



Retail Omnichannel Marketing: How to Stay in Your Customers' Spotlight?

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Co-founder, Yespo omnichannel CDP,
Stripo (next-generation email editor), and
Claspo (popup builder).

Alex Danchenko

IT entrepreneur and business consultant with 20 years of experience.

I am responsible for the development and implementation of the marketing strategy, promotion of the Yespo – Omnichannel Customer Data Platform on the international market.

I am author and trainer on business management, business process optimization, marketing, and promotion strategy.

Certified in Email Messaging Optimization from the world's largest independent research facility MECLABS





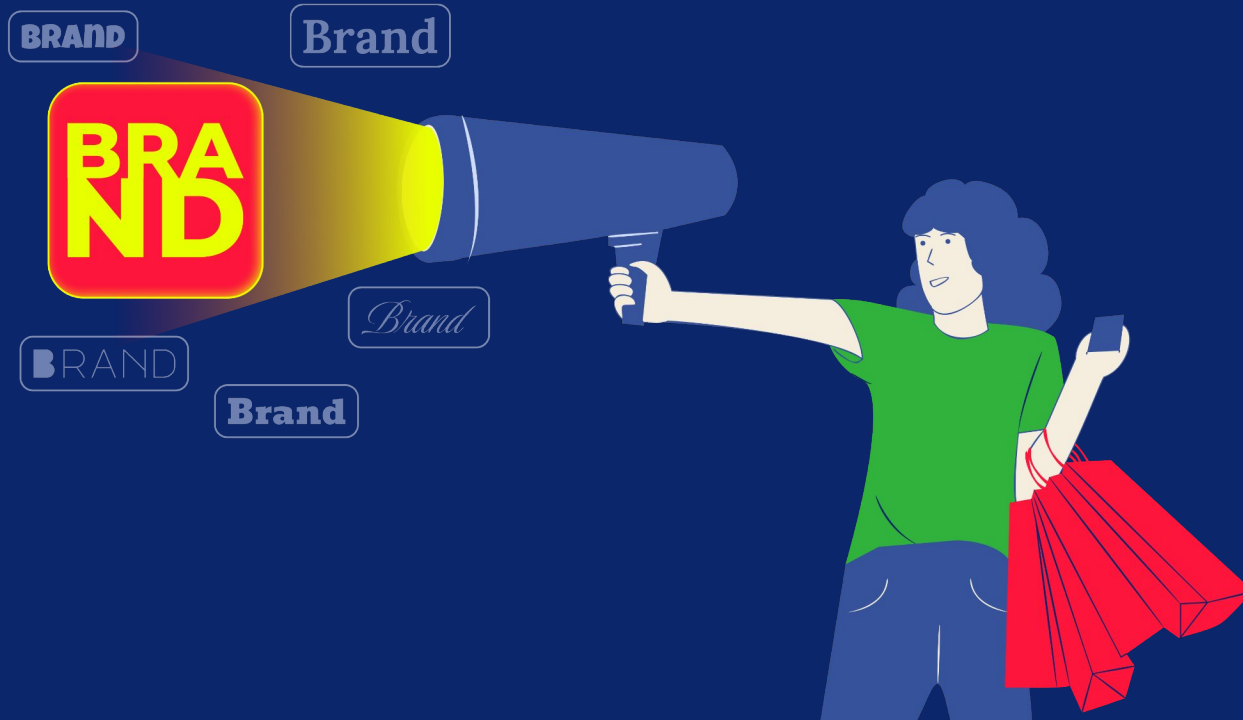
300+ Brands Choose Us

from 23 Countries





That's what it means **to be in the customer's spotlight**... Or is it?





76% of customers prefer different channels depending on context.



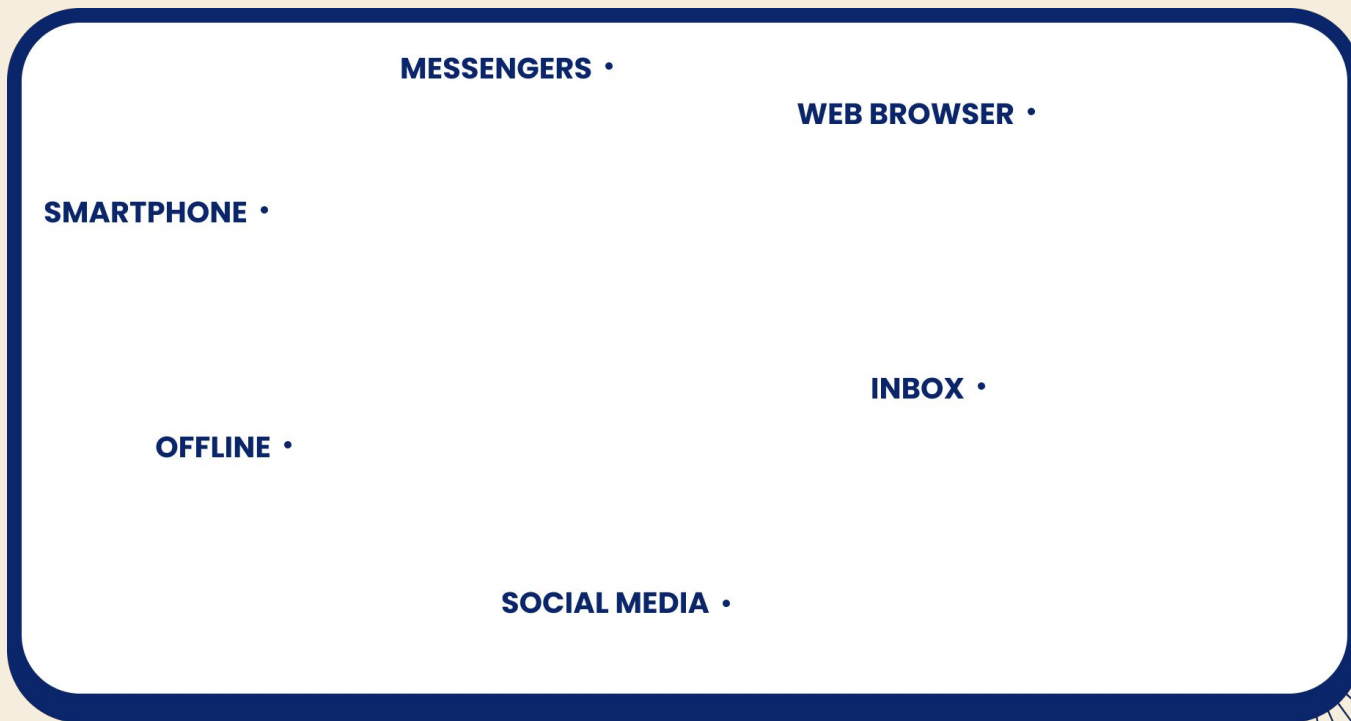
89% of customers are retained by
companies with omnichannel
engagement strategies.



