

Relevance Cloud™

# EMAIL PERSONALIZATION SOLUTIONS

Seamlessly connect email with rest of your customer touchpoints.

Once the overlooked stepchild of online marketing, email today has emerged as a key weapon in the marketing arsenal. The creation and delivery of email campaigns have grown systematic with the use of ESPs, so marketers can now focus on introducing customized, curated content and messaging through personalization. No longer a “nice to have,” this is a “must have” as consumers expect your emails to be as personalized as your site or app, and consistent across channels based on their individual behavior.

The Relevance Cloud™ provides engagement with shoppers across all channels in real time, including the tools to personalize every email to each individual shopper with **relevant product recommendations, content, and promotions** in campaigns that can be **triggered based on customer behavior and preferences**.

The result is increased email engagement and conversion for each campaign.

## ENHANCE YOUR EMAIL PERFORMANCE:

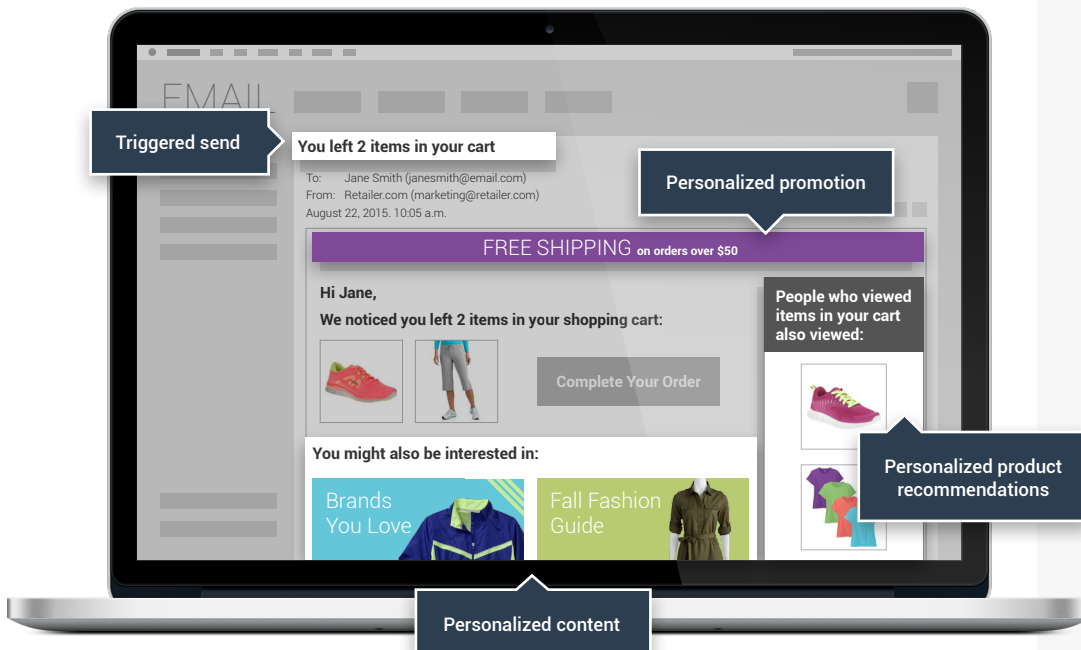
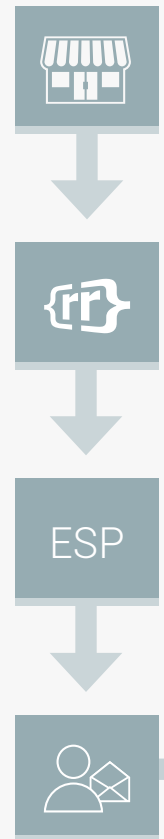
- ▶ **Precise targeting**  
Reengage your customers at the most opportune moments via high-impact email triggers
- ▶ **Seamless cross-channel journeys**  
Link your customers' identities across devices for a 360° view
- ▶ **Boost your top line**  
Personalized emails proven to increase revenue and decrease unsubscribe rate
- ▶ **Increase engagement**  
Optimize email performance for higher CTR through personalization

RichRelevance clients who utilize personalized vs. non-personalized strategies for recommendations in emails see:

**3x** clickthrough rate      **3.8x** revenue per click

## HOW IT WORKS

1. Using the RichRelevance platform, retailer builds customer segments and prepares content to be included in personalized emails.
2. Triggered by shoppers' behaviors, RichRelevance exports segments and personalized content to ESP in real time.
3. Email service provider (ESP) delivers the email to shoppers in the segment.
4. ESP captures email campaign analytics and RichRelevance logs email personalization performance.



## CUSTOMER STORY

A €2B B2B office supplies retailer in Europe embedded personalized recommendations, content and promotions within triggered emails to achieve the following results:

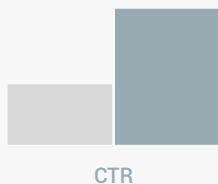
METRIC	LIFT
Campaign sales	20.2%
Conversion	8.4%
AOV	4.8%

\*A/B test of emails with and without recommendations

## PERSONALIZED TRIGGERED EMAILS CAN HELP WITH AN INDUSTRY-WIDE PROBLEM



Approximately \$4 trillion worth of merchandise will be abandoned in online shopping carts this year, and about 63% of that is potentially recoverable.<sup>1</sup> Personalized triggered emails can help.



Personalized, triggered email messages get 119% higher clickthrough rates than "business as usual" messages.<sup>2</sup>

## VALUE-DRIVEN FEATURES

### ► Segment export

Export the following predefined segments to your ESP to trigger emails or customize your own:

- Cart abandonment
- Search abandonment
- Browse abandonment
- New product arrival
- Welcome series
- Post-purchase

### ► Cross-device profile linking

- **Keep** email messages and promotions consistent with web and mobile channels to reinforce your core message.
- **Enable** personalized strategies which can improve email performance significantly and decrease unsubscribe rate by providing relevant content.

### ► Real-time personalization

Load personalized content and product recommendations at the time the email is *opened* (not at the time of send) to take into account the most recent behavior, purchase history and pricing.

### ► ESP-agnostic

Easily integrate with any email service provider for seamless deployment.

### ► Responsive design

Deploy different layouts on different devices (desktop, phone or tablet) for the best shopper experience, without doing extra work.

Acquiring shoppers is costly, and retaining them is even more expensive.

RichRelevance's email personalization solutions can increase your email marketing ROI now, while improving your 360-degree view of your customers. Contact us for more information.

<sup>1</sup> <http://www.inc.com/dan-leberman/how-to-avoid-losing-4-trillion-to-abandoned-carts.html>

<sup>2</sup> <http://www.adstation.com/benchmarks/23-mind-blowing-email-marketing-stats/>

Ready to get started?

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