



**Christine Aguilera is the
only one who can help you
grow sustainably...**

BLEND

 DCA Summit 2023

We are scaling: Sustainable business growth

What we need to know

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Who is this bloke?

- Adam Pearce, CEO at Blend Commerce
- Global CRO Agency of the Year 2022 and National CRO Agency of the Year 2022
- Leading on Customer Value Optimisation
- 8 years of experience with Shopify
- Speaker at National and International eCommerce events
- Working with brands with revenues between £2m to £40m
- Host of 'Shopify Across the Pond' podcast



Back to Christine...



**"When there's no one else,
Look inside yourself,
Like your oldest friend...!"**

Christine Aguilera, The Voice Within, 1998

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JULY 23 SAT

JULY

AQUISITION

RETENTION

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3 questions and 3 actions

1. What do we know already about the customer?



Data analysis

2. What we would like to know about them?



Zero party data collection

3. How else can we get them to talk about us?



Loyalty, Referrals and Memberships.

**What do we know already
about the customer?**

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Two routes to take.

Quantative route

- Continuous Quantitative Data Research and Reporting
- Recency, Frequency, Monetary (RFM) Segmentation
- eCommerce Growth Formula
- Cohort Analysis
- RFM Analysis

Qualitative route

- Net Promoter Score (NPS) Implementation
- Jobs To Be Done (JTBD) methodology
- Hotspot & Heatmap Analysis
- Demographic User Testing
- Web Visitor Surveys
- Customer Surveys
- Journey Mapping
- Message Mining

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RFM Segmentation: What & How?

 **Recency (1-5)**

 **Frequency (1-5)**

 **Monetary (1-5)**


Group	Customers [#]	Revenue [EUR]	RFM Scores																																																																								
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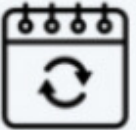

OMNICONVERT

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RFM Segmentation...and then what?



POTENTIAL LOVERS

 REGENCY	 FREQUENCY	 MONETARY
5	1	5

These are your newly acquired customers with the highest potential to become soulmates. Surprise and delight them so that they get the buying habit (after the 5th order)



PLATONIC FRIENDS

 REGENCY	 FREQUENCY	 MONETARY
3-4	3	3-4

These are active and place a moderate amount of orders of an average value.

- Email flows?
- Email campaigns?
- SMS?
- Onsite personalisation?
- Customer Service?

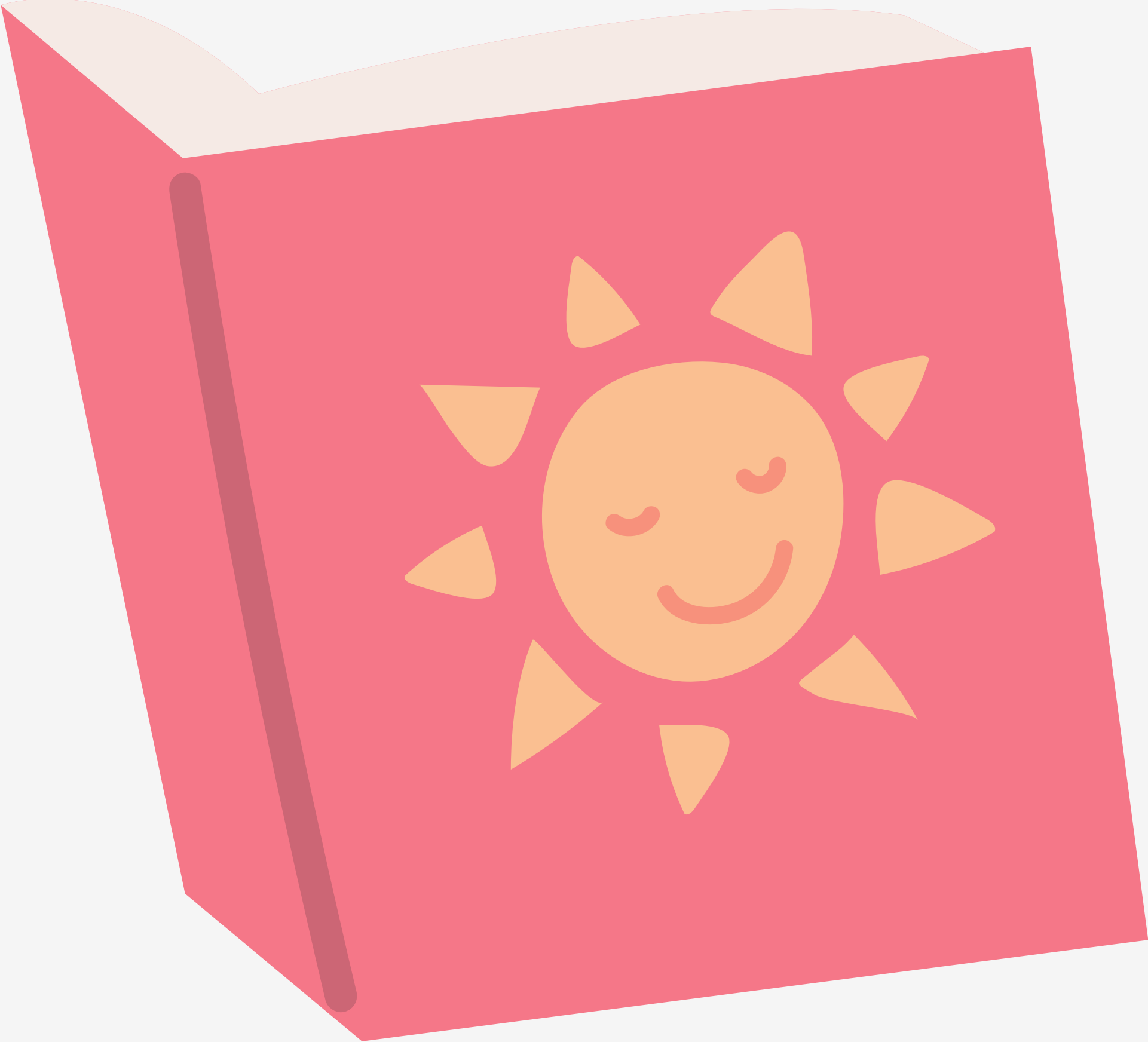
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Using RFM Segmentation

