

**Ecuația de Creștere
în E-commerce**



Valentin Radu

CEO & fondator la Omniconvert

- > Antreprenor, 40 ani, Bucuresti
- > Fondator la 4 companii (2 exit-uri, 1 esec, 1 functional)
- > Bucuros ca sot si tata a 2 copii
- > Rasfatat de ajutorul a 35 de colegi



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1. Ecuatia de crestere in eCommerce
2. Factorii de generare venit in eCommerce
3. Concluzii



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Ecuatia de crestere in eCommerce



Photo by [Miguel Á. Padriñán](#) from [Pexels](#)



Jay Abraham

Sunt doar 3 moduri de a creste o companie

1

Cresterea numarului de clienti

2

Cresterea numarului de clienti

3

Cresterea frecventei de cumparare a clientilor

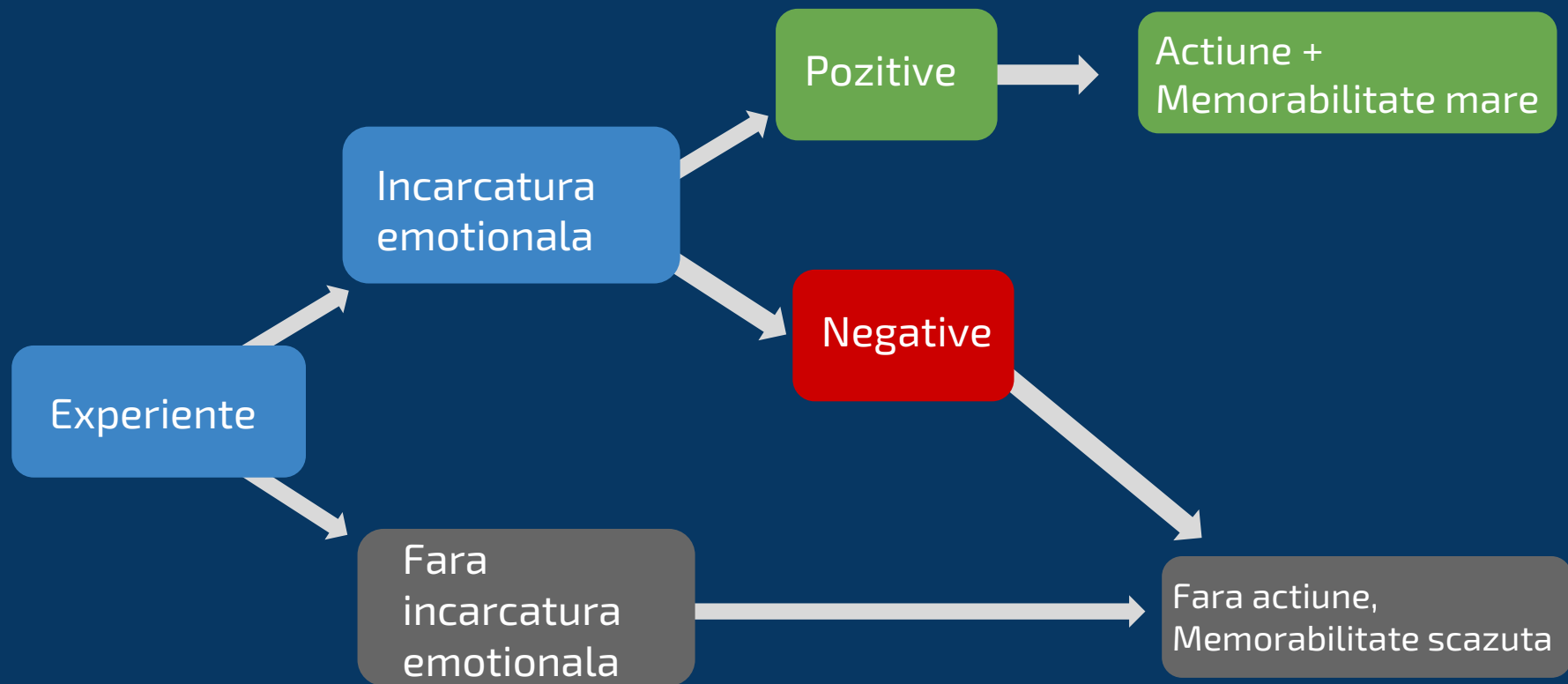




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4215 metri





Cumpararea este generata de:

Emotie sau **Ratiune?**



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95%

of our purchase decision making takes place subconsciously

Gerald Zaltman (Harvard Business School Professor)



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Cine este mai important pentru Business?

Clientul sau **Produsul?**



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Ce faceti cu raspunsul emotional al
clientilor dupa livrare?

(NPS, satisfactie clienti, etc)



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Suntem aici

Economia experientei

Economia serviciilor

Economia industrială

Economia agrară



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Alibaba breaks Singles Day record with more than \$38 billion in sales

PUBLISHED MON, NOV 11 2019-3:33 AM EST | UPDATED MON, NOV 11 2019-2:03 PM EST



Arjun Kharpal

SHARE



KEY POINTS

- Chinese e-commerce giant Alibaba set a sales record on Singles Day, the world's largest 24-hour shopping event.
- Gross merchandise value, GMV, a figure that shows sales across Alibaba's various shopping platforms, surpassed last year's 213.5 billion yuan record.



TRENDING NOW



Dr. Fauci says to take vitamin D if you're deficient — here's how to know



Uber wins legal fight to regain London license



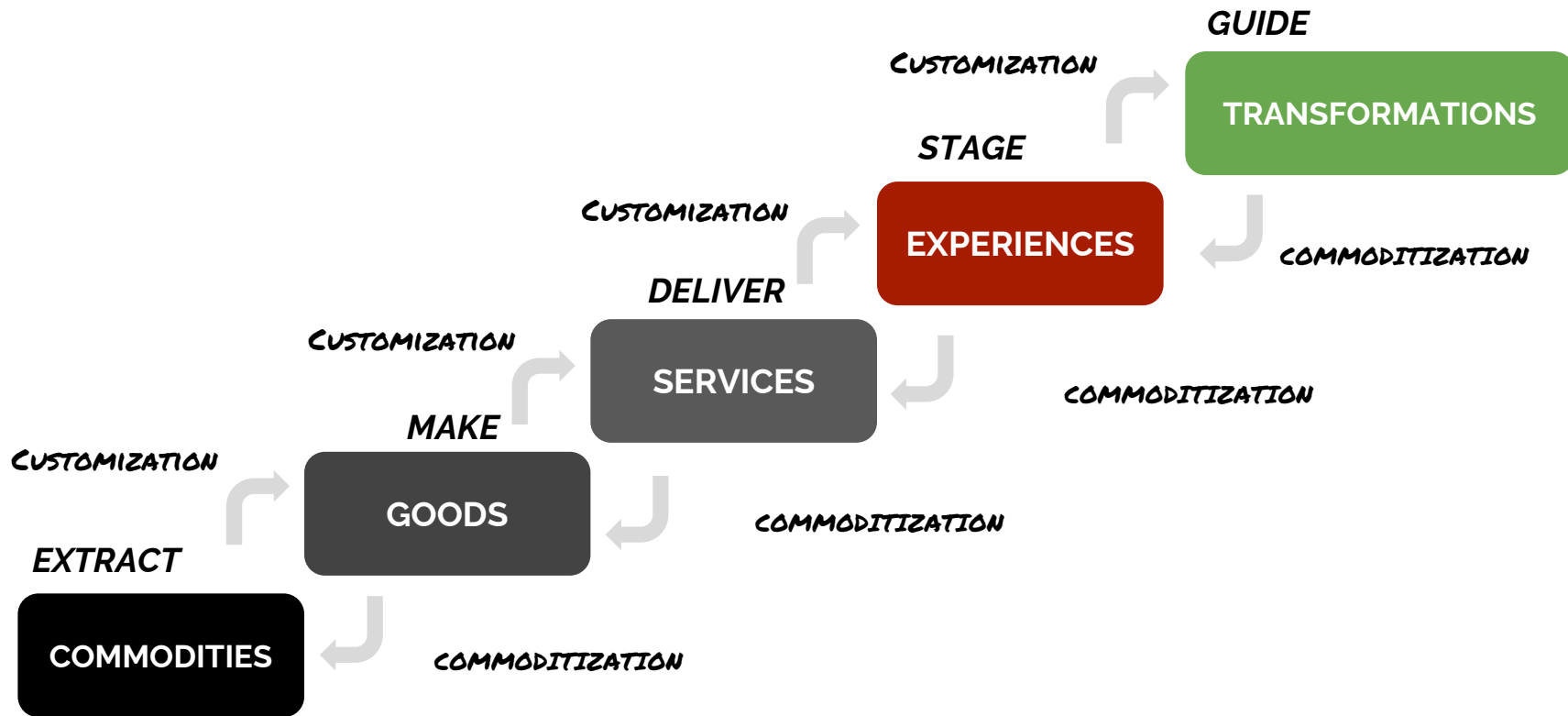
K-pop sensation BTS' label prices IPO at top end of range

