



blueshift

BENCHMARK REPORT  2020

Trigger-Based Marketing



Index

Introduction and Methodology	2
Definition of Key Terms	3
Key Conclusions	4
The Impact of Email Triggers	5
The Impact of Mobile Push Triggers	7
The Impact of Multi-Channel Campaigns	9
The Impact of AI-Powered Campaigns	10
Recommendations for Scaling Triggers	11
About Blueshift	12

INTRODUCTION AND

Methodology

Insights Gathered Across Billions of Data Points

Triggered messages are one of the most effective and personalized ways to interact with customers. These automated messages are delivered via email, mobile push notifications, or other channels. The timing and content of each message can be personalized based on an individual's engagement patterns with different parts of your website or app, instead of being based on a batch-and-blast approach at a time decided by a marketer.

Methodology

Blueshift analyzed 14.9 billion messages across email and mobile push notifications sent by Blueshift customers. We analyzed this data in order to understand the variances in core engagement metrics including click rates and conversion rates between different types of communication. This dataset represents more than 12 industry verticals including eCommerce, Consumer Finance, Healthcare, Media, Education, and more.

The results of this analysis are presented in this report.

DEFINITIONS OF

Key Terms

Trigger-Based Marketing

Marketing communications that are personalized based on an individual's engagement with your website, mobile app, emails, and other marketing channels. Triggers can also be activated by catalog updates — like price or inventory changes — or via transactions.

Batch Send

A marketing message sent by a brand to multiple recipients at once. These often include newsletters, one-off sends, FAQs, and informational emails.

Click Rate

The ratio of users who click on a specific link to the number of total users who received an email or push message, or viewed an advertisement.

Post-Click Conversion

A conversion that occurs after a user has clicked on an email or mobile push notification within a specific time period specified by a customer.

Lifecycle Triggers

Triggered messages sent based on the stage within the customer lifecycle, churn risk, or even VIP/loyalty status. Common Lifecycle triggers include Purchase Confirmation, Customer Survey, Product Review, Replenishment, At-Risk/Churn, and VIP Status.

Remarketing Triggers

Behavior-triggered messages, often referred to as retargeting, sent based on an incomplete, retailer-defined goal. These triggers are based on individuals “abandoning” a cart, browsing session, etc. and often include a time delay. Common remarketing triggers include: Abandoned Cart, Abandoned Category, Abandoned Search, Abandoned Product, Abandoned Wishlist, Abandoned Browse, and Favorites/Likes.

Onboarding Triggers

Triggered messages sent as part of a welcome series to educate and inform a customer/potential customer of “next steps” or to provide the incentive to become a revenue-generating customer. These messages are triggered upon initial sign up or initial purchase. Common onboarding triggers include: Welcome Series and Promotions.

Recommendation Triggers

Behavior-triggered messages sent based on expressed or user-defined affinities. Recommendation triggers provide an element of discovery into the user experience by providing relevant content or products. Common recommendation triggers include: Wishlist, Cross-Sell, Up-Sell, Complete-the-Look, and Favorite Brands.

Catalog Change Triggers

Triggered messages sent based on relevant product/catalog updates per user-defined or expressed affinities for particular products, brands, or categories. They can also be used when launching a new product within a category. Common catalog update triggers include: New Merchandise, Price Changes, Back in Stock, Low Stock, and Seasonal Changes.

KEY

Conclusions

+497%

Email Triggers are **497%** More Effective than Batch Emails

On average, triggered emails are **497%** more effective than blast emails. This is driven by a **468%** higher click rate, and a **525%** higher conversion rate.

+1490%

Mobile Push Triggers are **1490%** More Effective than Batch Push Notifications

On average, triggered mobile push notifications are **1490%** more effective than batch and blast mobile push notifications. This is driven by a **279%** higher click rate, and a **2700%** higher conversion rate.

