**28 Things About New Customer
Acquisition That Nobody Ever Tells You**

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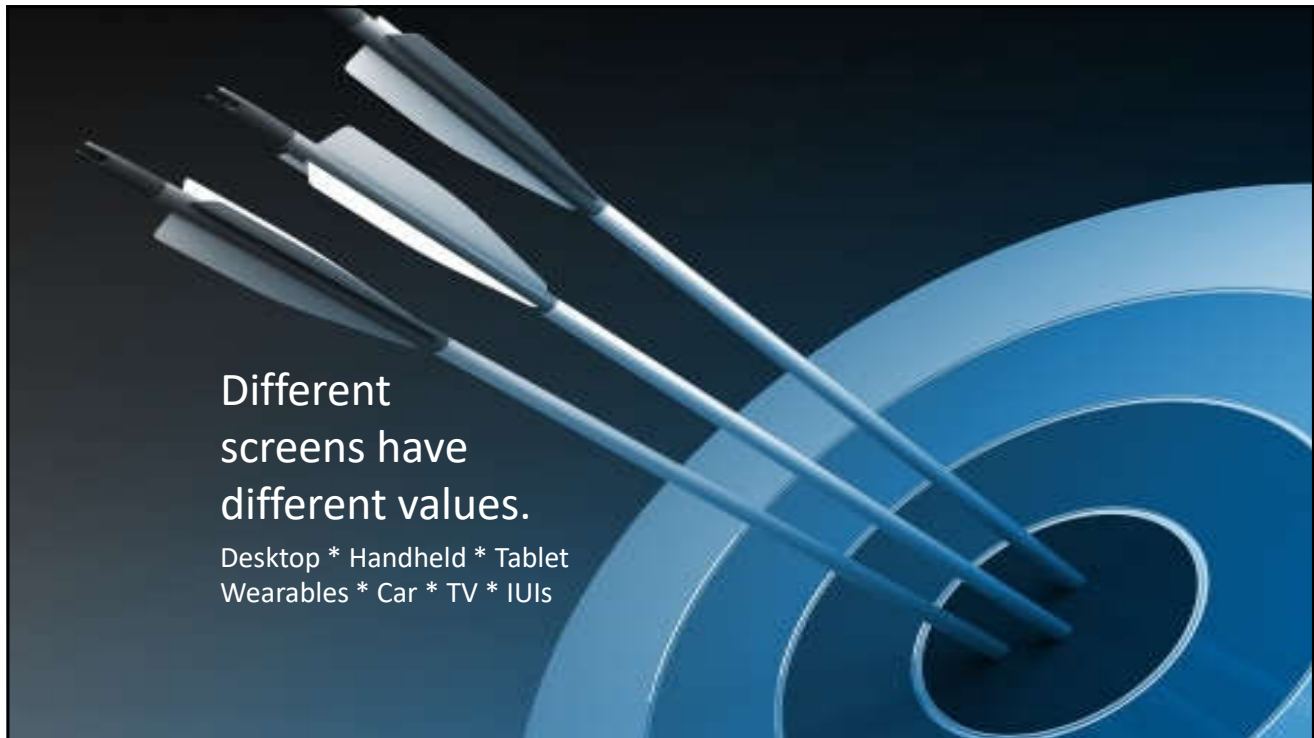SHOP.ORG

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28 THINGS ABOUT
NEW CUSTOMER ACQUISITION
THAT NOBODY EVER TELLS YOU

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THERE ARE LOTS OF WAYS TO ACQUIRE NEW CUSTOMERS ONLINE… only a few of them really work.

Know that all online customers are <u>not</u> weighted equally.

Different screens have different values.

Desktop * Handheld * Tablet
Wearables * Car * TV * IUIs

You need to continuously try new things knowing that only a few of them will succeed.

Set aside a test budget.
You need burn money.

The #1 key to your success is adoption.

If you can't get an order, get a lead

Best ways to collect email addresses and mobile numbers:
- Delays (time or page)
- Exit Pops
- Eyebrows (top)
- Windowshades (top)
- Shimmies (shakedowns)
- Midis (middle)
- Sidewinders (righthand)
- Catfishes (bottom)
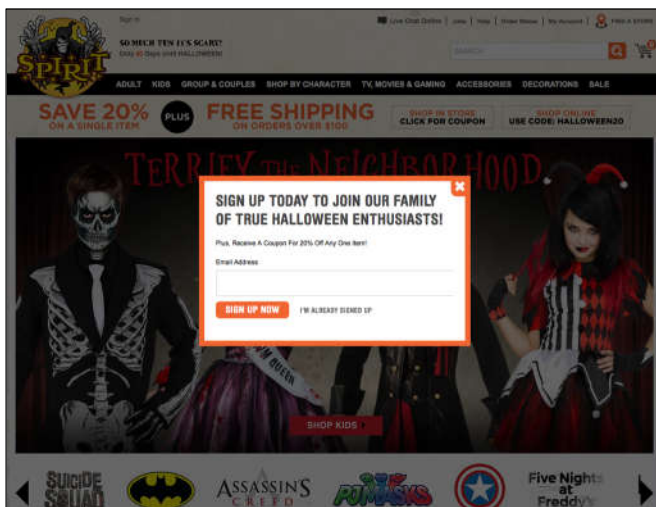
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You simply must have a solid foundation.