Only 22% of retail companies are able to track a customer's journey across channels.

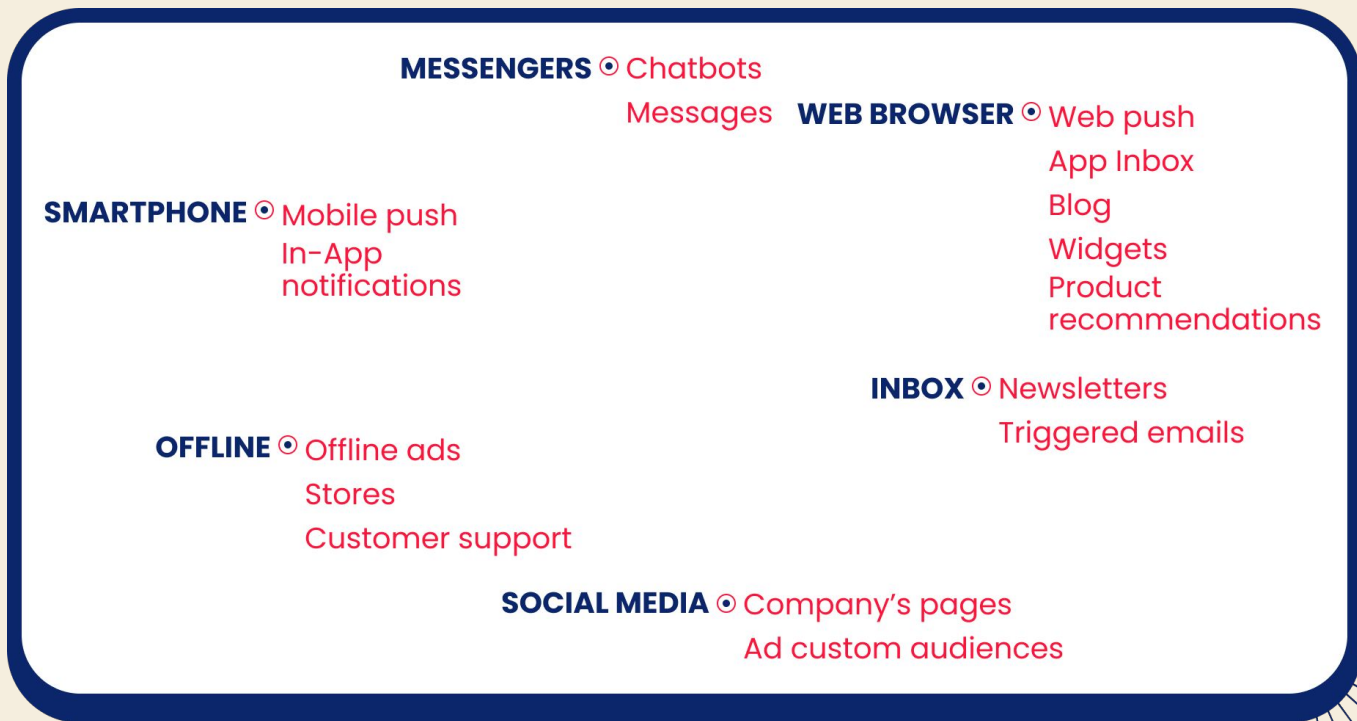


Where the customers are





How businesses can meet the customers



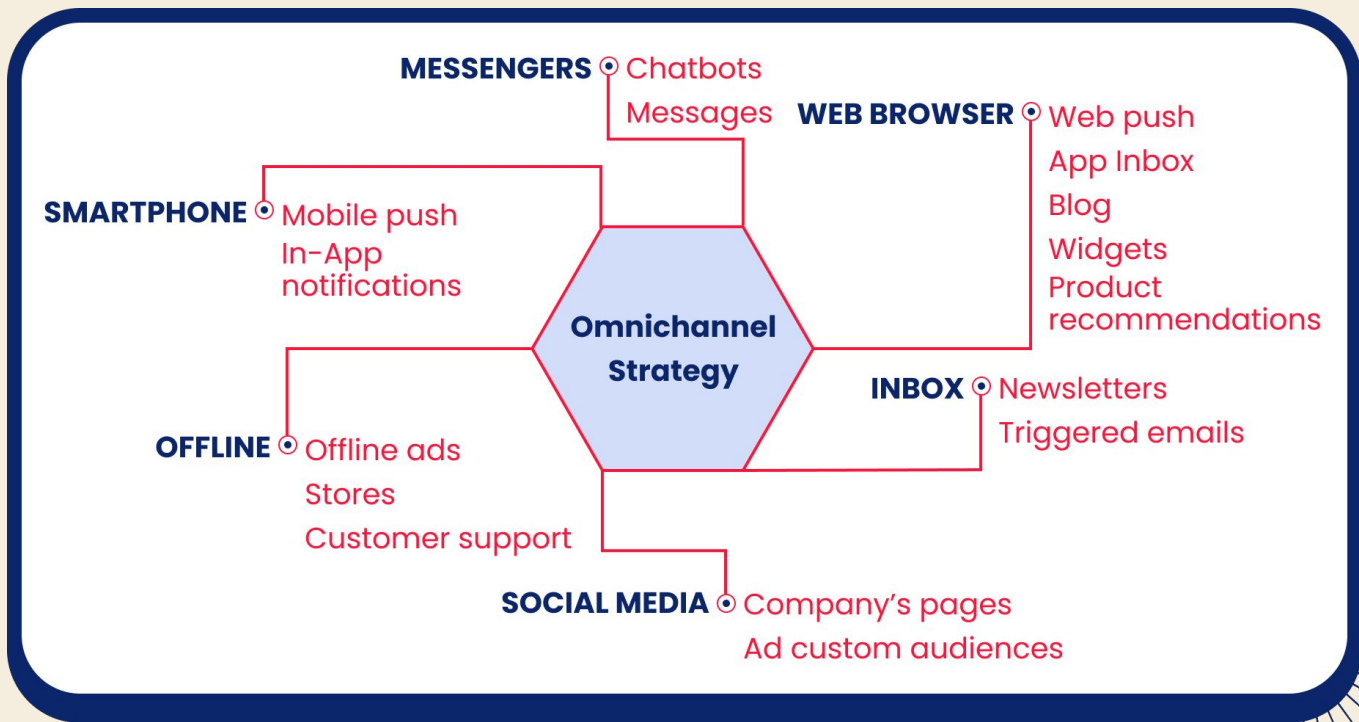


Instead of being in the customer's spotlight – put the **customer in your spotlight**