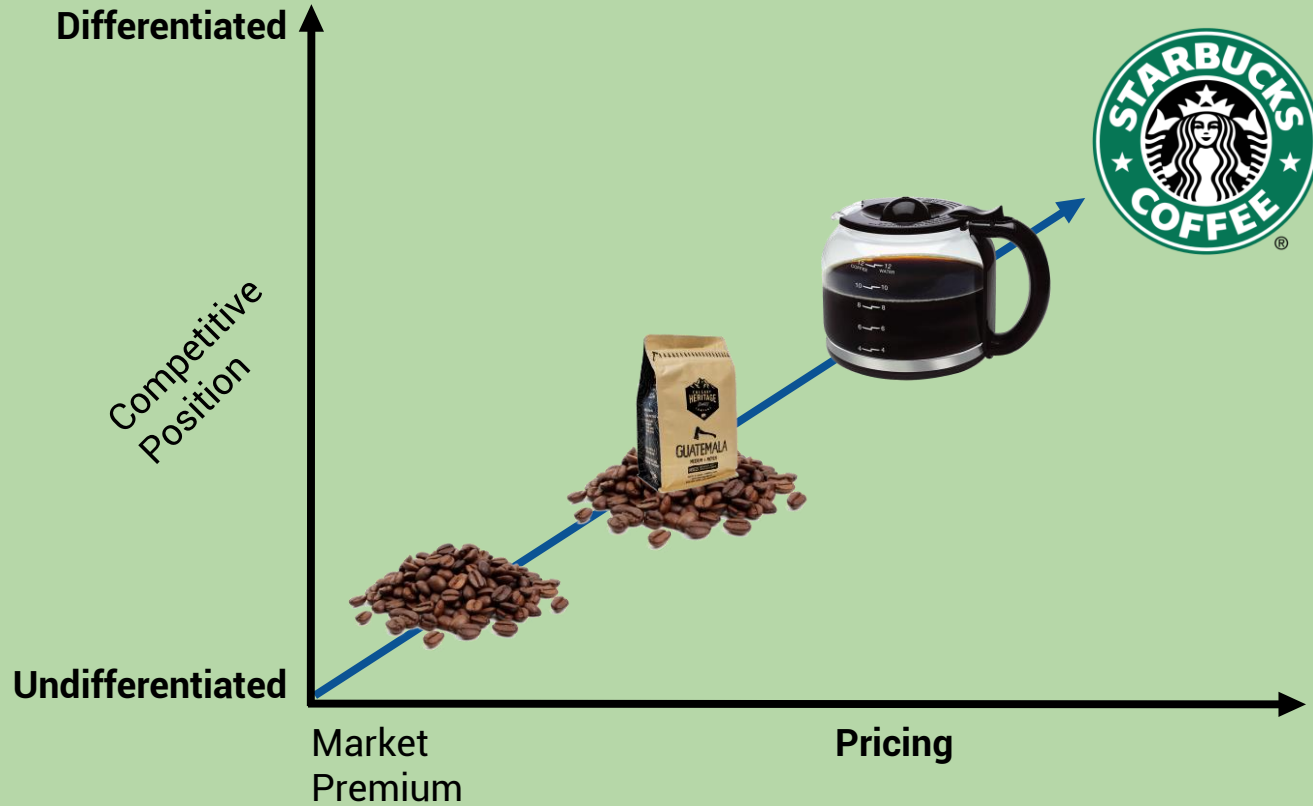


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Cea de-a 10-a aniversare a celei mai mari zile de cumpărături din lume a început sâmbătă la Shanghai cu o gală de patru ore care a văzut pe scenă **Mariah Carey**, Allen Iverson și **Cirque du Soleil**, alături de starurile pop asiatice Jay Chou și Coco Lee.

Peste 200 de milioane au urmărit emisiunea la televiziune și online, a spus Alibaba.





Source: Marketing-class.co.uk



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Companies should think about what they would do differently if they charged admission.

Joseph Pine

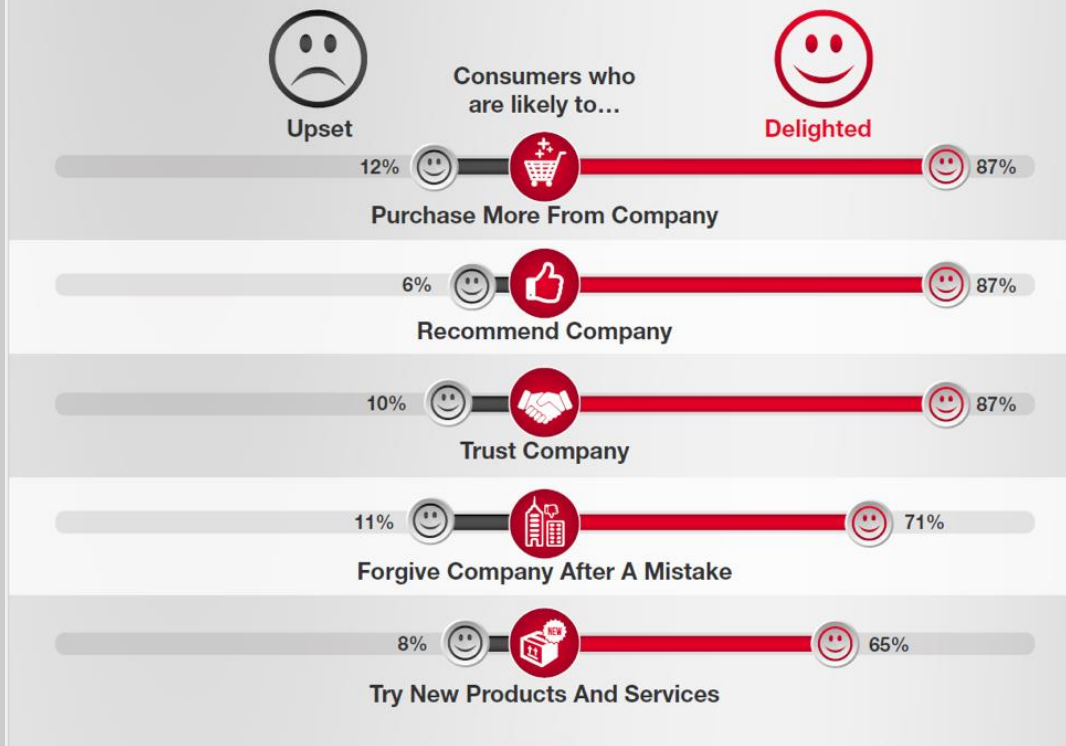


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Poor Emotional Experiences Hurt Loyalty

10,000 U.S. consumers rating 294 companies across 20 industries

How did you feel after interacting with the company?



