

blueshift

enjoy a FREE naturebox!

Healthy snack food subscription company Naturebox sees an
improvement in email conversions using

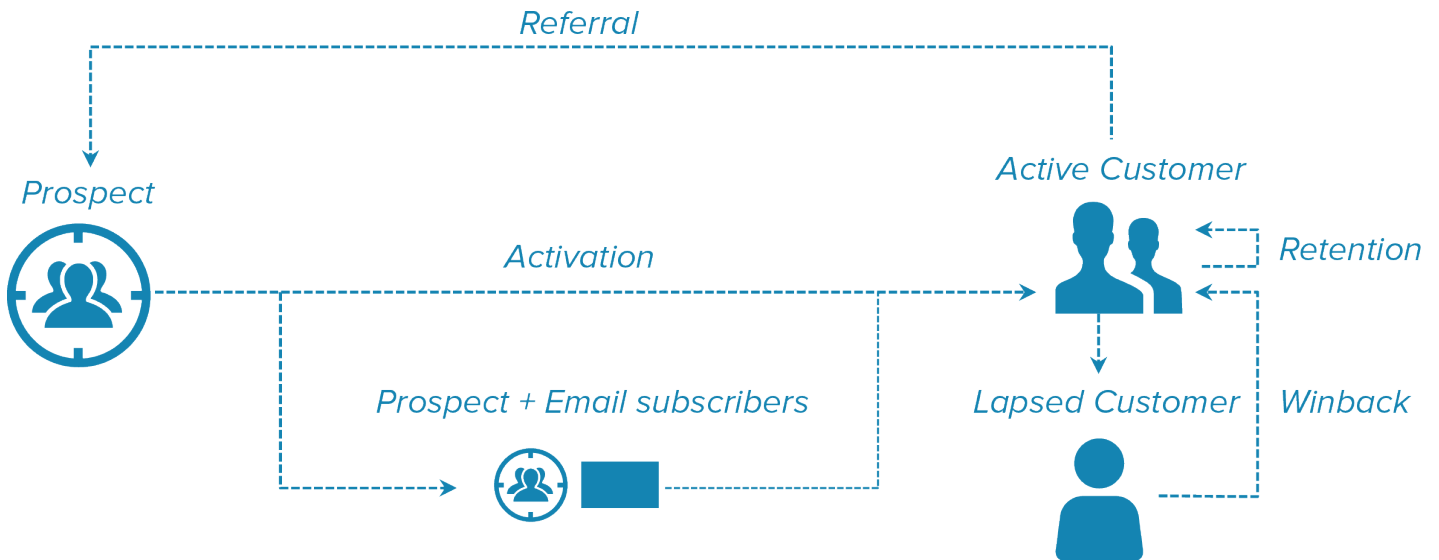
148% **Blueshift's Predictive Marketing**

About Naturebox

NatureBox is the leading online service for healthy snack food, providing consumers with an easy way to enjoy healthy, delicious and distinctive snacks. NatureBox offers 80 unique items, including Pistachio Power Clusters, Masa Crisps and Peanut Butter Nom Noms. All are nutritionist-approved and created just for NatureBox by local growers and independent food producers.

The Challenge

Naturebox offers a subscription snack-box service. The lifecycle of a new visitor to Naturebox moves from being a prospect to an active customer to a lapsed customer. Some prospects subscribe to the Naturebox newsletter, but do not immediately become an active customer.



NATUREBOX TURNED TO BLUESHIFT WITH FOUR OPPORTUNITIES

1. How can we convert more prospects & email subscribers into active customers?
2. What are the best ways to engage active customers to prevent them from lapsing?
3. Which of the previously lapsed customers might we be able to win-back?
4. Who, among current active customers, is likely to refer other customers?

Addressing these challenges would increase the average revenue per visitor to the site, and enable Naturebox to invest additional dollars in customer acquisition.

THE BLUESHIFT SOLUTION

Blueshift helped Naturebox segment users with predictive scores & automate multiple campaigns with behavioral intelligence.

360-DEGREE VIEW OF THE USER

- With an easy integration, Blueshift was able to track user behavior on Naturebox's website, and combine that with CRM data stored in the backend ecommerce systems like Magento. **For the first time, Naturebox could tie an email address or a customer record to website activity** and use this information in marketing.
- Blueshift also integrated with Naturebox's promo codes and catalogs to deliver deeper insights about users and offer additional marketing opportunities.

PREDICTIVE SCORING

Blueshift developed the following scores for Naturebox

- **Activation score:** likelihood of a user to activate
- **Engagement score:** high recent engagement with the site, indicating a propensity to respond to emails
- **Churn score:** likelihood of an active user to lapse
- **Lifetime value (LTV) score:** likelihood of becoming a high value customer

EMAIL & DISPLAY AUTOMATION

- **Prospects & email subscribers**
 - Blueshift automated an email to newsletter-subscribers when they signed on, and when they abandoned a session with a high engagement score
 - Blueshift automated a series of day-0, day-1 & day-3 emails for abandoned sessions. We found that emails sent 1 hour after abandonment converted better than simply batching the emails for a day later.
 - Blueshift also used predictive scoring scores to automate and improve the ROI of display retargeting.

- **Active customers:** Blueshift used churn scores & LTV scores to trigger communication to at-risk and high value users
- **Lapsed customers:** Blueshift noticed that many lapsed customers had canceled their accounts for temporary reasons like a move. Using site engagement scores and LTV scores, Blueshift was able to automate win-back offers to lapsed customers.

THE RESULTS

148%
HIGHER
CONVERSION
ON NEW
EMAIL
SUBSCRIBERS

210%
HIGHER
CONVERSION
RATES FROM
CART
ABANDONERS

132%
INCREASE
IN WIN-BACK
RATES

“

Blueshift has become an essential partner for us in improving retention & activation rates. With a very easy integration, we are able to run multiple automated campaigns on email & Display RTB, all powered by Blueshift's segmentation. We are seeing up-to 148% higher conversion rates when we use Blueshift's predictive intelligence in our campaigns. Blueshift truly feels like a product built for marketers by marketers. ”

Ken Chen, Co-founder & CMO, Naturebox

