How to create loyal customers

from lead capture to repeat customers

Introduction

Successfully growing your repeat purchase rate can be the flywheel you need to scale your e-commerce business. After the second purchase, your buyers are exponentially more likely to purchase a third or fourth time so your email list becomes increasingly more valuable.

Just like any e-commerce KPI, there are multiple approaches to optimizing your repeat purchase rate. We've joined forces with some of our top agency and technology partners to shed some light on effective approaches you can take to grow your repeat purchases through various channels.

CONTRIBUTING PARTNERS

attentive

dotdigital
engagement cloud

essence of email

hawkemedia
YOUR OUTSOURCED CMO.

Klarna.

LOYALTYLION

MUTESIX

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NETSUITE

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We'd like to give a big "thank you" to our participating partners for providing thought leadership on this topic! Check out the table of contents below to pick and choose what topics are most relevant to your marketing needs:

Lead capture as a foundation for repeat purchasing

Justuno

Build a strong list to cultivate repeat purchasers

Build a strong list to cultivate repeat purchasers

At Justuno, email marketing is one of our top revenue-driving channels and we know the same is true for others. In fact, email marketing is **40 times more effective** at acquiring new customers when compared to social channels like Facebook or Twitter. (**McKinskey, 2017**)

Yes, it has new competition as new platforms and channels for communicating with customers gain popularity, but email has proven itself over and over again as the most effective marketing channel with an incredible **38:1 average ROI**!

When it comes to increasing repeat purchases, focus on building your list with high-quality leads and clear segmentation from the start to set yourself up for success.
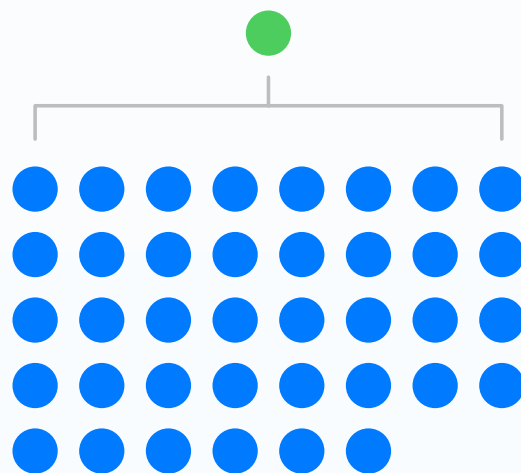
In this chapter, you will learn how to amplify your lead capture efforts with personalized offers and experiences that lay the groundwork for repeat purchases.

Laying the foundation and building your base

To begin, the fundamental element to increasing repeat purchases is optimizing your marketing funnel for a first purchase. However, there are a couple of special touches you can add to your on-site promotions *now* to make them more effective *further down the road* in planning for repeat purchasers:

1   **Setup your foundation promotions.** There are three types of promotions that Justuno recommends starting out — Welcome offers, exit offers, and abandoned cart offers.

     Welcome Offers. This is a pop-up that shows to all new visitors. Most retailers choose to offer a discount in exchange for the new visitor subscribing to their email notifications. These offers cast a wide net and help to build your email marketing base.

     Exit Offers. This is a pop-up that is triggered when a visitor shows intent to leave your website. Typically, these offers should not require the visitor to input any information, but should instead give them an incentive to purchase. For example, don't ask for the visitor's email address in exchange for 15% off. Instead, give the visitor the option to auto-apply 15% off to their cart.

     Abandoned Cart Offers. Similar to exit offers, abandoned cart offers can also trigger when a visitor indicates they intend to leave your site. However, the difference is abandoned cart offers trigger specifically when a visitor tries to exit your site from the checkout page or in the checkout process. These offers can also be triggered via abandoned cart follow-up emails using UTM parameters. For these offers, you want to not only offer the visitor an incentive to purchase, but you want to offer an incentive to purchase NOW. For example, trigger a countdown timer pop-up that offers 15% off auto-applied to the cart if the visitor checks out within the next 15 minutes.

2   **Ask for more information.** When you set up your on-site offers, prompt the visitor to provide more information to help you refine their ideal segment. Are they shopping for men's or women's clothing? What size shoe do they wear? What is their skin tone or hair color? Adding any of this extra info can help to better inform future product recommendations and make your email marketing more effective.

Tip: Use the form builder in the Justuno design canvas to create and customize your forms with as little or as much detail as you'd like (you can also use hidden fields!).

Getting the second purchase

After segmenting your email list, it's time to focus on how to get your newly acquired customers to buy again. There are three easy ways for you to subtly encourage another purchase:

1   **Diversify offers by traffic segments.** Knowing whether a new purchaser comes from paid or organic traffic makes your post-purchase marketing much more effective. If the purchaser came from organic traffic, they most likely were already aware of your brand and had a very high intent to buy already. Therefore, their follow-up post-purchase email should be a direct push to buy again. Whereas, a purchaser coming from a paid ad probably didn't have as high of intent to buy, and though he or she purchased, they typically need a longer nurture sequence before responding to a "purchase ask" email.

> *Tip:* A/B test offers for your organic visitors. Create one with a discount and one without. Use a delay of 10-20 seconds since this visitor has an assumed higher intent to purchase. See if your non-discount offer results in the same value for your e-commerce business as the discounted offer.

2   **Mirror your email messaging on-site with UTM parameters.** One of the most basic ways to cultivate a repeat purchase is to mirror the offer from your email on your website after a user clicks through. Display a pop-up confirming that the user has received the offer, auto-apply the coupon to the cart, and once the user has closed the initial pop-up, use a banner to follow the visitor across the site as a reminder of their discount.

This personalized post-click experience is helpful to the user, removes barriers to purchase by auto-applying the coupon, and reinforces the buyer psychology to purchase.

3   **Use an intelligent upsell/cross-sell offer.** Commerce AI is Justuno's suite of advanced upsell, cross-sell, and product recommendation promotions that continuously learn and improve based on your website's traffic behavior and purchase data. Commerce AI ingests your product feed and begins teaching itself ***what the best product to show is and to whom.***

In addition, the upsell or cross-sell offer can be built as though it is a native element on your page so it doesn't disrupt the user experience. With these advanced promotions, you can specifically tailor your suggested products for returning visitors based on previous purchase history in order to encourage a second purchase.

essence of email

Build a strong foundation by fusing email and blogging

Build a strong foundation by fusing email and blogging

Business professionals agree: it's **five times more expensive** to acquire a new customer than to nurture an existing one. Make sure your business is marketing intelligently to your existing customer base by using strategic email flows tailored to your target customers.

Using this approach, our team developed a solution that has generated nearly 15 percent of total revenue in just eight weeks. In this chapter, we discuss using blog-feed-email flows to build customer loyalty and market strategically.

To begin, it's important to understand the fundamentals of using an Email Service Provider (ESP). An ESP collects data about customer behavior on your website directly from the shopping cart platform such as Shopify or BigCommerce. We use data on visitor behavior, such as purchases or cart abandonment, to create customer segments and set up automated email sequences. Automated email sequences (or flows) increase efficiency by automating repetitive tasks and delivering relevant messages.

Essence of Email runs the email marketing program for Evannex, a brand that specializes exclusively in Tesla accessories. Evannex has a passionate customer base that welcomes new content about the brand. Their blog is updated daily with new content.

In our work with Evannex, we automated this blog content into a "Story of the Week" email feed. Although Klaviyo, the client's ESP, did not come with an automated blog-feed-email flow, we were able to find a workaround to turn this client's blog content into an automated weekly email.
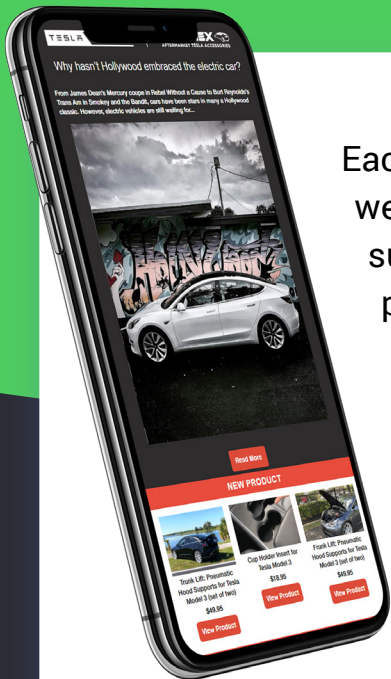
Each email pulls the latest blog content published on the website and sends the summary content to the brand's core subscriber base. In addition to the blog content, each email promotes a selection of relevant products.

Our custom-designed strategy proved successful in just eight weeks, generating nearly 15 percent of all revenue.

REVENUE

14%

86%

● BLOG-FEED EMAILS
● ALL OTHER EMAILS

ORDERS

24%

76%
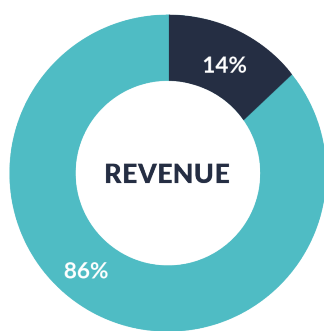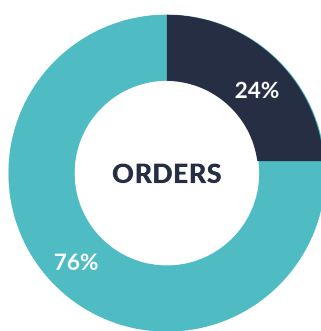
● BLOG-FEED EMAILS
● ALL OTHER EMAILS

EMAIL OPEN RATE

31.2%   35.5%
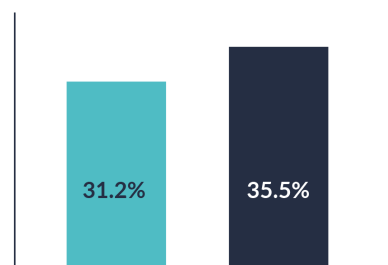
● BLOG-FEED EMAILS
● ALL OTHER EMAILS

The blog-feed-email strategy works best for brands that produce regular, high-quality content. Effective emails generate repeat sales with each post.

Multiply the effect of this flow by 52 weeks a year, and that amounts to a significant addition to your revenue. In the end, it's a win-win for both you and your customers.

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Repeat Purchases & Your Website

Customer Retention 101: The best ways to engage repetition

Customer Retention 101:

The best ways to engage repetition

Whether you just started your e-commerce brand or are a well-established company, each customer acquisition or retention strategy is heavily influenced by where your store is in its lifecycle.

Furthermore, each retention strategy should be curated to maximize the profitability of each customer based on their purchase behavior. However, there are a few key best practices that every brand should abide by to encourage new purchasers and transition them to repeat customers, which we will delve into in the chapter below.

In order to be successful with your retention strategy, you have to understand your customers and what they want. A unique value proposition, call to action, and messaging are all key to making you stand out. Your website should reflect your unique style, have great images, be mobile responsive, and, most importantly, speak to your audience.

Diving deeper into the design of your e-commerce store, it must be attractive but also intuitive to use. Customers should be able to reach the checkout easily and quickly, while maybe even having fun doing it. Make saving payment methods easy, and offer free shipping and/or subscriptions to products for recurring revenue opportunities.

