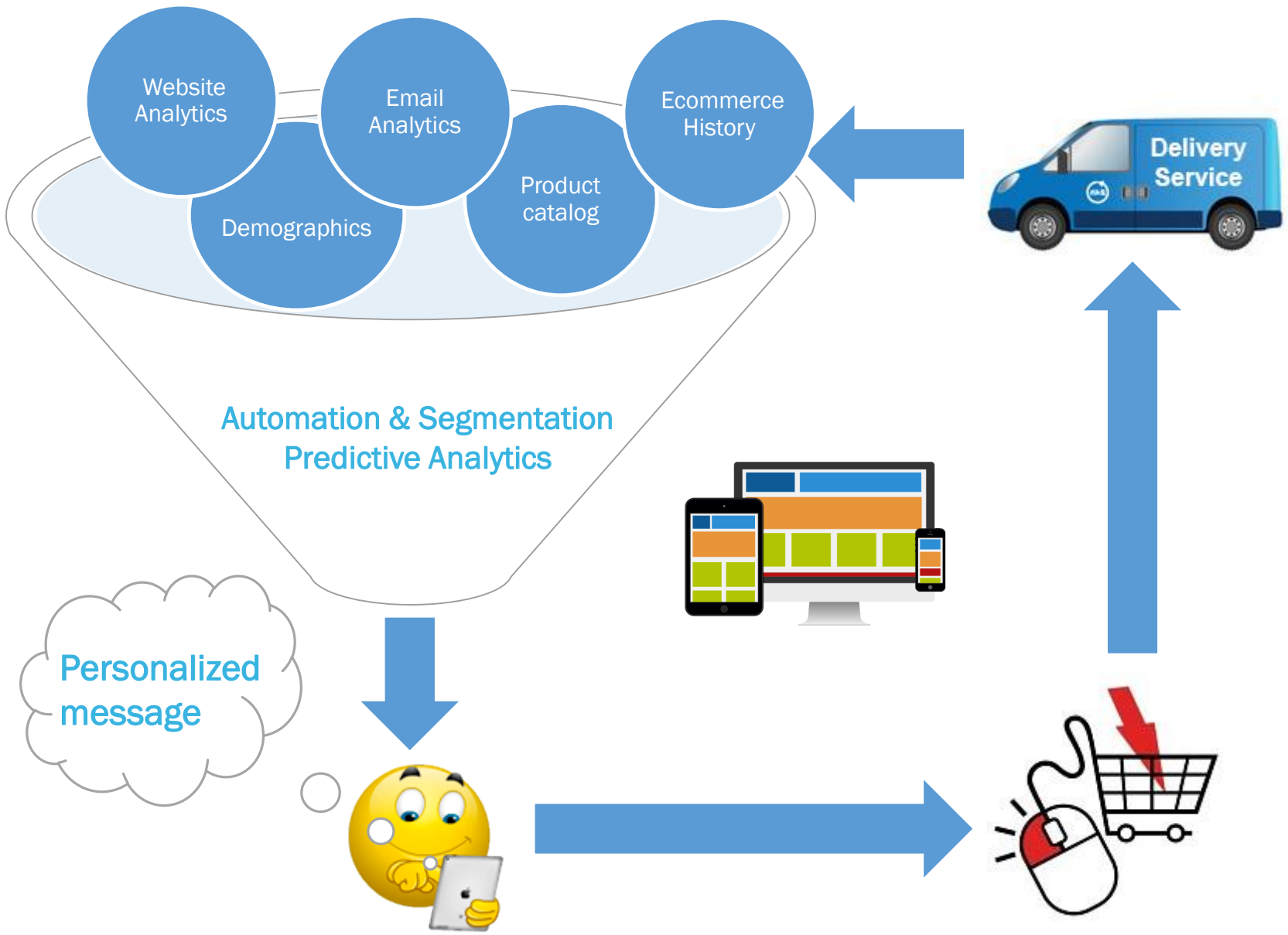


It takes Remarketing to Create Lifetime Customers



ContactPigeon

<https://www.contactpigeon.com>



6x

Personalized emails generate up to 6 times higher revenue per email than do non-personalized emails. (Experian Marketing Services, 2013 Email Market Study, Dec 2013)

