# Our Agenda

1. The Challenge: Data Hide and Seek

2. Leveraging the Shopify Integration

3. Personalization Over a Promotion

4. ...30 Days Later

5. Fast Forward: 6 Months Later

6. The Building Blocks

Presented by: iterable

# Lovepop

Our mission is to create one billion magical moments.

- A Lovepop is more than a card. It's a gift.
- Handcrafted cards with intricate 3D paper sculptures created through a blend of art and cutting-edge software
- 5 years later: We have created over 10 million magical moments…

# The Challenge: Data Hide + Seek

We were collecting data, but it was an intricate game of hide and seek for the marketer to access it.

(And we are fortunate to have great database engineers and analysts!)

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# Leveraging the Shopify Integration

**Effective**: Customer focused marketing listens more than it sells.

*Questions we can answer:*

- How close to a holiday does the customer buy?
- What designs does the customer purchase?
- What holidays do they celebrate?
- Do they need to send the card directly.

**Efficient**: Segmentation can be completed in a few minutes by a solo marketer.

*Wins:*

- More strategic use of our data team and infrastructure
- More microtargeting
- Customer journeys can be built and optimized as our company scales

**Limitless**: We have only scratched the surface with what is possible
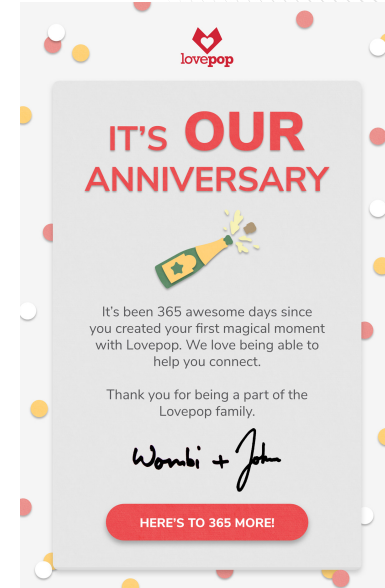
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# Personalization Over Promotion







- Open Rate: 21%
- Click-to-open rate: 15%
- Rev. Per Send: $0.27

- Open Rate: 31%
- Click-to-open rate: 26%
- Rev. Per Send: $0.53

- Open Rate: 15%
- Click-to-open rate: 9%
- Rev. Per Send: $0.07

# 30 Days Later

**BEFORE INTEGRATION**

1% sends personalized

120,00 Targeted Recipients

3 Personalized Sends

0 Email Workflows

**20%**

OF EMAIL REVENUE FROM
10% OF SENDS

**AFTER INTEGRATION**

10% sends personalized

1.25M Targeted Recipients

10 Personalized Sends

1 Email Workflow

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# Fast Forward: 6 Months Later

## 30 DAYS
## AFTER INTEGRATION

10% sends personalized

1.25M Targeted Recipients

10 Personalized Sends

1 Email Workflow

## 6 MONTHS
## AFTER INTEGRATION

33% sends personalized

Daily Targeting Recipients

+50 Personalized Sends

10 Email Workflows

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# The Building Blocks

**Define your data challenge or opportunity.**

**Bring in the experts.**

Align on what data is being captured to date. Key players: Development, Analytics, Data Engineer

**It's implementation time.**

Having aligned with all internal stakeholders you are now ready to execute your integration. Taking the time to strategize allows for a smoother implementation, even if external vendors or software must be included.

**Assess your platforms.**

Do you need to make a new investment? Will you build a solution? What is available today?

**Create a detailed roadmap.**

Break down the vision into actionable steps with clear deadlines.

Presented by: **iterable**

# Let's Create 1 Billion Magical Moments

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