blueshift

SMART GUIDE TO

CROSS-CHANNEL CAMPAIGNS

Activate and Grow Customers

SMART GUIDE

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PERSONALIZED INTERACTIONS

Engage Customers Anywhere They Are

We're living in an always-on world with smartphone users underline checking their devices 96 times a day. And when you win your customers' attention, they expect personalization and get frustrated when brands fail to deliver this. Earning and sustaining customers' attention when there are so many online distractions throughout the day, is extremely hard.

As a marketer, your role is to nail the ideal message across every channel for each customer to stand out in a loud, crowded market. With customer engagement platforms becoming even more powerful with marketer-accessible AI, marketers can identify the right audience and send the best message across every channel in real time.

Focusing marketing efforts on one or two channels, like email and social media, isn't enough. Your customers are anywhere and everywhere — and they expect your brand to be present and accessible in all these places.

[1]PWC: Consumer Insights, June 2022
[2]McKinsey: Next in Personalization, Nov. 2021

81% of consumers have shopped using at least three channels in the past six months[1]

81%

76% of customers get frustrated when brands don't deliver personalized interactions[2]

76%

DEFINING CROSS-CHANNEL MARKETING

What's the Difference Between Cross-Channel and Multi-Channel Marketing?

Some people say "cross-channel marketing." Others say "multi-channel." Are they the same or different? They are two very different approaches that a brand can use to connect with its target audience.

Multi-channel marketing uses multiple channels without integrating them to the point where marketers can create a seamless user experience across all platforms. It's a channel-centric approach.

Cross-channel marketing employs an integrated approach across multiple channels of communication, including email, SMS, website, paid media, direct mail, IVR, mobile push notifications, as well as offline channels, such as in-store and direct mail. A customer engagement platform powered by AI can help you identify the ideal combination of channels for each customer, as well as where to send what message and at the precise time when customer will interact.

In the next two pages we detail the five main differences between cross-channel and multi-channel marketing and how each affects the experience for the customers, as well as the impact on the marketing team's success.

DELIVER SEAMLESS, CONNECTED CUSTOMER EXPERIENCES

CROSS-CHANNEL VS. MULTI-CHANNEL

The Customer's Experience

Cross-Channel	Multi-Channel
A Customer-Centric Experience A connected and seamless brand experience across every platform throughout the customer journey.	**A Channel-Centric Experience** Messages are received on a number of channels, but the experience is disconnected.
An Interconnected Experience Every engagement from the brand is connected and flows from one channel to the next, based on where the customer is in their journey.	**A Disconnected Experience** The customer restarts their experience with the brand on each channel during their journey.
A Personalized Experience The customer receives relevant and consistent information through audience segmentation.	**A Generic Experience** Every customer receives the same generic experience across the journey because the brand took a one-size-fits-all approach.

CROSS-CHANNEL VS. MULTI-CHANNEL

The Marketer's Experience

Cross-Channel	Multi-Channel
More Effective Marketing Cross-channel marketing unifies customer data and makes it easily accessible for use in connected cross-channel campaigns.	**Less Effective Marketing** Multi-channel marketing focuses on connecting with the customer here and now rather than learning about them in order to better leverage advanced techniques such as predictive recommendations.
More Efficient Marketing Cross-channel is driven by rich and immediate data so that you're reaching your intended audience with very relevant messages and offers. And that means they're more likely to convert.	**Less Efficient Marketing** Multi-channel marketing does not rely on rich customer data because brands are reaching out to customers with generic messaging. Customers take longer to convert and some may never do so.

Michal Halpern

Conversion Optimization Manager,

James Allen

ECOMMERCE RETAILER FOR HIGH-END JEWELRY

Increases Engagement With Dynamic, Personalized Experiences

"It's now simple for us to deliver 1:1 personalized recommendations tailored to each user based on their historical and real-time website activities. We needed a solution that could keep up and scale with our team. Blueshift enables us to collect, track, and act upon more data than ever before and use real-time behaviors to drive more personalized experiences."

