Automating Replenishment Campaigns using Purchase History Data in MailChimp Automation and eCommerce 360

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Automate Product Replenishment

Imagine if just when you were about to run out of coffee, shampoo, razors and even toilet paper they all showed up magically on your doorstep? Retailers can set up data-driven automated Replenishment Campaigns to bring this to life for their customers.

Industry leaders know their customers' needs before they do. They are not psychics; they are marketers using data to automate messages to their individual customers.

Let's take Amazon for example, they've used data-driven email marketing to explode the grocery, beauty and commodity marketplace online.

Replenishable items are a powerful driver for repeat business. Replenishment products paired with effective email marketing campaigns drive customer loyalty, retention, and consistent revenue. Whether you are selling toothpaste or ink cartridges, there are many ways to build out a successful replenishment campaign to drive re-orders from your customers.

Your goal is to anticipate your customers' needs through an automated replenishment email at the right time in the product lifecycle. This can be done in a number of ways: unique customer purchasing behavior, average customer usage, and even time that one thinks it should take to use a specific product. This guide will walk through two options for creating Replenishment Campaigns.

Option 1: for retailers who carry many replenishable items that customers tend to purchase together

Option 2: for retailers with a few replenishable items, and/or carry replenishable items that aren't generally purchased together.

Windsor Circle provides the data integrations and services that a growing number of retailers and eCommerce businesses rely on to power their replenishment campaigns. We do so by connecting a merchant's eCommerce platform (for example, Magento) to their MailChimp email marketing account.

In this "Replenish" Playbook, we'll show you

- Case studies of successful campaigns
- How to set up an automated Product Replenishment Campaign
- Best practices and examples

…so you can **replenish the ranks!**

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Case Study

MyBinding.com

MyBinding.com is one of the largest retailers in the United States for binding and laminating related products. Offering more than 30,000 items on their website, such as folders, staplers, shredders, paper cutters and laminators, MyBinding.com's industry lends itself particularly well to Replenishment.

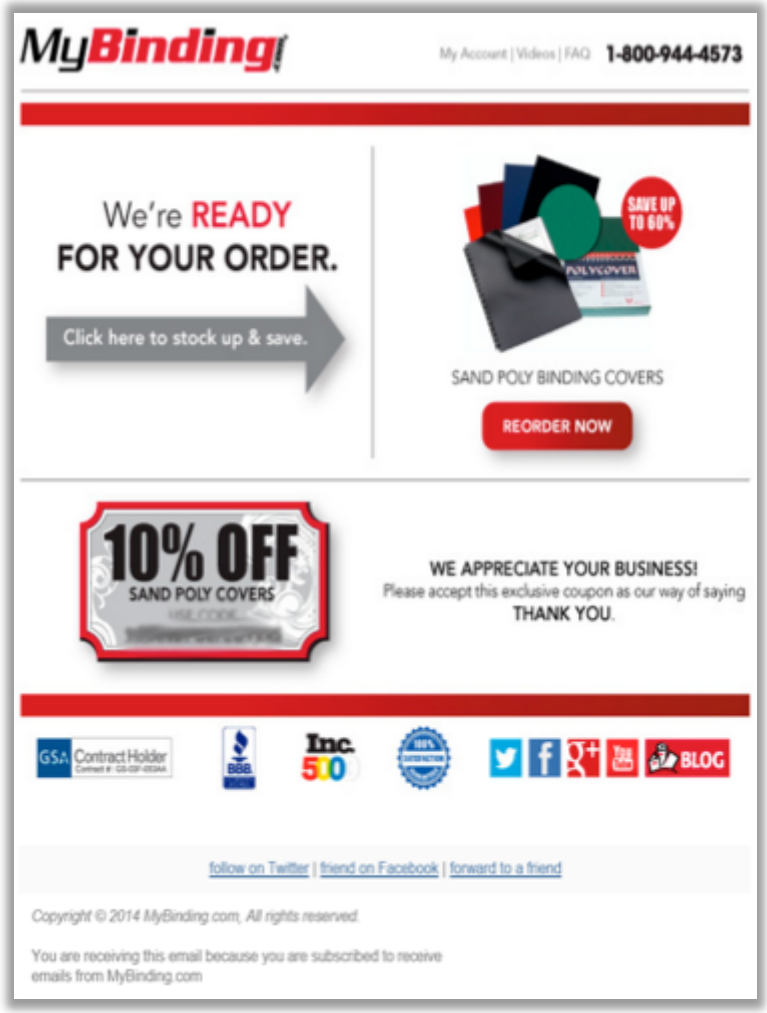
MyBinding.com focuses a lot of their automated emails on Replenishment Campaigns, which account for two-thirds of their total automated emails.

MyBinding.com currently has 43 Replenishment Campaigns set up.

They've set up product specific automated replenishment emails for customers that will need to purchase on a recurring basis. The emails are sent anywhere between four and eight weeks after the initial purchase date, depending on the usage rate of the product.

The email to the right is sent five weeks after purchase to customers who bought Sand Poly Binding Covers.

Since MyBinding.com sells many different replenishable items, they have set up each product email to deploy on a specific day, ensuring customers do not receive more than one Replenishment email on any given day.



