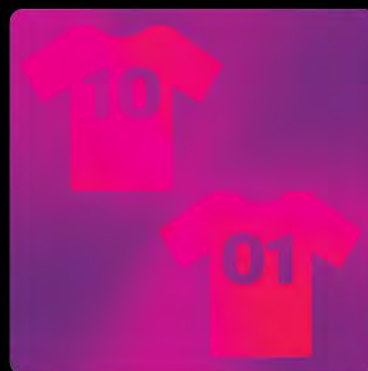


E-RETAIL TECHNOLOGY AT IRCE

The 10,000-plus attendees at IRCE in Chicago June 7-10 will find a massive exhibit hall filled with software and services that can help them improve their online businesses. In this sponsored special report, we preview what five technology vendors will be showing off to attendees.

- ▶ Bronto Software, Booth No. 703
- ▶ ROI Revolution, Booth No. 717
- ▶ Windsor Circle, Booth No. 1737
- ▶ Listrak, Booth No. 1003
- ▶ Artifi Labs, Booth No. 840

SPONSORED SPECIAL REPORT



The art of recovering lost sales

CONSUMERS WHO BROWSE A RETAILER'S WEBSITE or put items in their shopping cart only to leave before purchasing are a bane of retail marketers. And it's a big headache, as 97% of visits to retail websites end without a purchase. But these departures don't necessarily represent a lost sale.

Collecting consumer behavioral data during each shopping session can provide retailers with insights into a consumer's purchasing habits and product and brand preferences. Retailers can use this data to craft remarketing campaigns to convert shoppers who left empty handed into paying customers.

"Behavioral data can help retailers understand where each customer who abandons a website is in the purchasing process at the time of abandonment," says Susan Wall, vice president of marketing for marketing platform provider Bronto Software, a NetSuite company. "This information should be used to create marketing messages to guide those consumers through their shopping journey to purchase," she says.

Retailers can use shopping session data to tailor remarketing email messages accordingly. For example, a shopper who browsed men's running shoes and then left may be gathering information about running shoes so he can make an educated purchasing decision. This kind of shopper, Wall says, is more apt to respond to an email promoting specific content about men's running shoes, such as sale items or brands he browsed, than a generic message.

"Content should be specifically tailored to the shopper's behavior," Wall says. "Targeting shoppers who browse then abandon a retailer's site after a few clicks with personalized marketing messages is a strategy retailers underutilize."

As an e-retailer builds profiles of customers based on their shopping and carting actions, it should make an effort to link those profiles to email addresses so it can send more informed and relevant remarketing messages. One way to gather email addresses is to offer shoppers an incentive, such as a coupon, to provide their email address as they browse the retailer's site.

What retailers don't want to do is discard behavioral data they cannot immediately link to an email address. E-retailers can build a profile using tracking cookies to collect shopping data and attach an email later, such as when the consumer provides one during checkout.

In the meantime, an e-retailer can use the profile information to show shoppers relevant banner ads or

product recommendations that may spur the conversion. "Keep the data until it can be linked to an email address," Wall says. "The more data, the more robust the customer profile."

While retargeting shoppers who leave after browsing is an effective means for capturing sales, so too is targeting consumers who abandon their shopping cart. Just



SUSAN WALL
Vice president of marketing
for marketing platform
provider Bronto Software,
a NetSuite company

because a consumer abandons his cart doesn't mean he is no longer interested in the items left behind. Many shoppers use the cart to save items they plan to buy later or review on another device, Wall says.

The payoff from abandoned cart emails can be substantial. Designer footwear manufacturer Vince Camuto, a Bronto client, expects cart recovery emails to account for at least 10% of email-generated revenue in 2016, up from 5% in 2015, Bronto says.

"Within three months, Bronto customers typically see a 53 times return on investment from cart recovery messages," Wall says. "Gathering consumer data at all points in the sales funnel—from shopping, to carting, to purchasing—allows retailers to create more effective remarketing campaigns." ■

Bronto Software can be found during IRCE at Booth No. 703.

“Understanding what our customers are browsing on is really the next frontier. While we can analyze browsing results separately, being able to leverage the data within our marketing platform really makes it useful.”

Derrick Riley

Digital Marketing Manager, Ecommerce US



The Bronto Browse Recovery App lets you capture your shoppers' browsing behavior and automatically deliver highly effective messages based on pre-defined rules, including recently viewed products, frequently viewed categories or frequently viewed products.

Learn more at bronto.com.



New services let e-retailers better track paid search results and localize bids

ROI REVOLUTION INC. IS READY TO SHARE two new marketing technology platforms with IRCE attendees looking to improve their search marketing results and investments.