RELEVANT CONNECTED ENGAGEMENT

Why Channel-Centric Marketing Limits Success for Modern Marketers

Marketing campaigns have traditionally been planned at the channel level on a campaign-by-campaign basis. Each channel leveraged its own data to optimize performance for that specific channel without taking into consideration how those individual messages impacted the greater customer experience. It's not that marketers didn't want to take a holistic approach; they were just responsible for a specific channel and lacked the tools to integrate data and experiences across channels.

As marketers started engaging customers across the growing number of channels, approaches remained channel-centric. Interactions on one channel were disconnected from messages on others. Without insights into the events or interactions taking place on other channels, you risk sending conflicted and fractured messages to customers.

CHANNEL-CENTRIC MARKETING LEADS TO FRACTURED CUSTOMER EXPERIENCES

TRUE CUSTOMER CENTRICITY

Cross-Channel Marketing Powers Dynamic Customer Experiences

Cross-channel marketing takes a fundamentally different approach and eliminates disconnects between channels by creating dynamic experiences built around a unified and real-time view of the customer, powered by AI. It puts the customer at the center of every interaction.

Just as personalization is critical to marketing in a noisy online world, taking a cross-channel approach is becoming another essential in a marketer's toolkit. Only with an AI-powered cross-channel approach can marketers achieve true customer-centricity, which translates to increased engagement and conversions, greater mindshare, reduced churn, and ultimately greater lifetime value.

PERSONALIZED EXPERIENCES

Cross-Channel Marketing Strategies Perform Better

We analyzed 38 billion cross-channel messages sent by Blueshift customers between Jan. 1 and Nov. 30, 2022, and found that cross-channel messages featuring personalized recommendations and using triggered messaging resulted in higher open rates and click-through rates (CTR) than messages sent on a single channel.

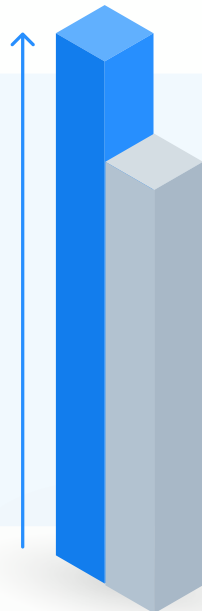*Blueshift: Cross-Channel Customer Analysis, December 2022

CLICK-THROUGH RATE

41%

Triggered messages had a **41%** higher click-through rate than batch messages.*
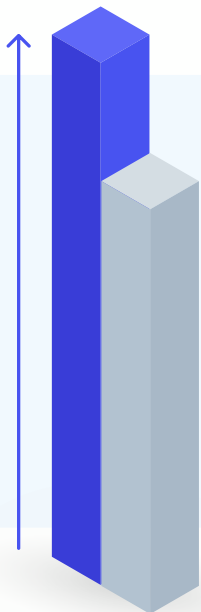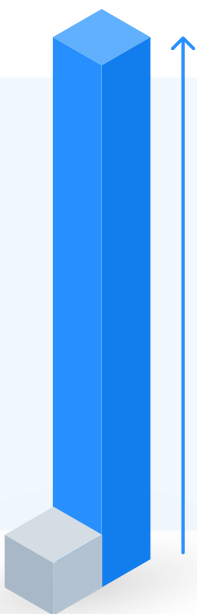
OPEN RATE

30%

Campaigns with personalized recommendations resulted in a **30**% higher open rate.*
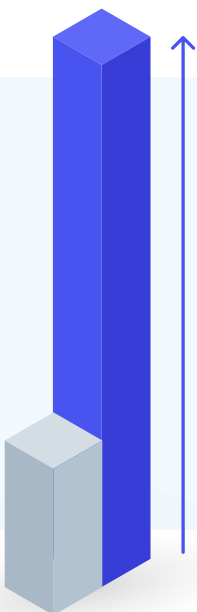
CONVERSION RATE

600%

Triggered messages resulted in a **600%** higher conversion rate than batch messages.*

CONVERSION RATE

232%

Campaigns using engage time optimization resulted in a **232**% higher conversion rate.*

STEPS 1–3: USE YOUR TECHNOLOGY

Unify Your Data and Identify Key Moments

In this chapter, we'll explain the eight steps to begin creating cross-channel experiences, including what technology you need to build a foundation and how to launch campaigns.

