



bloomreach

Keep the speed: How to store and use the data from Black Friday



Slido Introduction

- Go to slido.com and enter **#bestpractices**
- OR click on the link in the chat
- OR scan the QR code

- **Polling**
- **Q&A** – at the end of the session, Slido only
- **Feedback**





slido



**Join at slido.com
#bestpractices**

① Start presenting to display the joining instructions on this slide.



Today's hosts



Michaela Janíková
Senior Business Consultant

Specialized in analytics
Leader of Plug & Play initiative

Email: michaela.janikova@bloomreach.com



Ondrej Horváth
Senior Business Consultant

Working with biggest ecommerce
brands in CEE region
Bloomreach Academy Tutor

Email: ondrej.horvath@bloomreach.com



Agenda

1. Black Friday Leverage 5 min
2. Working with Data 15 min
3. Action Steps in Your Project 20 min
4. Summary 5 min
5. Q&A 10-15 min



slido



Intro Survey (BPW Dec 13 2022)

ⓘ Start presenting to display the poll results on this slide.



Black Friday Leverage

- More purchases
- More traffic on the web site
- Opportunity to work with new customers that came during BF
- Opportunity to work better with customers in retention thanks to recent data
- Opportunity to identify customers shopping on 'sales' occasions
- Re engagement of customers active only during BF



MORE DATA

Important - make sure that you have the crucial data saved beyond expiration

Working with Data



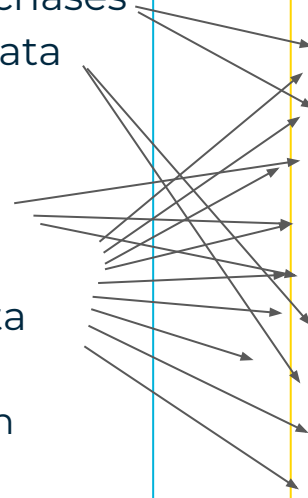
What type of data?

Data Collected

1. Transactional data = purchases
2. Channel Engagement Data
 - a. Email Engagement
 - b. Other channels
3. Traffic Data
 - a. Source of traffic
4. Customer behavioral data
 - a. Web site tracking
 - b. Campaign interaction
 - c. Purchase Behavior

Data points in Bloomreach Engagement

1. Purchase
2. Purchase_item
3. Session_start
4. View_item
5. View_category
6. Consent
7. Campaign
8. Email
9. Phone





How to store the data?

1. Identify the crucial data and how long you need to store them
2. Compare with your data expiration if you find discrepancies
 - a. Is it possible to prolong the expiration?
 - b. Is it possible to store the information as customer attribute?
 - c. Do I need to store the data as special event with longer expiration?
 - d. Can I use EBQ for long term data storage?
3. Set up the scenarios to ensure the long term storage
4. Ensure the data hygiene
 - a. Update the 'Data Manager'
 - b. Delete the data when no longer relevant



slido

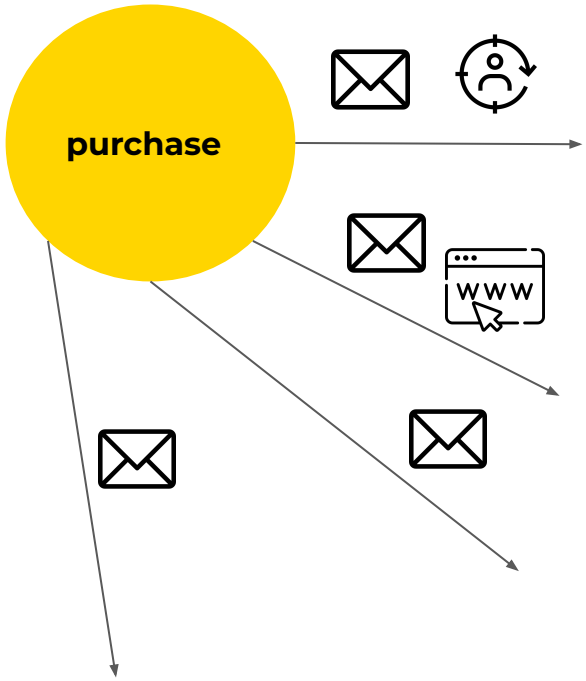


**Join at slido.com
#bestpractices**

① Start presenting to display the joining instructions on this slide.



Close-up of 'purchase' event



UPSELL Campaign - identify top categories to send personalised email per category with complementary products.

Pro: Add retargeting on social media for wider reach.

