



GUIDE

Reach Sky-high Performance with E-mail Recommendations

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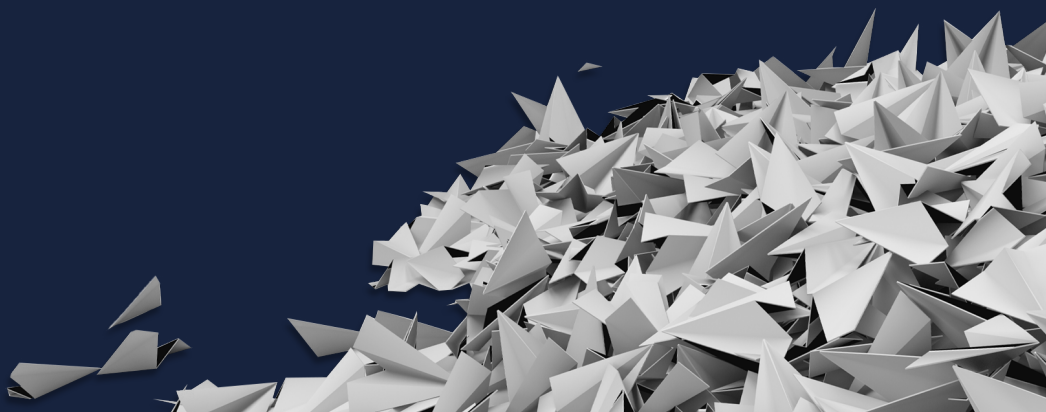
To all of you who are working with e-mail marketing – *this one is for you!*

In this guide, you'll learn how the right personalized approach to your e-mail marketing will boost your sales, customer engagement, and potentially recover lost revenue.

E-mail recommendations is a digital marketing tactic involving the use of subscriber data to create a unique customer experience for individuals.

Who wouldn't prefer immediately finding what they are searching for in their e-mail inbox instead of spending hours browsing and researching?

With personalized recommendations, you automatically place the products your subscribers are most likely to find interesting right under their noses.





Stand out from the crowd

Your average subscriber receives plenty e-mails from many different brands – and some of them are definitely from your competitors, who might also use personalization in their marketing strategy.

However, not all personalization is born equal. Bad personalization effort can hurt the perception of your brand. In fact, brands lose 38% of customers due to poor personalization.

For example, if brands lack a proper data foundation, their personalized messages will miss their relevance, which is truly worse than no personalization at all.

How do you make sure you deliver the personalized messages that customers expect and that will convince them to convert?

Once you've convinced them to open your e-mail, the key to standing out is **E-mail Recommendations & Triggers.**

38%

Lose customers due to poor personalization

Why work with E-mail Recommendations?