Results:

Open Rate: 25%

Click Rate: 1.8%

*Note: MailChimp reports the **Click Rate as the percent of total recipients** (emails delivered), not as a percent of emails opened.*

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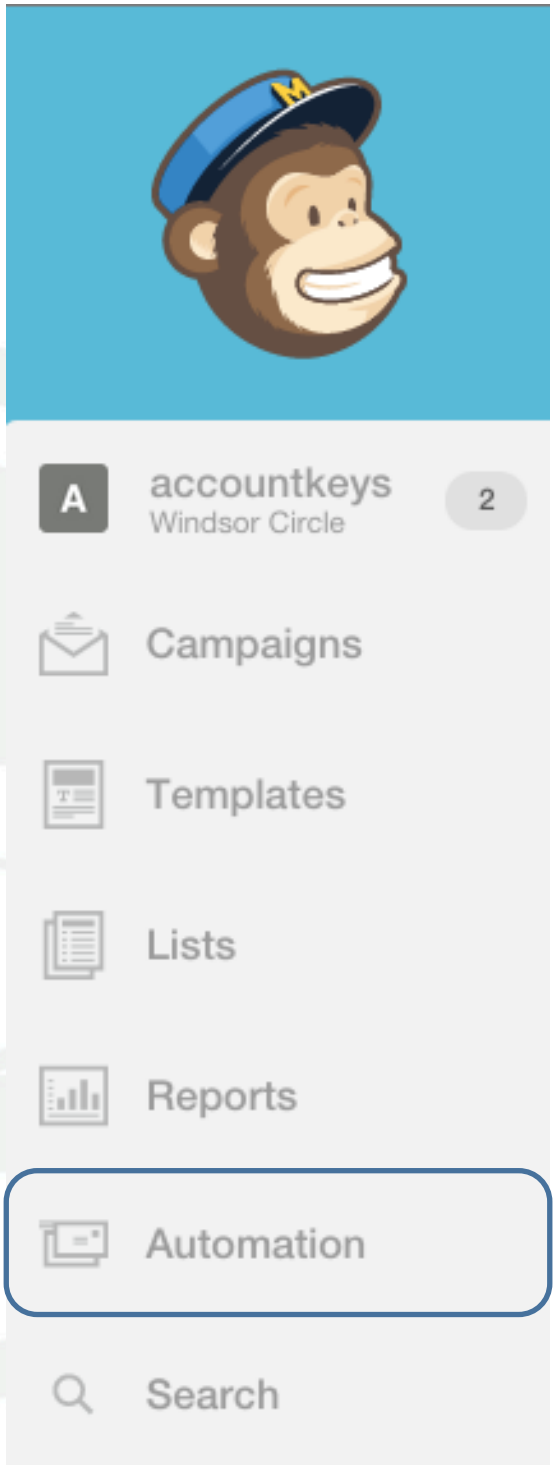
Creating a Replenishment Email Campaign



In order to create automated product replenishment emails, you'll first need access to your purchase history data within MailChimp Ecomm360 data fields or custom data fields (%|MERGE|% fields).

If you use Windsor Circle to integrate your eCommerce platform / Shopping Cart / CRM data with MailChimp, then you'll have access to fields that contain the data to suggest product refills that make sense.

Key data fields you will leverage for your Replenishment Campaign:

- Recency (date of last purchase)
- Purchase Last Order (contains product name)
- Predicted Order (based on previous purchase behavior)
- Replenish Date (based on consumption rate of your entire customer base)

Example of a Customer Segment:
"WC_Purchased_Last_Order" equals shampoo

These fields can be used to power Automation to send Replenishment emails automatically to customers who are close to running out of an item that they will need to re-order.

We recommend triggering emails to send before a product runs out.

You'll want to use MailChimp's Automation capability to set up this email campaign. The first step is to log in to your MaillChimp account and select Automation.

Ecomm360 Fields:

One of MailChimp's Ecomm360 fields is "Product Purchased" and provides the last product purchased for each email address. You'll need an integration between your eCommerce platform and MailChimp Ecommerce 360 to be able to use this field. Check out windsorcircle.com/mailchimp.

