

WEBINAR WILL BEGIN SHORTLY!

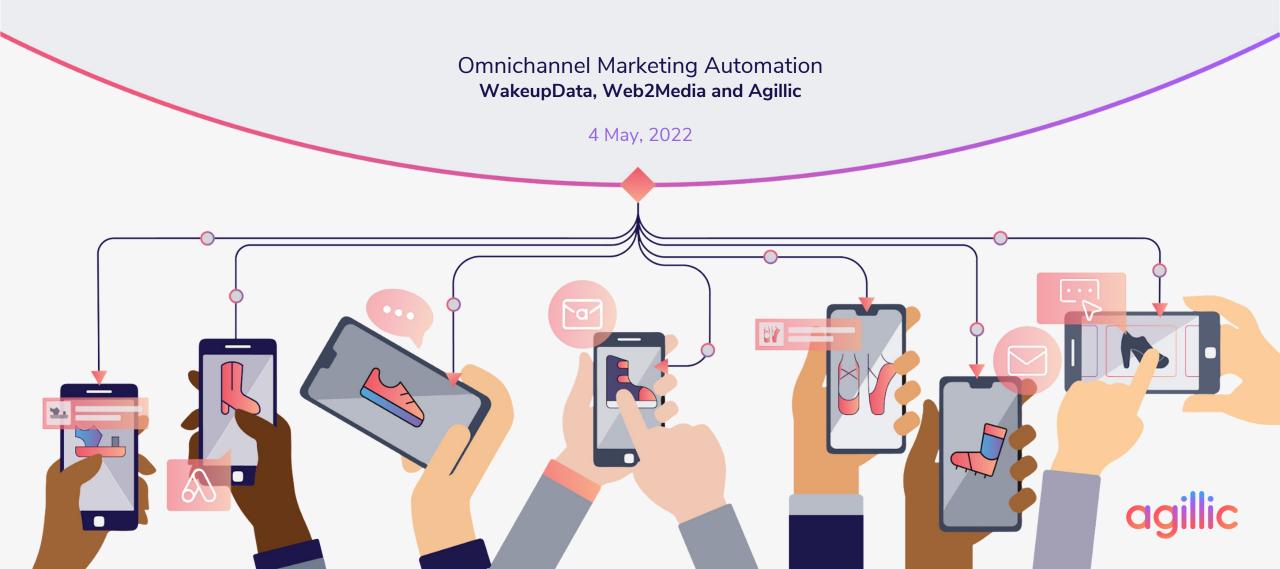
How your Product Feed will help you Succeed!

Omnichannel Marketing Automation WakeupData, Web2Media and Agillic

4 May, 2022



How Your Product Feed Will Help You Succeed!



Who's Speaking









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Agenda

- Why are we talking product feeds in the first place?
- How can they be used in Marketing Automation?
- How do you set it up?

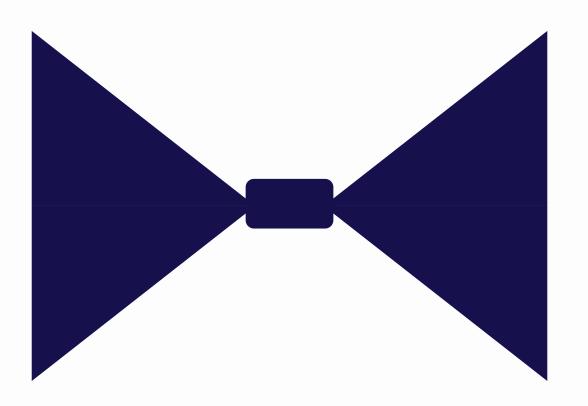




Why are we talking about product feeds in the first place?

Being RELEVANT is as Hard as Tying a Bow Tie!

- How do vou balance scale with relevance?