Brand awareness is also essential to new sales and helping repeat customers stay up to date. Content will help showcase your unique product advantages, and applications will go a long way to improve your SEO, as well as give existing customers new information. Social proof like testimonials, reviews, and image/video posts build trust with new visitors and help drive traffic from other platforms.

If you're looking for additional ways to help your business take off and build brand awareness, kickstart your website with Facebook and Google Ads. This way, you can find your audience and bring them to your site. You can continue to grow your brand's presence by focusing on one social media platform like Instagram or Pinterest. After you've mastered it, add another one.

Adding email into the mix will help take your e-commerce brand to the next level, so go ahead and build those segmented email lists. Using personalized content, updates, and offers, email is a great way to communicate with your subscribers and existing customers.

To keep your e-commerce website up and running like the smooth operation it should be, stay up on testing and optimization — constantly. Tracking your analytics is the easiest way to improve your chances of earning new business and sales.

Never stop customer personalization, either. Continuing to personalize your digital presence for potential and existing customers gives them incentives to return again and again.

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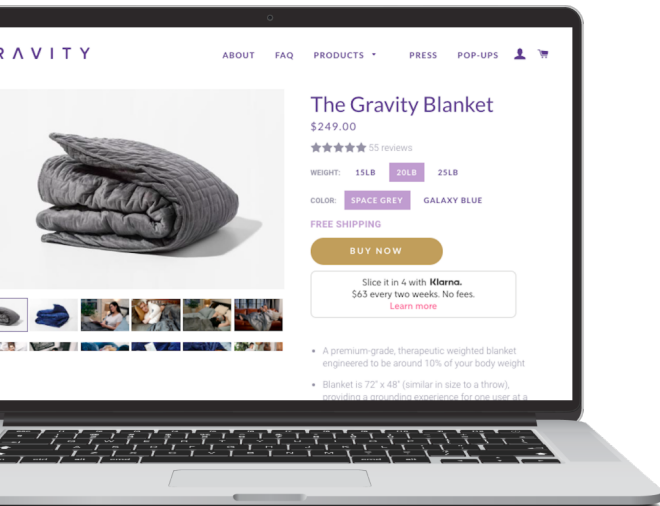
Alternative payment methods shaping the future of e-commerce

Klarna.

Alternative payment methods shaping the future of e-commerce

More and more shoppers are trading in "bricks for clicks," AKA ditching brick-and-mortar stores for online shopping. E-commerce is enjoying the flexible payment methods phenomenon and its growth is largely driven by the ability to give consumers choices — opening up an entirely new world of payments that aren't as easy to implement in physical storefronts.

Rigid payment options can dampen conversion rates.

Shoppers today are changing their payment habits. No longer do they want to be restricted by traditional payment methods — and now they don't have to be. The mobile boom has helped flexible payment options gain traction. With more security concerns around entering payment credentials online, shoppers are getting savvier about how they choose to pay. Not to mention the hassle involved in entering detailed payment information across online forms.

When consumers' only option is to pay for their purchase upfront, they simply buy less. Sometimes they wait for their next paycheck to come in. Other times, they take more time to comparison shop and find a lower price. Either way, they're less likely to convert.

In fact, without flexible payments, you're likely to see higher rates of cart abandonment. This happens when consumers see the total price of the items they've chosen and get cold feet.

Adding flexible payment options deliver more sales.

Flexible payment options are a hallmark of a high-quality omnichannel experience. Today's shoppers crave options; They want to pay with their favorite credit card, they want in-store payments to be as easy as paying online, and they want to pay on their timetable, not yours.

With flexible payment options, consumers are more likely to buy. In fact, **44 percent of shoppers who choose a flexible payment option at checkout would not have made a purchase otherwise.**

To stay competitive in the crowded e-commerce market, merchants already know they need to stand out. Flexible payment methods are one sure way to deliver on that promise. As the world of online payments becomes more robust and checkout technology continues to evolve, so will the shoppers' demands.

Checkout technology is evolving with new consumer demands.

With consumer demand comes response, and technology providers are basing innovation on how to deliver convenience. More and more, payment providers are delivering experiences built with customer choice in mind. Instead of being restricted to paying upfront or with a credit card, flexible payment methods like payment installments and try-before-you-buy offer convenient and more appealing ways to pay, increasing repeat purchases. In fact, customers that select an alternative payment at checkout, like Klarna, **shop 20% more frequently and spend 68% more per transaction** than the average online shopper.

68% **More spending per transaction**

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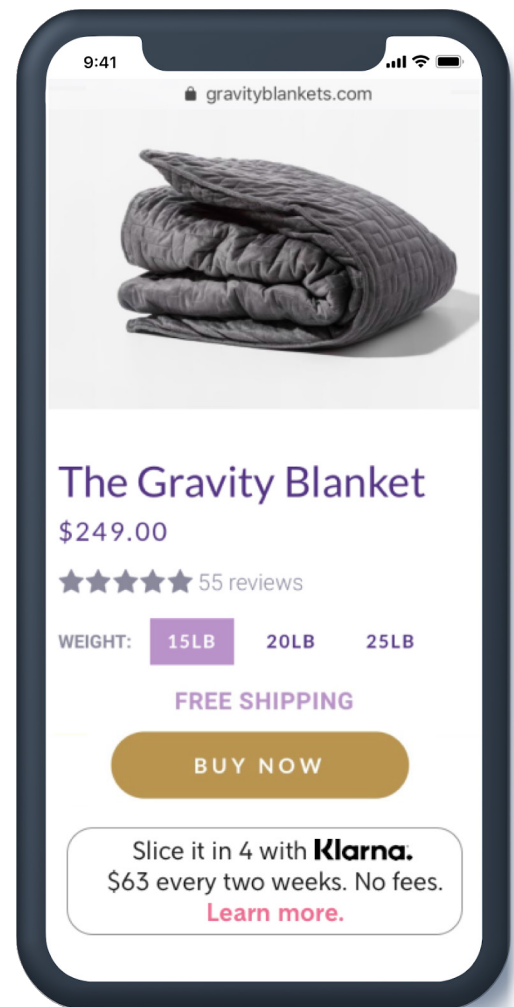
MUTESIX

For repeat purchasers, context is everything

How to use the context of your opt-in to fuel high converting post-purchase emails and retargeting campaigns.

For repeat purchasers, context is everything

Obviously, if you're reading this e-book, you're well aware of how critically important repeat purchases are to your overall marketing process.

For many e-commerce brands, repeat purchasers contribute [41% of overall revenue](#). Repeat purchasers are critical to your overall customer lifetime value (LTV) and the overall health of your business. Therefore, it's important to focus a lot of attention on the post-purchase experience — including repeatedly testing your email sequences and investing in new and existing processes, like referrals and loyalty programs.

All of these are very important, don't get us wrong. But you might still be missing out on some of your best opportunities to maximize your repeat purchase potential.

This is because in a lot of situations, getting someone to make that second purchase is really a function of your *initial* opt-in. That first moment where you convince a stranger to become a member of your email list is critically important to the entire buyer journey — especially for those that make dozens of purchases across many years.

Repeat purchases start with your opt-in

Campaigns centered around getting your prospects to buy will only be successful if you get them to opt-in to your email list in a way that *contextualizes* the relationship your prospects have with your brand.

Using a tool like Justuno, make sure you're planning your opt-ins around the context of your traffic on each page. Someone coming to a product page from a PLA ad is very into that specific product, so your opt-in should be centered around either more information for that product or a discount specific to that product.

But it shouldn't stop there. It is essential for you to pass that information on to your email provider so that your email team has the opportunity to build sequences around that product and that product alone.

This is how you build first-party data in the real world — by characterizing your segments around real interests and incrementally constructing mid-funnel promotions by way of testing.

Do this and you will have a rich customer profile that will help you figure out the next-step email that is centered around what they actually want instead of blindly poking them into buying again.

Organizing your data and testing for success

One easy way to get repeat purchasers is to segment your email list by the categories of products your customers initially bought. From there, you can build a new nurture series centered around upsells and cross-sells, depending on what makes the most sense for your brand.

As an agency, we're always blown away by the power of Facebook and Google to drive value in remarketing campaigns. However, email, Facebook Messenger, SMS, and push notifications are are always going to be the best way to re-engage previous purchasers because they don't cost anything.

Test campaigns centered around the community that is your brand. For example, give past purchasers exclusive access to new promotions before the holiday season or the option to test new products before they hit the market.

Another great way to drive repeat purchases is by designing your sequences around convenience as much as possible. Your current customers have a lot of intent for your brand already — don't waste their energy on unnecessary clicks and actions.

When to start your repeat purchaser campaigns

Finally, a lot of brands find it hard to determine when it's the right time to start a new campaign around repeat purchases. So let's explore a few ways you can test your way to finding that timing.

First, test your post-purchase sequences to see how long you can stretch them out without too much drop-off. Does your audience stay engaged after 2-3 emails or 4-5?

Don't ever try to *change* your audience's behavior — try to do what you can within the limitations of how generous your customers are with their time.

Next, use that information to construct post-purchase sequences that boost intent. For example, try loyalty, user-generated content (UGC), and referral programs. After some time, ask your customers for pictures and reviews. The best post-purchase tests are ones you can re-utilize in other parts of your business.

Last, segment your promotions based on how your customers respond to requests in your post-purchase sequences. From there, you can build whole flows from an initial opt-in to closing a related second purchase.

The most important thing to do in this crowded market is to respect the connection you have with your customers. Do that and you won't need much else — just maintain what you've already built. That's how the strongest brands will grow in this new economy.

Personalization + Placement = Retention

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Personalization
+ Placement = Retention

First-time customers are enticed to convert through a variety of marketing tactics – promos, compelling product imagery, positive customer reviews, etc. But it's the elusive repeat purchaser that brands yearn for to generate positive growth and establish a healthy LTV.

Personalization throughout the entire customer lifecycle is a key element required to retain a strong foundation of loyal customers. Customers provide valuable data upon first purchase that can indicate their product preferences, demographics, budget, and propensity to purchase again. Immediately incorporating this data into the onsite experience is a great way to keep customers engaged beyond the initial conversion.

- Product recommendations based on previous browse or purchase behavior is a great way to capture the interest of a first-time purchaser who is about to leave your site. Place these prominently at the end of the checkout experience to entice customers to stay and continue engaging.

  – Be sure to include dedicated real estate for personalized recommendations within the customer's account to help them find complementary products or items in categories of interest quickly and easily.

- Content based on the type of purchase made will help your customers feel supported in their choice and help them to know how to use the product properly upon arrival. If your business has a limited amount of SKUs, by nature it is imperative to use the content as a key engagement strategy for the lifetime value of a customer.

- Also consider referral incentives as well as incentive-based product review requests at this key stage of the customer lifecycle.

