

BFCM SERIES #4

BFCM and beyond:

Using data to turn holiday shoppers into longtime customers

→ November 5

→ 4 PM ET



LINDSAY BRUSH

VP of Sales, Glew.io



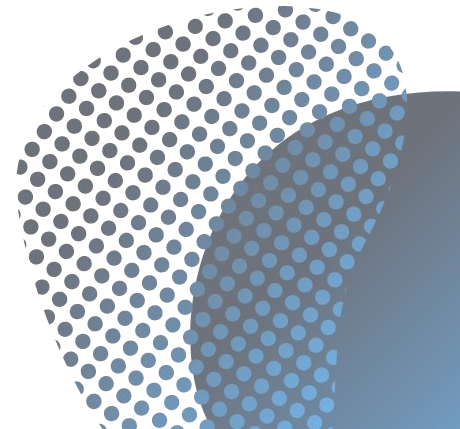
CHRIS ELLIOTT

EVP of Sales, Glew.io

OVERVIEW

- **Why it's critical** to have a data-driven strategy for customer retention after the holidays
- **How to identify** your new holiday customers and their buying behaviors, including products purchased and attribution channels
- **Using lapse point and customer status** to develop smart retention strategies
- **The best channels and technologies** for customer retention and how to track them, including email, SMS and more
- **How to set yourself up** for stronger long-term relationships with the right upfront experience

If you don't focus on post-holiday retention, you're missing out.



TURN HOLIDAY ACQUISITION INTO RETENTION

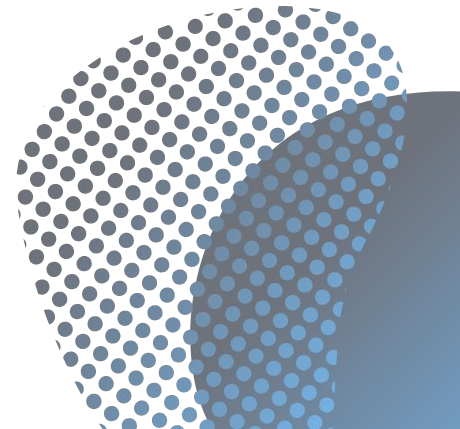
- Most merchants focus on acquisition during the holidays, trying to drive the maximum number of new customers and profit between October and December.

But what happens to those new customers after the holidays end?

- To drive the most value, identify the best prospects and work to build relationships with them outside of the holiday season, **turning one-purchase holiday shoppers into repeat customers that drive LTV**



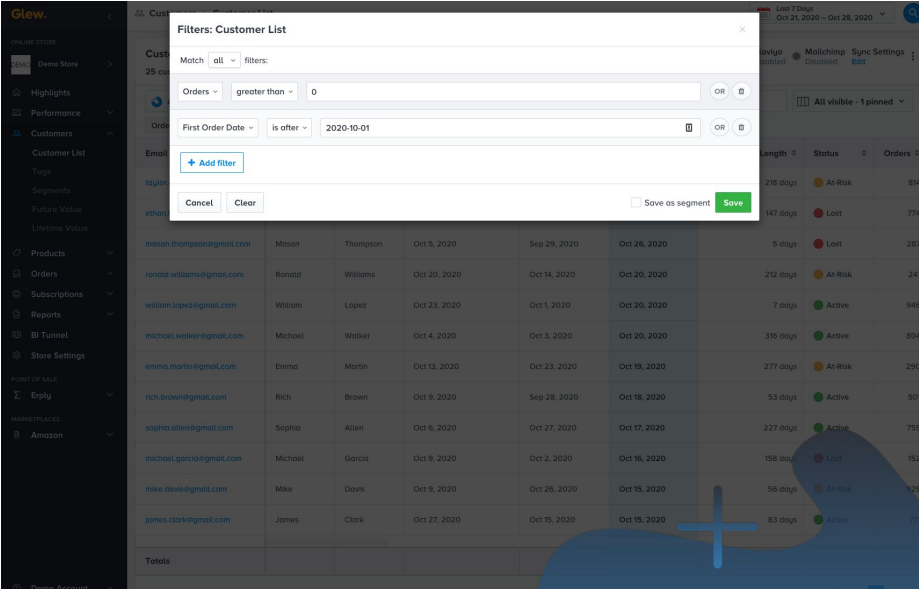
The first step: how to identify your new customers post-holidays



FINDING YOUR NEW CUSTOMERS

Takeaways:

- Identify customers acquired during the holiday season, isolating by first purchase date or campaign
- Use customer filters and segments to identify unique characteristics
 - *Acquisition channels*
 - *Products purchased*
 - *AOV/spend*
- Narrow down to identify the best prospects for retention - which customers are the likeliest candidates to buy from you again?



