

USING PRODUCT LEVEL DATA TO INCREASE REVENUES FROM CART ABANDONMENT E-MAIL

Lee Brignell-Cash

Co-Founder and MD, FusePump Ltd

#FusePump



#ET11UK



- Who are FusePump?
 - Product level marketing experts
 - Application of product data in online marketing channels
 - PPC Automation, Display Advertising, Affiliate, Comparison Shopping/Meta, Google Shopping, Social Media, Mobile Site Creation...
 - Mission to make product marketing “easy & profitable”



#ET11UK

} FusePump

- What do we do? (insert word “data” in front of...)
 - Collation (high quality raw material)
 - Processing (mapping, categorisation, business logic...)
 - Integration (no square pegs in round holes!)
 - Presentation (social media, widgets, landing pages etc.)



#ET11UK



- Example results
 - 6 month PPC Automation Test
 - Customise data feeds into Marin
 - 32% increase in CTR
 - 150% increase in ROI

Only at
YOUR M&S



#ET11UK



- Example results
 - Parallel comparison of FusePump feed to Argos' own in-house feed
 - CSE match rate up by up to 40%
 - CR up 34% across CSE and affiliate
 - EPC up by 171% across affiliate



#ET11UK



- What can we do for your E-mail?
 - Enrich mails with more product information
 - Use image hosting to update data in e-mails
 - Propose alternate products in cart abandonment



#ET11UK



- Appliances Online Case Work (Nov/Dec 2012)
 - Currently, cart abandonment e-mails don't make any alternative recommendations, except branded
 - We know the product that the customer abandoned
 - We know all about that product's attributes (or at least we will do with a FusePump feed)



#ET11UK

} FusePump

- So what would a sales assistant say?
 - OK, well I know you want a free standing washing machine, and you liked this one because it was white, 60cm wide, had a good load, spin and was in your price range...
 - **What if I could show you one that's even better?**



#ET11UK



- Here's the data we can use...

- Product abandoned
- Stock
- Price
- Colour
- Width
- Brand
- Type
- Load Capacity
- Energy Rating
- Spin Speed
- Spin Performance
- Customer Review Rating
- Etc...



#ET11UK

} FusePump

- We map and normalise values per category...
 - E.g. Energy Rating
 - A = 1
 - A+ = 2
 - A++ = 3 etc.
 - 6Kg = 1
 - 7Kg = 2
 - 8Kg = 3 etc.
- Wash Load
 - ... and apply a simple scoring algorithm



#ET11UK

} FusePump

- So then the business logic works out which products provide enhanced attributes for the similar products and price ranges
- We can also put more emphasis on particular attributes to create new “campaigns” to test



#ET11UK



- Example...
 - I abandon this product



#ET11UK

} FusePump

- Currently, I'd receive this e-mail



Having trouble viewing this email? [View in a web browser](#)

appliancesonline
the appliance specialist

0800 032 3249

We've saved your basket for you...

Dear Shopper,

Thank you for visiting appliancesonline.co.uk yesterday. We've noticed that you have left the Bosch WAE28367GB_WH Free Standing Washing Machine in your basket which we have saved for 7 days.

[Return to your basket now](#)

58% of our customers would recommend us to a friend

Alan Greer

"I placed my order on the Tuesday and the appliance was delivered on the Wednesday morning at 7 o'clock. It is the first time that I did not have to wait around all day for a delivery. I was very satisfied with the very efficient and pleasant manner of the delivery personnel and I would have no hesitation in either using the site again."

Date Submitted: 09/10/2011

We are secure...


If you had any problems with the checkout process, please call our UK customer call centre on 0800 032 3249 quoting your product code "WAE28367GB_WH"

FREE DELIVERY - 7 DAYS A WEEK

OUR DELIVERY ADD-ONS

NEXT DAY DELIVERY	49.99	FREE
2-3 DAYS DELIVERY	64.99	FREE
THE BLOTS	49.99	

OVER 1000000
LIFE-PLUS
SMS



#ET11UK

} FusePump

- Now, these products are in-stock, the same colour, the same product type etc. but they rank higher on our basic algorithm...

Hotpoint Ultima WMUD962P Washing Machine Freestanding White **Hotpoint** £366
Add to basket

Samsung Ecobubble Quiet Drive WF0704W7W Washing Machine Freestanding White **SAMSUNG** was £426 now £399
Add to basket

Candy GO492 Washing Machine Freestanding White **CANDY** £393
Add to basket
✓ 3 left in stock
Free next day delivery
Delivery available from 07 Nov
[View other dates and add-ons](#)

Message system makes doing the laundry relaxing. While doing laundry might not be everyone's idea of fun there's nothing to stop your clothes enjoying it. The ice white Candy GO492 comes with the Shiatsu massage system to help work out all the kinks and knots in your clothes and relax your laundry. There's also the the Activa wash system, which adjusts the levels of water, detergent, temperature and spin speed to give you the very best results. No wonder it's A+ rated for energy efficiency!
[Watch Video Review](#) | [Read Specification](#)

