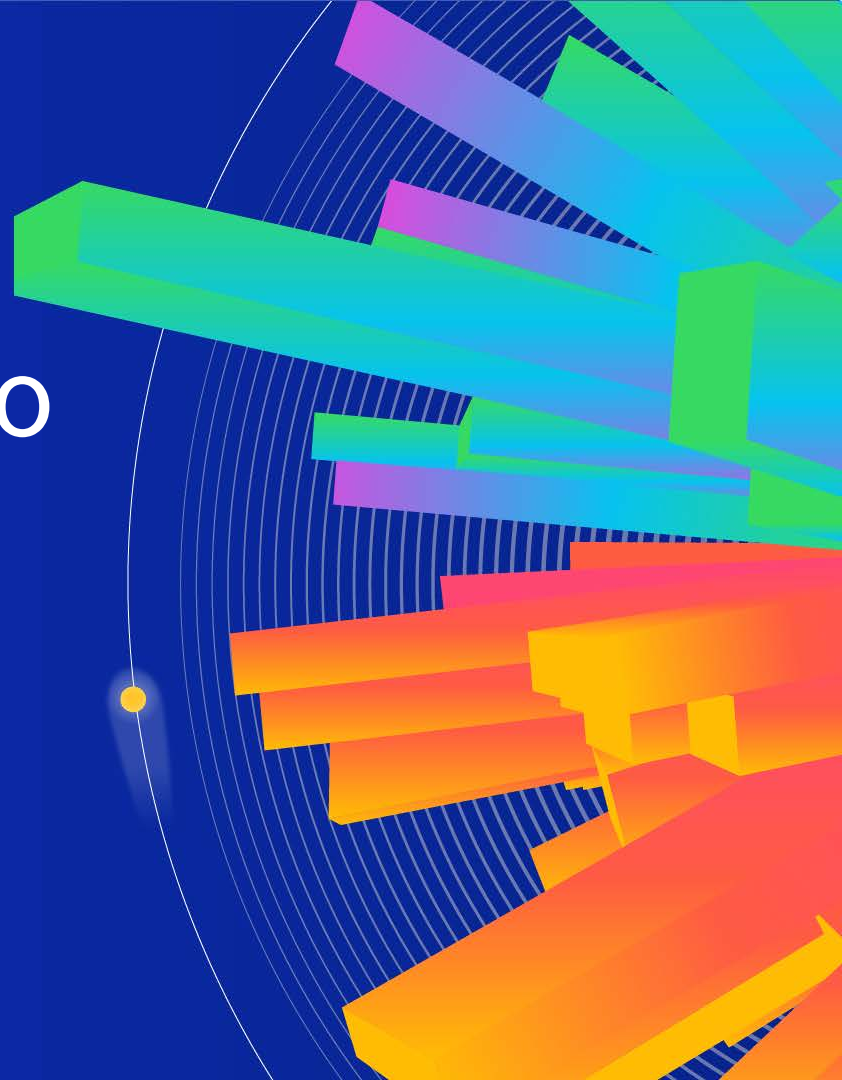


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5 easy(ish) ways to increase mobile engagement

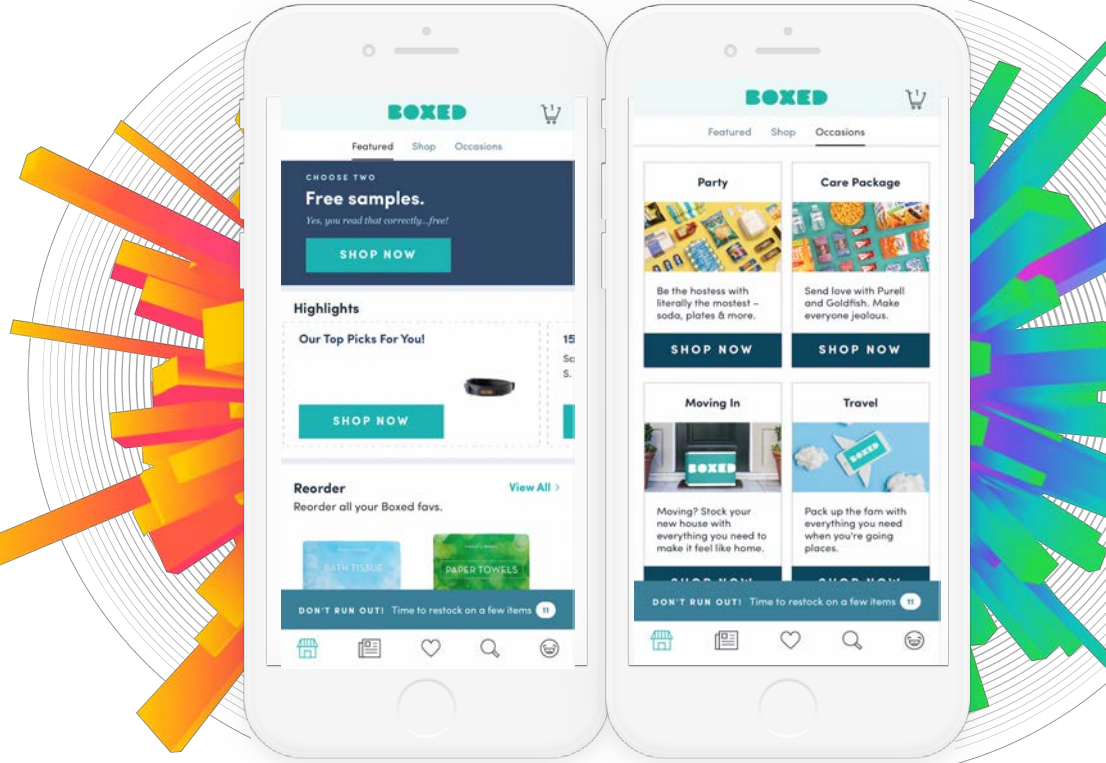
Presented by:  *iterable*



Who is Boxed?

Boxed started 5 years ago as a mobile first organization to revolutionize the way we shop for bulk.

- No Membership Fees
- No more wasted weekends stuck at the warehouse club
- Free & Fast Delivery



BOXED

From our first office....



The world we live in...