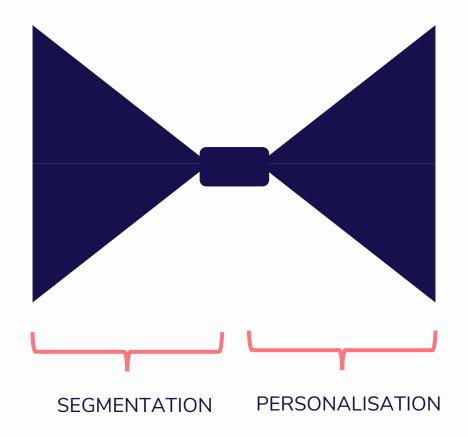




RELEVANCE requires mixing

Segmentation and Personalization

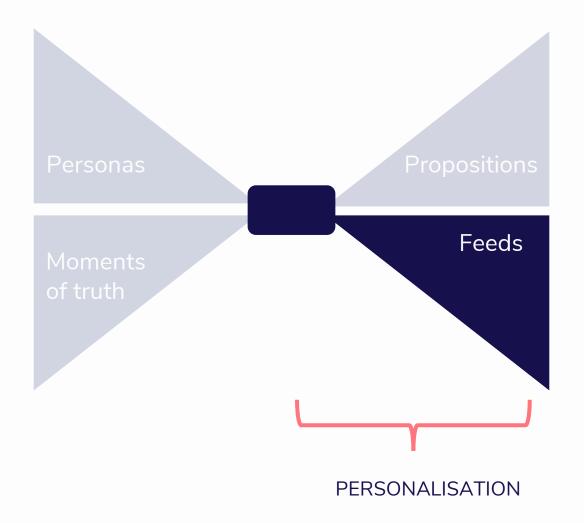
Effectively!







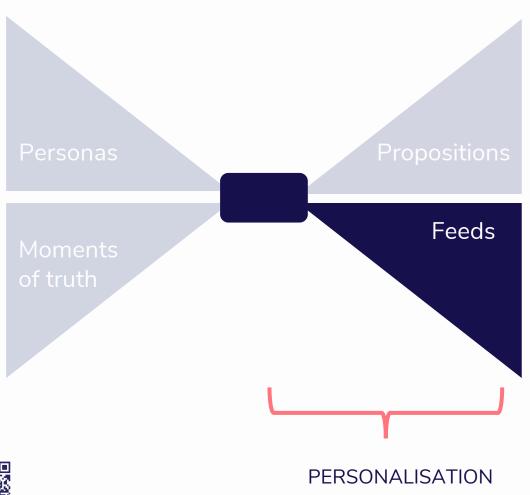
Your Content Feeds Must Fit the Bow Tie





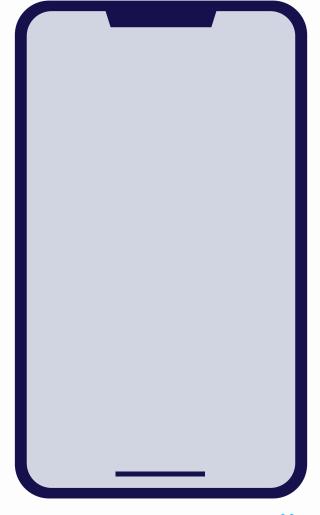


Your Content Feeds Must Fit the Bow Tie



Feeds could contain:

- Courses
- Articles
- Products
- Deals
- Houses
- Fitness Classes
- Etc...







How Kop & Kande are using product feeds in emails

Introducing Kop & Kande Kitchenware Omnichannel Retailer

Kop & Kande offers a wide range of goods spanning from beddings, cutlery, kitchen appliances to gift items.

- Officially established in 1984
- 100+ stores in Denmark
- 550 employees

When Kop & Kande first joined Agillic, its goal was to increase the volume and value of its customer club, Klub Kop & Kande.

They wanted to activate customer data and increase personalisation significantly.

