

# E-Commerce Starter Pack

## Achieve Faster ROI with 9 E-Commerce Marketing Campaigns in 30 Days

Retail and e-commerce marketers constantly face the challenge of meeting customer demands while continuing to drive ROI and efficiency. With insights from our most innovative retail customers and industry best practices, we've created the E-commerce Starter Pack – your shortcut to delivering faster value with less effort.

Get the essentials you need to get up and running in 30 days with our out-of-the-box solution:

### Key Capabilities



#### AUTOMATED E-COMMERCE CAMPAIGNS

Engage shoppers with personalized emails triggered by real-time customer data to drive purchases. Get started quickly with up to 9 essential e-commerce campaigns, ready for launch:

- |                     |                    |                  |
|---------------------|--------------------|------------------|
| 1. Welcome Series   | 4. Last Saved Cart | 7. Back In Stock |
| 2. Abandoned Cart   | 5. Post-Purchase   | 8. Win-Back      |
| 3. Abandoned Browse | 6. Price Change    | 9. Birthday      |



#### AI-POWERED RECOMMENDATION RECIPES

Boost conversions with AI-powered recommendations that automatically match customers with the most relevant products. Get 9 out-of-the-box recommendation recipes to start:

- |                         |                             |                           |
|-------------------------|-----------------------------|---------------------------|
| 1. Abandoned Browse     | 4. Affinity Category Items  | 7. Popular/Trending Items |
| 2. Abandoned Cart       | 5. Post-Purchase Cross-Sell | 8. Next Best Items        |
| 3. Affinity Brand Items | 6. Back In Stock            | 9. Newly Added Items      |

Plus, we partner with your favorite e-commerce platforms, like Shopify, to unlock even more potential within your marketing stack.

### KEY BENEFITS

- Live in 30 Days
- 9 Automated Campaigns
- 9 Recommendation Recipes
- Faster Time-to-Value
- Drive ROI
- Increase Efficiency
- Boost Conversion

### EXPANDED FEATURES

- Designated Support and Onboarding
- Ingest User, Catalog, and Event Data
- Triggered Campaigns
- Shopify Integration
- Precise Segmentation
- Email Orchestration
- AI Recommendations
- AI Optimization Tools

With our E-Commerce Starter Pack, you get the power of our cross-channel marketing platform with a tailored retail offering designed for fast time to value and efficiency.

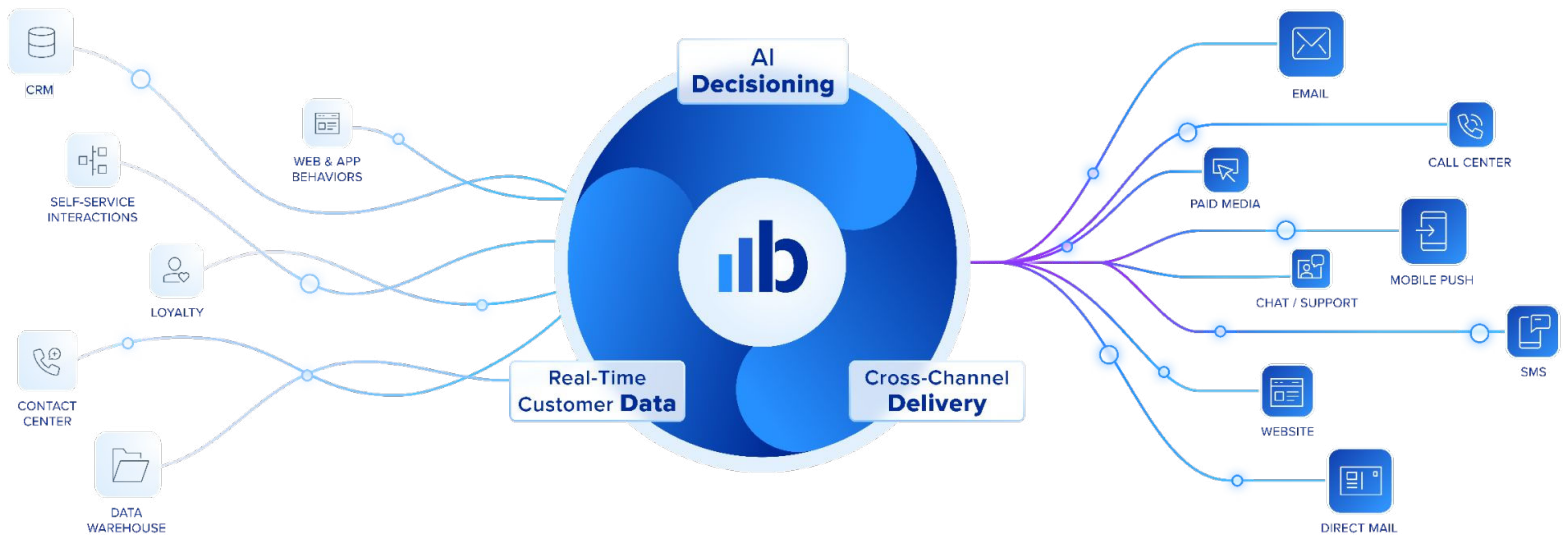
[Get Started Today](#)

## About Blueshift

San Francisco-based Blueshift helps brands deliver relevant, connected experiences across every customer interaction. The Blueshift cross-channel marketing platform uses patented AI technology to unify, inform, and activate the fullness of customer data across all channels and applications.

Through unified data, cross-channel orchestration, intelligent decisioning, and unmatched scale, Blueshift gives brands all the tools they need to seamlessly deliver 1:1 experiences in real-time across the entire customer journey.

Blueshift has been recognized in the Deloitte Technology Fast 500™ lists in 2020, 2021, and 2022 as one of the fastest growing technology companies in North America.



## Learn More

To learn more about how Blueshift can help you connect your data and drive customer-centric campaigns across marketing channels, visit [Blueshift.com](https://blueshift.com) or [schedule a demo](#) today.