Walmart 

THRIVE
- MARKET -

COSTCO
WHOLESALE

jet

Peapod[®]


FOODKICK
BY FRESHDIRECT

 SHIPT[™]

Google Express


Sam's
CLUB

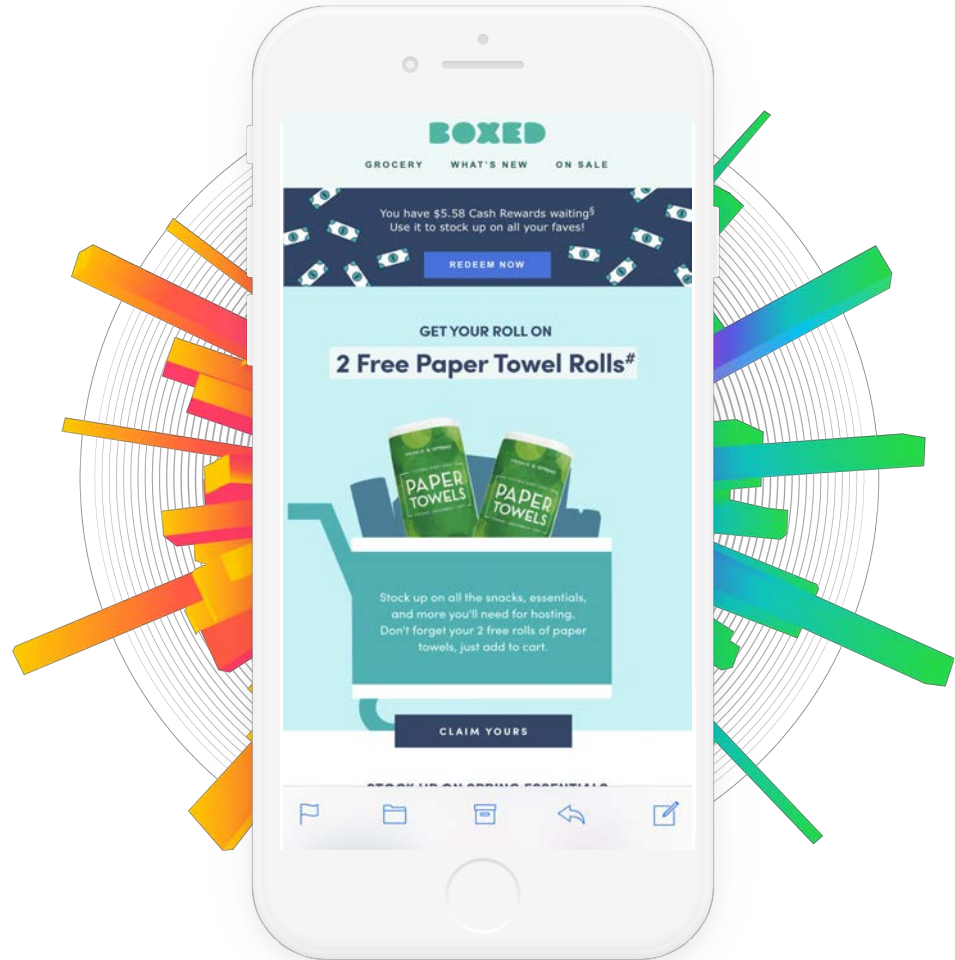
 instacart

chewy.com

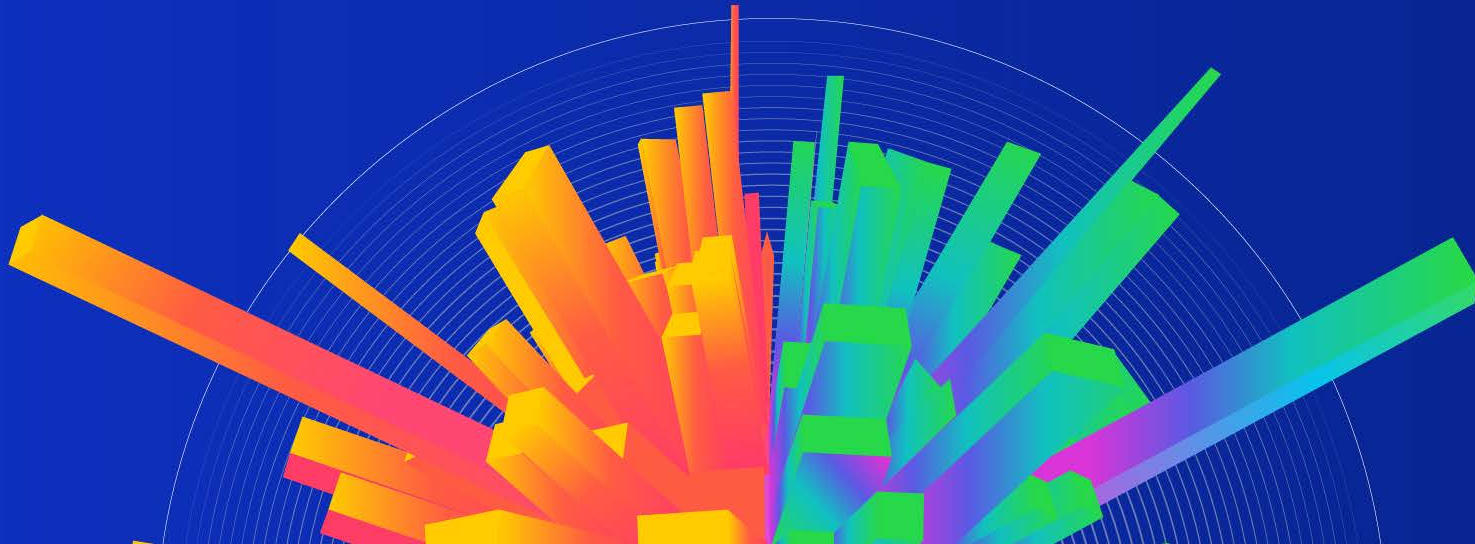


Our Strategy

Be relevant to a customer with every interaction



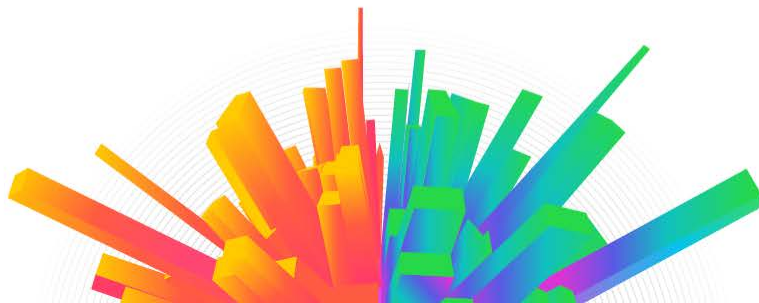
What is Mobile Engagement?