Temkin, Customer Experience Matters 2016

Ecuatia de crestere in eCommerce

(varianta comuna)

$$\mathbf{T} \times \mathbf{CR} \times \mathbf{AOV} = \mathbf{G}$$

Traffic Conversion Rate Average Order Value Growth



Jay Abraham

There Are Only Three Ways To Grow Any Business

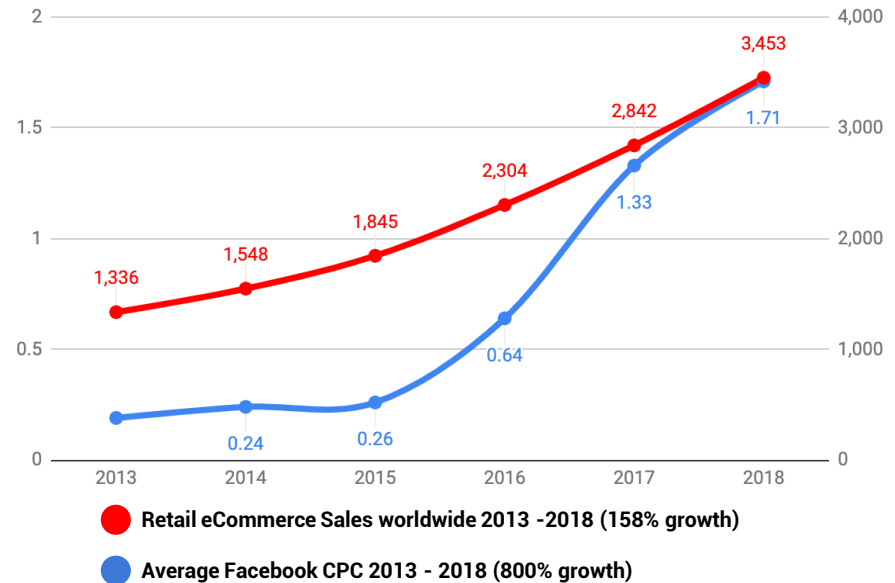
- 1** Increase the number of clients
- 2** Increase the average transaction per customer
- 3** Get each customer to buy from you more often

◀ **OVERUSED
+ NOT MOVING
THE NEEDLE ON
THE LONG RUN**

Mai multi Clienti = Trafic

Achiziționarea clienților este mai scumpă ca niciodată

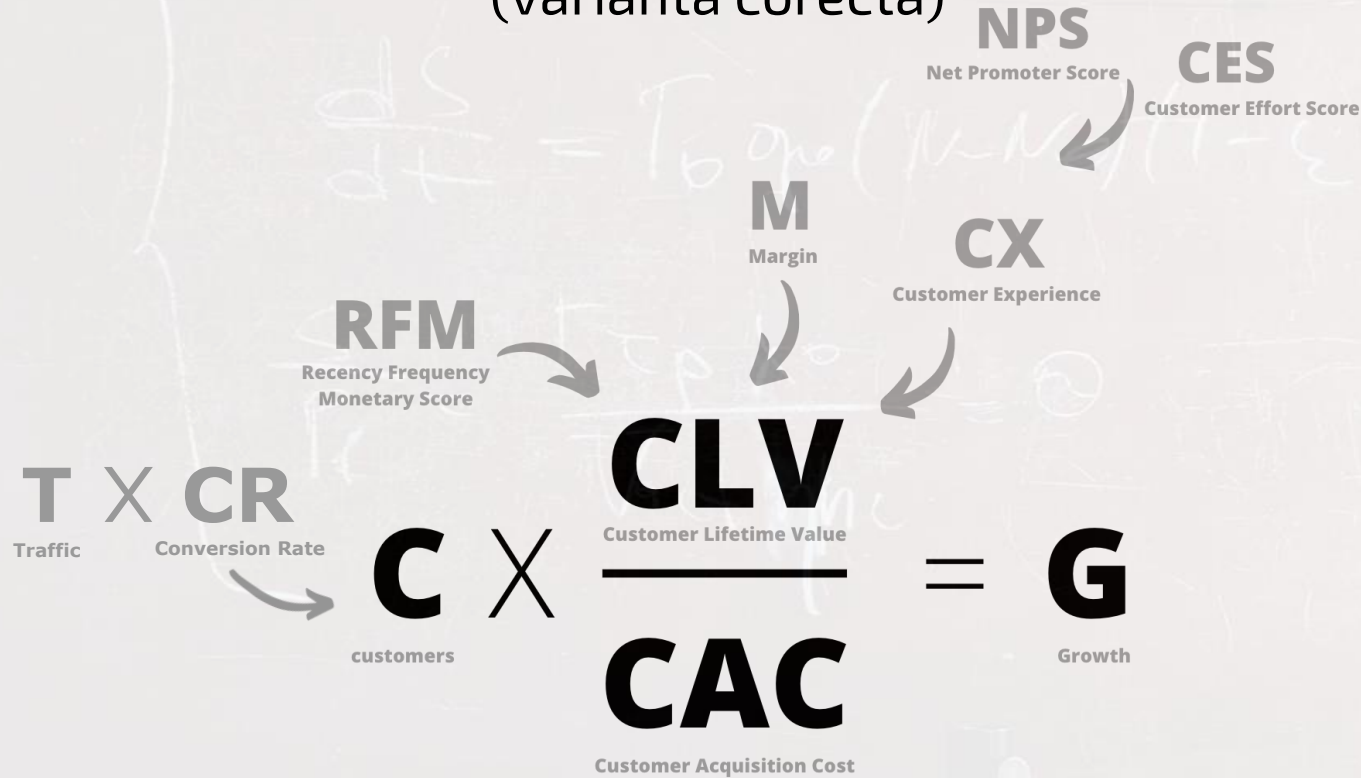
Din 2013, Facebook CPC a crescut de 8 ori, în timp ce vânzările cu amănuntul de comerț electronic la nivel mondial au crescut cu 158%



**Source: Wordstream state of Facebook Advertising, eMarketer and Statista*

Ecuatia de crestere in eCommerce

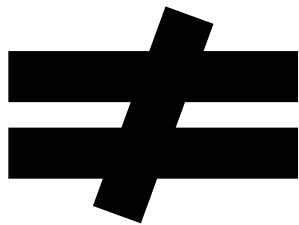
(varianta corecta)



Metodologia de crestere in eCommerce

- 1 Monitorizați CLV și KPI-urile care îl afectează - Retenție, NPS, CES, ADBT, OpC, Adezivitatea cohorței a doua lună etc.
- 2 Schimbați modul în care compania dvs. definește „succesul”. Conștientizați toată lumea despre importanța CLV: nu este un KPI de marketing, ci o măsură de succes la nivelul întregii companii.
- 3 Găsiți-vă ICP-ul (profilul de client ideal) prin segmentarea și analiza RFM.
- 4 Optimizați cartografierea călătoriei clienților. Îmbunătățiți experiența clienților la ICP-uri
- 5 Găsiți produsele toxice, obiceiurile de cumpărare și anomaliile. Optimizați sortimentul de produse
- 6 Mutați concentrarea achiziției către ICP. Optimizare continuă prin testarea A/B a cohortelor
- 7 Organizați campanii de personalizare în curs de desfășurare pe toate canalele: e-mail, reclame, site web etc.

Veniturile



**Factorii ce le
genereaza**



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B★FASHION

**11M Euro
Venituri**



ΔΩΡΕΑΝ ΜΕΤΑΦΟΡΙΚΑ

Δωρεάν αποστολή για παραγγελίες άνω των **34.99 €**

**11
tari**



ΧΡΕΙΑΖΕΣΤΑΙ ΒΟΗΘΕΙΑ;

Κάλεσε στο **2111981275** : Δευτέρα έως Παρασκευή 09:00 - 20:00 , Σάββατο 10:00 - 17:00

**90
Angajati**



**ΕΠΙΣΤΡΟΦΗ ΤΟΥ
ΠΡΟΪΟΝΤΟΣ**

Αν το προϊόν που αγόρασες δεν ανταποκρίνεται στις προσδοκίες σου, μπορείς πάντα να το επιστρέψεις ή να το αντικαταστήσεις.

Οι τοπ.κατηγορίες μας

Μπουτάκια
Μπέτες
Πάνινα
Χαμηλά παπούτσια
Αθλητικά παπούτσια
Ψηλά παπούτσια
Πλατφόρμες
Δερμάτινα παπούτσια

Καθημερινά φορέματα
Επίσημα φορέματα
Τουνίκ
ΦΟΥΣΤΕΣ
Ολοσωμες φόρμες
ΓΥΜΝΑΣΙΑ ΕΞΟΡΟΥΧΑ
ΑΘΛΗΤΙΚΑ ΡΟΥΧΑ
Τσάντες/Πορτοφόλια

Πουκάμισο
Μπλουζες με μακριά
μανίκια
Πουλόβερ
Ζακέτες
Μπαλέρο
Κοντομάνικες μπλουζες
T-shirt
Τοπάκια

Μακριά παντελόνια
Τζιν
Κολόν
Μπουφάν / Αδιάβροχα
Παλτό
Σακάκια και Γιλέκα
Γιλέκο
Παλτό

Επέλεξε χώρα

Bulgaria
 Czech Republic
 Germany
 Hungary
 Poland
 Slovakia
 Spain

Croatia
 France
 Greece
 Italy
 Romania
 Slovenia
 United Kingdom

2019

B*FASHION

Symptoms

YOY Revenue: +105%

YoY LTV: -20%

NPS: <40

CLV/CAC: <1.5

Retention rate: <20%



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B*FASHION

Care erau simptomele?

