marketingsherpa email summit 2015

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

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Session Speaker

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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.

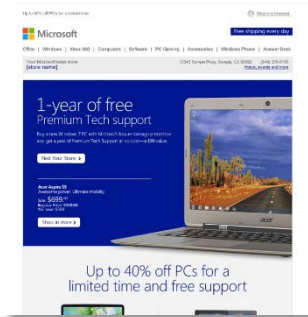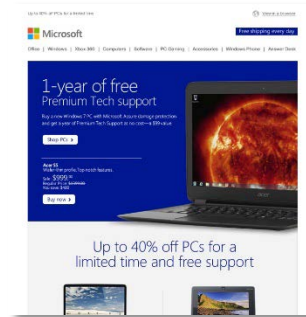#SherpaEmail

What we knew then

The challenge

B&M Shopper

ESP
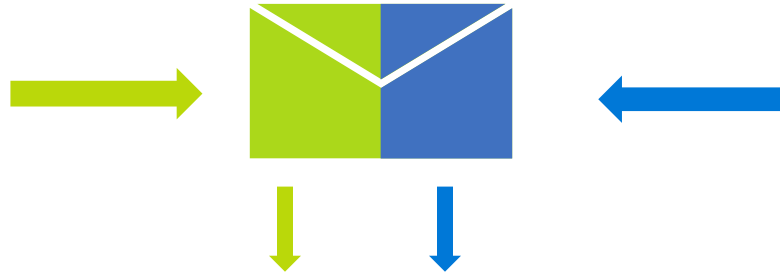
Online Shoppers

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

Direct Mail

SMS Text

Social Media

Email

Online

In-store

The ultimate solution

Direct Mail

SMS Text

Social Media

IT Resources

Email

Online

In-store

But this requires time.