*Entry page(s) * Search and internal navigation * Cart/checkout*

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Sell where the user wants to be sold

- User paths are a self-fulfilling prophecy. If you do mobile well, the majority of your mobile orders will come "offline" or on your desktop site.

- Show your phone number AND use click to call.

- Work your device-to-device transfer. (Use hoppers, instigated chat, SMS, email captures, etc.)
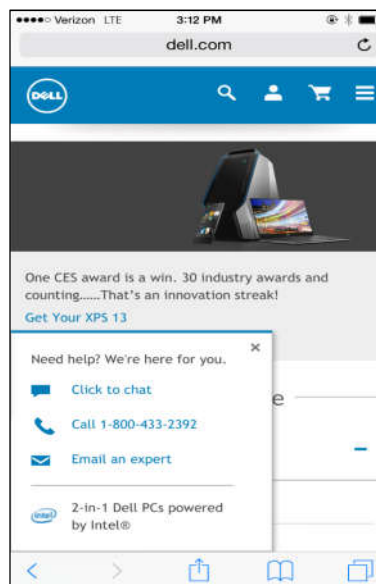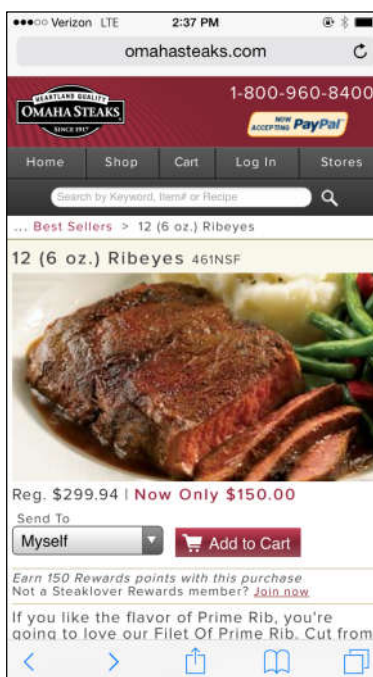
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Word Connect and Visual Match

This is one of the most underestimated things in optimization today.

Over half our brain is dedicated to visual processing power. We need to see it to think it, feel it, believe it…

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Views

Varied (shorter, more distracted) sessions coupled with s-l-o-w speed force you to have:

- Impactful first view
- Heavily-weighted top view
- Efficient scrolled view(s)
- Succinct bottom view

Page weight & number of scrolls will impact your overall adoption-to-cart.

Action Directives

- The BIGGER, **the BOLDER**, the better. The more the merrier.

- This applies to everything ATC (adoption to cart) related, especially the search box and your action directives.

- With action directives, the rule of thumb is one per view with ample thumb space.
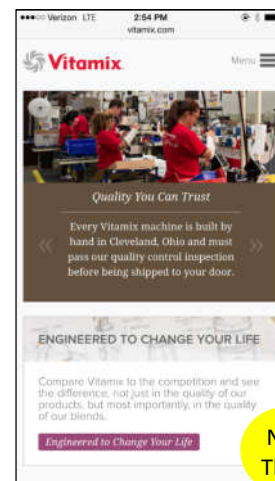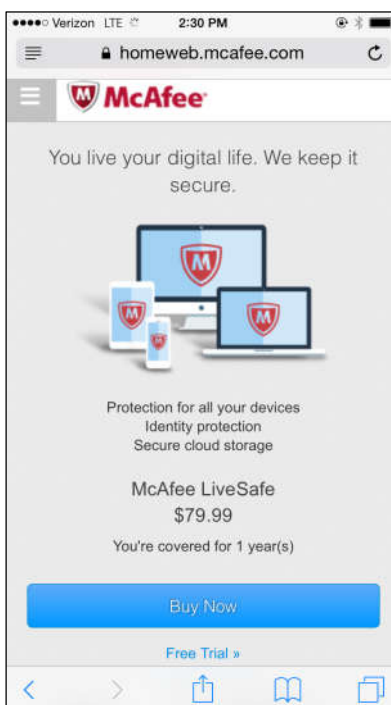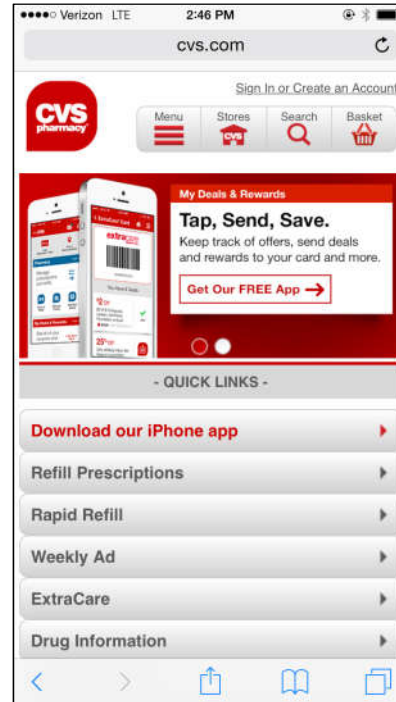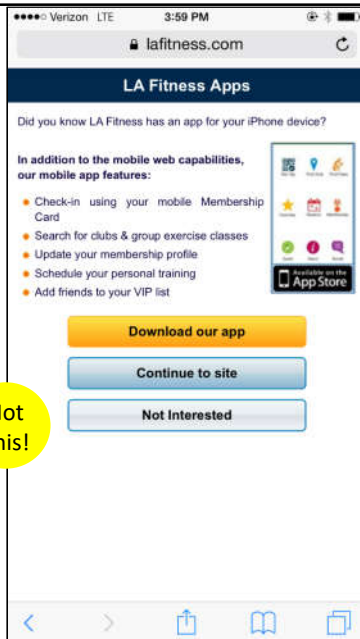
Not This!

