

magento **live**  
AUSTRALIA **2013**



# The Science of Email Commerce

Turn one-time buyers into loyal customers

ewave



WINNER PARTNER OF EXCELLENCE

 Magento<sup>®</sup> Enterprise

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



# Presenters

## Fatima Said

---

Co-Founder & Managing Director  
eWave



## Nick Hull

---

Ecommerce Strategist  
eWave



## Sarah Dennis

---

Senior Manager, Sales & Marketing  
Educational Experience





# The Science of Email Commerce

Turn one-time buyers into loyal customers



# Agenda

- ▶ Introduction
- ▶ The Importance of a Customer's Lifetime Value
- ▶ Tips & Best Practices
  - ▶ Transactional Campaigns
  - ▶ Automated Campaigns (Welcome Series, Post Purchase, Re-Engagement, Shopping Cart Abandonment)
  - ▶ Modal Acquisition
- ▶ EDEX Case Study
- ▶ Relevancy, Data, Integration
- ▶ Key Take-Aways



**We build online  
businesses not just  
websites**

**we are an omni-channel ecommerce agency**



# Quick Facts

## About

- ▶ Magento Gold Solution Partner
- ▶ Awarded Magento Partner of Excellence
- ▶ Magento Certified Developers
- ▶ Founded 1999
- ▶ Privately Owned
- ▶ Offices:  
Australia, North America, Europe
- ▶ 110 Employees Worldwide

## Clients

- ▶ Australia's iconic brands, multi-channel retailers & multi-national corporations.

*Westfield*

Woolworths 

**STAPLES**<sup>®</sup>

d i v a 

Tomme Tippee<sup>®</sup>  


  
Wesfarmers  
Industrial and Safety

## Our Difference

- ▶ Unique Process Methodology
- ▶ Customer-centric in all we do
- ▶ Build long term relationships
- ▶ Complete Project Lifecycle In-House
- ▶ Managed Support Plans
- ▶ We Put The Merchant In Control



# WINNER PARTNER OF EXCELLENCE

MAGENTO IMAGINE 2013

# Special Guest

Sarah Dennis

Senior Manager - Sales and Marketing



educational  
experience STAPLES®

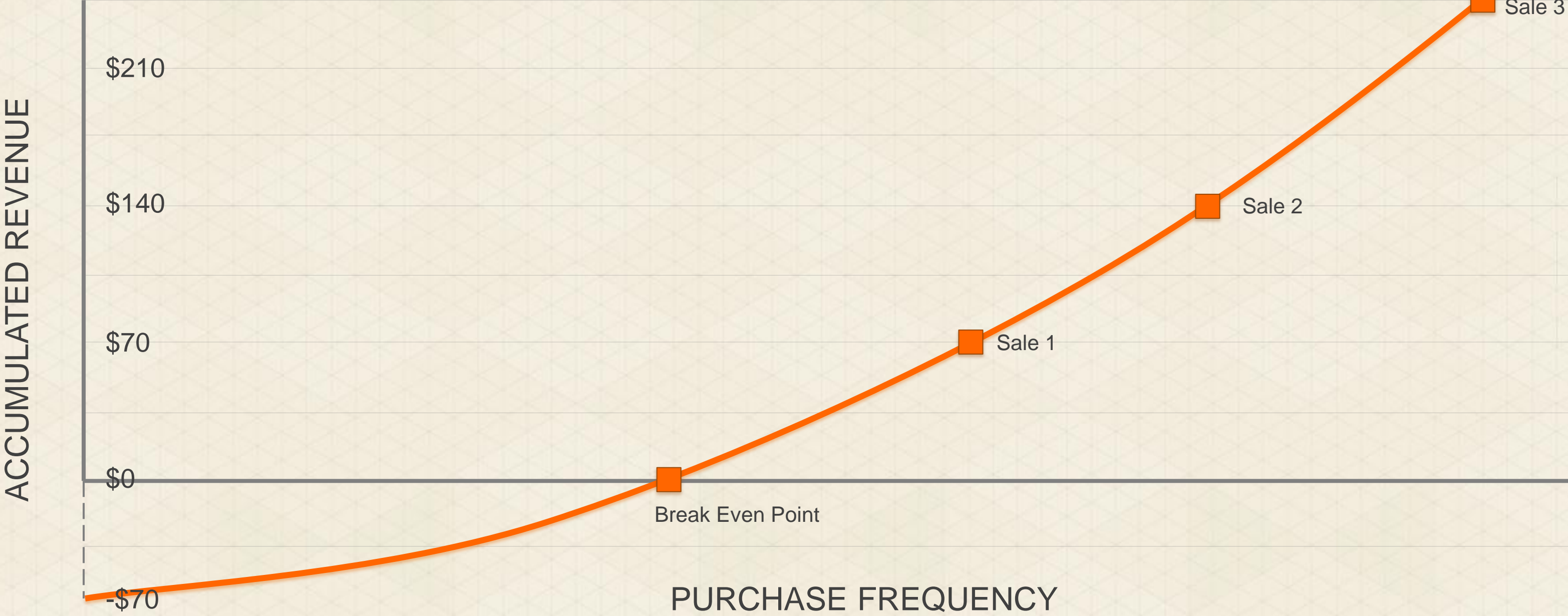
- ▶ Educational Experience has been working in the education and care sector for over 35 years
- ▶ A range of 7,500 products distributed nationally
- ▶ Core markets of childcare and schools
- ▶ Opportunity to broaden markets whilst also increasing loyalty of existing customers
- ▶ Focus to be a learning resource partner for our customers



