TO GIFT REGISTRY**

SPECIAL OFFERS
Click here to view specials

STORE AVAILABILITY
Check in-store availability

THIS ARTISAN ALSO MAKES

YOU MAY ALSO LIKE

OTHERS ALSO PURCHASED

"Recycle" Tote Bag

SKU: 6695810
Share Be the first to review this product

Be part of the solution to earth's problems with your own reusable tote bag. Encourage others with its printed message: "Recycle, to save our birds, animals, children and earth." Sturdy stitching, strong handles and plastic interior make a long-lived bag that's easy to clean.

- Sewn jute and canvas
- Plastic-lined
- Interior pocket flap
- 17Lx10Wx20H inches
- 24H inches with handles
- Made in Bangladesh

UPC Code: 732919404364
Gift wrapping is available for this product. [View options](#)

THIS ARTISAN ALSO MAKES

- Elephant Tote Bag
- Eco-Green Lunch Bag
- Action Hat

"Recycle" Tote Bag

STORY

Click on the photo to see a larger image

\$34.00 **\$25.50**
Add to Wishlist **Not available online. Please check your local store for availability.**

Select Gift Registry **ADD TO GIFT REGISTRY**

SPECIAL OFFERS
Click here to view specials

STORE AVAILABILITY
Check in-store availability

Instore Only Items for Registry

Artisan Pages...

TEN THOUSAND VILLAGES. A FAIR TRADE RETAILER

SHOP ONLINE | FIND A STORE | READ A STORY

PRODUCTS | COLLECTIONS | GIFT IDEAS | GIFT REGISTRY | ABOUT US

Home | Find Artisan

- LATIN AMERICA
- EAST ASIA
- MIDDLE EAST
- SOUTH ASIA
- AFRICA



CREATING OPPORTUNITIES

Rehab Craft Cambodia employs artisans with disabilities, like Ratana (pictured), paying them fair wages for skilled work.

[READ MORE >](#)

Photo: © Lynn Johnson

FIND ARTISANS BY REGION OR COUNTRY

To read more about our artisans select a region of the map below or choose a country.



Latin America	East Asia	Middle East	South Asia	Africa
Guatemala	Indonesia	West Bank	India	Ethiopia
Nicaragua	Philippines	Egypt	Nepal	Kenya
Ecuador	Thailand	Israel	Pakistan	Ghana
Chile	Laos		Bangladesh	Cameroon
Haiti	Vietnam		Sri Lanka	Uganda
Peru	Cambodia			South Africa
Mexico				Zimbabwe
Bolivia				Tanzania
El Salvador				Nigeria
Honduras				Democratic Republic of the Congo
Colombia				Niger
				Burkina Faso

TEN THOUSAND VILLAGES. A FAIR TRADE RETAILER



SHOP ONLINE | FIND A STORE | READ A STORY

PRODUCTS | COLLECTIONS | GIFT IDEAS | GIFT REGISTRY | ABOUT US

Home | Find Artisan | Uganda | NAWOU



ARTISAN STORY

VIDEOS

UGANDA

NAWOU

Share  Like 


AUDIO

Sorry, there are no audio files for this artisan group yet. Please check back soon.

DOCUMENTS & DOWNLOADS

Sorry, there are no attachments for this artisan group yet. Please check back soon.

SEARCH ARTISANS BY REGION



Select Artisan Country






NAWOU, the National Association of Women Organisations in Uganda, works with more than 80 independent women's groups located throughout Uganda. In addition to health care, social welfare, lobbying and advocacy, microfinance and education programs, NAWOU runs a handicraft program. Each group is responsible for production, quality control and transportation to Kampala. All crafts are based on traditional skills and products; natural dyes are also used. NAWOU helps with local and export marketing of the handicrafts. Through NAWOU, artisans receive loans, training, counseling, links to aid agencies and assistance with medication. NAWOU encourages microlending with the urban poor in Kampala. NAWOU does public education on HIV/AIDS, a significant problem in Uganda. Many of the women producing baskets for NAWOU are infected with HIV/AIDS, and income from basket weaving provides a lifeline of support for them.