+283%

Multi-Channel Triggers Across Email and Mobile are **283%** More Effective Than Single Channel

On average, multi-channel triggered emails are **283%** more effective than single-channel campaigns. This is driven by a **234%** higher click rate, and a **331%** higher conversion rate.

+157%

Engage Time Optimization Campaigns are **157%** More Effective than Non-Engage Time Optimized Campaigns

On average, email campaigns using engage time optimization are **157%** more effective than non-engage time optimized emails. This is driven by a **81%** higher click rate, and a **234%** higher conversion rate.

+116%

Campaigns Using Predictive Recommendations are **116%** More Effective than Those That Do Not

On average, email campaigns using recommendations are **116%** more effective than batch campaigns without recommendations. This is driven by a **22%** higher click rate, and a **209%** higher conversion rate.



THE IMPACT OF

Email Triggers

Email Triggers are 497% More Effective than Batch Emails

Email remains one of the most popular ways for marketers to reach their customers — but sticking to old school batch and blast emails could be hurting your business. Marketers who use triggers within their email marketing are almost **500%** more effective than those who do not. This is driven by a **468%** higher click rate, and a **525%** higher conversion rate.

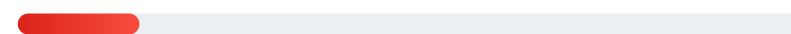
+468% Higher Click Rate

When marketers leveraged triggered emails within their customer journeys, those campaigns had a **468%** higher click rate than batch and blast email campaigns.

Email Triggers **7.06%**



Batch Sends **1.24%**



0%

8%

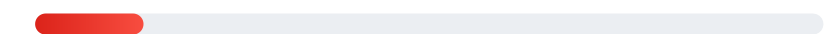
+525% Higher Conversion Rate

Emails that are triggered to react to each customer's unique position within their journey consistently convert at a higher rate. Triggered emails produce conversions that are **525%** higher rate than batch and blast campaigns.

Email Triggers **3.41%**



Batch Sends **0.55%**



0%

4%

THE IMPACT OF

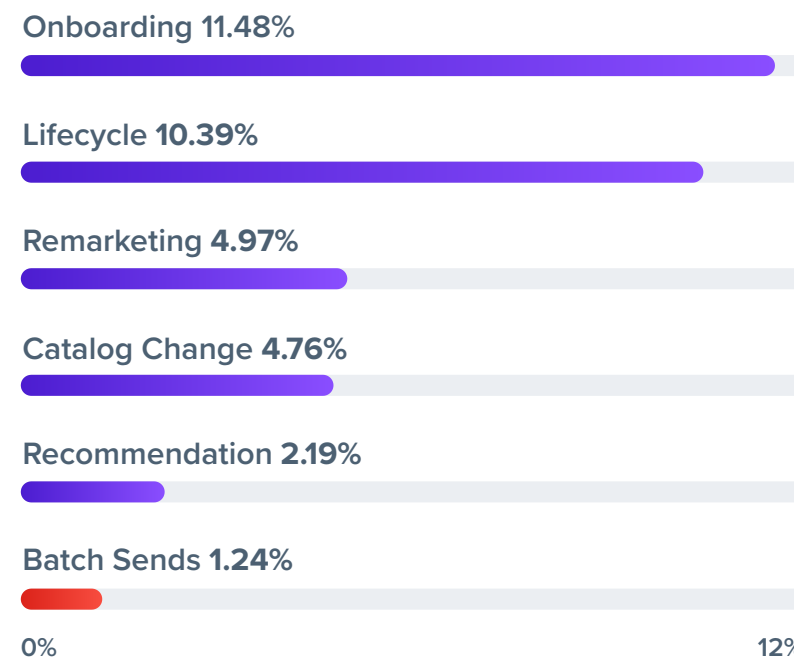
Triggered Email Campaign Types

The Top Campaign Type, Onboarding Triggers are 800% More Effective

Though all trigger campaigns perform significantly better than their batch counterparts, onboarding campaigns are the most effective when compared to batch campaigns. Onboarding campaigns are **800%** more effective than batch emails which is driven by a **826%** increase in click rate and **775%** increase in conversion rate.

