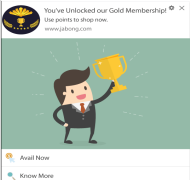


## PLG - The Product Led Growth Strategy of Eunimart

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Sr.No.	Activity	Case Study
1	<b>Get Personal With AI</b>	In a recent Salesforce survey, 50% of consumers said they are likely to change brands / Platforms, if a company does not personalize its communications with them. But personalizing a message goes way beyond just including someone's first name in a greeting — it's sending highly contextual messages to the right person in the right channel at the right time. To do that at scale, AI is indispensable. "As inboxes, push notifications and social feeds get ever more saturated, brands will use AI to deliver better — not more — customer touches," says Bateman Group's Executive Vice President Paula Cavagnaro. Using AI in marketing is already a growing tactic. In a survey conducted by Quantcast and Forbes Insight, 51% of Merchants / marketers saw an increase in customer retention after using AI in their marketing efforts. Monte Masters, Executive Vice President of Solutions at Bottle Rocket expects it to continue to grow. "Consumer experiences will continue to be customized with AI, machine learning, and contextually relevant experiences."
2	<b>Dig Deeper Into Data</b>	From the implementation of GDPR (and various individual Consumer Privacy Acts) to the Cambridge Analytica scandal, 2018 was a year that had brands — and consumers — thinking more carefully about data than ever before. Evaluating which data is needed to create high value interactions is an important conversation to have — and keep having. However a brand decides to manage the data, in 2019 it's imperative brands use it to create more meaningful customer experiences. To achieve that, marketers need to be able to use the data they do have "more quickly and effectively— and use it to predict their customers' next steps and be there to meet them," says Urban Airship's CEO, Brett Caine. Dan Mortimer, CEO of Red Ant, predicts more brands will dig deeper into data and "focus on delivering personalized experiences in real time as customers increasingly come to expect a personalized service based on intelligent use of their data."
3	<b>Get Innovative with Voice Integration</b>	2019 will be an even bigger year for voice assistants and smart speakers. eMarketer predicted that 74.2 million people in the U.S. will use a smart speaker in 2019, up 15% over 2018. More evidence: recently, Amazon announced they sold a total of 100 million Amazon devices and Google revealed that Google Assistant will be available on one billion devices by the end of January 2019. This year will be about the further advancement of voice-activated technology, especially "using notifications to tie voice and mobile apps together," according to Tobias Dengal, CEO of Willow Tree. For example, imagine using notifications to tie voice and mobile apps together in one seamless omnichannel experience. You could ask your smart assistant, "Which movies are playing near me?" and then receive a notification from your movie theater app to select and purchase the movie tickets on your phone. Adam Fingerman, CEO of ArcTouch, agrees that voice integration will be key for 2019. "Creating strong customer bonds through product innovation will be the next big thing — especially voice-based product innovation." Bottom line: the possibilities to integrate voice and notifications to make each more useful and effective are virtually endless.
4	<b>2019 is the Year to be Bold</b>	This is the year to be bold. The market isn't going to be less saturated and the competition around capturing your customers' attention will grow even more fierce. The brands that stand out will win. Sylvain Perrier, CEO of Mercatus puts it this way, "Marketers need to stop trying to be just like everyone else. Customers want to engage with you because of your strengths." It's also important to make sure you stay up to speed with your approach to customer engagement. Emily Buckman of Urban Airship says, "Platforms will need to continually evolve their strategies as more channels become mainstream. They'll need to meet their customers with exceptional experiences for every stage of the customer journey and in every unique channel that consumers want to use." So this year, don't be afraid to go big. Use data to create and send more meaningful, personal messages at each stage of the customer lifecycle. Take advantage of every channel to reach your audience where they are, at precisely the the right time. Get creative by integrating what's new with what's been proven. What are our big customer engagement themes for 2019?
5	Emily Buckman GLOBAL STRATEGIC CONSULTANT "I work with top brands in the media and mobile industries to create successful digital innovations, develop winning mobile strategic plans, and nurture strategic partnerships.	Marketers will need to continually evolve their strategies as more channels — like voice and smart speakers — become mainstream. They'll need to meet their customers with exceptional experiences for every stage of the customer journey and in every unique channel that consumers want to use."
6	Brett Caine CEO - Urban Airship. "I am responsible for leading Urban Airship's growth and global expansion strategies."	Marketers need to create more meaningful customer experiences in every part of the customer journey. That means they need to be able to use their data more quickly and effectively — and use it to predict their customers' next steps and be there to meet them. It also means that marketers need more visibility, capability and flexibility to use their data than they've ever had before.
7	<b>Loyalty</b>	<b>72% of respondents ages 18-34 say they would be more likely to be loyal to a brand that replies to them, compared to those companies that stay comparatively silent. For respondents aged 45 and up, 47% feel the same way.</b>
8	Paula Cavagnaro EXECUTIVE VICE PRESIDENT, Batman Group. "Our practice is focused on telling stories for companies, fueling growth and creating new opportunity with smarter products, marketing and customer experiences."	We will see companies get personalization really right, but we will also see others shuttered because they have lost their way and overstepped their bounds. For those that get it right, less will be more, and AI will make it possible across channels. As inboxes, push notifications and social feeds get ever more saturated, brands will use AI to deliver better, not more, customer touches.
9	Tobias Dengel CEO, WillowTree. "Basically, I am Listener-in-chief."	I am looking forward to using notifications to tie voice and mobile apps together in a multimodal experience — like asking Alexa 'what movies are playing tonight,' then getting a notification in my Regal app, then being able to select and buy tickets on my iPhone — all in one seamless experience.
10	Adam Fingerman FOUNDER & CEO, ARCTouch. "I am co-CEO of ArcTouch and focused on both client experience and customer experience."	Creating strong customer bonds through product innovation will be the next big thing — especially voice-based product innovation. Digital marketers will think less about novelty and more about utility

11	<b>Smart Speaker</b>	<b>In 2019, 74.2 million people in the US will use a smart speaker, up 15% over 2018. By the end of 2019, 26.8% of US adults will use one at least once per month.</b>
11	Jeff Hasen ASSOCIATE DIRECTOR, STRATEGY, POSSIBLE. "Working with the best app developers you'll find, I bring consumer and industry insights to ensure that we build the best experiences for brands and their customers."	I look forward to seeing marketers finally getting serious about serving the individual. Through 2018, most digital experiences were relevant, at best, but still not personalized. That's after at least five years of hype around one-to-one communications. So, how come I still get meatball sandwich offers when I'm a vegetarian?
12	<b>Personalisation</b>	<b>96% of marketers agree that personalization advances customer relationships.</b>
13	Mike Herrick SVP OF PRODUCT & ENGINEERING, Urban Airship. "I am responsible for developing, operating, supporting, and sustaining Urban Airship's products."	We're heading into a world where we will increasingly speak to launch a digital experience instead of tapping or clicking icons. As a result, marketers need to start contemplating voice user interfaces as the new home screens. The fast-paced adoption of voice represents a huge opportunity for marketers.
14	David Marcus ENTERPRISE REGIONAL TEAM LEAD, Urban Airship "I provide our clients in entertainment, media and retail with customer engagement solutions that help them grow."	Voice activated platforms like Alexa and Google Home will be advanced even further. These tools are already developing into audio video consoles that have the potential to connect more and more of our lives across mobile and digital. Marketers need to be thinking about where their brands will fit into this new world of devices.
15	<b>Voice Search</b>	<b>47% of smart speaker owners use their voice assistants for product searches and research.</b>
16	Monte Masters, " EVP OF SOLUTIONS & DELIVERY bottle rocket. "We deliver on the promises we make to our clients and help them thrill their users with exceptional experiences."	Consumer experiences will continue to be customized with AI, machine learning, and contextually relevant experiences. The tools marketers will use to create those experiences will become more accessible than ever, and will change the face of the modern marketing tech stack
17	Sylvain Perrier PRESIDENT AND CEO. mercatus. "We empower retailers to create digital shopping experiences that drive engagement & grow revenue."	A re-focus on brand equity will be the next big thing in digital customer engagement. Maximizing a good customer experience under your own brand — as opposed to being featured on marketplaces or aggregators — is an important conversation that is already happening. To deepen their value, brands should keep focusing on their strengths and differentiators.
18	<b>Customer Service</b>	<b>69% of adults shop more with retailers that offer consistent customer service both online and offline.</b>
19	Dan Mortimer CEO, red ant. "Our digital store platform maximizes sales, delivers exceptional customer service and improves operations."	Retailers and lifestyle brands will focus on delivering personalized experiences in real time as customers increasingly come to expect a personalized service based on intelligent use of their data. Brands will "wake up" to the fact that they need to harmonize their data and use tech to offer one-to-one engagement with customers
20	Lisa Orr LEAD DATA SCIENTIST, Urban Airship. "I build predictive data products for Urban Airship."	The next big thing in customer engagement will be being data-driven to the point of obsession. Customers want platforms to 'show them the data!' and they want the validation that what they're trying is working.
21	<b>Artificial Intelligence</b>	<b>More than half of marketers using AI in their marketing efforts have realized business outcomes: 53% saw better content recognition and recommendations 52% had an increase in sales 51% had an increase in customer retention.</b>
22	Karen Pattani-Hason HEAD OF STRATEGIC PARTNERSHIPS, Tribal Scale. "I lead all strategic partnership strategy and engagement, from the major cloud providers to SaaS, AI, ML and similar organizations."	The next big thing is really an ongoing big thing: excellent customer service. It's about leveraging all available data to serve up excellent brand experiences, while tapping artificial intelligence and machine learning to anticipate and meet customer needs in real time. Brands should know the customer journey and be able to engage at the right time.
23	Melanie Seibert SR. CONTENT STRATEGIST - WillowTree. "I analyze, plan and design the needed content touchpoints for mobile apps, websites and voice apps."	Digital marketers should stop treating marketing as separate from the product itself. Both are part of the same customer journey, so what we call 'marketing' and 'product' should be built in concert with one another
24	<b>Customer Experience</b>	<b>52% of customers say they are likely to change brands if a company does not personalize its communication with them.</b>
25	Mike Stone, SVP OF MARKETING - URBAN AIRSHIP. "I lead the company's global market growth strategy, demand generation, sales enablement, communications and product marketing."	Marketers can't get too comfortable in thinking they know what their audiences want. Attitudes, preferences and expectations evolve incredibly quickly — that's why it's important to have a martech stack that helps you listen and respond to individual customer preferences, and contextualize your messaging strategy to meet customers where they are.
26	Steve Tan DIRECTOR CUSTOMER SUCCESS, EMEA/APAC - Urban Airship "We help our customers reach their KPIs for engaging audiences and driving revenue."	Marketers need to keep working to break down silos between engagement channels. Having separate teams for different channels just doesn't make sense anymore. To meet customer expectations, delivering coordinated messages across channels will be critical."
27		

Sr.No.	Trigger / Type of Alert	Definition	Example
1	To create a Sense of Achievement	Let's face it - everyone loves the feeling of winning something. And one of the means to trigger that emotion is by wrapping it around an achievement. An achievement that is either accomplished or in sight. By tweaking your notification copy, you can help your subscribers live this feeling. Give your users reward points, cashbacks, vouchers, eBooks, guides in a way that makes them believe that they have achieved something big, something good.	
2	Urging Caution with appointment dynamics	Show them the loss they would have if they do not make a purchase before a predefined time. Warn them that once the sale is over the prices would be hiked. This makes them cautious and encourages them to convert before the time is up. Time based triggers are powerful tools to drive user actions. These triggers are often wrapped with certain benefits, thus driving the user to take a definite action. Leverage these time bound dynamics to reward user action and penalise inaction. Craft a message that convinces your users to come back to your website for more.	
3	Leveraging the law of attraction with self esteem	Behavioural momentum is a common strategy that is used to drive power users. Power users engage intensely on your website, making it easier for you to motivate them to buy. They are usually the first one's to buy, experiment and experience your products. You can intelligently target them by telling them what they want to hear. One of the best ways is applying the 'who knows it better than you' approach. It is all about empowering them and portraying them as an expert. The faith that you have in them, boosts their self-esteem and encourages them to make a purchase.	
4	Boost their courage	Hard selling is on a deathroll. Pulling with push messages is an art and is best done with gentle nudges; not hard shoves! Replace your bland messages with ones that gently nudge the user and you will find yourself learning the concept of moment marketing. Boost their courage and morale by helping them take one step at a time.	
5	Building Curiosity	We live in a world where noise dominates the signals. Some of world's best marketers practise the the cascading information theory. Like a waterfall, they fill in the users with one thing at a time. The best marketing campaigns are the ones that actually hold back some information to build curiosity and drive users to take that one step - to click on it. Luring them to click on your notification and live up to the hype that you created.	
6	Increasing expectations with the habit loop	The weekly flea market is one of the oldest marketing campaigns. It existed before the idea of marketing came into picture. Weekly flea market leverages two things to create a habit loop. Cue ( Thursday ), Routine ( Going to Flea Market) and Reward ( great deals). Put your rewards on a time schedule and build your narrative around it. This increases expectations that they have from you, as every week passes and they will start looking forward to new offers. Soon you will find yourself building a loyal audience.	
7	Amuse users with group offers	Groupon remains the fastest company to reach the 1Bn dollar valuation. They tapped into an innate human feeling - communal discovery. They were able to rally groups to shop together. Amuse users by giving out offers that can be availed by a group of people. Try and motivate users by tapping into their social nature. Drive your users and their friends to solve a problem, a challenge or to win something. This remains a core concept in triggering chain reactions thus driving virality.	

