

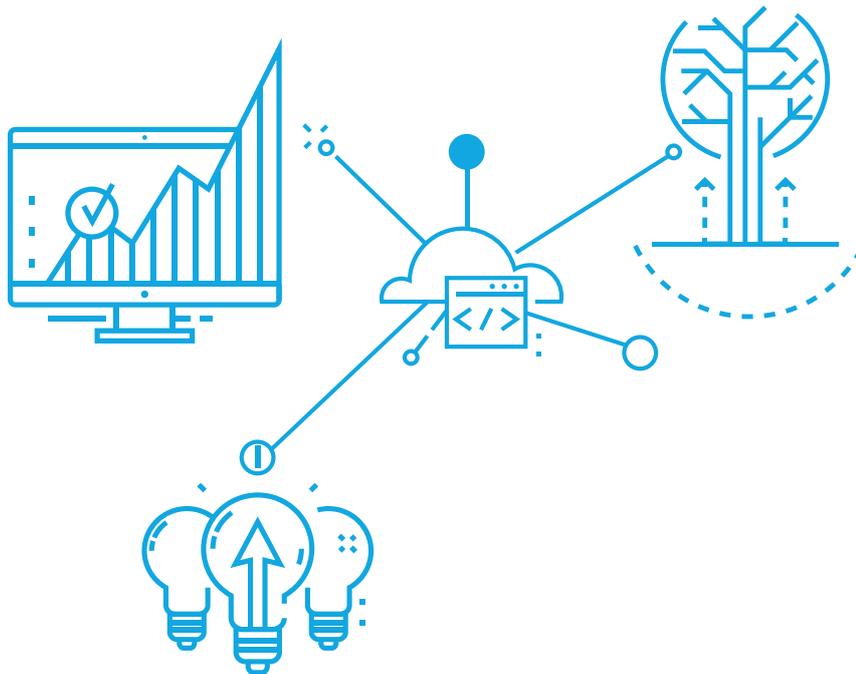
ECOMMERCE TECHNOLOGY: WHY YOUR ESP IS NOT ENOUGH, AND WHAT YOU NEED INSTEAD

INTRODUCTION

With a Single Customer View at the core of your marketing, amazing things happen. Specifically, marketers are finally able to truly understand why and how their customers shop (both in aggregate and at the individual level), automate personalized campaigns across channels in real-time, and iterate quickly without relying on other teams or external resources. With a single view of each customer, marketers can understand and respond to their unique needs, preferences, and reasons for shopping, ultimately driving repeat purchases and maximizing customer lifetime revenue.

Unfortunately, left without an alternative, most businesses have resorted to using their ESP as their central marketing platform and customer system of record. But ESPs were designed from the ground up to only send and report on email marketing (and most do that very well), which creates a fundamental problem for ESP vendors and their customers alike. In response to the increased expectations and standards of modern marketers, many legacy ESPs have begun to augment their email marketing capabilities with other channels like mobile push messaging. While this is certainly an improvement, the channel-centric approach still doesn't address the current and future needs of marketers.

Today's marketers need one system of record that first and foremost unifies all of their customer data across channels and devices to create a single customer view, then empowers them act on that data in real-time to deliver beautiful, relevant, and effective campaigns and measure their performance all in the same platform.



COMMERCE HAS CHANGED

There has never been a better time for ecommerce than now. In 2016, overall U.S. desktop retail e-commerce sales surpassed 291.8 billion U.S. dollars, up from \$162 billion just five years ago in 2011. Recent estimates have the global ecommerce market well over \$1.6 trillion dollars and growing. Numbers around the total count of ecommerce stores are hard to quantify and estimates vary quite a bit, but one trusted study cites nearly a million companies with well over 110,000 of them generating meaningful revenue – and that was from 2014!



Ecommerce stores are also easier than ever to create. In fact, Shopify even recently published an article boldly titled, “How to Start An Ecommerce Business Without Spending Any Money.” And with countless manufacturers deciding to skip wholesalers and launch direct-to-consumer stores for the first time in their respective histories, there are no signs of the ecommerce market slowing down.

It’s for these reasons among others that ecommerce is also more competitive than ever. In fact, it’s widely accepted that on average, 80% of first-time purchasers won’t make a second purchase from the same ecommerce brand. And considering how many options consumers are faced with, you can hardly blame them - it’s a shopper’s market. The companies that are going to survive and thrive in today’s economy are the companies that prioritize investing in their existing customers and driving repeat purchases. While many young ecommerce businesses are forced to focus on new customer acquisition, it’s well-understood that investing in existing customers is the fastest and most profitable path to revenue growth.

Ecommerce companies are fighting for customers, and those that most effectively drive loyalty are going to win. It’s not that your one-time buyers aren’t buying more products like yours, it’s that they’re not buying them from you. The good news is that driving repeat purchases from existing customers is not only faster and more profitable, it’s also cheaper and yields higher average order values. In fact,

- it costs **5x more** to acquire a new customer than it does to drive a repeat purchase,
- existing customers are **10x more** likely to make a purchase than new customers, and
- returning customers spend on average **67% more** than first-time customers.

