

From Newsletters to Omnichannel Marketing

Webinar – Starring: Jesper Lindeberg, Miinto.com



Today's hosts



- Chief Experience Officer, Agillic
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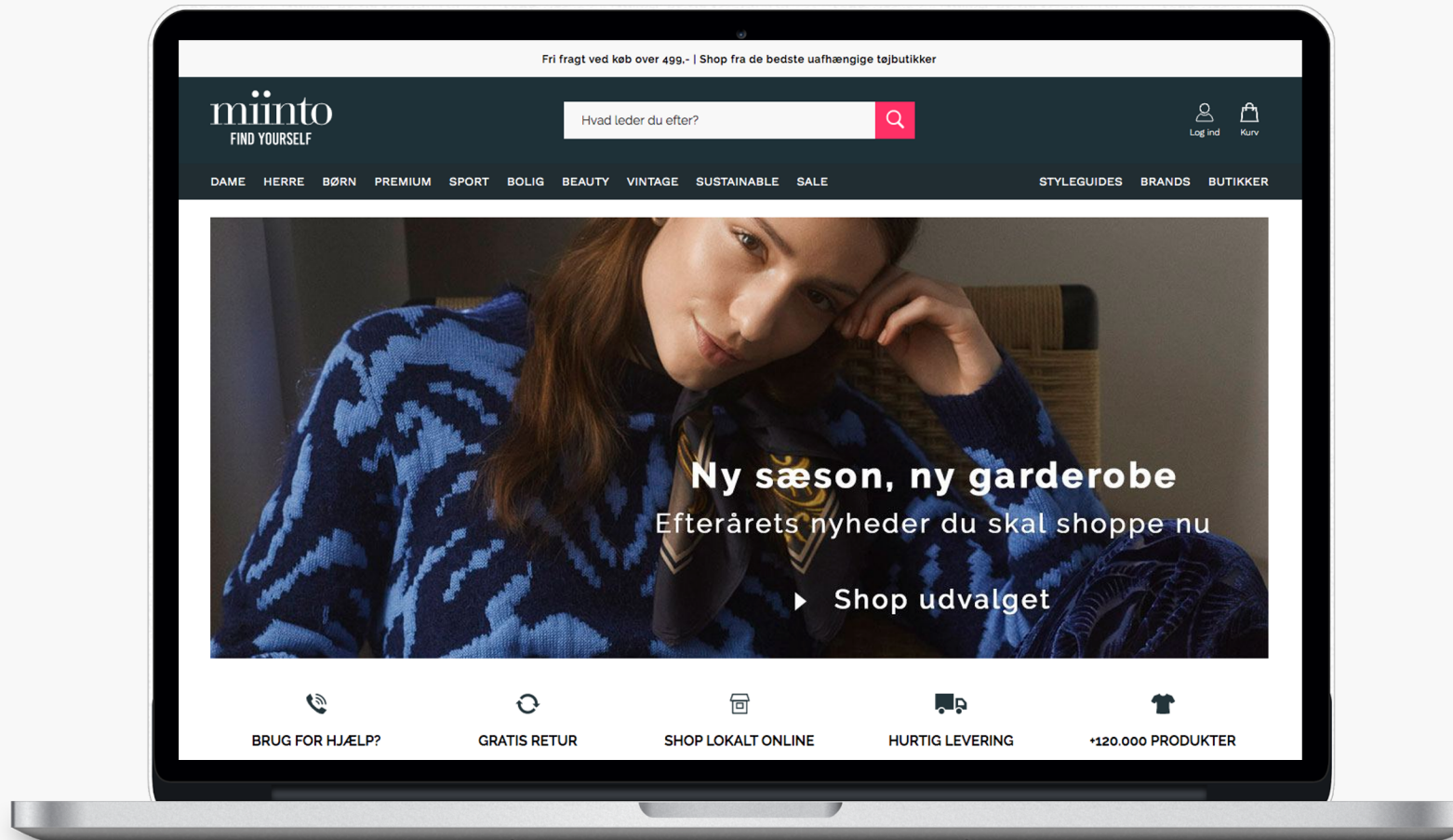
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Agenda

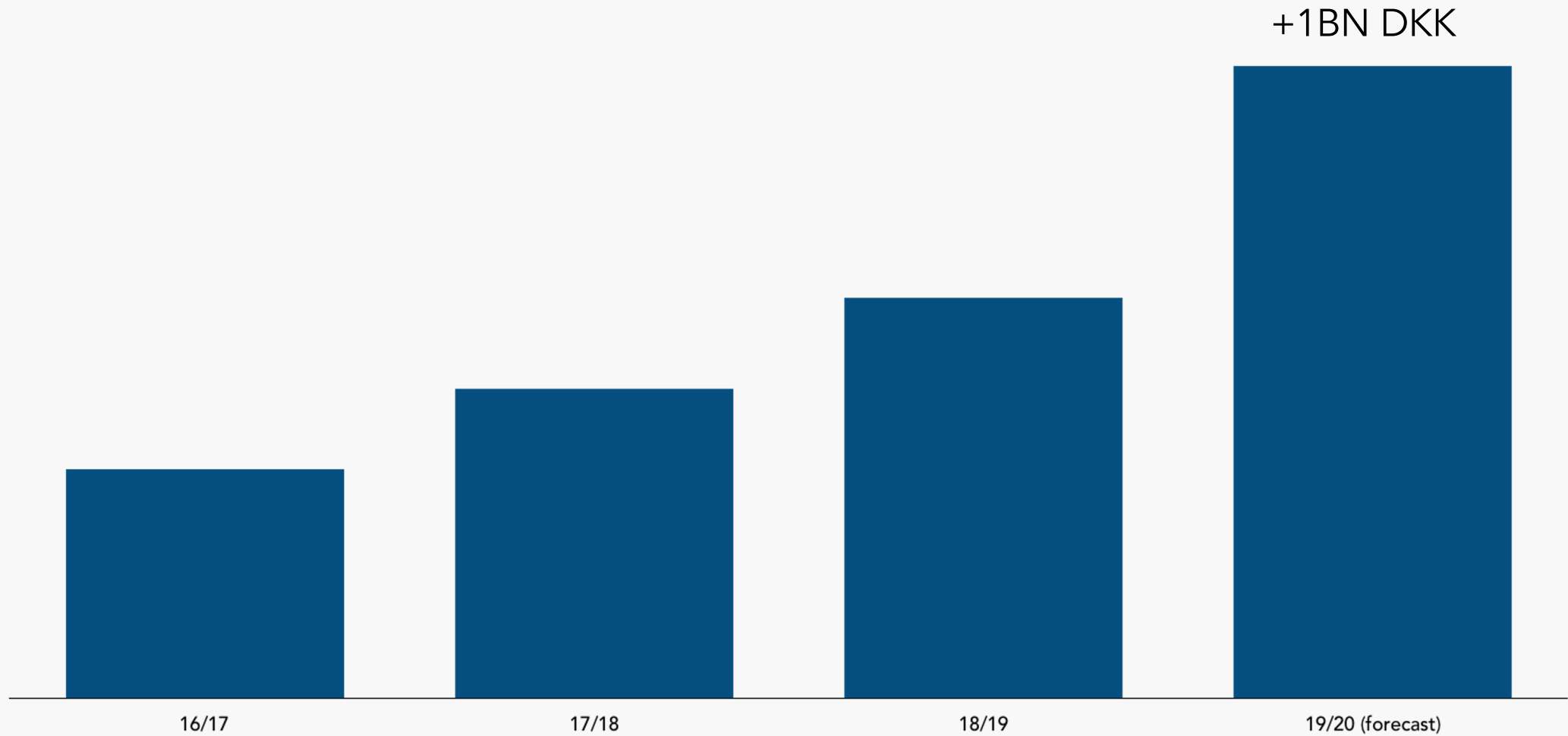
- Introduction to Miinto.com
- Themes to make omnichannel marketing work
 - Escape the Spiral of Discounts
 - Add volume to Lifecycle Communication
 - Leverage insights in Lifecycle Communication
 - Expand from one to multiple communication channels
 - Measure effect in the right way
 - Secure continuous growth

Introducing Miinto

Miinto... just another B2C e-commerce within fashion?