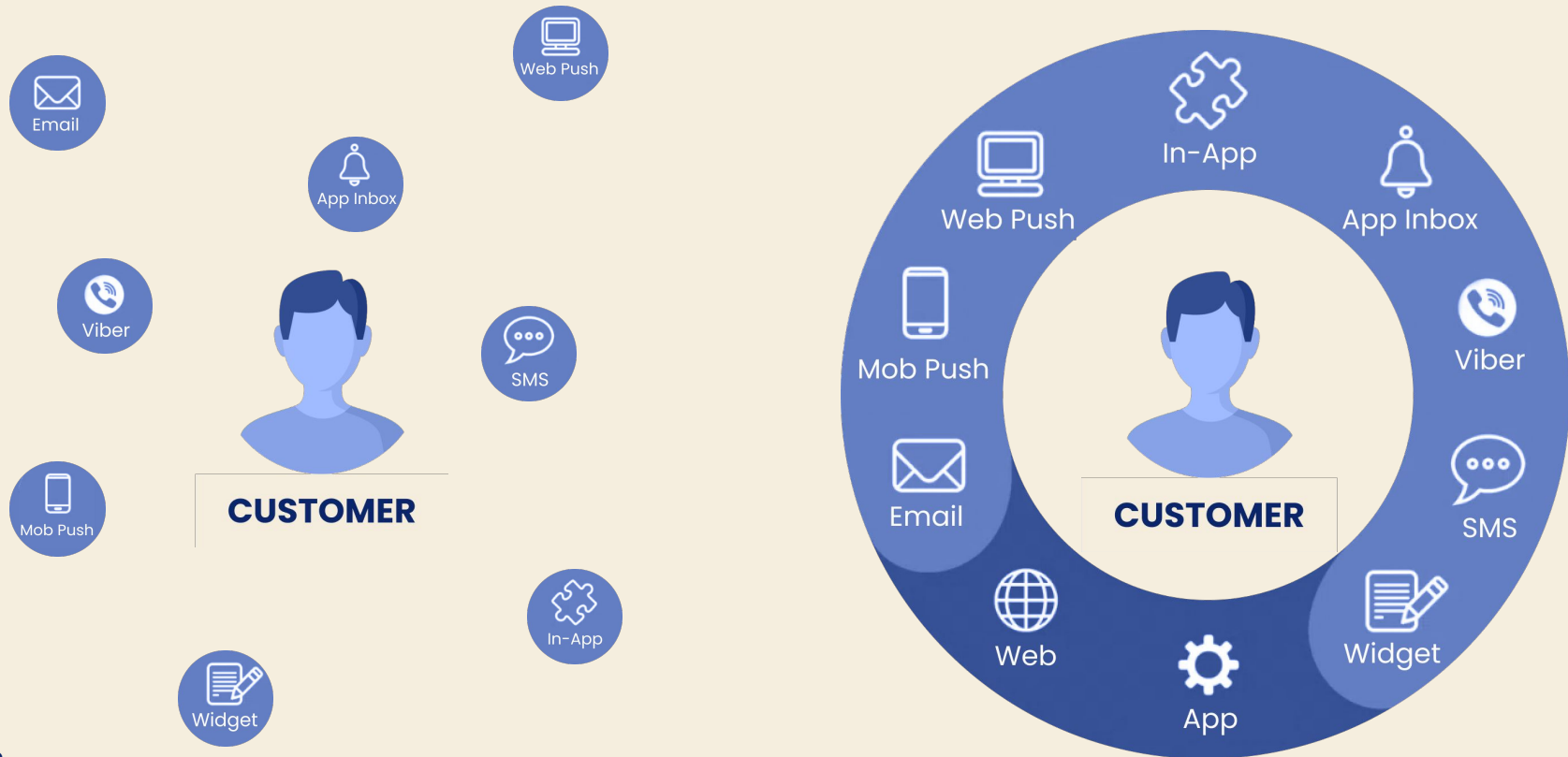


How omnichannel marketing creates a structure for all customer communications









Multichannel vs. Omnichannel





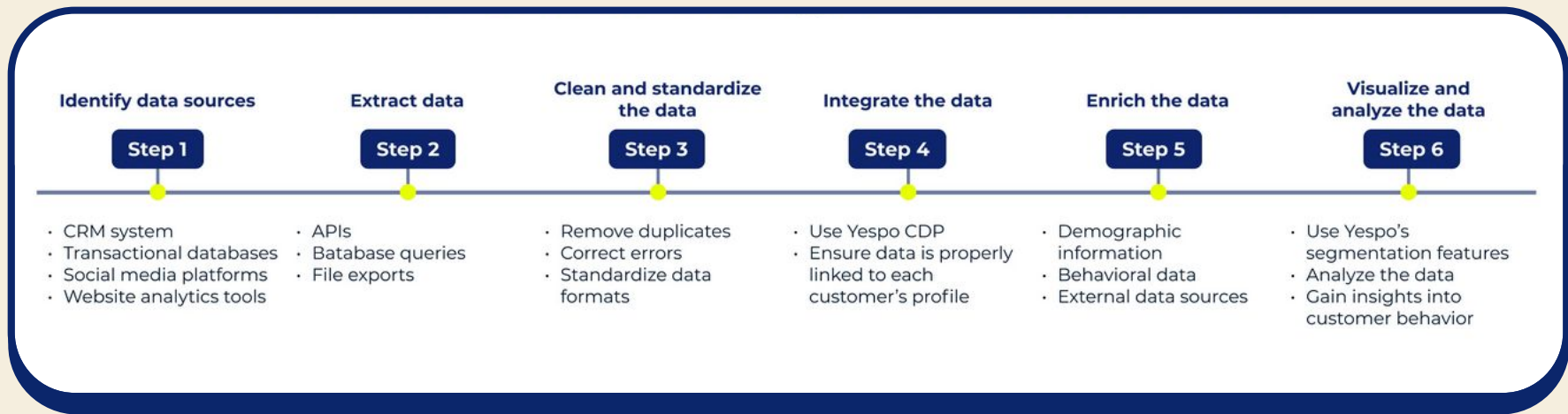
How Single Customer View helps to unify all marketing communication

Benefits of a Single Customer View

-  Personalization and improved digital experience.
-  Data-supported growth opportunities.
-  Increased efficiency and collaboration.
-  Enhanced security



