



# How to Build a Relevant Customer Experience Using Data You Already Have

Learn how the Microsoft Retail Store increased email revenue  
1,200% in three years

**Shawna Dahlin**  
Senior Email Marketing Manager  
Microsoft Store

# Session Speaker



@ShawnaDahlin

Shawna Dahlin

Senior Email Marketing Manager

Microsoft Store

Shawna Dahlin, Senior Email Marketing Manager, Microsoft Store, directs the email marketing channel for the global retail stores division.

Her omnichannel program drives both online and foot traffic to microsoftstore.com and brick-and-mortar Microsoft retail stores. Shawna has 10 years of marketing experience, including eight years in online marketing at Microsoft. Shawna lives in beautiful Bellevue, Wash., and holds a B.A. from the University of California, San Diego.

# What we knew then

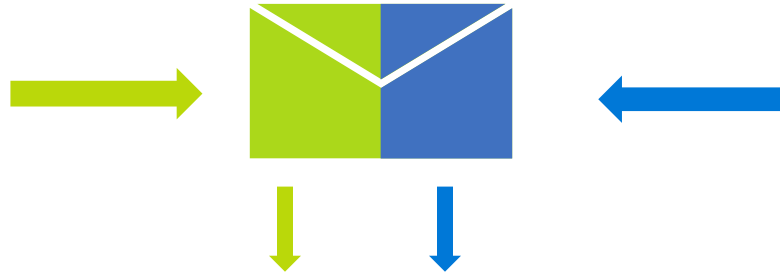


# The challenge

B&M Shopper



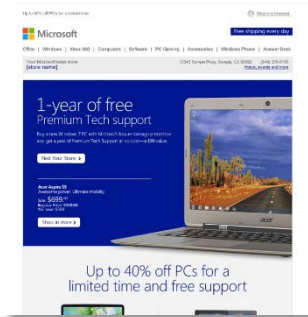
ESP



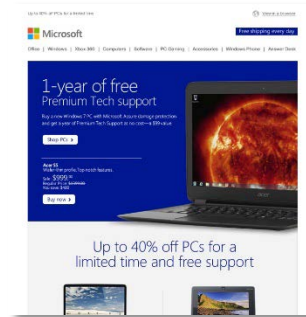
Online Shoppers



B&M Email



Online Email



# The beginning

## Promotional

Sales and promotion/  
General awareness

In-store  
awareness

## Transactional Trigger

Receipt

Shipment  
confirmation

“Tell us how  
we did”