Channel	Potential Lovers	Platonic Friends
Email Flows	Subscription offer flow Must have items flow	Intoduction to subscription flow Customers also purchased flow
Email Campaigns	Bi-weekly cadence 2 way emails/data request	Weekly cadence
SMS	Gated product release	N/a
Onste Personalisation	Focus on upsell pre sale/bundle building	Focus on customer service and brand relationship
Customer Service	High priority	Mid priority



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Key questions for Jobs To Be Done

- Do you remember when you first saw or heard about the product?
- Where were you?
- When did you first buy the product?
- Did anyone else weigh in your decision?
- Do you remember when you first started?
- What was going on in your life when you first realized ____ was a problem?
- How did you know you needed to start looking at that time?
- Where were you? What were you doing?
- Once you realized you had a problem, what did you do next?
- Tell me about how you looked for a product to solve your problem.
- What kind of solutions did you try? Or not try? Why or why not?
- How did you first hear about _____? What did you know about it at the time?
- Why did you decide to do something at all?

2. What would we like to know about the customer?

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Case Study: Hunter & Gather

Onsite quiz

- Why/how are they training?
- What are they using now?
- What is their lifestyle like?



Personalised welcome flows

- Welcome flow 'speaks' directly to them
- Their needs, not Kinetica's



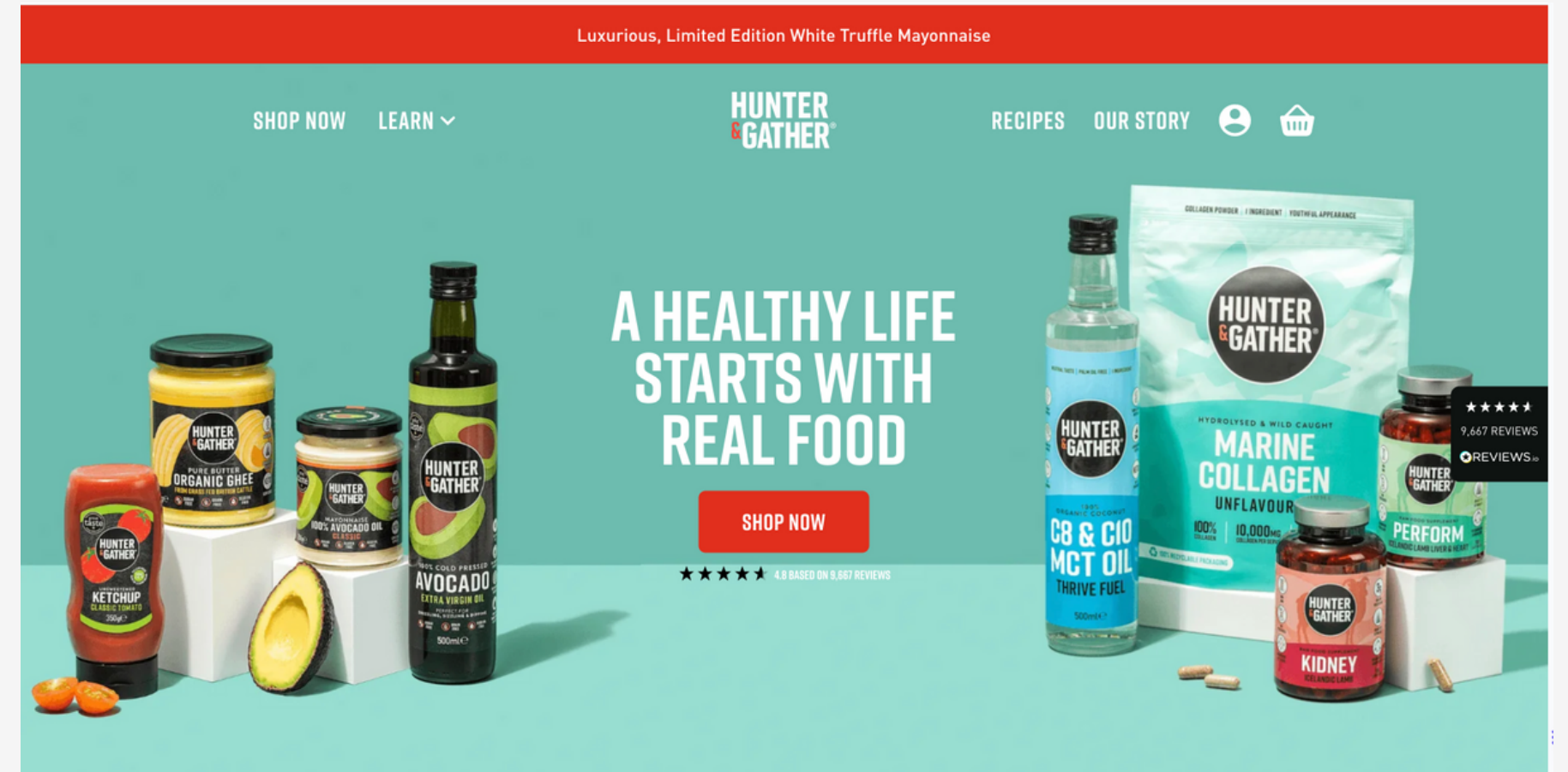
Interest specific email campaigns

- Use content that matches their preferences
- E.g. muscle gain vs weight loss



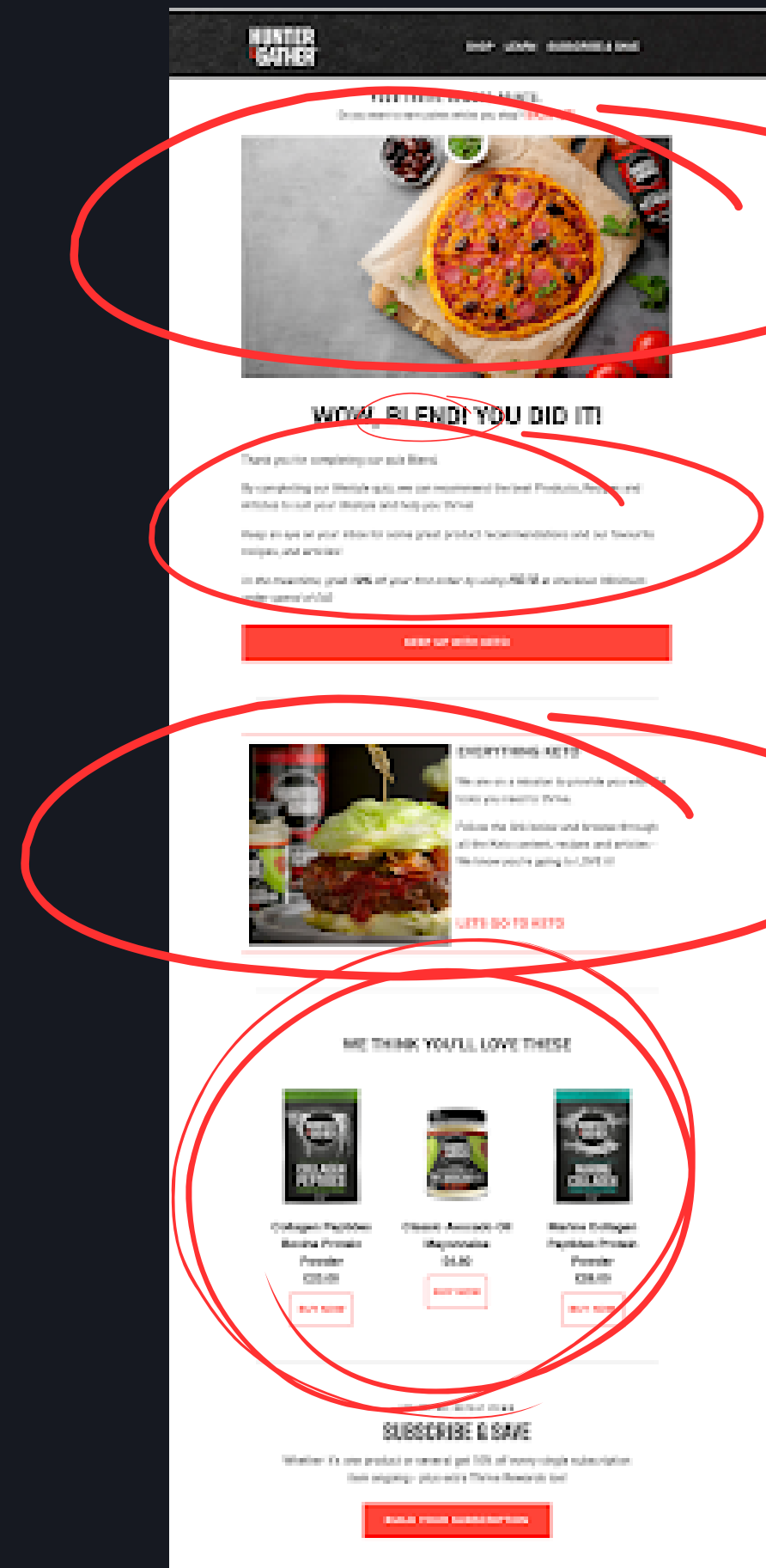
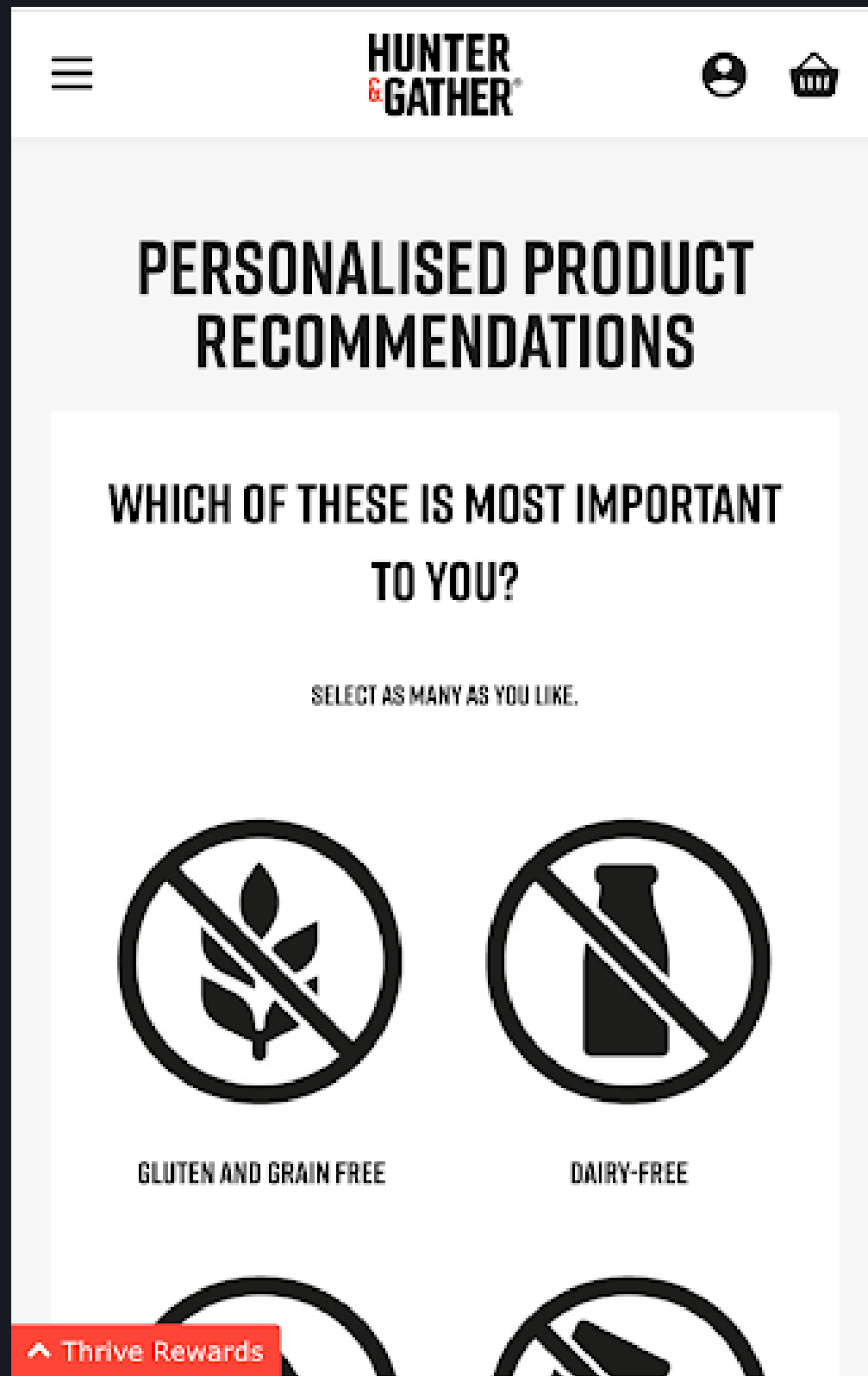
Education led marketing

