SNIPP!

CPR FOR CRM
TIPS AND TRICKS FOR REVIVING A DULL DIGITAL CRM STRATEGY

WHITE PAPER

![SNIPP]

Most major brands and retailers rely on CRM systems for marketing and managing customer relationships. Introducing a CRM strategy has been shown to increase sales by 32% and forecast accuracy by 45%, but in today's highly evolving and competitive digitized era, where traditional technologies quickly become outdated, **CRM strategies that were once successful might no longer be relevant**[1].

CRM strategies that were once successful might no longer be relevant.

CRM

To remain competitive, it becomes especially important for marketers to equip themselves with a relevant and comprehensive CRM strategy – one that not only drives sales and appeals to a wider consumer base, but also strengthens brand loyalty and encourages deeper and more personalized engagement with shoppers.

This paper will review the latest trends in CRM and present intelligent and innovating case studies that illustrate how marketers can skillfully revive an outdated CRM.

PART 1 - HOW CAN MY CRM STRATEGY HELP ME CAPTURE NEW CUSTOMERS?

Of course, a CRM solution is only as valuable as the data it can capture. There are now more ways than ever to encourage new customers to sign up and provide key data assets like their e-mail address or phone number. Let's examine strategies that marketers have used to expand their customer base.
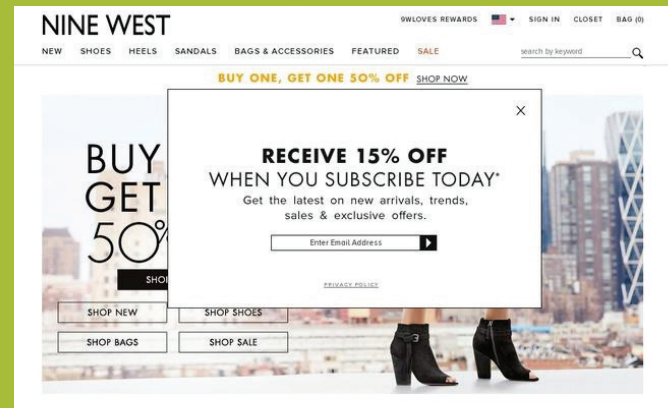
WEBSITE STRATEGIES

Promoting on your website is a simple but highly effective sign-up strategy that can quickly help increase your member database by providing attractive offers to new shoppers who are not yet registered with your brand.

PROMOTION

Sign up to get 10% off!

Name

Email address
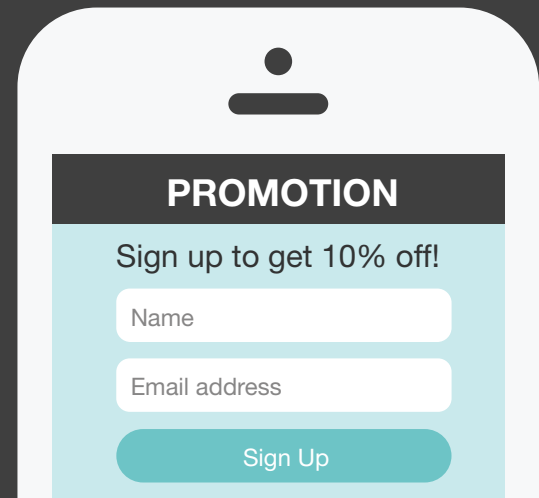
Sign Up

CASE STUDIES

On-site Promotion – Nine West[3]

Footwear retailer Nine West increased e-mail collection rates of new customers by 225% simply by displaying a "15% off initial purchase with email sign-up" message on every page new customers browsed.

NINE WEST

9WLOVES REWARDS   SIGN IN   CLOSET   BAG (0)

NEW   SHOES   HEELS   SANDALS   BAGS & ACCESSORIES   FEATURED   SALE   search by keyword

BUY ONE, GET ONE 50% OFF   SHOP NOW

BUY GET 50°

RECEIVE 15% OFF
WHEN YOU SUBSCRIBE TODAY*
Get the latest on new arrivals, trends, sales & exclusive offers.

