Good morning and welcome
This online event starts at 09:00
Make sure to grab ☕️ or a ☕️ and then we will see you soon.
ONLINE EVENT

The power of personalized e-mail automations
Dell’s Data Maturity Ladder

**Data aware**
- Manually compile non-standardized reports from different systems
- **GOAL** Standardized reporting

**Data proficient**
- Standardized reporting on an organisation wide reporting platform
- **GOAL** Data-based decisions for key initiatives

**Data savvy**
- Use data to make critical business decisions
- **GOAL** Data-based decisions for key initiatives

**Data driven**
- Embed data into all business processes
- No data = No decisions
- **GOAL** Add scale and take out costs
"Customer Experience + E-mail Personalization Maturity Ladder"

**CX aware**
- Weekly send-outs to entire base
- Manual Campaign Production
- One-to-many communication

**CX proficient**
- Algorithmic Product and Content Selection
- Segmentation: Zero Party Data
- Single E-mail Triggers (Abandoned Cart, Product Interest)

**CX savvy**
- Personalized, automated campaigns
- Dynamic Segmentation: Zero & First Party Data
- Multi-channel

**CX driven**
- Omnichannel Orchestration
- AI in segmentations & predictions
- Customer Journey Focus
Characteristics & Pains

Characteristics:

• Weekly send-outs to entire subscriber base
• One-to-many communication
• Manual Campaign Production

Pains:

• E-mail seen solely as a revenue channel
• E-mail not prioritized due to low top-line contribution
• Focus on revenue, no focus on:
  • Customer experience
  • 1st & Zero-party Data & Data enrichment
  • Customer Lifetime Value & Loyalty
E-mail platform: Klaviyo

Save time and Boost CTR & CR!
How to take the next step?

- Gathering Zero Party Data for segmentation
- Build your list!
- Dynamic Product Recommendations
- Start building automation flows:
  - Welcome Flow
  - Abandoned Cart
  - Product Interest
  - Category Interest
  - Price Drop
  - Back-in-stock

**Paradox:** Start investments to scale e-mail or invest when e-mail starts to scale

**Arguments:** to the right

5% of e-mails are automated send-outs but make up for about half of their total e-mail revenue

*“Without Raptor, I would have to manually pick recommendations for every e-mail flow for 13 different webshops. We have 10 to 15 flows for each shop and in every flow, there are approximately 4 different e-mails. This equals 800 automation e-mails to fill with recommendations. It simply cannot be done. With Raptor, it’s possible within a matter of hours.”*

Nille Helweg-Mikkelsen
E-mail Marketing Specialist, ZERV
Characteristics & Pains

Characteristics:
- Dynamic, Algorithmic Product and Content Selection
- Segmentation: Zero Party Data
- Single E-mail Triggers (Abandoned Cart, Product Interest)
- Starting to see e-mail as a scalable revenue channel

Pains
- E-mail’s overall revenue contribution still low
- Fear of Frequency & Volume
- Zero Party Data Segments = Time consuming & static!
- Revenue-based e-mail focus
How to take the next step?

• From “Entrepreneur” to “Analyst”: Aggregation of Marginal Gains

• Split-test, stream-line and automate!

• Dynamic segments with 1st party data

• E-mail as a tool for loyalty, retention

• Focus on CLV
**Summary**
- We have set up an AB test to assess the impact of Raptor.
- Current results show that Raptor emails are generating a higher click rate.

<table>
<thead>
<tr>
<th>Email Templates</th>
<th>Avg. U. Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>A – Enhanced GFUP with Raptor</td>
<td>21%</td>
</tr>
<tr>
<td>B – GFUP with Rotating Templates</td>
<td>12%</td>
</tr>
<tr>
<td>Old GFUP (Jun-Aug)</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Performance Enhanced Follow-Up with Raptor**

- Package
- Accommodation Only
- Cruise
- Flight Only
GolfXperten: Dynamic Segments

- High conversion rate
- CX = Positive
- Increased sales
- Customer service

Customer buys a “MotoCaddy”

14 days later

E-mail is sent with accessories for the MotoCaddy
GolfXperten: Dynamic Segments

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E-mail is sent with accessories for the MotoCaddy
Hack 1
Recreate the Cart!
Hack 2
Dynamic Subjects!
Characteristics & Pains

Characteristics:
• Mastering Dynamic Segmentation: Zero & First Party Data
• Thinking Omnichannel
• “Data as an asset”
• Readiness to invest in data gathering & enrichment

Pains
• Increased complexity in customer journey
• Data silos
• Making data available to the marketing team
• Point-to-point integrations

Conversion (top 5)
7.5%
On average

• Abandoned Cart: +11%
• Product Interest: +10%
• Abandoned Cart (Price Drop): +7%
• Product Interest (Price Drop): +6%
• Welcome: +6%

Segment
Outdoor, Female

E-mails sent
152k
Opens
48k
Open Rate
31.6%

Click
3.613
Unique Click
2.466
Click Rate
5.12%
Shoe-D-Vision: Focus on CX

Customer abandons cart on website

Customer purchases in physical store

Transaction from POS streamed to Raptor in real-time

Abandoned Cart e-mail is disqualified.
Accessory and maintenance e-mail is sent

- Focus building great CX
- Decrease in unsubscribe rates
- Increase in retention, loyalty & CLV
Hack 3
Automatic, Personalized Campaigns
Hack 3

Automatic, Personalized Campaigns
Hack 4

Execution Order, Priorities & Suppressions
Hack 5
Dynamic, Rule-based Splashes

<splash_message1>Nyhed</splash_message1>
<splash_message2>OnlineExclusive</splash_message2>
<splash_color1>#FFFFFF</splash_color1>
<splash_color2>#5d6c59</splash_color2>
Best Price

Sommernyheder

Nyhed

Reflect

199.95

SHOP NU

Nyhed

Online Exclusive

449.95

SHOP NU

Sommernyheder

Nyhed

199.95

SHOP NU

Nyhed

699.00

SHOP NU

Nyhed

599.00

SHOP NU
Characteristics & Pains

Characteristics:

• Omnichannel Orchestration
• AI in segmentations & predictions (CLV)
• Organization built around the customer journey, not the channel
• Data as the most valuable asset (E.g. Retail Media)

Pains:

• Aggregation of marginal gains: Message variants
• Marketeers or engineers?
• Data silos – every new channel, a new data silo
• There more segments, the more creatives = More work
Building the value – CX mapping
Historic data & Future AI Predictions

Loyalty Matrix: CLV & Churn Probability
<table>
<thead>
<tr>
<th>People who have a high historic value</th>
</tr>
</thead>
<tbody>
<tr>
<td>People who have a Churn-probability greater than 80%</td>
</tr>
<tr>
<td>One consolidated audience &amp; One-click activation</td>
</tr>
</tbody>
</table>
People who shopped 3 or more times in past 90 days

People who have a Buy-Return Ratio less than 25%

One consolidated audience & One-click activation
"From FOMO to FEMU"
(Fear of missing out) (Fear of messing up)

- User recognition & building 1st party profiles
- One of few "owned channels"
- E-mail efforts to increase performance in entire customer journey
- Deprecation of 3rd Party Cookies – you have a big role for your organization
- Best channel for building relationships
Questions?

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