

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

01



Data aware

Manually compile non-standardized reports from different systems

GOAL Standardized reporting

02



Data proficient

Standardized reporting on an organisation wide reporting platform

GOAL track org KPI's using BI platform

03



Data savvy

Use data to make critical business decisions

GOAL data-based decisions for key initiatives

04



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”

01



CX aware

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

02



CX proficient

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

03



CX savvy

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

04



CX driven

- Omnichannel Orchestration
- AI in segmentations & predictions
- Customer Journey Focus

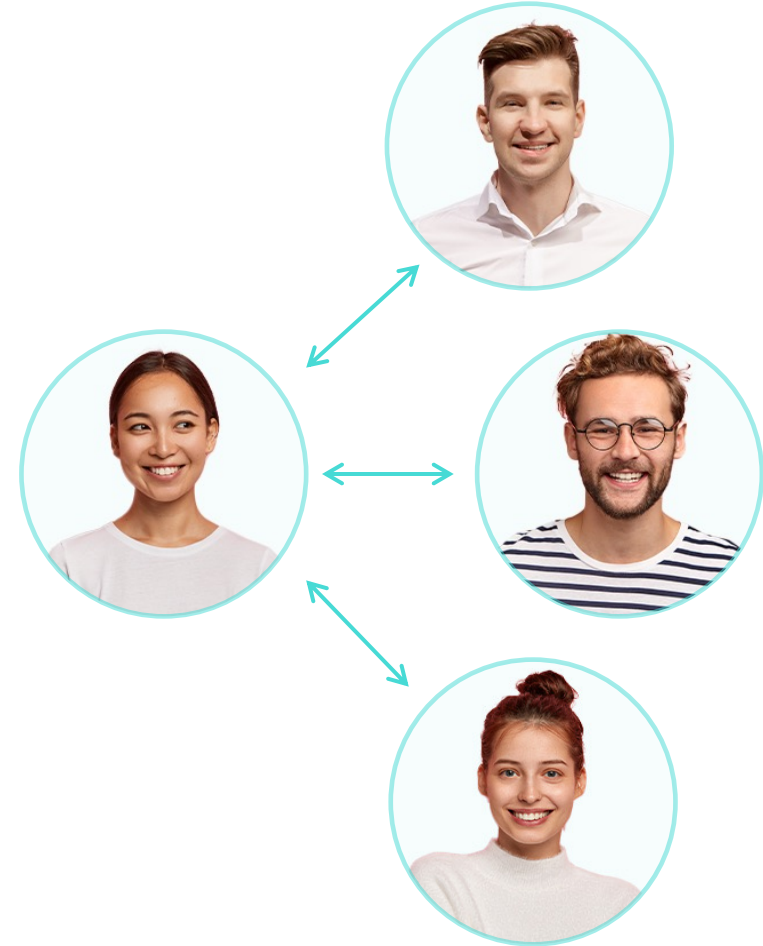
Characteristics & Pains

Characteristics:

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

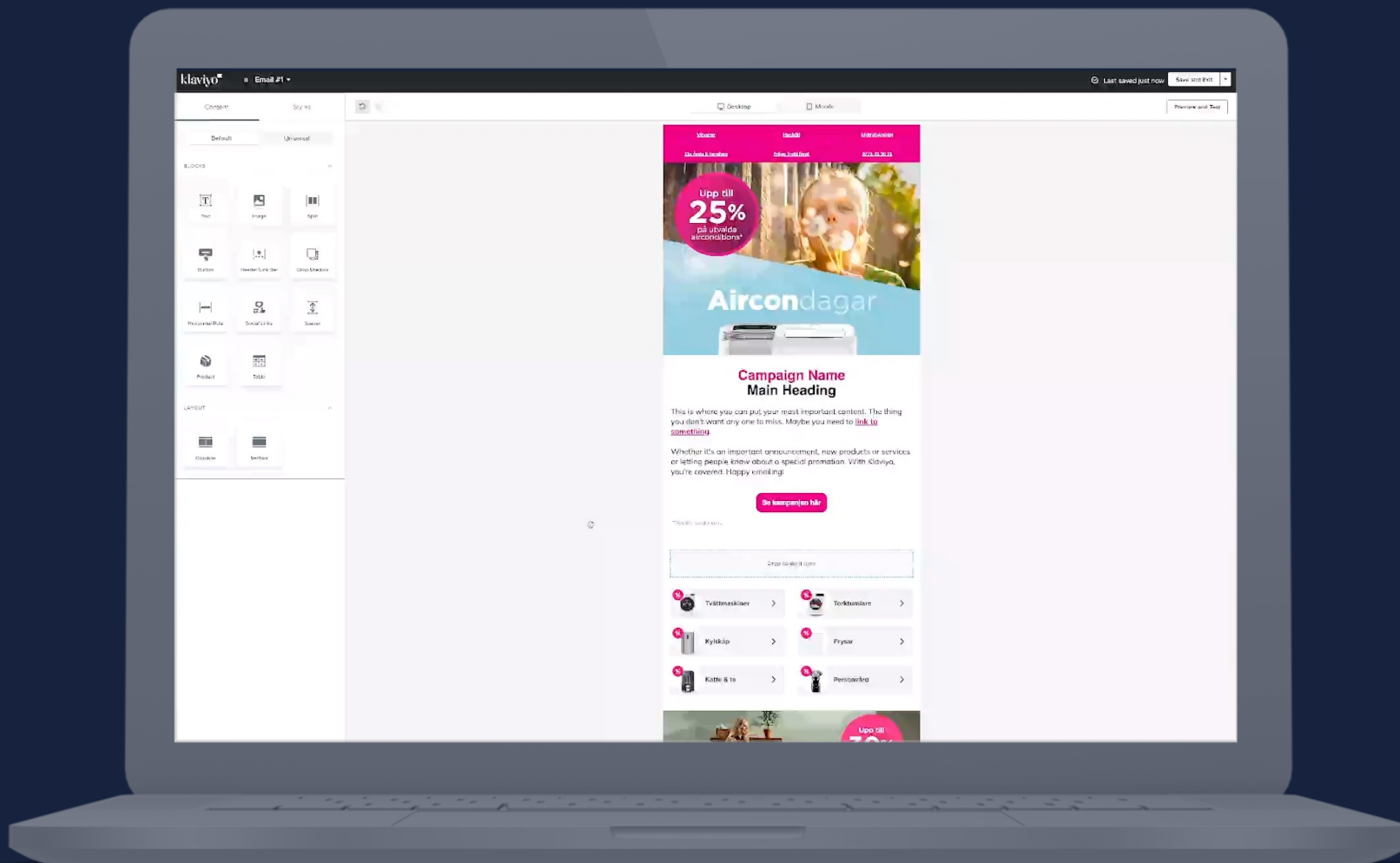
Pains:

- 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

NEYE

Home & Living
Open: 63%
Click: 22%

Sports & Fashion
Open: 69%
Click: 18%

Hobby & DIY
Open: 50%
Click: 28%

Overall Benchmark
Open: 63%
Click: 19%
Abandoned Cart



*"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

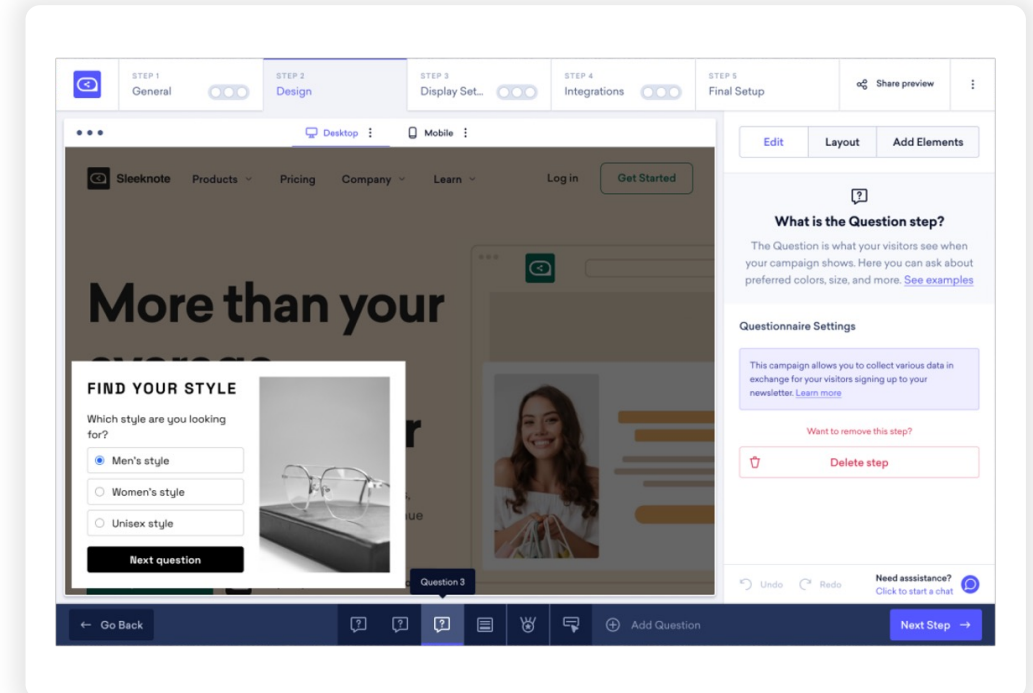
Characteristics & Pains

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

Enhanced Follow-Up E-mails



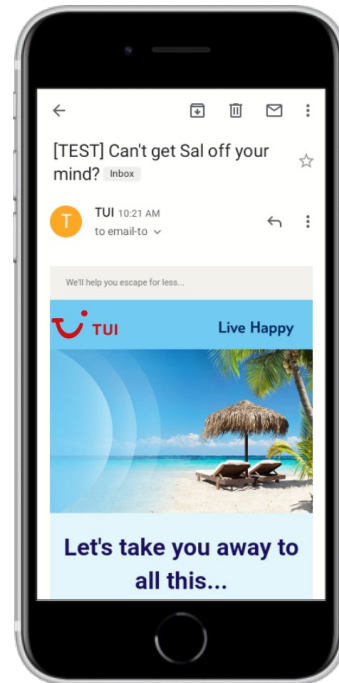
Performance

Summary

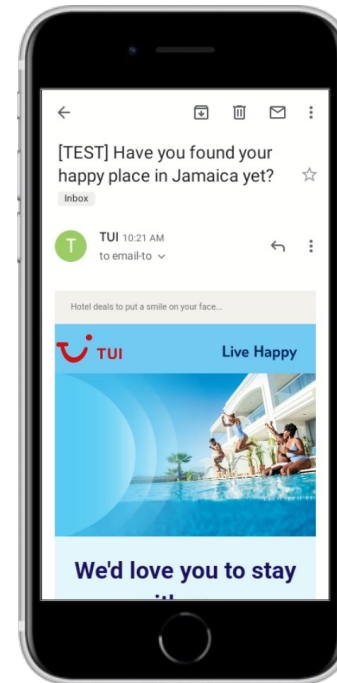
- We have set up an AB test to assess the impact of Raptor.
- Current results show that Raptor emails are generating a higher click rate.

Email Templates	Avg. U. Click Rate
A – Enhanced GFUP with Raptor	21%
B – GFUP with Rotating Templates	12%
Old GFUP (Jun-Aug)	9%

