



Ve Interactive



David Brown – C.E.O

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- i. Introduction and Overview
- ii. Getting Started
- iii. Email Remarketing
- iv. Summary



# Introduction and Overview

# Industry Background

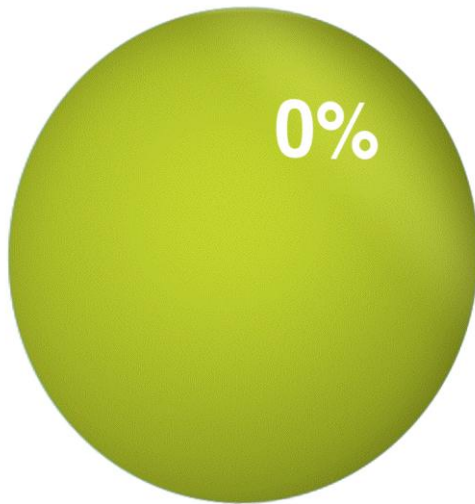


- What is abandonment?
- How big is the problem?

# Industry Background



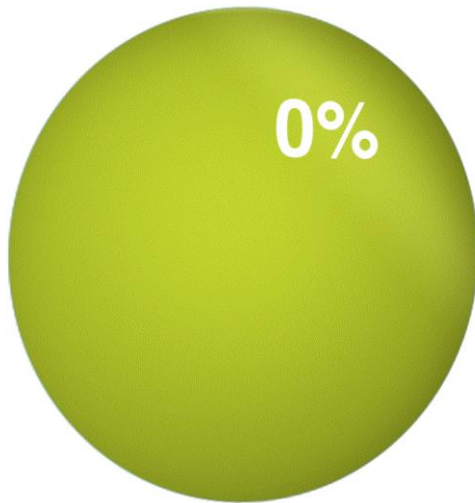
- What is abandonment?
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# Industry Background



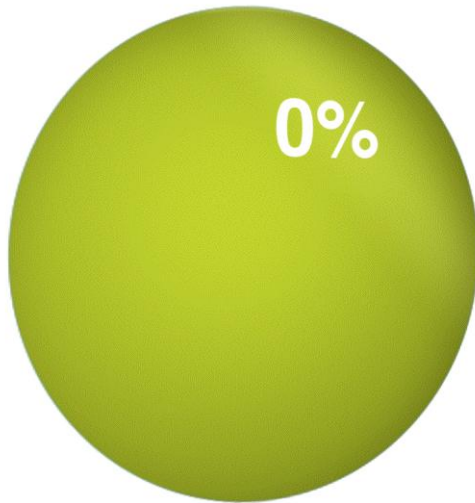
- Forrester Research



# Industry Background



- Across 300+ Ve Interactive's merchants...



# Typical Customer Process



- Why do customers abandon?
  - Price comparison
  - Website difficulties
  - Payment issues
  - Add-on or hidden costs (shipping?)
  - Or simply...
    - Ran out of time
    - Distracted
    - Procrastination (the thief of time!)

# What do you do about it?



- Do nothing?
- Hope for their return?
- Let your customers go to your competition?