For customers returning to your site, there's a number of opportunities to welcome them back and acknowledge their status as a member of your brand's family. Based on the timing of the second visit, consider overlays that:
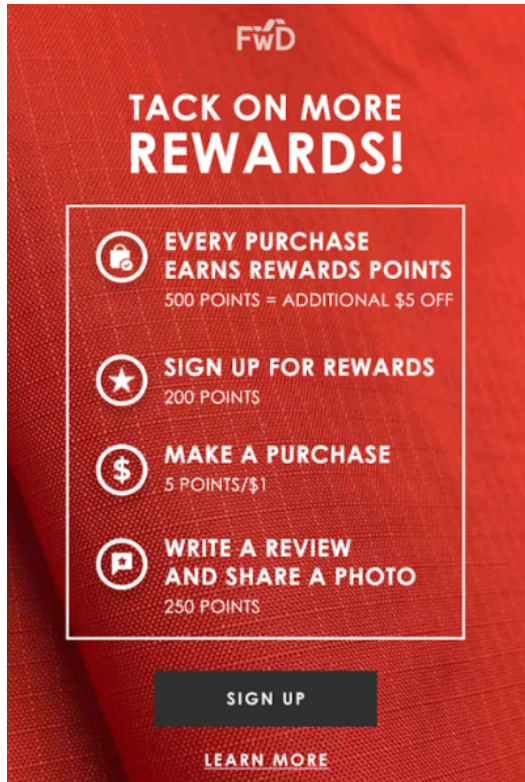
- Provide valuable customer support and product-specific related content if the second site visit occurs within 2-3 days of the first purchase.

- Recognize the customer as a part of the brand family and provide recommendations based on complementary or seasonally trending items.
  - Note: This doesn't always have to be done with dynamic product imagery; personalized text and CTAs in this instance can be just as powerful.

- Remind customers of their loyalty points available or VIP status (if applicable) and include a CTA that entices them to purchase again to hit their next reward or status.

Additionally, customer retention requires consistent customer experience from all marketing channels driving traffic to your site. When using promotional codes in any campaign, these should carry through the entire shopping experience. Top banners on-site as well as exit intent overlays with the dynamic code are proven effective placements for personalization, ensuring a customer does not abandon a purchase due to not remembering a coupon code.

Key placements of personalization on any website is key to capturing repeat purchasers; ensure customers are rewarded for continued engagement, recognize the customer lifecycle stage through design and placement of site content, and serve relevant, targeted product recommendations to keep the purchases coming.

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Repeat purchases & Messaging Apps

CHAPTER 1

attentive

How innovative brands elevate their loyalty programs with personalized mobile messaging

How innovative brands elevate their loyalty programs with personalized mobile messaging

Marketers are always looking for new, innovative ways to find their next loyal shoppers while retaining existing ones. The challenge is that brand communication is oversaturated and, when faced with too many messages, consumers will tune out. Messages on traditional and social channels can often be generic and one-to-many—hardly engaging for consumers. B2C marketers face a dilemma: *how do I not only reach my most loyal potential and existing shoppers but also keep them engaged and drive action?*

The solution is sitting in your line of sight: your phone.

"Marketing is a constantly evolving space, and brands today face a lot of pressure to keep pace with what is coming next," said Brian Long, Co-Founder & CEO of Attentive. "Mobile messaging is where brand communications and customer relationship management are headed."

Sending personalized messages where customers communicate daily (mobile messaging) means that shoppers are not only likely to receive your message, but actually engage with it. Because text messaging is a highly personalized, one-to-one channel, it presents the perfect opportunity to interact with existing loyal customers while acquiring net-new high-value subscribers.

The performance metrics are impressive: marketers see fast subscriber list growth, **99%+ open rates, 30%+ click-through rates, and 25x ROI on the channel**.

Thinking through how best to grow the channel with compliance in mind, the types of messages your customers want to receive, how to segment your audience, and how to automate for long-term scalability are crucial considerations when selecting a mobile messaging vendor and launching your program.

With Attentive's platform, a dedicated team of client strategists is here to help your marketing team get it right from day one. Attentive has successfully partnered with over 400 brands, working one-on-one to create automated campaigns, build dynamically-optimized segments, and execute high-performing campaigns.

When luxury fashion brand and Attentive customer Cynthia Rowley wanted to **positively impact engagement and overall conversion rates**, they realized they needed a channel that felt natural to their customers when interacting with them. "While there are many ways to reach our customers, texting just made sense to us because it's how people communicate these days, and it's much more immediate," said Cynthia Rowley's VP of E-Commerce Emily Andrews.
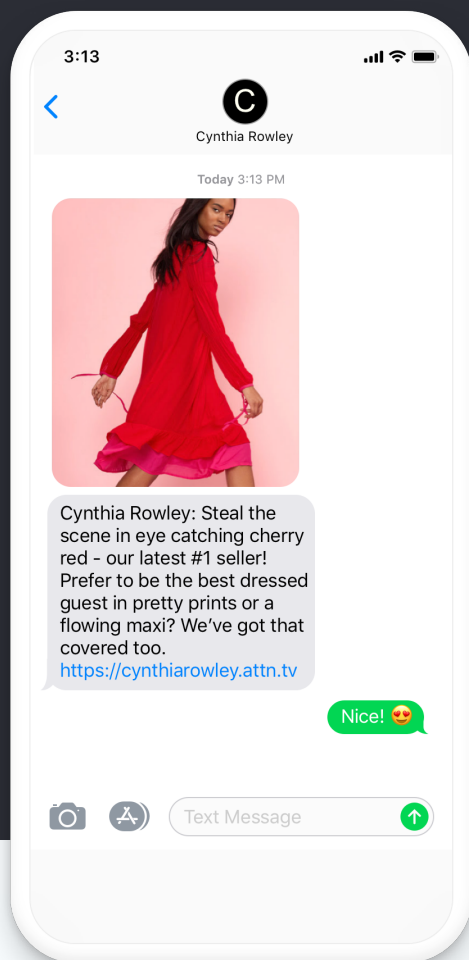
What kind of mobile messages do loyal shoppers want? To drive revenue and create a sense of exclusivity, consider rewarding subscribers with "mobile-only" offers, first looks at product launches, and early access to new products. Because mobile messaging is direct and instantaneous, consumers will feel especially valued—they get to be "in-the-know" before anyone else! Using subscribers' locations to send geo-targeted messages about special members-only events and sales is another excellent way to deliver relevant offers, build excitement, and drive action around your loyalty program.

3:13

Cynthia Rowley

Today 3:13 PM

Cynthia Rowley: Steal the scene in eye catching cherry red - our latest #1 seller! Prefer to be the best dressed guest in pretty prints or a flowing maxi? We've got that covered too.
https://cynthiarowley.attn.tv

Nice! 😍

Text Message

For marketers who want to be heard above the crowd, personalized mobile messaging presents the perfect opportunity to engage with their most frequent, loyal shoppers. Attentive enables brands to send highly personalized messages to each subscriber across the customer lifecycle. Whether through automated messages—like reminding shoppers about abandoned carts—or one-time messages featuring eye-catching graphics and relevant content, marketers can rest assured that they are sending messages that subscribers want to hear, where they want to hear them.
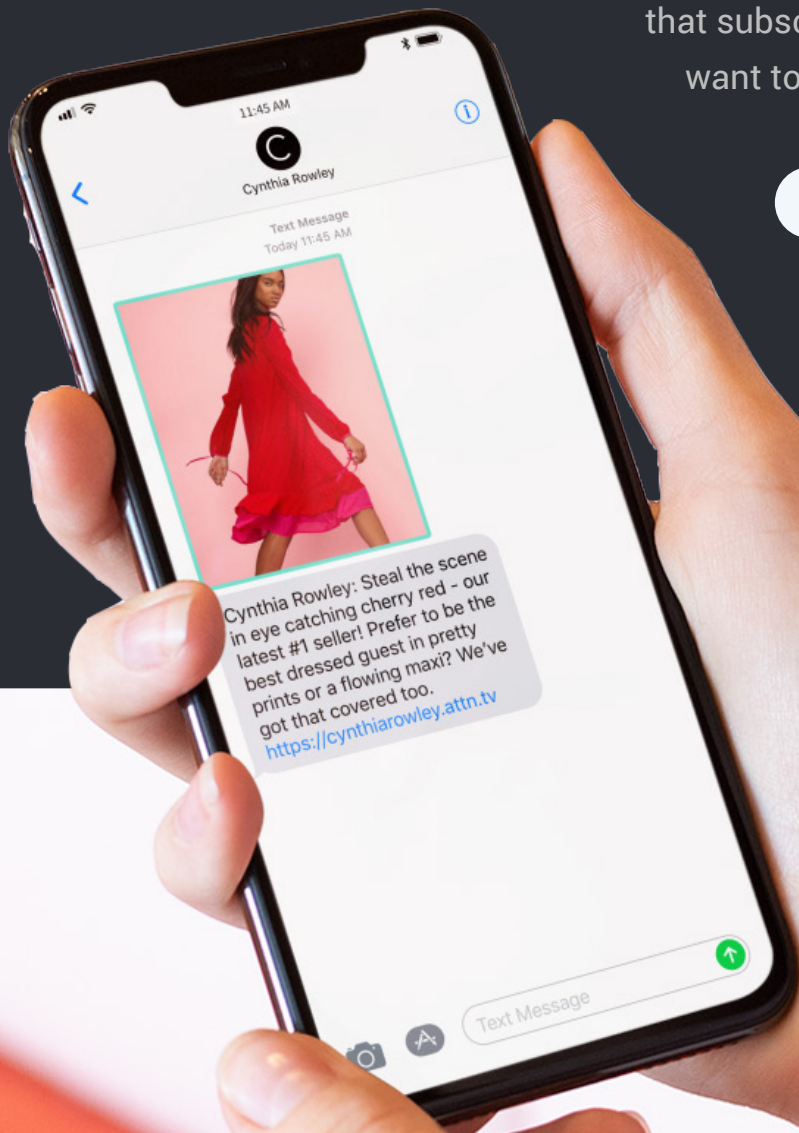
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OCTANE AI

Supercharging your lead generation and customer retention with Facebook Messenger + SMS + conversational ads

Supercharging your lead generation and customer retention with Facebook Messenger + SMS + conversational ads

Let's be real: most e-commerce brands are either

1. Not doing anything with Facebook Messenger and SMS, or
2. Have vastly under-optimized the potential of these channels.

Both options mean thousands or millions of dollars left on the table for so many brands.

First, there's a reason why e-commerce brands like GoPro and Body Candy are adopting messaging as a marketing channel on par with email. Here are just a few stats that explain why:

- Over 80% of Facebook and SMS messages are opened within the first 24 hours.

- 1 out of 9 abandoned cart messages converts into a sale.

- Revenue per recipient increases by 31% when a customer connects with a merchant on both email and Facebook Messenger.

- Conversational Ads can have up to double the ROAS than traditional Facebook ads.

- Brands using messaging as a channel see a 5-30% lift in e-commerce revenue if they follow best practices.

There's every reason for your brand to adopt messaging as a channel. The problem we always find is that most brands don't know where to start. Messenger and SMS are brand new channels, and the best practices are evolving.

