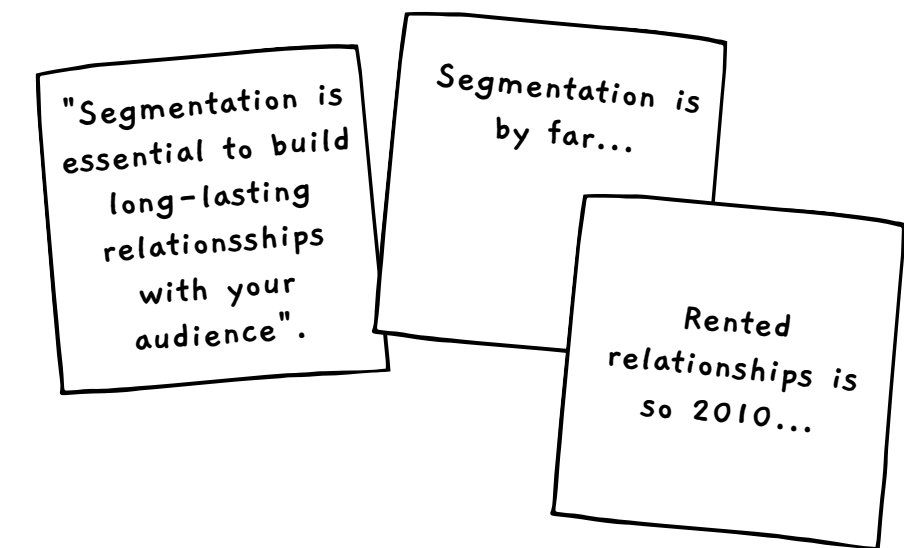


# The Zero-Party Data Marketing Presentation: Segmentation 101

How to convert site traffic to customers by building real relationships and hyper-personalizing your website, email, and SMS



We have worked with:

Daniel Wellington HUNK Q N JUNKYARD.  
STELLING® myfutcard CALISWEATS



# Introduction:

**Me and Kasper have together +16 years of experience in the e-com niche and experienced that:**

*"For more than a decade, e-commerce marketing has been built on the use of third-party data and rented relationships. Most E-com owners still rely on third-party data right now without even realizing the situation, that they're putting themselves in".*

We wanted to make a change to that, by leveraging segmentation and human brain science to build revenue channels with the use of 1st party data - which made upwards of 45-56% of the total revenue for the store.

AVG: CTR Increase: +46%  
Recurrent customer rate: +13%

So we made a mission statement.

**We have worked with:**

Daniel Wellington HUNKØN JUNKYARD.

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**Christian N. Enger**  
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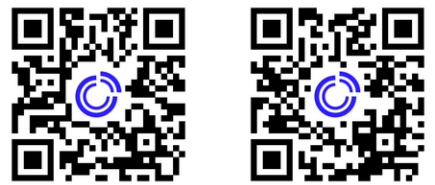
# My mission statement today is to make you go from this:





# To feeling like an segmentation rockstar:





## So we looked at our mission statement:

"How can we make the most relevant, present communication in our customers' emails as much as possible using 1st party data".

Kenneth Dahl, Trendhim "today's email should earn tomorrow's open".

I'm working to make my mama proud.

Look forward to the 5-step plan in the end of this presentation!

### The agenda for this presentation:

- 1 What's segmentation and why is it important?
- 2 How can you make segmentation easier to understand and leverage upon?
- 3 Segmentation with segments, CMS-systems and codes.
- 4 My 5-step plan to implement automatic segmentation today, instead of tomorrow.
- 5 A quick summary of this presentation



# On first hand:

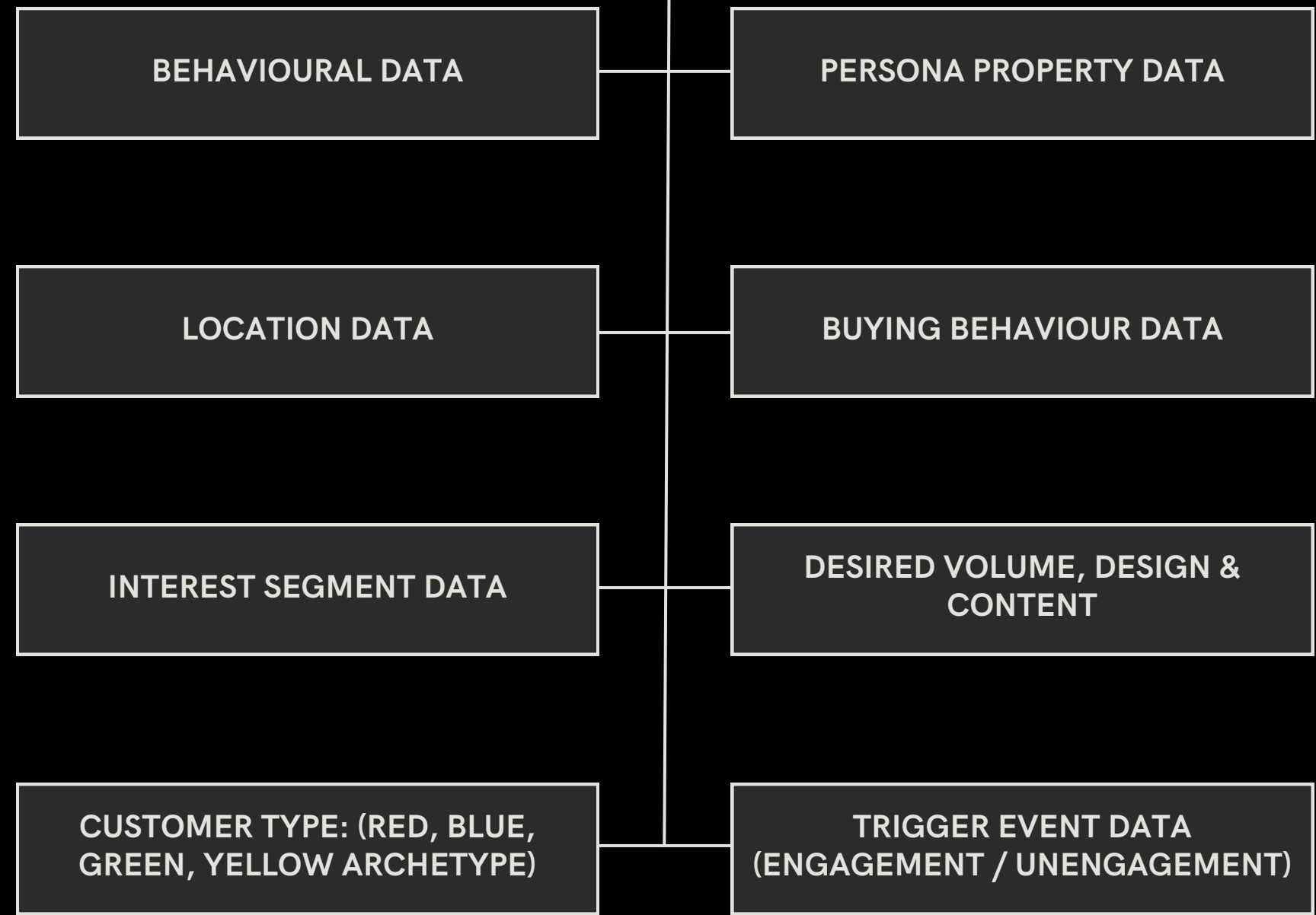
We experienced that the use of 1st party data was a way of personalizing a whole customer journey at scale with the use of segmentation to acquire the data points from the subscribers.