Creating cross-channel experiences may sound complicated, but getting started is easier than you may expect when you have the right technology platform to back you up. The best foundational technology is one that uses AI to connect all your channels within a single journey builder and enables you to create, automate, and scale sophisticated campaigns and journeys that are powered by a unified and current view of your customer data.

1 Unify Your Customer Data

To understand customers' interests, intentions, purchase patterns, and what they responded well to in the past. That requires unifying your data sources from across channels into a single view of your customers.

2 Determine Your Goals

Start with a specific goal or use case. Determine which part of the customer lifecycle or conversion funnel you want to optimize first and what success looks like.

3 Identify Key Journey Moments

Analyze your current customer experience and customers' behavior patterns around that lifecycle moment. What are the key engagement points? Where is there friction or drop-off? What can be improved?

STEP 4: EVALUATE YOUR CHANNELS

Customer Interactions

Assess the role of each channel and the interplay between them. Then determine how different audience segments prefer to interact across channels. You can also use the power of AI to automatically send the right message on the best channel for each customer with predictive channel engagement scores.

✉ Email

Use email for all of your lifecycle, promotional, and conversion-driving campaigns, as well as general updates for customers.

SMS

Use SMS for time-sensitive, important messages, such as relevant promotions, updates, reminders, and more.

Direct Mail

Use direct mail to reinforce messages from other channels and reach customers who aren't engaging on other channels.
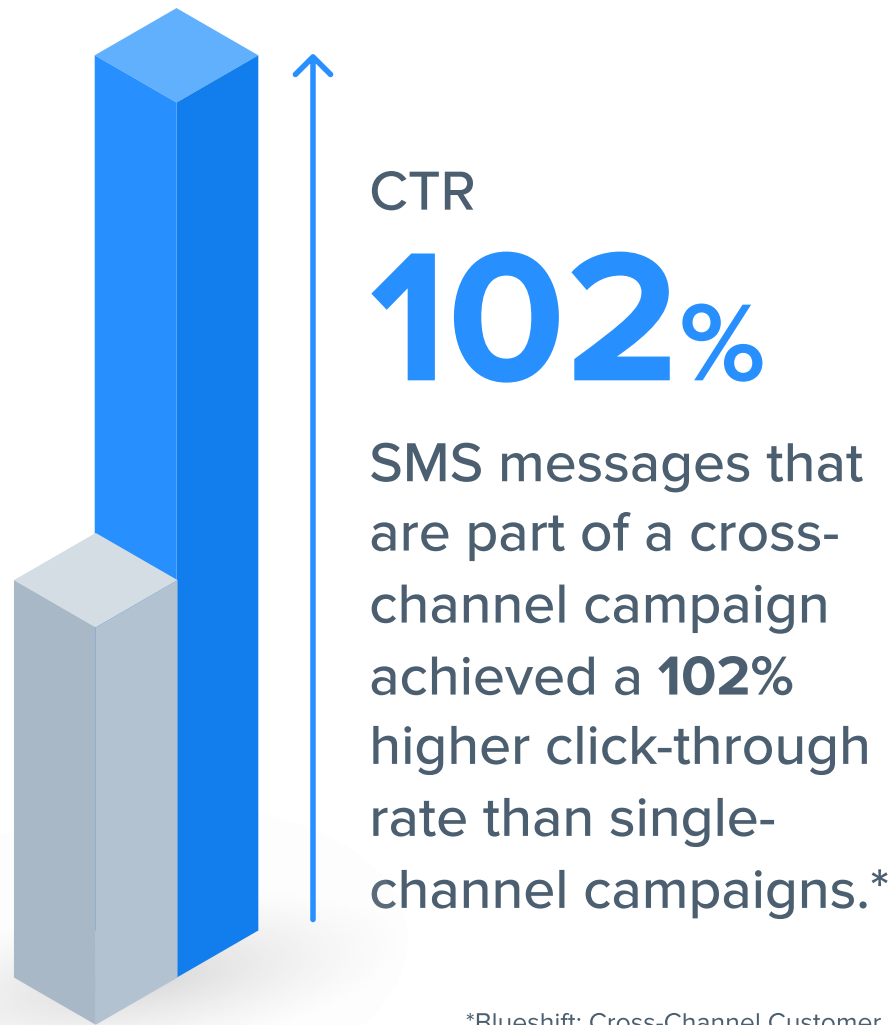
Support

