

ACTIVATE **19**

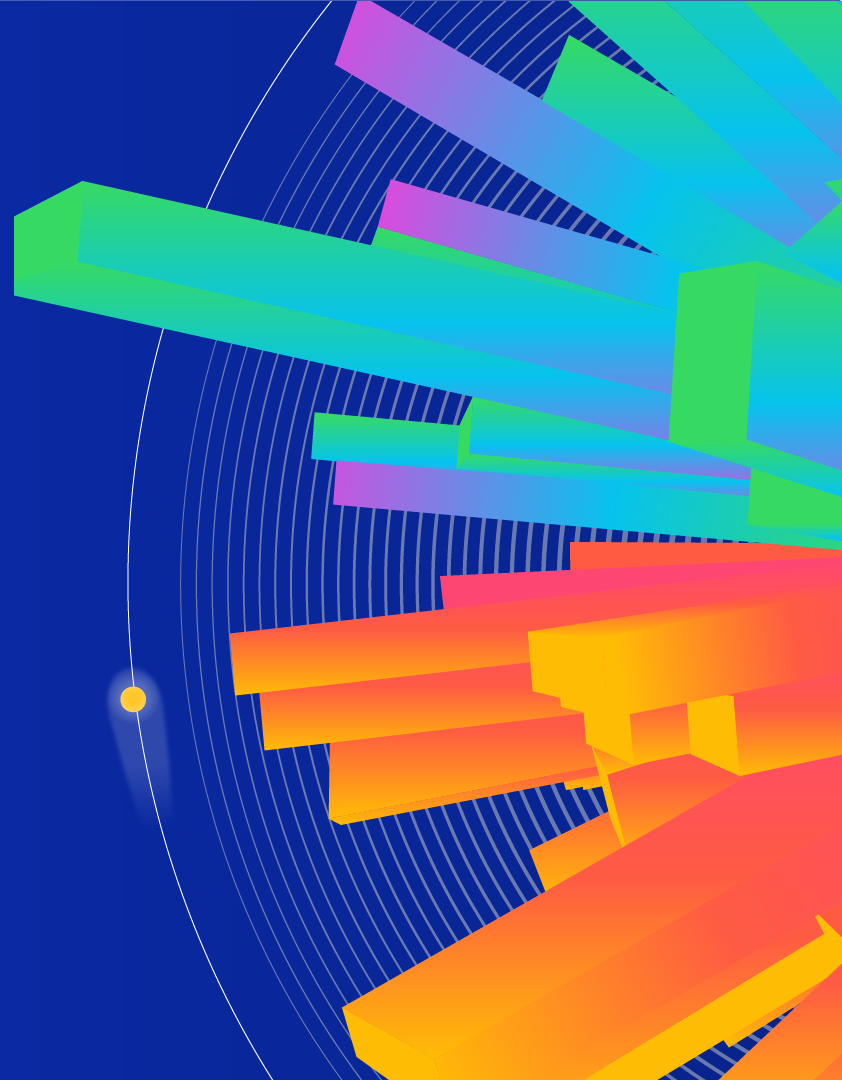
The Growth Marketing Conference

# The Current State of Growth Marketing

Alyssa Jarrett  
Head of Content & Brand



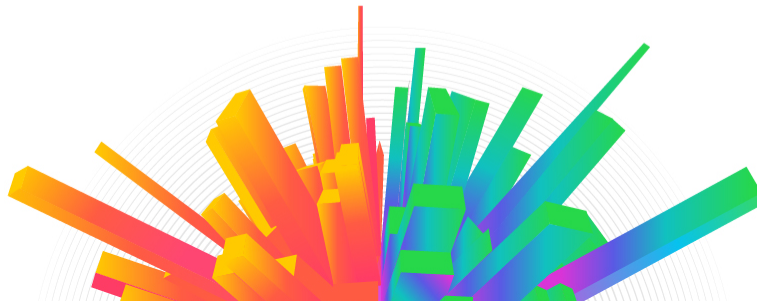
Presented by:  *iterable*



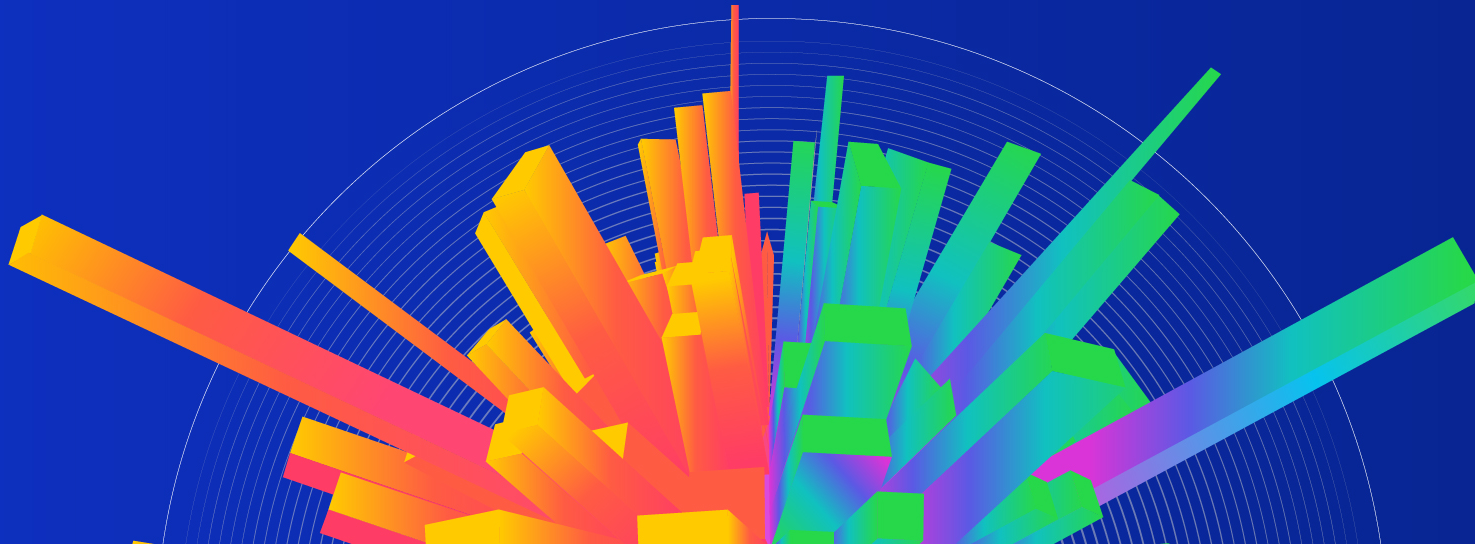
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# Our Agenda

