

BLUECORE 2015

**TRIGGERED EMAIL
MARKETING
BENCHMARK REPORT**

Triggered Emails & Driving Incremental Revenue

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Report Overview

Bluecore's inaugural triggered email marketing benchmark report is here, and we're ready to help you better understand the power of triggered emails for eCommerce retailers.

First, we will define industry KPIs for the most popular triggered emails used by eCommerce retailers. Then, we will report on the engagement and revenue impacts of these triggers for email marketing programs.

The report utilizes customer data across 135 retailers in a variety of different industry verticals, including Apparel, Footwear, Housewares, Electronics, Specialty Retailers, and Sporting Goods.

Through an analysis of triggered email trends among these Bluecore partners, we've found recognizable trends that will change the way retailers implement and maintain triggered email programs.

KEY TRENDS & INSIGHTS

- 1 Through the utilization of five key email triggers, retailers can effectively re-target 100% of identified customers that visit their eCommerce sites with triggered emails, personalized to individual browsing behavior and customer product preferences.
- 2 Those retailers that move beyond solely using Abandoned Cart email triggers to a comprehensive approach targeting each distinct stage of the customer journey can see incremental revenue gains on the order of 160.36%.*
- 3 Despite the effective use of behavioral triggered emails to re-target customers that abandon eCommerce sites, retailers working with Bluecore have found, on average, that 47.71% of all customers that leave their eCommerce sites don't return within two weeks. This amounts to almost half of all customers being disengaged for two or more weeks from last visit, creating a rift between retailers and a large, potentially valuable subset of customers.
- 4 Product notification email triggers, which are designed to integrate product catalog changes such as price decreases and back-in stock

*For the purposes of this report, the incremental performance metrics of all triggered email types have been compared to the average performance of an Abandoned Cart email trigger. Therefore, incremental revenue gains upwards of 160.36% means increasing revenues from emails by 160.36% the value of a given retailer's Abandoned Cart email triggers.



with customer browsing data, can effectively re-target and re-engage customers who have not returned to retailers' eCommerce sites for 90 days or longer. Retailers utilizing a full suite of product notification triggers can see incremental revenue gains on the order of 113.58% compared to Abandoned Cart triggers alone.

- 5 By combining these two approaches, comprehensive outreach to customers abandoning at each stage of the customer journey as well as a suite of product notification email triggers, retailers can see incremental revenue gains on the order of 3 times as much as Abandoned Cart email triggers alone.



THE CUSTOMER JOURNEY & TRIGGERED EMAILS:

A Comprehensive Approach to
Intelligent Automation

MAPPING TRIGGERED EMAILS TO THE CUSTOMER JOURNEY

Many retailers utilize triggered emails to automate key portions of their email marketing programs. Designed to automatically react to customer action, or inaction, on-site, these emails are capable of providing incredibly personalized messaging to customers that can result in large-scale revenue gains for retailers.

There are a variety of these triggers available to retailers, yet many opt to only utilize cart abandonment emails due to the proven success of re-targeting customers so deep in the purchase funnel and due to overall complexity of setting up and maintaining more expansive triggered email programs historically.

With consideration for the different stages of the customer journey, retailers will find that comprehensive triggered email programs can effectively address abandonment that occurs at any stage, extending the customer journey beyond the session and bringing them back to the site.

Let us begin with a simple model of the customer journey with five stages, followed by what types of triggered emails can help retailers triple the revenue generation of their email programs beyond cart abandonment. Note, the stages of a “customer journey” can be defined in many ways. This is our simple approach to categorization. Don’t get hung up on the names if they don’t match yours exactly.

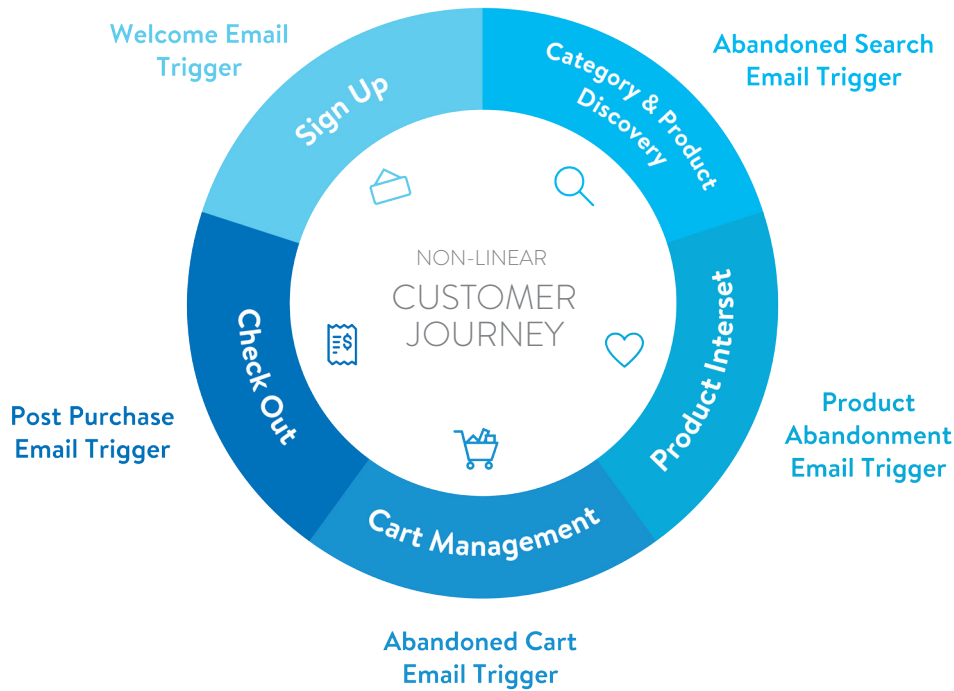
CUSTOMER JOURNEY STAGES

1. **Sign Up:** In this stage, customers have provided their email address to retailers and have just begun to develop a relationship. On average, 35% of visitors to retailers’ websites will bounce.¹
2. **Category & Product Discovery:** After taking interest in a retailer, customers begin to use search functionalities and category pages to peruse products based on categories and product types. 37.38% of people in this stage do not move on to the next.
3. **Product Interest:** Customers have found a specific product or set of products that they are interested in, and have begun to examine specific product pages. On average, 57.65% of people in this stage will not add an item to cart.
4. **Cart Management:** Customers have added items to their carts at this stage, and are one step away from completing their purchase. 57.40% of customers who add to cart don’t end up buying.
5. **Check Out:** Customers have completed their purchase, and this stage becomes crucial to retailers trying to develop long term relationships with their customers. On average, only 12.36% of customers who search for products/browse categories, window shop, and add to cart will make a purchase.

¹: Source: <https://moz.com/blog/ecommerce-kpi-benchmark-study>



During each of these stages in the customer journey large portions of retailers' audiences will leave without making a purchase. In order to recapture this lost revenue as well continually move customers from one stage to the next, retailers may utilize triggered emails. The diagram below details how each stage has a specific behavioral email trigger that can address the needs of customers on a personal level.



Customer Journey Stage	Applicable Email Trigger	% Customers Qualifying for Email Trigger
Sign Up	Welcome Email Trigger	The number of users that qualify for a Welcome email is equivalent to the number of new customers that retailers receive each day.
Category & Product Discovery	Abandoned Search Email Trigger	37% of customers will qualify for an Abandoned Search email, on average
Product Interest	Product Abandonment Email Trigger	36% of customers will qualify for a Product Abandonment email, on average
Cart Management	Abandoned Cart Email Trigger	15% of customers will qualify for an Abandoned Cart email, on average
Check Out	Post Purchase Email Trigger	12% of customers will qualify for a Post Purchase email, on average

The sophistication of triggered email programs provide retailers with the opportunity to re-target 100% of identified people who leave the customer journey at any point.

