



# **Acquisition, Retention and the Post Purchase Experience**



## Jamie Karol

**Product & Business Development, Discover, Route**

Jamie is currently leading the merchant strategy within the product organization for Discover, the newest feature at Route.

Discover is a unique opportunity for Route to capitalize on its achievements in the post-purchase space and create a hyper-customized, content-first experience from the point of discovery to delivery.



# Nate Smith

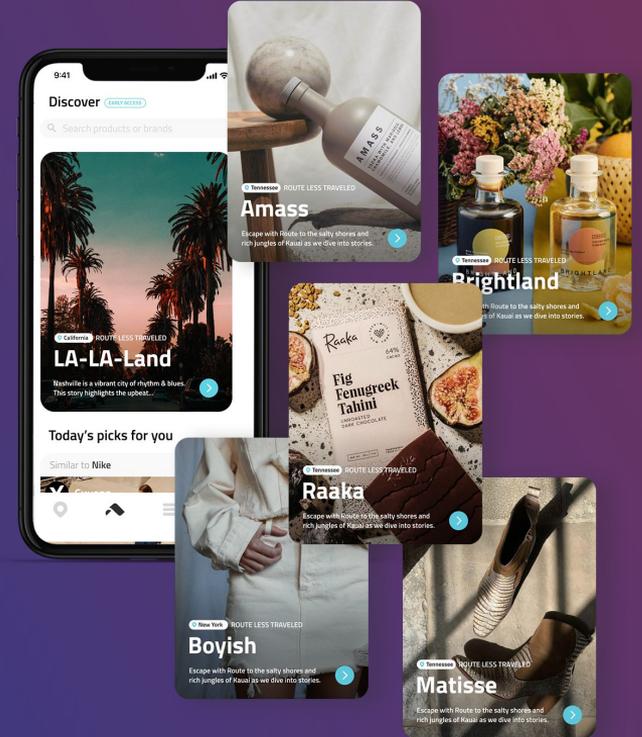
## Strategic Partnerships, Route

At Route, Nate helps guide the Strategic Partnerships team. Previously, he was responsible for establishing and leading the outdoor sports vertical.

Nate is passionate about connecting ecosystems and driving value through collaborations and partnerships.

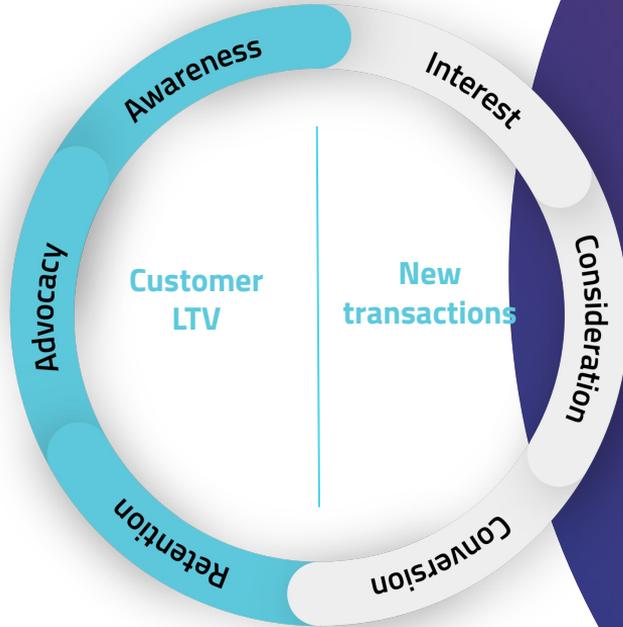
Ecommerce merchants today are facing a new reality:

# The customer engagement economy



# There's a gap in customer engagement.

Where customers  
crave engagement



Where brands  
like to engage

**40%**

Of customers are buying more online than they had previously

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**50%**

Of online purchases are made through a marketplace model

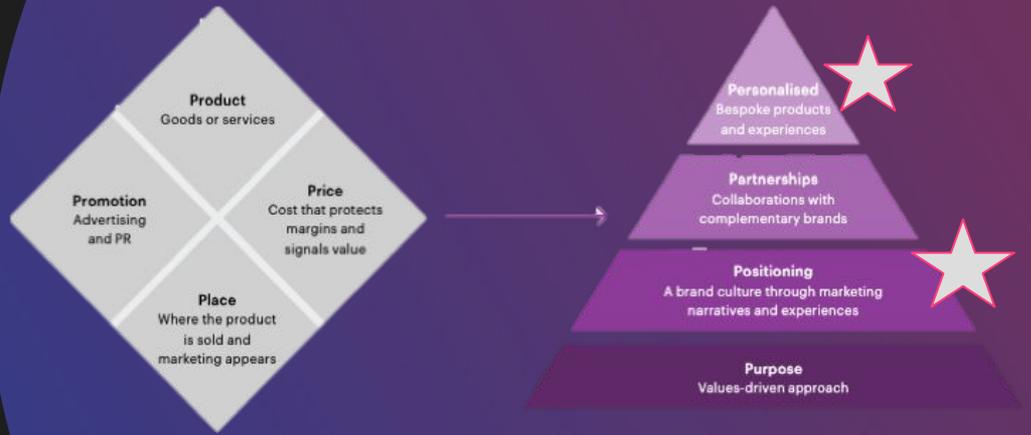
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**90%**

Of customers are more likely to shop with a brand / platform if it offers personalized touches

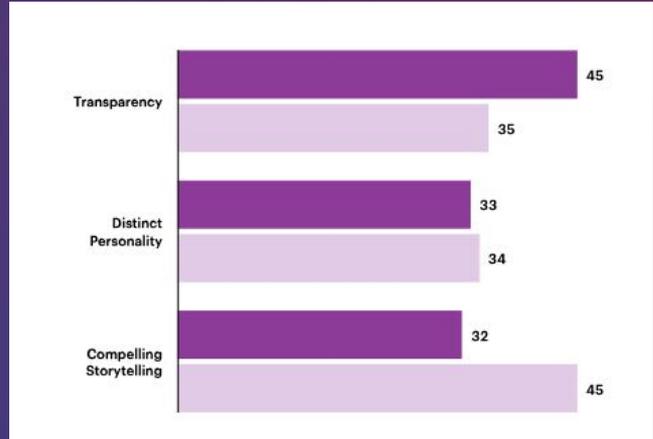
# The 4 P's of Acquisition

Modern shoppers aren't loyal to brands simply because it's what was used in their home growing up, and they aren't as instantly swayed by slashed prices as previous generations were. Instead, the **opportunities to discover a new brand and product have been ripped wide open.** All that's left is for merchants to uncover the ways shoppers **discover new favorites.**



# In today's world, brands are fighting an uphill battle to discover and build long-lasting customer relationships.

- Customers flock to marketplaces that promote transactional, price-driven interactions.
- Major marketplaces leave no room for brand identity and don't allow brands to re-engage after purchase.
- Acquiring new customers keeps getting more expensive.
- Rising customer expectations make it hard to compete on Amazon-style amenities.



# What to look for in expanding your channel strategy to promote acquisition

01 **Control**

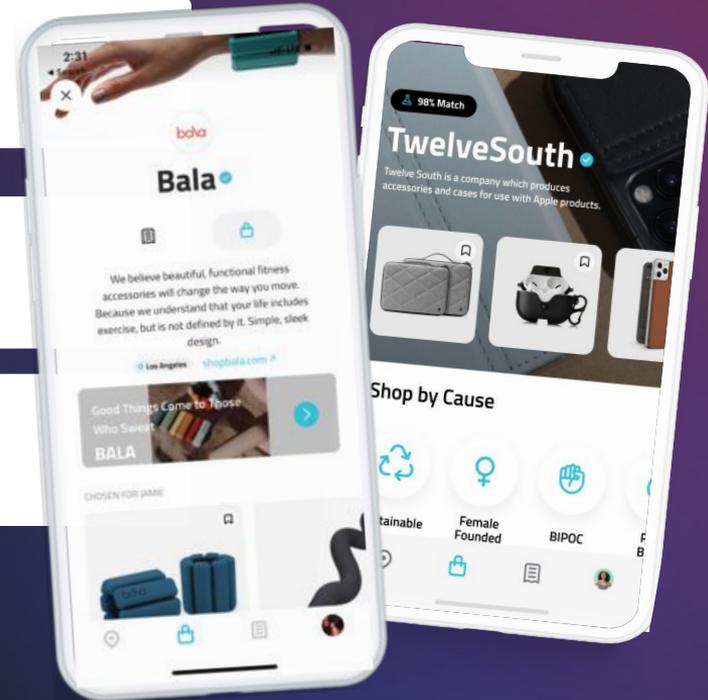
02 **Branding**

03 **Audience**

04 **Sellers**

05 **Management**

06 **Fulfillment**



“Customer acquisition propels a brand. Customer retention builds a business.”

