

# *un*Predictions:

## Commerce Marketing Priorities Powering 2022



With insights from:



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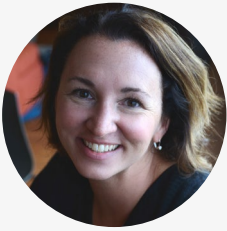
BRANDALLEY  
THE MODERN DESIGNER SALE

JOLYN

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# Introduction



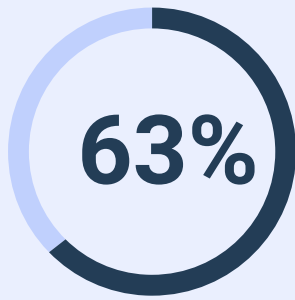
**Joanna Milliken**  
CEO



“When consumers flocked to the internet during the pandemic, they created a ton of opportunity for marketers because they generated all this new online data, both first-party and behavioral. Marketers are able to **use this data to deliver the personalized experiences their customers expect.**”

Good news for digital marketers: consumers flocked to the internet. Bad news: most businesses weren't altogether ready for it — and marketers took a lot on their shoulders.

Marketers around the world have taken on expanded responsibilities, including customer experience, brand, digital marketing, CRM, customer retention, and more. Furthermore, with marketing now being looked at as a revenue-driving department instead of a cost center, marketers also devote more effort to proving their value.



*of marketers spend significant time  
on measurement and reporting*

(Retail Roadblocks 2021)

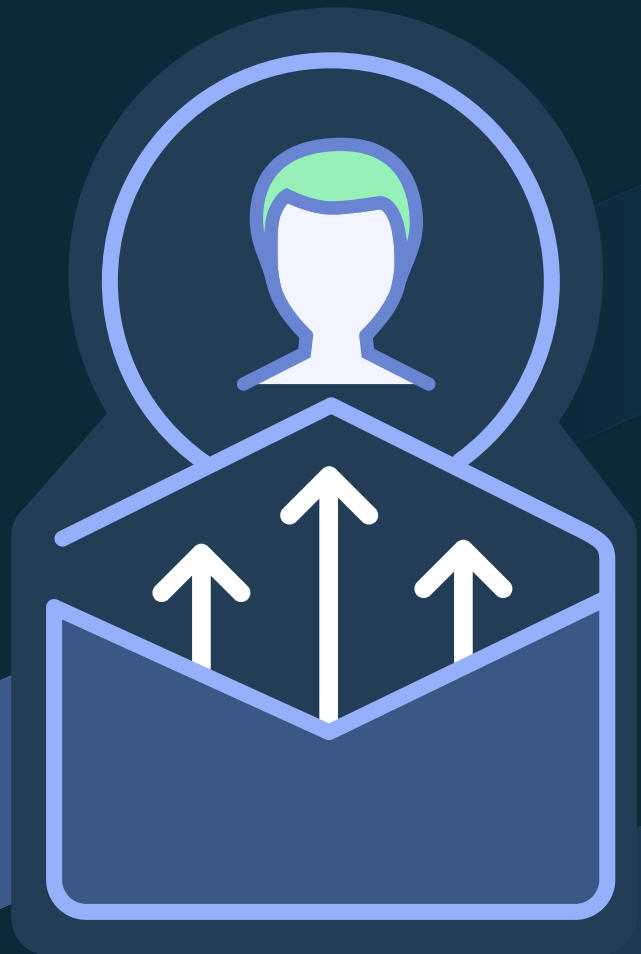
Meanwhile, according to Gartner, marketing budgets have been slashed, teams have shrunk, and more work is being done in house.

As a marketer, you don't have time to chase after flashy predictions and trends that ultimately don't lead to revenue and growth. That's why we're bringing you our "unPredictions" — your priorities for 2022 — to help you reclaim your marketing power. Here you can find the strategies you need to quickly build, launch, and scale personalized campaigns that will drive both engagement and revenue.

# #1

## Email:

Personalization with Context  
(And Don't Settle for Less)



**Sebastian Kuemmel**CRM & Marketing  
Automation Manager**Nourished Life**

“The question [we ask] is: **How do we get the right [content] in front of the right people?** ... You can see what customers are searching on your search bar on top of the website, how much time they spend, what filters they use when they filter for products or brands — all these [behaviors] are things that we now consider, that we track on the website. **We feed [that data] into a unified profile, and then we use it to create segments and send emails, or display content-based emails to certain people.**”

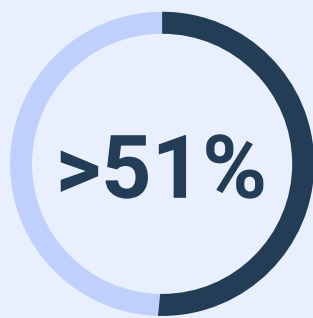
Email is far too often relegated to the role of unsung hero — tried and true, often used, but easily taken for granted, treated as simply a workhorse channel to consistently facilitate a batch-and-blast marketing strategy.

As one of the oldest digital marketing channels, email lacks the alluring new-car smell that other novel channels possess, so it doesn't get the love and attention it deserves. Another reason is that one-size-fits-all emails can be effortlessly sent *en masse*, and the results from these mass-marketing emails are... eh, good enough. It's easy to fall into the trap of: *If it ain't broke, why fix it?*

The problem is, if you're tasked by your C-suite to drive growth and revenue for your business, “good enough” email results with “good enough” email content aren't actually good enough. And if you're

trying to build lasting relationships with your customers and increase customer lifetime value (CLTV), those batch-and-blast emails that lack personalization and relevancy won't cut it.

Email is *still* one of the most popular channels from a customer perspective. And it's still the biggest revenue-driver for your marketing.



*of consumers prefer to be contacted by brands through email over any other channel*

[\(Statista\)](#)

*Email has an average ROI of **\$38** for each \$1 spent*

[\(Direct Marketing Association\)](#)

You're likely already sending more emails now than you ever have before. Good. But don't take email (or the customers you are sending them to) for granted. Now is the time to take that next step and think about how you make your email more sophisticated and, most importantly, more meaningful to your customers.

**This year, make personalized, contextual emails a priority, and don't settle for less (because your customers certainly won't).**

## ***Give Your Customers a Break (And Give Them Value)***

Think about email from your customer's perspective. They're already inundated with tons of marketing emails daily. Why would they want another generic, irrelevant email from your brand clogging up their inbox? Don't be that brand.

Instead of focusing on the messages you want to send to the customer, put yourself in their shoes and consider what messages they want to receive. This type of customer-centric email marketing requires personalization of each email.

Personalizing email with relevant content based on context (e.g., your customer's behaviors, where they are at in their lifecycle) makes your message meaningful, and even appreciated, by the customer. Here are just a few examples of personalized, contextual emails that can provide value to your customers:

### **PRICE DROP**

That wish list item your customer has been drooling over is now less expensive. Email your customer to show them the irresistible new price.



## **BACK-IN-STOCK**

Let your customer know when an out-of-stock product they've browsed multiple times on your website is finally back in stock.

