



dotdigital



Gateway to eCommerce Victory

How to scale with omnichannel
marketing strategies



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Partnerships Manager



What is omnichannel marketing?



What is omnichannel marketing?

- + Allows you to deliver a seamless, unified and integrated customer journey across devices, marketplaces, channels and platforms
- + Marketing plans, content, data, goals and objectives are closely aligned across various channels to provide a consistent message and experience no matter the channel
- + Key aspects
 - + Customer-centric focus
 - + Connected interactions
 - + Data integration

Omnichannel Success Rates

89%

retention rate

For brands with an omnichannel strategy

82%

of in-store shoppers

Use smartphones as virtual assistants in store

3.5x

increased spending

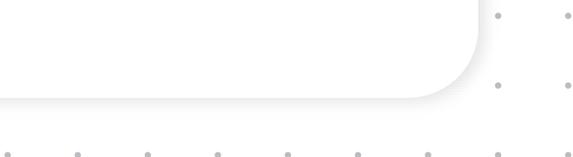
For customers who are engaged on multiple channels

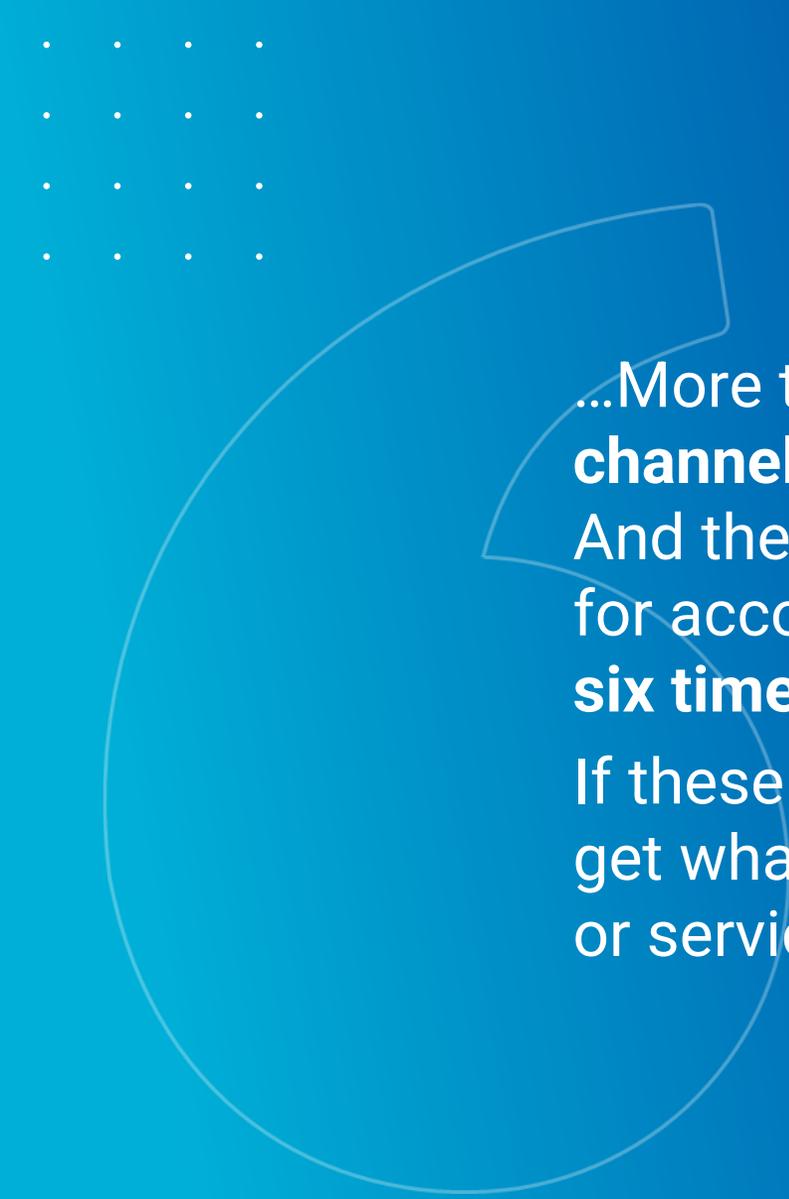
10x

Higher CTR

On a retargeted ad than a regular display ad

Customers' expectations are changing constantly. Today, they expect a seamless, unified experience, no matter where or how they engage with you.