We made segmento -> Segment(ation).

We have worked with:



## SEGMENTATION AS A EMAIL MARKETING STRATEGY TERM





# Why is segmentation important in 2023?

Personalized information is necessary for better E-mail KPI's

E-mail marketing can be seen as spammy - earn the right to send tomorrow's email

"Today's email should earn tomorrow's open"  
• Kenneth Dahl

Segmentation is a way to make to leverage 1st party data to make relevant communication at scale

Segmentation and the collection of 1st party data make businesses independent on owned media

Protects you from the changes in Apple's IOS and Google's Privacy Sandbox campaign.

## 01

### When the cookie Crumbles

The Privacy Sandbox is a collaborative initiative to build new privacy-preserving technologies as an alternative to third-party cookies. Enrolls in Q3 of 2023

## 02

### IOS 15 - Privacy mail update

Enrolled in 2022 - Close to 60 percent use Apple devices worldwide - Mail Privacy Protection hides your IP address, so senders can't link it to your other online activity or behavioural data.

## 03

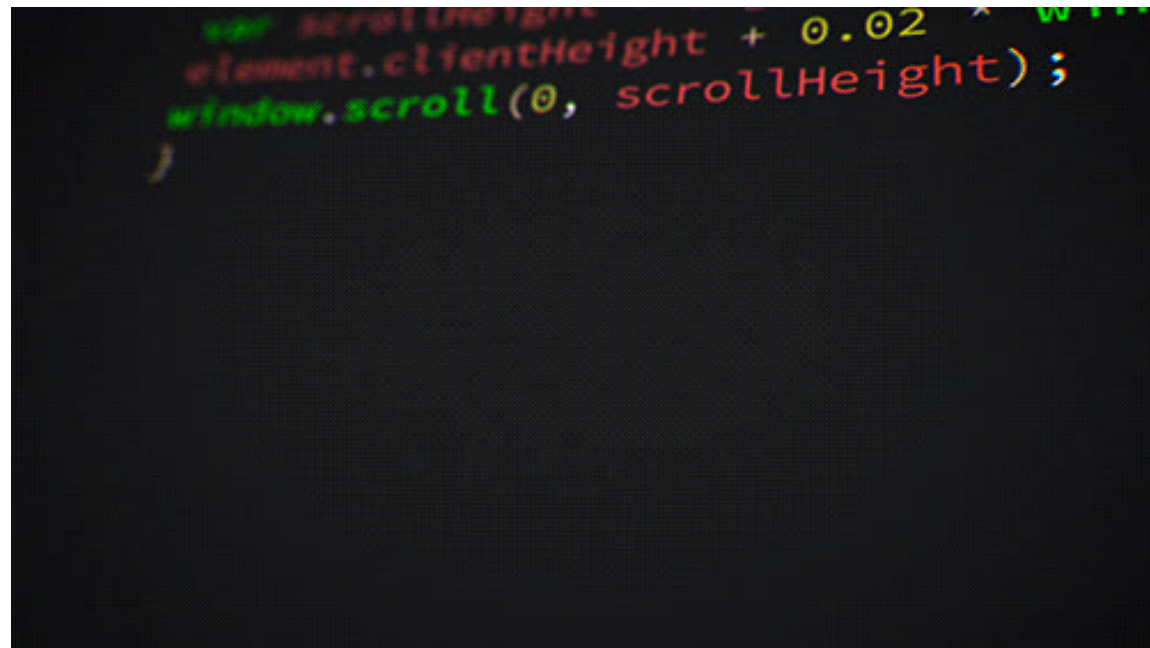
### What you can do about it?

Segment APPMI (Apple Privacy Protection Mail inboxes out) and build out the amount of 1st party data, that our businesses own



# Why the data crisis is so important to monitor:

Your subscribers crave relevant and present communication rather than average and sometimes irrelevant communication.



01

## When the cookie Crumbles

Ecommerce brands must prepare now for the end of third-party cookies by collecting zero-party data from their customers and adopting new technologies that remove their reliance on this third-party data.

02

## IOS 15 - Privacy mail update

New incentives from Apple are making it harder for advertisers to make relevant communication to their entire list - Segmentation is the way to go.