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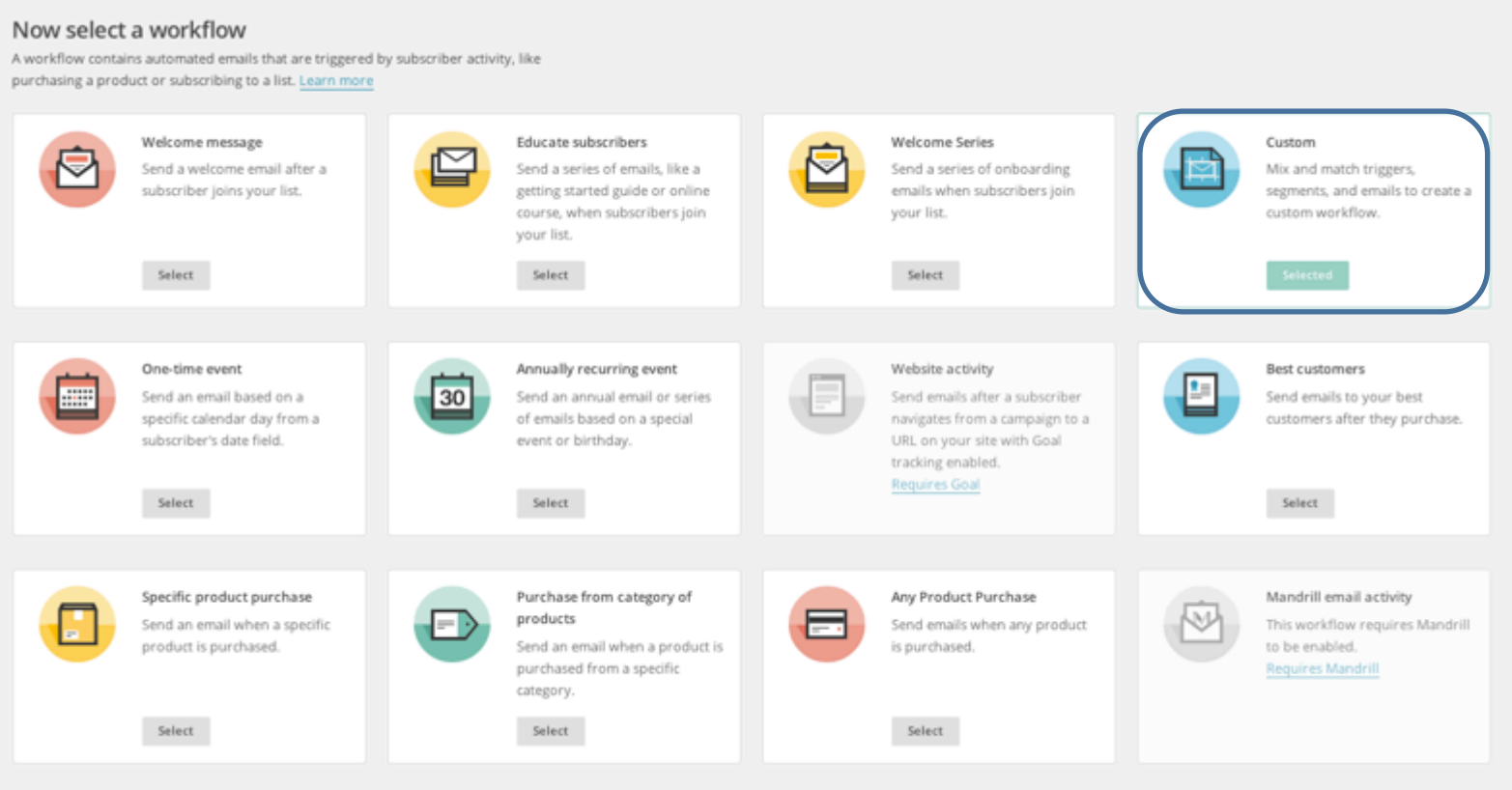
Replenishment: Automation

Select the list you want to use (note: you will select the specific segment later on). Once you select your customer list workflow options will appear – select the custom workflow.



List and Workflow > Setup > Trigger > Emails > Confirm Next >

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Replenishment: Setup

WC Replenishment 1

Workflow configuration

Workflow name

WC Replenishment 1

Internal use only. Ex: "Newsletter Test#4"

From name — 86 characters remaining

Andrew Pearson

Use something subscribers will instantly recognize, like your company name.

From email address

andrew@windsorcircle.com

☐ Send activity digest email
We'll send you an email every day with a report so you can see how this workflow is performing.

☐ Use Conversations to manage replies
When enabled, we'll generate a special reply-to address for your email. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.

☑ Personalize the "To:" field
Include the recipient's name in the message using merge tags to make it more personal and help avoid spam filters. For example, *|FNAME|* *|LNAME|* will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.

Specify *|MERGETAGS|* for recipient name

|FNAME|

1. **Name the campaign** with a nomenclature to help you categorize your automation based on product category, eg, "Skin Toner – Exliera – Replenishment".
2. **Personalize** the "to" field with the customer's first name
3. **Use MailChimp's Tracking tools** to monitor and optimize emails. We suggest using Windsor Circle's Google Analytics tracking code nomenclature or creating a code using the name of the email campaign.

Tracking

☑ Track opens
Discover who opens your emails by tracking the number of times an invisible web beacon embedded in the email is downloaded. Learn more

☑ Track clicks — Required for new users
Discover which email links were clicked, how many times they were clicked, and who did the clicking.

☑ Track plain-text clicks — Required for new users
Track opens and clicks in the plain-text version of your email by replacing all links with tracking URLs. Learn more

☑ Google Analytics link tracking
Track clicks from your emails all the way to purchases on your website.
Requires Google Analytics on your website.

Title for email (you'll see this in Google Analytics™)

WC_20141216_RP_T_1

☑ Ecommerce360 link tracking
Track visitors to your website from your MailChimp emails, capture order information, and pass that information back to MailChimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. Learn more

☐ ClickTale link tracking
Gain insight to how subscribers interact with your email content.
Requires ClickTale on your website.

☐ Goal tracking
Track where subscribers go on your site, then trigger automations or segment your list based on what pages they've visited.
First, enable Goal in Account > Integrations.

☐ Track stats in Salesforce or Highrise
First, enable Salesforce or Highrise in Account > Integrations.

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Option 1
Replenishment: Trigger Configuration

If you're a retailer with lots of replenishable items that are typically purchased together, you'll want to use this option.

The trigger event should be set to "**Specific date occurs**."

