Keep Customers Engaged All Year Long

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ELEVATE YOUR CUSTOMER ENGAGEMENT

Toby Yuen
Customer Success Manager

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Katie Richardson
Director of Customer Retention
Marketing

ARTIFACT
UPRISING

Keep Customers Engaged
All Year Long

THE
Opportunity

Retailers benefit from the seasonal nature of their business

- Average retail sales volume increases 20% in November and December alone
- Average email list growth month to month more than doubles from 2.5% to 6%

THE
Risk

But, coming out of the holiday season, engagement falls due to:

- Gifting is less relevant
- Consumers pull back on spending
- Promotions are fewer and farther in between
- Consumers "clean out" their inboxes and unsubscribe from communications that aren't providing value

THE
Challenge

How can you build off a successful holiday season by keeping customers engaged with your brand and coming back to purchase again?

3 Ways to Keep your Customers Engaged in your Email Program

1

Build rich customer profiles to engage customers with highly personalized campaigns

2

Leverage AI-powered personalized product recommendations to drive repeat purchase

3

Trigger messages based on customer's real time behaviors, activity levels, interests and more (abandon project and abandon cart examples)

4

1. Enrich Your Customers' Data to Personalize Their Communications

Enable social sign-in/sign-up with your email capture

- Removes friction from the submission process and boosts subscriptions
- Gives access to user data for personalization and retargeting through other channels

Capture data about acquisition source in a custom variable

- Develop personalized onboarding series that creates a cohesive experience from capture to email

Ask for information from your customers

- Capture product categories or other product attributes
- Use data to segment emails to target customers with the right message, right offer

INTELLIGENT CUSTOMER ENGAGEMENT

2. Use AI–Powered Tools to Recommend Products Based on User History
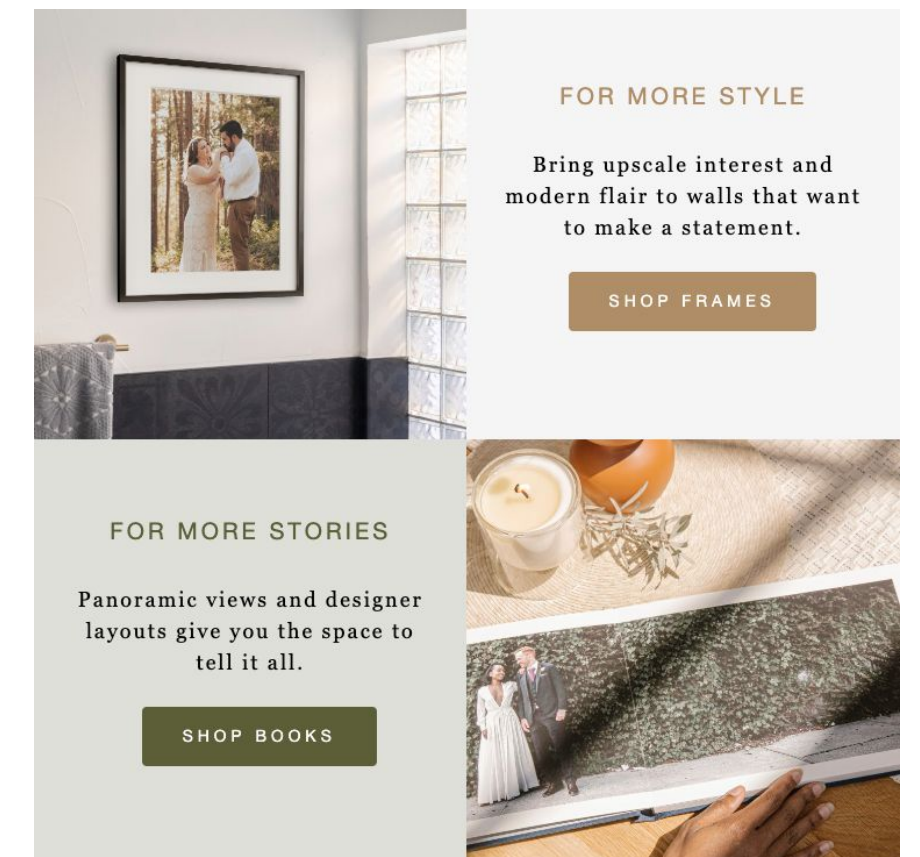
Recommendation:

**Recommendations increased unique clicks in email by 10%**
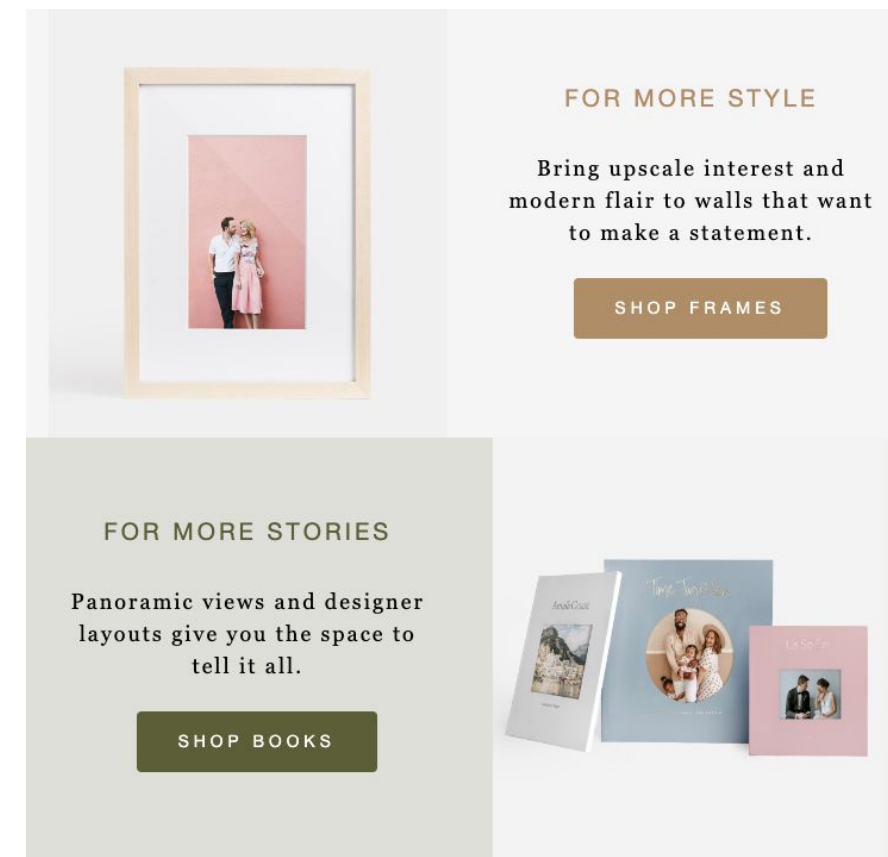
**Test:** Recommendations dynamically pulled in PDP images based on user history in each category

Control: Creative team selected images to feature for each category

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3. Customize Triggered Workflows Based on User Activity and Products

