emarsys | Magento™ 2

Unlock Marketing Opportunities from your Magento Data

Leverage your first party data
to accelerate time-to-value, revenue and growth

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Introduction

The most valuable resource of your e-commerce store is the data in your Magento 2 database. Strangely, many e-commerce companies don't leverage the data they have, such as purchase data and website behaviors, for their marketing efforts.

There's a host of data hidden in your Magento 2 store that can help you **answer questions such as:**

- What product should you lead with?
- What is the optimal time to drive a second purchase?
- What products should you cross-sell together?
- Who are your most valuable customers?

Without this data, marketing teams struggle to create personalized communication and resort to batch and blast techniques. Some customers may become disappointed and jump to the competition as they expect 1:1 communication but instead receive general content. By providing marketers access to the data in your Magento 2 store, your company can drive higher revenue through automation and personalization. The main issue with connecting Magento 2 to your marketing team is the implementation period. Most martech solutions require months of implementation, and even more time to deliver predictable, profitable outcomes for your business.

This whitepaper looks at the following:

- How AI and automation are shaping the future of marketing.
- How you leverage Magento 2 data for additional marketing opportunities.
- How to reduce time to value (TTV) by automating time-intensive tasks and speed through integration.

Why Time To Value Is Important to Your Company

Time is money and this has never been more true in the fiercely competitive e-commerce environment.

The fastest-growing e-commerce brands are built on personalization, convenience, and customer experience. Amazon, Ebay, Jet.com, ASOS, and Zalando are market leaders because they leverage automation and AI to drive growth.

If your company doesn't use an automated AI system, you miss out on opportunities and customers you may never get back. Human-driven personalization doesn't scale, and you lose out to brands who do it faster.

At the heart of time to value is speed to market. How long will it take to put your new piece of tech to work and free up your marketing team to be more productive, creative, and strategic?

Most marketing platforms are void of data, and you and your marketing team have to enter all the data yourselves, costing precious time.

But what if you could activate solutions on the first day out of implementation? Over the 90-day timeframe it takes most brands to build and launch solutions, you'd have three months' worth of results.

Why Time to Value Is Important in E-Commerce

A financial quarter contains, on average, 66 days in which to impact business results and report back on success. Time is the most critical intangible marketers grapple with. In an e-comm environment, customers are won and lost based on the quality of the experience and the convenience and speed of the purchase process.

So what does time to value mean here?

TTV-Centric Marketing Platforms

Time to value is similar to ROI… but not the same. ROI measures the **financial success** of an investment. Time to value measures the **effectiveness** of an investment.

In the case of marketing software, value goes beyond bottom-line growth. If your company is faster at integrating technology than the competition, you can gain a competitive edge. The shorter your time to value, the faster you'll see revenue growth.

In marketing software, defining "value" can be tricky. Some might say that getting more open rates or an abandoned cart campaign is the value. Others might argue that increasing revenue is.

While both views are valid, increasing revenue in the long run is far more important. Still we see marketers around the globe investing in tech that might give them more clicks but not necessarily more conversions.

The Impact of Time on Growth

Intense competition makes growth more difficult and expensive, but being more agile with new initiatives is an equally important competitive advantage. The downside:

When those initiatives take forever to put in place, you can see how easy it is to fall behind the brands who do it faster, and the growth you were hoping to claim for your brand goes to someone else.

This is why marketers have to turn to technology. Whether it's automation or analytics, martech is the one thing a brand can use to keep pace with competitors. However, building a tech stack well is a tall order for today's marketer. Their #1 responsibility is getting their message in front of customers, week in, week out, leaving little time for evaluating marketing software and platforms.

The problem with introducing more technology is the need to manage it all. The role of many marketers has shifted from creator and strategist to tech integration manager and data facilitator.

They have to manually sift through data to create segments to target and build automations, and launching all of it within Magento 2 can take months. This delays the results marketers so desperately want to see and forces them to focus on too many manual, repetitive tasks that are costly for the business and pull them away from the profitable, creative work they are there to actually do.

E-commerce marketers need a lot of outside help to activate new marketing initiatives (in areas that are more IT-centric than marketing-centric), making the process slow and inefficient, while also costing revenue opportunities. This is a huge problem when marketing has to rely on other departments for

basic work that technology promised it would alleviate and quickly makes marketers both time- and resource-poor.