Enter Email Address

PRIVACY POLICY

SHOP NEW   SHOP SHOES
SHOP BAGS   SHOP SALE

Interactive Website Content - Z Gallerie's Style Quiz[4]

Z GALLERIE.

What is your Z Gallerie Style Personality?

Take our quiz to uncover your Style Personality and enter to win a $5,000 Z Gallerie shopping spree!

TAKE QUIZ & ENTER TO WIN

To reach out to new customers while giving them a fun and personalized browsing experience, home furniture and décor retailer Z Gallerie put up a "Style Personality" quiz on their website, where they asked consumers about their shopping, fashion, design and decorating preferences. Based on their responses, they were classified into one of five 'types' and shown products that complimented their type. This campaign has already generated 100,000 customers signing up for Style Personalities, of which 40% are new customers.

MOBILE-FIRST STRATEGIES

RECEIPT PROCESSING

Receipt processing technology, like SnippCheck, allows consumers to snap a picture of their receipt on their smartphone to verify qualifying purchases and receive a reward. All they have to do is send the picture of the receipt via SMS, e-mail or by uploading to a brand site. Once the receipt is validated, rewards such as an entry to a sweepstake, a rebate or even digital downloads such as music and movies can be delivered to the consumer. Every time a shopper snaps and sends a picture of her receipt, she is providing valuable feedback that will be stored in your CRM – such as her name,

e-mail address and purchase history, thereby making receipt processing a simple and powerful means to grow a customer database.
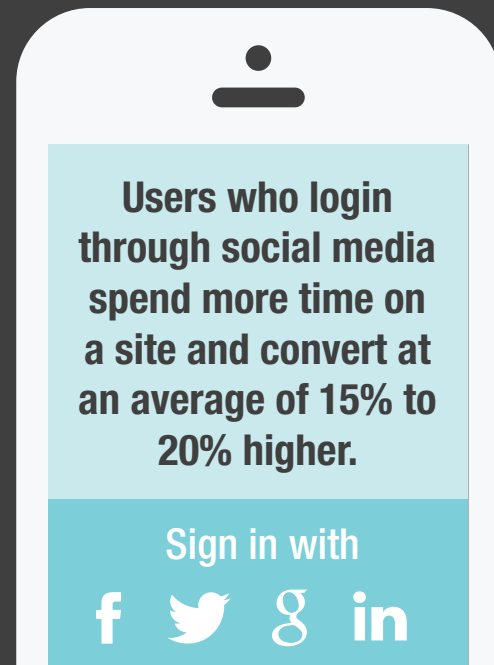

CASE STUDY

Frito-Lay

Frito-Lay is using receipt processing on the Snipp platform to reward purchases with a free kids pass to a participating Science Centre or Museum[5].

SOCIAL SIGN-IN

Social sign-in gives site visitors the opportunity to leverage their social identities to sign-in. With **65% of American adults and over 90% of Millennials using social technologies**, a social login feature is convenient because it allows for instant enrollment by syncing with your existing social media profile[6]. Since an astonishing 86% of users say they are bothered by having to create new accounts on websites, this convenience factor greatly contributes to new sign-ups[7]. Moreover, users who login through social media spend more time on a site and convert at an average of 15% to 20% higher than other visitors[8]. Therefore, adding a social login to get new customers would lead to greater revenue.

Users who login through social media spend more time on a site and convert at an average of 15% to 20% higher.

Sign in with

CASE STUDY

Unilever Axe Dry Antiperspirant – Combining Sweepstakes and Social Media[9]

Unilever launched a social-only campaign for its dry antiperspirant range. This campaign, which was tailor-made for mobile devices, ran across Facebook, Twitter and Instagram and featured funny videos of normal, uncool guys. The campaign's tagline is 'Be cool. Even when you're not." By retweeting and commenting on the videos using the hashtag **#YouGottaDry** users were entered to win a product kit and "uncool" prizes like a portable

AXE PRESENTS
#YouGottaDry
BE COOL. EVEN WHEN YOU'RE NOT.