Use support to route customer service requests to the appropriate agent and address customer concerns to prevent churn.

Chat

Use chat to drive transactions and engage with customers to give them the help they need quickly.

In-App

Use In-App to guide users, deepen engagement, promote features, encourage upgrades, share announcements, and ask for feedback.

CTR

102%

SMS messages that are part of a cross-channel campaign achieved a **102%** higher click-through rate than single-channel campaigns.*

*Blueshift: Cross-Channel Customer Analysis, December 2022

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Mobile Push

Use mobile push notifications to drive users back to your app, notify users about real-time updates, and prompt users to take action.

Web Push

Use web push notifications to promote relevant offers and discounts and provide important information to customers.

Paid Media

Use paid media to expand your brand reach, generate more traffic, acquire new customers, and reinforce your message across channels.

Social Media

Use social media to grow your audience, make connections with influencers, and amplify your brand's voice.

IVR

Use IVR to trigger agent calls when a lead submits a request, provide important reminders, or schedule a call back.

Plan, Test, and Scale

In addition to having technology that simplifies cross-channel campaign creation, you will need to have a solid strategy with buy-in from cross-functional stakeholders. The strategy must be built with the customer at the forefront and focus on creating the best experience for them. Take advantage of your AI-powered technology. Then test and iterate, and start to scale.

TUFT&NEEDLE

"Blueshift has absolutely made it easier for us to create new campaigns. I can quickly navigate the platform to build highly targeted segments, pop in any asset, and quickly build and launch new campaigns."

Tyler Norris
Head of Email, Tuft & Needle

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5   **Map Out the Experience**

Start designing your desired journey across the key channels you identified. Remember: your customers aren't one size fits all, so create journeys that take customers down different paths based on their individual behaviors and preferences.

6   **Take Advantage of AI**

Use your technology for smarter marketing. AI helps you drive intelligent, personalized cross-channel marketing to scale and increase ROI. A key example includes using predictive recommendations to provide relevant content and offers for each customer based on real-time behaviors and insights.

7   **QA and Launch**

Once you've built your campaign, QA it for accuracy and ensure each touchpoint aligns to how customers interact with your brand. Then, after QA, it's ready for launch.

8   **Test and Optimize**

Build in testing across every touchpoint within the cross-channel experience. Track performance to determine what is and isn't working. Iterate on your touchpoints, messages, and timing as you learn more about what resonates with your customers.

BUILD THE FOUNDATION

Create Value in the Customer Journey Flow

As you adopt a cross-channel mindset, first ensure that your current marketing strategy has the right campaigns and touchpoints in place to deepen engagement and drive action throughout the lifecycle.

While we all know that today's customer journey is far from a single, linear path, customers tend to move through a few common stages. A new customer becomes aware of your brand, visits your website to learn more, then converts or disengages. Those who become customers or users may go through periods of high and low activity. Some will grow to become brand loyalists, some will churn, and some will re-engage after a break from your brand. Customers may jump around between stages — using a variety of channels — and it's your job as a marketer to drive them back to being active customers and grow their lifetime value.