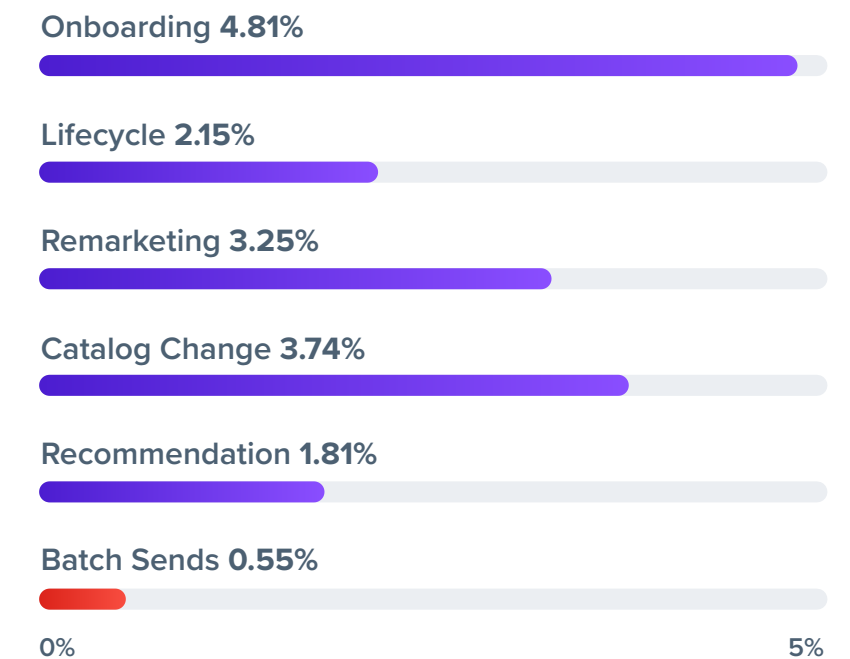
+826% Higher Click Rate

When marketers leveraged triggered emails, onboarding campaigns had a **826%** higher click rate than batch and blast email campaigns.



+775% Higher Conversion Rate

Marketers leveraging triggered email onboarding campaigns achieved a **775%** higher conversion rate than batch and blast email campaigns.



THE IMPACT OF

Mobile Push Triggers

Mobile Push Triggers are **1490%** More Effective than Batch Push Notifications

Mobile push notifications are a great way to interact with customers in-the-moment with bite-sized communications. To make this channel as effective as possible it's important these messages are timely — you need to ping customers when they're in shopping mode and ready to take action. In fact, triggered messages are **1490%** more effective than batch mobile pushes. This is driven by a **279%** higher click rate, and a **2700%** higher conversion rate.

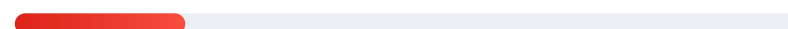
+279% Higher Click Rate

Triggered push notifications have a **279%** higher click rate compared to batch and blast push campaigns.

Push Triggers **3.26%**



Batch Sends **0.865%**



0%

4%

+2700% Higher Conversion Rate

Triggered push messages have a **2700%** higher conversion rate compared to batch and blast campaigns.