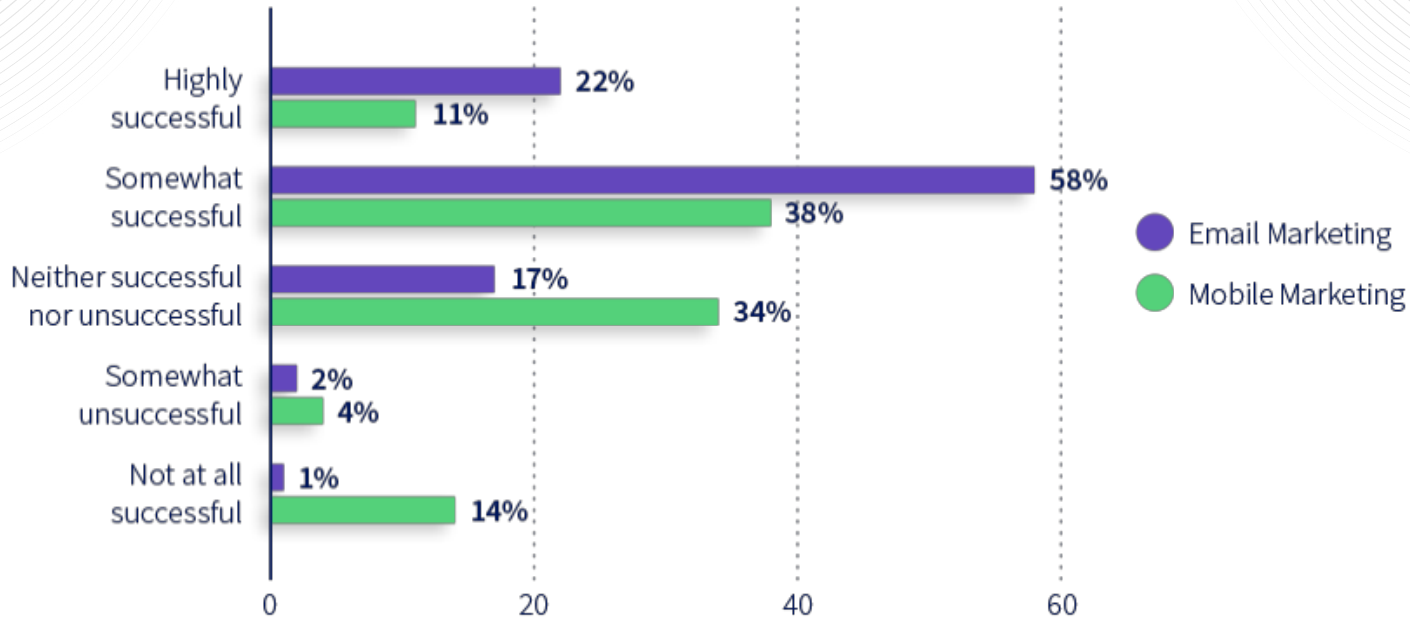
1. How cross-channel are we, *really*?
2. Mapping out the customer journey
3. Campaign strategies across the lifecycle



How cross-channel are we, *really*?



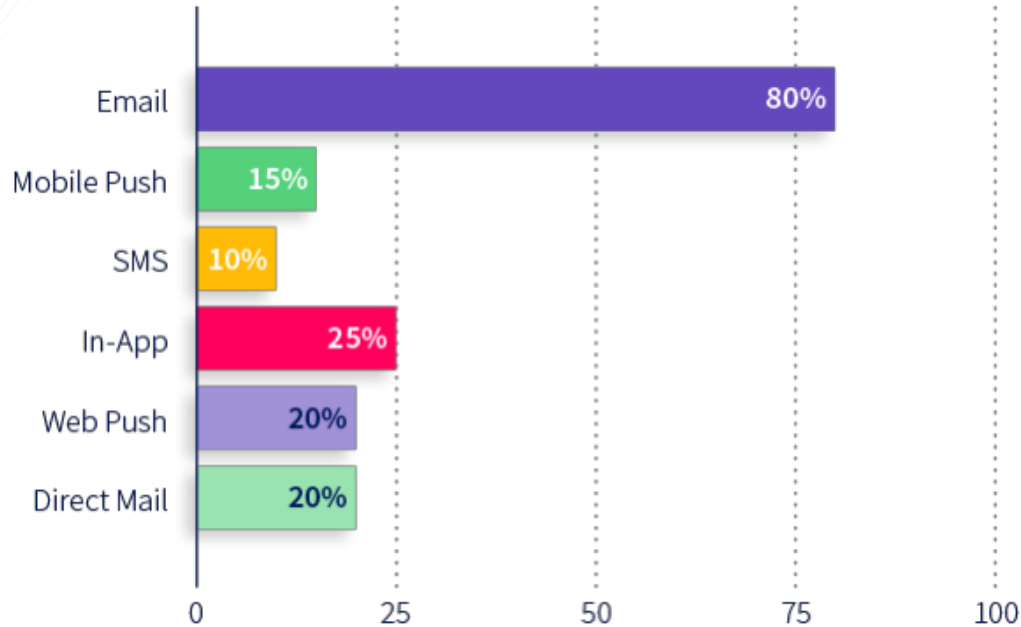
# How do marketers *really* feel about their programs?



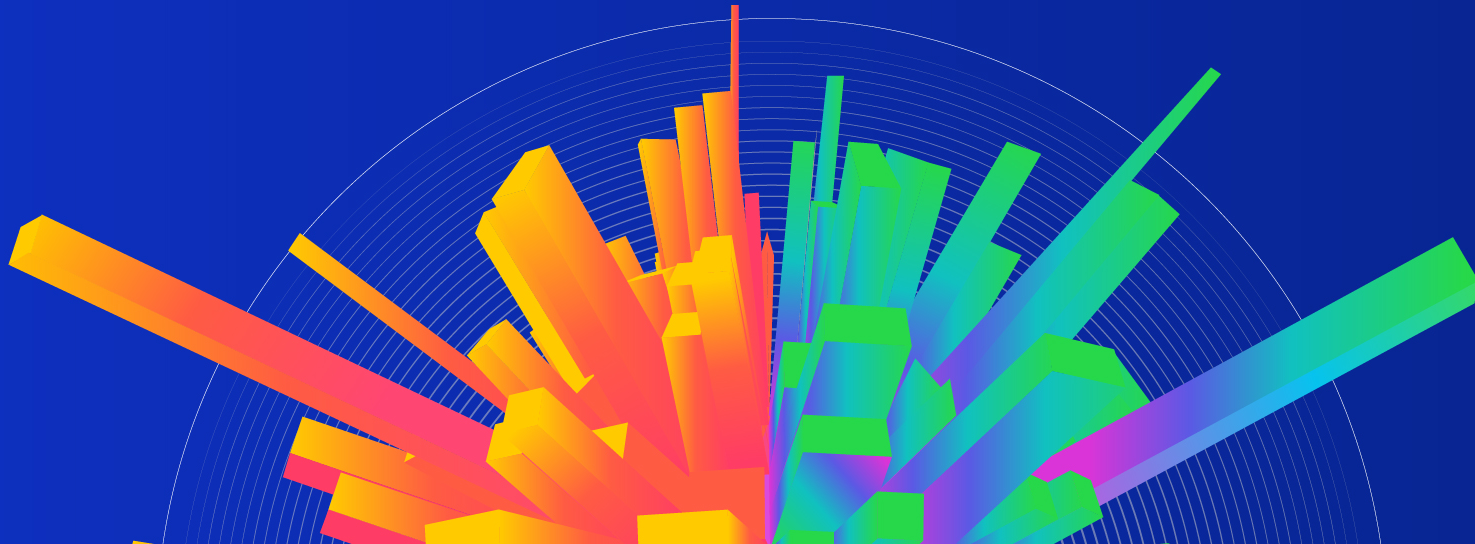


# Which channels are used for promotion?

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# Mapping out the customer journey