...More than half of B2C customers **engage with three to five channels** each time they make a purchase or resolve a request. And the average customer looking to make a single reservation for accommodations (like a hotel room) online **switched nearly six times between websites and mobile channels**.

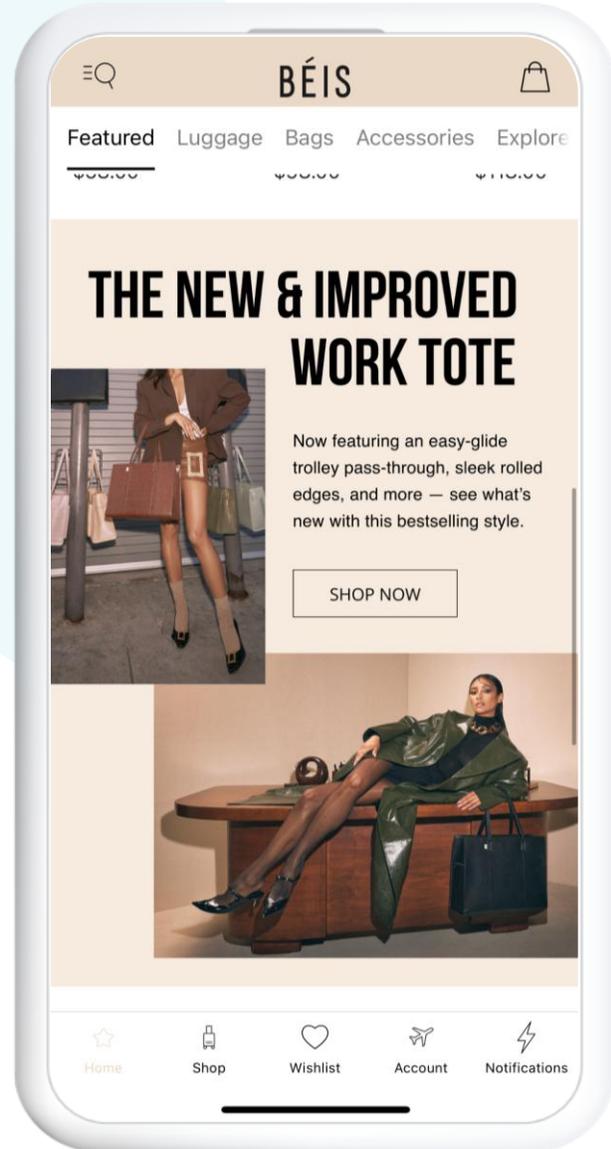
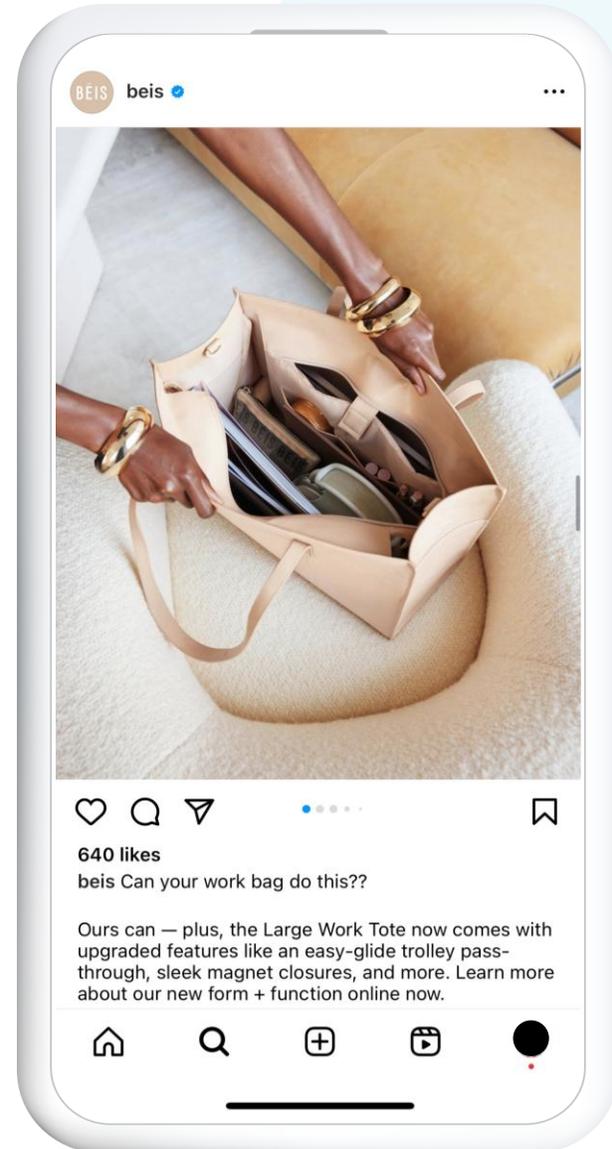
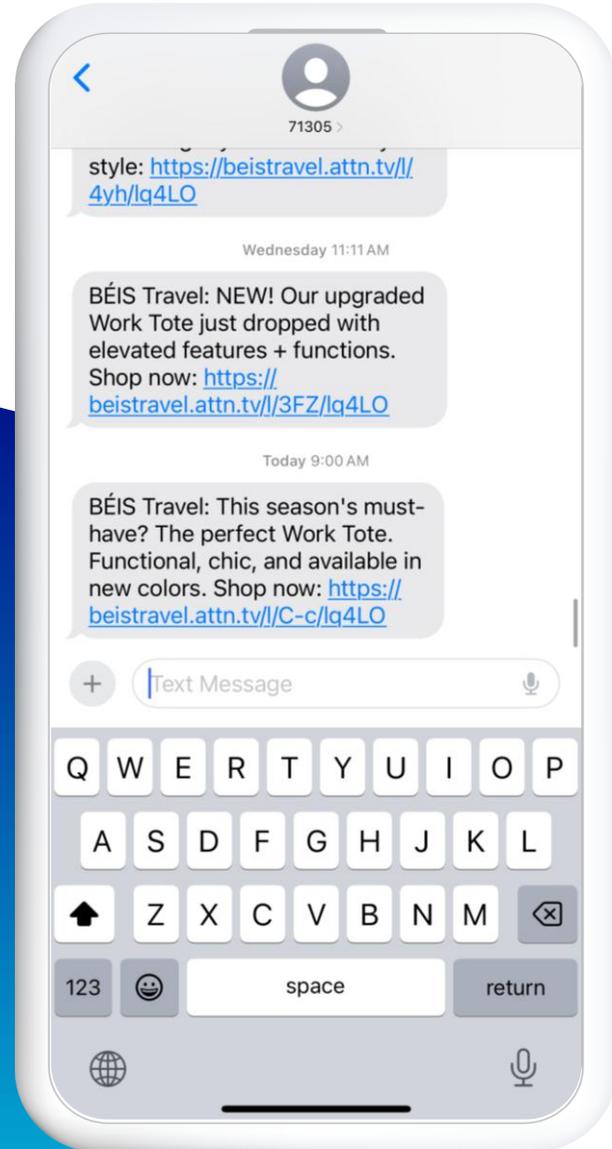
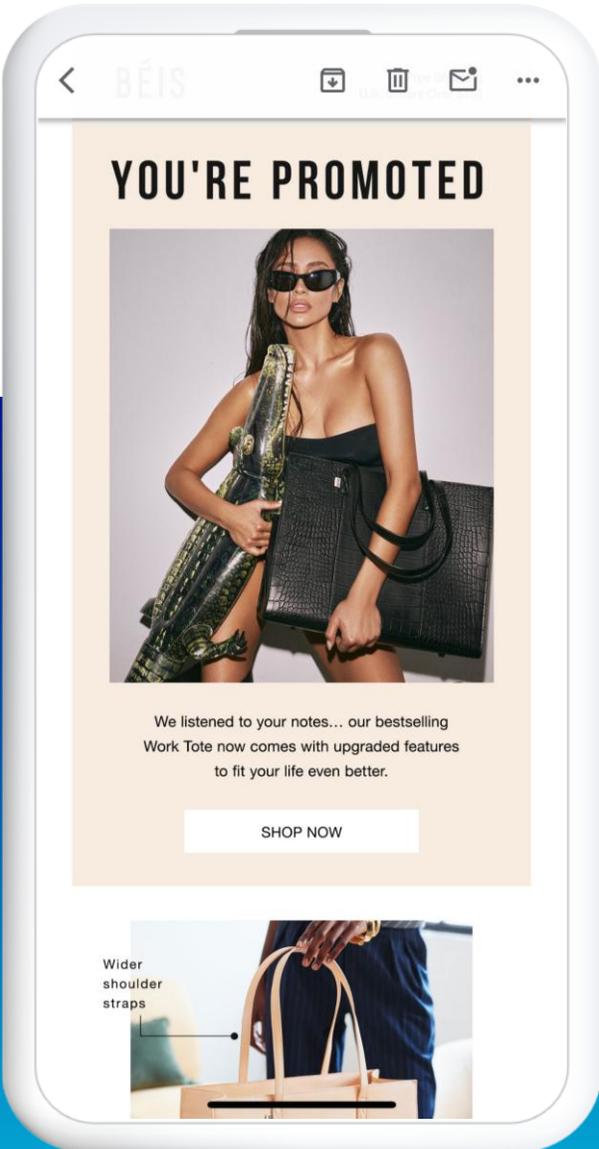
If these customers encounter inconsistent information or can't get what they need, they may lose interest in a brand's products or services.

