



**Justuno**

# On and Off-Site: Building Omnichannel Momentum



**Zach Bailey**

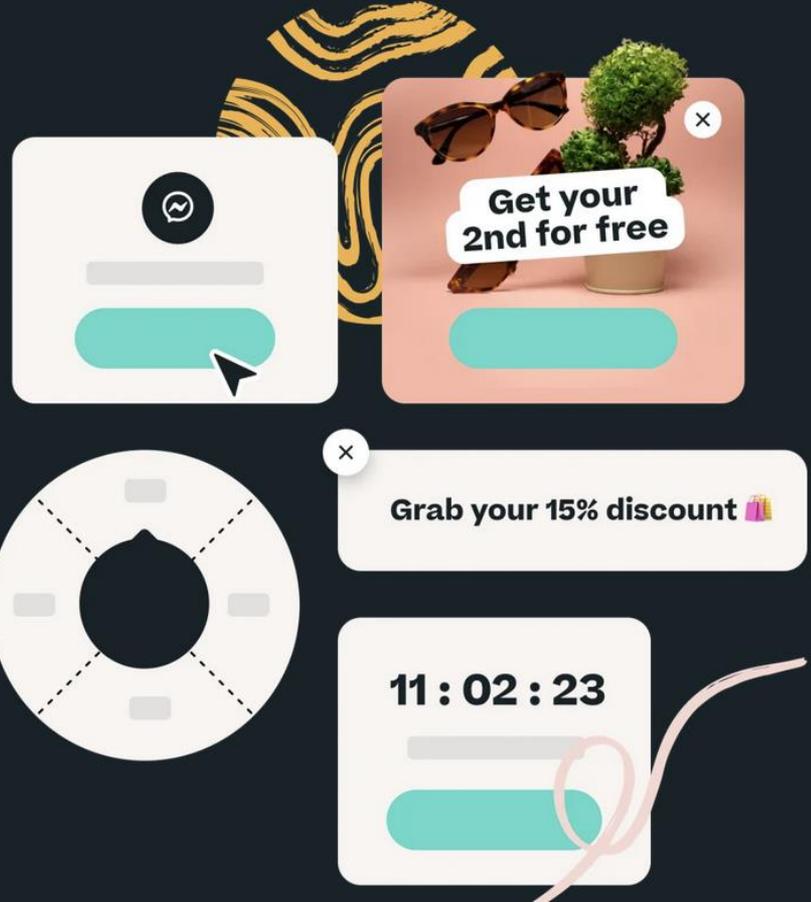
Lead Partner Success Strategist

[zach@justuno.com](mailto:zach@justuno.com)

# About Justuno

- Personalized on-site messaging & CRO
- Used by 133,000+ brands
- 100+ integrations and tech partners
- From lead capture to dynamic banners, intelligent product recommendations, and even push notifications--Justuno has your onsite experience covered

Let's jump into the five pillars to follow to build omnichannel momentum!



# The Customer Journey

## 1 Awareness

- 1.1 Scrolling Instagram feed
- 1.2 Sees influencer reel postes
- 1.3 Clicks through to website

## 2 Consideration

- 2.1 Banner showing influencer code appears
- 2.2 Browse website
- 2.3 Opts-in to newslette
- 2.4 Add to cart
- 2.5 Exits website
- 2.6 Abandoned cart email

## 3 Acquisition

- 3.1 Clicks through email to cart
- 3.2 Check out
- 3.3 Ends up on order thank you page
- 3.4 Enrolls in SMS tracking notifications
- 3.5 Shipping confirmation email leads to branded tracking page
- 3.6 Receive package

## 4 Loyalty

- 4.1 Receives email asking for a review
- 4.2 Writes review
- 4.3 Emails with recommended products
- 4.4 Re-targeting ads based on purchase
- 4.5 Browse website
- 4.6 Second purchase
- 4.7 Sign-up for loyalty program
- 4.8 Valuable traits used to prospect new audiences