Customer Journey Flow

New → Activated → Active → Passive → Churned
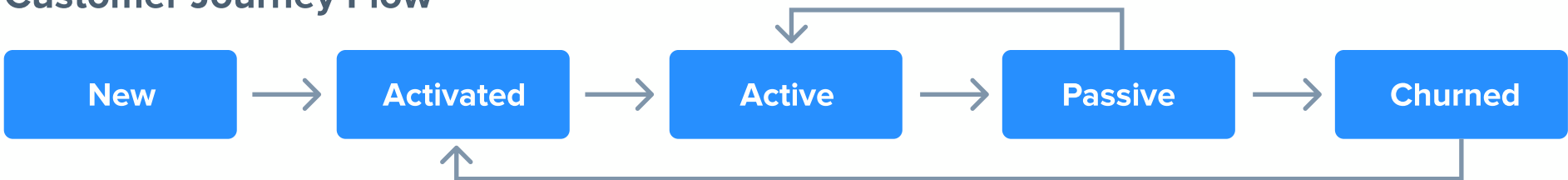
Attracting new customers, deepening their engagement, and turning them into loyal brand advocates takes time. It requires increasing customer activity at every stage of the lifecycle. As you plan how to activate your customers throughout their journey, there are numerous campaigns and tactics from which to choose. The right campaigns and touchpoints within those campaigns will depend on your brand and the preferences and behaviors of your key segments.

New Users
- Welcome Series
- Weekly Newsletters with Top Products
- Special Offers

Activated Users
- Weekly Personalized Newsletters
- Educational Content Series
- Promotions

Active Users
- Upsell and Cross-Sell
- Post-Purchase Survey
- Weekly Newsletters and Roundups

Passive Users
- Re-Engagement
- Expiring Deals and Price Drops
- New Arrivals

Churned Users
- Win-Back and Promotions
- Education Content Series
- New Releases

Joyce Poole

Sr. Director, Marketing CRM,

LendingTree

lendingtree®

PERSONAL FINANCE MARKETPLACE

Grows Customer Engagement With Intentional Lifecycle Journeys

"Every company has data, but if you can't action off that data instantly, then it doesn't do you any good. And when dealing in financial products...you better get it right. The magic with Blueshift is its agility and ability to handle data for segmentation, journeys, and personalization across all channels, no matter the speed or attributes that we put in. We have the flexibility to use our data to improve results across many different use cases."

ONBOARD NEW CUSTOMERS

Welcome Series Campaigns: Set the Tone

New Users

Welcome or onboarding series are one of the most widely used campaigns. They are a critical first step in building a lasting relationship with new users. This helps introduce your brand, the benefits you offer customers, and what customers can expect next. Welcome series can also be used to guide new users to get the most from your brand and orient them around your offering so that they easily find what they need. Use this as an opportunity to educate new users and prove your brand value.

Customize your welcome journeys to your brand and customer segments. The right amount and cadence of messages varies and can include various types of messages such as thanking a subscriber for joining or purchasing a product, setting future expectations, introducing them to the important elements of your brand, showcasing your top products, and convincing them to take little steps (micro-commitments) that help them take bigger steps later on. These series can range from a week to a few months.

Recommended Channels

Email, Push, SMS, Direct Mail, Digital Ads

User Signed Up

Welcome Series Campaign

ARLO & OPAL

Welcome 👋

Thank you for joining us! Download our app to be the first to know about our best deals and latest collections.

Download App

Conversion Campaign

Engagement Campaign

INFLUENCE CONVERSIONS

Conversion Campaigns: Inspire New and Additional Engagements

Activated Users   **Active Users**   **Passive Users**

Conversion-driving campaigns are exactly what they sound like — they focus on inspiring a conversion, whether that's purchasing a product or upgrading from a free account to a paid one. Customers often need a reminder or a nudge to complete a desired action. They get distracted or they may still be weighing their options. Without actively driving them forward on the path to conversion, you risk losing their business.