# Understand Your Customer Lifetime Value

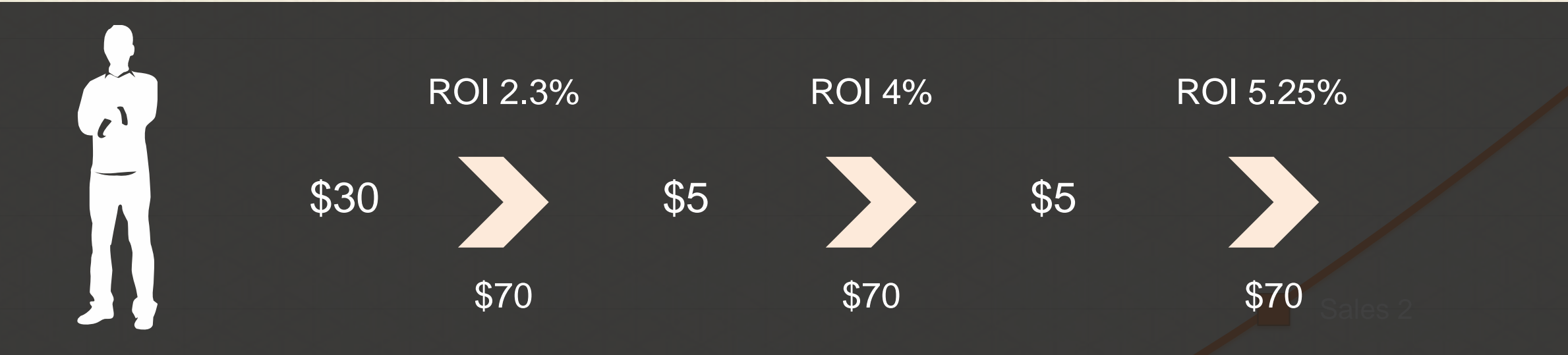


# Average Customer ROI

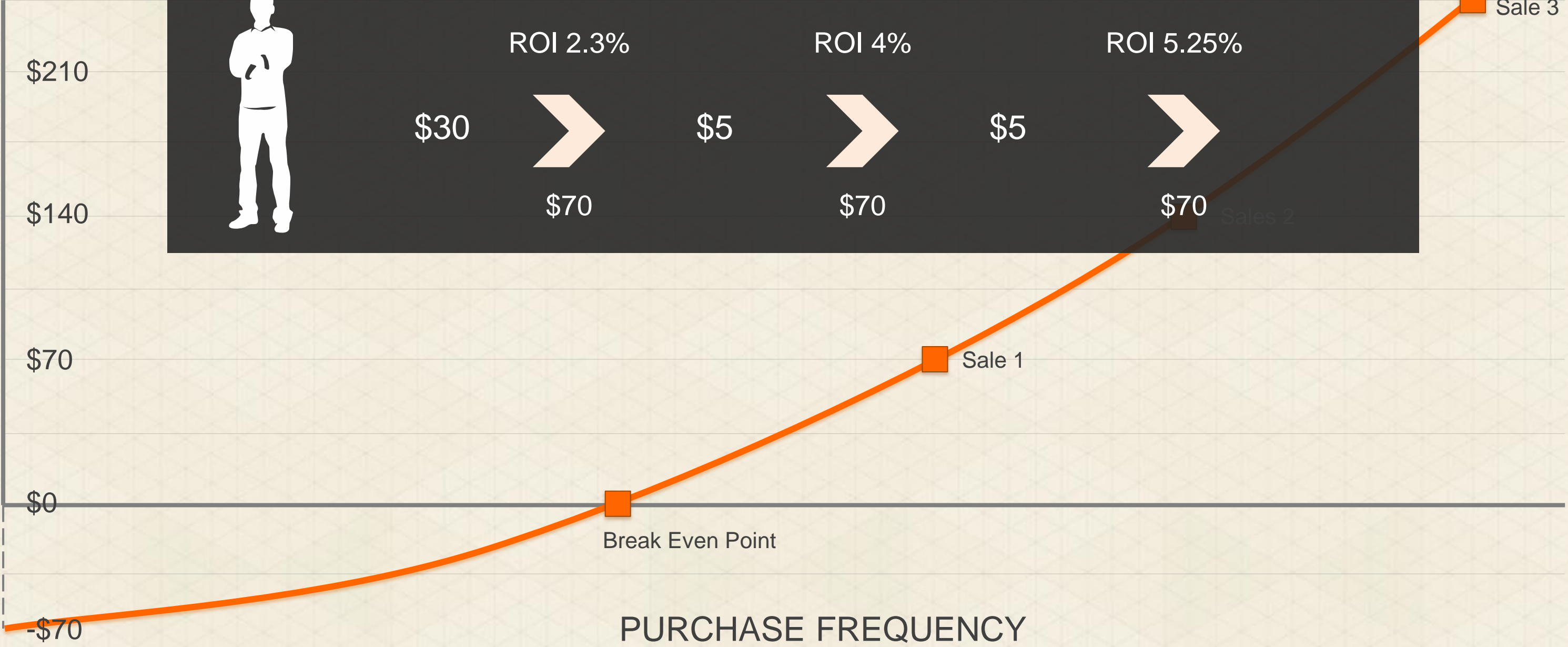




# Average Customer ROI



ACCUMULATED REVENUE



# Consumer Groups



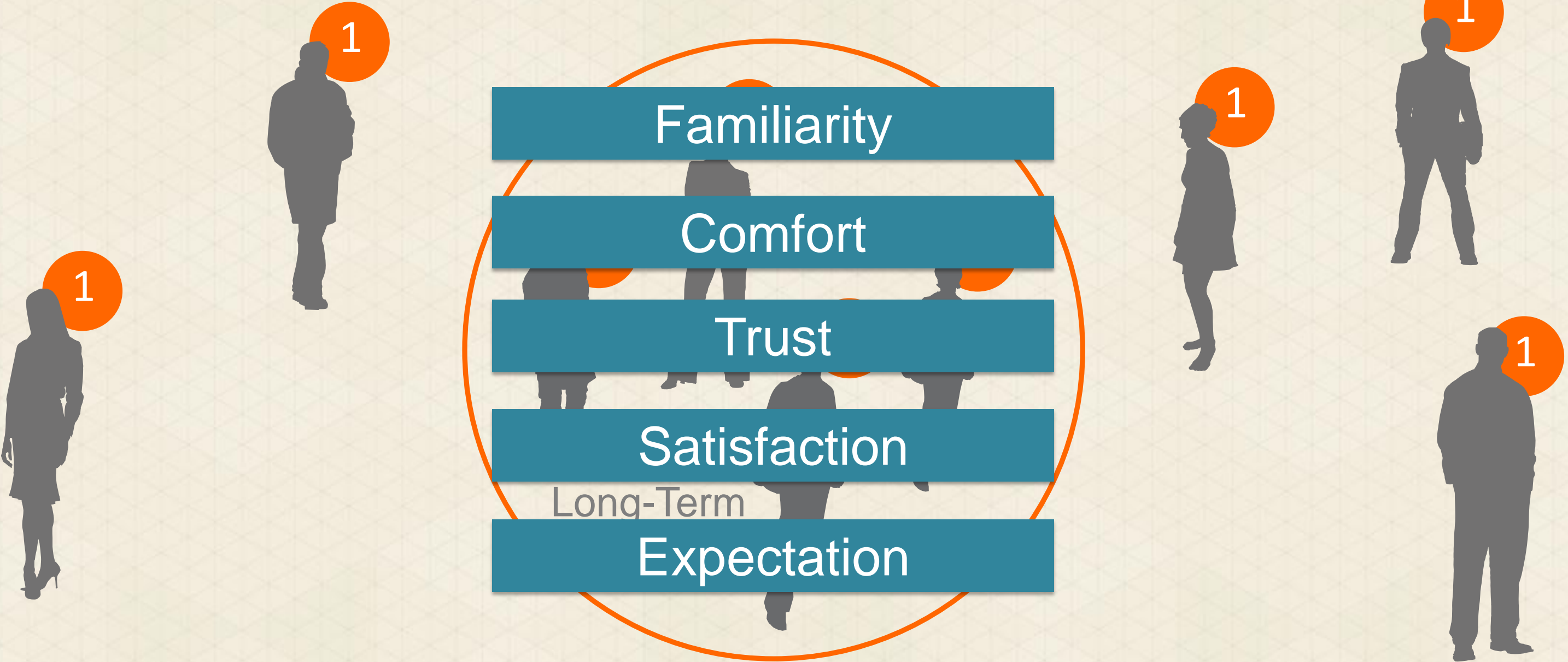




**85%** of consumers do not  
make a second purchase



# One-Time Buyers VS Long-Term Customers



One Time Buyers

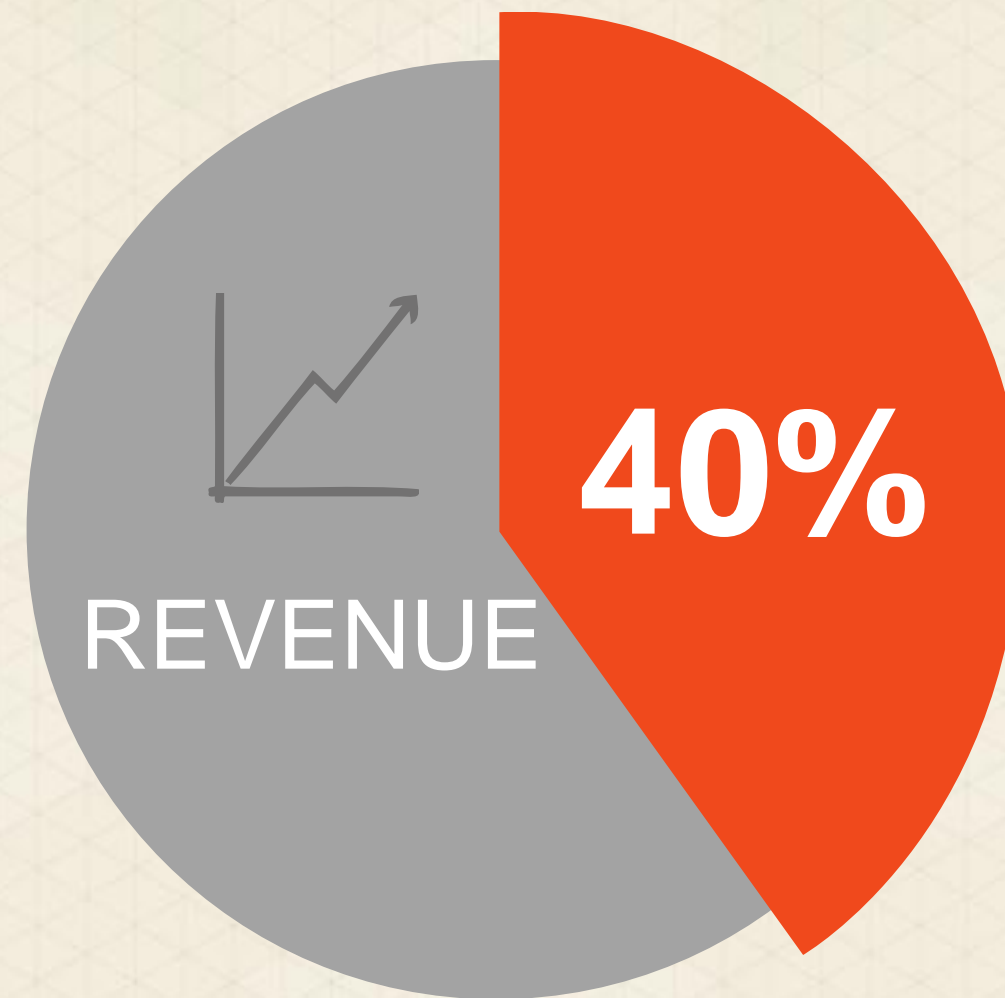
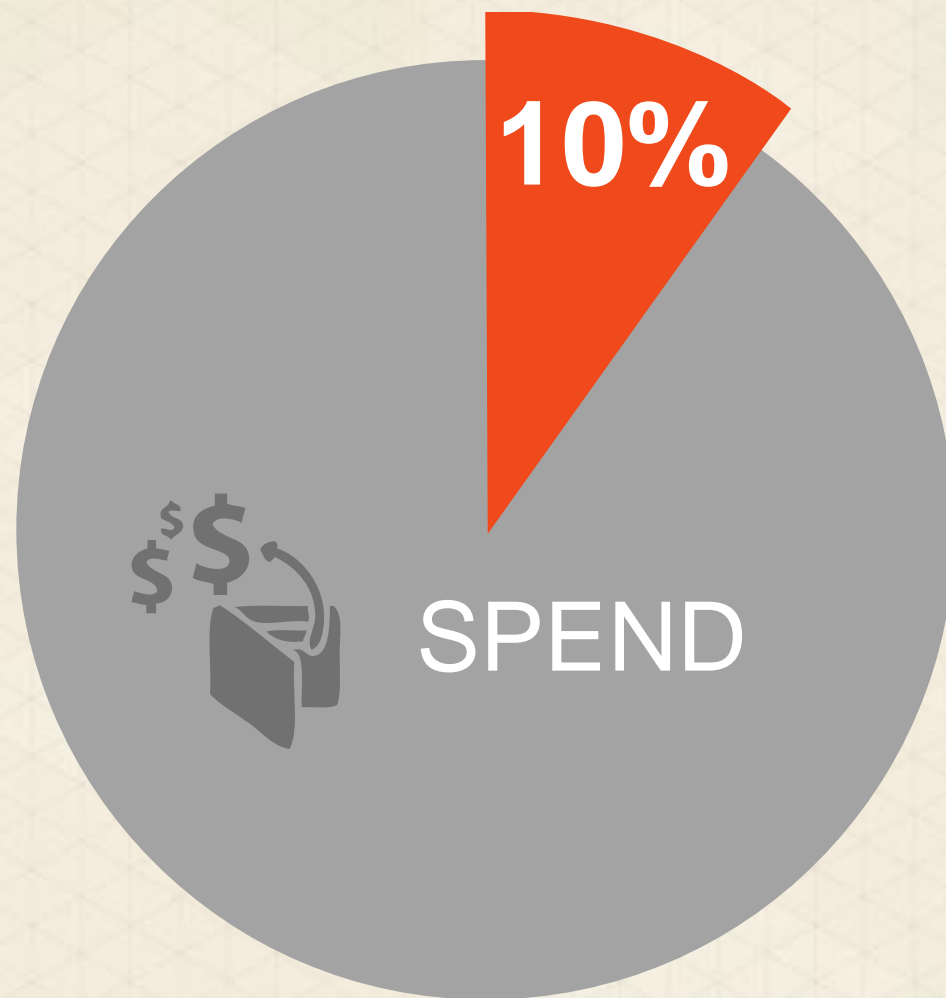
One Time Buyers