Navigation

- On a desktop site, the user struggles in three places. On a handheld, they primarily struggle in one place.

- You know you have one view (the first view) to make the magic happen.

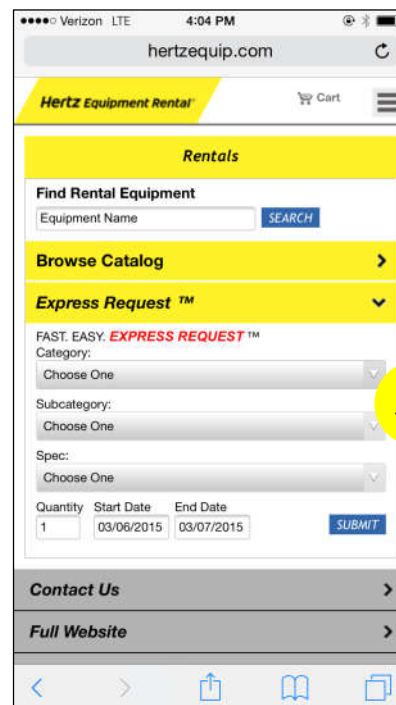- With mobile, it primarily boils down to 3-8 items and a text search box.
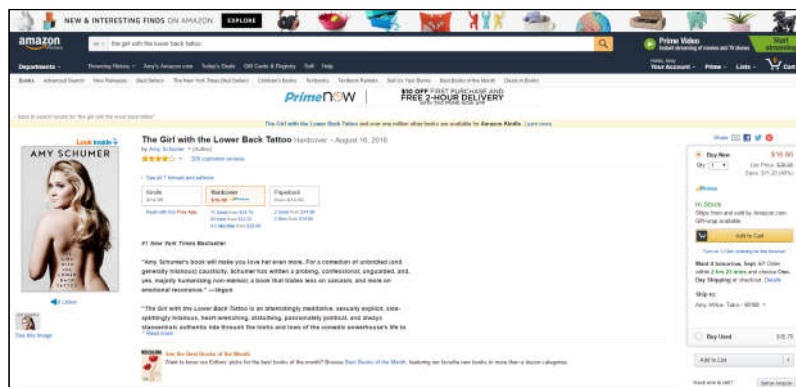
Internal Text Search
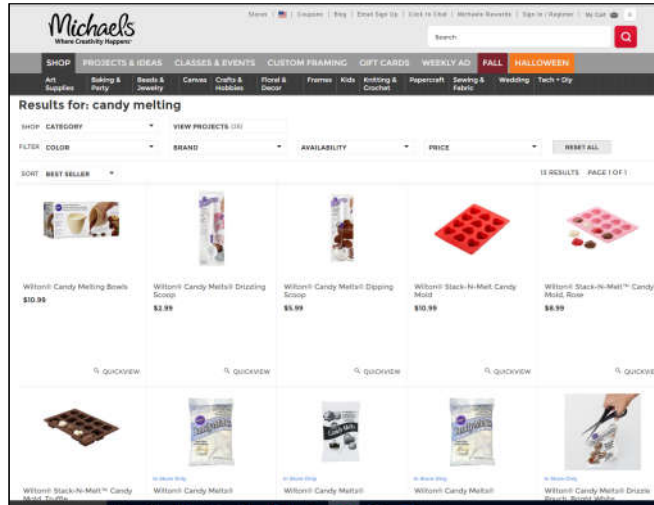
- Success is measured by adoption, not presentation or number of finds.

- The order in which the results are shown matters most.

- Refinements are different than facets. Sort is different than filter. Work them accordingly.

- For mobile, make sure your auto-suggestions are thumb/tap-friendly.
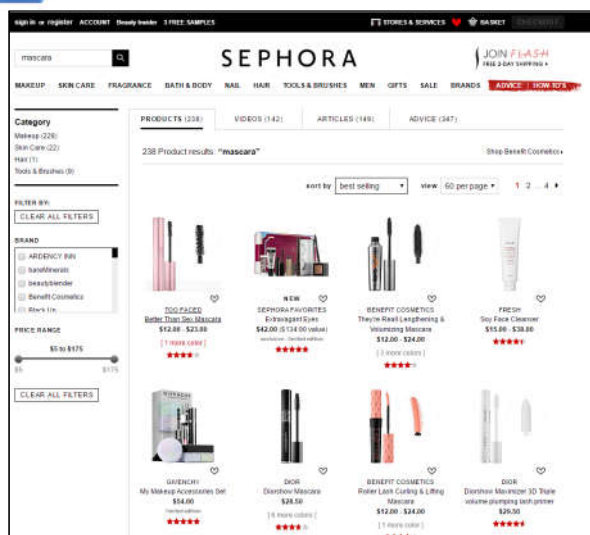
Availability and Delivery Info

- Availability information should be in the first view.
- Embedded urgency information typically works best underneath the add-to-cart buttons.
- Make sure to repeat the availability information in the cart/checkout.

Merchandise Prioritization

- Prioritizing your merchandise in internal search results and on your pages is a critical element, especially for new customer acquisition.

- You should be able to bet your house on the first item they see. Your car on the second.