03

## What you can do about it?

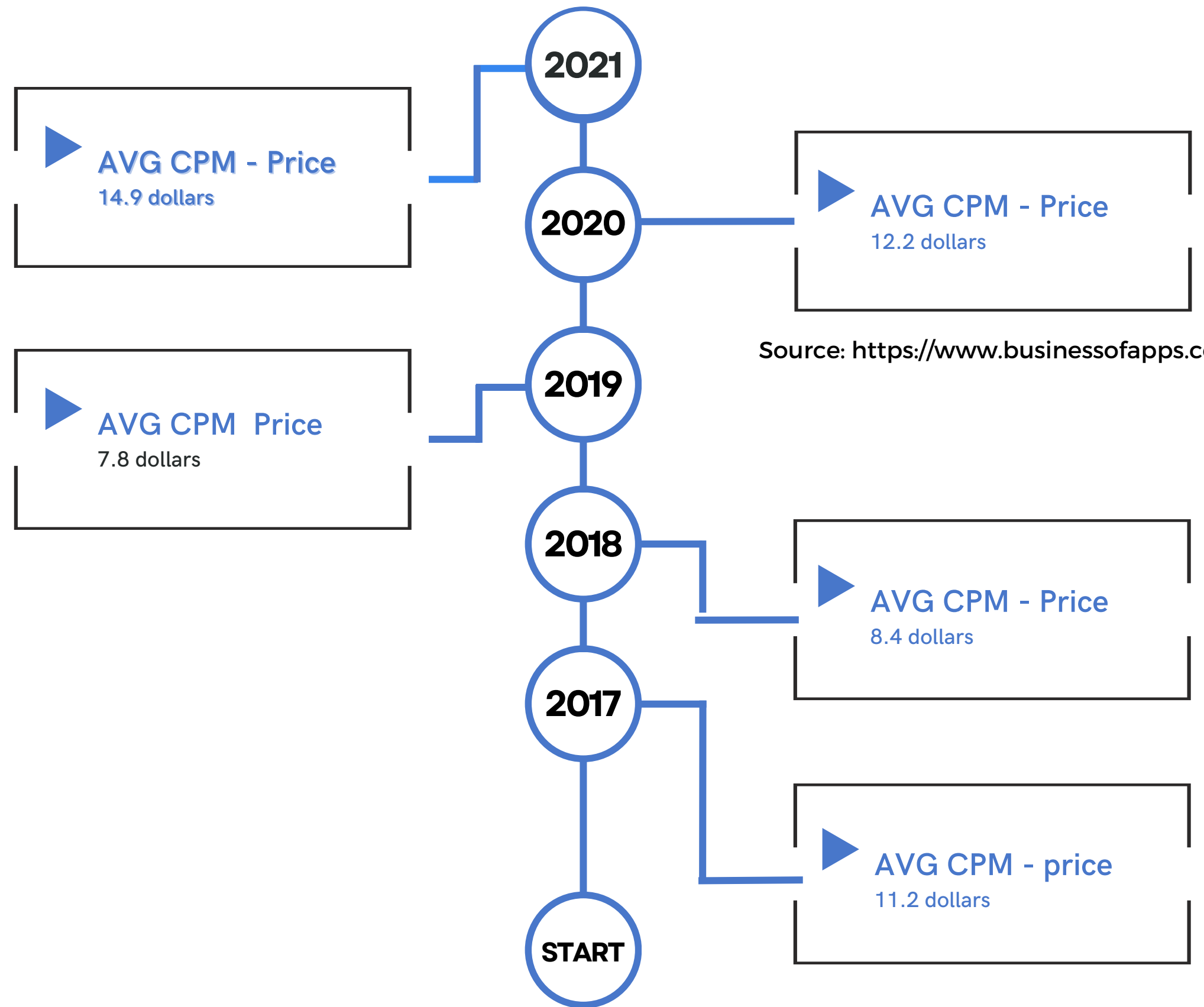
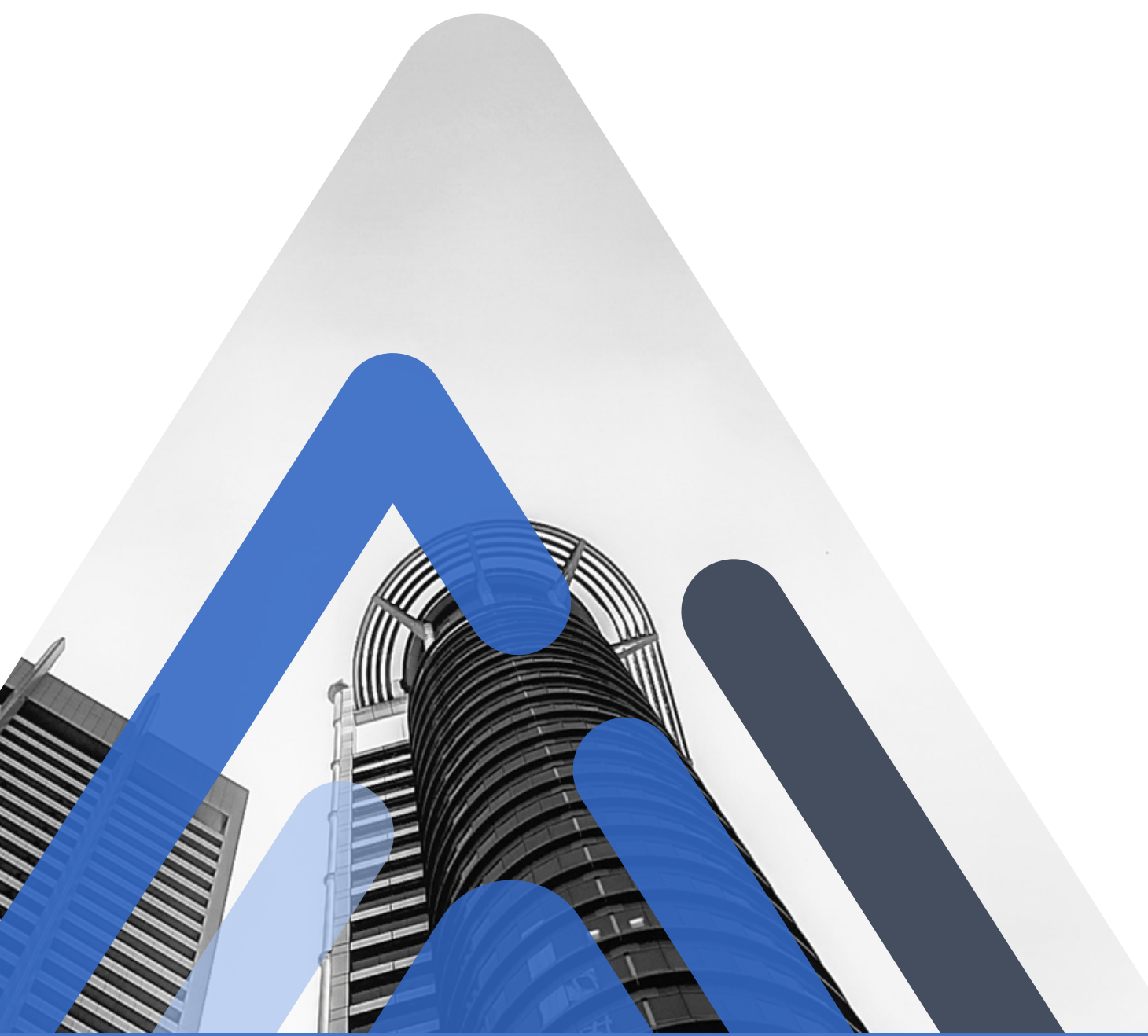
Focus on building your E-mail list and leverage upon that by collecting your data in an CDP (Like Segment) or in your ESP.





