



Fun

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Marketing Automation is

Fun

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30 stores

www.fun.be

Online | Offline

fun

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Story telling

Customer Journey

5 Types of Campaigns

#1 – Transactional campaigns

- Order confirmation, shipping confirmation
- Post – purchase (review)

#2 – Abandoned cart, abandoned browsing campaigns

#3 – Product related campaigns

- Product Replenishment
- Product upsells, cross-sells

#4 – Date driven campaigns

- Personalised date driven (birthday)
- Calender (Christmass, Easter...)

#5 – Customer Retention campaigns

- Welcome mail
- Lost customers programs

Customer Retention is important

A 5% increase in customer retention, can increase your profit with 75%, since current customers...



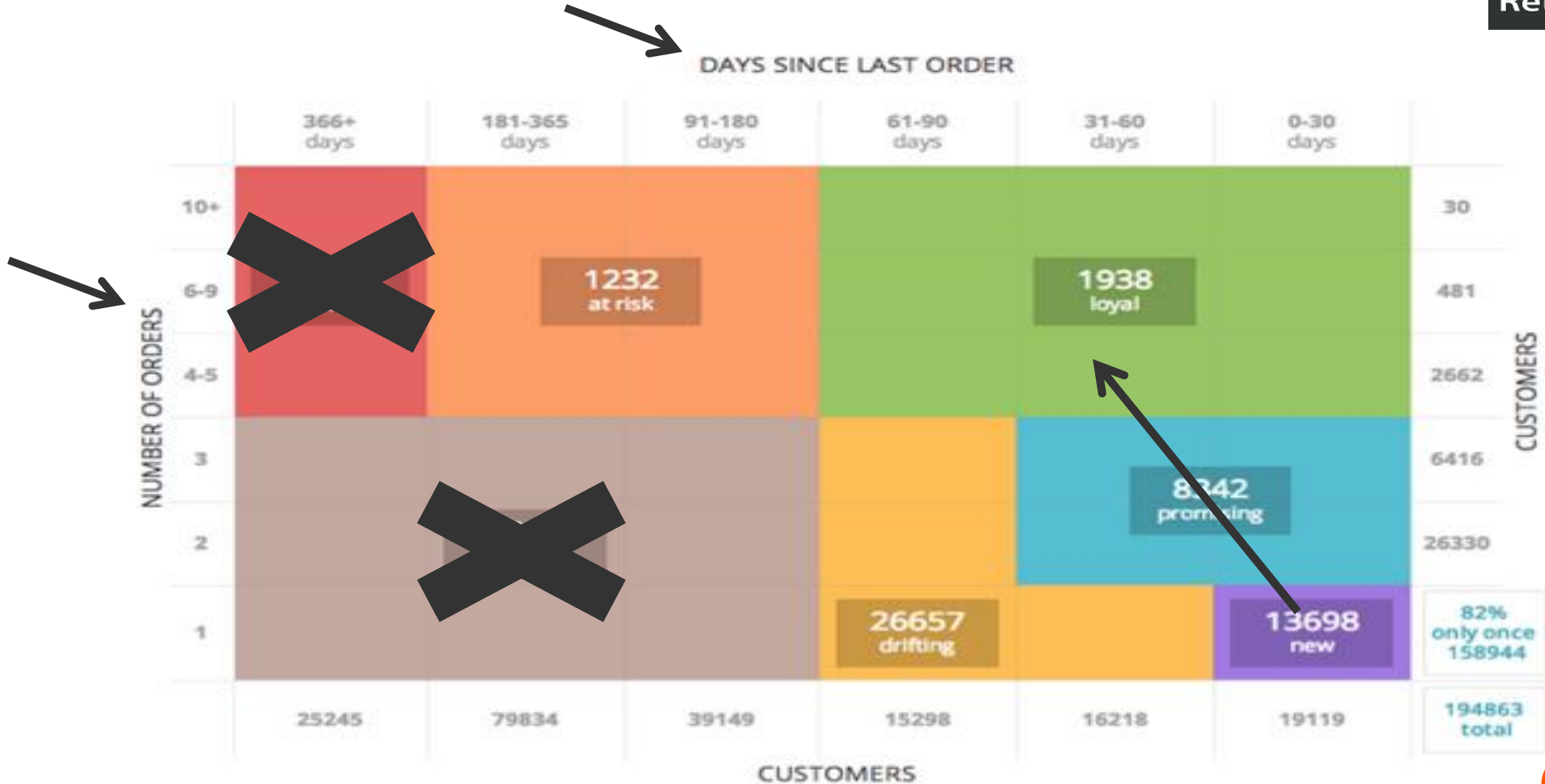
And that's not all...

Lengthening Lifecycle is key



- Loyal customers are:
 - The best source for referral to new customers
 - Not price sensitive
 - Spent more money per order
 - Likely to try new products
 - Thankful when upselling and cross-selling the “right” items for them.

