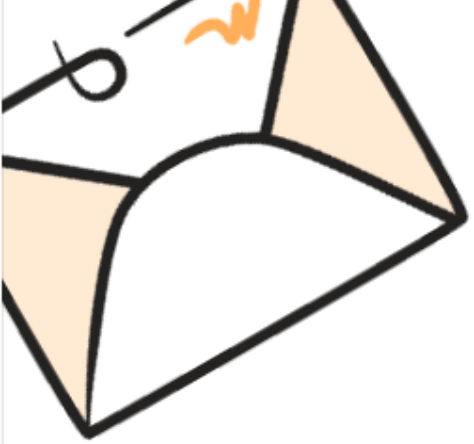
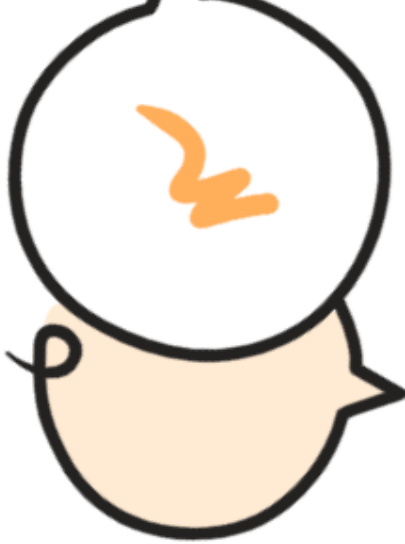




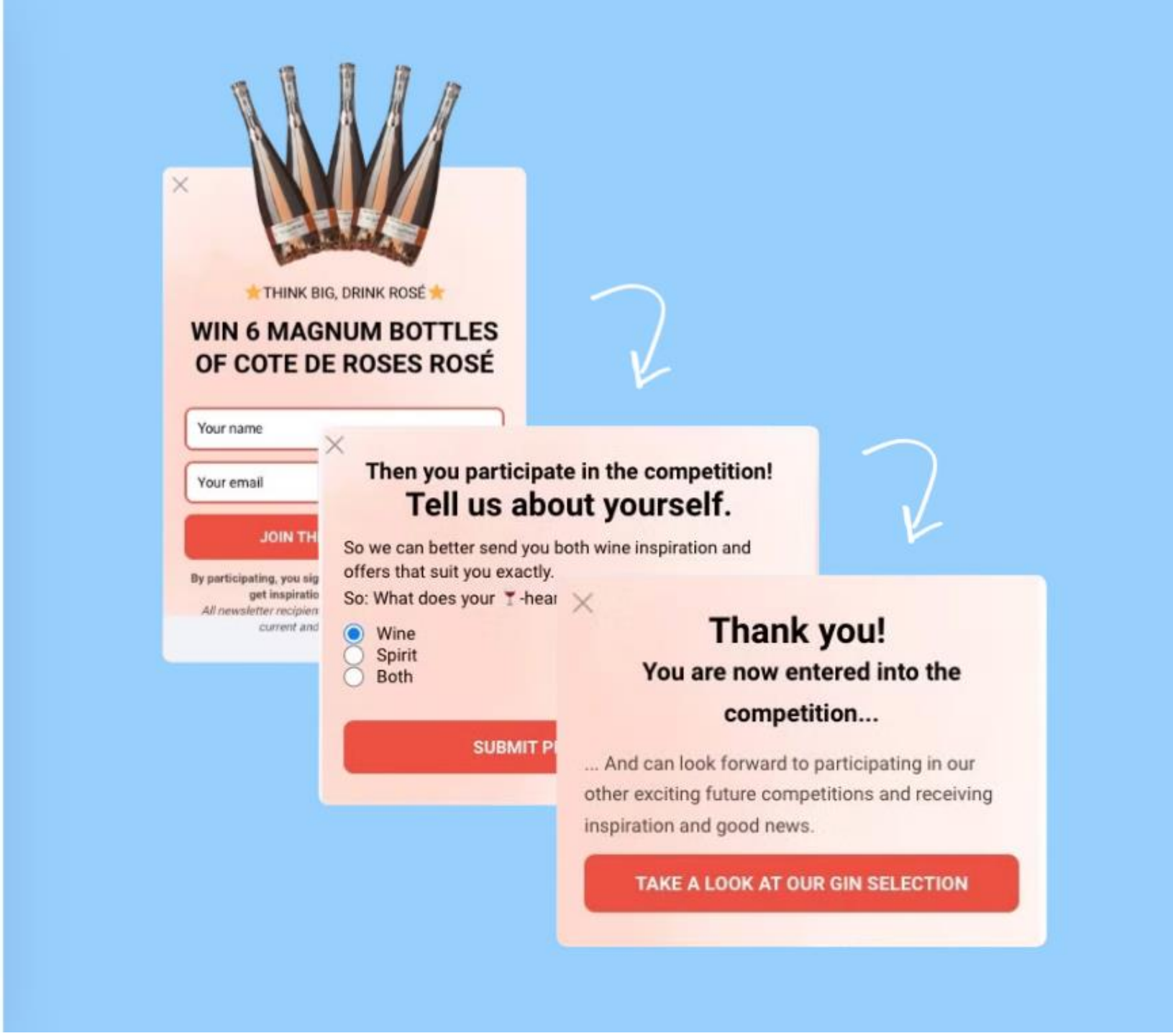
From Data Collection to Action: Insights from Sleeknote & Raptor Services

