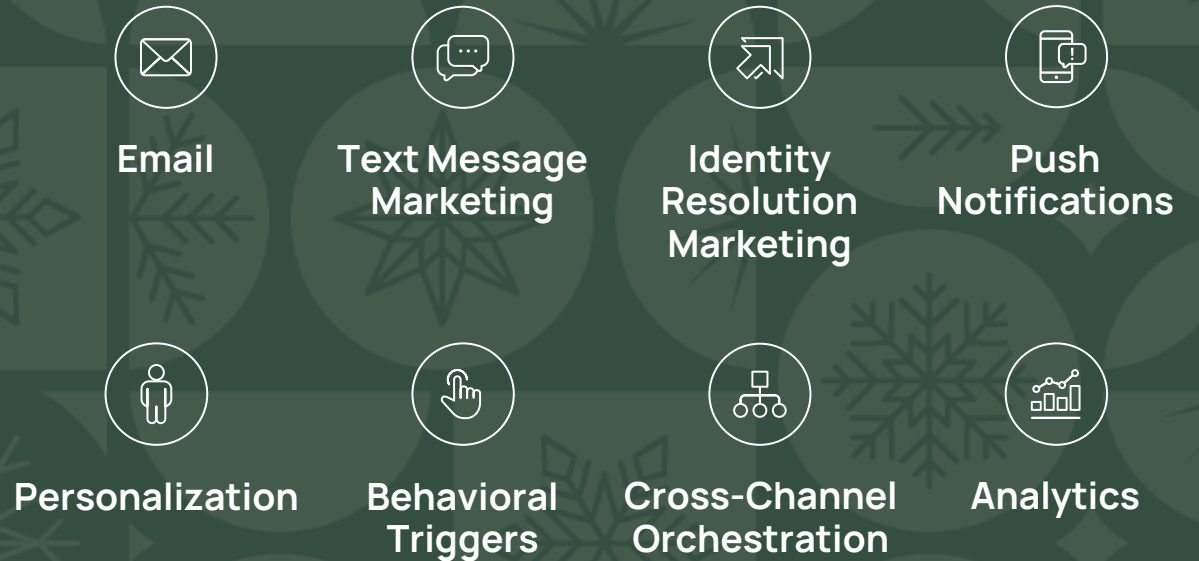


# Personalization





# The Industry's Leading Customer Engagement Platform





# Listrak delivers results.



bluemercury

**BLICK**  
art materials



Soft Surroundings

**TULA**  
SKINCARE

**WOOLRICH**

MARC FISHER

**MVMT**

Kate  
Somerville

BOSTON  
PROPER

uncommon goods

**JONATHAN  
ADLER**

*Knockaround*

**RXBAR**

**Shark | NINJA**

*SOL DE JANEIRO*

Kirkland's

*ANASTASIA*  
BEVERLY HILLS

PERRY ELLIS

*Splendid*

**Academy**  
SPORTS+OUTDOORS

**PAIGE**

**m** | *travis Mathew*

WHITE+WARREN

**MINNETONKA**

**HUM**

*Robert Graham*

**GODIVA**  
Belgium 1926

john varvatos

**SUMMERS VLT**

REBECCA TAYLOR

MOVADO