# The Customer Journey

## ACTIVATION

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Early stage of the lifecycle where companies seek to **activate** consumer attention and interest

## NURTURE

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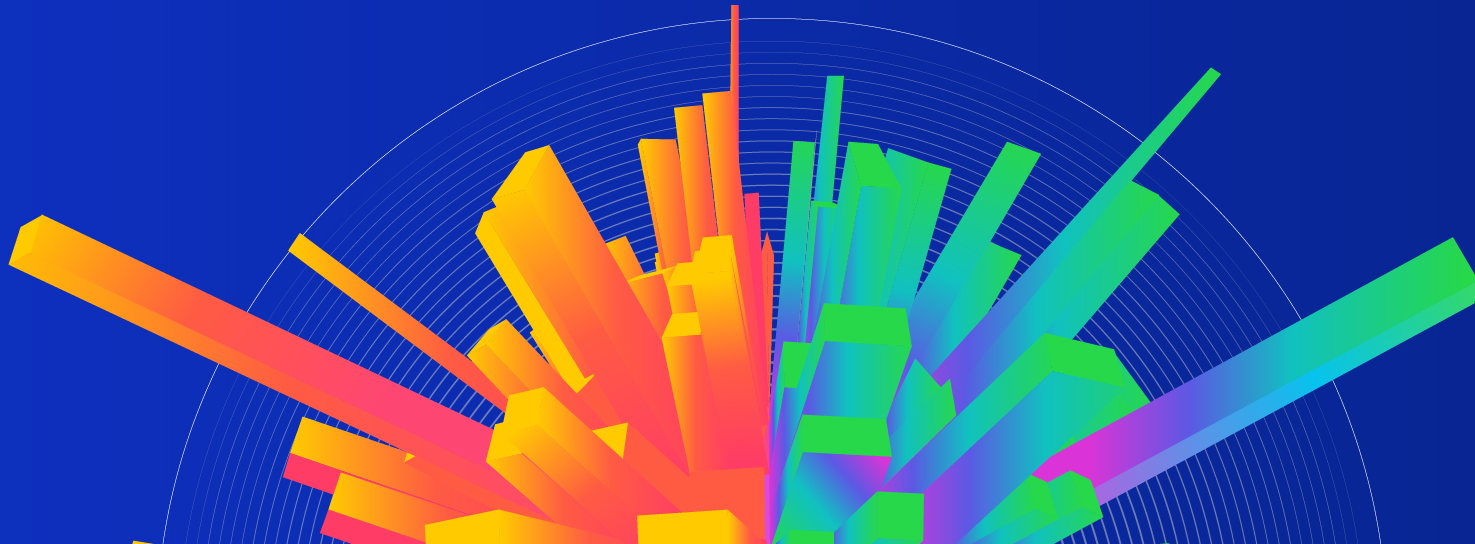
Ongoing lifecycle stage where companies **nurture** and engage consumers to strengthen relationships

## REACTIVATION

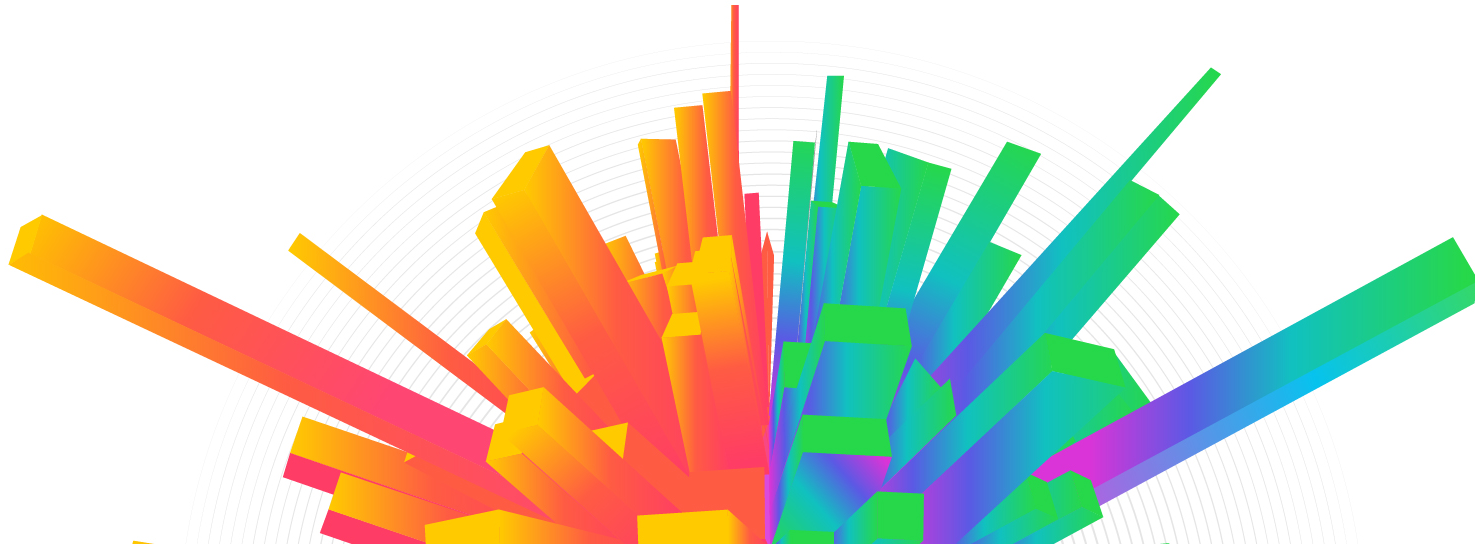
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Re-engagement stage of the lifecycle where companies **reactivate** customer engagement to drive retention and loyalty