Push Triggers **0.14%**



Batch Sends **0.005%**



0%

0.2%

THE IMPACT OF

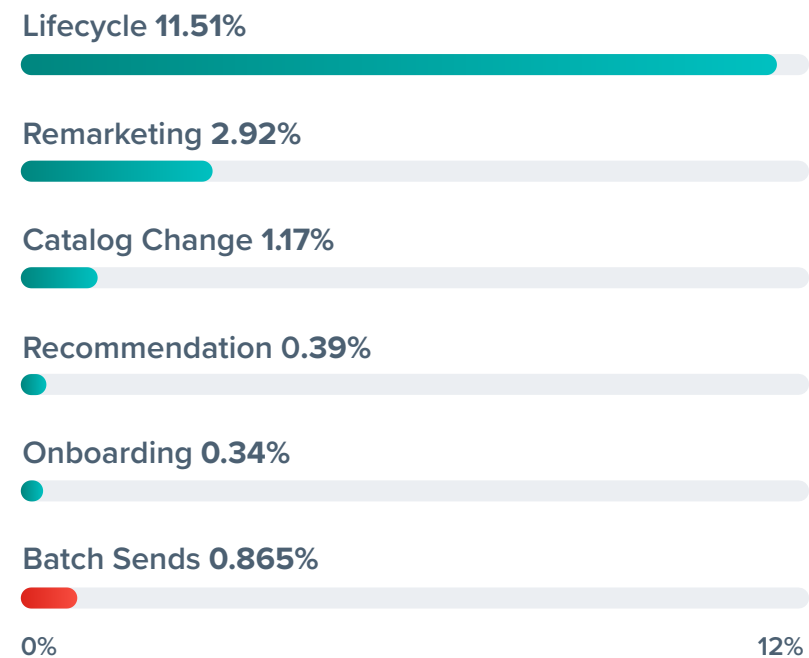
Triggered Push Campaign Types

The Top Campaign Type, Lifecycle Triggers are 5645% More Effective

Overall push campaigns that utilize triggers perform significantly better than their batch counterparts, lifecycle campaigns are the most effective when compared to batch campaigns. Lifecycle campaigns are **5645%** more effective than batch campaigns which is driven by **1231%** higher click rate and **10060%** conversion rate.

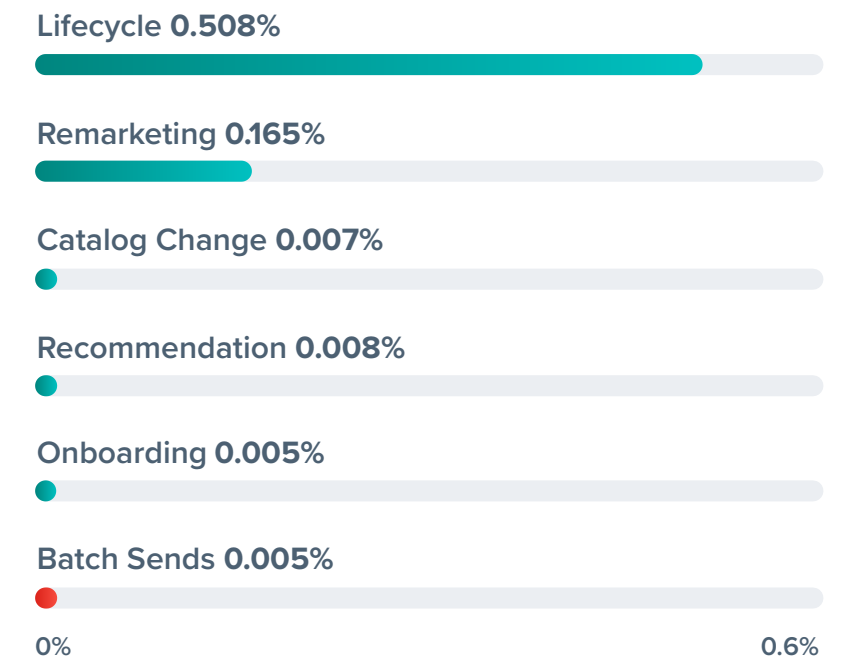
+1231% Higher Click Rate

When marketers leveraged triggered push notifications, lifecycle campaigns had a **1231%** higher click rate than batch and blast push campaigns.



+10060% Higher Conversion Rate

Marketers leveraging triggered push lifecycle campaigns achieved a **10060%** higher conversion rate than batch and blast push campaigns.



