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.
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.
THANKS FOR YOUR TIME!

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