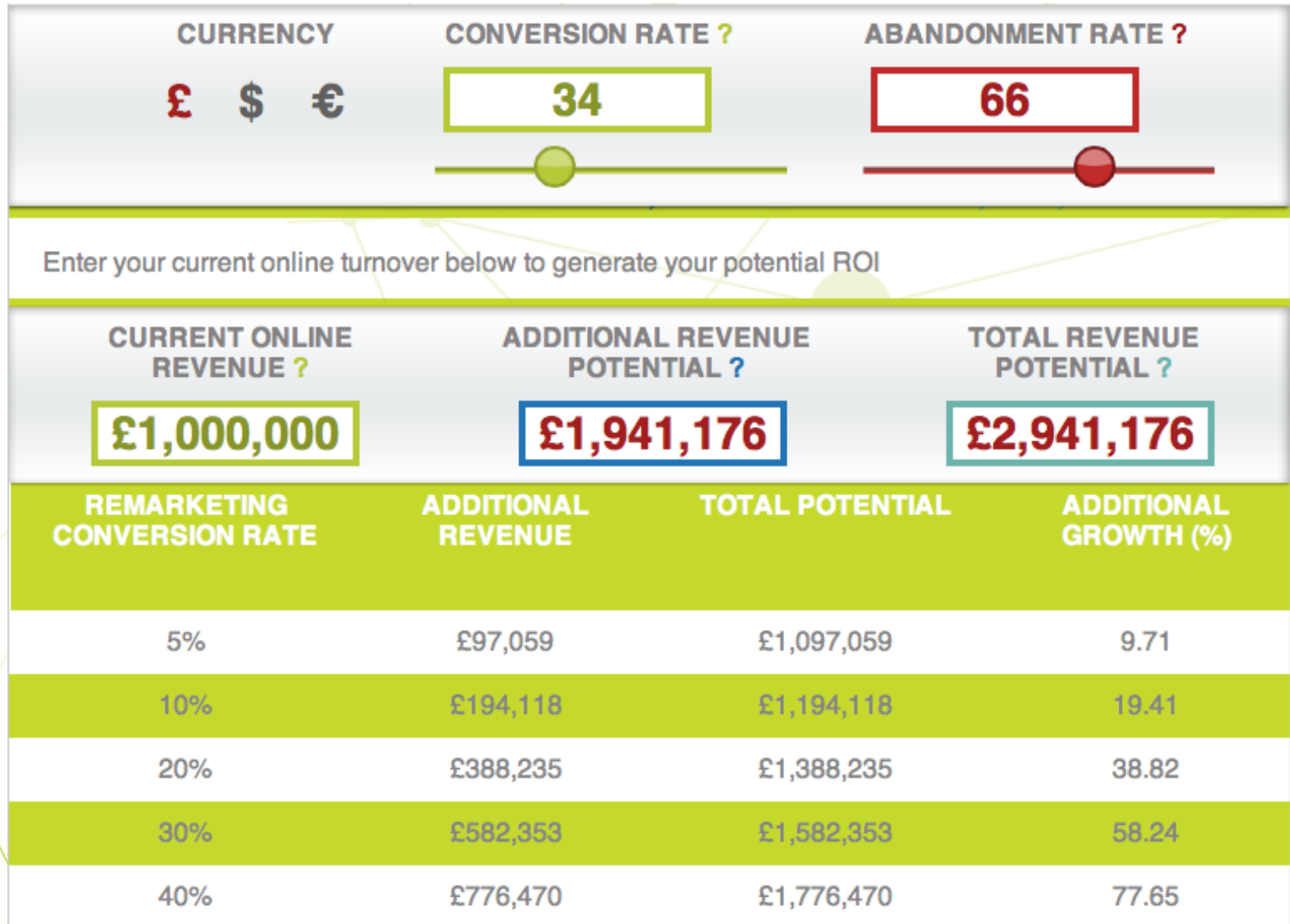
# The solution

- Capture
  - Capture data at field level
  - Forms and shopping cart
  
- Contact
  - Automatically generate email campaigns
  - Remarkets to abandoners

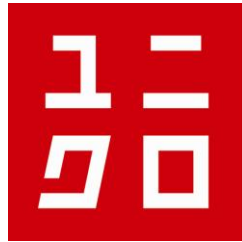


# Outcome

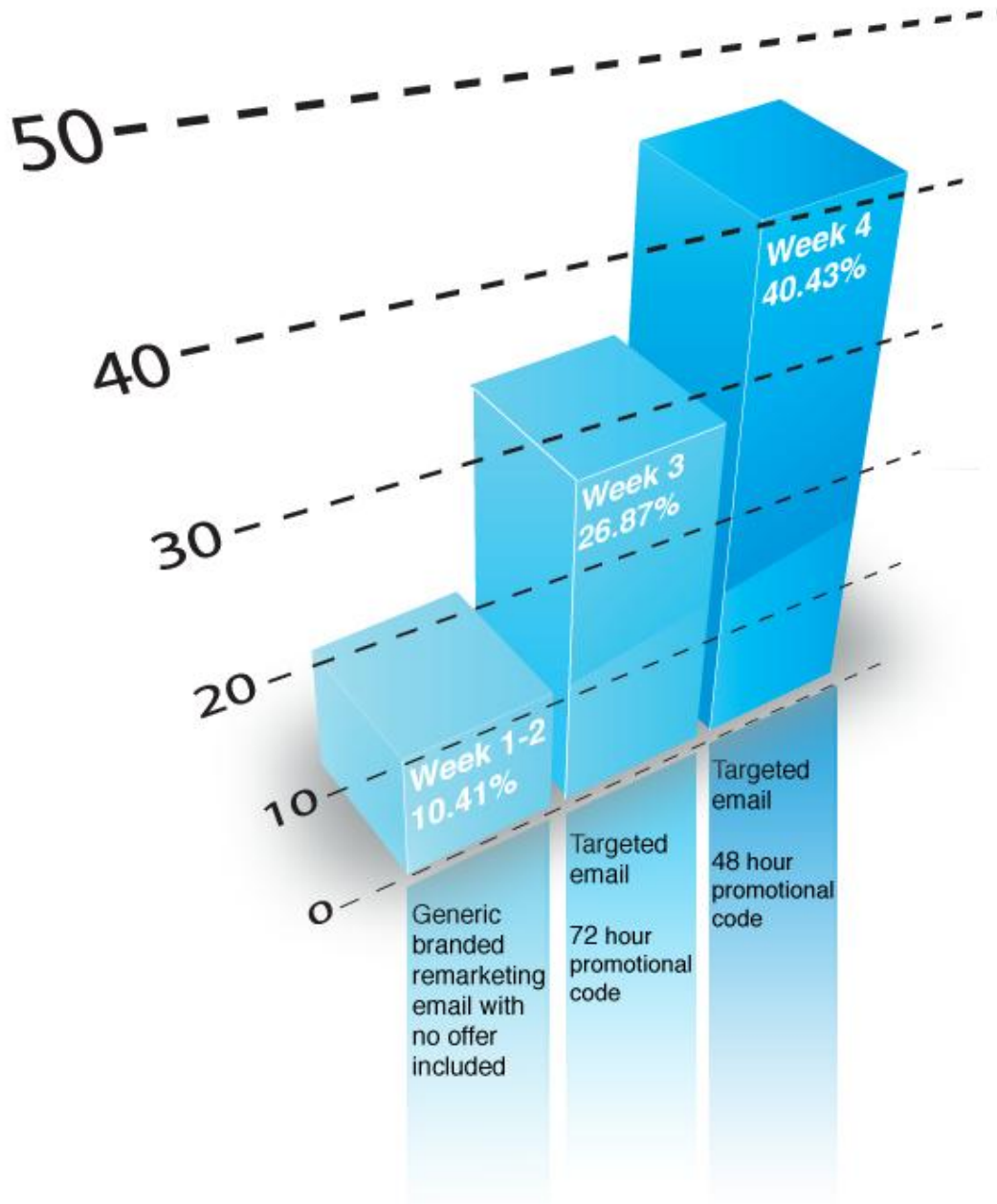
- [veinteractive.com/calculator](http://veinteractive.com/calculator)



