



Going Beyond the **Click**

Modernizing the 20 year old playbook
& The 3 Lessons Learned



Hey, there! I'm Jimmy Kim

Founder & CIO of Sendlane

Why do I matter?

- **Digital Marketer:** Specializing in Email Marketing since 2009
- **Former Retailer:** eCommerce (Shopify) and Retailer (Brick & Mortar)
- **Sendlane:** Founder & CIO of the unified email, SMS, reviews and forms marketing platform

foundr CLICKBANK. TFC TechCrunch C cheddar



Hello! I'm Ron Shah

Co-Founder & CEO of Obvi

Why do I matter?

- Boot-Strapped – Turned \$10k Investment to **\$30m in 3 years**
- Raised **\$2.2 Million Seed Round** using Twitter & LinkedIn Network
- Surpassed **\$60m in Revenue** + Launched Nationwide in Walmart
- **11-Person** Team
- 2022 **Brand of the Year** by Stack3D





Today's Agenda

1. **Leveraging the MOST important signal**
2. **Lesson #1:** Let them tell you
3. **Lesson #2:** Control your audiences
4. **Lesson #3:** Adapt to channels



Evolution

Leveraging the most important intent signal





Basic Flows

We agree we have these





Pop-Ups

➤ You collect your leads through Pop-Ups

YOU'VE UNLOCKED

20% OFF

YOUR ORDER

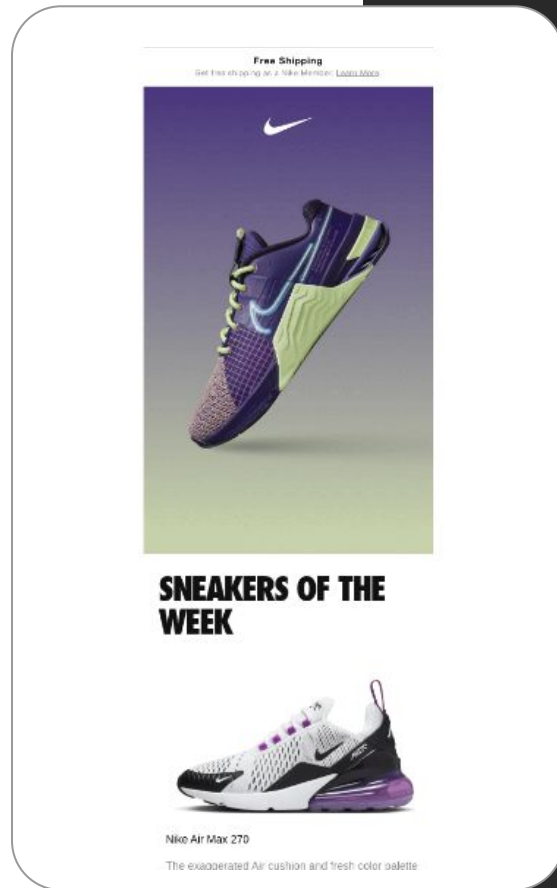
CONTINUE

[No thanks, I don't like saving.](#)



Newsletter

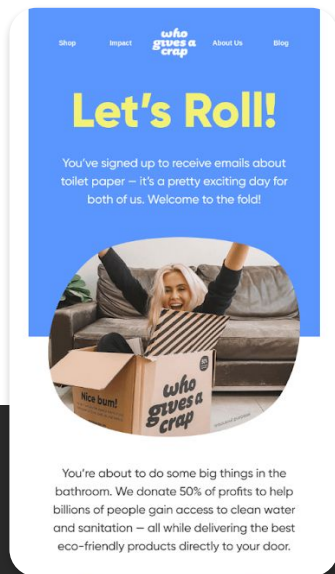
➤ You send an “email blast”
or sales message