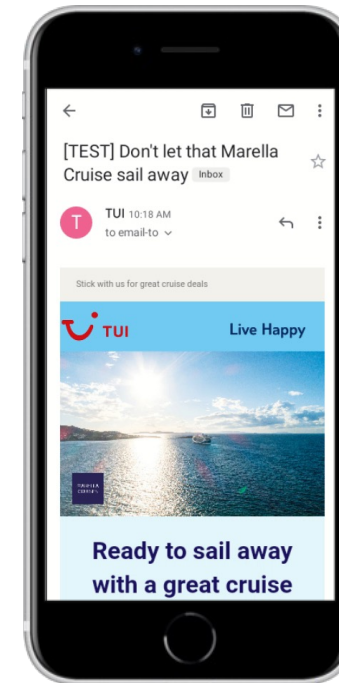
Enhanced Follow-Up with Raptor



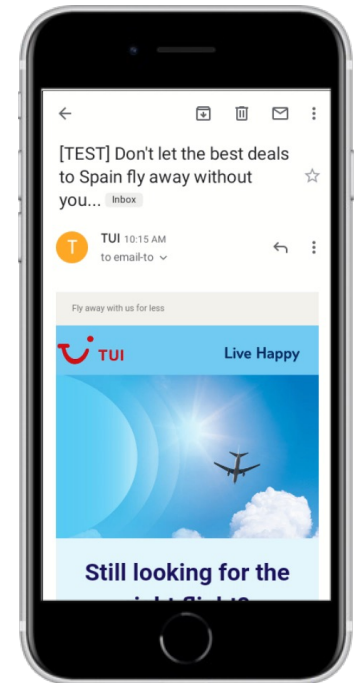
Package



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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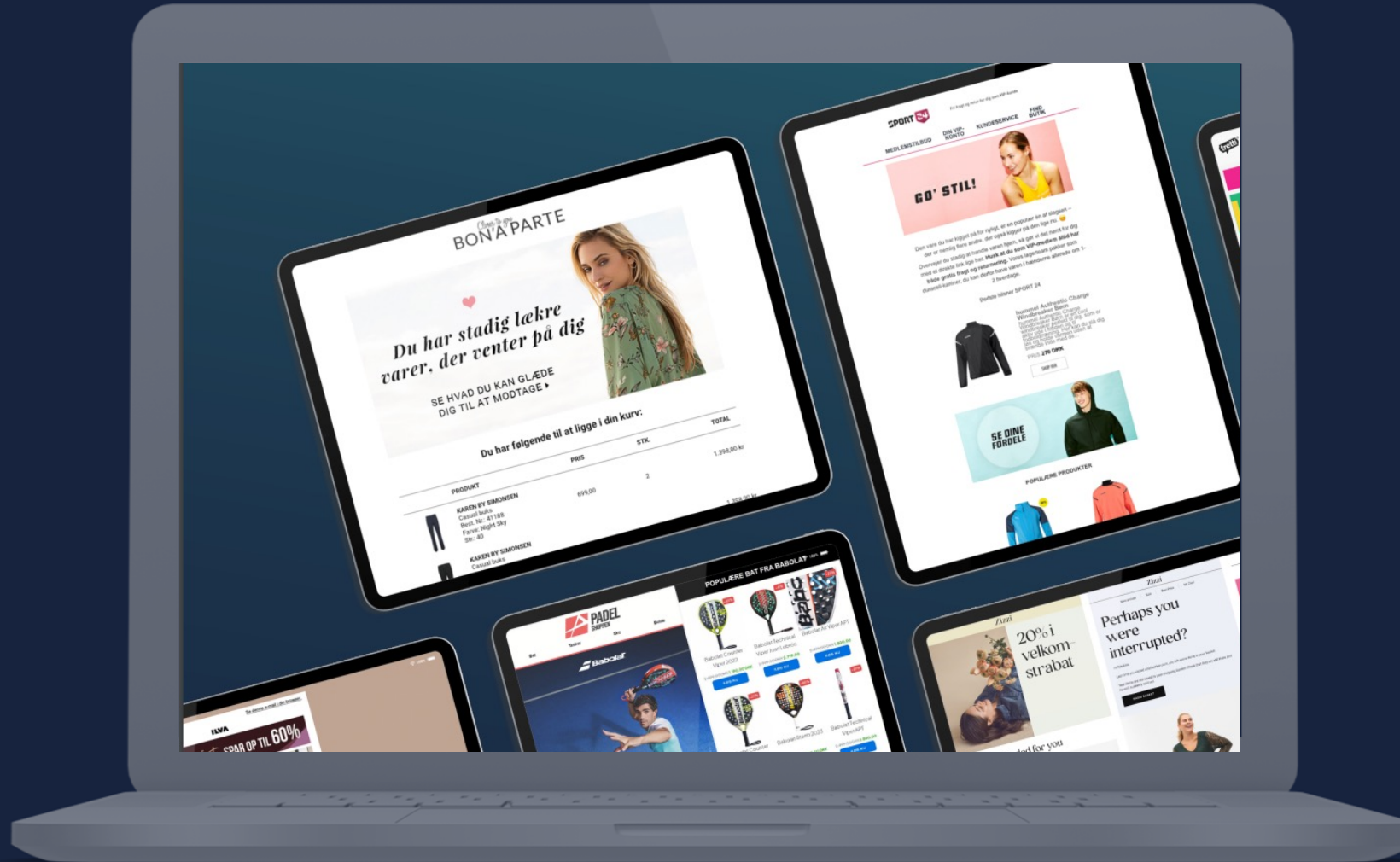
14 days later

E-mail is sent with accessories for the MotoCaddy

 <p>MotoCaddy scorekortholder</p> <p>199,00 kr.</p> <p>Se produkt</p>	 <p>MotoCaddy Universal flaskeholder</p> <p>169,00 kr.</p> <p>Se produkt</p>	 <p>MotoCaddy Mobil- og GPS-holder</p> <p>199,00 kr.</p> <p>Se produkt</p>	 <p>MotoCaddy paraplyholder - M- Series</p> <p>249,00 kr.</p> <p>Se produkt</p>
 <p>MotoCaddy Handle Cover M5 GPS</p> <p>149,00 kr.</p> <p>Se produkt</p>	 <p>MotoCaddy Røjsecover M-serie</p> <p>499,00 kr.</p> <p>Se produkt</p>	 <p>MotoCaddy Hjulcover par</p> <p>99,00 kr.</p> <p>Se produkt</p>	 <p>MotoCaddy M-Series sæde</p> <p>799,00 kr.</p> <p>Se produkt</p>