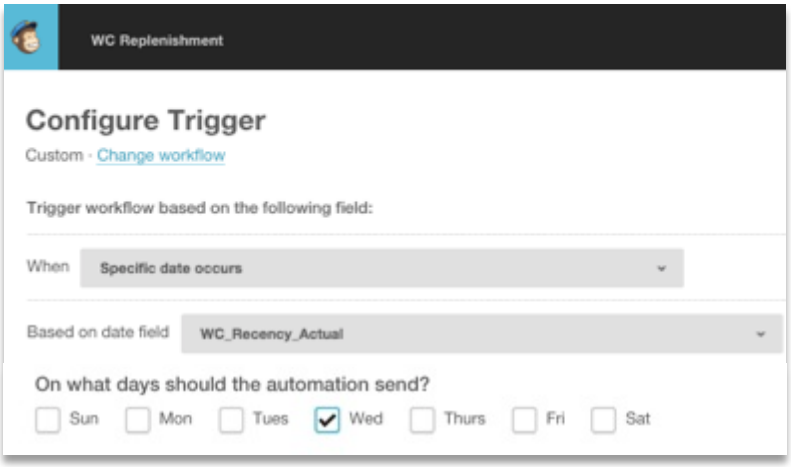
If you're using Windsor Circle to integrate your purchase history data, select the date field "WC_Recency_ Actual", which refers to the most recent purchase date.

You know the lifecycle of your replenishable product, so choose a timeframe that makes sense. You'll set the timing of the emails during the setup of the automation a little later.

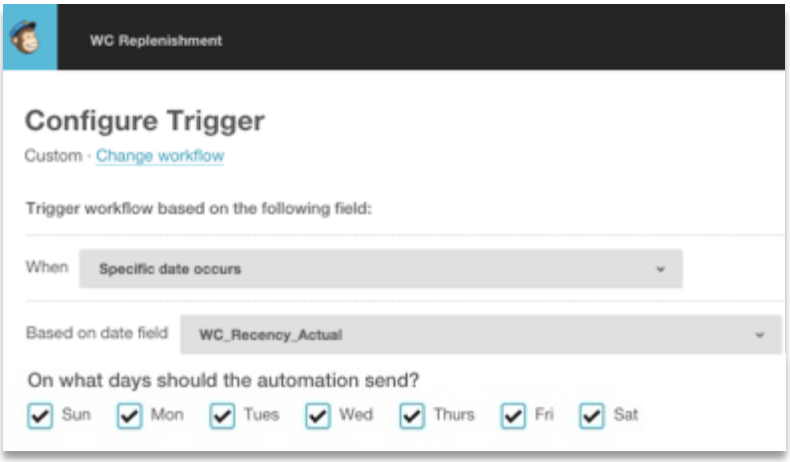
Best Practices Around Timing:

Some retailers have customers who only order a few replenishable items a year. If this sounds like your business, you can choose to send emails every day of the week without having to worry about your customers receiving multiple emails in one day.

Other retailers sell many replenishable items at one time. If you fall into this category, make sure you pick specific days for each replenishment email to ensure your customers do not receive multiple emails a day from you.



Note: You will need to create a workflow for each of your replenishable items



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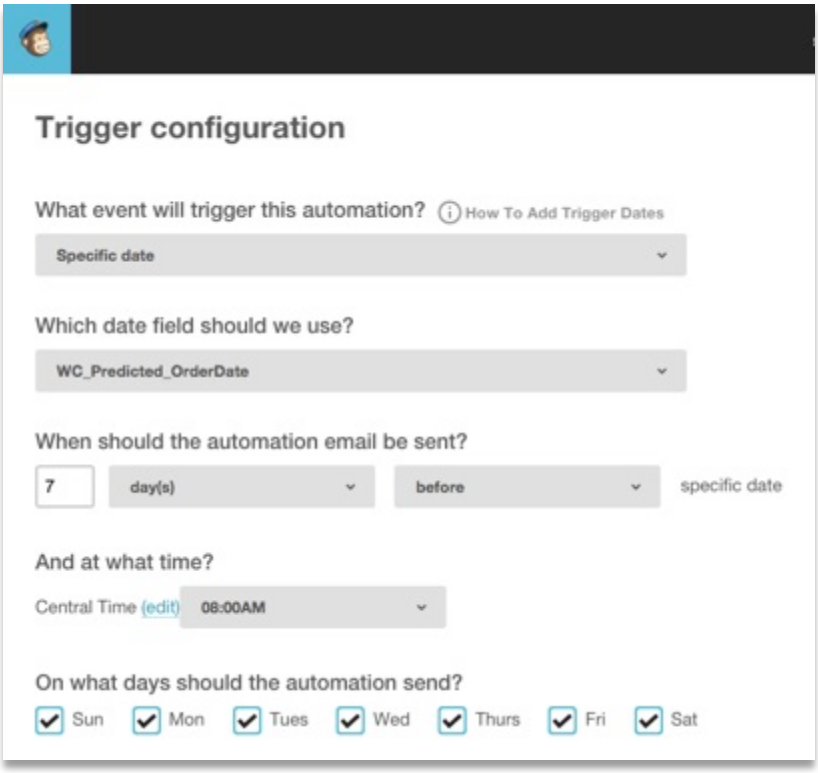
Option 1
Replenishment: Trigger Configuration Con't

If you have customers who have purchased 3 or more times, you can leverage the data field "WC_Predicted_OrderDate" to trigger replenishment campaigns.

WC_Predicted_OrderDate is based on your individual customer's buying habits, so a replenishment email can be triggered to send just before they run out.

It's important to note, only a subset of your customer base will fall into this category, so you need to keep a static replenishment campaign running parallel to your predictive replenishment campaign (see the previous page for instructions on how to set this up). If you choose to do this, you need to add another condition to your static campaign – "WC_Frequency_Actual is any of 1 or 2".



Best Practices Around Timing:

Make sure that your predictive email sends 3-5 days before the predicted order date. This will ensure that your customers are ready to buy and view your email as helpful rather than nagging. An email sent at the right time can be the difference between an annoyed customer and a happy one.

