

2020



# Re:vitalize

Rediscovering eCommerce  
growth this holiday season

smile.io

**RingCentral**

✓//smsbump  
a Yotpo company

LTVplus<sup>+</sup>

omnisend

 Ecommerce  
Tech

 OCTANE AI

 Recart

 LOYALTYLION

SKUBANA

 aircall

 ChannelReply

 AdNabu

 re:amaze



# TABLE OF CONTENTS

## SESSION 1

2

**TURN YOUR HARD EARNED SALES  
INTO REPEAT CUSTOMERS**  
Smile.io

4

**MAXIMIZE YOUR INVESTMENT  
WITH AN OPEN PLATFORM**  
RingCentral

6

**YOUR BFCM SMS MARKETING STRATEGY  
SMS MARKETING ON AUTOPILOT**  
SMSBump

8

**ULTIMATE BLACK FRIDAY AND CYBER  
MONDAY GUIDE FOR ECOMMERCE**  
LTVplus

10

**IMPROVING CUSTOMER  
EXPERIENCE THROUGH CHATBOTS**  
Re:amaze

“OVER 60% OF ONLINE SHOPPERS PREFER DIGITAL  
SERVICE TOOLS WHEN SHOPPING ONLINE.”

**-Re:amaze**



☺ smile.io

## Turn Your Hard Earned Sales Into Repeat Customers

While COVID-19 has negatively impacted many businesses, eCommerce brands have seen an upward trend in sales this year largely due to people staying home and shopping online. Almost 60% of total retail sales in the states in Q2 were online, and this will keep going up. This is likely to be seen even more on major shopping days like Black Friday, that are traditionally an in-person shopping day. This year is also unique because many retailers that normally open on Thanksgiving Day

are opting to stay closed and have shoppers shop online instead. More and more customers are shopping online which means that there are even more people searching for “coupons” or “discounts” on Google, especially close to major shopping days like Black Friday. At the beginning of the COVID-19 pandemic, we also saw this trend of people searching for discount codes. This occurs because no one wants to pay full price when shopping online.

To get around this trend and encourage your customers to shop all the time and not only when a discount is available, you need to focus on building loyalty. Smile.io helps businesses build a loyalty program and encourage repeat purchases without having to offer high discounts simply to secure a sale.

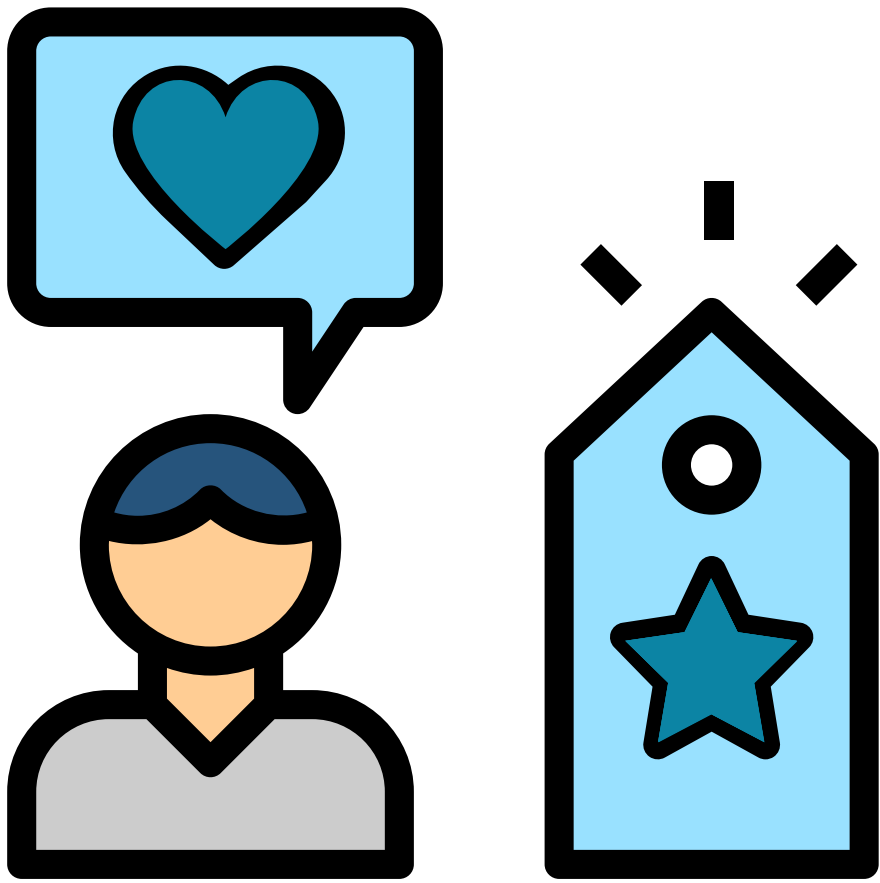
One of the best things an eCommerce brand can do is implement a loyalty points program into the shopping experience. By offering double or triple points on new program sign-ups you will encourage customers to shop without having to offer significant discounts to compel. This is a great tactic because now you also have their contact information for future use. You can also increase points on purchases for the holiday season by doubling or tripling the loyalty points earned for a certain period.

You can also increase points on purchases for the holiday season by doubling or tripling the loyalty points earned for a certain period.

By promoting to your customers that there is value in engaging and shopping with your brand you're giving them a valid reason to shop with you even if you don't provide them with a discount. Prior to major shopping days you can also begin to advertise you'll be offering a double points redemption campaign for customers to cash in their points. For example you can run a double points campaign for gaining points during the holiday shopping season and then hold a double points redemption campaign in January to promote post holiday shopping. Both marketing approaches help to build customer loyalty for your brand.

Visit [Smile.io](https://smile.io) to learn more.

“ONE OF THE  
BEST THINGS AN  
ECOMMERCE  
BRAND CAN DO  
IS IMPLEMENT A  
LOYALTY  
POINTS  
PROGRAM”  
-SMILE.IO







## ***RingCentral***

# Maximize Your Investment with an Open Platform

Why should you choose an open platform as an eCommerce retailer? The simple answer is because customers don't like wasting time navigating through various apps. Research indicates that 66% percent of customers want a single platform for all of their communications and 69% say they waste up to 1 hour a day simply navigating through different apps.