THE IMPACT OF

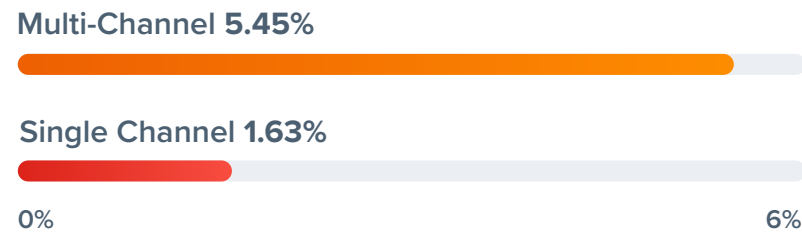
Multi-Channel Marketing

Multi-Channel Triggers Across Email and Mobile are 283% More Effective Than Single Channel

Customers are no longer content with interacting with brands on a single channel — they'll browse several channels to make a purchasing decision. It's no surprise then, on average, multi-channel campaigns are **283%** more effective than single-channel campaigns. This is driven by a **234%** higher click rate and a **331%** higher conversion rate.

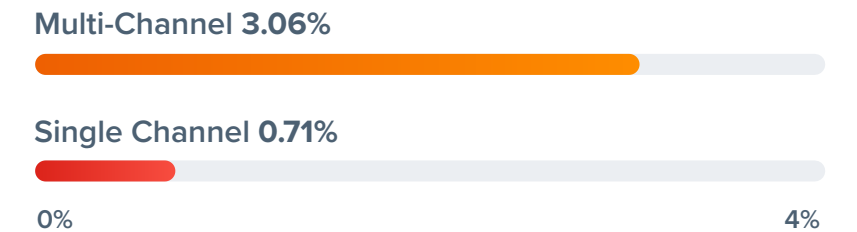
234% Higher Click Rate

Multi-channel campaigns have a **234%** higher click rate compared to single-channel campaigns.



331% Higher Conversion Rate

Multi-channel campaigns have a **331%** higher conversion rate compared to single-channel campaigns.



THE IMPACT OF

AI-Powered Campaigns

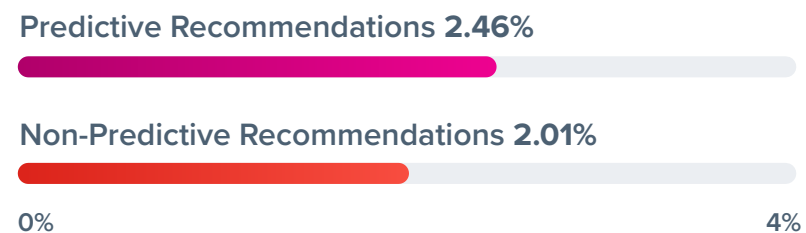
AI-Powered Campaigns are 137% More Effective

Predictive recommendations and engage time optimization are two of Blueshift's predictive offerings included in the results of this report. Predictive recommendations uses AI and customer activity to build highly relevant content blocks for each customer. Engage time optimization uses AI and customer activity to determine the optimal time for engagement and conversion for each customer. On average, the use of predictive recommendations made campaigns **116%** more effective and the use of engage time optimization made campaigns **157%** more effective.

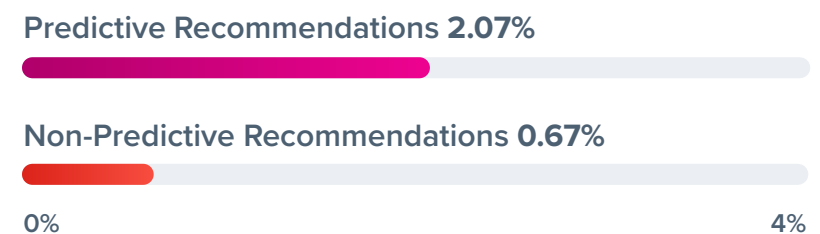
Predictive Recommendations **+116%** More Effective

Campaigns that utilize Predictive Recommendations are **116%** more effective than those without. This is driven by a **22%** higher click rate, and a **209%** higher conversion rate.