THE POWER OF DATA IN CONTENT PERSONALIZATION

These triggered emails draw much of their power from the ability to personalize the content of emails that customers receive based on their browsing and purchasing behavior. This means that another important aspect for retailers to consider when designing their triggered email programs is the level of detail available for email personalization at each stage of the customer journey.

The diagram below details each stage of the customer journey, the behavioral email trigger that is applicable at that stage, as well as the amount of data available to power the personalization of the given email. Retailers will find that by moving customers further along in the customer journey they increase the level of personalization their emails can implement. As this personalization powers the effectiveness of email triggers, retailers should continually keep this in mind.

	Sign Up	Product Discovery	Product Interest	Cart Management	Check Out
Email Address	✓	✓	✓	✓	✓
Referral Source	✓	✓	✓	✓	✓
Gender	✓	✓	✓	✓	✓
Birth-date + Age	✓	✓	✓	✓	✓
Search Activity		✓	✓	✓	✓
Granular-Level Data			✓	✓	✓
High-Level Customer Purchase Intent				✓	✓
Purchase History					✓

Behavioral Email Trigger Performance

ABANDONED CART

What is an Abandoned Cart email?

Widely known to be the highest converting email trigger in eCommerce. Customers receiving these emails were so close to making their purchase. Timing and a critical offer may be the only thing standing in your way to converting that sale instead of losing it forever.



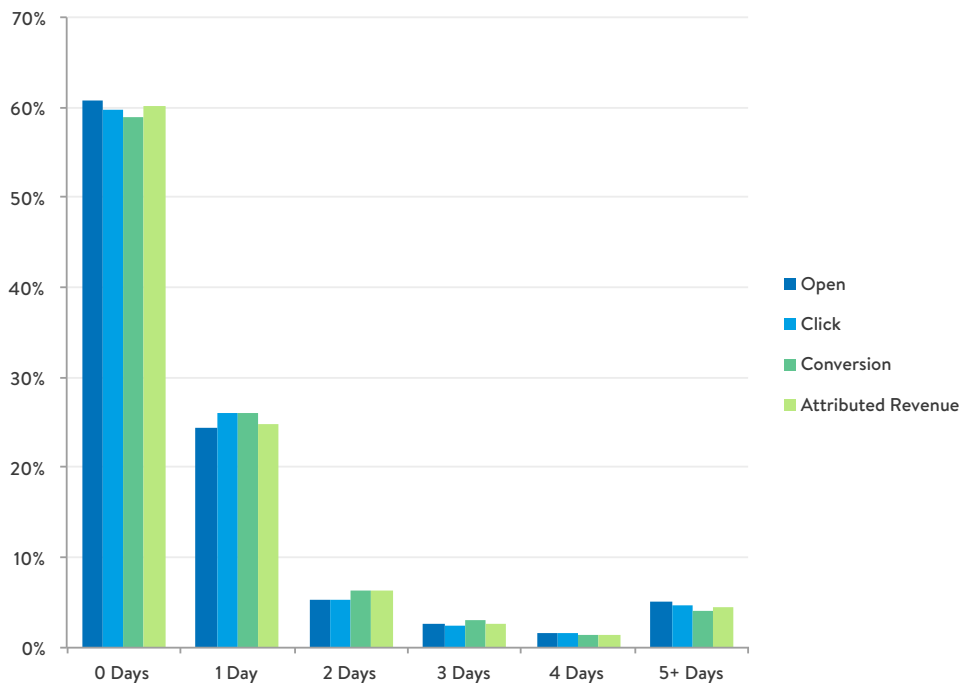
Abandoned Cart emails average
\$3.98
in revenue-per-email

Email Key Performance Indicators (KPIs)*

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
37.50%	10.85%	21.30%	2.35%	\$3.98

These emails convert
1/5
of the people who click through them to eCommerce sites

5 Day Performance KPIs Breakdown



87.75%
of attributed revenue will occur within the first 48 hours



Incremental Gains

For the remainder of this report, each type of triggered email will have an additional section on incremental gains. To illustrate the power of each triggered email type, we have indexed the expected incremental gain in email opens, clicks, conversions, and attributed revenue to those of Abandoned Cart emails.

B

*Email KPI metrics were pulled from 135 Bluecore partners over the first three quarters of 2015. For more information on methodology and data, please refer to the methodology section at the conclusion of this report.



WELCOME

What is a Welcome email?

This email is designed to immediately engage recently identified customers by serving them personalized content based on their first browsing session. By immediately engaging your customers with a warm welcome, you'll create better customer relationships that last longer and generate more revenue, as well as address the 35% bounce rate.



SIGN UP

STAGE

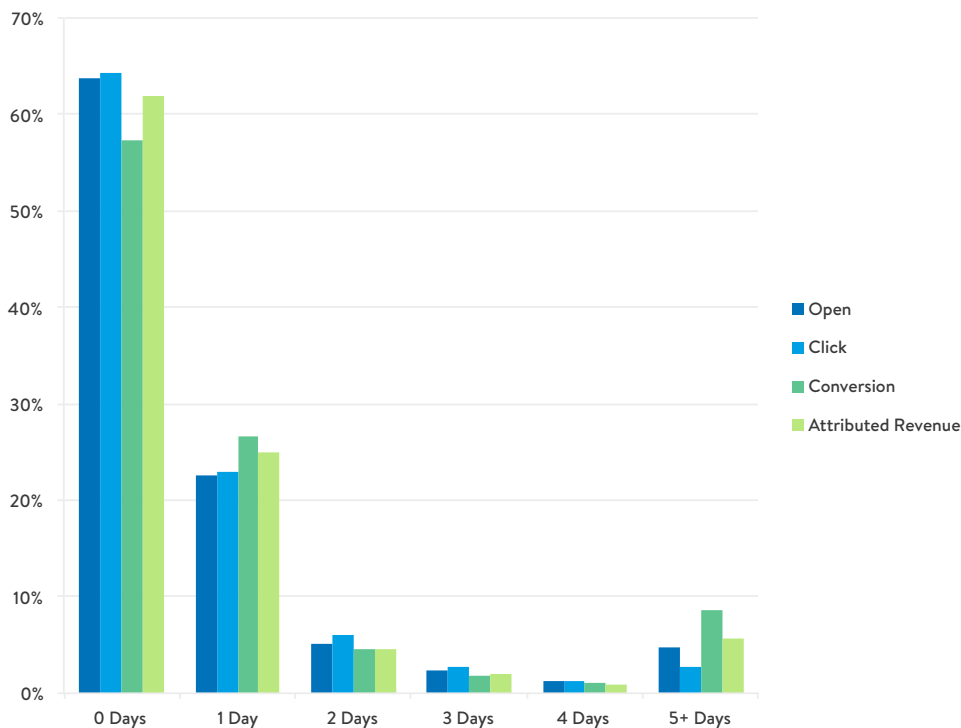
Email KPIs

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
22.20%	5.01%	5.18%	0.15%	\$0.19

22.2%

of Welcome emails will be opened, making them a powerful relationship development opportunity for retailers

5 Day Performance KPIs Breakdown



Welcome emails show strong performance on day of delivery due to retailers still being top-of-mind





Welcome Incremental Engagement

For the remainder of this report, each type of triggered email will have an additional section on incremental gains. To illustrate the power of each triggered email type, we have indexed the expected incremental gain in email opens, clicks, conversions, and attributed revenue to those of Abandoned Cart emails. For example, when retailers add a Welcome Email to their triggered email program, they can expect to see revenue gains averaging 25.43% of the value of their Abandoned Cart emails' revenue.

Opens	Clicks	Conversions	Revenue
259.39%	127.90%	22.84%	25.11%

Welcome emails will
produce a
2.5X
incremental revenue
increase over
Abandoned Cart

127.90%
incremental increase
in clicks means
Welcome emails
bring as many people
back to the site as
Abandoned Cart
emails do



ABANDONED SEARCH

What is an Abandoned Search email?