More details here:

https://agillic.com/cases/club-kop-kande-links-hybrid-shopping/



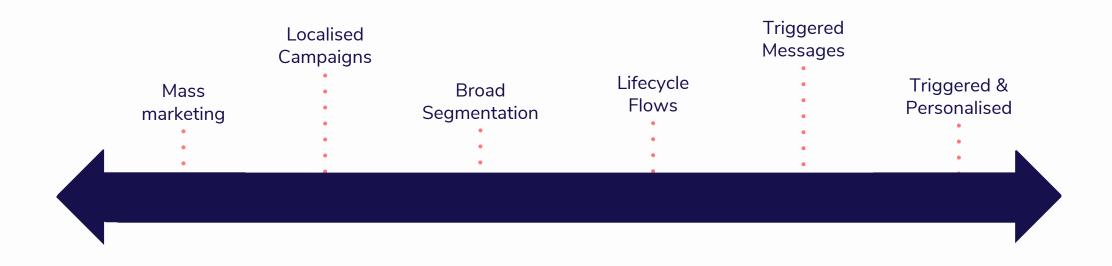






Kop & Kande...

...are always trying to balance scale with relevance



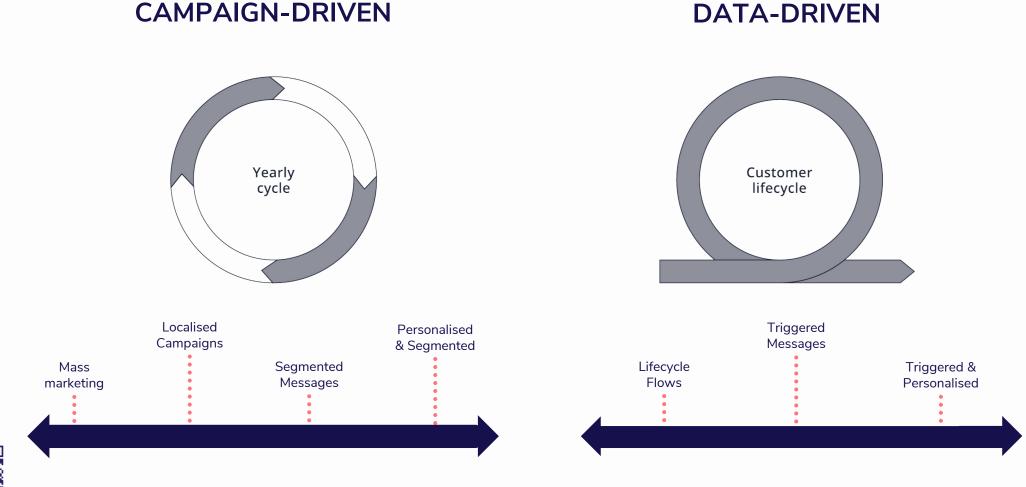


High scale



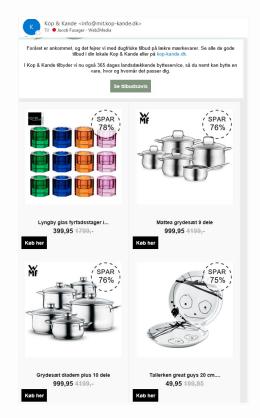
High relevance

In both seasonal campaigns and marketing automation...

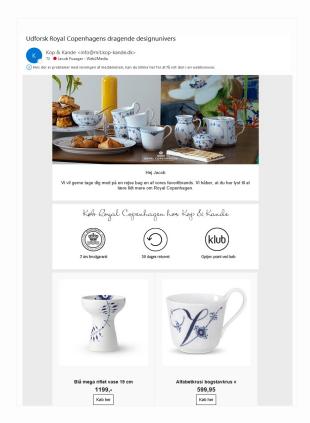




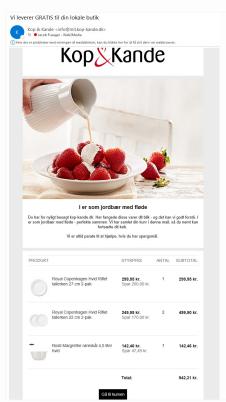
Examples

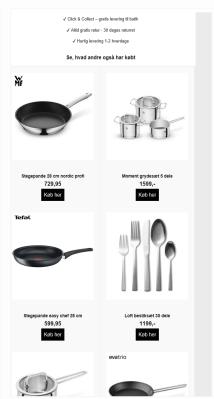












Abandoned Cart trigger





What are the business benefits of using product feeds like this?

