



THE BRIGHT FUTURE OF ECOMMERCE EMAIL MARKETING




PREDICTIVE AUTORESpondERS 101

PerzOnalization[©]





WHAT IS AN AUTORESPONDER?



**AUTORESPONDER
IS A COMPUTER
PROGRAM THAT
AUTOMATICALLY
ANSWERS E-MAIL
SENT TO IT.**

WIKIPEDIA





**IN TODAY'S EMAIL
MARKETING
ENVIRONMENT,
AUTORESPONDERS
MAINLY ACT AS
'IF THIS, THEN THAT'
KIND OF TOOLS.**



“

**THE BEST THING
ABOUT AN
AUTORESPONDER IS
ITS ABILITY TO
ADOPT TO AN
INDIVIDUAL'S
ACTIONS.**

”



BUSINESS RULES

1

WHEN

Which action is going to trigger this message

2

WHAT

Which content shall be included in this message

3


WHO

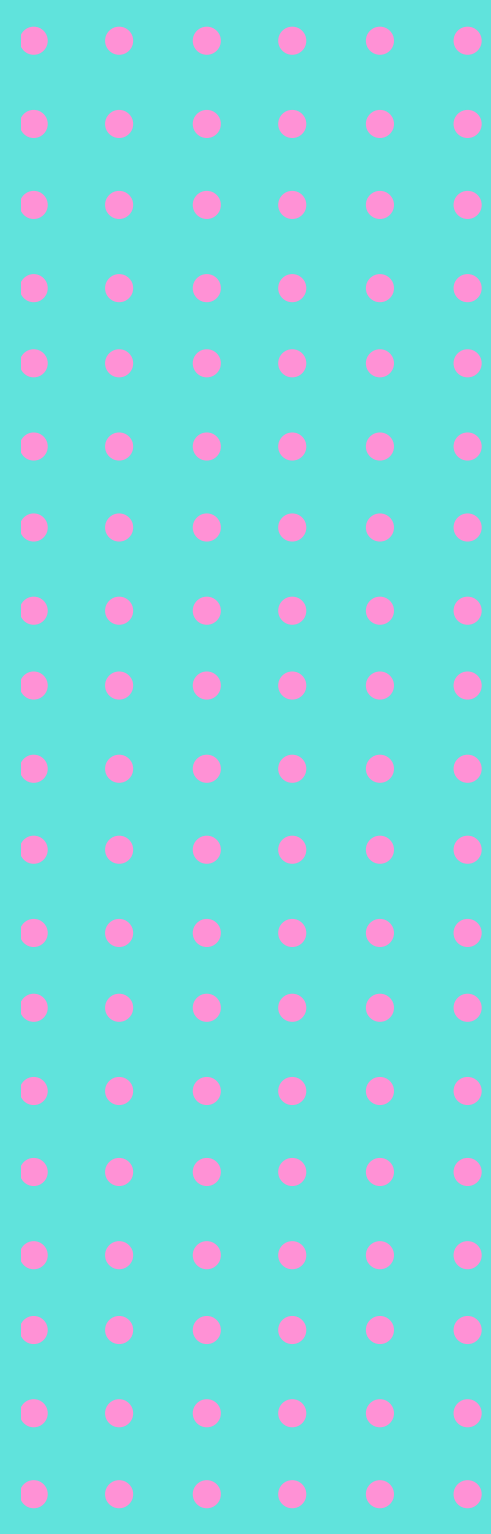
Who is going to receive this message

4

WHICH

Will this be an e-mail, a twitter message, a push message, a pop-up etc.





**A PREDICTIVE
AUTORESPONDER FOR
E-COMMERCE IS A SPECIAL
TYPE OF AN
AUTORESPONDER WHICH
NOT ONLY INCLUDES A
CONTENT BUT PREDICTS
THE CONTENT WHICH IS
MORE LIKELY TO CONVERT.**



POINTS ADDRESSED

RECEIVER

Name, e-mail address, phone number
etc.

TASTE PROFILE

The products viewed, the purchases
made, the items favorited etc.

PURCHASE INTENTION

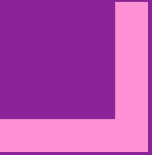

The exact category, color, specs, price
range that the user is looking for

PREVIOUS INTERACTION

Call center conversations, support
requests, returned items etc.

CLV

Is this a repeat purchaser; what is the
customer lifetime value, has the user
responded to similar messages before



“

**THE ALGORITHM
EMPOWERING A
PREDICTIVE
AUTORESPONDER
PROCESSES A SET OF
HISTORICAL +
REAL-TIME USER
DATA AND APPLIES
BUSINESS RULES TO
PRODUCE A MESSAGE THAT
IS LIKELY TO CONVERT.**

”

BENEFITS

**6X HIGHER
TRANSACTION
RATES**

AUTOMATION

PERSONALIZATION



HOW TO SELECT YOUR VENDOR?

1

PREDICTIVE COMPETENCIES

Developing a predictive technology is hard and takes years. While talking to a vendor, make sure that the company has a proven track record of success.

2

EASY-TO-USE INTERFACE

For setting business rules, you will need a customer interface. You'll need to play with some features, daily. Look for vendors that are able to provide sleek interfaces.

3

REPORTING CAPABILITIES:

In terms of making optimization, you need to keep track of the performance of your predictive autoresponders. The vendor has to be able to report the performance in an accurate and transparent way.

4

EASY IMPLEMENTATION:

The implementation needs to be effortless for your IT guys. Look for vendors that have a sound integration practice and a state-of-the-art platform.



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**THANKS FOR
YOUR TIME!**

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