Improve your E-mail Performance



Communicate the right message to the right people at the right time



Boost Sales



Recover Potentially Lost Revenue



Increase Customer Engagement



Increase Average Sales Value



Win Back Customers



Increase Conversion & Click-through Rates



Improve Cross-selling



Lower Bounce Rates



Build Strong Customer Relationships



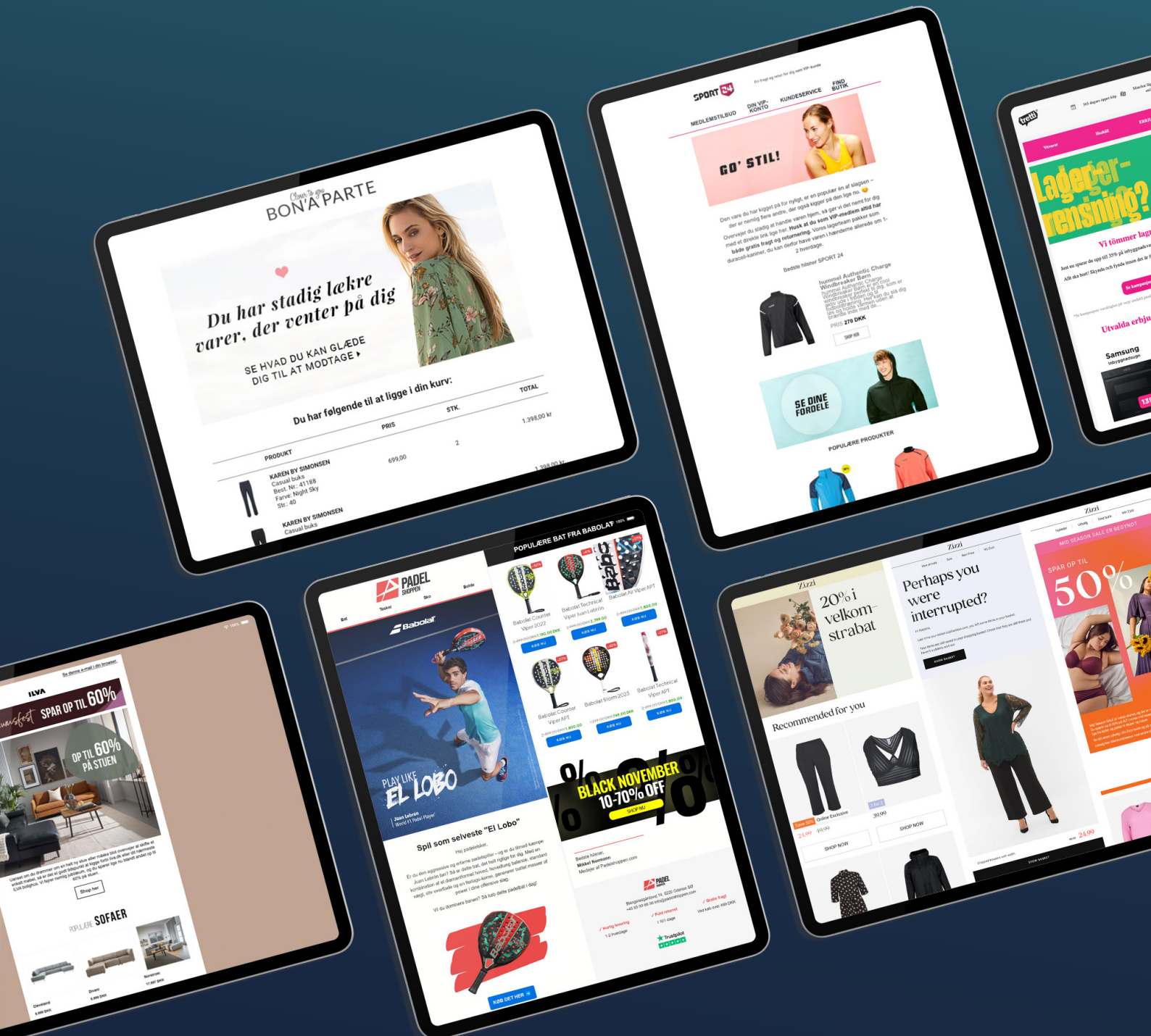
Avoid all manual resources – Automation is key

HAND-PICKED RECOMMENDATIONS JUST FOR YOU

E-mail Recommendations

E-mail recommendations allows you to improve the performance of your e-mail campaigns and makes every e-mail you send relevant. And the best part – it can be done automatically!

If you manually need to handpick recommendations to everyone of your audiences and e-mail flows, it will take hours, and the recommendations will not necessarily be any good.
– Let AI do the hard work for you!



ZERV

ZERV boosted their Conversion Rate by

294%

Nille is E-mail Marketing Specialist at ZERV who covers 13 webshops. ZERV always prefer to have recommendations in their e-mails. But with a huge number of flows for several different target groups, is it impossible for Nille to choose products manually. By adding Raptors module, the whole process happens automatically.



Nille Helweg-Mikkelsen
E-mail Marketing Specialist, ZERV

[Read the case here](#)

Product Recommendations

With recommended products, you catch the subscriber's attention by presenting them with choices that match any previous behavior, such as search results and/or purchases.