A customer who searches for a specific category, or better yet, a specific product, is showing intent to purchase. Search abandonment emails show customers specifically searched for products and brands alongside related in-category best sellers or new arrivals to drive customers back to the site and move them along in their journey. These emails can also include category navigations, search facets, and breadcrumbs in the data utilized for content personalization.



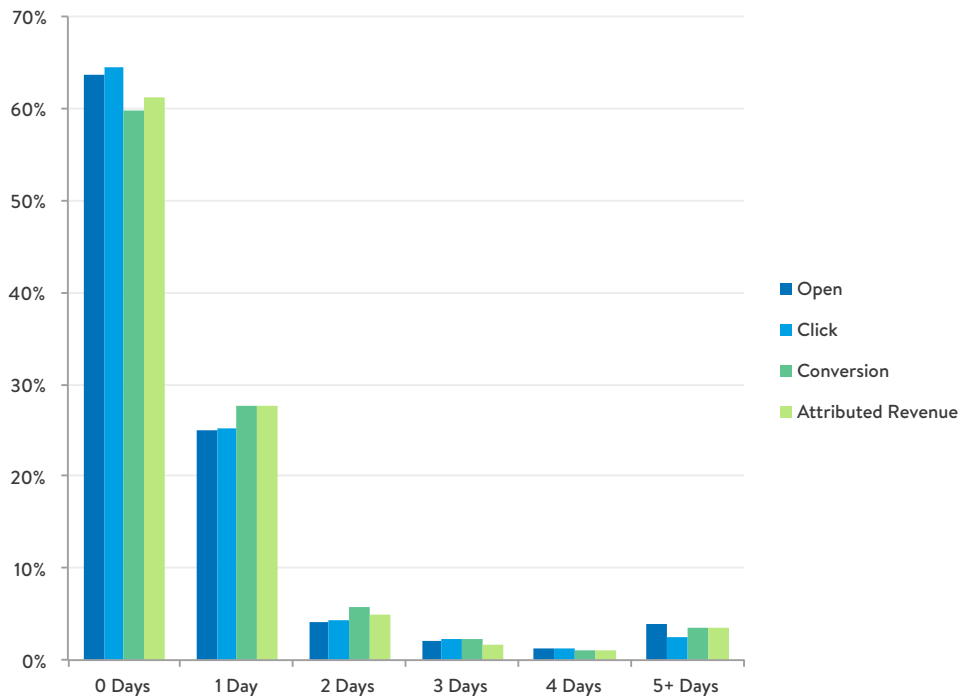
CATEGORY &
PRODUCT
DISCOVERY

STAGE

Email KPIs

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
32.08%	6.91%	6.89%	0.44%	\$0.77

5 Day Performance KPIs Breakdown



\$0.77

in revenue-per-email means Abandoned Search emails are strong performers and can bring customers back into the customer journey

~10%

of Abandoned Search email revenue will be produced two days after delivery

>60%

of attributed revenue will occur on the day of delivery for Abandoned Search emails



Abandoned Search Incremental Engagement

Abandoned Search emails produce more opens and about as many clicks as Abandoned Cart emails do on average. This makes them a great incremental addition to triggered email programs. Despite the overall KPIs for Abandoned Search emails being significantly lower than those of Abandoned Cart emails, the sheer volume of these sends makes them capable of producing the incremental increases seen in the table below.

Opens	Clicks	Conversions	Revenue
221.80%	157.53%	41.05%	41.76%

Abandoned Search
emails can bring
41.05%
incremental
conversions over
Abandoned Cart
emails



PRODUCT ABANDONMENT

What is a Product Abandonment email?

The more research a customer does on a given product, the more interested they become. Hours after customers leave your eCommerce store, a triggered Product Abandonment email brings them back by showing the products they researched, with an opportunity to present similar products, new arrivals, and best sellers that are directly related.



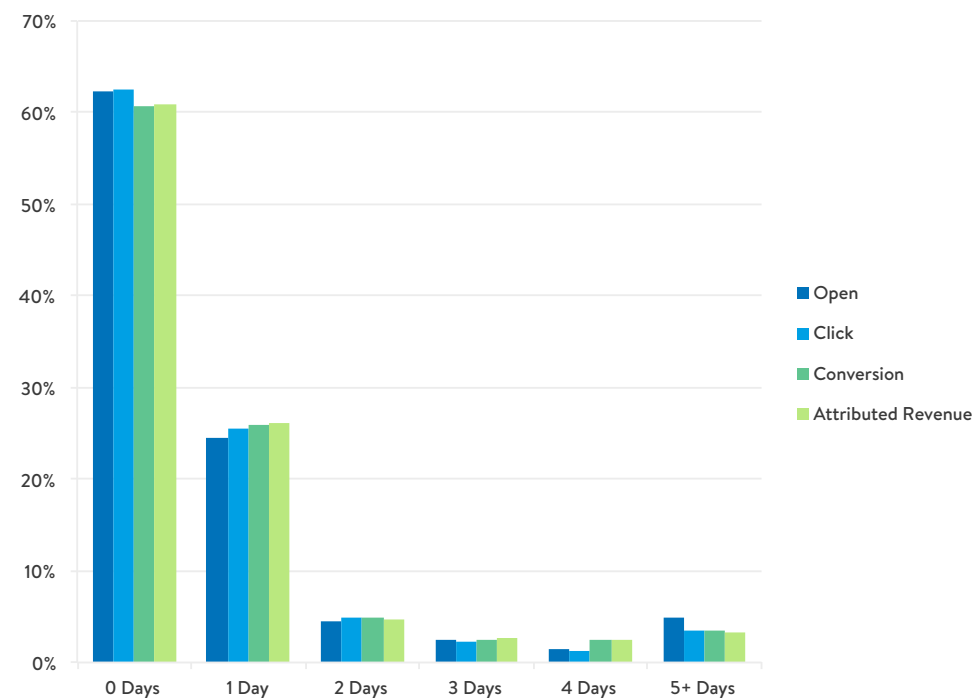
PRODUCT
INTEREST

STAGE

Email KPIs

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
38.57%	9.81%	9.17%	0.83%	\$1.66

5 Day Performance KPIs Breakdown



\$1.66

in revenue-per-email means Product Abandonment emails are a strong opportunity to remind customers of products they are interested in

38.57%

Open Rate is strong performance for Product Abandonment emails

Product Abandonment emails follow the trend of many behavioral email triggers where recency is paramount, with most purchases occurring within

48 HOURS





Product Abandonment emails can drive

2.7X

incremental traffic back to retailers' sites

Product Abandonment emails can

incrementally drive

102.59%

the revenue of Abandoned Cart emails

Product Abandonment Incremental Engagement

Product Abandonment emails can produce 102.59% of the revenue that Cart Abandonment emails produce on average. This makes them capable of doubling triggered email program value for retailers only using Abandoned Cart.

Opens	Clicks	Conversions	Revenue
327.92%	270.95%	103.59%	102.59%



POST PURCHASE

What is a Post Purchase email?

Based on the category or sub-category from where a purchase was made, a post purchase triggered email can provide customers with related cross-sells and dynamic promotions (such as free shipping) based on past behaviors. They are also a great opportunity to request feedback and reviews from customers on products they have purchased.