# Campaign strategies across the lifecycle



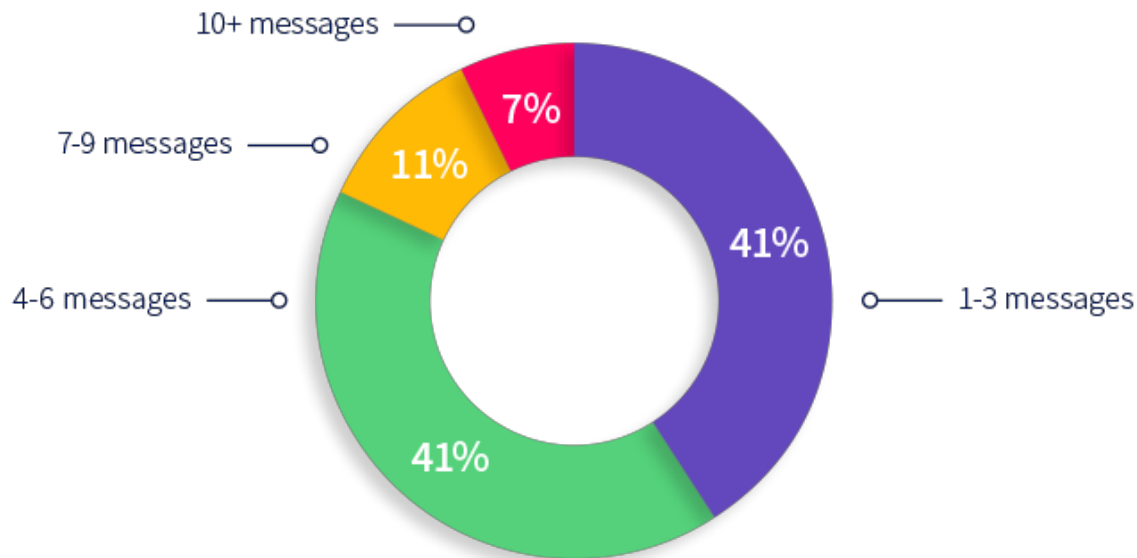
# ACTIVATION: Welcome Campaigns



# Activation By the Numbers

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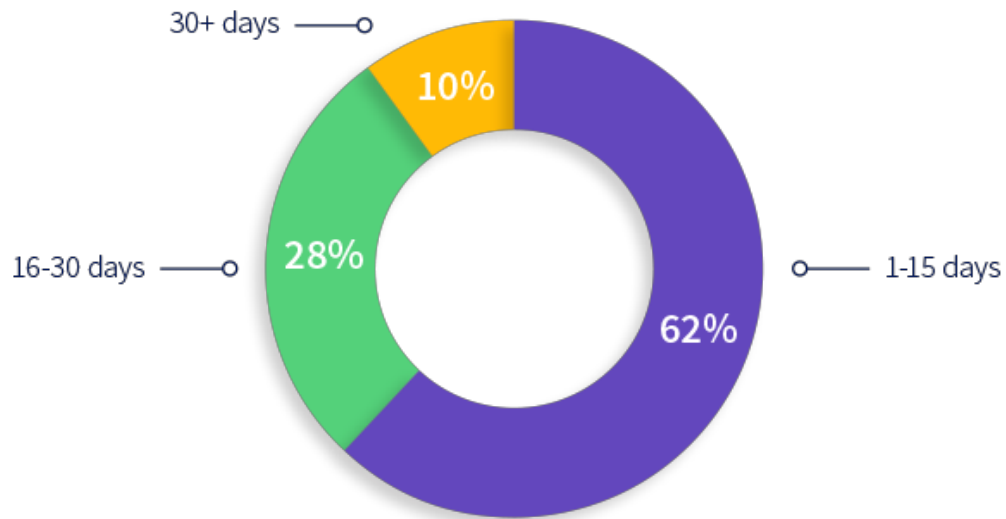
How many messages are in your welcome campaign?



# Activation By the Numbers

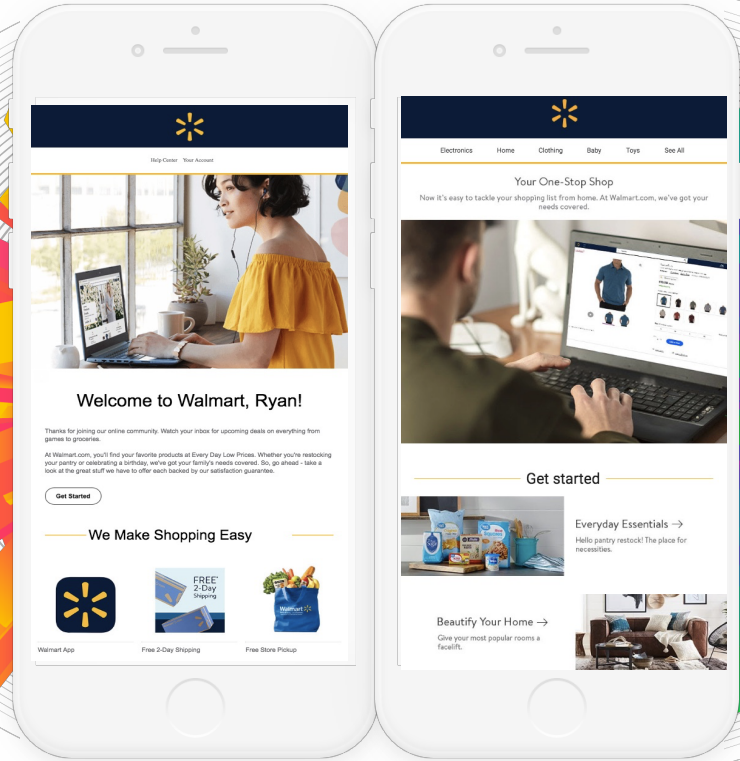
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How long is your welcome campaign?



# Walmart's Warm Welcome

- Personalized by first name
- Cross-channel CTAs
- Get started 2nd touch





# More Welcome Inspiration

Use code NEWCOMODA for 10% off your first Moda purchase. SHOP NOW

## MODA OPERANDI

TRUNKSHOWS NEW CLOTHING SHOES BAGS JEWELRY HOME GIFTS



*Welcome to Moda Operandi*

*I founded Moda to bring you unprecedented access to runway fashion. But it doesn't stop there; from fine jewelry to bridal and haute couture to home, discover the best in luxury from across the world. Where to start? Take a look at what I'm currently loving, below.*

*Lauren*


SHOP LAUREN'S CLOSET



MONSE Sophie Buhai B SIDES x B SIDES x BODE MONSE Goldsign

## purple

### Meet Terry & Tony: The Founders



The Mechanical Engineer      The Rocket Scientist

# TERRY      TONY




Nearly 30 years ago two brothers, Tony and Terry Pearce joined forces to make the world a more comfy place. Their experience in manufacturing and aerospace engineering, helped them develop over 30 cushioning technology patents, for things we use every day like shoes and backpacks. In 2013, they channeled all of their experience into making the World's first no pressure bed. Today, you can own that bed.

## M. GEMI

WOMEN      MEN      ABOUT

FREE SHIPPING, FREE RETURNS—ALWAYS

# Make The Grade

-  You take our style quiz.
-  We serve you what you love.
-  High marks all around.

START


*Extra credit:*  
Take \$25 off your first pair for a limited time.

START SHOPPING >

New Kitchen Dining ZOLA Bed & Bath Home Furnishings REGISTRY




## What should you two register for?

Take our quick quiz and we'll tell you.






### QUESTION 1

What's your favorite thing to do together?

-  Host a bunch of friends
-  Hiking or traveling
-  Trying out new recipes




### QUESTION 2

When you go to the farmer's market, you...

-  Grab happy hour snacks
-  Chat with local farmers
-  Find cool ingredients

### QUESTION 3

Your dream honeymoon is...