The Octane AI Messaging Conversion Funnel

The Octane AI Messaging Conversion Funnel looks like this:

- **Step 1:** Get connected to prospective customers on Facebook Messenger and SMS via conversational ads, on-site pop-ups and opt-ins, and Octane AI Comment Capture.
- **Step 2:** Convert them with trigger messages, such as browse abandonment, cart abandonment, and welcome series.
- **Step 3:** Continually nurture through post-purchase messages, such as messages around key holidays and sales, your referral program, upsells, win-back campaigns, and more.
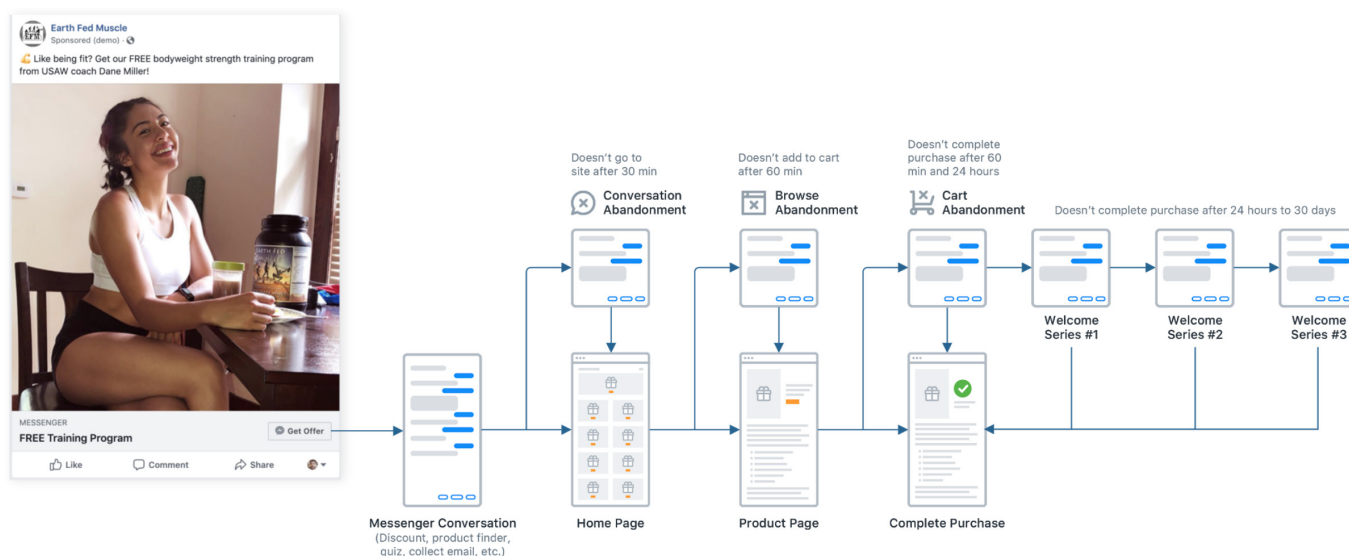
The most important step in this funnel is **step 1 — getting more opt-ins**. Once a customer is opted-in, they are eligible to receive your high-converting browse and cart abandonment messages, along with personalized sales and holiday campaigns.

One of the most important aspects of the conversion funnel is running conversational ads. These are ads that look like traditional Facebook ads, but when clicked, drop you into Messenger. Any visitors who click these ads are opted-in for Facebook messages, which allows you to automatically follow-up with customers throughout the customer journey. This is at the heart of why conversational ads drive two-times better ROAS — the ad doesn't just stop when the customer lands on the website. It's an ad that keeps following up with the customer until conversion.

A second key aspect of getting connected to customers is your on-site opt-ins. Justuno's suite of tools lets you collect Messenger, phone number, and email — simultaneously! Many of your site visitors haven't opted in for any communications or have only opted-in for one channel. Pop-ups for exit intent combined with intelligent cross-sells and upsells will result in a much higher lift for your brand.

Third is Comment Capture. This handy product will send a Facebook message to anyone who comments on *any* of your Facebook Page posts or your Facebook ads. If the customer responds to the message, they are dropped into the Octane AI Messaging Conversion Funnel.

There are a lot more strategies at your disposal when it comes to driving more revenue and better ROAS with Facebook Messenger and SMS. Check out the complete Facebook Messenger playbook with step-by-step instructions **here**.

Endless Flavors, Zero Guilt
Indulge in delicious, flavorful and sugar-free beverages from morning to night.

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Recipes

Ingredients

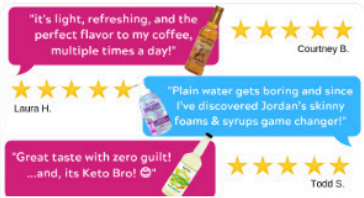**Customer Support**
We are here to help.

Get in touch with us

FAQ

Our Retailers

Recipes
Cocktails, coffee, smoothies, food, and more!

View All Recipes

Reviews
⭐⭐⭐⭐⭐ Based on over 2,600 reviews

View Reviews

Invite Your Friends!
29140 People Like This

Share

Settings
Subscribe to receive a message when new content is released

Subscribe (or) Customize

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Retention Rocket

Show some love and they'll love you back

Show some love and they'll love you back

Retention Rocket helps brands connect with customers on a personal level resulting in increases in brand loyalty, customer satisfaction, and revenue.

What channel does your customer prefer? Whether it is text, Messenger, or push notifications, Retention Rocket helps brands show their customers they care by giving them the option to communicate in the most convenient way possible resulting in higher engagement and sales. Also by communicating on the preferred channel it shows customers that the brand cares about their experience and knows how they like to be contacted.

Once the right channel for each customer has been identified it is important to personalize the messaging to ensure the customer feels like they are getting individual attention. Retention Rocket gives brands the ability to add their name, purchase history, or a number of other customer properties to each communication so that each user receives a unique and personalized message. This increases engagement and open rates since customers feel appreciated and that they aren't a part of a mass message not suited to them. Retention Rocket also enables one on one communications over text and Messenger so customers can talk to a real person and get real attention from a live person during any hours the brand chooses.

If these tools are utilized properly the engagement and revenues can go through the roof. For example, a popular eCommerce beauty retailer joined Retention Rocket in February 2019 and has utilized personalization in most messages. They have generated over $315,000 in additional sales through the platform with less than $10k spent resulting in an amazing 30x ROI.

Another client selling skincare products focused their SMS efforts in personalization to connect one on one with their customers. The results showed a 57% lift in group 1 AOV's, and a 60% lift in group 2's for this particular campaign. The incremental revenue from each customer group far outweighed the cost of the incentive given.

PSD Underwear utilized personalization over text for huge results

PSD Underwear utilized a Justuno popup to capture sms opt ins for people visiting the site this summer. Once the phone numbers were collected they were matched to the customer names so PSD was able to personalize all messages and take advantage of an obscure holiday to generate over $15,000 in revenue in under 24 hours.

127x
Revenue over spend

56%
Clicked on link

<1%
Opted out
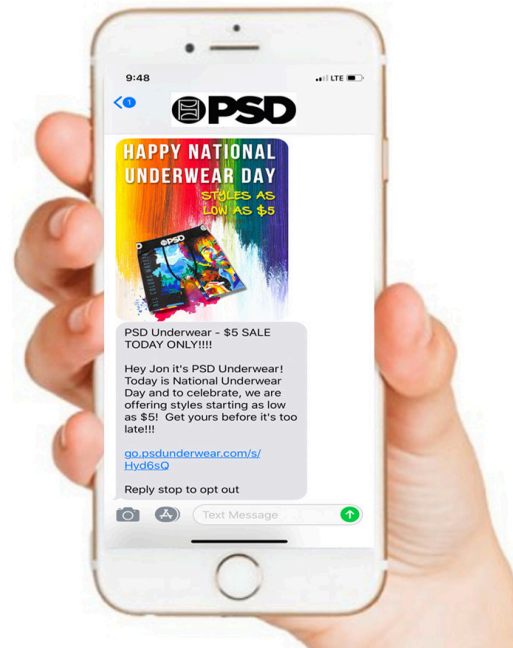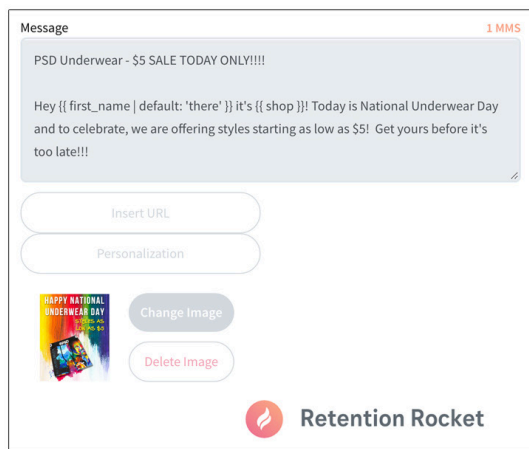
These are just a few success stories from brands that have found amazing value with Retention Rocket. Whether it's SMS, Push, or Messenger; we're here to help you show your customers you love them which in turn will help them love you back. Ready for take off? Let's boost your sales and watch your business grow.

VISIT Retention Rocket HERE

ShopMessage

The Facebook Messenger marketing checklist to increasing customer LTV

The Facebook Messenger marketing checklist to increasing customer LTV

Facebook Messenger is an incredibly engaging channel, but you need to know a thing or two about your customers in order to take advantage of this inside track.

With the right gameplan, you can not only build your list, but also use it to increase your customer LTV with the right messaging at the right time for their customer journey.

The good news is that there are really only two main steps to unlocking the FB Messenger channel and growing your sales. We'll break down the nuances of each step below.
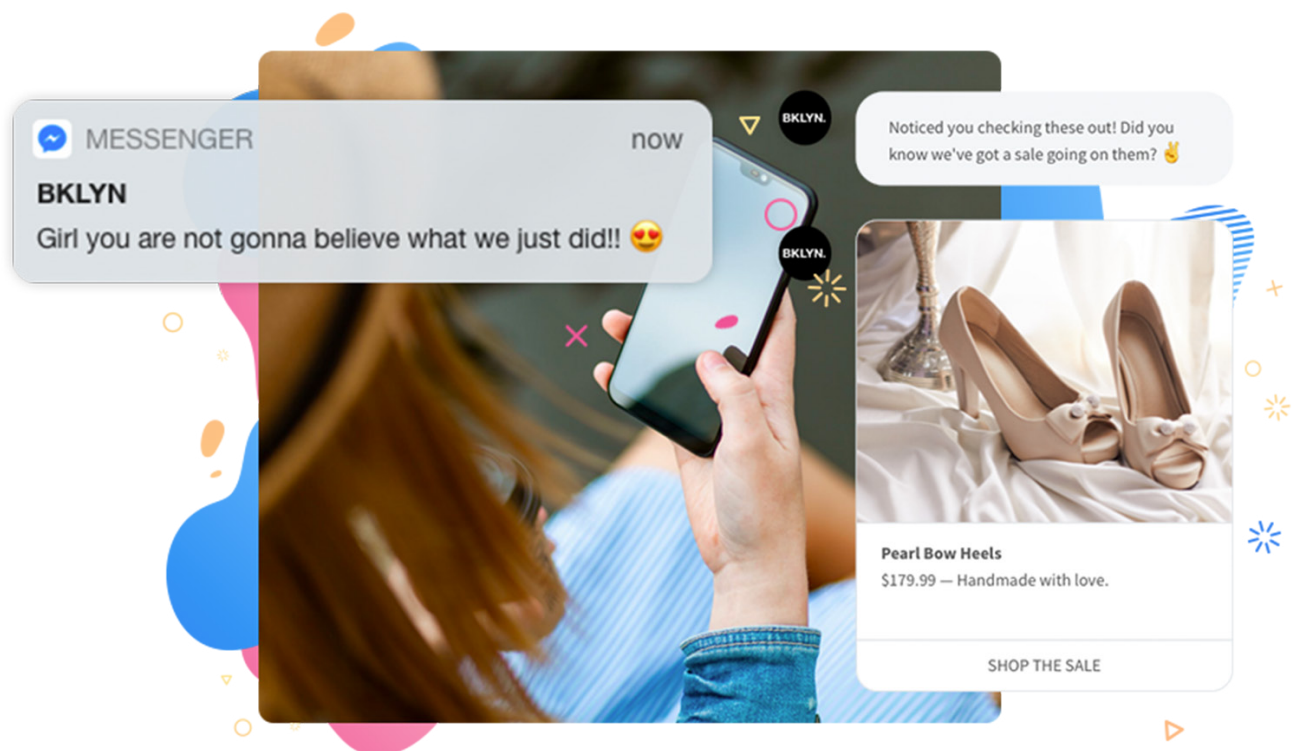
Build Your FB Messenger List with Reduced Friction.