The search marketing agency, a long-time attendee and exhibitor at IRCE, recently launched an application called COGS, an abbreviation for the cost of goods sold, that offers e-retailers the ability to track the profit they generate stemming from a click on a paid search ad down to the specific product SKU. The application uses a special protocol to send custom data to Google Analytics.

Understanding the financial return they get from paid search advertising is important to e-retailers, and the stakes are growing higher by the year. The 500 largest e-retailers in North America spent an average of 23% more on paid search advertising last year than in 2014, according to Top500Guide.com data.

"Every time a sale is made through paid search, we can calculate the profit for the retailer," says Justin D'Angelo, director of client services at ROI Revolution. "We even take returns and refunds into account, so that actual bottom line profit is reported, all from paid search." Nine merchants ranked in the Internet Retailer Top 500 Guide say they use ROI Revolution for search marketing, including home improvement e-retailer Signature Hardware and apparel seller Dolls Kill.

Without this type of tracking, D'Angelo says most retailers' profit numbers in any given month may be 5-10% off. "So we calculate every single order that comes in and the actual profit made and put it into Google Analytics for the client to seamlessly view," he says.

ROI Revolution also can set up ways to track offline sales and have that information automatically go into Google Analytics so that almost every sale has a trackable source.

"COGS allows us to track order profit in addition to order value," D'Angelo says. "Many of our clients sell products of vastly differing margins. Without this

visibility, these clients are restricted to rule-of-thumb ROI goals that are often applied account-wide without respect to true keyword-level profitability. Armed with COGS data, our analysts are able to perform much smarter campaign and bid optimizations to maximize client growth."

The second recently introduced technology the agency plans to talk up at IRCE is RAIN, which stands for real-time atmospheric information node.

The bid suggestion tool helps clients use weather forecast data to promote certain products or deals in paid search advertising to consumers in weather-affected regions.

ROI Revolution's technology covers the regions and climate zones of the United States. Based on rules the retailer sets, the program will generate



JUSTIN D'ANGELO
Director of client services at
ROI Revolution Inc., a search
marketing agency

bid suggestions. "With our RAIN application, our analysts can make real-time bid adjustments based on weather forecasts," D'Angelo says.

"For example, if it is expected to rain heavily, a client might have sales go up for certain products and services two or three days later," D'Angelo says. "Or if unseasonably hot or cold days lay ahead, the e-retailer might want to proactively bid up or down keywords to prepare for that. We have clients selling living plants and seeds, cold weather jackets, fireplaces, hammocks and outdoor hiking gear, just to name a few. All of these are affected by temperature and weather events, and we have seen great success in utilizing our tools to plan for that." ■

*ROI Revolution can be found
at IRCE at booth No. 717.*

5 Underutilized Developments in Ecommerce Digital Marketing

What marketing developments are giving retailers the **biggest lifts**?



Find out in this Special Report:
roirevolution.com/5-lifts

Read this report to discover the following:

- Which seldom-used metric will help you win top ad placements where it matters the most!
- The Facebook ad format that's *killing it* for retailers.
- Three questions to determine if your store can exploit the new Amazon Marketplace targeting options.
- The strangely underutilized tactic to boost free SEO traffic to your online store.
- How to keep your fastest-moving products from disappearing in Google Shopping between feed updates.

Download the Report: roirevolution.com/5-lifts

Like the tactics in the special report?

Don't miss more strategies from online retailer Boll & Branch!

Wed, June 08, 2016 1:15pm to 1:45pm @ IRCE
DAY 1 "Marketing Must-Haves" Track

"Five Search Strategies for Capitalizing on Buyer Intent"

Discover how Boll & Branch improved their conversions significantly Y/Y by using proven paid search strategies to target and capitalize on buyer intent.



IRCE Conference Sponsor:
ROIREVOLUTION
Ecommerce Marketing Experts



Join Scott Tannen (Boll & Branch)
Denis Coombes (ROI Revolution) at IRCE

Request a meeting with ROI at IRCE: roirevolution.com/irce-meeting | (919) 954-5955

Windsor Circle adds more segmentation options to Replenishment Automator

WINDSOR CIRCLE INC., A PROVIDER OF PREDICTIVE LIFECYCLE AND RETENTION MARKETING PLATFORMS, knows

that personalization is a key component to a winning e-commerce strategy. That is why the company will show off its software platform at this year's IRCE. The platform uses proprietary algorithms and advanced data science to personalize messaging to shoppers, which can help retailers grow customer lifetime value and increase customer retention.