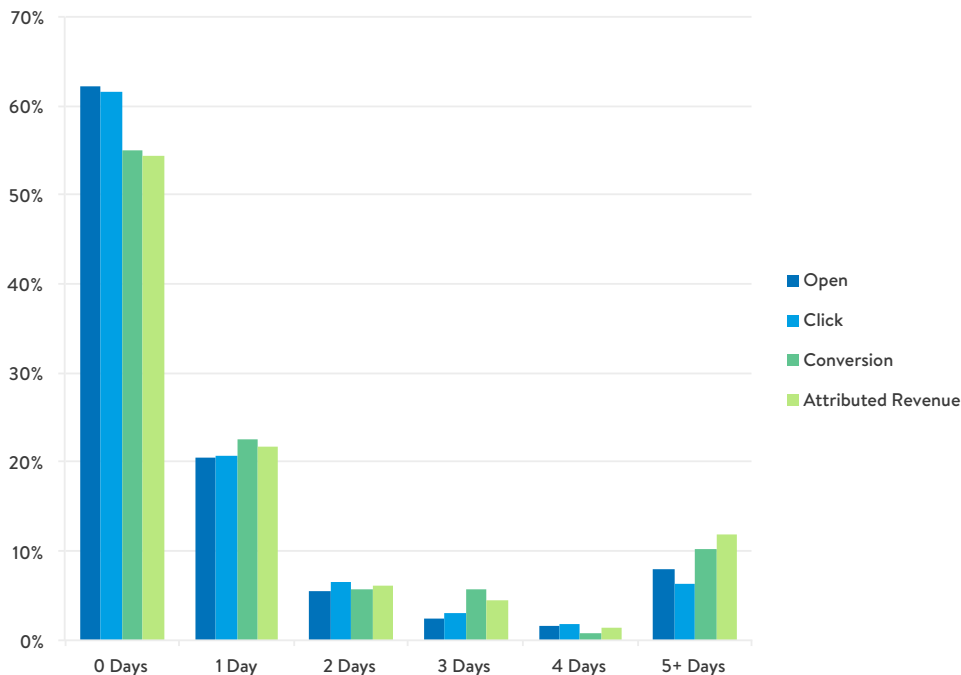
CHECK OUT

STAGE

Email KPIs

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
27.93%	5.48%	7.90%	0.36%	\$0.52

5 Day Performance KPIs Breakdown



27.93%

Open Rate shows that Post Purchase emails are a great opportunity for retailers to request reviews and ratings of products from customers

Post Purchase emails deviate from other behavioral email triggers, with stronger revenue and purchase performance continuing beyond the first 48 hours after delivery into the first 72.

>10%

of Attributed revenue from Post Purchase emails is generated more than 5 days after delivery





Post Purchase Incremental Engagement

Post Purchase emails may not perform on the same level as other behavioral triggers in terms of revenue, but this does not discount their value to these triggered email programs. These emails do produce some revenue gains, keep the customer engaged, and are also one of the most valuable consumer insights opportunities available to retailers.

Opens	Clicks	Conversions	Revenue
91.38%	53.64%	18.93%	16.00%

Post Purchase emails
can drive

91.38%

of the Opens that
Abandoned Cart
emails can, showing
their power in
engaging customers

The additional

53.64%

Clicks compared to
Abandoned Cart show
their ability to drive
customer insights
collection as well via
product reviews and
ratings



The background is a solid blue color with a repeating pattern of white line-art icons. These icons include a shopping cart, an envelope, a pie chart, a bar chart, a lightning bolt, a paper airplane, a dollar sign inside a rectangle, and an '@' symbol.

Increasing The Limits of Customer Re-engagement **WITH PRODUCT NOTIFICATIONS**

Increasing The Limits of Customer Re-Engagement with Product Notifications

Even those retailers utilizing a full suite of behavioral email triggers will not be able to recapture 100% of people who abandon their sites (if only it were that easy). When Bluecore analyzed the data from our partners, we found that 47.71% of customers who abandon retailers' sites will not return within 14 days showing around half of customers become disengaged, despite re-targeting efforts.

For the purposes of this report, we qualify those customers who have not returned to retailers' sites in more than two weeks as disengaged customers. It is important for retailers to develop alternative strategies to bring these individuals back into the customer journey.

This both increases potential revenue opportunities and increases the size of the engaged customer pool a given retailer has. Many retailers address this issue by using what Bluecore defines as Product Notification email triggers.

Product Notification triggers, which combine knowledge of customer browsing data with significant product catalog changes, are able to produce personalized messages for customers that notify them of everything from price decreases and low inventory to back-in-stock items.

The customized nature of product notification emails makes these emails an extension of the customer's shopping experience/session by showing them products they have previously expressed an interest in.

Emails like these have a proven ability to return customers who have become disengaged to the customer journey, enabling retailers to extract additional revenue while also lengthening the relationships with these customers. However, these emails have also been proven to be incredibly effective at bringing "engaged" customers back to retailers' sites. Therefore they are all-around powerful tools retailers can add to their triggered email marketing stacks.



The table below details the effects of Product Notification emails sent by Bluecore partners on disengaged customers, and the data shows the effectiveness of these emails at returning customers to the customer journey.

Post Reactivation Performance

	Open Rate	Click/ Reactivation Rate	Post Reactivation Deliver Rate	Post Reactivation Conversion Rate	Avg. # Triggered Emails Delivered Post Reactivation	Avg. # Of Purchases Post Reactivation	Avg. Total Dollars from Purchases Post Reactivation
Low Inventory	27.43%	4.26%	58.82%	4.60%	0.92	0.06	\$5.50
Back In Stock	32.57%	7.09%	53.93%	5.14%	0.76	0.06	\$3.39
Price Decrease	32.53%	8.08%	50.85%	5.04%	0.94	0.06	\$7.34
New Merchandise	27.02%	5.07%	47.80%	3.46%	0.81	0.04	\$5.10

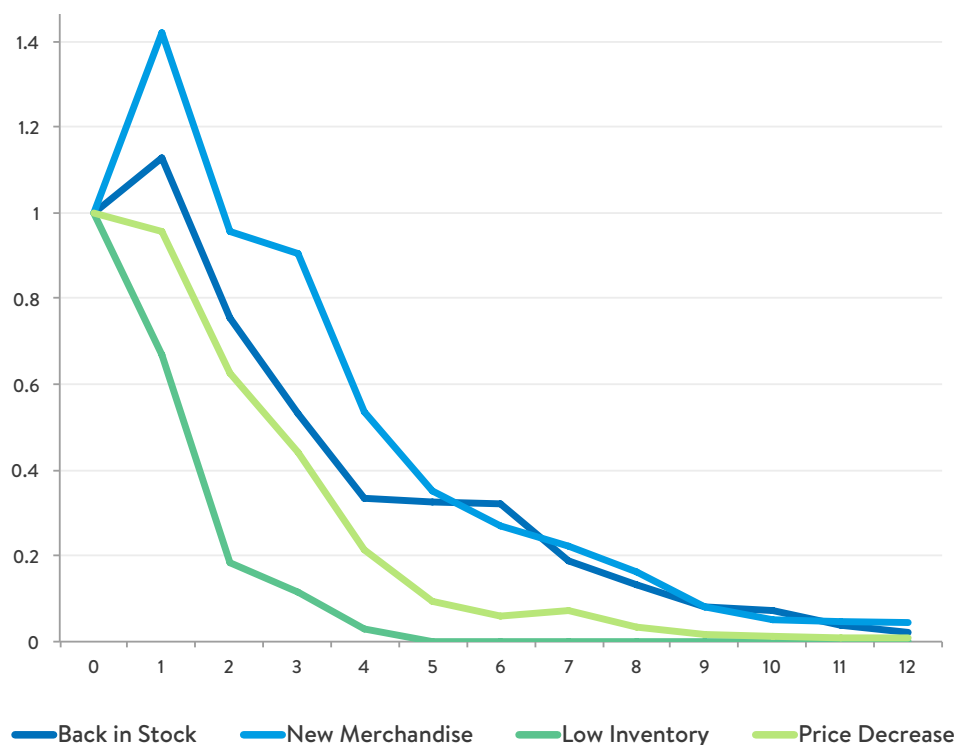
The open and click rates in the table show that disengaged customers engage well with these emails. When a disengaged customer clicks through one of these emails they return to the site, effectively re-activating them. Once re-activated, they are returned to the triggered email funnel allowing for further email-engagement as well as conversions. The table shows that on average 50% of re-activated customers receive at least one more Bluecore email, and on average 4.5% convert over the two week period post re-activation.