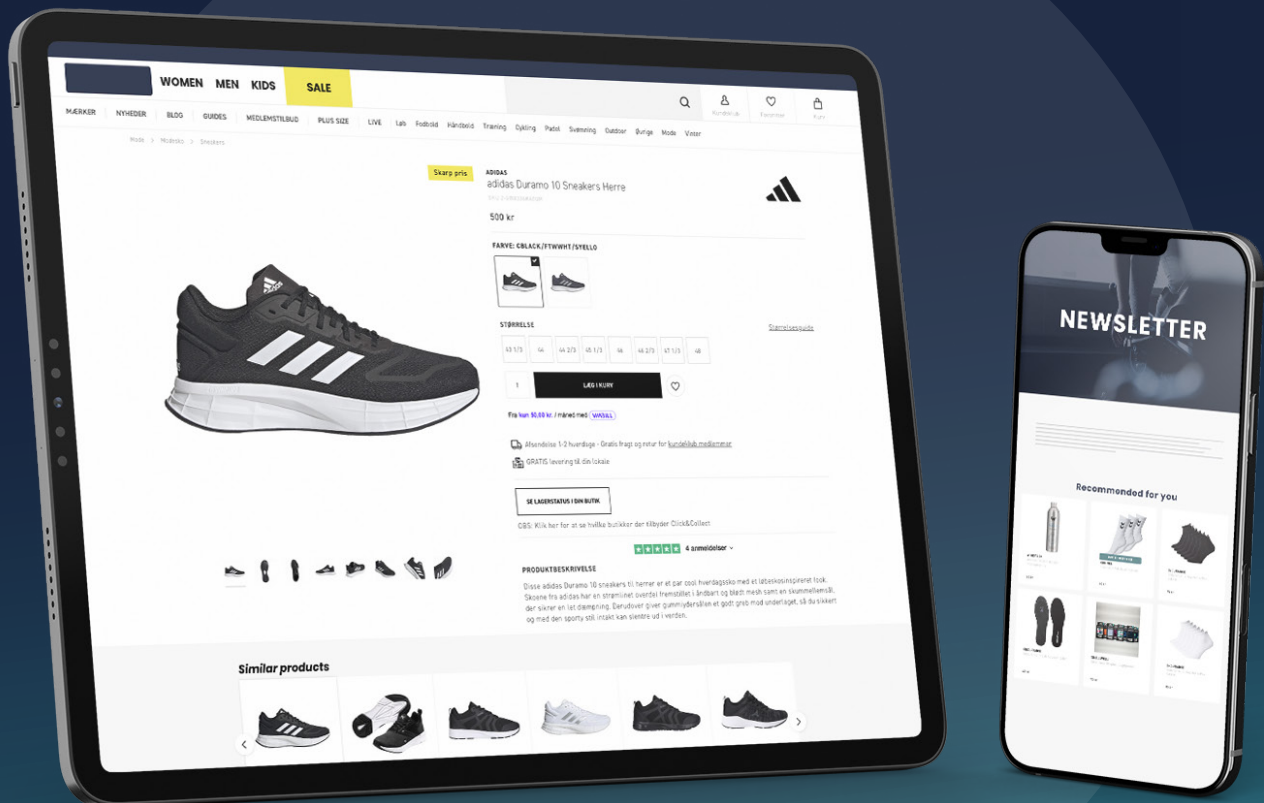
For example, if they bought a pair of shoes, you give them recommendations for socks and a cleaning spray.

By having a personalization tool, you avoid the manual process of choosing products you think your subscribers will find interesting. Let their behavior, preferences,

and interactions determine the products shown in your e-mails.

Raptor's recommendations are based on customers buying behavior but also let the company balance between how much the modules should show personal recommendations and popular products.

So, it's totally up to you to decide whether the recommendations should contain personalized products, products on sale or a mix, which gives you great flexibility.