# Who's using it



## Case Study



## Case Study

### Summary:

- A simple, generic (branded-only) remarketing email achieved a **10 percent uplift** in online conversions
- A bespoke remarketing email that offered a 5% discount via a time-limited promotional code of **72 hours, more than doubled this conversion rate**
- A bespoke remarketing email with the same discount, but this time with a time-limited code of **48 hours, quadrupled the original conversion rate**

*“.....shopping cart abandonment software gives us a valuable opportunity to better understand customers’ behaviour and enables us to capture and use real time abandoned basket data in our acquisition and retention marketing....”*

***Angus Hayman, eCommerce Director***



## Baracuta-G9 (The Baird Group)



*“...Improving shopping cart abandonment was a high priority for us and we have been able to recapture a large percentage of these in a simple friendly personalised way which not only generates higher sales but improves our customer service offering”*

***Craig Landale, Online Marketing Manager***



Toffs.com



*“I asked my programmer on the new site to do it, and 10 minutes later it was done.”*

***Dale Robinson, Global Marketing Executive***

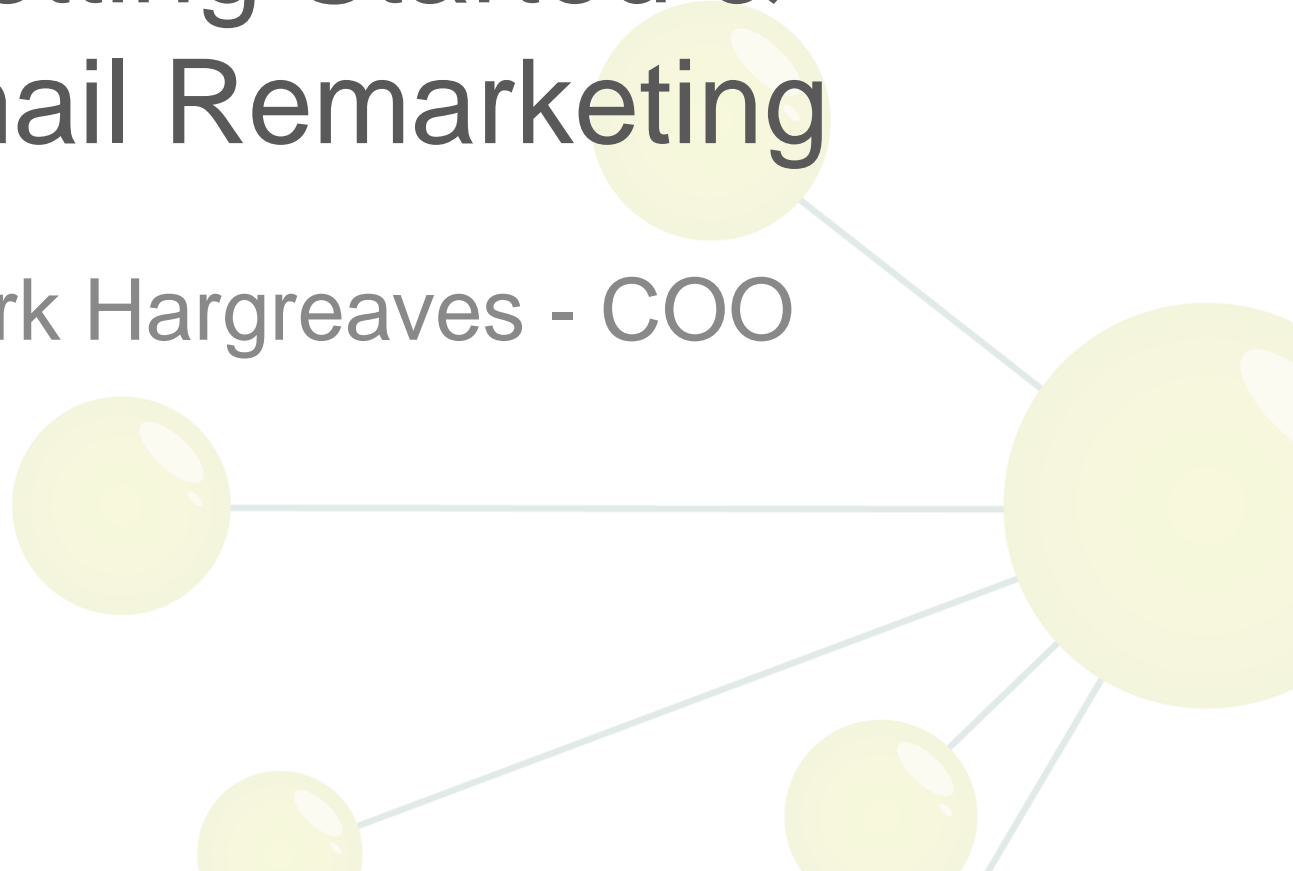
# Too good to be true?