Since the predicted order date is unique to each customer, you can select every day of the week to trigger automated emails without worrying about multiple emails being sent on the same day. As always, there are some exceptions to the rule, you may have a customer who purchases a large number of replenishable products from you at one time. If this sounds like your customer base, continue to pick a specific day for each product that needs replenishment.

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Option 2
Replenishment: Trigger Configuration

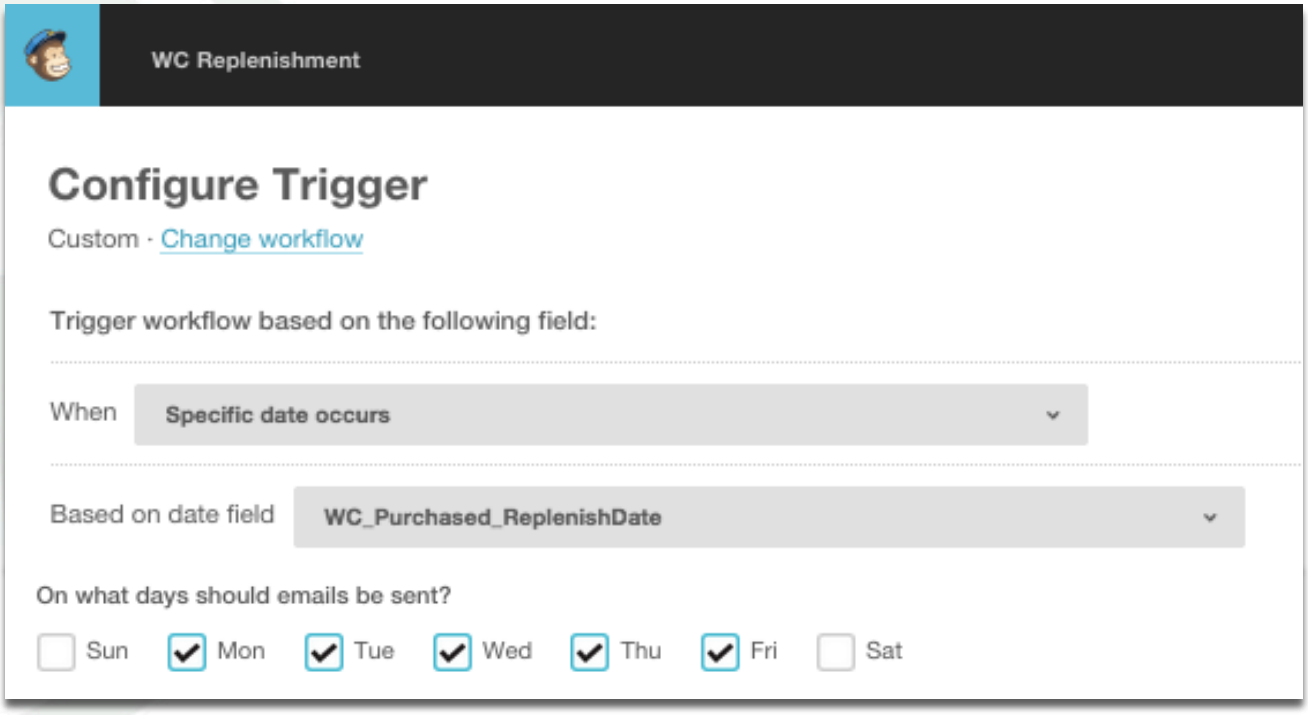
If you're a retailer with a smaller number of replenishable items in your inventory and/or your customers don't purchase multiple replenishable items at the same time, set up your replenishment campaigns using this option. Option 2 utilizes the data field WC_Purchased_ReplenishDate. If you use Windsor Circle, you will need to request this data field be pushed into your account.

WC_Purchased_ReplenishDate triggers emails based on the average amount of time it takes customers to use a particular replenishable product.

Why is this approach different than option 1?

- Emails are generated based on the highest priced replenishable item in a customer's last purchase
- Product images and links are pulled in dynamically

This means you only need to set up **one replenishment email for all of your replenishable products*.**



***Note:** emails using this particular field will only pull in one replenishable item per email.

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Replenishment: Recipients

Once you've decided on your triggers, you need to add your segmentation conditions. There are two ways you can choose a distinct item:

Using one or multiple key words

Subscribers match all of the following:

- "WC_Purchased_Last_Order" "contains" "XYZ"

  "XYZ" equals a keyword that matches this item only

Subscribers match all of the following:

- "WC_Purchased_Last_Order" "contains" "Y"

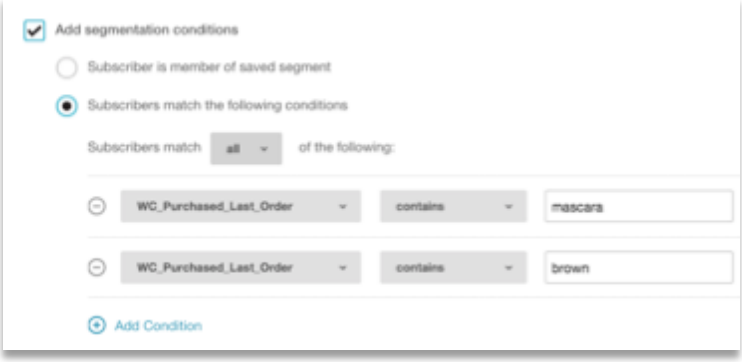
  AND

- "WC_Purchased_Last_Order" "contains" "Z"

  "Y" and "Z" equal two different key words that narrows down one specific product from your entire inventory of products

The "Purchased Last Order" custom data field refers to a full set of items a customer has recently purchased (mascara, lipstick, etc.). In the above rules, "XYZ" is a keyword for an item a customer has purchased. We suggest using one keyword if you have only one product that will match the keyword. If you have multiple products that have the potential of being selected when referencing a single key word, consider adding an additional condition and pulling in more keywords to differentiate the product. You can add up to 5 conditions per segment in MailChimp.

