

PLAYBOOK FOR PERSONALISED OFFERS

Retail Marketing Strategy



WHY PERSONALISE

GIVING CONSUMERS PERSONALISED OMNICHANNEL EXPERIENCES IS MISSION CRITICAL FOR BRANDS TODAY

71% of consumers feel frustrated when a shopping experience is impersonal. - *Segment*

91% of consumers say they are more likely to shop with brands that provide offers and recommendations that are relevant to them. - *Accenture*

79% of retailers are investing in personalization, the most of any industry. - *SmarterHQ*

84% of consumers say being treated like a person, not a number, is very important to winning their business. - *Salesforce*





API

HOW TO PERSONALISE

- Plug in all your apps with Event APIs using our API SDK
- Get Omnichannel Personalised Experience
- Targeted Offers, Content, Ads, Surveys & Loyalty programs
- Optimise with Machine Learning Models
- Consent APIs for GDPR compliance

OUR PERSONALISED OFFERS REPOSITORY

TO BE USED IN CAMPAIGNS ACROSS MULTIPLE
COMMUNICATION CHANNELS



- For New Users
- Gamified Loyalty Programs for regular users
- Offers based on audience segmentation
- Offers based of consumer behaviour
- Abandoned cart
- Referrals
- Re-engagement
- Sales Boosters



A. FOR NEW USERS

FIRST IMPRESSIONS LAST LONG

This is like that first date. Would the customer fall in love at first sight, is she going to reject you outright, or would she want to give it a few more chances and see how it goes.

To give any relationship a good chance of surviving and then flourishing, it's important to make a good first impression. Here's what you can do for your new customer.



SIGNUP/REGISTER

If a customer signs up for your service or creates an account, give an instant gratification at check out in the form of discount plus sign up bonus loyalty points.

"Thanks for becoming our valued customer. Use coupon code XYZ to get 20% discount for this checkout." - SMS to new user at checkout.

POST SIGNUP COUPONS

Send a follow up mail or text with a voucher thanking her for becoming a valued customer & giving a token of appreciation. Also, let her know that she is now a part of the Brand Loyalty Club and would be eligible to get the best deals and offers.

"Visit us again before 30th of this month to use this 15% discount voucher. Also, win exciting free gifts"

NEW USER

SEND OFFER ON NEXT SEASON HOLIDAY

Each new user should get a unique season's gift in the ensuing holiday as per the configured marketing calendar. Let the user give some more information to claim this incentive.

"This Christmas, buy gifts for your family from our exclusive catalog and get 10% off on your purchase."

FREE SUBSCRIPTION PERIOD FOR MINIMUM REFERRALS

If new users refer your products or services in their network, give them a free subscription. Encourage them to introduce your brand to their inner circle. No amount of advertising can give this credibility to your brand.

"Get 2 months of free subscription for a min. of 5 referrals. Enjoy our services with friends & family."



B. GAMIFY WITH LOYALTY PROGRAM

WHO DOESN'T LOVE A GOOD ENGAGING GAME

Gamify a loyalty program to provide consumers with an incentive to interact more frequently, to buy more, or to use loyalty points for rewards.

It uses many aspects of human psychology like fun interactions, reward-seeking behaviour, natural competitiveness, and the classic fear of missing out (FOMO). Gamifying the shopping experience leads to increased engagement & brand loyalty, creates a sense of community, and improves customer lifetime value (CLV).



LOYALTY PROGRAM WITH CUSTOMER POINTS

Make the customer feel part of a tribe or community and let her earn points for transactions or interactions with the brand at any touchpoint.

"Earn upto 10 points for every \$ of purchase & redeem them at checkout for exciting gifts for your child."

LOYALTY PROGRAM WITH BONUS POINTS

Double your rewards during afternoon hours, which is the lean period for you, by offering 2x the usual points for the customer loyalty program.

"Earn 2X loyalty points (mugs) during Happy Hours. You get a free pitcher in exchange for 10 mugs"

GAMIFICATION



MULTI-TIERED LOYALTY PROGRAM

Divide your program into levels or tiers. You can even put different clubs within each tier. This lets the customer participate in a virtual game of sorts and leads to higher engagement.

"Unlock privileges of Platinum club shopping by getting 445 more points. 5% higher discounts & lounge access at premium stores will be available to you."

SOCIAL LOYALTY

Let customers earn loyalty points for liking, sharing & commenting on your social media handles. Build your own online community and let them do the endorsing.

"Get exciting prizes on completing this quiz and sharing it with friends on Facebook & Twitter."



C. OFFERS BASED ON DEMOGRAPHIC & GEOGRAPHICAL SEGMENTATION

GENDER, AGE, LOCATION, EDUCATION, PROFESSION, INCOME OR FAMILY SITUATION

Demographic & geographical segmentations are most commonly used for sending personalised offers since they require information that can be collected easily and that enable you to quickly target a potential market.