Ready to Easily Create One-To-One Messaging With Magento 2?

See a demo right now at
emarsys.com/demo

The Decision Maker's Growth Dilemma

Budgets and head count are generally not growing as quickly as new channels and opportunities, so technology needs to better enable companies and their leaders to exploit new opportunities and new markets without requiring a massive infusion of new staff and costs.

Many executives say they lack the expertise in data science, analytics, and technology to find and drive efficiencies in their team through automation and AI, and yet they still have to go forward and invest in martech that's becoming more sophisticated and more overwhelming to use.

Why Most Platforms Don't Deliver on Time to Value

Marketing technology typically depends on other departments to assist in putting together all the right pieces so your marketing team can use it. Many platforms are broad, generic clouds where you and your team have to customize every piece of tech and hope it all integrates with the rest of your stack.

But a platform with embedded strategies and tactics built from decades of customer data changes everything. Normally after implementation, you're unable to launch campaigns because you have to feed data into the platform and set up every automation manually, costing precious time.

On average, it takes 90 days to activate marketing strategies using new technology your company purchased… this is a major time-to-value problem.

Choosing the best piece of marketing technology isn't always obvious. Marketers and decision makers don't have time to explore them all.

You want the technology that best suits your needs — and these should not be tactical needs but objective needs, like revenue growth and customer retention. You also need the technology to perform the low-hanging fruit tasks.
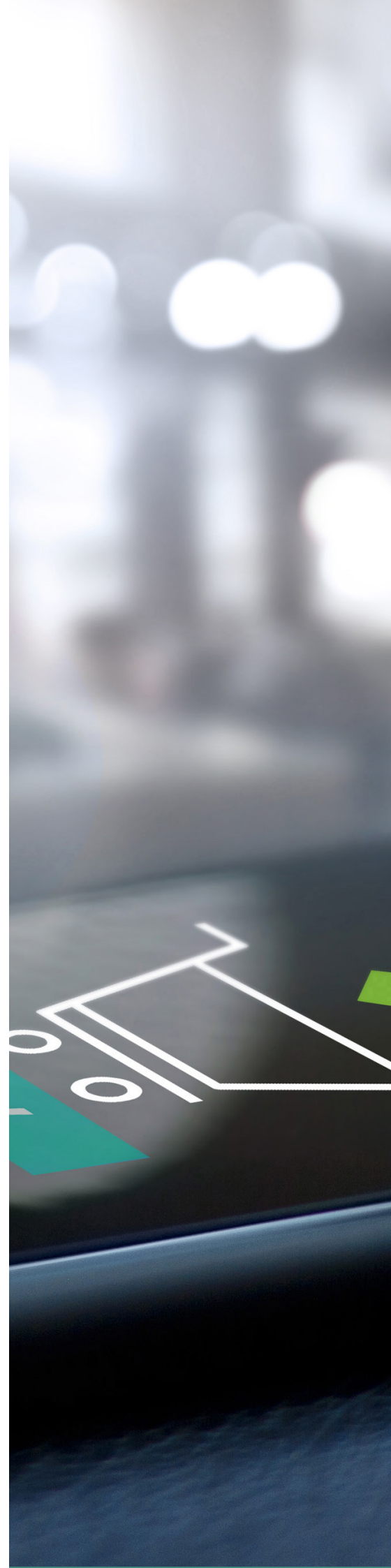
The Roadmap to Scale Your Business

By leveraging and sharing Magento 2 data with your marketing team, you unlock a wealth of information that can lead to increased revenue opportunities. There are several ways your company benefits when you integrate Magento 2 with Emarsys.

Omnichannel Engagement

Magento 2 is a multichannel platform that enables your company to interact with customers in the channels customers prefer, such as social, mobile, and email.

Omnichannel is different. It provides customers with an integrated shopping experience across any channel. You can reach customers from their mobile device, a website, in store (offline), through social media, or even in an online ad… the experience is the same.

Omnichannel marketing can be activated in as little as one day through the Emarsys integration for Magento 2. You simply choose a strategy you want to improve, and then select and activate a recommended pre-populated tactic that's ready to launch. You'll be able to seamlessly configure the entire customer journey across multiple channels.

Want to Save Your Team Hours of Time Each Week by Automating Repetitive Tasks?