Better yet, these product notification triggers are able to bring long-disengaged customers back to retailers' sites, with customers who have not visited for up to and beyond 60 days being influenced to return to retailers' sites.



The diagram below illustrates, through the number of specific Product Notification trigger types delivered, how many weeks it has been since recipients have been to retailers' sites. These numbers are indexed to week 0 to show relative increase/drop in deliveries. This illustrates the reach of these emails that extends to customers who haven't been to the site in more than 60 days.

These triggers together can produce more revenue for retailers than Abandoned Cart email triggers can on their own, as we will see later when we analyze the different Product Notification triggers.



So what kinds of results do retailers see with Product Notification triggers, and what kinds of Product Notification triggers are there? The following section will detail the performance of each type of Product Notification trigger as well as the incremental performance lifts retailers can see by adding them to their triggered email programs.

NEW MERCHANDISE

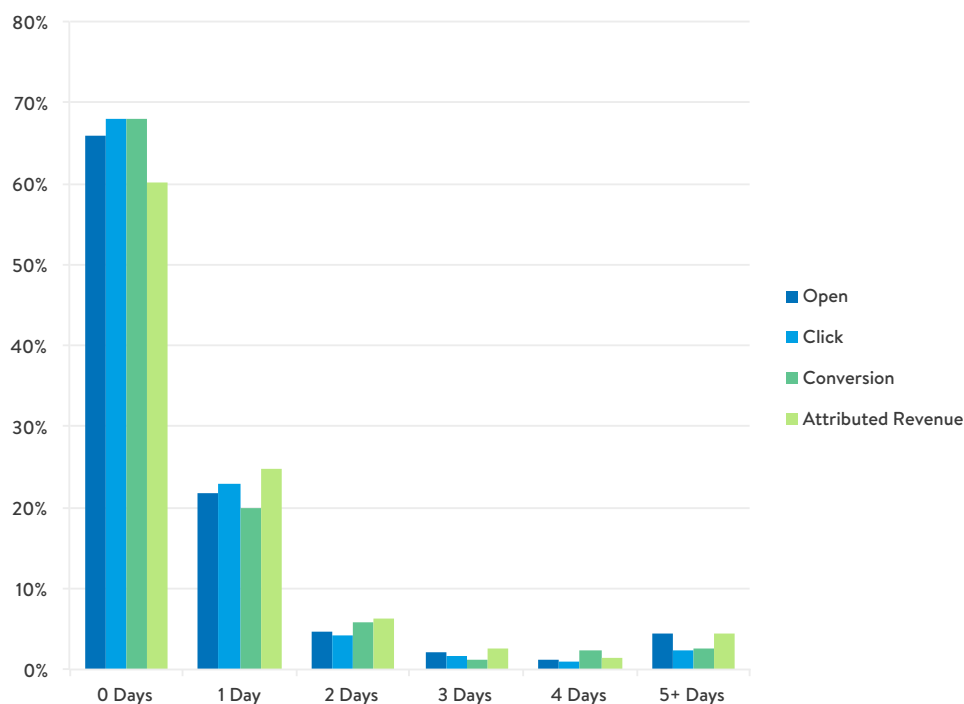
What is a New Merchandise email?

New Merchandise emails combine an understanding of customers' purchasing and browsing behaviors to provide them with information on your latest products that they are likely interested in. This is done by matching new product catalog entries with customers with similar browsing tendencies.

Email KPIs

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
31.89%	7.33%	3.80%	0.30%	0.45\$

5 Day Performance KPIs Breakdown



\$0.45

in Revenue-Per-Email illustrates the power of New Merchandise emails personalized using correlations between products to pull customers back in

~60%

of Attributed revenue from New Merchandise emails is generated within 24 hours of delivery



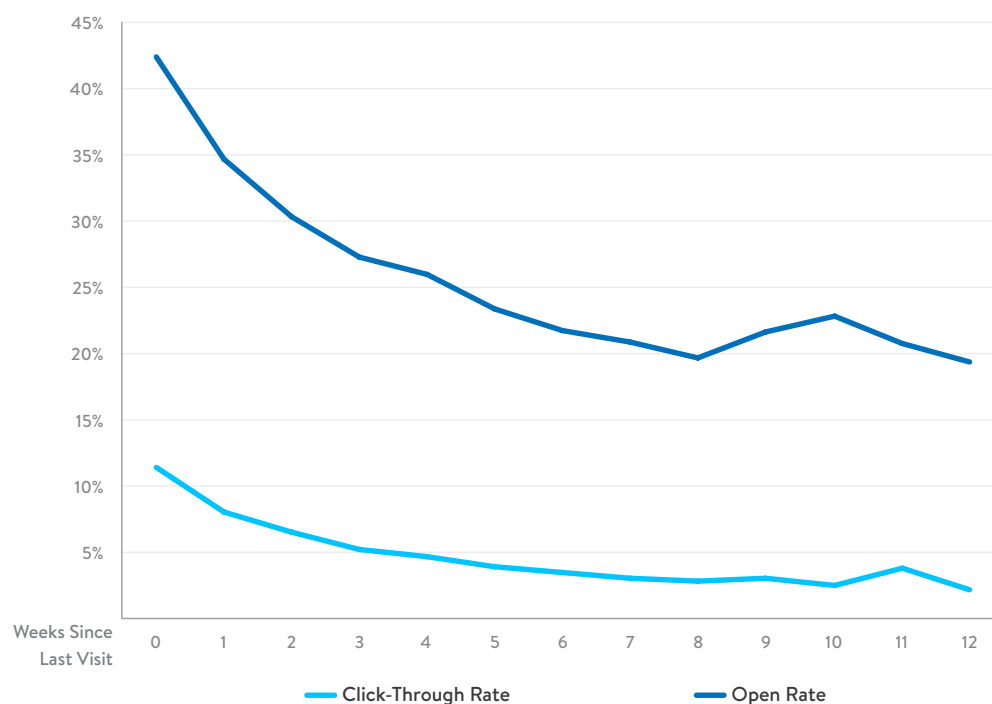
New Merchandise Incremental Engagement

New Merchandise emails can effectively re-target customers who haven't been to retailers' eCommerce sites for as long as 60 days. By understanding what products customers are regularly interested in, retailers gain the ability to bring lost customers back.

Opens	Clicks	Conversions	Revenue
252.14%	269.79%	40.00%	39.40%

*

Email Engagement by Time Since Last Visit



New Merchandise emails produce

2.5X

as many Opens as Abandoned Cart emails, and

2.7X

as many Clicks as Abandoned Cart emails

*Incremental Engagement Gains for Product Notification email triggers are represented through the Median. This is because the volume of Product Notification emails delivered is highly dependent on the rate of fluctuation of a partner's catalog, which varies greatly from one partner to the next. Therefore medians provide a better measure of expected performance as opposed to averages..