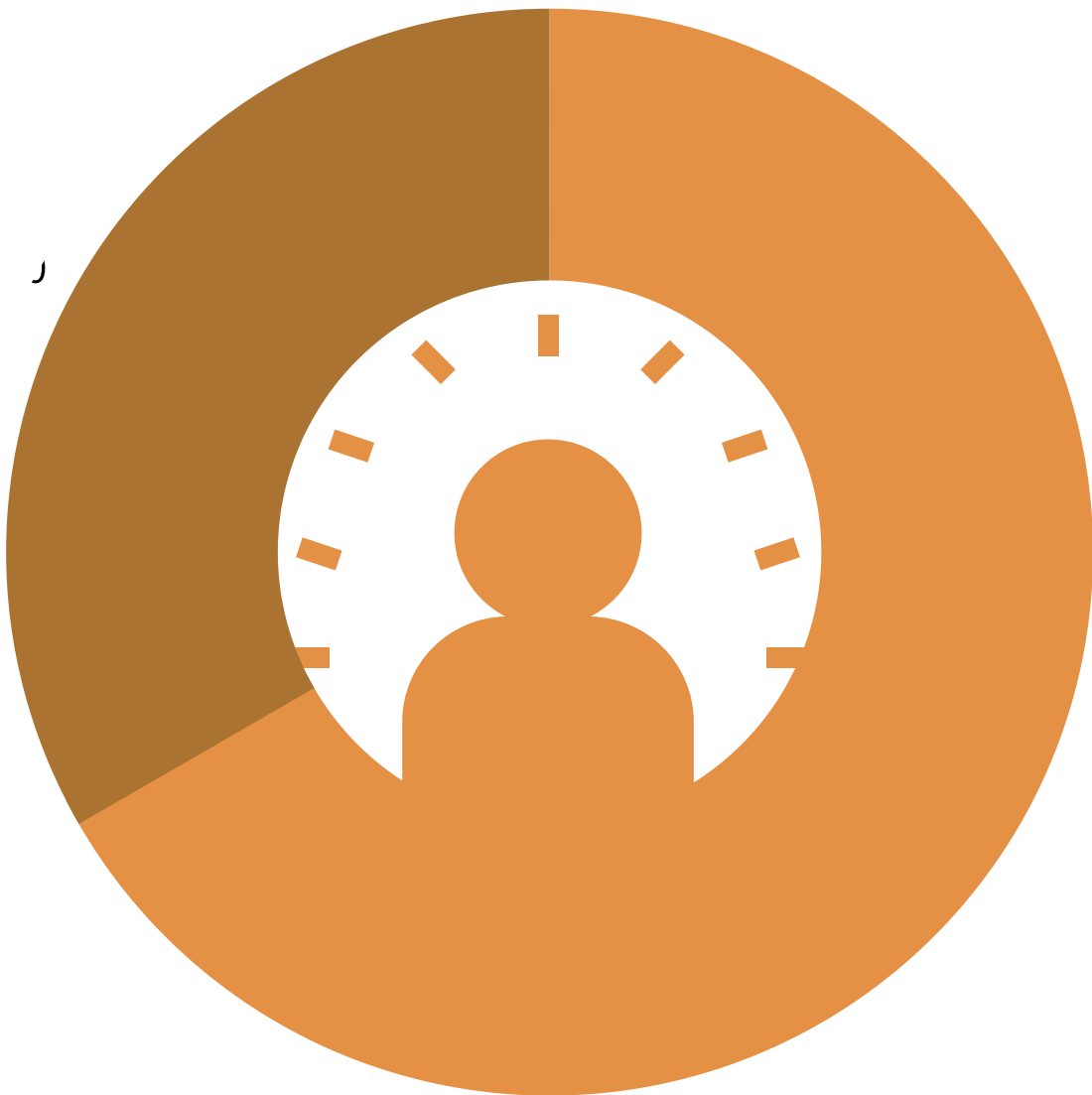
A single platform will give customers exactly what they want - unified communications. You want to ensure that any of the popular apps you use are unified ifor your team to be more productive.

It's also important that they are familiar with the apps and know how to use them. This allows you to work the way you want, which is very important as it will make your eCommerce business more productive and efficient.

The RingCentral App Gallery has tons of applications available that require no code capabilities allowing less tech savvy users to integrate these apps seamlessly. Low Code widgets allow you to bring communications into your web application easily making this a very powerful tool for your business, and for

advanced users you can use custom code to integrate widgets into your application. The goal is for end users to maximize their investment with an open platform. Having an open platform is all about supporting the customer and maximizing your ecosystem. This will allow you to get the most benefit from your investment and grow your business quickly while working more efficiently.

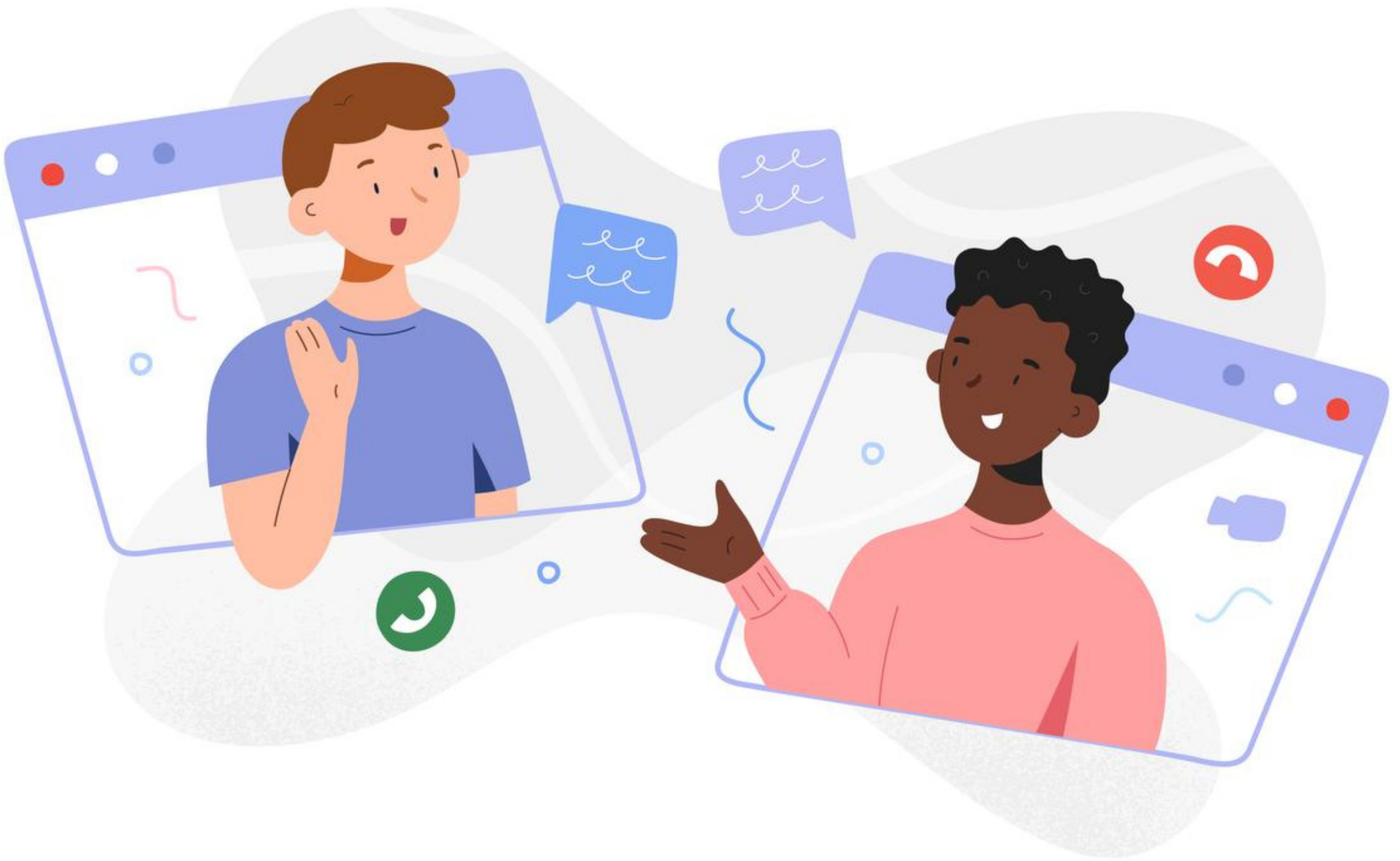
Visit [RingCentral](#) to learn more.



**66 PERCENT** OF CUSTOMERS WANT A **SINGLE PLATFORM** FOR ALL OF THEIR COMMUNICATIONS

**69 PERCENT** SAY THEY WASTE UP TO **1 HOUR** A DAY SIMPLY NAVIGATING THROUGH DIFFERENT APPS





## Your BFCM SMS Marketing Strategy

This year Black Friday and Cyber Monday are expected to see a significant increase in online shopping compared to previous years. Research indicates that 66% of shoppers are expected to increase online purchases, while 72% are planning to use a mobile device to shop, and 39% plan to begin shopping in late October, early November. Additionally, many online merchants are planning to launch their sales for these major shopping days much earlier than usual. Last year on Black Friday 67% of revenue came from SMS, with a 40% ROI and 45% conversion rate, making SMS an ideal marketing strategy for this year.

**To launch a successful SMS marketing campaign you need the:**

- Right audience
- Right timing
- Right message

Using smsbump segment features you can utilize advanced customer segmentation filters and hyper targeted segments to get better conversions for your SMS campaign. This platform can also partner with your Shopify data, which will help you create your most ideal customer when developing your campaign strategy.



You can include factors such as purchase behavior, shopping category, and demographic data including location, gender, and more. By personalizing your messages you'll improve your conversions by up to 54%. Simply sending a branded message by addressing the person by their name, referencing something they've

purchased before and then detailing the current offer will result in higher converting campaigns. In the video you can find an example of a Black Friday, Cyber Monday campaign that you can duplicate and replicate for your own BFCM 2020 strategy.