Miinto growth

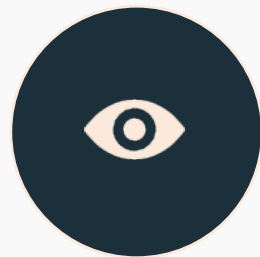


Miinto today



7

MARKETS



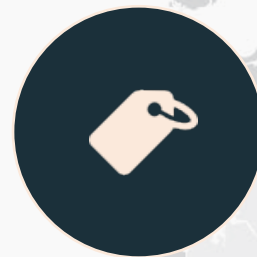
7.000.000+

VISITORS EVERY MONTH



2.000+

PARTNERS



500.000+

PRODUCTS ONLINE

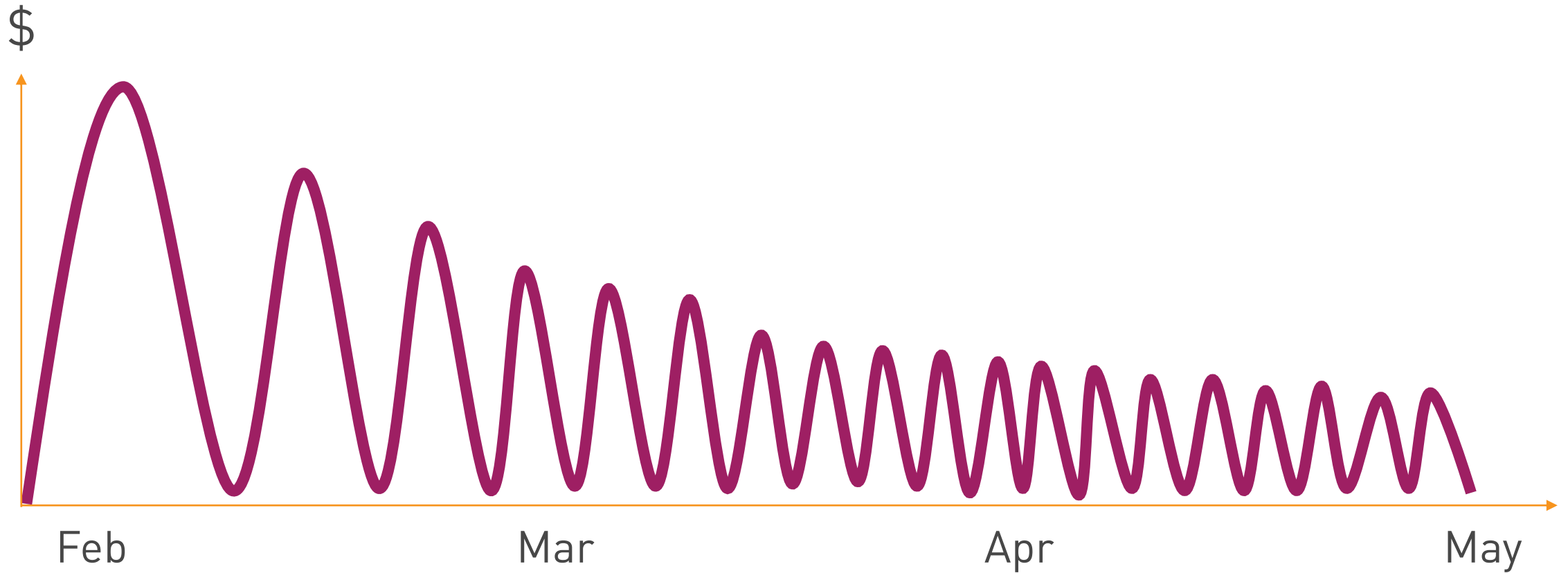


80.000+

MONTHLY CUSTOMERS

Escape the Spiral of Discounts

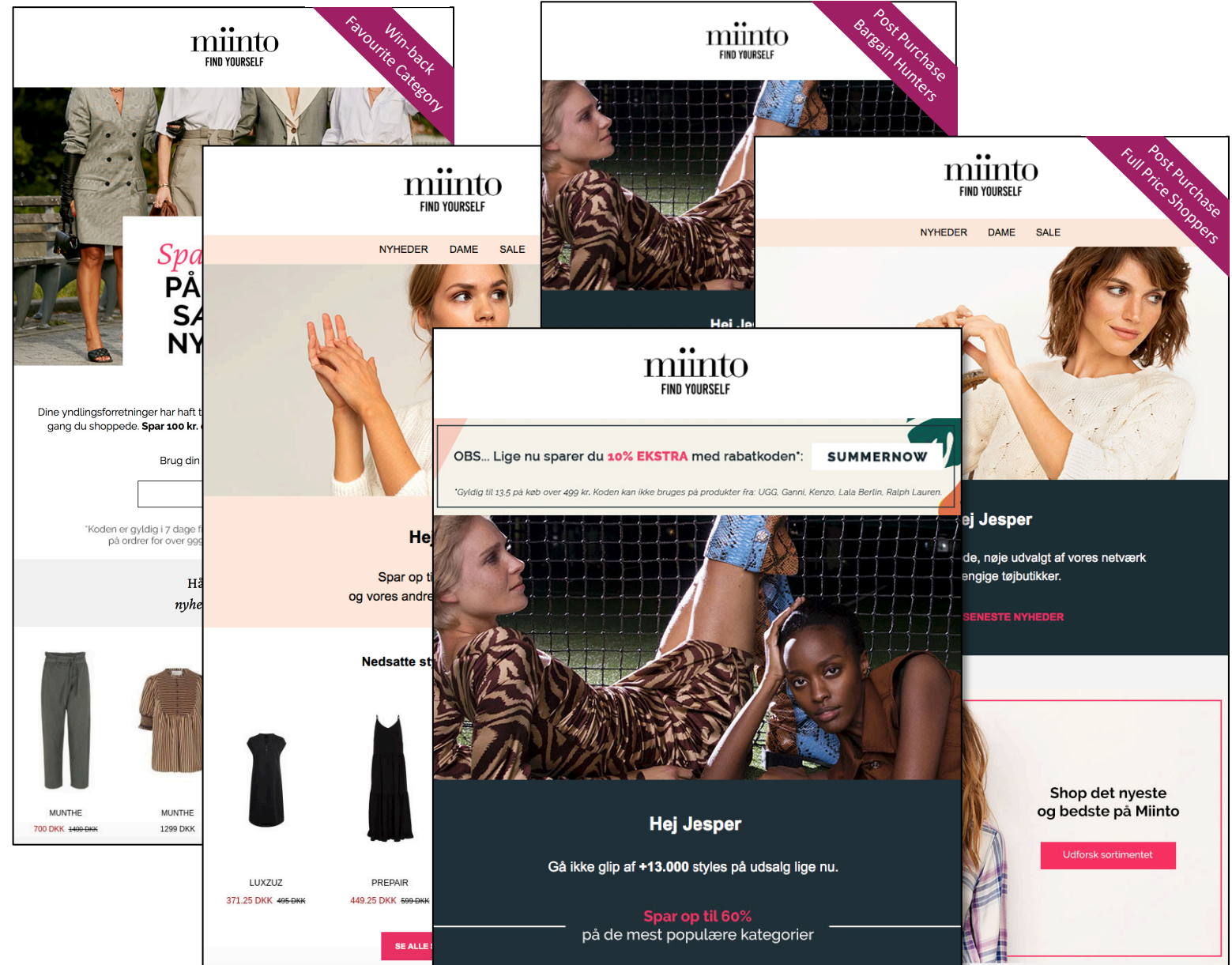