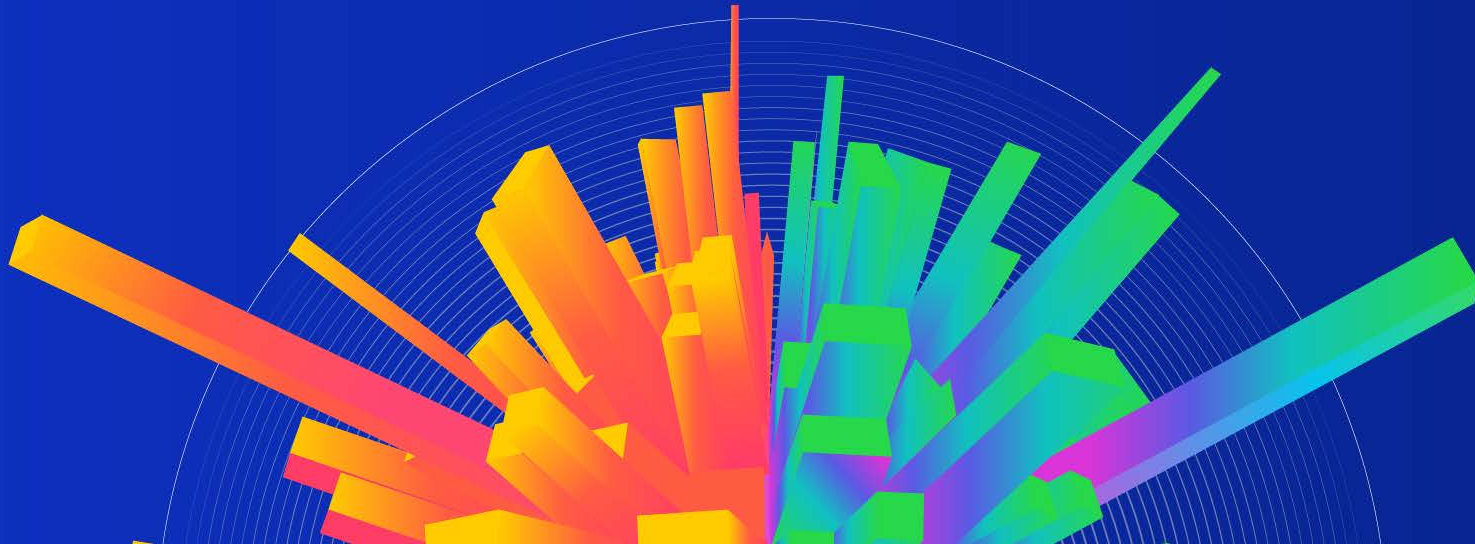
“

A consumer's holistic tendency to interact with a brand's digital properties. A brand's ability to recognize and compliment their customer's individualized truths directly influence the frequencies, depths, and outcomes of their channel-specific behaviors.

Ryan Brelje
Iterable



1. Segment your audience



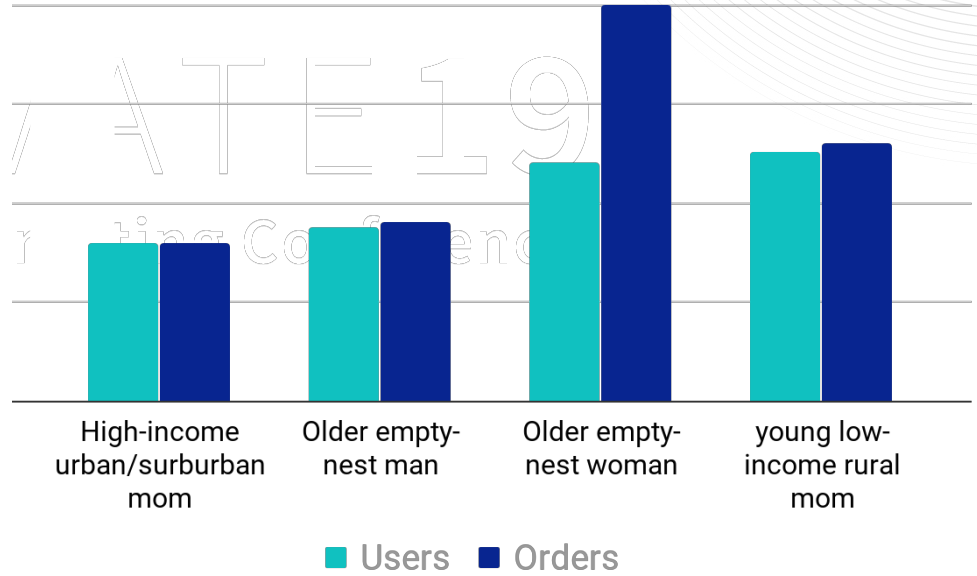
Know what your customers want

Understanding what your customers are looking for

It's not always what you expect!



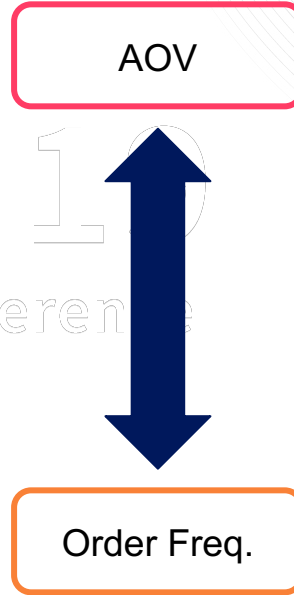
USERS & ORDERS OF MIRACLE WHIP



Know what your organization needs

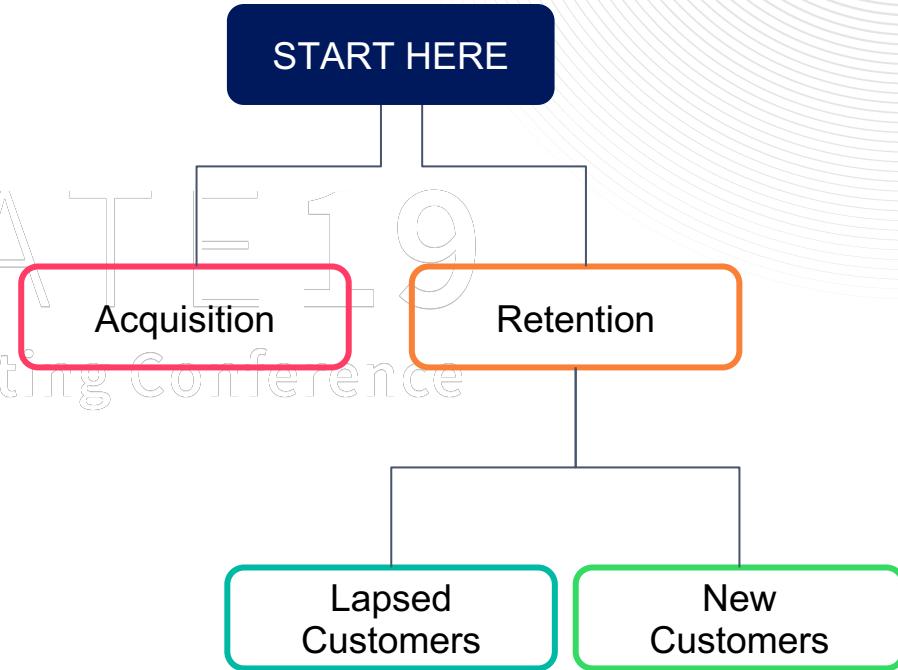
What actions does your organization need to be profitable?