PRODUCT OFFERS BASED ON GENDER & AGE

Offer specific product incentives for specific audiences based on gender and age.

Brand A Jeans/Slim fit for young women aged between 14 to 29. Higher probability of offer response.

"Buy two and get one free - Use your exclusive coupon code now."

GEO LOCATION BASED OFFERS

Give offers to audiences residing within a specific geo-location or visiting there. Examples are push notifications for customers within the vicinity of a store.

"Visit us now and avail special holiday offers with upto 50% on a variety of products."

DEMOGRAPHIC & GEOGRAPHICAL SEGMENTATION



OFFERS MAPPED TO PROFESSION & INCOME

Progressive profiling to get indications of income range and profession is used to personalise brand offerings.

For Doctors in high income group -
"You may not always be with her. Make sure that you make those special moments truly memorable by gifting her a XYZ diamond. Use Coupon code ZF10."

OFFERS BASED ON URBAN, SEMI RURAL, RURAL AREA

Based on consumption patterns and societal traditions in specific area types, different kinds of offers can be sent to different areas.

In Maharashtra India, for semi rural and rural areas
"This Dhanteras we are offering a free gift of a mixer grinder with every purchase worth Rs. 5000."



D. OFFERS BASED ON BEHAVIOURAL SEGMENTATION

UNDERSTANDING NEEDS & WANTS

Behavioural segmentation relies on the way customers interact with the brand across touch points and time periods.

Some data depends on their immediate online behavior (online) while other data depends on their past offline behavior (offline) when dealing with the brand.





RECENCY, FREQUENCY & MONETARY VALUE (RFM) OF TRANSACTION

Rules engine to segment customers for transactional behaviour with RFM

If the customer group has purchased within the last 60 days a total value of more than \$1000, they get *"Use this discount voucher of 15% for next month's purchase."*

IN CART - DISCOUNTS OR FREEBIES FOR PURCHASE ABOVE A CERTAIN ORDER VALUE

Previous basket size has shown propensity of customer group to go over a certain order value. Nudge them this time too.

Offer free shipping available only for specific orders. *"You get free shipping for order value above \$500. Add some more items to your cart"*

BEHAVIOURAL SEGMENTATION



OFFERS BASED ON PROFILE META-DATA

CDXP does progressive profiling to collect customer data and meta-data. This can be used to understand interests and behavioural pattern of customers and offers tailored accordingly.

"We see you are an avid movie watcher. Get movie tickets to ABC free. Complete the survey and claim the coupon."

SEND OFFERS OF OTHER PRODUCTS ALSO BOUGHT

Recommend and nudge customers with other products that other customers also bought along with their purchased product.

"People who bought Brand XYZ home theatre also bought a Xbox and a popcorn maker with it. Buy an Xbox and get the popcorn maker free."



E. DEALING WITH ABANDONMENT

INSIDE CART OR AT CHECKOUT OR POST PURCHASE

Identify the reasons for abandonment - it could be due to higher additional costs (like taxes, shipping, etc.), forced account creation, unsafe checkout, lack of payment options, inadequate return policy & simply taking advantage of return policy.

This customer is at the end of the funnel and is the easiest to convert if we can overcome and resolve her final objection. Use our toolkit.



CART: SEND OFFERS AFTER A CERTAIN TIME PERIOD

Within hours, days or week, configure a reminder mail to complete transaction with a personalised offer.

"Your cart is waiting for you. Price has risen overall by 5% in the meantime. Complete the transaction and get the same products at old prices. "

CART-REMOVED ITEMS: SEND OFFERS WHEN PRICES OF PRODUCTS DROP

Customer could have dropped out or excluded some products from cart due to high price. Send offer when prices of these products drop.

"Dishwasher Model XYZ is now available at lower price. Also avail of an exclusive offer for you till 31st Aug."

CART OR POST PURCHASE ABANDONMENT

CHECKOUT: SEND OFFERS WITH BUY NOW PAY LATER PAYMENT OPTION

It is obvious that customer did not like payment options or T&C. Rectify this.

"Complete your cart with our new BUY NOW PAY LATER Option. Pay within and upto 12 months at 0% interest."

POST PURCHASE RETURN: REFUND

Refund your customers by offering gift vouchers or store credit to maintain liquidity in times of uncertainty.

"For your cancelled trip, you get a refund in the form of a gift card valid for an extended period of 120 days."





F. THE POWER OF REFERRALS

COMES WITH THE PERSUASION FACTOR ALREADY INCLUDED!

Massive opportunity for brands to go viral with Word-of-mouth.

A very good testimonial about your brand or products/services, posted on social media handles or messenger networks, will reach hundreds (even thousands) of potential clients in minutes.