- How do they use the product?
- How do they develop the best version of themselves?



OCTANE AI

How it works



Three image options based on Octane Answers

6 welcome message types, which vary based on combination of answers

8 recipes that vary based on multiple answers

Products from onsite recommendations

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After 6 months, Hunter and Gather saw:

65%

Quiz completion
rate

24%

Quiz conversion
rate

53%

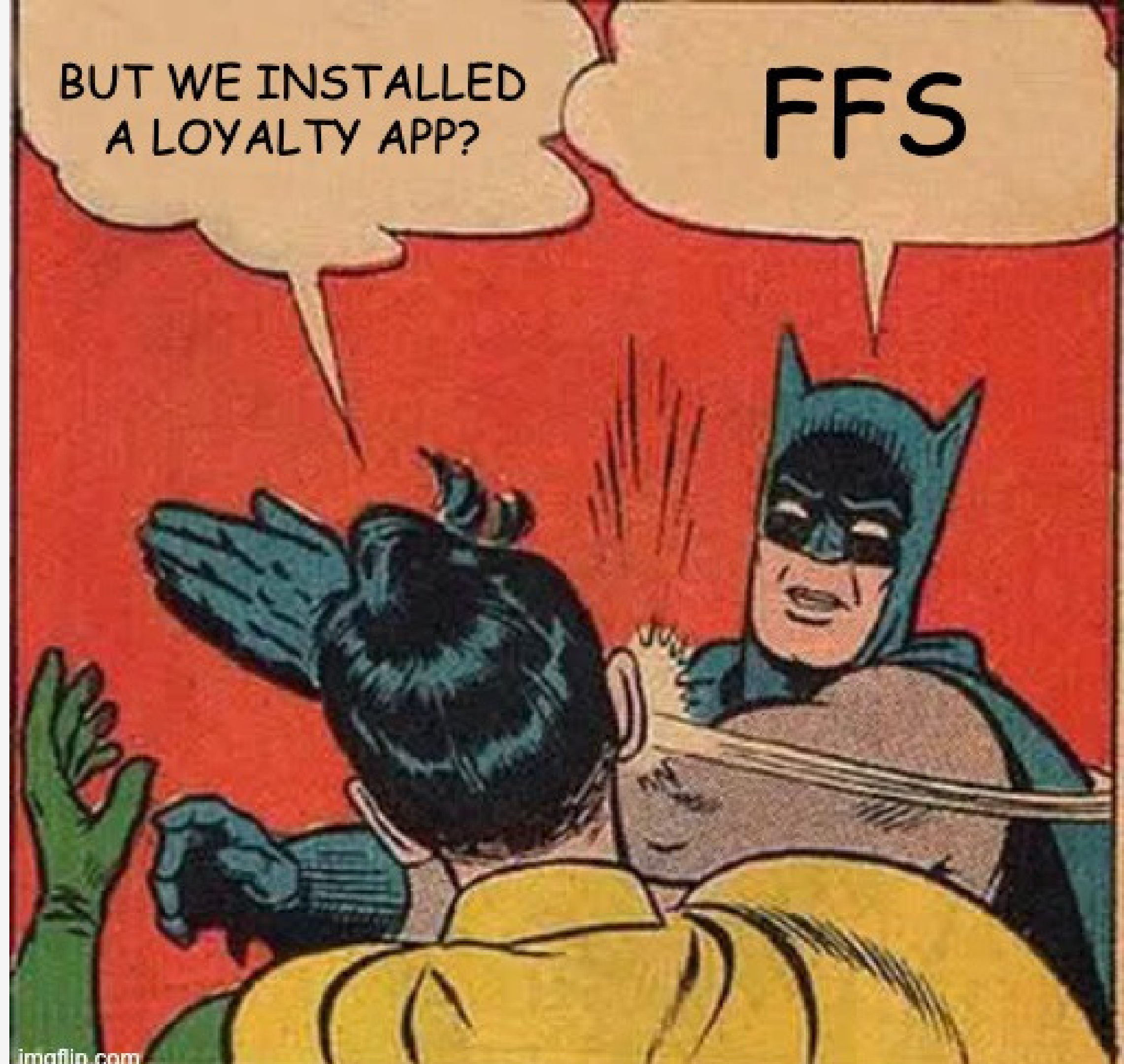