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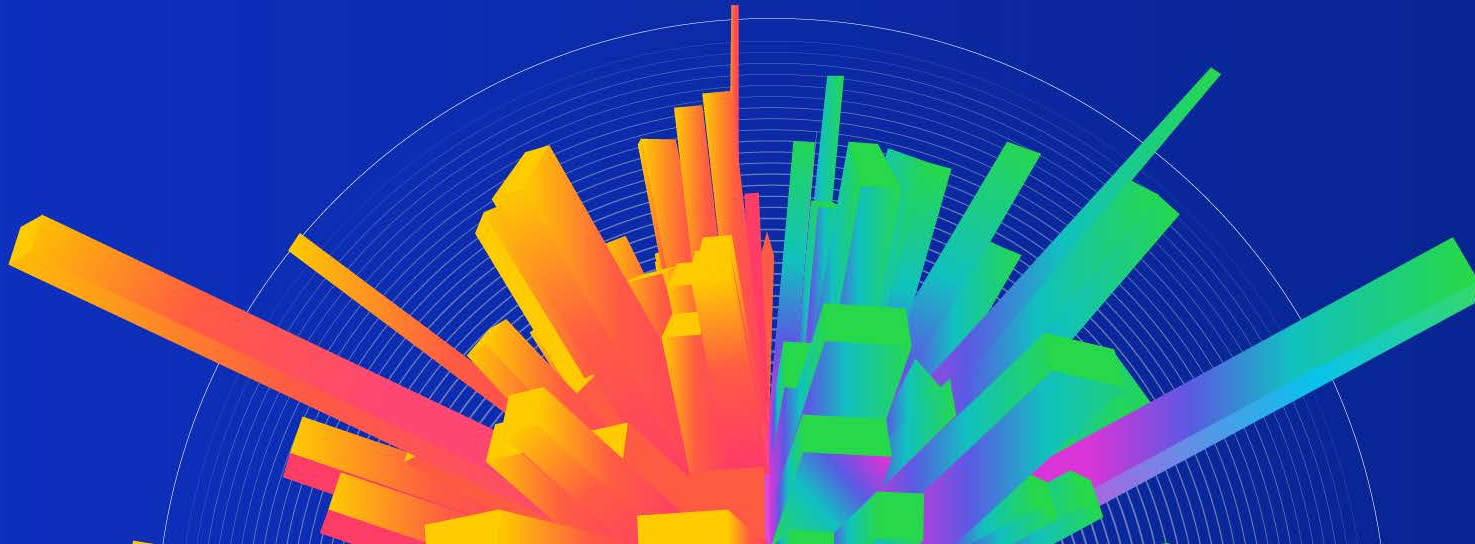


Build segmented experiences

- Start with simple journeys and few segments
- Test and optimize before adding additional segments
- Reduce reliance on promotional campaigns



2. Cut through the noise



Get personal

Acknowledge your relationship with the customer and personalize more than just email

30%

Increase in opens from SMS when personalized



It's not always digital

Non digital channels can also drive your mobile engagement.

Direct mail can be personalized, automated and timely.

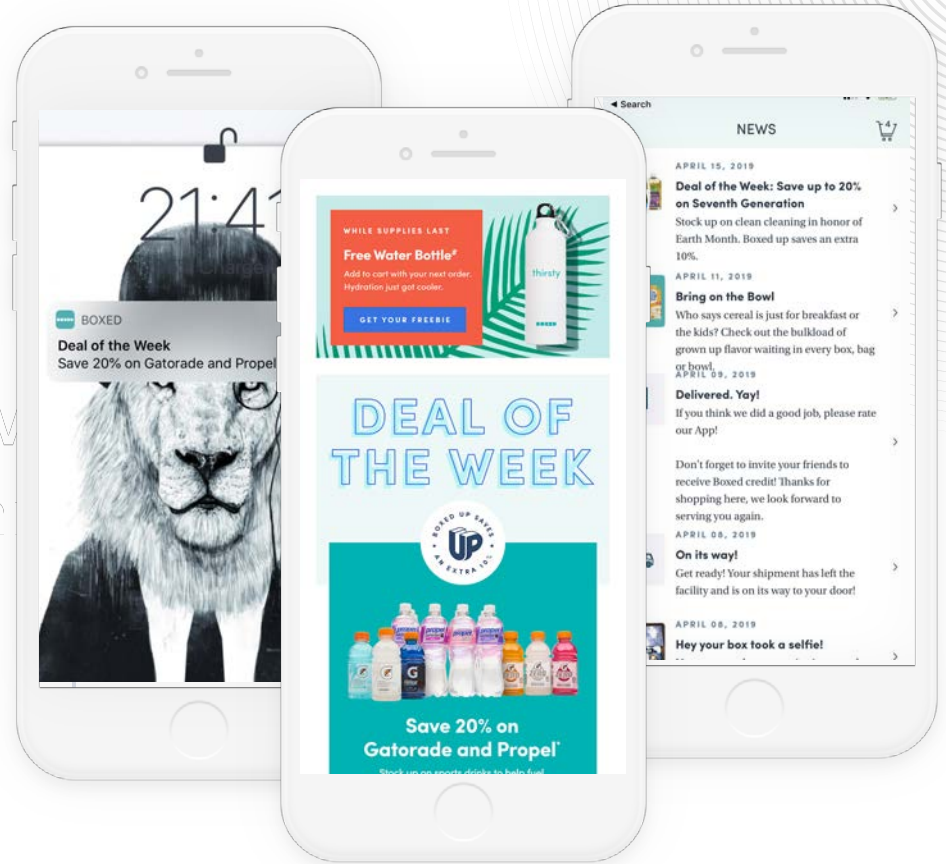
25%

Increase in engagement from lapsing New Customers.



