Let Buyer Behavior Be Your Guide!

Delivering Communications that Convert

Loren McDonald  
VP, Industry Relations  
Silverpop

@LorenMcDonald  
#SherpaEmail
Would you like to know when people are ready to buy?
"To me, photography is the simultaneous recognition, in a fraction of a second, of the significance of an event as well as of a precise organization of forms which give that event its proper expression."

Henri Cartier-Bresson
The future of marketing is about influencing, understanding and acting at *The Decisive Moment*. 

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Because ... actions speak louder than words.
To know a person ... watch what they do, not what they say.

Danny Santagato
The Mass Market Approach

CUSTOMERS ARE A SINGLE AUDIENCE

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…this is a hope-based marketing approach.
The **Segmented Audience** Approach

CUSTOMERS ARE MANY AUDIENCES

SEGMENT 1  SEGMENT 2  SEGMENT 3

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...this is a marketer informed/defined approach.
The Personal Marketing Approach

Sarah – Facebook – Ebook

John – Website – Product video’s

Gary – Email – Clicked Offer

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...this is a behavior-based marketing approach.
Mass Marketing
Customers are a single audience

Direct Marketing
Customers are many little audiences

Behavioral Marketing
Customers are individuals

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Customer Behavior Drives the Actions
Behavioral Clues – Tracks that Trigger
Opted-in
Registered
Signed-up for catalog

Waiting till ready - Register
Browsed site
Abandoned calculator
Didn’t attend Webinar

Browse – Sniffing Around
Makes a purchase
Converted
Took key goal

Purchase - Engaged
Repeat purchaser
Multichannel buyer
Loyalty club member

Loyal – Repeat Purchaser
Asleep - Inactive/Disengaged
Behavior is your guide, your Sherpa.
Communications Guide – Response to Behaviors

- Channel
- Data/Personalization
- Content Approach
- Timing
- Tracks – Business Rules

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Agenda

Behavior Types

Q & A

Case Studies

Loren’s 10 Tips for Success

#SherpaEmail
Sample Behavior #1: Browse / Process Abandonment
Behavior > Response

- Registered
- Browse / Abandon
- Nurture Series
- Nurture to Purchase

#SherpaEmail
Browse / Process Abandonment: Expressing Interest

- Sent
- Delivered
- Opened
- Clicked
- Product Views
- Cart Additions
- Checkouts
- Orders
- Revenue
- Units
Browse Behavior

SmartPaks Simplify Your Life

Your daily dose of peace of mind and total control in a handy, compact size.

- Fed right every time
- Custom made and clearly labeled
- Delivered free every month
- Tightly sealed for maximum freshness

Over 300 million supplements served in SmartPaks!

Get Started

Get Help »

Our Supplement Wizard helps you build the perfect SmartPak.

Start Shopping »

Already know which supplements you want to use? Start a SmartPak now.

What Are SmartPaks?

SmartPaks are custom-made, pre-measured daily dose Paks of your horse’s supplements. They are clearly labeled with your horse's name for fast, accurate feeding every time. Tightly sealed to protect 100% potency. SmartPaks ensure that your horse always has the freshest supplements available. Best of all, they are delivered free automatically every month, so you never worry about running out.

Do you board your horse? Ship his SmartPaks to the barn. Save yourself the trouble of lugging a box around.

Still have questions? Watch our video to get a hands-on view of how the SmartPak system can give you peace of mind.

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Browse Behavior

Equine Joint Supplements

Choosing an equine joint supplement can be overwhelming, but we can help. Joint problems in horses range from minor stiffness and soreness to degenerative diseases, where excessive or long-term inflammation leads to the breakdown of articular cartilage. Whether joint stress comes from day-to-day wear and tear, trauma or poor conformation, joint supplements can help.

