

Improving Purchase Conversion and Frequency

Converting a non-buyer into a buyer is just the first piece of the puzzle; once you've activated new buyers, you must work diligently to maximize customer lifetime value, which is a function of three key levers: average order value (AOV), purchase conversion and purchase frequency. Assuming there's willingness to pay for things (AOV), let's drill deeper into conversion and the buying frequency.

PURCHASE CONVERSION

Relevance

The easiest route to higher conversion numbers is relevance, and Horizon-powered content yields an unrivaled level of 1:1 personalization. For maximum lift, you should leverage Horizon recommendations across all channels: email, onsite and mobile.

Consider these client data points:

- Online retailer Country Outfitter saw a 20% improvement in email purchase conversion after introducing dynamic personalization
- Brazilian commerce company AMARO leveraged Scout (Sailthru's onsite recommendation tool) to drive a 21.1% lift in purchase/visit conversions
- Spin Media saw a 3x improvement in PVs/visit through with onsite personalization

Timing is another key driver of relevance in marketing, which is what makes automated triggers so high-impact. You can do this in Sailthru by leveraging Smart Strategies to automatically deploy messages and offers when they will be most relevant to your customer base.

Abandonment

Cart and browse abandonment messages are some of the strongest revenue producers across our client base. Building and deploying these tactics are straightforward with Sailthru's Purchase and Event APIs and have proven to drive quick returns for clients.

Jewelry retailer Alex & Ani, for example, recently used Sailthru to introduce a new abandonment series that spurred a 73% improvement in overall revenue from email.

Cross-Device Messaging

It's important to mind the mobile conversion gap (desktop purchase flows typically outperform mobile site conversion by a factor of 2-3x). If you see extensive browsing activity on mobile platforms that's not matched with conversions, and you're not already leveraging Sailthru's mobile SDK, ask your account manager for details. This type of app tracking ensures seamless messaging across all devices.

Urgency / Scarcity

We've said it before and we'll say it again, promotion pushes product and forces like urgency and scarcity only push that much more product. The best incentives (in terms of conversion performance) are time-bound and apply a sense of urgency to the customer such as "today only," "only x hours left," etc. If discounts are off-brand, scarcity tactics - "only 1 left in your size!" - can accomplish much of the same.

Checkout Experience

The single easiest way to improve purchase conversion is to optimize your checkout flow. Make sure the purchase flow is straightforward and fast. Be sure to include prominent calls-to-action (testing button CTAs can drive major incremental gains) and avoid forms that appear too daunting.

PURCHASE FREQUENCY

Relevance

Both relevance and timing are equally as important to purchase frequency as they are to purchase conversion. Sailthru client [delivery.com](#), for example, has driven a 25% increase in its active buyer base by deploying hyper-targeted emails to its audience. Another client, [Savored](#), a Groupon company, used Sailthru's analytics to uncover a heightened risk of churn following 60 days of customer inactivity; from there, they deployed automated win-back triggers at day 45 and ultimately improved customer purchase frequency by 15%.

Loyalty Programs

Loyalty programs (a la [Hotel.com](#)'s "stay 10 nights and get a night for free") are powerful for improving purchase frequency, especially as the customer approaches the reward threshold. This particular study found that purchase frequency increases 20% when customers are close to earning a reward (assuming, of course, that you're messaging the customer to remind them that the reward is in sight).

Gifting and Occasions

Customers are often set in their ways when it comes to purchase cycles, but special occasions provide an opportunity to disrupt those cycles. The holiday season is the most obvious application of occasion marketing, but there are plenty of other opportunities with seasonal events like Back to School or the start of summer. Relatedly, use these occasions to put the gifting bug in the customers' ears; if they won't buy for themselves, there's still an opportunity to persuade them to buy for others - think "wedding season," etc.

Account Reminders

If customers can maintain a credit balance on your site, you can craft high-impact campaigns along the lines of "Hurry, you have \$150 worth of credits to use" (even if there truly is no hurry - remember, urgency!). An even more effective strategy is to hint at the tangible return of those credits. For instance, if you sold books for ~\$10 each, you might say "Hurry, we have 15 free books waiting for you" (and then caveat as needed in the message). Not surprisingly, the urgency approach can often also be aided by reminders as sale periods near completion.