How to Create a Single Customer View



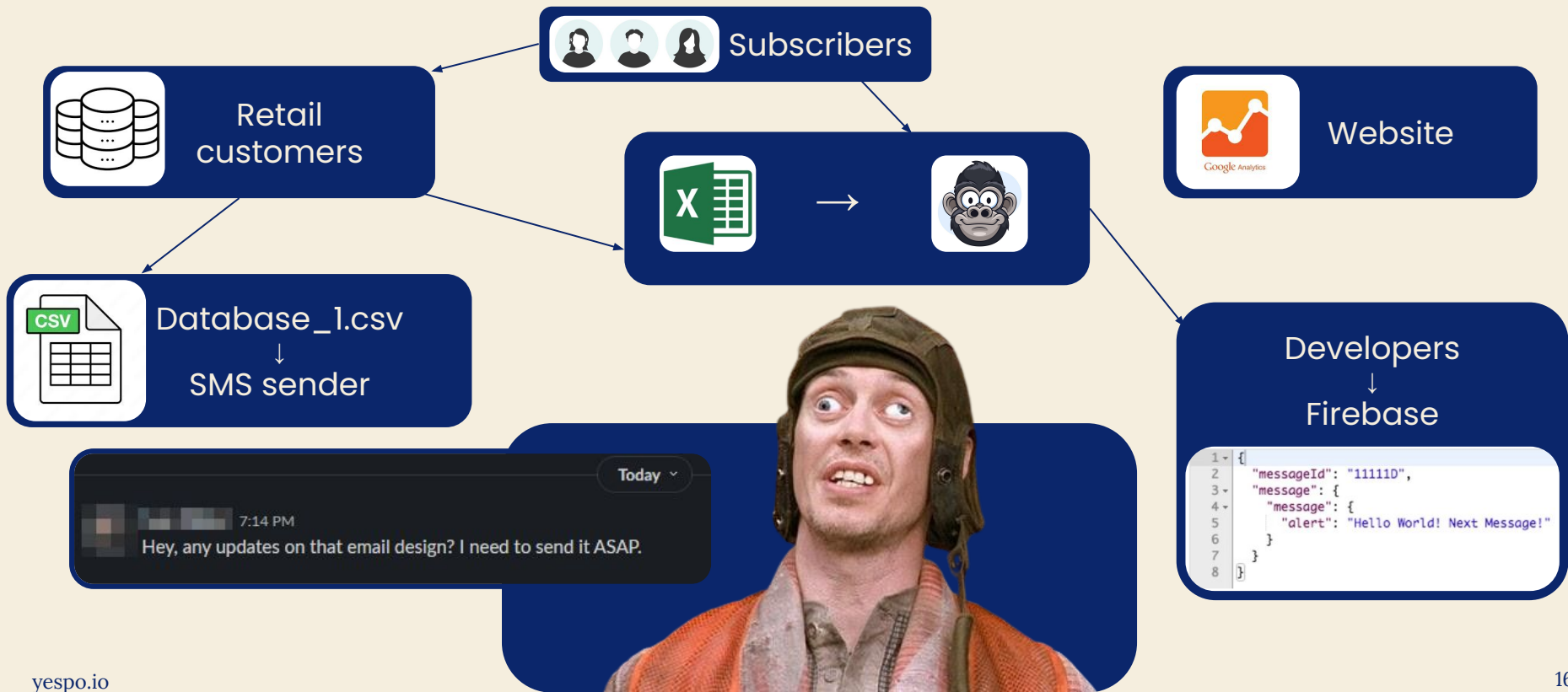


How the role of email marketer should change?





Typical marketing routine





How the role of email marketer should change?



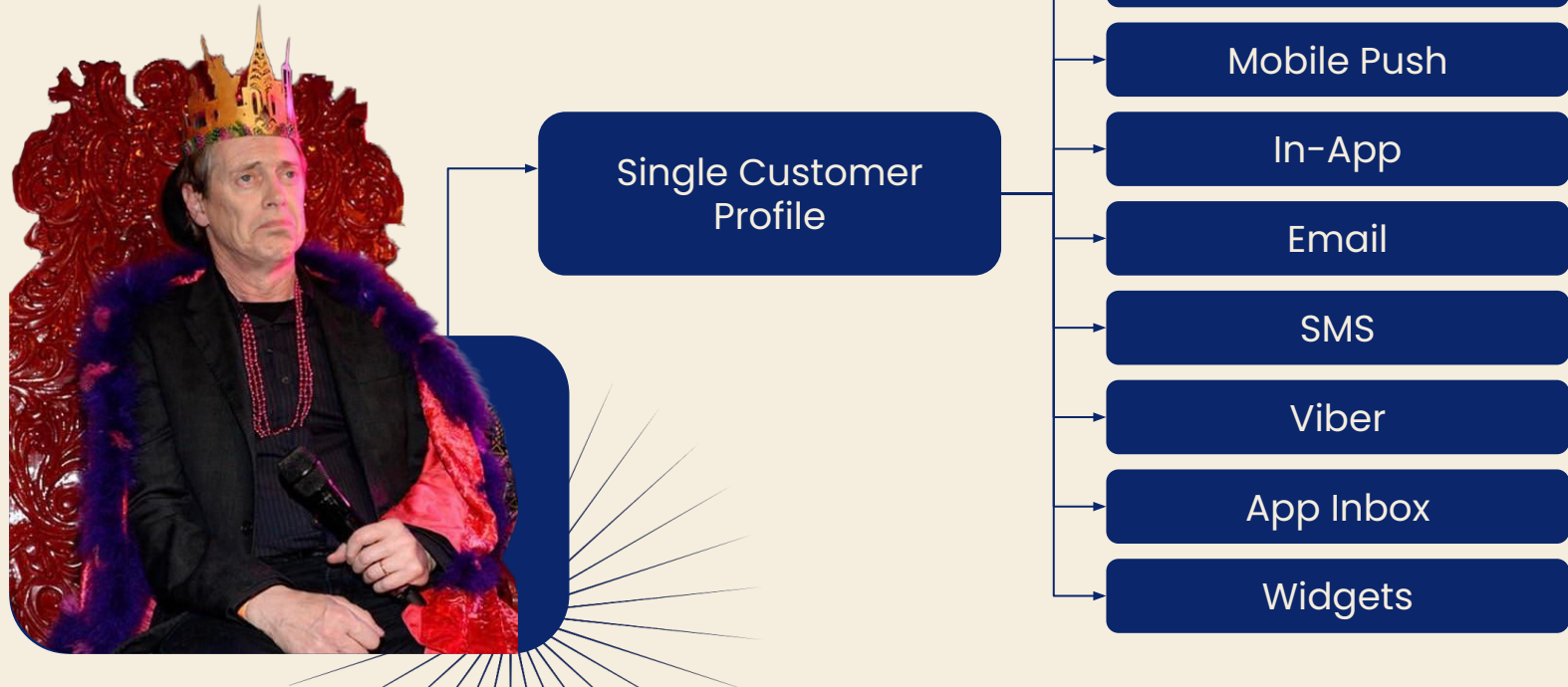


Become an omnichannel marketer!





