



# 2016

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# BENCHMARK REPORT: TRIGGER BASED MARKETING

## **Multi-Channel Trigger-Based Marketing**

Automated triggered emails are one of the pillars to a successful CRM strategy to drive engagement and retention. Savvy marketers are now taking that same approach and applying it to mobile push notifications by using a unified customer view made possible by real-time behavior tracking and campaign execution through Programmatic CRM.

[www.getblueshift.com/triggers](http://www.getblueshift.com/triggers)

provided by

**blueshift**

Multi-Channel Programmatic CRM



# TABLE OF CONTENTS

- 01** INTRODUCTION & METHODOLOGY
- 02** DEFINITIONS OF TERMS USED
- 03** KEY CONCLUSIONS
- 05** DEEP DIVE: EMAILS
- 08** DEEP DIVE: MOBILE PUSH NOTIFICATIONS
- 11** RECOMMENDATIONS FOR SCALING TRIGGERS
- 12** ABOUT BLUESHIFT & ADDITIONAL RESOURCES

# INTRODUCTION & METHODOLOGY

## LOOKING AT BILLIONS OF DATA POINTS

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As one of the core building blocks of a Programmatic CRM system, triggered messages drive higher engagement, conversions, and revenue. Triggered messages, i.e. marketing communications that are personalized based on a user's engagement with your website or mobile app, are one of the most effective ways to interact with customers in a highly personalized manner. Triggers are automated messages delivered via email, mobile push notifications or other marketing channels. The timing and content of the communication is personalized based on each user's engagement with different parts of your website or app, instead of being a "batch and blast" communication at a time decided by a marketer.

## METHODOLOGY

Blueshift analyzed 2 billion emails & mobile push notifications sent by Blueshift customers. All of these messages were analyzed for understanding the variances in click rates between different types of messaging; additionally, Blueshift also analyzed the e-commerce & retail customers' data for conversions – this dataset was greater than 1 billion emails & mobile push notifications.

The results of this analysis are presented in this report.



# DEFINITIONS OF KEY TERMS

## POST-CLICK CONVERSION

A conversion that occurs after a user has clicked on an email or mobile push notification within a specific time period specified by a client.

## TRIGGER-BASED MARKETING

Marketing communications that are personalized based on a user's engagement with your website, mobile app, emails, and other marketing channels. Triggers can also be activated by catalog updates (like price or inventory changes).

## LIFECYCLE TRIGGERS

Triggered messages sent based on the stage within the customer lifecycle, churn risk, or even VIP/loyalty status. Common Lifecycle triggers include Purchase Confirmation, Customer Survey, Product Review, Replenishment, At-Risk/Churn, and VIP Status.

## RE-MARKETING TRIGGERS

Triggered messages, often referred to as re-targeting, sent based on an incomplete retailer defined goal. These triggers are based on user's "abandoning" a cart, browse, etc. and often include a time delay. Common re-marketing triggers include: Abandoned Cart, Abandoned Category, Abandoned Search, Abandoned Product, Abandoned Wishlist, Abandoned Browse, and Favorites/Likes.

## ON-BOARDING TRIGGERS

Triggered messages sent as part of a welcome series to educate and inform a customer/potential customer of "next steps" or to provide incentive to become a revenue-generating customer. These messages are triggered upon initial signup or initial purchase. Common on-boarding triggers include: Welcome Series and Promotions.

## CATALOG CHANGE TRIGGERS

Triggered messages sent based on relevant product/catalog updates based on user defined or expressed affinities for particular products, brands, or categories. Can also be used when launching a new product within a category. Common catalog update triggers include: New Merchandise, Price Changes, Back in Stock, Low Stock, and Seasonal Changes.

## RECOMMENDATION TRIGGERS

Triggered messages sent based on expressed or user-defined affinities that often include "next-best" and "complete-the-look". Recommendation triggers provide an element of discovery into a customer's user experience by providing relevant content or products. Common recommendation triggers include: Wishlist, Cross-Sell, Up-Sell, Complete-the-Look, and Favorite Brands.