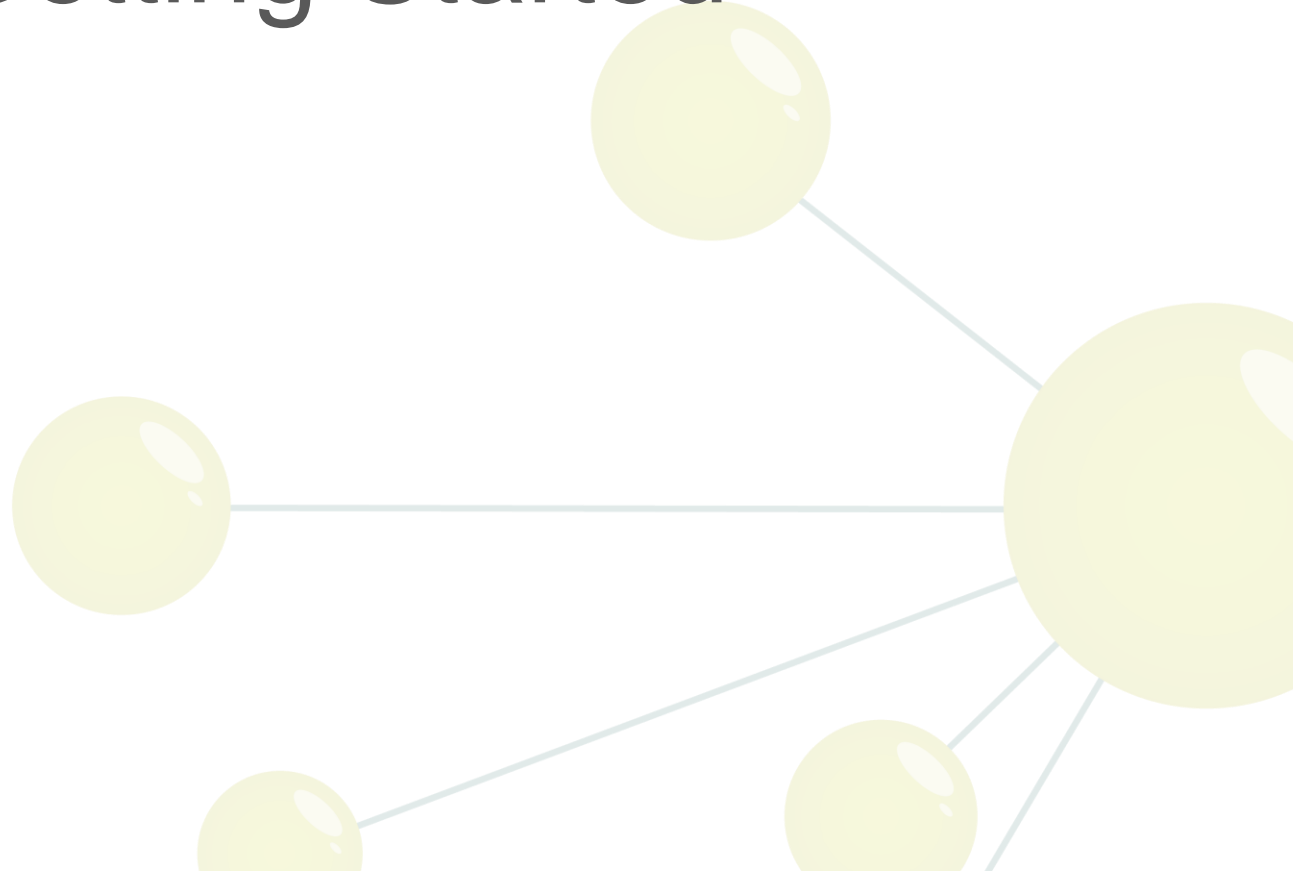
- Powerful but simple
- Super fast installation
- Economics through affiliate networks