## **REVIEWS**

Your customers love to be heard. Invite them to share their thoughts about their experiences with your brand. (Couple this with an incentive and you'll really add value.)

## **BRAND UPDATES**

Nothing to sell, nothing to promote. Instead, you're simply keeping your customer up-to-date with the latest news impacting stores near their location, or stores they most frequent.

## **POST-PURCHASE FOLLOW-UP**

If you sell a product that requires special care, automate a post-purchase email to send your customer instructions on how to care for and prolong the life of the item they just purchased.

## **WIN BACK**

Getting ghosted by your customers? Hit them with outreach and timely, relevant opportunities that will win back their attention (and dollars).

Personalization can be challenging, especially if you need to do it at scale. It requires having the right technology and having all your data fully connected so you can attain that single view of your customer.

Fortunately, the technology exists to actually make real-time personalization simple to automate, execute, and scale. But it's on you to enable your marketing team with the right tech stack to fully connect all your data and unlock real-time personalization.



**Lara Donnelly**

Customer Lifecycle  
Manager



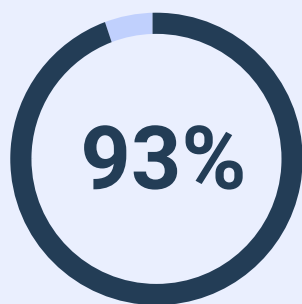
"When **price drop** first came in, I was so excited about it, and it was **basically a no-brainer for us...** [What] I love about it is the fact that you don't have to offer [the customer] a discount or anything for it. It's automatically giving them a notification that **the thing they love is now on sale.** And I know personally, whenever I get my emails from my favorite retailers, it's one of the emails that I open all the time. ... We've had some **really great results across not only the conversion for price drop, but also the engagement rates** as well, which I think is great to have that in the background, because it obviously **helps with our deliverability overall.**"

## ***More Relevant Email Content Is a Win-Win Scenario***

Humans are quick learners (grab a hot pan with your bare hand and you'll know what I mean), so the more irrelevant emails you send to your customer's inbox, the more you inadvertently train them to think *"Ah, I should ignore this brand, they have nothing for me."* As a result, they are more likely to ignore future emails you send.

You can connect the dots — **too many irrelevant emails will eventually have a negative impact on email deliverability.** The clever copywriter in you might think you can get around this problem by A/B testing some impossible-to-ignore subject lines. But the truth is, the subject line is *not* the only determining factor for whether a customer will open an email. The email's sender also heavily influences a customer's decision to open or delete.

The good news is that the bar for sending relevant emails is set pretty low.



*of consumers report receiving  
marketing communications that  
are not relevant to them*

[\(eMarketer\)](#)

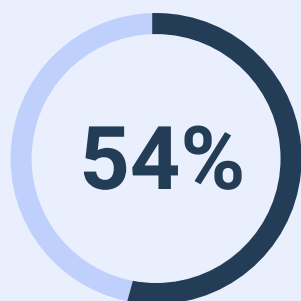
Your competitors are likely one of the many brands firing off those generic, low-converting, irrelevant emails. So simply by making it a priority to deliver relevant, personalized emails to your customers, you'll position your brand head and shoulders above the competition.

## ***Personalized, Lifecycle-Focused Email Is Just Good Business Sense***

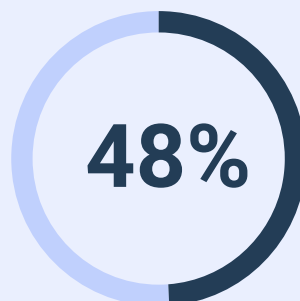
Here's the thing with personalizing all your email content — it truly is about providing a better customer experience. Personalizing emails with meaningful content makes customers feel appreciated, valued, and excited to engage with your brand.

But it's also about driving revenue.

From a bottom-line results perspective, personalized emails just work better.



*of marketers worldwide who implemented more personalization saw increased engagement with their brand*



*of marketers worldwide who implemented more personalization saw increased conversions*  
[\(eMarketer\)](#)

If you start targeting segments with automated personalized emails based on lifecycle and behavior, you'll see some seriously potent results. Research from eMarketer shows that “automated lifecycle email messages converted 335% better than ‘standard’ promotional campaigns.” As reference, the same eMarketer research indicates campaign emails only average a 5.4% conversion rate — compare that to cart abandonment emails which boast an average conversion rate of 25.4%.

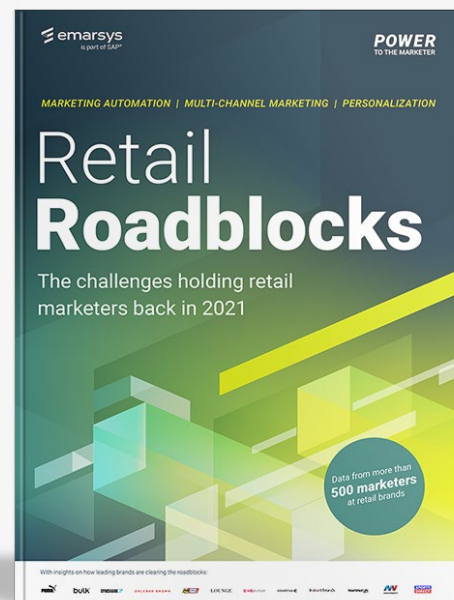
## Running into major roadblocks to personalization?

You're not alone.

- ▶ 29% of marketers blame poor technology integration
- ▶ 27% are pointing the finger at departmental silos
- ▶ 27% cite an inability to act on existing customer data as their biggest barrier

**Get the full research report and find out how you can break through marketing barriers.**

**Download the Report**



Whatever the barrier is (and these *are* legitimate barriers), it's imperative you break through and resolve these issues so you can begin delivering the personalized email content your customers expect and deserve. Make it a priority in 2022 to remove any roadblocks preventing your marketing team from delivering personalized 1:1 email content to each and every customer.



## The Right Email at the Right Time Leads to the Right Results

PUMA Europe saw huge potential in their loyal customer base and knew that, by scaling their omnichannel strategies and focusing on email in particular, they could accelerate their business outcomes.

With Emarsys, the brand used Smart Insights analytics to improve personalized targeting, and easily identified the highly engaged

customer segments likely to purchase. This allowed them to send more relevant content and recommendations, while also reducing the frequency of sends to less engaged segments.

As a result, the brand saw:

- ▶ **5X** increase in revenue from email
- ▶ **10X** increase in weekly subscribers
- ▶ Increase email **open rates to 20-25%** (without increasing unsubscribes)



**David Witts**  
CRM Manager



"We started to identify chunks of segments within our different product categories, [and worked] with Emarsys to define that logic. That meant **we could target customers dynamically with product recommendations** based on what they previously browsed [and] what they've previously purchased, and start to **really develop that 1:1 customer relationship**. We're at a point now — I'm really pleased to say — that if we send half a million emails, we're sending half a million [unique] emails. **Every single email is unique to that individual customer and what they want to buy and what they're interested in, based on what we know about them.** So that's been a massive, massive help for us."