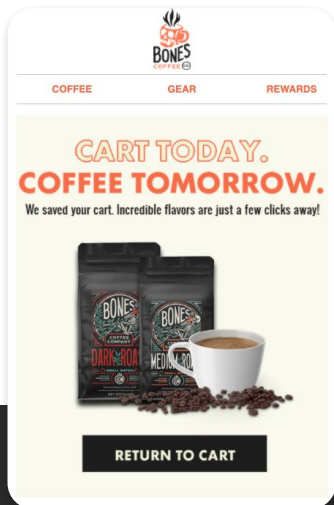


Typical Automation Flows

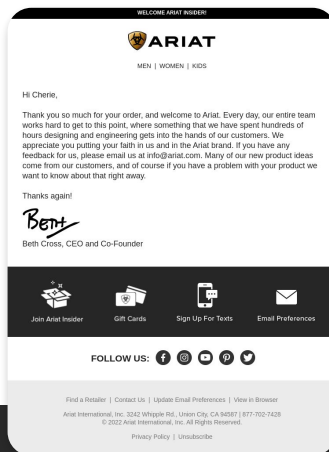
Welcome



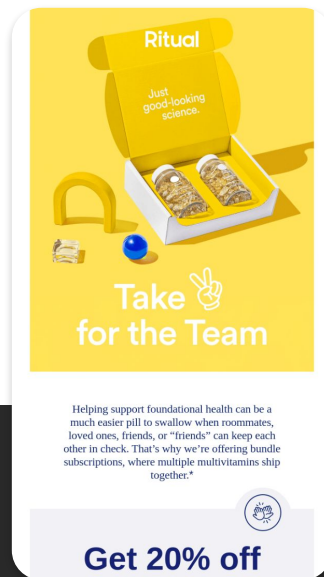
Abandoned Cart



Post-Purchase



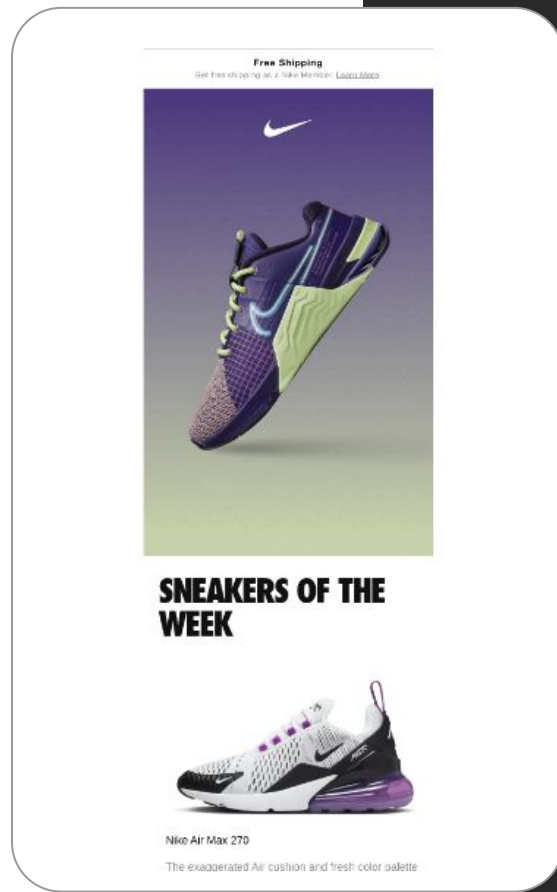
Replenishment





More Newsletters

➤ Big Sale, Holidays, plenty of event marketing.





Typical SMS Blasts

- The old school way of marketing – Batch and Blast!

(We forgot in email, we already went through this cycle)



SHOESHOP: Save 20% on men's shoes during our Anniversary Sale.
Shop now at <https://shoeapp.co/37s9d79>