# Getting Started & Email Remarketing

Mark Hargreaves - COO



# Getting Started



# Timeline



Join Affiliate Program

URL's

Generate Code

Install

Email Template

Hours

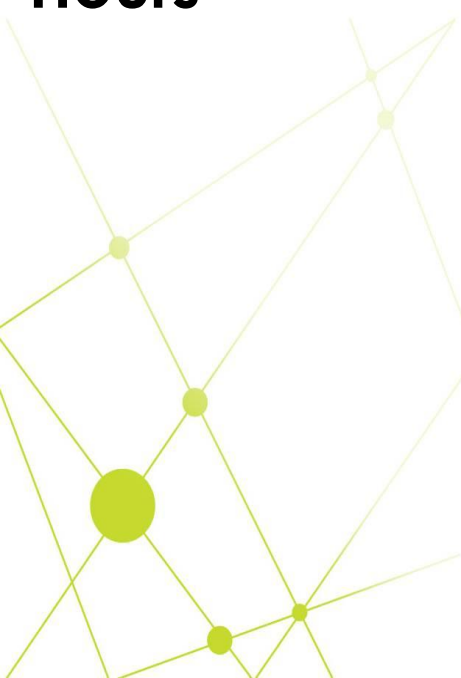
1

3

5

8

**LIVE**



# Economics



- Transactions with our customers are on established affiliate network terms
- No additional negotiation



# Who ate all the cookies?



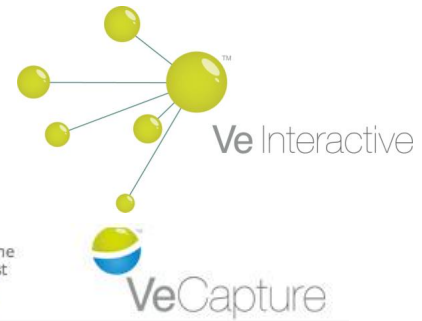
- Will it affect my other affiliates?
  - Ve & Affiliate Window have worked together so that we **DO NOT** overwrite cookies

# Once Live...

- VeCapture
  - Captures data at field level
  - Pre-submit
  - Failed submit
  - Forms and shopping carts
  - Pre-designed or dynamic pages
  - Simple JavaScript file on your website
  - Software engine in our data centre