YOUGOTTADRY.CO.ZA

JEDI BATHROBE

AXE
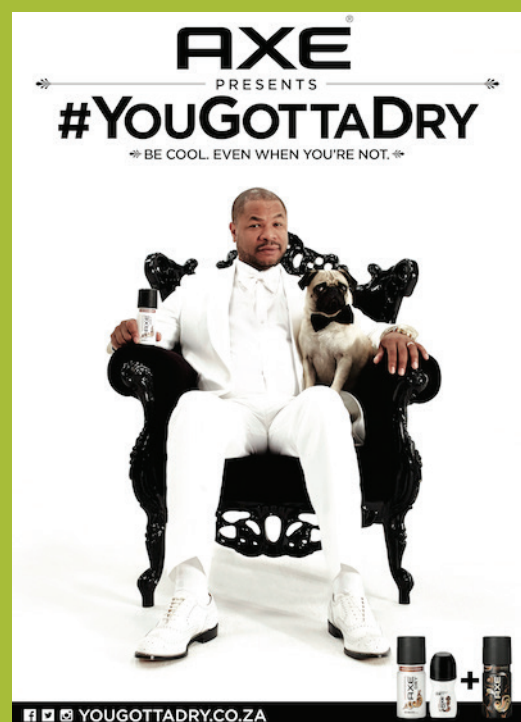
sleeping helmet, a Jedi bathrobe and a Viking drinking horn. A large number of randomly selected winners were selected and directly messaged to give their contact details to receive the prize. To encourage an even wider stream of funny, user-generated content, winners could win a cash prize for posting photos or videos of their uncool prizes. Not only was Axe able to generate a huge amount of buzz for their brand, with videos being viewed over 1.5 million times and the hashtag used over 7 thousand times, but they were able to build their database by getting in direct contact with the consumers actively engaging with their brand on social media.

PART 2 - WHAT CRM STRATEGIES CAN I EMPLOY TO RE-ENGAGE EXISTING CUSTOMERS?

Winning a customer is only half the battle – once a brand has established a connection with a customer, it must devote time and attention to keeping lines of communication alive.

Research by Bain and Company shows that customer attrition rates can be as high as 50% if databases are left dormant over a five-year period[10]. If most of the contacts within a CRM database are inactive, it is imperative for marketers to reach out to them and encourage them to make a new purchase, because inactive customers can potentially account for millions of dollars in lost revenue. Strategies to encourage re-activation include:

E-MAIL CAMPAIGNS

Many marketers have had great success with e-mail campaigns aimed to re-engage inactive customers. Subject lines that specifically mentioned an actual money off discount were nearly twice as successful at getting people to read the email than emails with a vague percentage off discount[11].

●●●○○ AT&T 📶   3:05 PM   85% 🔋

‹ Inbox   1 of 8   ⌄ ⌃

The Company
To: John Smith

Mention money off discount.
July 20, 2016, 2:15 PM

Hi John,

CASE STUDY

AT&T[12]

AT&T, one of the largest telecommunications providers in the United States, launched a CRM program to reward customer loyalty. AT&T teamed up with Snipp to create a unique reward for their DoublePlay (TV/Internet) and TriplePlay (Phone/TV/Internet) customers using a special AT&T branded platform.