Until we reach perfection …

B&M customer records

CRM sysytem

Online customer records

Internal online database

Master Microsoft permissions

Combined database

Manual weekly pull

Manual pulls

Automated pulls

Data warehouse

Weekly data drop

ESP

8
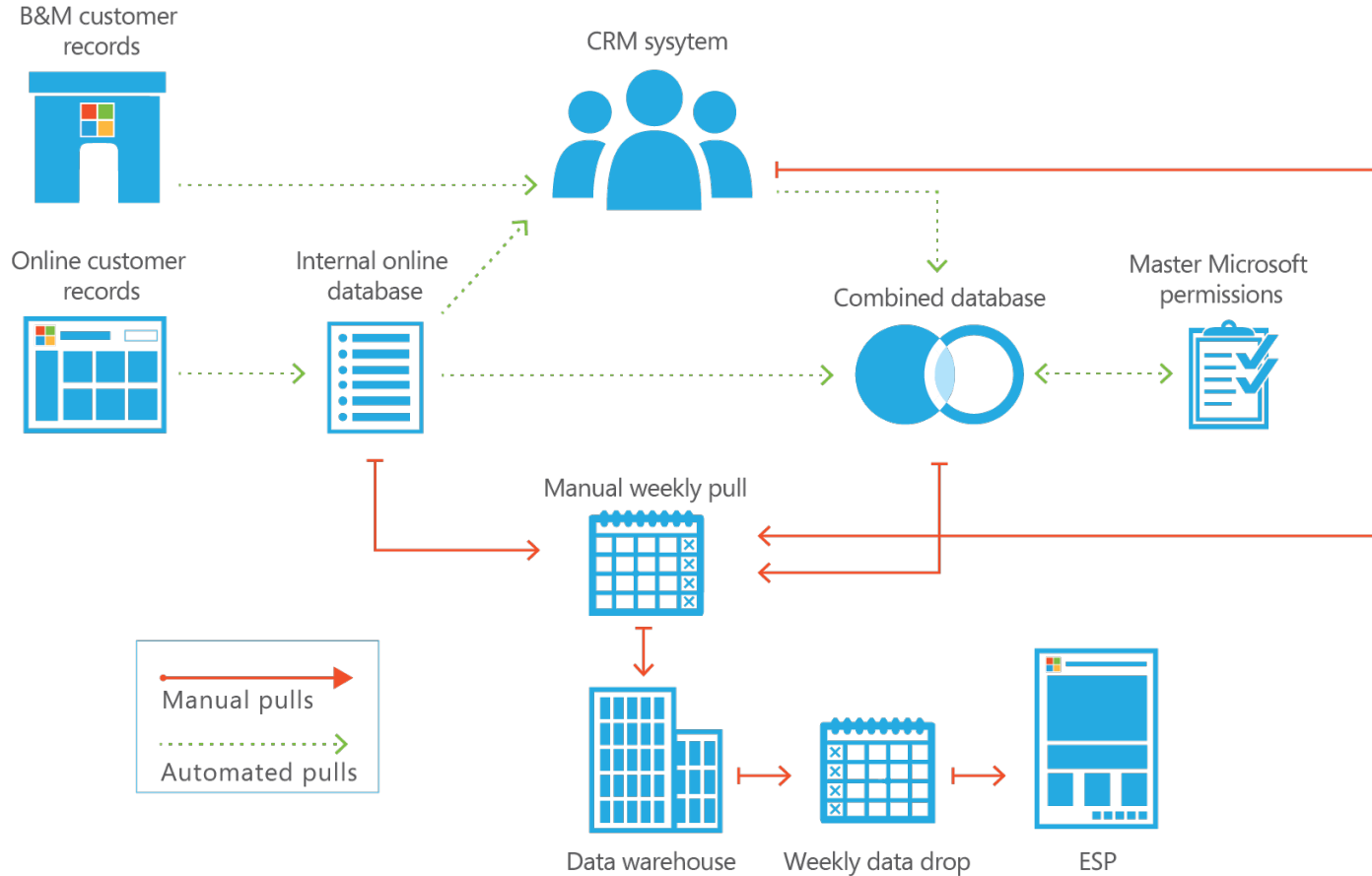
How can we best use data in the short-term?

1 Evaluate

2 Segment

3 Personalize

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

1

Evaluate
content you
already have

2

Segment

3

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?

1

Evaluate
content you
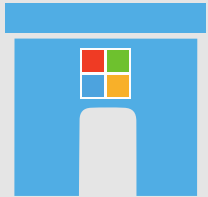already have

2

Segment
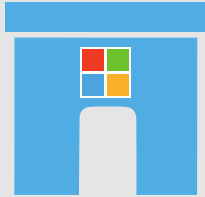your audience with
what you have

3

Personalize

Working with data

Transaction data
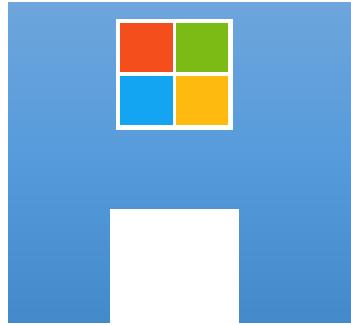
Purchase channel

Geographic location

Our most identifiable customers

Business

Gamer

Student

Near a store

Audience segmentation

In-store service

Campaign-specific

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

Build a customer journey

Build a customer journey
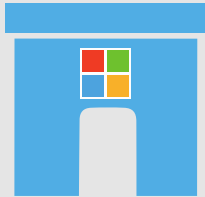
| Data Sources | What We Know | Mary |

Build a customer journey
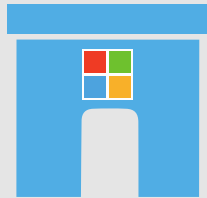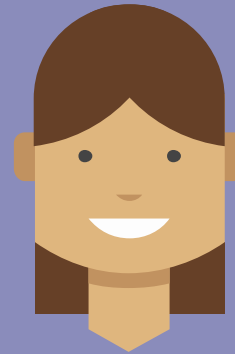
Personalizing the brick-and-mortar receipt