# Algorithms are changing CPM's is rising

## Rented vs owned marketing:

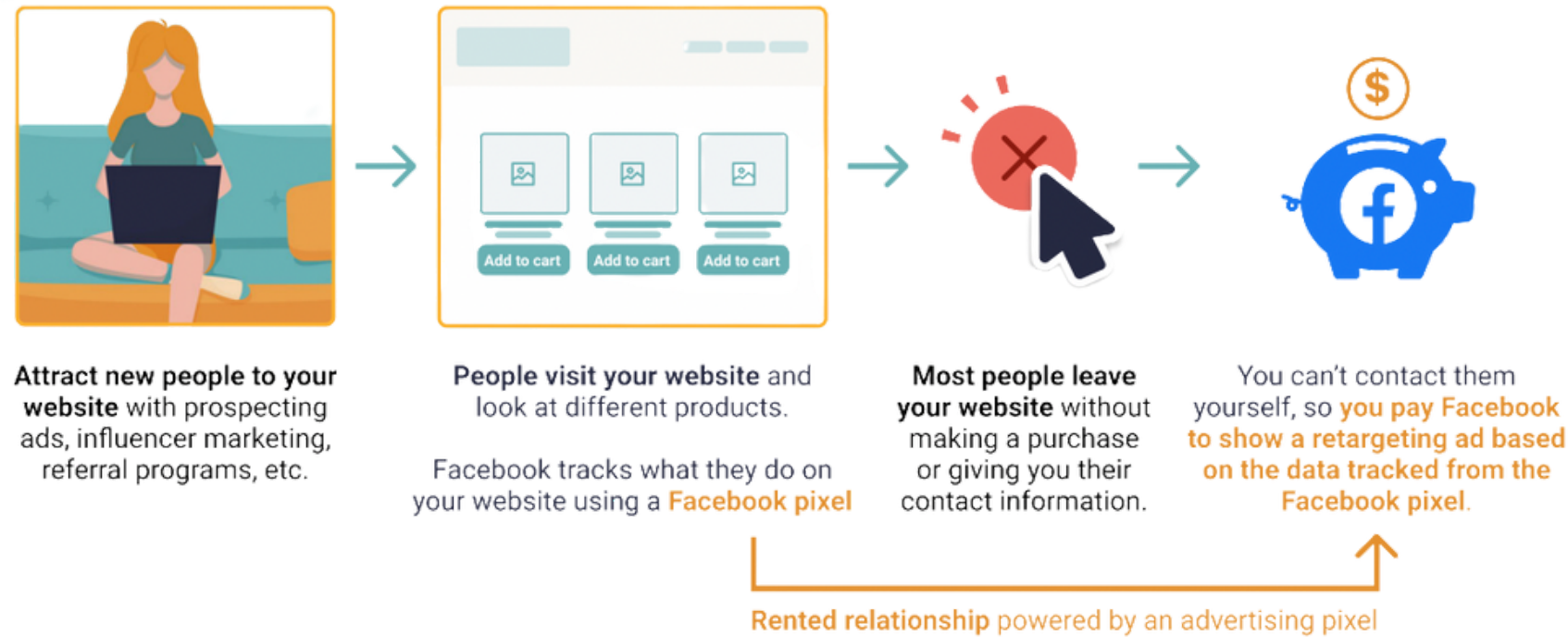


Source: <https://www.businessofapps.com/>

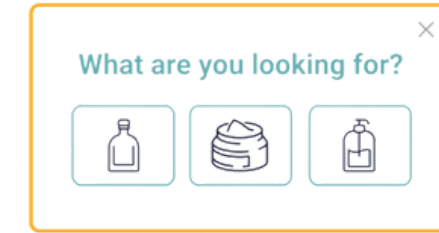


# The difference between rented and owned audience data

## Rented audience data:



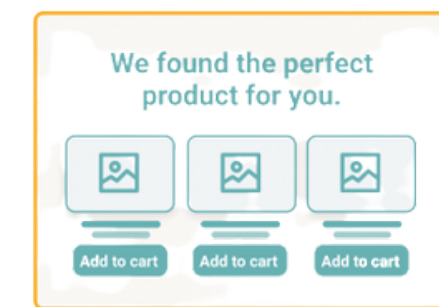
(1) Attract new people to your website with prospecting ads, influencer marketing, referral programs, etc.



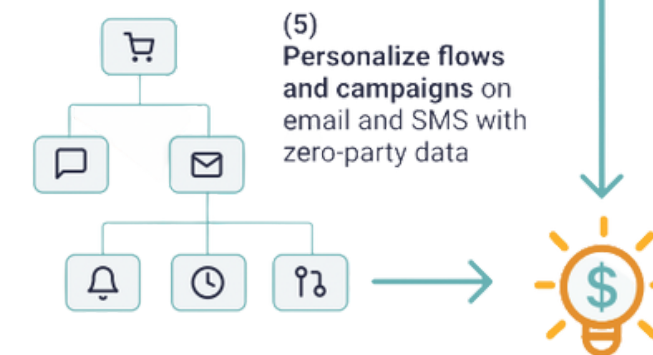
(2) Start a relationship, get zero-party data and contact info with a **conversational pop-up**



(3) Build a deep relationship with a **product quiz** and collect large amounts of targetable zero-party data



(4) Instantly give **personalized product recommendations**





# How can you make segmentation easier to understand and leverage?

Personalized information is necessary for better E-mail KPI's

E-mail marketing can be seen as spammy - earn the right to send tomorrow's email

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Segmentation and the collection of 1st party data make businesses independent via owned media