Remind customers about the product, make it easy for them to pick up where they left off, and provide the right incentive to encourage them to convert. And don't stop at the purchase. Have a post-purchase strategy including tracking offers to set the path for the next conversion. Depending on whether it's a quick purchase or a high-consideration product, conversion-driving campaigns can range from one day to a few weeks. Common conversion campaigns include: abandon cart, sales and promotions, upsell, cross-sell next best product, price drops, back in stock, and expiring deals.

Recommended Channels
Email, Push, In-App, SMS, Onsite, Direct Mail, Digital Ads

Welcome Series Campaign

Conversion Campaign

Hey Holly! Looking to refresh your eyewear collection this season? These limited-edition frames are sure to turn some heads. Buy Now: https://arloandopal.com/

Message

Engagement Campaign

Loyalty Campaign

BUILD LONG-TERM RELATIONSHIPS

Engagement Campaigns:
Keep Your Brand Top of Mind

Activated Users   Active Users   Passive Users

Depending on the average transaction period for your brand, there are often long periods between conversion points. During these periods, it's important that your brand stays top of mind for the customer. That way, when customers are back in the market for your product or service, they turn to your brand first.

Engagement campaigns aim to add value beyond transactions by focusing on building long-term customer relationships. They educate, inspire, and provide value-add content such as guidance, education, entertainment, and news to keep users interacting with your brand. Use engagement campaigns to become a go-to-resource — a trusted advisor whose communications they look forward to receiving. These can be one-off campaigns or a series that lasts months, depending on content and engagement. Common engagement campaigns include: educational content series, birthday/anniversary messages, new product or seasonal announcements, newsletters, events, and feedback surveys.

Recommended Channels
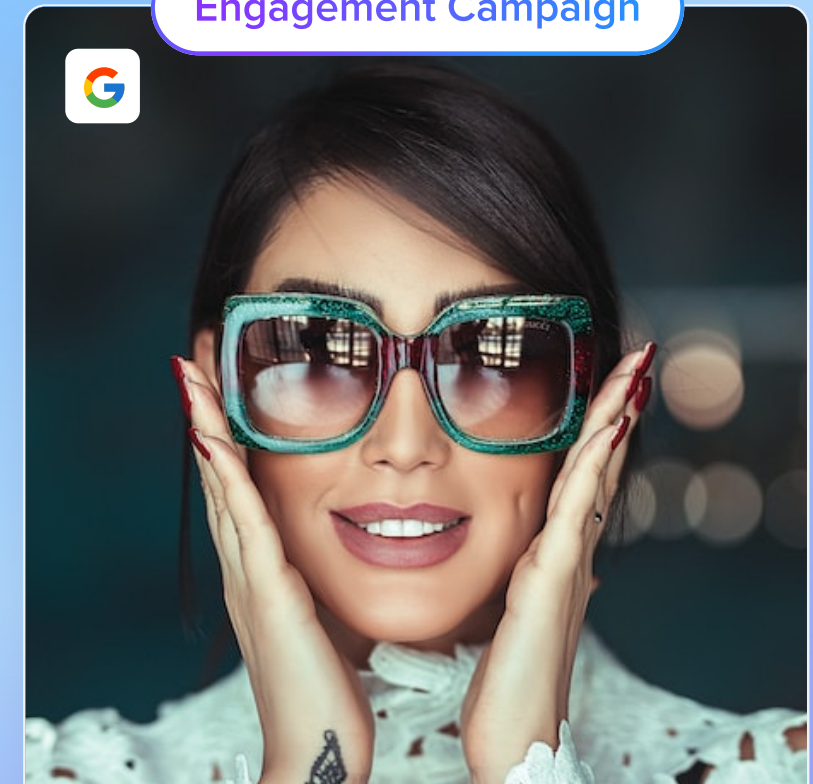Email, Push, In-App, SMS, Direct Mail, Digital Ads

User Signed Up

Welcome Series Campaign

Conversion Campaign

Engagement Campaign

ARLO & OPAL
Trendsetter Collection
$49 per pair

Shop Now

Loyalty Campaign

Retention Campaign

GROW LIFETIME VALUE

Loyalty Campaigns: Create Lifelong Customers

Active Users

Loyal customers drive the majority of your brand's business. They are also your biggest brand advocates and promoters and are an important source of customer acquisition in today's age of social shopping and selling. That means having strategies to keep loyalists engaged and turn high-value customers into loyalists is essential.