# **Email Is Key** To Creating Loyal Customers In Online Retail

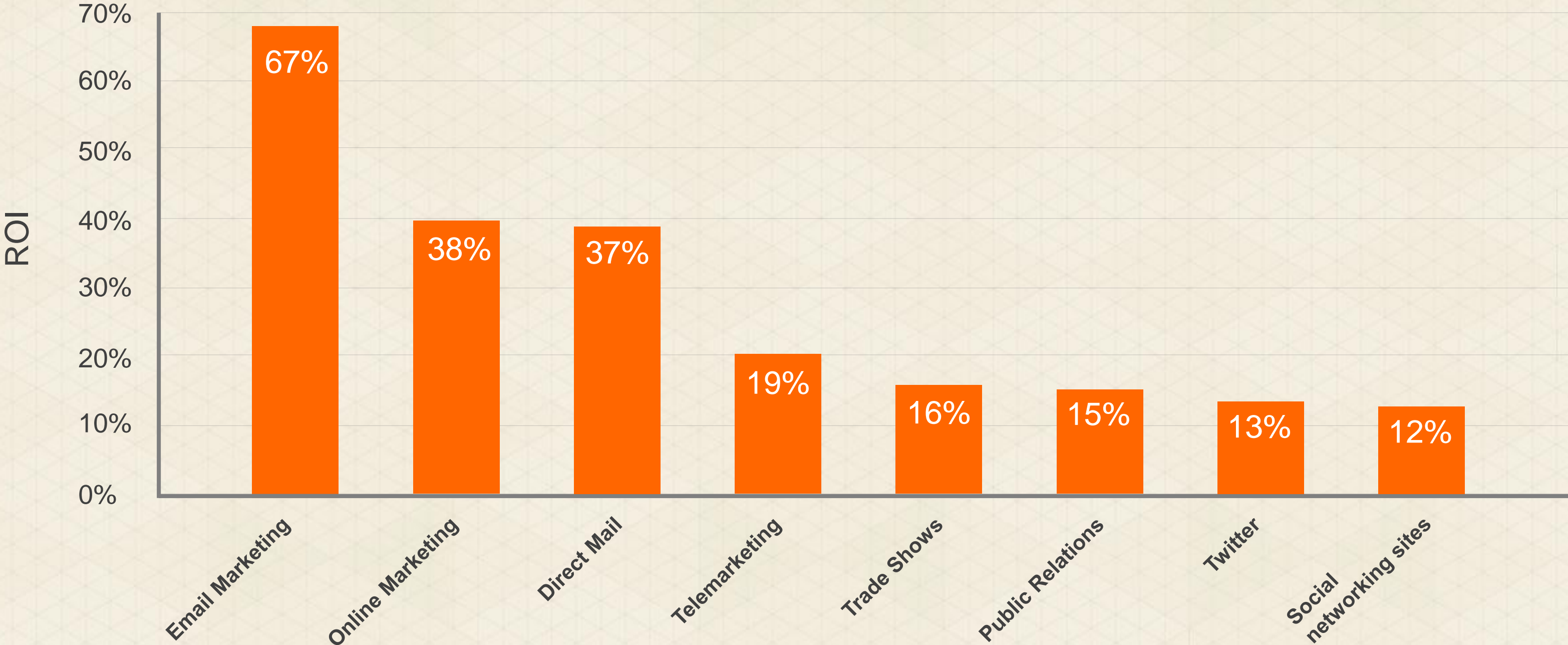
# Email Lifecycle ROI



**6-7x** More Effective



# Marketing Tactics ROI





# Tips & Best Practices

- Transactional Campaigns
- Automated Campaigns  
(Welcome Series, Post Purchase, Re-Engagement, Shopping Cart Abandonment)
- Modal Acquisition



# Online Lifecycle Marketing

10% off our edit, and free UK shipping tonight only  
View online version  
HARRODS.COM

### It's The Summer of Now Opening Night

Enjoy the online event of the summer with 10% off\* our selected edit, goodie bags, holiday giveaways, behind the scenes videos and more. Plus, shop with free UK Standard Delivery from 4pm until midnight. Join the conversation with us on Twitter @Harrods by using #OpeningNight

Having trouble reading this email? [View it on your browser](#)

Jul 23, 2013

## New Candy Jars

ALL 25% off this week

## ALLSAINTS

WOMEN | MEN | NEW ARRIVALS | LOOKBOOK

### NEW SEASON

Walker Jacket, Lucille Skirt and Kay Shirt  
London, 2013  
COPYRIGHT © ALLSAINTS

## Planet Blue

FREE SHIPPING ON ORDERS OVER \$100\* | HASSLE-FREE RETURNS

### ROCK N' ROLLIN'

OUR NEW ARRIVALS ARE ROLLING IN THE DEEP

SHOP NEW

### HONEY BUNNY

YOU'RE LATE, FOR A VERY IMPORTANT DATE

SHOP DATE NIGHT

WHAT'S NEW | DRESSES | SALE

Visit A Planet Blue Store Near You

409 N Beverly Dr, Beverly Hills, CA 90210 | 3835 Cross Creek Rd, Malibu, CA 90265  
800 14th St, Santa Monica, CA 90403 | 2940 Main St, Venice, CA 90405

\*Free ground shipping via USPS promotion valid for only contiguous U.S. domestic orders \$100 or more. No code necessary for promotion.

shopplanetblue.com

© Copyright 1995-2013 Planet Blue. All Rights Reserved.

Sent to: annabelmatt@gmail.com | [unsubscribe from this list](#)

## TOPSHOP

STYLE NOTES

### SERIOUS GIRL

VINTAGE-INSPIRED NEWEST COLLECTION

MARK CRAFT

### Road Trip!

Get out of town in Free People's easy-to-love fall collection.

SEE THE LOOKBOOK

ENJOY FREE WORLDWIDE EXPRESS DELIVERY

JOIN US | GET THE INSIDER SCOPE

DOWNLOAD OUR APP | TELL A FRIEND

## MIMCO

Join the MIMCOLLECTIVE

### SCALE down

The Mini is on the money

SHOP NOW

EN-GAUGE Join the chain gang SHOP NOW

CRYSTALLIZE In soft sparkling champagne SHOP NOW

DID YOU MISS?

Stef and Jess, our campaign stars READ AND SHOP NOW

It's time for a good hair day SHOP NOW

Go the other way VIEW

CONTACT US | FIND A BOUTIQUE | MIMCO SOUL

## REVOLVEclothing.com

FREE SHIPPING & FREE RETURNS

### SALE

TAKE UP TO 50% OFF ON 2,300

SWIMSUITS, DRESSES, TEES, SHORTS & MORE FROM YOUR FAVORITE BRANDS!

Specials: Michael Stars, Velvet, Bling 44, Lovers + Friends, and more

SHOP NOW

STYLE STALKER Wrap Around Dress \$448 \$224	MESH BIKINIWEAR Bustier Bikini-Style Top \$448 \$224	CLOVER CANYON EXCLUSIVE Raglan Hoodie \$448 \$224	JEFFREY CAMPBELL Satchel Handbag \$448 \$224
LOCAL CELEBRITY Crop Top \$448 \$224	DY BY DOUCE VITA Ruffled Crop Top \$448 \$224	J BRAND Mid Rise Skinny \$448 \$224	BOULEE Asymmetrical Dress \$448 \$224

SHOP SALE

## greats

tonelle, Viva, & Scott\*

SHOP NOW



# Create Brand Ambassadors



Friends

Family



# Customer Lifetime Value

- ▶ Preferences
- ▶ Behaviour
- ▶ Actions



Build A  
Long-Term  
Relationship

# Monetize Your Transactional Emails



# Monetize Your Transactional Emails: Don't Waste Opportunities

Megan Ouellet,

Thank you for your order! This e-mail is your order receipt. All the details of your order are shown below. To see the status of your order, check out the Order Management page at the URL below:

<https://www.thinkgeek.com/brain/account/history.cgi?aid=6&id=294d6ed32&icpg=orderconf>

Please note that the next order status e-mail you receive from us will be when your order ships (unless additional information is required).

**\*\*if you need to cancel or change your order, please DO NOT email us.\*\***

The easiest and fastest way to change or cancel your order is to go to: <https://www.thinkgeek.com/brain/account/history.cgi?aid=6&id=294d6ed32&icpg=orderconf>  
From this page, you can cancel your order and if necessary, place a new order. Thanks!

ORDER DETAILS:

Order ID: 294d6ed32

Ship To:

Megan Ouellet  
13574  
529 E Main St

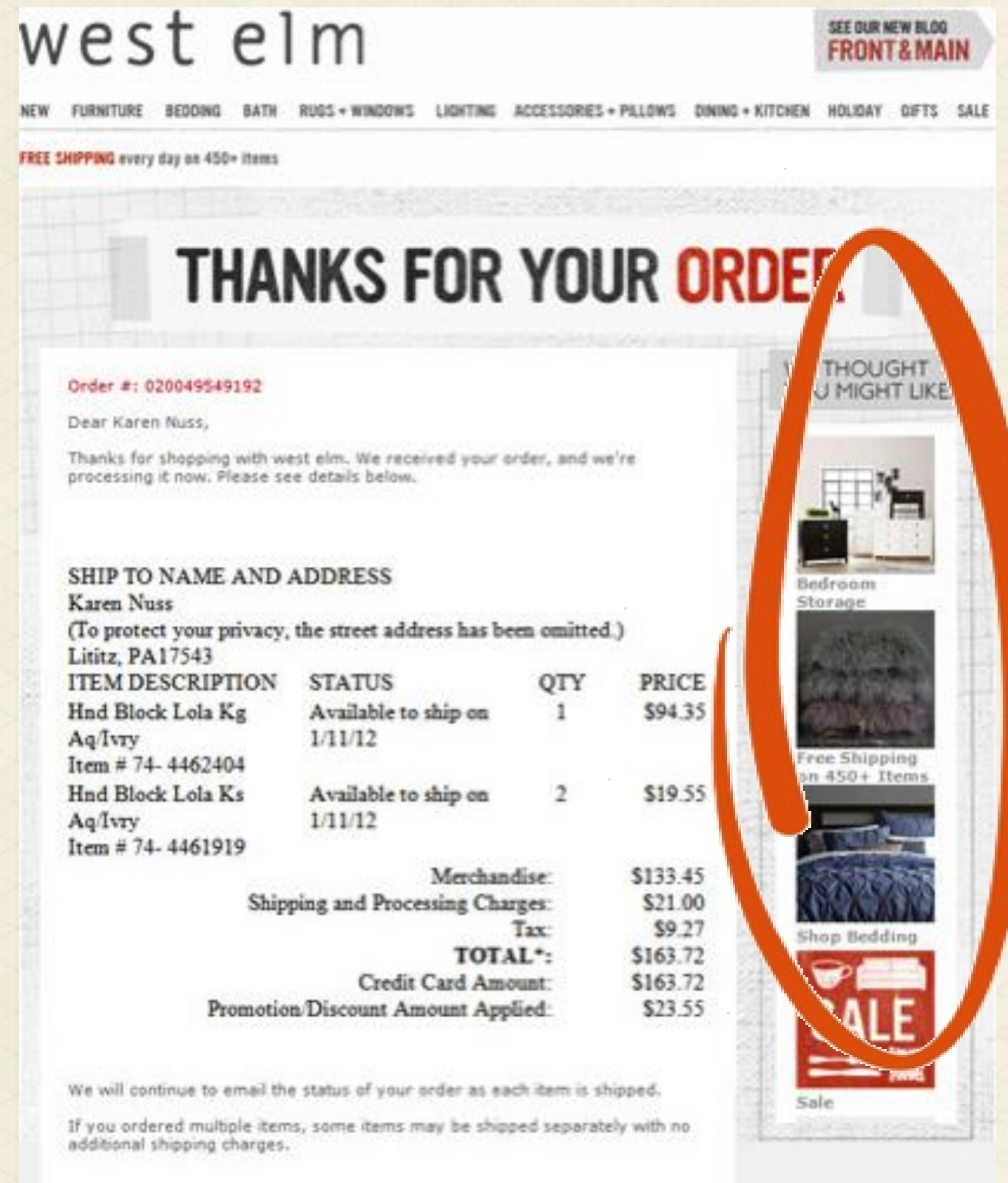
Here are the items you just spent your hard-earned cash on.