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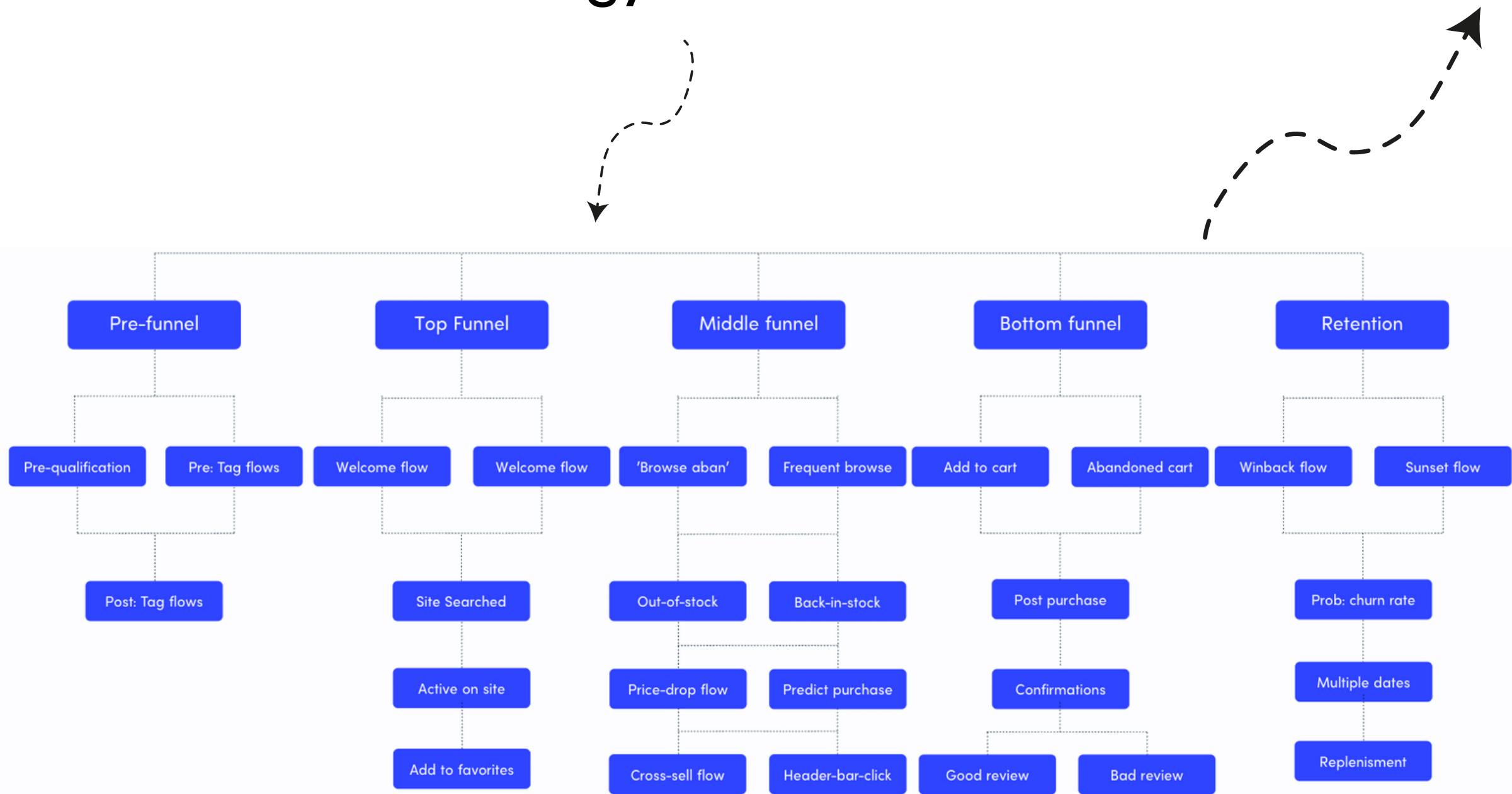
### What you can do about it?

Segment APPMI(Apple Privacy Protection Mail inboxes out) and build out the amount of 1st party data, that our businesses own



# How does segmentation apply into our strategy?

The pre-funnel strategy is made to collect 1st party data before the subscriber enters the welcome flow:



## Beauty

- Age
- Skin type
- Skin concern
- Skin tone
- Allergies
- Style
- Existing routine
- Budget

## Apparel

- Style
- Size
- Fit
- Favorite colors
- Favorite materials
- Social habits
- Gender
- Budget

## Food & Bev

- Favorite tastes
- Allergies
- Dietary restrictions
- Preferred vibe
- Consumption habits
- Social habits
- Budget

## Pets

- Type of pet
- Size of pet
- Age of pet
- Number of pets
- Pet activity level
- Chewing strength
- Budget


## Baby

- Age
- Gender
- Eating habits
- Size
- Color palette
- Design theme
- Budget


## Health

- Age
- Weight
- Fitness habits
- Goals
- Existing conditions
- Allergies
- Gender
- Budget


# With segmentation, the customer profile would look a bit like this:




First name: Jared  
Birthday: 27/7-1987  
Skin-type: Oily  
Skin concern: Irritations  
Allergies: Sulfates  
Budget: \$80 pr. month  
Interested in: Serums



First name: Viktor  
Birthday: 23/10-1993  
Skin-type: Normal Skin  
Skin concern: Pimples  
Allergies: No Allergies  
Budget: \$130 pr. month  
Interested in: Pimple creams

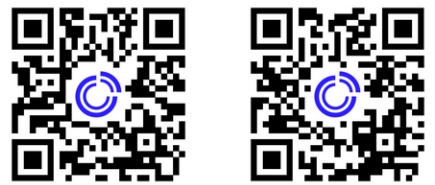


First name: Melissa  
Birthday: 26/1-2001  
Skin-type: Dehydrated Skin  
Skin concern: Dehydration  
Allergies: Glycerol  
Budget: \$85 pr. month  
Interested in: 24/7 cremes



First name: Mette  
Birthday: 9/3-1992  
Skin-type: Oily  
Skin concern: Pimples  
Allergies: Alcohol Denat  
Budget: \$150 pr. month  
Interested in: Cremes

Which makes the difference because: 



We can apply these data across the whole flow strategy from product catalogues, to splits to copywriting to images to other paid channels.