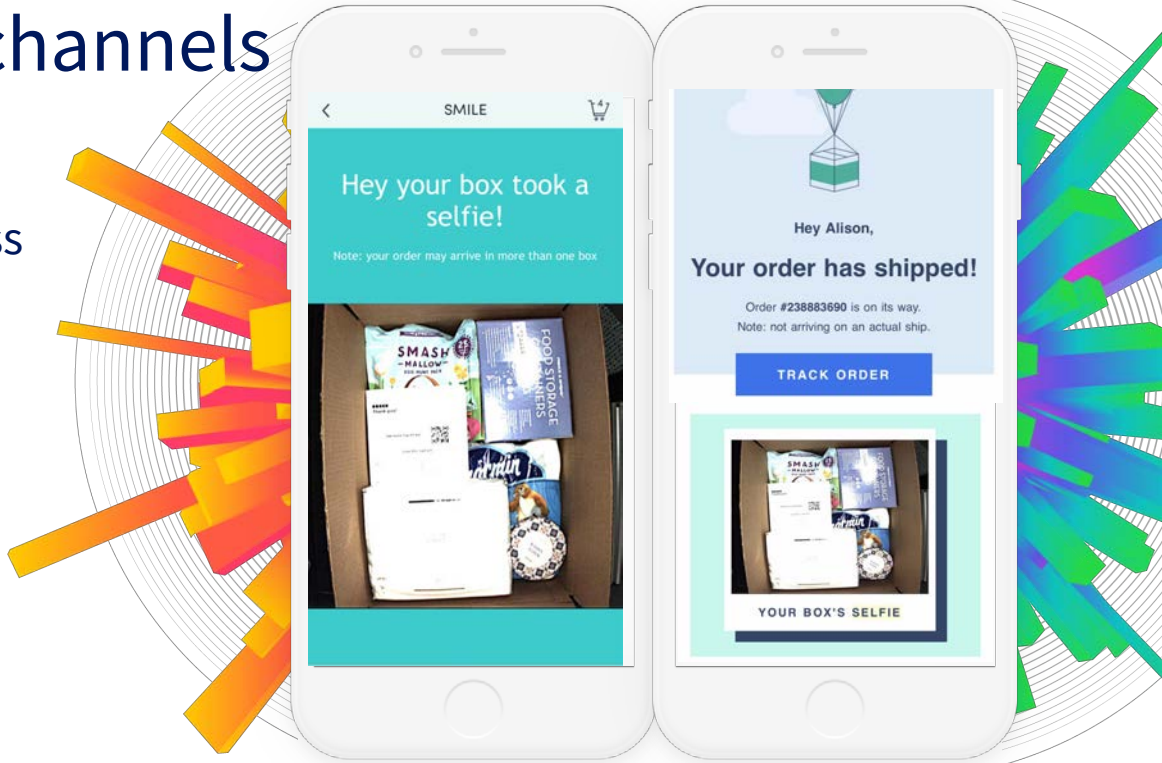
Channel preference

Design your experience across channels to allow your customers to choose which ones they prefer to engage with.

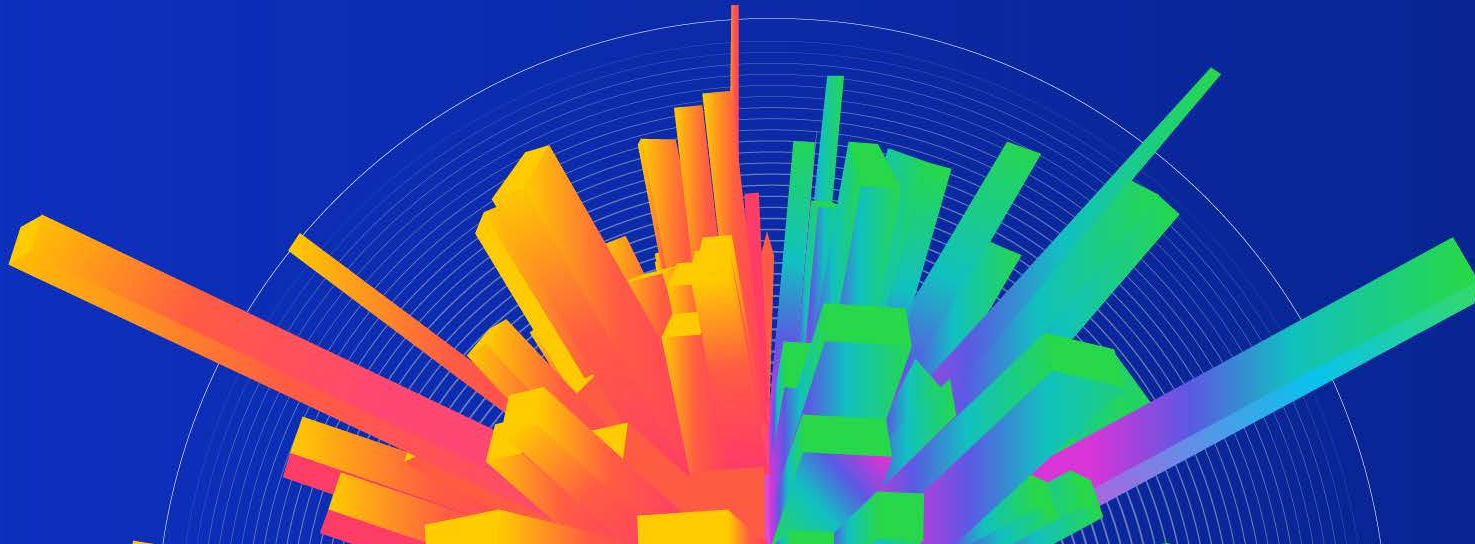


Innovate across channels

Carry your experiences across channels & platforms to put the power in the customers hands