Agenda

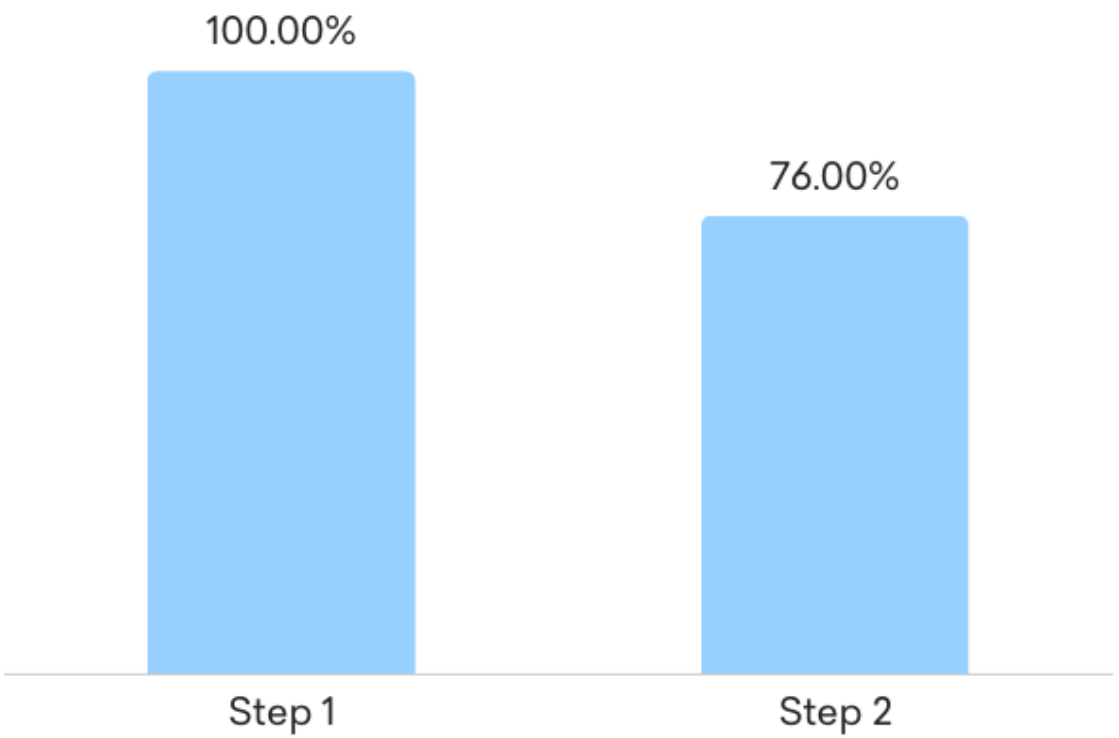
- 3 ways to collect more data on your subscribers
- How to use data in your product recommendations
- Best practice on personalization – what works and what doesn't
- How to activate collected data across channels (web, e-mail and paid channels)