YoY LTV: -20%

NPS: <40

CoCA vs LTV: <1.5

Retention rate: <20%



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B*FASHION

**20X less
revenue**



ΔΩΡΕΑΝ ΜΕΤΑΦΟΡΙΚΑ

Δωρεάν αποστολή για
παραγγελίες άνω των **34.99 €**

**1
country**



ΧΡΕΙΑΖΕΣΤΑΙ ΒΟΗΘΕΙΑ;

Κάλεσε στο **2111981275** : Δευτέρα έως
Παρασκευή 09:00 - 20:00 , Σάββατο 10:00 -
17:00

**<10
employees**



**ΕΠΙΣΤΡΟΦΗ ΤΟΥ
ΠΡΟΪΟΝΤΟΣ**

Αν το προϊόν που αγόρασες
δεν ανταποκρίνεται στις
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Κοντομάνικες μπλουζες
T-shirt
Τοπάκια

Μακριά παντελόνια
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Μπουφάν / Αδιάβροχα
Παλτό
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Γιλέκο
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Επέλεξε χώρα

Bulgaria
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 Germany
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 Poland
 Slovakia
 Spain

Croatia
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 Greece
 Italy
 Romania
 Slovenia
 United Kingdom

2019



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✓ 5.000 de stickere

✓ 5 studenti

✓ 3 nopti

✓ ROI:



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- ✓ **Campanie stradala, timp de 2 saptamani, Bucuresti & Constanta**
- ✓ **18 hostesses**
- ✓ **ROI: ↑**



- ✓ 20k DVD-uri oferite gratuit clientilor
- ✓ In timp ce eMAG intra puternic pe piata de asigurari - campanii TV si reduceri importante (dec 2012)
- ✓ In acea luna am avut crestere 45% YoY si nu am pierdut clienti
- ✓ ROI:

 http://bit.ly/titi_aur_rca



Reclama haioasa RCA ieftin - Patentul, caloriferul si lanturile

4,406 views



7



0

Download

360

SHARE

SAVE

...



Campanie TV de aproximativ
100k euro



ROI direct negativ



Nu am facut mare branza pe
masurarea directa



Dar, a ajutat oarecum la marirea
increderii catre clientii online



ROI:



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- ✓ Torturi oferite la aniversarea zilei de naștere a 3.000 de clienți
- ✓ Creștere masivă a NPS-ului
- ✓ Retenție excelentă a acelor clienți
- ✓ Creștere importantă a sursei "recomandare" la întrebarea "de unde ați auzit de noi?"
- ✓ ROI ↑



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Factorii de generare venit in eCommerce

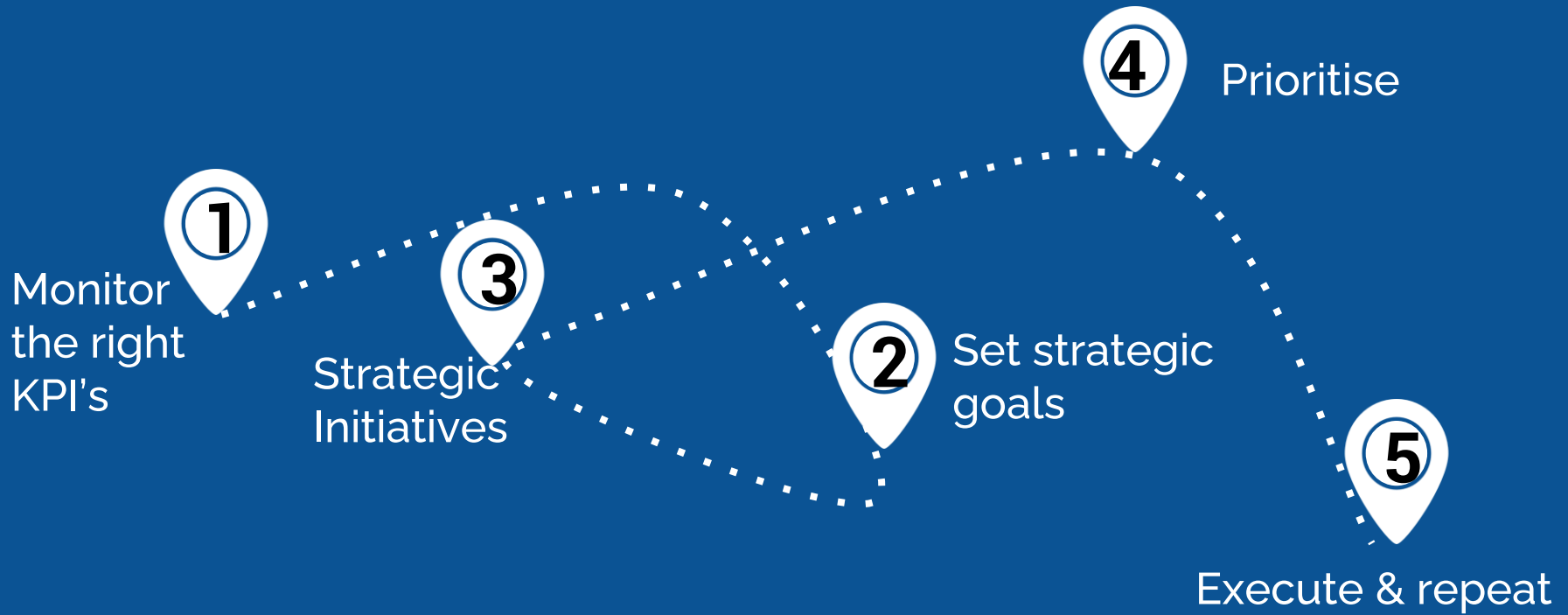


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Photo by [Miguel Á. Padriñán](#) from [Pexels](#)



[Vezi mai mult aici>](#)



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Strategic initiative	OS 1: increase NPS to 75	OS 2: Increase AOV to \$120	OS 3: Increase LTV to \$3400	OS 4: Increase conversion rate to 1.4%	OS 5: Increase retention rate to 65%	OS 6: Increase traffic to 500k/ month	Total impact score
Personalized thank-you letter after the first order	5	1	3	0	3	0	9
PPC Hacking	0	0	0	0	0	4	4
Build / hire a growth team	3	2	2	3	3	3	16
Conversion rate optimization audit	1	1	2	3	3	0	10
Activate a new payment method	0	0	0	2	2	0	4
Find out the conversion killers with on site surveys	1	0	1	3	3	0	8



eCommerce Growth Matrix

**The strategic approach
to grow your eCommerce**



eCommerce Growth Matrix

It's tempting to always be chasing a "silver bullet" for growth. But constant growth doesn't happen overnight. Don't search for a single idea that will save your business and make it reach the sky.