See a demo right now at
emarsys.com/demo

Predictive Marketing

E-commerce companies typically have a tech stack, where all the different marketing technology pieces come together. For example, a company that uses Magento 2 may use an EMP (email marketing platform) that, although it integrates in some way, doesn't provide a true 360-degree view of the customer. Many times, to gain the data required, other internal departments have to get involved to give you the data you want and then you have to sort through it to make the best decisions.

The Emarsys integration supports your business goals and growth by providing insights into predicting the future value of each customer, such as purchase probability, engagement probability, future value, and product affinity.

Scale with Loyalty

Loyal customers spend 67% more on products and services than new customers. It's also 5x easier to retain a customer than acquire a new one.

If you focus on existing customers, they'll continue buying from you and will spend more over their lifetime with your company. Loyalty matters now more than ever.

The Emarsys integration provides an entire loyalty program for your Magento 2 store. You can activate your loyalty program in as little as a day and increase your CLTV (Customer Lifetime Value).

Loyalty actions and formulas are pre-built into the platform so you can drive repeat purchases and improve average order value, or even a customer's total spend, without having to give out discounts. These loyalty actions assist in converting first time buyers into active buyers or in converting a defecting customer into an active buyer.

Find Your Next Revenue Opportunities

The integration between Emarsys and Magento 2 offers clients the ability to:

‣ Launch their solutions faster than the competition

‣ Improve your customer's experience

‣ Create and deploy omnichannel campaigns

‣ Provide a single, unified view of your customers and their buying patterns

‣ Rapidly deploy proven marketing strategies and tactics

‣ Empower your marketing team

‣ Deploy a loyalty program to increase CLTV

Emarsys is dedicated to supporting your business goals and growth and empowering your team to make the best decisions with the data you already have.

With an eye on time to value, we have made a quick yet thorough integration our priority so you can be up and running in as little time as possible.

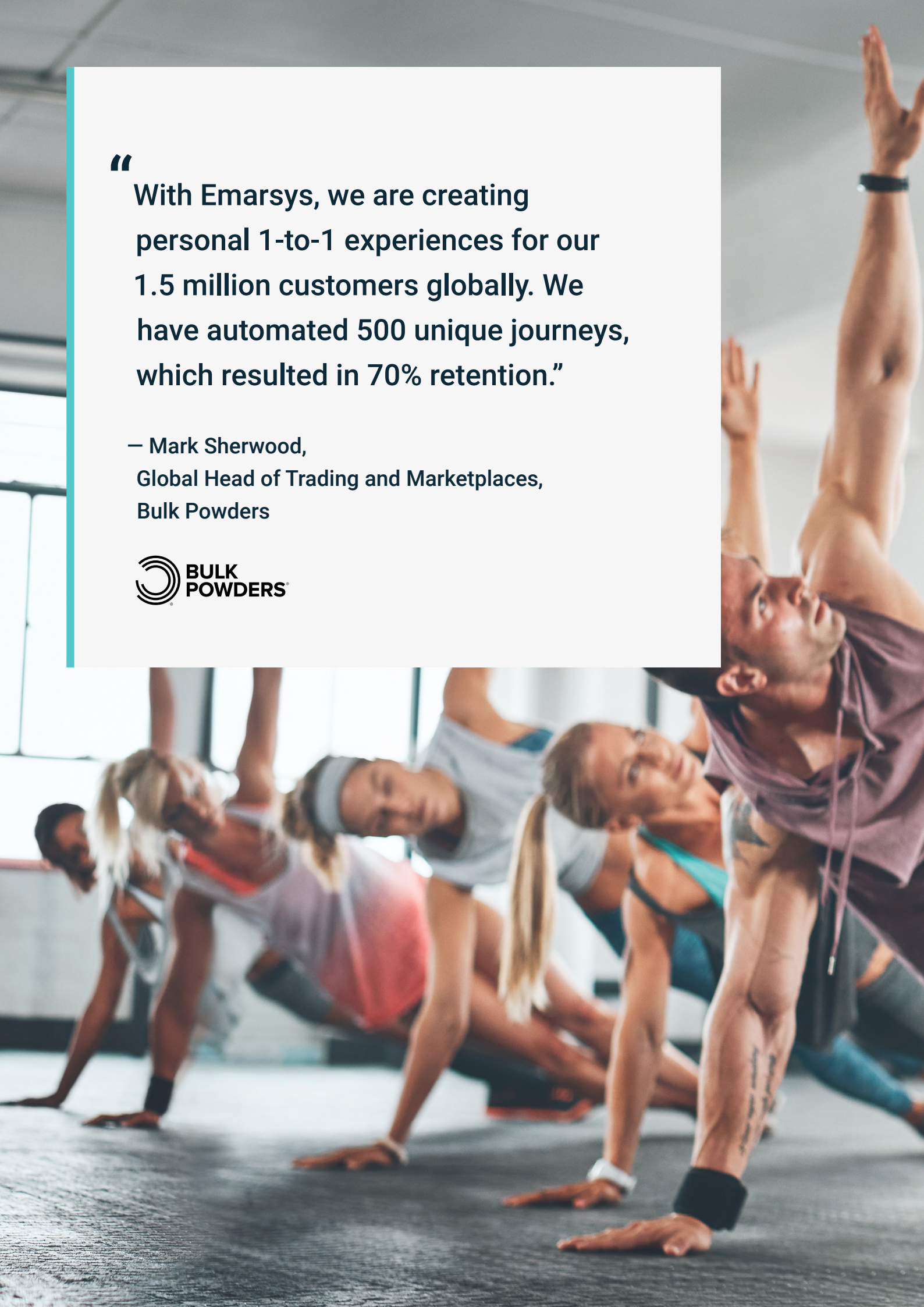**Save Your Team Hours of Manual Tasks and Integrate With a Powerful Platform**

