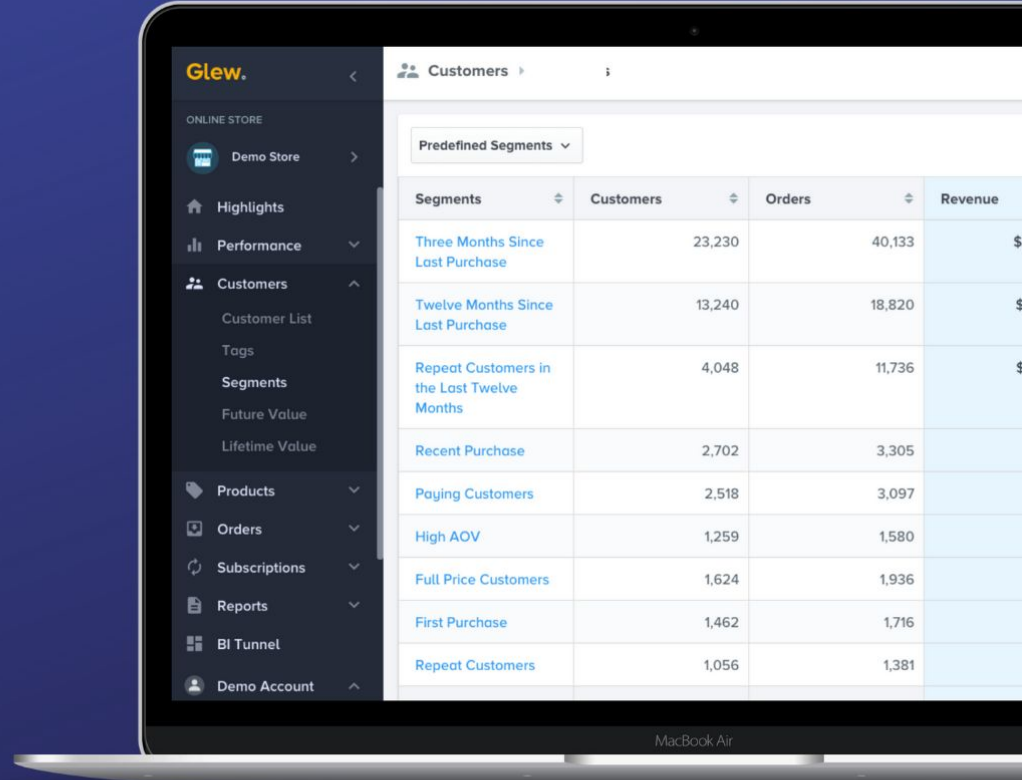




BRINGING IT ALL TOGETHER

4 Funnels to Drive Sales, Retain Customers and Increase Profits



GLEW CUSTOMER SEGMENTS AND FUNNELS



Funnel 1: Timing optimization

Funnel 2: Purchase behavior optimization

Funnel 3: Strategic customer segment optimization

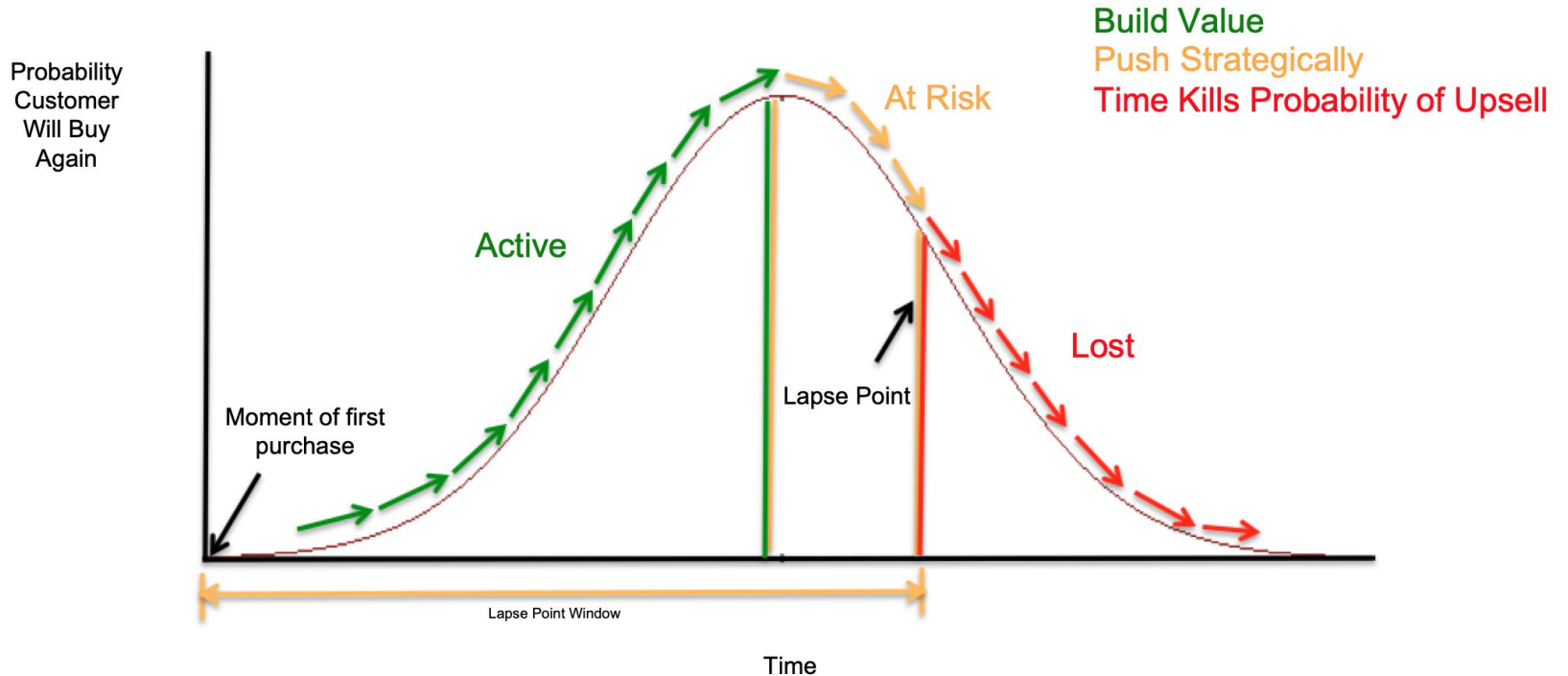
Funnel 4: Custom segment optimization - go wild!