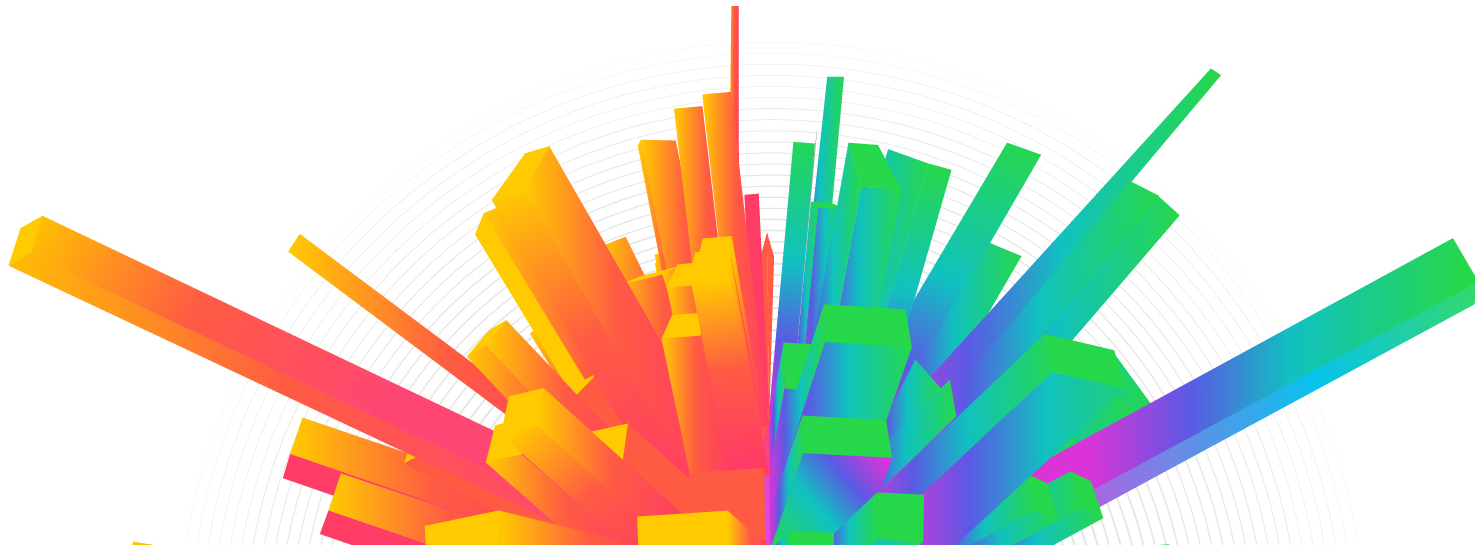
-  Mexico (party time!)
-  Backpacking in Patagonia
-  Italy, land of food & wine

# ACTIVATION: Welcome Campaign Tips

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- **Embrace your purpose & objectives** —  
Onboarding, app download, loyalty, etc.
- **Provide crystal clarity** —  
Tell customers what to do AND what to expect
- **Gather data for future personalization** —  
Offer a quiz, send a survey & ask for preferences

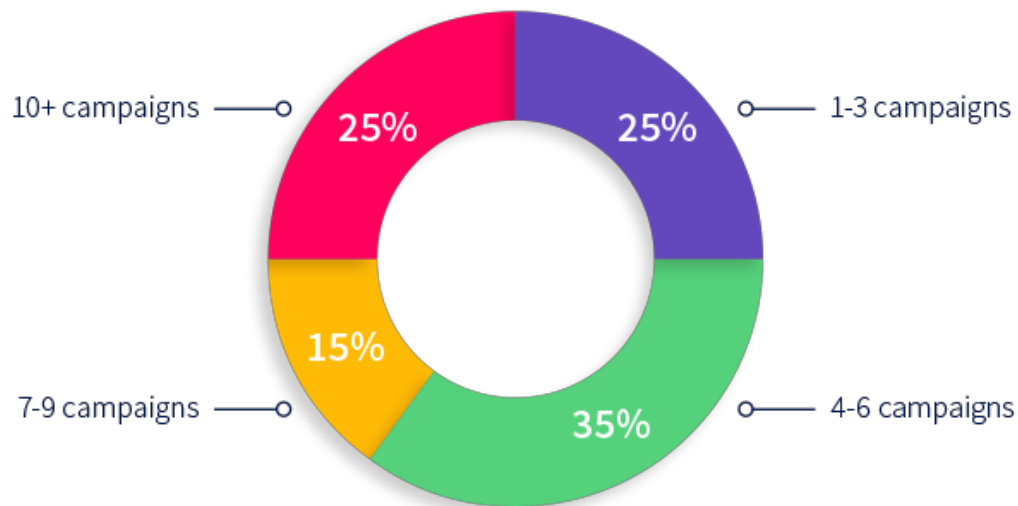
# NURTURE: Promotional Campaigns



# Nurture By the Numbers

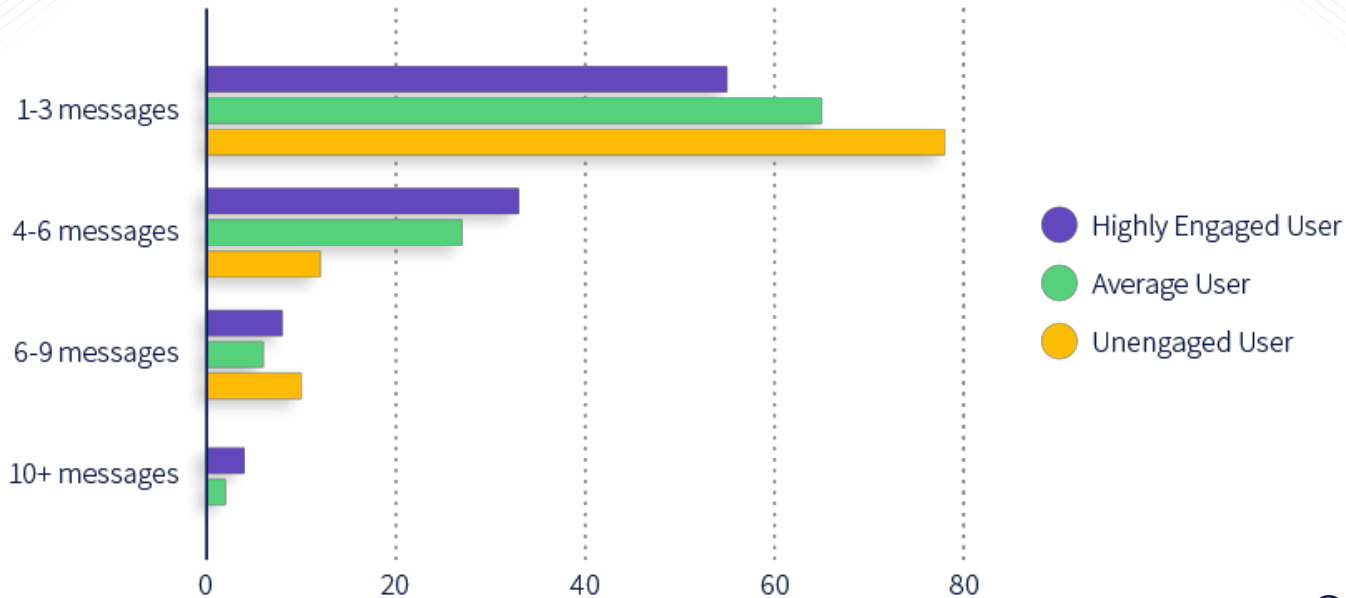
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How many promotional campaigns do you send each month?