PRICE DECREASE

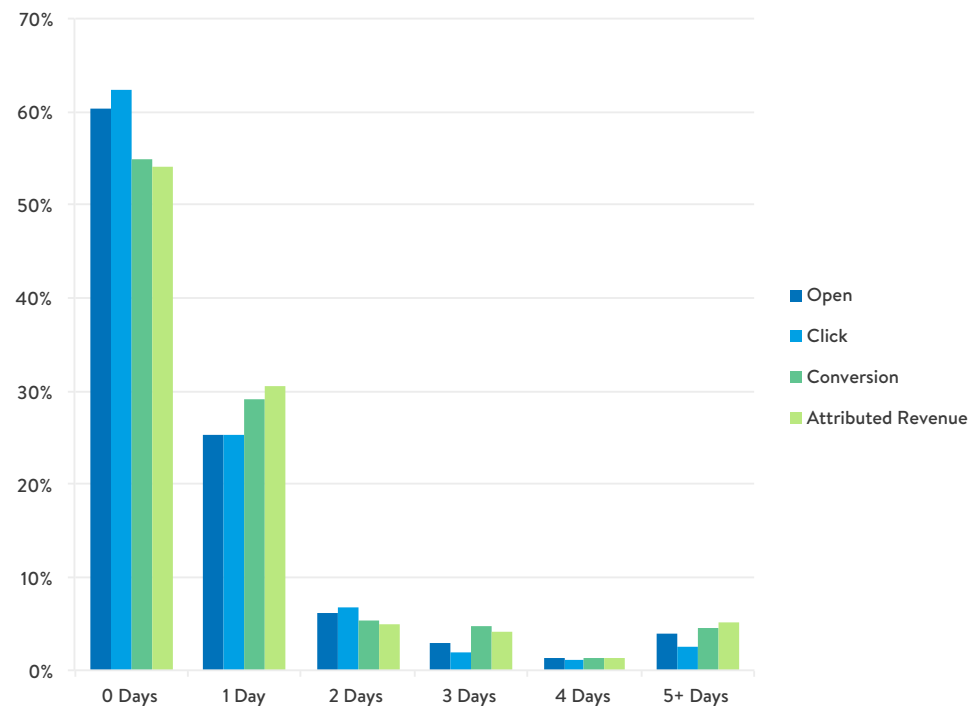
What is a Price Decrease email?

Product catalogs are complex and constantly changing. As a result, eCommerce companies will regularly drop prices on old merchandise when new merchandise shows up. By detecting price changes in your product catalog on the fly, triggered Price Decrease emails can be sent to customers who have previously browsed (but haven't purchased) the products that have changed in price.

Email KPIs

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
39.99%	12.09%	6.03%	0.66%	\$1.71

5 Day Performance KPIs Breakdown



B

Utilizing the universal power of a good deal, Price Decrease emails can produce large amounts of revenue for retailers at

\$1.71

in average Revenue-Per-Email

40%

of customers will open a Price Decrease email for a product they have previously browsed, which is higher than the Open Rate for Abandoned Cart emails

Price Decrease emails show strong performance over the first 72 hours after delivery, thanks to the power of a good deal

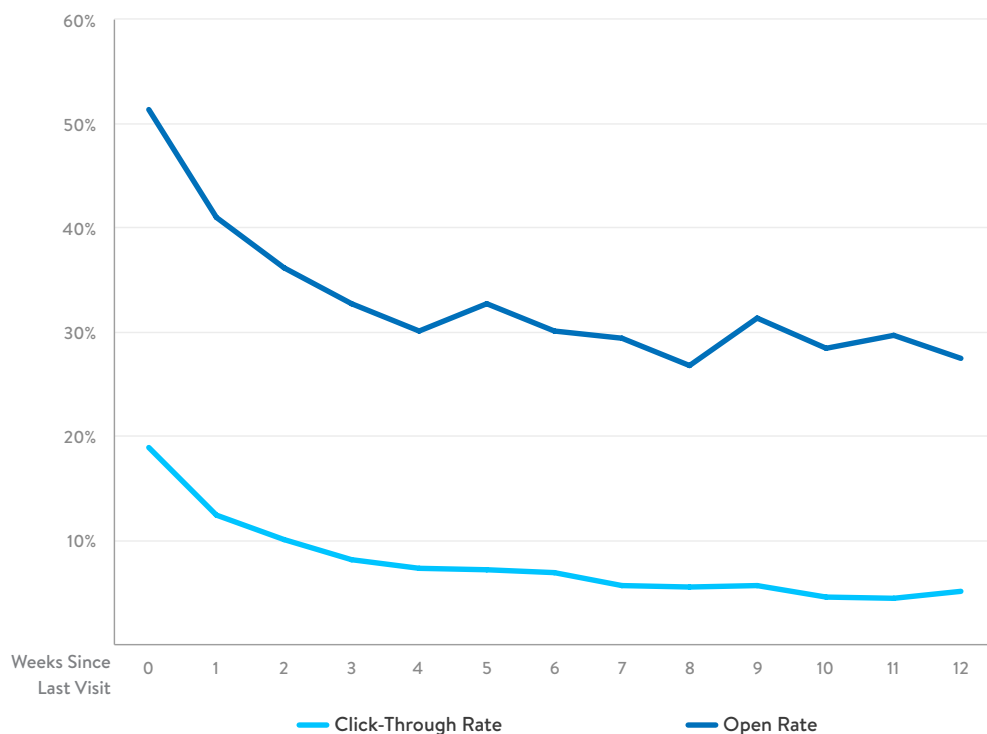


Price Decrease Incremental Engagement

Price Decrease emails will produce 1.57 times the Clicks that Abandoned Cart emails will produce. Consumers are always looking for discounts, and by utilizing triggers retailers will only announce discounts to customers who have showed clear intent to purchase and interest in discounted products.

Opens	Clicks	Conversions	Revenue
85.35%	157.31%	51.40%	35.80%

Email Engagement by Time Since Last Visit



Despite only driving
85.35%
 of the Opens that
 Abandoned Cart
 emails do, Price
 Decrease emails drive
157.31%
 the Clicks that
 Abandoned Cart
 emails do

The Click Rate for
 Price Decrease emails
 stays strong at
>10%
 for up to the first
6
WEEKS
 after last visit,
 showing their
 usefulness in returning
 lost customers

BACK-IN-STOCK

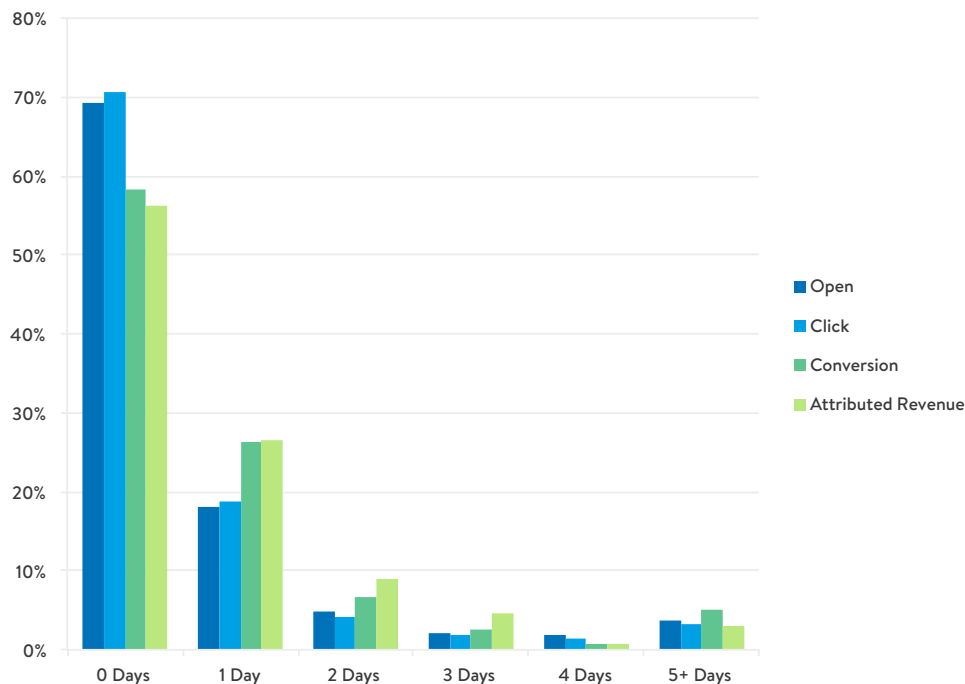
What is a Back-In-Stock email?