# The ultimate solution

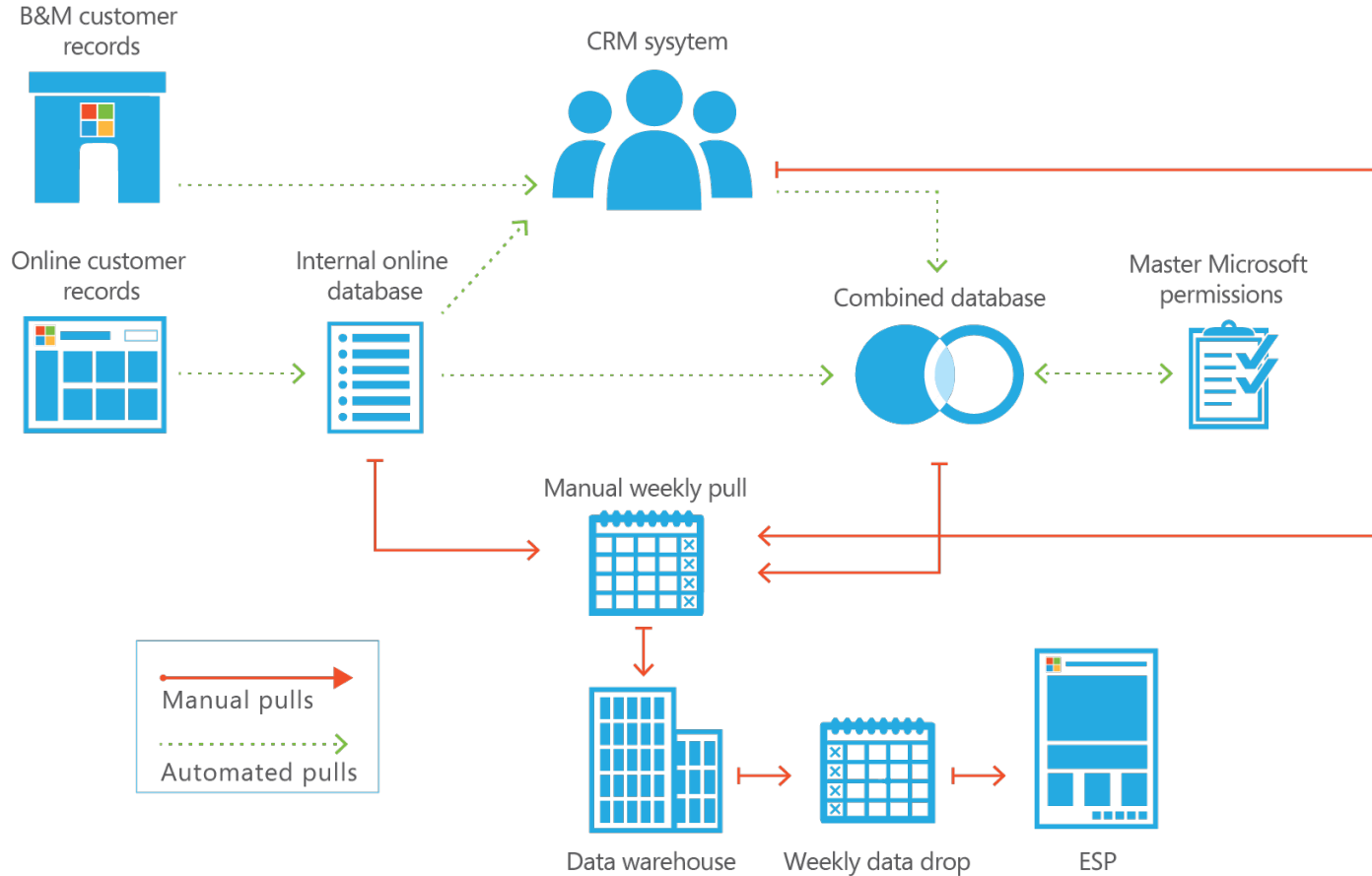


# The ultimate solution



But this requires time.

# Until we reach perfection ...





# How can we best use data in the short-term?



Evaluate



Segment



Personalize

# How can we best use data in the short-term?



**Evaluate**  
content you  
already have



**Segment**



**Personalize**

# Use existing resources

- Customer service reps
- Post-purchase surveys
- In-store associates
- Cross-company product groups



# How can we best use data in the short-term?



**Evaluate**  
content you  
already have



**Segment**  
your audience with  
what you have

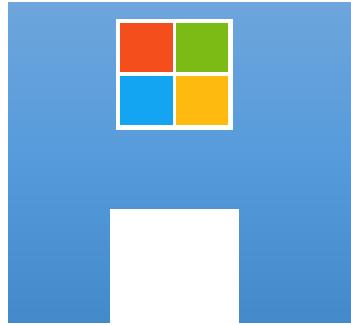


**Personalize**

# Working with data



Transaction data



Purchase channel



Geographic location

# Our most identifiable customers




Business



Gamer




Student



Near a store

# Audience segmentation

Get a free PC tune-up in-store [View in a browser](#)



[Find a store](#)

[Surface](#) | [Xbox](#) | [Office](#) | [Windows Phone](#) | [Computers](#)

Your Microsoft Retail Store [\[store name\]](#)  
[Hours, events, and more](#)


Restore your tech

## FREE PC TUNE-UP\*

No matter where you bought your PC, our friendly Service Advisors can help get it back to peak performance with:

- Extended diagnostics
- Software repair or support
- Virus and malware removal


[Schedule your appointment today](#)



Text 'MSSTORE' to 29502 for news and offers [Free shipping every day](#)

In-store service


Celebrate graduation [View in a browser](#)



[Surface](#) | [Xbox](#) | [Windows Phone](#) | [Computers](#) | [Sale](#) | [Find a store](#) [Free shipping every day](#)

Your Microsoft Retail Store [\[store name\]](#)  
12345 Sample Pkwy, Sample, CA 92692 - (949) 325-6100 [Hours, events, and more](#)

## YOU DESERVE A TABLET



*\$75 off just for students*


That's just as SMART AS you

We couldn't send a graduation card filled with money, so we're giving students \$75 off a Surface 2 instead.\*