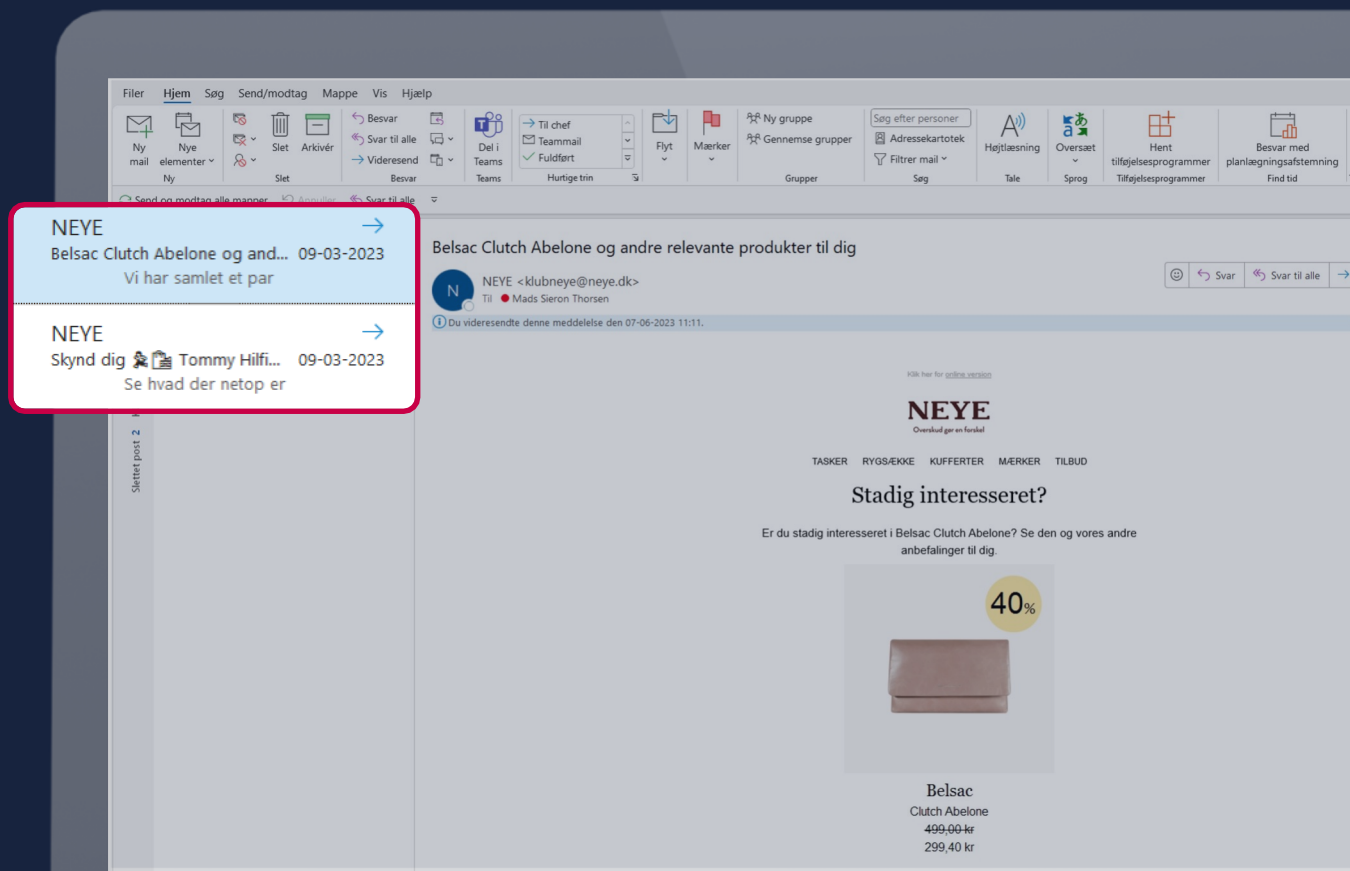
Hack 1

Recreate the Cart!



Hack 2

Dynamic Subjects!



Characteristics & Pains

Characteristics:

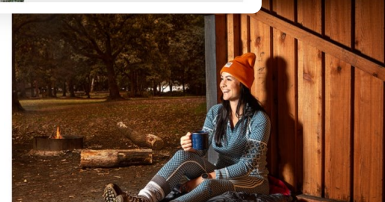
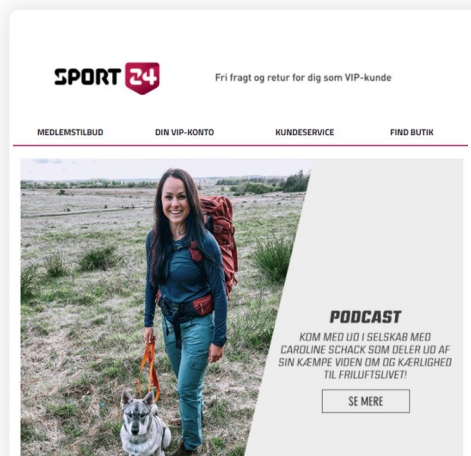
- Mastering Dynamic Segmentation: Zero & First Party Data
- Thinking Omnichannel
- “Data as an asset”
- Readiness to invest in data gathering & enrichment

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	Opens	Open Rate
152k	48k	31.6%
Click	Unique Click	Click Rate
3.613	2.466	5.12%