75%

Over 75% of email revenue is generated by alternatives to generic one-size-fits-all email campaigns. For example, trigger email campaigns account for 21% of email marketing revenue. (DMA UK, National Client Email Report 2013, Feb 2013)

87%

87% of top-performing marketers say targeting campaigns to audience segments and individual consumers is the largest value driver, with 78% listing segmentation as the #1 marketing-automation capability they can't live without. (Gleanster, 5 Marketing Automation Capabilities Top Performers Can't Live Without, Sep 2012)

50%

B2C marketers who take advantage of automation – which includes everything from cart abandonment programs to birthday emails – have seen conversion rates as high as 50%. (eMarketer, Email Marketing Benchmarks, Feb 2013)

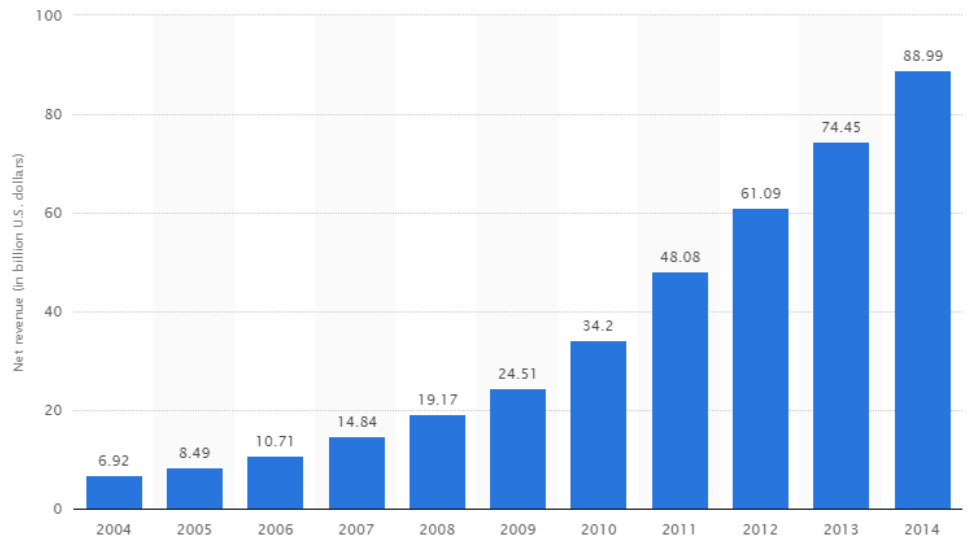




amazon

The Remarketing King

2014 net revenue: 88,99 billion \$



© Statista 2015



60-70%

Πιθανότητα να αγοράσει
ξανά ένας παλιός πελάτης.

5-20%

Πιθανότητα μετατροπής
νέου επισκέπτη σε πελάτη.

Πηγή: Marketing Metrics



Η απόκτηση νέου πελάτη κοστίζει **6 με 7 φορές** περισσότερο από τη διατήρηση των παλιών.

Πηγή: White House Office of Consumer Affairs

Τι γνωρίζει η Amazon;