And then collect data, that we are missing from each subscriber by this simple data niche setup:



**Beauty**

- Age
- Skin type
- Skin concern
- Skin tone
- Allergies
- Style
- Existing routine
- Budget

**Apparel**

- Style
- Size
- Fit
- Favorite colors
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- Gender
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**Food & Bev**

- Favorite tastes
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**Baby**


- Age
- Gender
- Eating habits
- Size
- Color palette
- Design theme
- Budget

**Health**


- Age
- Weight
- Fitness habits
- Goals
- Existing conditions
- Allergies
- Gender
- Budget



# With broader segmentation, the customer profile would look a bit like this:



First name: Jared  
Birthday: 27/7-1987  
Skin type: Oily  
Skin concern: Irritations  
Allergies: Sulfates  
Budget: \$80 pr. month  
Interested in: Serums  
Decided frequency of E-mails:  
Address: Copenhagen, Denmark  
Country: Denmark  
Preferred communication: Sales



First name: Melissa  
Birthday: 26/1-2001  
Skin-type: Dehydrated Skin  
Skin concern: Dehydration  
Allergies: Glycerol  
Budget: \$850pr. month  
Interested in: 24/7 cremes  
Decided frequency of E-mails:  
Address: Berlin, Germany  
Country: Germany  
Preferred communication: Recommendations



# Problem Statement:

## "How do i make this work?"



- 1 Integration between your CMS and your ESP (E-mail service provider).
- 2 Leverage upon the data from point 1, to built out segments on 1st party data
- 3 Segmentation and data property collection with the use of codes.
- 4 Get people to insert the data in a preference page by themself
- 5 Pop ups and conversational slide-ins



# "How do i make this work?"

## Integration between your CMS and your ESP (E-mail service provider).

Collect behavioural and customer commerce data in real-time through the integration with your CMS and EPS.



## Leverage upon the data from point 1, to built out segments on 1st party data

Build out segments in your EPS from these segment ideas:

1. Engagement / unengagement
2. Frequent buyers / non-buyers
3. Property data split
4. Desired frequency of emails
5. Discount code to buy or not
6. Product interest segments
7. Predicted purchase segments
8. Probability of churn segments

## Segmentation and data property collection with the use of codes.

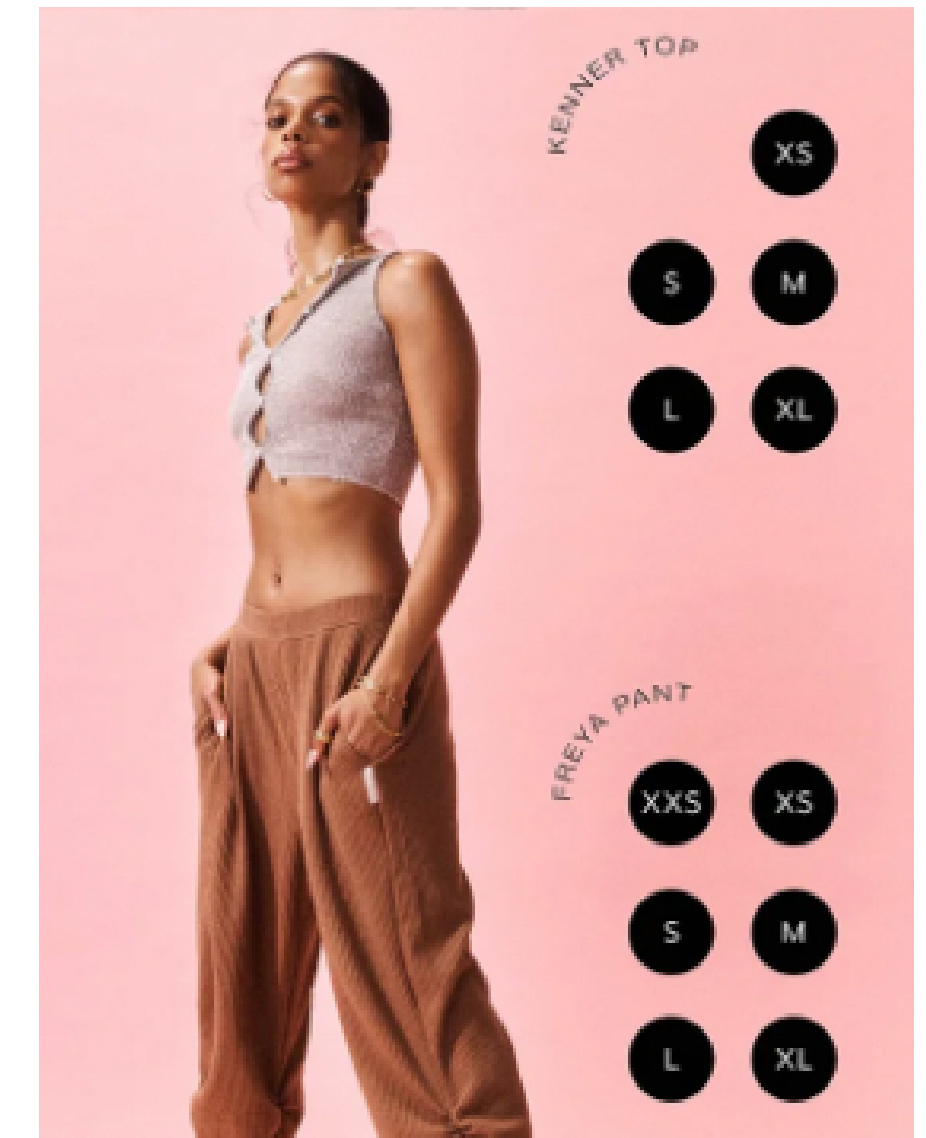
Use of codes like `{% update_property_link 'profile_property' 'property_value' 'redirect_link' %}`.

This code will transfer data by the click of a button.

You can see how you can leverage the code on the next slide.



# Segmentation and data property collection with the use of codes.



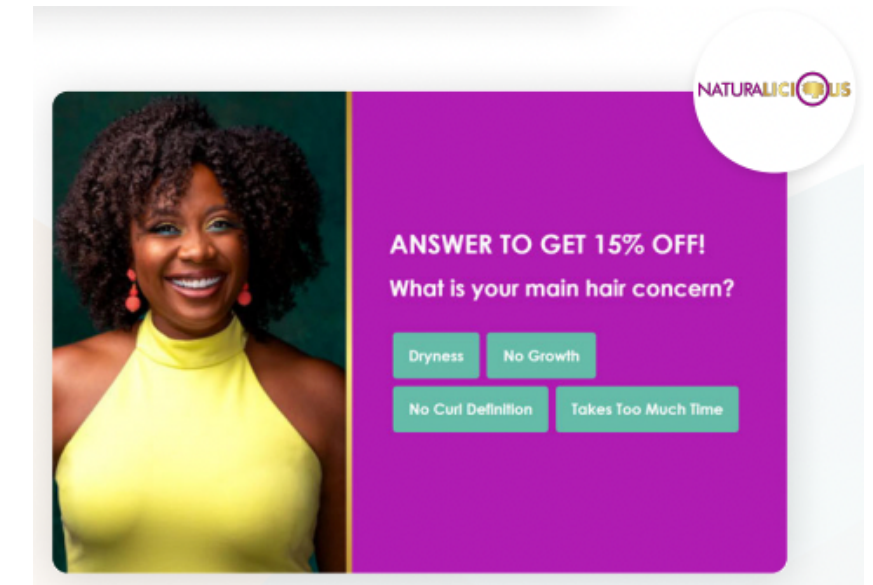


# Pop ups and conversational slide-ins

These are some of the ways, that you can implement pop ups, full page forms and conversational slide-ins to collect far more 1st party data daily from your subscribers

You can strategize this, by implementing the following:

1. Pre-subscribe funnel (Pop ups & Conversational slide-ins).
2. Post-subscribe funnel (Pop ups & Conversational slide-ins).
3. Post-quiz funnel (Pop ups & Conversational slide-ins).