Higher LTV for
quiz takers

3. How else can we get them to talk about us?

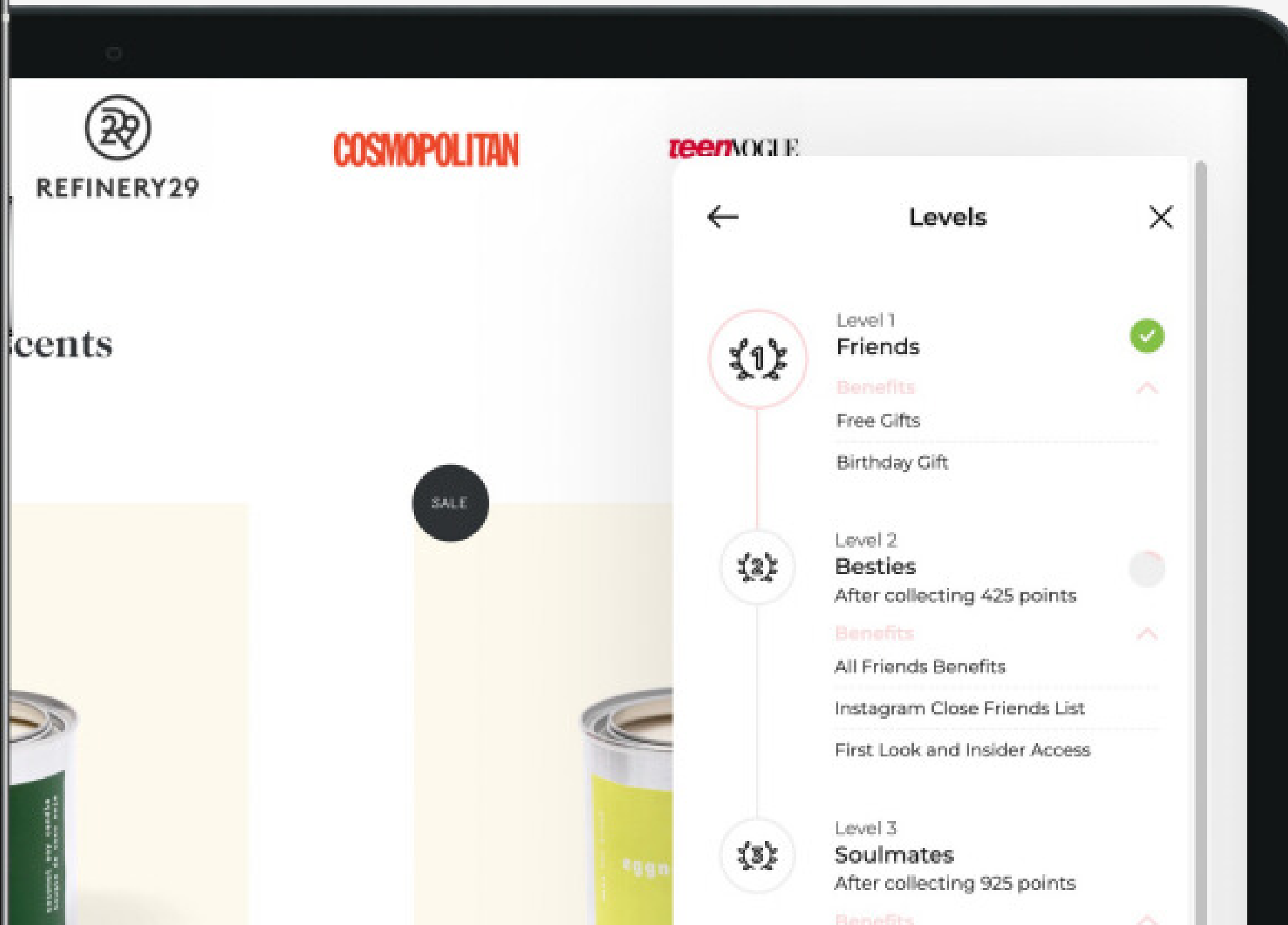
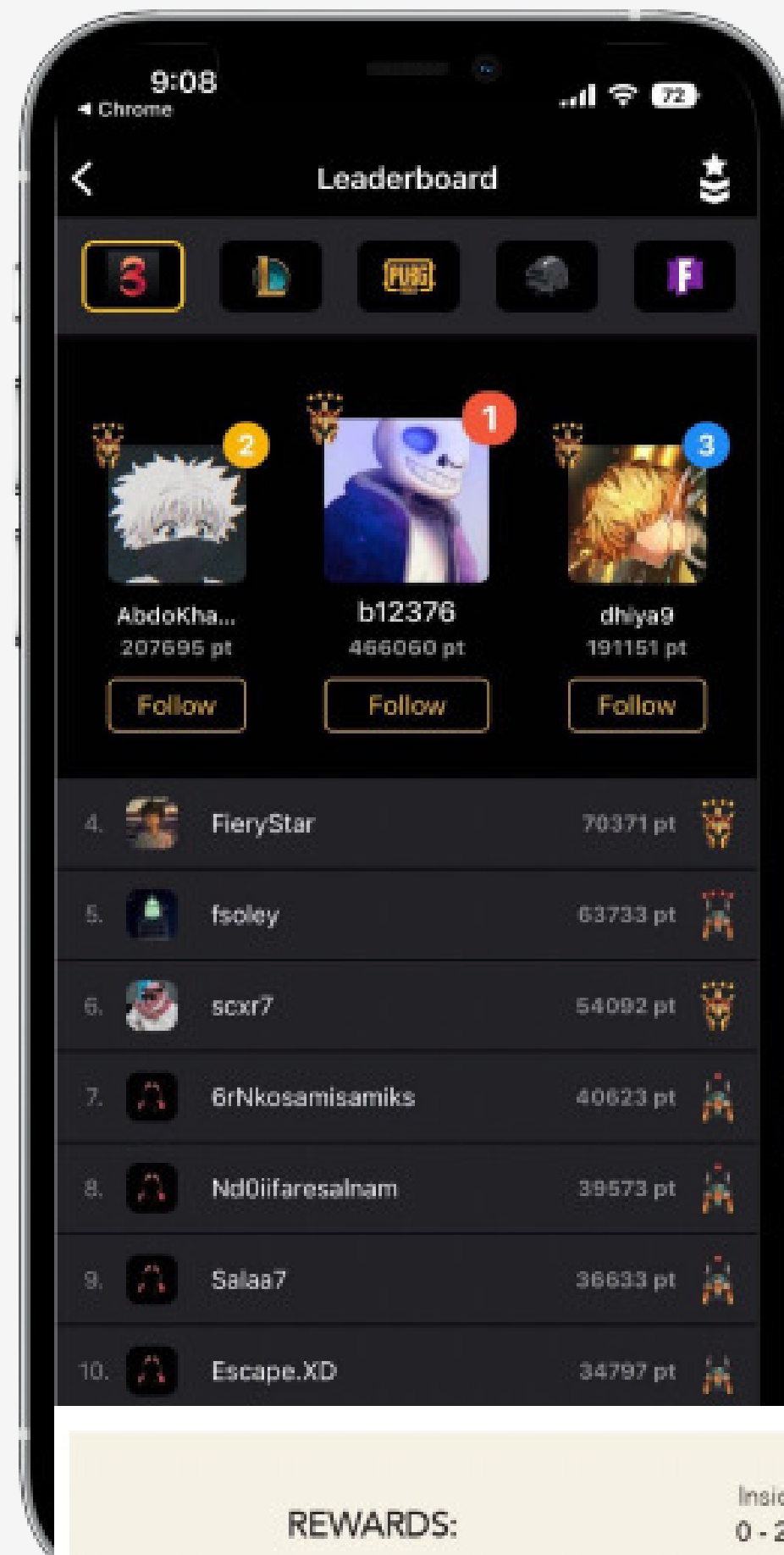
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Don't get slapped. Start here.