Remember: these funnels automatically sync with your email platform!

1. TIMING OPTIMIZATION

If the customer is...	Your strategy should be...
Active (less than 80% of the way through your lapse point)	<ul style="list-style-type: none">● Education● Advertisements● Upselling● Building excitement
At risk (more than 80% of the way through your lapse point)	<ul style="list-style-type: none">● Attention grabbing● Incentives● Last call
Lost (past your lapse point)	<ul style="list-style-type: none">● High-value touch points● Defense against unsubscribes● Holidays/anniversaries/birthdays● New product launches

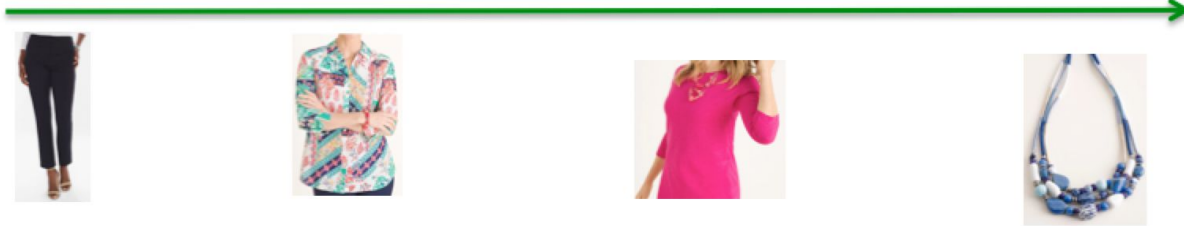
1. TIMING OPTIMIZATION



2. PURCHASE BEHAVIOR OPTIMIZATION

If the customer is...	Your strategy should be...
Never Purchased	<ul style="list-style-type: none">● Present your highest-LTV products
First Purchase	<ul style="list-style-type: none">● Upselling using basket analysis/personalized product presentation
Repeat Purchaser	<ul style="list-style-type: none">● Upselling using basket analysis/personalized product presentation● Jump to custom funnels to market more strategically to them

2. PURCHASE BEHAVIOR OPTIMIZATION



3. STRATEGIC CUSTOMER SEGMENTS

If the customer is...	Your strategy should be...
VIP (the top 10% of your customer base by revenue - typically accounts for 30-40% of an average ecommerce store's annual revenue)	<ul style="list-style-type: none">● Out-of-the-box loyalty building● Make them your brand advocates● Keep them coming back
Value Shoppers (customers who never buy full-price, and who always use a discount code)	<ul style="list-style-type: none">● Unload your unwanted/excess inventory● Make them feel like they're getting a great deal● Save full-price products for full-price customers

3. STRATEGIC CUSTOMER SEGMENTS

Glew's prebuilt customer segments:

- | | |
|--|--|
| <ul style="list-style-type: none">● 3 months since last purchase● 12 months since last purchase● Repeat customers, last 12 months● Recent purchase● Active● At risk● Lost● Paying customers● Recently refunded● High AOV● Low AOV● Full-price customers | <ul style="list-style-type: none">● Value shoppers● Repeat customers● First purchase● VIP customers● Big spenders● Big ticket spenders● Small ticket spenders● Refunders● Most active customers● Favorites● Never purchased● Abandoned cart |
|--|--|

4. CUSTOM SEGMENTS - GO WILD!

After you have funnels 1-3 up and running, we can dig into more strategic, custom approaches for **your unique customer base** using custom segmentation.

Example	Strategy
<p>One year anniversary segment (People who have been customers for a year, on the anniversary of their first purchase)</p>	<ul style="list-style-type: none">● Create a custom segment (Relationship Length = 365 Days)● Automate a campaign that will go out to customers on their anniversary with you● Provide an incentive, build loyalty + relationships

4. CUSTOM SEGMENTS - GO WILD!



QUESTIONS?