3. Advertise your app



Drive app downloads

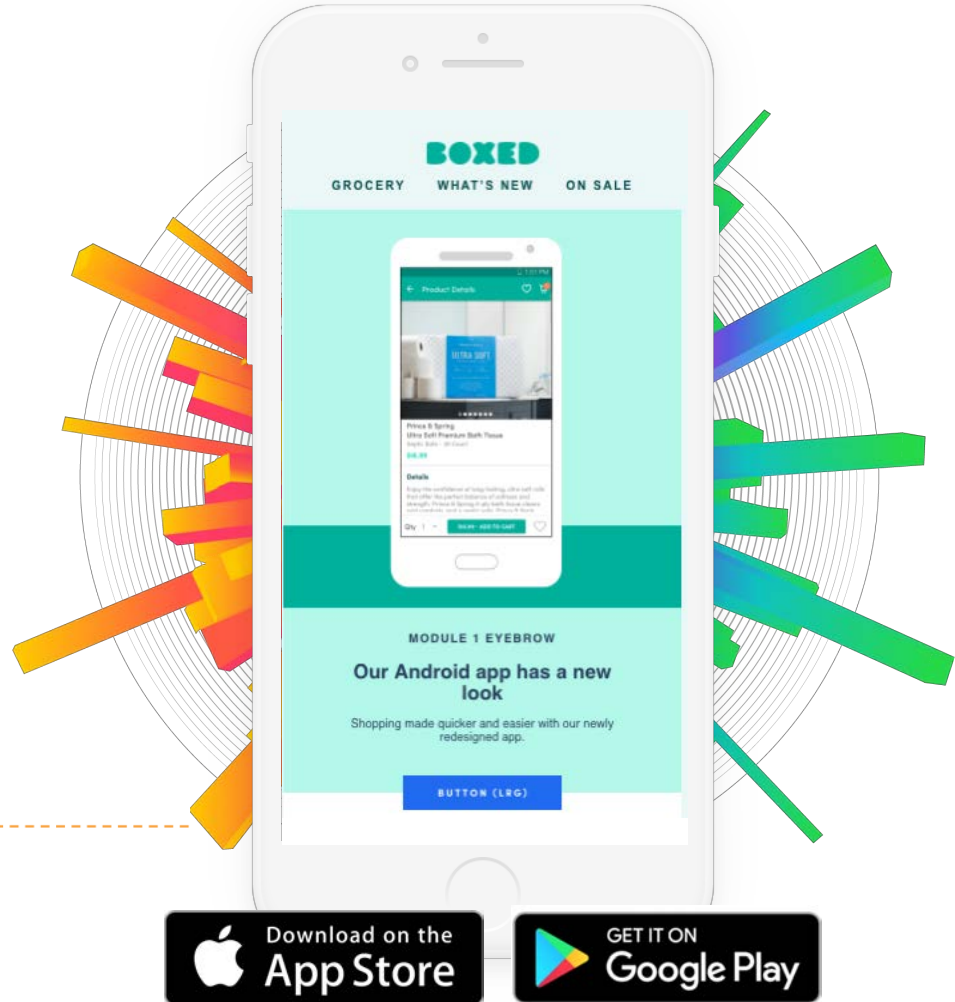
Make customers invested in your organization by driving them to download the app.

- Better customer experience
- Allows push marketing
- Home screen placement keeps you top of mind

4x

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Better retention from app downloaders

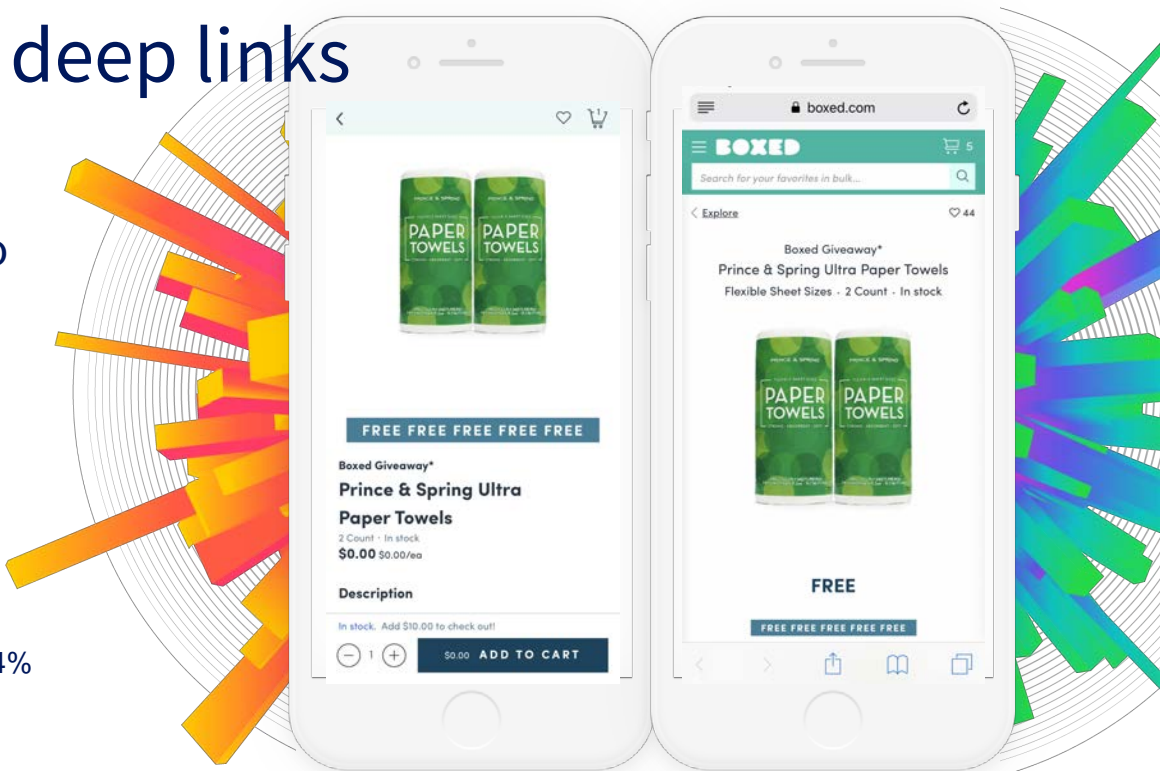


Drive to app with deep links

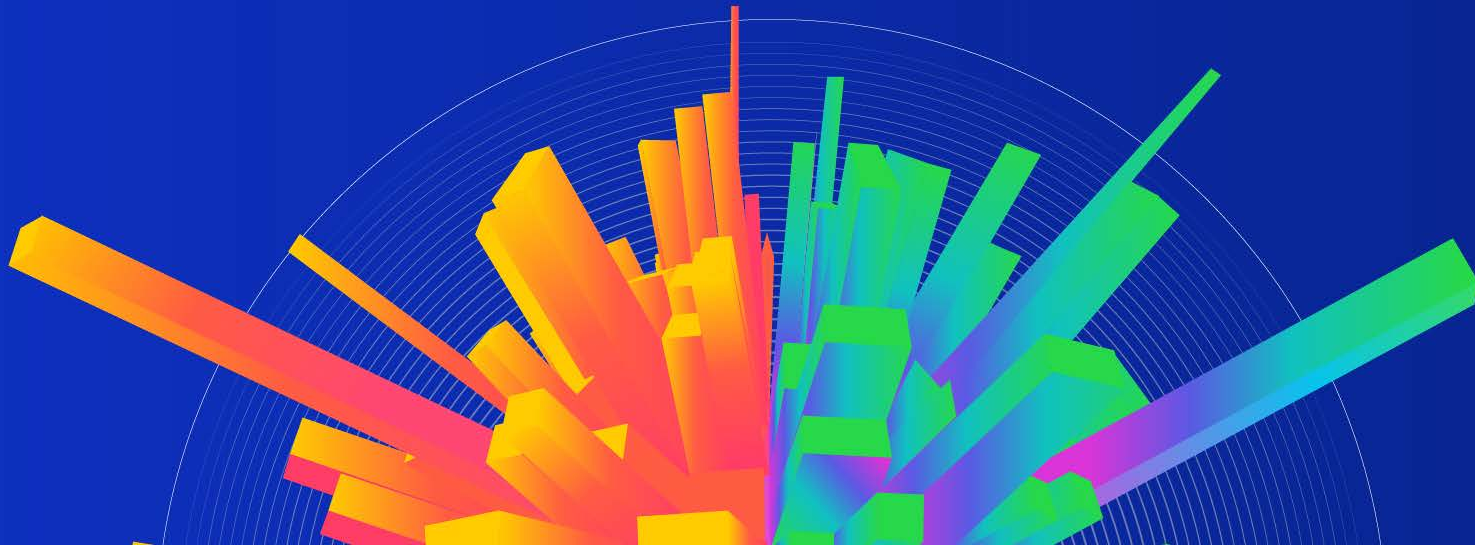
Use deep links everywhere to drive customers to their preferred platform.