Data Segmentation



Cutting and
slicing/dicing
your audience



Finding targeted
audiences



Contact profile



Jessica James

Revenue
by Email

\$1,525

Revenue
by SMS

\$734

Last Order

Nov. 13th

Average
Order Value

\$251

Recent Purchases



Premium Espresso
\$19.99 - 11/12/22



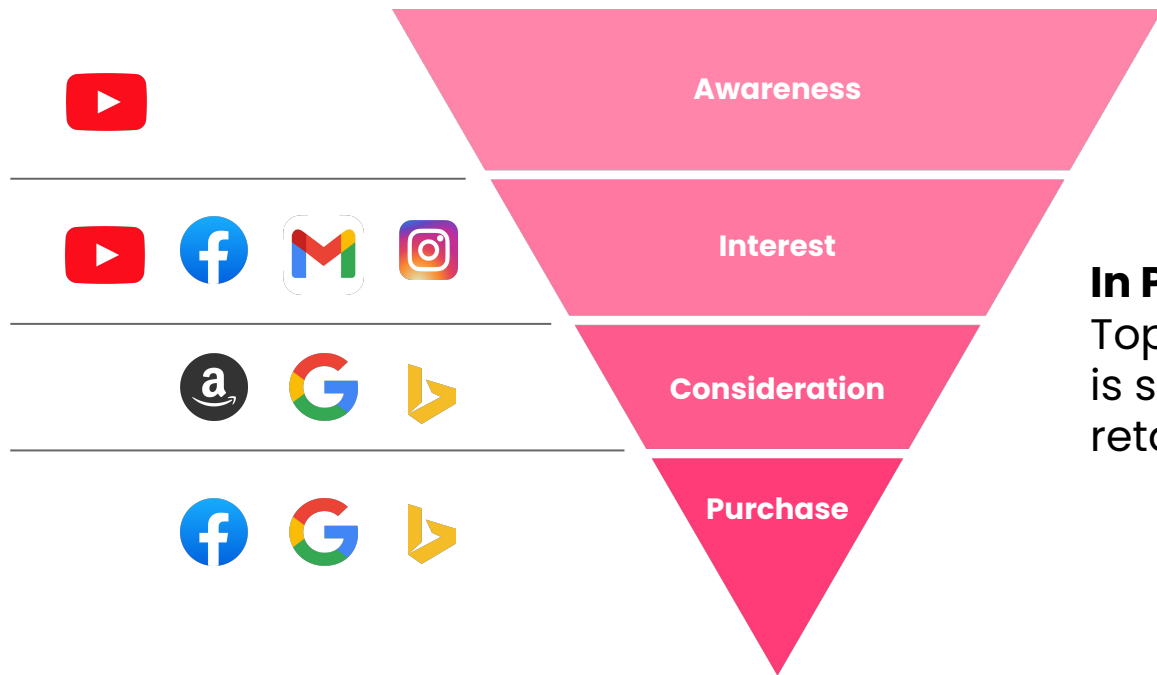
Dark Roast
\$19.99 - 11/12/22



And Repeat



- Special event campaigns (Holidays)
- Special lead gen automations (Paid Ads)
- Hook up 3rd party tools for more enrichment (that we don't really use)
- Optimize flows (and sometimes we make them over complicated)



In Paid Media:
Top of the funnel
is supported with
retargeting



But we don't do that with
email & SMS...



email and SMS have the most powerful
intent signal of them all...



Recent engagement for the last 30 days



Shopify order of

USD 120.00

Mon, 8:00 AM



Shopify order of

USD 45.00

Wed, 8:00 AM



Subscribed

Subscription Customers

Fri, 11:00 AM



Subscribed

Summer Campaign 2022

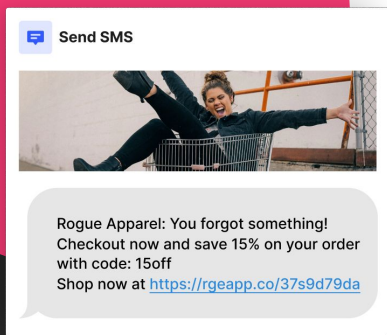
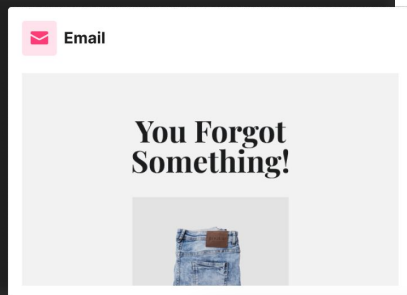
Thu, 11:00 AM

What is Contextual Data



Contextual data is relevant facts that provide a better understanding of the person

- Behaviors: opens, clicks
- A Website visit(s)
- A purchase(s)
- A cart abandonment



The Click



- They are often telling you what they want
- And what they are interested in
- But you aren't listening...



100k

PEOPLE

email or SMS
Campaign

2%–4%

CTR

2,000 – 4,000
Clicks

5%

CRO

100 – 200 Sales



So what about the **1,900–3,800** people
who **DID NOT** purchase?





Money is being **left on the table!**





So what do you **do** with it?