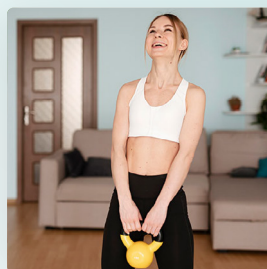
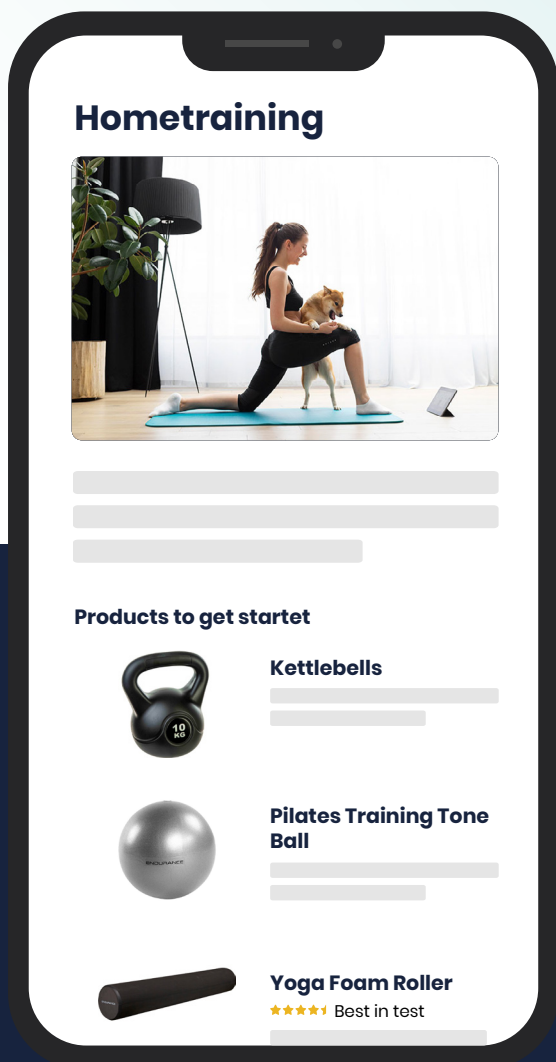
Content Recommendations

Make your content inspire your subscribers and sell the products for you. You can also use content recommendations to maintain the relationship to your customer and inspire them with useful content related to their interests.

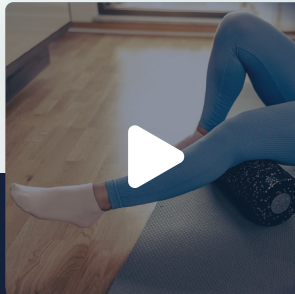
Eg. How to keep your sneakers white or how to use training equipment etc.

With content recommendations, you find the right content pieces for each subscriber, such as guides, articles, or videos about a certain product they have shown interest in.

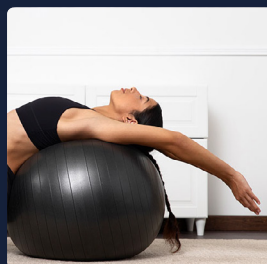
For example, if you sell make-up, you can inspire a subscriber interested in mascara with an article on 'The 5 best mascaras for thick lashes'.



Training program
Train your entire body with kettlebells



Video
Foam Roller – Your best Workout buddy



Guide
This is why you should train with a Pilates ball

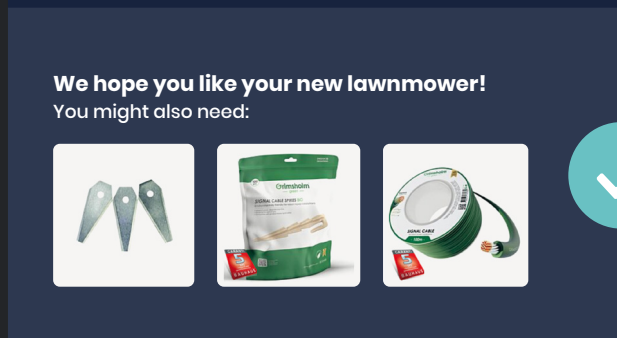
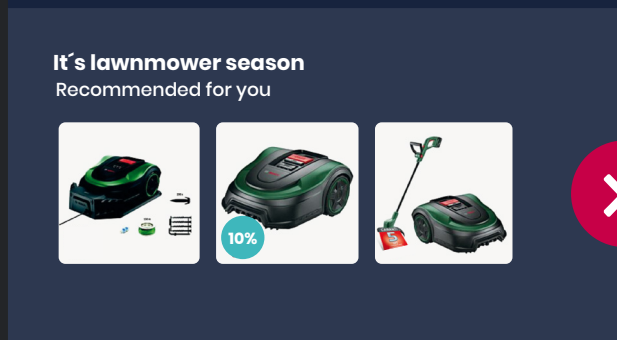
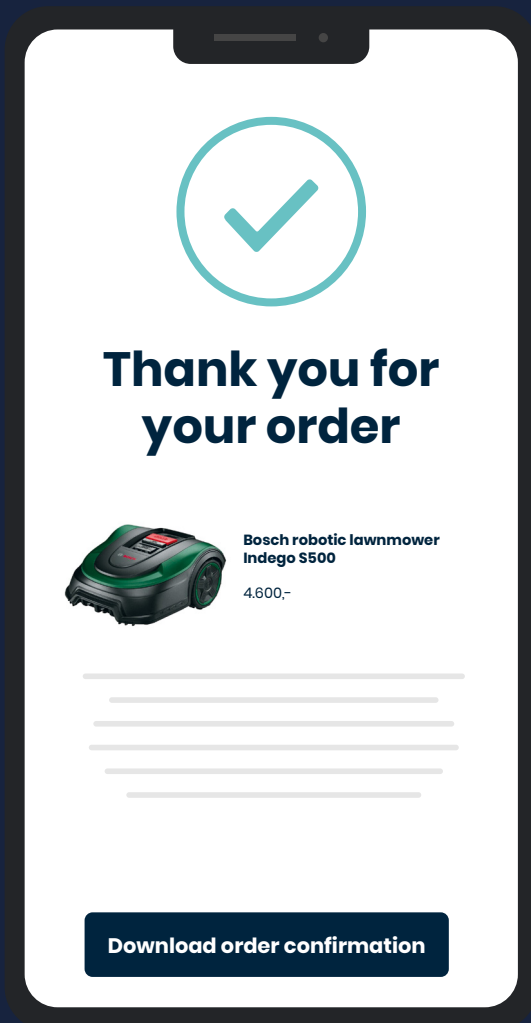
Dynamic and real-time updates