# KEY CONCLUSIONS



## **EMAIL TRIGGERS ARE 600% MORE EFFECTIVE THAN BATCH EMAILS**

Triggered emails drive 624% higher conversion responses for the same number of sends as compared to batch & blast emails. This is driven by a 381% higher click rate, and a 180% higher post-click conversion rate.



## **TRIGGERED MOBILE PUSH NOTIFICATIONS ARE OVER 2700% MORE EFFECTIVE THAN BATCH PUSH NOTIFICATIONS**

Trigger mobile push notifications drive 2770% higher conversion rates for the same number of sends as compared to batch & blast mobile push notifications. This is driven by a 726% higher click rate, and a 420% higher post-click conversion rate.

# KEY CONCLUSIONS

(CONTINUED)



## COMBINING MULTIPLE TYPES OF TRIGGERS ARE NEEDED TO ACHIEVE OPTIMAL RESULTS

Marketers achieving the best results had launched a combination of several types of triggers, including:

**On-boarding triggers:** welcome email series, and product education

**Lifecycle triggers:** Triggers for prospects, active and churned customers based on lifecycle stage

**Re-marketing triggers:** Abandoned cart, Abandoned browse, Abandoned search etc.

**Recommendations:** Category & brand affinity based, post-purchase cross-sell etc.

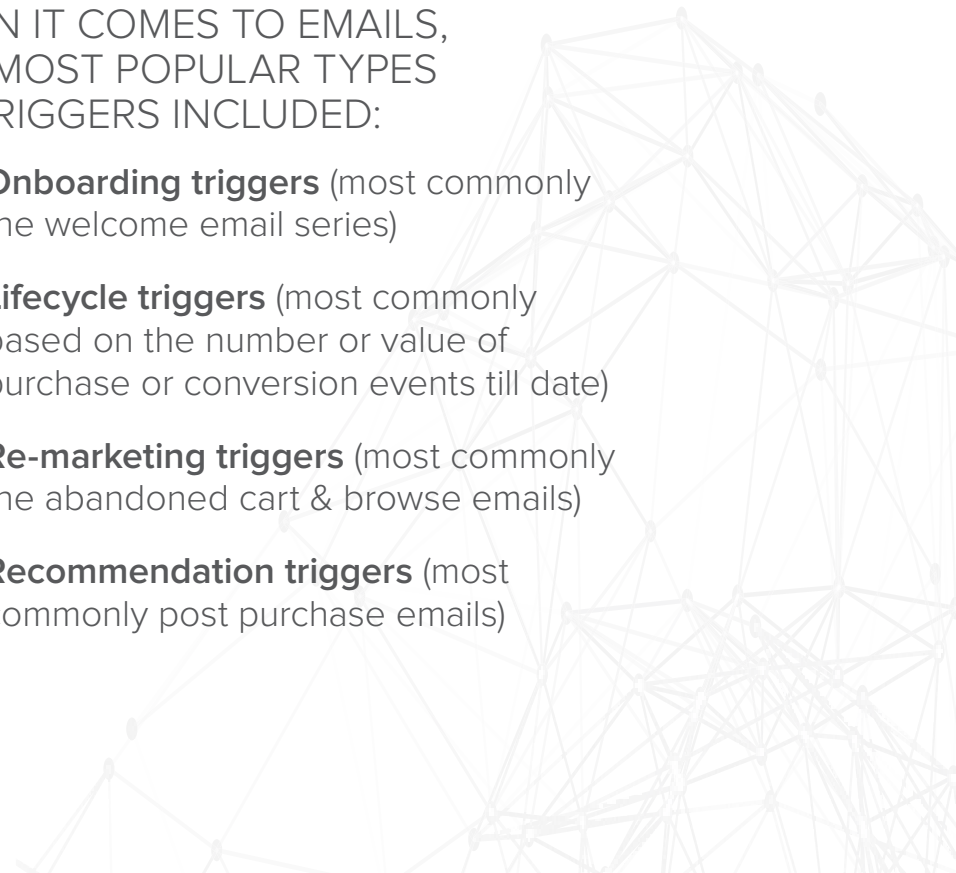
**Catalog changes:** Price drops, new-products etc.