- **SmartFlex® Senior Pellets**
  - As Low As: $34.95
  - Provides senior support for joint, digestive, and immune health. A customer favorite and an unbeatable value!
  - 632 Reviews
  - Buy Now

- **Cosequin® ASU**
  - As Low As: $58.95
  - This advanced Cosequin formula provides comprehensive, multi-faceted joint health management.
  - 181 Reviews
  - Buy Now

- **SmartFlex® III Resilience Pellets**
  - As Low As: $59.95
  - Comprehensive joint, tendon and ligament formula designed for horses in strenuous work.
  - 207 Reviews
  - Buy Now

Not Sure Where to Start? | Joint Supplement Comparison Chart | Online Supplement Wizard | Free Supplement Consultation

**Healthier joints are a click away! Find your horse’s SmartFlex >**

We found 102 items!

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@LorenMcDonald
Browse Behavior

Horse Supplements

Why choose SmartPak?
Our moms think we're funny and our horses think we get paid in treats, but that's not why you'll love us. You'll love that we have all the supplements you want, at great prices. You'll love that not only is our shipping fast, there's three ways to ship free at SmartPak. We're the supplement (and service) experts, we're happy to help and we think you're awesome. If you need more reasons to give us a try, see why other riders love us.

Top Categories

Joint Supplements
    Shop 105
    Joint Supplements

Calming Supplements
    Shop 36
    Calming Supplements

Hoof Supplements
    Shop 41
    Hoof Supplements

SmartSupplements
    Shop 66
    SmartSupplements

All Supplement Categories

- SmartSupplements
  - Shop 66 Supplements
- SmartPak Exclusives
  - Shop 84 Supplements
- Anhidrosis
  - Shop 4 Supplements
- Anti-Inflammatory
  - Shop 35 Supplements
- Antioxidants
  - Shop 36 Supplements
- Calming
  - Shop 36 Supplements
- Dewormer
  - Shop 19 Supplements
- Digestion
  - Shop 35 Supplements
- Electrolytes
  - Shop 15 Supplements
- Energy
  - Shop 12 Supplements
- Health & Wellness
  - Shop 4 Supplements
- Herbal
  - Shop 36 Supplements
- Hoof
  - Shop 41 Supplements
- Immune
  - Shop 23 Supplements
- Insect Control
  - Shop 10 Supplements
- Joint
  - Shop 105 Supplements
- Mares
  - Shop 9 Supplements
- Metabolic
  - Shop 13 Supplements
- Minerals
  - Shop 14 Supplements
- Multi-Purpose
  - Shop 18 Supplements
- Multi-Vitamins
  - Shop 33 Supplements
- Muscle
  - Shop 24 Supplements
- Equine Pharmaceuticals
  - Shop 34 Supplements
- Respiratory
  - Shop 22 Supplements
- Sand Colic
  - Shop 5 Supplements
- Senior
  - Shop 41 Supplements
- Skin & Coat
  - Shop 33 Supplements
- Tendon & Ligament
  - Shop 9 Supplements
- Ulcer & Gastric Health
  - Shop 21 Supplements
- Weight Gain
  - Shop 15 Supplements
- Wood Chewing
  - Shop 4 Supplements
- View All Supplements
  - Shop 340+ Supplements

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Browse Behavior

- 37.6% Open Rate
- 7.35% CTR
- $0.44 Rev/Email

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Sample Behavior #2:
Engage
Behavior > Response

Subscribe

Engage

Nurture
PaperStyle – Custom Invitations
- Sending batch and blast
  - No targeting
  - Response rates declined

Agency Whereoware
- Analyzed site behavior
- Purchase patterns
- Wedding process
- Created wedding timeline
Nurture Program

BRIDAL SEGMENT

- Purchased wedding products
  - Yes
    - Wedding nurturing
      - Wedding essentials
        - 6 weeks
      - Wedding favors
        - 3 weeks
      - Bridal party gifts
        - 7 days
      - Thank you cards
  - No
    - Friend's wedding nurturing
      - Bridal shower invites
        - 7 days
      - Shower tableware
        - 7 days
      - Bach. invites
        - 7 days
      - Bach. tableware
        - 7 days
      - Wedding gifts

- Clicked on wedding link

@whereoware
Web site or email click behavior drops you into Your Wedding or Friend’s Wedding nurture.

Let us know so we can assist you!
Your Wedding Track

What's your wedding track?