Dimensions (cm): (H)85.0 x (W)60.0 x (D)60.0



#ET11UK



Brand_Name	Product_Code	Price(£)	Load (Kg)	Energy Rating	Energy Rating Score	W ash Performance	W ash Performance Score	Spin Performance	Spin Performance Score	Spin Speed (rpm)	Spin Scroe	Rating	Total Score	Score divide by price
Hotpoint	WMUD962P_WH	366	9	A++	3	A	2	A	2	1600	3	5	24	6.6
Samsung	WF0704W7W_WH	399	7	A+++	4	A	2	A	2	1400	2	5	22	5.5
Candy	GO492_WH	393	9	A+	2	A	2	A	2	1400	2	4	21	5.3
Zanussi	ZWJ12591W_WH	363	8	A+++	4	A	2	B	1	1200	1		19	5.2
Bosch	WAQ24460GB_WH	394	7	A+++	4	A	2	B	1	1200	1	5	20	5.1
Bosch	WAE28367GB_WH	359	7	A	1	A	2	B	1	1400	2	4.7	17.7	4.9
LG	F1256QD_WH	362	7	A+	2	A	2	B	1	1200	1	4.8	17.8	4.9



#ET11UK



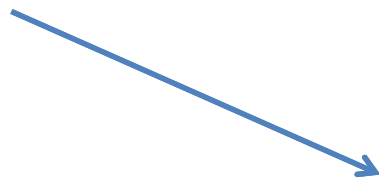
Brand_Name	Product_Code	Price(£)	Load (Kg)	Energy Rating	Energy Rating Score	W ash Performance	W ash Performance Score	Spin Performance	Spin Performance Score	Spin Speed (rpm)	Spin Scroe	Rating	Total Score	Score divide by price
Hotpoint	WMUD962P_WH	366	9	A++	3	A	2	A	2	1600	3	5	24	6.6
Samsung	WF0704W7W_WH	399	7	A+++	4	A	2	A	2	1400	2	5	22	5.5
Candy	GO492_WH	393	9	A+	2	A	2	A	2	1400	2	4	21	5.3
Zanussi	ZWJ12591W_WH	363	8	A+++	4	A	2	B	1	1200	1		19	5.2
Bosch	WAQ24460GB_WH	394	7	A+++	4	A	2	B	1	1200	1	5	20	5.1
Bosch	WAE28367GB_WH	359	7	A	1	A	2	B	1	1400	2	4.7	17.7	4.9
LG	F1256QD_WH	362	7	A+	2	A	2	B	1	1200	1	4.8	17.8	4.9



#ET11UK

} FusePump

- Suggested e-mail with alternative products



Having trouble viewing this email? [View on a web page](#)

appliancesonline
the appliance specialist

0800 032 3249

We've saved your basket for you...

Dear Shopper,

We are secure... 

Thank you for visiting appliancesonline.co.uk yesterday. We've noticed that you have left the Bosch WAE28367GB Free Standing Washing Machine in your basket which we have saved for 7 days.

[Return to your basket now](#)

98% of our customers would recommend us to a friend

Alan Greer

"I placed my order on the Tuesday and the appliance was delivered on the Wednesday morning at 7 o'clock, it is the first time that I did not have to wait around all day for a delivery. I was very satisfied with the very efficient and pleasant manner of the delivery personnel and I would have no hesitation in either using the site again."

Date Submitted:05/10/2011

If you had any problems with the checkout process, please call our UK customer call centre on 0800 032 3249 quoting your product code "NONE"

Compare these two similar products with your basket

 <p>Hotpoint WMJ0662P</p> <p>Better Load Capacity, Spin Performance & Spin Speed</p> <p>£366.00 View ></p>	 <p>Samsung WF3704W7N</p> <p>Better Energy Rating</p> <p>£299.00 View ></p>
--	--

FREE DELIVERY - 7 DAYS A WEEK

OFFER EXTENDING UNTIL 31/10/11

OUR DELIVERY HOTLINE

#ET11UK

} FusePump

- Business logic exposed to consumers
- Could also use indicators



#ET11UK

} FusePump

- Create “Campaigns” by altering the algorithm
- “Load Capacity” campaign
- “Customer Rating” campaign
- “Brand Loyalty” campaign
 - Experiment to see which gives best RPM metric



#ET11UK

} FusePump

- No technical work required by Appliances Online!

Rich attribute extraction
& processing



ExactTarget®

Simple feed provided
to ExactTarget



#ET11UK



- Summary
 - Other online channels have benefitted from better utilisation of product data
 - FusePump now working with ET on e-mail applications
 - FusePump can do all the technology and logic
 - Leave your business card behind if you want to receive a summary of the results!



#ET11UK