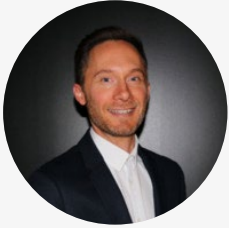
# #2

## CX:

Marketers Must Drive  
the Agenda for the Customer







**Scott  
Jonsmyth-Clarke**

Head of CRM

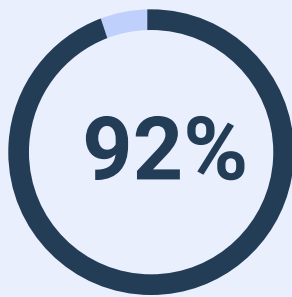
**bulk**

“I think in a lot of cases, **a lot of brands forget about the relationship element.** We are dealing with customers, with humans, that really want that relationship with the brand. The first-party element is obviously really important to us. [...] **We have customers that have specific goals** they want to reach, specific dietary requirements that they have. And that's really important to us to find out. So we use techniques [like] progressive profiling, for instance. We ask questions via our website through automated communications. So a welcome program [is] obviously absolutely perfect for something like this, just to start that relationship and [build] that relationship with that customer by getting to know them more. And by doing so, then obviously, **we can provide the correct solution or the correct products to meet their goals.** And I think that's just the perfect way of **using first-party data to create a positive experience and build a positive relationship** for the future.”

Positive customer experiences are the lifeblood of a brand, and negative experiences are health hazards for your brand. Among the 15,000 customers surveyed, [one in three](#) will leave a brand after just one negative experience, whereas [92%](#) will give up after two or three negative interactions.

**1 in 3** *customers will leave a brand after just one negative experience*

[\(PWC\)](#)



*of customers will give up on a brand after two or three negative interactions*

[\(PWC\)](#)

Customer experience (CX) falls under marketing's umbrella because marketers own that relationship with the brand as well as the customer journey. If you want to meet the expectations of your customers, keep them happy, and drive business results, you need to prioritize CX as a fundamental marketing objective.

## ***The Two Faces of Marketing: Growth Engine and CX Leader***

The marketing team is a revenue-generating growth engine for any business, and one of the most critical elements for driving that growth is CX.

*An increase of one point in CX can increase  
an enterprise company's revenue by more than* **\$1 billion**

[\(Forrester\)](#)

Marketing teams manage CX in various ways, but perhaps no one knows CX better than the CRM experts who own the customer lifecycle. CRM managers must constantly seek ways to improve interactions, starting from the first purchase, then on to the follow-up interactions, which should lead to the second purchase, third purchase, and so on. The ideal is to retain customers and create a loyal brand following.

To make the customer journey an experience worth repeating (whether the journey is digital, in-store, or both), great marketing teams think beyond merely pushing messages to people in hopes of squeezing a few bucks out of them. Instead, they focus on creating great experiences.



**Payal Hindocha**

Global Vice President  
Marketing Solutions  
GTM



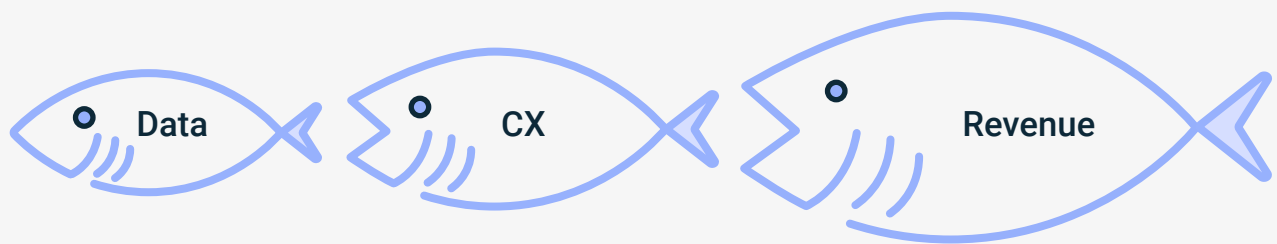
“Shopping today is about more than just a transaction. **It’s about each experience the brand presents**, whether the customer is engaging in-store or online. **Is the brand helping me** by providing inspiration? If I have to return a gift, does this brand I don’t know make it easy for me? Does a brand bother me with unwanted messages or contact me at just the right time? All of this is part of your customer experience, and brands need to get it right.”

Here are a few ways to help customers get what they need when they need it:

- ▶ Based on customer purchase patterns, launch campaigns that will re-engage them, inspire their next purchases, and extend the customer lifecycle.
- ▶ Optimize the timing of your communications based on when customers have shown they’re likely to engage...and *don’t* communicate at times when messages go ignored.
- ▶ Keep customers informed of upcoming events and promotions that are related to their interests and purchase history.

## ***Customer Data Feeds Personalized Experiences***

Strong, positive CX feeds revenue growth, and data feeds great CX.



Use customer data to create the kinds of 1:1 experiences that make customers feel understood and valued as individuals. Zero-party data (data shared pro-actively by the customer) and first-party data (collected directly from the customer) are especially valuable sources because the data is generally high-quality, it's accurate, and it's compliant with data regulations.

When customers turn to you first for the best possible experience, you retain them and increase their overall customer lifetime value.

With all data connected and working together, you're able to position your brand as the expert. Customers don't want just any old experience. They want to know they can trust your brand because you're the leader at what you do. You validate that trust

when you deliver tailored moments meant just for them and provide enticing value exchanges, such as exclusive offers in exchange for their email address.



**Nina Pollex**  
Director of CRM



**“This is what we're working on, to have personalized recommendations at all times,** to have the learning activity of the day for you personally because [...] you haven't listened to a podcast in a while. [...] We believe this is the right thing for you today **because we are the language experts, and you also expect us to give you this sort of recommendation.**”

## Connect Your Data

Siloed data leads to disjointed and unpersonalized experiences and causes friction, eroding trust in your brand.

| CX WITH SILOED DATA   | CX WITH CONNECTED DATA   |
|---|--|
| The customer orders an item, not knowing it's out of stock. The item is delayed, and the customer calls customer support. | The customer sees that an item is out of stock and signs up to receive a notification when it's back in stock. |
| The customer sees an item that's out of their budget. No options for notifications are available.                         | The customer adds the high-priced item to their wish list and receives notification when the price drops.      |
| The customer receives inconsistent promotions on different channels.  | The customer receives consistent promotions across channels.   |
| The customer receives an email promoting an item they already bought.   | The customer receives an email promoting an item related to their recent purchase.                             |

To provide the kind of experiences your customers have come to expect, your data needs to be connected in every way:

- ▶ Back-office data needs to speak to front office data, and vice versa.
- ▶ Customer data you collect should feed into a single, unified customer profile.
- ▶ All channels should work in harmony to create a coherent, omnichannel brand experience.

Consumers engage with brands through channels, so having all your channel data connected allows you to interact in the moment on the channel that's most relevant for them. That's what omnichannel marketing is all about.



