CULTIVATE TRUE BRAND LOYALISTS

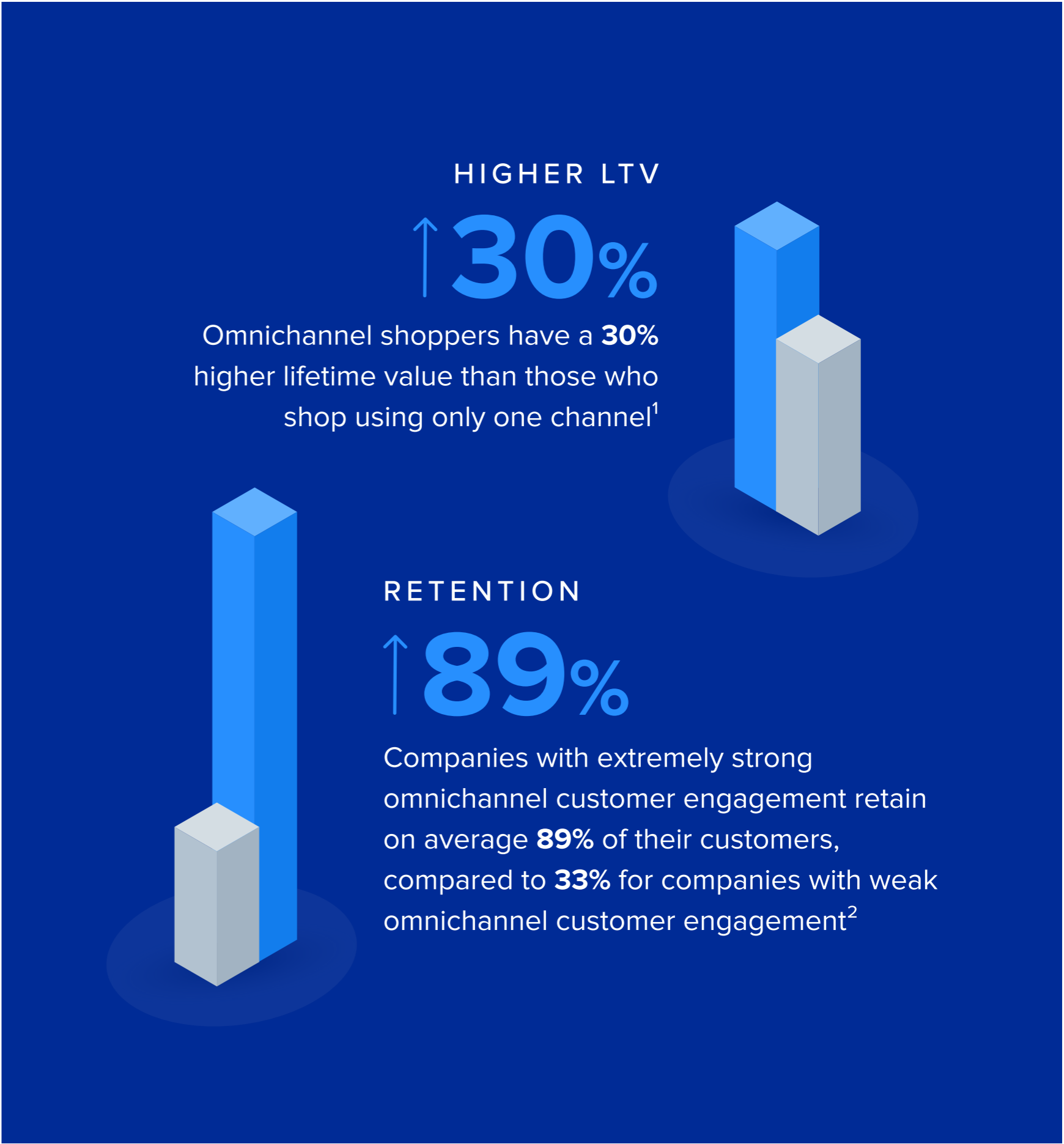# 5 Essential Omnichannel Campaigns for Retail & Ecommerce Brands

RELEVANT CONNECTED ENGAGEMENT

The Growing Importance of Omnichannel Marketing

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 channel 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, their approaches remained channel-centric. Interactions on one channel were disconnected from messages on others. Each channel was unaware of events or interactions taking place on other channels, resulting in conflicting messages to customers.

[1]Google (2015) Omnichannel shoppers: An emerging retail reality;
[2]Digital Commerce 360 (2013) Why an omnichannel strategy matters

HIGHER LTV

↑**30%**

Omnichannel shoppers have a **30%** higher lifetime value than those who shop using only one channel[1]

RETENTION

↑**89%**

Companies with extremely strong omnichannel customer engagement retain on average **89%** of their customers, compared to **33%** for companies with weak omnichannel customer engagement[2]

DRIVE SALES AND LOYALTY
Retail & Ecommerce Omnichannel Campaigns

Whether you're trying to turn browsers into buyers, increase order value, or drive repeat purchases and grow lifetime value, your success hinges on creating the right buying experience — one that's simple, frictionless, and curated to each customers' interests and what they seek in that moment.

With growing competition, easy access to comparison shopping, and competing offers, retail and ecommerce marketers must be intentional in creating campaigns and experiences that are responsive to where customers are in their path to purchase and their lifecycle stage. Beyond driving transactions, add touchpoints that provide inspiration, education, and relevant news and trends.

ECOMMERCE AUTO PARTS RETAILER
Increases Customer Engagement 400% by Personalizing Experiences

"Marketers need to build their strategies around the customer. We've seen time and again that using first-party data to deliver the right message in the right place at the right time results in a more cohesive and desirable experience for the customer, and more efficient conversions and sustained growth for the business. Blueshift's intelligent omnichannel orchestration capabilities help us achieve that."

Houman Akhavan
Chief Marketing Officer, CarParts.com

Retail & Ecommerce Campaigns

1   **Welcome Series**

Kick off an automated, multi-touch welcome series that educates new customers about your brand and product selection, as well as encourages a first purchase.

2   **Post-Purchase Journey**

Create a seamless experience that keeps customers updated about their order and use this as an opportunity to cross-sell customers.

3   **Promotional Campaigns**

Strategically use promotions to both encourage transactions and provide a reason for customers to come back to your brand, see what's new, and make additional purchases.

4   **Abandoned Cart Series**

Encourage customers to complete their purchase by reminding them about the product they carted and offering additional product selections that could be a good fit.

5   **Reactivation Campaign**

Remind customers about what had appealed to them about your product selection in the first place and what's new with a series of touchpoints across channels.

STRENGTHEN YOUR OMNICHANNEL STRATEGY

The Future of Customer Engagement

As retailers shift from a channel-centric approach to customer-centric omnichannel experiences, get ahead of the pack by structuring your campaigns throughout the lifecycle around an omnichannel marketing strategy. Make sure you're targeting customers on the most relevant channels.

Key Takeaways

As you incorporate omnichannel campaigns throughout customer journeys, keep in mind:

- You'll need the right tool to activate your data and deploy meaningful omnichannel customer experiences, like the SmartHub CDP.
- As the number of marketing channels grows and customer expectations evolve, your retail or ecommerce brand must continue to anticipate and be responsive to their needs.

Your journey to creating valuable customer experiences starts here. Connect with one of our omnichannel marketing experts today to schedule a demo and learn more.

SCHEDULE DEMO   LEARN MORE