Every product is based on each individual subscriber's behavior, adjusting the products within the recommendation modules for each subscriber.

The moment a subscriber opens your e-mail, the product is chosen, and their most recent behavior is also taken into consideration.

For example, if a subscriber has bought a product right after the e-mail was sent. Then you don't want to include that product in your recommendations, but something else instead.

Recommending something a subscriber has already brought will quickly turn a good intention into a bad customer experience.



Some of our highest-performing modules include



**Most Popular
in Category**



**Most Popular
in a Brand**



**Most Popular
Products**



**Related
Products**



**Trending
Products**



**Personalized
Recommendations**



**Recently
Viewed**



**Content
Recommendations**

E-mail Triggers

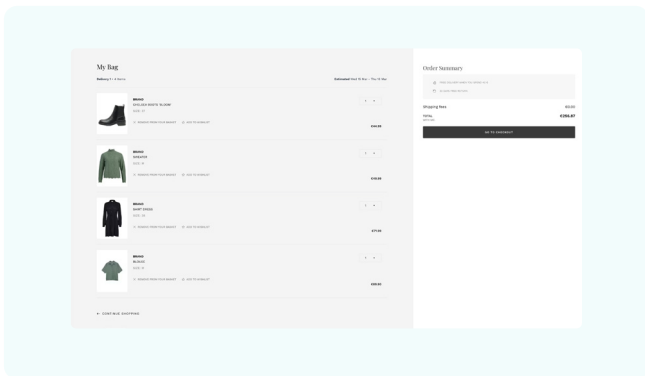
Using **Triggers**, you enrich your e-mail marketing with information that makes it possible to send relevant e-mails at the right time in the customer journey.

With behavioral triggers, you activate customer data and fully automate your targeted e-mail campaigns and paid ads.

Raptor delivers the data foundation on which you can build your automations on.

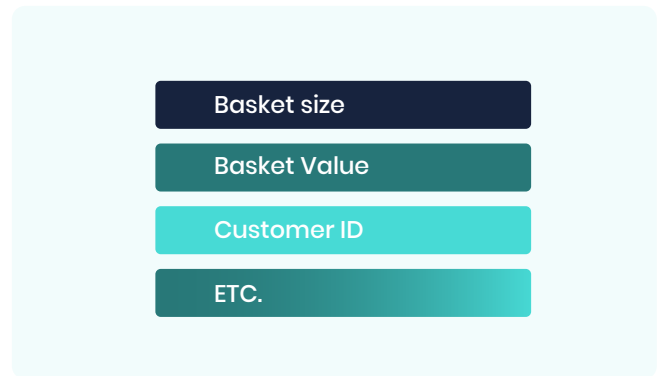
So, when a subscriber behaves a certain way, like abandoning their basket, Raptor will start an automation to win back the subscriber.