When customers browse and show intent to purchase specific products, but those products go out of stock before they can, you should view it as an opportunity to bring that customer back. Back-in-Stock emails target consumers when products have come back into stock on a category or product they displayed interest in (searched, browsed or added to cart).

Email KPIs

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
42.25%	10.92%	9.27%	1.42%	\$0.97

5 Day Performance KPIs Breakdown



Back-In-Stock emails bring back customers who were interested in Out-of-Stock products with a friendly reminder that they are available again

This results in the best average Open Rate of

42.25%

as well as

\$0.97

in average Revenue-Per-Email

>90%

of revenue that results from Back-In-Stock emails will be generated within 72 hours of delivery

Retailers should capitalize on the opportunity to bring back customers with these friendly reminders of product availability





Back-in-Stock Incremental Engagement

Back-In-Stock emails depend on customer relevancy and timing from the visit when products were out of stock to make their moves. By quickly sending these emails, retailers can capitalize on driving more engagement, in terms of opens and clicks, than Abandoned Cart emails.

Opens	Clicks	Conversions	Revenue
152.45%	135.23%	26.48%	23.64%

Back-In-Stock emails
produce

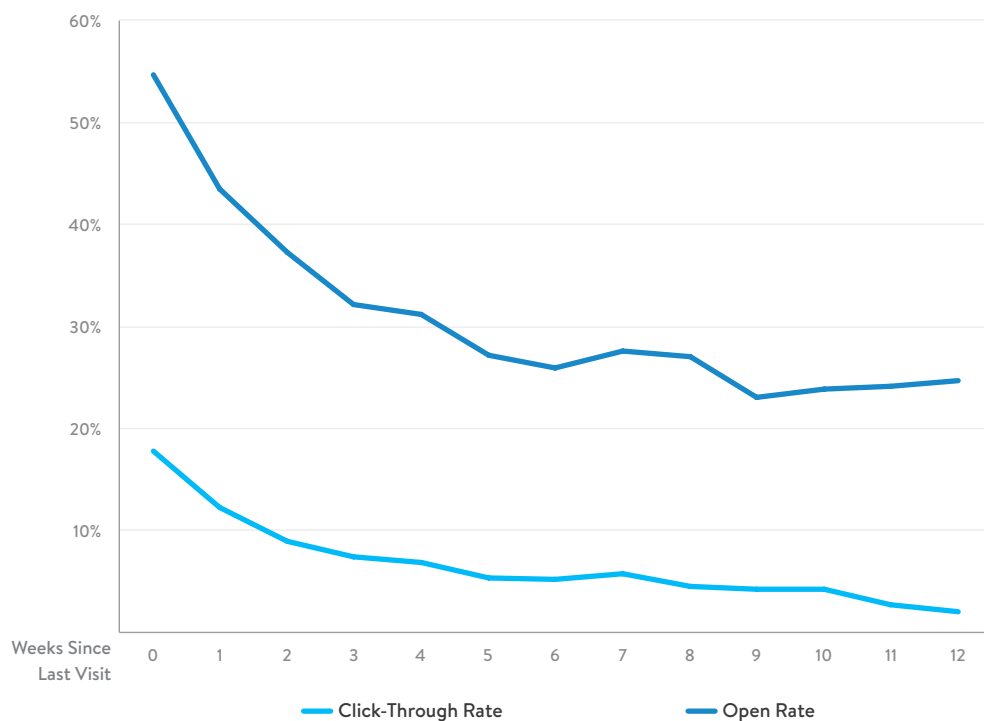
1.35X

more Clicks and

1.52X

more Opens than
Abandoned Cart
emails

Email Engagement by Time Since Last Visit



LOW INVENTORY

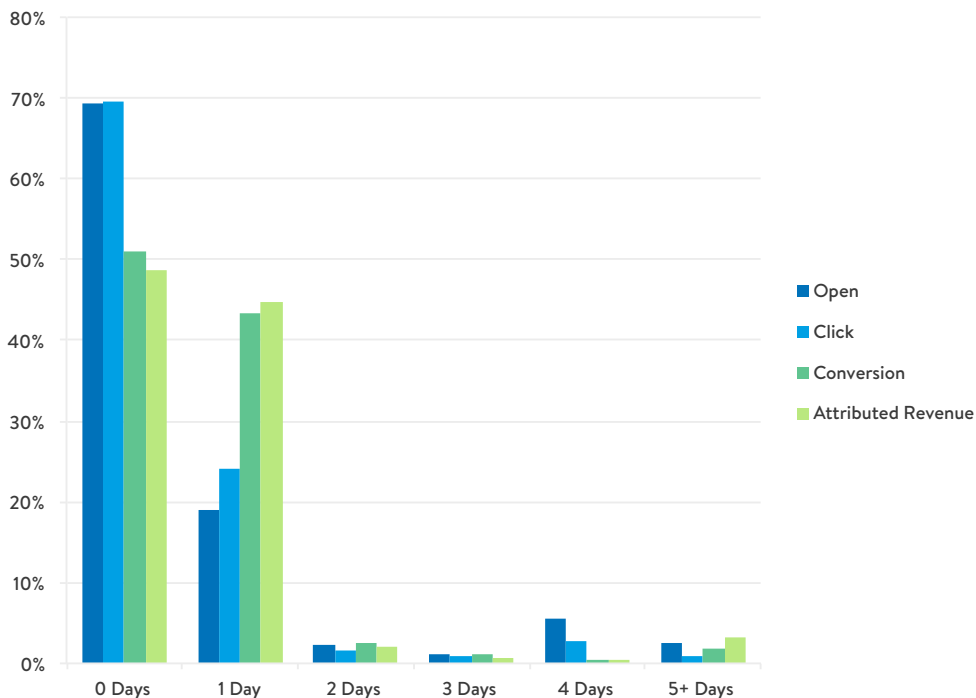
What is a Low Inventory email?

These emails let retailers target consumers when products they've shown interest in are either out of stock or low in stock. For out of stock products, steer them towards comparable products instead. For low in stock, create urgency to purchase. Due to the urgent nature of these emails, our partners typically target more recent visitors up to 2-4 weeks since their last visit.

Email KPIs

Open Rate	Click-Through Rate	Click-to-Conversion Rate	Conversion Rate	Revenue-Per-Email
33.59%	8.27%	10.01%	0.82%	0.61\$

5 Day Performance KPIs Breakdown



Low Inventory emails serve a dual purpose, showing comparable products to those out of stock that customers have browsed as well as notifying customers when products will soon be out of stock