Benefits from Being Able to Insert Product Feeds Easily...

- Much faster to make campaign emails (or any emails containing products for that matter)
- Great flexibility in filtering and sorting the product feed for various purposes
- Fewer mistakes because product info is always updated
- Huge savings on not doing custom graphics
- More campaigns faster!
- Better results from Marketing Automation!







return to website after receiving abandoned basket email



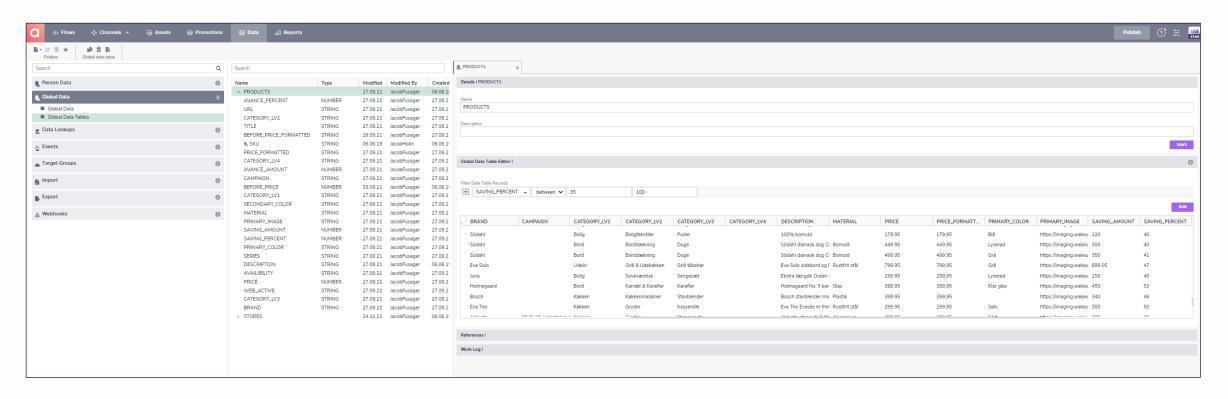
conversion rate on automated loyalty club campaign





How do you setup product feeds in Agillic?