# VeCapture Dashboard



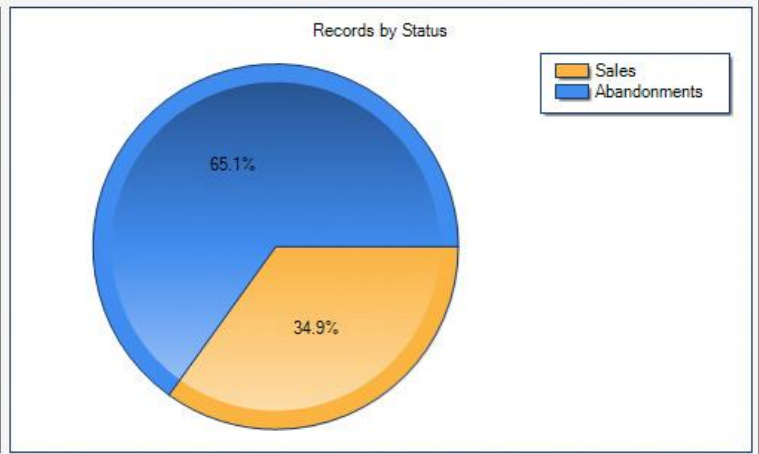
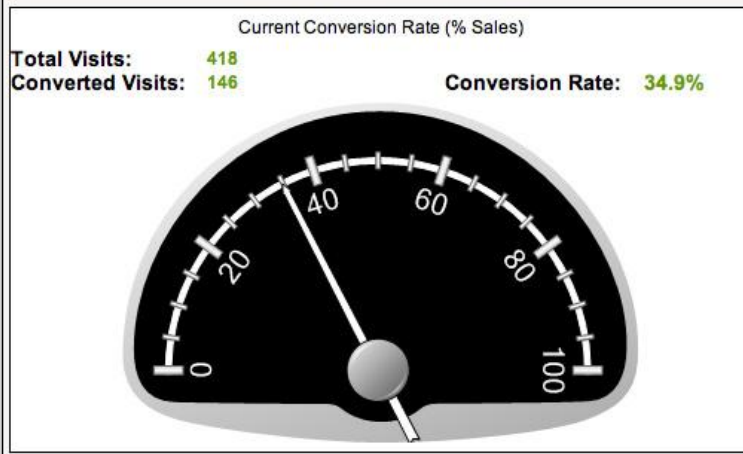
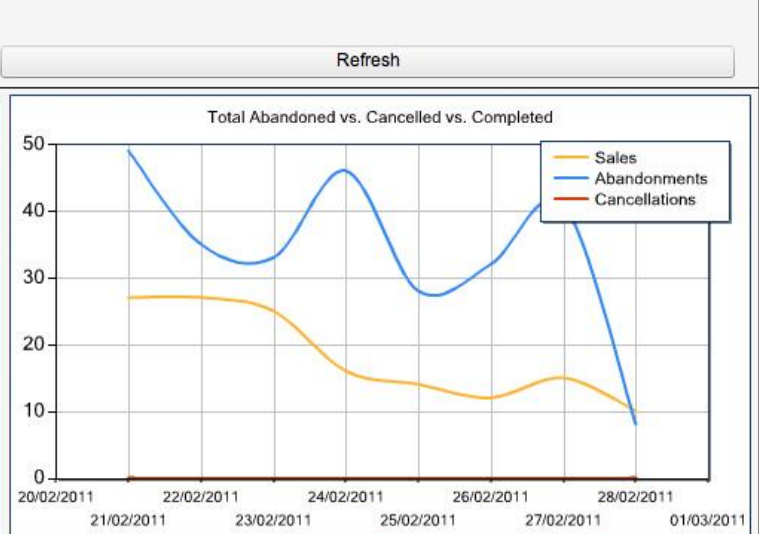
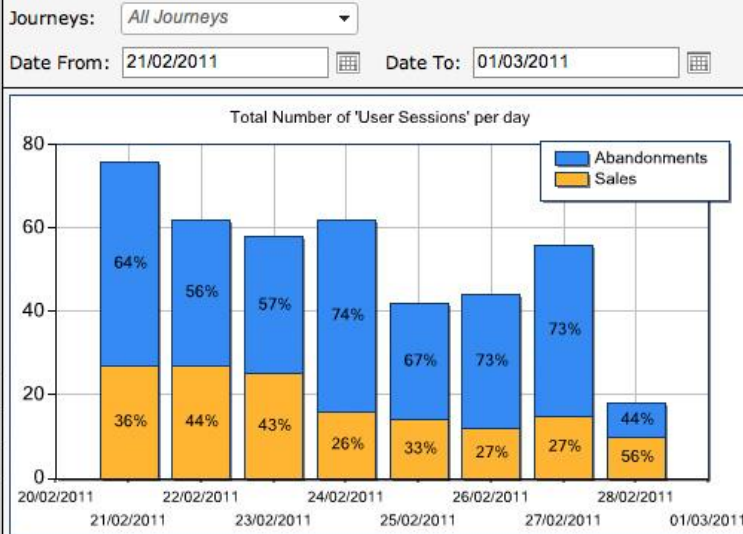
Customer Logo

**Current Alerts**  
 Error: 0  
 Warning: 0  
 Information: 1

Welcome Chemist  
[Logout](#)

- Home
- Home
- Dashboard
- My Alerts
- Journeys
- Views
- Configuration
- VeContact

Journey Dashboard Form Dashboard



# Once Live...

- VeContact
  - Integrates with VeCapture
  - Outbound email agent
  - Campaigns can be sent by:
    - Ve Interactive (VSLTD) mail servers, or
    - Routed through your SMTP gateway
  - Can handle multiple campaigns