Start using this free growth matrix for your eCommerce

<https://goo.gl/8Ttyv9>



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eCommerce priorities

	Branding	eCommerce Platform	Generating New traffic	Product assortment	Conversion Rate Optimization	Retention Rate Optimization	Operational Efficiency
SMALL	1	2	1	2	3	1	3
MEDIUM	1	1	2	1	1	1	2
BIG	1	1	2	1	1	1	1

1

Must-have

2

Needed

3

Nice 2 have or not useless at this phase

Growth priorities

	Acquisition Traffic & CR	Referral Activation TTFV, Onboarding Rev churn, Refunds	Retention Rate, ICP	Retention LTV, MRR, NMRR,	Revenue NPS, WOM CSAT, Corhorts
Early Stage	1	1	2	3	3
Growth Stage	2	2	1	1	2
BIG	3	3	1	1	1



Must-have



Needed



Nice 2 have or useless at this phase

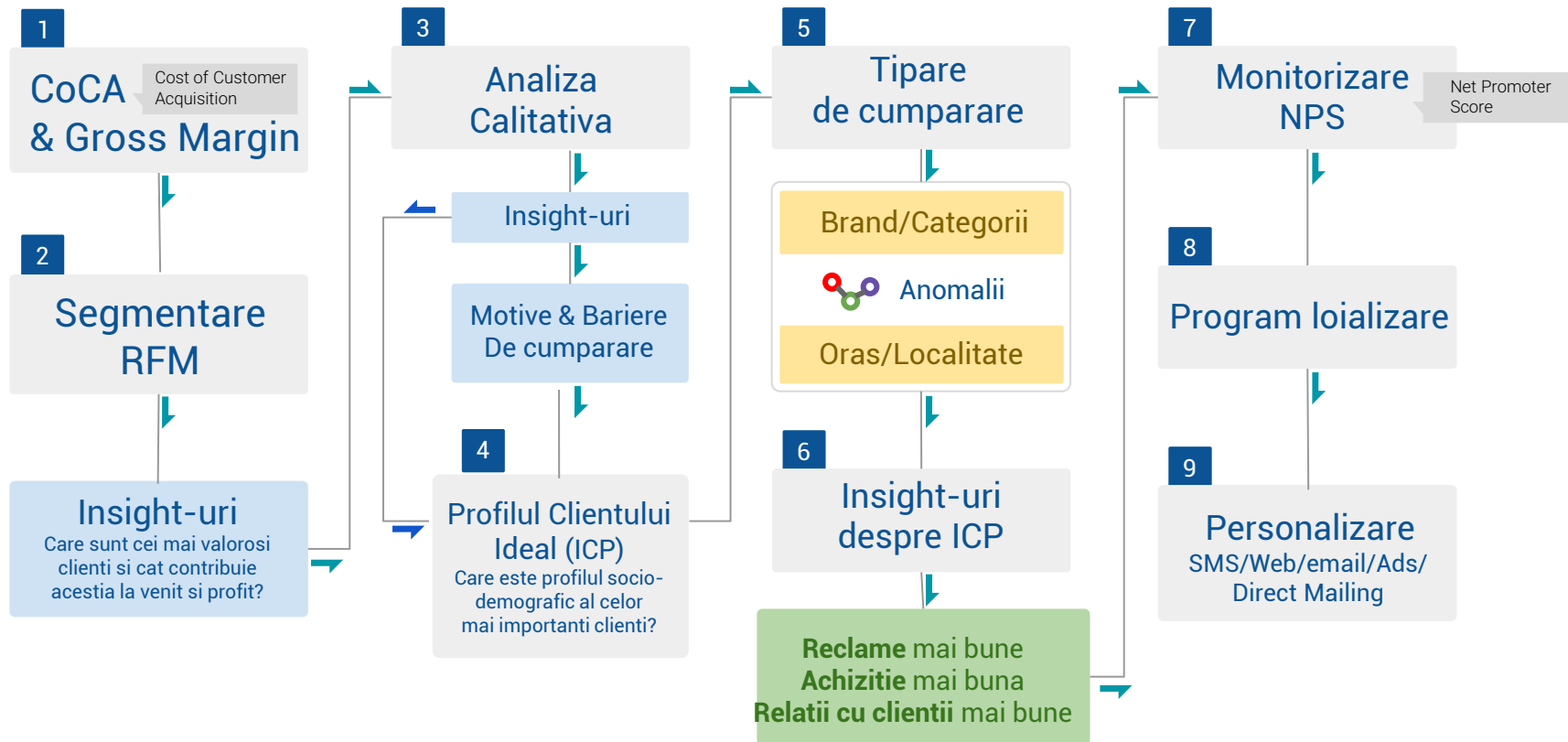


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Customer Experience Optimization

- Metodologia Omniconvert -

Fluxul de activitati

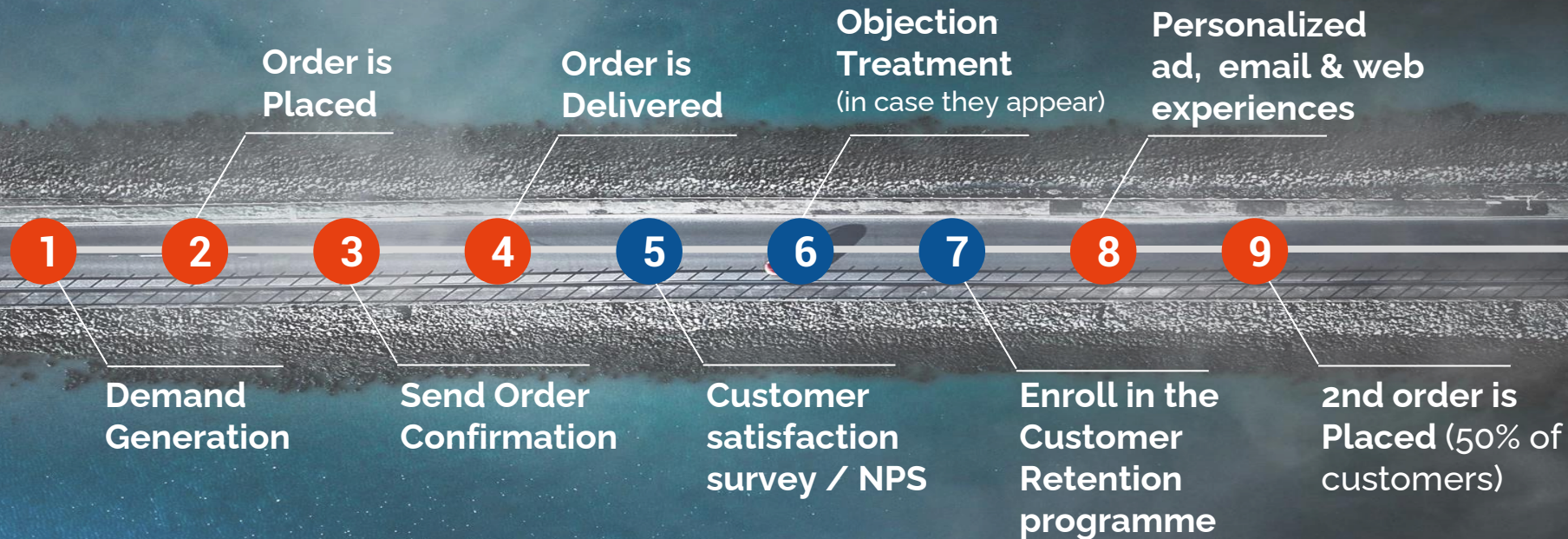


Standard eCommerce Customer Journey



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Advanced eCommerce Customer Journey



1

Determinarea costului de achizitie (CoCA) & Marja Bruta (Gross Margin)

$$\text{CoCA} = \frac{\text{Costul de media} + \text{Instrumente de marketing} + \text{Salarii dep. Marketing} + \text{Cheltuieli regie}}{\text{numarul de clienti noi}}$$

*Costul de achizitie a clientului (**CoCA**) inseamna pretul pe care compania il plateste pentru a achizitiona un nou client, alocand toate cheltuielile aferente.*

***Marja bruta** este raportul dintre veniturile obtinute din vanzarea produselor si costul de achizitie al acestora, calculat ca si procent.*

Segmentarea RFM

În baza unei [analize](#) pe 176 de magazine de comerț electronic și 18 milioane de clienți, top 1% dintre clienți generează venituri de 18 ori mai mari decât clienții de talie medie.

În baza unei analize interne Omniconvert pe clienții clienților săi, luând în considerare costul de achiziție și valoarea marjei brute, top 1% dintre clienții deja existenți valorează ca 350 de clienți noi.

2

Segmentarea RFM

Segmentarea RFM este o metodă de grupare a clienților în funcție de recenta, frecvența și valoarea monetară pe care au generat-o companiei în întregul istoric de cumpărare. Aceasta segmentare permite o abordare mult mai relevantă, ținând cont de comportamentul lor specific la momentul măsurării, permitând strategii de creștere a fidelității și valori pe viață a clienților (Lifetime value)

RFM este un acronim pentru:

RECENTA

“Cat de recent a cumparat clientul?”

FRECVENTA

“Cat de frecvent a cumparat clientul?”