8	Building excitement with contingency plans	Marketers over the years have mastered creating sophisticated contingency plans. As users move from one stage to another, give them something to look forward to. A cash back offer excites users and encourages them to buy more. The fact that users have to spend more to avail an offer doesn't stand out as much as users receiving a cash back. You need to position yourself well to ace the communication.	
9	Make them envious	As a brand Apple has thrived by seeding this one emotion - Envy. Remember your friends saying - "If you don't have an iPhone, well, you don't have an iPhone"? The one thing Envy says to a customer is - you need to act NOW to stay competitive. Every now and then, marketers pull this one card and appeal to that innate emotion. Since users want to stay in the game, they automatically up their ante!	
10	Amaze users with special offers	Patagonia is a classic example of how pursuing a larger than life purpose brings your users together and attaches them to your brand like never before. It is famous for cause-driven marketing campaigns that has always amazed users. From asking people to buy less to asking them to not buy at all, they have broken every rule in the book - yet they have built a brand that people love to admire. Once users identify with your brand, your values, they are more likely to become your customers.	
11	Astonish and reassure	When certain products that the user wants to buy are not available, they might get frustrated and loyal users might even feel betrayed. However, the negative momentum that it induces can be overcome by assuring them that the product will soon be back with a better offer. This ensures that the user is informed about the products in their cart are out of stock, and also makes them cautious for the next time.	
12	Build enthusiasm	Rewards attract eyeballs. A golden opportunity to engage the users, build enthusiasm and lure them to make a purchase. Providing users with rewards on the basis of fixed number of actions following a definite scheduling often creates high engagement. This increases the chances of users completing the entire activity in the given time frame, to avail the offer.	
13	Making users feel anxious by tapping into urgency	Urgency backed by scarcity can produce the most staggering results. Marcus Taylor ramped up his sales by 332% by blending scarcity and urgency. Broadly speaking, you can either present a real urgency - by which you define a fixed time after which the sale ceases to exist or you could imply an urgency - in which you use words like 'Shop Now', 'Buy Today' etc. But it has been observed that real urgency converts users faster than implied urgency as it makes users anxious.	
14	Evoke fear to create pressure	Modern day advertising thrives on the idea of fear - present a risk or show the vulnerability to a risk and users would impulsively take an action. Fear combined with a possibility of regret in future creates an emotional state in a user. This encourages an increase in the shopping activity along with a reminder to redeem the reward points before they expire.	
15	Instill Greed	This approach is quite common in referral marketing, where users are asked to refer a friend to get certain benefits (referral bonus/ cashback) every time their friend takes a particular action. When users refer others, they not only encourage the referred friend to transact, but also make a purchase themselves. Referral offers provide opportunities to acquire new users and also increase sales.	

16	Ray Of Hope	This approach can be used by ecommerce marketers to create a sense of hope and anticipation amongst their users. As the winners are solely determined by chance, and not predefined by the actions they perform, it encourages users to try their luck. Since users have nothing to lose, lucky draws instills hope and pushes them to take the plunge every time. The winners can be announced to show them that the draws are genuine. Notifications like these maintain a high level of engagement throughout the process and helps a brand stimulate loyalty.	
17	Delight them with exclusive offers	One way of showing your loyal customers that you adore them is by delighting them with exclusive offers. It could be cash back offers, discount coupons, special offers or reward points that are extended to some users for being loyal to your brand. The parameter to decide if the user is loyal or not might differ from one brand to another, but the practice of giving the users something in return for being loyal is what keeps them that way.	
18	Create a sense of panic	Event based approach can be best understood in the case of cart abandonments. According to Baymard Institute, an average cart abandonment rate is 69.23%. When an item that is in an users cart is on sale, the user will be happy, but might get afraid that it might go out of stock. This fear makes them panic and encourages them to convert immediately. Retargeting users who place items in their cart but do not transact should be one of the priority campaigns for ecommerce as chances of a sale increases due to the higher intent. Users can be given a heads up if the items are selling fast to create an urgency and/or provided with discounts to encourage immediate purchases.	
19	Cheer users with festive offers	Never miss out on an opportunity to lure users to your website on special occasions and festivals. Almost everyone would be shopping to gift their loved ones and/or splurge on themselves. This is the right time to throw in discounts and offers to encourage them to make a purchase from your website. Craft a message that not only highlights your product or the on-going offers that you have, but also has a sync with the occasion. Such communication will help your users relate better your message thus increasing the chances of high CTRs and subsequent sales.	
20	Build confidence by boosting morale	Showing the user where they rank as a shopper is a brilliant approach to boost the level of user engagement. Labeling them as the 'top shoppers' and showing them that they have it in them to be better, motivates them to reach the next notch. Discounts have always know to be one of the best baits for luring users to make a purchase. Take advantage of this and encourage them to buy more.	
21	Tempt them with attractive offers	The idea of getting something free is always tempting, especially if it is something that you choose. For instance - buy 2 at the price of 1! Getting a product absolutely for free with another product sparks that tiny smidge of surprised happiness which encourages users to make the transaction.	
22	Spur purchase by backing their ego	Show them that they are the fashion divas when it comes to making the right fashion choice. Give them that feeling of ownership by establishing your brand in a manner that reflects their sense of style. This would help them relate better and make them feel that there are spending their money wisely.	

23	Make them proud of themselves	Create a sense of achievement and make them feel proud. Congratulate when they are successful in reaching a milestone and let them know that they are now eligible to spend those points. Make it look grand and let your notification reflect that. Celebrate their moment of glory and and create a stronger bond with them thus solidifying loyalty.	
24	Elate users by looking up to them	Taking feedback is always crucial as it helps you serve your users better. The process of taking feedback also lets your users feel that they are valued by your brand. It is recommended that you do this once in every while, in a consistent manner so that you know where you stand and what improvements can be brought in.	
25	Make users feel important	The idea behind taking reviews is to tell your users that their opinion matters. It is the easiest way to understand what your users think about your brand and use that information to motivate other users. Reviews help you understand their experience better thus enabling you to serve them even better in future. Not just that, it also gives your users the feeling of being valued by your brand.	
26	Take the users on a thrill ride	To be called as the number 1 shopper definitely has a thrill of its own. Plus, if you have amazing vouchers to giveaway, it's like a cherry on the top. Show users the benefit of becoming the number 1 shopper by explaining what is in store for them and encouraging them to strive towards the goal. Keep giving them hope and boost their morale.	
27	Urgent optimism	Make them feel happy by giving them something beyond those generic prizes that everyone else is offering. You need to lift your bars higher and offer users something that they have not come across. The surprise that they get with this extraordinary offer, would muster excitement and make them click on the notification. The offer should be so appealing that the users would go overboard just to avail it.	
28	Assuring users with real products	We are not denying that rewards points and cash backs are not a good way to encourage the users, but when you give out physical items, it further seals the level of assurance. Some users will be happier receiving a free (physical) item rather than receiving gift vouchers, cash backs or reward points. And to engage these users, you need to give this approach a spin.	
29	Awing them by catering interests	As a thumb rule, each push notification should provide users with something related to their interest to help them feel connected to your brand. They should feel that your messages, your offers have been especially crafted for them. Show them that you understand their individuality and appreciate that with personalized notifications.	
30	Making users feel appreciated	Welcome them and make them feel valued. Every e-commerce marketer should aim for creating the first touch point by sending out a welcome message to their users as soon as they become a part of the user base. This is the first opportunity for marketers to make the users feel that they are becoming a part of something bigger than just allowing to get notifications from a website. Sliding in an offer along with a greeting can make users convert the very first day!	

31	Alarm users with quantitative numbers	Every year abandon carts make e-commerce marketers lose around 64.45% of sales. Now in all fairness to this industry, a large portion of cart abandonments are simply a natural consequence of how users browse e-commerce sites. Many users will be window shopping, comparing prices, saving items for later, exploring gift options, etc but some of them just forget they have an item in their cart or have added something to their wish list. A quicker reminder would work like a charm here. Talking to users with numbers - showing them how many product are left alarms users and urges them to make a purchase. Retargeting these users an encouraging them to complete a purchase can help marketers reduce this loss by upto 50%.	
32	Impress them by providing them with choices	Who doesn't like choices? When you let your users decide for themselves, it gives them the feeling of being authoritative and decisive thus resulting in a boost of their confidence. When they'll be confident about the product they have chosen, they are more likely to make a purchase.	
33	Make them feel loved by pampering them	Don't take your users for granted. They are your potential customers, who will help you take your ecommerce store to the next level. Pamper them and show them that they are important. It's a give and take relationship. If you want their loyalty, you need to ensure that they feel valued. And you shouldn't miss out on any opportunity that helps you to do the same. Give them special discounts to show our gratitude towards them.	
34	Keep them updated to build trust	New collection on your website? Let shout-outs do the job for you. Tell users what's new - festive collection, superhero printed t-shirts, hiker shoes? No matter what it is, you need to inform your users as they cannot be expected to visit the website everyday. A notification announcing a new collection not only informs them and creates a sense of excitement, but also might bring them back to your site to view more.	
35	Assure them about their orders	It's always a happy moment for ecommerce marketers when their users make a purchase on their website. At this point, it is of utmost importance to not leave your users hanging out there without any idea about the delivery. Marketers need to ensure that they maintain the communication with their users even after the purchase has taken place. Smooth communication prepurchase and postpurchase leads to that ideal user experience everyone hopes for.	
36	Amuse them with location based targeting	With mobile internet becoming widely accessible, hyper local targeting plays a vital role in providing users with location based notifications. Sending a winter sale based notification users who are having their summers does not make sense. It has been observed that doing so opens new avenues to reach out to users with relevant updates and boosts conversion by 2x.	
37	Build faith by keeping users in the loop	Provide users with all the details they need to know. Transactional communication plays an important role in updating the users about everything that takes place post purchase. Users are usually really anxious while performing an online transaction. The users can be informed about a successful payment, order status, order delay or when they can expect delivery to keep them in the loop. This not only increases the trust they have in you, but also increases loyalty.	