**HUNTER**

BRAHMIN

ELEMIS

**LUMENS**

**TRUE RELIGION**  
BRAND JEANS

**NORMAKAMALI**

TOMS

**VINCE.**

journelle

**poppin.**

J. McLaughlin

drybar

**LE CREUSET**

NINE WEST

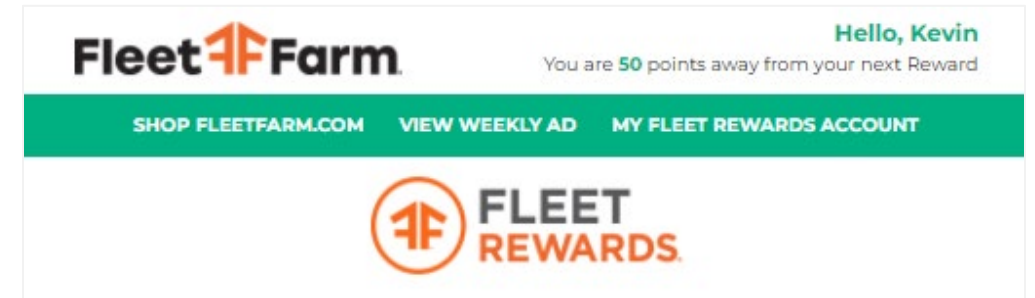
*Oscar de la Renta*

**Crayola**



## Personalization is expected but don't overdo it

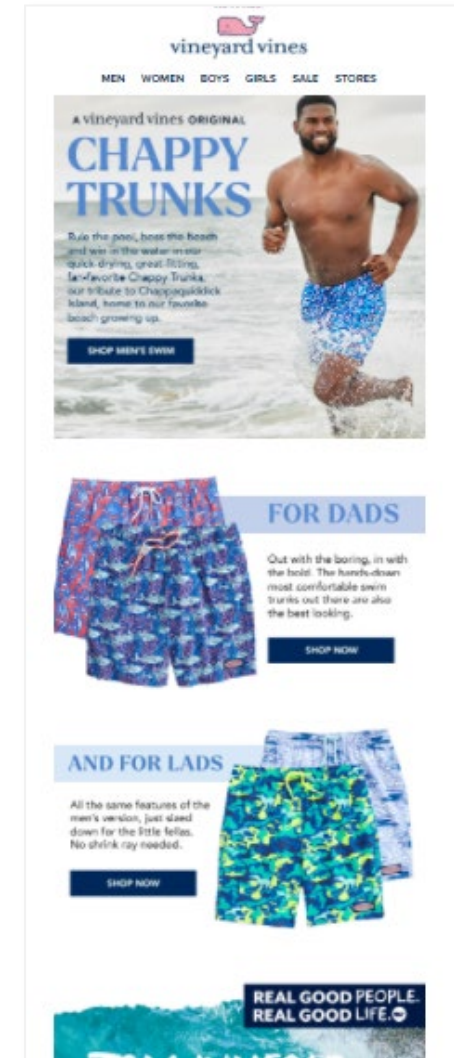
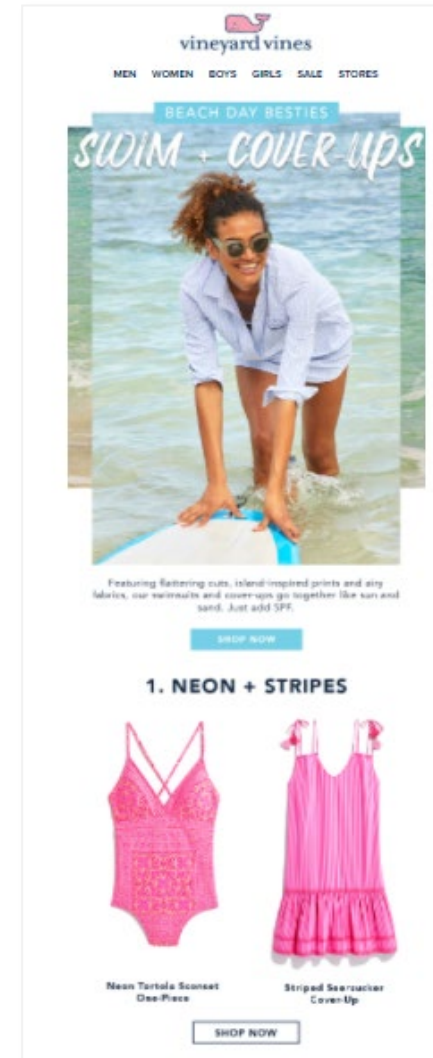
- Holiday shopping is competitive - you need to do everything possible to have people shop with your business
- Personalization can be 1 to 1 but also applies to broader instances
- Your data quality determines how powerful personalization will be
- It can be overdone and result in diminishing returns





