

# Email Communication Personalization

Utilize your email communication throughout the entire customer journey to create a lasting impact

Email

INCREASED LOYALTY SELL MORE PRODUCTS

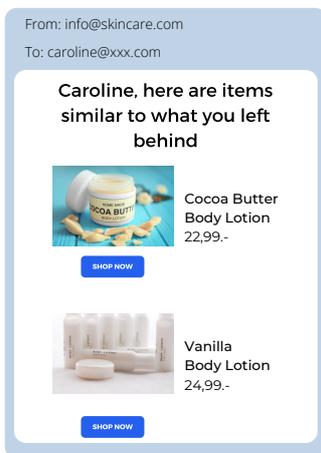
Challenge

Email communication with current or potential customers typically has one goal: Relay a message related to a specific part of a customer journey to re-engage them

Most emails will be opened; however there is minimal conversion and are quickly deleted. Ensuring these emails have added value worthy of re-engagement can be time consuming and difficult to do on an individual level.

Solution

Froomle offers different modules dependent on the email communication that create maximum impact and ultimately increase conversion and loyalty.



## ABANDONED CART

Primarily used to re-engage customers who bounced from the website mid journey and typically focus on the abandoned products.

Use the known data of what they clicked in two ways:

- **Alternatives products:** addressing a potential block from purchasing that item
- **Complimentary products:** promote product discovery if the other items did not fit a need

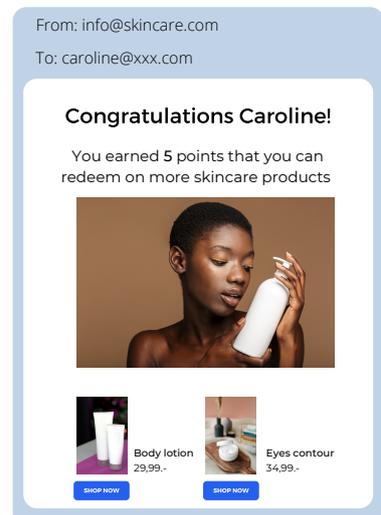
## REWARDS & LOYALTY

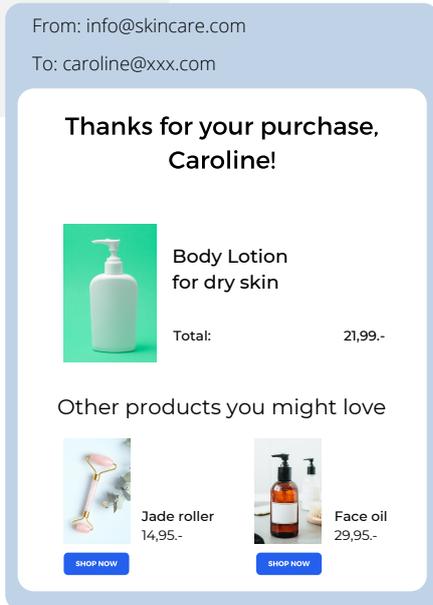
Consumers love the opportunity to earn points or rewards for their loyalty to a brand

The redemption options for their loyalty needs to be relevant to your consumer to keep your brand top of mind.

Using data from their profile, previous purchases and redemptions to create emails that show personalized:

- Products
- Coupons
- Promotions





#### AFTER PURCHASE

Email communication post purchase are shown to be opened almost 100% of the time. This includes:

- Confirmation
- Shipped
- Tracking
- Leave a Review

Including relevant recommendations and personalized messaging based on the purchase (complimentary or similar) capitalizes on the high open rate to re-engage in a individual

## BENEFITS

### Increase re-engagement using existing email channels

- Automates adding recommendations to emails
- Personalize products on an individual level

- PERFECT FOR**
- Teams lacking in time to create recommendations
  - Strategies that incorporate multiple email touch points
  - Teams looking to automate email recommendations

#### How it works?

Froomle specializes in using AI to show the most relevant items to each individual user using algorithms trained off the data of all your customers.

Using first party cookies, personalising recommendations within emails can be easily adapted to the specific purpose of that email.

To get started, Froomle will require the following data:

- Online events (page views, impressions, clicks and purchases)
- Your product catalogue including all metadata and stock data you can share

Using this data we can provide you with product recommendations, that you can incorporate within your e-mail tool templates.

Let's Get Started on a 40 day FREE Proof of Value!

Reach out to us at [demo@froomle.com](mailto:demo@froomle.com)