# #3

## Omnichannel Marketing:

Meet Customers Where  
They Want to Meet You





**Janina Kraus**

Team Lead CRM



“You can implement emails and can send out emails per day, but if the customer doesn't show any engagement, then maybe email is not the correct tool. So **you really have to see which communication tool fits to [what] you need and also in which part of the lifecycle.**”

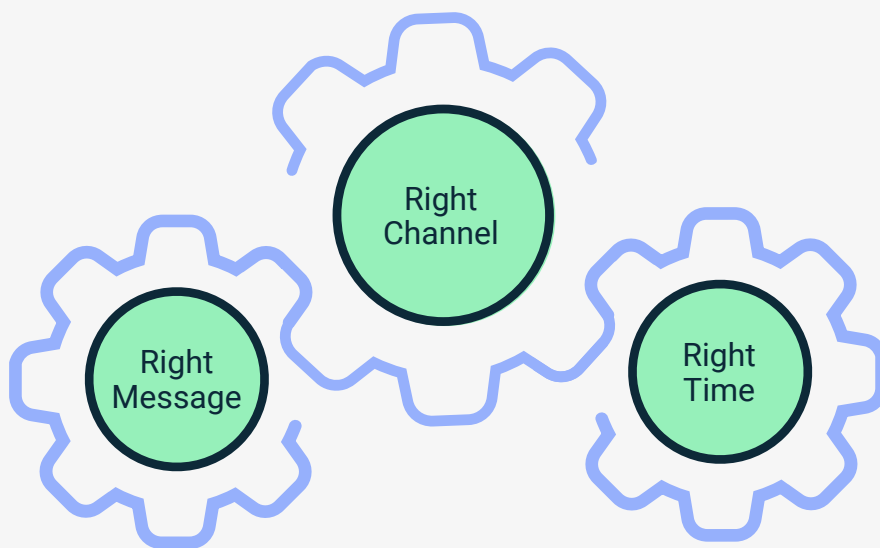
Email may be holding strong as the most effective and profitable channel (as described earlier), but relying on email alone would mean ignoring customer preferences for other channels. And simply pushing the same message across all channels means ignoring the way people use the various forms of communication in different ways.

By taking a true omnichannel approach to marketing, you can both increase personalization and improve the way your brand engages customers.

## ***Connect with Customers on Their Preferred Channel***

Omnichannel strategy has come to mean more than simply using multiple channels. Simply using email, mobile, and text is now considered the bare minimum in terms of meeting expectations. To exceed expectations, brands must connect with customers on their preferred channel and deliver messaging that's both relevant and timely.

### **The Trinity of Communication**



To achieve this pinnacle of engagement, you need a couple things in place:

#### **1 Unified data**

Your data must be connected (not siloed), giving you a 360-degree view of the customer and allowing you to create a unified customer profile.

## 2 **Sophisticated technology**

Your marketing software must have the flexibility to adapt to your customers' preferences and engage them through their preferred channel at just the right time with the kind of content that's most likely to delight them. Only with this kind of agility can a brand adapt at the same speed as the market.

When do people want to receive an email, an app pop-up, an SMS, or some other channel? Your software has to understand that and automatically act on it. Plus, you're not just trying to create multiple offers and then multiply them across channels — messages can be more appropriate for one channel than another. The email promoting a special event will be different from the urgent SMS about a flash sale.

Your customers can seamlessly switch between your mobile website, your mobile app, and your website, so it's up to your marketing team (and your automation software) to use each channel in a way that improves the customer experience and makes the most sense for your brand.



**Whitney Cooper**

Director of Omnichannel  
Transformation  
and Acceleration



"We are heavily focused on not [only] making sure our digital properties across Wal-Mart.com and online pickup and delivery are being optimized and creating an amazing experience; we're also really thinking about how we're digitizing in-store."

## Mobile and In-App

With the right technology, you can enable automated programs that deliver highly relevant and personalized content to customers based on how they engage with you on mobile or in your app. Sophisticated customer engagement software can deliver top-notch customer experiences whether your customer responds to push notifications, exclusive in-app offers, or other forms of mobile marketing.

Furthermore, by using progressive profiling, marketers can continually improve the experience based on behavior.



**Corina Vilcea**

Product Marketing  
Manager



“After you discover our app, it's about personalization. I mean, you are coming to our app [for] discovery, to start browsing, start reading our content, and so on. [...] **The more you use the app, the more personalized content you discover.** And based on that, basically, it's becoming a one-to-one conversation. [...] I would say that's the main reason why people are coming again and again to us and spend more time with us within our app.”

Mobile websites and apps are great channels for your customers to use to connect with your brand. They can:

- ▶ Buy products (obviously)!
- ▶ Track and redeem loyalty points.
- ▶ Consume educational content.
- ▶ Join your social community and engage with other users.
- ▶ Discover your new products, features, and promotional offers.

**adidas Runtastic** is a global leader in the digital health and fitness space. Runtastic engages its audience by prioritizing mobile channels, while also supporting users with engaging, easy-to-consume content through additional channels like email. Because a more personalized approach would resonate more with users, the brand offered relevant, featured workouts to new users at the right time, with the right message, and on the right channel. And the effort paid off big-time: Runtastic saw 8 million app opens invoked from campaign content.

## SMS

For Black Friday 2021, Emarsys marketers increased their SMS usage by a staggering [898%](#) in comparison with a normal shopping day. This increase was significantly greater than that of any other channel. SMS also saw usage spikes on Cyber Monday and earlier in the month for Singles Day.

The nearness and immediacy of texting means SMS campaigns are highly effective for time-sensitive interactions. The main reason for this is that people generally keep their phones close.



*of US adults “checked their mobile phones either immediately or within 5 minutes of waking up.”*

[\(eMarketer\)](#)

SMS is a great channel to use to:

- ▶ Promote limited-time offers.
- ▶ Remind customers about abandoned carts.
- ▶ Provide customer support.
- ▶ Send real-time transactional messages.
- ▶ Send post-purchase notifications.

## ***In-Store***

Although “in-store” doesn’t usually come to mind when discussing channels, it should. A physical store is a point of engagement on a grand scale.

To include the in-store experience in the omnichannel master plan, marketers need to reduce friction between the channels. Historically, retailers fumbled as the online channel became more prevalent because customer experiences with digital and physical channels were inconsistent, confusing, or downright frustrating. Additionally, brands found it challenging to track in-store behaviors and connect them to a unified profile.

Oh, how times have changed.

Here are a few ways Emarsys customers seamlessly include physical stores in their omnichannel strategy... and collect more first-party data while they’re at it:

- ▶ **Innovasport** has made it easy for customers in-store to use their mobile device to redeem loyalty points.
- ▶ **CUE Clothing** made it easy for in-store staff to help customers add an item to a wish list or create a wish list on the fly.
- ▶ Numerous brands (including **CSC Generation**) are enabling customers to order online and pick up in store.



# CUE®



## Transact in the Moment

The marketing leaders for CUE Clothing had a vision of “Commerce Anywhere.” To achieve their vision, they needed to rethink the way they communicated with customers and bridge the gap between physical and digital retail.

They innovated the customer experience with video styling sessions, multichannel wish lists, and the ability to sell across any touchpoint.

