Top Performing Personalization Tactics To Boost Email Effectiveness

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Personalization Expertise

✓ Established Expertise
  • 9 Years
  • 400+ Sites, Cross-channel
  • Client sites represent >$23B in annual online revenue
  • Highly scalable to multi-site high volume sites

✓ Industry Leadership
  • Recognized as Top Personalization Leader by the IR Top 500 Guide for 5 consecutive years 2009 - 2013

✓ Highest performing engine
  • After years of testing against in-house and third-party solutions
Personalize Anytime Anywhere

Personalizing the customer’s brand & shopping experience in real-time, across multiple touch points and channels increases customer lifetime value and loyalty.

It’s all about the individual!
A set of experiences and interaction points that meet or exceed customers’ expectations within and across touchpoints or channels.
Email Personalization

• Can be implemented as a stand alone personalization solution

• Can be implemented in concert with web recommendations

• Is a key channel in an omnichannel personalization strategy
Certona Email Difference

Beyond Standard Personalization Create Individualized Experiences

• Deep Customer Profiling, Insights Include:
  – Brand preferences
  – Price Sensitivity
  – Style Favorites
  – Penchant for product categories
  – Demographics

• Real-time Context:
  – Track shopper activity in real-time
  – Deliver recommendations when opened based on most recent activity

• Dynamic Merchandising:
  – Incorporating Merchandising Rules
  – Curating personalization strategies
  – Applying segmentation
  – Customizing Offers and Promotions
Certona Email Results

- **Drive Email Performance**
  - **240% lift** in click through and open rate

- **Boost Conversions**
  - **150% lift** in conversions

- **Increase Revenues**
  - **1.75% lift** *in total site revenue

Based on Certona average results comparing personalized email to non-personalized email
*up to
Partnership Overview:

- Partnered in early 2011 for Web Recommendations

- The Limited’s goals were to:
  - Automate recommendations
  - Create more personal user experience
  - Increase revenues

- Experienced immediate success and committed to ongoing site optimization and best practices implementation
  - Champion challenger tests
  - Bi-monthly site optimization reviews
## Web Success Metrics

### The Limited

<table>
<thead>
<tr>
<th>KPI</th>
<th>Rate</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responder Rate</td>
<td>10.05%</td>
<td>% responding to recommendations</td>
</tr>
<tr>
<td>Total Conversions</td>
<td>23.62%</td>
<td>% of total conversions after interacting with recommendations</td>
</tr>
<tr>
<td>Recommendation Demand</td>
<td>9.26%</td>
<td>% of sales as a result of recommendations</td>
</tr>
<tr>
<td>Avg. Order Value Responders vs. Non-Responders</td>
<td>$169 vs. $105</td>
<td>AOV is $64.00 higher for those who interact with recommendations</td>
</tr>
<tr>
<td>Conversion Rate Responders vs. Non-Responders</td>
<td>5.46% vs. 1.33%</td>
<td>Those who interact with recommendations convert at a much higher rate</td>
</tr>
<tr>
<td>Items per Order</td>
<td>6.12</td>
<td>Up from 3.66 just since January</td>
</tr>
</tbody>
</table>

Metrics based on Certona Reporting June 2013
Extending Success to Email

The Limited to extend web Personalization success to email

- Interested in leveraging personalization in:
  - Marketing Emails
    - Welcome
    - Promotional
  - Remarketing Emails
    - Cart abandonment
    - Browse abandonment
  - Transactional Emails
    - Purchase Confirmation
Example Customer Profile for Emails Following:

- Female
- From San Diego
- Price Sensitivity $75 or Less
- Most Recently Viewed Tank Tops, Tees and Jeans

The customer profile is enhanced with every interaction creating increasingly individualized experiences
Welcome Email

- Immediate engagement based on most recent browse activity

- Top Performing Personalization Types:
  - Trending
  - Best Sellers
  - Top Rated

Geotargeting

Individualized Recommendations
Promotional Email

- Product Recommendations
  - Individualized
  - Merchandised for Promotion

- Content and Creative
  - Promotional offer
  - Targeted Hero shot
  - Related Video
  - Related Article
  - Ratings and Reviews
  - Any digital Asset
Remarketing Email

- **Up to 20% Conversion Rate** *
- Cart Items Reminder
- Relevant Offer Ex.
  - Free Shipping Threshold
- Individualized Recommendations:
  - Similar
  - Trending
  - Finish the Look
  - Business Rule Around Offer

* on remarketing emails sent within 24 hours

Don’t Forget!

We hope you enjoyed your shopping experience. We noticed you forgot an item or two in your shopping bag. They’re still there if you want them.

Keep looking wonderful!

The Limited

917 Bar-Tack Skinny Jeans
Color: Denim

Qty: 1
Size: 2

$74.90 $29.90

Only Another $21.10 Needed For Free Shipping!

Get The Looks Quicker With

Free 2 Day Shipping*

*On purchases of $50 or more

You Will Also Love

- Basic Ruffled Tank
  - $29.90
- Scalloped Hem Skinny Jeans
  - $49.90
- Belted Trench Coat
  - $149.00
- Scoopneck Tunic
  - $39.90

*Certona Personalize Anytime Anywhere
**Transactional Email**

- Most anticipated email
- Take advantage of a nearly 100% open rate
- Individualized Recommendations for upsell
  - Subsequently Purchased
  - Co-Purchased
  - Finish the Look

**Get Excited!**

Your order has been received and is on the way. We know you’re going to love what you got!

Keep looking wonderful!

The Limited

Order Details:

- 917 Bar-Tack Skinny Jeans
  - Color: Denim
  - Size: 2, $29.90

- 678 Cuffed Skinny Jeans
  - Color: Denim
  - Size: 2, $44.94

**Personalized Offer**

B1G1 Free Tees & Tanks!

**Finish The Look**

**Upsell Individualized Recommendations Related To Promo & Purchased Items**
Simple Implementation

• The Limited will leverage the Certona & Experian Marketing Services Partnership

• Certona & Experian Marketing Services’ Technology Suites are pre-integrated enabling:
  – Streamlined implementation process
  – Easy campaign setup
  – Testing for email optimization