1 Trigger a pop-up on your site to turn visitors into contacts for future messaging. If you already have an email or SMS pop-up — ShopMessage's **Smart Sense** keeps things nice and tidy for your visitors. No clutter, no mess.
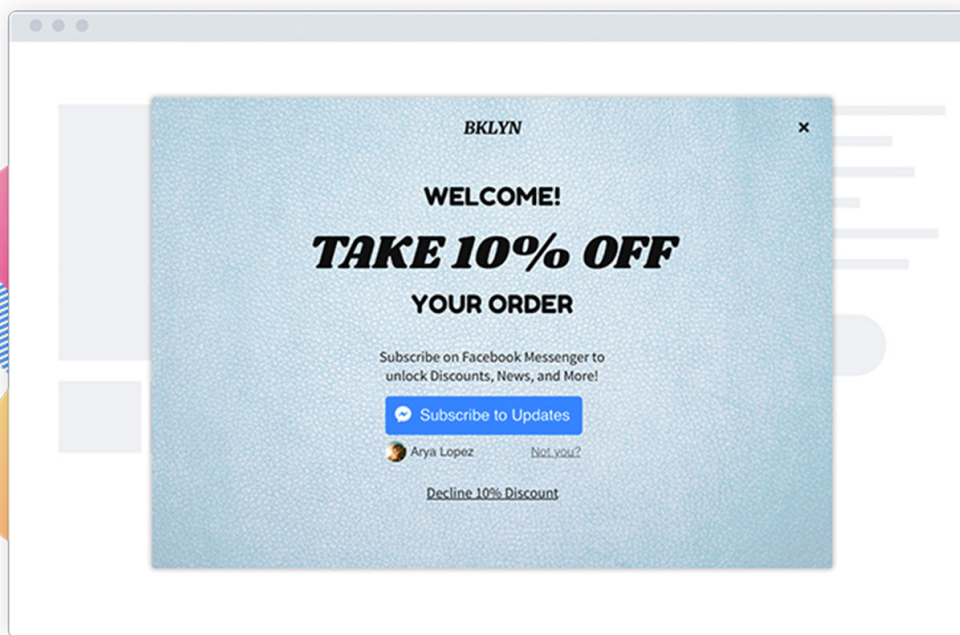

2 Invite your existing email subscribers and social media followers into a Messenger conversation using **Messenger Links** (also known as M.Me Links, M-dot-me Links, Mmmm links) to convert them into Messenger contacts.

**Engage your FB Messenger contacts based on their history with your brand.**

1 Turn on your cart abandonment flow to start recovering lost revenue. Around three out of four customers leave sites without completing their purchase, but with a FB Messenger cart abandonment flow in place, you can start winning those back.
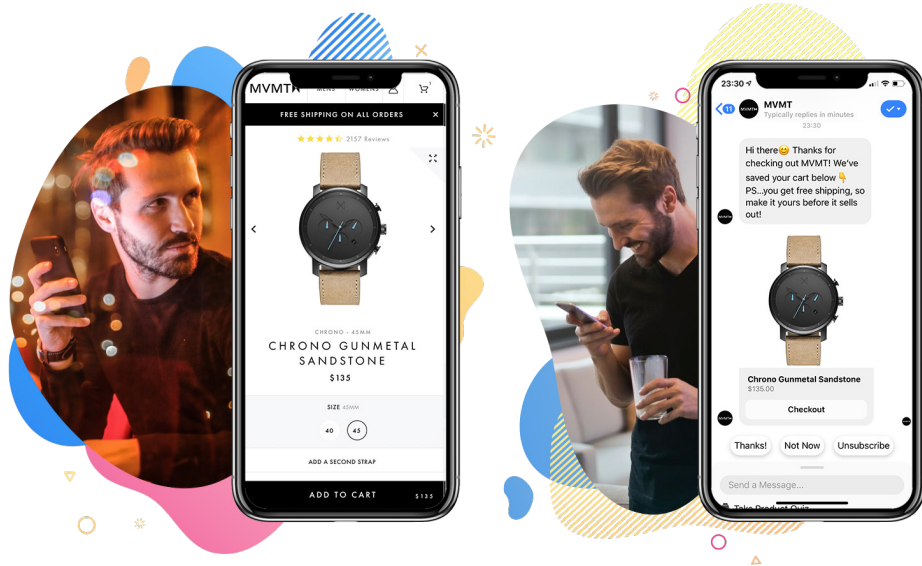
2 Deliver **order updates and shipping notifications** and keep your customers engaged with your brand from the moment they transact, to when their product ships, and through to when the big day arrives. Nobody likes to be kept in the dark!
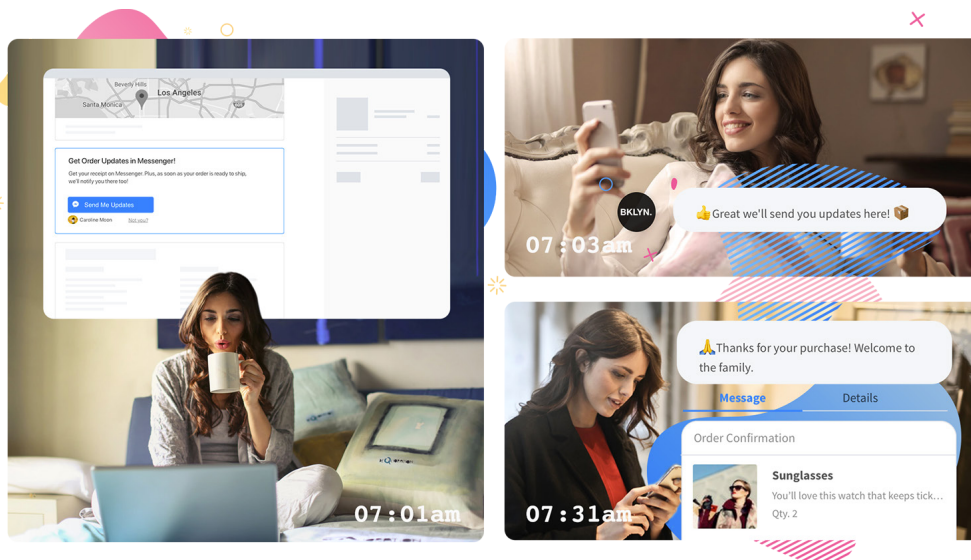

3 Use the browse abandonment flow to remind folks what items they were checking out. A simple nudge about a product they were looking at, or a tailored flow that addresses the most common concerns prospects may have about your products go a long way to closing the sale.

[BONUS] Use FB Messenger ads to widen your acquisition funnel

1 Use Click-to-Messenger ads to streamline the customer education process while learning about their tastes so you can present relevant recommendations before they arrive on your site. Tease exclusive content or a Messenger-specific experience to draw new customers into the just-talking stage with your brand.
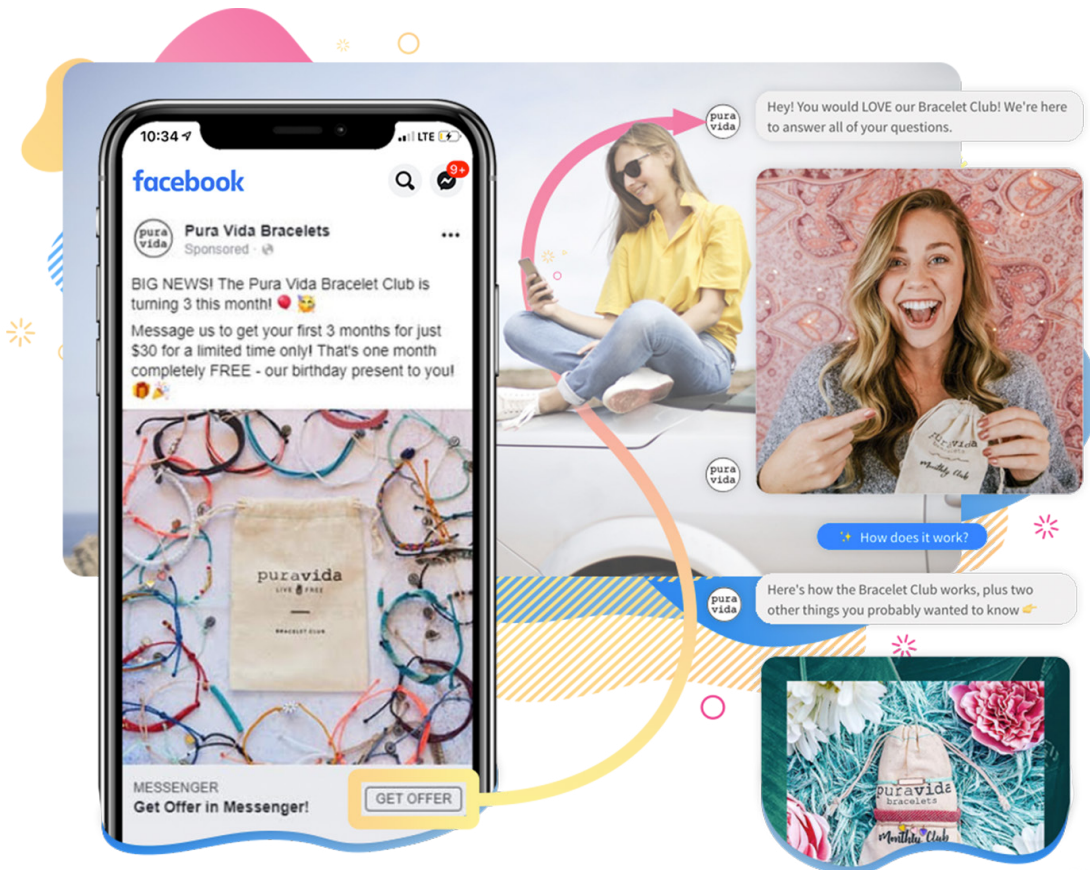
2 Send Sponsored Messages to anyone that has an existing conversation with your Facebook page to build hype around your upcoming product launches and seasonal sales. These blasts cut through the noise and reach the people that cared enough to maintain a connection to your brand, and are that much more receptive to your marketing efforts.

There are many ways to get your Messenger marketing strategy going, and this list is by no means exhaustive. The important thing is to just get started.

VISIT 💬 ShopMessage HERE

Repeat purchases & smart segmentation

dotdigital
engagement cloud

Convert first-time purchasers into repeat customers

Convert first-time purchasers into repeat customers

ROI is your primary focus as a marketer. So, how can you maximize returns? Not only is customer retention more cost-effective than acquisition, but it also builds brand awareness and loyalty. Moreover, retention leads to greater ROI; happy customers equal more business.