NAWOU is a Ugandan umbrella organization for women's organizations that was formed in 1992, and is registered as an NGO (nongovernmental organization) with the NGO Board of the Ministry of Internal Affairs. NAWOU is an affiliate of the International Council of Women, has a consultative status with the United Nations Economic and Social Council (ECOSOC) and collaborates with several networks, international NGOs and development partners.

NAWOU was established in 1992 by members of nongovernmental and community-based organizations.

Ten Thousand Villages has purchased products from NAWOU since 1994.

ARTISAN PRODUCTS

Raffia Basket Bowl NAWOU

Raffia Bowl Basket NAWOU Uganda

Cone-Shaped Drum NAWOU Uganda

Rippling Star Basket NAWOU Uganda

Black Starburst Basket NAWOU Uganda

[View all items](#)

...Custom "product type" with custom theme

Results

A green rectangular sign with rounded ends is mounted on a silver metal pole. The sign features the text "GET RESULTS" in white, bold, serif capital letters. The pole has red and white diagonal stripes near the bottom. The background is a bright blue sky filled with numerous small, white, fluffy clouds.

GET RESULTS

The Face of Villages

- Artisan stories tied to products
- Retail stores front and center
- Merged instore and online inventory
- Quick sales and promotions

Marketing Goals

- Grow ecommerce channel
- Manage data and messaging across multiple channels
- Targeted relevant messaging to audience
- Consistent communication across multiple locations
- Grow revenue from shopping cart abandonment

Multi-Channel Email Solutions

- Subscriber managed email preferences
 - Including ecommerce and local stores
- Retail Store Content Management
 - Email Campaign Approval
 - List Upload Tool
 - Campaign Performance Reporting
- Automated, behaviorally triggered email campaigns
 - Shopping Cart Abandonment
 - Welcome Series
 - Birthday campaigns

Home | [Email Preferences](#)

Our Company

- [OUR HISTORY](#)
- [TERMS & CONDITIONS](#)
- [PRIVACY POLICY](#)

NEWEST ITEMS

GIFT CARDS



Ten Thousand Villages Email Preference Center

To subscribe or unsubscribe to any of the lists below, simply check or uncheck each box and click submit at the bottom.

Red fields are required.

Email

First Name

Last Name

Address 1

Address 2

City

State

Zip Code

Enter your birthday, to receive a 15% off coupon, redeemable during your birth month!

Birthdate

Ten Thousand Villages Online Promotions.

Check here to receive emails regarding [online shopping](#) promotions, coupons, special sales, new item previews and artisan stories.

Ten Thousand Villages Stores. Enter your zip code to discover stores near you.

When you sign up to a Ten Thousand Villages [Store](#) list, you will receive information about [local](#) and [in-store](#) events, newsletters, discounts, new item previews and artisan stories.

You will not receive duplicate emails if you subscribe to multiple email lists.

Ten Thousand Villages in Pasadena

Travel Often?

Find other store locations that may also interest you.

City, State Or By Zip

- Ten Thousand Villages in Highland Park
- Ten Thousand Villages in Red Bank
- Ten Thousand Villages in Princeton
- Ten Thousand Villages in Lehigh Valley
- Ten Thousand Villages in Souderton
- Ten Thousand Villages in Chestnut Hill
- Ten Thousand Villages in New Haven
- Ten Thousand Villages in King of Prussia
- Ten Thousand Villages in Philadelphia
- Ten Thousand Villages in Media

[Unsubscribe from all](#)



Store & birthday capture

Select your nearest store

Select your travel destinations



Admin Dashboard

Data Management



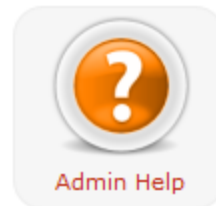
Store Management



Reporting



Help





TEN THOUSAND
VILLAGES®

Hello Elizabeth Rider!
[Logout](#)

[Approve Sends](#)

[Approval History](#)










[Import](#)

[Reporting](#)

[Listrak](#)

[Help](#)

Store Manager - Message Approval

Message Name	Send Date	View Details	View Content	
Other Uses For Your Planter	02/15/2012 00:00	 Details	 Content	 Approved
February National	02/21/2012 00:00	 Details	 Content	 Approved
Leap Day	02/29/2012 00:00	 Details	 Content	 Approved



[Approve Sends](#)

[Approval History](#)

[Import](#)

[Reporting](#)

[Listrak](#)

[Help](#)

Subscriber Import Upload

The Subscriber Import Upload provides you with a way to import a list of subscribers to your list all at once.