COLLECT MORE DATA ON YOUR SUBSCRIBERS

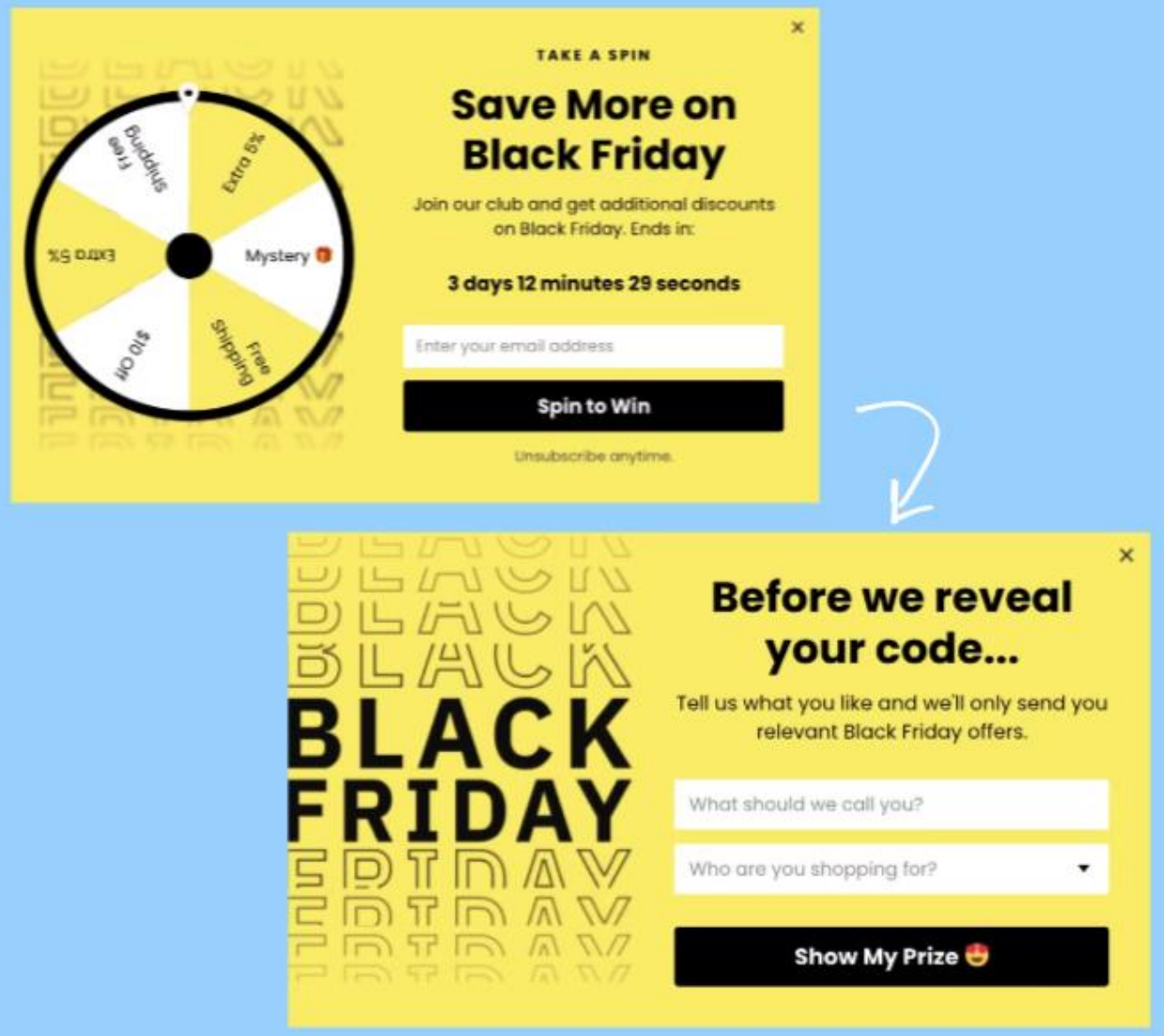
Multi-step


THINK BIG, DRINK ROSÉ
WIN 6 MAGNUM BOTTLES OF COTE DE ROSES ROSÉ
Your name
Your email
JOIN TH
Then you participate in the competition!
Tell us about yourself.
So we can better send you both wine inspiration and offers that suit you exactly.
So: What does your -hear
Wine
Spirit
Both
SUBMIT P
Thank you!
You are now entered into the competition...
... And can look forward to participating in our other exciting future competitions and receiving inspiration and good news.
TAKE A LOOK AT OUR GIN SELECTION

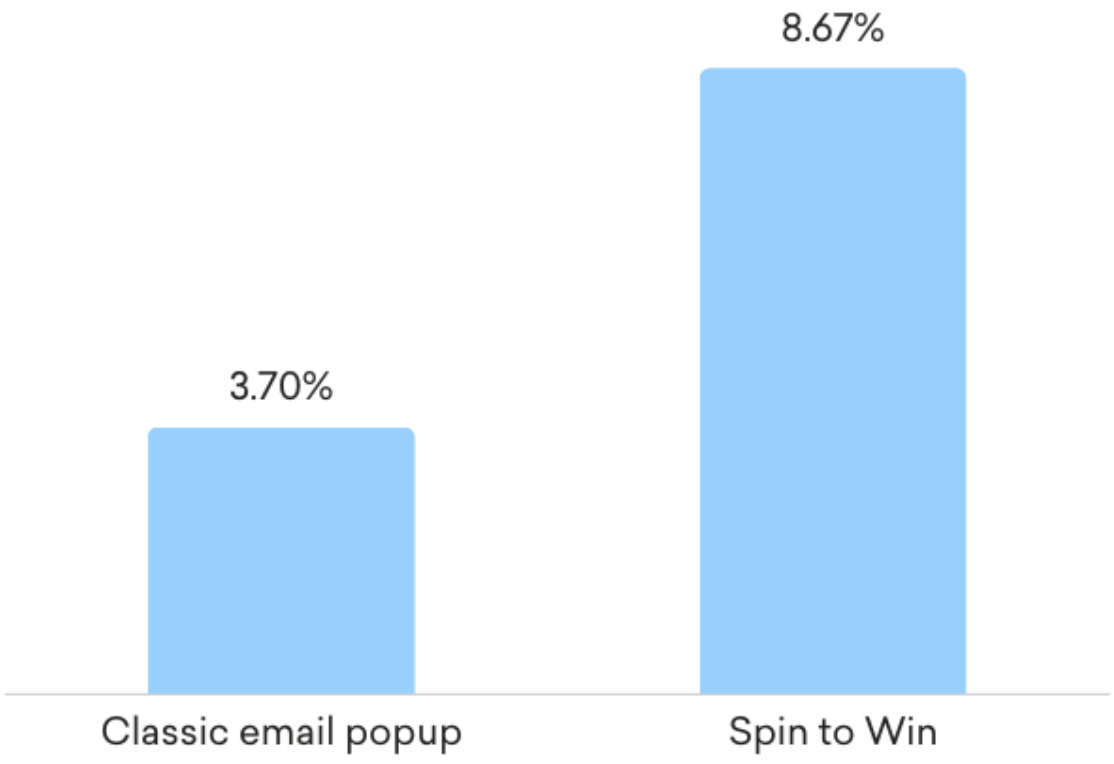
Multistep



Spin to Win


TAKE A SPIN
Save More on Black Friday
Join our club and get additional discounts on Black Friday. Ends in:
3 days 12 minutes 29 seconds
Enter your email address
Spin to Win
Unsubscribe anytime.
Extra 5%
Mystery
Free shipping
$10 Off
Extra 5%
Buddhas
Before we reveal your code...
Tell us what you like and we'll only send you relevant Black Friday offers.
What should we call you?
Who are you shopping for?
Show My Prize