Spending resources on customer acquisition alone can be wasteful. There are countless stats that favor a retention strategy: **Did you know that the probability of selling to an existing customer is 60-70%, whilst that of selling to a prospect is just 5-20%?** (Marketing Metrics.)

Your best source of growth is right in front of you. An often-cited study by Bain & Company says that a 5% increase in customer retention can increase a customer's profitability by 75% (Barilliance, 2019).
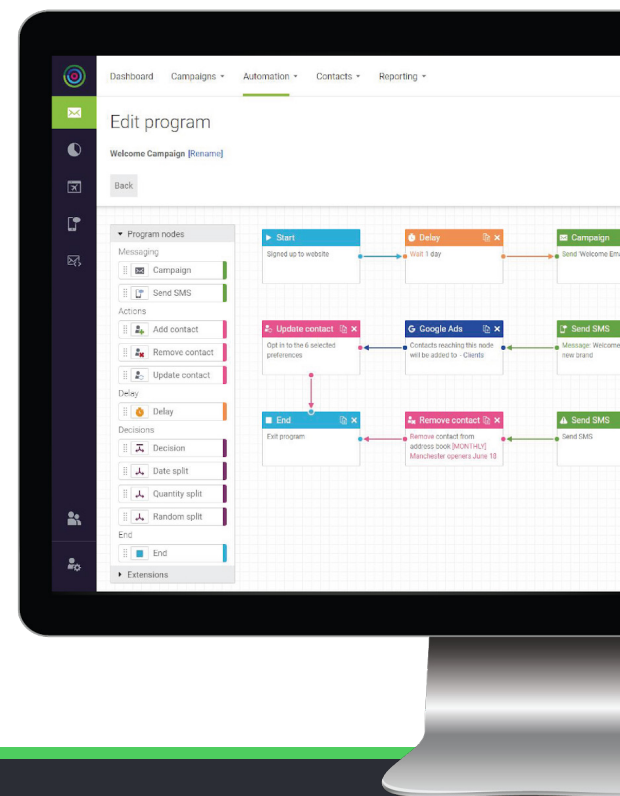
Bottom line: Shift your focus to serving the customers you've already won.

What are the objectives of retention marketing?

1. Increase Average Order Value (AOV).
2. Grow customer lifetime value (LTV).
3. Drive reviews, word of mouth, and awareness.

The overall aim? To increase loyalty and ROI.

The customer journey doesn't end at 'buy now'

The aftersales period is an important stage of the customer journey. It's the honeymoon period. At this time your brand is highly relevant and in context, so leverage the following communications to your advantage.
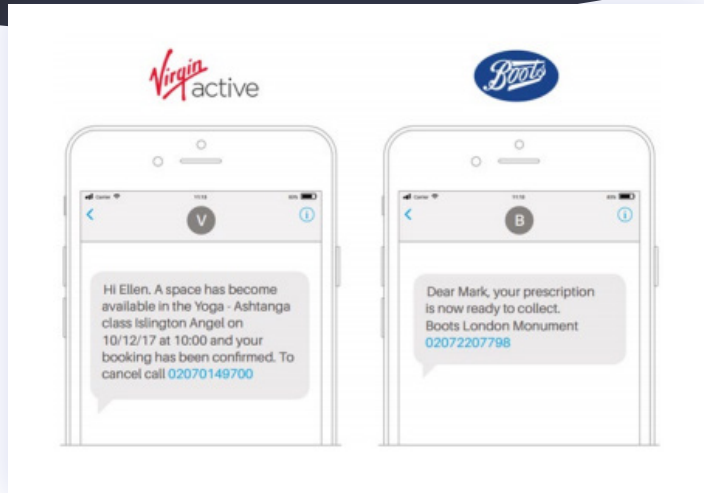
Virgin Active and Boots both use triggered messaging to keep customers switched on.

Transactional triggers

There's no better way to build trust with a customer than through order-related messages. This is a delicate stage of the journey as the customer has purchased but not yet received their order. Boost their confidence with an instant, detailed order confirmation, delivery tracking and timeslot, dispatch note, and delivery notification.

Aftersales content

Don't cut customers out after their order is delivered. Instead, build on the value of the product. The purpose of aftersales content is to help the customer get the most out of their purchase. Send how-to content, helpful tips, and any inspirational ideas for ways to use the product. And show customers you care by sending a feedback request. This can help you improve both your offering and the online shopping experience.

dotdigital customer Tangle Teezer does a great job of maximizing its customer loyalty with product-focused tips and inspiring user-generated content.
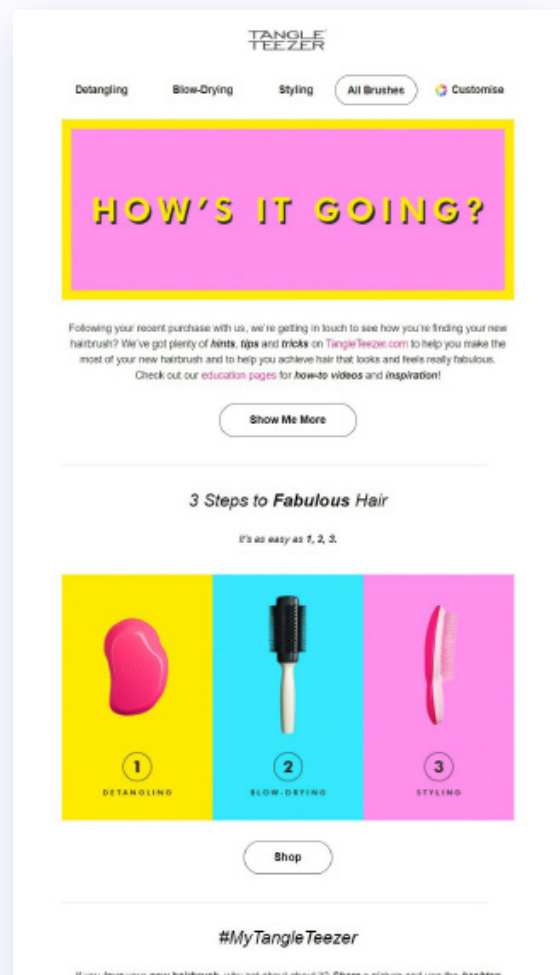
Cross-/upsell recommendations

Use web insights or order history to send targeted product recommendations in email. 'Best next' or lookalike recommendations (based either on what similar customers bought next or products with complementary attributes) are highly relevant and can spur customers to repurchase.

Tommy Hilfiger uses 'best next' product recommendations to upsell to customers.
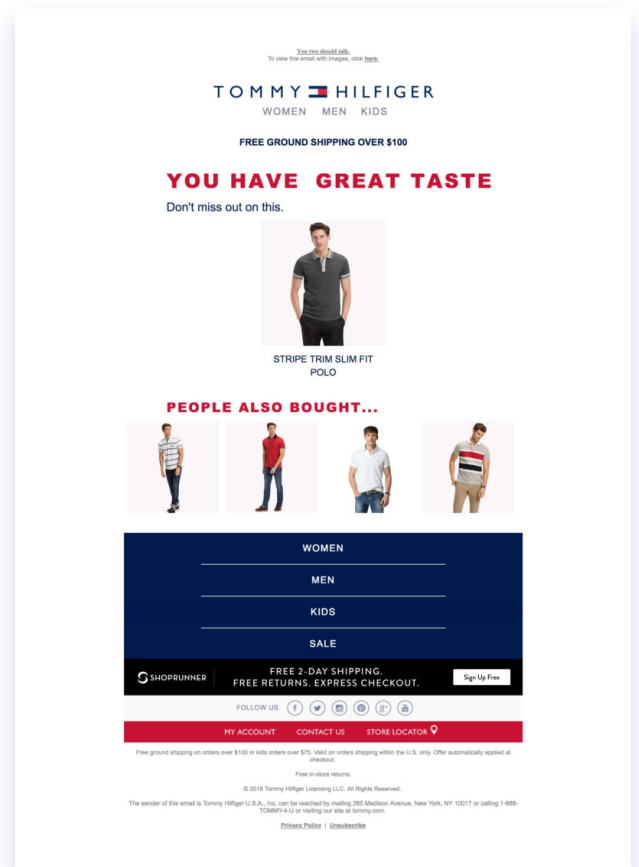
Loyalty and rewards program

Make the customer relationship worthwhile. Decide which criteria customers need to hit before entering the program: They might have to make at least five purchases or reach an AOV of $100. Thank them for their loyalty with exclusive, points-based incentives: free shipping for online orders and an additional 30 days for returns with no annual fee. Or perhaps roll out a membership card with exclusive perks. For example, $5 off every order.

Ellisons drip-feeds discounts to customers as a means to strengthen retention and inspire loyalty.

The bottom line: nurture your existing customers

Converting your first-time purchasers into repeat customers doesn't have to be a hard task. With **Engagement Cloud**, you can set up simple triggered programs that build on the initial customer relationship.

Use order history, web behavior, and product preferences to tailor the perfect customer experience - one that delivers loyal customers for the long run.

VISIT dotdigital engagement cloud HERE

LOYALTYLION
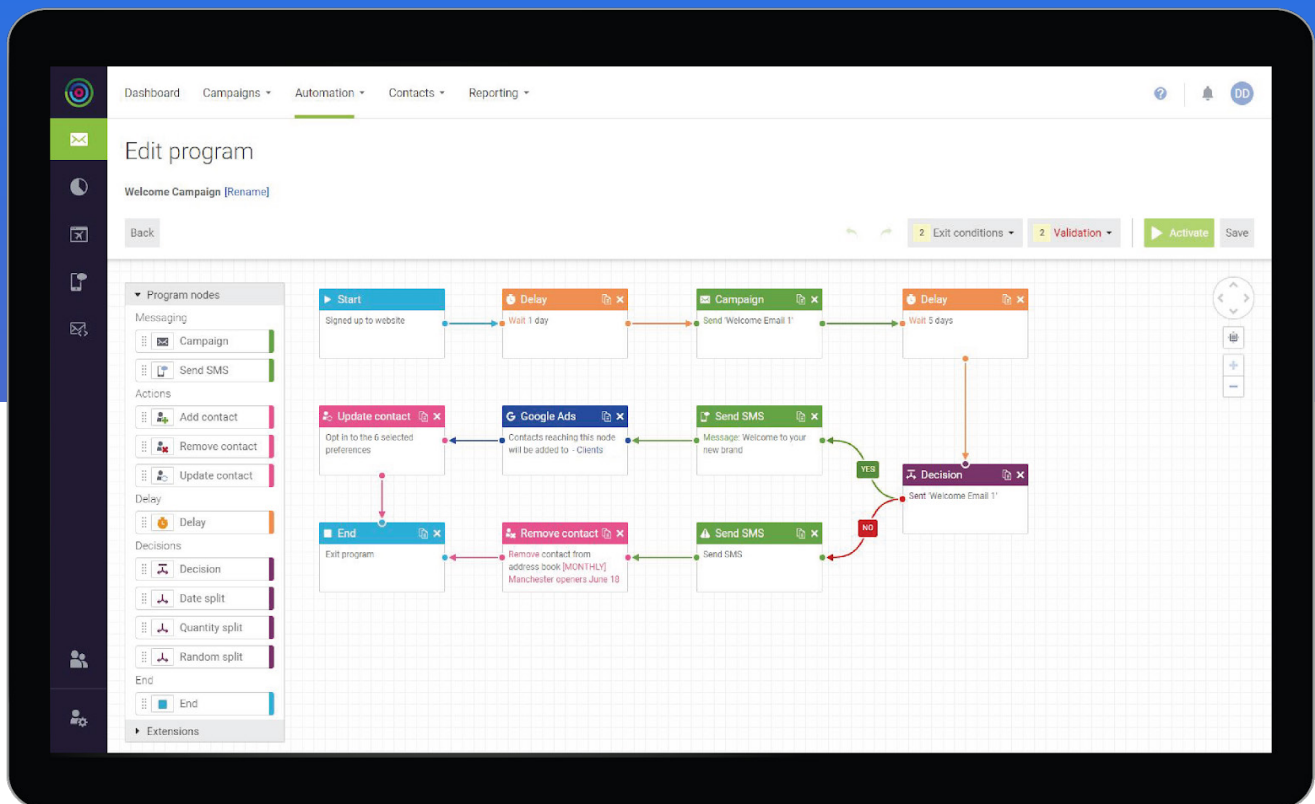
Four quick fixes to bridge the gaps in your retention strategy

Four quick fixes to bridge the gaps in your retention strategy

A powerful retention strategy relies on three things: smart segmentation, a deep understanding of your customer data and an adaptable approach to the challenges you face.