**Visit SMSBump to learn more.**

# SMS Marketing on Autopilot

If you're doubting the value of SMS marketing consider the following statistics:

- SMS marketing has a 90% open rate
- Most texts are opened within 3 minutes
- It boasts a 41% adoption rate

Consumers are now considering SMS to be a viable communication method from brands making it more important than ever for eCommerce brands to utilize it.

## Outline of how this strategy works:

- Grow subscribers
- Set automated flows
- Build segments
- Launch campaigns
- Track results

Keep in mind it is a consent based channel, so you can only target customers on your list which can limit your efforts if you have a small list. This means growing your customer list is one of the most important aspects of SMS marketing efforts.

**BY PERSONALIZING YOUR MESSAGES YOU'LL IMPROVE YOUR CONVERSIONS BY UP TO 54%**

**BLACK FRIDAY AND CYBER MONDAY ARE AMAZING OPPORTUNITIES TO LAUNCH CAMPAIGNS**

To automate SMS marketing you'll need SMS flows which automate the customer journey and the collection of customer data. This enables you to send customers to the most optimized flow of your campaign to increase conversions. smsbump can help you automate customer flows and create personalized campaigns to see the most success for the 2020 holiday shopping season and future shopping seasons. Such flow series include the "Welcome Series", the "Cross-sell" series, and the most popular series - the "Abandoned Cart".

Using automation to see the best results from an Abandoned cart series, for example, it's recommended to set a reminder for 10 minutes and then 1 hour after abandonment. Be sure to embed the offer in the link so the process is easier for the customer.





# LTVplus<sup>+</sup>

## Ultimate Black Friday and Cyber Monday Guide for eCommerce Businesses

The impact COVID-19 has on eCommerce brands is expected to skyrocket in Q4 of 2020, which means businesses need to prepare their teams to meet this anticipated demand. This means:

- **Preparing your customer support team for an influx in tickets.** This is especially important on Black Friday and Cyber Monday since you can expect an influx of customer requests. If your tickets pile up and you don't handle them fast enough, you can expect to lose customers to your competitors. To address this, you need to expand your knowledge base before the rush hits. This means optimizing your FAQ pages for Google so customers can find answers quicker
- and ensuring your customer service teams know the answers to your most common BFCM questions.
- **Optimizing the ticket submission process.** Since not all customer questions can be answered by FAQs, you need to streamline this process. You can do this by asking shoppers to provide more details with mandatory text fields and multiple choice questions so you can channel the ticket to the appropriate agent.
- **Specializing your customer service agents.** Another great approach is having agents to learn 1-2 specific topics inside and out so they become "specialists" on key customer concerns.

- **Investing in customer support training.**

Prepare your customer service agents to deal with questions regarding your product offerings and other common situations, then create procedures and workflows before the holiday shopping season approaches regarding these situations so things go smoothly during the holiday rush. This should be implemented into your training programs for the 2020 holiday shopping season.

- **Ensuring you're using the right technology.** Some things to consider is whether your website can handle holiday traffic volume without crashing. You should also consider whether you're proactively engaging customers on your website like using chatbots or live chat.



- **Preparing a backup plan.** It's also important to have a business continuity plan in place in case something goes wrong. What will you do if you have technical issues with your website or eCommerce platform? Figure out these answers now to save yourself from problems later.

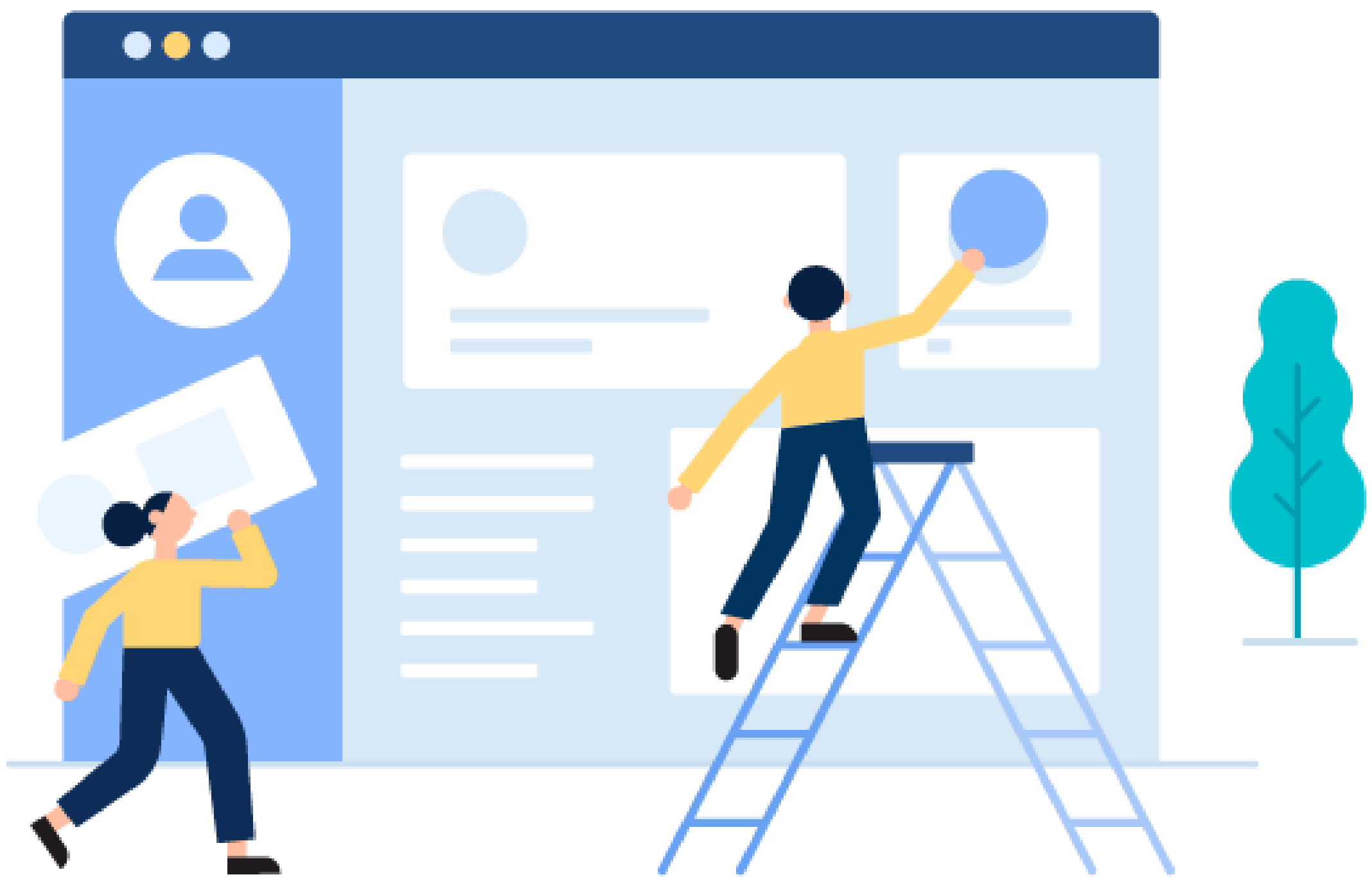
- **Embracing omnichannel customer support.** Users will be contacting you through a variety of channels like your website, email, social media, phone, and more - which makes having Implement this now, so be available to your customers on every channel creating a great customer experience for them, and so you can train your team prior to the holidays.



- **Speeding up ticket handling.** Implement solutions that will enable you to get an instant customer history when they contact you, as this will save time on each inquiry and make your team more efficient.
- **Implementing AI.** 37% of customers prefer to initially resolve an issue using a chatbot. This is a strong argument for integrating AI into your website, since it is both efficient and what your customers want.

Finally, when developing your marketing campaigns consider adding a link to live chat within the context of your email. You should also consider segmenting your customer links and sending personalized emails based on their past behaviors.

**Visit LTVplus to learn more.**



# Improving Customer Experience Through Chatbots

Not only can chatbots help improve customer support efficiency, but they can also add a ton of value to your bottom line. Statistics show that over 60% online shoppers prefer digital service tools (like chatbots) when shopping online.

Chatbots help improve productivity and lower response times, and it's anticipated that chatbots will play a huge role in the 2020 holiday shopping season.