Spin to Win

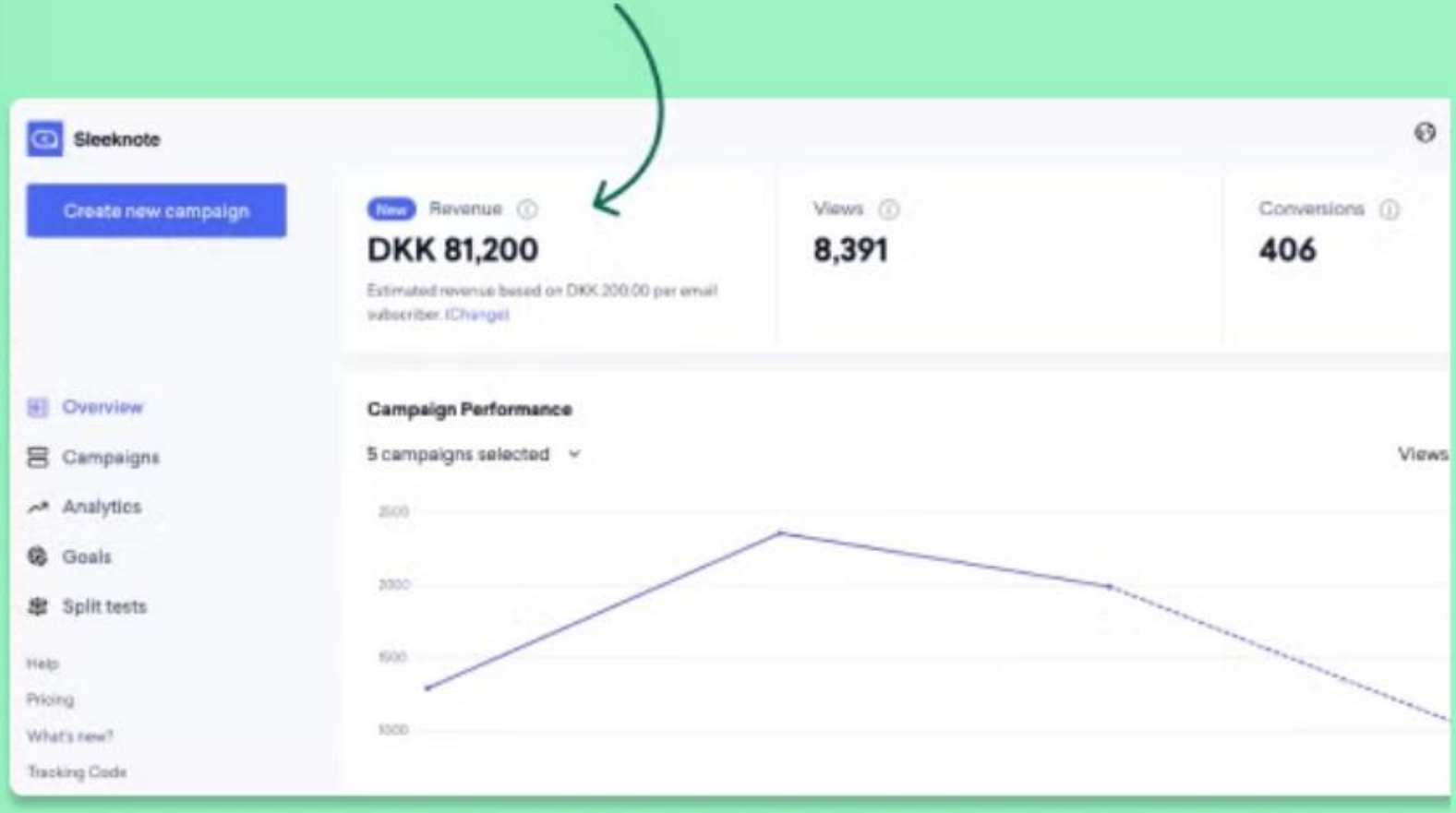


Quiz

PICK THE PERFECT ENGAGEMENT RING
Answer a few questions and we'll send you personalized recommendations.
First off, do you have a style in mind?
Classic Solitaire
Paved Solitaire
Side Stones
Tension Set
Continue

Value

What are your subscribers worth?



PRODUCT RECOMMENDATIONS

Manually

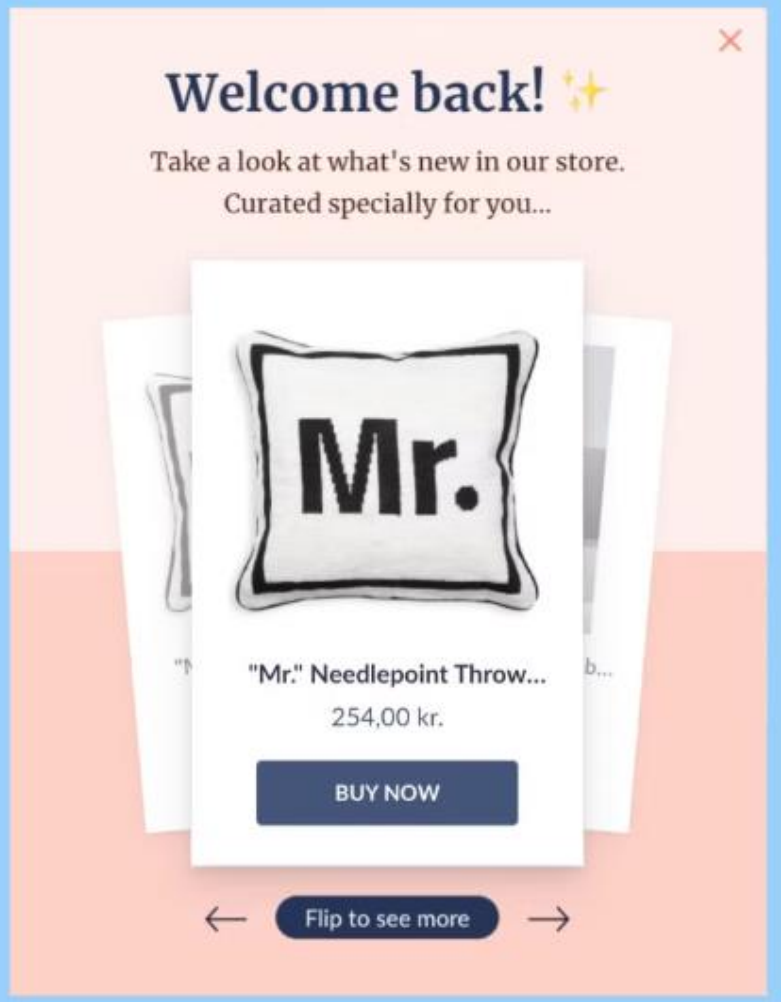
Specific products on specific pages.