Simply select a file from your computer, and click Upload. Your file will then be put into a queue, and processed in the order it was received. You will be notified by email once the file has been processed.

Please take the time to ensure your file meets the [upload requirements](#).

Select a File No file chosen



[Approve Sends](#) [Approval History](#) [Import](#) [Reporting](#) [Listrak](#) [Help](#)

Reports - Message Delivery

Start Date: End Date:

Name	Send Date	Sent	Delivered	Bounced	Pass Along
Valentine's BOGO	02/06/2012	2,401	2,359 98.25%	42 1.75%	0
February New Items	02/02/2012	2,412	2,364 98.01%	48 1.99%	0
January Box Ad BOGO	01/31/2012	2,417	2,366 97.89%	51 2.11%	0
January Box Ad (Wint...	01/24/2012	2,420	2,370 97.93%	50 2.07%	0
January New Items	01/17/2012	2,497	2,366 94.75%	131 5.25%	0

Multi-channel integration

Locked
Templates
for
Store
Managers

Design HTML

Editable
content blocks

Birthday Email



TEN THOUSAND VILLAGES.
A FAIR TRADE RETAILER

SHOP ONLINE | FIND A STORE | READ A STORY





Happy Birthday to You!



TEN THOUSAND VILLAGES.
HARMONY. MADE BY HAND.SM
A Fair Trade Retailer

15% Off Your Entire Order

Redeem at your nearest Ten Thousand Villages store

Valid on the first day and expires on the last day of your birthday month. Not valid with other discounts, purchases of gift cards, or Oriental rugs. One coupon per store, per customer.

4373511



TEN THOUSAND VILLAGES.
HARMONY. MADE BY HAND.SM
A Fair Trade Retailer

15% Off Your Next Online Order

Enter coupon code **2011birthday** at checkout

Valid on the first day and expires on the last day of your birthday month. Not valid with other discounts or on purchase of gift cards.

SHOP FAIR TRADE. INVEST IN YOUR WORLD.SM

Ten Thousand Villages Offices | 704 Main Street, PO Box 307 | Akron, PA 17501-0307
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To unsubscribe or to change your preferences, click [here](#).



Happy Birthday to You!

RESULTS



TEN THOUSAND VILLAGES.
HARMONY, MADE BY HAND.SM
A Fair Trade Retailer

15% Off Your Entire Order

Redeem at your nearest Ten Thousand Villages store. Valid on purchases of \$25 or more. Expires on the last day of your birthday month. Not valid with other discounts, purchases of gift cards, or Oriental rugs.



TEN THOUSAND VILLAGES.
HARMONY, MADE BY HAND.SM
A Fair Trade Retailer

15% Off Your Next Online Order

Enter `1birthday` at checkout. Valid on purchases of \$25 or more. Expires on the last day of your birthday month. Not valid with other discounts or purchases of gift cards.

Open Rate: 44%
Click Rate: 9%

SHOP FAIR TRADE. INVEST IN YOUR WORLD.SM

Welcome Email



HANDMADE, FAIR TRADE, GLOBAL GOOD



Thank you for signing up to receive emails from us.

At Ten Thousand Villages, we believe in the power of a simple gift, and we're looking forward to sharing beautiful products and trade stories with you. You can expect emails from us about once a week. Our emails will contain all sorts of fun stuff, including:

- Exclusive discounts and promotional codes
- Artisan stories (like the story and video you'll see soon in our next Welcome email);
- New item previews;
- Up-to-date information about events in your local store and community;
- Gift recommendations for every occasion.

As a thank you for joining our email list, here's a special offer for 10% off your next online store purchase.



HANDMADE, FAIR TRADE, GLOBAL GOOD



Thanks, again, for signing up to receive emails from us.

We hope you have fun shopping with the 10% discount we sent in the first welcome message.

This short video tells the story of Nepal Knotcraft Center, and how your purchase of fair trade goods makes an important difference for women in developing countries.

About Nepal Knotcraft Center: Ten Thousand Villages has purchased handmade products from Nepal Knotcraft Center for more than 20 years. Nepal Knotcraft Center trains, employs and empowers socially and economically underprivileged women in Nepal, helping them earn income and support their schooling.