38	Make them adore you by giving them more	Have users added something to their cart or purchased something that can be paired with another product? Wonderful! Segment users to cross sell effectively. Send them attractive offers that would encourage them to buy another product. Offers like these helps you engage users and increase sales.	
39	Building suspense	Suspense encourages users to know more. Don't provide all the information in one go but rather make them curious to click on the notification. Let them find out what is in store and reveal it for themselves. Give out tit bits of information and lure them back to your website. The thirst to know more makes them visit your website.	
40	Social Fabric of Humans	The idea that our friends are purchasing from the same store helps us trust the brand and reduces the buying friction. Remember the days of shopping from your favorite mall with your best friends? Use notifications to trigger the same reaction - tell users about their friends who have been shopping and build trust with them.	
41	Please users with your concern	Craft your notifications in such a way that it reflects the love you have for them. Tell them what they should be doing or how they can prepare themselves for the monsoons by buying an umbrella or how they should take of their skin in the scorching summers. Again, not every notification needs to be about selling new stuff. Your concern helps you strengthens the bond they have with you. Once the trust is in place it is only a matter of time before your users decide to buy from you.	
People react to emotions than anything else that you throw at them. It creates an instant connect and encourages users to convert without a second thought. A marketing backed up with emotions would make users transact without you sticking to them like a leech. The trick is to stir the right emotion at the right time to evoke the desired response. Go ahead, fuel up your marketing campaigns with emotions, and set it on fire.			

## PLG Overview

# Acquisition (Use growth hacking techniques to get the attention of more potential users and bring them into your app.)

## EMAIL

### 1. Segment customers in your welcome emails

Personalized emails improve click-through rates by 14%.

Welcome to Clearbit - Let's build something!

 **Matt Sornson**  
to me ▾

Hi Phoebe,

Thanks for trying Clearbit! Let's get you started.

c

## CONTENT

### 2. Email influencers to build a guest post network

Groove has reached over a million new people through guest blogging, but they built this strategy out from a single post on Buffer.

### 3. Build a tool that delivers crazy value for free

Clearbit built a free tool instead, as a standalone product called Connect. Connect is a Chrome extension that enriches leads right in your Gmail inbox, 100% for free, and it's easy for someone with no technical background to use. The tool was so successful that, within the first few months of launch, it drove 100k qualified leads.

### 4. Provoke product envy with testimonial CTAs

the reader progresses through the Zapier blog, a little pop-up appears in the corner, with a clear CTA "Try Zapier Today" and a testimonial from a co-founder. Users are used to seeing reviews and testimonials, but this one is a surprise. It builds on this rich piece of content and it's trustworthy, because it offers a specific value proposition from a specific person, not a faceless endorsement. In fact, testimonials that come from a specific source can increase conversion 34%.

#### We Do Our Best Work in Silence

The ability to shut out the world around us can be beneficial, beyond the pure benefits of silence. Both thinking creatively and considering long-term decisions are skills that, according to psychologist Jonathan Smallwood, "allow us to generate novel solutions to problems," and to stick to our plans long enough to reach our goals.

"It seems that the capacity to disengage from the outside world when the external environment is sufficiently benign reflects a skill set that is important to almost every human endeavor," says Smallwood. Put simply, these skills help us achieve success.

Smallwood isn't the only one who thinks getting away from the noise of the world is a useful habit to build. French mathematician and philosopher Blaise Pascal believed humans should learn to be quiet more often, as expressed in his famous quote: "All the unhappiness of men arises from one simple fact: that they cannot sit quietly in their chamber."

Derek Sivers, writer and founder of CDBaby, says spending time alone, away from the noise of the world, provides the best opportunity for creating new work:



"If we didn't get these ongoing notifications through Zapier, we'd miss important information on how patient funding is going. It's saved us so much time."

Grace Garey, co-founder of Wistia

[Try Zapier Today](#)

### 6. Create an academy to jumpstart content marketing

[We did this at Appcues with the User Onboarding Academy. It's a single page, with a title, a table of contents, and an evolving library of links and resources, categorized into topics like "Best Practices," "Examples" and "Aha! Moments."](#)As our CEO and co-founder Jonathan wrote, the Academy had a few key benefits:

[It's evergreen, so you don't need to keep up with a tireless blog schedule.](#)  
[You can launch iteratively. Have some articles "coming soon" to gauge interest.](#)  
[If you treat it like a class, it lends itself heavily to an email subscription.](#)

## SEO

### 7. Bundle short and long tail keywords

Short tail. A short (often one word) phrase that yields generic information, like "pandas." The searcher wants to be inspired by findings rather than seeking a specific answer to a question.

Long tail. A longer, more specific search. "Pandas eating habits," for example.

### 8. Leverage your competitors' SEO

[Track your competitors' SEO activity with a tool.](#) Ahrefs is a good one. [You can track your domain's own rankings while also tracking your competitors.](#) [See whether they're getting more backlinks than you are and then do some digging to see why.](#)

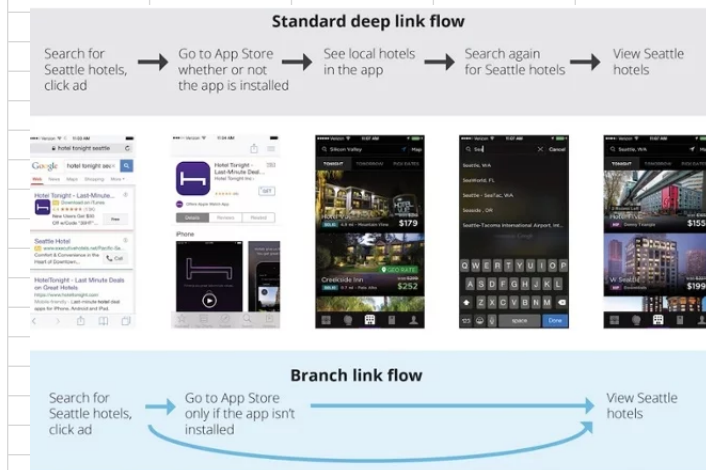
### 9. Cross the 2000 word threshold

He found that posts over 2000 words were actually more popular, because Google prefers "content-rich sites." The highest-ranking web page for each keyword has an average of 2,416 words.

## PAID

### 10. Pull users into your app With super specific ads

Find non-competitive ad opportunities to target users and drive them into specific pages in your app.



### 11. Purchase Facebook Ads for a month

## FIRST IMPRESSIONS

### 12. Make your website faster

[Amazon found that a page load that's delayed by even a second can cost them \\$1.6 billion in sales every year. Stop your traffic u-turning by passing your site through a tool like Pingdom. It'll show you the load time of your pages and suggest how you can remove blocks to make your site run faster.](#)

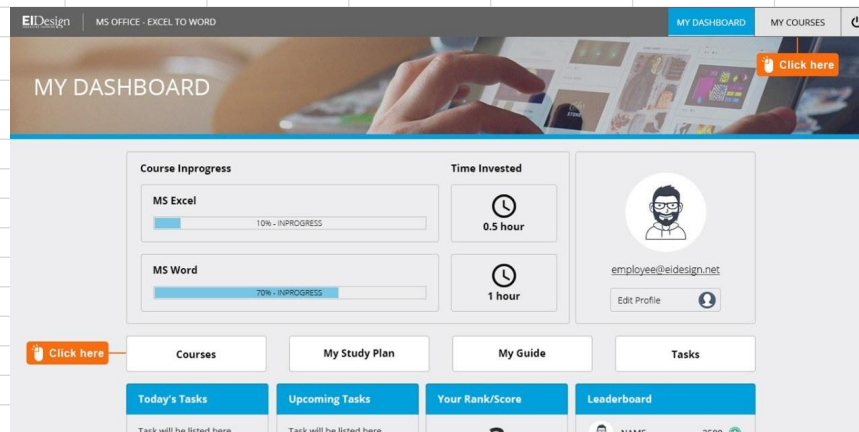
## Activation

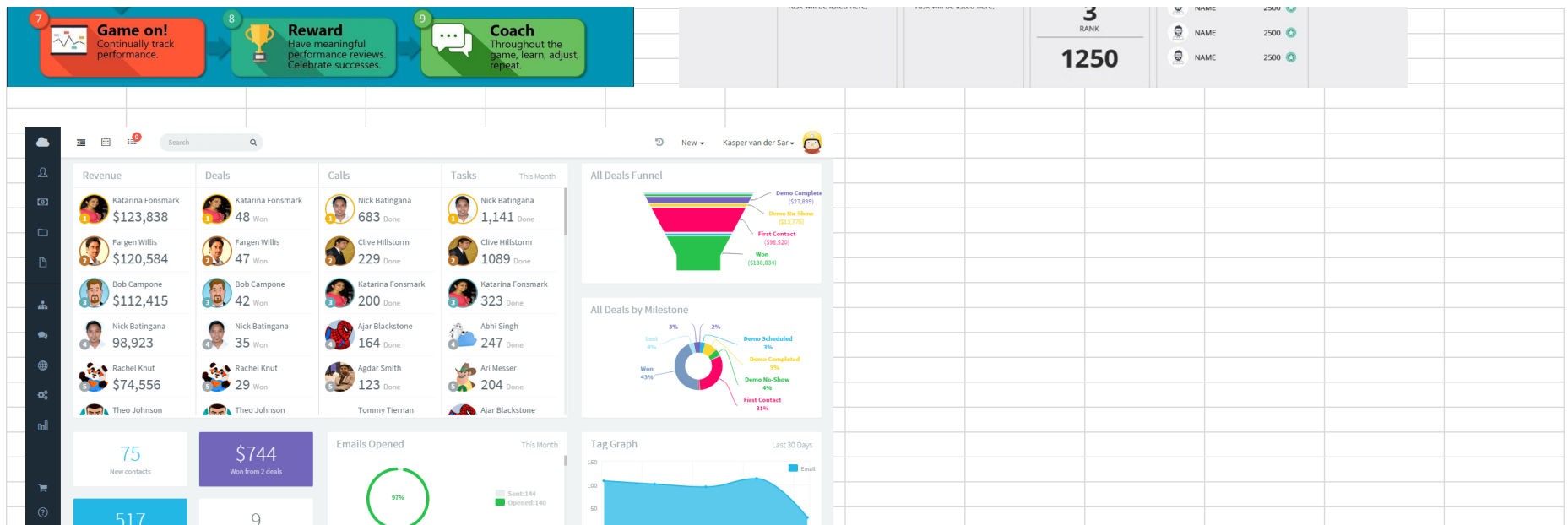
### 13. Create a walkthrough to help users learn by doing

[Walkthroughs help users learn your product by compelling them to take specific, meaningful actions.](#)



### 14. Gamify user onboarding





## 15. Make a movie for your onboarding email

Tutorials, customer service check-ins, updates — almost everything that users have to learn about your app can be enhanced by video. The more words your email has, the lower the response rate you'll get. A video is entirely textless, it jumps out at the recipient like a shiny object in an overly verbose inbox.

## ENGAGEMENT

### 16. Send a "hello" from your engineer

### 17. Get immediate user reactions in-app

#### Thoughts on Wagon?



Andy Granowitz <andy@wagonhq.com> [Unsubscribe](#)

Jul 23 (5 days ago) ☆

to me ▾

Hey -

Would you mind jotting down your thoughts about Wagon? What's one thing we could improve?

Also, I'm happy to help you connect to your database or debug some queries!

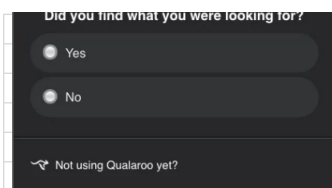
Cheers,

Andy

Andy Granowitz

Engineer | 201.973.7593 | @agranowitz

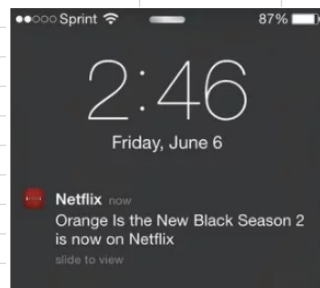
Did you find what you were looking for?