Regular price | \$449  
Student price | \$374

[Shop now](#) [Go to your store](#)

*Smart happens here*



Text 'EMAIL' to 29502 for news and offers sent directly to your phone

Campaign-specific

Order yours online today! [View in a browser](#)



[Surface](#) | [Xbox](#) | [Windows Phone](#) | [Computers](#) | [Sale](#) | [Find a store](#) [Free shipping every day](#)

Your Microsoft Retail Store [\[store name\]](#)  
12345 Sample Pkwy, Sample, CA 92692 - (949) 325-6100 [Hours, events, and more](#)

## Save \$100

on the Surface Docking Station

Easily connect your Surface 2 or Surface Pro 2 to an HD monitor, audio system, mouse, and printer to create the perfect desktop workstation.



Surface Docking Station was \$199.99 | now \$99.99  
This limited-time offer is good until 7/26\*

[Buy now](#)



Text 'MSSTORE' to 29502 for news and offers sent directly to your phone

New product awareness

# How can we best use data in the short-term?



1

**Evaluate**  
content you  
already have



2

**Segment**  
your audience with  
what you have



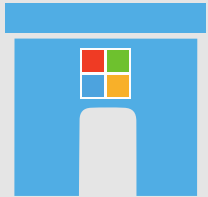
3

**Personalize**  
the customer  
journey



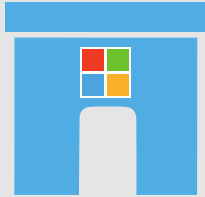
# Build a customer journey

## Data Sources



# Build a customer journey

## Data Sources

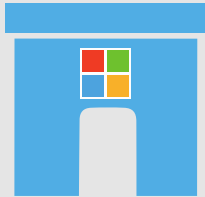


## What We Know



# Build a customer journey

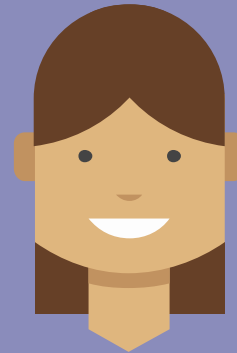
## Data Sources



## What We Know

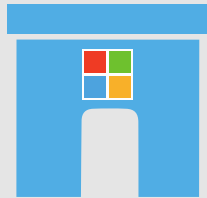


## Mary



# Build a customer journey

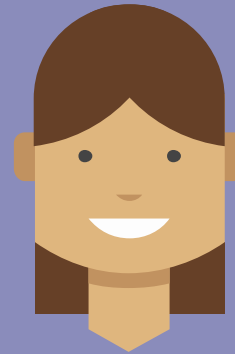
## Data Sources



## What We Know



## Mary



## What We Can Suggest



# Personalizing the brick-and-mortar receipt

Microsoft Store | Answer Desk | Personal Training | Community | Classes and Events

Dear Emily,  
Thank you for your recent purchase at the Microsoft Store. Please feel free to contact us at any time if questions arise concerning your recent purchase or any other Microsoft products or service. We look forward to seeing you again in our store soon.

Sincerely,  
Microsoft Store

Item	Unit Price	Qty	Total Price
Microsoft Pre-Order Halo Limited Edition Console Bundle Xbox 360 Item 29G-00055 UPC	20.00	1	20.00
Subtotal			20.00
Tax			.00
Total			20.00

08/23/2010

Microsoft Store  
Fashion Valley Mall 7007  
Friars Road Suite 324  
San Diego, CA 92108  
(615) 849-5872  
Sales Associate: Phillip

Amount Paid: \$20.00  
Cash \$20.00

Additional Information

**Microsoft Store Exchange and Return Policy**  
Computers and hardware may be returned within 14 days from the date of purchase. All other items may be returned within 30 days from the date of purchase. Personalized or customized items, special order items, services, gift cards and damaged or abused items cannot be returned. Opened computer software and video games can be exchanged for the identical item, but cannot be returned for a refund. All returns must be accompanied by the receipt and the original packaging, parts and components. Refunds will generally be made in the same method as payment. Certain exceptions and restrictions may apply. Please visit <http://www.microsoftstore.com/legal> for more details.