# Pillar 1: Data Collection

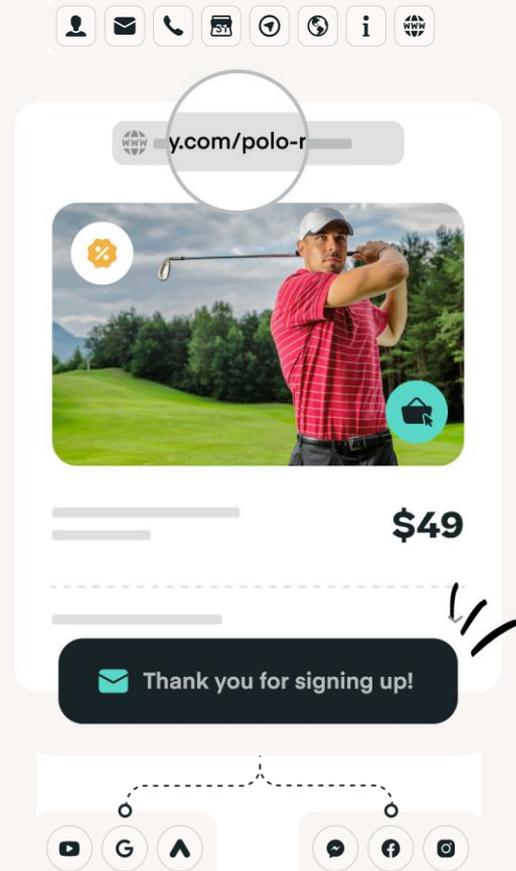


# Don't Leave Your Omnichannel Tank on E

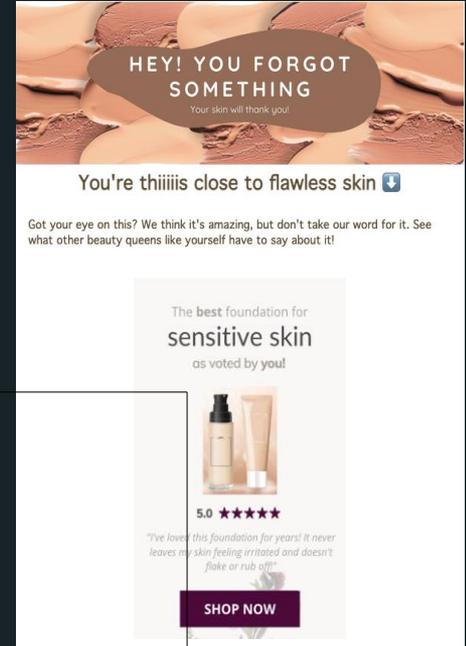
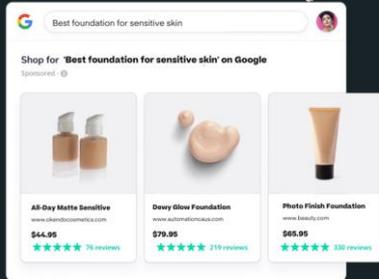
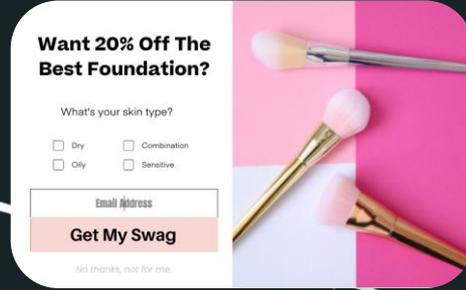
Data is the currency of omnichannel marketing, make sure you're optimizing every touchpoint to collect it:

- 0P data to power advanced personalization
  - ◆ Additional fields & quizzes
- 1P data to power foundational personalization
  - ◆ Onsite behavior & trends

Accommodating the rise of varied shopping preferences requires data and proper automation to power scalable omnichannel campaigns



# TOFU Spotlight



A decorative graphic in the top right corner consisting of several thick, overlapping yellow brushstrokes that curve downwards and to the left.