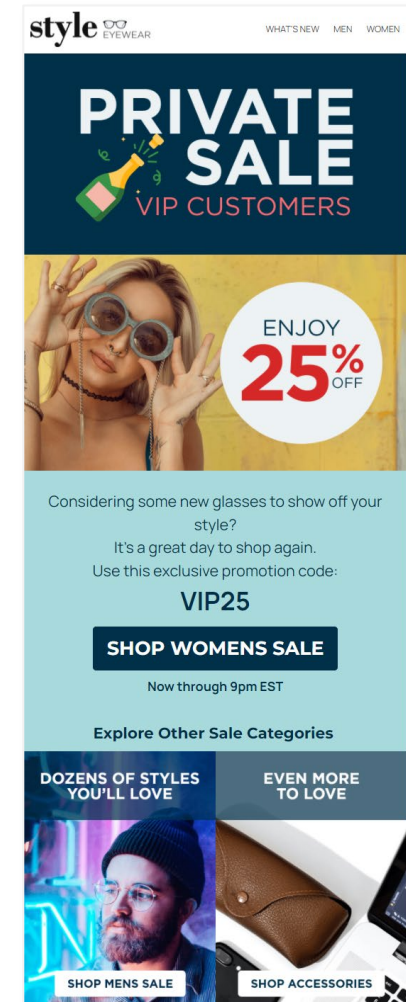
# Segmentation is a great starting point

- At a high level, make sure the right people are getting the right message
- Dog owners likely won't respond well to an email about aquarium supplies
- Segmentation fuels dynamic content in emails



# Dynamic Content is powerful

- Leverage the data you have on your contacts
  - Customer Information
  - Number of Purchases
  - Lifetime Spend
  - Top Categories
  - Men's vs Women's
  - Loyalty Status & Points
  - Favorite/Local Store
  - Predictive Analytics
- Change the way you speak to them
- Show more relevant content
- Leverage different offers accordingly







## Use your product recommendations

### Users with shopping activity

- Allows for personalized recommendations increasing relevancy of the message
- Use rules that prioritize same subcategory, category, color, size, or other relevant data points to your business

### Users with no shopping activity

- Use gateway products, best sellers, new arrivals, latest markdowns, or featured products

**Beware of Pitfalls - Leverage data you have but don't end up like Amazon**



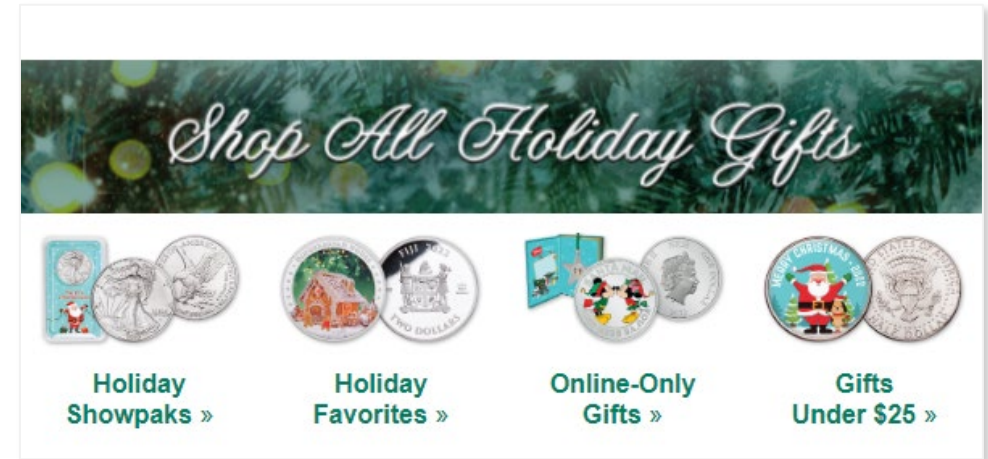
**Jac Rayner**  
@GirlFromBlupo

Dear Amazon, I bought a toilet seat because I needed one. Necessity, not desire. I do not collect them. I am not a toilet seat addict. No matter how temptingly you email me, I'm not going to think, oh go on then, just one more toilet seat, I'll treat myself.