-McKinsey & Co

Omnichannel IRL



Consistent experiences across channels with *BÉIS Travel*



Incorporating SMS as a cross channel champion

- + Develop your marketing plans with consistent messaging and content for a harmonious experience across various channels
- + *New to SMS marketing?*
 - + Start collecting numbers now! Ask for mobile numbers wherever you ask for data
 - + Sprinkle in SMS campaigns into your email automations
 - + Utilize WinstonAI to summarize and turn any email into an SMS campaign within 160 characters
- + Align your social media content and messaging with SMS and email
 - + Consider using additional imagery that social media followers respond to best



Segmentation + Personalization

Use data to strategically target and personalize your marketing

Supercharge your marketing with segmentation

- + **Strategic segmentation is crucial for success**
 - + Customer retention
 - + Growth and expansion
 - + Improved efficiency
- + **Find the right segmentation strategy to boost your ROI**
 - + Engagement
 - + Purchase history/recency/frequency
 - + Product category loyalists
 - + VIP's
 - + Preferences

Boost revenue by at least **15%** with personalized content

- + **Dynamic copy through contact data fields**
 - + Ex: "Top choices for *Trevor*" or "*Trevor*, don't miss out on this sale!"
- + **Dynamic content blocks**
 - + Ex: Promote app downloads to subscribers who have not yet downloaded your app
 - + Ex: Target customers based on their location and promote nearby stores or relevant weather-related products/content
- + **Customer reviews + UGC**
 - + Showcase relevant 5-star product reviews with our easy editor extension!

Track and Analyze Performance

+ Test and Measure Success

- + Consider duplicating campaigns/programs, applying the recommended changes, and A/B test the success of Old vs. New.

+ Benchmarking Against Yourself

- + What works for some, does not work for all and that's okay!
- + The key to measuring true performance is benchmarking against yourself
 - + YoY
 - + MoM
 - + QoQ



The background features several wavy, dotted lines in shades of pink, teal, and light blue. At the bottom, there is a grid of small white dots.