Oliebaseret rens

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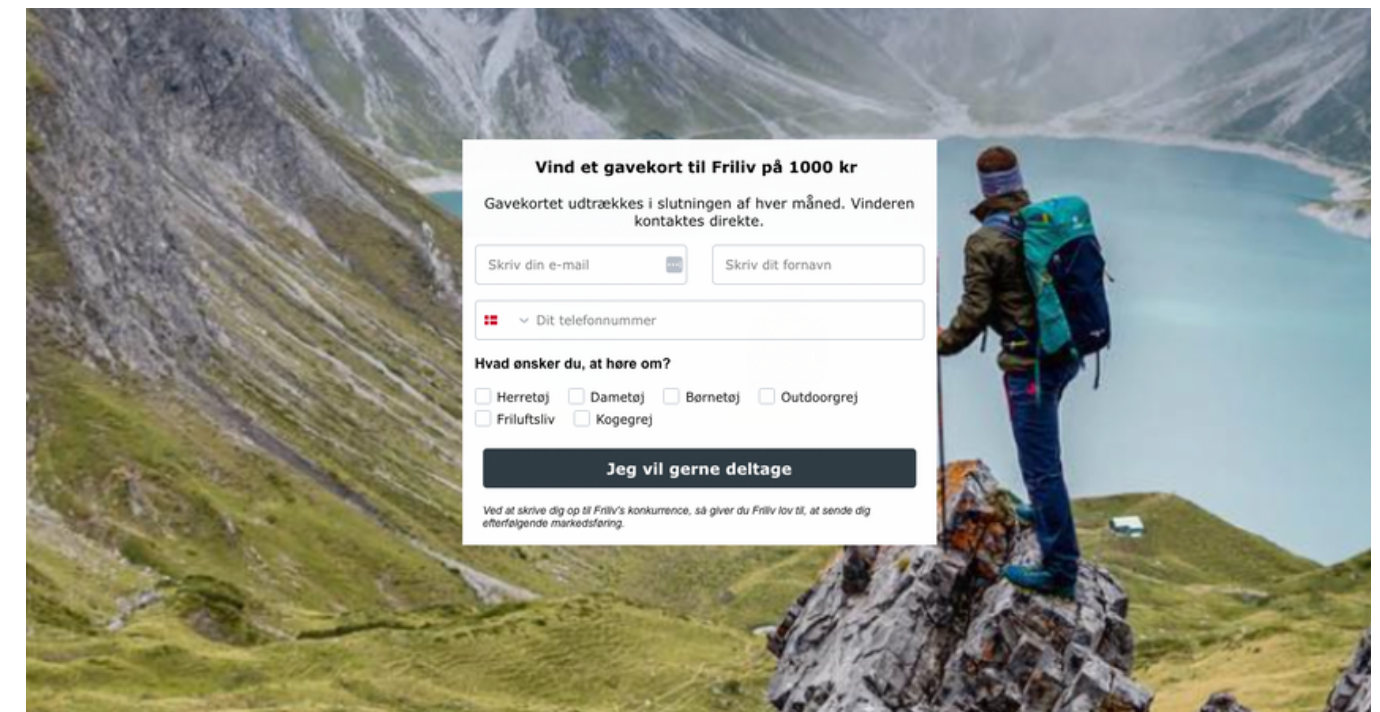
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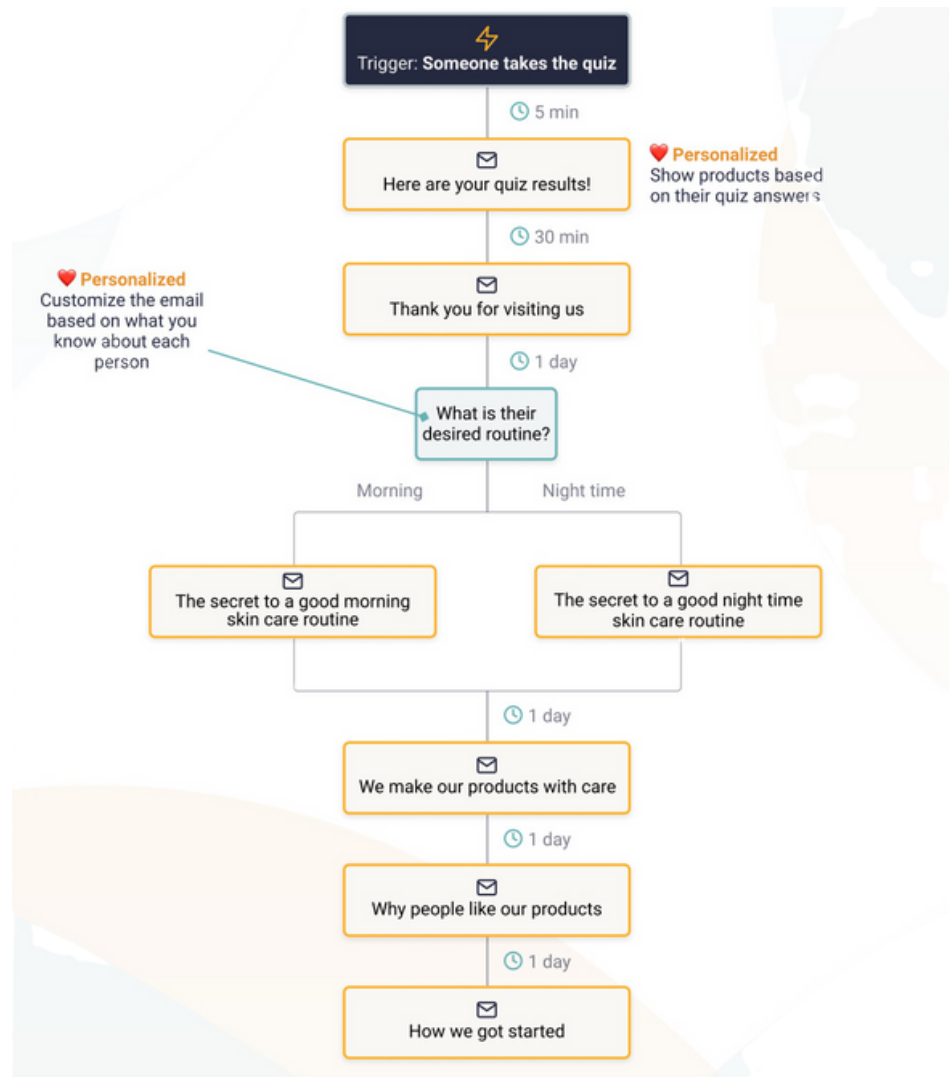
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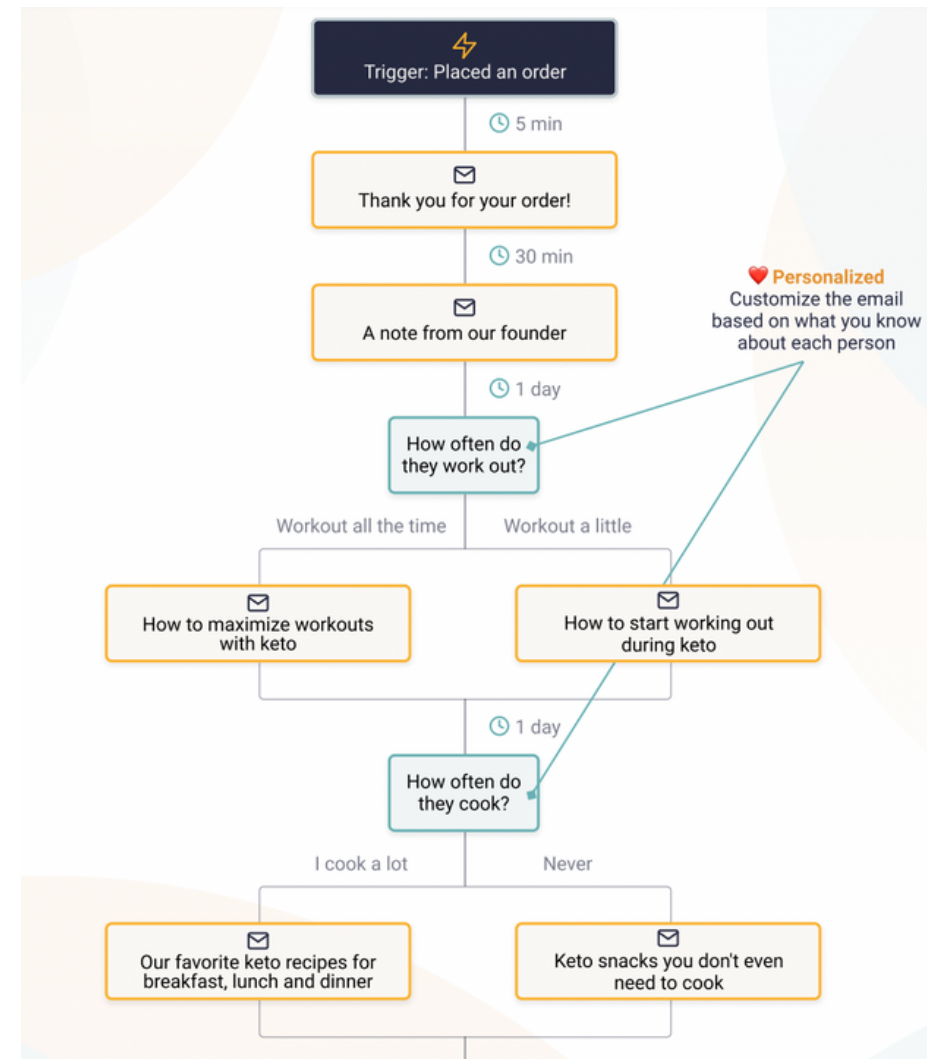