- "Relevancy" can be a dangerous default. Use it wisely. (Bestselling typically works better.)

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Dynamic Pricing
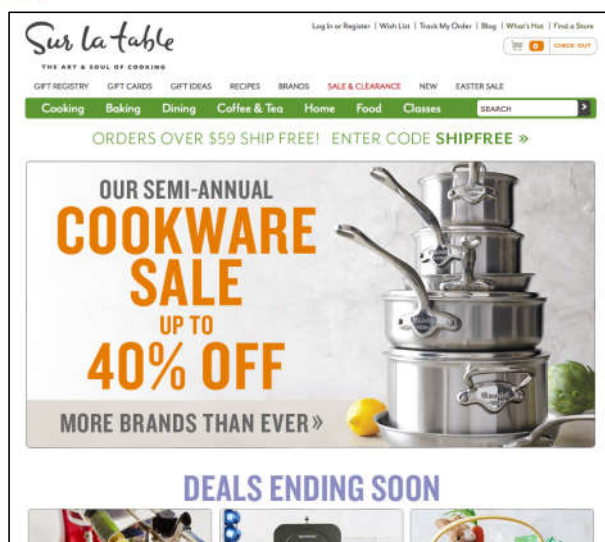
- Not just for Amazon and marketplaces, dynamic pricing is a new customer acquisition secret weapon.

- A lot of folks think this is about discounting and losing margin. It's actually more about maintaining and maximizing margin (and profits.)

- Consider segmenting by channel type as well as customer type.

- Once you get dynamic pricing working, play with variable inventory and urgency.

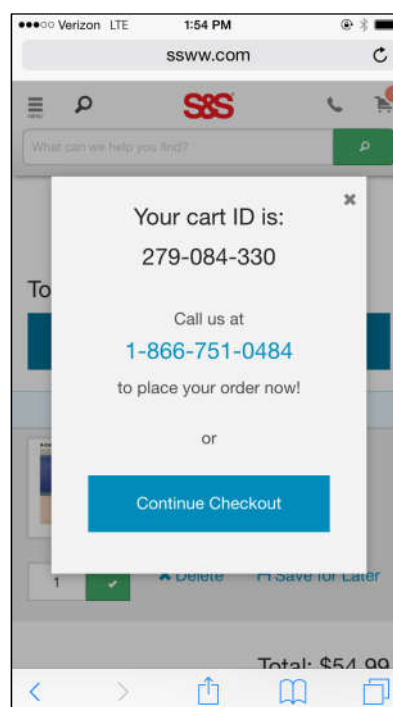SHOP.ORG RETAIL'S DIGITAL SUMMIT

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Clearance

- Clearance users can typically tolerate more frequency and because of the built-in urgency, their buying patterns tend to be more immediate.
- Develop different levels of clearance based on time, availability, and so on.
- Clearly spell out the discounts.
- Update your pages (at least the entry) based on traffic. Rule of thumb: the fresher, the better.
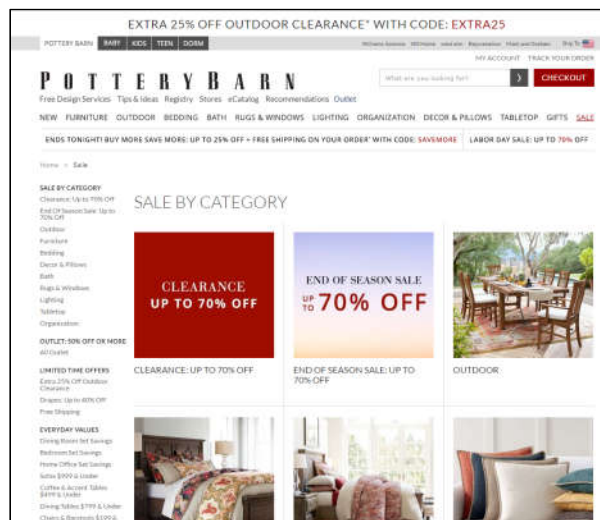
Hoppers

- Hoppers, Spreaders, Skips, and Bridges move the user from where they are struggling to a place of action.

- You need to design them based on your stats, not best practices.

- Remember, there's no shame in sending people to the phone.

Visual & Voice

Visual search and voice activated buying are both changing the new customer acquisition game.

Start small. Know that it's a commitment and not likely going to work the way you want it to for 12+ months.

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Donuts and Holes

- A donut wraps around your mobile site. (Holes are for the inside areas like checkout.)
- It can be 1 page, 10 pages or 100 pages.
- It may be a series of landing pages designed specifically for Shopping customers or it may be a special mobile-friendly checkout with a hopper.
- They are fantastic for testing.