Here are four customer behaviors that could be affecting your brand loyalty, and ways to overcome them.

Be our guest: encourage customers to create accounts

Many customers think that creating an account can cost vital seconds and a spammed inbox.

This is because brands are failing to demonstrate the value exchange that comes with an account signup – personalized experiences and meaningful brand-to-customer relationships.

A loyalty program is often the key differentiator that persuades a customer to become a member of your store. Customers who join a loyalty program are **47% more likely to purchase a second time** because they receive valuable content.

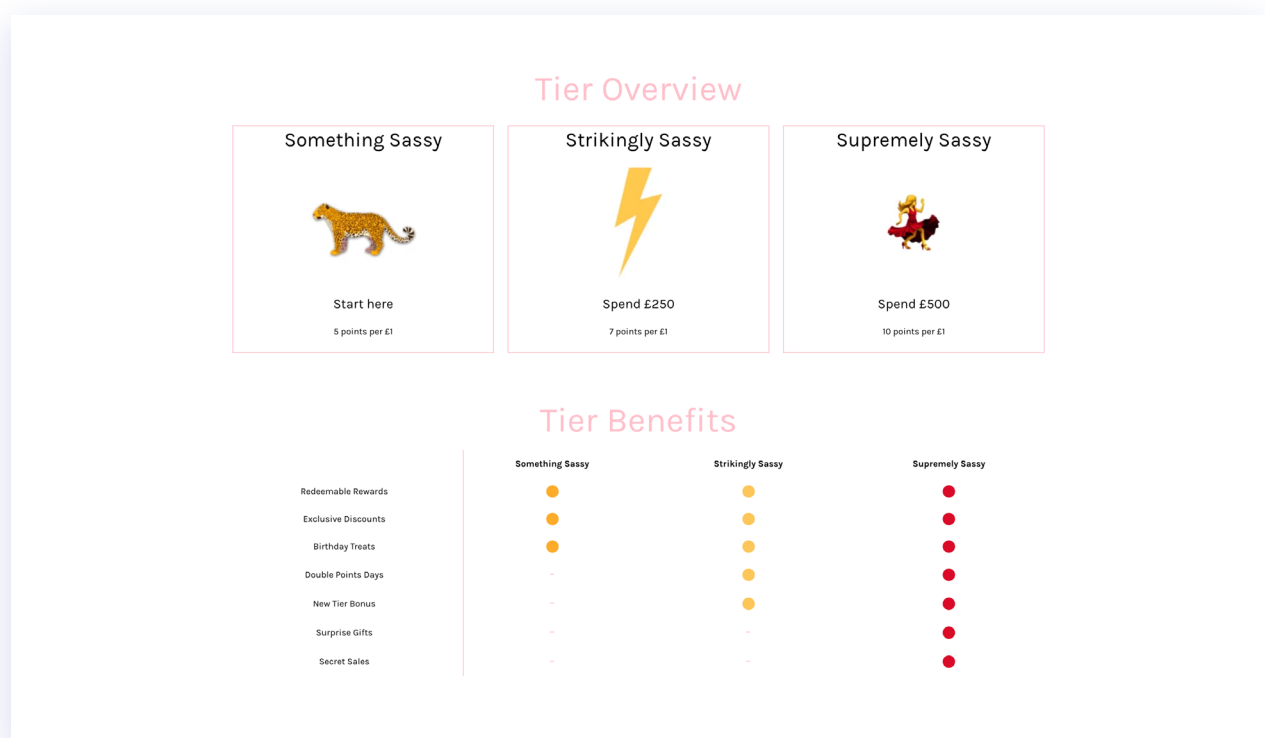**47%** More likely to purchase a second time

Killstar's loyalty program data showed that guests were spending less than loyalty program members. To encourage sign-ups, they used pop-ups that celebrated their loyalty program benefits – including special sales. They also used notifications on post-purchase pages and post-purchase emails to communicate their sign-up perks. This approach appealed to today's culture of instant gratification, as the benefits of signing up were made immediately clear.
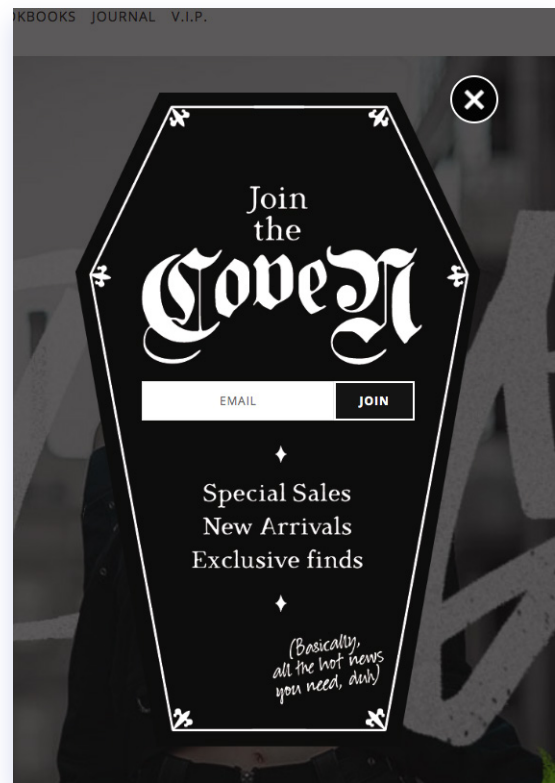
Increase the spend of your customers

Your average order value (AOV) says a lot about the health of your store. Declining AOV suggests disengaged customers — a scary prospect considering that your loyal customers have the highest lifetime value.

To increase their AOV, Never Fully Dressed has a tiered loyalty program. Customers see the perks accessible on higher tiers (such as surprise gifts) and spend more to meet the next criteria.

Tier Overview

Something Sassy	Strikingly Sassy	Supremely Sassy
Start here	Spend £250	Spend £500
5 points per £1	7 points per £1	10 points per £1

Tier Benefits

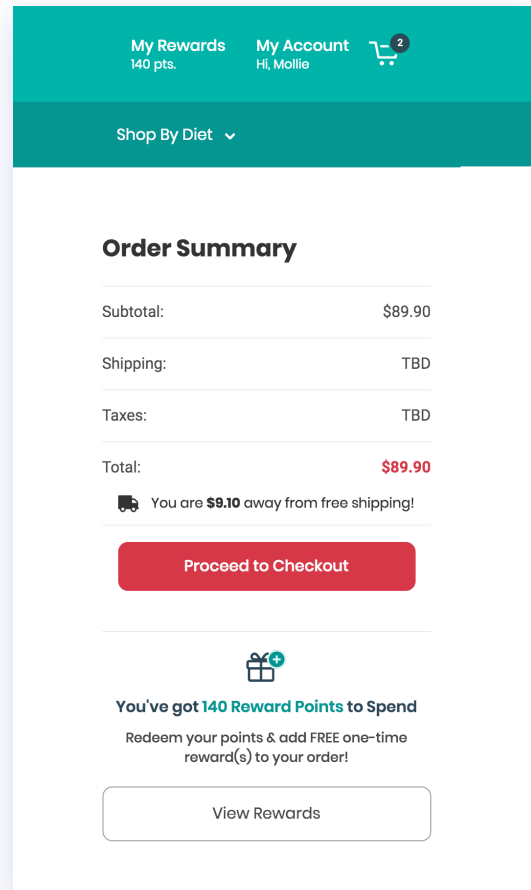|	Something Sassy	Strikingly Sassy	Supremely Sassy
Redeemable Rewards	●	●	●
Exclusive Discounts	●	●	●
Birthday Treats	●	●	●
Double Points Days	-	●	●
New Tier Bonus	-	●	●
Surprise Gifts			●
Secret Sales			●

[Ancient Nutrition](#) incentivizes loyal customers to spend more across their store – a strategy that has delivered a 36% increase in AOV.

They use [In-Cart Rewards](#) to show customers what they need to spend to earn a free gift and show items related to their current purchase that could push them over a point threshold.
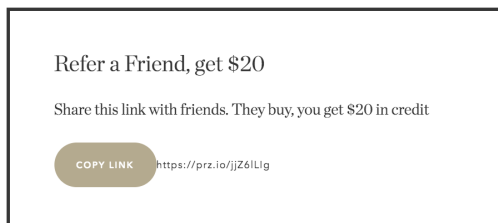
Turning happy customers into loyal advocates

It's easy to think that a happy customer is a job well done. Yet, the merchants that thrive are those who go on to turn these customers into brand advocates.

My Rewards
140 pts.

My Account
Hi, Mollie

2

Order Summary

Subtotal:	$89.90
Shipping:	TBD
Taxes:	TBD
Total:	$89.90

You are **$9.10** away from free shipping!

Proceed to Checkout

You've got **140 Reward Points** to Spend
Redeem your points & add FREE one-time reward(s) to your order!

View Rewards

4x Shoppers trust the opinion of others above sales messages; referred customers are [four times more likely to complete a purchase](#). Missing opportunities to convert loyal customers into advocates could lead to a loss in new, highly engaged shoppers.

Want to earn more Common Club credit? Use the link below to invite a friend to make their first purchase at Taylor Stitch and we'll add $20 to your account.

Refer a Friend, get $20

Share this link with friends. They buy, you get $20 in credit

COPY LINK   https://prz.io/jjZ6lLIg

Increase referrals by segmenting loyal customers and incentivizing them to recommend your brand. Taylor Stitch gifts a $20 voucher when their referred friend completes a purchase.

Using post-purchase notifications, you can show customers the rewards they could access if they tell others about your brand. Simultaneously, use automated emails to encourage customers who leave positive reviews to refer to others.

Engaging at-risk customers

The benefits of retaining loyal customers are clear, but what happens when shoppers become at risk of shopping elsewhere?

Customers classified as "at-risk" are those who have not purchased from you within a particular time-frame. Purchase frequency drops, they fail to redeem rewards and they opt-out more than they opt-in. As acquiring new customers is **five times more** expensive than retaining existing ones, losing your current shoppers will eventually cost you time and money.