Enter to win  
Provide your feedback on your experience at the Microsoft Store & be entered for a chance to win a Netbook PC. Enter now at <http://www.microsoftfeedback.com>. No purchase necessary to enter or win. A purchase will not increase your chances of winning. Sweepstakes starts 2/15/10 and ends 8/31/10. Open to legal residents of the 50 US and DC. 18+. For full rules, including alternate entry, see: [microsoftfeedback.com](http://microsoftfeedback.com).

Tweet with us | Visit us on Facebook

This email was sent by: Microsoft Corporation One Microsoft Way  
Redmond, WA, 98052, USA

BEFORE

Details of your Microsoft purchase | View in a browser

Microsoft

Office | Windows | Xbox 360 | Computers | Software | PC Gaming | Accessories | Windows Phone | Answer Desk

Thanks for shopping with us  
Here's your itemized receipt and information to help you get the most out of your new Xbox 360 console.

Your order details  
CUSTOMER NAME: JOHN SMITH  
ASSOCIATE NAME: JANE  
DATE PURCHASED: 02/24/12  
ORDER NUMBER: MS9278008719  
ORDER TOTAL: \$215.99

Connect with Xbox LIVE  
Get the most from your Xbox 360 with an Xbox LIVE subscription. Xbox LIVE is your gateway to a world of fun and entertainment options. For starters, you can:  
Watch HD movies & TV shows  
Video chat with friends  
Play games online with friends  
Download full games and add-ons

Not a current Xbox LIVE subscriber?  
Become an Xbox LIVE Gold member for just \$5 a month!

More games, more fun  
Whether you want to save the universe from evil robots, dance your pants off, or make your championship dreams come true, Xbox 360 is the place to make it all happen. It's time to get your game on.

Tell us how we did  
Complete a survey  
Get a chance to win a PC

Contact customer service  
Call Customer Service 1-877-696-7786

Your order barcode  
If you need to return an item, printing this barcode and bringing it to your local store can help expedite the process.

Thanks again for your purchase at [store name]

12345 Sample Pkwy, Sample, CA 95002 (949) 325-6100  
hours, events and more

Details of your Microsoft purchase | View in a browser

Microsoft

Office | Windows | Xbox 360 | Computers | Software | PC Gaming | Accessories | Windows Phone | Answer Desk

Thanks for shopping with us  
Here's your itemized receipt and information to help you get the most out of your purchase.

Your order details  
CUSTOMER NAME: JOHN SMITH  
ASSOCIATE NAME: JANE  
DATE PURCHASED: 02/24/12  
ORDER NUMBER: MS9278008719  
ORDER TOTAL: \$1,206.84

Need help getting your Office up and running? We're here for you.  
Call us at 1-877-696-7786 or visit [ms.com/officehelp](http://ms.com/officehelp).  
There's no charge, and our friendly associates will be happy to help you.

Get more out of Office  
• Make a custom photo calendar, create an eye-catching resume, or even keep a fitness log with these [free tools](#).  
• Got a minute? Get to know Office with one of these [free e-books](#).  
• Office video tips and timesavers are right on your desktop with [this screen saver](#).

Tell us how we did  
Complete a survey  
Get a chance to win a PC

Contact customer service  
Call Customer Service 1-877-696-7786

Your order barcode  
If you need to return an item, printing this barcode and bringing it to your local store can help expedite the process.

Thanks again for your purchase at [store name]

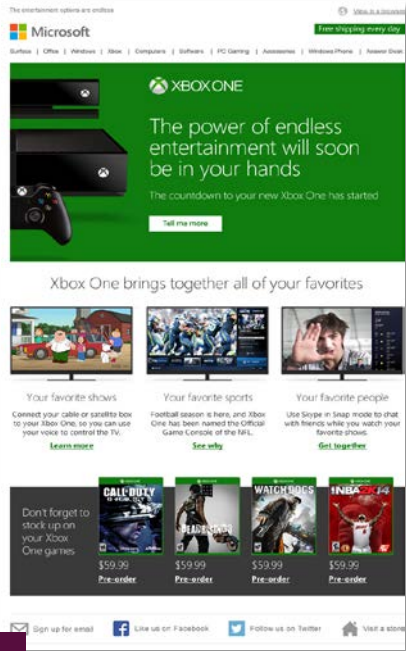
12345 Sample Pkwy, Sample, CA 95002 (949) 325-6100  
[hours, events and more](#)