Engineer | 203.273.7522 | @agrand

## 18. Send a personalized push notification

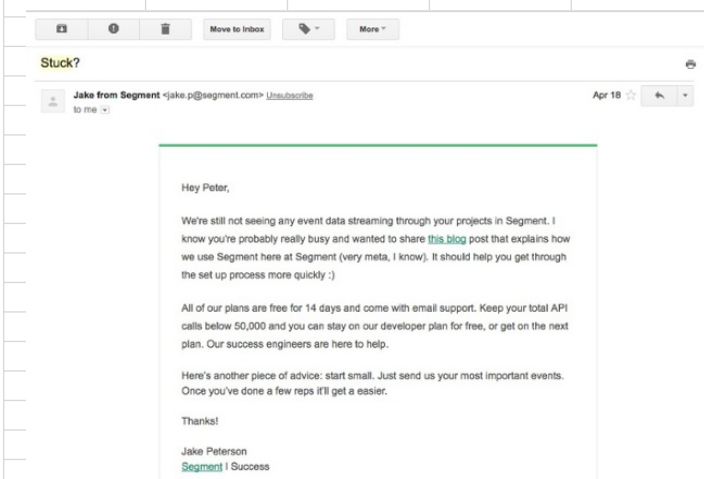
While a generic notification will gain you an average 1.5% open rate, that figure shoots up to 5.9% when the content is personalized.



## RETENTION

### 19. Reach out to users who just left

Use a data analytics platform like Amplitude to find week one's drive-by customers and figure out why they left.



## Virality (Help your customers become loyal advocates and spread the news about your product)

### SOCIAL MEDIA

#### 20. Quote yourself

[Twitter posts with pull quotes get 19% more retweets, while posts with photos get 35% more.](#)

#### 21. Share every post three times

[Try sharing every post three times. CoSchedule has made this nifty graphic to show how clicks accumulate with multiple postings. The first post garners the most clicks, but follow-up mentions of the same post the next day and the following week boost clicks by over 125%.](#)

Use a Hashtag in every tweet



#### 24. Integrate an API for greater sharing power


[Airtable is a spreadsheet-like tool that helps you organize your data. It integrates with 600+ apps through its integration with Zapier, and has achieved massive growth with this technique — 682% for the year 2016.](#)

### REFERRAL


#### 25. Use referral to tip the CAC:LTV balance in your favor

#### 26. Incentivize referral






peptides: Sync your files online and across computers with [@Dropbox](#). 2GB account is free! <http://db.tt/WVHxP0>  
12 minutes ago from web · [Reply](#) · [View Tweet](#)



pic  
13



xfilter: I love [@Dropbox](#)! So useful. <http://db.tt/WX57CB>  
13 minutes ago from web · [Reply](#) · [View Tweet](#)

Trailing 30 days (Apr 2010) : users sent 2.8 million direct referral invites


27. Replace your review button with a share button



OUR PRODUCT IS RIGHT PRODUCT OR NOT FOR PLG		
<b>What is the RIGHT PRODUCT</b> In the conventional context, the RIGHT PRODUCT is a demand-driven concept that can be loosely defined as a product with features and functions that meet a USER needs.		
<b>Seller when started Using Platform? His first question will be" Does this Product make my Life Easier?"</b> EUNIMART Product Show the value to User that how much he is saving the money, time and value adding through our platform features		
<b>WHAT PARAMETERS ARE REQUIRED TO MAKE SELLER " CONVENIENCE"</b>		
Know the "User"		
Make Product features Easier and Comfortable to User	Prepare appropriate and clear descriptions of each and every product feature. So, that user can understand easily to do the process	
Build the good Relationship with User	Help the seller when he face any problem in our product	
Understand and Solve the User Problems	So by understanding the painpoints of sellers, provide the training according to particular features to make it easy.	
Know there feed back through surveys(NPS)	To understand the convenience of seller about our product, We can understand through feed back and by sending surveys through open ended questions	
Make Product Convenience to User		
If Seller Happy and Satisfied with above parameters		
Then, User Success Automatically generates and there is a chance to get more referrals		
<b>WHERE WE ARE REDUCING "COST" TO SELLERS</b>		
<b>Conditions</b>	<b>Benefits</b>	
The product "paywalls"	Eunimart is providing the Unlimited time access(Free Tier), can upload 100 SKU in the any 2 Marketplace channels	
Marginal Costs of serving each user are low.	Eg, For Basic Plan Eunimart is charging 30\$ per month, it's approx 80% less than one employee minimum salary.	
Eunimart Platform is offering preferred Logistics rate to ship user products in multiple online international marketplaces.	where user can Save 20-40% of shipping rates when compared with his own logistics.	
Unit Economics(Revenues and Costs) on their daily usage and operation cost.	The fundamental Unit Economics are LTV and CPA.	
<b>About LTV and CPA</b>	LTV and CPA are the primary metrics, but they are really the outputs of many other secondary metrics, which are the things you can most easily measure and influence.	
<b>LTV(Life-Time Value)</b>	<b>CPA(Cost Per Acquisition)</b>	
The amount of revenue a single user generates during the entire duration of their usage of your service.	How much it costs to acquire a user.	
LTV by finding ways to increase the amount of money each user spends, or by figuring out how to improve user retention.	CPA can be tweaked by optimizing your virality or improving the effectiveness of your online advertising.	
<b>WHAT IS THE "EFFICIENCY" SELLER IS GETTING THROUGH OUR PRODUCT</b>		
<b>Condition</b>	<b>Benefits</b>	
The "Highest Value Product" allows the user to achieve their daily tasks with more efficiency	EUNIMART is offering <b>one single platform</b> to manage end to end connecting Marketplaces, International Courier Partners, Payment Partners etc.	
	Through <b>one master catalog sheet</b> is enough for all the marketplaces, even <b>syncing</b> can be done through one click for every marketplace	
	EUNIMART is providing the <b>best eight logistic shipping partners</b> to ship his products across the globe with the competitive rates.	
	If seller got order from any Marketplace through EUNIMART, the particular logistic partner will come to his warehouse and ship that product to destination country.	
	Through Eunimart Software seller can manage and <b>fulfill the orders</b> of different marketplaces.	
	Eunimart Platform efficiently <b>manages the inventory</b> at centralised and individual stocks of different marketplaces to manage and track of over selling unfulfilled orders.	
	Create a Landing price, selling price etc. You can either have single pricing for all SKUs for online channels or you can bifurcate the pricing as per your market research considering variable parameter like logistics as logistics rates will not be the same for all countries.	
<b>PRODUCT TO MARKET</b>		
<b>Condition</b>	<b>Benefits</b>	<b>TOOLS</b>
The product has features that allow the product to market, sell and onboard new users.	Users have a strong incentive to invite others to use the product and the user of the product can easily invite other users to use the product (viral potential)	Gamification, Emails, SMS, Push Notifications, Tutorials, Videos,Blogs through UPSHOT
	The product automatically communicates through nonproduct communication channels (for example email, push notifications, text, etc.) to deliver additional value and bring the user back into the product	
	The product monitors user behavior and makes ongoing recommendations to the user to provide additional value	
<b>ENGAGEMENT PROCESS</b>		
<b>Condition</b>	<b>Benefit</b>	<b>TOOLS</b>
Marketing aims to engage users with the product rather than engaging buyers with a sales team.	Users often discover the product when looking to solve a problem	Gamification, Emails, SMS, Push Notifications, Tutorials, Videos,Blogs through UPSHOT
	Users have great places to learn and exchange ideas with other users and potential users (for example through content marketing, online forums, Meetups, online training and so forth)	
	Users can connect with other users to exchange ideas from within the product	
<b>NETWORK EFFECT</b>		
<b>Condition</b>	<b>Benefit</b>	<b>Value Added Services</b>
The product has a built-in network effect.	The more people using the product in a network or company, the more valuable it becomes.	Warehouse Management, Returns Management, LAAS, POS solutions







[illegible]

## ADOPTION STRATEGY FOR IN-APP USER

Adoption Technique	At what point	Sample Messaging	Type	Rewards			
Holiday Calendar	Auto-Listing	Mother's day is coming up in a month's time. Americans spend \$170 on an average to buy gifts for their mothers. Want to be a part of it. Resume your listing process and earn 20 reward points		30			
	Inventory Update	Thanksgiving is coming up in US in a months time. Make sure, you upload your inventory in synch with planned sales. Upload your inventory and make sure you decentralize it	Banner	10			
Banner Campaigns for Messaging	Pushing him to do the Catalog-Listing	Cataloging is the first step in making your products go live? We have a very conveneient ready to upload single catalog that can be pushed directly into multiple marketplace as feed, hence saving time and costs. Why don't you give it a try?	Push notification, In-app message	30			
	Pushing him to price his products competitively	Our Pricing Calculator will allow you to identify the most competitive price for any product in any market and gives a comprehensive breakdown of costs to help you increase sales and plan ahead. Why don't you go ahead and price your products using our pricing calculator?	Banner	20			
	Pushing him to create Logistics Account	How many sales are lost due to high shipping costs? Don't give up on those customers. Create a carrier account with Eunimart and save 30-40% costs	Push notification, In-app message	20			
	Pushing him to create Logistics Account	Do you know certain products priced below a certain threshold are exempted from customs. Your product can be one of those. Why don't you open a carrier account with Eunimart and get this information?	Push notification, In-app message	20			
	Pushing him for New Marketplace Channel Registration	Already sell on Amazon? Consider expanding to several of the many countries where Amazon also has a local marketplace	Push notification, In-app message	20			
Learning Management System	Every Stage	<p>LMS modules to be defined at each and every step right from onbaording to products going LIVE</p> <p>At each and every step, webinars or tutorials should be available to learn the onboarding steps and then make practical application of the same.</p> <p>Existing Seller can be provided certification for every level he/she completes. Once the seller completes a certain level of tasks, he/she can be awarded a Advanced Seller Certificate.</p> <p>This certification can then be used to advocate Eunimart and can be used to help the newbie or newly onboarded seller to sign up on the platform and complete his journey.</p> <p>Marketing will be responsible for the video content</p>	Push notification, In-app message				
	e.g. Filling up KYC info and uploading documents	IEC - Need help in getting your IEC document. Please click here to learn how	Push notification, In-app message				
	e.g. Marketplace Account Creation - Existing Seller - Insert API Key	API Key - Tutorial video on how to get your Marketplace API	Push notification, In-app message				
Marketplace offers specific to Eunimart seller	All stages until the Products are Live on marketplace	Create Banners displaying specific offers that will be allowed for some marketplaces such as Bonanza to market their products if the products go live in these resp marketplace within a fixed period of time	Banner				
Platform feature benefits	Every Stage	<b>These will be the golden features</b>	In-app message				
	e.g. Auto-Listing	Did you know you just saved 25% costs with your 500 products uploads today.	In-app message				
	e.g. Shipping	Do you know you saved 20% of your cost with the shipment of your most recent order on our platform?	In-app message				

Trivia or Quiz		Conduct an in-app trivia or quiz at every step of the event to keep the momentum going. Objective is he will explore the platform better and complete the events					
	e.g. Logistics creation	<p>1. Which carrier will be the cheapest to ship from India to US for a package weighing 500 gms and having 25cms in LWH dimensions?</p> <p>A. Fedex    B. DHL ecommerce    C. India Post</p> <p>Your answer is correct. Eunimarts discounted Logistics rates come at a price approx 30% cheaper than the market rate. So why don't you create a logistics account with us</p>					
	e.g. Marketplace registration	<p>1. Do you know which is the Most Recommended Marketplace by EcommerceBytes Sellers for the period 2013-2018?</p> <p>A. Amazon    B. Bonanza    C. Ebay</p> <p>Your answer is correct. 60,000 independent sellers voted Bonanza as the most recommended marketplace to sell on. Eunimart has Bonanza on its platform. Create an account on Bonanza and get 20 reward points</p>	In-app message				
Exit Intent Technology							