With Raptor

Based on data and behaviour.

Avg. conv. rate

- 3.87%



Summary

- Multi-step
- Product recommendations
- Utilize the data you collect on subscribers

raptor™

PART OF QNTM

Personalize
Customer Experiences

Automate
Marketing Processes

Increase
Conversion Rates

Increase
Order Value and Size

And
So much more...

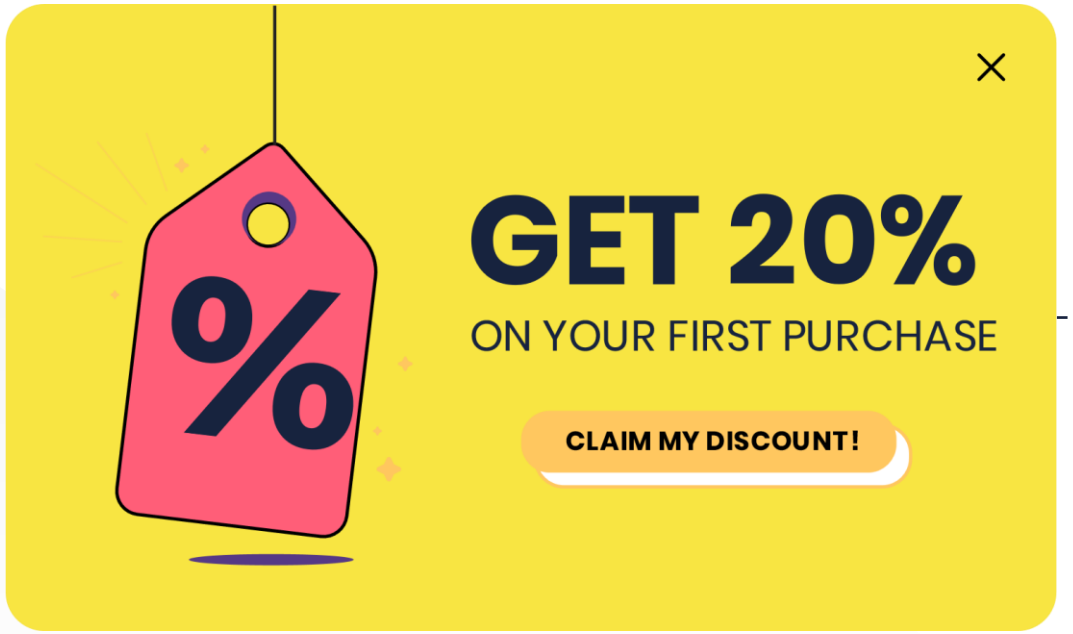
Mads Sieron Thorsen

Director, Professional Services

One of Raptor's most experienced personalization experts, working with customers' solutions every single day

IMERCO carl ras XL BYG Lyreco thansen

So you managed to get some subscribers... what now?



E-mail address

First name

Last name

Age

Gender

1. Personalizing your Welcome Flow
2. Knowing your subscribers even better through a CDP
3. Targeting a specific subscriber segment across channels

Use Case 1

Personalizing your Welcome Flow

Parent

Recently looked at Adidas football boots for their kid

Runner A

Recently looked at New Balance running clothes and shoes

Runner B

Same type as Runner A, but prefers another brand (Asics)

OUTDOORGEAR
BY RAPTOR

Hi Charlotte,

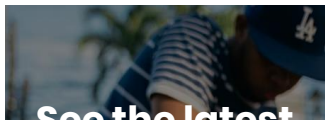
Thank you for signing up for our newsletter. We feel like we already know you, so we handpicked some content and products that you might be interested in.

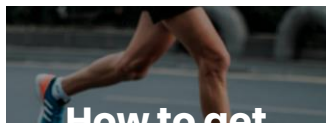
Picked just for you

OUTDOORGEAR
BY RAPTOR

Hi Peter,

Thank you for signing up for our newsletter. We feel like we already know you, so we handpicked some content and products that you might be interested in.

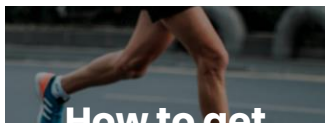




OUTDOORGEAR
BY RAPTOR

Hi Monica,

Thank you for signing up for our newsletter. We feel like we already know you, so we handpicked some content and products that you might be interested in.