Chatbots can greet customers immediately upon visiting a website, they can send targeted messages based on current or previous shopping behaviors. They can also answer questions, function like a concierge shopping bot for product discovery, and respond to commonly asked questions,

such as shipping times or order status.

This will all play a very important part in the success of eCommerce this year and free up your customer service agents to focus on responding to customer service inquiries. You can see live examples of various chatbots that can help your business during the Black Friday, Cyber Monday shopping season and beyond.

Chatbots also provide your team with valuable information about your customers and their online shopping behavior which can help you as you develop future marketing campaigns for your business.

**Visit Re:amaze to learn more.**





# TABLE OF CONTENTS

## SESSION 2

12

ALL-IN-ONE PLATFORM FOR  
QUIZZES, FACEBOOK MESSENGER &  
SMS MARKETING FOR SHOPIFY  
Octane AI

.....

13

HOW TO DRIVE MORE REVENUE  
FROM YOUR EXISTING CUSTOMERS  
OVER THE PEAK PERIOD  
LoyaltyLion

.....

14

THREE, NO BULLSHIT AUTOMATION  
MUST-HAVES FOR THE HOLIDAYS  
Omnisend

.....

16

INTERNAL TEAM EFFICIENCY  
Re:amaze

.....

18

HOW REAL-TIME LIVE CHAT  
BOOSTS REVENUE BY 13%  
Ecommerce Tech

“

OVER **30% OF CUSTOMER SERVICE  
INQUIRIES** CAN BE ANSWERED WITH  
EXISTING CONTENT ON YOUR WEBSITE

”

-Re:amaze



## All-in-One Platform for Quizzes, Facebook Messenger & SMS Marketing for Shopify

While online spending has increased dramatically since the pandemic, the customer journey has very much stayed the same - meaning there is room for improvement! When trying to improve the online shopping experience, consider how it differs from in-person shopping.

For example, when shopping in a store a customer is approached by an employee who can assist the customer in finding a product and help them decide on what they need. This is a critical aspect of the shopping journey that is missing from the online shopping experience.

Online shopping requires the customer to rely on photos, online catalogues, and product descriptions to decide what product to purchase, which can be an overwhelming process.

To assist with this challenge Octane AI has reimagined the customer journey by utilizing quizzes.

Quizzes can help create a better customer journey for online shoppers by engaging with the customer to provide them with a personalized product recommendation. After their initial purchase you can even follow up with a post-shopping quiz to encourage repeat customers.

These quizzes help you build customer buyer profiles, which in turn will help you improve your marketing strategies by creating buyer personas and develop remarketing messaging, targeted ad audiences, email marketing, & SMS ads,

Visit [Octane AI](#) to learn more.





## How to Drive More Revenue from Your Existing Customers Over the Peak Period

An often overlooked goal in marketing strategies is targeting your existing customers. Most of the focus tends to be placed on gaining new customers, rather than trying to get repeat sales.

**Here's why repeat customers so valuable:**

- They already know and trust your brand
- They're easier to convert
- They tend to spend more

Here are some tips to incorporate targeting your existing customers into your marketing strategy:

**Tip 1: Reach out to your audiences before you start a holiday sale and remind them why they love shopping with you.** This is the time to remind them of loyalty points or

rewards they have available. It is also a good time to re-engage with customers who haven't shopped with you in a long time. Consider offering them additional loyalty points for a return purchase or for creating an account if they haven't done so already.

**Tip 2: Create a VIP experience for your existing customers.** An experiential reward may look like providing existing customers access to sales or new product drops early. The goal is to create an experience with your store that your customers can't experience anywhere else.

**Tip 3: Focus on creating emotional connections with your existing customers that will encourage repeat purchases.**



68% of consumers have indicated they will be loyal to a brand if they share the same values. You might consider aligning your loyalty program with your values. An example of this is offering loyalty points for customers that recycle product containers. You can also allow customers to redeem loyalty points in the form of a donation.

**Tip 4: Encourage existing customers to act as brand advocates.** Referrals are a vital way to build your customer base. Encourage your customers to leave reviews by offering them loyalty points, or referring family and friends to your store during the holiday shopping period.

**Visit LoyaltyLion to learn more.**



# omnisend

## Three, No Bullshit Automation Must-Haves for the Holidays

When it comes to the holiday shopping season, it's important that eCommerce retailers look at implementing revenue driving automations and optimizing them for the holiday shopping season

### Welcome Messages

The welcome message is a key automation for eCommerce websites. 97% of email conversions were driven from welcome

messages with a 48% conversion rate. eCommerce retailers can expect these numbers to not only carry over into the holiday shopping season, but also increase..

Typically, when customers sign up for your email or SMS program they're hoping for a discount in their welcome message. This is why it's important to consider the incentive you include in that welcome message and

ensure it will help to drive conversions. Be sure to also include any key differentiators for your brand and specific holiday shopping content such as holiday shopping guides and product recommendations. Finally, be sure your welcome messaging aligns with your holiday marketing messaging.

You should also consider incorporating an SMS strategy to boost conversions. These are time sensitive messages so your content should reflect that by using phrasing like “Last chance” or “Act now”.

**Cart Abandonment**

This is one of the most profitable email messaging strategies available to eCommerce retailers. Statistics show cart abandonment emails have a 30% open rate, 25% conversion rate, and account for 11% of all email conversions.

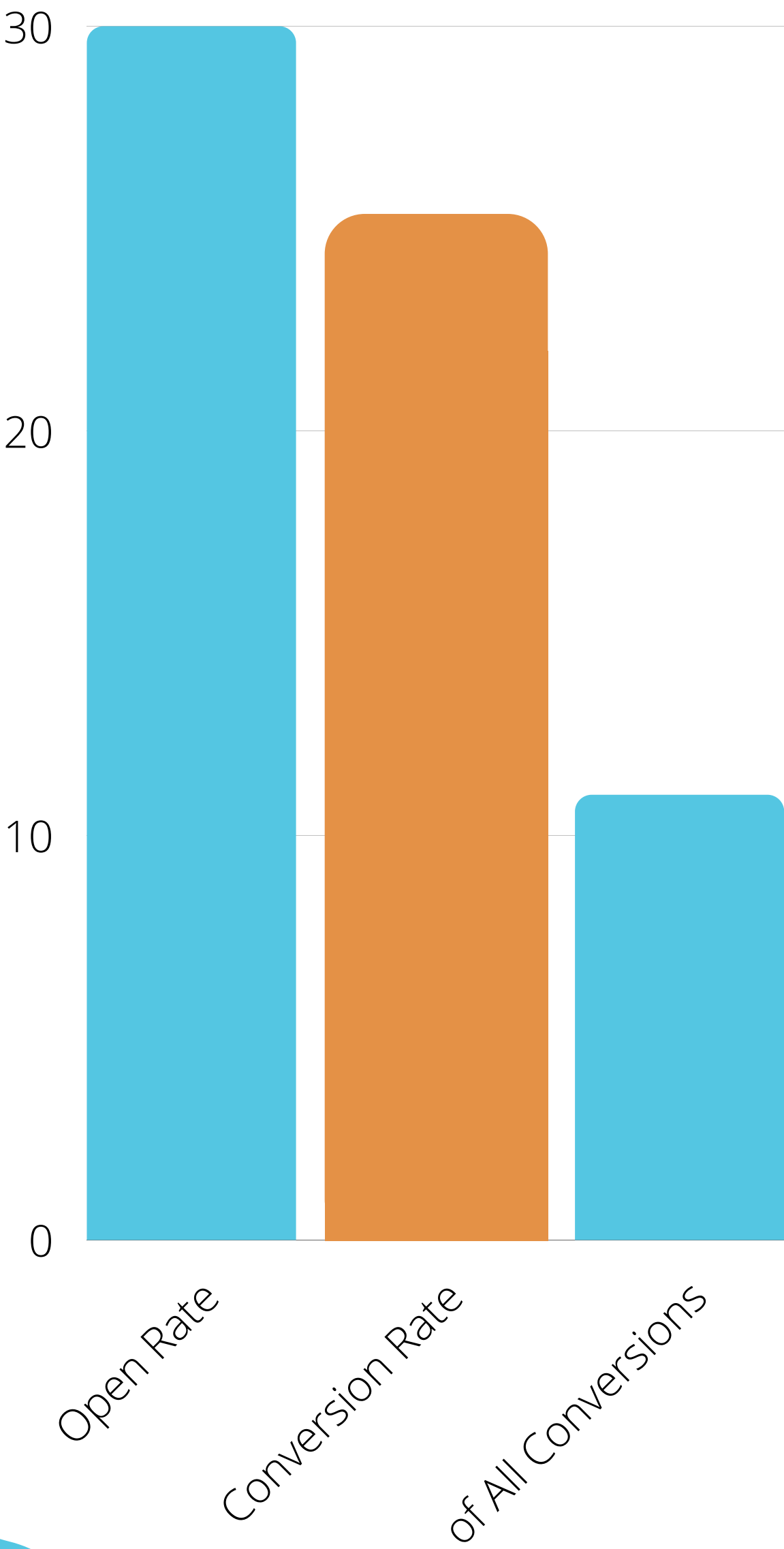
Remember consumers will often fill up a cart and wait for a discount to become available to make their purchase. Cart abandonment messaging can be used to your advantage by creating a sense of urgency and prompting customers to act on their shopping carts or wishlists. Offer incentives to complete their order, but be sure they match the promotions on your website. If you have 30% off sales on your website for example, offering 10% via email won’t be enough to convert a customer. Similar to welcome messages, you can also use SMS messages here to create a sense of urgency and prompt them to complete their purchase.