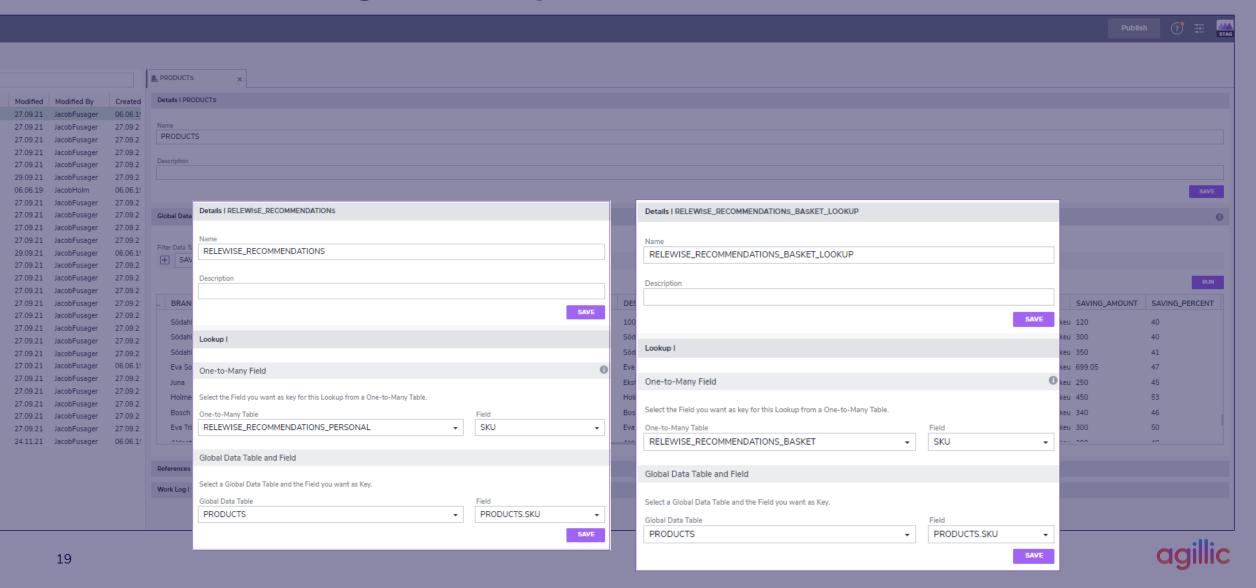
Product Data in Agillic



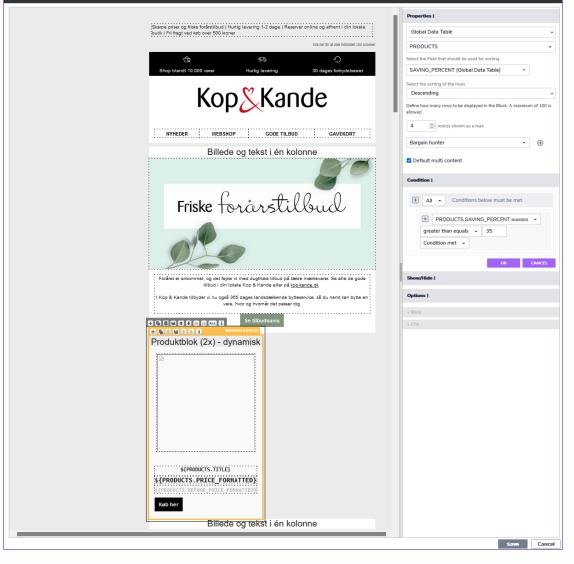




Product Data in Agillic – Map It to Personalised Recommendations



Inserting a Product Feed in an Email



Email: KK14_2022_Global_NL_easter





★ Default



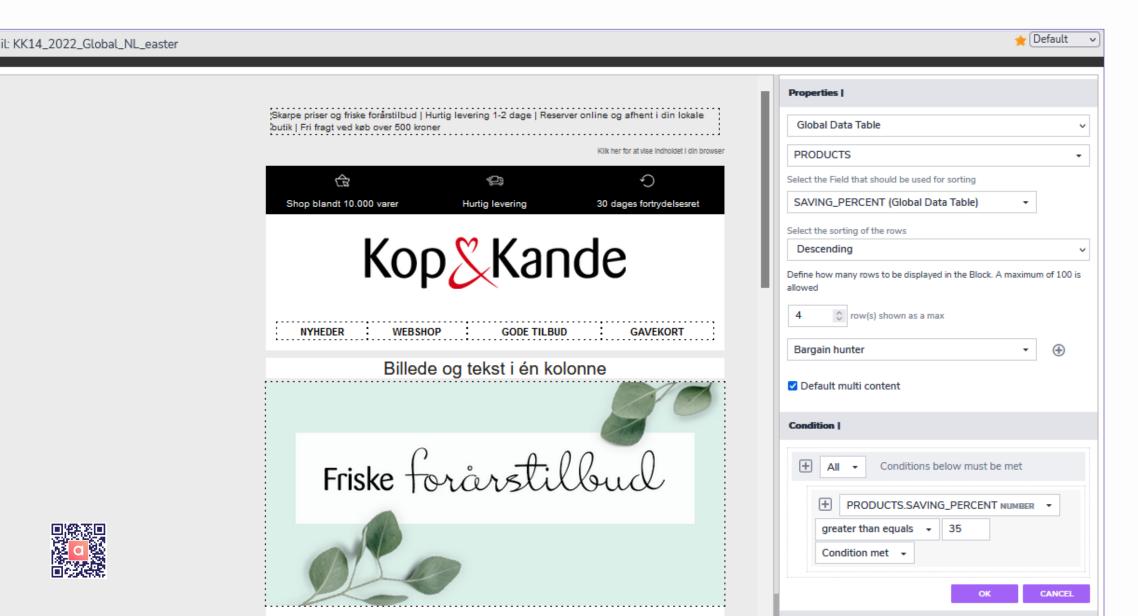
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Produktblok (2x) - dynamisk		
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Condition met + CANCEL Show/Hide | Options | + Block + CTA