It works like this



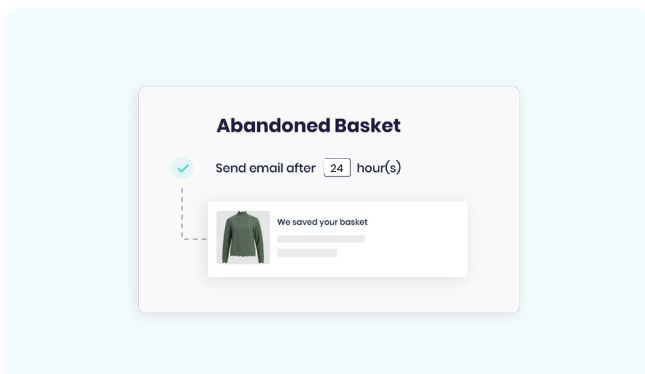
STEP 1

A customer places a sweater in her basket, and Raptor captures customer data along the way.



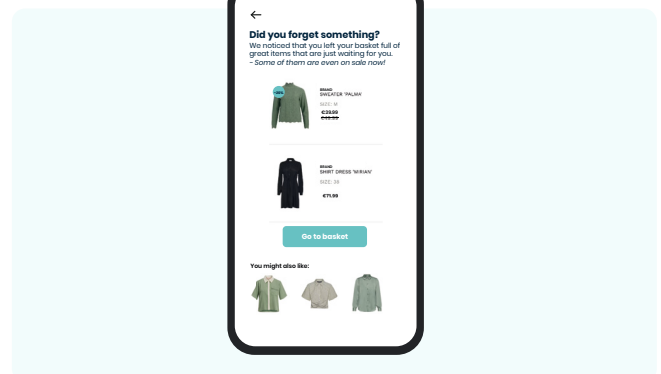
STEP 2

Raptor populates a data extension in e-mail management system with all accumulated data.



STEP 3

An automation is triggered by Raptor. If the basket gets abandoned, an e-mail is sent after 24 hours in order to secure the conversion.



STEP 4

If the sweater is sold out or has been purchased in the meantime, Raptor will know and change the content of the module accordingly.

[Download our Behavioral Trigger guide to learn more](#)


Optimize performance with intelligent triggers

Types of E-mail Triggers

Abandoned Basket

✓ Send email after hour(s)


We saved your basket

An email template for an abandoned basket. It features a checkmark icon, a text field for the trigger (1 hour(s)), and a preview of an email with the subject "We saved your basket" and an image of a sneaker.

Product Interest

✓ After visiting a product times within days

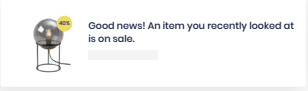
We think you will love this

An email template for product interest. It features a checkmark icon, a text field for the trigger (2 times within 7 days), and a preview of an email with the subject "We think you will love this" and an image of a coffee maker.

Price Drop

✓ When price drops at least %

Good news! An item you recently looked at is on sale.

An email template for a price drop. It features a checkmark icon, a text field for the trigger (20%), and a preview of an email with the subject "Good news! An item you recently looked at is on sale." and an image of a globe.

Abandoned Basket

Quite often a subscriber finds a product and puts it in the basket after which she is distracted or is in doubt and therefore leaves the basket without purchasing.

When sending an e-mail trigger reminding subscribers of their abandoned basket, they are more likely to return and finish their purchase.

Tell them that you saved their basket of products and make it easy for them to return and complete the last steps.

And if they don't react, send another reminder after 48 hours. You can also include related and similar product recommendations to increase basket size.

Not everyone who enters your online doors can remember what caught their eye the last time. If you remind them of their former behavior with an e-mail trigger, you poke to the so called:

Zeigarnik effect, which is our compulsion to complete activities we have already started.

With Raptor's tool all the basket contents are shown directly in the e-mail. When subscribers click through, their whole basket is saved on the website, and with one click, they have completed the order.

←

Did you forget something?
We noticed that you left your basket full of great items that are just waiting for you.
- Some of them are even on sale now!

BRAND SWEATER 'PALMA'
SIZE: M
€39.99
~~€49.99~~

BRAND SHIRT DRESS 'MIRIAN'
SIZE: 38
€71.99

Go to basket

You might also like:

Abandoned Basket

✓ Send email after hour(s)

✓ Send reminder after hour(s)

Product Interest

When users are in a consideration phase, they will visit many products on your website but often, there is a product they show more attention to than others.