All power to a marketer! → all data and all channels to a marketer!





How CDP supports omnichannel marketing efforts



Data sources

- Application data
- Website behavior
- Product usage
- CRM
- POS
- Firebase
- BigQuery
- PostgreSQL
- Google Sheets
- Loyalty programs
- Sales
- API
- Cookies
- Reading
- Views
- Time
- Cart
- Geolocation



CDP

- Profile Unification
- Segmentation
- Predictive analytics
- Personalization
- Automations

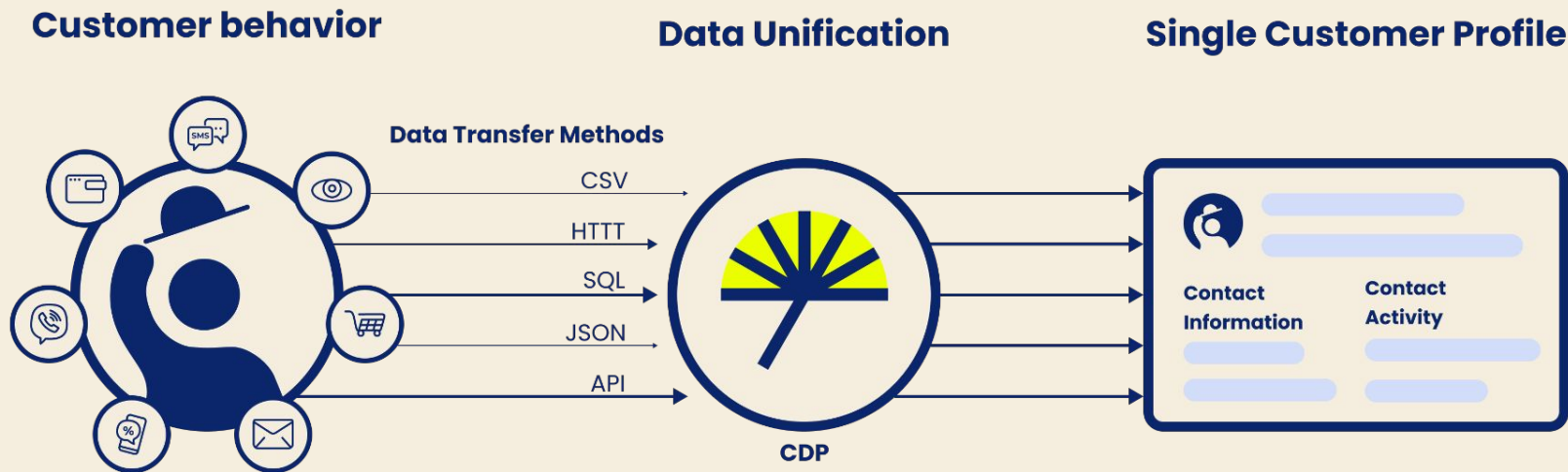


Activations

- Widgets
- Email
- SMS
- Website personalization
- Web Push notifications
- App Inbox
- Application personalization
- Mobile Push Notifications
- In-App
- Direct mail
- Social media
- Viber
- Advertising