Acting on the CUE vision yielded big returns:

- ▶ Increase average order value by **5–6x**
- ▶ **21%** increase in loyal customers
- ▶ **60%** of digital and in-store styling sessions convert to sales

[Watch the Video Story](#)



**Shane Lenton**

Chief Innovation Officer

**CUE**<sup>®</sup>

“[Contextual commerce is] the idea that if someone's looking at a product at any of your touchpoints or communicating with your teams, it's the ability to transact in the moment. And **if you can't transact in the moment, you then hope that at a later point the customer can jump on a convenient channel for you** as the retailer and not necessarily [one that's] convenient for that customer and hope that they transact and that they remember and they stay connected to the brand and the product. So **contextual commerce really breaks down those barriers and facilitates a transaction there and then.**”

# #4

## Tech Stack:

Stop Wasting Time and Money



**Sebastiano Elia**

Head of CRM &amp; Insight

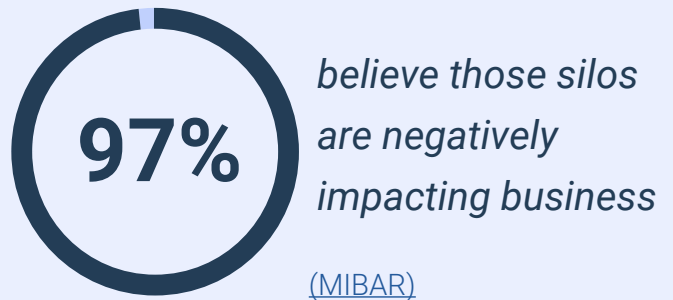
**ORLEBAR BROWN**

**“I think one of the issues we had originally actually was how our data was siloed.** Our transaction data wasn't talking to the data that we may have had in an email platform. Being able to neatly tie up customers with what they were buying, what we had available in our product feed, for example, and where the customer was on the journey really helped. **It starts with analyzing the data that you've got, bringing that all together in one place** so the data is no longer siloed, and analyzing and then making use of all of the technology that Emarsys has in terms of recommendations.”

With more than [8,000 martech solutions](#) on the market and enterprises using an average of [91 marketing cloud services](#), a common story has arisen: Not only do [83%](#) of executives think they have data silos, but 97% believe those silos are negatively impacting business. (When you consider how hard it is to get executives to agree about anything, that's especially jaw-dropping.)

*Enterprises use an average of **91** marketing cloud services*

[\(\[chiefmartech.com\]\(https://chiefmartech.com\)\)](https://chiefmartech.com)



Marketing teams don't need more software... they need software that does more and is easier to use. It's essential to rip off the band-aid solutions and address marketing needs as a whole.

To stop wasting time and money, take the 3-step journey to sophistication:



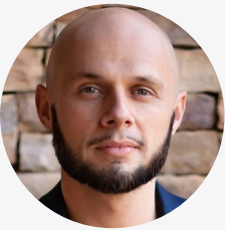
## ***Consolidate Your Data into One Platform***

The current excess of tech is a symptom of the idea that for any new problem or goal, all anyone needs to do is apply new software. However, this software gluttony has consequences:

- ▶ **Data silos will ruin your day and your customer's experience.** With customer data in silos, marketers struggle to track the customer journey, and creating a meaningful personalized campaign is difficult if not impossible. Large-scale personalization is just a pipe dream. As a result, customers receive repeated, irrelevant, and inconsistent messages, all of which add up to a dissatisfying brand experience. In the end, measuring campaign results is a nightmare of disjointed reports from various systems, none of which necessarily line up.
- ▶ **Onboarding and adoption are painful.** More tech requires more training. The more solutions you have, the less time marketers have to devote to any of them, which increases frustration levels. All of this results in lower adoption rates.
- ▶ **Excess tech is burning up time and budget.** According to [41% of in-house marketers](#), they lose time switching between their martech solutions. CMOs spend more than a quarter of their budget on martech, but nearly [40% of it is wasted](#) due to several martech solutions that are not fully deployed or used.

It's time to say, "So long, silos!"

By combining your technology and data into a single, unified solution, you'll not only save time but also significantly increase your marketing effectiveness. With the added flexibility and insights, you can swiftly act on and react to customer demands.



**Don Brett**

Chief Digital Officer



"Being able to extract data at scale... that data is good, but it really doesn't do anything if we're not able to synthesize it down to insights and action very quickly and — again — at scale."

## ***Leverage first-party data to deliver better personalization***

With fully integrated data at their fingertips, marketers can engage customers and provide the frictionless experiences consumers have come to expect from brands. This is the fun part, where marketers get to apply their creative minds to creating the customer experiences that drive retention and revenue.

Here's a small sample of what's possible with an integrated tech stack:

- ▶ Build dynamic email campaigns with 1:1 personalized recommendations.
- ▶ Send “out of stock” and “new in stock” notifications.
- ▶ Create paid social media campaigns based on wish list data.
- ▶ Get to know your customers better through progressive profiling.
- ▶ Send abandoned cart reminders through the most effective channels.
- ▶ Track loyalty across channels (even in-store) and reward customers.
- ▶ Enable in-store staff with visibility into stock, loyalty programs, and more.



**Simon Rowlands**

Head of customer  
Marketing & Comms



“Having all that data in the one single source, **that allows us then to interrogate that data, to make decisions whether to reward or target customers through whatever channel then best resonates with that customer.** [...] Having that breadth of channels available to us allows us to be sure that we are hitting the customer where they want to see the most relevant message.”



## Measure Results and Prove Your Team's Value

With executives keenly interested in the performance power of marketing departments, teams are now required to demonstrate their value as a revenue generator.

Having all of your data in one place makes it easier to see what moves the needle and why. By using consolidated data and graphical reporting to see how much revenue each campaign generates, you are better able to understand how your campaigns are affecting specific business outcomes.

Measurement isn't just for leadership's sake, though. It's also for the benefit of the whole marketing team. Visibility into results empowers teams to make quick, smart decisions, doing more of what works well and less of whatever doesn't. Teams can also adjust to fluctuations in the market, which are, as you know, never-ending.



**Greg Holmes**

Marketing Operations  
Manager



**"Lifetime value really gives us an idea of where to focus,** where should prioritization be, what should we be building, what are the needs and really also, what are our shortcomings? Where are we falling short? [...] If you can measure that with a number, you can then compare it to other things or impact and figure out where to focus."

# #5

## Marketing Automation:

Free Your Marketing Humans  
to Do What They Love





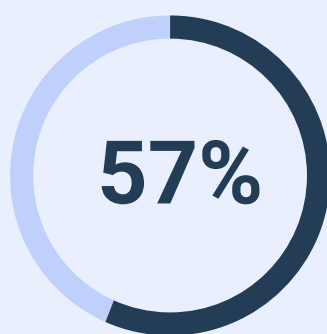
**Carlos Roberto López**

Marketing & eCommerce  
Director



**"The work, it's almost done, and the tool, it's automating. So then [...] the productivity of the team starts ramping now, exponentially.** Why? Because they can be focused on analyzing the profitability of each of the campaigns. **They can do more maintenance to those campaigns,** focus on seasonal events, pushing a little bit, some of the messages inside the automated workflow."