**Browse & Product Abandonment**

Browse abandonments refer to abandoning a category such as “shoes” where product abandonment refers to abandoning a specific product. Similar to cart abandonment messages the goal is to try to drive customers back to your website in order to complete a sale. Remember to use a sense of urgency and if applicable, incentives.

Visit [LoyaltyLion](#) to learn more.

**CART ABANDONMENT EMAILS**







## Internal Team Efficiency

In anticipation of more online sales this year, it's important that you're able to offer high-quality, personalized experiences when shopping with your brand. More online shoppers will mean more customer service tickets and requests, so you need to equip your team with the tools they need to be prepared to meet this need.

**Below are 3 things you should do to help prepare your customer support team for holiday shopping:**

### Getting the FAQ Section of Your Website Organized

Research indicates that over 30% of customer service inquiries can be answered with existing content on your website. This

means it's vital that you review your FAQs page to ensure the information there is accurate, up to date, and thorough. FAQs are a powerful customer service tool that are often underestimated by eCommerce.

### Some things to keep in mind when improving your FAQs:

- Create a specific holiday topic regarding shipping notifications or product availability as needed
- Speak with your team to ensure the most common questions are included on your FAQ page
- Ensure all the information you provide is uniform across your website
- Make sure your FAQ page is easy to find



Implement Automation

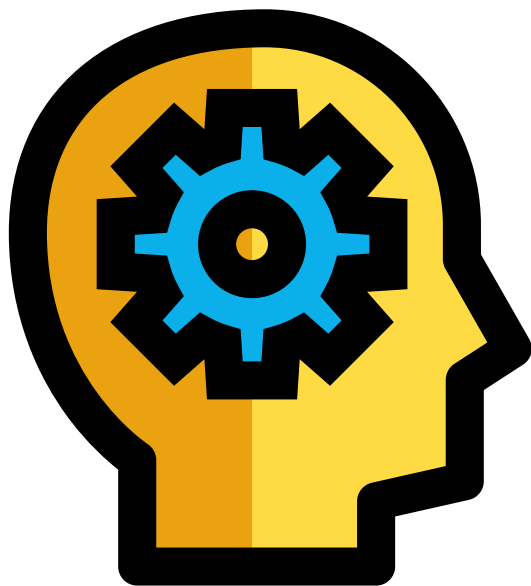
An automation is any process that can be done without human interaction. This can include directing customers to the appropriate department, answering basic questions such as shipping times, and flagging urgent issues. Some types of automation include FAQ content, order processing questions (shipping, returns, order status), and specific product questions unique to your business. When deciding what processes to automate you want to consider what will have a small impact on your customers but a big impact on your team. You should also consider what the majority of your customer service inquiries are in reference to. For example,

if the bulk of your customer service inquiries are in regards to order tracking this is an ideal process to automate for your business.

Data Integrations

Data integrations that provide your customer service agents with customer data inside the helpdesk platform make your team 5x more productive than if they have to go elsewhere for this information. This is highly valuable during busy seasons with high customer service inquiry volumes and will help you reduce response times.

Visit Re:amaze to learn more.





# How Real-Time Live Chat Boosts Revenue by 13%

Many eCommerce retailers already use live chat on their website, but not all of them use it to its full potential. In particular, chat bots can help improve the ROI of your customer service team. Not utilizing chat bots effectively costs you approximately 13% in lost gross revenue. In this segment, we'll discuss utilizing chatbots for pre-sales and the value they offer your business.

Pre-sales refers to handling objections, and price, sizing, stock, and shipping inquiries. Many customers will leave your website because they are not getting their questions answered in a timely fashion

You can improve the ROI of your customer service team by improving in this area and answering customers quickly. This will result in more conversions and closed sales for your business.

When customers ask a question they are looking for an immediate answer, if you don't meet this demand you risk losing a sale. The average response time for email is 13.3 hours, while the average response time for a "Contact Us" inquiry is 16.2 hours. The average response time for chat however, is only 90 seconds. In fact, the

faster your response time, the higher your conversion rate will be.

It’s also important to keep in mind that having a chat on your site that only converts to email will actually cause you to lose business.

The goal for an eCommerce business is to offer your customers 24/7 bot to human on-site chat capabilities with a response time less than 90 seconds. If you don’t have a team member available to respond to your chat it’s advisable to turn it off during periods you are closed.

You also want to look at the quality of your chatbot communications. Are your customers having to repeat themselves? Do they hit a dead end if a product isn’t in stock, or does the bot recommend an alternative product? Chatbot conversations should function with the goal of converting the client and not discourage them from shopping on your website.

Finally, keep in mind that collecting customer data from your chatbots is valuable for segmentation later on. You should also keep track of commonly asked questions to turn that data into content for your website for your FAQ page.

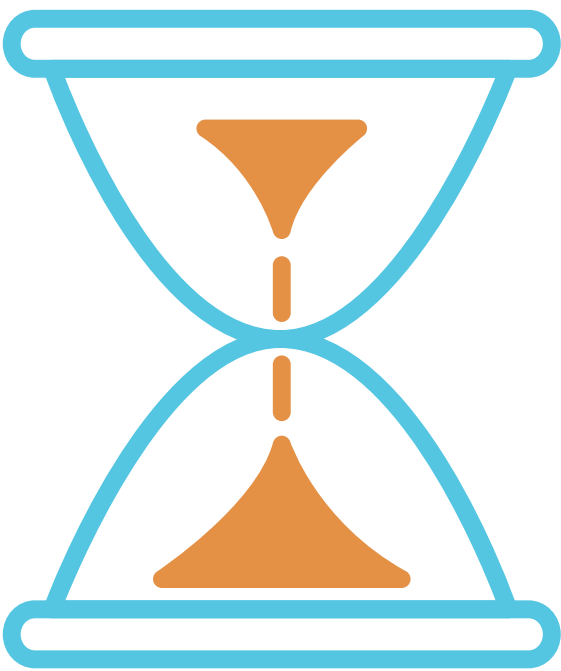
Visit Ecommerce Tech to learn more.