## VIRALITY GROWTH

SURVEY							
<b>Target Audience</b>	<b>Objective</b>	<b>Where?</b>	<b>Reward</b>				
Existing sellers	To get the messaging clear about the existing sellers impression about the product and accordingly streamline the message  - Product offering - Products Value Proposition	Externally (Not in-app)					
<b>Questions to focus on:</b>							
What do you think is the product sold to you?							
How do you describe our platforms value? How does it resolve the pain points of your business?							
What is our product's unique value proposition?							
<b>TAGLINES</b>							
The Taglines should talk about the overall value proposition of the business in a subtle way rather than pushing the would-be users to buy the product							
<b>Tagline 1</b>	<b>Tagline 2</b>	<b>Tagline 3</b>					
Sell Global, Its easy	Crossborder ecommerce simplified	Unified platform to manage complete ecommerce across the globe					
<b>BRANDING</b>							
<b>Key Drivers for Product Virality</b>							
Low cost							
Reach							
Credibility							
<b>Branding Activity</b>	<b>Details</b>	<b>Gamification</b>	<b>Remarks</b>				
All Eunimart Invoices to have Eunimart Logo & Tagline	Invoices are typically looked at by CA's who must be having many other clients like the existing user. Logos with clear messagin on what we do adn help businesses will create a virality effect						
Shipping labels to have Eunimart logo & Tagline	By having our logo and taglines on shipping labels can give us branding us well. There will be virality among other sellers who ship products through these carriers						
Knowledge Based articles or videos	Our knowledge based articles at every step of users journey should have our branding to create the viral effect. Social Media share icons or materials can be shared on sellers website with our branding on the materials	Yes					
Social Sharing	At every step of the user journey, on completion of any task, a message should go out like "Hey . You have successfully created your Amazon account in just 5 min. Wasn't it easy?". Social Share experience on LinkedIn, FB, Instagram	Yes					



Collaboration virality	Within the organization. For example, a person might be in charge only till the order fulfillment process. Once success is achieved till that stage, he can internally recommend other users on his company for example those who can interpret reports, AI better to use the platform. Use a share button to invite that particular user within the organization.	Yes					
Leaderboard Virality via Messaging	Hey, I have just got my first order on Eunimart and currently in top 5 in leader board. You can track my progress on give tracking link. Objective is to make the potential user sign up on Eunimart in addition to tracking his friends progress.	Yes					
Email Notification	Notifications that go through email in a users journey congratulating him on completing a process, getting rewarded and achieving cost savings of 25% should have Eunimart branding logo, a crisp consolidated tagline and a sign up link in the signature so that other users can check it out after the email is forwarded						
Self video recording	Users can become our brand ambassadors by recording video of the value proposition they have received through platform usage through the golden features. The recorded video with our branding done on it can then be shared with the peers who can sign up with us. Videos have a better impact than text, hence this strategy should pay off.	Yes					
Learning Management System	Advanced Certification for existing seller who can be an advocate and onboard new sellers from his peer group explaining the benefits of our platform and how he can use the certification to guide them in their journey						
Seller Referral	<b>Ask for Referrals, Reward Both Parties</b>	Yes					
	Referrals should typically come from users who have started to see some benefits from the usage of the platform.						
	Referrals should also come from users who have now become paid customers						
	<b>Referral from Existing User</b>						
	Create in-app banner campaigns typically at places where the user experiences value or where there is a golden feature						
	Banners should typically speak about the ease of usage, time and cost savings for each feature usage						
	For example: Costs savings during Catalog-listing process or Savings when using Logistics						
	Clicking the Banner Campaign will take the seller to the Seller Referral section under User Profile						
	New user referred will get 10 reward points. Existing user will receive 25 reward points only after the new referred user syncs his marketplace account						
	<b>Referral from Paid Customer</b>						
	Banner campaigns talk about the key summary of the value proposition Eunimart has brought about in terms of cost savings, increased sales, efficiency etc.						
	For example: Costs savings during Catalog-listing process or Savings when using Logistics						
	Clicking the Banner Campaign will take the seller to the Seller Referral section under User Profile						
	New user referred will get 10 reward points. Existing user will receive 25 reward points only after the new referred user syncs his marketplace account						
Celebrity Endorsement							

## VAS SALES

VAS Sales will be cross-selling done for paid customers since they have already benefitted from our platform.

Warehouse Management through Platform

Returns Management through Platform

LaaS Local

POS Solutions for offline retailers

Supply Chain AI

AI for Marketing

### Cloud-based POS Solutions

Action completed

Target

Messaging

Inventory upload against the resp sku

Existing User

Are you also looking to keep a track of your store inventory in real. Eunimart has the solution to this. Register for our Cloud Based POS solutions

### Warehouse Management through Platform

Action completed

Target

Messaging

Order Fulfilled

Existing User

Hey, you have just saved 30% by signing up with Eunimart Partnered carrier. You can save additional 10% in storage costs by subscribing to our warehouse management system

Delivery completed

Existing User

Hey, your order got delivered on Feb 20. Now you can deliver your orders faster by subscribing to our WMS

### AI for Marketing

Action completed

Target

Messaging

Products LIVE on Marketplace but not getting order

Existing User

Worried about not getting enough orders. Let us do all the marketing intelligence for you. Sit back and relax and register for our AI Marketing solutions

## IN-APP USER ADOPTION METRICS

	Details	Benchmark (TBD)			
Percentage of users that use a particular event or product feature	Percentage of users who completely finished user a particular feature on the platform This will be calculated for each of the events				
Number of steps or clicks it takes a customer to complete core product use cases	Number of steps or clicks it takes a user to complete using a specific platform feature. For example: Downloading the Catalog Template, Filling it, Uploading it, Correcting the errors if any and then uploading it back				
Average number of days it takes a newly signed-up prospect to fully onboard with the product	Avg number of days it takes a user to complete using a specific platform feature. For example: Downloading the Catalog Template, Filling it, Uploading it, Correcting the errors if any and then uploading it back				
Average time it takes for a user to complete core product	Avg number of days it takes a user to complete all the events ((Sign-up to Products Live on Marketplace)				
<b>VIRALITY METRICS</b>					
Advocacy Rate	Percentage of existing users or paid customers who have shared our message				
Share Rate	Average number of unique shares per user				
Referral Rate	Number of new users onboarding through referral / Total number of users				
<b>VAS METRICS</b>					
VAS Conversion %	(Number of paid customers who purchased any of the VAS such as POS, WM, RM, LaaS) / Total paid customers approached				

SELLER LIFE CYCLE

1. Access to the platform	Through link(https://app.eunimat.com/login)
2. Signup process(By filling few details)	
Name	
Company Name	
Country	City
Email	
Phone Number	
City	
He will get a verification email	
Change Password	
2. Popup-> "Welcome Message" including complete details of Account creation process/Marketplaces, Payments, Logistics) with required tutorials, Videos and links	
Outbound(Emails, SMS etc)	

3. Account Creation	
For New Users	For Existing Users(Who are already selling in International)
Click Marketplace	Click Marketplace
Click Register New and do the registration in the marketplace by filling the below details like 1. Required Documents for Marketplace 2. Seller Details 3. Bank Details Click Submit Request received to OB team -> They will create Seller Marketplace account	Click "Already have an account"- Fill required details like 1. Access token 2. Appid 3. Dev id 4. Cart id Click Submit
Click Payments	Click Payments
Click Payoneer -> Signup(He should fill his personal details, contact details, security details.....)	Login with token and password Click Submit
Click Logistics	Click Logistics
Click on Logistics-> My logistics-> Select the carrier->Registration-> Update -> update the details if you are new. Click Submit	Fill API Key Click Submit

3. After Creating an New(Setting account for Marketplaces, Payments, Logistics(Individualy or Completely), he should get a popup stating "Congrats message" and Next process message(Listing & Live)  
Outbound(Emails, SMS etc)

4. Live Process	
He should fill the Master catalogue sheet, Pricing Sheet and Inventory management sheet by downloading the empty sheets and filling the relevant details. Products will GO LIVE when seller completes all the below sub-events	
Listing process	Pricing Process
Filling Master Catalogue sheet by the below process 1. Click on Products-> Upload to Marketplace-> Select Category-> Download the sheet by clicking "Download" tab  Benefits: He can upload the sheet to all the Marketplaces with only single format. It consists of the common attributes+ Relevant Marketplace attributes so that it will sync to the particular marketplace.	Filling Pricing sheet by the below process 1. Click on Pricing-> Update pricing->Download the sheet by clicking "Download" tab  Benefits: Seller can get a pricing calculator so that it will be easy for him to do the landing price/Includes Transfer price, Eunimat+ Marketplace+ payment gateway commission, Logistics price). One of the primary benefit for him is, his landing price becomes more competitive as the factors including landing price is optimised in our platform.
Inventory	For Existing sellers
He can fill in another sheet in inventory (Centralised and Decentralised) tab	He can see his products in the product management page as his existing products are already synced in our platform

While he uploading or syncing to the marketplace, error occurs with "Download error file" sheet in upload to marketplace due to wrong filling of links, Keywords etc.



4. In the mean time if he is getting any confusion in filling the sheets, he should get a popup with required tutorials(regarding how he should select the best logistics carrier with better rates, how he can fill with best keywords and description etc.....). Short videos.  
After Successfully filling all the sheets, a popup should appear in the product stating "Congrats Message" and with Next process message or Outbound(Emails, SMS etc)

5. Inventory & Order	
Centralized	Inventory
Keep Centralized inventory for common stocks and during high season	Decentralized
Click Centralise -> select SKU -> Update inventory or Download Sheet and update inventory-> Click Upload It is updated on all the Marketplaces	Keep stock de-centralized for the channel that would give more sales. The proper utilization of stock count and manage the fear of overstocking or unfilled orders.  Click Decentralise-> select SKU -> Update inventory or Download Sheet and update inventory-> Click Upload It is updated on particular Marketplaces
Order	
	He can see all his online orders of different marketplace channels with fill details like Price, quantity, SKU, Invoice status, Tracking number etc.  Click Process -> Schedule Pickup

Information  
It will show the info of various logistic information of carriers and

Logistics(LAAS)	
Tracking	He can track his shipping status by the process below 1. Tracking No/AWB No. 2. Shipping Partners Click Submit
Planning	Shipping from : _____ Shipping to : _____ Package length cms : _____ Package width cms : _____ Package Weight(grams) : _____ Click Submit

Shipping Partners	
Independent Shipping	Marketplace Account Shipping
He should update his profile details like Name, company, gender, email, designation, mobile, country, city, website, postal address(Min/Max 2500 characters), Warehouse address(Min/Max 6000 count 60).	Select Marketplace(He can select the marketplace of through which marketplace he want to ship)  Select Carrier(he can select the carrier what carrier he should select according to marketplace, so that he can check the details of shipments of particular order from that marketplace, but it is not displaying showing error.)  Shipment History(he can see the shipments history as well when the order processed he should ship the product he will create the shipment of shipper details, receiver details and package details)
Note: If it is crossing more lines it will show the error to mention less than or equal to 35 characters long.	
Info	It will show the info of various logistic information of carriers and countries sent, delivered time and delivery amount

6. Payments	
Estimated Revenues	Seller can see the status of revenue of orders he received  By selecting channels he can check the revenue generating through the orders.
Statement of Accounts	Seller can see the status of the backend calculation of deduction like Logistic, Mp commission, Empl Commission etc of orders.

Note: The same cyclic process goes on when we are introducing new Marketplaces, Logistics, Payment gateway partners or when he is upgrading new plant(Pro and Advanced)

### Other Features

## Dashboard

It will display the monthly and daily details of shipments, orders and their consolidated analysis

**Note:** He can open this feature when his orders are getting started

## Reports

They can view detailed and graphical representation of your reports of each module from the Reports page. Draw important business analysis and take careful decisions based on the reports.