- Pounds, not points
- Educate them
- Remind them
- Make it worthwhile
- Make it cost effective
- Gamify



TOP SECRET



REWARDS:

	Insider 0 - 299	VIP 300 - 749	Flameous 750 +
Birthday Reward	♥	♥	♥

Memberships


Character

Beauty Pie

BEAUTY PIE
New In Bestsellers Skincare Makeup Haircare Bodycare Candles Supplements Kits | Join Now About Us Even More

Get One Of These
Luxury Products For
Free

Join BEAUTY PIE today and as well as being able to shop at our unbeatable members' prices - you can pick one of these skincare must-haves for FREE, each worth £75.



Pure Oxygen™ Free Gift
+ an Annual Membership

Japanfusion™ Free Gift
+ an Annual Membership

character TOOLS PROJECTS EXPERT SUPPORT LEARN CHARACTER X GREAT JONES

How Membership Works

Members get access to video sessions with experts, free shipping & other perks

Try it now

- 1** Try it for free
SIGN UP FOR 10% OFF ✕ For 30 days, take Membership for a test drive and experience unparalleled real-time DIY support first-hand.
- 2** Become a member
Take full advantage of member perks for only \$7.99 per month - much less than hiring a pro for 1 hour.
- 3** Do more yourself (with us)
With access to our experts, products, and member exclusives, you'll level up in home improvement.

Chat with Experts

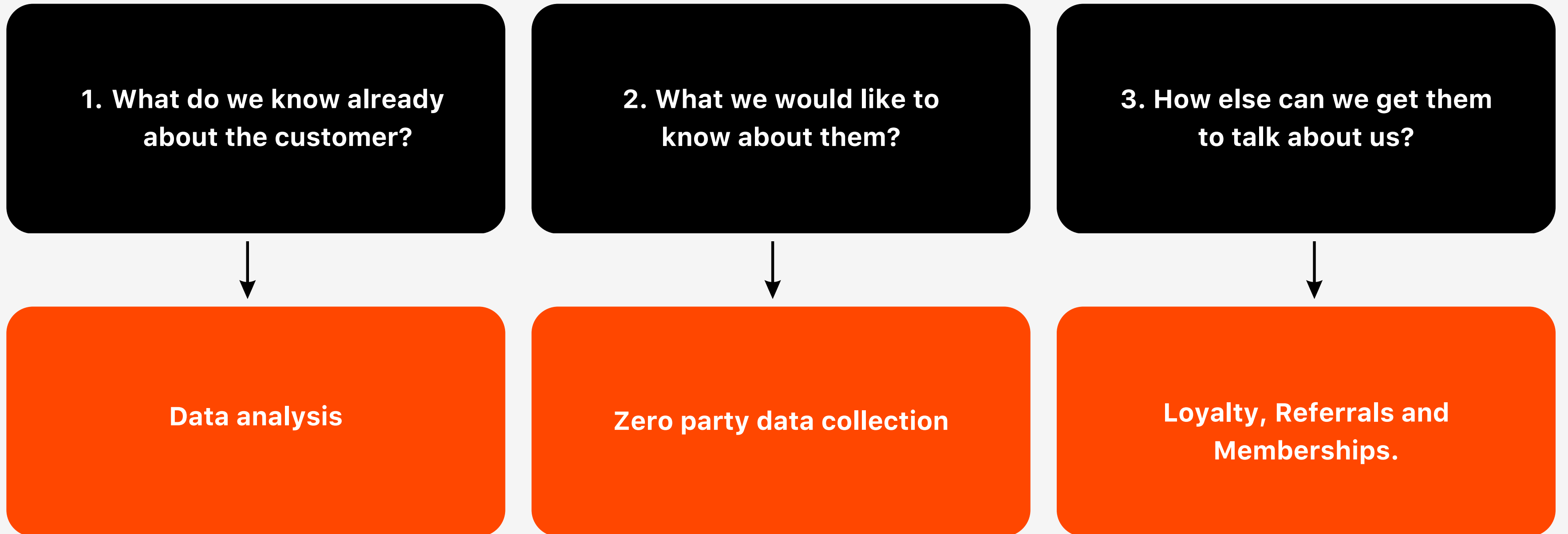
Early majority

How It Works

- 1** Add Membership to Your Cart
Just one click - no need to enter any details.
- 2** Get Instant Access to Member Pricing
With membership in your cart you can shop at member prices right away, and you only have to check out once.
- 3** Join the Community & Make an Impact
You'll receive further instructions on how to access member benefits after you check out. Cancel anytime.

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Next team meeting. Who's doing what?



Question time...

Stalk me here...



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