Their behavior says a lot about their intentions and gives you an idea of what

they might purchase next. Use that data and help them with an e-mail trigger –reminding them of the product they are interested in.

Maybe you even throw in a discount to nudge them the last steps.

The image shows a smartphone screen displaying a product page for a 'Table lamp' and an overlay box titled 'Product Interest'.

Product Interest

After visiting a product times within days

We think you will love this

Hurry up!

The product you've looked at recently seems to be a popular one – in fact, several other people are looking at it right now.

If you're still thinking about it, we've made it easy for you with a direct link right here.

Table lamp
Smokey glass
849,95,-

SHOP NOW

Price Drop

Price Drop Triggers give your subscribers a heads-up when one of their favorite items goes on sale. If a customer is price sensitive, then a price drop might make the difference between a ship and a sale.

When the price drops on a product they have visited several times, it will automate an e-mail showing the product and discount, making it easy for the subscriber to purchase with just one click. And you decide how many visits will trigger

an e-mail. Alerting them of the price reduction creates a sense of urgency and nudge them towards a purchase.

+8%

Zizzi achieved an +8% conversion rate on Price Drop Triggers

Price Drop

When price drops at least %

Good news! An item you recently looked at is on sale.

We got you!
- Save money now

One or more items you've shown interest in are now on sale.

If you're still interested, now is the time to act if you want to make sure you get it at a lower price!


[Go to basket](#)

Category Interest


Is your subscriber on the lookout for new pants? Then you can inspire with an e-mail that presents the subscriber with the most popular products within that category.

Category Interest

After browsing a category **3** times within **7** days

 We think you will love these


←




Looking for some great training pants?

Right now we have loads of great offers on pants. Go check it out and use the discount code PANTS10 to get an even better price.

SHOP ALL PANTS


 **Great pants**
899,-

SHOP NOW

 **Fast pants**
450,-

SHOP NOW

←



The Crossbody bag is back in stock!

Our popular Crossbody bag is back in stock in every color, so hurry up and get your favorite while stock lasts.

Shop bags now


Back in stock

Sometimes a product is out of stock but still featured on your website for users to see.

If a subscriber shows interest in a product that's out of stock, you can automatically send them an e-mail trigger when the product is back and invite them to add the product to the basket directly from that e-mail.

Back in Stock

✓ Frequently visited product is back in stock

 The wait is over!
The item you like is now back in stock

Personalization truly performs

-Just ask...



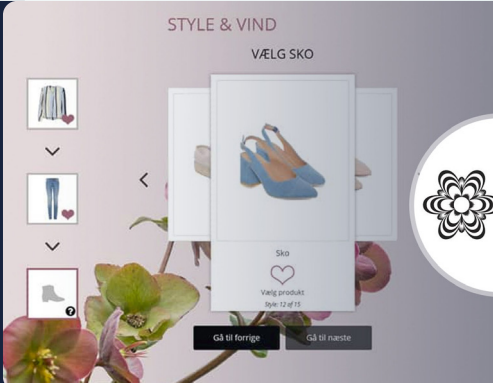
ZERV, who boosted their Conversion Rate by

294%




And DK Company is now at

€4.000 daily revenue from Behavioral Triggers alone



STYLE & VIND
VÆLG SKO



Shoe-d-vision generated

13% of their online revenue directly from personalization

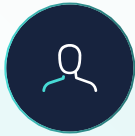


and Cottonshoppen.dk increased their Conversion Rate by

142% from e-mail personalization



Why choose Raptor Services?



Save manual resources

No manual product selection, use behavior to automatically choose products



Real-time

Every interaction is processed and updated within milliseconds



Tailored to your business

Custom and scalable solution adjusted to your needs and preferences



Easy implementation

No need to change platform – get up and running in no time



Dynamic

As behavior changes, so does the content and products of the e-mail

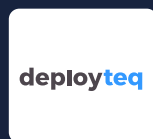


Performance tracking

Get a complete overview of your most significant KPI's

Raptor integrates with a lot of different e-mail marketing platforms

Do you miss your preferred platform? The list of available activations is constantly evolving, and we can create new ones based on your needs.



[Find all integrations here](#)



Ready for E-mail Personalization?

Give your customers the best shopping experience
and they will reward you in return.

[Book a demo](#)

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& personalization?



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