Item	Qty	Unit	Total
1. +10 Bag of Groceries	3	\$5.99	\$17.97
2. </head> Tag Beer Glass	2	\$9.99	\$19.98
3. Alcohol By Volume Glass	2	\$7.99	\$15.98
4. BeerBot Bottle Opening Shirt - Black, M	1	\$9.99	\$9.99
5. Lord of the Rings Etched Bar-Ware - Prancing Pony Stein	1	\$29.99	\$29.99
6. Star Wars 10 oz. Glass Set	1	\$15.99	\$15.99
Sub Total			\$109.90
Sales Tax			\$0.00
Shipping			\$10.29
Total			\$120.19

Sub Total \$109.90  
Sales Tax \$0.00  
Shipping \$10.29  
Total \$120.19

# Building a repeat customer base through post purchase email campaigns

- ▶ Higher Relevancy
- ▶ Higher Click-Through Rate
- ▶ Higher Conversion Rate





# Automated Campaigns

- ▶ Welcome Series
- ▶ Post Purchase
- ▶ Re-Engagement
- ▶ Shopping Cart Abandonment



# Welcome Series



# Welcome Series

- ▶ Series of 1-3 Emails
- ▶ Set The Tone
- ▶ Introduce Your Brand
- ▶ Educate Your Customer





# Welcome Series Email 1/3 EDEX Case Study

Welcome to Educational Experience, don't forget to collect your \$10 voucher

Not displaying your learning resource partner  
View it in 1 of 3 W

**educational experience**  
your learning resource partner

*A Trusted Advisor of the Education and Care Industry*

Categories Age Outcome Skills Curriculum

**WELCOME TO EDUCATIONAL EXPERIENCE**  
Enjoy \$10 off your next online order!

Hi Name,

Thank you for signing up to receive Educational Experience emails. As a gift for signing up, use your coupon code below and take \$10 off your next purchase over \$70 at the edex.com.au online store.

**USE THIS CODE XXXX & TAKE \$10 OFF** [SHOP NOW](#)

\*Valid on all orders over \$70

**WELCOME TO EDUCATIONAL EXPERIENCE**  
Enjoy \$10 off your next online order!

Hi Name,

Thank you for signing up to receive Educational Experience emails. As a gift for signing up, use your coupon code below and take \$10 off your next purchase over \$70 at the edex.com.au online store.

**USE THIS CODE XXXX & TAKE \$10 OFF** [SHOP NOW](#)

\*Valid on all orders over \$70

**DID YOU KNOW?**  
At Education Experience we include detailed product information on all our educational resources including recommended ages, skills developed, product outcomes and much, much more...

**GET GREAT PRODUCT INFORMATION ON EVERY PRODUCT**

**POPULAR PURCHASES**

**GET SPICE INFO**  
What does this product encourage?  
Skill Building  
Problem Solving  
Imagination  
Communication  
Ego Building  
Recommended For  
Ages 3 - 8 yrs

**DOWNLOAD INFO**  
Programming Ideas download.pdf [SHOP NOW](#)

**NEED PROGRAM IDEAS?**  
At Education Experience we understand it can sometimes be hard to come up with new and fresh classroom activities that are both fun and educational. That's why we created a large repository of free classroom ready activity guides.

**GET INSPIRED BY OUR IDEAS!**

**Mother's Day Craft Ideas**  
[Click to Download](#)

**Easter Craft Ideas**  
[Click to Download](#)

**Father's Day Craft Ideas**  
[Click to Download](#)

**Christmas Craft Ideas**  
[Click to Download](#)



# Welcome Series Email 2/3 EDEX Case Study

Everything you need, to discover the right educational products and resources.

Not displaying correctly

View it in your browser

2 of 3 Welcome Email

**educational  
experience**  
your learning resource partner

*A Trusted Advisor of the Education and Care Industry*

Categories

Age

Outcome

Skills

Curriculum

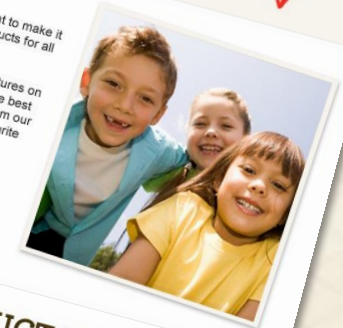
Special

## Helping you find the right EDUCATIONAL RESOURCES



Hi Annabel,  
At Education Experience we want to make it easy for you to find the right products for all your educational needs.  
That is why we have a range of features on our site that allow you to discover the best educational resources, get advice from our experts and easily re-order your favourite products.  
Check them out below!

Yours Sincerely  
*Educational Experience Team*



### THE PRODUCT FINDER

Use our product finder to discover the best educational resources based directly on your specific needs.

**Product Finder**

Select By Age  
Select By Skill  
Select By Outcome  
Select By Curriculum

**FIND A PRODUCT**

**HOW TO USE IT:**  
Select the age group, skill, outcome or curriculum and our product finder will search through our thousands of products and recommend those that best suit your needs.

**FOUND ON OUR HOMEPAGE!**

**SHOP NOW**

### Chat Live with one of our Educational Resource Professionals

If you are on our website and you find you have a question or you just need a little help, you can simply open up a chat with one of our resource experts. They will help you with whatever you need and answer any of your questions.

**HOW TO USE IT:**  
Just Click on 'Live Chat' at the top right of any page and speak directly to a real Education Experience resource experts.

**BROWSE NOW**



**SAVE TIME!  
WITH QUICK ORDER**



# Welcome Series Email 3/3 EDEX Case Study

Bonus Article – Teaching Children to Love the Earth.

**educational  
experience**  
your learning resource partner

*A Trusted Advisor of the Education*

Categories Age Outcome Skills Curriculum

## Understanding Your Child's Development

Hi Annabel,

Educational Experience is privileged to be associated with Dr John Irvine, one of Australia's most well-known child psychologists.

To help you with your resource selection we have applied Dr John's SPICE rating system to a number of our resources and products. This rating system is based on Dr John's doctorate



### Understanding Your Child's Development

Hi Annabel,  
Educational Experience is privileged to be associated with Dr John Irvine, one of Australia's most well-known child psychologists.

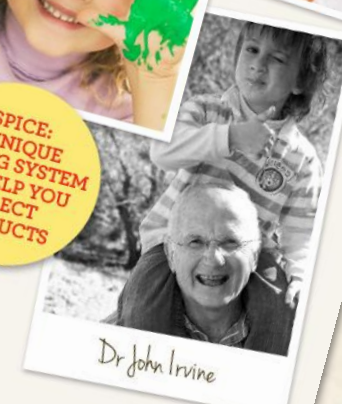
To help you with your resource selection we have applied Dr John's SPICE rating system to a number of our resources and products. This rating system is based on Dr John's doctorate and focuses on the educational qualities of play items.

SPICE:  
Skill building  
Problem solving  
Imagination  
Communication  
Ego-building

You will find this in the 'product Information' section on our product pages.

Yours Sincerely,  
Educational Experience Team

**SPICE:  
A UNIQUE  
RATING SYSTEM  
TO HELP YOU  
SELECT  
PRODUCTS**



Dr John Irvine

### LOOK OUT FOR OUR SPICE KEY

- Skill Building
- Problem Solving
- Imagination
- Communication
- Ego Building



#### Engage Magazine

Engage Magazine is our very own publication designed for educators, teachers and parents. The publication offers interesting Articles, Resource Guides, Tips, Ideas and offers to inspire educators and parents with all things educational!

[READ MORE](#)



#### Teaching Children to Love the Earth - Sustainability

Browse some of the articles and advice that we provide and produce specifically for Australian educators and parents.

[READ MORE](#)