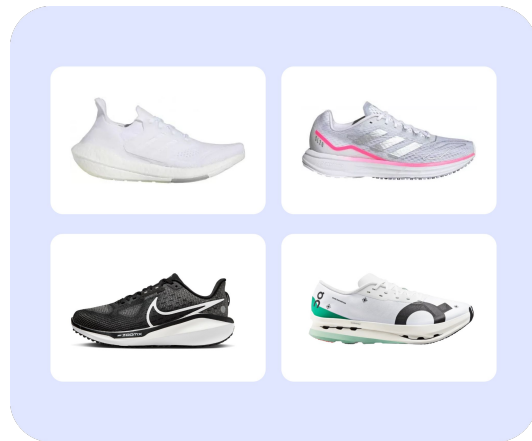
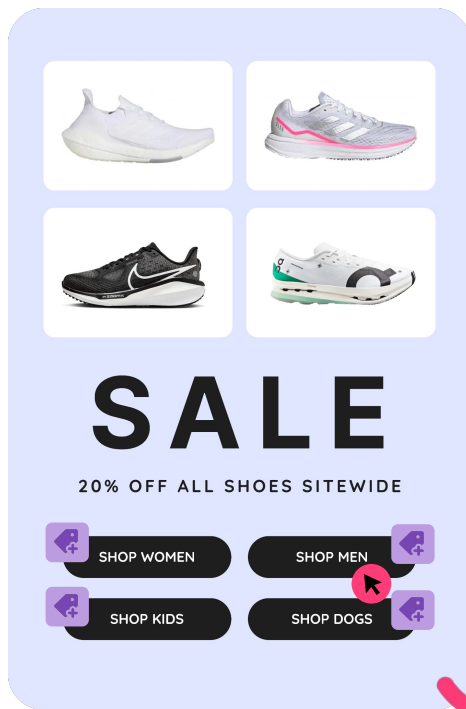


Send a campaign

Links are **TAGGED** with unique identifiers

User clicks a link...

Sendlane is alerted and enters user into new automated flow



SHOESHOP: Save 20% on men's shoes during our Anniversary Sale.
Shop now at <https://shoeapp.co/37s9d79>

3 hours later

Dynamic, Real-Time Data



A different thought

Links are **TAGGED** with unique identifiers in SMS too!




SHOESHOP: Save 20% on men's shoes during our Anniversary Sale.
Shop now at <https://shoeapp.co/37s9d79>





User clicks an SMS link...



SHOESHOP: Save 20% on men's shoes during our Anniversary Sale. Shop now at <https://shoeapp.co/87s9d79>

3 hours Later



Targeted

SPECIAL OFFER

50% OFF



ALL MENS SHOES


SHOP MEN



Targeted

SPECIAL OFFER


**50 %
OFF**



ALL MENS SHOES

SHOP MEN

Typical



SHOESHOP: Save 20% on men's shoes during our Anniversary Sale.
Shop now at <https://shoeapp.co/37s9d79>



LESSON #1

**Your audience will tell you
how they want to be sold to**



Getting a deeper understanding of your audience

➤ Send emails that offer people a greater variety of open-ended options.



We need your help!

Inbox x



Obvi <hello@e.myobvi.com>
to me ▾

[Unsubscribe](#)



Hey there,

We're making some cool NEW content for you.

And it would really help if you shared your #1 priority right now.

What health and fitness solutions have you explored recently?

1. [Skincare solutions](#)
2. [Weight loss solutions](#)
3. [‘Sleep better’ solutions](#)
4. [‘Increase energy’ solutions](#)
5. [‘Boost immune system’ solutions](#)

(Solutions can be anything – from a supplement, to a book, to a professional!)

Your responses will remain completely confidential and will solely guide our content creation efforts.

If you're comfortable sharing your current wellness focus, please click on the area above that resonates with you.

Your input is invaluable in helping us serve you better.

Thank you for being a part of the **Obvi**-verse, and for helping us create content that truly aligns with your wellness journey.

All the love,
Ron, Ash, & Ankit
Founders of **Obvi**



Using your fingers

➤ Which do you think came in most popular?

We need your help!

[Inbox](#) ×



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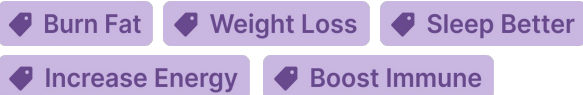
Thank you for being a part of the **Obvi**-verse, and for helping us create content that truly aligns with your wellness journey.

All the love,
Ron, Ash, & Ankit
Founders of **Obvi**

We tagged each link



➤ Send emails that offer people a greater variety of open-ended options



We need your help!

Inbox x



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to me ▾

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And the results

Boost Immune

12/5/23

41

Increase Energy

12/5/23

80

Sleep Better

12/5/23

73

Weight Loss

12/5/23

14k

Next, drill down to understand more about it

➤ Used a smaller segment test to further confirm/validate

Weight loss has a lot of meaning...