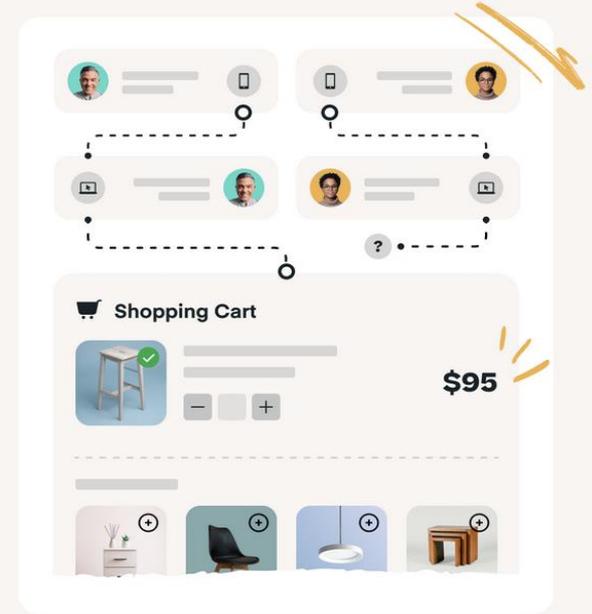
# **Pillar 2: Channel Agnostic**

# Seamless Transitions Across Channels

Create continuity across touchpoints from discovery to purchase between:

- Platforms
- Campaigns
- Devices
- Offline to onsite
  - ◆ QR codes for retail or event

Consumers can buy when/where they want—it's not a linear journey from A to B but it should feel like it.



 **Pro Tip:**

**73%**

of consumers shop using more than one channel

# **Pillar 3: Actionable Segments**

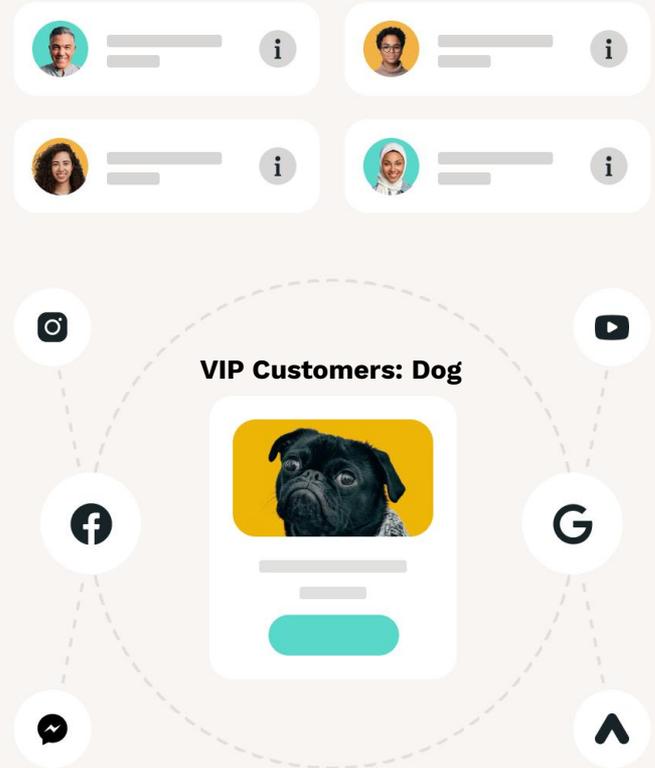


# Customer-Centric Segmentation

Create individual interactive experiences where behaviors dictate the next step:

- Choose central trait or defining action that speaks to conversion intent
- Focus campaigns around that trait/action
- Re-target or prospect new audiences based on profitable traits

It's not your email marketing strategy, it's your Instagram sourced new subscriber with an item in the cart strategy.