It's too important to keep to yourself.



You are subscribed to: *Ten Thousand Villages in [store name] email list*
You can also sign up to receive notices from the Ten Thousand Villages Online Shopper. Go to [your preference center](#).

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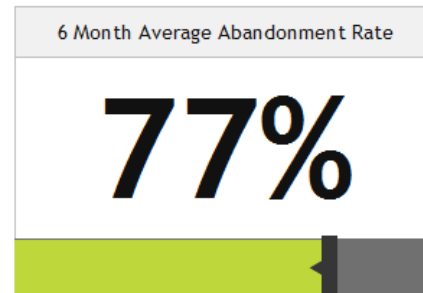
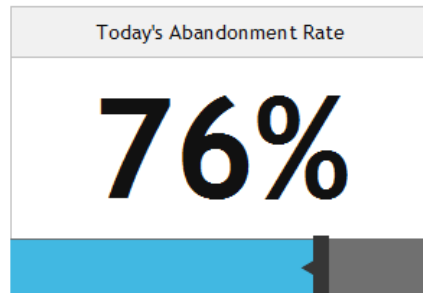
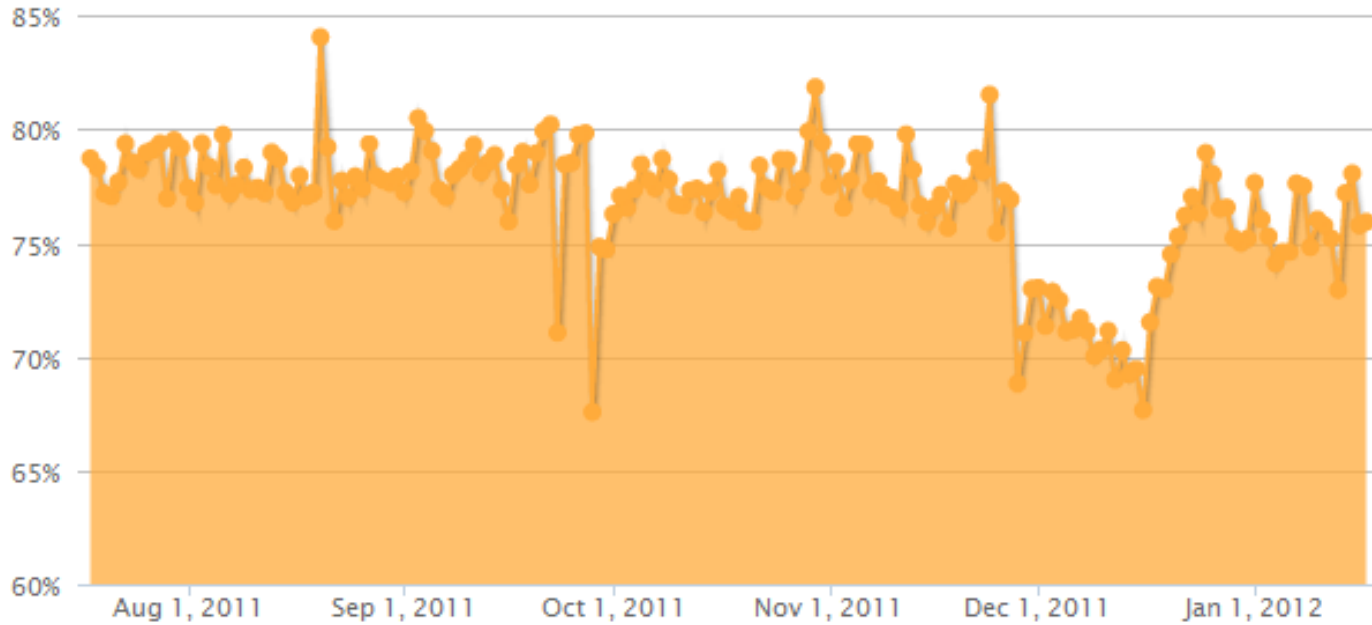
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Welcome Series Results

	Messages	Open Rate	Click Thru Rate	Bounce Rate	Conversion Rate
1	Welcome #1	53%	15%	12%	2%
2	Welcome #2	40%	5%	3%	2%