Can I ask you something?

Inbox x



Obvi <hello@e.myobvi.com>
to me ▾

[Unsubscribe](#)

Hey Obvi Family,

Ash here. I'm curious to know more about your goals, so we can better tailor our products and advice to your needs.

Please select your current goal by clicking one of the options below.

- [My goal is to burn fat](#)
- [My goal is to tone my body and skin](#)
- [My goal is to enhance my diet with more protein](#)
- [My goal is to increase energy and vitality](#)

Your input is invaluable in helping us understand and support your wellness journey.

Thank you for being a part of the Obvi-verse!

All the love,

Ash

Co-Founder of Obvi



**We added
tags to these
4 items**



🏷️ Burn Fat



🏷️ Tone body/skin



🏷️ Better diet/Protein



🏷️ Increase Energy



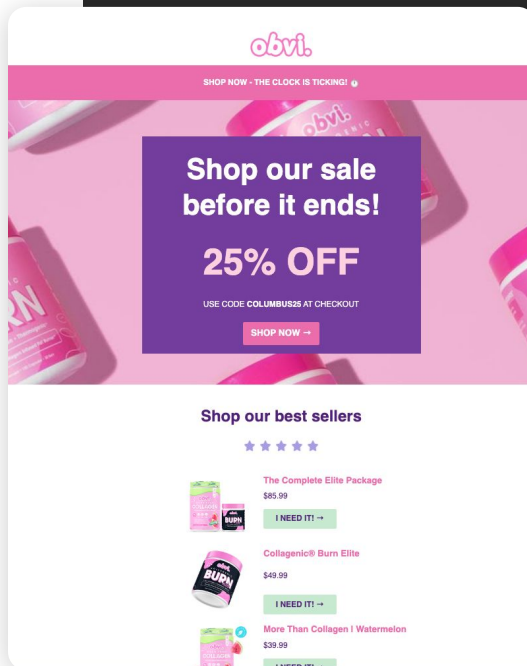
The results of this

➤ They **WILL** tell you how to sell to them

25	Energy and vitality	12/18/23	89
24	More Protein	12/18/23	66
23	Tone Body Skin	12/18/23	137
22	Burn Fat	12/18/23	594

From this:

➤ Before the change



To this:

➤ The message started to shift



Obvi <hello@e.myobvi.com> [Unsubscribe](#)
to me ▼

obvi.

Ash here,

How is your weekend going? I hope you're happy and living life to the fullest.

Sunday is always a great time for reflection for me. I look back on the week prior, and I look forward to the week ahead.

Did I hit my goals?

Am I on pace for where I want to be in 6 months?

Am I happy with where I'm at in life?

Whether you ate too much cake at a family birthday party, want to supplement your body with healthy nutrients, or are just feeling yucky from the weekend. Obvi is here to help.

We've got what you need to be the best version of you.

Weight Loss? ☒

Collagen Support? ☒

Healthy Wellness Boosters? ☒

Shop Now





Here's what we saw:

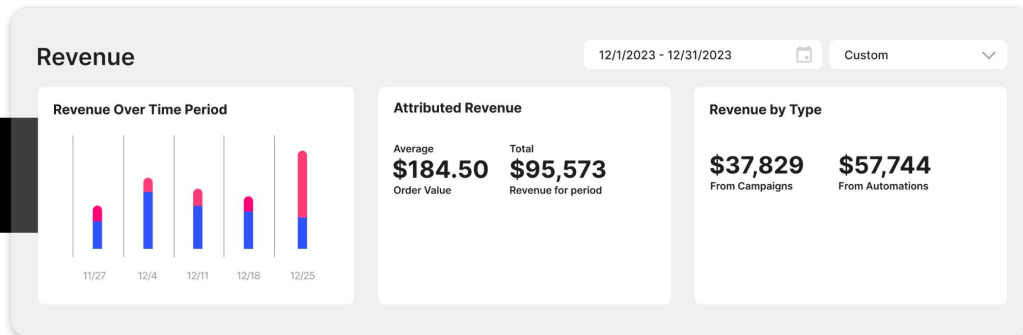
The Results



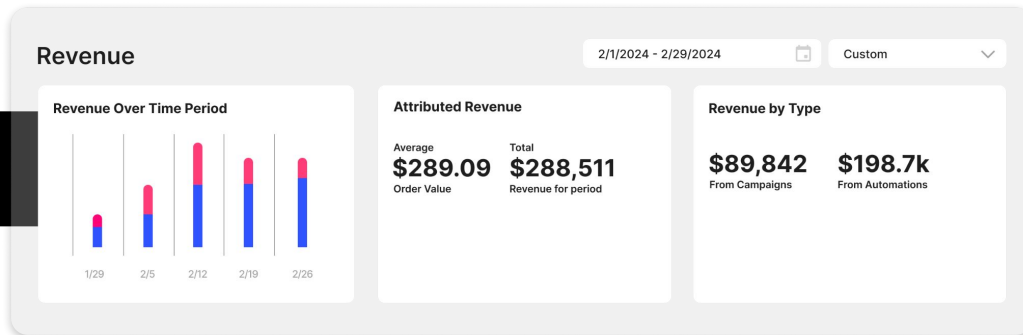


The results of the change

From this: ➔



To this: ➔





For each understanding

▲ **57%**

Increase

AOV

\$184 → \$289

▲ **137%**

Increase

**Campaign
Sales:**

\$37.8k → \$89.8k

▲ **247%**

Increase

**Automation
Sales:**

\$57k → \$198k



Tools we added

Amped.





We listened to our customers' feedback and leveraged
technology that would help us
fully understand what they want.





LESSON #2

Retention marketing, not email and SMS marketing





Earlier we talked about the basics of marketing.

But we forgot about the **MOST IMPORTANT
part of any marketing**



THE AUDIENCE
THE AUDIENCE
THE AUDIENCE
THE AUDIENCE
THE AUDIENCE
THE AUDIENCE



**Here's 3 segments
you should be
using as a base**



≡ Prospects

≡ Customers

≡ Customers (2+)



Lesson #2

Segment Name

TL | SMS | Buyers (clicked)

TL | SMS | Non-Buyers (clicked)

TL | BFCM Buyers

TL | Buyers | Last 3 Weeks

TL | Buyers | 3-6 Months

Lust buyers

TL | Buyers | Last 90 Days

60 Days | Buyers (clicked)

TL | Clicked BFCM SMS | No Buyers

30 Days | Buyers (clicked)

TL | Buyers | Last 30 Days

90 Days | Non-Buyers (clicked)

90 Days | Buyers (clicked)

60 Days | Non-Buyers (clicked)

Segment Name

TL | Non-Buyers

TL | Engaged | 60 Days | Buyers

TL | Buyers | ALL Time

TL | Engaged | 30 Days | Non-Buyers

TL | Buyers | 1-2+ Years

TL | Engaged | 30 Days | Buyers

TL | Engaged | 90 Days | Non-Buyers

TL | SMS | Buyers

TL | Buyers | 1 Order | No Purchase 1+ Year

TL | Buyers | Non-Buyers

TL | Engaged | 60 Days | Non-Buyers

TL | Buyers | 6-12 Months

TL | Buyers | Burn | No Purchase 6+ Months

TL | Buyers | 3+ Orders | No Purchase Last 6 Months

TL | Engaged | 90 Days | Buyers

Layer these with some behavior / engagement data

► I.e: clicks, page visits, etc.



Recent engagement for the last 30 days



Shopify order of
USD 120.00

Mon, 8:00 AM



Shopify order of
USD 45.00

Wed, 8:00 AM



Subscribed
Subscription Customers

Fri, 11:00 AM



Subscribed
Summer Campaign 2022

Thu, 11:00 AM



And get more focused on how you're building these segments

- A customer who has been on your list for 120 days IS NOT the same as a prospect who opted in 120 days ago
- Be more aware and tighten your prospecting windows based on opt in date + behavioral data.
- Prospects (non buyers) is where most people will most likely TRIP up on their deliverability



Each of your segments should have it's own GOALS

Prospects

Get to your first sale

Customers

Nurture to 2nd sale

Customers (2+)

Advocacy + nurture for repeat sale



The way you “talk” to each Segment should be different

Different:

- Campaigns
- Flows
- Subject Lines
- Content/CTA
- Goals

≡ Segment 1	≡ Segment 2	≡ Segment 3	≡ Segment 4
Campaign 1	Campaign 2	Campaign 3	Campaign 4
Flow 1	Flow 2	Flow 3	Flow 4
Subject Line 1	Subject Line 2	Subject Line 3	Subject Line 4
Call to Action 1	Call to Action 2	Call to Action 3	Call to Action 4
Segment Goal	Segment Goal	Segment Goal	Segment Goal



Prospects ➤ **GET AGGRESSIVE**

Customers ➤ *go easy on them*



LESSON #3

Send to the right people in the right channel





From Lesson #1

Remember Obvi's increase in lesson #1?