# **Pillar 4: Expand Your Reach**

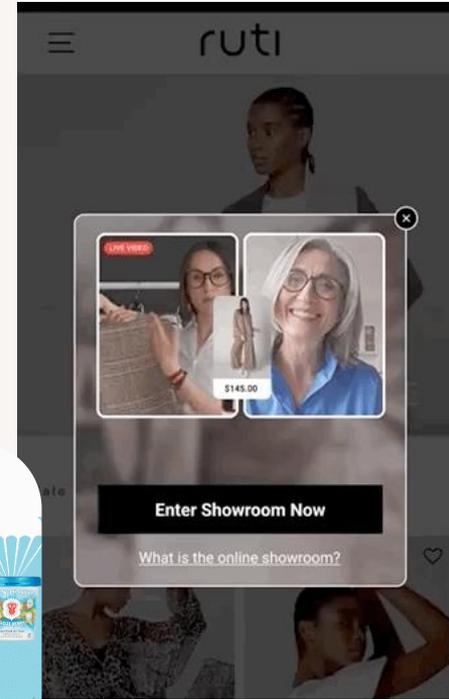


# Seek Out New Channels & Touchpoints

Find new avenues of engagement and reach more customers in more places:

- Additional channel opt-ins like Instagram or TikTok
- Build community engagement through social profiles & UGC
- Encourage loyalty program sign-ups
- Retail placements
- Onsite avenues

Be where your customers are and curate branded experiences for each



# **Pillar 5: Continuous Optimization**



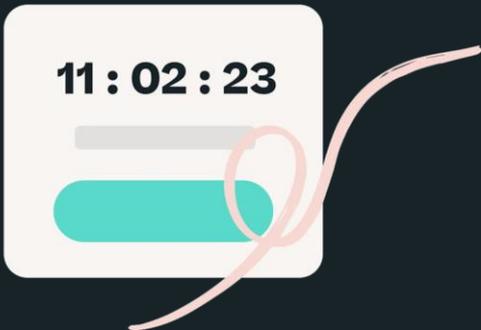
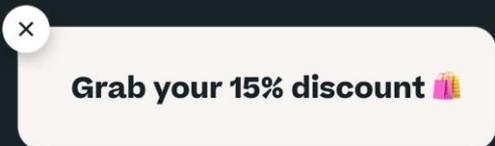
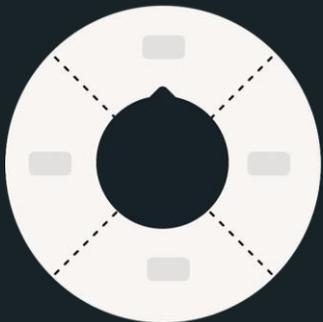
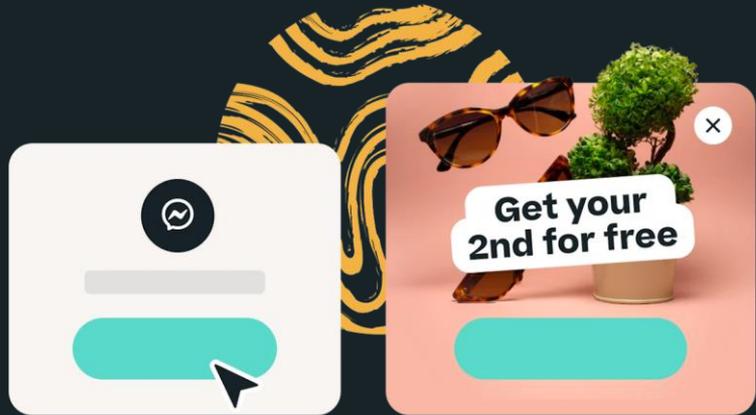
# The Omnichannel Loop

The most important thing you can do for a successful omnichannel marketing strategy is:

- Understand how each customer plays a role in the next customer's experience
- Continuously collect and leverage data
- A/B test everything

It's an entire ecosystem of messaging meant to simplify the shopping experience and keep your brand top of mind at all times.





# Thank You!

Start a free 14-day trial with the QR code below!