"With Windsor Circle's data integrations between e-commerce and email software, retailers are able to apply a powerful layer of data science and automation to the customer, product and order data they already have on hand," says Andrew Pearson, vice president of marketing at Windsor Circle. This combination helps e-retailers produce marketing campaigns that are more effective, Pearson says, and convince customers to stick around. Windsor Circle data shows retailers using its automated campaigns see an average 17% lift in retention rate after 12 months.

At IRCE, Windsor Circle will unveil additions to its Replenishment Automator application that will allow e-retailers to more minutely segment their customer base, Pearson says. The application uses predictive data science—projecting outcomes based on aggregate and individual customer data—to help retailers tailor remarketing campaigns automatically to each customer. The latest updates allow e-retailers to be more granular with their messaging, Pearson says. For example, retailers using Replenishment Automator can now target specific customer segments with specific offers and incentives based on the products the customer previously purchased and at the rate that product was consumed.

"Most replenishment marketing solutions apply a blanketed mass average in an attempt to determine the ideal consumption rates of the consumable items they sell," Pearson says. "The problem with that logic is that consumers tend to use the same products at different rates. For instance, a consumer with

longer hair could potentially go through a bottle of shampoo much faster than someone with shorter hair. Our Replenishment Automator actually identifies individual consumption patterns to ensure that each customer receives a reminder at exactly at the right moment for them."

The Replenishment Automator works for retailers selling consumables across multiple industries, Pearson says. One client using it is USCutter Inc.,

a B2B e-retailer of vinyl cutting equipment and supplies. The merchant worked with Windsor Circle to set up two replenishment messages to customers based on their individual buying cadence. The first message is issued one week before the individual customer replenishment date and the second message on the day before



ANDREW PEARSON
Vice president of marketing at Windsor Circle, a marketing platform provider.

the anticipated replenishment date. Since starting with the application, USCutter has consistently seen an average revenue per replenishment email of 46 cents, which is significantly higher than the industry average of 11 cents per replenishment email, according to Pearson.

During IRCE, Windsor Circle also will be announcing a way for e-retailers to create completely custom automated campaigns. "We know that the marketing needs of retailers can't always be met with just a selection of pre-built campaigns, like win backs, best customer, anniversary, birthday, etcetera. That's why we've given them the ability to build campaigns that satisfy unique or 'non-standard' use cases," Pearson says. ■

Windsor Circle can be found at IRCE at booth No. 1737.



THINK *you've* GOT WHAT IT TAKES To RETAIN THESE CUSTOMERS?



Test what *you* know about marketing to increase the customer lifetime value of your customers.

Join us at IRCE* (booth 1737) to play Windsor Circle's new customer lifetime value game: "Guest to Best" and learn how to retain your toughest customers like elusive Disappearing Desmond, fickle Trendy Trey and distance hurdler, Discount Dina. **Can't make IRCE? Play online at: windsorcircle.com/clv**

*At IRCE, earn tokens to redeem for swag like tailored green pants, steel flasks, and your own copy of the board game: "Guest to Best: The Customer Lifetime Value Game."



WINDSOR CIRCLE
GROW CUSTOMER VALUE

Getting creative with email marketing

RETAILERS CONTINUE TO FILL CONSUMERS' INBOXES FOR ONE REASON—email remains one of the most effective marketing methods around. Nevertheless, boosting open and click-through rates, and ultimately purchase rates, requires e-retailers do more than send batch-and-blast campaigns that send the same message to all customers.

Sending triggered messages is one way for retailers to make their emails stand out in the inbox. Because triggered emails are based on an event, such as a customer's birthday, they can be more relevant and timely to consumers than emails with more generic messaging, such as an offer for 10% off their next purchase.

Other events retailers can use to trigger an email include remembering the anniversary of a customer's first purchase, notifying a consumer that the price of an item on her wish list has dropped or sending notice that a previously out-of-stock item is available again.

"Triggered emails connect with consumers on a more personal level, making them more likely to trigger a purchase than messages sent as part of a blast campaign," says Ross Kramer, CEO of marketing platform provider Listrak.

Sending product recommendation emails based on a shopper's most recent purchases are another way to connect with consumers on a personal level. E-retailers can send a customer who recently purchased flower bulbs an email promoting a sale on gardening tools or fertilizer. The message is more likely to resonate with the customer's needs based on her last purchase, Kramer says.



ROSS KRAMER
CEO of marketing platform
provider Listrak

Retailers can further boost the relevancy of their email campaigns by tracking customer browsing behavior. E-retailers can send a consumer who browsed women's dresses and left without purchasing a follow-up email promoting the latest seasonal dresses. "Browsing behavior reveals a shopper's purchase intent and tailoring an email to that intent makes it more meaningful to her," Kramer says.