Your bandwidth is limited. That's not just because you're a human being who needs to balance work with eating, sleeping, socializing, enjoying hobbies, etc., but also because you're a marketer, which means your plate of responsibilities is overflowing.



*of marketers surveyed wish  
they had more time in the day*

[\(Retail Roadblocks 2021\)](#)

So out of the precious little time marketers have to get all their tasks completed, where do they spend it? For [55% of marketers](#), it goes into working with execution tools across channels. **But much of the work that goes into cross-channel marketing execution can be easily automated, saving your team time and effort.**

In 2022, make marketing automation a priority so you can free your team from having to do basic day-to-day marketing activities, giving them more time to focus on strategy, creative content, and understanding your customers.

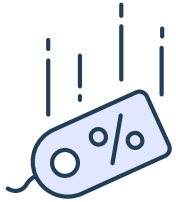
## ***Free the Creative Marketer Inside You***

Your ability to be creative is your most important attribute as a marketer. But if you're looking for a way to waste your creative gifts and energy, look no further than the grind of repetitive basic tasks for bringing campaigns to life. It's the least glamorous part of your job — the tedious setup required for building cross-channel journeys for your customer can be disheartening and exhausting.

The technology now exists to relinquish you from expending time and effort on the mundane aspects of marketing. That way, you can focus on what you love to do as a marketer: being creative.

While you're off being creative, automations can work in the background, ensuring you're always delivering meaningful 1:1

engagements to customers and moving them further along their journey with your brand. Here are just a few examples:



### **PRICE DROP AUTOMATIONS**

Set up a trigger-based automation so that the instant a product in your catalog is reduced in price, customers who have shown interest in the product (but have yet to purchase) will receive a personalized message.



### **ABANDONED CART AUTOMATIONS**

Customer bailed on their purchase? Ensure the customer automatically receives an incentive to return and finish their purchase. Optimize the automation so the incentive value, creative content, and timing of the message are all specific to the individual (based on their data).



### **LOYALTY-DRIVEN AUTOMATIONS**

Loyalty is about building relationships with your customers. Although this requires a very human element to your loyalty communications, it doesn't mean you can't automate those interactions. If you have a VIP program, set up automations to welcome your new members, let them know when they've reached a new tier, or when their points are about to expire.



**Kelly Ringel**

Digital Marketing  
Coordinator

**JOLYN**

**“[Price Drop has] been amazing for us ...** We're really trying to pull back this year on discounts, because we don't want to be so discount heavy. It's just such an easy tool that **works for you in the background** that we don't have to touch. It adds to that personalization that we're always going for ... We have a **40% open rate, 7% click-through rate, and 11% conversion rate just for that automation ...** Yeah, it's definitely my favorite automation..”

Having automations in place allows your brand to continue delivering the highly personalized 1:1 engagements that customers expect and continue strengthening your relationship with those customers while still freeing up your team to enhance your marketing in other ways.

But marketing automations aren't just a time saver, they're a life saver... when it comes to scaling your personalized marketing, that is.

## ***Scale Real-Time Personalization Quickly with Automation***

According to [Forrester](#), global marketing automation spending will reach \$25 billion by 2023, and with good reason: marketing automation is essential for scaling real-time personalization across all channels.

Creating a relevant, meaningful 1:1 experience for your customer is a complex task. Every aspect — from the content, channel, timing, and delivery — has to be precisely organized. Doing it all manually requires tremendous effort, especially if you're looking to scale your personalization.

However, when using automation, real-time personalization becomes highly efficient and streamlined. With automation in place (and your data fully integrated into your platform) you can set up 1:1 messaging across all your channels, have them triggered in real time based on the customers behaviors and actions, and execute sophisticated, personalized campaigns quickly.

**Sarah Neeson**Customer Engagement  
Specialist

"A very common tactic used with retailers is incentivizing customers with a voucher, and this is something we were able to bring to life with the use of Emarsys and our data. So with our enhanced technology integrated ... **we were able to target those customers who had abandoned their cart and still hadn't made a purchase** ... We [tested] reducing the time between when the customers first abandoned their cart and received the ABM. Plus we added in a few more ABMs throughout the purchase-based window based on [a] product that the customer had shown interest in, with the final one being a ten dollar voucher code. We also overlaid this with CRM ads, so if the targeted customer didn't open their email, the product was displayed to them on social. Now, **with all of these optimizations made for the abandoned cart automation, we saw a 12% increase in conversion.**"



# #6

## AI:

Gain the Team Member(s)  
You So Desperately Need





David Witts

CRM Manager



“By leveraging AI and automation against [our] rich vertical first-party data... brands like ours can **generate greater insights into consumer behaviors, create consistent, personalized journeys, and deliver them across all of our consumers’ different touchpoints** – whether online or offline, within one single platform. Our partnership [with Emarsys] has not only transformed how we communicate with our customers, but also allowed our marketing team to **spend more time creating better engagement for consumers wherever and whenever they engage with our brand.**”

Intelligent personalization requires advanced segmentation based on behavior and purchase history, as well as fully unified data sets (plus the know-how to make sense of it and act upon it quickly). Plus, you’ll need to be able to deliver personalized content in real time, at the exact moment it will make the most impact on the customer. And then, as your business increases, you need to be able to do all of this at scale.

Imagine trying to do that kind of intelligent, real-time personalization with just the limited resources you have.

Well, you could... assuming you make a phenomenal, home-run hire, a person who can:

- ▶ Arrive at work early to analyze each and every customer segment and then identify which ones you should prioritize that day, week, and year
- ▶ Stay up all night, plied with caffeine, to sift through endless amounts of data and find any potential sales opportunities
- ▶ Memorize the purchase and behavior history of all your customers so you'll always know the perfect content to send, when to send it, and what your customers will want next
- ▶ Repeat this over and over and over again, at any scale
- ▶ Bring donuts into the office to share with your team

Unfortunately, no human can do all those things. And even if there were such a person, let's be honest — you couldn't afford them (because they would be the most in-demand marketer on the planet).

But hope is not lost! You can find this team member in the form of technology. **Artificial Intelligence is the home-run hire**, the team member you desperately need to enhance your marketing, make better strategic decisions, and step into the realm of intelligent personalization. Trust in AI to do all the things that make it possible to deliver sophisticated, 1:1 engagements, in real-time, at scale.

The only thing AI can't do to help your marketing team... is show up with donuts.



**Sarah Brereton**

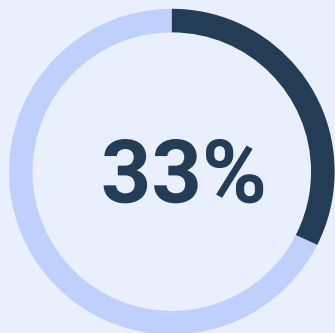
Head of CRM



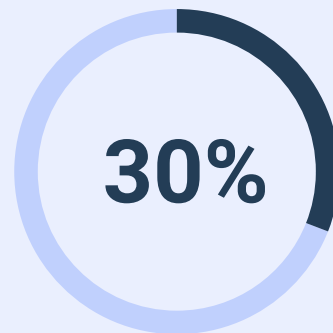
“So with **predictive modeling, AI, machine learning, etc.**, we've taken two approaches. We've, as I mentioned previously, leant on providers which are Emarsys, utilizing their max AI modeling. [...] Because we're growing so vastly internally, we have [also] started onboarding internal teams that are literally spending day in and day out on data science, **working out who our audience is, who we should be spending budget on, who to leave alone**, which is then able to help us build our cross-channel marketing strategy, figuring out high-value actions for new audiences.”