# DEEP DIVE: EMAIL

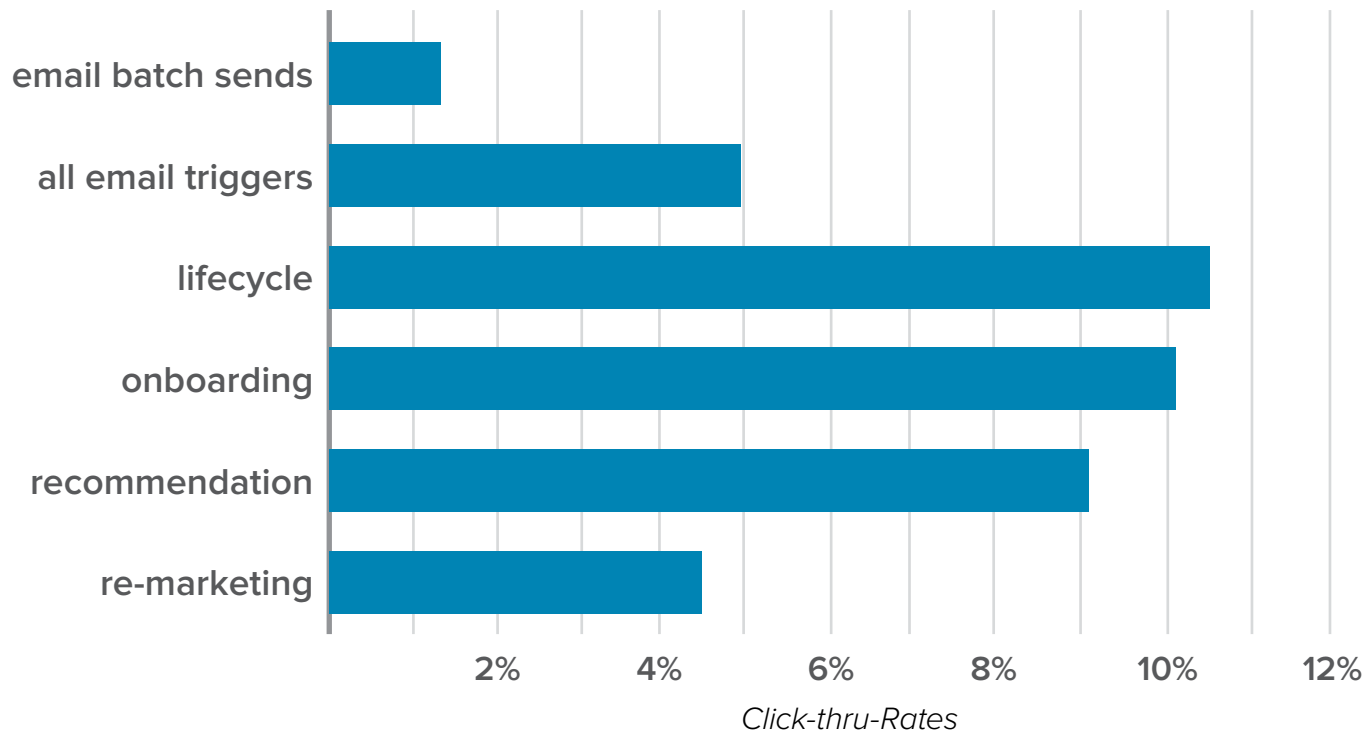


WHEN IT COMES TO EMAILS,  
THE MOST POPULAR TYPES  
OF TRIGGERS INCLUDED:

- **Onboarding triggers** (most commonly the welcome email series)
- **Lifecycle triggers** (most commonly based on the number or value of purchase or conversion events till date)
- **Re-marketing triggers** (most commonly the abandoned cart & browse emails)
- **Recommendation triggers** (most commonly post purchase emails)



[Table 1]  
**Email Click-thru-Rates by Trigger Type**

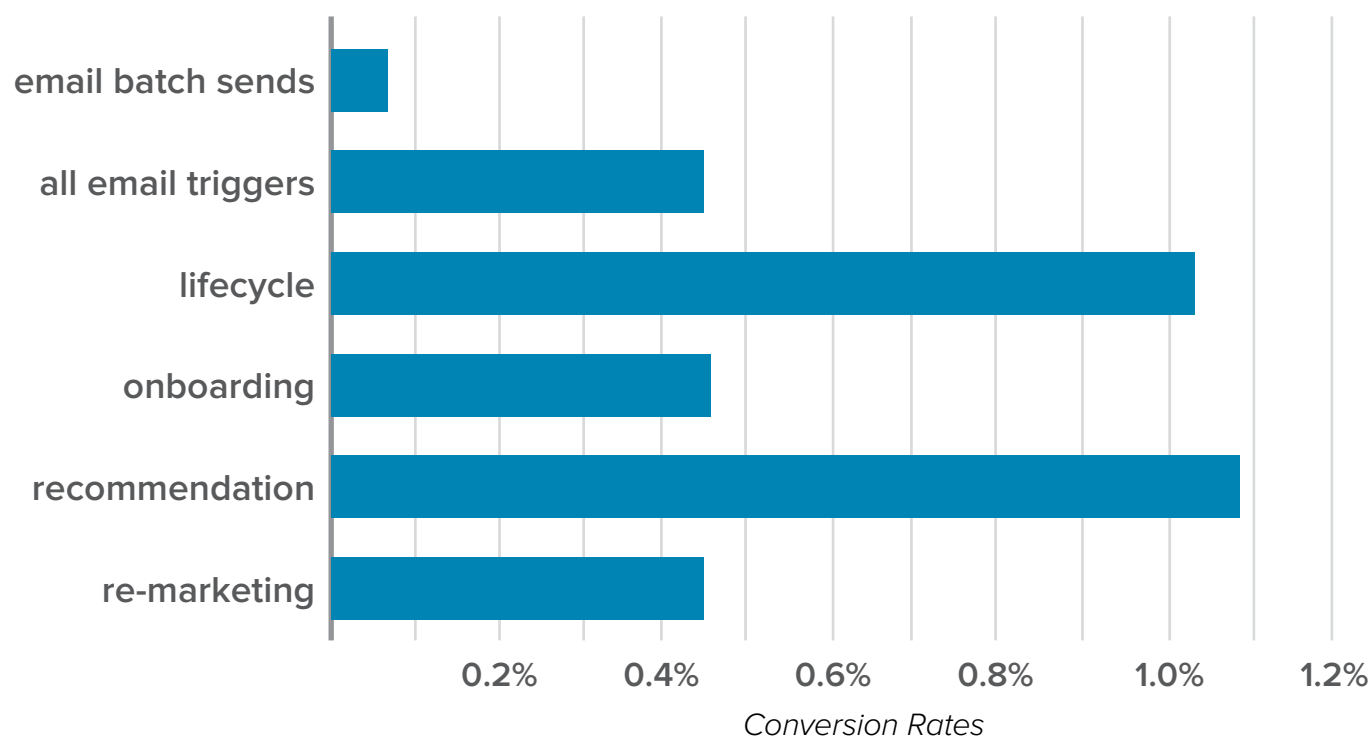


UP TO  
**3X**  
HIGHER  
CLICKTHRU RATES

While all these triggers drive at least 3 times the click rate of batch emails, we found that the click thru rates were higher for lifecycle, onboarding, and recommendation type triggers, compared to those of the re-marketing emails.