Create campaigns in which you reward frequent purchasers and high-value customers with exclusive offers and early access to products and content. Create content and experiences only available to your loyalists. Recognize and reward milestones and achievements. Loyalty campaigns should be ongoing to keep customers engaged and "warm." Use customer data to determine the messaging cadence and channels that are right for different types of customers.

Recommended Channels

Email, Push, In-App, SMS, Direct Mail, In-Store, Customer Support, Social

User Signed Up

Welcome Series Campaign

Conversion Campaign

Engagement Campaign

Loyalty Campaign

Ticket #327   New

Sarah Yurka
sarah@arloandopal.com

Conversation with Sarah
Congrats, Holly! You've reached a new customer rewards milestone 🎉

Take 25% off your next purchase with this offer code: **Loyalty25**

ARLOANDOPAL.COM • 1h

Exclusive Try On Before You Buy Offer
Try on four pairs without ever leaving the house.

Retention Campaign

Engagement Campaign

ELEVATE YOUR BRAND

Retention Campaigns: Re-Engage Customers And Grow Brand Advocates

Passive Users   **Churned Users**

Traditional loyalty campaigns are great at inspiring consistent purchases and engagements, but retaining customers for the long term is also a critical part of customer engagement. There are many reasons why customers stick with a brand. A key reason is value. [1]53% of customers said they stick with a brand if they feel they're getting good value. Other reasons include trust in the brand (88% of consumers) and shared beliefs around sustainability and purpose ([2]60% of consumers).

Retention campaigns are an opportunity to remind customers about what appealed to them about your brand and its products in the first place. Entice them with new must-have products or inspiring content. Showcase what's new with your brand. Offer an incentive for them to come back. The exact timing of when to start re-engaging inactive customers will depend on your brand's customer journey and buying cycle, but they generally last weeks to a month.

Recommended Channels

Email, SMS, Push, Digital Ads, Call-Center, Direct Mail

[1]PWC: Customer Loyalty Survey, 2022
[2]PWC: Holiday Outlook, 2022

Conversion Campaign

Engagement Campaign

Loyalty Campaign

Retention Campaign

New Style Launch 🙌

Holly, our new Ambient Crystal Eyewear Collection just dropped!

Shop Collection

Engagement Campaign

STRENGTHEN YOUR CROSS-CHANNEL STRATEGY

Drive Repeat Customers With Personalized Cross-Channel Experiences

As marketers shift from a channel-centric approach to a customer-centric one, get ahead of the pack by structuring your campaigns throughout the lifecycle around a cross-channel marketing strategy. Make sure you're targeting customers on the most relevant channels. Supercharge your hard-earned data with AI to create more cohesive and personalized experiences at key engagement moments to win new customers, activate existing ones, and ensure retention and brand loyalty over time.

Key Takeaways | As you incorporate cross-channel campaigns throughout your customers' journeys, keep in mind the following:

- Invest in an intelligent customer engagement platform that enables your marketing team to learn about each customer's interactions, behaviors, and intentions in real time.
- Be sure that your marketing team can unify and easily access your customer data immediately so that you can take the right action on these customer insights.
- Use your marketing technology to quickly and easily segment your customers so that you can put the right customers on the right journey.
- Use the power of AI through your marketing technology to drive cross-channel personalization - determine who to target, what to recommend, when to engage, and what channel to message your customer.
- Connect and automate cross-channel campaigns so that you can orchestrate outreach across many different audience segments at scale.

Your journey to creating valuable customer experiences starts here. Talk to one of our cross-channel marketing experts and learn how you can use the Blueshift intelligent customer engagement platform for cross-channel marketing, or try the free self-guided demo.

Talk To Sales   Get Demo

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