- Capture and time stamp events on your site
- Examples: page view, abandon cart, started a project, viewed cart
- Customize the email and journey based on the product customer was interested in
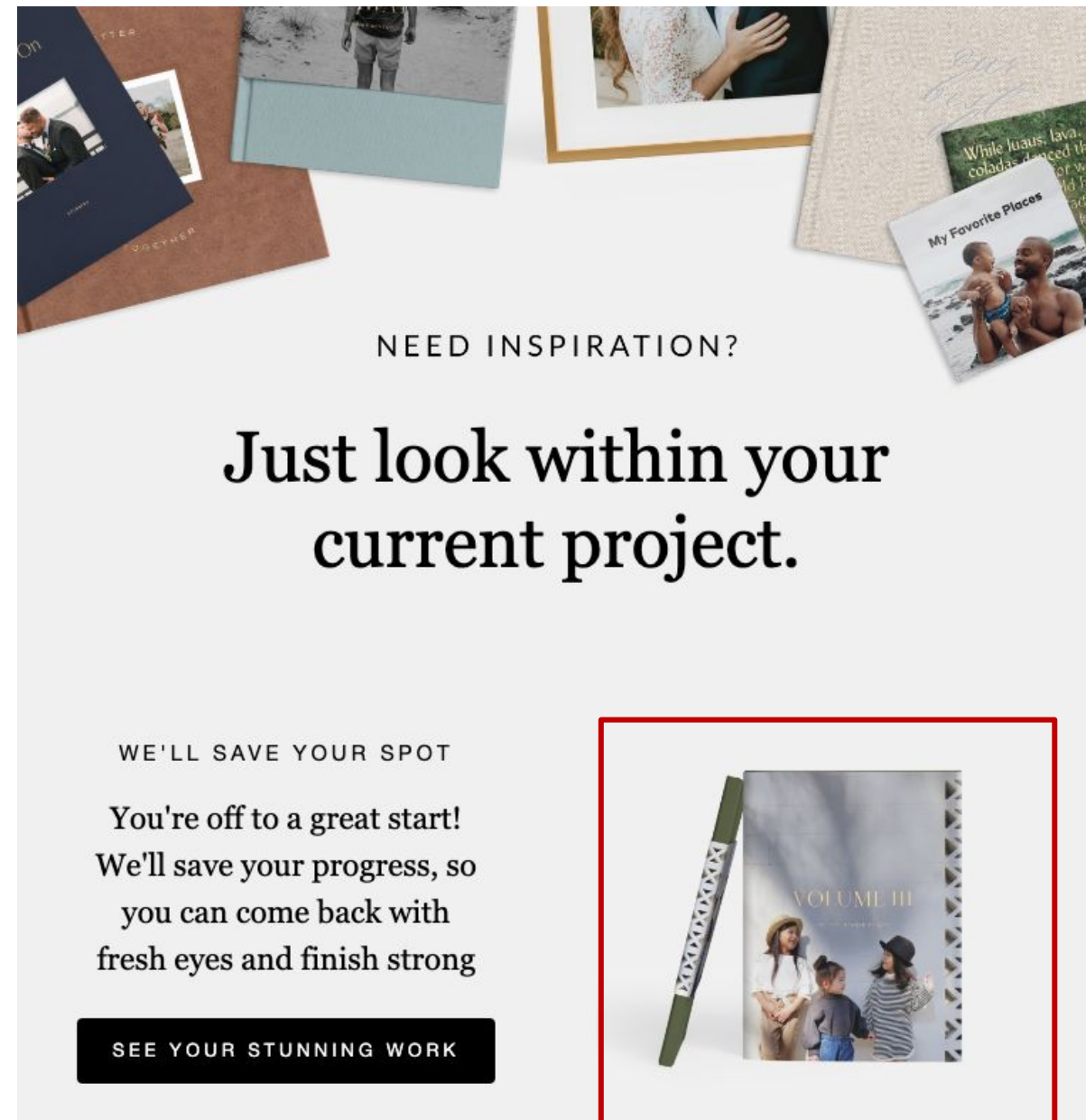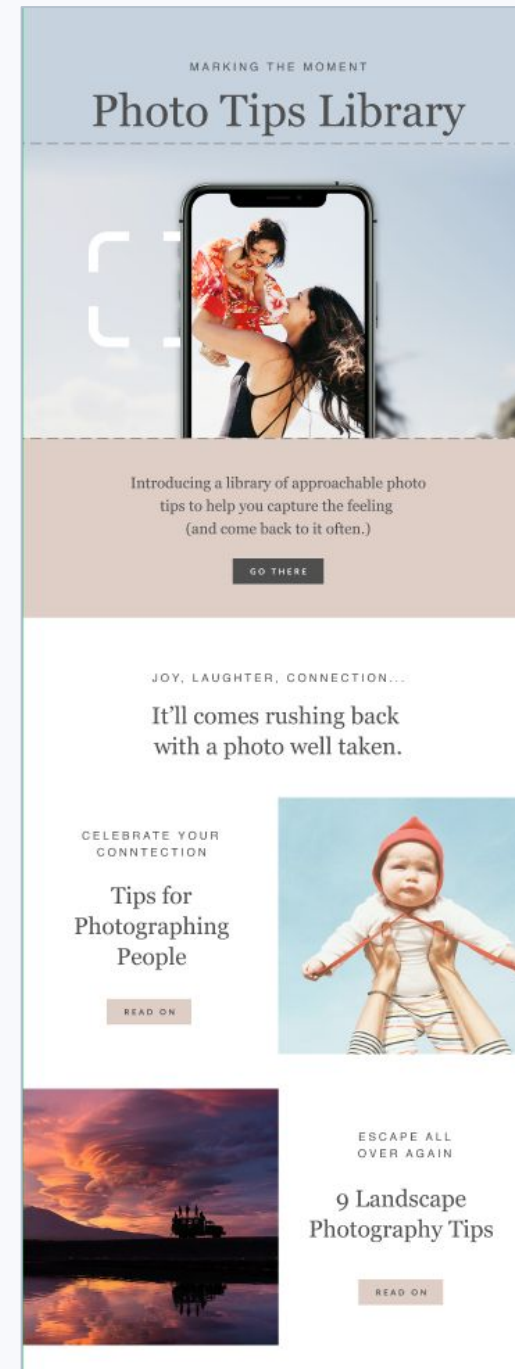