**BI(Business Intelligence)**

Pricing Intelligence	This tool provides him the recommended price which changes from Marketplace to Marketplace and also it shows the factors that affects his pricing and even he can see the pricing graph for his glance.
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Content Intelligence	This tool provides him the suitable and catchy content to create better understanding to the consumer and it also varies to Marketplace to marketplace. It also gives the score to the current keywords and also it gives the recommended keywords and content.
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Image Intelligence	This tool provides the exact information about the quality of image and it gives score based on the image quality and it explains the factors that affects the imaging so that he will change and upload suitable images which will attract clients.
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Predictive Sales	This tool uses more computer algorithms which collects current and historical data to predict the probability of future events. As the new information is available, it keeps updating its predictions accordingly. So, a merchant can easily identify the upselling opportunities.
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Portfolio Analysis	This tool helps to analyze the potential of products in market. It gives merchants the complete overview on which product should be added and removed according to the marketplace. So that he can add and remove his products accordingly and also he understands the seasonal traction.
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**Competitive Analysis** For a brand, the primary goal for them is analyzing their competitors is to find out the strengths and weaknesses of their competition, so that the brand can make smart decisions about their own marketing strategies and fight with the threats from their competition. This competition analysis tool gives them an exact overview of their key competitors and the top selling products based on Marketplace Channels.

Inventory Intelligence	This gives the complete information and assortment analysis to optimise an inventory and factors that affects their inventory so that a merchant can minimise the risk of stock-outs and also he can predict the overstock situations before it becomes the problem. He can also understand the demand of his products on seasonal basis.	
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For every feature that a seller is trying to complete, A popup should appear that redirects to the particular tool and a tutorial or a video so that he can apply in his account

PLG Strategy: Seller Journey Process along with Gamification and also what kind of Message sellers should get to see on Platform Screen									
Sales Process									
Pop Up Message Planning					Register through the link				
Gamification: Rewards Planning					Email Verification				
					Login				
					Once Login welcome msg will blink in the screen				
					Thank you for signing up with us. Please collect your rewards on top right corner.				
					Are you a Existing Seller or New Seller?				
			New		Existing				
					Steps		Messages	Actions	
							Please update your profile to continue	Redirect to Seller Profile page	
					Step 1	Profile Fill Up			
							Thanks for filling up your profile. Your account is ready to take off. Please click on the Marketplace Sync Button	Redirect to Marketplace Page	
					Step 1	Sync your Marketplace Account	Next steps will follow from C32	Highlight the "Register MP" Button	
Main Event Total Score	Main Event	Sub Event	Sub Event Rewards	Messaging	Time Period	Expiry	Any Tutorial message pop up		
A	30	Profile Fill Up	Profile	10	Your profile is ready. Please upload the documents.	24 HR	You have to complete your profile with in next 24 Hrs in order to get the Rewards	Helpdesk msg pop up do you need any help. Example: Hey, you don't have IEC/GST etc copy? Please find the detail below.	
			KYC Upload	20	Please checkout the next process at Dashboard to start selling. Good Luck.!				
					Redirect to Progress Bar, where seller can see the list of Tasks he/she needs to do.				
					Notification Blink Bar: Take me to the Next Level				
B	40	Marketplace Account Creation	Marketplace	20/MP	Pop Up message box, Showing ARROW SIGN to Register on the Marketplaces	24 HR	48 Hrs from starting time		
			Uploading Doc						
			Insert API						
C	20	Payment Creation	Upload Payoneer Account	20	Pop Up message box, Showing ARROW SIGN to Register on Payoneer accounts.	24 HR	48 Hrs from starting time	Create your Payoneer Account	
D	20	Logistic creation	Create DHL Account	20	Pop Up message box, Showing ARROW SIGN to Register on Logistics accounts.	7-14 days	15 Days from Starting time	Create your Logistic Account	
E	100	Cataloging	Download Category Template	10	Pop Up message box, Showing ARROW SIGN to CLICK ON THE DOWNLOAD BUTTON and then follow the next process.	3 Days	5 Days from starting time	Video, Tutorial(how to fill and upload file)	
			Fill the template	40					
			Upload file	10					
			Error Correction-> Yes	40					
			Error Correction-> No	0					
F	50	Pricing	Upload Pricing	50	Pop Up message box, Showing ARROW SIGN to do the PRICING.	2 Days	3 Days from Starting time	Video, Tutorial(how to do the pricing)	
G	10	Syncing products in Marketplaces (Push & Pull)		10	Pop up message box, showing Your Catalog is succesfully synced with the Marketplace.	1 Day	2 Days from starting time		

H	50	Live on MP		50	Oh Wow..! Congratulations..! Your products are now live in the Marketplace.	2 Days	3 Days from Starting time			
I	10	1st order	If any order cancel, that should be captured	10	Congratulations Buddy..! You cracked your 1st Order from Amazon					
J	200	1st Fulfillment	Choosing the Courier Partner while fulfilling	200	It's time to celebrate..! Your 1st order sucessfully shipped.	2 Days	2 days of the date of order recieved			
				100		3 Days	3 days of the date of order recieved			
K	500	1st 100 Order Fulfillment		500	You have reached your 1st Milestone. Many more to go. Congratulations.					
L	1000	1st 500 Order Fulfillment		1000	You have reached your 2nd Milestone. Many more to go. Congratulations.					
		There is a possibility for free sellers to convert into paid once they cross H or I or J. How that is possible? Once they go live they can buy the software and then they can use the rewards points as cash to adjust with the Platform Subscription Payment								
		Only Reaching 500 and 1000 Reward Points, seller can get 500 & 1000 as in e-wallet to use further to buy features in Eunimart Platform.								
Before Trial Period Ends					After Trial Period Ends Once they subscribe paid version					
7 days before ending of Trial Period we need to send emails				Your trial Period is going to end within next 7 days. Kindly update your payment information to continue selling cross border.		In Product Notifications	Thanks for Subscribing with us.			
						Email Notifications	Dear Congratulations..! You have made an excellent choice by Subscribing to sell Cross Border with Eunimart.  We truly care about our Customers and appreciate your business. We are absolutely dedicated to our Customer Satisfaction. If you have any issues at all, we will work with you untill you are completely satisfied.  Thank you.			
						SMS notification	Thanks for Subscribing with us. Your Subscription will end Date -----, We wish you a happy journey with us.			
3 days before ending of Trial Period we need to send emails				Your trial Period is going to end within next 3 days. Kindly update your payment information to continue selling cross border.						
1 day before ending of Trial Period we need to send emails				Your trial Period is going to end tomorrow. Kindly update your payment information to continue selling cross border.						
Account Progress Bar					Need to add this Features in Seller Profile					
Welcome to Eunimart, Complete these quests and become the Euniguru						Link your Facebook	Claim your rewards	10		
						Link your Linkedin	Claim your rewards	10		
Step 1					10 Rewards	Completed	2 days to expire	Link your Google	Claim your rewards	10
Step 2					11 Rewards	Completed		Link your Twitter	Claim your rewards	10
Step 3					12 Rewards	Completed		Link your Youtube	Claim your rewards	10
Step 4					13 Rewards			Link your Instagram	Claim your rewards	10
Step 5					14 Rewards					

1

[illegible]





	Logistics Planning	Yes	Yes	Yes	Plan and set up your logistics from this module. Identify your weights volumetric for your products.
Payments Tools Module	Estimated Revenues	Yes	Yes	Yes	This module gives you information of a tentative estimation of your Transfer Price once an order has been placed. However the final transfer price might vary slightly keeping foreign exchange of the actual day of payment in mind.
	Statement of Accounts	Yes	Yes	Yes	This module give a detailed view of your payments also showing you the deductions at various sources like marketplace commission, logistics, payment gateway charges, Currency conversion charges and other charges if any with exact transfer price.
Reports Module	Orders Reports	Yes	Yes	Yes	Detailed reports of your orders. You can filter them by region, marketplace etc.
	Marketplace Reports	Yes	Yes	Yes	Detailed Report of your multiple marketplaces. Identify best, average and low performing marketplace
	Top Product Analysis Report	Yes	Yes	Yes	Understand your best products and analyse them if similar products to be added or not.
	Inventory Report	Yes	Yes	Yes	Get detailed report on your inventory across all the channels.
	Shipping Report	Yes	Yes	Yes	Get reports on your shipping, best carriers etc.
	Payments Report	Yes	Yes	Yes	Get detailed reports with respect to your payments from different marketplaces.
	Average Selling Price Report	Yes	Yes	Yes	Understand the average selling price of your products and do your pricing accurately.
User Management	Total Users	Coming Soon	Coming Soon	Coming Soon	Manage multiple users or employees who will manage your cross border ecommerce portfolio.
Knowledge Base and Platform Usage Guide	Yes	Yes	Yes		Access the knowledge bases or Platform usage guide that will help you further to gain further knowledge on using the platform better.
Webstore Integrations (Shopify, Magento)	Coming Soon	Coming Soon	Coming Soon		Integrate your webstores if built on Shopify or Magento and manage the orders and inventory from one single place.
Access to Locked Territories	Yes	Yes	Yes		This is a manual effort and you will be using 3rd party partners of Euronet to unlock locked territories like Middle East to promote your products.
Unified Platform (Operating and Intelligence Module)	Yes	Yes	Yes		One stop solution for managing both your operational and intelligence from one single place.

## USER ISSUES AND EUNIMART OPPORTUNITIES

	USP's of Eunimart		
	The below list of FAQs regarding the Payments, Logistics, Marketplaces, Orders and Fulfilment will address the issues faced by the Merchants while they start selling globally .		
	So, here we should address by sending the data through the media like Cookies, Emails, SMS / WhattsAPP, Tutorials, Video to capture.		
		TUTORIALS/ VIDEOS SHOULD POP-UP	MESSAGE
1	Documents- KYC	Aadhar, Voter ID, GST, Pan Card-submit	Keep Mandatory this documents
		Passport, IEC, Reg no.	Keep Optional because some sellers won't have the IEC Document. <b>Message-</b> "Upload your Listings and find the link of IEC to register and get the document with in 15 days.
2	SYNC Account	IF YES	SUCCESS. <b>Message-</b> "Benefit that he got NEXT Procedure with use (Tutorial, Video, Blogs)"
		IF NO	Email notification with detailed report(Tutorial, Video, Blogs)
3	What are the best marketplaces to sell my product?	(Dashboard)	
4	What is the best category to sell?	(Dashboard)	
5	How does the payments work out for Eunimart?	(when he is doing the process on payment related works)	
6	Who are your cross border logistic partners?	(Logistics Shipping Partners))	
7	Once we get the order how it will be dispatched to overseas country? Who will take care the customs clearance?	(Orders)	
8	What are the charges included in my selling price? Will there be any change in MRP?	(Update Pricing)	
9	How I can see logistic rates of Eunimart	(Logistic Planning)	
10	Can you give me some references of Indian companies who are working with your company and scaled up their business. That have got on board with you in some of your international markets?	(Should make the document of our existing sellers)	
11	What are the Documents Required?	(KYC documents)	
12	What are the charges applicable for listing in any marketplaces?	(Marketplaces)	

13	How the complete report for GST filling goes on if discount given on products?	(Promotion/sales pricing)		
	<b>Provide the Solutions through the Tutorials/Videos by LMS</b>			
	<b>Condition</b>	<b>LMS</b>	<b>If he Skips to watch video</b>	<b>Message</b>
<b>EG.,</b>	Suppose he opened the Tutorial/Video to know the Logistics Rate	Incentive to user to watch the video	Directly send the page to Logistics Planning	POP- Up the Message according to "after he skip the page"
	*** Same Process applicable for the above parameters.			