Inserting a Product Feed in an Email



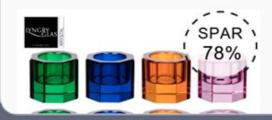




Foråret er ankommet, og det fejrer vi med dugfriske tilbud på lækre mærkevarer. Se alle de gode tilbud i din lokale Kop & Kande eller på kop-kande.dk.

I Kop & Kande tilbyder vi nu også 365 dages landsdækkende bytteservice, så du nemt kan bytte en vare, hvor og hvornår det passer dig.

Se tilbudsavis

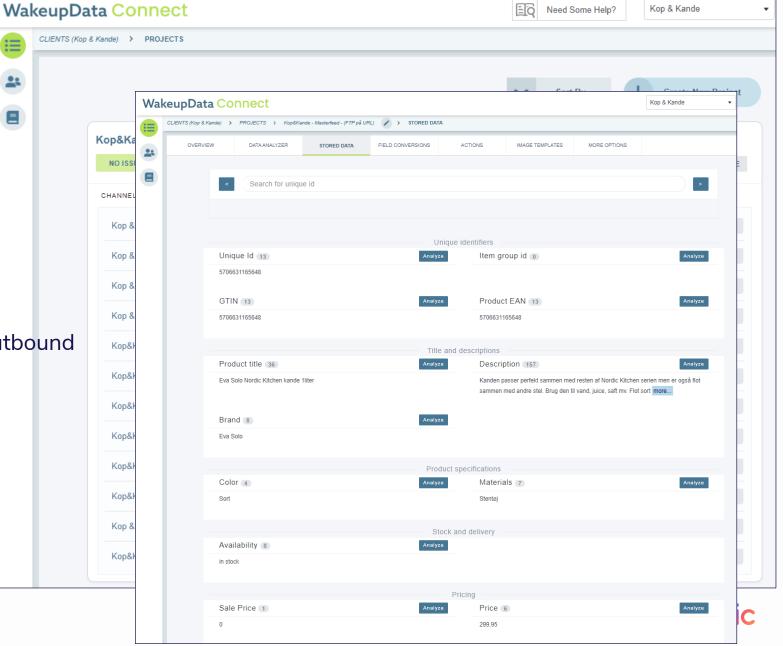




How do you get product data into Agillic?

Catch Product Data in WakeupData and pass it on to multiple applications

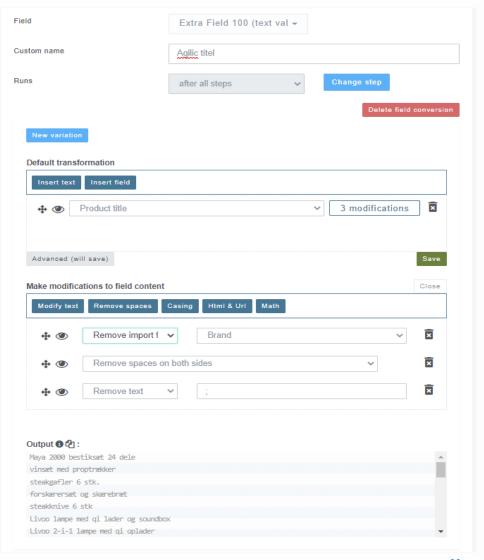
- Connect WakeupData to PIM
- Configure and manage multiple outbound product feeds