54%

In-app conversion rates increased, driving a 54% increase in mobile revenue



4. Get Rewarding



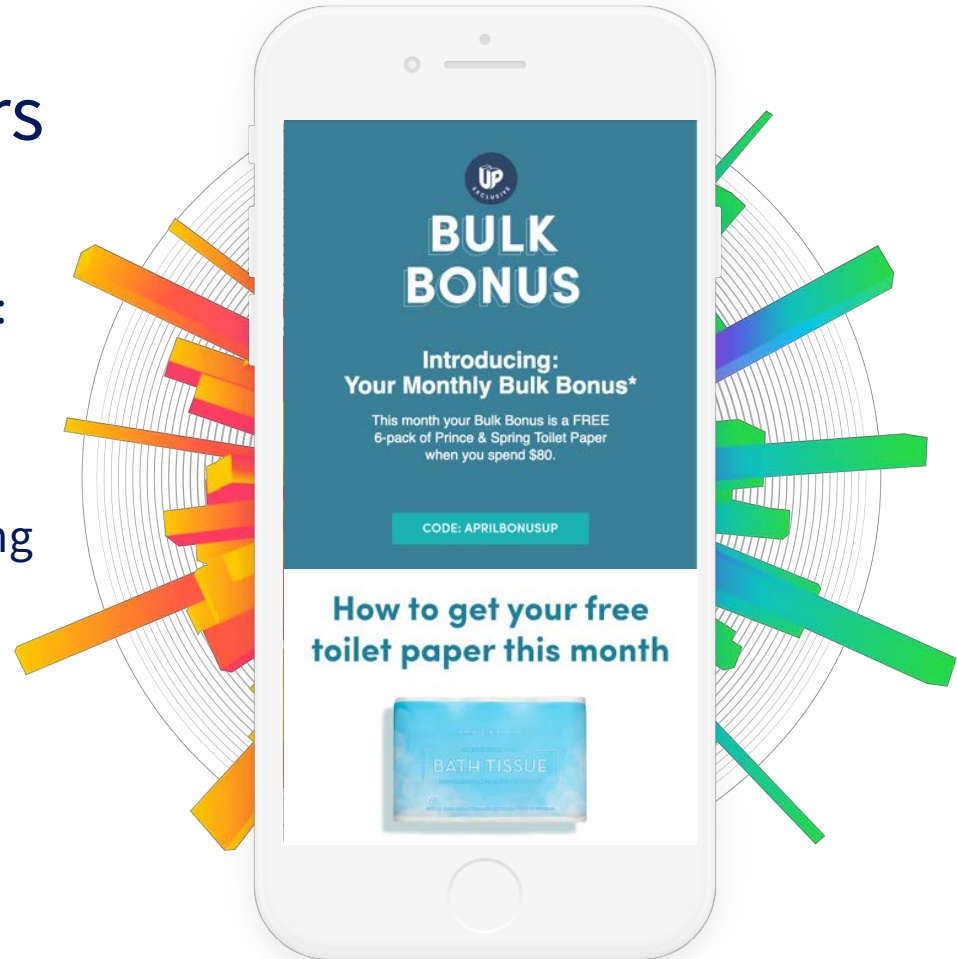
Reward good behaviors

All too often we reward bad behavior:

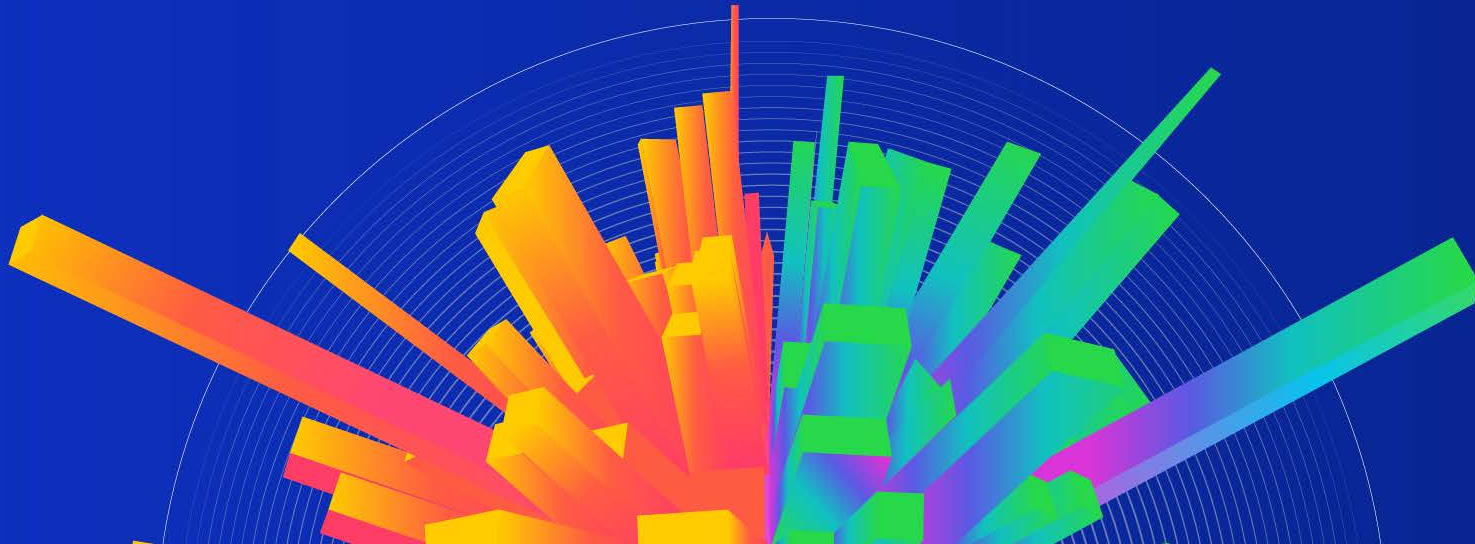
- Lapsing
- Abandoning carts

It's time to reward customers for doing actions we want:

- Download the app
- Use the app
- Making multiple purchases



5. Experiment

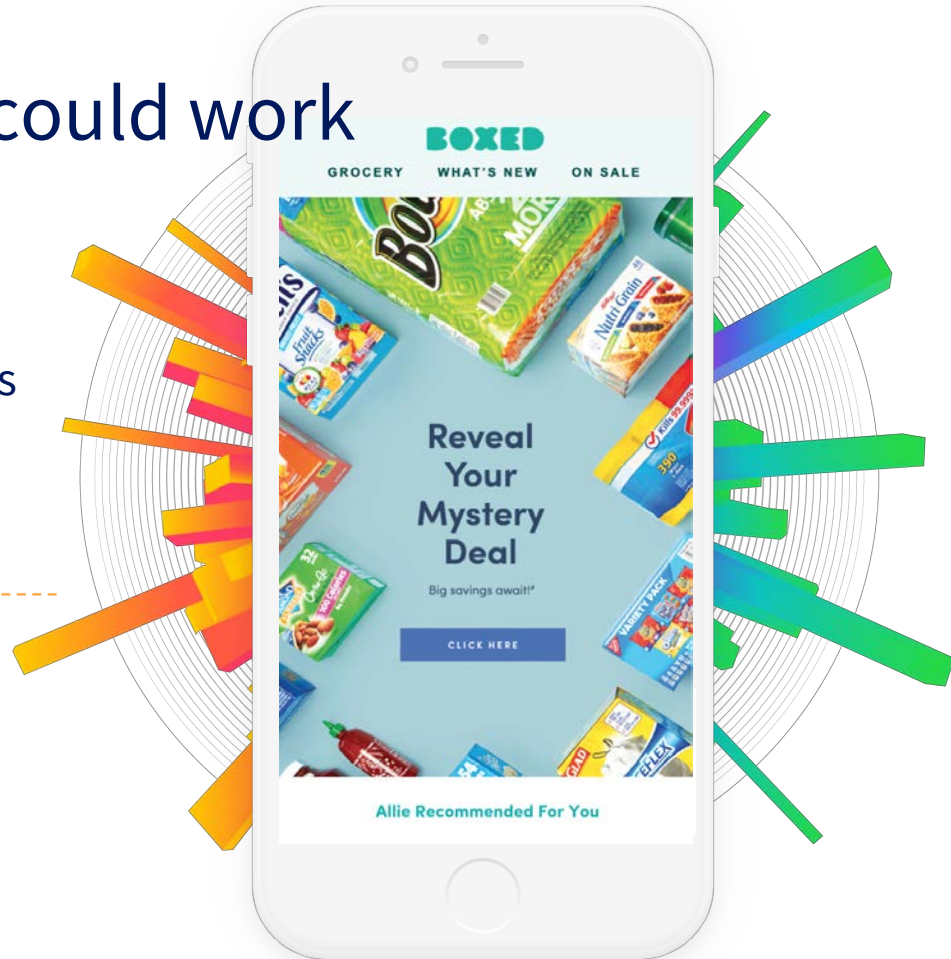


You never know what could work

Teasing a customer with an offer that only displays after the customer clicks and scratches off the webpage:

110%

Increase in clicks



Failure is good!

Be proud of your failures & share what you learnt from all of your failures

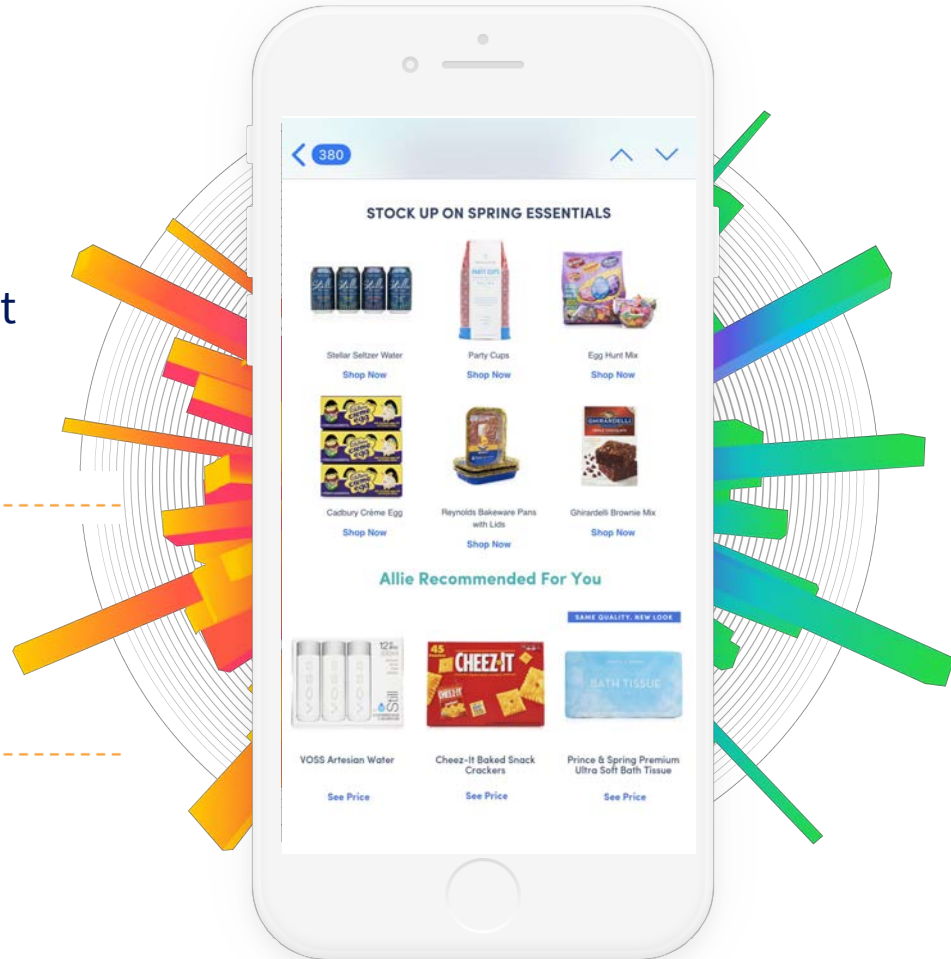
-5%

Revenue

+99%

Increase in respect

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Q&A

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