ONE SIDED & DOUBLE SIDED REFERRALS

Both the referrer and referee get points or coupons when the referee uses the services of the brand.

"Gift your friend your referral code. She gets 200 bonus points on sign up or first purchase and you double your points (2X) for every 3 successful referrals."

REFERRALS WITH LOYALTY POINTS

Reward your referrers by giving them loyalty points.

"You can now earn loyalty points by making referrals using your referral code (1 referral = 500 points). Points can be redeemed during transactions."

REFERRALS



REFERRAL PROGRAM WITH SUBSCRIPTION AS REWARD

Offer one month of subscription free for both referrer and referee if the referee joins the platform due to the referral. Only valid if the referee starts the subscription and pays for any subscription plan.

"Share your referral code XYZ with friends. You get one month free subscription if your friend signs up."

REFERRALS WITH DISCOUNT COUPON CODES

Each referral earns a discount voucher to the referrer which can be used at point of sale till validity lasts. One can also do a tiered discounting with a referral code limit .

"Get your friends to use your referral code when buying from our store for the first time. They will get upto 50% discount, while you receive a 20% discount voucher for your next purchase."



G. RE-ENGAGING WITH DORMANT CUSTOMERS

NEVER SAY NEVER

When customers stop responding to marketing efforts, many businesses abandon them. But why abandon a customer who has already done business with you? Even if a customer hasn't responded for a while, marketing dollars are still better spent courting dormant customers than acquiring new ones.





NUDGE WITH PRODUCTS FROM PREFERRED CATEGORY

If a customer is inactive for X time, send a personalised discount with your products from their preferred category.

*If a customer hasn't purchased in the last 5 months
"Long time, no see. Visit us again soon to see a range of new shirts from your favourite Brand X. Use your Coupon code to get discounts upto 80%"*

SEND A NOTE AND A GIFT CARD ON THEIR SPECIAL DAY

No better way to let a customer know that they are special than wishing and giving them a gift on their special day. (like birthday or anniversary for anyone in the family).

"We wish you a very Happy Anniversary today and forever. Gift your spouse an exciting gift with this purchase voucher of \$50."

REVIVE DORMANT CUSTOMERS



GIVE THEM SOME BONUS POINTS ON OCCASIONS

Remind them of unclaimed currency lying in their account and its value which could go waste if they do not engage soon.

"\$200 worth of points in your account are expiring by 31st Aug. Make you next purchase soon to redeem these points."

MAKE THEM DO AN ENGAING ACTIVITY AND REWARD THEM WITH A COUPON

Claiming a reward after doing an activity makes people want to redeem it since they have worked for it.

"Complete this Sports quiz and claim the 30% discount voucher at Brand X online store. "



H. SALES BOOSTERS

VOUCHERS & GIFT CARDS

Wanna boost sales. Give incentives! Couldn't be more simple. And with the explosion of networking via social media, reaching out to new customers have never been easier. Yet brands search for more effective ways to get maximum results.

Use our array of easy to create & use vouchers and gift cards and distribute them in multitude of ways. Get insights on what is working to optimise your campaigns and communication channels and get sure-fire results.



GRATITUDE GIFT CARDS

Facilitating gift cards which customers can purchase and give to their friends and relatives on special occasions or a token of love & appreciation is a great way to boost sales.

"Do away with the burden of choosing a gift. Simply buy a gift card from us at 80% of its cost and let your loved ones choose by themselves from our array of products."

PURCHASE VOUCHERS

Auto-applied promotion for a specific product or a product category can effectively boost your up- and cross-selling strategies. Also distribute shareable vouchers.

"Offer of 15% discount for XYZ brand available for a limited period of 30 days upto Aug 31st. at your nearest retail store."

SALES BOOSTERS

ACTIVITY BASED VOUCHERS

Give a purchase voucher on completing an activity like Second Opt-in (email verification), Contest, Quiz, Feedback, Polls, Survey, etc. This makes customers feel they have won something & hence use it.

"Congrats! You have just won an exciting prize at XYZ store. Claim it by completing this Quick Survey."

MULTI-TIERED DISCOUNTS

A multi-level automated cart discount that offers different discount levels based on the order value.

**If customers spend: \$100.00 or more – 10% off.
\$250.00 or more – 15% off. \$500.00 or more – 20% off. \$1000.00 or more – 25% off.**

"Get cashback or discount upto 25% for purchase of more than \$100 at XYZ store"



BE AT EVERY RETAIL TOUCHPOINT

YOUR CUSTOMERS NEED THAT WEE BIT OF "NUDGE"



At Retail Stores

Online
Purchasing

Social Media
Campaigns

Dynamic Ads

Online Videos



TALK TO US!

**CONTACT
INFORMATION**

WE OFFER

- SAAS Based CDXP Platform
- Custom Applications
- Advisory Services

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