The screenshot shows a customer list interface with a filter dialog box open. The dialog box is titled "Filters: Customer List" and contains the following filters:

- Match: all
- Filters:
 - Orders: greater than 0
 - First Order Date: is after 2020-10-01

The dialog box also includes an "Add filter" button, "Cancel" and "Clear" buttons, and a "Save as segment" checkbox with a "Save" button.

The background shows a table of customer data with columns for email, name, first order date, and other metrics. The table is partially obscured by the dialog box.

Email	First Name	Last Name	First Order Date	Other Metrics
mason.thompson@gmail.com	Mason	Thompson	Oct 5, 2020	...
ronald.williams@gmail.com	Ronald	Williams	Oct 20, 2020	...
william.lopez@gmail.com	William	Lopez	Oct 23, 2020	...
michael.walker@gmail.com	Michael	Walker	Oct 4, 2020	...
emma.martin@gmail.com	Emma	Martin	Oct 13, 2020	...
rich.brown@gmail.com	Rich	Brown	Oct 9, 2020	...
sophia.allen@gmail.com	Sophia	Allen	Oct 6, 2020	...
michael.garcia@gmail.com	Michael	Garcia	Oct 9, 2020	...
mike.davis@gmail.com	Mike	Davis	Oct 9, 2020	...
james.clark@gmail.com	James	Clark	Oct 27, 2020	...

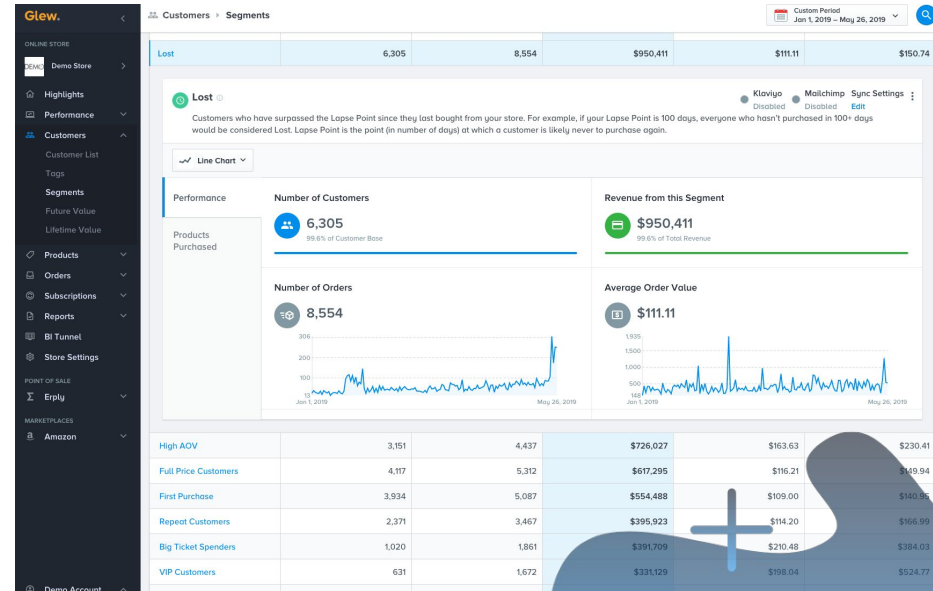
Using lapse point + customer status to drive retention strategies and build relationships.



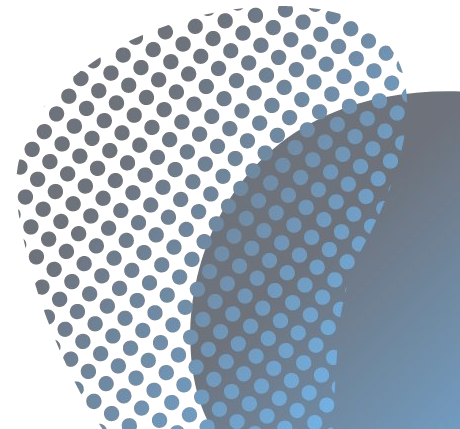
DEVELOPING A RETENTION STRATEGY

Takeaways:

- Lapse Point = your business's unique, data-validated sales cycle. Answers:
 - *What's the optimal time period for a customer to repeat purchase?*
 - *When is a customer considered lost?*
- Lapse point → Customer status → Retention strategy
 - *Active → Nurture; light-touch*
 - *At Risk → Convert; higher-touch*
 - *Lost → Win back; higher-touch*



Technologies for customer retention and relationship building (and how to track them).