[Table 1]  
**Email Conversion Rates by Trigger Type**



UP TO  
**6x**  
 HIGHER  
 CONVERSIONS

For retail & e-commerce websites, re-marketing emails have a high conversion rate. When evaluated on a conversion basis, re-marketing emails ranked as effective as on-boarding triggers; however, lifecycle and recommendation triggers continued to lead the way.

Across all types, Email triggers are 624% more effective than batch Emails on a conversion basis. This is driven by a 381% higher click rate, and a 180% higher post-click conversion rate.

# DEEP DIVE: MOBILE PUSH NOTIFICATIONS

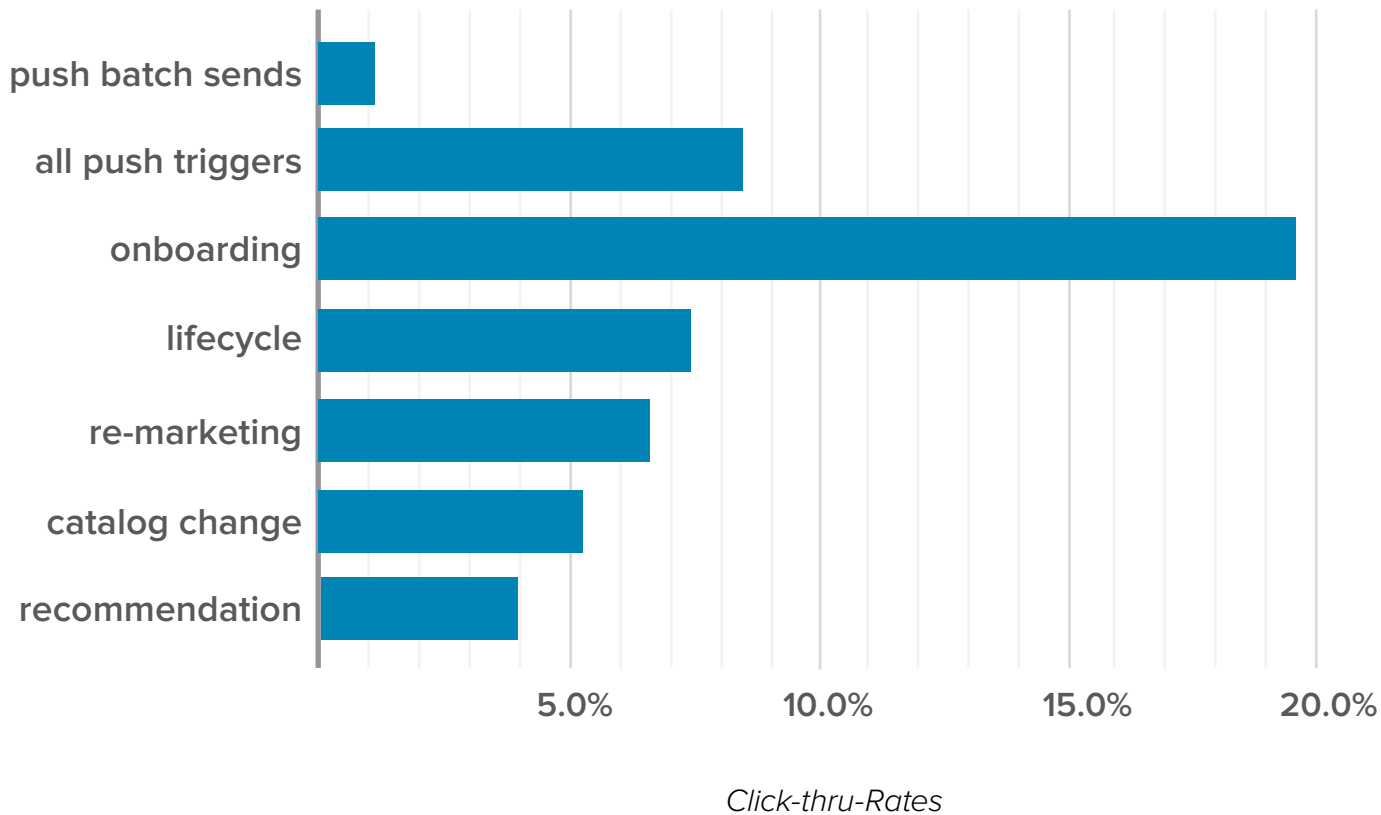


WHEN IT COMES TO MOBILE PUSH NOTIFICATIONS, THE MOST POPULAR TYPES OF TRIGGERS INCLUDED:

- ▶ • **Catalog Change** (most commonly price changes and replenishment messages)
- **Onboarding triggers** (most commonly the welcome series)
- **Lifecycle triggers** (most commonly based on the number or value of purchase or conversion events till date)
- **Re-marketing triggers** (most commonly the abandoned cart & browse notifications)
- **Recommendation triggers** (most commonly post purchase notifications)

In addition to the 4 types of triggers discussed in emails, we found that “catalog change triggers” were another popular category in push notifications.

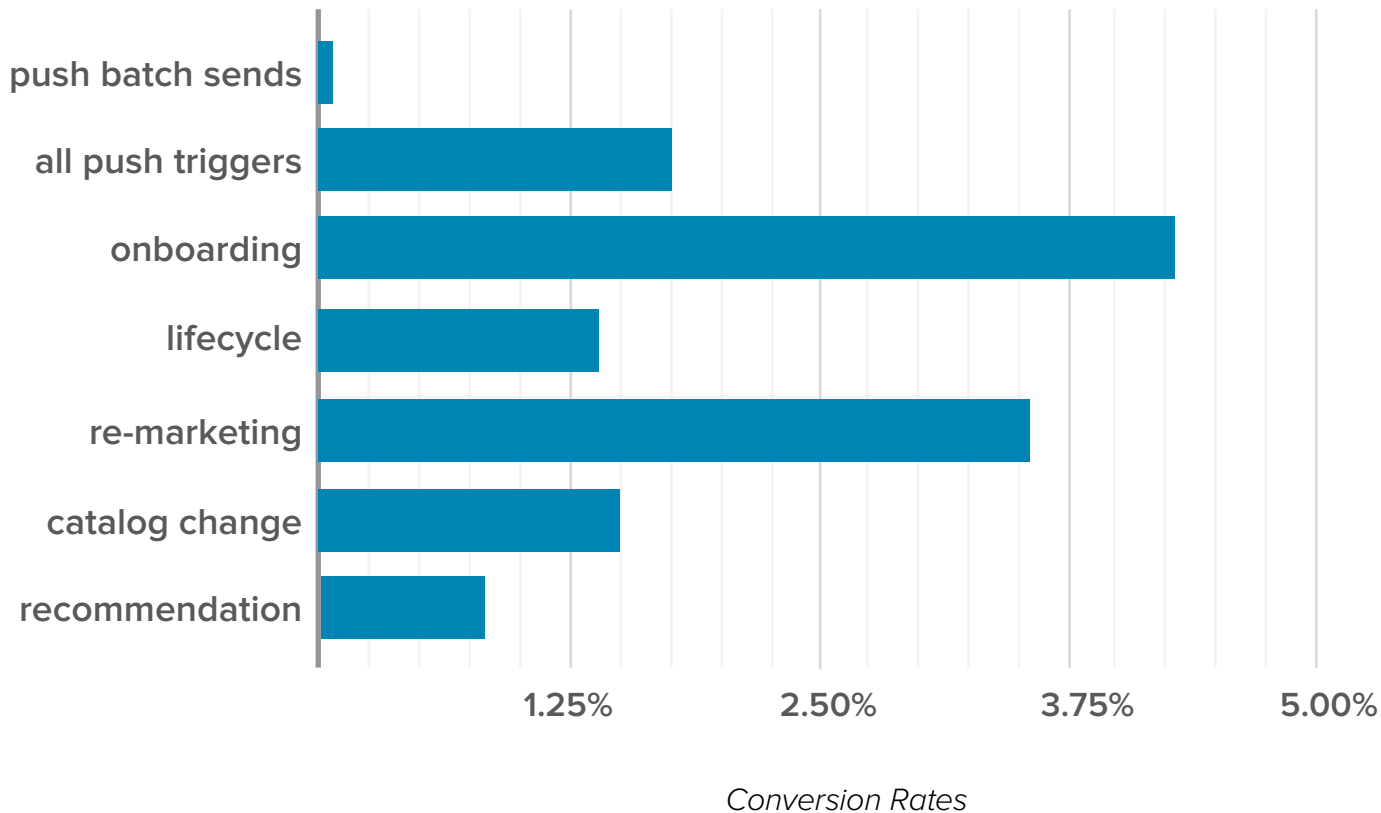
[Table 1]  
**Mobile Push Notification Click-thru-Rates by Trigger Type**