Obviously there is a massive opportunity for the companies that focus on retention and driving repeat purchases. But in order to really move the needle on metrics like Repeat Purchase Rate and New Loyal Customers, marketers must be empowered to understand why and how their customers shop and ultimately purchase, then use that understanding to influence customer behavior by creating a personalized experience across channels and engaging them in real-time – it’s not only what customers expect, it’s what generates results.



40% of consumers buy more from retailers who personalize the shopping experience across channels.

CURRENT TECHNOLOGY FALLS SHORT

The challenge lies in the technology that B2C marketers have been offered. Because while we now have more customer behavior data than ever before, a majority of companies are still running their businesses on email service providers (ESPs) and a patchwork of point solutions, leading to disconnected marketing and customer experience, and no way for marketers to understand why and how their customers are shopping. As a result, marketers are left guessing as to what drives repeat purchases, lifetime revenue, and cross-category shopping, without the tools they need to effectively engage customers wherever they are, regardless of channel and device. When you don't understand what drives these metrics, you're forced to send batch and blast communications and optimize your marketing for superficial metrics like opens, clicks, visits, or at best, conversion rate. See [this article from Shopify Plus](#) for why conversion rate is not the right metric to optimize for.

Left without an alternative, most businesses have resorted to using an ESP as their central marketing platform and customer system of record. But ESPs were designed from the ground up to only send and report on email marketing (and most do that well), which creates a fundamental problem for ESP vendors and their customers alike. In response to the increased expectations and standards of modern marketers, many legacy ESPs have begun to augment their email marketing capabilities with other channels like mobile push messaging. While this is certainly an improvement, the still channel-centric approach still doesn't address current and future needs of marketers. Today's marketers need one system of record that first and foremost unifies all of their customer data across channels and devices to create a single customer view, then empowers them act on that data in real-time to deliver beautiful, relevant, and effective campaigns and measure their performance all in the same platform.

When marketers hear the terms “unified customer data” or “single system of record,” they often think of CRM (Customer Relationship Management). And when they hear “CRM,” some familiar names come to mind (Salesforce and Oracle, for example): tools that claim, at a high level, to help salespeople manage customer interactions and marketers understand the ROI of their campaigns by storing all customer data in one system of record. If you’re selling B2B, this sounds quite helpful: it will help salespeople manage long sales cycles and communications, and they often pair with marketing tools to nurture leads across the course of an entire sales funnel. But like ESPs and other point solutions, these CRMs fall short for B2C marketers - not because they don’t do what they say, but because they were built for B2B salespeople, not B2C marketers. B2C marketers also typically see a much higher volume of customers and a higher frequency of transactions and behavioral interactions than B2B businesses.

B2B	B2C
1. Account-based	1. People-based
2. Sales-centric	2. Marketing-centric
3. Fewer customers	3. Many customers
4. Lower frequency of transactions	4. Higher frequency of transactions
5. Manual-entry data hygiene	5. Automated data hygiene

THE SINGLE CUSTOMER VIEW

Ecommerce marketers need a solution designed to solve today’s challenges, and that all starts with the single customer view. Having a Single Customer View means that you have one definitive profile for each customer. These profiles contain every one of the customer’s interactions with your brand across channels and devices, including anything they’ve ever browsed or purchased, every marketing touchpoint they’ve received or engaged with (eg. email or push message), their lifetime value, average order value and price point, demographic details, location, contact information, and more. The best examples even include the customer’s anonymous behavior prior to having been identified.

WHAT IS A SINGLE CUSTOMER VIEW?

A Single Customer View delivers one definitive profile for each customer. Each profile contains every one of the customer’s interactions with your brand across channels and devices, including anything they’ve ever browsed or purchased, every marketing touchpoint they’ve received or engaged with (eg. email or push message), their lifetime value, average order value and price point, demographic details, location, contact information, and more.

With a Single Customer View at the core of your marketing, amazing things happen. Specifically, marketers are finally able to truly understand why and how their customers shop (both in aggregate and at the individual level), automate real-time, personalized campaigns across channels, and iterate quickly without relying on other teams or external resources. With a single view of each customer, marketers can understand and respond to their unique needs, preferences, and reasons for shopping, ultimately driving repeat purchases and maximizing customer lifetime revenue.

INTRODUCING THE B2C CRM

Today's ecommerce marketers need a B2C CRM. By placing the Single Customer View directly in the hands of the marketer and pairing it with campaign orchestration and attribution capabilities, a B2C CRM makes it possible to understand exactly what each customer wants, then immediately engage with them on a 1-on-1 level, across channels with content and messages that are specific to their needs - because the more targeted your interactions with customers, the more likely they are to return for repeat purchases and stay loyal to your brand.