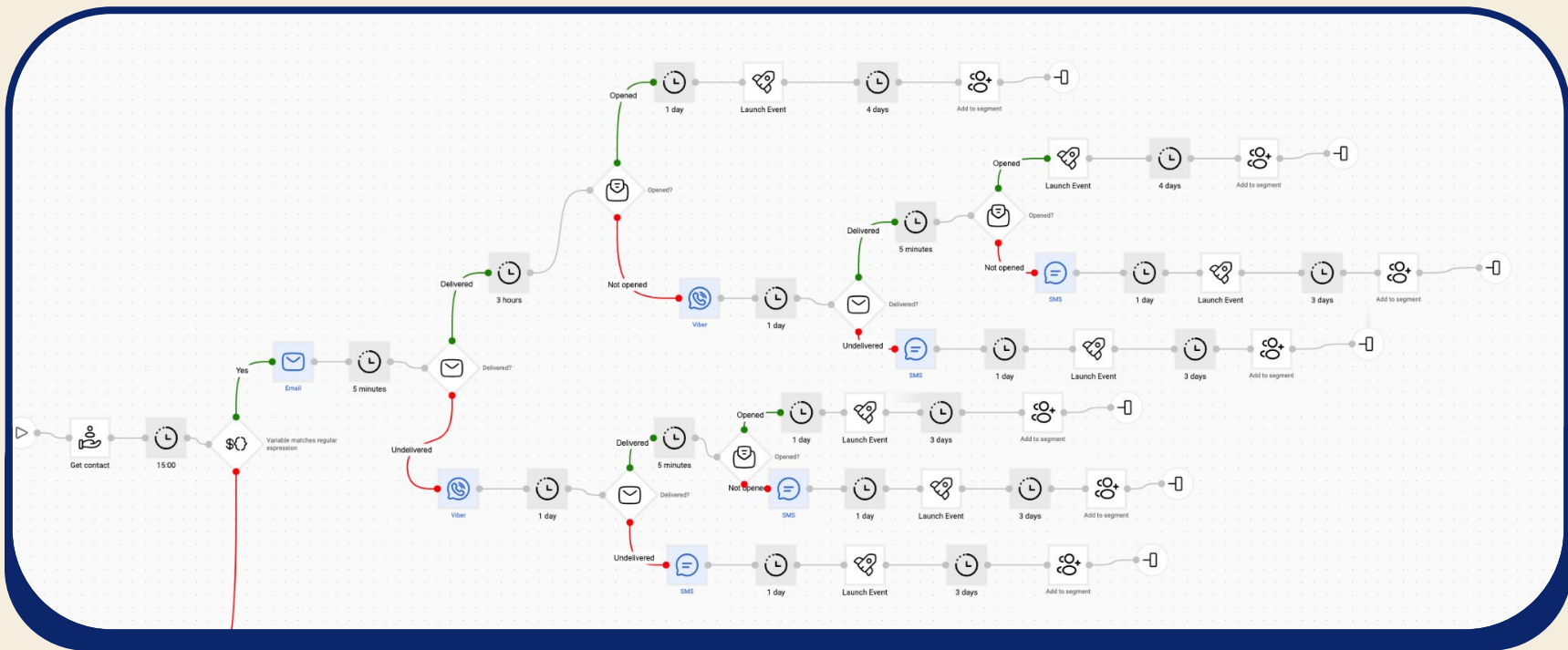


Merging all channel data into a single entity





Combining different channels brings the best results





Dnipro-M

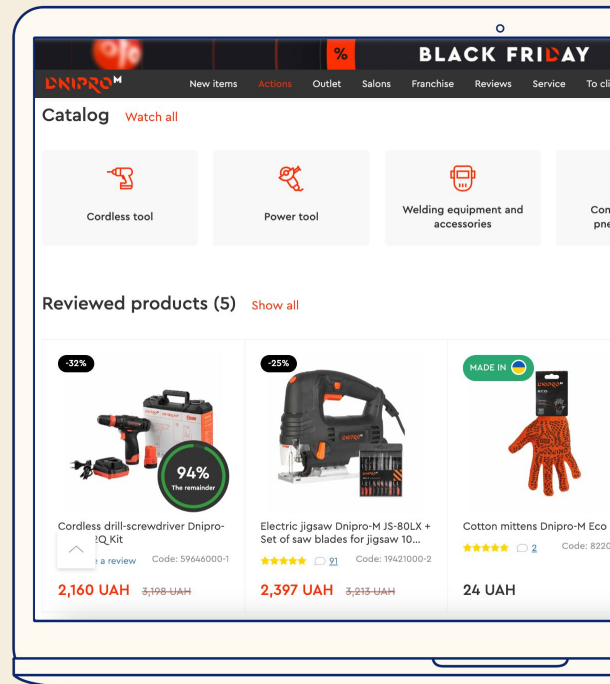
Tools manufacturer. Sells in 400+ salons
& online in 5 European countries

Goals

- Find and scale new sales channel.
- Personalize communication with customers.

Channels

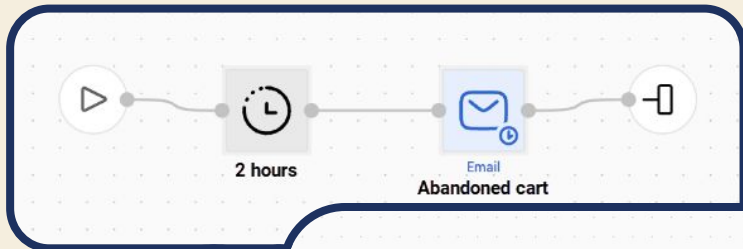
- Email
- SMS
- App Inbox
- Viber



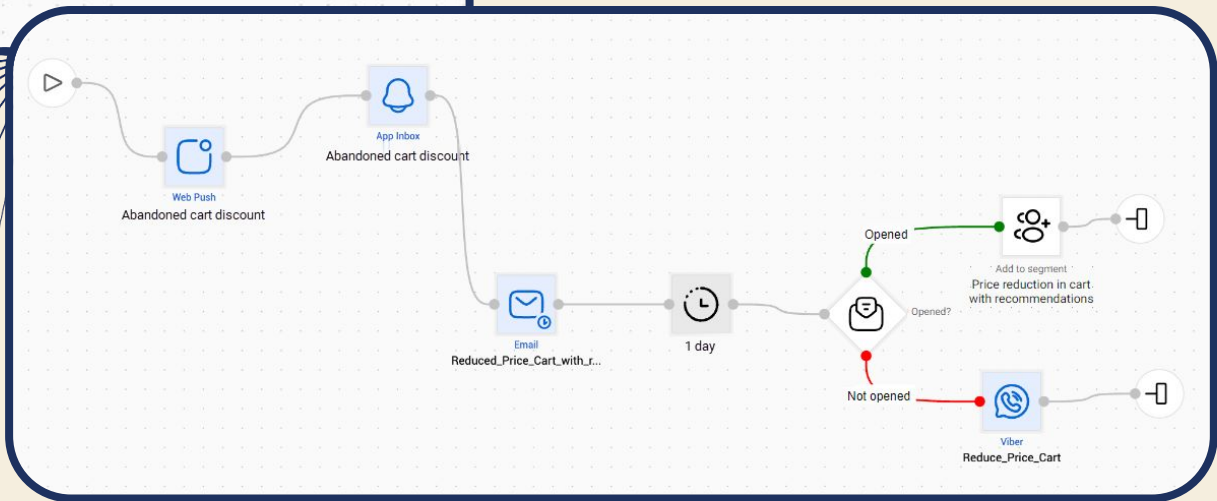


Dnipro-M

From



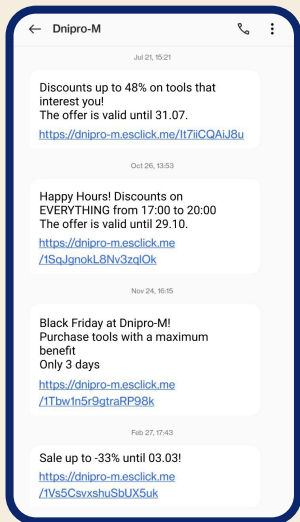
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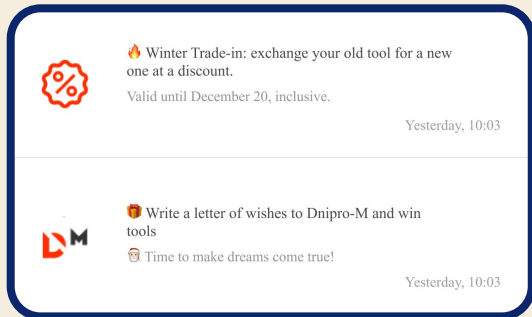