Shoe-D-Vision: Focus on CX

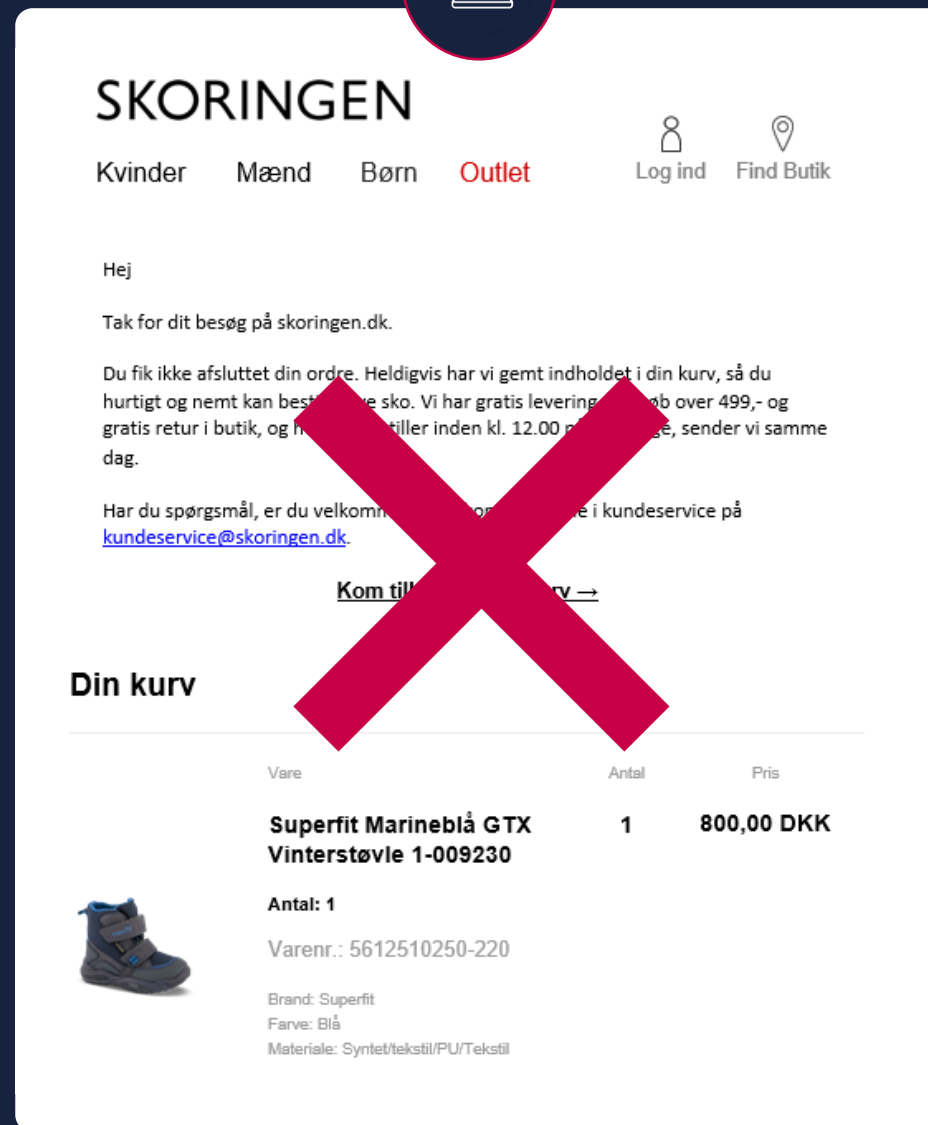
Customer abandons cart on website

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



SKORINGEN

Hack 3

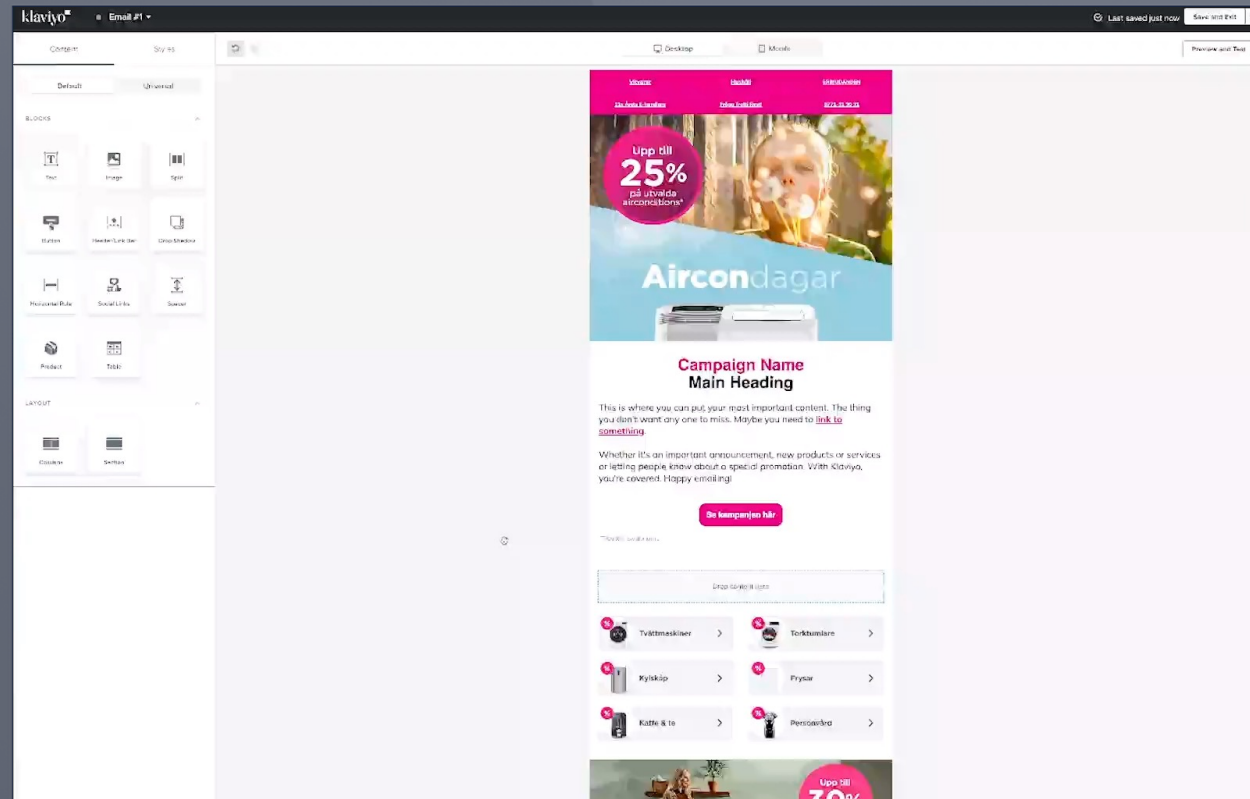
Automatic, Personalized Campaigns

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C:\Users\JonasSkytteMadsen\AppData\Local\Microsoft\Windows\NetCache\IE\2C4R20GA\products[1].xml - Sublime Text (UNREGISTERED)
File Edit Selection Find View Goto Tools Project Preferences Help