Real Results

Protech



PIPE SUPPORT

ROOF DRAIN

Challenge

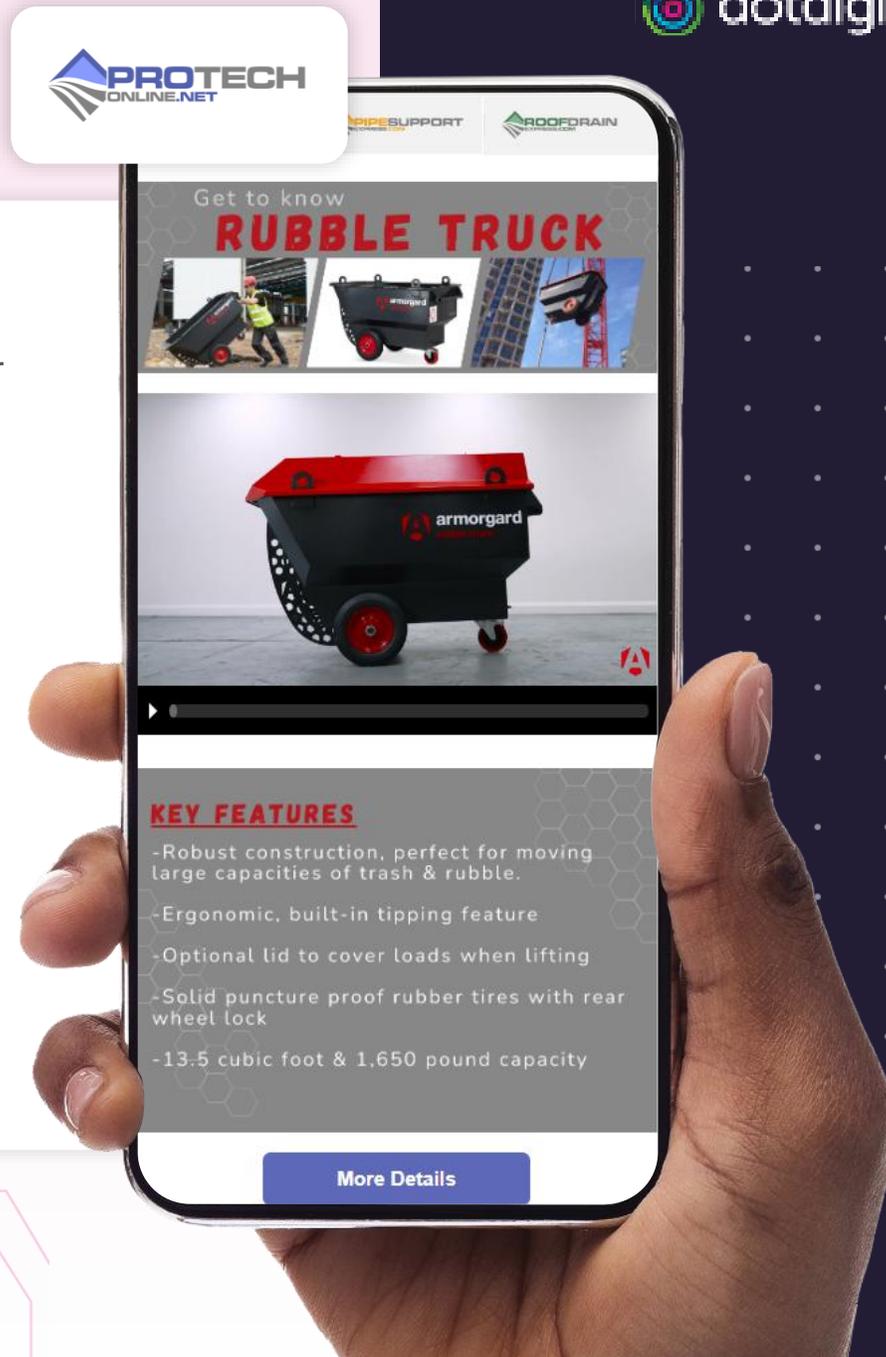
Protech sought to build a robust email marketing strategy to nurture leads, recover abandoned sales opportunities, and foster customer loyalty. As a small marketing team migrating from Mailchimp, finding a platform with advanced automation capabilities and dedicated support was vital.

Solution

Protech partnered with Dotdigital to develop automated email programs, driving long-term revenue growth. Programs included a welcome series, abandoned cart recovery, post-purchase engagement, birthday and anniversary incentives, and win-back campaigns for inactive customers.

To build a robust email list, Protech combined strategic acquisition, such as a homepage popover form, with the integration of existing customer data from Mailchimp and Magento. (1/2)

Dotdigital client since 2022



Protech



PIPE SUPPORT

ROOF DRAIN

This approach established a solid foundation for successful email marketing, enabling targeted campaigns and resulting in increased sales.

Leveraging Dotdigital's marketing automation functionality, Protech achieved remarkable results. The abandoned cart program contributed to 23% of total online revenue, while triggered campaigns from Dotdigital accounted for a significant 30% of total online revenue. There were notable overall increases compared to the previous six months, such as a 3,394% revenue increase, 23% contact list growth, 156% open rate improvement, and a 138% unique click rate enhancement.