When using this type of segment, be sure you select that subscribers match "all" of the following conditions.



Alternate option:

Using Product SKU number

To be even more concise, consider using a specific Product SKU to ensure you are referencing one exact product. This is helpful if you are offer many products with similar keywords or descriptions.

Subscribers match the following:

- "WC_Purchased_Last_Order" "equals" "SKU Number"

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Replenishment: Add Emails to Workflow

With the rules for automation set up, the next step is adding emails to the workflow. Once an email is added you can edit the creative as necessary.

At this point in the workflow setup, you want to make sure to set the number of days between emails. We recommend the following:

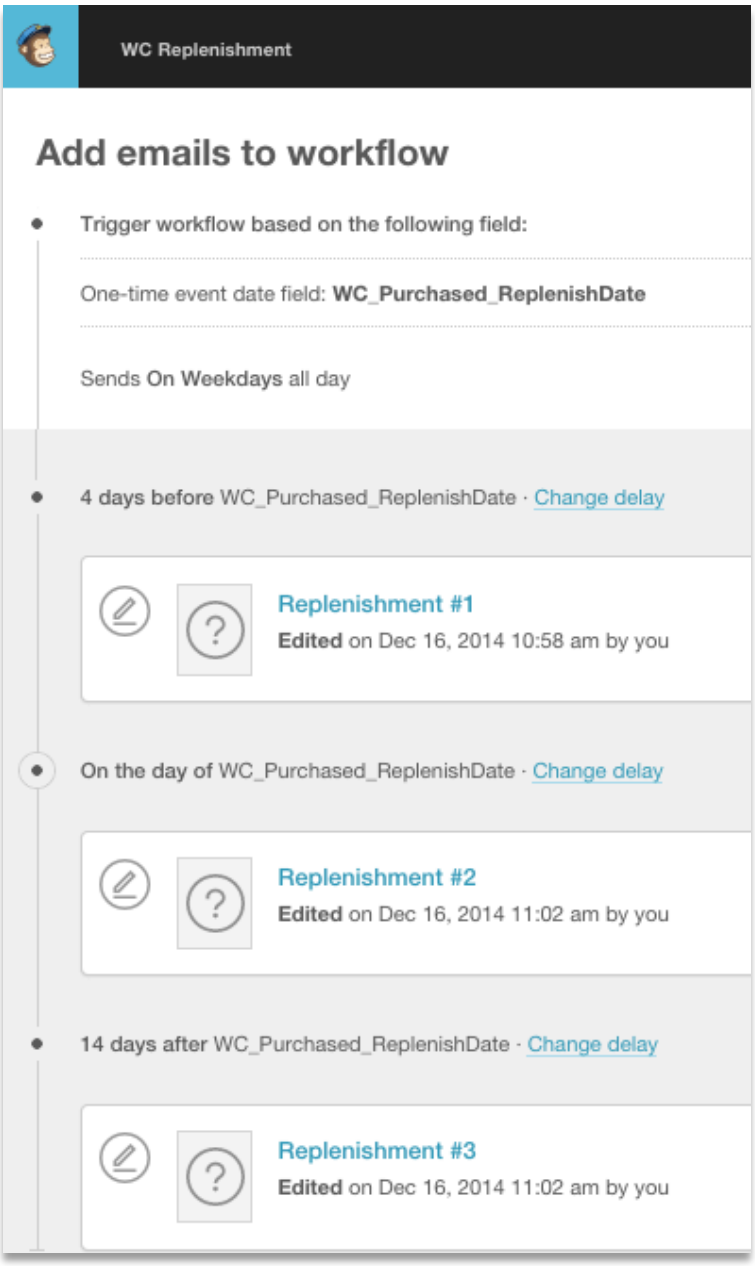
- Email 1: 3-5 days before the specified re-order date
- Email 2: day of the specified re-order date
- Email 3: 14 days after the specified re-order date

As always, you know your business so the schedule for your emails may vary from the above. Some retailers just send one replenishment email instead of creating a full series.

In general you want to make sure you remind your customers that they are about to run out of the product and give them a few chances to re-order; hence the 3 emails.

Once you are satisfied with your emails, hit next to confirm your set up. Note: plain-text is created automatically for all emails, if you want to edit this you can do so during the confirmation stage.

When you're ready, hit "start workflow" and start helping your customers buy more!