NPS - get feedback on the shopping and/or BF experience

Pro: Add web layers for wider reach

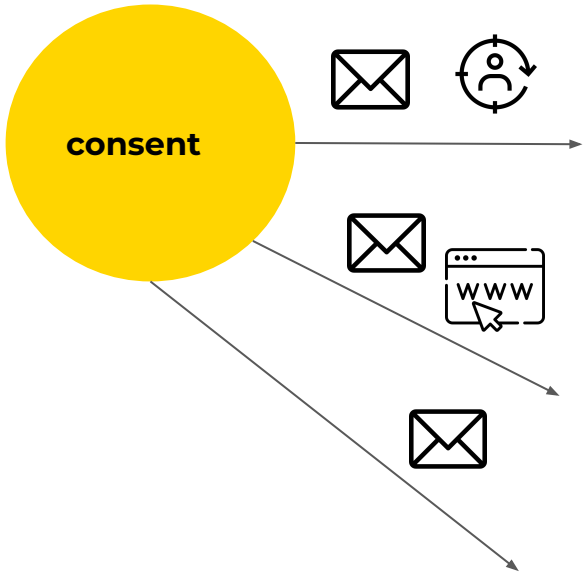
Subscriptions - motivate the customer to join the loyalty program or the newsletter program (if possible)

Product Guides - share tips how to use the product properly and how to take care of it in the long run.

Pro: make it a long term serie that can be personalised brand reminder.



Close-up of 'consent' event



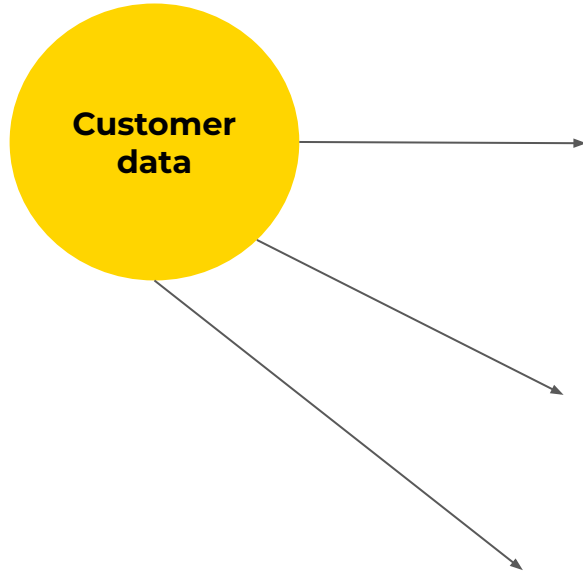
Welcome campaign - personalise the welcome campaign for BF subscribers and based on the consent source (if collected). The challenge is to keep them in the long term.

Ask the customers - get to know your customer better. Get the 'zero party data' to harvest the preferences (about emailing and products) and personalise your next campaigns based on it.

Subscriptions - motivate the customer to join the loyalty program.



Close-up of 'customer data'



BF shoppers - flag the customers that only buy during BF. Alternatively only buy during 'sales'.

Browsing interests - based on the web site behavior, store what were the most viewed categories, from which channel they came, favourite brands...

Immediate conversion opportunities - identify segments

- Visited web site during BF but did not buy
- Revisited web site after BF purchase but did not buy the second time

Action Steps in Your Project



How will the data points look?

- BF Shopper *[attribute]*
- Most Common Traffic Source *[attribute]*
- Count Sessions *[attribute]*
- Last Online Activity *[attribute]*

- Segment 'Subscribed during BF' *[custom campaign tracking]*
- Segment as per 'Email health segmentation' *[custom campaign tracking]*

Other Possible Data Points

- Customer Preferences *[attribute]* - most viewed/purchased category/brand/gender
- Count Completed Purchases *[attribute]*
- Last completed purchase *[attribute]*



Action steps in your project (part I.)

1. Make a strategy for your email health segments

- a. Adapt the emailing frequency to the segments → increase the chance that the new subscribers stay with you
- b. Disengage with your 'inactive' segment → optimize the email budget and decrease the costs

2. Optimize your audiences on social media

- a. Create lookalike audiences based on best performing segments during BF
- b. Create audience that shops on 'sales' occasions and target them during next sale

3. Set up predictions to leverage the recent purchase data

4. Think about personalisation in long term

- a. Make sure that you harvest the existing data and save them within customer profiles
- b. Come up with relevant customer segments that can be used throughout the year



Action steps in your project (part II.)