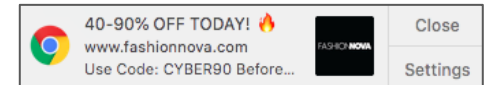
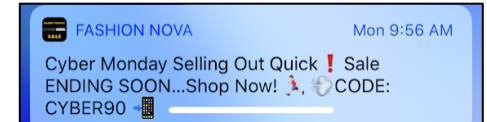
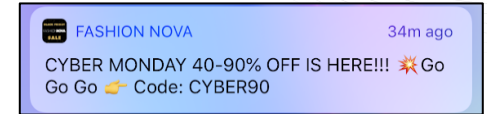
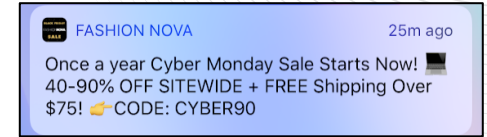
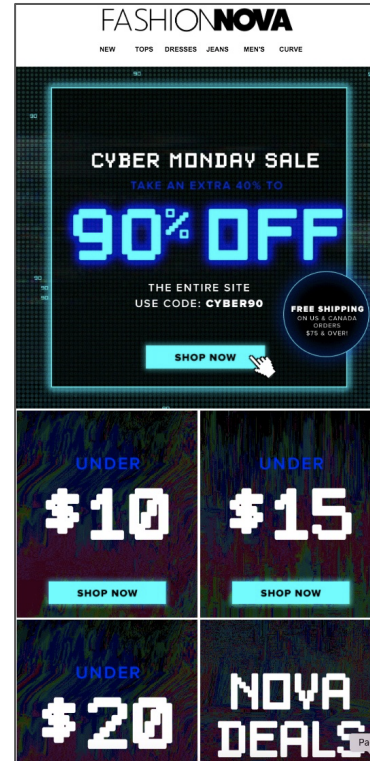
# Nurture By the Numbers

How many messages do you send in a typical week?



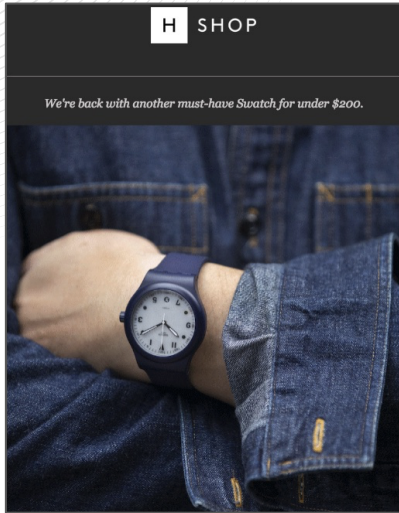
# Fashion Nova's Cyber Monday Sale

- Email, mobile push, web push
- Frequent emoji use 🔥
- High message cadence






# More Promotion Inspiration




GOOGLE CHROME 21m ago

In The Shop: The 2018 HODINKEE Sh...  
www.hodinkee.com  
Our top picks for gifts this holiday season.



GOOGLE CHROME now

Final Day! Web Buster!  
shop.samsonite.com  
Coppia 2 PC Set Only \$129.99 + Free Shipping!



Sams<sup>o</sup>nite

LUGGAGE BUSINESS BACKPACK DUFFLES ACCESSORIES SALE OUTLET

SHOP THE GIFT GUIDE > FIND A STORE NEAR YOU >

**FINAL DAY! CYBER MONDAY SALE**  
**60% OFF EXCLUSIVE PRODUCTS**  
**PLUS, FREE SHIPPING SITEWIDE**  
**LAST CHANCE! CODE: CYBERMON**

SHOP NOW

LOWEST PRICES OF THE SEASON



NORDSTROM

Holiday Gifts Designer Women Men Kids Home Beauty Sale

**DAILY DROP** Our 22 days of gotta-get-it gifts spotlight new brands, exclusives, collaborations and more.



**November 27**  
**Treasure & Bond**


Fair Isle Sweater  
\$69

Celebrate Giving Tuesday with a cozy fave from this Nordstrom-exclusive brand that supports youth-empowerment programs.

Shop Now Shop All Treasure & Bond

NORDSTROM 10m ago

**Daily Drop #1: Treasure & Bond**  
An exclusive sweater that does good.



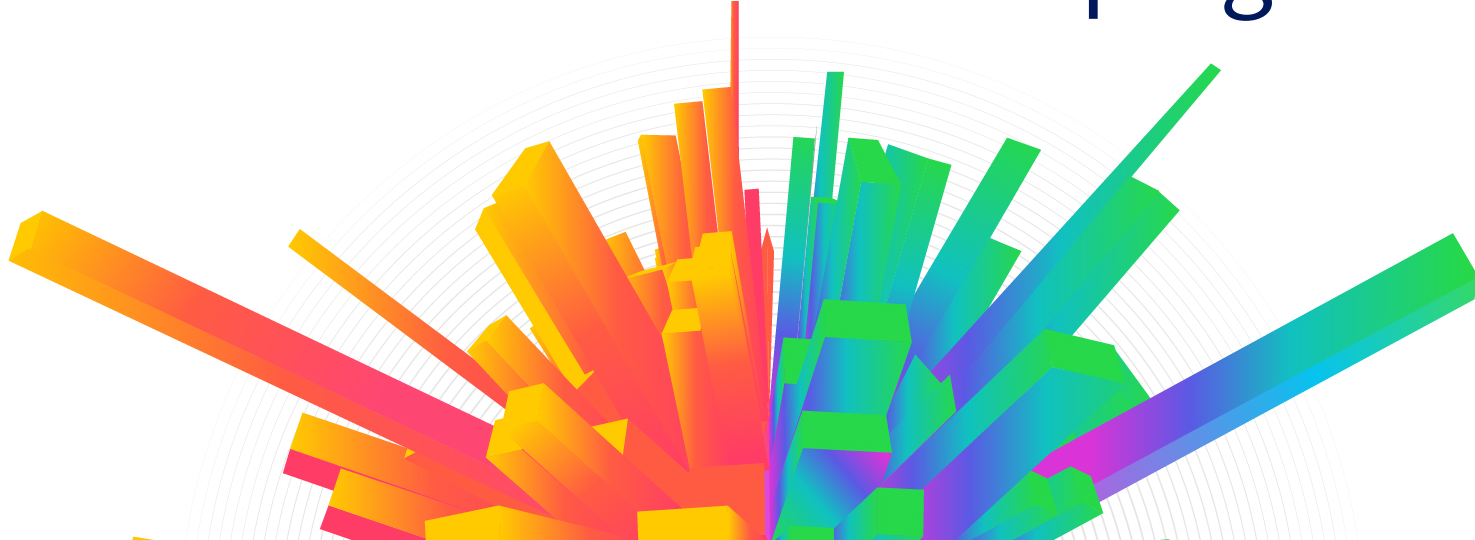
# NURTURE: Promotional Campaign Tips

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- **Leverage dynamic content** —  
User profiles, event data, data feeds & metadata
- **Test your incentive strategy** —  
Personalize the discount by segment & behavior
- **Try out one new channel** —  
94% who opt in to web push stay subscribed