<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:g="http://base.google.com/ns/1.0">
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    <item>
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      <title>Armeret installationskabel 5G2,5 mm² 50 m</title>
      <description><![CDATA[Armeret kabel til installation i driftsbygninger og andre steder hvor der er risiko for angreb af mus og rotter m.m.
Kablet kan graves ned og støbes i beton, dog med undtagelse af vibreret beton.
Må kun installeres af en autoriseret el-installatør.]]></description>
      <link>https://www.harald-nyborg.dk/produkt/armeret-install-kabel5x2-5-50m</link>
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      <title>Skotørre</title>
      <description><![CDATA[Undgå kolde og våde støvler/sko.
Væghængt skotørre med flexslanger til 2 par sko eller støvler.
Indbygget timerfunktion: Op til 180 minutter.
Inkl. vægbeslag.
Antal flexslanger til fodtøj: 4 stk.
Temperaturvælger: Lav: 35-45°C (175W) - Høj: 45-55°C (265W).
Sikkerhed: PTC varmesystem.]]></description>
      <link>https://www.harald-nyborg.dk/produkt/skotorrer-1</link>
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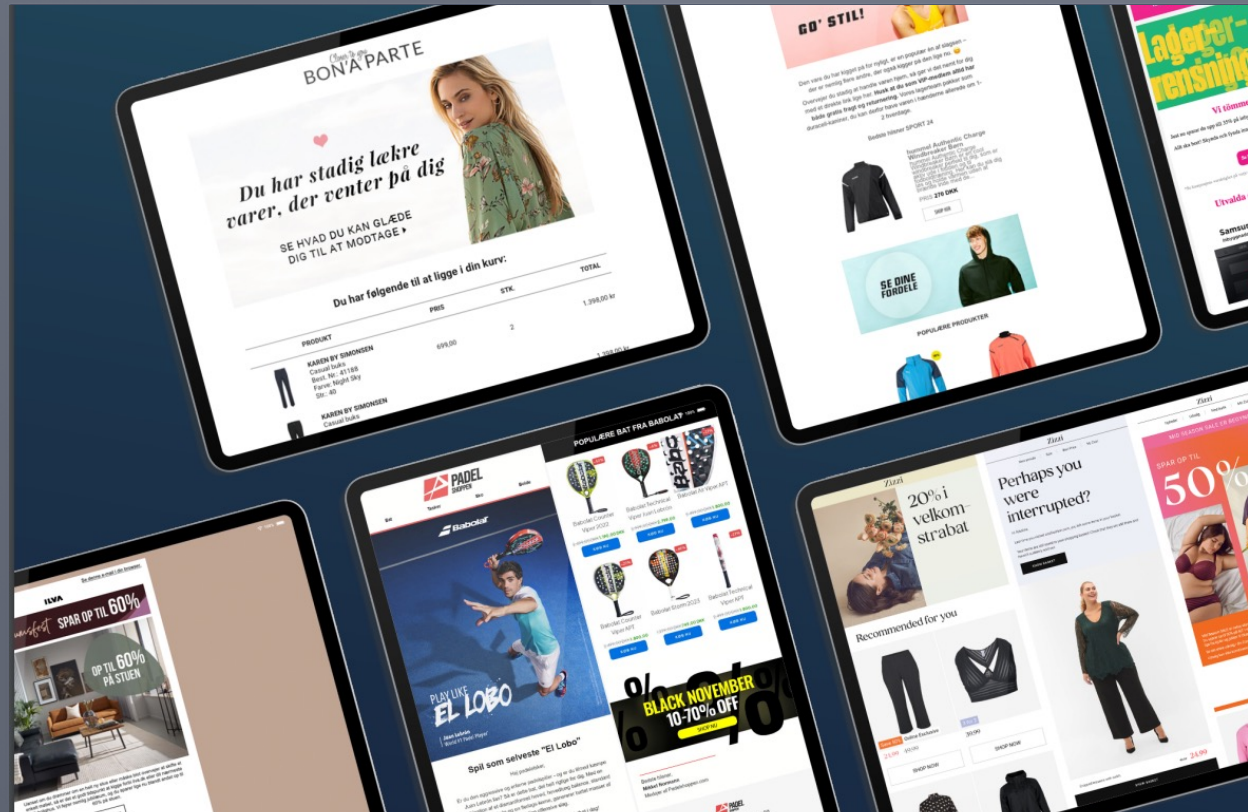
Hack 3