Discount newsletter fatigue



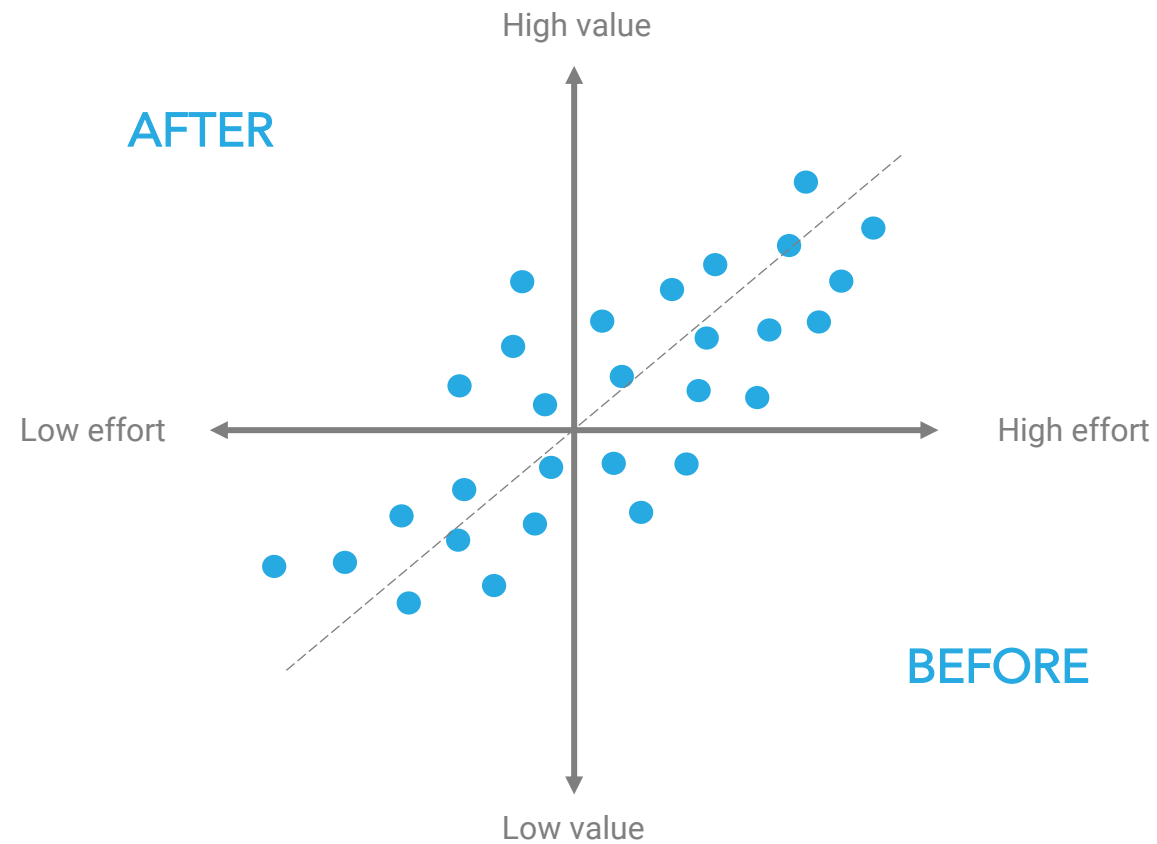
How we escaped the discount spiral

Delivering relevant content at the right time

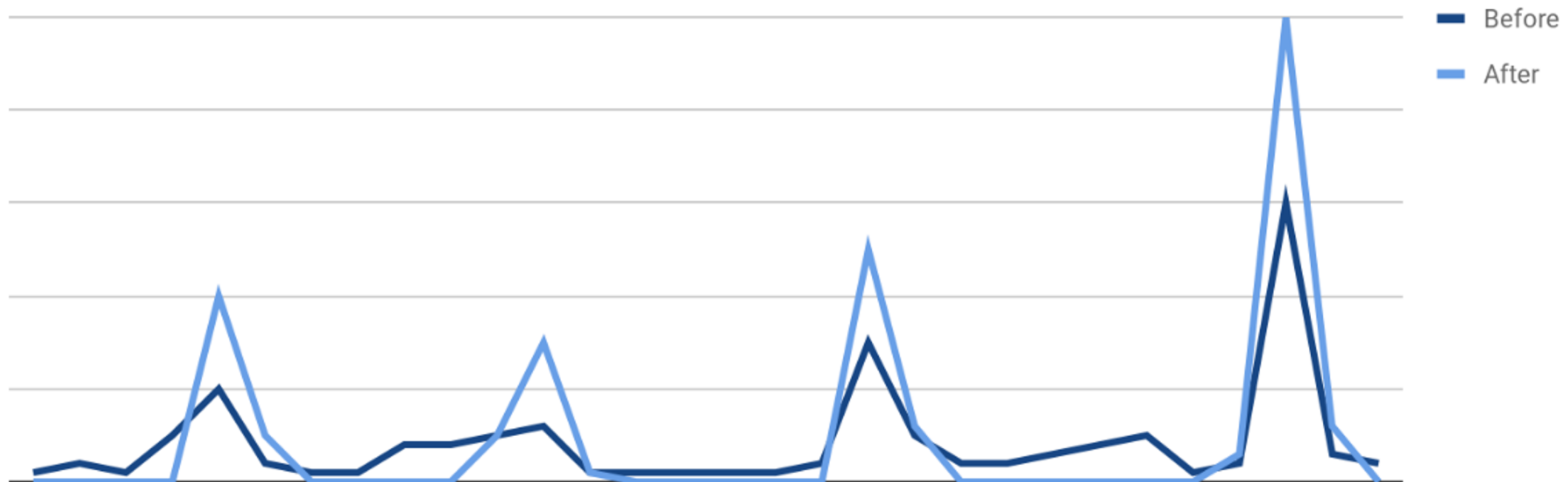
- Automation towards the customer journey
- Personalising flows
- Don't throw discounts at everyone
- Echo current campaigns in flows - using promotions