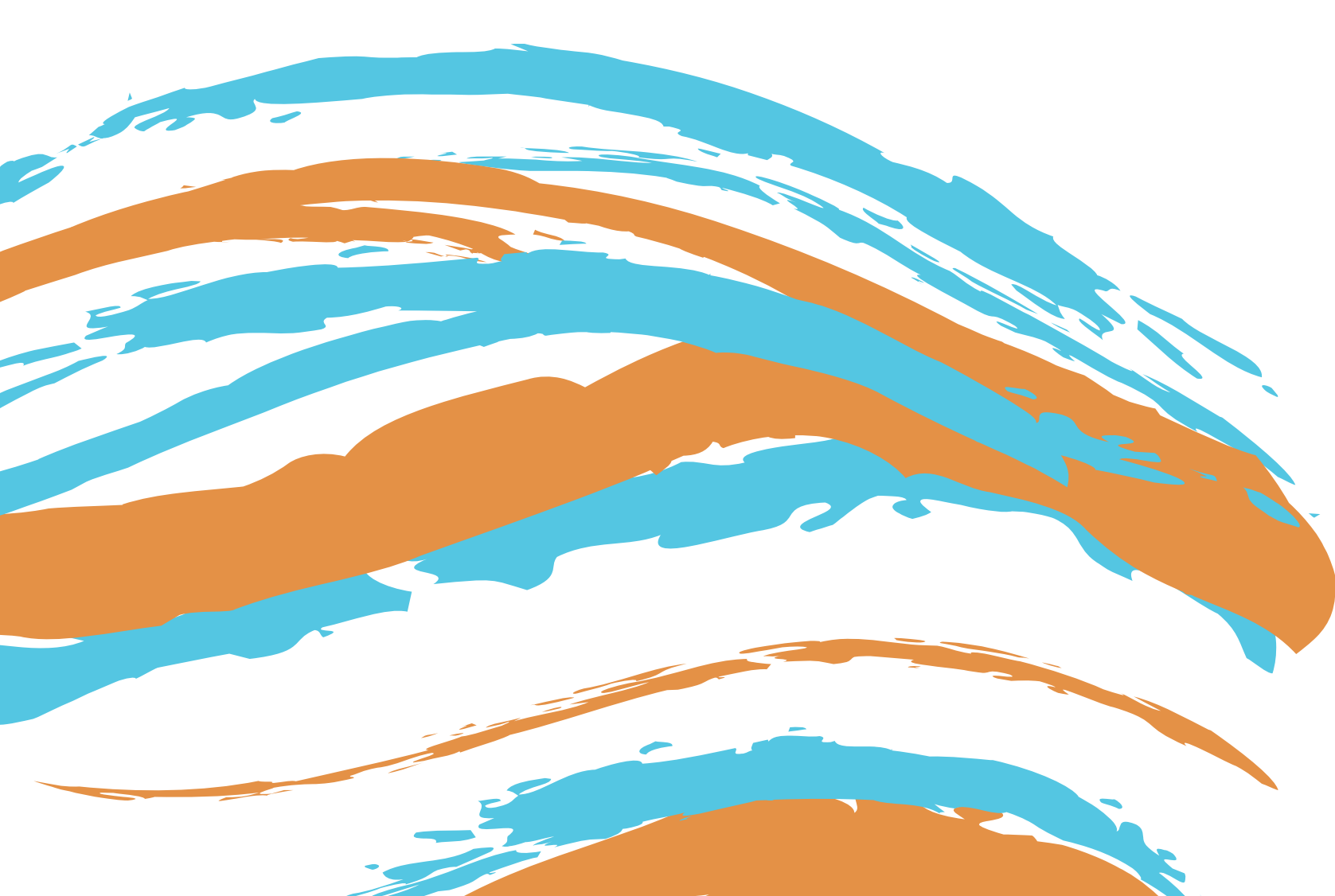
**13.3 HOURS**  
**AVERAGE EMAIL**  
**RESPONSE TIME**



**13% IN LOST GROSS**  
**REVENUE DUE TO NOT**  
**UTILITIZING CHAT BOTS**



**90 SECONDS**  
**AVERAGE CHAT**  
**RESPONSE TIME**







# TABLE OF CONTENTS

## SESSION 3

**21** **CONTEXTUAL  
CUSTOMER SUPPORT**  
Aircall

.....

**22** **HOW TO MAKE IT EASIER TO  
RESPOND TO QUESTIONS FROM  
EBAY, AMAZON, & WALMART**  
ChannelReply

.....

**23** **THE FUTURE OF  
ECOMMERCE TECHNOLOGY**  
Ecommerce Tech

.....

**25** **3 TACTICS TO EXPLORE YOUR  
BFCM REVENUE WITH MESSENGER**  
Recart

.....

**27** **IMPROVING YOUR PERFORMANCE  
IN GOOGLE SHOPPING**  
AdNabu

.....

**28** **5 TIPS TO ENSURE YOUR RETAIL  
OPERATIONS ARE READY**  
Skubana



## Contextual Customer Support

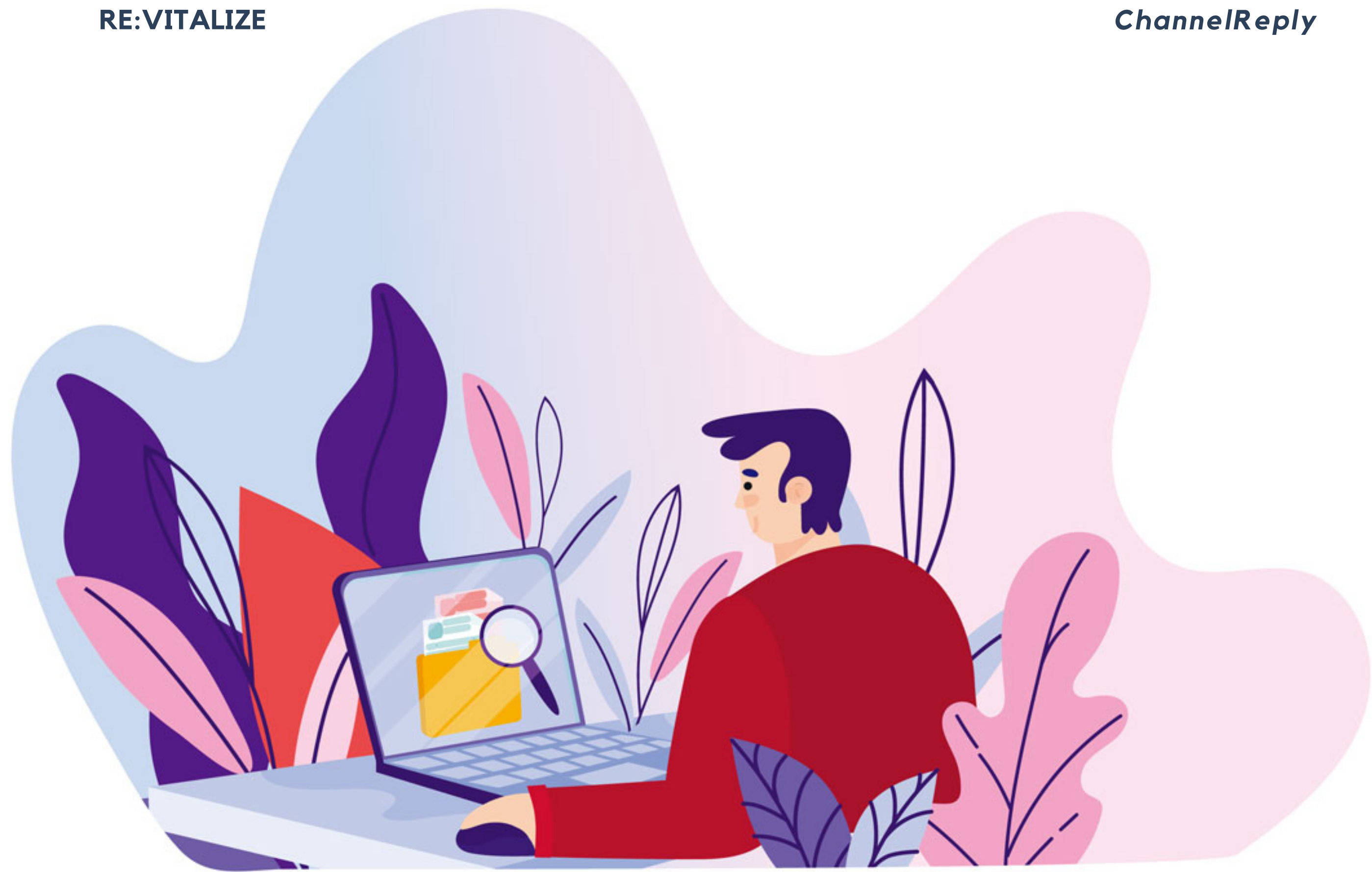
Providing your customer service representatives with the information they need for your customers will help improve the customer experience during Black Friday and Cyber Monday shopping. When customers reach out via chat, email, or phone it's important that whoever responds to the inquiry has some context about the client and what they might be calling about to best address their needs. This allows you to respond in a more personable way, which in turn helps improve the customer experience.