# Post Purchase

# Post Purchase

**4-6x**  
REVENUE

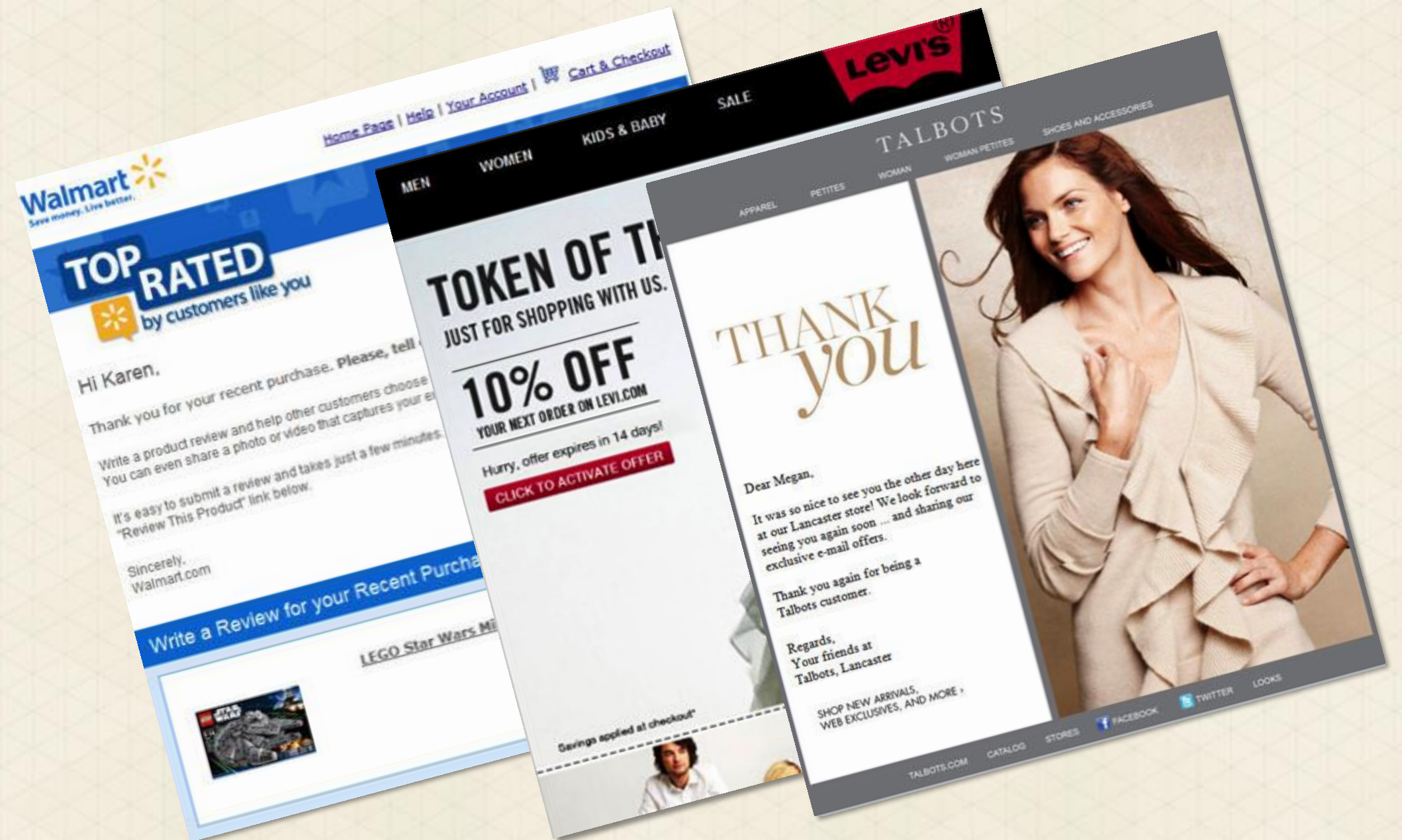
**5-20%**  
CONVERSION

**30-40%**  
HIGHER AVERAGE  
ORDER VALUE



# Post Purchase Strategies

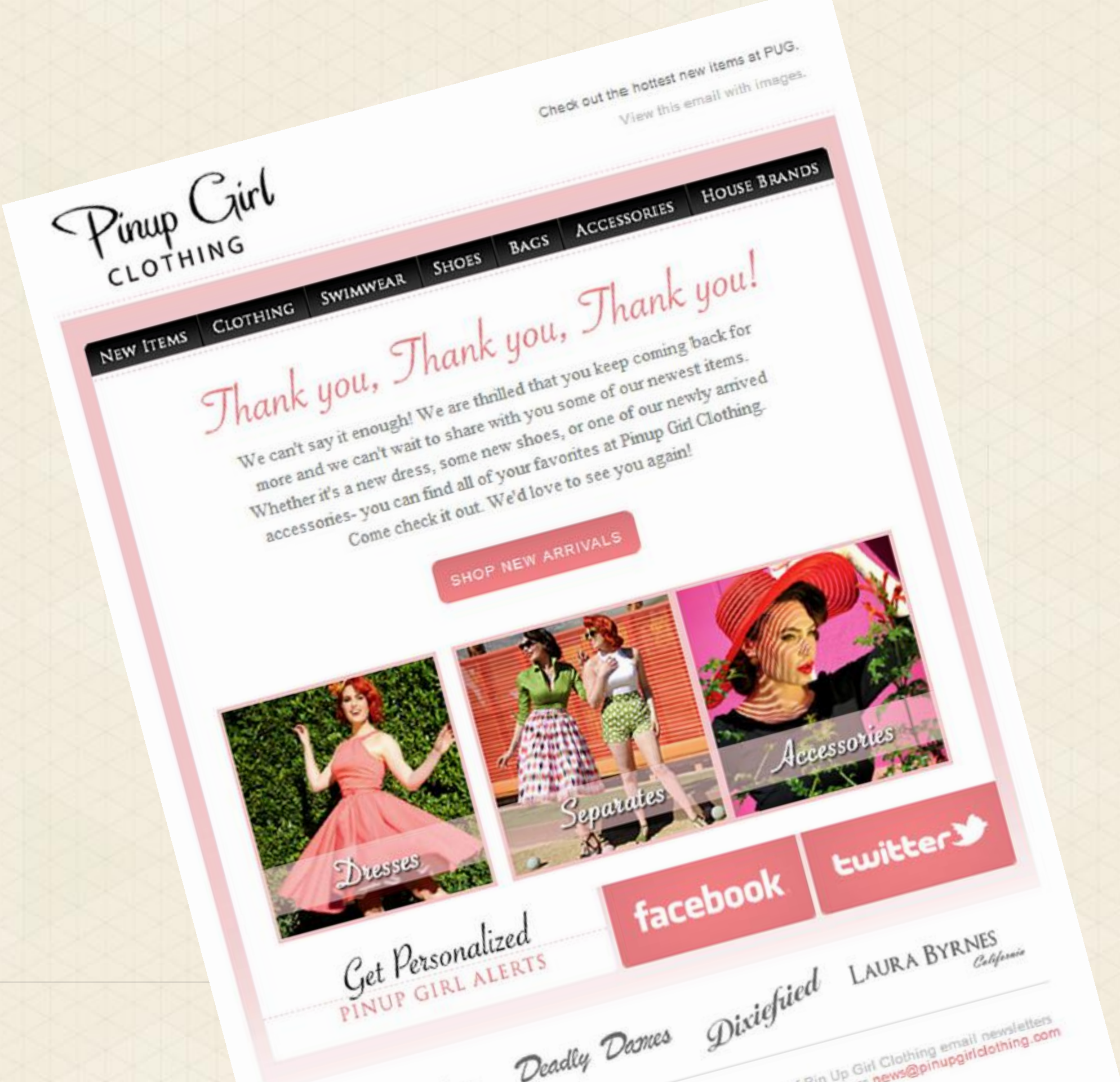
- ▶ Survey & Customer Service
- ▶ Thank You
- ▶ Request A Review
- ▶ Product Care / Instructions
- ▶ Loyalty Programs
- ▶ Product Replenishment





# Post Purchase Thank You Email

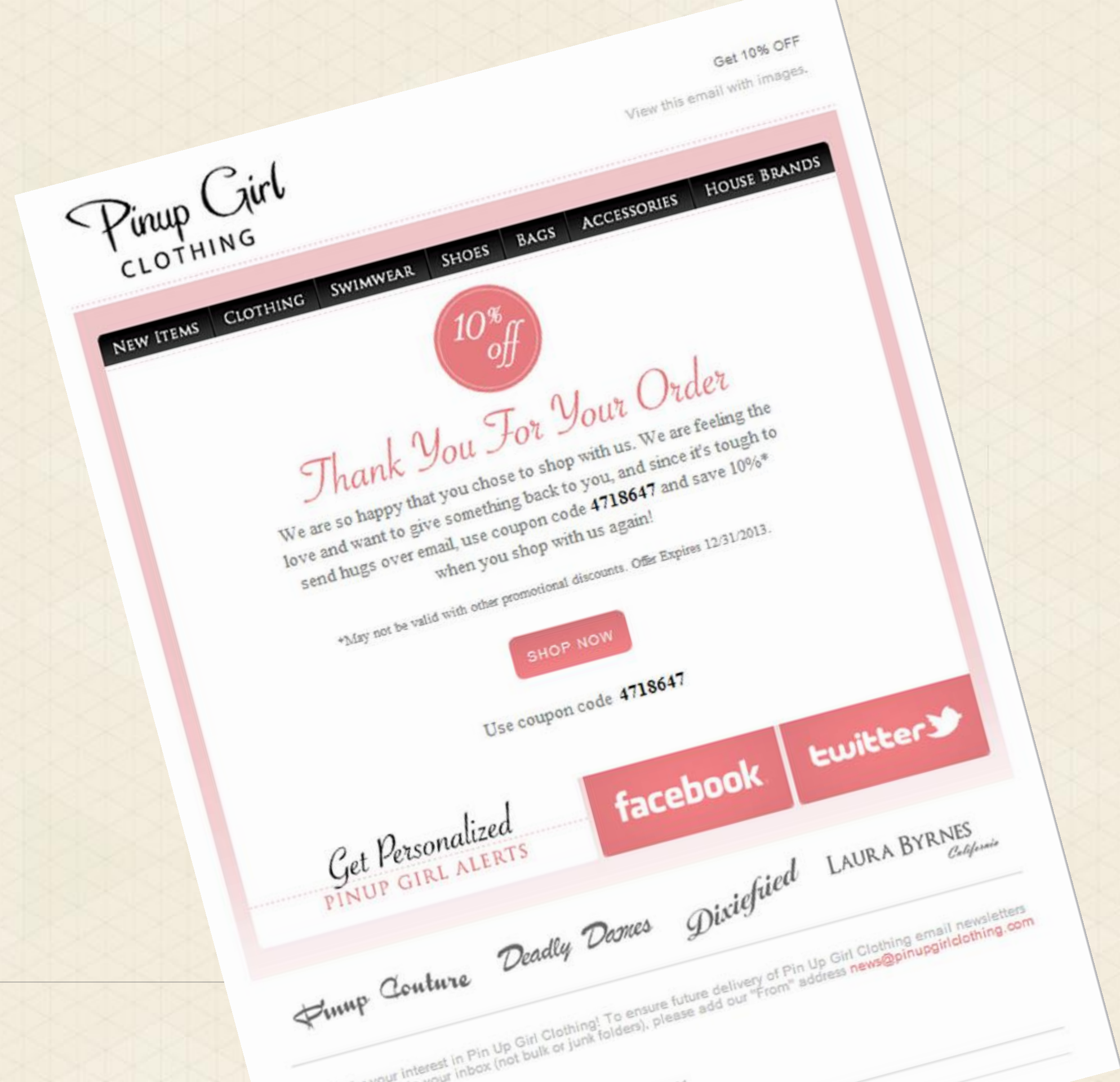
Building a repeat customer base through post purchase email campaigns