How exactly is a B2C CRM different? A B2C CRM tracks and unifies every customer interaction in real-time, then puts that data (as well as an understanding of that data) directly in the hands of the marketer for immediate (or automated) action. Unlike ESPs and other point solutions, the B2C CRM places the emphasis on customers rather than channels and campaigns. B2C CRM empowers marketers to deliver targeted, cross-channel campaigns in real-time so they can engage customers with personalized messages while they're shopping. And not only can marketers answer the specific questions they have about driving retention and customer lifetime value, but when all customer data is in one place, it becomes possible to uncover insights and trends they may not have anticipated (thus answering questions they wouldn't have known to ask!)."

ESP	B2C CRM
1. Sends emails	1. Sends across multiple channels, including email
2. Batch and blast messages to all customers	2. Segmented, personalized messages
3. Manual delivery of promotional campaigns	3. Automated behavioral triggers and promotional campaigns in one platform
4. Measures clicks, opens, visits, conversions	4. Measures email metrics as well as metrics like repeat purchase % and CLTV
5. Email-centric view of some customers	5. Single view of every customer

A B2C CRM is based on four key principles:



Unifies all of your customer interactions in one view

Able to process and store millions of event-level interactions across all channels and devices, then resolve customer identities to create a true customer system of record with one definitive profile for each customer - a Single Customer View.



Empowers marketers to analyze and segment their customers

Interpret customer behavior to understand where each customer is in the lifecycle, as well as make event-level customer interaction data available to the marketer for analysis and customer segmentation.



Orchestrates campaigns across channels and devices, in real-time

Channel and software-agnostic, making customer insights and understanding available to any channel for more intelligent, effective customer engagement, in real-time.



Delivers holistic, flexible attribution capabilities

Able to attribute any and all customer interactions to any other customer interaction - from broad engagement to specific transaction - and process attribution models on the fly.

WHAT WILL A B2C CRM ENABLE ME TO DO THAT I CAN'T DO TODAY?

From basic behaviorally-triggered campaigns like welcome series or cart and browse abandonment campaigns, to personalized newsletters and promotions, a B2C CRM delivers one marketing platform to orchestrate it all. And because customer analytics is at its core, you'll be able to understand patterns like cross-category purchase behavior and finally move beyond opens, clicks, and visits to optimize your marketing against metrics that really matter, like repeat purchase rate and customer lifetime revenue.

A B2C CRM empowers marketers to:

- Easily insert behaviorally-driven, personalized content in any message
- Automate lifecycle-based campaigns that drive first purchases, repeat purchase rates, and customer loyalty
- Deliver both triggered and promotional campaigns in one platform
- Increase reach through cross-channel campaign coordination - including email, push, Facebook, Google, and more
- Discover shopping behaviors and trends that inform segments and cross-category strategy

To learn more about how a B2C CRM could help you convert and grow more loyal customers, give us a call at 877-658-2570 or email us at insights@zaius.com

Behaviorally-driven content	6X ↑	Behaviorally-triggered emails generate six times the revenue of bulk emails.
Cross-channel campaigns	30% ↑	Coordinating campaigns across multiple channels can increase conversion rates by 30%.
Customer segmentation	28% ↓	Delivering campaigns based on customer segments can decrease unsubscribe rates by 28%.
Data-driven campaign timing	34% ↑	Use data to ensure messages reach customers at peak engagement times can lift email conversions by 34%.
Cross-device stitching	2X ↑	Double the reach of behaviorally-triggered campaigns with cross-device identity stitching.

ZAIUS

THE WORLD'S TOP BRANDS TRUST ZAIUS.

Zaius customers are **increasing their customer lifetime revenue by an average of 15-20%**. The key to their success is understanding how their customers shop across every channel and automating campaigns that reach their customers when and where it will be most effective, **leading to repeat purchases and increased average order value.**

BROCK BEAUTY

NINE WEST

Sotheby's

POLYVORE

COLE LOCKER

MODA OPERANDI



NINE WEST

"I've used or tried most of the digital analytics platforms, email service providers and other marketing applications available but the ability to quickly analyze digital behavior and execute marketing campaigns against the insights has been elusive. With a unique combination of flexible analytic capabilities, integrated cross-channel marketing execution, and ease of use, we see Zaius as

THE FUTURE OF CRM."

Andy Cho, VP of Ecommerce, Nine West

MODA OPERANDI

"Over the years we deployed a number of point solutions which led to multiple versions of the truth across the organization. The result was that our business was unable to make quick, well-informed decisions without a lot of manual effort. We brought in Zaius to unify our data and be

THE SINGLE SOURCE OF TRUTH ON WHICH ALL BUSINESS DECISIONS ARE MADE."

Keiron McCammon, CTO, Moda Operandi



877-658-2570

or email us at



insights@zaius.com

www.zaius.com