See a demo right now at
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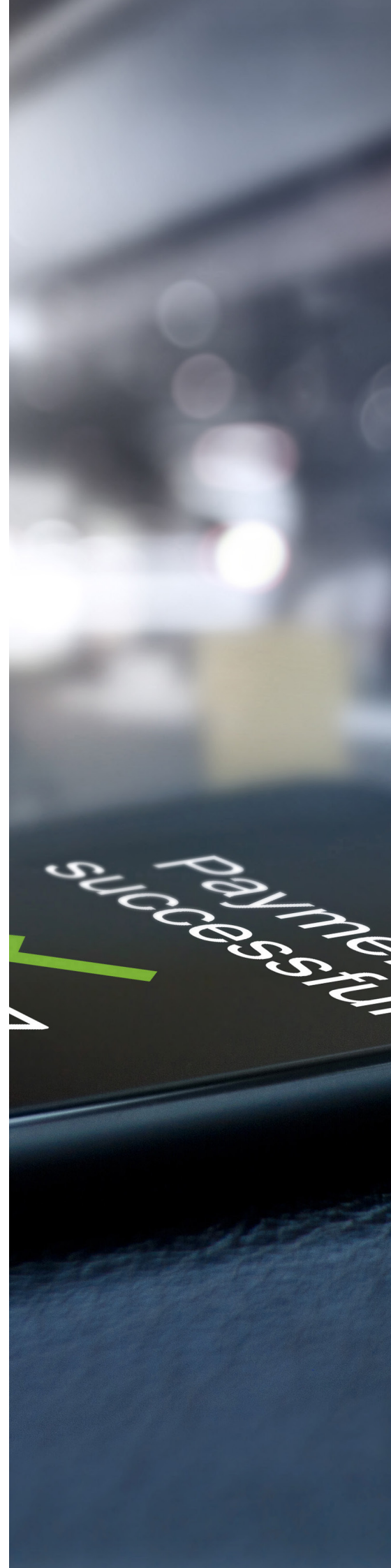
With Emarsys, we are creating personal 1-to-1 experiences for our 1.5 million customers globally. We have automated 500 unique journeys, which resulted in 70% retention."

— Mark Sherwood,
Global Head of Trading and Marketplaces,
Bulk Powders

BULK POWDERS

About Emarsys

Emarsys empowers digital marketing leaders and business owners with the only omnichannel customer engagement platform built to accelerate business outcomes. By rapidly aligning desired business results with proven omnichannel customer engagement strategies — crowdsourced from leading brands across your industry — our platform enables you to accelerate time to value, deliver superior 1:1 experiences and produce measurable results … fast. Join more than 1,500 companies who trust Emarsys to deliver the predictable, profitable outcomes that their businesses demand and the highly personalized omnichannel experiences that their customers deserve.