



## **Retail Vertical Content Hub Announcement**

Copy deliverable: 2-touch email drip sequence

## Email #1

**Context: Triggered by downloading whitepaper.**

**Stage of awareness: Product aware.**

Subject A: A Looker mini-education for data-driven retailers

Subject B: How retailers grow through getting better at data

Send Date: Triggered by downloading whitepaper; 1 Day after download (not on weekend)

### Body:

Hi **FIRST\_NAME**,

I hope you enjoyed reading our whitepaper, “*Looker Solutions for Retail*” — education always precedes growth!

So you can keep digging deeper (and don’t have to search our whole blog and YouTube channel), we put together a [Retail Data Content Hub](#) for you to explore.

It’s all the information you need to use Looker to get more out of your retail data (and get your team habitually using it, too).

What’s covered inside the Content Hub?

- Recorded expert lessons from Looker’s *Data Solutions Event for Retail*
- Case studies from Blue Apron and Bonobos you can apply to your own growth strategy
- Looker Blocks with usable code for market basket analysis and third party data integrations
- Educational whitepapers tackling operations, logistics and eCommerce analytics
- Detailed video presentations from customers, partners, and Looker product experts on maximizing retention and optimizing your omnichannel strategy

[You can access everything in the Retail Content Hub here.](#)

Hope that’s super helpful,

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Seema Rizvi

Customer Marketing Manager, Looker

[Request a demo to see Looker retail solutions in action on your data](#)

## Email #2

**Context: Second email in sequence.**

**Stage of awareness: Product Aware.**

Subject A: Tasty wine, data products, and 20% better user retention

Subject B: 20% better retention of 44 million users (Vivino success story)

Send date: 3 days after email 1 send

### Body:

*“If I walk around the San Francisco office, everyone has Looker open and is doing something with it.”*

Those words came directly from Director of Business Intelligence at Vivino, William Moor — words that every data person would love to hear themselves say.

But the global wine retailer didn't get there by accident. They employed specific strategies to boost end user adoption, which led to some awesome results:

- 20% increase in customer retention for 44 million users
- 30% improvement in Net Promoter Score
- 1 out of 2 people at Vivino uses Looker every single day
- 2 data products launched to help their partners monitor product performance

And on top of that, Moor loves having a single source of truth everyone can depend on, and being the leaders in wine data.

[You can read the full, in-depth Vivino case study here.](#)

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