UP TO  
**8x**  
HIGHER  
CLICKTHRU RATES

Triggered mobile push notifications have nearly 8 times the click rate of batch push notifications, with the highest click rates being observed in on-boarding push notifications.

[Table 1]  
**Mobile Push Notification Conversion Rates by Trigger Type**



UP TO  
**28x**  
HIGHER  
CONVERSIONS

When conversions are taken into account, triggered mobile push notifications are nearly 28 times as effective as their batch & blast counterparts! The best performing types are On-boarding and Re-marketing triggers.

# RECOMMENDATIONS FOR MARKETERS TO SCALE TRIGGERS

## THINK CROSS-CHANNEL

The most successful marketers are combining triggered marketing on channels like email, mobile push notifications and SMS. Cross-channel synchronization is a key to scaling your triggered marketing program.

## GO BEYOND THE BASIC TRIGGERS

Our data indicates that while basic triggers like welcome emails and abandoned cart are effective, marketers are leaving money on the table by ignoring the other types of triggers covered in this report.

## PERSONALIZE, PERSONALIZE, PERSONALIZE

We have seen that marketers who include relevant recommendations (e.g. “you might also be interested in”) are able to drive substantially higher returns compared to sending out basic content.





Multi-Channel Programmatic CRM

## ABOUT BLUESHIFT

San Francisco based Blueshift is the leading Multi-Channel Programmatic CRM, enabling scalable segment-of-one marketing. Using the power of real-time segmentation and dynamic-content personalization, Blueshift enables marketers to automate individualized messages across multiple channels including email, push notifications, website, Facebook & SMS. Blueshift was founded by serial entrepreneurs with backgrounds at successful companies such as Kosmix (now @WalmartLabs) and Mertado (now Groupon Goods). The company is funded by prominent venture capital and angel investors, including Storm Venture Partners, Luma Capital Partners and Nexus Venture Partners.

## CONTACT BLUESHIFT

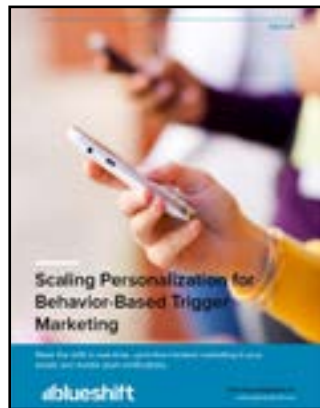
Via email:

[hello@getblueshift.com](mailto:hello@getblueshift.com)

Online:

[www.getblueshift.com](http://www.getblueshift.com)

More Blueshift resources you may be interested in:



### Scaling Personalization for Behavior-Based Trigger Marketing

Avoid the common pitfalls most marketers make when trying to scale triggers.

[Download](#)



### The Path to Predictive One-to-One Marketing

Effectively identify and respond to intent and affinity across your marketing channels to drive loyalty.

[Download](#)