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Boutiques

- Boutiques are often referred to as sites-within-a-site but they're more like specialty kiosks.
- They are excellent as email landers.
- Many companies use them for shopping, marketplace and social media customers.
- Can be very useful for improving conversion of non-branded traffic.
- Fantastic for clearance and Automatic Delivery items.
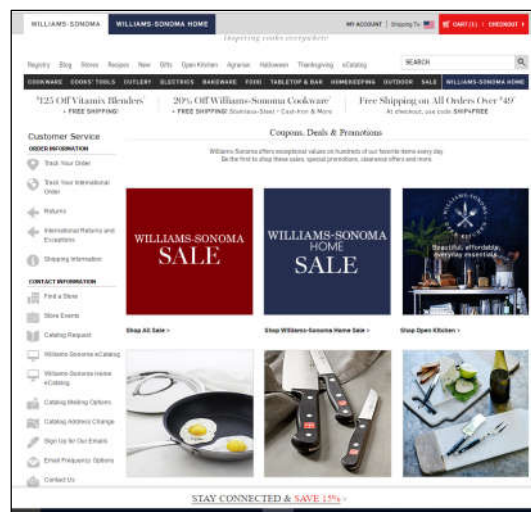

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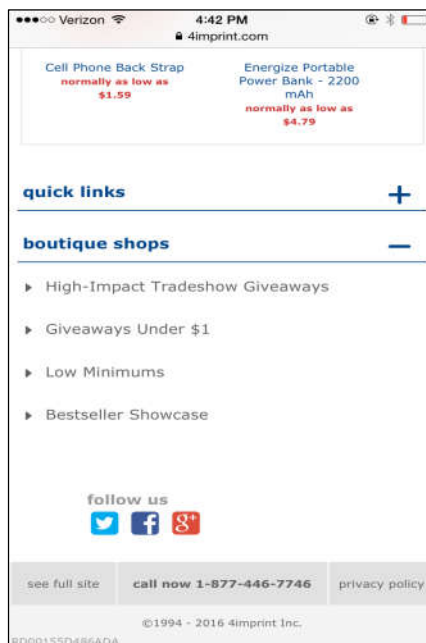
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Flash Sales

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Promo Code/Coupon Pages

- Design for new users and promo-bailers.

- Optimize these pages in coordination with catalog/email sign-up & thank you pages and sale, clearance, overstock & other pages with deals.

- Great for email capture.

- Tend to work best with clear deadlines.

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One size does not fit all.

Different channels require different treatment, especially creative & offers.

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Facebook Ads

- All ads are not created equal. Boosts are not the same as sponsored. Remarketing is not the same as display.
- Facebook Math: The higher the relevance score, the more impression share and the lower cost per engagement.
- Try putting the links in the comments.
- Test video & different lengths of video.
- Test your CTAs like your life depends on it.
- Try Facebook Call and local ads.
- Measure your custom audience traffic vs. a control.
- Test YOUR modeling against THEIRS.
- Sharing can have a value. Find a dollar # for it.

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Facebook Ads, part II

- Determine your goal(s) first. Then figure out how you're going to measure for success:
  - Post engagement
  - Shares
  - Clicks to your site
  - Leads/orders
  - Profiled actions
 - Installs/engagement
  - Video views
  - Other

Don't let your sneaky tricks backfire. One of the reasons why slideshows and carousels "work much better" than solos is because the last click is a clickthrough.

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Coupon Sites

* Easy to manipulate but you need to be on top of them.
* Redirect the traffic to a specific experience.
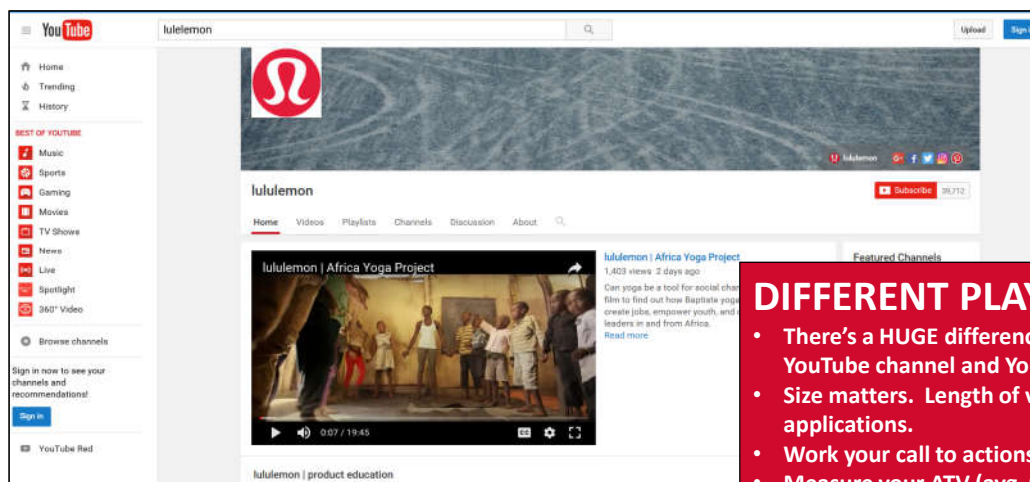* Proper error handling will account for 33%+ more sales.
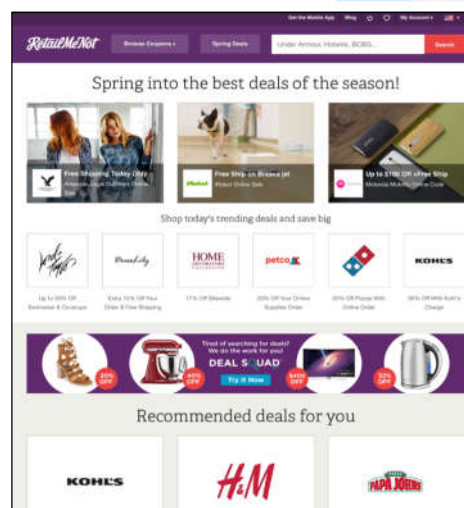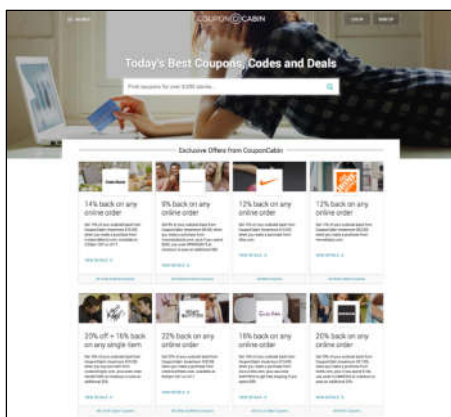
Develop your coupon/promo code/deal pages and update them frequently.