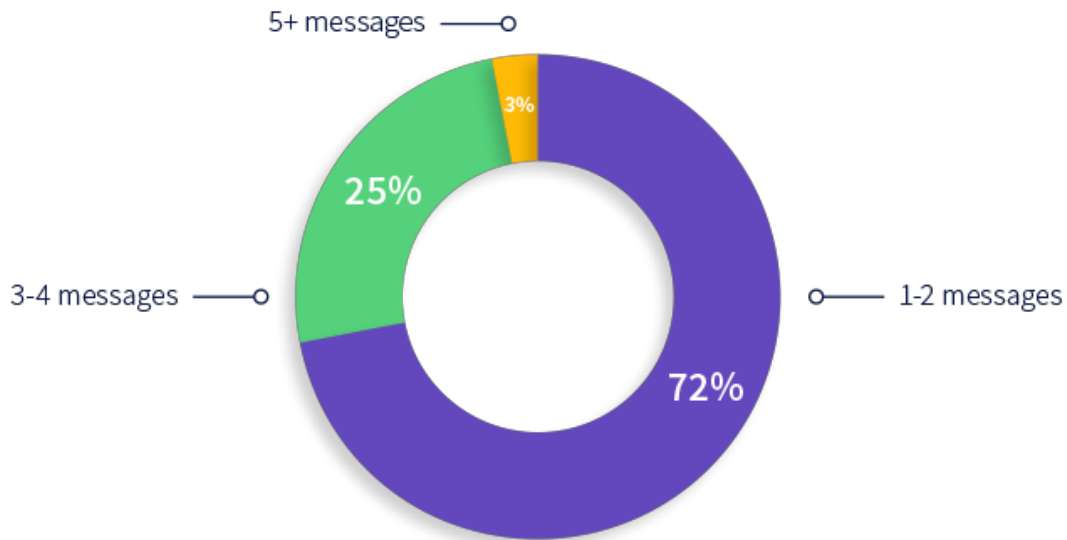
# REACTIVATION: Cart Abandonment Campaigns



# Reactivation By the Numbers

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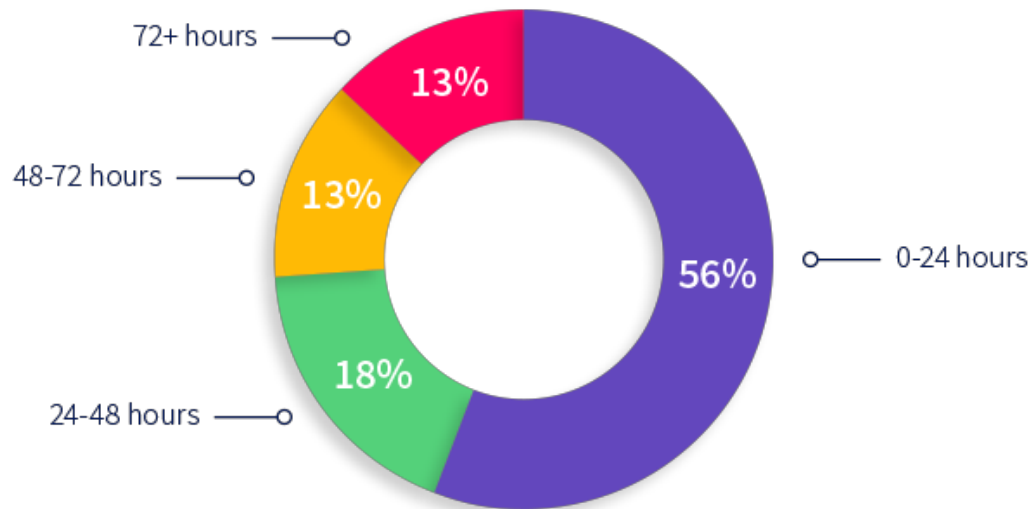
How many reminders are in your abandonment campaign?



# Reactivation By the Numbers


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How soon do you start your abandonment campaign?




# Wayfair's Cart Abandonment

- Personalized by item name, image, rating, price
- Recommends similar products
- Increases in urgency


 wayfair  
Furniture | Décor | Rugs | Holiday | Sale

### Don't Forget!

This fantastic find is still waiting in your cart, so you can pick up right where you left off.




Kells Leaf Base Lily 8.25" Torchiere Lamp by Astoria Grand  
★★★★★  
\$41.99  
**\$28.99**  
[Shop Now](#)




Clair Gray Area Rug by Mistana  
★★★★★  
**\$27.99**  
[Shop Now](#)


### Top Picks For You




Beauregard 8" Torchiere Lamp...  
[Shop Now »](#)



Dowsett Butterfly Base Lily...  
[Shop Now »](#)





Badis 16.25" Torchiere Lamp...  
[Shop Now »](#)

 WAYFAIR Yesterday, 11:59 PM

### Let Us Help


Questions about the Clair Gray Area Rug? Customer service has answers! Let's chat.



 GOOGLE CHROME 37m ago



### No time to lose!

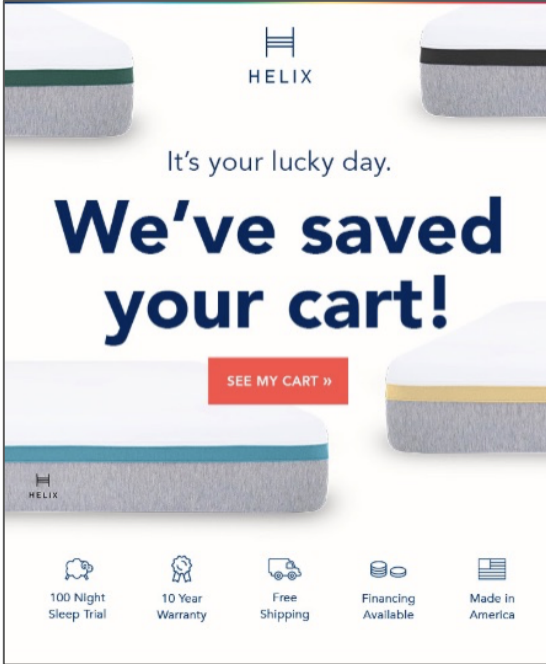
[www.wayfair.com](http://www.wayfair.com)  
The Clair Gray Area Rug you left behind is on SALE – but not for long. Get it no...



# More Abandonment Inspiration

**B** BED BATH & BEYOND now  
Complete your purchase today!

 We've saved your cart for...  
[www.fashionnova.com](http://www.fashionnova.com)  
Buy before these sizes sell... 



HELIX

It's your lucky day.