When Aircall is integrated into Re:amaze, your customer service representatives can add notes directly to the customer

dashboard under their latest inquiry so anyone else who looks at their history will see what they have previously called again and will be up to date on any issues they may be experiencing.

Providing context to your team is beneficial not only to your customer service representatives but can also be utilized for technical support representatives and even sales reps. It is a great collaborative tool that all eCommerce businesses should take advantage of, especially during busy seasons.

**Visit Aircall to learn more.**



## How to Make it Easier to Respond to Questions from eBay, Amazon, & Walmart

The COVID-19 pandemic forced many eCommerce businesses scrambling to double and triple their customer service offerings overnight due to the rapid shift from in person to online shopping. If you find that you need to multiply the effectiveness of your customer support team, ChannelReply can offer you the solutions you need to empower one agent to do the work of four.

This will be especially beneficial during the Black Friday, Cyber Monday shopping season. Re:amaze makes it easy to respond to all of your customer service requests in one place. By integrating ChannelReply,

you can now expand your response ability to respond to inquiries from eBay, Amazon, and Walmart in addition to your website, email, phone, and social media channels. This is a powerful tool that will help reduce costs, make your team more efficient, and provide your customers with a better customer experience.

For example, when using this tool for eBay. ChannelReply makes it possible to reply to messages, provide answers to information requested by eBay, issue refunds, and more. As a bonus you don't even have to give your team your

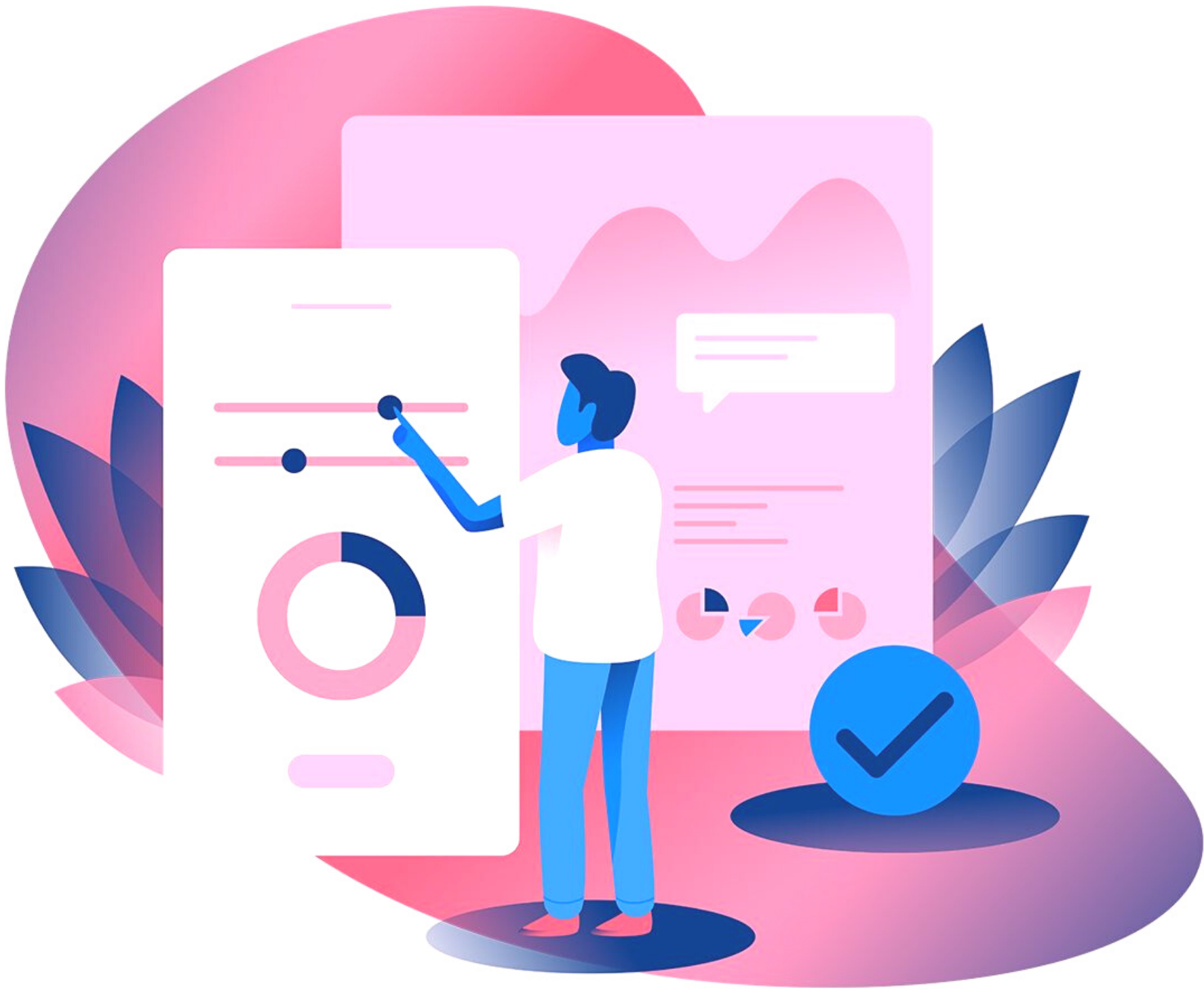


login credentials to eBay, you simply need to create a Re:amaze account and they can access the tools and information they need to assist your customers. The same applies when using ChannelReply for Walmart and Amazon.

Another tool you can utilize to improve efficiency is Response Templates. This allows you to choose from existing templates instead of having to type individual replies each time. ChannelReply! allows you to pull customer data from Walmart, Amazon, and eBay so your

responses will be personalized to the customer using Custom Fields. Custom fields can also be used inside Workflows. This allows you to auto assign certain tickets to a particular agent, which is useful for teams that have specific team members that handle specific types of inquiries. All of these tools combined make providing customer support simpler and more efficient, increasing overall productivity and will enable one agent to do the work of four

**Visit ChannelReply to learn more.**



# The Future of Ecommerce Technology

Knowing how to choose the right tech tools to help your business grow is vital for any eCommerce business. The technology you use accounts for 33% of the success of your business so choosing the right technology is key.

When choosing technology there are two types of tools you need to consider KPI tools, which are designed to improve a value metric and should directly impact growth, and time saver tools.

**When choosing a tech tool you should consider the following:**

- Is it built for eCommerce?
- What problem does it solve or improve?
- Does my team have the time and know-how to use this tool?
- Is it priced fairly?
- What is the ROI for this tool for you?
- Does it have features that other tools don't?
- Will it integrate with my other tech tools?

It's recommended to test any tool you are considering, try free trials if they have one available, and speak with a sales rep to walk you through the benefits the tools have to offer your business. If a tool has a lower price point, there is less risk involved in trying the tool, but if it's a pricier tool you should take the time to really research the tool and speak with a sales rep who can help you make a more educated decision.

Don't limit yourself to trying just one tool, test at least two tech tools out to be sure you're choosing the best tool for your brand.

**Finally, some focus points to consider when implementing new technology for your eCommerce business are:**

- What channels can they help you with (email, SMS, live chat etc)
- If they can offer you inventory or product management
- How they will help you build loyalty and get more referrals
- What on-site optimizations they offer, such a capturing customer data
- What value optimizations they offer such as upselling or cross-selling customers.

**Visit Ecommerce Tech to learn more.**



**TECHNOLOGY YOU USE  
ACCOUNTS FOR 33% OF THE  
SUCCESS OF YOUR BUSINESS**





## 3 Tactics to Explore Your BFCM Revenue with Messenger

Facebook Messenger is a powerful tool for any eCommerce business. If you are already using this tool to respond to customer inquiries, this is an ideal time to start to implement Messenger marketing into your marketing strategies.