Like us on Facebook | Follow us on Twitter | Visit a Store

AFTER

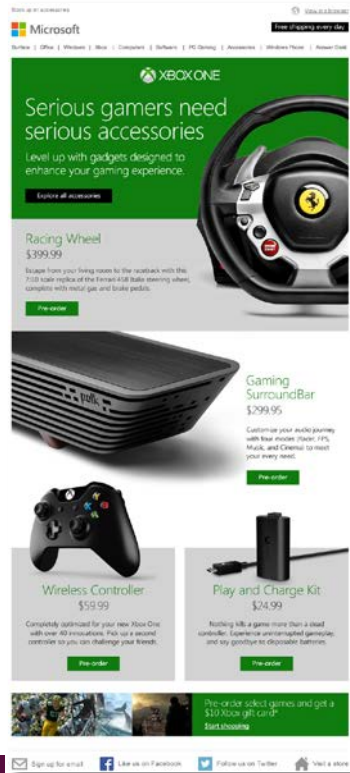


# Xbox One preorder lifecycle



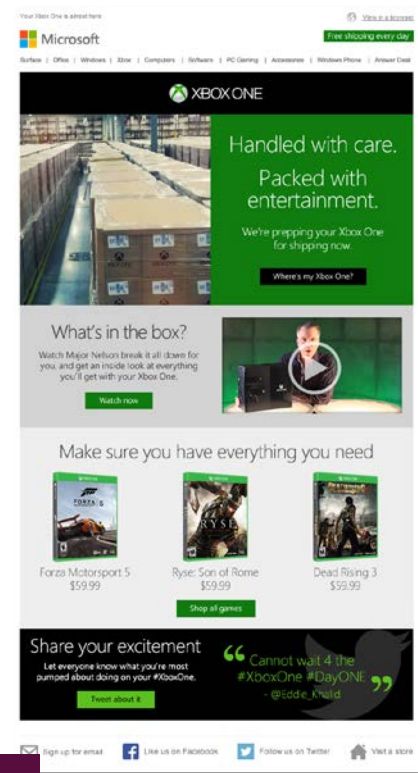
1

Entertainment



2

Accessories



3

Shipping soon



What we  
know now





# The new customer journey

## Promotional

Sales and promotion/  
General awareness

In-store  
awareness

SMB  
segment

Sale email re-sends /  
Last chance

## Transactional Trigger

Receipt

Shipment confirmation

“Tell us how  
we did”

Ratings and reviews

## Lifecycle

Promo code  
reminders

Post-purchase  
reinforcement

Post-purchase  
cross-sell

Holiday  
lifecycle

Non-holiday  
shopper

Post-purchase  
warranty

“We miss  
you”

# We've come a long way

## Promotional

Sales and promotion/  
General awareness

In-store  
awareness

SMB  
Segment

Sale email re-sends/  
last chance

## Transactional Trigger

Receipt

Shipment confirmation

"Tell us how  
we did"

Ratings and Reviews

## Lifecycle

Promo code  
reminders

Post-purchase  
reinforcement

Post-purchase  
cross-sell

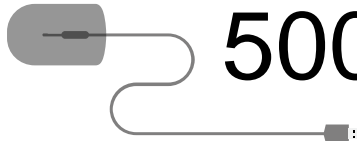
Holiday  
Lifecycle

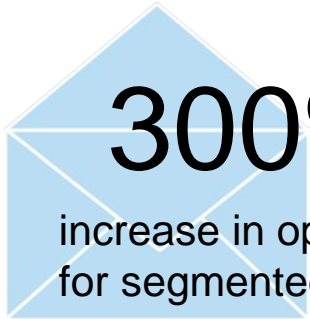
Non-holiday  
shopper

Post-purchase  
warranty


"We Miss  
You"

# The results

 **500%** increase in CTR for segmented emails

 **300%**  
increase in open rate  
for segmented emails

**1,200%**   
overall revenue  
increase in 3 years

 **600%**  
increase in rev/email  
(for lifecycle)

# What's next?

- Engagement segmentation
- More data in the same place
- Data modeling
- Efficiency and automation

# Takeaways

- Keep digging into your data
- Little things add up
- Think from the customer's perspective

# Thank You



Shawna Dahlin  
Senior Email Marketing Manager  
Microsoft Store  
[@ShawnaDahlin](https://twitter.com/ShawnaDahlin)



Selena Blue  
Manager, Editorial Content  
MECLABS Institute  
[@SelenaLBlue](https://twitter.com/SelenaLBlue)