Protech plans to utilize more Dotdigital features, ensuring Protech will maintain future growth. (2/2)

Success metrics

3,394%

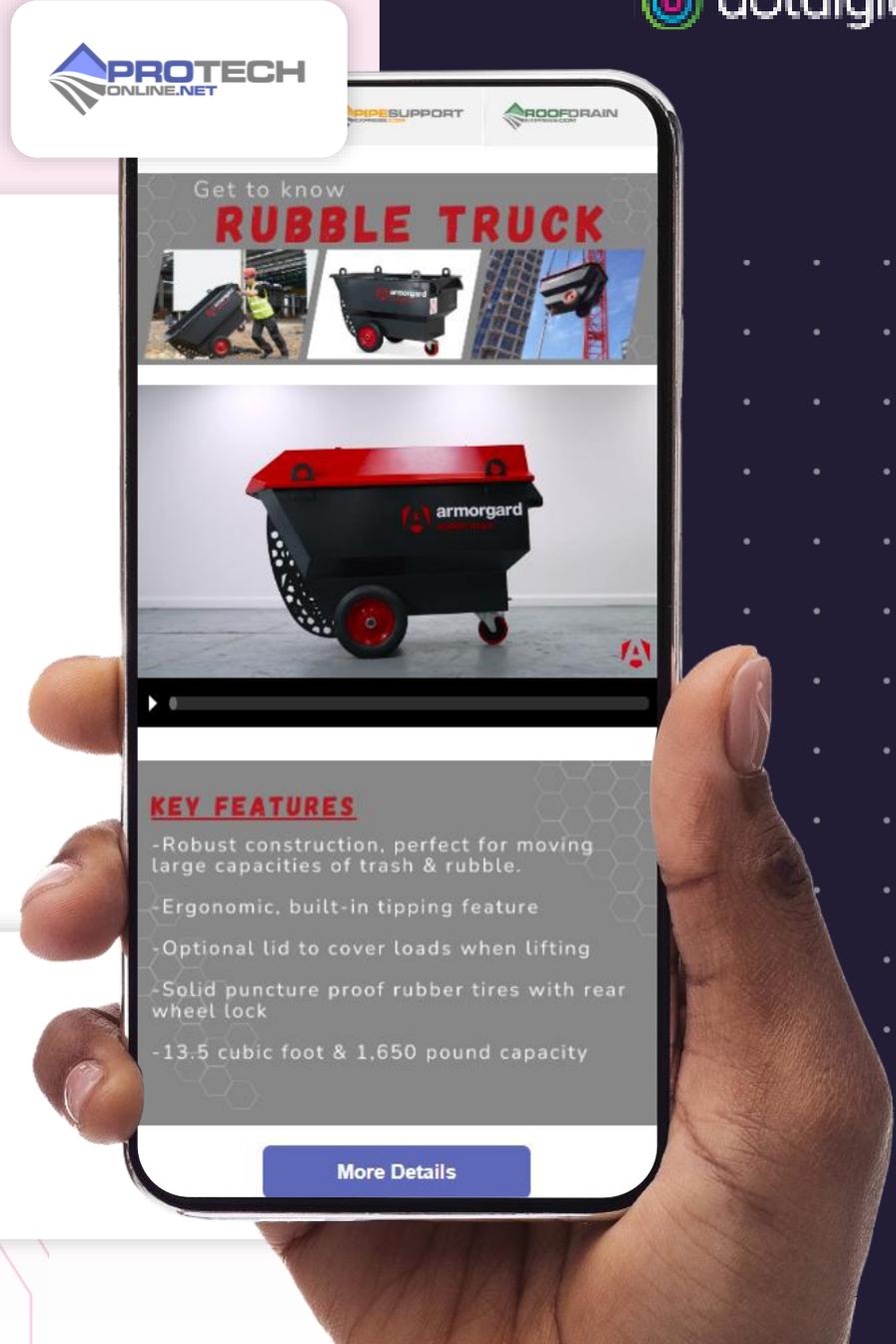
Revenue increase

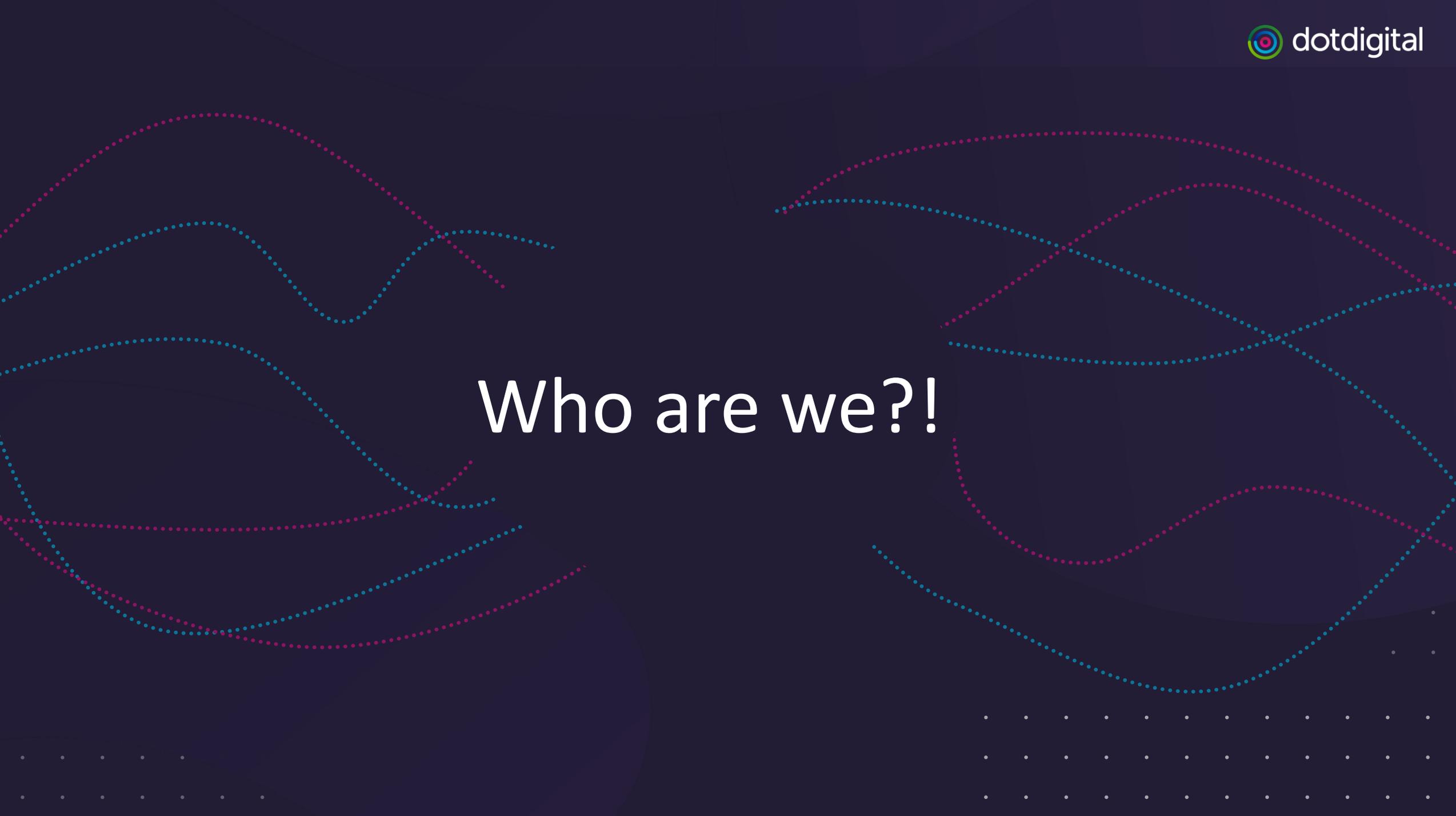
156%

Open rate increase

138%

Unique click rate increase





Who are we?!

About Dotdigital

- Dotdigital's CXDP platform helps **4000+ brands across a range of industries** reach their marketing potential
- **400+** employees around the world and growing
- **Worldwide** network of trusted, vetted **partnerships**
- We consistently reinvest double digit % of group revenue into **R&D**
- Pioneers of **responsible marketing**; we're ISO27001, ISO27701, and ISO14001 certified
- We operate with **transparency**; we publish a public-facing roadmap and are listed as of 2009.