After the cake... you still need favors?

Don't forget about the Thank You's!

Plus...
Discover 5 ways to personalize your wedding invitations

Shop elegant wedding invitations>

Shop wedding favors>

Shop all thank you's & stationery>

The guests... what to get them now?

Help your bridesmaids keep up with the wedding essentials from showers to parties and of course, the big day!

Shop Wedding Party Gifts!

Bridesmaid dress

Shop Bridal Party Gifts!

We have thank you cards and wedding stationary perfect for writing a quick note to those who were involved in your big day.

Shop Wedding Stationery

We have favor boxes and customizable favors to accent your wedding.

Shop Favors

Whether for a luncheon or cocktail hour, our cocktail and dinner napkins will elegantly accent your event!

Shop Napkins

Say "Thank You" to your attendants with a thoughtful gift. We have gifts for Bridesmaids and Groomsmen!

Shop Wedding Party Gifts!
Friend’s Wedding Track

Results – Averages Across Both Programs

- Open Rate Increased 244 %
- CTR Increased 161 %
- Revenue Per Mailing Increased 330 %
Behavior Types

Q & A

Case Studies

Loren’s 10 Tips for Success

Agenda
Loren’s 10 Tips to Let Behavior Be Your Email Marketing Communications Guide
1. Map lifecycle + behavior + programs
## Map lifecycle

<table>
<thead>
<tr>
<th>ACQUIRE</th>
<th>CONVERT</th>
<th>GROW</th>
<th>RETAIN</th>
<th>RE-ACTIVATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>What marketing programs will help you capture new email addresses?</td>
<td>What marketing programs will help you convert prospects to customers?</td>
<td>What marketing programs will help you grow customer value?</td>
<td>What marketing programs will help you ensure customer loyalty?</td>
<td>What marketing programs will help you win back lost customers?</td>
</tr>
</tbody>
</table>

**Notes:**

- **Suspect**
- **Prospect**
- **Customer**
- **Active Customer**
- **Best Customer**
- **Recaptured Customer**
Identify current and “wishlist” campaigns
2. Don’t boil the ocean
Solve your biggest business problem first!
What’s Your Fulcrum Point?

- Post Sign Up
- Trial Conversions
- Cart abandonment
Start with 1 or 2 Programs

- Onboarding
- Browse Abandonment
- Cart abandonment
- Cross Sell
- Post-purchase recommendation
- Replenishment
- Re-engagement
3. Demonstrate the ROI to management
# YouSendIt - Cart Abandonment Opportunity

<table>
<thead>
<tr>
<th>Daily Abandonment</th>
<th>Conversion Rate</th>
<th>Daily Conversions</th>
<th>Average Order</th>
<th>Annual Business Days</th>
<th>Initial Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,000</td>
<td>1%</td>
<td>120</td>
<td>$35.00</td>
<td>270</td>
<td>$1,134,000</td>
</tr>
<tr>
<td>12,000</td>
<td>2%</td>
<td>240</td>
<td>$35.00</td>
<td>270</td>
<td>$2,268,000</td>
</tr>
<tr>
<td>12,000</td>
<td>3%</td>
<td>360</td>
<td>$35.00</td>
<td>270</td>
<td>$3,402,000</td>
</tr>
</tbody>
</table>

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4. Understand data flows and integrations
Purchase Abandonment – POC flows

Legend:
- Omniture Page Tracking
- SAS Business Systems
- External Data Flow

SiteCatalyst – PageName Visita Tracking

Payment Confirmation

Omniutra - SiteCatalyst

OMNITURE
SiteCatalyst

Omniture DB

Genesis

Genesis

Accredited Application Partner

SilverPOP

SilverPOP DB (Relational Table)

Created By: Wing Fun Ng
Modified Date: 2/14/2012

Lite User Logged On
5. Leverage multichannel data
Facebook Connect: Email opt-in

See what your friends are tagging

Instantly share your music discoveries and see a live feed of your friends' tagged music.