# Typical considerations



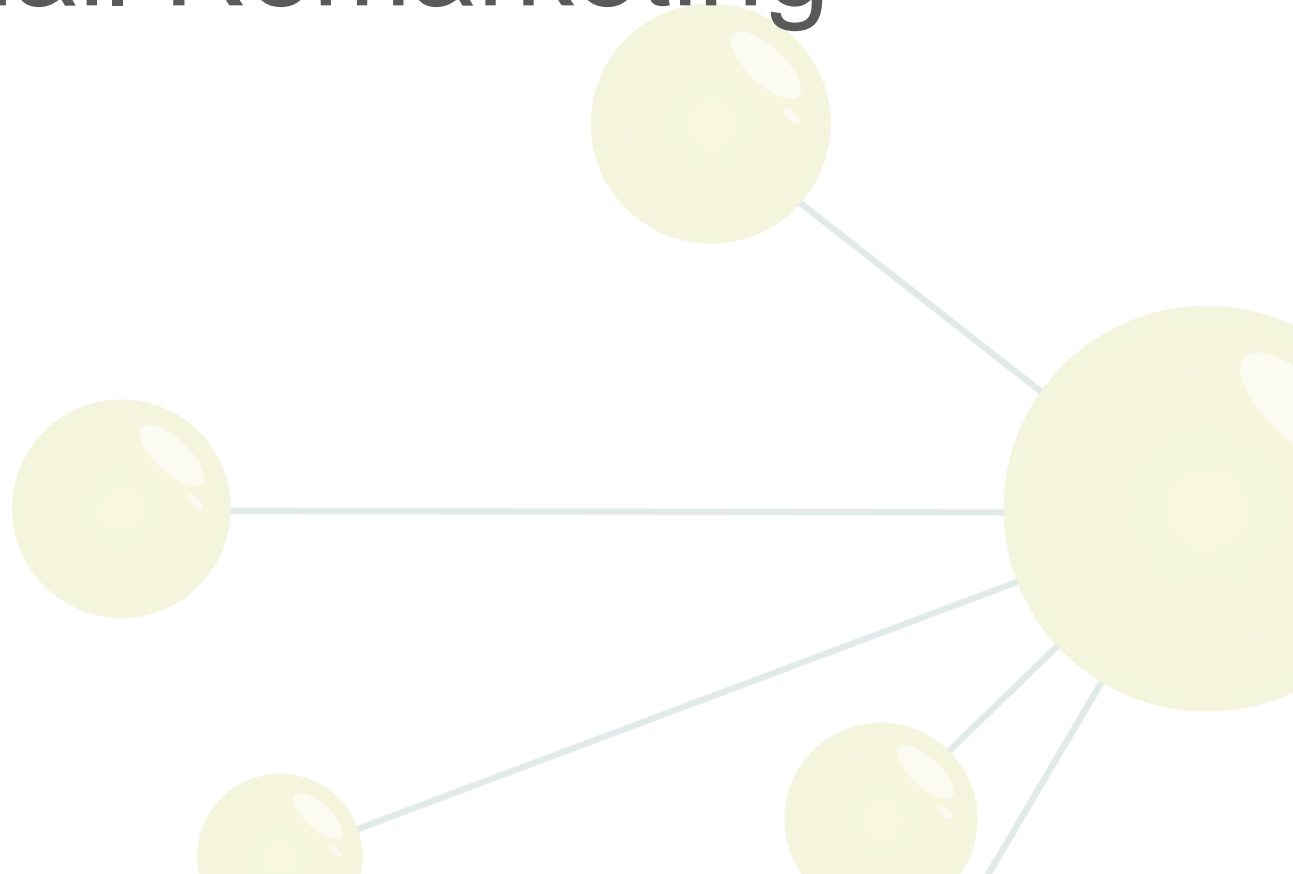
- Data Protection & Privacy
  - Fully compliant with Data Protection Act 1998
  - You must take it seriously
    - Update Privacy Policy and/or Terms & Conditions
    - One time operational contact
    - Not a generic marketing database

# Other considerations



- 3<sup>rd</sup> Party solution v In house Development
  - 4 man years of development
  - Enterprise level software
  - Install today – earn revenue tomorrow!
- Do my customers mind being contacted?
  - Key consideration for successful campaigns...

# Email Remarketing



# The right message



- Customer service centric message
  - Were you having problems?
  - Can we help you?
  - We care about our customers
- Call to action
  - Call help line
  - Email us @
  - Click here to return to website
- Remember – one time communication

# The right incentive



- Option to have several incentives running at the same time
- Knowledge based campaigns
  - High value basket abandonment = Incentive A
  - Low basket abandonment = Incentive B
  - Basket empty = Incentive C

# Types of incentive



- Generic communication – please come back
- Money off voucher - £5 off next purchase
- Percentage Discount off next purchase
- Enter in to Prize Draw
- Free Gift/Shipping
- Discount offer with increased spend
- Discount off slow-moving inventory

# Timing & Etiquette



- We track completed transactions to ensure abandoned remarketing only
- We recommend 1 hour is ideal
- Why not send quicker?
  - Customer might be a slow typist!
  - Made cup of tea!
  - Need to allow time to complete (30mins)
- Outbound email range 45mins – 24 hours
  - 24+ hours = diminishing return

# Examples



We noticed that you visited our Thistle website.

## thistle

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We've noticed that you visited our Thistle website.

This is a courtesy email to enquire if you experienced any technical problems whilst visiting our site.

If you experienced any difficulties, please accept our apologies. For any inconvenience that may have been caused we'd like to offer you a **10% discount** on your next booking.

**Click [HERE](#) or the banner below** to go back to our website and enter '**THANKS**' into the booking panel to view the discounted rates.

We appreciate your custom and look forward to welcoming you back to our site again soon.

Kind Regards,

Thistle



# Examples



**Dear Customer,**

Thank you for visiting [skyparksecure.com](http://skyparksecure.com). As a token of our appreciation we would like to offer you a 5% discount on your next booking with us, which means if for any reason you did not manage to complete this today, you can take advantage of this offer right away.

All you need to do is click on the banner below to activate and use your discount.

If you experienced any technical issues, please email us at [ian@skyparksecure.com](mailto:ian@skyparksecure.com) with your contact details and we will happily call you back to help complete your booking.

We look forward to seeing you at [skyparksecure.com](http://skyparksecure.com) again soon.