These emails generate major revenue gains with an average of

\$0.61

in Revenue-Per-Email as well as a

33.59%

average Open Rate

Highlighting the urgency of these emails

>90%

of their Attributed Revenue and Conversions within 48 hours of delivery



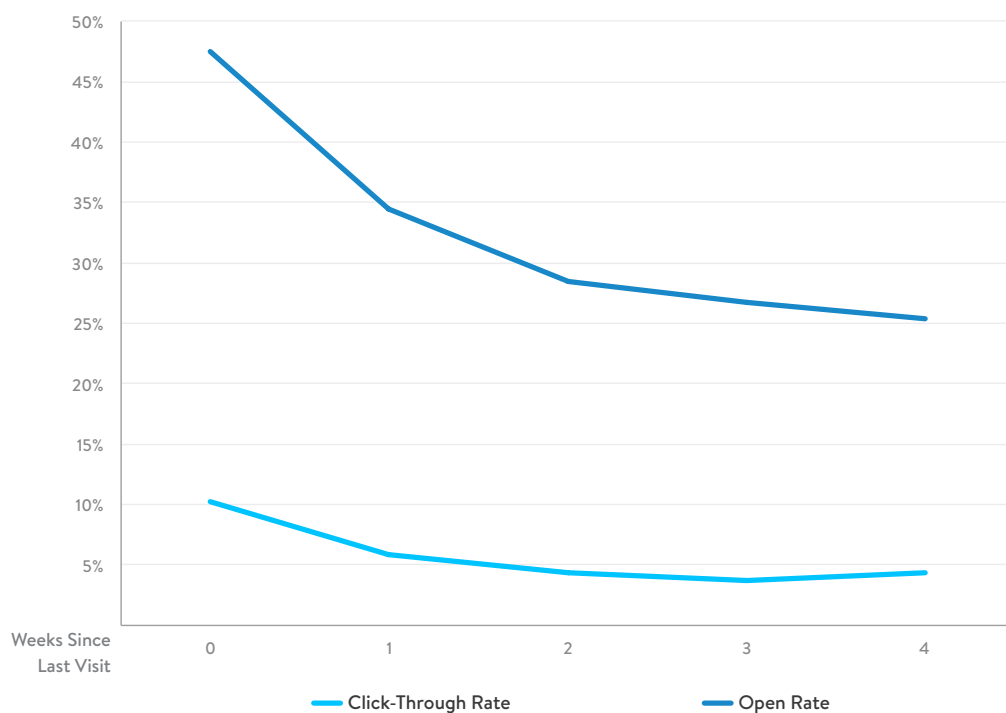
Low Inventory Incremental Engagement

Low Inventory emails will only produce 14.52% of the Attributed Revenue that Abandoned Cart emails produce on average, but they are still a great opportunity to bring customers back for additional purchases. By notifying customers of product availability concerns, retailers can increase intent to purchase.

Opens	Clicks	Conversions	Revenue
54.12%	42.77%	14.52%	14.73%

Incremental gains of
42.77%
 for Clicks and
54.12%
 for Opens make these
 emails powerful tools
 for increasing the size
 of engaged customer
 pools

Email Engagement by Time Since Last Visit



The background is a solid blue color with a repeating pattern of white line-art icons. These icons include a shopping cart, an envelope, a pie chart, a bar chart, a lightning bolt, a paper airplane, a dollar sign inside a rectangle, and an '@' symbol.

Conclusions

REVISITING THE CUSTOMER JOURNEY

Conclusions

What's important for retailers to remember and take away from this report is that triggered emails are capable of bringing back customers at any stage in the customer journey through personalized and timely emails. In a world where consumers are blasted by media 24/7, being able to bring customers back and develop personal relationships with them is a powerful tool.

By expanding the breadth of triggered email programs, retailers will be more effective in connecting with customers in a variety of stages. Further, by using this breadth of triggers retailers can produce a threefold incremental increase in attributed revenue over Abandoned Cart programs.

Customer Journey Stage	Applicable Email Trigger	Applicable Product Notification Email Trigger(s)
Sign Up	Welcome Email Trigger	New Merchandise; Price Decrease;
Category & Product Discovery	Abandoned Search Email Trigger	New Merchandise; Price Decrease; Low Inventory; Back in Stock
Product Interest	Product Abandonment Email Trigger	New Merchandise; Price Decrease; Low Inventory; Back in Stock
Cart Management	Abandoned Cart Email Trigger	New Merchandise; Price Decrease; Low Inventory; Back in Stock
Check Out	Post Purchase Email Trigger	New Merchandise; Price Decrease; Low Inventory; Back in Stock

About Bluecore

Bluecore enables eCommerce marketers to create and distribute personalized emails with the speed and precision not previously possible, dynamically reacting to customer behaviors and catalog changes in seconds. With more than 120 customers representing more than 150 high-end apparel, electronics, automotive and consumer brands, Bluecore delivers customer engagement and conversion at rates that defy industry standards. Bluecore is one of New York City's fastest growing start-ups, recently closing a Series A round led by FirstMark Capital.

For more information, visit www.bluecore.com or email us at info@bluecore.com.



Methodology

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OVERALL OVERVIEW OF DATA & METHODOLOGY

The data is a collection across 135 partner e-commerce websites, spanning a wide array of verticals, such as:

- Apparel
- Electronics
- Food/Beverage
- Health & Beauty
- Jewelry
- Office Supplies
- Sporting Goods

For all our reported metrics:

We count unique emails clicked/opened rather than unique clicks/opens, meaning an email that is clicked/opened multiple times will count as only one click/open.

We define conversions (attributed purchases) and attributed revenue as all purchases made and revenue generated for 7 days post email-click.

For each email type, we first compute metrics and KPIs for each partner that is live with that email and then report the average across the partners.

Email KPIs are computed over the first three quarters of 2015.

All other metrics are computed over the period spanning September 1st 2015 to November 15th 2015.

EMAIL TRIGGER KPIS

We define email trigger KPIs as follows:

Open Rate: $\# \text{ Opened emails} / \# \text{ Delivered emails}$.

Click-Through-Rate: $\# \text{ Clicked emails} / \# \text{ Delivered emails}$.

Click-To-Conversion Rate: $\# \text{ Attributed Purchases} / \# \text{ Clicked emails}$.

Conversion Rate: $\# \text{ Attributed Purchases} / \# \text{ Delivered emails}$.

Revenue per email: $\text{total \$ amount of Attributed Purchases} / \# \text{ Delivered emails}$.



5 DAY PERFORMANCE KPIS BREAKDOWN

For each partner-site, we track daily engagement with emails over the first 30 days after an email is delivered, where days 5-30 are lumped together. The reported daily percentage is the result of dividing the metric for that day by the sum across all days. The engagement metrics we report are:

- Number of Opened emails
- Number of Clicked emails
- Number of Conversions attributed to email Clicks for a given day
- Total Revenue Attributed to email Clicks for a given day

INCREMENTAL GAINS INDEXED TO ABANDONED CART

For each partner-site* and email type other than Abandoned Cart, we compute the incremental gain indexed to Abandoned Cart for each of the following metrics:

- Number of Opened emails
- Number of Clicked emails
- Number of Conversions
- Attributed Revenue

Where, for example, the incremental gain for opens of Welcome emails is computed as:

Welcome Incremental Opens = # Opens Welcome / # Opens Abandoned Cart

For Triggered Emails and Welcome Emails: we report the average over all partners.

For Product Notification Emails: we report the median over all partners. The use of the median rather than the average is because these emails respond to catalog changes, the rates of which are very partner specific. This leads to large variances in volumes of emails sent out and in turn large variances in opens/clicks/conversions.

POST RE-ACTIVATION PERFORMANCE

The post-reactivation performance table tracks the response of disengaged customers to product notification emails. Specifically, it tracks their engagement through open and click rates, and their post-click/reactivation performance. Disengaged customers are defined as those who have not been to site in two or more weeks..

*Since the numbers are indexed to Abandoned Cart, we only report incremental indexed gain on partner sites that are live with Abandoned Cart emails.



For the measures below, post-click/reactivation performance is measured over the 14 days after the email-click:

Post-reactivation deliver rate: number of reactivated customers that received at least one email divided by the number of reactivated customers.

Post-reactivation conversion rate: number of reactivated customers that made at least one purchase divided by the number of reactivated customers.

Average number of emails delivered post-reactivation: the average number of emails reactivated customers received following their reactivation.

Average number of purchases post-reactivation: the average number of purchases reactivated customers will make after being reactivated.

Average total dollars from purchases post-reactivation: the average spend of reactivated customers on purchases made post-reactivation.

PRODUCT NOTIFICATIONS 60 DAY REMARKETING WINDOWS

The graph shows the drop-off in email engagement as a function of how many weeks it had been since the customer last visited the site. For each partner, a given week, and email type, we identify all emails of that type delivered to customers that hadn't been on the site for that period of time and compute Click and Open Rates for those emails. We report the average performance across all partners.