Should POP-UP the Survey/Ratings form after an every "GOLDEN FEATURES"		
Using Gate we can utilize the Golden Features for Upselling		
Marketplace	2	To Upgrade, Please checkout our Premium Version
Logistics	2	To Upgrade, Please checkout our Premium Version
SKUs	Up to 100	To Upgrade, Please checkout our Premium Version
Information about what to sell	BI Tools	To Upgrade, Please checkout our Premium Version
Information about in which marketplace to sell at what price	Pricing Intelligence	To Upgrade, Please checkout our Premium Version
About Competition Market	Competition Analyst	To Upgrade, Please checkout our Premium Version
How much business they can generate	Predictive Sales	To Upgrade, Please checkout our Premium Version
Want to do price Calculation	Pricing Calculator	Upsell

**Value Adding for features**

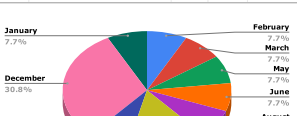
-> He can upload the sheet to all the Marketplaces with only single format. It consists of the common attributes+ Relevant Marketplace attributes so that it will sync to the particular marketplace.  
-> A new person can list 50-100 SKUs per day. New person will charge atleast 10-15,000/- per month.  
-> A professional can list 500 SKUs per day. Professional person will charge atleast 20-25,000/- per month. So Eunimart is saving 10 times of his actual cost.

**Pricing** Seller can get a pricing calculator so that it will be easy for him to do the landing price(Includes Transfer price, Eunimart+ Marketplace+ payment gateway commissions, Logistics price). One of the primary benefit for him is, his landing price becomes more competitive as the factors including landing price is optimised in our platform.

**Logistics** Eunimart is providing multiple standard and Express logistics to ship sellers products internationally. Through this, any seller can save 25%-30% costs in shipping.

PROMOTIONAL CALENDAR - 2019						
Month	Date	Promotion Name	Relevant for MP	Suggested category to focus	Products to Focus	Region
February	2/14/2019	Valentines Day	All	Home & Decor, Clothing, Health & Beauty	Jewellery, Clothing, Soft toys, Photo frames, Beauty Products, Watches, Red & White color preferred	Global
February	2/6/2019	Chinese New Year Eve	Lazada, Linio	Home&Decor	Home&Decor, Lightening Products, Tableware, Decorative Items, Paper Sky Lantern, Speakers,Paper-cut window grilles, lanterns and dog toys, Red color product	China
February	2/16/2019	Chinese New Year Eve/Spring Festival	Lazada, Linio	Home&Decor	Home&Decor, Lightening Products, Tableware, Decorative Items, Paper Sky Lantern, Speakers,Paper-cut window grilles, lanterns and dog toys, Red color product	China
March	3/8/2019	Intl. Womens Day	All	Clothing, Health & Beauty, Jewellery	Lingerie, footwear, bag, clothes, make up kit &products, perfume, Jewellery, Bracelet Necklace, Saree, Saree, Watches	Global
March	4/19/2019	Good Friday	USA	Clothing	Black dress, Black Men's suit,	Global (religious )
April	4/1/2019	April Fool day	Amazon,Wish, Bonanza,Ebay			USA
April	4/21/2019	Easter Sunday	USA	Clothing, Kids Toys	Dresses, Toys, dolls,	Global
May	5/12/2019	Mothers Day	All	Clothing, Health & Beauty, Jewellery, Home & Kitchen Appliances	home decor, gardening tools, and kitchen gadgets, Lingerie, footwear, bag, clothes, make up kit &products, perfume, Jewellery, Bracelet Necklace, Saree, Saree, Watches	Multiple
May	5/5/2019	Ramdan Begins	Lazada, Amazon, Wadi, Souq, Zilingo, Ebay	Clothing, Fashion Accessories,	perfume, clothing, Muslimwear, Kurta Payjama	Multiple (religious )
June	6/4/2019	Ramdan Ends	Lazada, Amazon, Wadi, Souq, Zilingo, Ebay	Clothing, Fashion Accessories,	perfume, clothing, Muslimwear, Kurta Payjama	Multiple (religious )
June	6/16/2019	Fathers day	All	Clothing, Electronics, Automotive accessories	clothing, electronic items, Automotive accessories, trimmer, shaving kit, Sporting goods, An electronic gadget, such as a tablet	Multiple
July	7/4/2019	Independence Day	Amazon,Wish, Bonanza,Ebay			USA
July	7/16/2019	Amazon Prime Day	Amazon	Electronics,Home&Kitchen Appliance	smart mini speaker,Pressure Cooker, Softboyle, Playstation, Instant Pot, Rechargeable Batteries, Smartphones, laptops, iPhone charging cable	Global
August	8/4/2019	Friendshpday	All	Home&decor	Friendship band, shoe pieces, Photo frames, photo albums, Cards,	Global
October	10/14/2019	Columbus Day	Amazon,Wish, Bonanza,Ebay			USA
October	10/31/2019	Halloween	All	Clothings, Home&Decor	Costumes,Candles,Makeup/Face Paint, stencils, Decorations	Multiple
October	4-6	Durga Puja	All	All	Lightening, Crackles, Home & Decor products, Gadgets, Ethnic Wear, Sarees, Jewellery Casuals	
October	26-27	Dusse	Lazada, Amazon,Wish, Bonanza,Ebay	Fashion&Accessories, Home&Decor, Electronics, Home&Kitchen Appliances, Jewellery	Formal and Dress Boots Sandals Flip flops Toes Childfies Sports Fashion Women's small leather goods	India
November	11/29/2019	Black Friday	All	Electronics		Malaysia ,USA
November	11/28/2019	Thanksgiving	Amazon,Wish, Bonanza,Ebay			USA
December	12/14/2019	Free Shipping Day	All			Global
December	12/2/2019	Cyber Monday	USA			
December	12/23/2019	Christmas Eve	All			Global
December	12/24/2019	Christmas Day/New year Eve	All			Global
December	12/26/2019	Boxing Day	Amazon, Ebay	Sports&Accessories		UK
December	12/26/2019	Kwanzaa Begins	Amazon,Wish, Bonanza,Ebay			USA
January	01-01-2019	New Years Day	All	Home&Decor, Lightening Products, Tableware, Decorative Items, Paper Sky Lantern, Speakers,		Global

Month	Events
December	6
February	4
October	4
November	2
March	2
April	2
May	2
June	2



July	2
August	1
January	1
Total Events	28

December	
February	
October	
November	
Month	



Target Month to upsell BI Tools and Features Should be in below. Preparation and Target should be one week back from the original date

December
February
October
November

What sellers will look for

Information about what to sell  
Information about in which marketplace to sell at what price  
About Competition Market  
How much business they can generate

What features we can upsell

BI Tools  
Pricing Intelligence  
Competition Analysis Tool  
Predictive Sales

The Benefit Chart		
Factors	Without Platform	With Eunimart Platform
Technology	In General seller don't have one single platform to integrate with Marketplace, Logistics & Payment Partner for International Marketplace to manage end to end easily.	Eunimart is offering one single platform to manage end to end and connecting Marketplaces, International Courier Partners, Payment Partners etc.
Cost Saving	Seller may or may not be having staff to manage without software. If they have more than 2-3 staff who manage Online Marketplaces, charge atleast 10,000 rs per month. So there is fixed cost involve.	Eunimart is offering only 300 per month(Basic Plan). It's equal to 5 months of your one employee minimum salary. (Saving 80%)
Bandwidth	Seller by own can not manage more than 3-4 Marketplaces without using any single platform or software	Through Eunimart platform sellers can manage as much as they want, whether it's Marketplaces or Payment Gateway or Logistics Partners.
Report	Without Platform seller needs to do manual calculations to generate report of Sales, Orders etc	Sellers can generate reports from Platform itself. Example: Sales report, Order Report, Payment Report, Logistics Report etc
Pricing calculator	Seller don't have Pricing calculator for doing the best competitive price for the products.	Eunimart platform have inbuilt Pricing Calculator which can save sellers time and cost both.
Preferred Logistics rate	Seller may or may not be having Logistics tie up, if they have also, charges won't be less than Eunimart Partnership.	Eunimart Platform is offering preferred Logistics rate where you can Save 20-30% of your actual selling price.
Order Management	Seller have to do manually for different different marketplaces	Through Eunimart platform sellers can manage and generate report for the same.
Inventory management	Seller have to do manually for different different marketplaces	Through Eunimart platform sellers can manage and generate report for the same.
Shipping & Tracking	Manually tracking of all the orders are very difficult task and also high error may occur.	In Eunimart platform you can track the orders combinely of every marketplaces.
Business Intelligence Tools	Seller definitely doesn't have any Business Intelligence Tools to Observe and analysis of the sales.	BI tools can help sellers to take wise decision about Selling and Branding Strategy.
Competition Analysis Tools	Manually Competition analysis is difficult & time taking	Using tools sellers can actually analyze the competition in the Market.
Predictive Sales Analysis	Predictive Sales cannot be measured without any Software tools using the historical sales data	Eunimart Predictive Sales analysis tools can help sellers to use the tool using past data to get the predictive sales analysis

Presenting By: Aditya	Success Measurement					
Employee Success		Customer Success		Eunimart Success		
Factors	KPI's	Factors	KPI's	Factors	KPI's	
Career Development Opportunities	Demo given per day	Increasing no of Marketplaces	NPS ( Net Promoter Score)	Financial Statement	Conversion % of Leads	Sales to New Customers
Flexibility of work hours	Demo given per Week	Cost Leadership	CSAT (Customer Satisfaction Score)	Customer Satisfaction	Sales Indicator	Sales to Existing Customers
Fair Pay Structure	Demo given per month	Training Programe to educate them	CES (Customer Effort Score)	Performance Review		Profit per Sale
Learning Culture	% Conversion	Ease of Use of Platform	Churn (Customer Churn, MRR, Net MRR)	Market Tastemaker		
Transparency	Total Paid Account	Increased efficiency	Revenue Growth	Efficiency	Net Income Ratio/Profit	
Cultural Diversity	Above is for BD & we need to set for the other Departments KPI's	Increased Profit Margin		Word of Mouth Referrals	Customer Increase Percentage (New, Repeat & Referrals)	
Autonomy		Reduced Logistics Rate		Team Happiness	Average New Customer Joining	
Inspiration to Motivation		Payment Commission Decrease	Customer Success Benchmark	Brand recognition	Churn Rate	
Communication			Customer Churn = <10%	Quality of life	CAC	
Employee Recognition			MRR Churn = <1%	Strategic Alignment		
			Net MRR Churn = Negative (-)	Employee Growth		
			NPS = Ateleast 50%	Factors Depends On Sellers	Retention by CST	Sales Churn
			CSAT = 80%	More Customer, More data		
				Better Analysis		
				Better Target Market		
				Increase in Order Number	5000	500
				GMV Value	2500000	
				More Commission		
				Less Churn		
				Less CAC		
				Indian Market Acquisition		
				Overseas Market Acquisition		
NPS ( Net Score Promoter) = Promoters % - Detractors %		Net Promoter or Net Promoter Score is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research and is claimed to be correlated with revenue growth.				
	0-6	Detractors	100	50		
	7 & 8	Passives	80	40		
	9 & 10	Promoters	20	10		
CSAT ( Customer Satisfaction Score)		CSAT scores are expressed on a scale of 0 to 100 percent, with a score of 100 representing total customer satisfaction				
	Very Unsatisfied					
	Unsatisfied					
	Neutral					
	Satisfied					
	Very Satisfied					
Customer Churn	No. of Customers you lost in a given month					

Presenting By: Aditya	Success Measurement				
Customer Churn	No of Customers you had at the end of Previous Month				
MRR Churn	Revenue lost from customer churn & downselling in a given month				
	Revenue you had at the end of the Previous month				
Net MRR Churn	Revenue lost from Customer Churn & Downselling - Expansion Revenue in a given month				
	Revenue you had at the end of Previous Month				
Revenue Growth	New Revenue from upsells & cross sells in a given month				
	Revenue you had at the end of the previous month				



Welcome to the Customer Service Metrics

This worksheet contains pre-made calculator templates for you to determine your key customer service, support, and satisfaction metrics.

Net Promoter Score (NPS)
Customer Satisfaction Score (CSAT)
Customer Effort Score (CES)
Customer Retention Rate
Revenue Churn
First Contact Resolution
Average Ticket Time
Renewals

Net Promoter Score (NPS)

What is NPS? NPS, short for net promoter score, is a metric that calculates how likely a customer is to recommend your company or product. Count the number of promoters, passives, and detractors you have, and enter those numbers in the cells below (i.e. if 12 respondents gave you a 10 and 30 gave you a 9, you would have 42 promoters). The percentage of detractors is subtracted from the percentage of promoters to give an NPS. Anything above zero is good, while anything below zero suggests you need to make improvements for a better customer experience.