## Refine your product recommendations

- Recommendation strategy should shift to be more focused on recency to account for seasonality and changes to shopping habits
- Users will be taking advantage of deals for themselves, but also shopping for gifts for others
- This is a great place to explore using a last 14-day best sellers or trending recommendation instead
- Explore curating a gift guide that allows more variety and emphasis on shopping for others based on that user's past behaviors





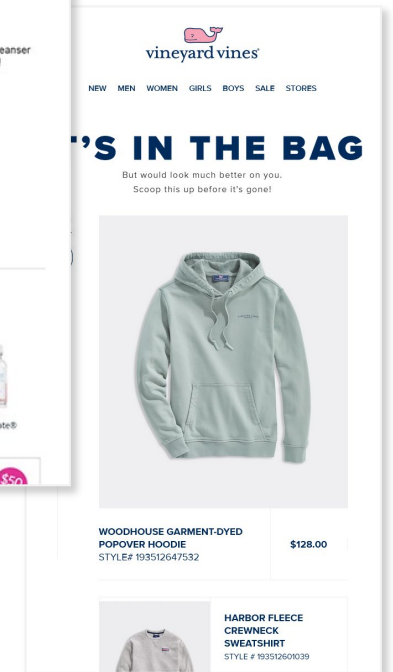
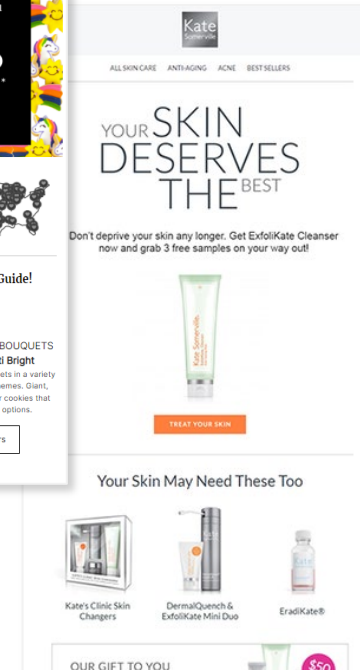
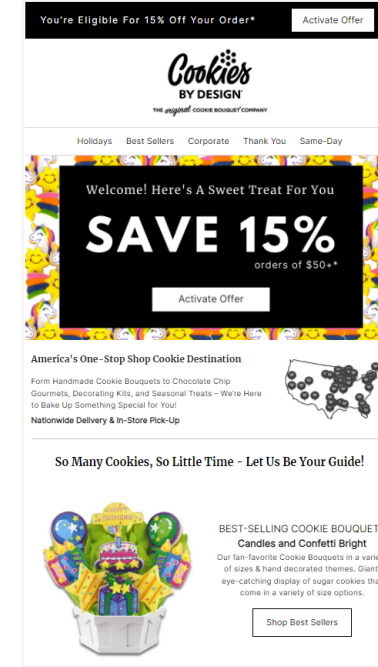


# Make sure triggered messages are ready for the increased traffic

Triggered messages like Welcome, Product Browse, and Shopping Cart Abandonment are the ultimate personalized messages