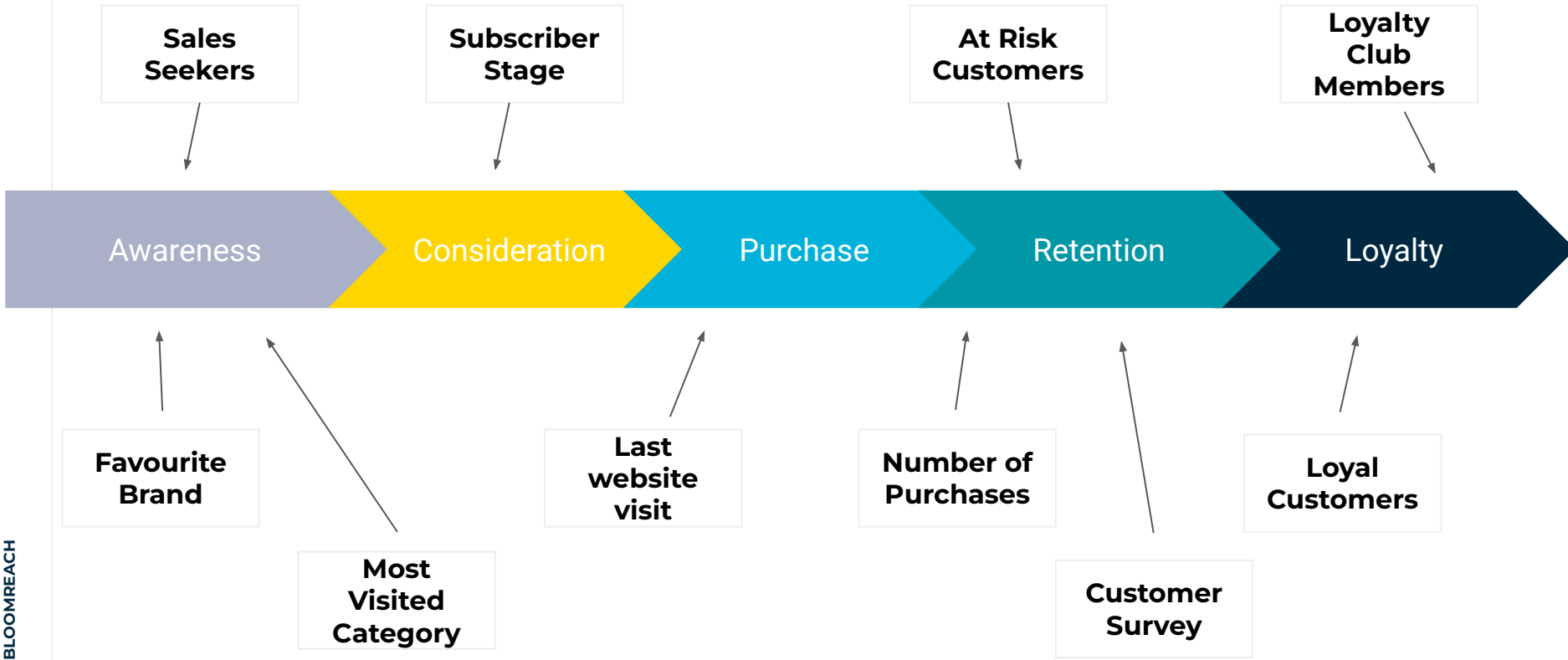
5. Analyse the trends and hypothesis

- a. **Product Analytics** - compare the number & frequency of visits of different product categories during BF vs rest of the year. Identify good performing categories and focus for next campaigns.
- b. **Channel analysis** - web site visits from desktop vs mobile - for which channel should we optimize throughout the year?
- c. **Mobile App Users** - identify new users with app installations during BF and optimize the communication strategy, in app messages, mobile notifications etc.
- d. **Subscribers behaviors** - compare opt out rates after BF with BAU, identify from which campaigns they opted out and if they can be optimized. Come up with the best strategy for long term emailing engagement and/or second purchase conversion.

Summary



#1 Takeaway: Manage data to impact customer journey





#2 Takeaway: Capitalize on the BF data to be the leader in the marketing trends 2023

**Customer
Experience**

Personalization

Retention

Q&A



slido



Audience Q&A Session

① Start presenting to display the audience questions on this slide.



slido



Please let us know how we did today :) (BPW Dec 13 2022)

ⓘ Start presenting to display the poll results on this slide.



bloomreach

Thank you



- Upsell campaigns - emailing based on the previous purchase and retargeting on social media based on the previous purchase
- Continue customer journey based on category bought e.g. NPS a mozno obohatit o zero party data ak to dava zmysel a nie je transakcny email, guides how to take care of the product, incentivize to join membership program, motivate to join subscriber base?
- Target of 'sales' customers that should be targeted for next sale – probably need to store the data via attribute
- Social media lookalike audiences based on best performing segments
- Email Health list - time to adapt the frequency based on segment (e.g. if inactives were not activated by BF, do not sent on them anymore)
- New customers and welcome flow to make relationship with them - maybe based on consent source checkout vs subscriber from elsewhere
- Personalization based on aggregates
 - From which channel they converted most frequently session_start utms
 - Most visited categories
- Personalisation based on segments
 - Visited web site but didn't buy - predvianocne sales ak su, boxing day - mozna reaktivacia
 - Revisited web site after purchase without second purchase
- Product analytics - how the frequency and # of visits is different during BF (seasonal pattern, what categories should be in BF, where to focus during the year)
- Mobile vs desktop visits zo session_start BF vs zvysoke roky - na sky channel optimalizovat
- Apps - segment ludi, co nainstalovali appku cez BF, sky narast a ako s nimi komunikovat - mobile notifications? In app messages? Aka frequency?
- Opt-ins kolko ludi iodide do tyzdna vs bezny opt out rate mimo BF. robili to ludia iba kvoli zlave? Z akeho emailu sa odhlasili? Bolo to z welcome kampane - upravit kontent, vypli, konverzie na druhy purchase? Ako udrzat tychto novych opt in ludi?
- Paid ads - customer shopping on sales occasions