Modify and/or Create fields to Match the Optimal Presentation in e.g. Emails

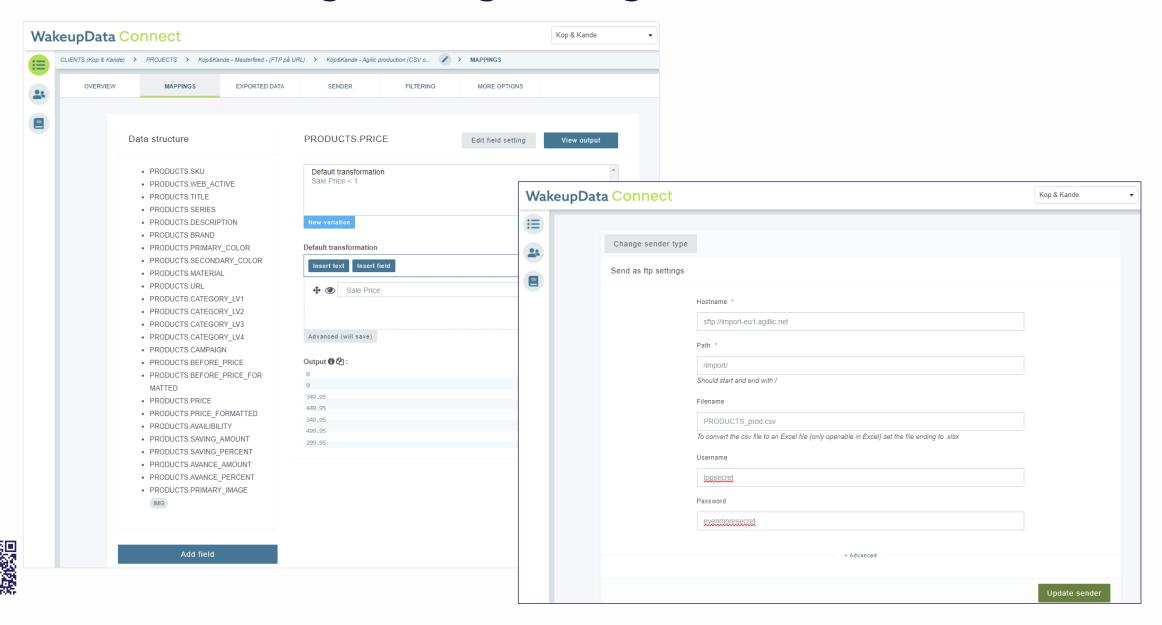
- Select meaningful fields for presentation
- Dynamically modify fields to optimize the customer experience and the content presented
- Include, exclude or append fields as you see fit without coding!





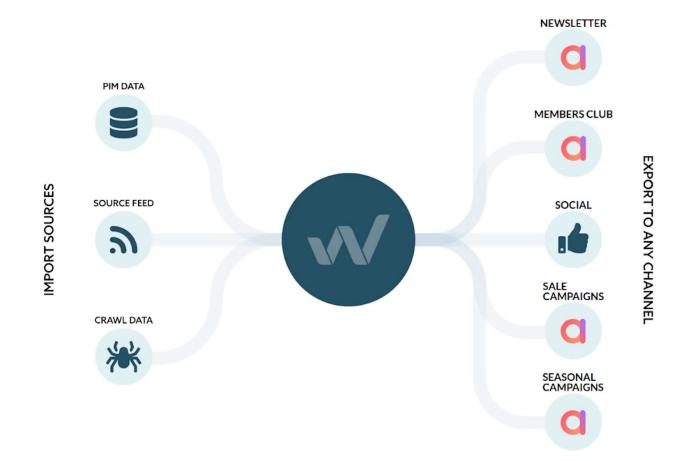


Point the Feed to Agillic – e.g. through SFTP, ETL or API



What are the most common challenges/problems when setting up feed based marketing automation?