The Retention Grid

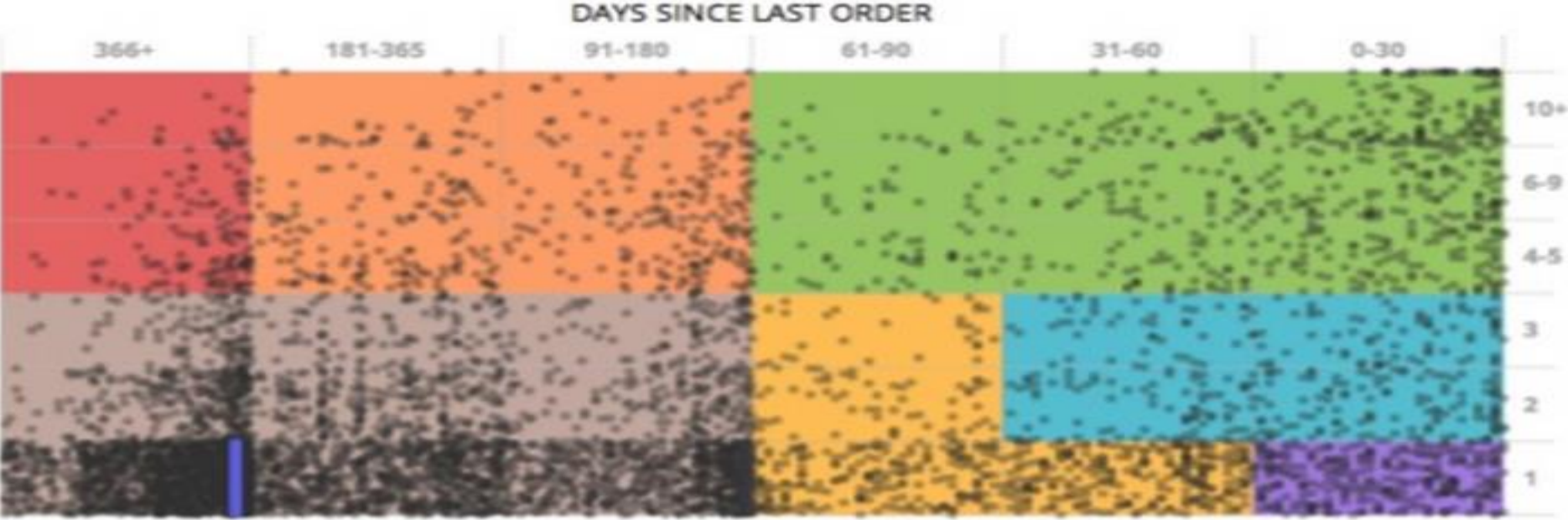


7 positions an existing customer can be in

The Retention Grid



The one time buyer problem



81%
one time



The impact of the 2nd order

2X

Increased likelihood of 3rd order



Increased average order value

7X

Reduced cost Of marketing per order



Less time until 3rd order

New – 1 order last 30 days



Selligent journey's:

- Send a personal thank you – welcome mail
 - interests
 - your services
- Mass mailing
 - most popular products
- Review mailing

Promising – 2à3 orders last 60 days



Selligent journey's:

- Coupon for free shipping
- Exclusive products
- Mass mailing
Product selections based on previous sales + bestsellers
- Review mailing
- Extra gadget when he orders

A/B testing what action has best conversion to loyal customers

Drifting – 1à3 orders last 90 days

Selligent journey's:



a. Mass mailing

Product selections based on bestsellers

c. Review mailing

d. Extra gadget when he orders

Retention grid is not only Selligent; also Retargeting (facebook, google display...)

Sleepers – 1à3 orders 91+ days



Selligent journey's:

- Discounts mail
A/B testing what works best
- We miss you email
90 days not bought
180 days not bought
- Send a letter
letter generated with selligent

Loyal – 4+ orders last 90 days



Selligent journey's:

- Ask to share their reviews
- Ask for refferals
- Segmented Mailings
based on history, interests
- Exclusivities + pre-orders (tbd)
- Loyalty program (tbd)
no "general" discounts

As we are "online+offline" -> also the cashier in the store should know what kind of customer he has in front of him/her (for example on RMA)

At risk – 4+ orders 91-365 days



Selligent journey's:

- Survey email
To know what went wrong
- We miss you email
90 days not bought
180 days not bought
- Discount emails

Also our callcenter sees the status of a costumers when he calls, sends an email
-> they have the freedom to give an "at risk" costumer an extra discount

Red Alerts – 4+ orders 365+ days

Selligent journey's:

- a. Send a letter
- b. Call the customer (tbd)



Also our callcenter sees the status of a costumers when he calls, sends an email -> they have the freedom to give an “at risk” costumer an extra discount



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QUESTIONS?