22% Higher Click Rate



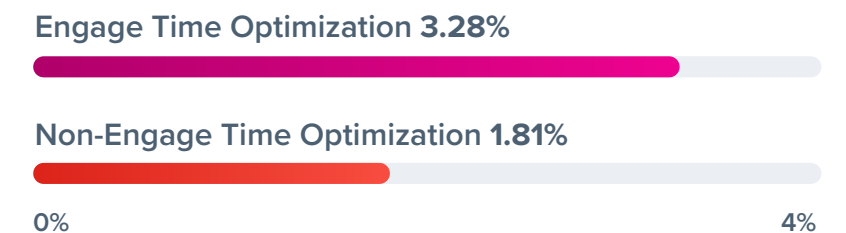
209% Higher Conversion Rate



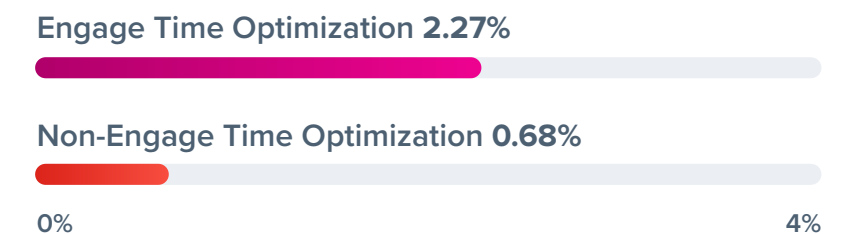
Engage Time Optimization **+157%** More Effective

Campaigns that utilize Engage Time Optimization are **157%** more effective than those without. This is driven by an **81%** higher click rate, and a **234%** higher conversion rate.

81% Higher Click Rate



234% Higher Conversion Rate



RECOMMENDATIONS FOR

Scaling Triggers

Upgrade from Batch and Blast to Fully Automated, Triggered Campaigns

The most successful marketers in 2020 are those who have left non-personalized, batch and blast campaigns in the last decade. To increase your email marketing effectiveness by nearly **500%**, make the shift to triggered campaigns that scale and respond to your customers exactly where they are in their journeys.

Think Multi-Channel

Marketers that go beyond the channel-centric strategies of the past are the ones who will win going forward. Marketers that have implemented multi-channel campaign strategies have seen fantastic results such as a **234%** increase in click rate and a **331%** increase in conversions.

Incorporate Every Channel into Your Shift Towards Triggered Marketing

While email might be a great starting point for implementing triggers into your marketing, don't neglect other channels like mobile push. Push notifications become **1490%** more effective when triggered — these bite-sized comms are perfect for in-the-moment nudges to get customers converting.

Personalize with AI

Guessing what your customers want and like, at scale, is now possible with the power of AI. With new offerings, like our predictive recommendations and engage time optimization, marketers who take advantage of these technologies can expect their campaigns to perform better by **137%**.

+497%

Increase Your Email Marketing Effectiveness by Nearly 500%



+1490%

Push Notifications are 1490% More Effective when Triggered





About Blueshift

Blueshift helps consumer brands intelligently scale customer engagement on every channel. It's Customer Data Activation Platform (CDAP) uses patented AI technology to enable marketers to activate the fullness of their data and use it to create relevant, connected 1:1 experiences across every customer interaction, including web, mobile and offline. Leading consumer brands such as LendingTree, Udacity, Discovery, PayPal, Groupon, and the BBC use Blueshift to drive transformational growth through deeper customer engagement.

Contact Blueshift

To learn more about how you can upscale your triggered campaigns please contact Blueshift at hello@blueshift.com or learn more at blueshift.com.