CHANNELS TO DRIVE RETENTION

Takeaways:

- Invest in the right channels for relationship-building and retention
 - *Email*
 - *SMS*
 - *Loyalty/rewards*
 - *Content*
- Tracking performance for retention channels: focus on different KPIs than acquisition campaigns
 - *Engagement*
 - *Repeat purchases*
 - *LTV*



attentive



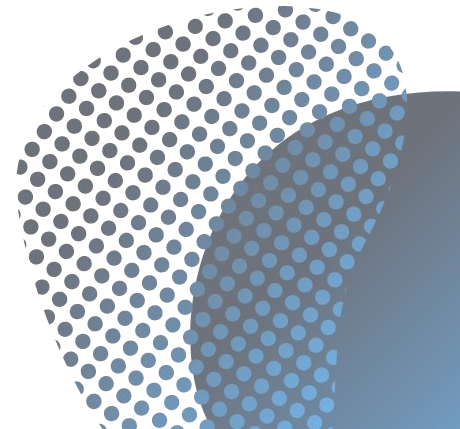
smile.io



GRIN

drip

How to set yourself up for stronger customer retention *now*.



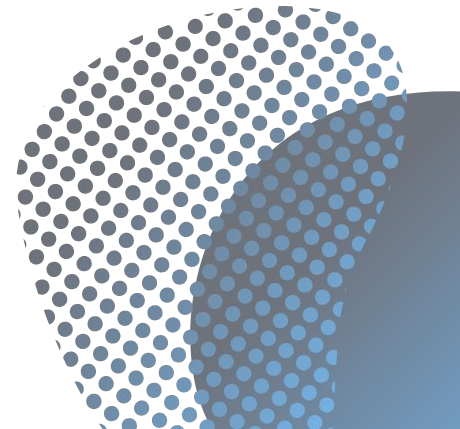
SET YOURSELF UP FOR SUCCESSFUL RETENTION

Takeaways:

- Nail the initial purchase and post-purchase experience *now* to prime your customers for retention:
 - *Clean, easy site navigation and checkout*
 - *Clear communication + expectations around shipping and delivery*
 - *Simple feedback + return process*
 - *Thoughtful post-purchase communication*



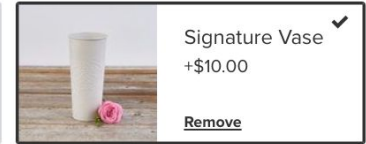
What are winning customer retention strategies for 2020?



INSPIRATION

Bouqs.com:

- Subscription option with purchase



PURCHASING OPTIONS

- One time purchase
- Subscribe: 30% Off + FREE Shipping monthly!
- You'll get original size farm-fresh flowers monthly with 30% Off + FREE Shipping (\$36/month)
 - Flex your subscription. Switch up recipients or send to one lucky person.
 - Customize date, size, & flowers after check out. Skip or cancel anytime.
 - BONUS Perk: \$120 per year in credit (\$10/month) to use on regular orders (flowers, gifts, plants).

[LEARN MORE](#)

ADD TO BASKET

INSPIRATION

Brooklinen:

- Smart post-purchase emails

brooklinen

GET STARTED → #MYBROOKLINENSTYLE →



Pillow Talk



Is it time to
dump that
old pillow?

Find A New Pillow

INSPIRATION



BeautyINSIDER

Sephora:

- High-value rewards

Our Holiday Savings Event Is Coming!




it's good to be Rouge!

Use code **HOLIDAYFUN**

INSPIRATION

MeUndies:

- Referral program



The graphic features a purple background with the text "Be a Good Friend" in white. It is surrounded by various colorful icons including hearts, diamonds, gift boxes, underwear, a smiley face, a peace sign, a rainbow, and other symbols.

Get \$20, Give 20%

Your friends get 20% off and you get \$20 off after their first purchase. Win-win for all.

Enter your email to start sharing with friends:

Start Sharing

Terms friendbuy

INSPIRATION

Yumi:

- Content

Learn More

11 Month Old Developmental Milestones

Your baby's ability to connect words to meaning is getting pretty advanced.

OCTOBER 28, 2020 ↗ TRENDING

Learn More

Why Your Kids Should Be Taking Probiotics

Probiotics help replenish the body's "good bacteria." So let's chat.

Learn More

10 Month Old Developmental Milestones

At the 10 month milestone mark, your baby's pincer grasp is pincing. What does that mean?

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YUMI

OUR MISSION YUMIMENU JOIN JOURNAL



QUESTIONS?

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BFCM 2020 guide: https://go.glew.io/hubfs/Content/BFCM_Guide_2020.pdf	
Watch the recordings: https://glew.io/webinars	