# Brands lose control of customer engagement after purchase.

- × Reactive communication
- × Little or no transparency on order status
- × Customer anxiety
- × Single-channel communication
- × Carrier dependance
- × \$\$\$ spent re-winning Customers
- × Outdated technology

# Customer expectations for engagement have never been higher.

78%

of brands think their customer engagement strategies are effective.

23%

of customers agree.

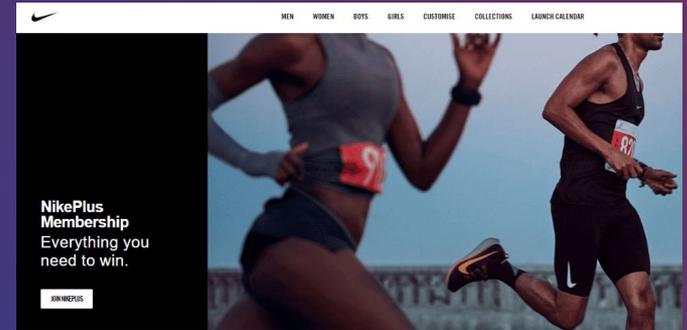


# Gamification: PINK Nation, NikePlus Membership

The best interactions are the ones that provide ways for shoppers to interact with your brand both instore (offline) and online.

To successfully engage the users via gamification, they must contain varying degrees of:

- Involvement
- Interaction
- Intimacy
- Influence



# Push Notifications, Loyalty Programs: Starbucks, Amazon

“Customer acquisition propels a brand.  
Customer retention builds a business.”

- Web Push
- Mobile Push
- Loyalty programs
- Subscription models



about **17% of mail volume is delayed**. That's almost one in five packages arriving later than expected



# Do Shipping Delays Truly Affect Customer Experiences?

94%

of customers will still blame the ecommerce brand when shipping delays crop up.

80%

Of shoppers are unlikely to re-purchase from a brand after a bad delivery experience



# “Transparency trumps speed when it comes to delivery...”

...More than **98 percent** of respondents said they want a **notification** if a package is held up, compared to **79 percent** of respondents that said free two-day shipping was important to their purchase decision.”

- [businessoffashion.com](https://businessoffashion.com)



# Next-gen customer engagement **that grows your business**

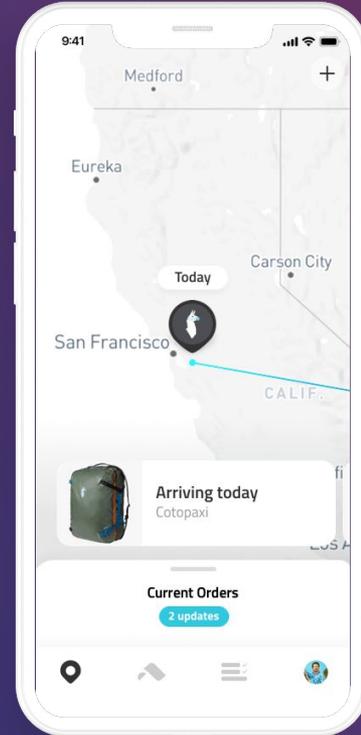
meaningful customer engagement throughout the post-purchase experience

## 1. **Proactive status updates**

*Decrease customer anxiety and low-value support tickets*

## 2. **Re-engagement**

*Build your brand and bring customers back for more.*



# “Cart anxiety” if it isn’t clear what a return or claim process is:

## Package protection at checkout

*Peace of mind for you and for your customers*

## Simple issue reporting

*Less back-and-forth communication.*

## Seamless resolution

*Happy customers and a healthier bottom line.*





*The best shopping experiences start and end with with*

## **Protect**

*Increase peace of mind at checkout by protecting every order against loss damage and theft*

## **Track**

*Proactively deflect WISMO (where is my order) inquiries by allowing customers to track their order in real time on a map interface*

## **Resolve**

*Enable customers to self-solve order issues in just a few clicks, quickly turning a negative experience into a positive one*

## **Engage**

*Engage with your customers post-purchase, increasing customer lifetime value, and reducing customer acquisition costs*

## **Discover**

*Facilitate emotional connections between consumers and brands, providing access to a wide range of inspiring stories, product recommendations, and curated shopping collections*





**Thank you!**

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