Use Case 2

Knowing your subscribers even better through a Customer Data Platform

E-mail address

First name

Last name

Age

Number of kids

- **Average Order Value**
- **Days Since First Order**
- **Days Since Last Order**
- **Customer Lifetime Value**
- **Churn Risk**
- **Repurchase probability**
- **Predicted Future Value 365 days**
- **Predicted Orders 365 days**
- **Inactivity Score**

E-mail address

First name

Last name

Age

Number of kids

- Average Order Value
- Days Since First Order
- Days Since Last Order
- **Customer Lifetime Value**
- Churn Risk
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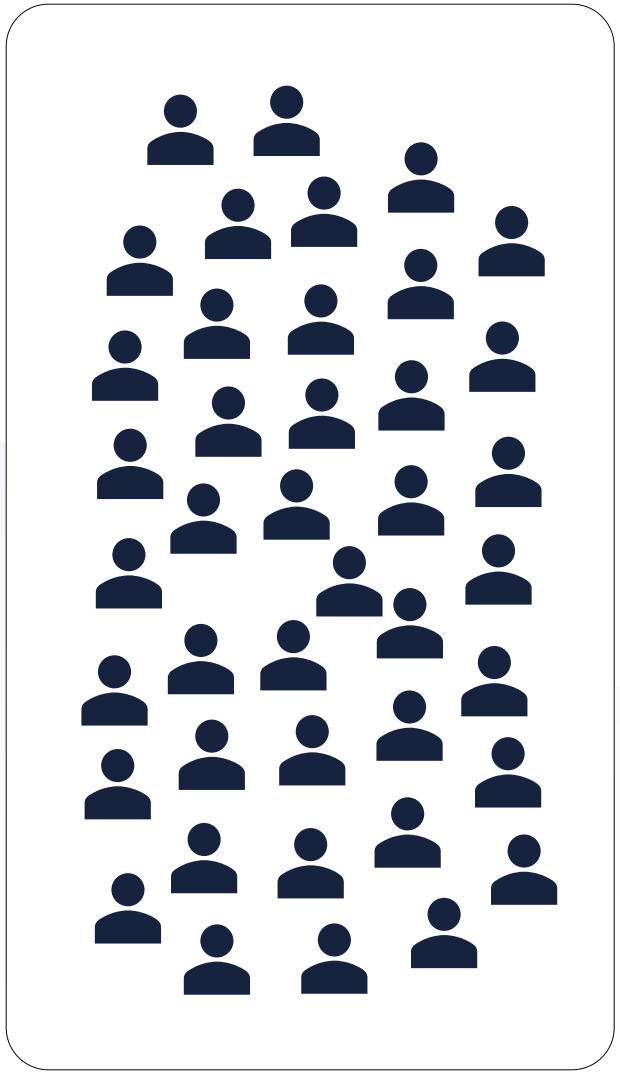
All of your subscribers



Creating *audiences*

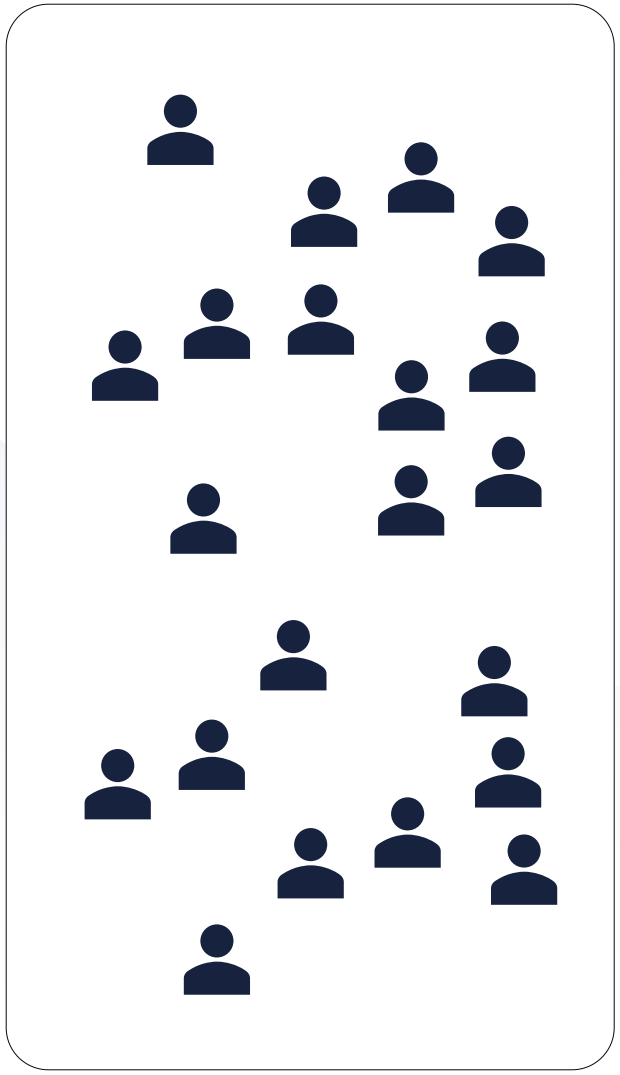
Most valuable padel players

- Shows interest in padel
- Men and women
- Age: 18 - 55
- High Activity Score
- **CLV above €200**

Most valuable swimmers

- Shows interest in swimming
- Men and women
- Age: 30 – 45
- Having kids
- High Activity Score
- **CLV above €350**

All of your subscribers



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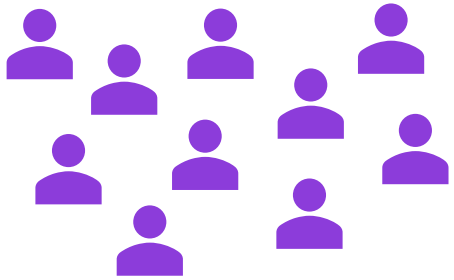