Connect with your Friends

You will receive a Welcome email after setting up Friends. You can opt out of future email communications from the Welcome email (or any Shazam email).
Concert alerts

- Your tagged artists’ playing nearby, emailed bi-weekly
- 1 of 3 campaigns, this is the most targeted
- Affiliate encoded direct links to buy tickets via ticketing partner FanSnap
6. Incorporate other company technology investments/data
The results:

- 38.5% open rate
- 10.15% CTR
- 50% conversion rate
- $4.80 revenue/email

Dynamic product recommendations
7. Use tracks or series, not one-offs.
Customer Behavior Drives the Actions
SmartPaks Upsell Emails

Customer orders supplements in buckets for their horse

GOAL: Convert customer to order supplements in AutoShip SmartPaks
SmartPak Upsell Emails

- Focus on the most important product purchase
SmartPaks Upsell Emails

Day 21
Subject Line: 5 Reasons to Break up with Buckets & Start with SmartPaks

Day 28
Subject Line: Save $10 on Your First Order of SmartPaks!

Day 35
Subject Line: Save $25 on Your First Order of SmartPaks!

Day 45
Subject Line: Save 50% on Your First Order of SmartPaks!

Day 53
Subject Line: Last Chance to Save 50% on Your First Order of SmartPaks!
### DEMCO Cart Remarketing Series

#### **Cart Email A**
**Day 1**
- **Open Rate**: 40%
- **Click-to-Open**: 44%
- **Click-thru-Rate**: 18%
- **Conversion Rate**: 22%
- **Sales/email**: $8.60

#### **Cart Email B**
**Day 3**
- **Open Rate**: 39%
- **Click-to-Open**: 47%
- **Click-thru-Rate**: 18%
- **Conversion Rate**: 15%
- **Sales/email**: $8.40

#### **Cart Email C**
**Day 5**
- **Open Rate**: 32%
- **Click-to-Open**: 28%
- **Click-thru-Rate**: 9%
- **Conversion Rate**: 24%
- **Sales/email**: $5.04

#### **AVERAGE**
- **Open Rate**: 37%
- **Click-to-Open**: 41%
- **Click-thru-Rate**: 15%
- **Conversion Rate**: 20%
- **Sales/email**: $7.46
8. Leverage existing content assets.
Your content is everywhere … literally …
9. Use/marry the data!
My daughter who I bought Tomie dePaola books for is ... now in college.
Demographics + Preferences + Behaviors = More Accurate Picture

- Male
- Calif.
- Married
- Purchased shirts

Behavioral Data Only:
- Female
- Cross Dresser

With Demos/Preferences:
- Likely buying for spouse as gift

Purchases a dress
10. Make your automation human
KIA ORA

Kia Ora Chris,

Thanks for booking with us, pretty soon we’ll be welcoming you onboard our flight NZ 0038 to Auckland so I thought I’d make a quick intro and share some pre-flight essentials with you before we meet!

Below we’ve got a snap shot of your itinerary, a reminder of the handy things to know before your flight, a short and sweet New Zealand recommendation from our crew and a preview from the weatherman.

Good luck with the packing, I’ll see you in a couple of days!

Best wishes
Helen Dewsnapp
Your Flight Service Manager on flight NZ 0038
“Human” Cart abandonment

- Service tone
- Multiple channel options
- Reassurance
- 50% conversion

Dear ASAKO,

Thank you for visiting Gaylord.com! We noticed the item(s) below remain in your cart. Are you having trouble with your purchase decision? We can help!

CALL US – 1.800.962.9580
Contact our friendly customer service team for an immediate answer on any product questions you might have.

EMAIL US – customerservice@gaylord.com
We have experts standing by to answer your tough questions, ASAP.

TRY BEFORE YOU BUY!
Use our free sample program to try hundreds of supply products before you buy them, to make sure they meet your needs.

100% SATISFACTION GUARANTEED
Our true success comes from giving you more than you expect. Find satisfaction at Gaylord.com!

YOUR CART

ORDER NOW
Don’t try to be perfect ...
… just jump in – the water is warm
… and you’ll spend more time on the beach! You go here!
So What Behavior-Based Programs Are You Going to Build?
Q & A / Contact Information

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#SherpaEmail