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>
```

```
C:\Users\JonasSkytteMadsen\AppData\Local\Microsoft\Windows\NetCache\IE\2C4R20GA\products[1].xml - Sublime Text (UNREGISTERED)
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<table cellpadding="0" cellspacing="0">
  <tr>
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            <g:additional_image_link>https://media.harald-nyborg.dk/media/cache/product/11848_931237.jpg</g:additional_image_link>
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          </item>
        </channel>
      </rss>
    </td>
  </tr>
</table>
```




Nyhed Reflect

199,95

SHOP NU



Nyhed Online Exclusive

449,95

SHOP NU

Zizzi

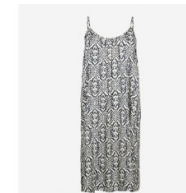
Nyheder | Udsalg | Find butik | Mit Zizzi

Best Price



Bill' tøjserier med en lang kjole, som kan bruges både til fest og arbejdsoutfit. Kjolen er let og sikrer dig komfort i solens dejlige stråler. Find den i et udsalg efter kun 199,95.

SHOP NU



Nyhed Reflect

199,95

SHOP NU



Nyhed Reflect

199,95

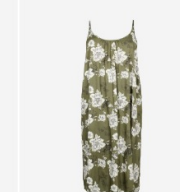
SHOP NU



Nyhed Reflect

199,95

SHOP NU



Nyhed Reflect

199,95

SHOP NU

Sommernyheder



Kjole
649,95

Kjole
699,95

Sommertiden nærmest på - bill' tøjserier med mange kjoler med print. Du kan med garanti finde en kjole som passer til dine feriebaserede udflugter om du skal på søfart, arbejde eller bare til ferie. Vi har samlet de bedste og billigste sommerkjoler her nedenunder - find dem her!

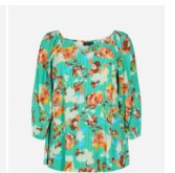
UDVÆLG UDVALGET



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SHOP NU



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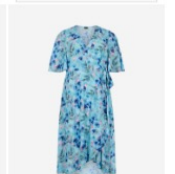
SHOP NU



Nyhed

549,95

SHOP NU



Nyhed Online Exclusive

699,95