BEFORE

AFTER

Surface product lifecycle

Day 1

Key cross-sell, Up and running

Day 15

Accessories, Apps

Day 38

Last-chance warranty

Xbox One preorder lifecycle
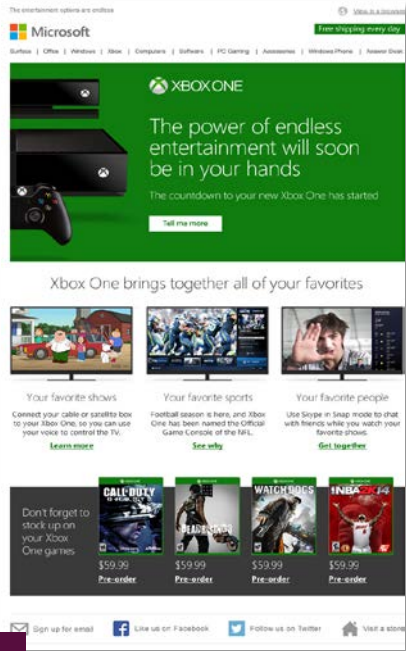
1 Entertainment
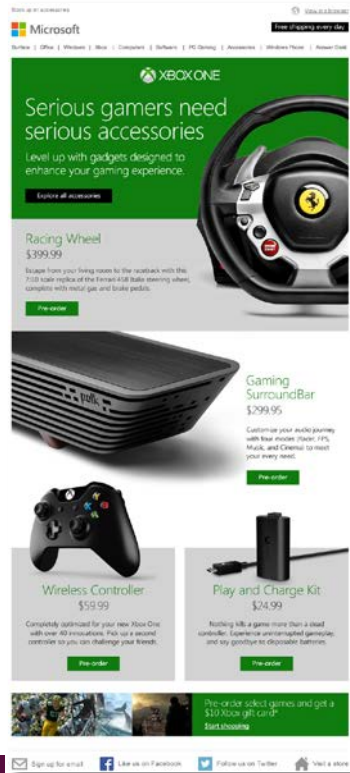
2 Accessories

3 Shipping soon

23
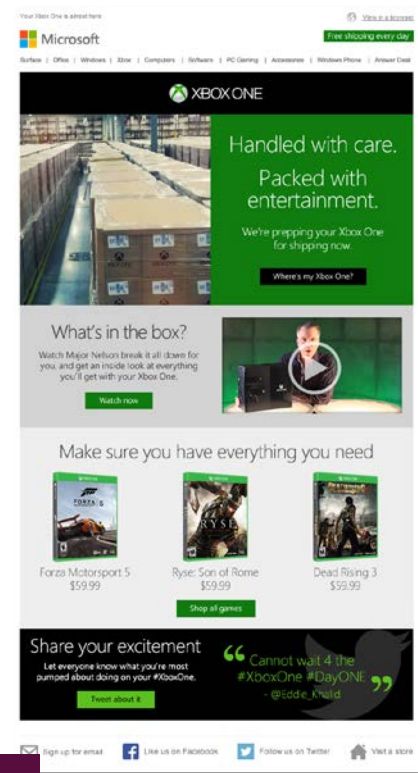
What we know now

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

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Lifecycle
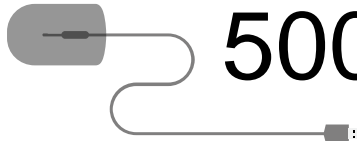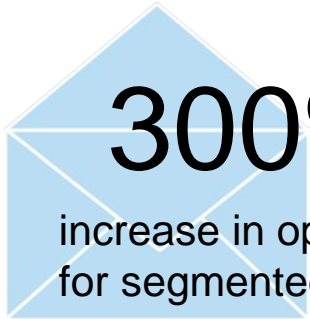
Promo code reminders	Post-purchase reinforcement	Post-purchase cross-sell	Holiday Lifecycle	Non-holiday shopper	Post-purchase warranty	"We Miss You"

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

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