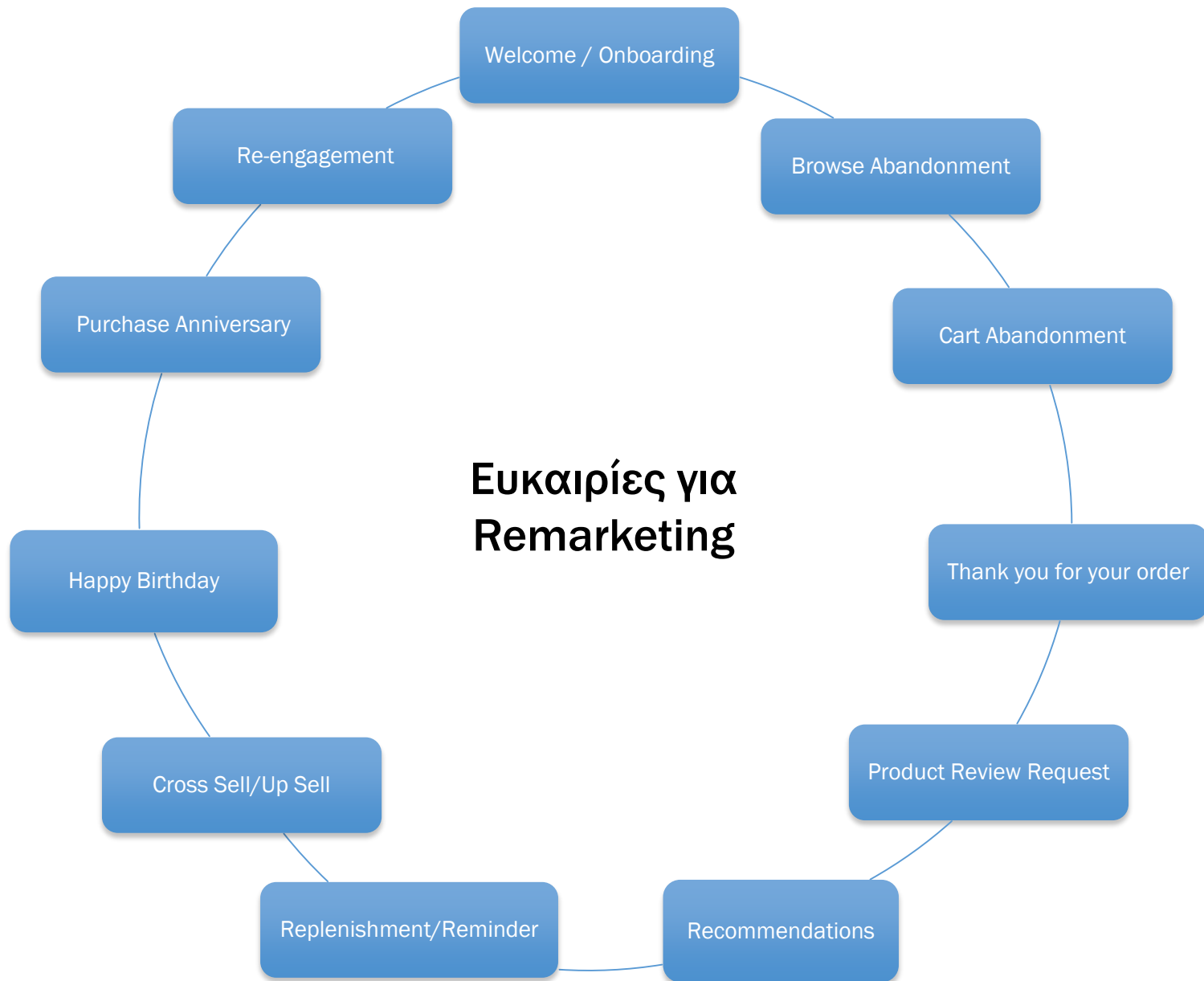
Οι πιστοί πελάτες αξίζουν μέχρι **10 φορές**
όσο έκανε η πρώτη τους αγορά.