Continually growing the mailing list is equally important to e-retailers as taking a creative approach to messaging, as a larger list reaches more prospective buyers. Offering consumers a free gift in exchange for providing their email address is an effective address acquisition tool. "Retailers can double their email sign-up rate by offering a free gift, rather than a discount on a shopper's next purchase," Kramer says.

E-retailers that also operate stores can use them to gather more email addresses, Kramer says. This year at IRCE, Listrak will feature two interactive in-store product displays that spotlight products and grab shoppers' attention with sounds, animation and other digital media, creating an effective platform for gathering consumer contact information. As a customer handles products in the display she is prompted for her email address or mobile phone number. With that information, the merchant can send emails or text messages about the customer's in-store experience and include her in future cross-channel marketing campaigns. Further, the merchant can use the products the customer viewed to personalize email messaging and what she sees when visiting the retailer online.

"By focusing on growing their email list, sending triggered emails and making emails more relevant, retailers can take their email marketing to the next level," Kramer says. ■

*Listrak can be found
at IRCE at Booth No. 1003.*



Transforming Retail



email



mobile



social



display



web



store

Artifi adds features to its web-delivered product configurator

THERE'S NO QUESTION THAT PERSONALIZATION WILL CONTINUE TO GROW as a retail priority over the next few years.

Seeing this, Artifi Labs decided to launch a software in 2014 that makes product customization software easily accessible for e-retailers of all sizes.

Offering online shoppers ways to add personal touches to the products they buy online is not new, but the e-retailers that offered product customization a decade ago would have paid \$100,000-\$200,000 to build their own software to enable it, says Brett Lindstrom, director of sales and marketing at Artifi. He says retailers can now get the same functionality by adding Artifi to their site for only a few hundred dollars a month.

Lindstrom says Artifi's web-hosted and web-delivered software-as-a-service product configuration software can get e-retailers using any e-commerce platform up and running at a lower cost. "Any developer can use it and it allows customers to personalize the product."

Lindstrom and his team will demonstrate the latest version

of Artifi's customization software at IRCE. Artifi is sticking with what it knows has gotten attendees to stop at its booth for three years running—custom-made ice cream sundaes. But Lindstrom says visitors to the booth will stay interested when they see Artifi version 2.1's new features, such as the software's ability to work with vector graphics and colorize grayscale graphics.

Artifi released version 2.1 in March and Lindstrom says the company will add more features in the weeks leading up to IRCE.

One of Artifi's local clients, Oak Creek, Wis.-based Master Lock Co. LLC, uses the software to enable consumers to engrave locks. For instance, consumers can upload a graphic or type in the text

they want to appear on a lockbox. "There are a lot of SaaS programs out there and they are fine for a mom-and-pop company," Lindstrom says. "But for larger clients, it has to fit into their website, both in the look and feel. The point is you can get a custom-built configurator, but you don't have to pay to build it from scratch. It's 90% there."

Seventh Generation Ventures Inc.'s Bobble brand uses Artifi's software to let consumers mix and

match the colors of components of its self-filtering water bottles. With the software, consumers can see exactly how their Bobble bottles will look before ordering them. Since adding Artifi to its site, Bobble has seen an increase in conversions and a 41% increase in time



BRETT LINDSTROM
Director of sales and marketing
at Artifi Labs, a provider of
product configuration software

spent on the site. Bobble's customizable bottle became the brand's second best-selling product within months after adding the "Build my Bobble" configuration option, Lindstrom says.

With the industry buzz surrounding personalization Lindstrom expects Artifi will turn a lot of heads at IRCE, especially among marketers who know the value of connecting personally with consumers. "We work with everyone across the verticals from canopies, locks and bottles to dog collars, wrist bands and apparel," Lindstrom says. "It never ceases to amaze me what people want to personalize." ■

*Artifi Labs can be found
at IRCE at Booth No. 840.*

PRODUCT CUSTOMIZATION BUILT INTO YOUR WEBSITE

WITH ARTIFI INTEGRATED IN YOUR SITE, CUSTOMERS CAN VISUALLY PERSONALIZE YOUR PRODUCTS AND PLACE AN ORDER. INCREASE CONVERSIONS AND STREAMLINE YOUR SALES PROCESS



- UPLOAD GRAPHICS
- ADD OR EDIT TEXT
- CHANGE PRODUCT COLORS
- COMPARE AND SHARE DESIGNS
- ADD TO CART OR REQUEST A QUOTE
- PRODUCTION-READY OUTPUT

 **artifi** labs
SAAS-BASED PRODUCT
CUSTOMIZATION



www.artifilabs.com



855-927-8434



info@artifilabs.com