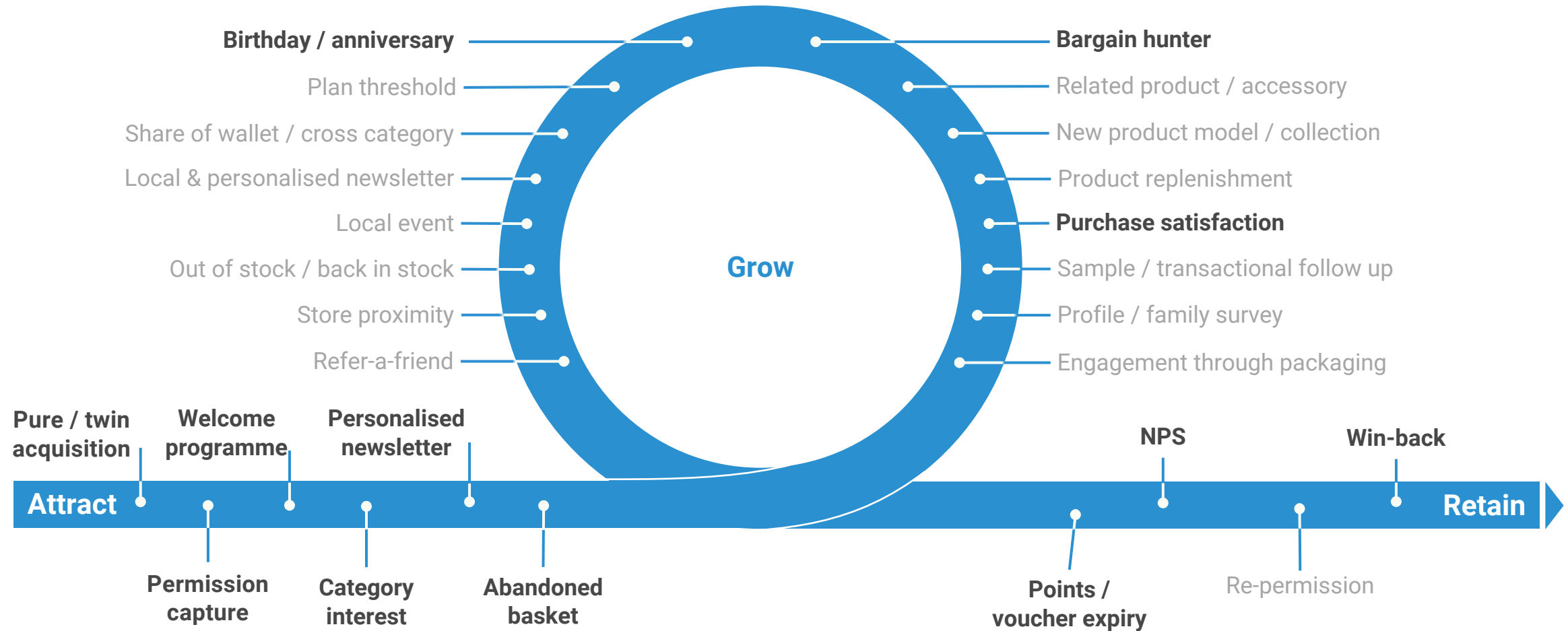
Focusing on the most important manual campaigns and building automated flows



Focusing on the most important manual campaigns - skip the rest

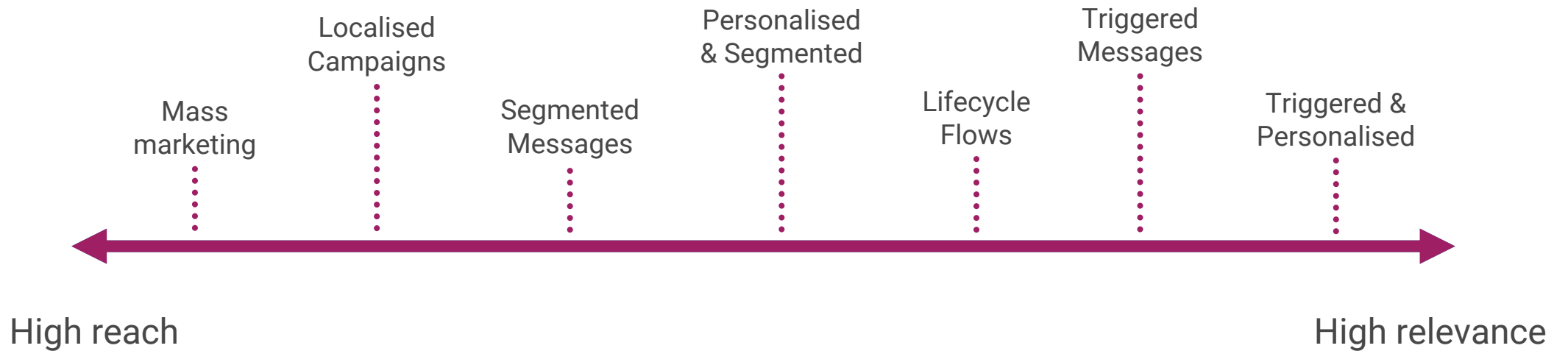


Miinto's current automated flows



Adding volume to Customer Lifecycle Communication

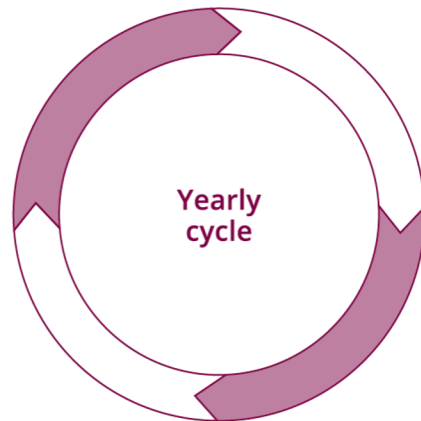
The marketer's dilemma



Two different ways of working

CAMPAIGN-DRIVEN

Increase relevance



Mass
marketing

Localised
Campaigns

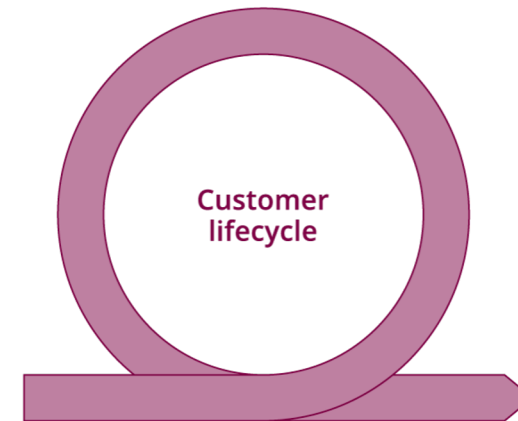
Segmented
Messages

Personalised
& Segmented



DATA-DRIVEN

Increase reach



Lifecycle
Flows

Triggered
Messages

Triggered &
Personalised



GESTUZ

Jesper, vi håber du bliver glad for dit køb fra GESTUZ.



Lær brandet bedre at kende

GESTUZ blev etableret i 2008 af Sanne Sehested. Brandet taler til den moderne kvinde, der leder efter en måde at udtrykke sin personlighed og finde sin personlige stil.

Skødesløs elegance, subtil sensualitet og legesyge er fundamentet for brandets univers og designs. Tænk smukke items, garderobefavoritter og uforudsete detaljer.