## We've saved your cart!

[SEE MY CART »](#)

HELIX

- 100 Night Sleep Trial
- 10 Year Warranty
- Free Shipping
- Financing Available
- Made in America

M . G E M I  
WOMEN MEN ABOUT

COMPLIMENTARY SHIPPING & RETURNS—ALWAYS

ENJOY **25% OFF**  
EVERY PAIR


Make Your Wishlist (And Theirs) Happy

[SHOP HER](#) [SHOP HIS](#)

AUTOMATICALLY APPLIED AT CHECKOUT (PRICES AS SHOWN).  
CANNOT BE COMBINED WITH OTHER OFFERS.

## They Look Good In Your Cart...

...but they'd look better on your feet.  
These won't last long.



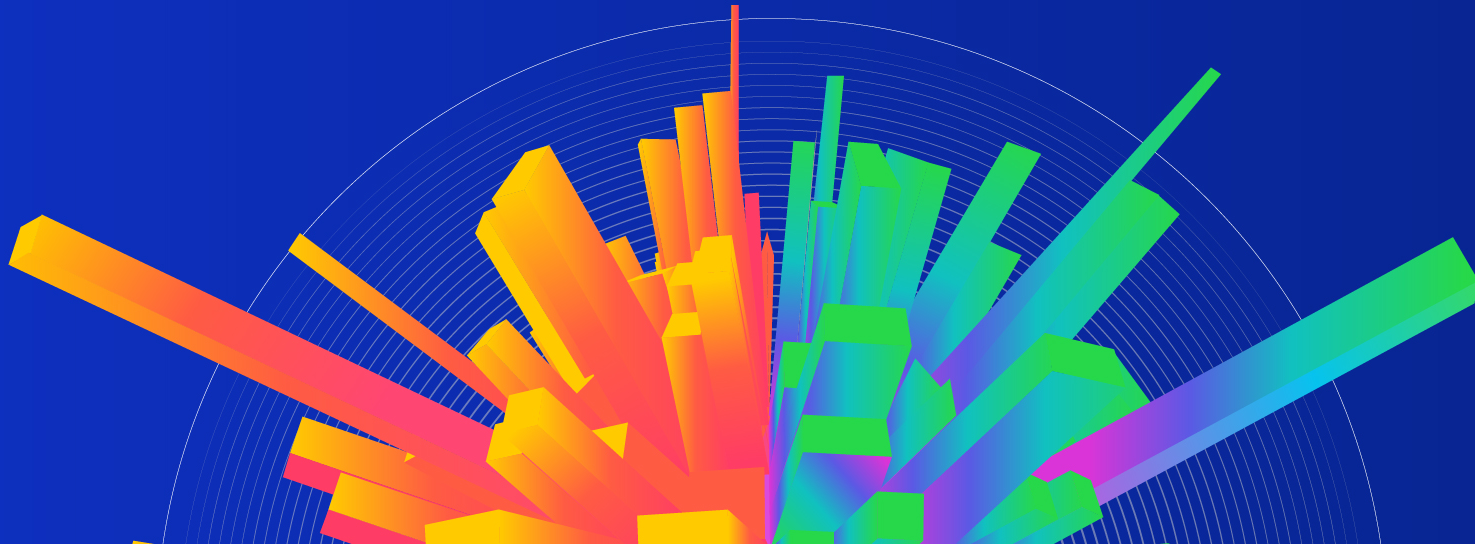
**The Pastoso**  
*Handcrafted in Toscana*  
**\$171**

# REACTIVATION: Abandonment Campaign Tips

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- **Don't leave \$\$\$ on the table! —**  
81% of marketers achieve conversion up to 40%
- **Start off small —**  
A simple reminder works wonders
- **Level up with browse abandonment —**  
All online activity is ripe for re-engagement

# Top Takeaways





# In summary...

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- **Going cross-channel is a work in progress**
  - Email
  - Mobile push
  - Web push
  - SMS
  - In-app
  - Direct mail
  - Social retargeting
- **Map out the customer journey** with automated campaigns to activate, nurture & reactivate subscribers
- **Testing increases performance AND confidence** so start small and iterate from there!

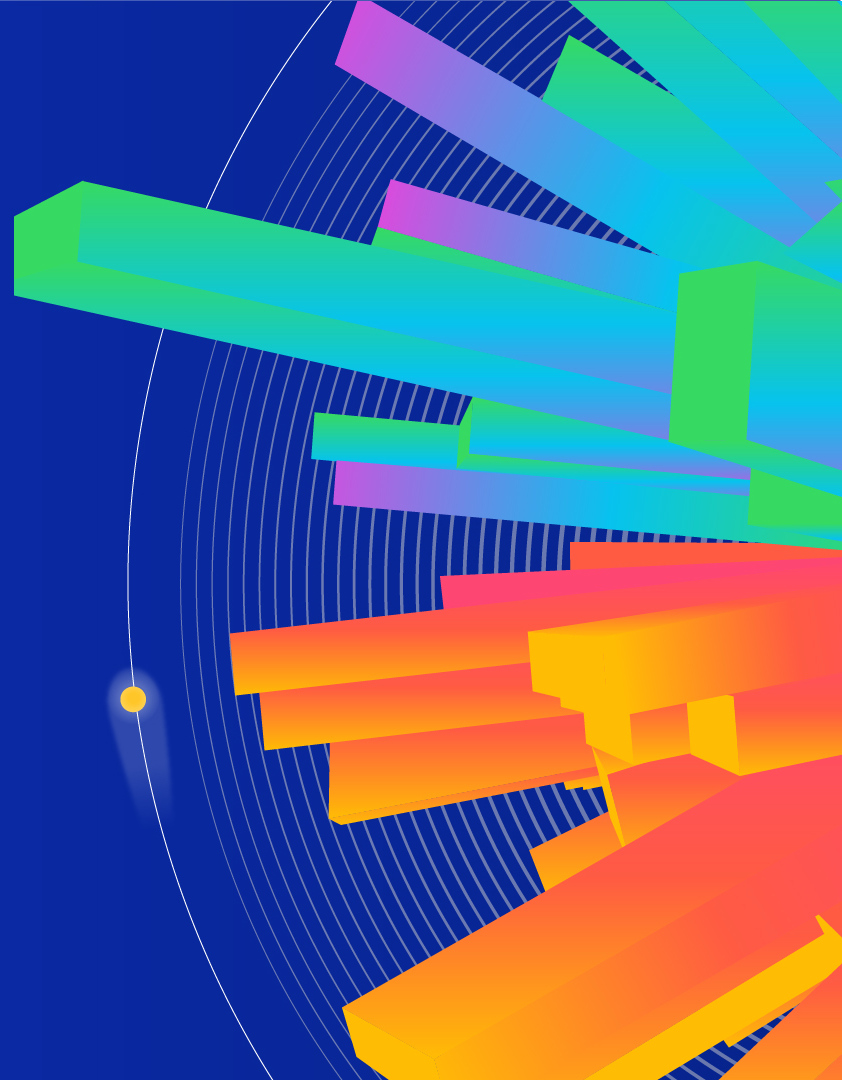


# ACTIVATE 19

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## Q&A

Presented by:  *iterable*





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