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YouTube Ads

DIFFERENT PLAYING FIELD

- There's a HUGE difference between a YouTube channel and YouTube ads.
- Size matters. Length of video has different applications.
- Work your call to actions.
- Measure your ATV (avg. time viewed.)
- Test shoppable video.

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CPO/CPA Deals (order/action)

For the love of all things holy, please use burn pixels.

Partner Targeting

Caller ID

The future was yesterday.

The current state of search…

About 96%

About 3%

Less than .003%

TTI

Time To Information –
How Fast Can You Get It?

Meet Your New Assistant…
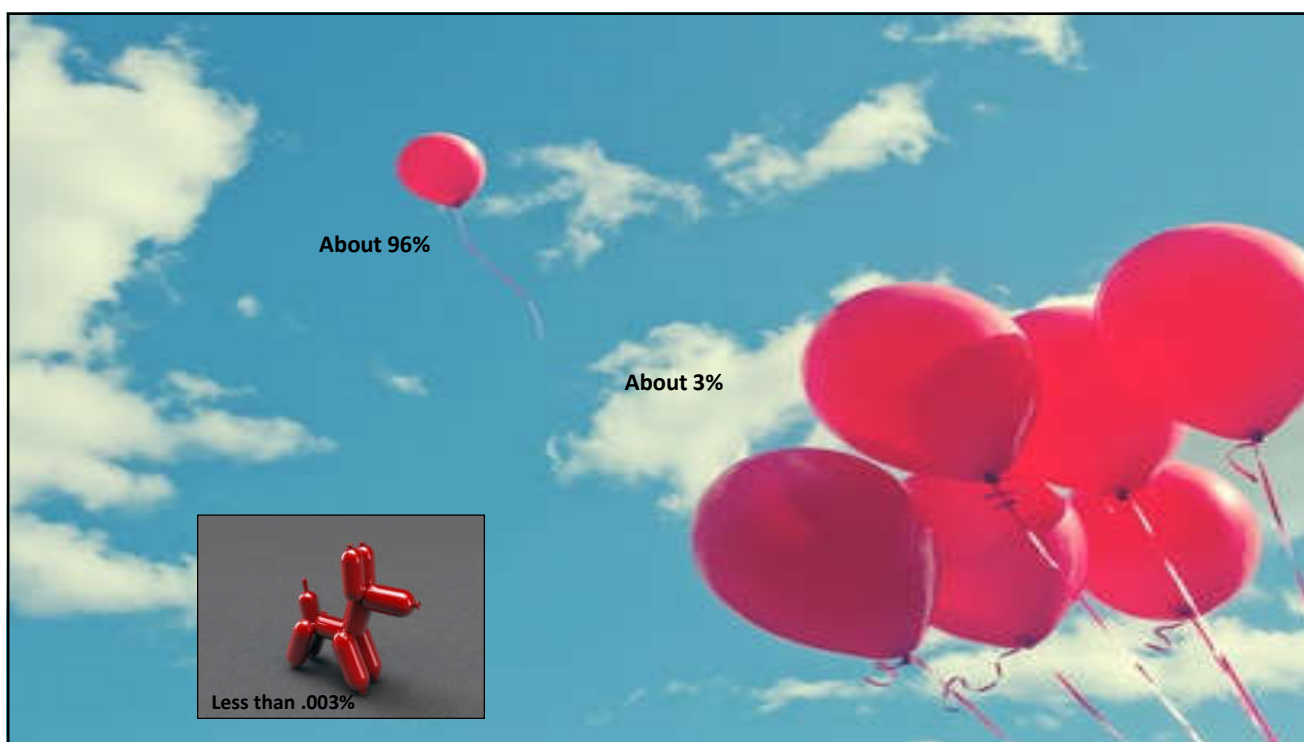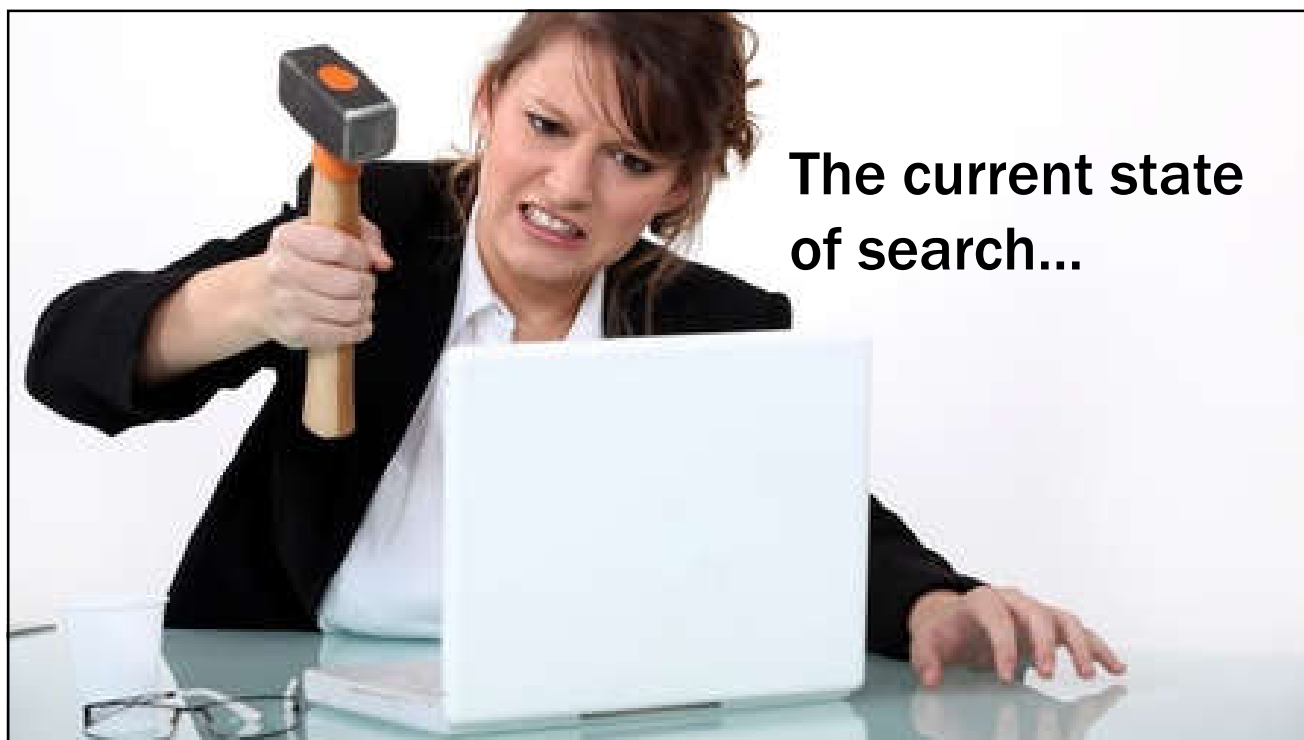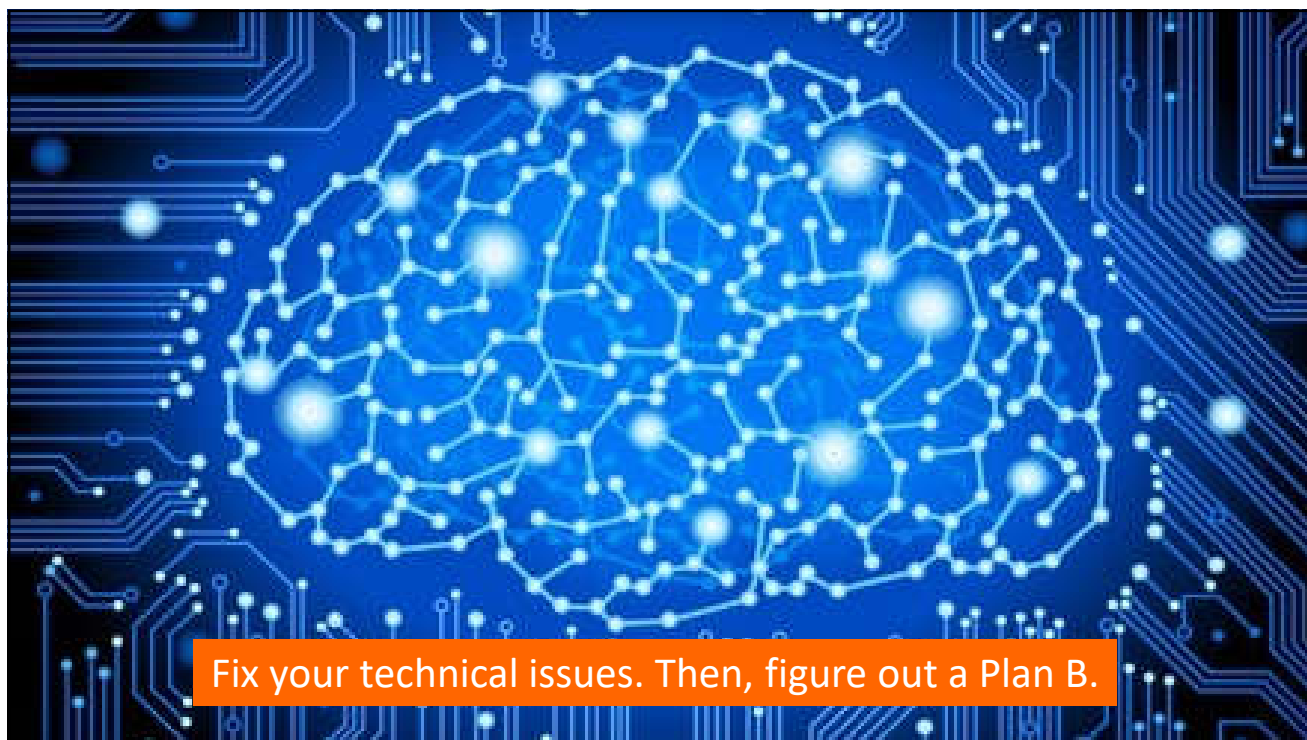
Fix your technical issues. Then, figure out a Plan B.