## Let AI Do the Hard Work for You

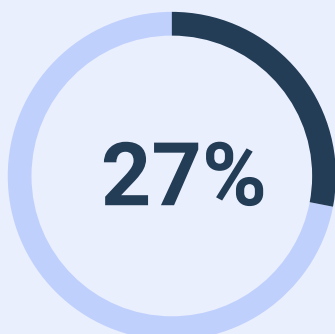
Emarsys completed [a study on challenges marketers face](#), and the results were revealing:



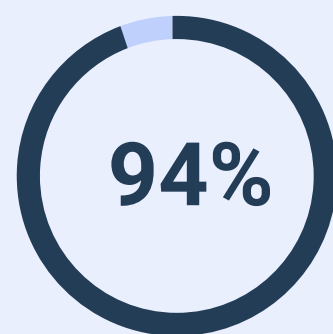
*of marketers say the inability to scale content is holding personalization back for their brand*



*of marketers cite their inability to segment by behavior and purchases as the biggest hurdle*



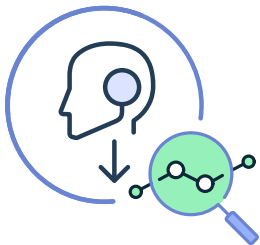
*of marketers blame their personalization woes on their inability to act on existing customer data*



*of marketers see using AI to segment data as an important opportunity to save time*

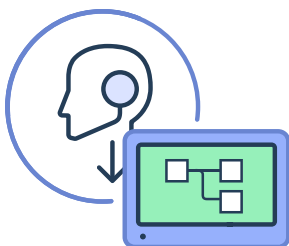
If this is the kind of “heavy lifting” that stands between your marketing team and the true 1:1 personalization that drives business results, lean on AI to do the hard work of advanced, proactive segmentation, analyzing your customer data for sales opportunities, and scaling your personalized marketing.

Add AI to your marketing mix, and it’s like adding the following pivotal team members:



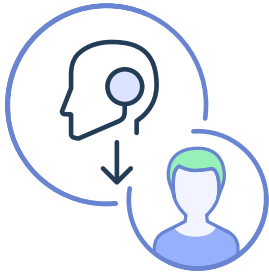
### **AI WILL BE YOUR CUSTOMER DATA ANALYST**

Organizational silos are the enemy of a high-performing marketing team. Having to go to IT and BI teams to get the data and insights you need to make informed decisions will slow you down. When you have your data consolidated, AI can rapidly analyze and discern critical segments and patterns in your customer data and lead you to where your next move should be.



### **AI WILL BE YOUR SEGMENTATION EXPERT**

With AI, you’ll never doubt which segments you’re engaging, or which content they are receiving. AI finds and identifies the right customer segments to engage based on where those customers are at in their lifecycle. The tech will ensure those segments receive the right message to move that customer further along their journey with your brand.



## **AI WILL BE YOUR REAL-TIME 1:1 MARKETER**

Message, channel, timing, execution — AI has it all these critical considerations under its figurative thumb. AI handles all of this, making sure each customer receives individualized engagements at the most impactful moment. This ensures you can easily scale real-time personalization consistently across channels, no matter the size of your customer database or breadth of channel.

## ***Make Informed Decisions, Fast, Using Predictive AI***

AI can see into the future!

Okay, maybe not literally. But it's so effective at analyzing data and seeing patterns that us mere humans might miss that it essentially acts as a customer behavior fortune teller.

AI removes a lot of the uncertainty and guesswork that surround marketing, especially when it comes to predicting your customer's actions. The tech can predict which customers are likely to buy or convert, remain inactive, or defect. That way, you never miss an opportunity to convert interested customers, or engage at-risk customers before they leave your brand for good.

When you incorporate AI into the mix, your marketing goes from reactive to proactive. Not only is this beneficial for how you're engaging your customers, it improves your ability to drive revenue. Giving your customers what they want before they even know they want it establishes you as the brand that understands them best, that they can rely on and trust. AI also gives you the ability to accurately predict overall campaign performance, which means you can continually optimize your marketing efforts to achieve your goals and objectives faster.



# #7

## Loyalty:

Deliver the Value Customers Want,  
So They Keep Coming Back





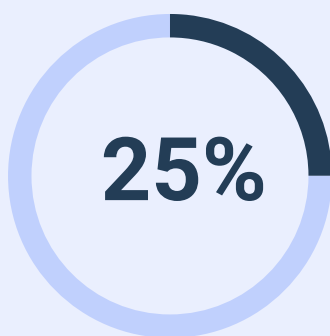
**Prithvi Raj Tikku**

Director of Email  
and Retention

**CSC**GENERATION

“For our very loyal customers, like I said, we have a huge group of now one-time buyers who we are trying to now retain online. And that's kind of the biggest focus for this year, where **we are trying to then set up programs like VIP segments**, where we are telling people that, **'hey, we know that you are one of our good customers, so here's something extra to help you make that decision easier for you.'** ”

Stop us if you've heard this one before but retaining customers might just be the most profitable thing your brand can do. The studies on customer retention are almost endless, and they consistently point to the fact that loyalty translates to revenue.

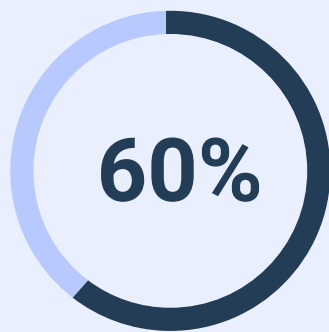


*Increasing customer retention  
by just 5% increases profit by 25%*

(Bain & Company)

Brands are **3x to 35x** more likely to sell to an existing customer than a new one

([MARKINBLOG](#))



Companies that prioritize CX see 60% higher profits than competitors

([Gartner](#))

Loyal customers buy more at higher values, and they're also more willing to tell friends about your brand because of their positive experiences. Win after win after win.

Yet 70% of CX leaders have a tough time making loyalty programs that stick, according to [Gartner](#). A shocking [77% of loyalty programs](#) with a solely transactional model fail within the first two years. Yikes.

We unpredict that you should make customer retention a priority in 2022, and you can do that successfully by making personalized experiences the consistent hallmark of your brand throughout the customer lifecycle.

## ***Provide an Experience over Points and Prizes***

When most people hear “customer loyalty,” their minds instantly jump to point-based programs. Loyalty is much more than that, though. Loyalty stems from your entire relationship, the way the customer experiences your brand at every touchpoint in their journey with you.

This might be painfully obvious, **but you know your loyal customers better than your prospects.** Long-term relationships with customers allow you to collect more zero- and first-party data, which you can then use to create more personalized interactions. When you tailor one experience after the other, you basically ruin the customer for any untailored interactions your competitors may provide.

