ACTIVATE**19** The Growth Marketing Conference

5 easy(ish) ways to increase mobile engagement

11 here



Who is Boxed?

Boxed started 5 years ago as a mobile first organization to revolutionize the way we shop for bulk.

- No Membership Fees
- No more wasted weekends stuck at the warehouse club
- Free & Fast Delivery

	BOXED W	BOXED 💥			
	Featured Shop Occasions				
	CHOOSE TWO Free samples.	Party	Care Package		
	Yes, you read that correctly_free!	TO LAB	E S F		
	Highlights	Be the hostess with literally the mostest – soda, plates & more.	Send lave with Purell and Goldfish. Make everyone jealous.		
	Our Top Picks For You! 15 Sc	SHOP NOW	SHOP NOW		
3	SHOP NOW	Moving In	Travel		
-	Reorder View All > Reorder oll your Boxed favs.	Moving? Stock your new house with	Pack up the fam with everything you need		
A THINK		everything you need to make it feel like home.	when you're going places.		
	DON'T RUN OUT! Time to restock on a few items		o restack on a few items 11		

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Presented by: 🕥 iterable

From our first office....

















Be relevant to a customer with every interaction



What is Mobile Engagement?



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A consumer's holistic tendency to interact with a brand's digital properties. A brand's ability to recognize and compliment their customer's individualized truths directly influence the frequencies, depths, and outcomes of their channel-specific behaviors.

Ryan Brelje Iterable





1. Segment your audience



Know what your customers want



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Know what your organization needs







Build segmented experiences







2. Cut through the noise



Get personal

Acknowledge your relationship with the customer and personalize more than just email

30%

Increase in opens from SMS when personalized



It's not always digital

Non digital channels can also drive your mobile engagement.

Direct mail can be personalized, automated and timely. The Growth Mar Ling Co



Increase in engagement from lapsing New Customers.

Who doesn't like a great deal? LEVENT Word the Based cathories who wan't get monigh of at the service



Free 6 pack of Toilet Paper

Place an order
Add the toilet paper to cart
ut and enjoy your freebie

SAVE

\$20

Cheer

M YOURS AT BOXED.COM/TOILETPAPER

Here's \$10 to Shop

Now's the time to come back. We're giving you \$10 off your next \$50+ order. Stock up the pantry again and remember why shopping at Boxed is the easiest way to make sure you don't run out.





Channel preference

Design your experience across channels to allow your customers to choose which ones they prefer to engage with.





DEAL OF THE WEEK



Save 20% on Gatorade and Propel

14 NEWS APRIL 15, 2019 Deal of the Week: Save up to 20% on Seventh Generation Stock up on clean cleaning in honor of Earth Month. Boxed up saves an extra 10%. APRIL 11, 2019 Bring on the Bowl Who says cereal is just for breakfast or the kids? Check out the bulkload of grown up flavor waiting in every box, bag or bowl, APRIL 09, 2019 Delivered, Yay! If you think we did a good job, please rate our App! Don't forget to invite your friends to receive Boxed credit! Thanks for shopping here, we look forward to serving you again. APRIL 08, 2019 On its way! Get ready! Your shipment has left the facility and is on its way to your door! APRIL 08, 2019 Hey your box took a selfie!

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4 Search



Innovate across channels

Carry your experiences across channels & platforms to put the power in the customers hands







3. Advertise your app



Drive app downloads

Make customers invested in your organization by driving them to download the app.

- Better customer experience
- Allows push marketing

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 Home screen placement keeps you top of mind

Better retention from app

downloaders



Drive to app with deep links

Use deep links everywhere to drive customers to their preferred platform.

54%

In-app conversion rates increased, driving a 54% increase in mobile revenue

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In st	ock. Add \$10.00 to check out!			FREE FREE FREE	FREE FREE		
		O CART					





4. Get Rewarding



Reward good behaviors

All too often we reward bad behavior:

- Lapsing
- Abandoning carts

It's time to reward customers for doing actions we want:

- Download the app
- Use the app
- Making multiple purchases





5. Experiment



You never know what could work

Teasing a customer with an offer that only displays after the customer clicks and scratches off the webpage:

110%

Increase in clicks





Be proud of your failures & share what you learnt from all of your failures



Revenue



Increase in respect



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