The fact that we have access to an emerging technology that is proving its potential, is quite thrilling. It enables us to build many capabilities with very low effort and much higher returns.

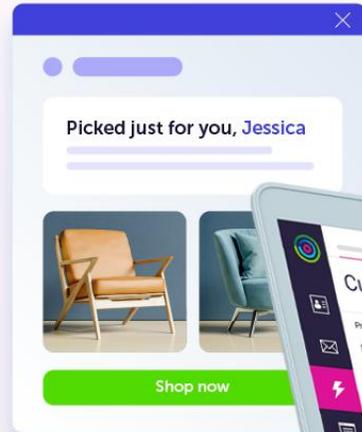
Adam Hollinshead

Chief Digital Officer at Winedirect

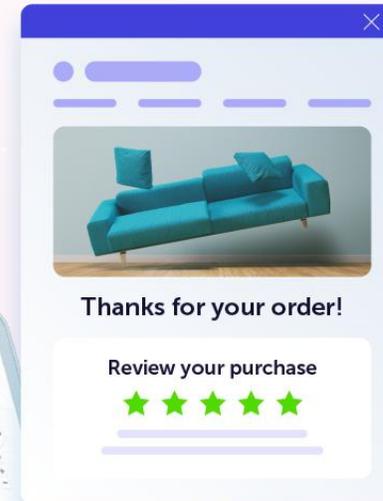


The customer experience platform that turns data into insight and action

Unify customer data in a single source of truth



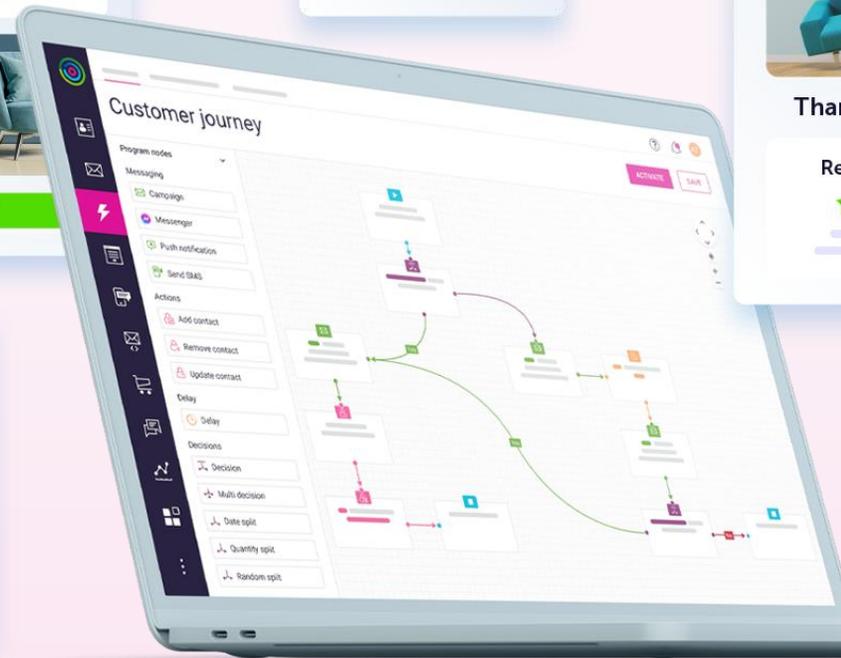
Use code **SHOP20** at checkout



Turn data you can trust into insights you can act on

 **Jessica Walker**
Subscribed 27 August

RFM persona	Champion
Engagement level	Highly engaged
Contact score	★★★★★
Optimized send time	11:30am



- 30%
Churn probability
- 27 June
Predicted next order date
- \$5200
Predicted CLV

Create experiences that drive loyalty

Trusted by over 4,000 brands globally



SUMMARY

1. Omnichannel strategies has big impact on ROI
2. Create Consistent experiences across customer journey
3. Incorporate SMS and social media
4. Personalization and segmentation go a long way
5. Track and analyze performances
6. Leverage Dotdigital for execution



Thank you!



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