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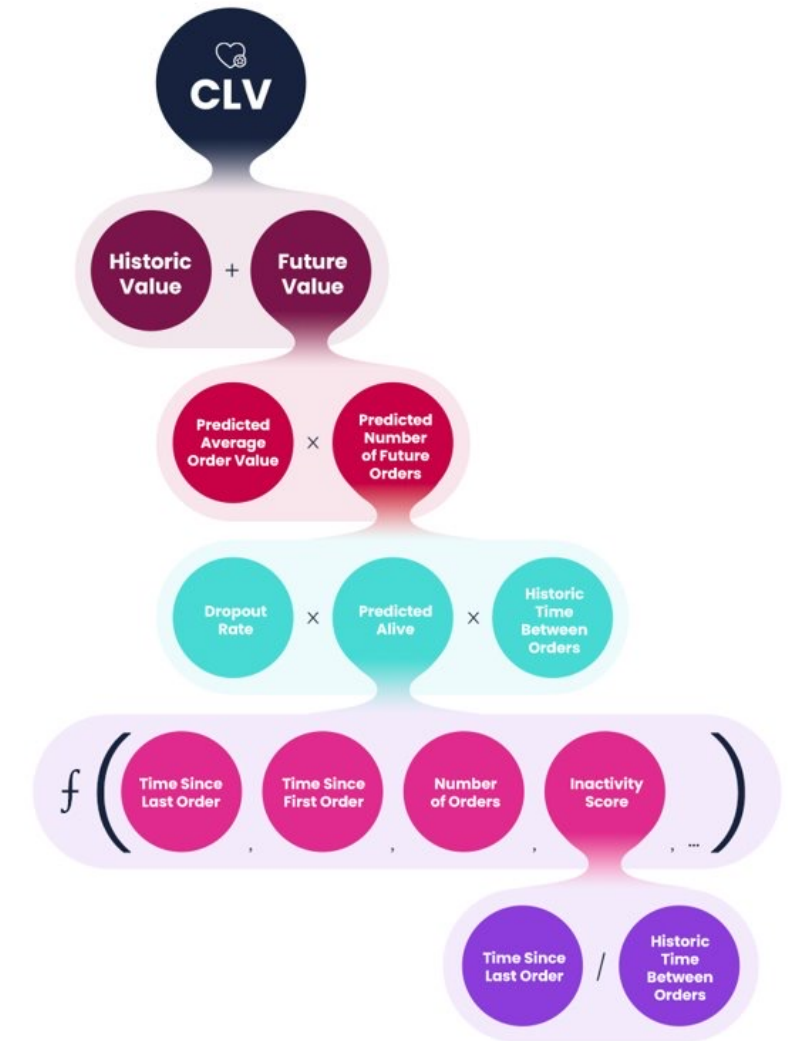
Characteristics & Pains

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)

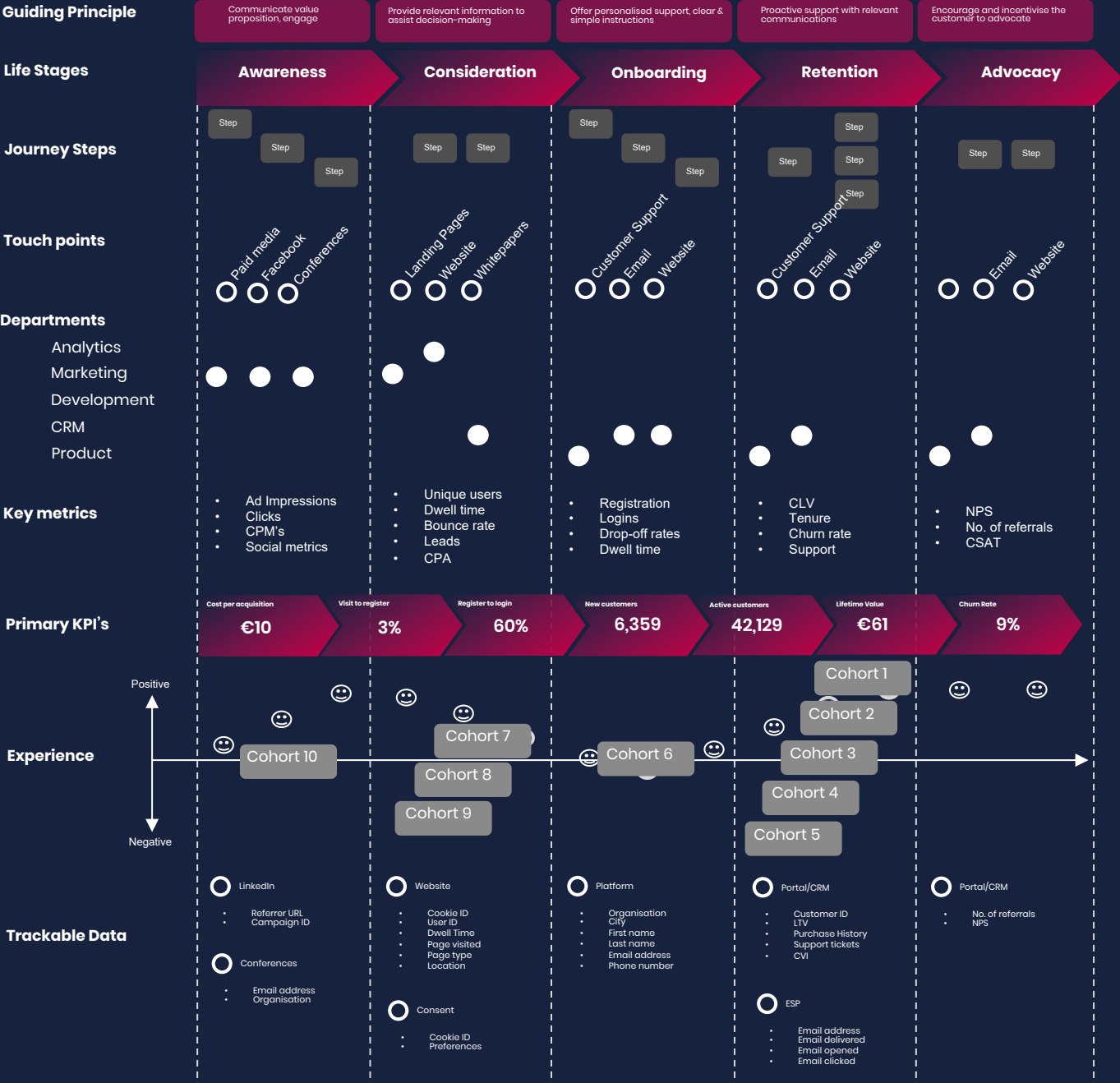
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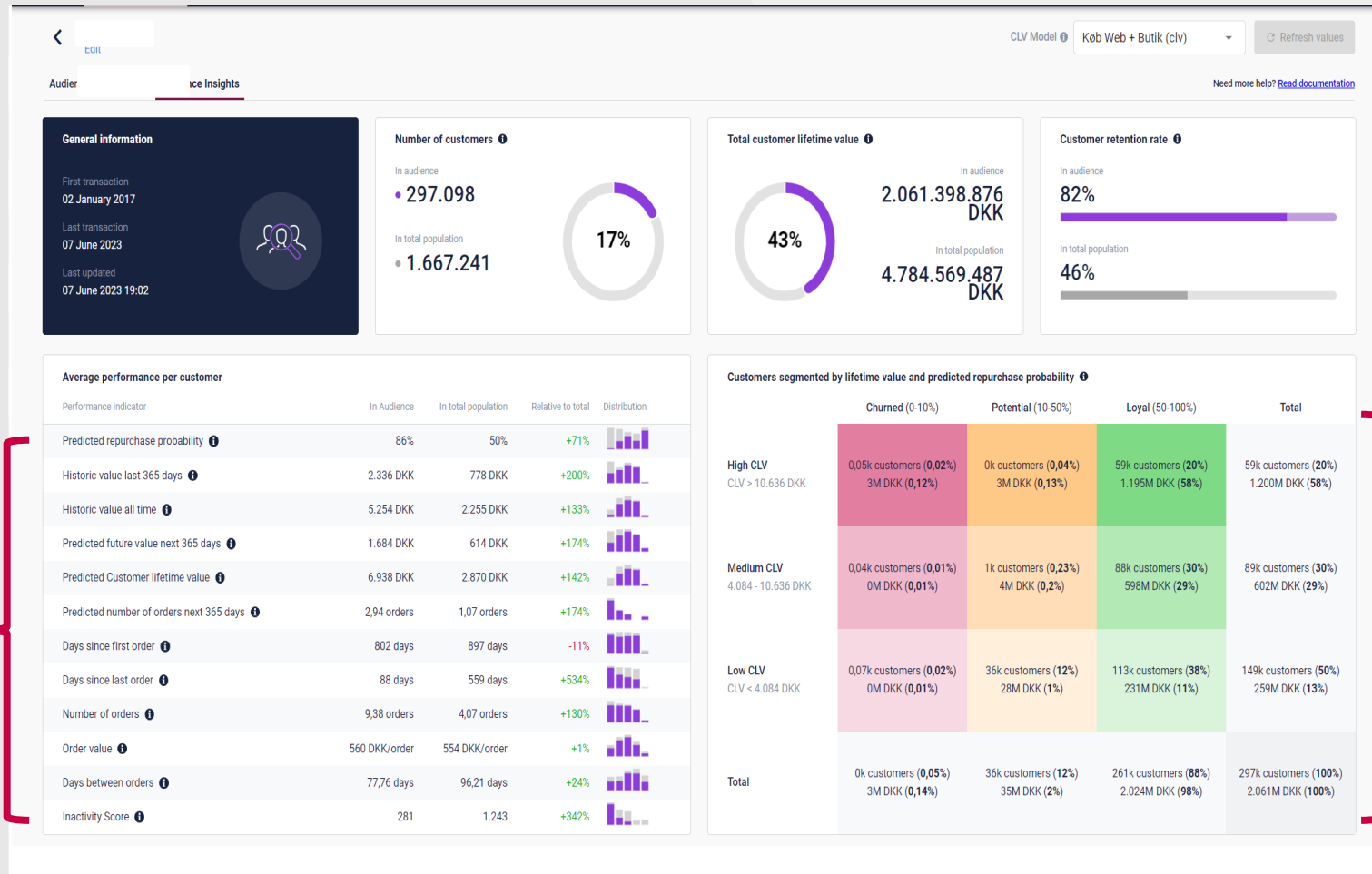
- Aggregation of marginal gains: Message variants
- Marketeers or engineers?
- Data silos – every new channel, a new data silo
- There more segments, the more creatives = More work



Building the value

- CX mapping





People who have a high historic value

People who have a Churn-probability greater than 80%

One consolidated audience & One-click activation

Audience Builder

Calculated Attributes

Activations

Help

<

Edit

Save

Reset

...

Choose or create a tag

All persons who

Did

Buy

at least

at most

exactly

1

time

Within

Between

180 days ago

and

CategoryIds

contains

2200

and

CategoryIds

does not contains

212200

+ Add filter

and persons who

or persons who

Disable Block

Copy

Delete

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212200

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and persons who

or persons who

Disable Block

Copy

Delete

Audience preview

Refresh to view updated numbers

Total population	Persons in audience
11,153,159	27,730
cold	(0.42%)
11,546,960	48,073
hlid	(0.42%)
1,171,000	4,866
vip	(0.48%)
968,577	4,667
email	(0.45%)
1,032,671	4,685

Export

Refresh

raptor

People who
shopped 3 or
more times in
past 90 days

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

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1,032,671	4,685

Export

Refresh

raptor

”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?

Jonas Skytte Madsen

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LI: [/jonas-skytte-madsen/](https://jonas-skytte-madsen/)