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- Age: 30 – 45
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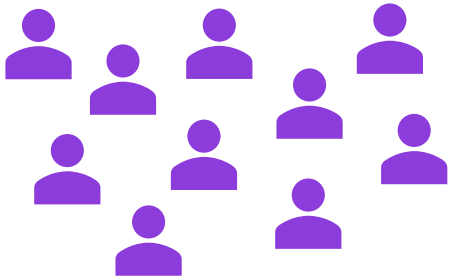
Your audiences

Most valuable padel players

Most valuable swimmers



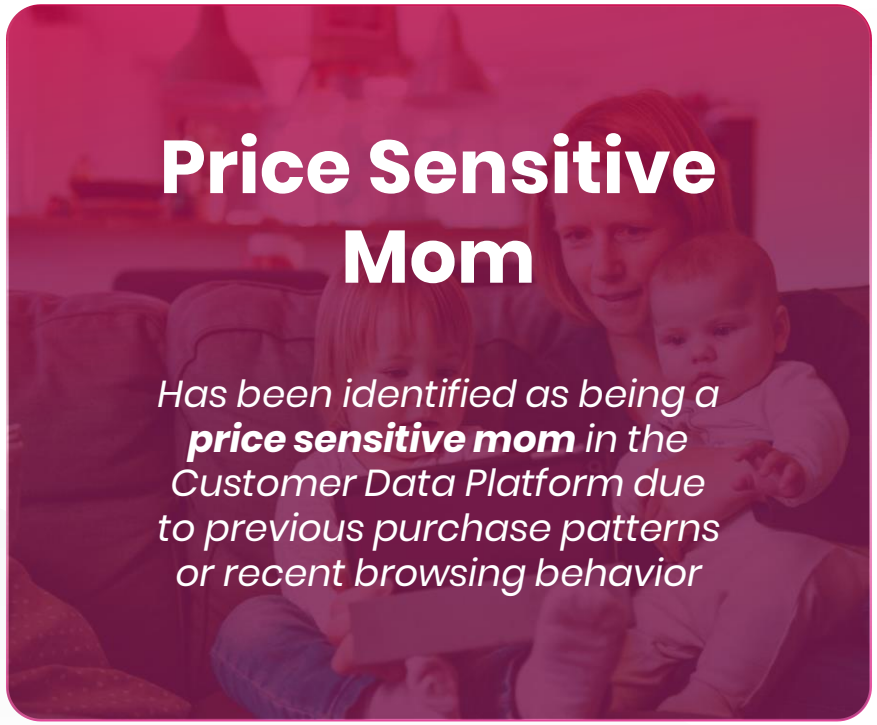
Activate in

Target users in audience on these platforms

Create look-a-like audiences and acquire new customers

Use Case 3

Targeting a specific subscriber segment across channels



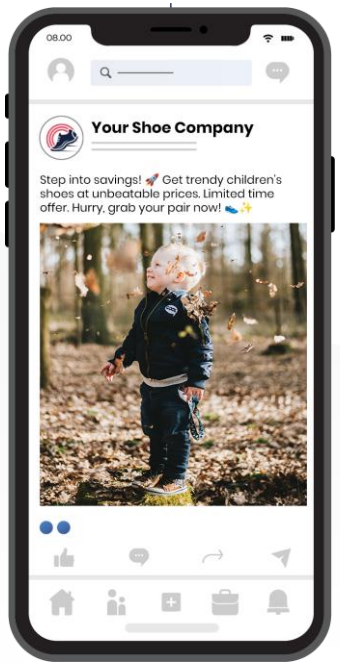
Price Sensitive Mom

*Has been identified as being a **price sensitive mom** in the Customer Data Platform due to previous purchase patterns or recent browsing behavior*

Fashionista

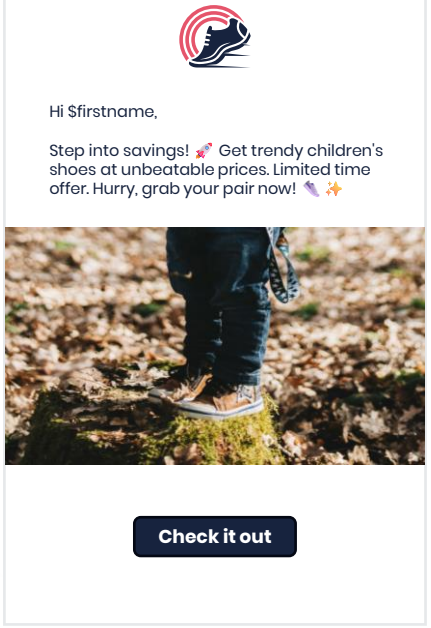
*Has been identified as a **fashionista** in the Customer Data Platform because of browsing behavior and clicks in related e-mails*