BLIV INSPIRERET

Opdag mere fra GESTUZ

Flere populære styles fra brandet



GESTUZ
749.25 DKK 699 DKK



GESTUZ
674.25 DKK 699 DKK



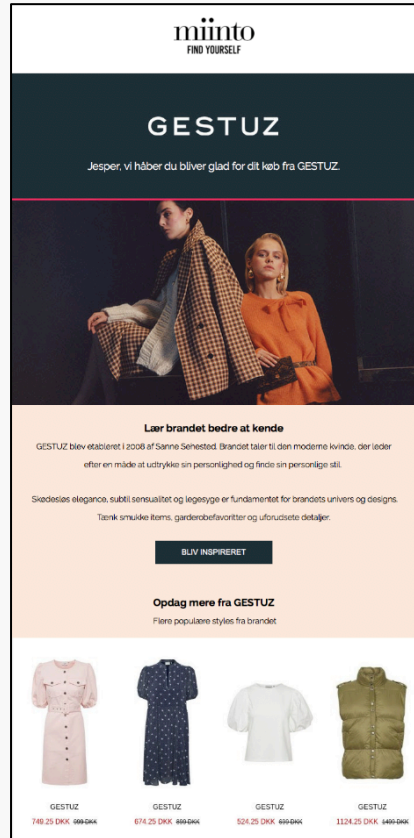
GESTUZ
524.25 DKK 699 DKK



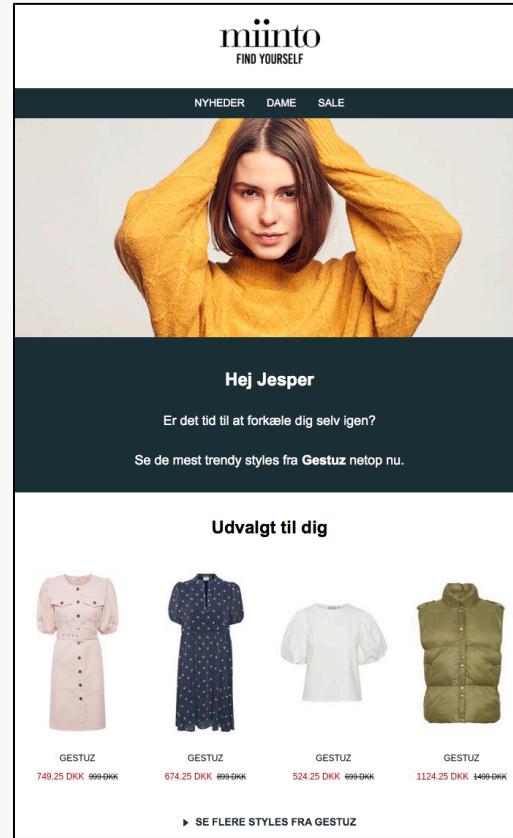
GESTUZ
1124.25 DKK 1499 DKK

Open rate: 35%
Click rate: 17%
Conversion rate: 2,3%
Sent: 160 in 30 days

Obtaining volume with automation



Open rate: 35%
Click rate: 17%
Conversion rate: 2,3%
Sent: 160 in 30 days



Open rate: 33%
Click rate: 14%
Conversion rate: 2%
Sent: 5.634 in 30 days

Making generic content relevant

- Generic, but relevant images
- Copy with personalised fields
- Dynamic product recommendations

Leveraging customer level insights

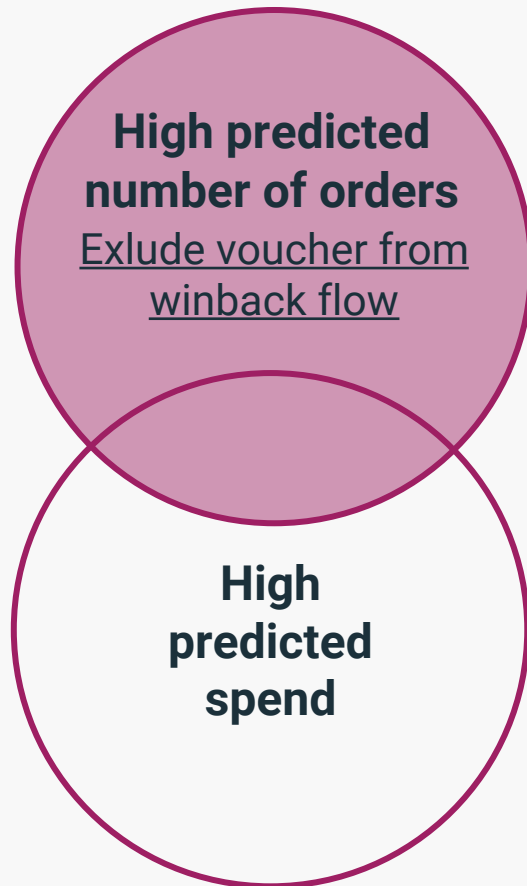
“Agillic’s Why

We believe that profitable customer relationships are best created through relevant and timely communication

That’s why our mission is to provide marketers with the tools to always act on insight

How we leverage customer level insights

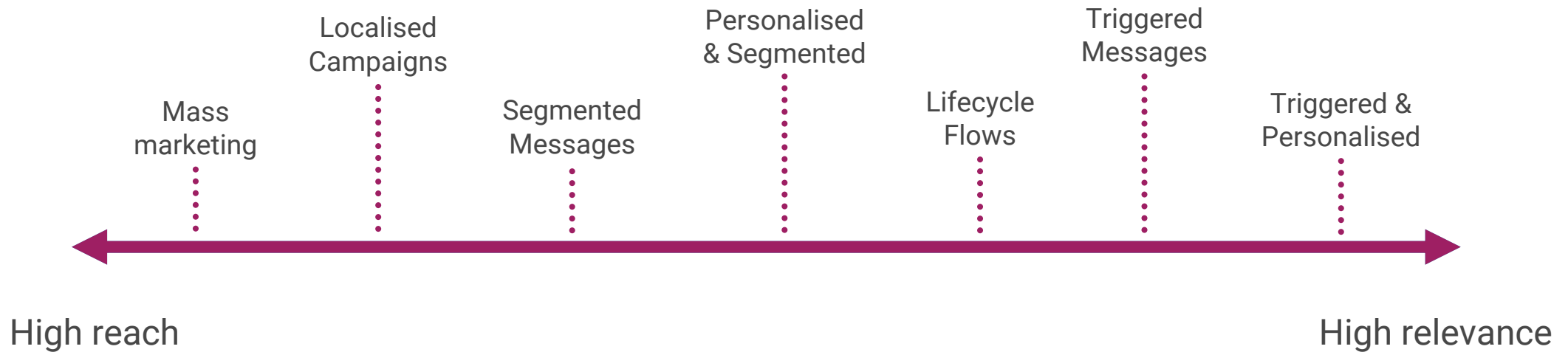
Segmenting winback emails



Spending wisely in digital marketing

- Exclude customers with vouchers from advertising
- Target look-a-like audiences to our top 2% customers in Facebook lead ads

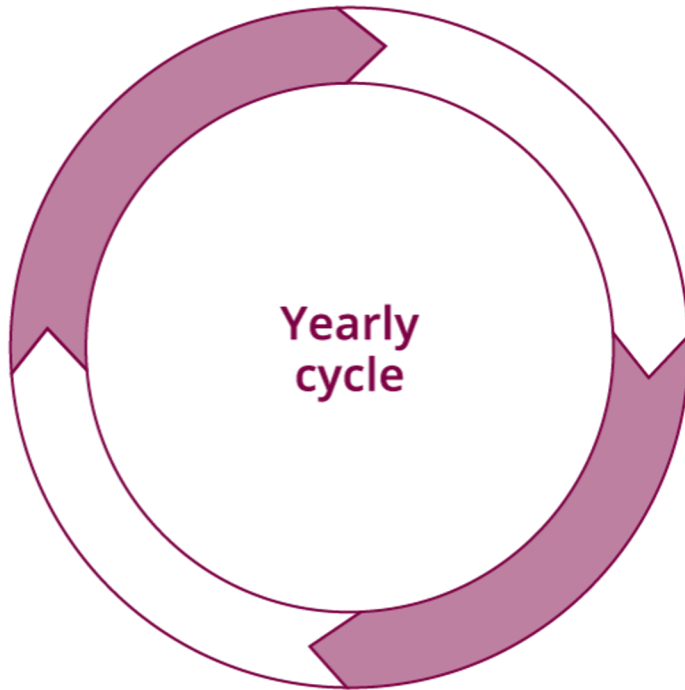
How many customers do you know well enough to be truly relevant?