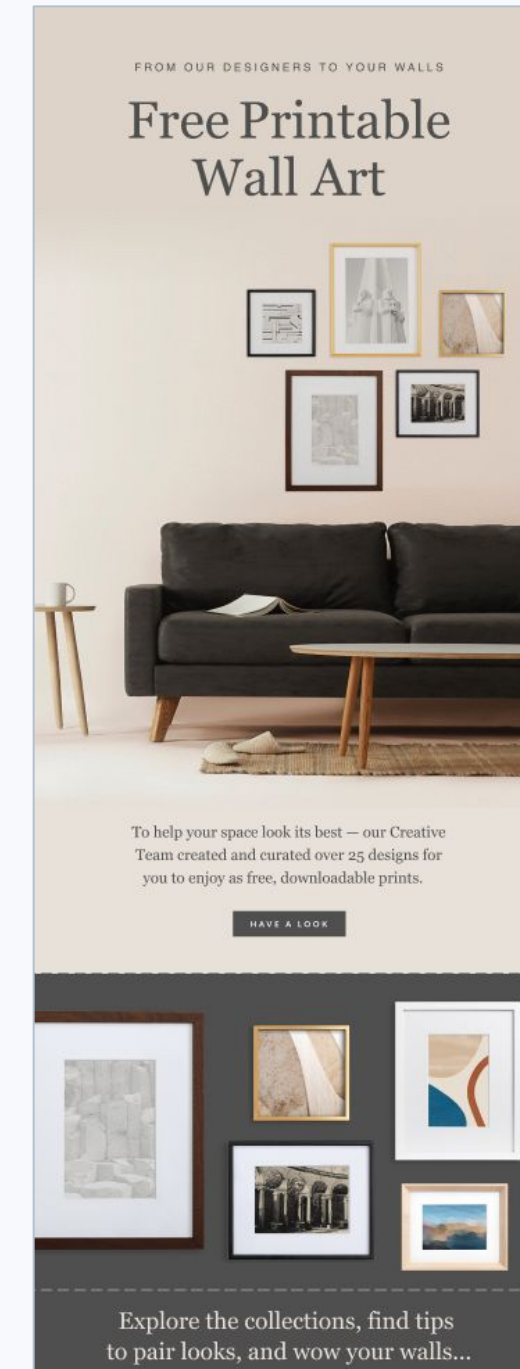Dynamically pull in PDP image reminding customer of the project
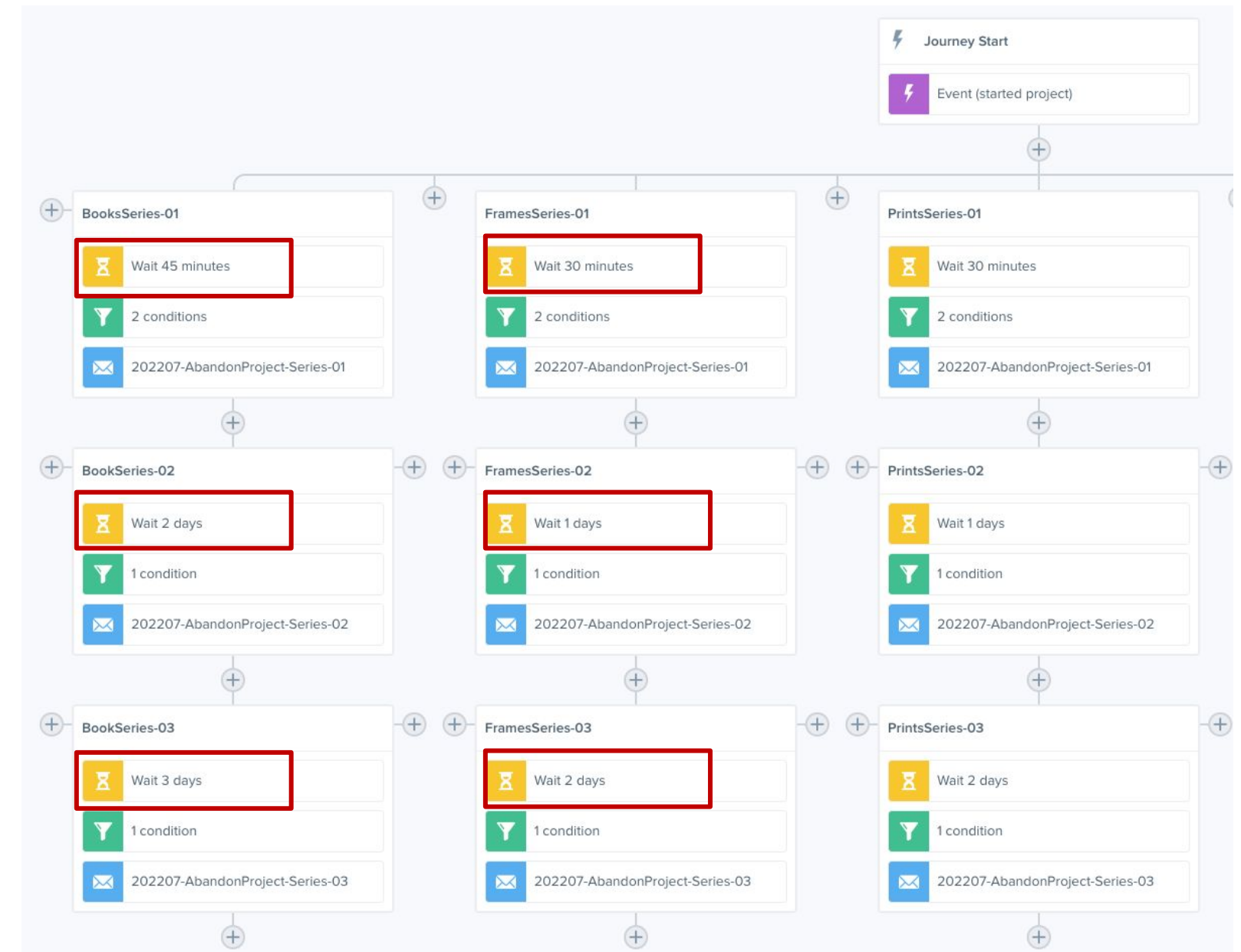
Use filters to customize the journey based on product

Bonus: Develop Content to add value beyond the transaction

Continue to educate and inspire your customers to engage with your website and product lines

Consider other assets that add value for your customers

Content focused emails linking to blogs or articles can produce up to 25% more unique clicks

A Fireside Chat

With Katie & Toby

Thank you!

Toby Yuen
Customer Success Manager,
Blueshift

✉ Toby.Yuen@blueshift.com

in LinkedIn

Katie Richardson
Director of Customer Retention Marketing,
Artifact Uprising

✉ Katie.Richardson@artifactuprising.com

in LinkedIn

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