Dnipro-M

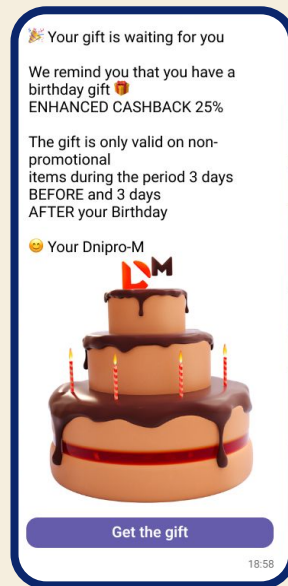
Examples of messages



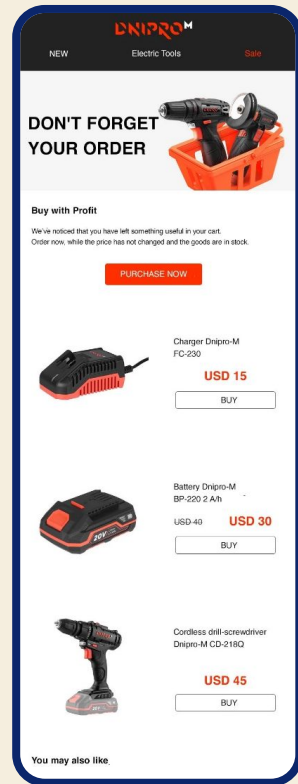
SMS



App Inbox



Viber



Email



Dnipro-M

Tools manufacturer. Sells in 400+ salons & online in 5 European countries

app inbox

Results of App Inbox

2x

More Orders than from Pushes

17%

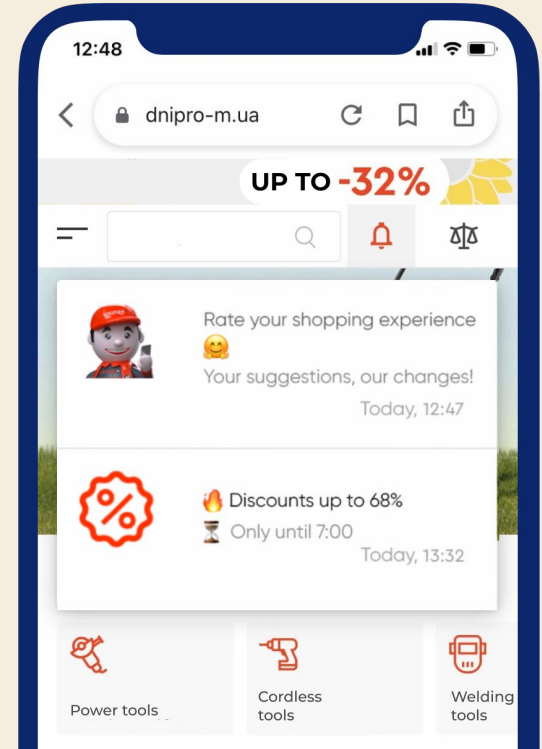
Share of Direct Channels Sales

9.6%

Conversion Rate

29%

Average CTOR





Umico

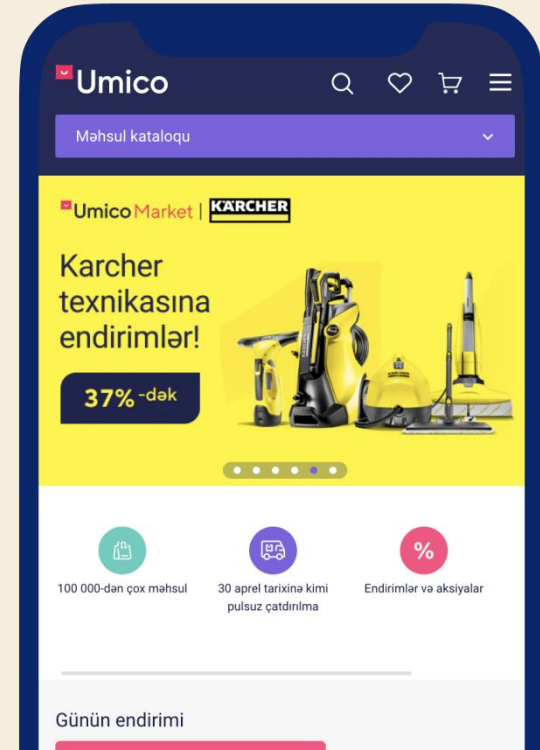
First Mobile Marketplace in Azerbaijan,
with 1,500,000 users and a total market
size of 2,500,000 people

Goals

- Increase retention rate.
- Automate user communication to bring them back to the app.

Channels

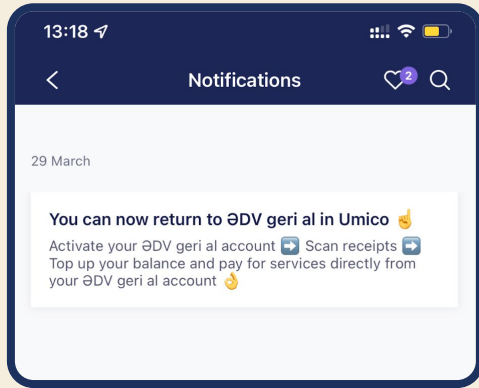
- Mobile push
- Email
- App Inbox
- Widgets