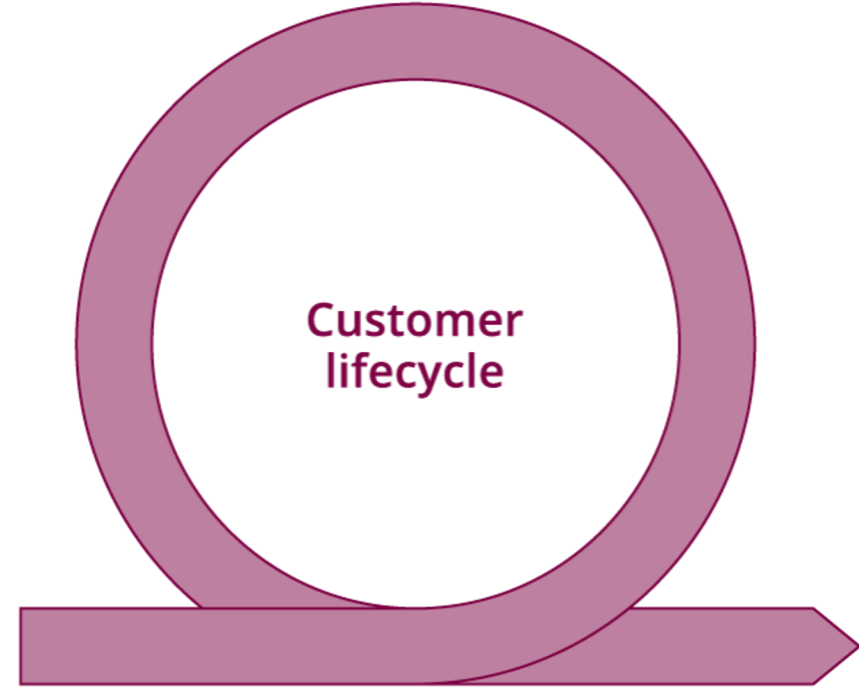
Moving from email to more channels

Going omnichannel

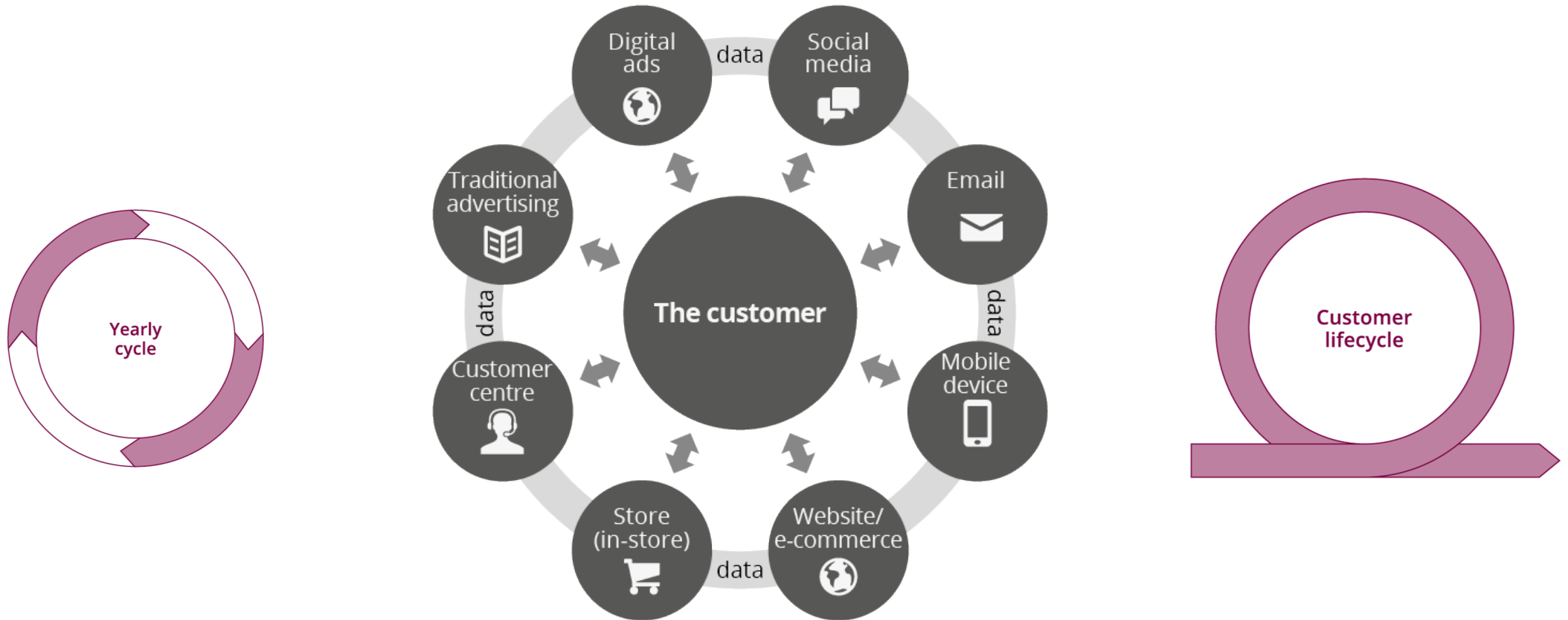
CAMPAIGN-DRIVEN



DATA-DRIVEN



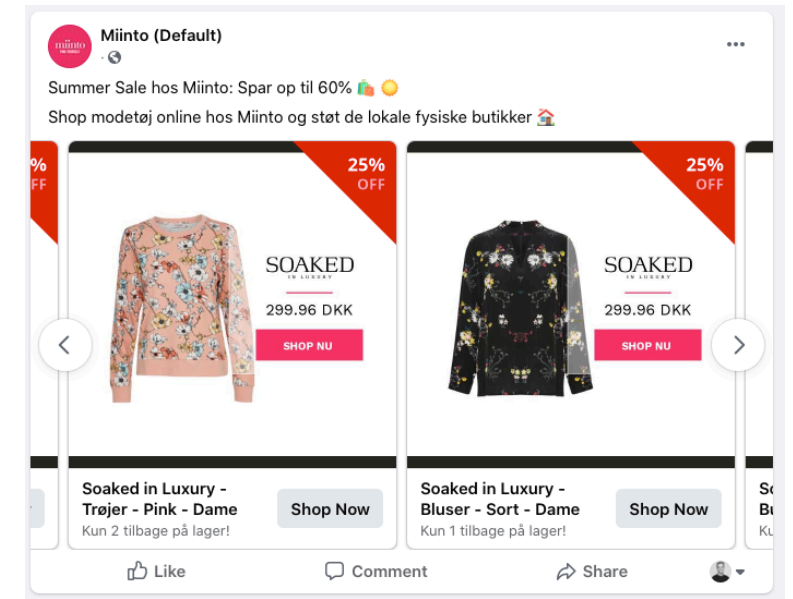
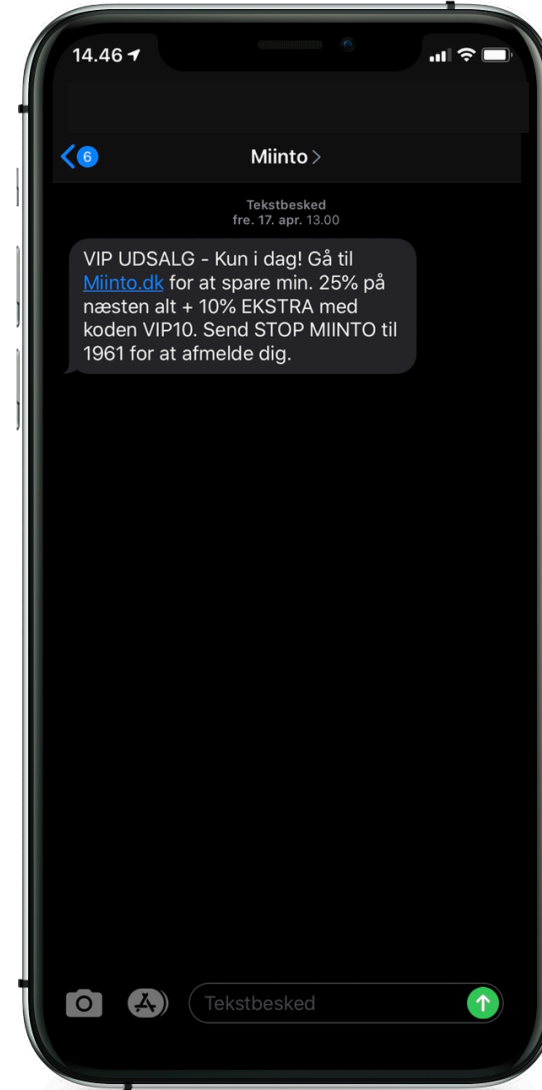
Going omnichannel