NO-PIXEL MARKETING

- Integrates your online and offline marketing efforts.
- Widely used for cross-device targeting.
- Allows you to make better use of your historical data/information.
- Examples: Google Customer Match, Facebook Custom Audience, Twitter Tailored Audience

A solid follow-up program is crucial to your success.

*Email * Triggers * Retargeting * SMS * Push Notifications*

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Things you should know

- The majority of your success is dependent on items outside of the envelope.
- Thrusts, triggers, transfers and texts ALL have a place in your plan.
- Dynamic/contextual emails will replace frequency.
- You aren't mailing enough.
- The good news is email addresses are one of the top two profiling tools you have in your arsenal. The bad news is that email addresses are one of the top two profiling tools you have in your arsenal.
- The ESPs are destroying your program. You have the power to stop them.
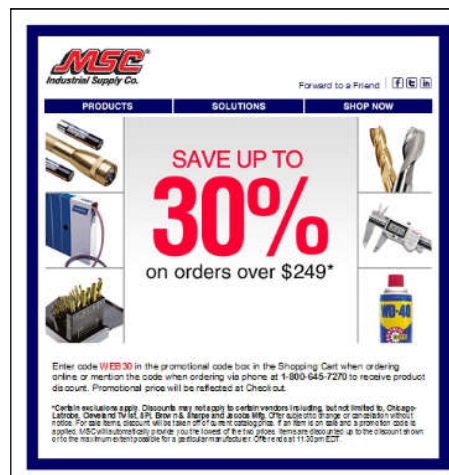
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There are lots of ways to get new names

- Usual suspects
  - Entrance and exit pops
  - Eyebrows (top)
  - Catfishes (bottom)
  - Hoppers
- Incoming customer service emails
- Inbound phone calls
- Live chat
- In-store sign-ups
- ECOA (email change of address)
- eAppend
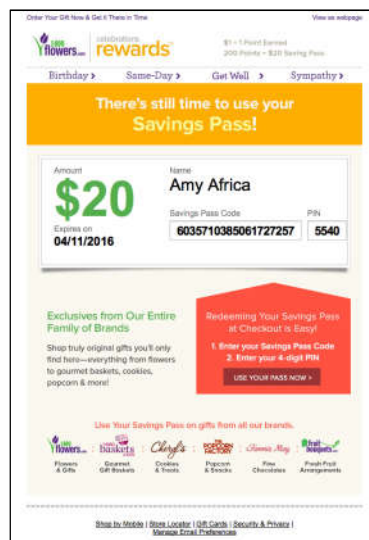

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Onboarding is key

- Your onboarding series should come after or as a continuation of your welcome series.

- Onboarding for 10-12 weeks is one of the best tools for cementing inbox placement. It also reduces churn rate and increases initial conversion by 3x+.

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Reactivation

- Target based on where they are on the ladder
- Schedule them as a series, not individually.
- Utilize several different types of emails
  - Personalized letter
  - Text only (no graphics)
  - Survey
  - Postcard (2-3 links)
  - Hunt/Sweeps/Download/Webinar/Etc.
- No thinly-veiled threats
- Read and react! Measure the results and iterate!

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SMS

- Triggered texts work best, especially those that need immediate actions.

- Test the creative but pay careful attention to timing as well.

- Figure out a throttle plan that you can handle. This is one of the biggest mistakes companies make with SMS.

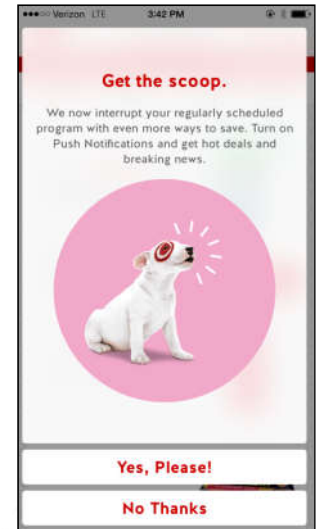- Coordinate blasts with your email program – the 1-2 punch is worth it.
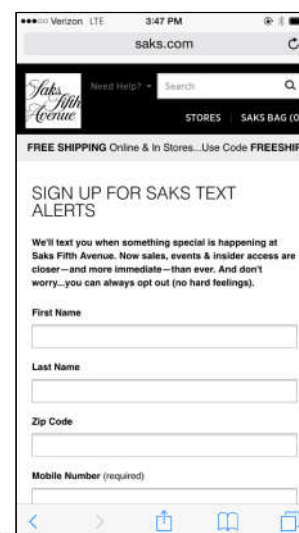
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PNs (push notifications)

- The best performing PNs are typically:
  - Flash sales/limited-time special offers
  - We miss you/come back
  - Contextual
- Should be integrated with your SMS program
- Use a preferences center
- Don't break the permissions

Get the scoop.

We now interrupt your regularly scheduled program with even more ways to save. Turn on Push Notifications and get hot deals and breaking news.

Yes, Please!

No Thanks

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New customer acquisition is not about first click or last click, it's about the path.

MEASURE WHAT MATTERS

*TTI (time to information)
*AAUS (average active user session)
*DTS (days to sale)
*User linking
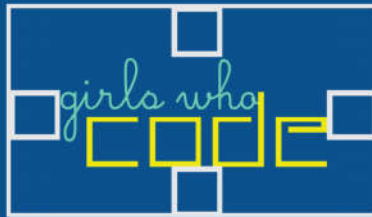*Origin source
*CV (customer value)

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THANK YOU!

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