Overcoming Feed Import Challenges in WakeupData

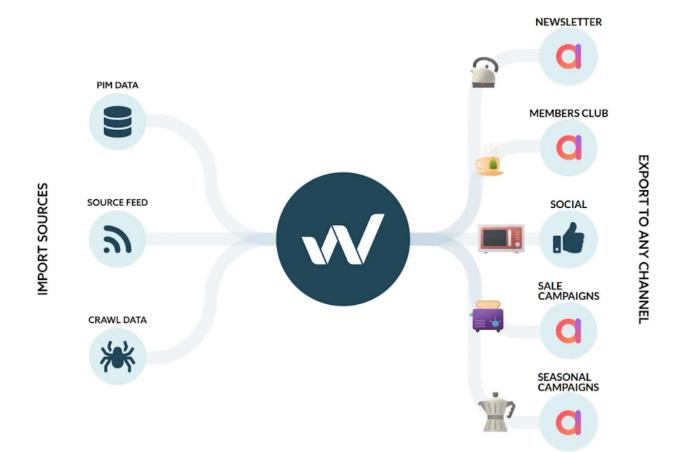


Pro tips:

- Identify and syndicate relevant data sources
- Optimize and format your data properly
- Segment products based on state



Overcoming Feed Import Challenges in WakeupData

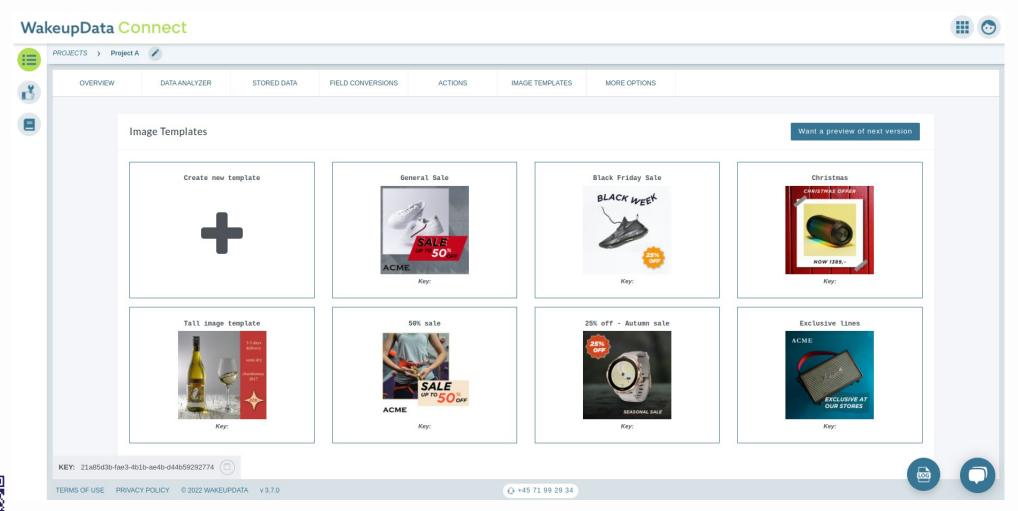


Pro tips:

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Image Templates Make It Easy to Align with Seasonality

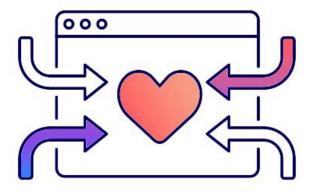






Summing It Up

- Well managed product feeds (and other feeds) can greatly affect work efficiency and results from Marketing Automation!
- Product feeds are easy to manage in Agillic and can be used in both campaigns and trigger based communication
- WakeupData is a perfect tool for capturing, transforming and managing content data feeds of any type





Thank you! Please Scan QR Codes for Intros!



Agillic demo



WakeupData Demo



Web2Media Discovery Meeting



Personalised communication to millions