

# Confessions of an internet shopaholic and other e-tales



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# What do e-tailers know?

1. Know your customer - segmentation is key and data should drive the customer experience
2. Test, test, test - optimization is iterative
3. It's an ecosystem, stupid
4. Create value for the customer at each touch point to move the customer through the value chain
5. Big wins are rare, but little wins in aggregate can be significant

**High CLV**



How it was

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How it is



# Working the ecosystem

## WILLIAMS-SONOMA

- SEO-SEM strategy
  - builds on brand strength
  - 80% of external traffic
  - bricks to ecommerce
- CRM Email Program
  - 16 email series per month
  - Volume driver of repeat business
- Abandon Cart & Web-Retargeting

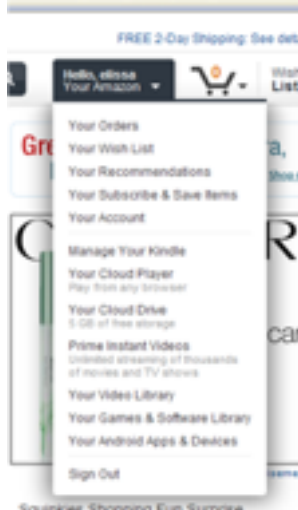


- Card services
- Special offers & comms
- Advance sales

# Funnel focus



- 2m recs in 2 hours
- 60% of purchases



- You may also like
- personalized drop down



- Live Community
- Customer Service
- Linked to 30%+ revs

# A little modeling goes a long way

Propensity powers email and onsite comms

- including mobile
- recommended reads

Uplift of 62%

Mobile propensity model  
Recommended Reads



# Demos + Affinity + Web Analytics = ROI

## Best performing

FansNY DMA - 3.6X

Islanders Look alikes 3.3X

Hockey 2.2X

## Demographic breakdown

Men most purchases

Hockey Moms subset, Women ages 45-54 - ranked 3rd (gender + age breakdown)

## Plus Abandon cart target

Raised ROI to 4.4X

Category	Audience	Platform	Size
Super Fans	Influencers	Twitter	20K
	Talk Show Listener Islander Fans	FBIG	15K
	Known Buyer Islander Fans	FBIG	10K
	Top Instagrammers	Instagram	2K
	Nassau/Queens/Brooklyn Followers	FBIG	60K
NYC DMA Fans		Twitter	50K
		FBIG	90K
Top Persuasion Targets			
	Mom Hockey Fans	FBIG	76K
	Mets Fans Hockey Fans	FBIG	300K
	Student Hockey Fans	FBIG	82K
	Military + Protective Services	FBIG	160K
	Hockey Fans Nassau/Queens/Brooklyn	FBIG	180K
	"Look-alikes"	FBIG	200K



# Reclaiming Search

Search represents 47% of traffic to site.

TicketMaster was bidding on most obvious key word terms containing term "tickets"

Complementary SEM effort to TicketMaster  
 Focused more on brand terms

Started testing limited spend of key brand terms  
 with great results - \$6:\$1 ratio

Over time optimized to 13x ROI

Referrer Types  
 NHL New York Islanders  
 October 2017



Keyword	Imps.	CTR	Conv. value	Conversions
New York Islanders	25,157	3.10%	\$11,803	86
Hockey tickets NYC	8,470	10.04%	\$6,506	50
New York Islanders game	3,528	8.13%	\$6,759	41
Islanders home games	1,272	13.21%	\$2,787	23
John Tavares Islanders	6,319	1.44%	\$1,079	10
Islanders schedule	3,206	6.21%	\$1,819	12
Barclays Center games	5,526	3.77%	\$1,600	10
Hockey tickets	7,612	5.90%	\$1,144	10
NY Islanders	3,117	2.14%	\$634	3
Barclays Center	3,191	1.60%	\$610	3
Barclays Center Islanders	1,149	4.90%	\$302	6
Barclays tickets	732	3.96%	\$204	1
Capitals	1,795	0.73%	\$108	1
Things to do in Brooklyn	48,574	0.17%	\$40	1
Barclays Center sports	515	4.47%	\$70	1
Barclays center events	4,088	2.18%	\$34	1



# Applying it to Publishing

## Retargeting:

120% Growth yoy

- Abandon Cart "Cookied"
- Retargeted on web advertising networks

Impressions	5,267,607
Clicks	6,486
Conversions	1,457
Conversion Rate	0.03%
Orders	1,608
Revenue	\$182,953
Spend	\$ 28,394
AOV	\$ 113.78
ROAS	644%
eCPA	\$ 19.49
eCPC	\$ 4.38

## Affiliate:

95% Growth yoy

Network of e-tailers

Offer driven communications

Impressions	249,575
Clicks	159,181
Conversion Rate	0.81%
Active Affiliates	975
Revenue	\$249,575
Orders	1,286
Spend	\$ 37,733
ROAS	661%
AOV	\$ 194.07

# Reinventing your email

- Email Makeover Inside & Out
  - Reduced volumes/increased frequency – 5X lift
  - Targeted two customer segments only
  - Decision tree structure
  - Improved/personalized creative
  - Device responsive
  - Combined with onsite optimization - drives revenue spikes across ecommerce platform

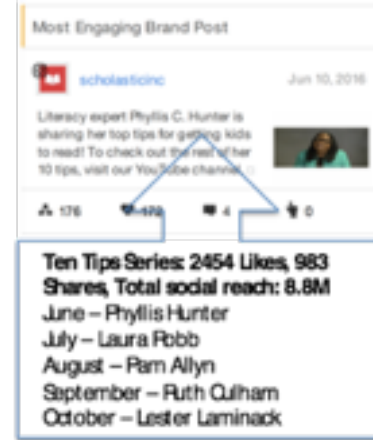


# Authentic community pays back

- Up 45% in 2016
  - Leverage audience across key mediums (FB, Twitter, LinkedIn, etc.)
  - Target viral impact across key audiences (educators, NGO's, policy makers, parents, family orgs, etc.)



**Super Reader Community – avg post gets 169 shares, averaging 10M audience**



# Get ready...