Engagement for emails continues to decline, while SMS has an almost 100% open rate. The downside to SMS however, is that it is more limited than email. Messenger on the other hand has a high engagement rate and offers more functionality than SMS does, which is why you should consider this marketing tactic.

Here are 3 tactics to utilize to improve revenue for Black Friday and Cyber Monday shopping using Messenger:

### Sponsored Messages

Sponsored messages go directly to a clients messenger inbox and have a 10% click-through rate compared to a 1% CTR for email. These messages can be sent to anyone who has previously opened a conversation with you in the past year. You also only pay for messages that have been seen which is an added bonus.



**Messenger Ads & Promotions**

Using this tactic eCommerce businesses can use stories, comments, and clicks to send people to Messenger which will allow you to subscribe them to your Messenger, email, or phone lists. You also have the opportunity to follow up on any messages in which customers did not complete their subscription.

**Discount Abandonment**

A discount abandoner is a customer who signed up to receive a discount but didn't

complete their purchase. Research indicates that 91% of unlocked discounts are abandoned making this a highly profitable target market to go after, and with a 90% open rate on Messenger this is an ideal tool to help you recover these abandoners and get them to complete their purchase. This is especially ideal for Black Friday, Cyber Monday since customers tend to shop at multiple shops on these days and are more prone to abandoning a discount or cart.

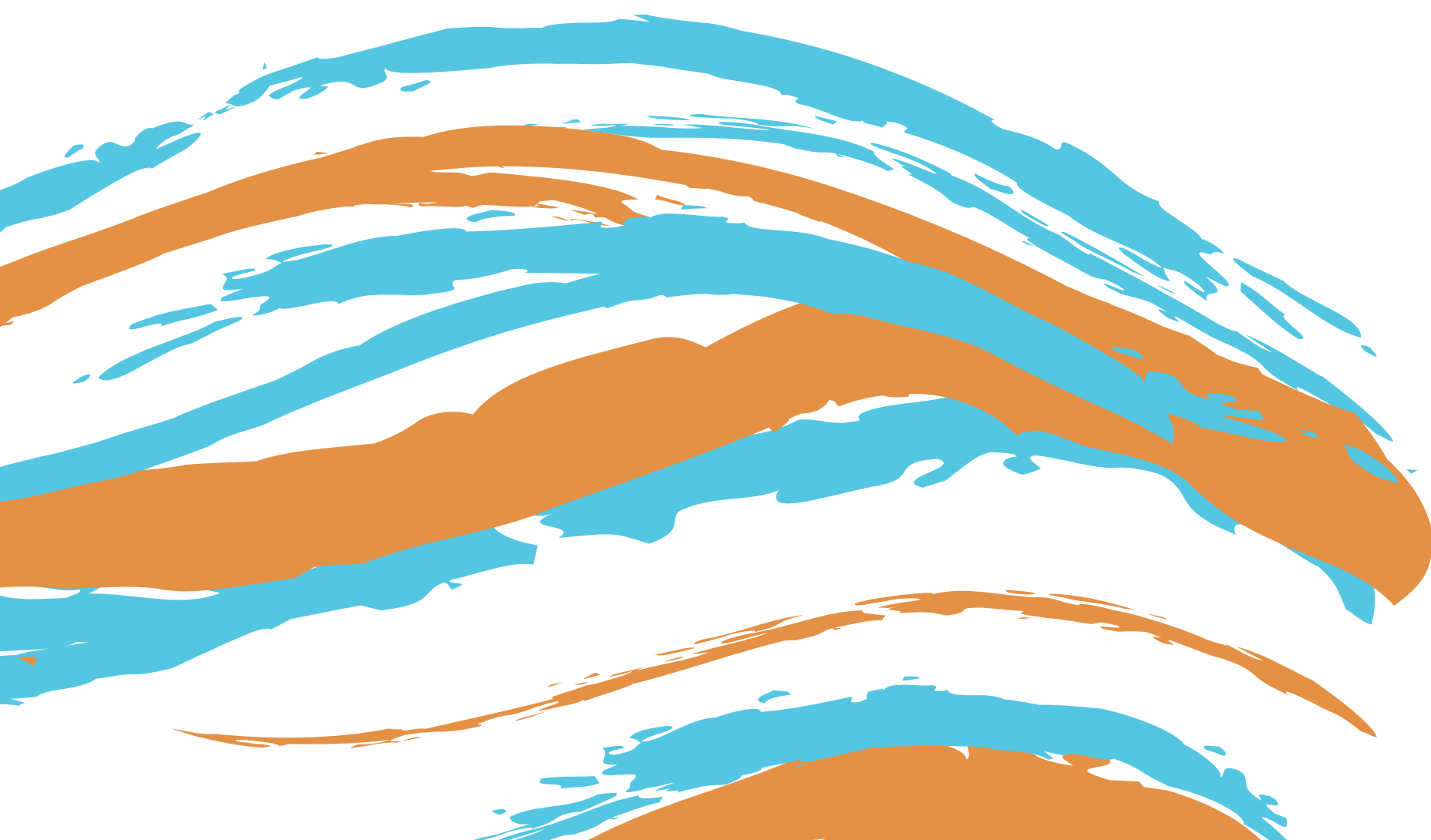
Visit [Recart](#) to learn more.



**90% OPEN  
RATE ON  
MESSENGER**



**10% CLICK-  
THROUGH-RATE  
SPONSORED  
MESSAGES**





# Improving Your Performance in Google Shopping

The Google Shopping Feed app will let you know your product score and give you recommendations to approve it. When it comes to improving the title or product description Google Keyword Planner is the best way to do so. You should be looking at the average monthly searches to identify what the best keywords to utilize in your ad are.

In the example provided in the video for the Camping Stool product, you can see Google Keyword Planner indicates that camping chair is a much higher performing keyword, so adjusting the product title will drastically help improve the product score. Referring again to the example, changing the product title from “Camping Stool” to "Camping

Chairs - Outdoor Folding Chairs - Wooden Chairs - Made in USA” is not only more descriptive, but captures high performing keywords in the title. This simple change caused the product score to raise up to a 62 from its previous score of 38.

In the next round of improvements, you should aim to increase your character count for the title to 80 characters at minimum (maximum is 150 characters). Google Shopping titles should be as detailed as possible. Keep in mind that when changing the name of the product it is only changing the name in Google Shopping. The product name will remain the same on your site.

Visit [AdNabu](#) to learn more.





# SKUBANA

## 5 Tips to Ensure Your Retail Operations Are Ready to Handle This Unprecedented Time

Skubana enables brands to grow beyond their primary storefront and compete in a multi-channel world. The Skubana dashboard gives you an overall look at everything that is going on with your eCommerce stores. From detailed analytics on your products to real-time order notifications to shipping status to customer data - everything you need is in one place.

You can also connect to every place to sell and see your top sellers. Order value optimization offers various tools to help improve sales. One such tool - Bundle & Kit - will help you bundle products to help get rid of older inventory, increase sales and improve profitability.

The Artificial scarcity tool can increase demand while simultaneously reducing cart abandonment. While, the Fulfilling Strategically tool helps you identify where you are getting the most orders and where your customers are living. By identifying designating shipping zones you can identify where the bulk of orders are coming from and shipping to. This allows you to better manage your internal warehouse and connect into a third-party warehouse through the Skubana app store.

When ensuring your operations are ready to handle holiday sales, you also want to be a systems thinker and use automation to



increase productivity and reduce the manual effort required to run your business and improve the accuracy of your supply chain. Automating with Skubana can be done in your Orderbots tab which are “if/then” statements and can supplement repetitive manual tasks such as automatically sending a label or package value to any order that comes from Amazon.

Look at the areas of your business operation that are becoming repetitive - this will help you identify where Orderbots can benefit you.

Most shoppers are going to price check products across multiple stores which means you need to have your products found on as many sites as possible. Ensuring your primary storefront is equipped to capture these shoppers is important. Skubana makes it easy to appear in other retailer’s storefronts such as Walmart, Newegg, Amazon, Jet, and much more so you don’t risk losing store sales to 3rd party retailers.

**Visit Skubana to learn more.**





Guides, advice, and tips from experts to help you grow your business whether you're booming or recovering during this unprecedented holiday season.



To learn more, visit [Re:amaze](#)