Test and implement optimizations before the holiday rush

- Offers
- Recommendations
- Content
- Sending Cadence





## Leverage Saved Content Blocks When Relevant

Update multiple emails quickly with relevant messages with Saved Content Blocks

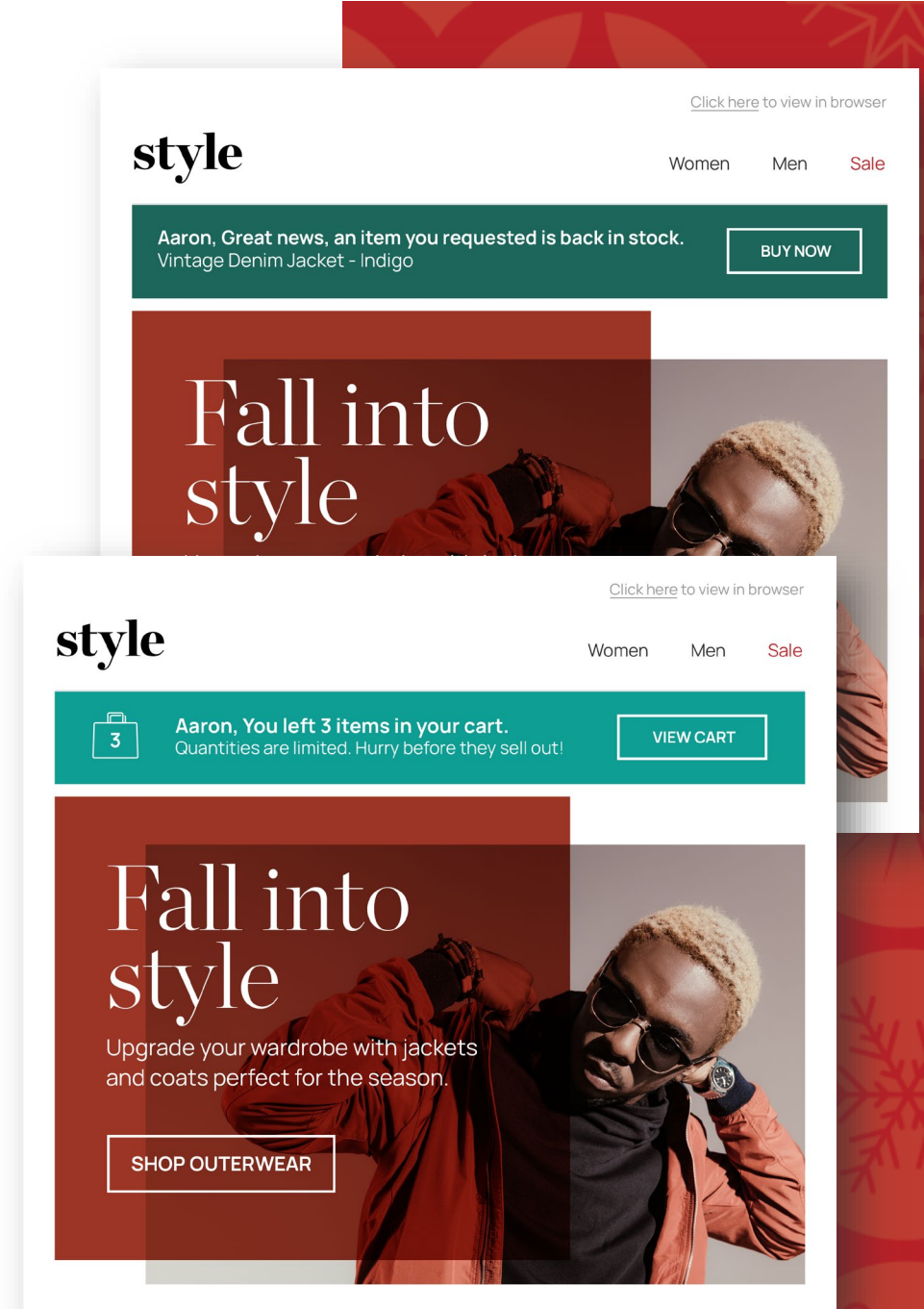
- Delivery Deadlines
- Gift Wrapping Offering
- Product or Category Feature
- Short Term Incentives
- Special Financing





# Behavioral Banners

- Marries personalizable data from other lists to your master list
- Dynamically populates in your marketing messages based on user activity
  - Product Browse
  - Shopping Cart Abandonment
  - Product Alerts
- Helps drive more clicks and higher revenue from each send





## Take what we've covered and get to work

- Start planning now
- Begin testing these strategies where it makes sense for you
- Implement your favorites to drive the largest impact
- Have your best holiday season yet!