Price sensitive mom

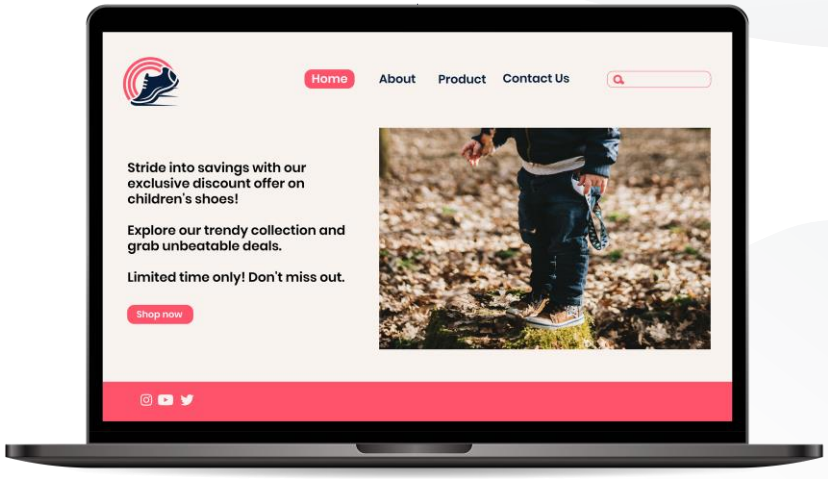


Personalized ads on Facebook

Personalized ads on Instagram

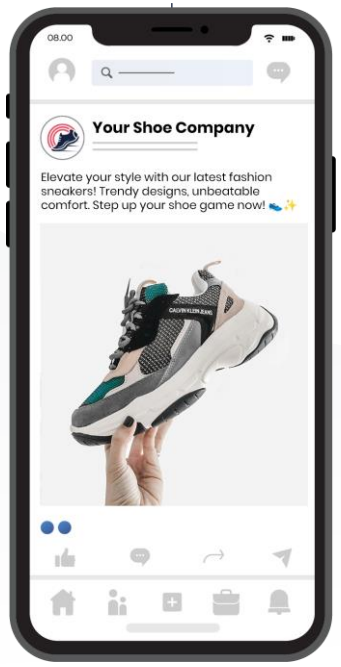


Personalized e-mails with specific offers and content

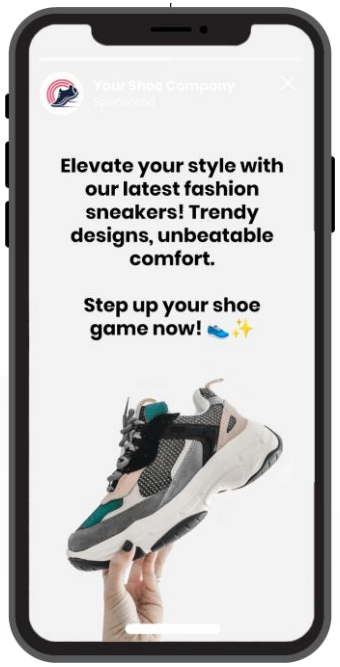


Personalized experience on the website with specific offers and content

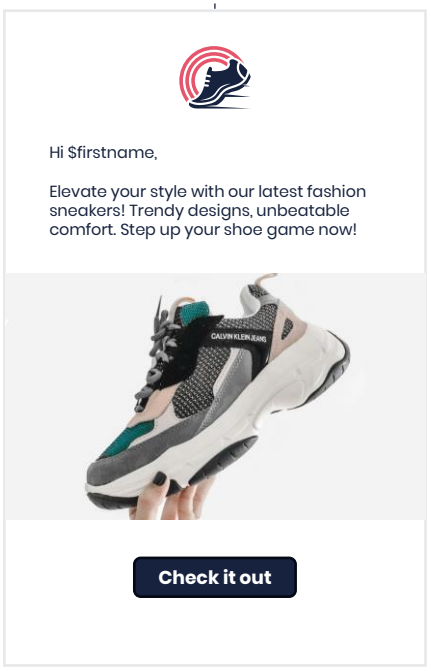
Fashionista



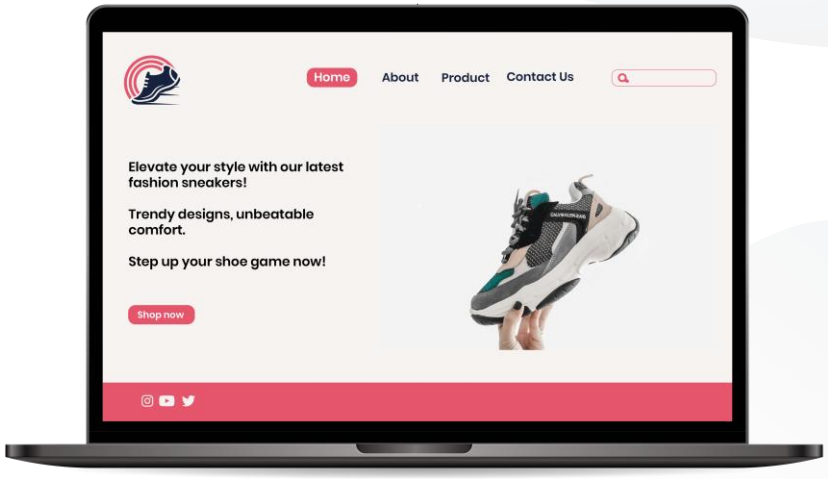
Personalized ads on Facebook



Personalized ads on Instagram



Personalized e-mails with specific offers and content



Personalized experience on the website with specific offers and content

To summarize

★ **You're paying for subscribers – make them profitable**

To summarize

- ★ You're paying for subscribers – make them profitable
- ★ Personalize your Welcome Flows – and all of your e-mail flows

To summarize

- ★ You're paying for subscribers – make them profitable
- ★ Personalize your Welcome Flows – and all of your e-mail flows
- ★ Use more data to further segment your subscribers

To summarize

- ★ You're paying for subscribers – make them profitable
- ★ Personalize your Welcome Flows – and all of your e-mail flows
- ★ Use more data to further segment your subscribers
- ★ Personalize the full customer experience across all channels