Umico

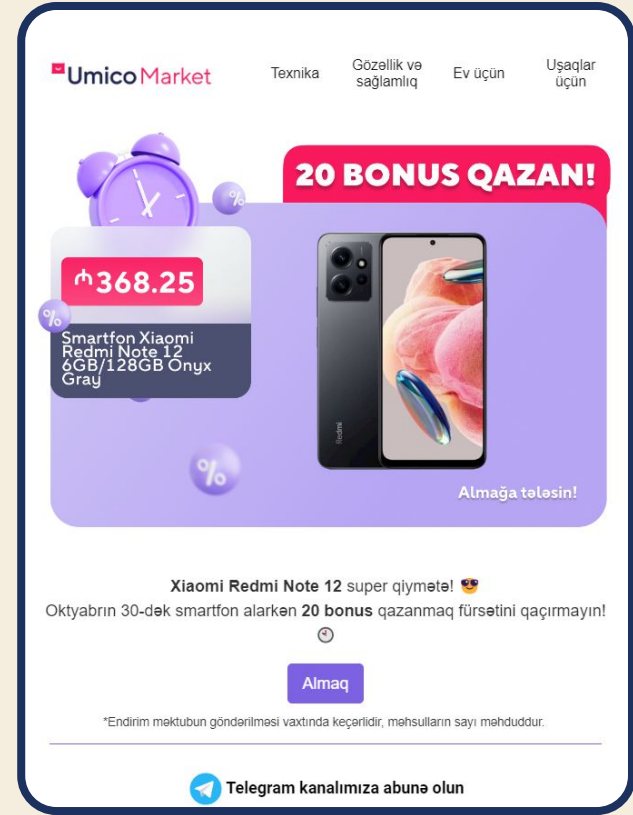
Examples of messages



App Inbox



Mobile push



Email



Umico

First Mobile Marketplace
in Azerbaijan

Results

#2

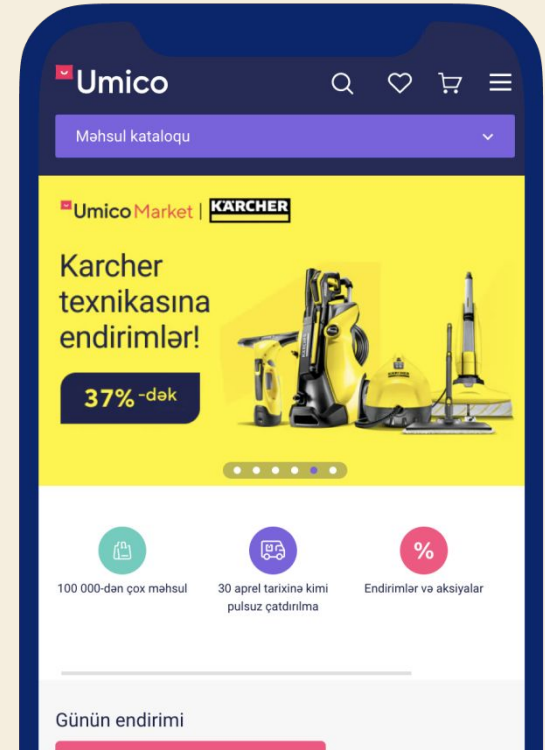
in Shopping
App Store
(2022)

1.5x

Purchase
Frequency

20%

Decrease
in Cart
Abandonment





Stylus

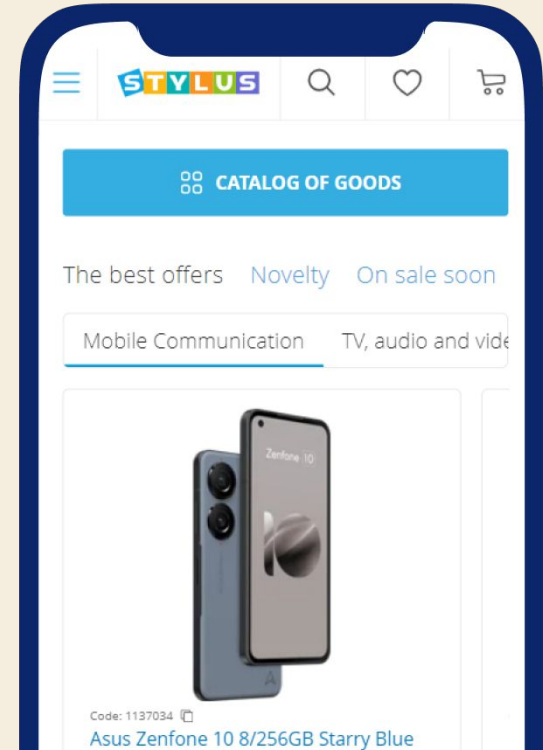
Universal online store offering small and large household appliances, gadgets, and accessories.

Goals

- Increase profit from the direct channels
- Automating communication with subscribers
- Implementing an omnichannel approach
- Increasing subscriber engagement

Channels

- Email
- SMS
- Viber
- Web push



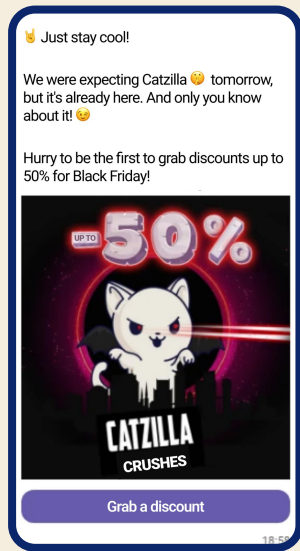
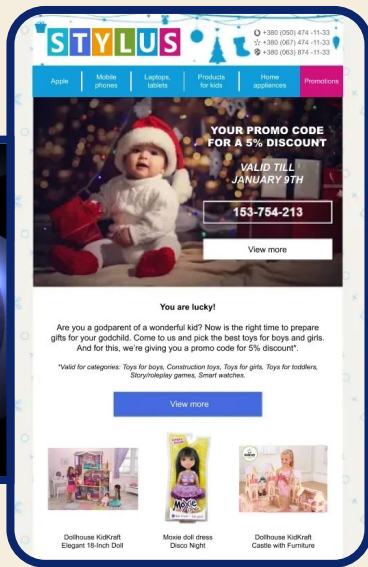


Stylus

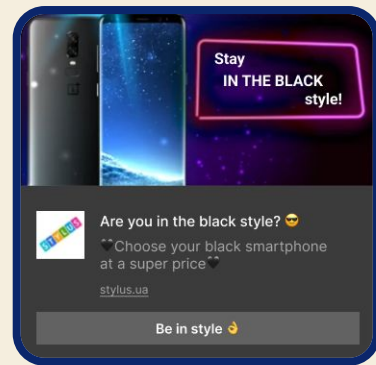
Examples of messages



Email



Viber



Web Push



Stylus

Universal online store

Results

7%

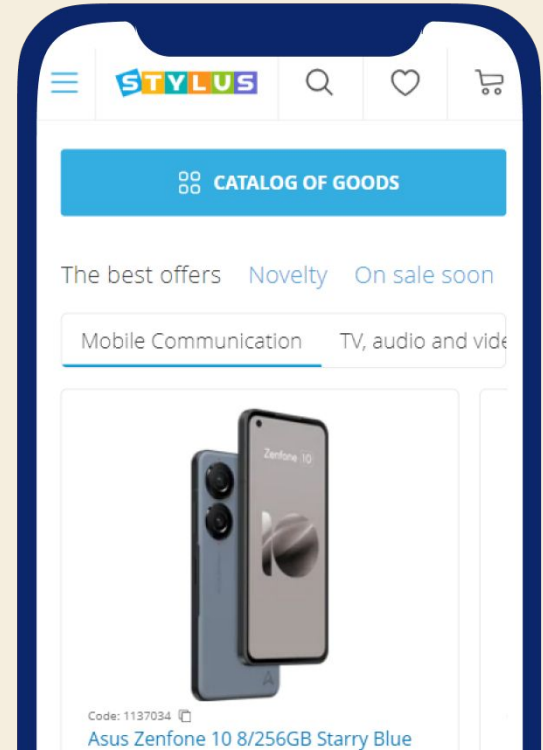
Increase in sales with Viber campaigns

3%

Increase in sales with Web Push notifications

10%

Increase in sales after implementing omnichannel communications





Put the **customer** in your spotlight





Thank you for your attention!
Let's proceed to our Q&A section.



Enhance communication with each customer with **Yespo omnichannel Customer Data Platform**



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