▲ **57%**

Increase

AOV

\$184 → \$289

▲ **137%**

Increase

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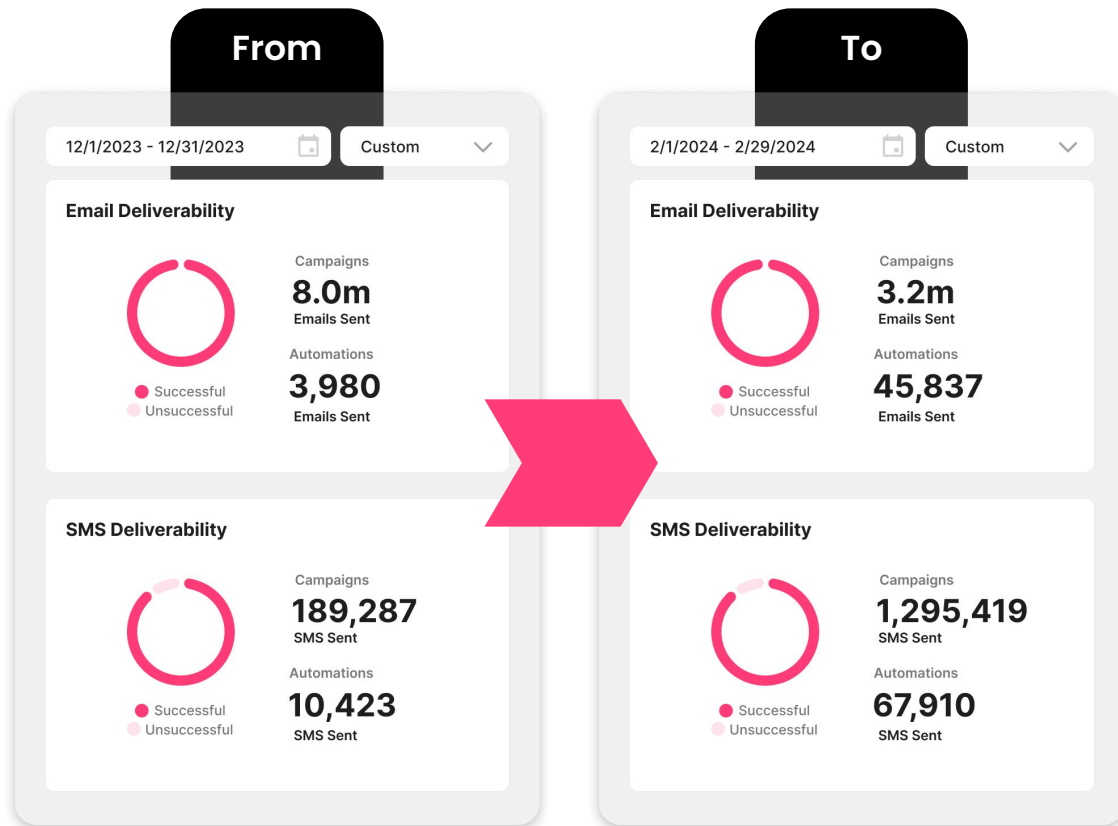


Not only did we adjust our messaging
**but we unified our stack on email
and SMS with Sendlane.**





And check
this out





After making the change we:

1. Leveraged the data to realize the channel preference of our users
2. Sent more targeted emails, less “90 day active blasts”
3. Adjusted our SMS sending from “mass blasts” to targeted follow-ups based on the contextual data from the click
4. Focused in on our weight loss messaging



Unifying your stack means:

1. No data delays
2. Clear attribution
3. No more over-messaging
(exclusions cross-channel)
4. Better customer experience
(based on cross-channel behaviors)
5. Ability to evolve your playbook



Shameless Plug

Watch The Podcast | Subscribe to the Newsletter

www.chewonthis.io





Thank you

Here's how to connect



@yojimmykim



jk@sendlane.com



@obviCEO



ronak@myobvi.com



Sendlane will send you the SLIDES via EMAIL!