

## Email Marketing by FusePump

Email Marketing can be enhanced by using data-feeds to showcase product level data. We provide these feeds for our clients and these can be integrated, or used in conjunction, with email service provider platforms like Exact Target and Responsys. The feeds are used through these platforms in order to serve targeted and up to date product information to email customers.

### Email Marketing

Email sales typically account for between 5-20% of online sales revenue for an online retailer. Email has been used since time immemorial as both an acquisition tool (following data capture) and as a way of communicating directly with engaged or un-engaged customers on the retailer's database. Good email communications plans and scheduling can be complicated. Retailers use advanced customer segmentation based on a customer's past purchasing habits and future propensity to buy. Data is often combined with CRM 'back end' data.

### Where FusePump Can Help

Although we can't get people to open their email(!), we can enhance their experience when they do. We can also help simplify email content management using business logic. Our clients also use data feeds to simplify emails associated with online basket abandonment processes.

## The problem with email is...

- 1) That it is flat 'un-dynamic' and dull compared to what we can do on site or with advertising, in say Facebook or online.**

### *FusePump Solution*

One limitation of email is that the content can't easily be updated dynamically. Once the email is sent, the content is fixed. To get around this, we can use images hosted on our servers, as these can be updated dynamically. For example, rather than including the price as text in the email, we could include it as an image that changes whenever the price changes. Or if we know the stock level of the product we could add a "Hurry – limited stock!" message. When the product is out of stock, we could replace the product with another (e.g. a related/alternative product from our feed). Images can also be used to dynamically add promotional text and vouchers.

- 2) Our CRM and customer contact system needs to be more, intelligent, granular and engaging...**

### *FusePump Solution*

Following a purchase, the data from our feed could be used to suggest accessories to the product purchased. For example, why not send someone who has just bought a bed an email featuring bed linen and bedroom products? We can apply business logic to your segmented customer profiles making the whole process easier to manage, test and control. What happens when someone

displays purchasing behaviour outside of their segment? Effectively, you could move your system over to a response based contact system based on business logic, rather than rely on customers conforming to 'prior' stereotypical purchasing. Or retain elements of both.

### **3) We lose a lot of customers through the funnel because of online basket abandonment**

#### *FusePump Solution*

Keep it simple, no need to combine back end CRM data etc. The rich product attributes in a FusePump feed (Including customer reviews, promotions etc) could be used to populate a follow up email extolling the benefits of the product that the customer 'almost' bought. Alternatively, we could show case similar price point products with different benefits highlighted in the same email. For example, someone may have selected a washing machine for the load capacity and we'd retarget using similar products (same load capacity) and state – 'but better spin performance or better energy rating' etc.

#### In Summary

The key to increasing engagement and conversion via email is being creative and timely with your product data. Making life easier for busy consumers by populating emails with relevant content is vital in keeping your products front of mind, especially when targeting abandoned baskets. Whatever you want to achieve in this area of online marketing, we can provide you with fully integrated solutions.

For more information on FusePump and what we can add to your email marketing proposition please contact Barney Larkin [barney.larkin@fusepump.com](mailto:barney.larkin@fusepump.com) or call 0207 199 7863