# Post Purchase Thank You Email With Offer

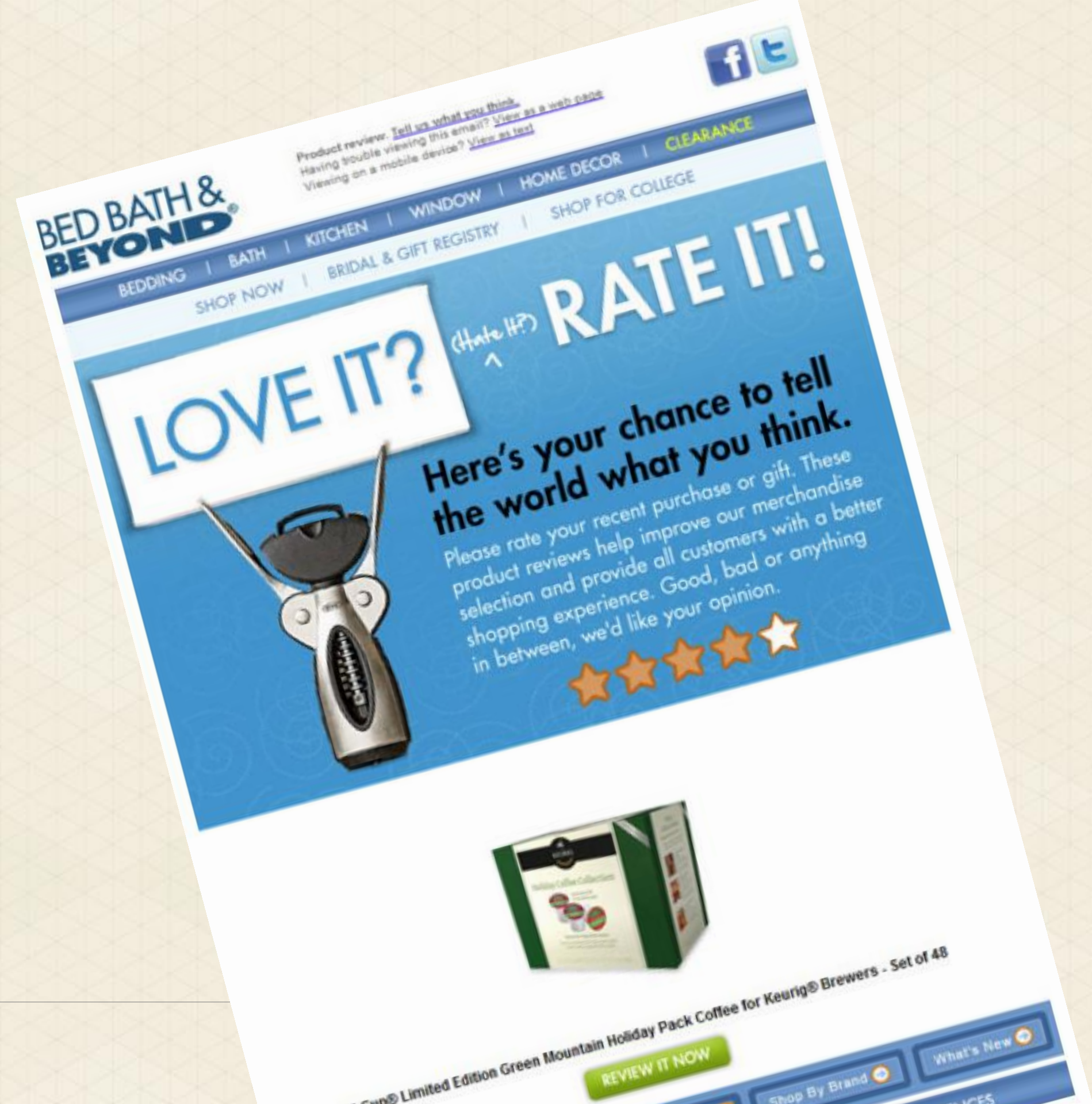
Building a repeat customer base  
through post purchase email  
campaigns





# Post Purchase Request A Review

- ▶ Shows that you truly care
- ▶ Provides valuable feedback
- ▶ Build product reviews
- ▶ Generates more orders

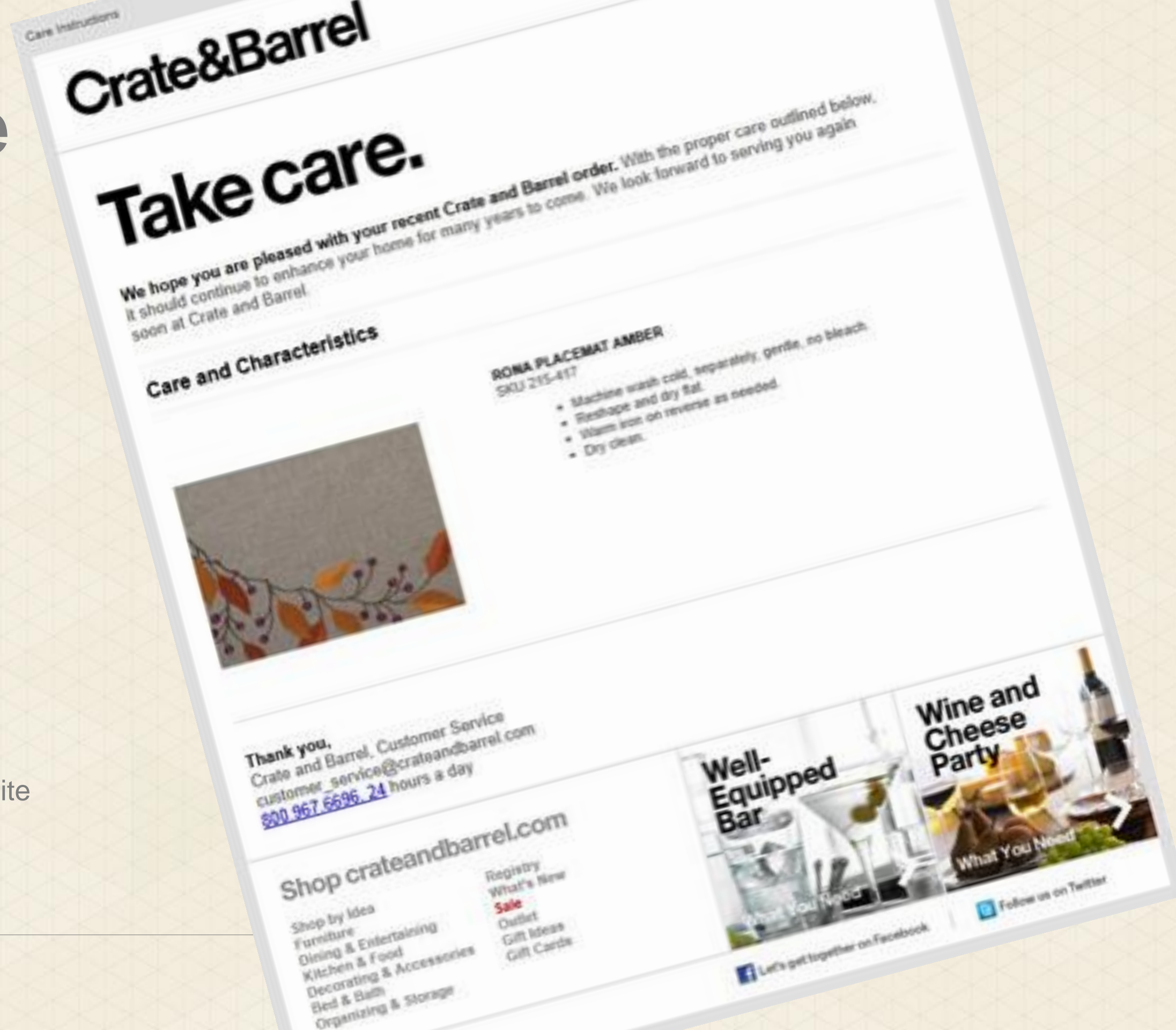




# Post Purchase Product Care Instructions

Building a repeat customer base through post purchase email campaigns

- ▶ **Main Goal**
  - ▶ Provide Valuable Information To Customer
- ▶ **Secondary Goal:**
  - ▶ Maximise Click-Throughs To Site





# Re-Engagement



# Replenishment – Buyertrack





# Re-Engagement Buyertrack

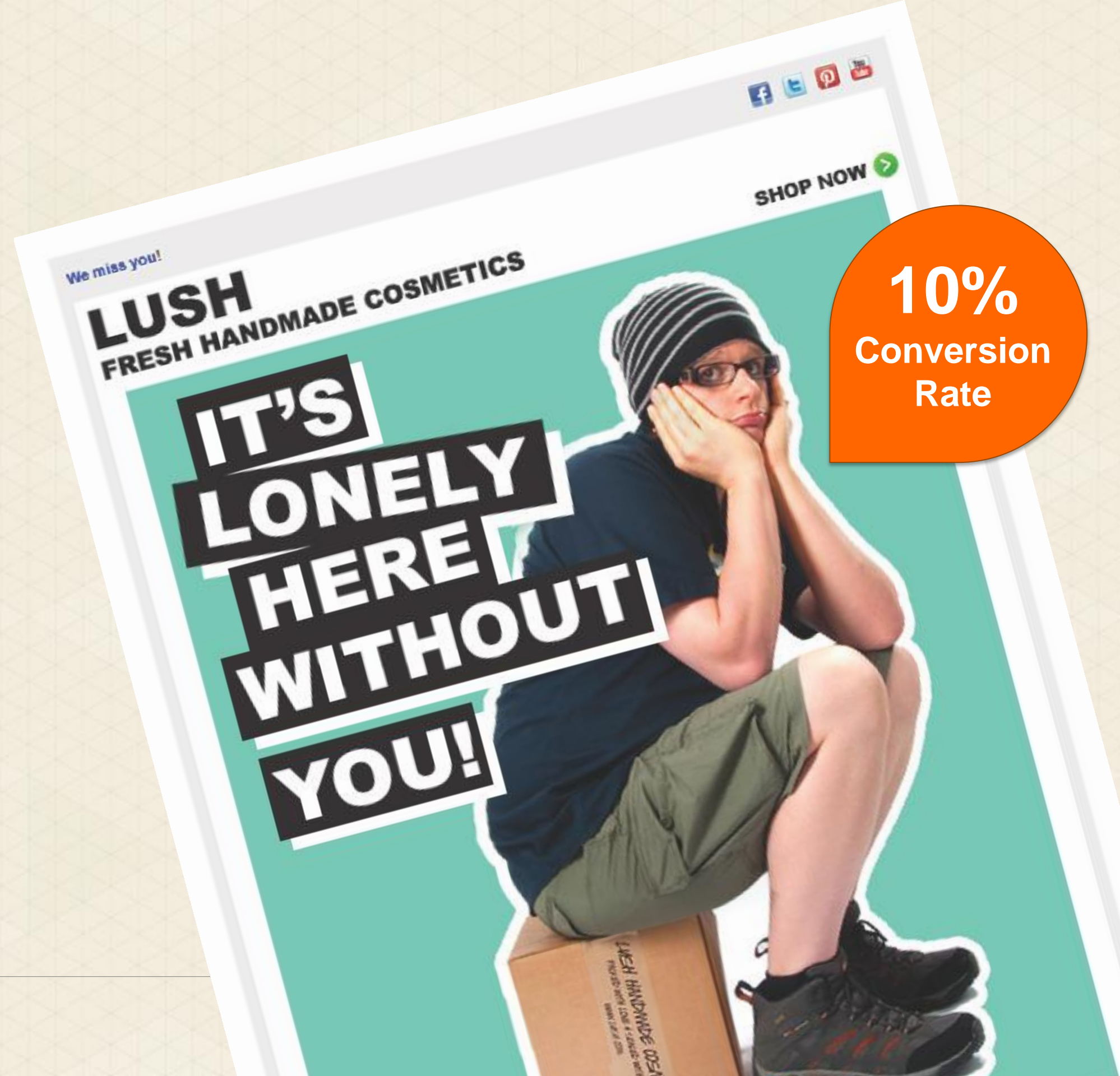
Building a repeat customer base  
through post purchase email  
campaigns





# Re-Engagement Buyertrack

Building a repeat customer base  
through post purchase email  
campaigns





# Re-Engagement Birthday Email

ewave

the magic of  
**★ macy's**

for the home bed & bath women men juniors kids beauty shoes handbags & accessories jewelry & watches sale

SEARCH  GO [deals & promotions](#) STORES GIFTS & GIFT CARDS WEDDING REGISTRY

**FREE SHIPPING** on your next macys.com order\*  
promo code: **X88S7Q82IYBK**



**Surprise!**  
**We remembered.**

Happy Birthday! It's a great time to treat yourself to something special. And to make it even happier, enjoy **Free Shipping** on your next purchase!