These customers received an e-mail containing a PIN code which enabled them to redeem up to 15 credits worth of exciting digital content like music, movies, eBooks, apps, digital gift cards and more. The results were five times more than their standard benchmark for success, and it was considered internally to be one of AT&T's most successful programs in 2015.
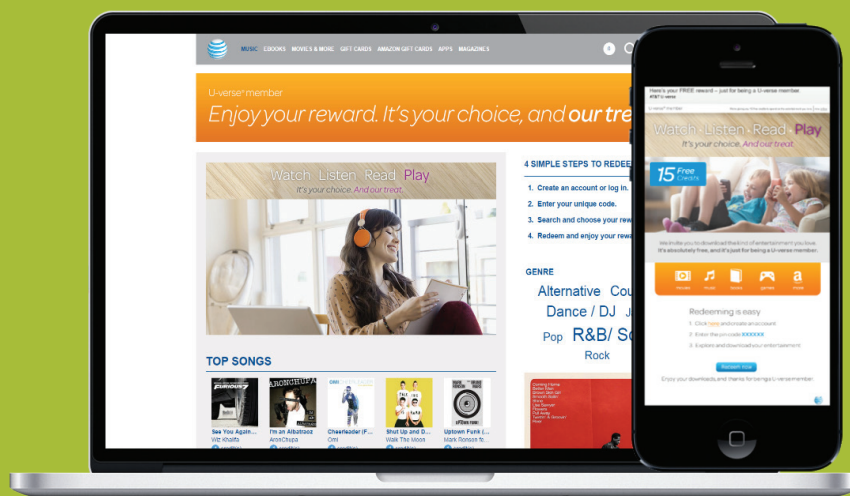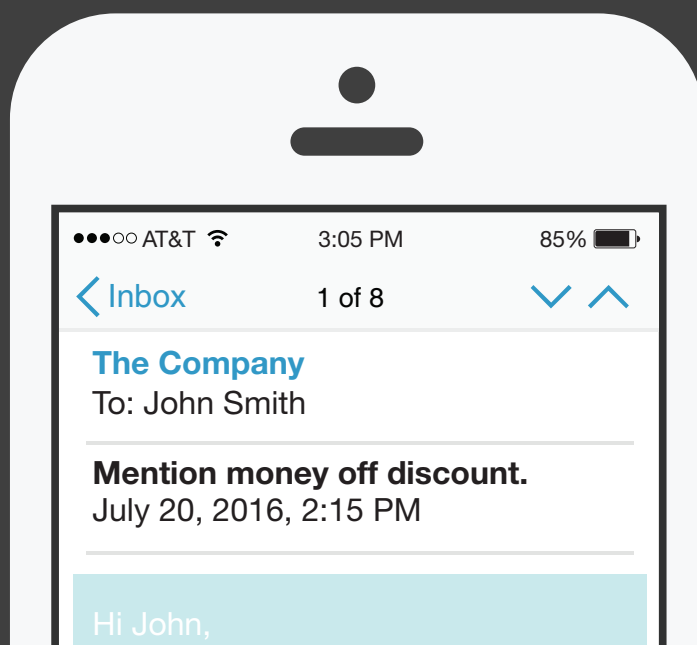
Costa Coffee[13]

Costa Coffee in the UK personalizes each email to its Costa Coffee Club members with details about their accrued loyalty points to stimulate in-store purchases. A monthly e-mail newsletter sent out by the company had an open rate of 44%, which is much higher than the industry average.

COSTA COFFEE CLUB   Costa card ending in: 3425°

COSTA

Dear Saemia,

Welcome to your monthly shot of Costa, your source for coffee news, competitions and points giveaways, as well as a chance to tell us what you think. It's exciting, brand new and it's especially for you.

40 years of roasting beans…

…at our roastery in Lambeth, London. It's just one step in our beans' journey from crop to cup, click below to read more.

Find out more

PART 3 - EFFECTIVE CUSTOMER ENGAGEMENT THROUGH PERSONALIZATION

In today's digitized e-commerce world, power has shifted from marketers to consumers. Shoppers expect brands and retailers to keep up with their preferences, and they want to receive relevant and engaging communication from brands and retailers they care about. If marketers fail to deliver, shoppers are fast to switch.