How to Get Data To get the raw data, send out a survey to existing customers, asking them to rate how likely they would be to recommend your product or service to a friend or colleague.

Promoter (9 & 10)	9
Passive (7 & 8)	8
Detractor (0-6)	6
Total Responses	23
NPS Score	13

Customer Satisfaction Score (CSAT)

What is CSAT? Similar to NPS, customer satisfaction score (CSAT) measures how happy your customers are. Enter how many responses each option receives, and the CSAT will appear in the labeled cell. If you run a survey from 1-5, 1-7, etc., leave the cells outside the range of the scale blank.

How to Get Data Run a survey asking customers how satisfied they are on a scale from 1 to up to 10.

Score	Number of Responses
1	2
2	5
3	4
4	3
5	5
6	9
7	5
8	3
9	4
10	1
Total	41
CSAT	5.4

Customer Effort Score (CES)

What is CES? Customer effort score (CES) is a metric to show how much effort was required from customers to solve a problem and/or find information they're looking for. A low CES might suggest customers take a long time to find the resources they need, indicating your company may need a knowledge base for easy problem-solving documentation to be stored.

How to Get Data You can prompt CES surveys on customer training/documentation pages, after support phone calls, on chatbots, or in customer support emails.

Score	Number of Responses
Very Difficult	0
Difficult	0
Neither	4
Simple	5
Very Simple	3
Total	12
CSAT	3.9

Customer Retention Rate

What is Retention Rate? Retention rate is a metric used to see how many customers have stopped coming to your business or have cancelled their membership, subscription, or patronage. A low churn rate is good – that means you're keeping most of your clients and customers happy.

How to Get Data Choose a specific period of time – one year, one month, all time, etc., – and be consistent in entering the metrics from that time for accuracy.

Customers at the Start of the Period	5	$\frac{(\text{Customers at End of Period} - \text{Customers Acquired During Period})}{(\text{Customers at Start of Period})} \times 100$
Customers at the End of the Period	12	
New Customers Acquired in the Period	1	For Ex: You have 44 customers, you gain 12 new customers, and 13 customers churn $\frac{((44 - 12) / 44) \times 100 = 70\%$
Customer Retention Rate	7	

Revenue Churn

What is Revenue Churn?

Revenue churn reveals how much revenue was lost in a given period. For subscription-based companies, this is an important metric to calculate.

How to Get Data

Choose a specific period of time – one year, one month, all time, etc. – and be consistent in entering the metrics from that time for accuracy.

Starting MRR or ARR	\$	100.00	MRR - Monthly Recurring Revenue	Customer Churn	Annual Churn Rate = (Number of Customers at Start of Year - Number of Customers at End of Year) / Number of Customers at Start of Year
Ending MRR or ARR	\$	-	ARR - Annually Recurring Revenue		
Total New ARR	\$	100.00		Revenue Churn Rate	Monthly Revenue Churn Rate = [(MRR at Start of Month - MRR at End of Month) - MRR in Upgrades during Month] / MRR at Start of Month
Total Revenue Churn		0			

Note: If the number above is in parentheses, that's good! It shows you had a negative churn, meaning your revenue actually grew.

First Contact Resolution

What is FCR?

First Contact Resolution Rate highlights how often support cases are closed on their first attempt. If a case is not resolved quickly, or if a customer needs to revisit the problem, it could have a negative impact on customer satisfaction, so getting this number as close to 100% as possible should be a top priority for support.

How to Get Data

Choose the amount of tickets/incidents from a specific period of time – one year, one month, all time, etc. – and be consistent in entering the metrics from that time for accuracy.

Total Tickets Closed, Including Those Reopened	7
Total Tickets Reopened	2
Total Incidents, Including Resolved, Reopened, and Unresolved	5
First Contact Resolution Rate	1

Average Ticket Time

What is Average Ticket Time?

Average ticket time looks at how long it takes for a customer's complaint, request, or question to be addressed accordingly. One of the most important metrics to help find this number is labor hours, which can vary drastically pending on if your employees in customer service work different hours. Below, choose the time frame that works best to accurately gauge how many tickets are resolved in a given time period.

Full Time Employees	Daily	Number of Tickets Resolved Tickets	7
		Number of Employees Resolving Tickets	6
		Daily Hours Worked by Each Employee	9
		Total Hours Worked	54
		Average Ticket Time	462.8571429 minutes
Weekly		Number of Tickets Resolved Tickets	34
		Number of Employees Resolving Tickets	32
		Weekly Hours Worked by Each Employee	23
		Total Hours Worked	736
		Average Ticket Time	1298.823529 minutes
Annually		Number of Tickets Resolved Tickets	32
		Number of Employees Resolving Tickets	45
		Weekly Hours Worked by Each Employee	32
		Total Hours Worked	1440
		Average Ticket Time	2700 minutes
Part Time Employees	Daily	Number of Tickets Resolved Tickets	20
		Total Support Labor Hours on Tickets	8
		Average Ticket Time	24 minutes
	Weekly	Number of Tickets Resolved Tickets	500
		Total Support Labor Hours on Tickets	3
		Average Ticket Time	0.36 minutes
Annually		Number of Tickets Resolved Tickets	2300
		Total Support Labor Hours on Tickets	40000
		Average Ticket Time	1043.478261 minutes



Low Listing Quality	Whenever in BI any seller's score content score < 2	Warning Email to Seller to Update the content according to the suggestions	Dear Seller,  We have noticed that your content is not upto the mark. It is recommended to update the content regularly in order to gain visibility. Please update your content immediately to gain more visibility.  CTA- Link for BI Tool for content  Best Regards, Sunman Team	3 warning in a month	---
Removing credit card/ or any bank details with pending payments	Removing card details/ bank details	You cannot remove your card details/ Bank details	POP UP Message	Final Warning	Cannot remove card details
Increase or decrease the pricing more than 30%	Comparing old price with new price	You cannot increase or decrease the pricing of the products more than 30%	Dear Seller,  We have noticed that you have tried to increase or decrease price more than 30%. It is not recommended as it effects your account.  Best Regards, Sunman Team	1 Warning	Warning email and avoiding the pricing of the seller to update
Change of logistics partner while shipping th order after receiving an order	current logistics != selected logistics while listing	You have selected a different logistics partner. This may incur you loss	POP UP	1 Warning	---



CS - PAIN POINTS												
Pain Points while using platform	When they need help	How to help	Actions to encourage	Get feedback								
Existing Notifications	In App Notifications or Popup's Trigger Step		Actions taken if the step has not ben completed									
Platform to be Launched	With a welcome message, Profil 1st log in		Follow up Emails and In-App Notifications to finish the process(Surprise gift will be		Emails for Notifications same as Facebook							
	Check list of things that will help After Filling the Profile and KYC											
	Sync the products from Existing After Filling the Profile and KYC				Notification for viewing the store on Marketplace once the products are live							
	Increase your visibility by going After 24 hrs of pulling back the products											
	While adding new Channel, create the payments account and link it				Notification for checking the products with errors							
	Do re-pricing for the Marketplai After adding new Marketplace											
	Sync the uploaded Products After repricing the SKU											
	Send a notifications after Sync process is complete				Reward points should be given to the completed actions							
	Send a email that products are l after products get uploaded successfully											
	Add logistics partners											
	BI Notifications like check out to send this 24hr after products have gone live											
	Notification for any upcoming p after using the BI											
	Received payments											
	1st of every month, check the reports											
	Upload products to Platform											
	Create Marketplace Account											
	Create Logistics Account											
	New Feature Notification											
	Order Notification											
	Product Upload notification											
	Webinar notification											
	A summary should be shown for the costs that they have saved by doing an operational activity on the platform											
	A reward to the people who stayed till the end of webinar											

## CUSTOMER SURVEYS

[illegible]

Customer Satisfaction Survey			
How likely is it that you would recommend this company to a friend or colleague?			
Not At All Likely			Extremely Likely
Overall, how satisfied or dissatisfied are you with our company?			
Very Satisfied	Somewhat dissatisfied		
Somewhat satisfied	Very Satisfied		
Neither Satisfied nor dissatisfied			
Which of the following words you use to describe our products? Select all that apply.			
Reliable	Overpriced		
High Quality	Impractical		
Useful	Ineffective		
Unique	Poor Quality		
Good Value for money	Unreliable		
How well do our products meet your needs?			
Extremely Well	Not so well		
Very Well	Not at all well		
Somewhat well			
How would you rate the quality of the products?			
Very high quality	Low quality		
High quality	Very low quality		
Neither high nor low quality			
How would you rate the value for money of the product?			
Excellent	Below Average		
Above average	Poor		
Average			
How responsive have we been to your question or concerns about our products?			
Extremely responsive	Not so responsive		
Very responsive	Not at all responsive		
Somewhat responsive	Not applicable		
How long have you been a customer of our company?			
This is my first purchase	1-2 years		
Less than six months	3 or more years		
Six months to a year	I haven't made a purchase yet		
How likely are you to purchase any of our products?			
Extremely Likely	Not so likely		
Very Likely	Not at all likely		
Somewhat Likely			
Do you have any other comments, questions, or concerns?			

First Feedback Survey	
How would you rate your overall experience?	
How satisfied are you with the account setup process?	
Extremely satisfied	Not so satisfied
Very satisfied	Not at all satisfied
Somewhat satisfied	
How easy was it to Navigate through the Platform?	

# STORIES OF SUCCESSFUL PLG COMPANIES

Company	Area of Business	PLG Strategy Adopted	Objective of the PLG Strategy	Achievement
Dropbox	File-Hosting Service Provider that provides cloud storage	<p>Dropbox reduced the onboarding process to a mere 6-steps</p> <p>Dropbox implemented a 2-sided referral program for a compelling product, that rewarded both sides for completing the desired task; registering for Dropbox</p> <p>Since the product offered storage space in the cloud, Dropship decided to reward people with 500 MB of more free space not only for referring their friends but also for accepting an invitation</p>	Increase User Registrations for its product	Dropbox managed to double its user base every 3 months, resulting in their users sending 2.8M invites in April 2010. It achieved a 3900% user growth in 15 months
Intercom	Customer Messaging Platform	<p>Implemented their branding across:</p> <ol style="list-style-type: none"> <li>1. Intercom branding links were provided on their product Educate, a knowledge base product where users and their customers can create their own help content</li> <li>2. Intercom logo and link in a chat window of their Acquire product, live chat that leads to email capture</li> <li>3. Resolve, a Intercoms ticket support tool customer answers a support ticket with their customers =&gt; Reply-to address contains Intercom domain =&gt; Some percentage of support ticket creators navigate to Intercom and start a free trial</li> </ol>	Product Virality for increased user base	Intercom has 100,000 monthly active users, ranging from startups to small businesses to mid-sized and larger tech companies. It caters to 17,000 companies
Slack	Team collaboration tool and services provider	<ol style="list-style-type: none"> <li>1. Slack came up with a simple yet brilliant onboarding process. They provided all the training, tutorials, and resources the customer needs to get the rest of his or her team on board</li> </ol> <p>All new users who login for the first time are instantly taken through a tutorial with What Next steps?</p> <ol style="list-style-type: none"> <li>2. At any point of the users journey, Slack wanted the user to get a complete experience of their product without getting a sales tone pitch nor pushing the user to upgrade the plan to paid</li> <li>3. Slack added gates at the following points and converted them to paid users: <ul style="list-style-type: none"> <li>- Chat history that stops after 10,000 messages</li> <li>- File storage that stops after 5GB</li> <li>- App integrations that stop after 10 apps</li> </ul> </li> </ol>	Conversion for majority from Free Trial to Paid	Slack has 1.25+ million paid users. Their trial to paid conversion rate is 30%.



[1] Marketing Responsibility