[shop now](#)

**MACY'S EVERYWHERE** now you can experience Macy's any way you like! [get the details](#)

 our iPhone App [DOWNLOAD NOW](#)  [become our fan on facebook](#)  [follow us on twitter](#)

shop online shop catalogs find a store register store events easy returns



# Re-Engagement 1<sup>st</sup> Year Anniversary

ewave



for the home bed & bath women men juniors kids beauty shoes handbags & accessories jewelry & watches sale

SEARCH  GO [deals & promotions](#) STORES GIFTS & GIFT CARDS WEDDING REGISTRY

## FREE SHIPPING

on your next macys.com order\*

promo code: **X88S7Q82IYBK**



### Happy Anniversary We Remembered!!

Celebrate your first year of being a loyal customer of ours with **Free Shipping** on your next purchase

[SHOP NOW](#)

Similar to your purchases



Mikasa Dinnerware,  
Parchment  
Collection

\$10.00 -



Lenox Dinnerware,  
Opal Innocence  
Collection

\$23.00 - 543.00

★★★★★ (70)



Waterford  
Dinnerware,  
Lismore  
Collection

\$100.00 -

### MACY'S EVERYWHERE

now you can experience Macy's any way you like! [get the details](#)



our iPhone App

DOWNLOAD NOW



become our fan on facebook



follow us on twitter

shop online

shop catalogs

find a store

register

store events

easy returns



# Shopping Cart Abandonment





**75%** of shopping carts  
are abandoned

**\$100,000**

**\$300,000**



# Shopping Cart Abandonment: Top Reasons

## What People Say

- ▶ Price
- ▶ Timing
- ▶ Objections

## What People Do

- ▶ Not All Abandonment Is Bad
- ▶ Normal Part Of The  
Decision Making Process





# Shopping Cart Abandonment:



**300% CONVERSION INCREASE**



# Shopping Cart Abandonment: EDEX Case Study

**educational experience**  
your learning resource partner

**IS THERE ANYTHING WE CAN HELP WITH?**  
Fast & Flexible Delivery  
Australia Wide

Hi Name,


We noticed that you started an order with us recently but were not able to complete it.

If you need any help completing your order, let us know. You can call us on **1300 134 211** or email us at [hotline@edex.com.au](mailto:hotline@edex.com.au).

**CHECK OUT NOW**

---

**YOUR SHOPPING CART**

Items	Price	QTY	Cost
 Wooden Birthday Cake	\$45.00	1	\$50.00
			Subtotal: \$

3 Hours



# Shopping Cart Abandonment: EDEX Case Study

**educational  
experience**  
your learning resource partner

**HURRY!**  
**YOUR CART HAS ALMOST EXPIRED**

We held onto your items just in case you weren't done shopping yet.




Hi Name,

This is a reminder that the items that you have in your shopping cart will only be held onto for a few more days.

If you would like to check out please [click here](#).

**CHECK OUT NOW**

## YOUR SHOPPING CART

Items	Price	QTY	Cost
 Wooden Birthday Cake	\$45.00	1	\$50.00
			Subtotal: \$

**48 Hours**




# Shopping Cart Abandonment: EDEX Case Study

**educational experience**  
your learning resource partner

**5% OFF**

**CHECKOUT NOW TO RECEIVE 5% OFF**  
Claim your 5% coupon now before time runs out...



Hi Name,


Purchase now to receive 5% off with the coupon code: xxxxxxx

If you have experience difficulties in the checkout process, we would be happy to help out. You can call us on **1300 134 211** or email us at [hotline@edex.com.au](mailto:hotline@edex.com.au).

**CHECK OUT NOW**

Coupon Code:

**YOUR SHOPPING CART**

Items	Price	QTY	Cost
 Wooden Birthday Cake	\$45.00	1	\$50.00
			Subtotal: \$

48 Hours



# Shopping Cart Abandonment: EDEX Case Study

**8.6% RECOVERY RATE**

**94% Revenue**

**educational experience**  
your learning resource partner

IS THERE ANYTHING WE CAN HELP WITH?  
Fast & Flexible Delivery Australia Wide

Hi Name,  
We noticed that you started an order with us recently but were not able to complete it.

If you need any help completing your order, let us know. You can call us on **1300 134 211** or email us at [hotline@edex.com.au](mailto:hotline@edex.com.au).

**CHECK OUT NOW**

**YOUR SHOPPING CART**

Items	Price	QTY	Cost
1 x [Item]	\$45.00	1	\$50.00
			Subtotal: \$

**54.1% REVENUE**

**educational experience**  
your learning resource partner

**HURRY!** LAST EXPIRES

Hi Name,  
This is a reminder that the items that you have in your shopping cart will only be held onto for a few more days.

If you would like to check out please [click here](#).

**CHECK OUT NOW**

**YOUR SHOPPING CART**

Items	Price	QTY	Cost
1 x [Item]	\$45.00	1	\$50.00
			Subtotal: \$

**39.93% REVENUE**

**educational experience**  
your learning resource partner

**5% OFF**

**CHECKOUT NOW TO RECEIVE 5% OFF**  
Claim your 5% coupon now before time runs out...

Hi Name,  
Purchase now to receive 5% off with the coupon code: xxxxxxx

If you have experience difficulties in the checkout process, we would be happy to help out. You can call us on **1300 134 211** or email us at [hotline@edex.com.au](mailto:hotline@edex.com.au).

**CHECK OUT NOW**

Coupon Code:

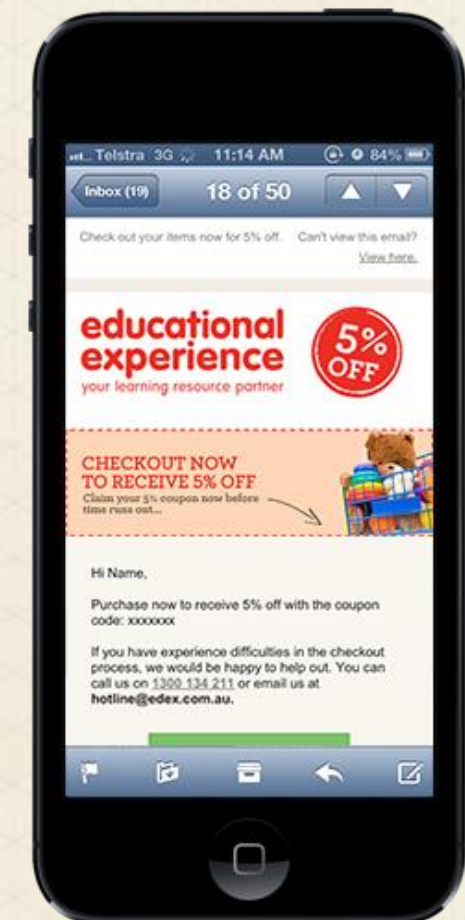
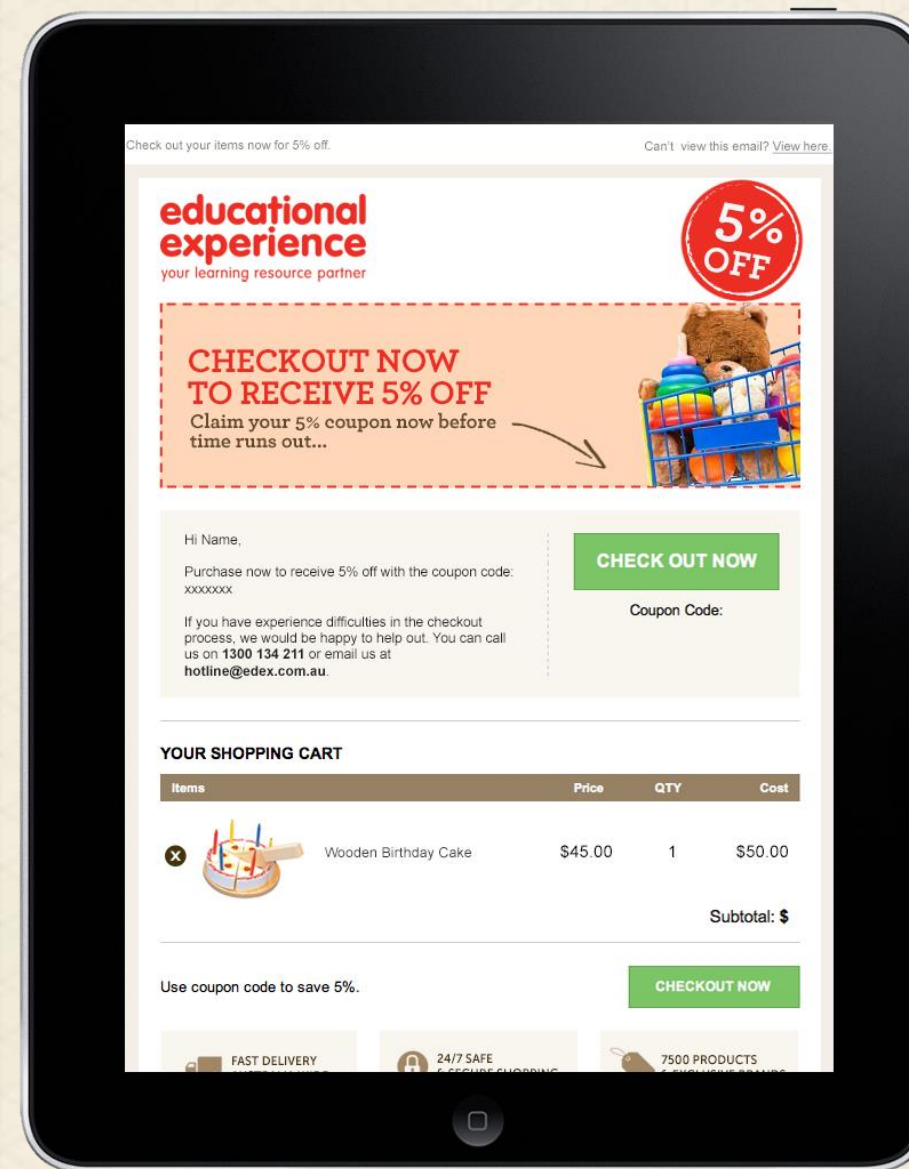
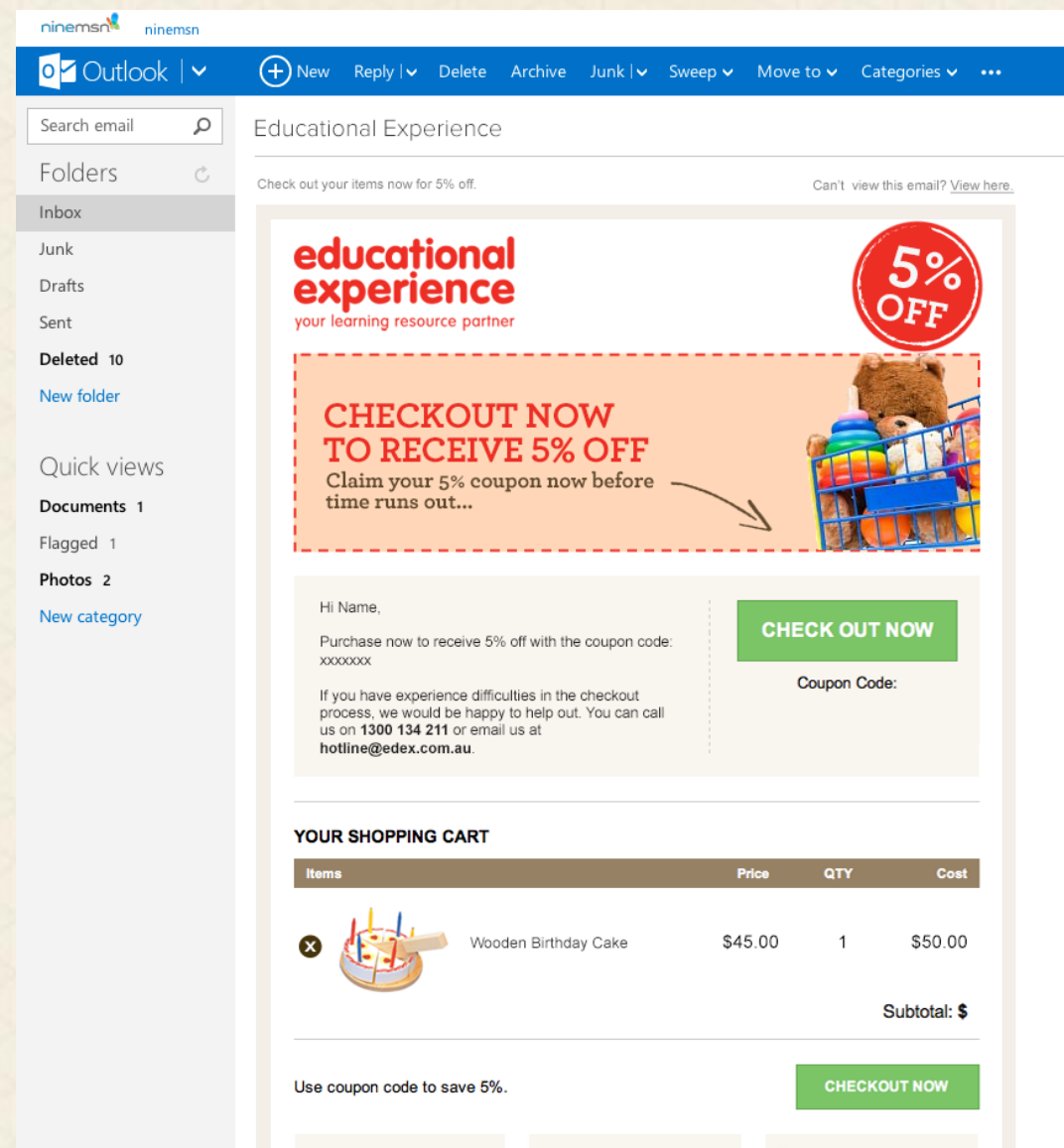
**YOUR SHOPPING CART**

Items	Price	QTY	Cost
1 x [Item]	\$45.00	1	\$50.00
			Subtotal: \$

**5.97% REVENUE**



# Shopping Cart Abandonment: EDEX Case Study // Responsive Email





# Modal Acquisition



IN STORES & ONLINE: EXTRA 30% OFF FINAL SALE ITEMS WITH CODE EXTRA30. [\\*details](#)

search keyword or item #

## NEW ARRIVALS

[FOR WOMEN](#) ▶

[FOR MEN](#) ▶

[FOR GIRLS](#) ▶

[FOR BOYS](#) ▶

TODAY: JULY 15, 2013

**THE KIKI BALLET FLAT**  
Find out why you need a pair.

## LOOKS WE LOVE

Just updated with our favorite new outfits for July.

## J.CREW JEWELS

Find a gem or two.

## FOR GUYS: WHAT TO PACK

Your cheat sheet for weekends away.

## FOR KIDS: LOOKS WE LOVE

Insta-outfits for fun under the sun.

## FALL 2013 LOOKBOOK

Pre-order our New York Fashion Week looks.



## LIKE BEING FIRST?

Then get our can't-miss style news before everybody else.

**SIGN UP FOR J.CREW EMAILS** >

**MEET KIKI** ▶

### LET US HELP YOU

[LIVE CHAT](#)  
800.562.0258

[OUR SIZE CHARTS](#)

[VERY PERSONAL STYLIST](#)

### THE J.CREW STYLE GUIDE

[REQUEST ONE](#)  
[BROWSE ONE](#)

### ABOUT J.CREW

[COMPANY HISTORY](#)

### OUR STORES

[STORE LOCATOR](#)

### OUR CARDS

[THE J.CREW CREDIT CARD](#)  
[THE J.CREW GIFT CARD](#)

### LIKE BEING FIRST?

GET OUR CAN'T-MISS STYLE NEWS BEFORE EVERYBODY ELSE.



# Modal Acquisition // EDEX Case Study

The screenshot shows the 'educational experience' website. The header includes the logo 'educational experience your learning resource partner', a search bar with the text 'search keyword, product code, item', a 'SEARCH' button, a shopping cart icon with '12 Items | \$299.95', and a 'CHECKOUT' button. Navigation links include 'Register | Quick Order | Order Status'. A menu bar contains 'Categories', 'Age', 'Outcome', 'Skills', 'Curriculum', 'Brands', 'Help & Advice', and 'Specials'. Below the menu, there are links: 'FAST DELIVERY AUSTRALIA WIDE', 'YOUR LEARNING RESOURCE PARTNER', 'CONTACT OUR CUSTOMER CARE TEAM', and 'PREPARE YOUR QUOTATION'. A 'Product Finder' section is visible with dropdown menus for 'By Skill', 'By Outcome', and 'By Curriculum', and a 'FIND A PRODUCT' button. A modal is overlaid on the page, featuring a red speech bubble that says 'GET \$10\* OFF INSTANTLY'. The modal text reads: 'Get \$10 off your next purchase when you sign up to receive our emails. \*Valid for orders over \$30'. It contains input fields for 'First Name \*', 'Last Name', and 'Email Address \*', and buttons for 'No Thanks' and 'SUBMIT'. A '\* Required' note is at the bottom right of the modal. The background of the modal shows a young girl in a red and white checkered dress.



# Modal Acquisition



## Eye Looking Straight Ahead

- ▶ Only **6%** looked at the product



# Modal Acquisition



## Eye Looking Straight Ahead

- ▶ Only **6%** looked at the product



## Eye Looking Towards Product

- ▶ **84%** looked at the product



# Relevancy





## New Customer

Highly Motivated  
Defined Need or Interest



## Long-Term Value Customer

Multiple Purchases



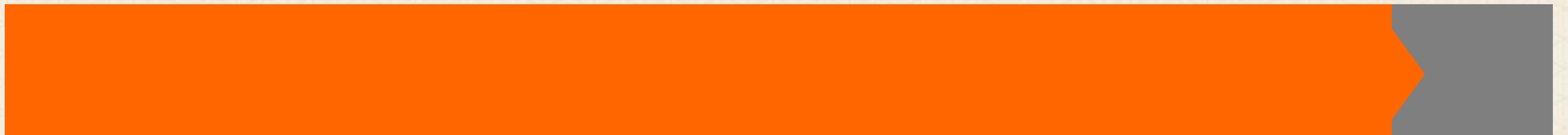
## Inactive Subscriber

Disengaged





Lifecycle email communication generates  
**9x** GREATER RESULTS





SKUs

Postcode

Time Between Orders

Order Value

City

Flexible

City

Flexible

Average Order Value

Order Value

Attributes

Average Order Value

Seamlessly Integrate

Attributes

Order Value

Spend

Postcodes

SKUs

Re-Order Date

Spend

**RELEVANCY**

City

Purchase Dates

Re-Order Date

Order Value

Categories

Order Count

Client Segmentation

Previous Purchases

Client Segmentation

Attributes

Spend

Re-Order Date

Categories

Postcode

Previous Purchases



# Email Integration

## Magento

Order History  
Products Purchased  
Customer Intention

## CRM

Customer Address  
Customer Type  
Opportunities

## POS

In-Store Orders  
Loyalty Status  
Gift Cards

# Email Platform

- ▶ Order History
- ▶ Products Purchased
- ▶ Customer Intention
- ▶ Customer Address
- ▶ Customer Type
- ▶ Opportunities
- ▶ In-Store Orders
- ▶ Loyalty Status
- ▶ Gift Cards
- ▶ Trading Info
- ▶ Postcode
- ▶ Delivery Status
- ▶ Average Spend
- ▶ AOV
- ▶ Last Purchase Date

## WMS

Trading Info  
Postcode  
Delivery Status

## ERP

Average Spend  
AOV  
Last Purchase Date



# Key Take-Aways

1. Automate All You Can
2. Monetize Your Order Emails
3. Set The Tone And Build A Relationship
4. Find The Right Post Purchase Strategy
5. Not All Shopping Cart Abandonment Is Bad
6. Think Responsive
7. Acquire More Subscribers
8. Relevancy Is Key
9. Data is King – Integration Is A Must
10. Consider The Lifetime Value Of Your Customer

Q&A



# Win a trip to Imagine 2014



**Remember to drop answers at registration desk**







magento **live**  
AUSTRALIA **2013**