Hey John, Here's $2 off on your favorite Fitbit!

EXISTING CUSTOMERS

NEW CUSTOMERS

To build long-lasting relationships with consumers, it's important to ensure that your CRM is equipped to properly engage and reward both new and existing consumers with personalized communication based on data you have collected about their purchase history and their receptivity to previous promotions.

Digital Trends found that **73% of consumers** prefer to do business with retailers who use personal information to make their shopping experience more relevant.

These trends have huge implications for retailers and brands looking to enhance their personalized digital marketing strategies.

Infosys found that **78% of consumers** are more likely to be a repeat customer if a brand provides them with personalized offers[14].

According to Gartner, 89% of brands plan to compete on "customer experience" within the next year, but less than 10% of brands feel they are effectively personalizing[15].

Here are a few smart strategies to improve upon personalization:

CONTEXTUAL MARKETING[16]

Contextual marketing can be defined as using consumer behavior to deliver personalized experiences. It offers a scalable, crawl-walk-run solution for delivering increasingly more personalized customer experiences that foster conversion and loyalty. Here are a few contextual marketing strategies that can be leveraged to engage with customers in a personalized way:

ABANDONMENT

Studies show that 69% of online shoppers abandon their shopping carts without purchase[17]. These consumers who leave items in their cart should be re-engaged. With an updated CRM, marketers can automatically e-mail customers in real time reminding them of the abandoned items.

This strategy can be taken a step further by re-engaging with customers if unbought items in their cart are on sale. If shoppers spend a considerable amount of time browsing your site without purchasing anything, they can be re-engaged a day or two later with product recommendations based on the items they browsed.

REPEAT PRODUCT ENGAGEMENT

If you notice that a customer is spending a lot of time researching a particular product or a series of products, such as Android phones or fleece mittens, you can set up a CRM strategy whereby you engage with this customer and provide more details on the information they are searching for, or additional options that they may not have already seen[18].

You searched for

You may also be interested in
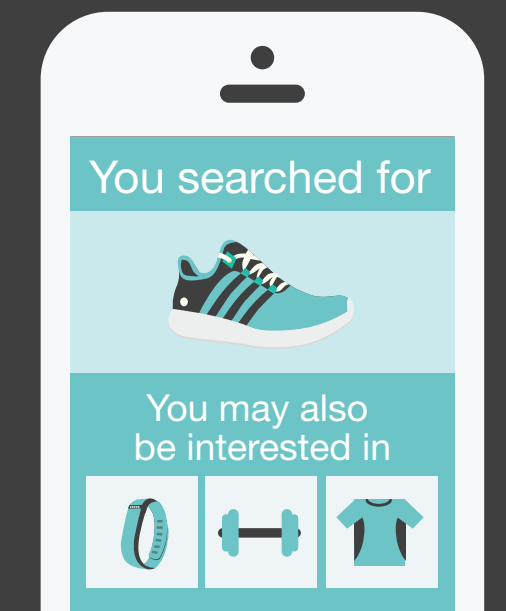
CASE STUDY

Fun.com[19]

Fun.com is an online retailer of Halloween costumes. Since people only buy Halloween costumes once a year, their marketing team stays in touch with customers throughout the year with e-mails containing tips for throwing a great party and reminding customers about the costume they purchased the previous year.

Their emails based both on the consumer's past purchases and items currently in their shopping cart produced 10% to 15% conversion rate improvements compared to non-personalized emails. They are even discussing getting into weather segmentation, marketing full-coverage versus partial-coverage costumes, based on whether it's a cold-weather or a warm-weather part of the country.

ENGAGING CUSTOMERS THROUGH SOCIAL MEDIA CHANNELS

With up to 70% of consumers discovering products through Facebook, Instagram, Pinterest and now even Snapchat - **if your CRM strategy fails to include social media, you are missing out on millions of dollars of revenue**[20].