Go on. Spoil your customers rotten with personalization. Spoil them to the point that they turn up their noses at lesser experiences. It’s a great way to hit your goals and make your competitors cry.



**Sucharita Kodali**

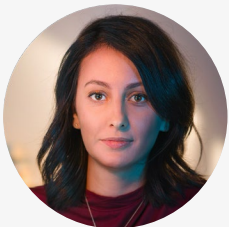
Retail Analyst

**FORRESTER®**

“We know that a disproportionate percent of sales are happening from a smaller percent of consumers. And **we also know from consumer data that loyalty is still underpenetrated.** Very, very few people say that ‘I belong to too many loyalty programs.’ They love their loyalty programs even though they may belong to 20 of them. **Consumers actually do spend more with the companies [with which] they are members of loyalty programs.”**

With consolidated data and a unified, 360-degree view of your customers, you have several loyalty tactics at your disposal to make their lives more convenient and rewarding:

- ▶ **Provide proactive notifications.** Let customers know about product launches and upcoming events, when their wish list items drop in price, when an item is back in stock, and of course keep them informed about shipment progress.
- ▶ **Make targeted product recommendations.** Suggest products that align with or enhance their past purchases and direct them to content related to their interests.
- ▶ **Offer targeted promotions.** Make the right offer to the right segment, such as a 30% discount for a high-tier spender or limited-time free shipping for someone who abandoned a cart.



**Alexandra Vancea**

Head of Marketing

**BRAND ALLEY**  
THE NON-STOP DESIGNER SALE

“To be honest, we saw great results with every new adoption of technology, which was really, really exciting to see all the rewards. But what has been really rewarding to see **since starting using AI is that we saw an increase by 10% in our average basket value on a particular set of customer lifecycles.** But we also **won back 24% of the customers that were likely to defect.** So for us, the numbers were really incredible because for anyone that knows BrandAlley, they know how many emails we send to our base on a daily and weekly basis. So being able to alter the way we target this communication is to make sure that we don’t jeopardize the inbox placement, the IP addresses, and so on, but also continue to send really powerful communications was really the key to the success.”

## Create Value Exchanges

Loyalty, whether between two people or between a person and a brand, is built in part by a mutually beneficial relationship. Marketing teams must build interactions that are based on a fair exchange of value for value.

Value exchanges are a great way to generate first-party data, and they build trust because you show that the customer can rely on the brand and will always walk away feeling satisfied.



**Rick Almeida**

Vice President  
E-Commerce

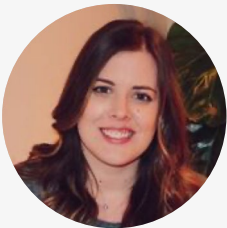


**“Create value through engagement and relevance. It’s not just a transactional mindset that e-commerce businesses have.** Now more than ever, consumers will gravitate toward digital even for pre- or post-purchase experience from awareness to consideration to post purchase... how do first-timers perceive the brand... you’ve got to be thinking about creating value and loyalty from start to finish. How we engage and communicate with them is going to be very important in the future.”

Here are just a few of the [many ways](#) you can add value to customer experiences:

- ▶ **Extend your loyalty program** beyond points by offering things like VIP events or priority customer service.

- ▶ **Create subscription models for products and services** so customers can either make their lives easier or treat themselves to something special on a regular basis.
- ▶ **Build a community or club** that allows you to, for example, get customer input on products in exchange for early access or samples.
- ▶ **Deploy quizzes, games, and surveys** that are engaging to customers and enlightening to you about their preferences.



**Jessica Ozella**

Senior Director  
of Growth Marketing

## **Reformation**

“We've started to introduce a lot more personalized email marketing around our customers' journey, and this **shift has expanded, helped us to shift towards personalization and expand our reach to be value additive.** Ultimately, our goal as a brand is to meet customers where they are and provide them with the resources and tools specific to the needs or areas of interest that they're indicating.”

## ***Reward Your Loyal Customers***

If you haven't already started, today's the perfect day to begin rewarding your loyal customers.

Rewards might mean accumulating points and free or discounted products. Many brands find such programs very successful. Points and prizes can be especially important in review and referral programs, which reward your loyal customers and help generate new business at the same time.

However, points don't always have to mean freebies or discounts that lower your margins. Rewards could mean:

- ▶ Access to exclusive VIP events
- ▶ Early access to sales or products
- ▶ Access to premium content

Be sure to segment your customers in ways that will help you meet your business goals. You might segment customers based on whether they're members of your loyalty program, their average order value, how frequently they purchase, or other metrics.





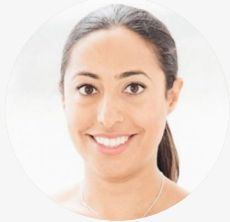
## Building Meaningful Relationships

Brands in the food industry, like Pizza Hut, have to be particularly nimble to keep customers engaged.

Using the Emarsys platform, the Pizza Hut marketing team consolidated data to achieve a 360-degree view of their customers. They were then able to target customers with the right incentives at the right time, which meant big wins for their loyalty program:

- ▶ **3x** conversion increase from real-time behavioral abandoned cart reminders
- ▶ **+195%** signups to Pizza Hut's loyalty program from a single A/B test
- ▶ **+34%** engagement from post-purchase loyalty campaign

[Read the Full Story](#)



**Catriona Woodward**

Head of Digital  
Marketing



“Our strategy at Pizza Hut is all about being relevant, easy, and distinctive. **We’re driven not only by delivering a functionally frictionless experience but also by building meaningful relationships with our customers.**

Delivering customers the right message at the right time via the right channel is paramount to that goal. Using data and personalization, Emarsys enables us to keep our customers at the heart of everything we do, powering vital lifecycle and loyalty campaigns that drive conversions, retention, and relevancy.”

# Summary

In this book, we haven't made any predictions. None of this is guesswork. Rather, all these unPredictions are grounded in the strategies that top marketers are already using to innovate brand experiences. To recap:

- ✓ Ensure **emails** are intelligently personalized.
- ✓ Enhance **CX** by driving the agenda for the customer.
- ✓ Go **omnichannel** to meet customers where they are.
- ✓ Get your **tech stack** together.
- ✓ Rely on **automation** to do what humans can't.
- ✓ Use **AI** to turn insights into action.
- ✓ Give value to earn **loyalty**.

Every experience across the customer journey has the potential to help you build stronger relationships, retain customers, and drive revenue growth. With the right technology in place, you can engage your customers in ways that position you as the trusted, leading brand.

We *unpredict* it's time to make CX your top priority and take back your marketing power!

**Discover how you can create outstanding CX for your brand with Emarsys.**

Watch our 3-minute Demo





# About Emarsys

Emarsys, now an SAP company, 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 one-on-one experiences and produce measurable results... fast.

Emarsys is the platform of choice for more than 1,600 customers around the world. Join thousands of leading brands who trust Emarsys to deliver the predictable, profitable outcomes that their businesses demand and the highly personalized omnichannel experiences that their customers deserve.

For more information, visit [www.emarsys.com](http://www.emarsys.com)



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