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Design: Anatomy of a Best Customer Reward Email

- Time to re-order language and product name in subject line
- Write a text header explaining the purpose of the email. Clear explanation that it is time to re-order
- Have a clickable logo, menu, and clear CTAs
- Use first name personalization
- Optional: give a coupon code (or other enticing offer) to motivate re-order
- Pull in product recommendations: these can be static images or dynamically generated like the ones you see on the right
- Have order button go to specific product page or pre-prompted cart
- Display social icons and contact info
- Show unsubscribe and subscription update options

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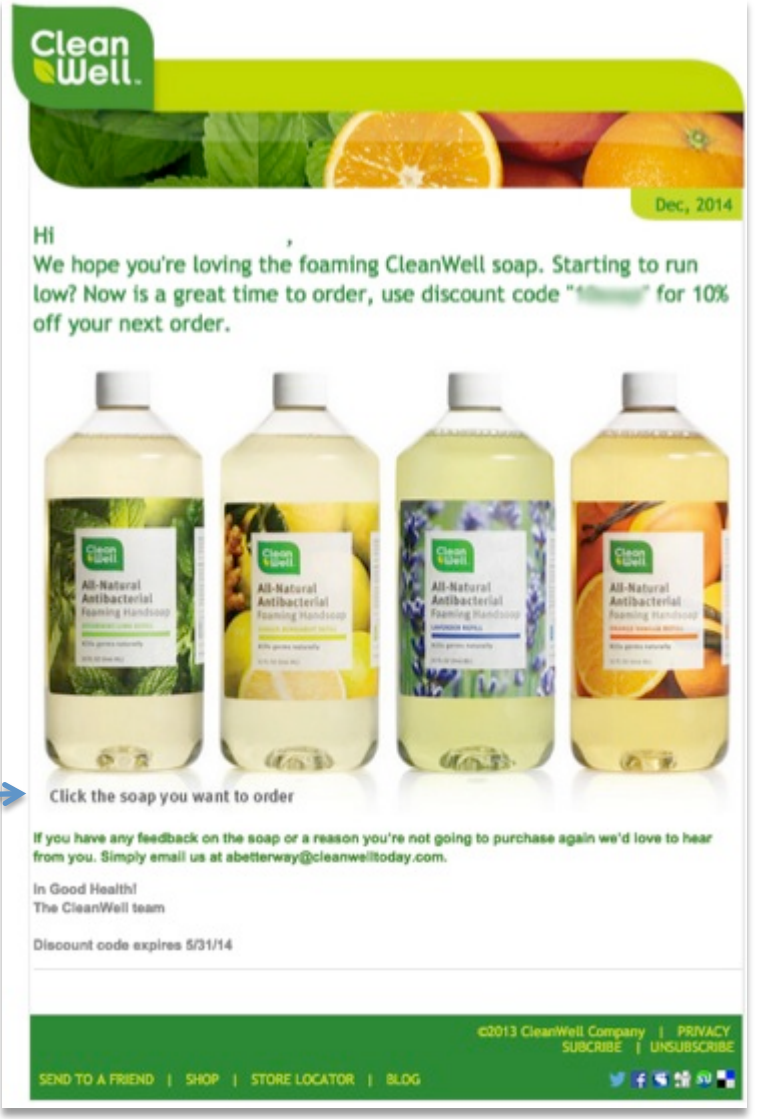
Automated Replenishment Email Examples

Results:

Open Rate:34.1%
Click Rate: 10%

Notice the CTA: the customer can click on the image of the soap they want to refill. Simple, easy, clean, and helpful.



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Automated Replenishment Email Examples
(Continued)


Get 15% OFF Bambino Mio Sanitiser

View this email in your browser

BATH | CLOTHING | BOTTLES | NURSERY | PREGNANCY | SAFETY | TOYS

HelloBaby
www.hellobabydirect.co.uk

Dear

It's been a while now since you purchased Bambino Mio Liners and by our calculations you might be needing some more soon!

Buy 2 or more liner packs at HELLO BABY DIRECT and get 15% OFF. Just enter the code at the checkout.

Enjoy shopping at Hello Baby Direct
The Hello Baby Direct Team

HelloBaby

Copyright © 2014 Hello Baby Direct, All rights reserved.
WC support email list - only to set up a campaign.

Our mailing address is:
Hello Baby Direct
Unit 5, Executive Park, Hatfield Road
St Albans, Hertfordshire AL1 4TA
United Kingdom

Add us to your address book

unsubscribe from this list update subscription preferences

Results:

Open Rate: 24.1%

Click Rate: 6.9%

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Automated Replenish Email Examples
(Continued)

Subject Line: Just a Friendly Reminder About Your Toner…

Results:

Open Rate: 53.5%

Click Rate: 6.2%

Replenish Email Tips & Tricks

Timing of Emails

It's easy to think that if a customer does not engage with your first reminder email, that they are a lost cause. However; it's always a good idea to send 2-3 emails over a period of time. We recommend:

- Email 1: 3-5 days before re-order date
- Email 2: day of the re-order date
- Email 3: 14 days after re-order date

Consumers receive a large number of emails on a daily basis, so it's easy for one email to get lost in the crowd. Sending an email that is relevant and timely will help you stand out.

Combine replenishable items with a static or seasonal product recommendation

Replenishment emails usually have a high open and engagement rate. Use this opportunity to showcase seasonal items and recommended products, like CoffeeForLess.com did in the below email.

This is a **smart image**. Using Windsor Circle data your email can pull in a different image for each customer based on their previous orders.

Loyalty / Frequency Based

New customers (1x and 2x purchasers) are not as easily convinced to re-order as retained customers. Newer customers are ideal recipients for Replenishment Emails where a coupon is offered. Set up this type of automation by selecting customers who have purchased a specific item two times or less to entice them to re-order and get them on the path to becoming a best customer.