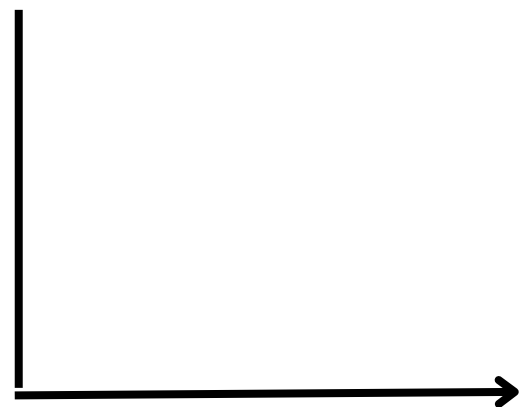
# Welcome flow



# Post purchase flow



So how do you leverage it?





# My 5-step plan to implement automatic segmentation today, instead of tomorrow.

## Action step #1:

Start out with the simple possibilities of segmentation.

Get to know you audience.

Engagement, behavioural, customer purchase data

## Action step #2:

Get an overview of which datapoints, that would make sense for your business.

Make a plan to collect those thought out the pre-sign-up and post-sign-up funnel.

## Action step #3:

Set up multiple slide-ins, quizzes and In-E-mail-questionnaires to collect the most amount of data.

Make sure to collect subscribers on front, product, checkout, Contact us, Receipt page, Instagram stories and so on.

## Action step #4:

Leverage upon the segmentation, when you're building your automation flow to make relevant communication at scale.

Products, copy, design, CTA

## Action step #5:

Get an overview of the amount of data collected on each subscriber by putting them into segments.

And set systems in place to make sure, that you're collecting the missing amount of data properties per. subscribers

And at last, just sit back and relax.



# And start feeling like a segmentation rockstar:





# Thank you for your time!

We're Segmento - It's great to see, what can be achieved with our collaborations, if it doesn't matter who gets the credit for the work.



Christian N. Enger  
Co-founder in Segmento  
Christian@segmento.dk



Kasper Carlsen  
Co-founder in Segmento  
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## We have worked with:

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# Do you have any questions?

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