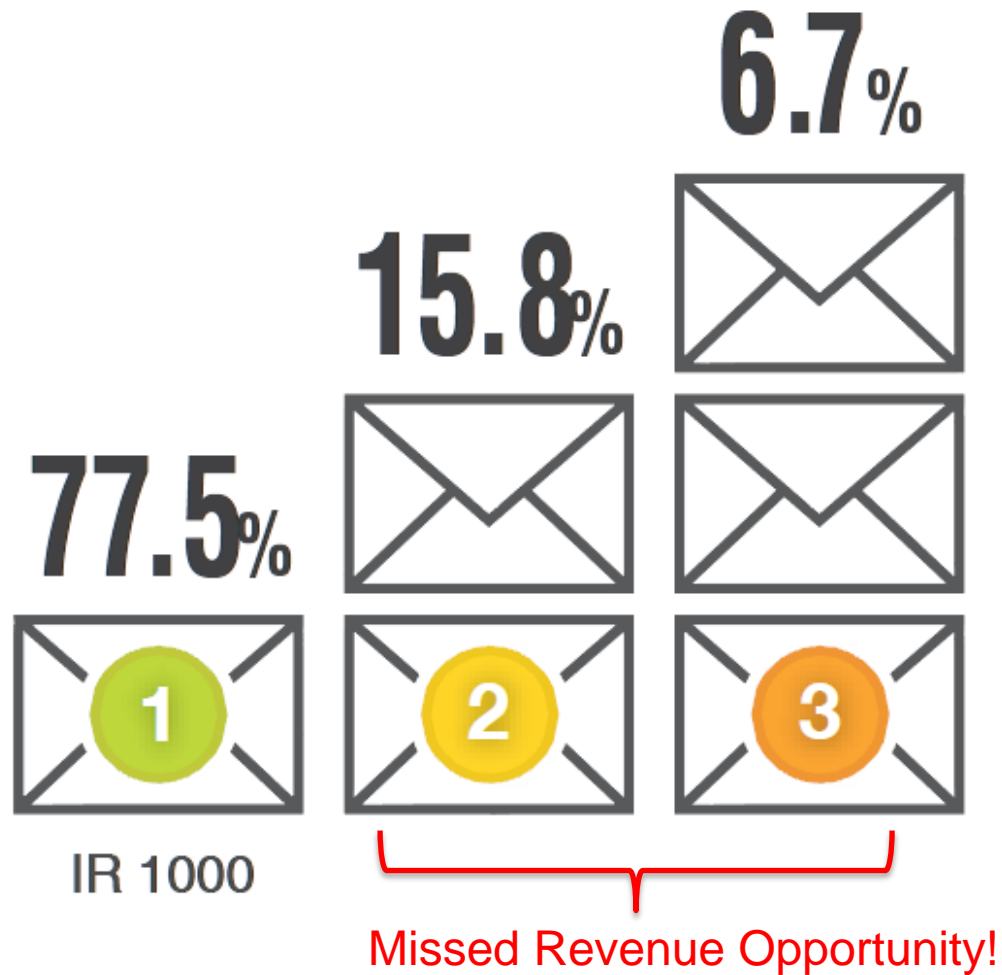


Shopping Cart Abandonment

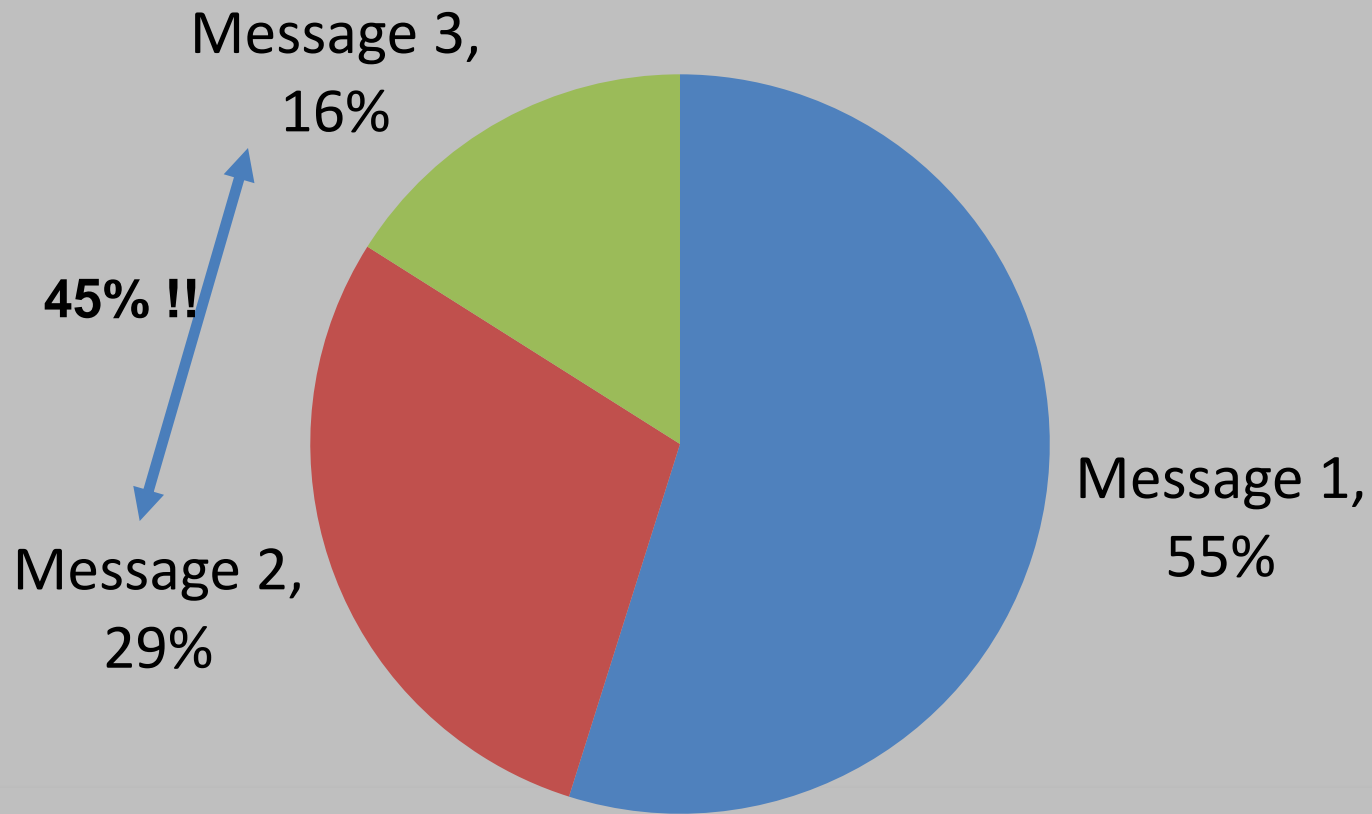


Shopping Cart Abandonment





Campaign Conversion Rates



Just a quick reminder that there are still items in your [Shopping Cart!](#)

View this email as an [HTML webpage](#)



TEN THOUSAND
VILLAGES®

HARMONY. MADE BY HAND.™
A Fair Trade Retailer.



Email Contains:

Dynamic Merchandising
Personalization


Clear Call to Action

Just a quick reminder to review
your shopping cart

[Complete Your
Purchase](#)

Complete your purchase today and receive **15% off** your
order.
(Offer not valid with any other discounts.)

Use Coupon Code: **SCA48HR15**

Product	Quantity	Price	Total
 Buffalo Tea Light Holder	1	\$14.00	\$14.00
Subtotal:			\$14.00

[Complete Your Purchase](#)

Triggered Campaign Results

3 Campaigns = 1.4% of email volume

3 Campaigns = 15% of all email \$\$

Results

- Seamless email strategy for recipients, retail stores and corporate HQ
- High engagement via welcome message series + birthday message
- 23-34% Conversion rate from Shopping Cart Abandonment campaign

What's next?



What's next?

- Grow **email** lists through pop-ups, **mobile** technology, partnerships and sweepstakes.
- Lifestyle **Blog** to enrich storytelling and increase relevant content for **SEO**.
- Increase **conversions** with personalization, rich content, “**searchandising**” and prominent reviews.
- Create eCommerce **Customer Care Call Center** tied into Magento's customer data.
- Multi-Channel: **Mobile** Gift Registry App; Gift Cards; Print-friendly pages and better **Gift Wrap** options.

Wrap Up & Questions



THANK YOU!

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