Streamline Orders

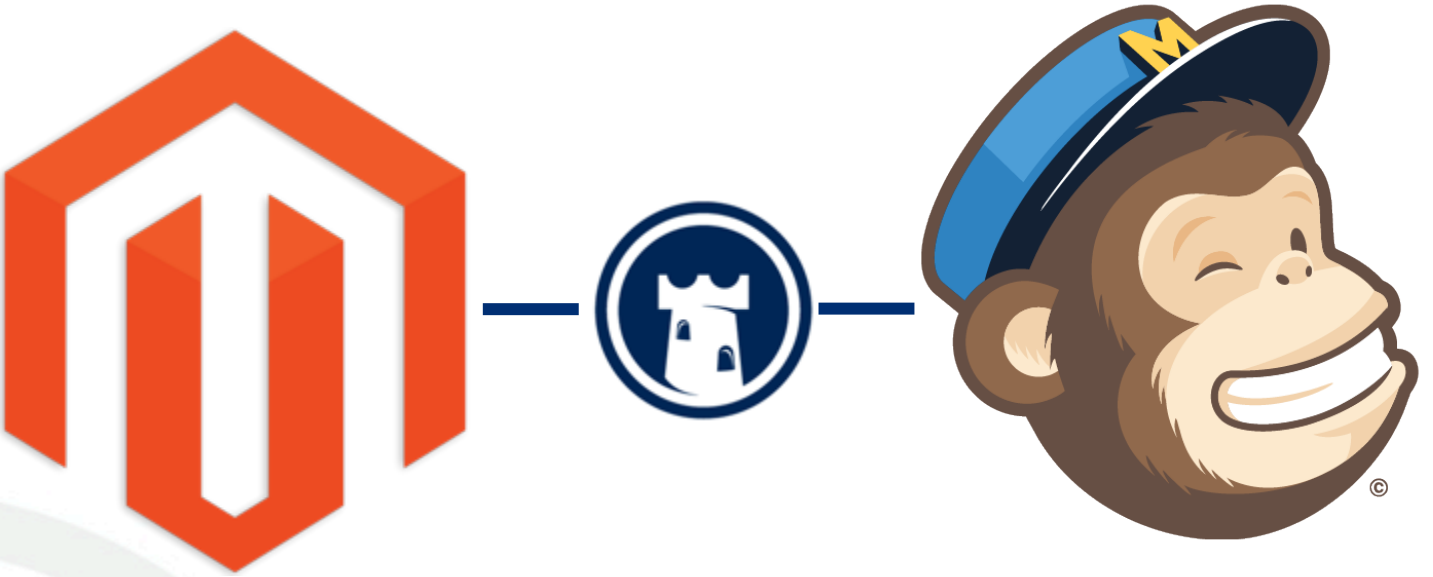
Have the order button on the email click through to the specific product page or a pre-prompted cart. This will streamline the checkout process.

Clean Design

Make sure your creative is easy to digest. Three elements that will help achieve this goal:

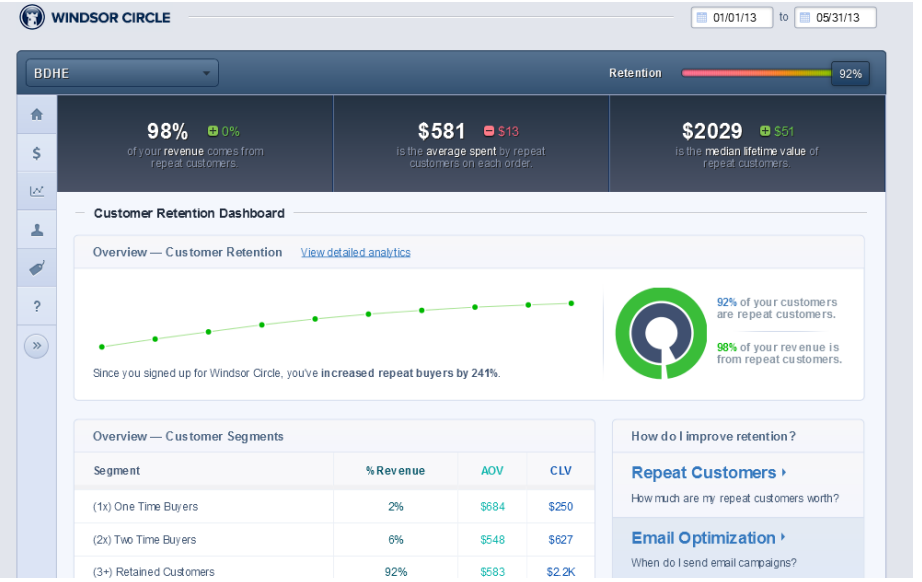
1. **Product Specific Subject Lines**
   - Call out product names in the subject line so it's clear what product needs to be refilled.
2. **Clear Call To Action**
   - Help you customers quickly identify the purpose of the email with a clear CTA in the copy.
3. **Image of the Product**
   - Using an image of the product a customer needs to reorder is a great way to clue customers into the reason behind the email quickly and efficiently. Try making the image a link to the order page to cut down on time customers spend trying to place an order.

Connect. Analyze. Recover. Retain.



Hundreds of retailers use Windsor Circle's Retention Automation Platform to Connect Magento to MailChimp. This integration includes:

- **Connect**: Full syncing of historical and going-forward customer, product, and purchase history data.
- **Analyze:** Rich analysis of retention metrics, including lifetime value by segment and revenue by email campaign.
- **Recover:** Automate the sending of abandoned cart recovery emails.
- **Retain:** Use of 50+ custom data fields & eCommerce 360 fields within MailChimp to segment, personalize, and automate emails that increase Opens, Clicks, and Conversions.



LEARN MORE

To learn more about Windsor Circle's Retention Marketing Automation Platform and how to keep your customers

Visit www.windsorcircle.com
Email mailchimp@windsorcircle.com
Call 1 (877) 848-4113

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