Warm Regards  
[Skyparksecure.com](http://Skyparksecure.com)



# Typical conversion rates



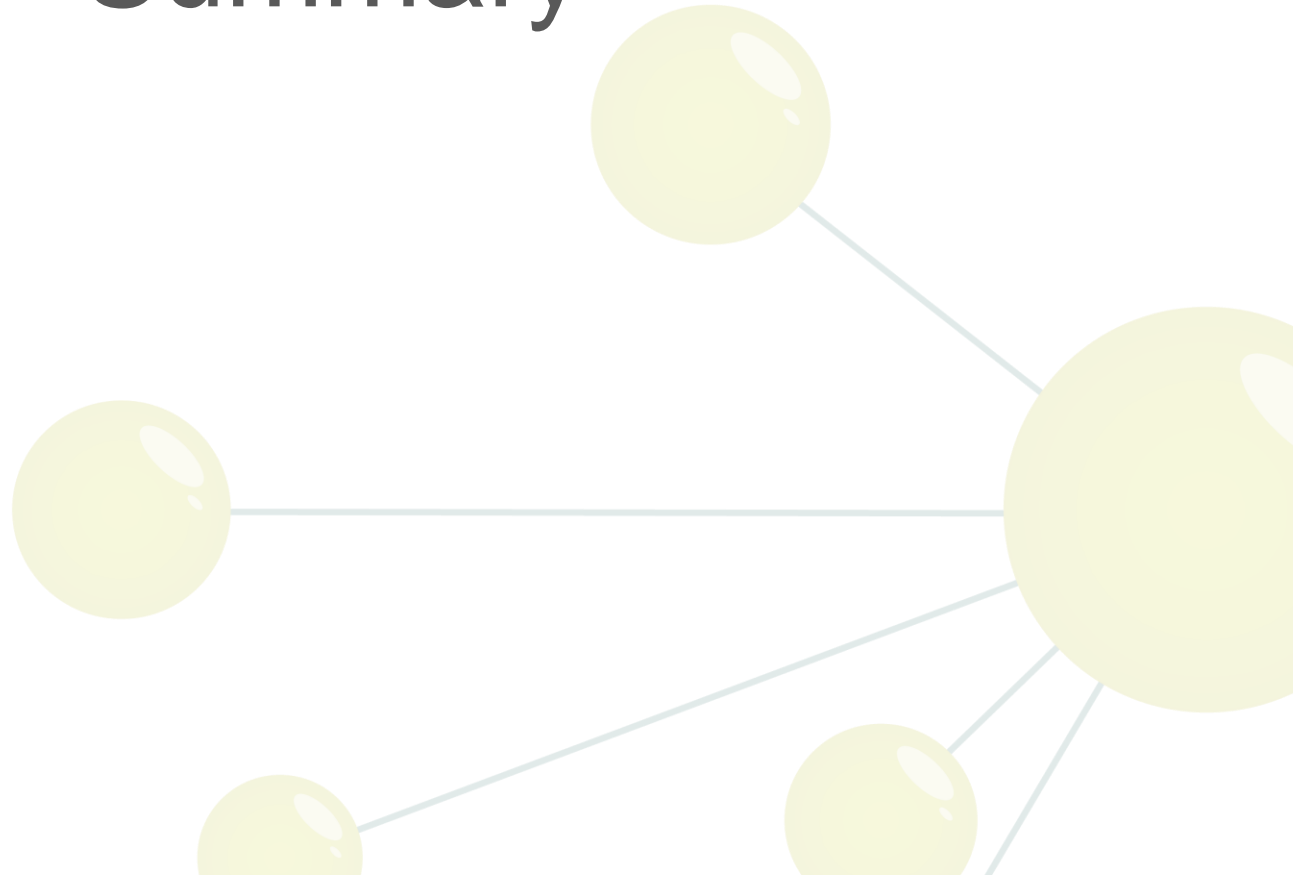
15 – 20% of abandoned records  
convert to sales

# Other considerations



- Lots of remarketing solutions deal with post “submit” for example:
  - Coremetrics, Salescycle, Red Eye, Tea Leaf
- <Tag> based solutions
  - restricts site security
  - lengthy development required
  - restricts website changes
  - does not work with dynamic shopping cart
  - nor 3<sup>rd</sup> party ecommerce providers

# Summary



- No online business can afford to ignore its online abandonment problem
- A simple solution is available for all sizes of websites
- This area is evolving so chose a partner whose products also evolve
- Consider the importance of best practice guidelines

# Meet the Team



David Brown



Mark Hargreaves



Charles Clarke



Kevin Paiser



Zubair Khushi



# Try it now!



## www.VeInteractive.com/Inspire

Please be aware that we use VeCapture software within this page and will capture your data at field level as you progress through the form for remarketing purposes that's why there is no submit button.

Email \*

First Name \*

Surname \*

Company \*

Position

Telephone

Country

Products

- VeCapture Lite       VeContact Lite  
 VeCapture Advanced       VeCapture Enterprise

**Newsletter**

If you would like to periodically receive additional information on any Ve Interactive product, please select the newsletter option.

[Please click here to read our Privacy Policy](#)

**No Submit button needed as form is VeCapture enabled**

# Thank You