Communication on other channels

Using other touchpoints than email

- SMS
- Facebook
- Google Ads



Ad · www.miinto.dk/

Mos Mosh Modetøj Online | Summer Sale: Spar op til 60%

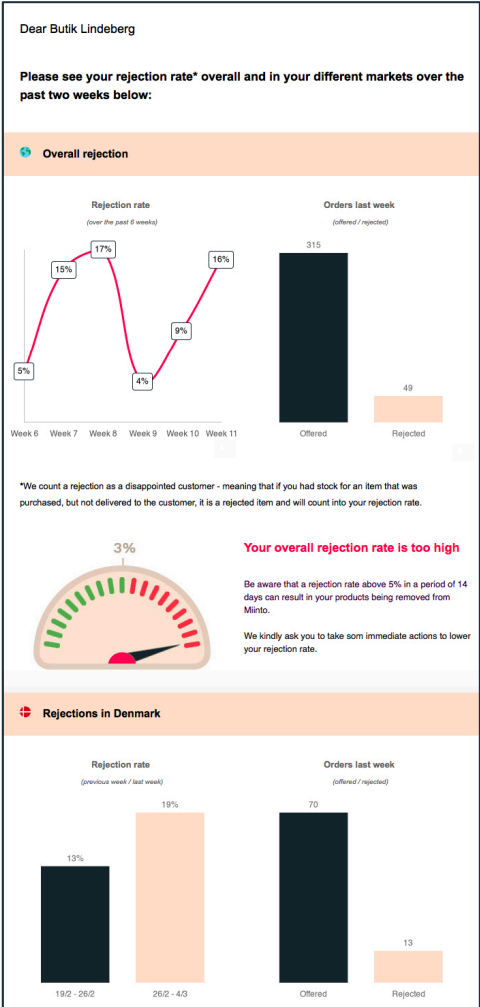
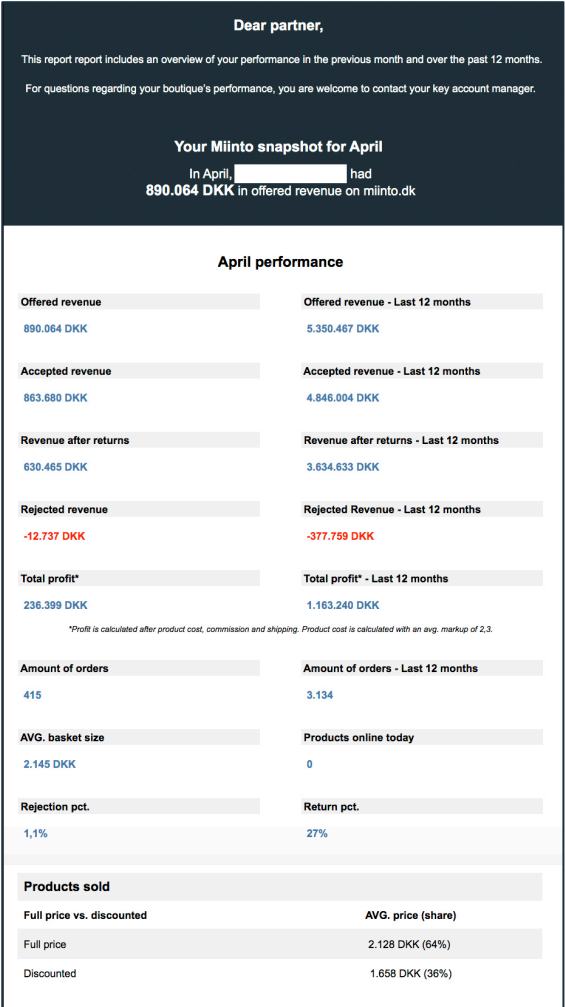
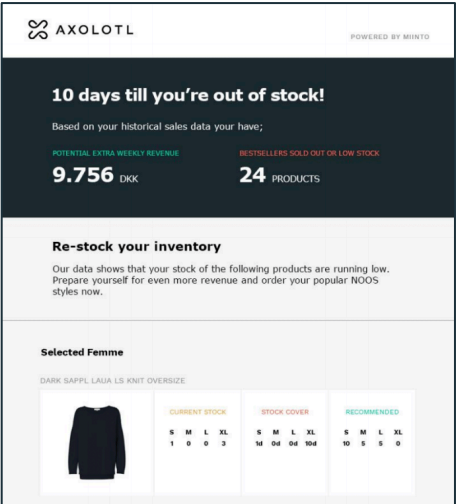
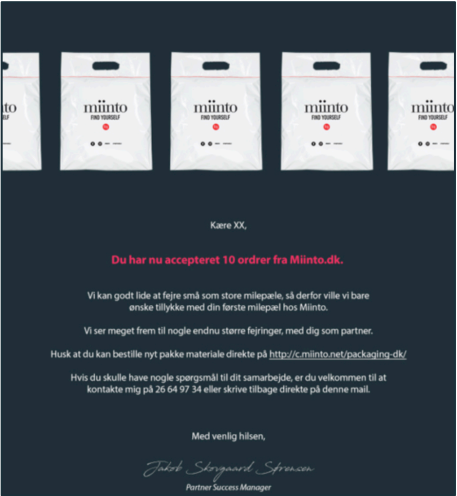
Shop modetøj online til vores Summer Sale. Se alle vores eksklusive tilbud. Miinto er en online markedsplads, der samler modetøj fra lokale fysiske butikker. +240.000 produkter. Støt lokale tøjbutikker. Hurtig levering. 14 dages returret. +3.000 brands.

[Mos Mosh udsalg](#) · [Mos Mosh bukser](#)

Automated communication with partners

Using data to achieve better performance from partners

- Onboarding / milestone flows
- Restock recommendations
- Monthly performance reports
- Weekly rejection rate stats