Once you've defined the criteria that makes a customer fall into your "at-risk" segment, send them re-engagement emails that explore the perks of your program they are missing out on. Make sure they're full of clear, personalized calls to actions that win customers back.

Beauty Bakerie uses loyalty emails to show customers that they have points waiting for them, encouraging them to return and purchase sooner.

Customer retention is incredibly important – we don't need to convince you why.

What needs measured thought is how you can use the data already at your fingertips to face the challenges of retaining customers head-on.

VISIT LOYALTYLION HERE
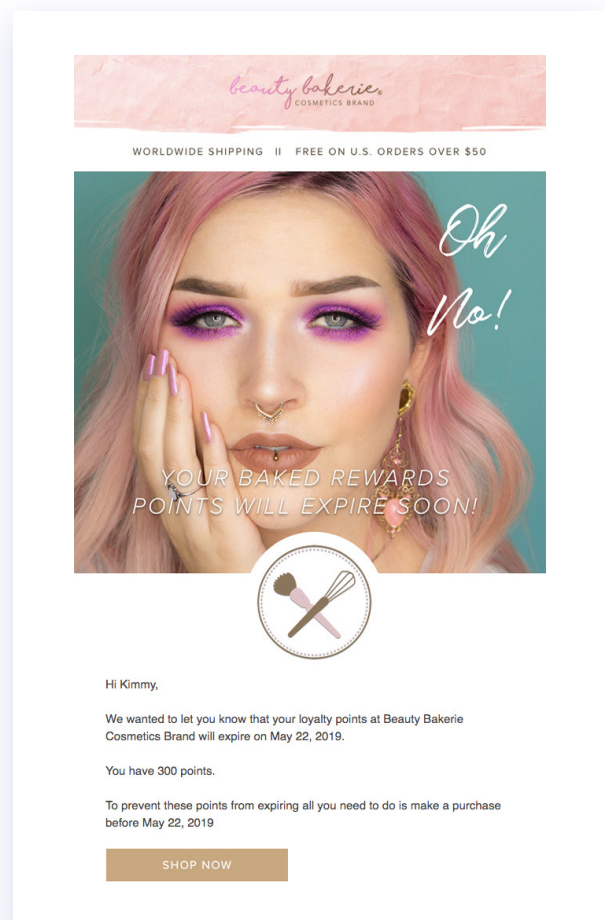
ORACLE®
NETSUITE

Gift reminders: Emails that keep giving

Gift reminders: Emails that keep giving

Turning seasonal gift buyers into year-round customers can be a struggle. If their need is a gift for another person just once a year, you won't be top-of-mind throughout the year. In addition, product-focused promotions don't speak to these customers since they don't need your product — they need a gift.

The good news is that you can speak to these needs by collecting specific details from your customers for a gift reminder service. This creates opportunities to sell to these gift-buyers throughout the year, and it promotes your brand as a go-to gift destination.

While common among online floral companies, gift reminders are surprisingly underutilized by other retailers. Here are a few ways to begin turning those seasonal gifters into year-round buyers.

Update your manage preference forms

The easiest way to start is by building gift reminders into your standard forms. There's no need to start from scratch — just tweak your existing managed preference form to include fields such as special occasions, their dates, first name of the possible recipient, and relationship (e.g. child, parent).

You can also create a new form and embed it on your purchase confirmation page. Just be sure to use warm, friendly language and let people know why you're asking for this information.

Take advantage of transactional message engagement

Take the time to add promotional content that calls attention to your gift reminder service to your order and shipping confirmations.

Transactional emails have some of the highest open rates of any email marketing messages, and you can also send them to non-subscribers — you can even grow your subscriber base with this value-add.

Promote your gift reminder service directly

You can also promote your gift reminder service through stand-alone messaging or include it in your post-purchase and welcome series.

For those who just purchased, it might help them keep you top of mind the next time they're looking for a gift. Consider sending these messages to your entire audience once or twice a year.

Identify gift-givers with your data

You can also go through your customer data for some gift-giver indicators:

- Shoppers who requested gift-wrapping, marked a "this is a gift" box, or have different billing and mailing addresses.

- Review repeat purchasers and see if they regularly buy products during common gift-giving holidays: Christmas, Mother's Day, Valentine's Day, etc.

- Eliminate the common holiday filter and see if they routinely make a purchase during a similar window each year — these dates could be a birthday or anniversary.

The gift that keeps on giving

Setting up a gift reminder email program helps you stay top of mind during the busier seasons and on special occasions. It's simply a matter of collecting the necessary data and integrating it into your email process.

No matter how you collect this important data, it will allow you to better target your messages and include product recommendations that cater to the specific recipient or the event.

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smile.io

Bridge the customer journey gap with engagement

Bridge the customer journey gap with engagement

So you've honed your digital ad copy, targeted your audience just right, and built the perfect landing pages to turn customer acquisition into a mostly-predictable machine. Congrats!

You probably noticed that this month's customers cost a little more to get than last month though, and last month was a bit more than the month before that. That isn't surprising since customer acquisition cost (CAC) has **increased by nearly 50% over the past 5 years**.

So while you've passed the most budget-heavy part of the customer relationship, you need to make sure that investment goes to good use. Unfortunately, all on their own, acquired customers rarely become retained, repeat customers that sustainably grow your business.

To get the real value from acquisition efforts you need to push customers beyond a single sale with a crucial middle step: engagement.

Engagement is the key to becoming more than just a brand

You might think a simple retargeting campaign to encourage one-time shoppers to buy again is all you need, but without taking the time to care about what really matters to your customers, you'll only succeed at annoying them.

Creating connections between your brand and your customers with the **goal of forming emotional relationships** is what turns even the simplest interactions into long-term feelings of loyalty.

**Every engagement can be valuable with a loyalty program**
Turning everyday engagements into ones that your customers both value and even look forward to are the marks of a great loyalty program. Move customers through the entire customer journey by integrating onsite reminders like pop-up notifications and program nudges to help you connect with customers in valuable ways in the moments that matter most.
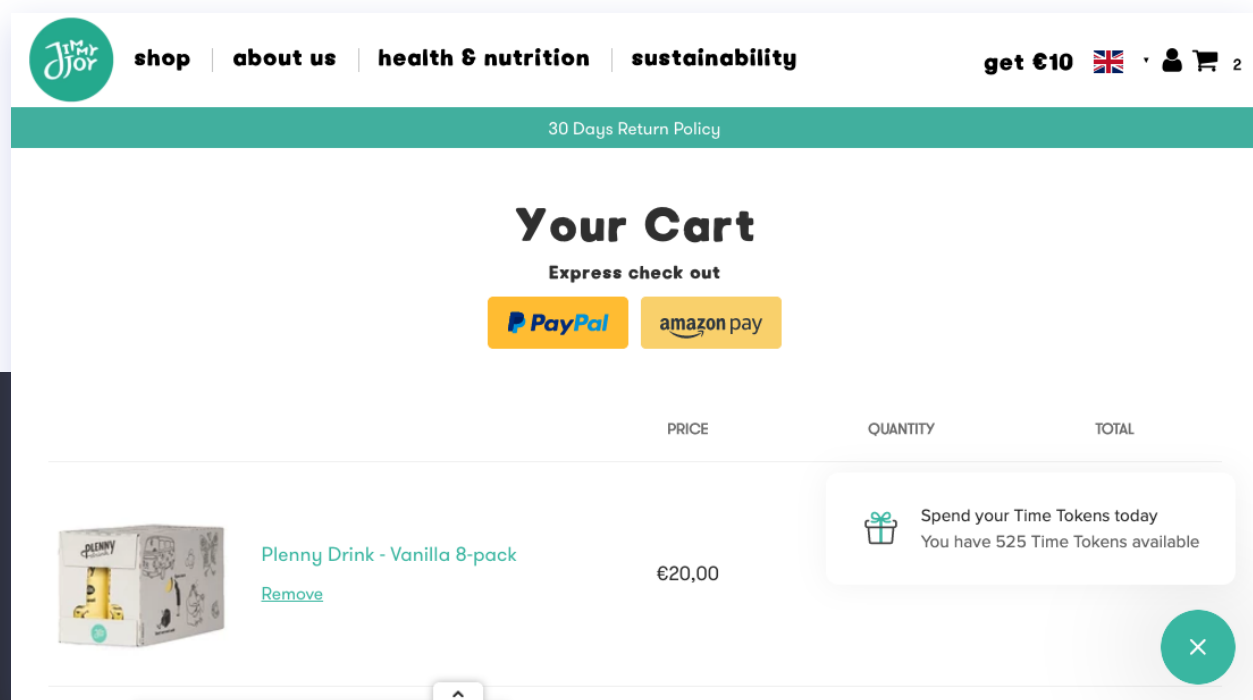
A redemption reminder nudge like what **Jimmy Joy** uses can increase points usage by an average of 83%, making sure that the loyalty you've cultivated with customers is put to good use. All the while, you get to show how much you care about making sure your customers get all the value they deserve.

Don't wait for customers to come back to your store to engage with them. **Maniology** makes sure their customers know the benefits of engaging with their brand by sending targeted emails to their loyalty program members, motivating them to return to their store and get the most out of being part of the program.

Maniology
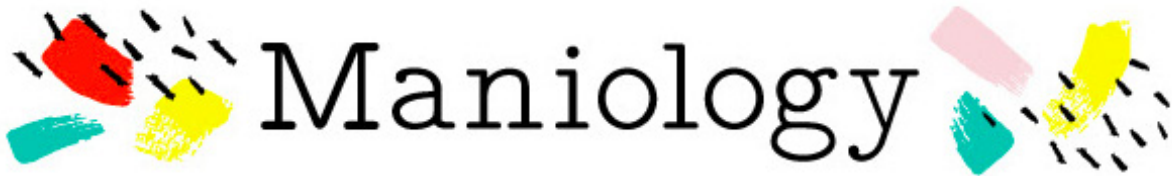
Your Reward Status: Star | You've Earned 200 Stamps

Get Free Stamps
WITHOUT SPENDING A DIME

By continuously providing value to customers with every engagement, you show them the value of being a loyal, long-term part of your brand community. Turning a simple transaction into a relationship transforms your brand from being a place to buy products into a store that truly has their best interests in mind and create customers that are overjoyed to come back again and again.

VISIT 😊 smile.io HERE

Justuno is an AI visitor conversion platform that utilizes billions of user data points to provide intelligent lead captures, personalized website messaging, and actionable insights that help e-commerce businesses turn website clicks into customers.

E-commerce merchants turn to Justuno when they want an easy-to-use yet powerful tool to understand and convert their website traffic. Stores using Justuno typically see a 15% reduction in bounce rate, a 5-7% email opt-in conversion rate (about 2% higher than industry standard), and an 11% revenue attribution from Justuno-specific offers.

Justuno has over 20,000 active installs, 3,200+ paid clients, and is the go-to conversion platform in the e-commerce marketing space. We want to give retailers access to powerful tools that allow them to learn about their audiences and then optimize for maximum conversion. With over 95+ integrations, Justuno plays well with others and fits seamlessly into your existing marketing stack.

Want to learn more about conversion optimization?

Sign up for a free Justuno account and catch a glimpse of all the power our platform has to offer.

Get Started

Justuno