And yet, this is one area where marketers are majorly failing to deliver: last year, only 27% of retailers offered a discount code or coupon for following a brand's social media page[21].

Fewer than 20% of retailers offered discounts on purchases for referring friends and family to the brand[23].

Less than 1 in 4 retailers provided access to limited-time offers for sharing content or created customized offers and deals for checking-in via mobile apps[22].

Social CRM can help brands and retailers optimize customer relationships, helping to **create a more engaged social following** that is excited to market on a brand's behalf. Social CRM refers to a whole host of services, techniques and technologies that allow retailers to track and respond to feedback in a timely fashion.

Social CRM tracks mentions, comments, re-tweets and other metrics. Not only that, but sentiment analysis also uncovers deep insights into how customers feel about brands. This, in turn, helps retailers quickly spot points of need and step in with timely, relevant offers.

In addition to offering coupons, discounts and special deals, retailers must also educate and engage shoppers by recognizing the needs that customers present via social media posts through posting content and responding to comments and mentions.

ENGAGING MILLENNIALS

Millennials, who currently represent **25% of the U.S. population**, are quick to share their opinions about a brand on social media[24].

More than half of all Millennials use their mobile devices on social media to note that they "like" a brand, compared with 33% of baby boomers[25].

Almost **40% of Millennials** post product reviews[26].

REVIEW

Great product!

Therefore, marketers must ensure that they are communicating with Millennials in a way that fosters genuine engagement and loyalty. Social CRM can help with this task by helping marketers identify and reward brand advocates and influencers, encouraging them to spread the word to their social networks.

Hey John,
BRAND
TAKE THIS QUIZ AND WIN A PRIZE!
START QUIZ
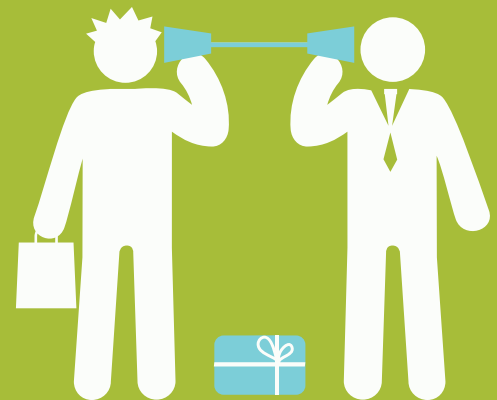
Moreover, social media platforms such as contests, quizzes and polls, gamification and user-generated content can also be used to encourage interactive engagement. Contests and sweepstakes can be taken to a whole new level with mobile integration – think photo contests, gamification sweepstakes and instant win promotions.

PART 4 - USE DATA TO RE-TARGET CUSTOMERS AND BUILD CONTINUOUS PROGRAMS

By segmenting purchase data, marketers can identify and group customers on different criteria and re-target them by offering different rewards to members of each group.

For example, marketers can segment CRM data based on the shopper's last purchase date and offer unique rewards to members of each of the different groups, depending on how long it's been since they've gone dark, for example — the past year, two years or six months.
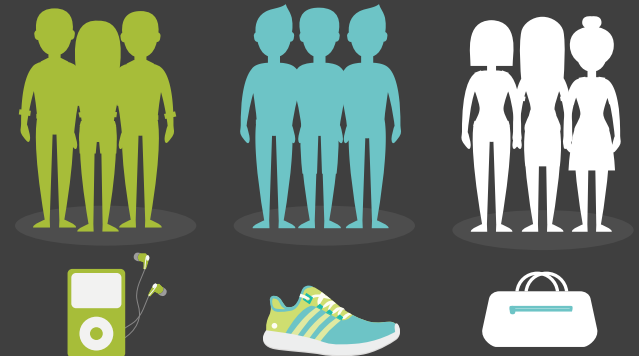
Segmentation can also identify customers who do not currently have a purchase history and offer unique incentives for them as well. For example, receipt processing platforms like SnippCheck, which enable shoppers to upload a picture of their receipts and send it via SMS, e-mail or a website, is a highly effective strategy for obtaining purchase data and adding customers into your CRM database.