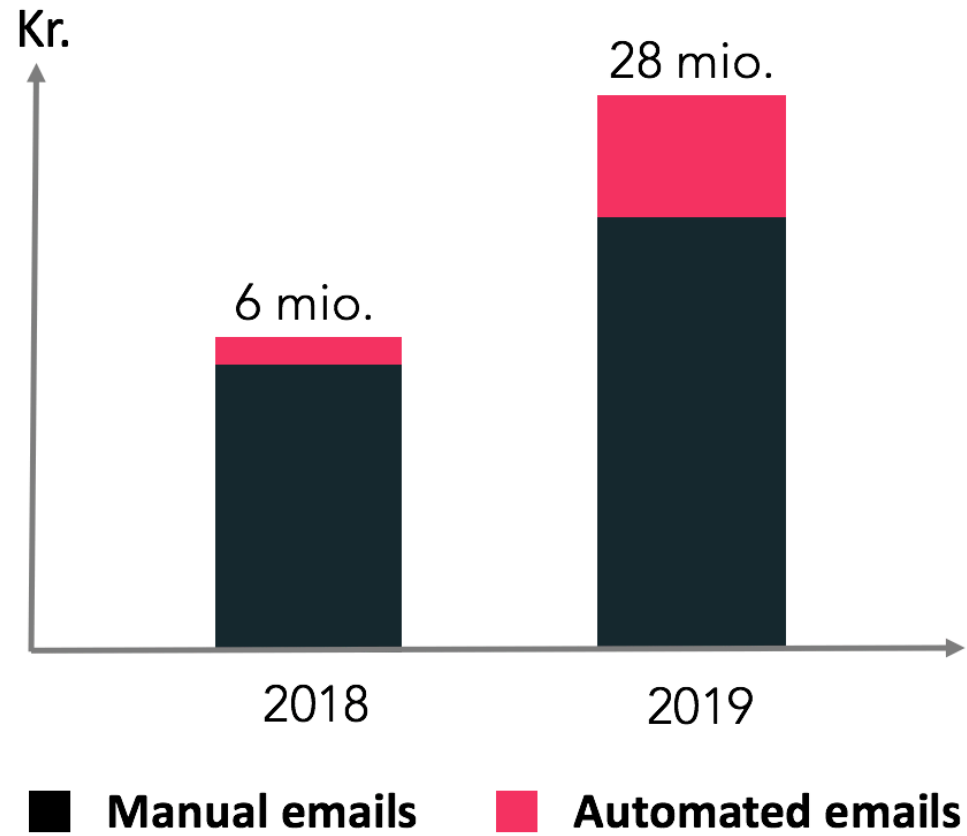


Measuring effect in the right way

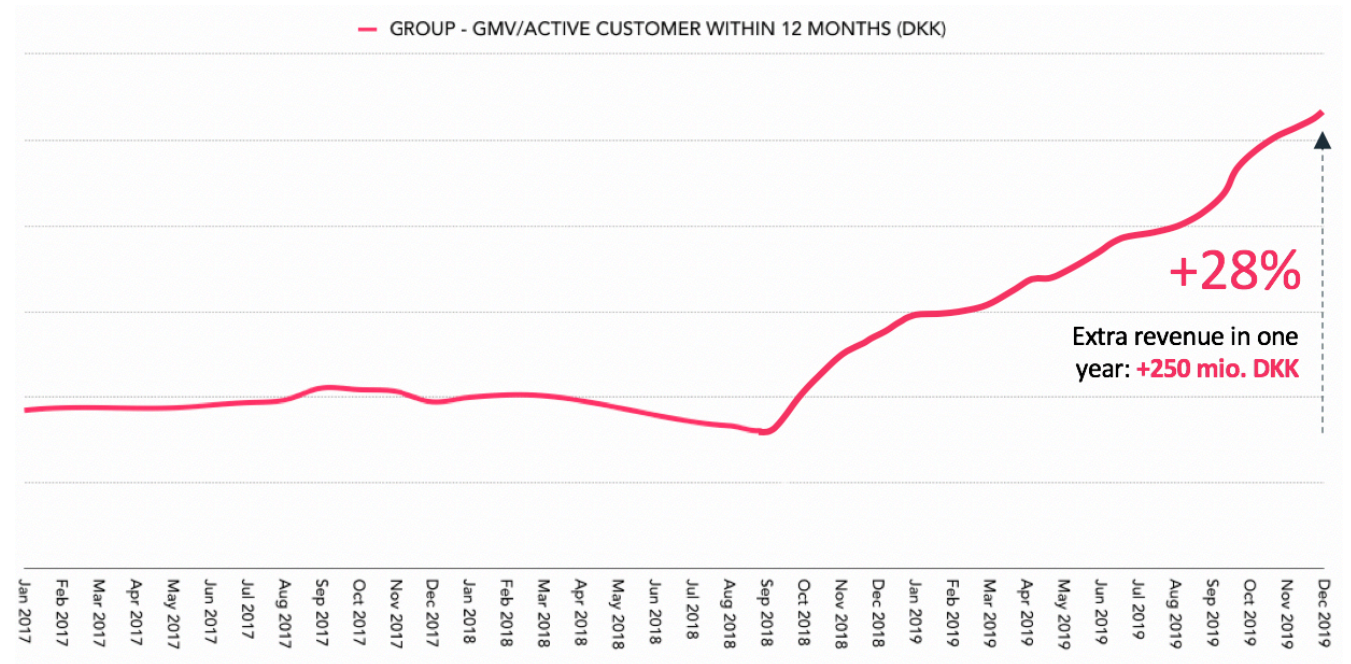
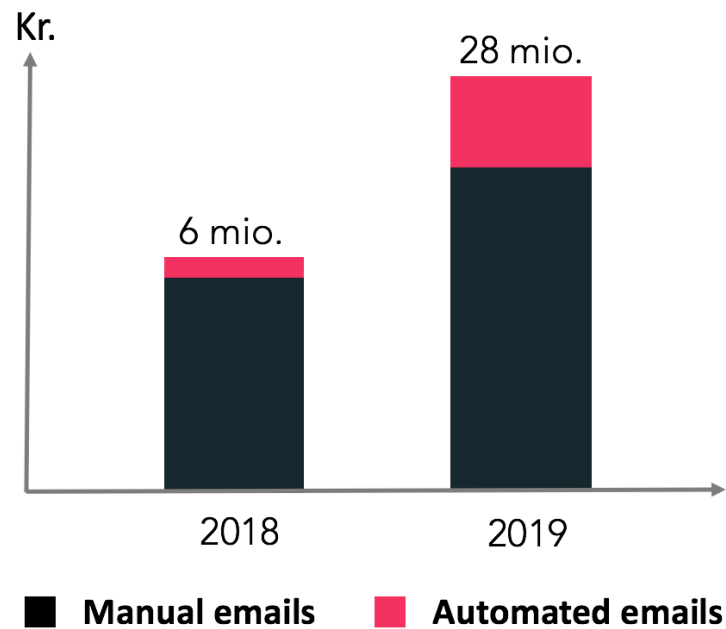


**How do you measure
the effect of automated
lifecycle communication?**

Measuring the effect of automation



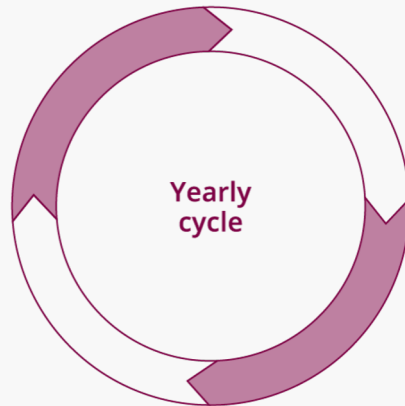
Measuring the effect of automation



Securing continuous growth

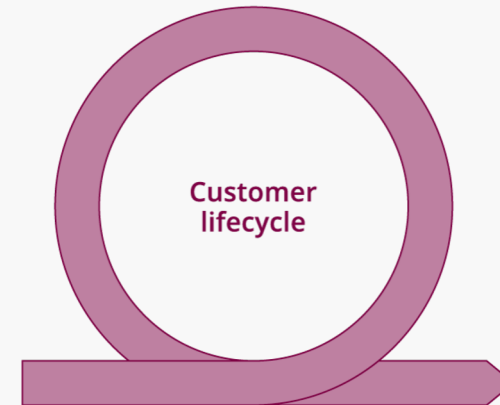
Two separate teams

CAMPAIGN-DRIVEN



Marketing Content Coordinator
Marketing Assistant for each market
(part-time)

DATA-DRIVEN



Group eCRM manager
Group BI Specialist

Securing continuous growth through automation

Optimizing on existing automation

- A/B testing plan
- Continuous evaluation of flows
- Prioritising CRM in regards to resources

Developing automation

- Figure out how you can utilise data even more
- Explore new possibilities within automation
- Provide solid business cases

Conclusions

- Themes to make omnichannel marketing work
 - Escape the spiral of Discount Death
 - Add volume to Lifecycle Communication
 - Leverage insights in Lifecycle Communication
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Q&A

Thank you



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