Πηγή: White House Office of Consumer Affairs

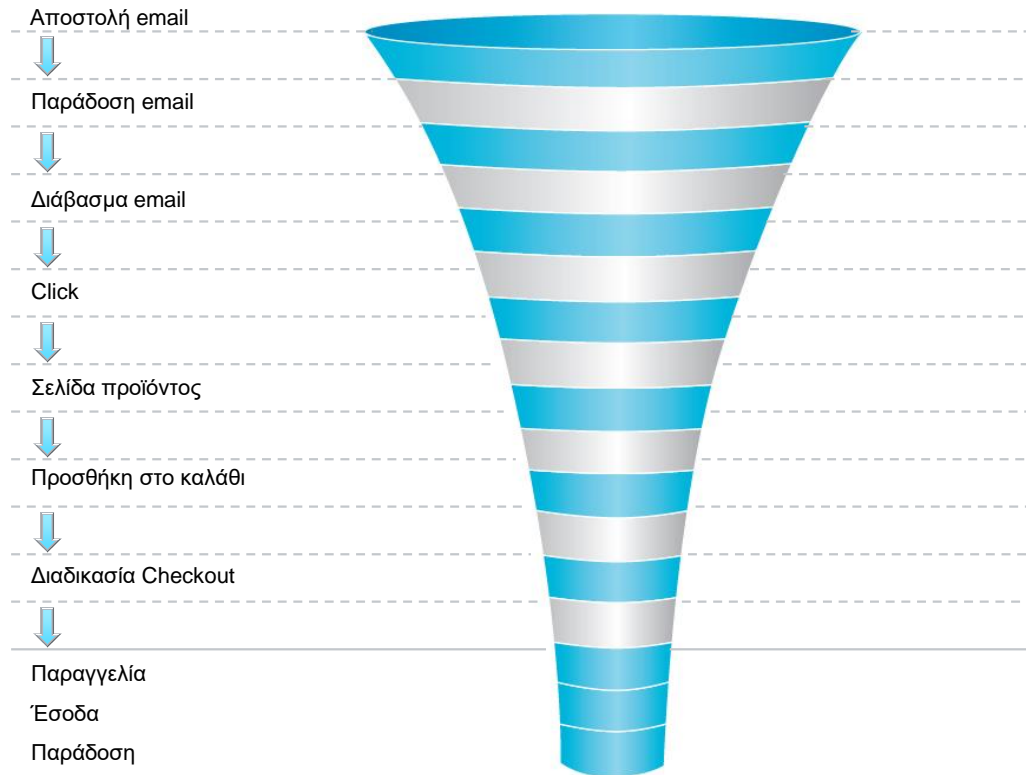


A cartoon meme featuring a scientist with a white lab coat and a green apron, wearing large round glasses and shouting with his mouth wide open while pointing upwards with his right hand. He has a wide, toothy grin. In the background, there are blue light rays. To the right, a man with orange hair and a red jacket looks on with a neutral expression. In the bottom left corner, a red alien-like creature with large eyes looks on with a neutral expression. The text "Good News Everyone" is overlaid in large, white, bold, sans-serif font with a black outline.

**Good News
Everyone**



Από επισκέπτης σε πελάτης



Παρατημένα καλάθια = Χαμένο κέρδος

Μέχρι και το 70% των καλάθιων εγκαταλείπονται
πριν ολοκληρωθεί το Checkout



“60–70%”

Πολλαπλές πηγές



Το conversion rate είναι σχεδόν το ίδιο υψηλό με του πρώτου βήματος χωρίς προσφορά.

Παράδειγμα abandoned cart

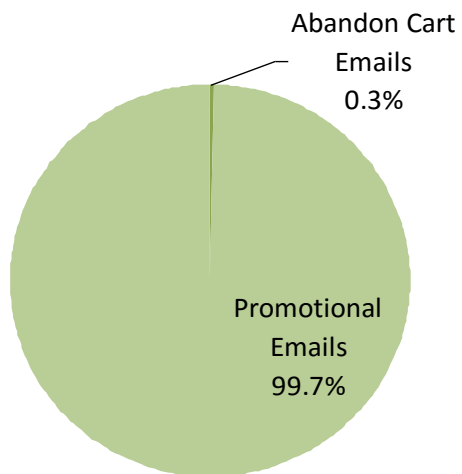
	Cart Email A Day 1	Cart Email B Day 3	Cart Email C Day 5	AVERAGE
Open Rate	40%	39%	32%	37%
Click-to-Open	44%	47%	28%	41%
Click-thru-Rate	18%	18%	9%	15%
Conversion Rate	22%	15%	24%	20%
Sales/email	\$8.60	\$8.40	\$5.04	\$7.46

Αποφύγετε να εκπαιδεύσετε τον πελάτη να περιμένει έκπτωση.



Λίγα emails μεγάλα κέρδη!

Relative Volume



Relative Sales