VALOARE
MONETARA

“Cat a cheltuit clientul in intregul sau istoric?”

Grupurile RFM

True Lovers

Cei mai valorosi clienti ai companiei, au cumparat cel mai des, de valorile cele mai mari, ultima comanda fiind plasata foarte recent.

Ex-Lovers

Fosti True-Lovers, au abandonat site-ul, iar compania nu stie nici cine sunt, nici de ce.

Lovers

Activi, au plasat cateva comenzi, ultima comanda fiind plasata recent.

Potential lovers

Potential de a deveni clienti foarte activi, au plasat mai multe comenzi decat Flirting.

Flirting

Au plasat comenzi numeroase, de valori mari.

Passionate new guy

Au plasat >2 comenzi, cu o valoare medie mare

Platonic friend

Activi, dar au plasat un numar de comenzi moderate, de o valoare medie destul de mica

About to dump you

Mai degraba inactivi, au plasat ultima comanda de mai mult de 6 luni

Fresh apprentice

Clienti noi, de-abia au plasat ultima comanda

Breakup

Inactive, low value spenders.

Depending on the client base one can define fewer or more of the RFM groups exemplified above. For small client bases there's no need to have a large number of groups. The idea is to have manageable chunks of people that share a particular behaviour in relation to your website.

**1 True Lover generează la fel de
multă marjă
347 de clienți proaspeți.**

**Este inteligent să tratezi pe
toată lumea la fel?**



Soulmates

These customers bought:

- > Most recently
- > Most often
- > Highest monetary values



Depending on the client base one can define fewer or more of the RFM groups exemplified above. For small client bases there's no need to have a large number of groups. The idea is to have manageable chunks of people that share a particular behaviour in relation to your company.

Group Stats

Soulmate			
👤	15.87 K	🏠 / 👤	1.75 K
🛒	174.23 K	🏠 / 🛒	159
🏠	27.75 M	🚫	Unassign

Lover			
👤	52.43 K	🏠 / 👤	915
🛒	303.36 K	🏠 / 🛒	158
🏠	48.01 M	🚫	Unassign

RFM Scores

555			
👤	15.87 K	🏠 / 👤	1.75 K
🛒	174.23 K	🏠 / 🛒	159.26
🏠	27.75 M	🚫	



Ideal Customers

433			
👤	1.21 K	🏠 / 👤	169.21
🛒	3.64 K	🏠 / 🛒	56.40
🏠	205.42 K	🚫	

434			
👤	4.65 K	🏠 / 👤	305.36
🛒	13.95 K	🏠 / 🛒	101.79
🏠	1.42 M	🚫	

435			
👤	5.46 K	🏠 / 👤	669.58
🛒	16.39 K	🏠 / 🛒	223.19
🏠	3.66 M	🚫	

443			
👤	164.00	🏠 / 👤	180.03
🛒	656.00	🏠 / 🛒	45.01
🏠	29.53 K	🚫	

444			
👤	1.73 K	🏠 / 👤	319.26
🛒	6.92 K	🏠 / 🛒	79.81
🏠	552.31 K	🚫	

445			
👤	5.03 K	🏠 / 👤	751.04
🛒	20.12 K	🏠 / 🛒	187.76
🏠	3.78 M	🚫	

453			
👤	13.00	🏠 / 👤	180.48
🛒	69.00	🏠 / 🛒	34.00
🏠	2.35 K	🚫	

454			
👤	756.00	🏠 / 👤	337.24
🛒	4.08 K	🏠 / 🛒	62.56
🏠	254.95 K	🚫	

455			
👤	19.88 K	🏠 / 👤	1.57 K
🛒	190.41 K	🏠 / 🛒	164.08
🏠	31.24 M	🚫	

533			
👤	971.00	🏠 / 👤	167.60
🛒	2.91 K	🏠 / 🛒	55.87
🏠	162.74 K	🚫	

534			
👤	3.38 K	🏠 / 👤	303.24
🛒	10.14 K	🏠 / 🛒	101.08
🏠	1.02 M	🚫	

535			
👤	3.53 K	🏠 / 👤	672.93
🛒	10.59 K	🏠 / 🛒	224.31
🏠	2.38 M	🚫	

543			
👤	169.00	🏠 / 👤	174.44
🛒	676.00	🏠 / 🛒	43.61
🏠	29.48 K	🚫	

544			
👤	1.31 K	🏠 / 👤	319.11
🛒	5.23 K	🏠 / 🛒	79.78
🏠	417.08 K	🚫	

545			
👤	3.52 K	🏠 / 👤	750.56
🛒	14.10 K	🏠 / 🛒	187.64
🏠	2.65 M	🚫	

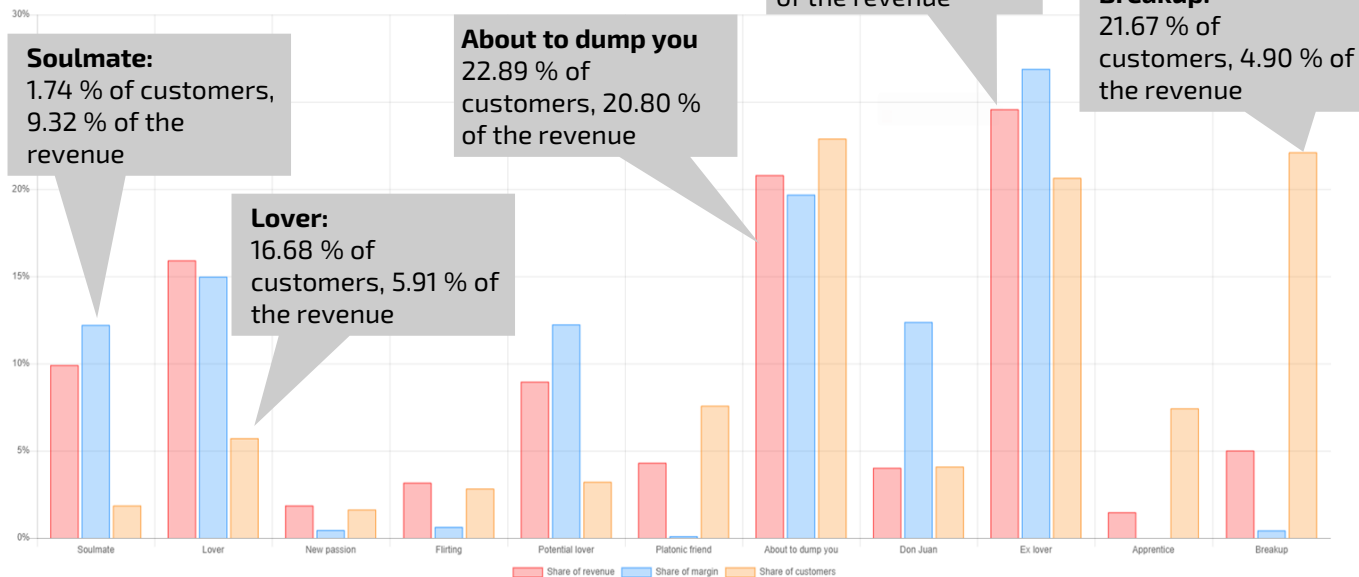
553			
👤	18.00	🏠 / 👤	182.81
🛒	92.00	🏠 / 🛒	35.77
🏠	3.29 K	🚫	