While most companies run a series of individual promotions, they often neglect to join them together. Receipt processing offers an effective and elegant solution to this problem: receipt processing campaigns can be used to **link together a number of individual promotions** such as sweepstakes, rebates or rewards into a continuous engagement strategy with the ability to re-target customers and grow their list of active members.

Marketers must use past activity and behavioral interactions to increase the chance of **re-activation through segmentation**. To reach out to customers who have not purchased anything in the last year, marketers can send highly customized offers based on previous purchases. If it's been longer than that, then marketers can offer a more general offer, such as a flat discount on their next purchase or a discount on one item of their choice.

Even if database members do not have a purchase history, if they have showed enough interest in the brand to register, then marketers can create a tailor-made reward based on a previous non-purchase promotion they have participated in. For example, if someone entered a sweepstakes through a social share, marketers can offer them a tailor-made reward for a non-purchase behavior such as posting on social media, and also offer an incentive to purchase – like a discount on the first purchase.

CRM segmenting and re-targeting involve a blend of online and offline marketing to seamlessly communicate with shoppers[27]. By piecing together consumer data and online behavior, CRM re-targeting allows companies to know their customers better than ever before. As a result, communication becomes more engaging and exciting, and therefore encourages loyalty.

A well-designed CRM enables marketers to keep adding new data about consumers. This helps marketers further engage consumers with communication, offers and discounts that are relevant and exciting for them. Re-targeting customers after they have made a purchase and redeemed a coupon is an excellent strategy for driving new purchases and strengthening customer loyalty.
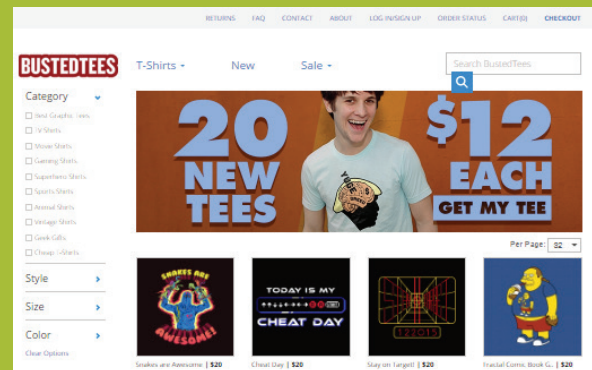

CASE STUDY

Case Study – Busted Tee[28]

BustedTee, one of the web's leading Internet-based t-shirt brands, ran a re-targeting campaign aimed at consumers who had not made a purchase nor visited the company's website within a certain timeframe. At the end of one month, the t-shirt company had an impressive 390% ROI.

Case Study – Iams[29]

In the fall of 2015, the pet food brand Iams ran a re-targeting campaign on the SnippCheck platform to incentivize purchase of its pet food at Walmart. After submitting a picture of a receipt with a qualifying purchase, customers received a travel pet bowl. Between 2 to 4 weeks post purchase, customers were surprised with a coupon for their next Iams purchase at Walmart.

In short, re-targeting builds a chain of customer engagement that is likely to increase brand loyalty and encourage further purchases, allowing your business to gather even more relevant information about your customers. This, in turn, will make it easier to provide customers with more relevant offers and keep them excited and loyal to your brand.

CONCLUSION

Brands and retailers must ensure that their marketing strategies can keep up with today's rapidly evolving and expanding mobile technology. By updating CRM strategies, marketers will be able to increase the size of their database, segment data to reach out to inactive members, re-engage existing consumers with a focus on personalization and reach out to shoppers post-purchase with relevant and exciting offers to keep them coming back. By communicating with customers in a meaningful way and providing them with offers and discounts that they are excited about on the channels that they most frequently use, marketers can garner loyalty among consumers and, as a result, maximize profits.

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Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

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