554			
👤	626.00	🏠 / 👤	333.71
🛒	3.39 K	🏠 / 🛒	61.62
🏠	208.90 K	🚫	

RFM Segmentation

• The RFM Analysis •

Revenue vs. Margin by RFM Group

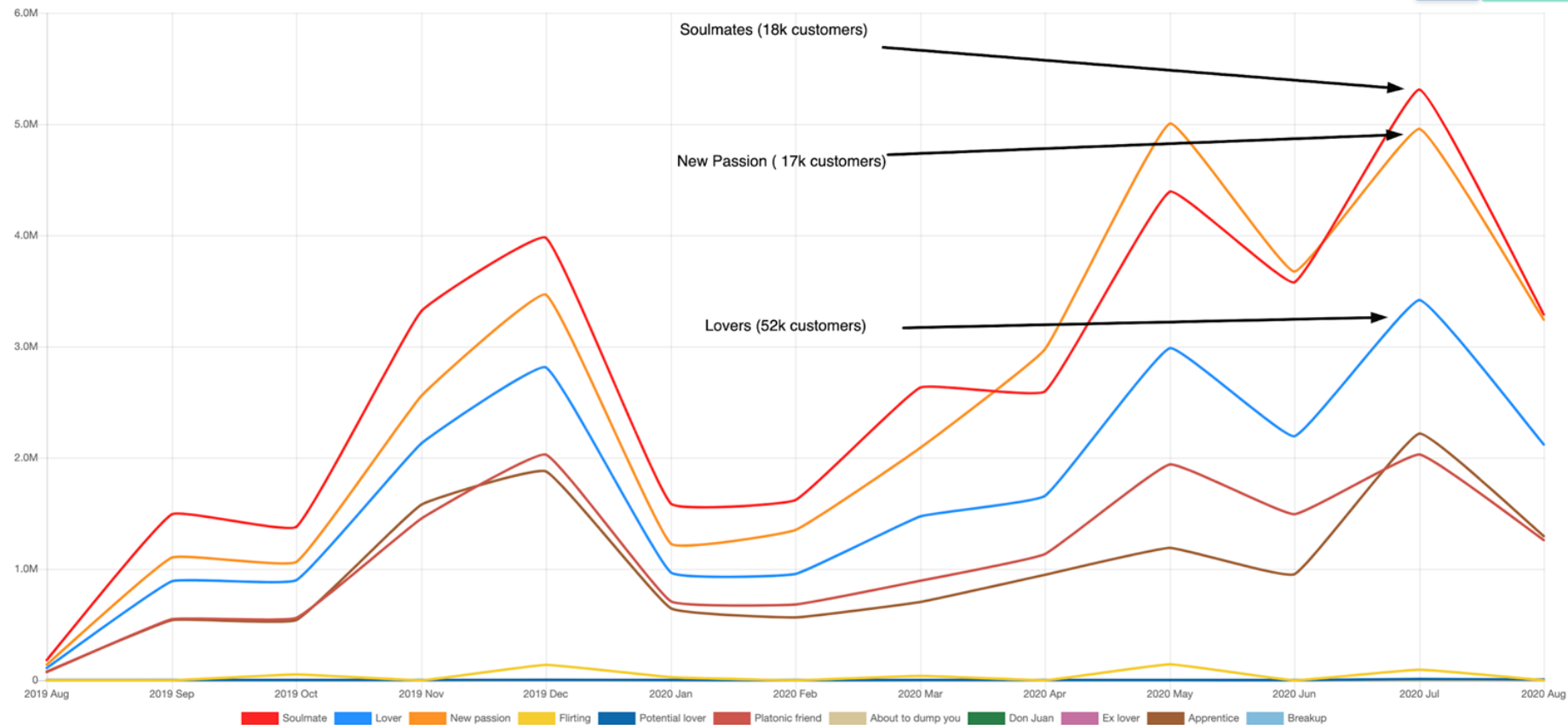


RFM analysis reveals data anomalies that will allow eCommerce managers to understand which are the most important groups of customers when they balance the customer acquisition cost with the margin they generate.

RFM analysis reveals data anomalies that will allow eCommerce managers to understand which are the most important groups of customers when they balance the customer acquisition cost with the margin they generate.



Options





Top Motive de cumparare

1. Diversitate produse
2. Politica retur
3. Customer Support

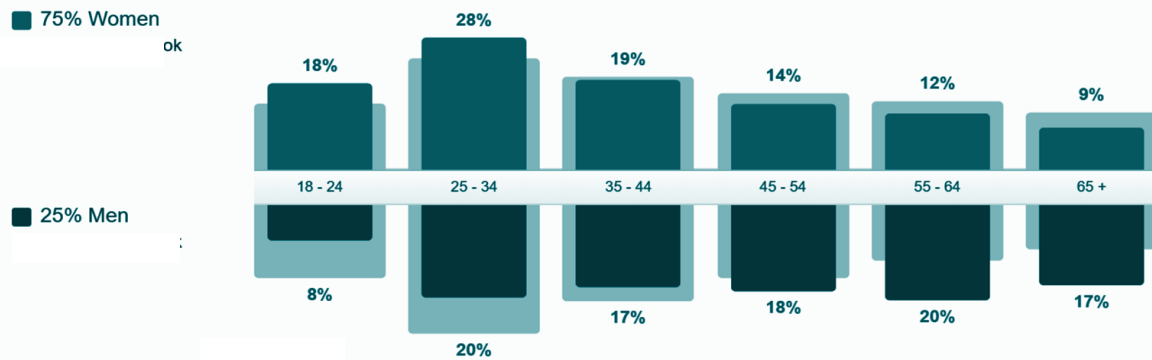
Asteptari

1. Program loialitate
2. Timp de asteptare
3. Prioritate la suport

Top Locations

1. London (35%)
2. Nottingham (18%)
3. Manchester (12%)

Age & Gender





Fa asta

Notă de mulțumire în pachetul de livrare
Înscrieți-vă în programul de concierge
Suport prioritar
Arată avantajele speciale
Reactivare Ofertă specială
Trimiteți un sondaj despre UX
Trimiteți un sondaj despre CX
Ne pare rău pentru ca am calcat pe bec

Cand se intampla asta

După Comanda 5
După Comanda 10
La fiecare comandă
La fiecare vizită de pe pagina de produs
1 zi după perioada de grație
Când se plasează o nouă comandă
Când se livrează o nouă comandă
După orice evaluare NPS <6

New Passion

Acești clienți au cumpărat:

- > Recent
- > Doar o dată sau de două ori
- > Valori monetare mari

$$\text{R} = 5 \quad \text{F} = 1 \quad \text{M} = 5$$

Depending on the client base one can define fewer or more of the RFM groups exemplified above. For small client bases there's no need to have a large number of groups. The idea is to have manageable chunks of people that share a particular behaviour in relation to your website.



Ex-Lovers

Acești clienți au cumpărat:

- > De multe ori
- > Cu mult timp în urmă
- > Valori monetare ridicate

$$\mathbf{R} = 1 \quad \mathbf{F} = 5 \quad \mathbf{M} = 5$$

Depending on the client base one can define fewer or more of the RFM groups exemplified above. For small client bases there's no need to have a large number of groups. The idea is to have manageable chunks of people that share a particular behaviour in relation to your company.



Do this

Cercetare calitativa
Campanii de re-implicare
Bine ați venit înapoi - stimulent
Secvențe de e-mail pentru tratarea obiecțiilor

When this occurs

O data
De îndată ce încep să alunece
Pe baza campaniilor de reactivare
Odata cu cercetarea calitativa

Don Juan

These customers bought:

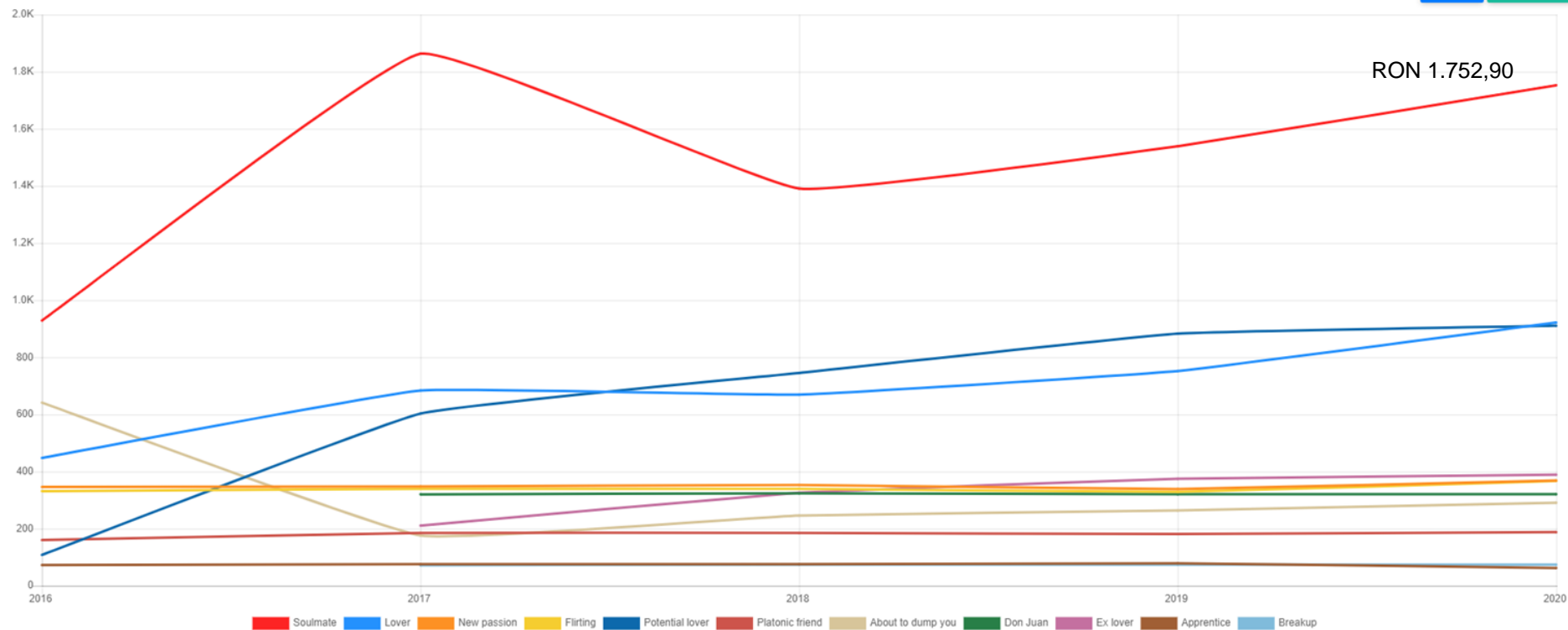
- > A long time ago
- > Only once
- > Big monetary values

$$R = 1 \quad F = 1 \quad M = 5$$

Depending on the client base one can define fewer or more of the RFM groups exemplified above. For small client bases there's no need to have a large number of groups. The idea is to have manageable chunks of people that share a particular behaviour in relation to your website.

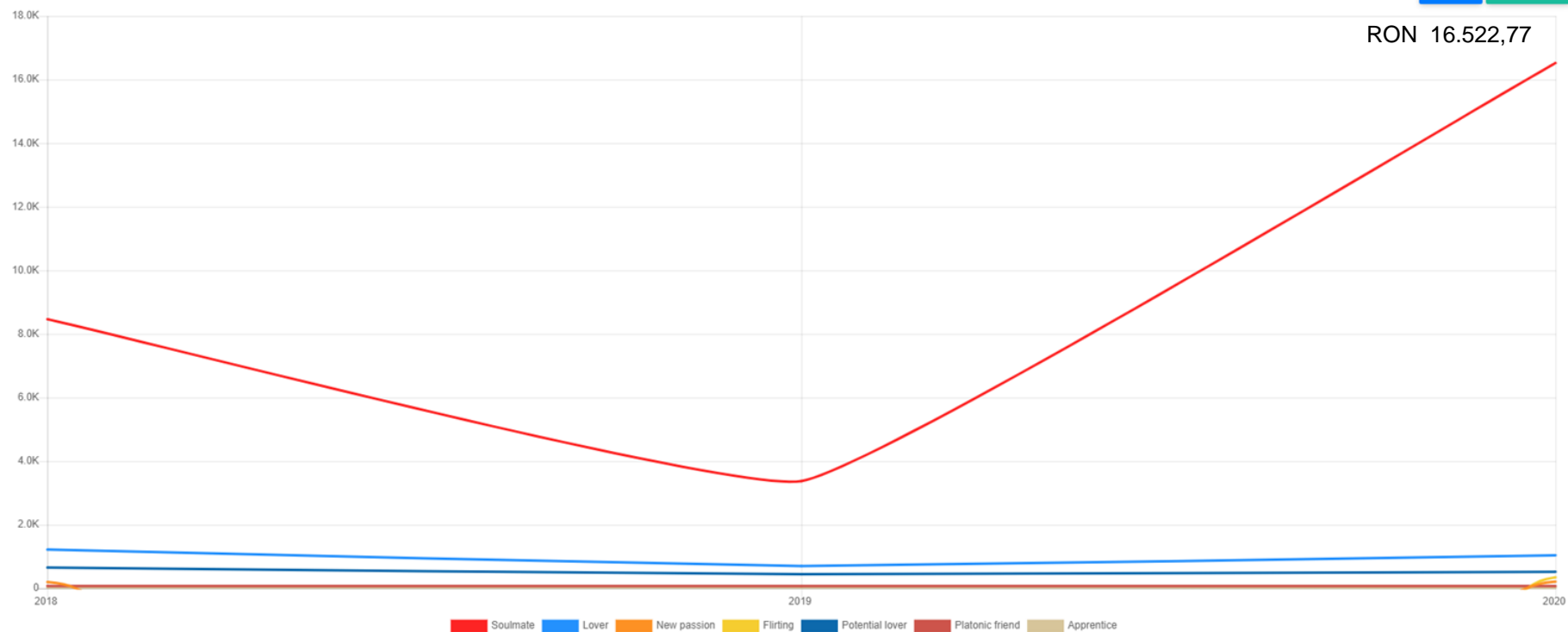
Historical CLV by RFM Group

Info Options



Predictive CLV by RFM Group

Info Options



Cohort Analysis

Cohort Analysis

Cohorts by First Purchase Moment

Graphic Evolution ☐

Amount

Percent

Revenue

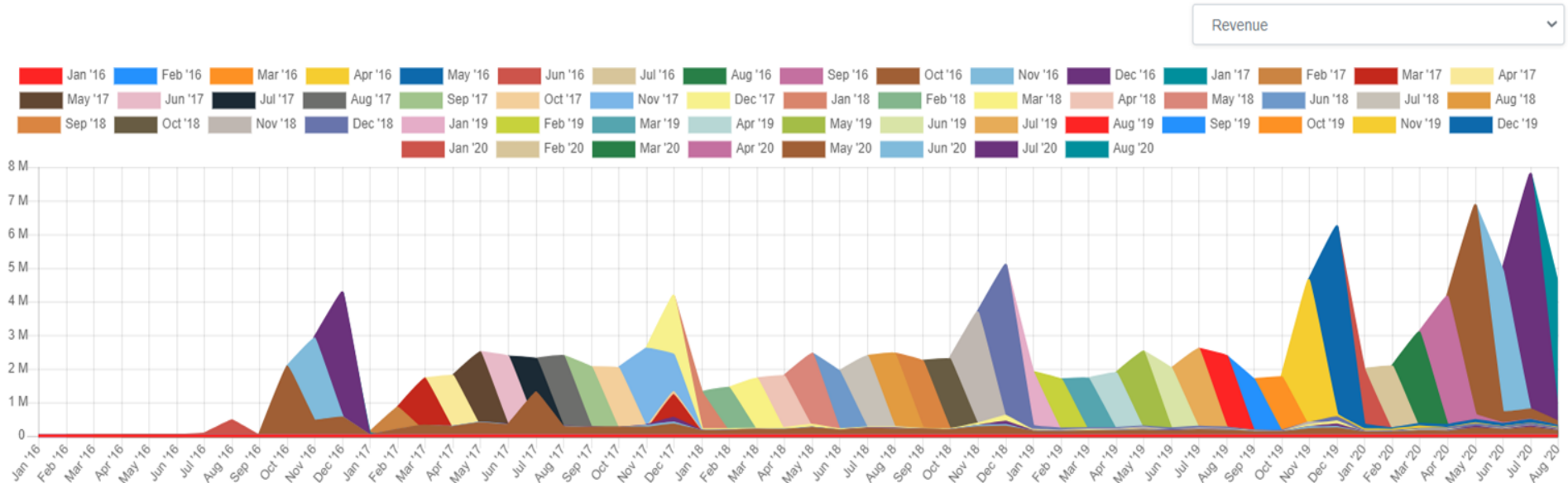


First order placed in	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Total
Aug '19	202.4 K	8.72 %	4.70 %	10.52 %	9.02 %	4.02 %	3.22 %	4.16 %	5.46 %	8.25 %	7.54 %	10.12 %	5.92 %	367.7 K
Sep '19		1.7 M	7.03 %	10.73 %	10.89 %	4.34 %	4.57 %	6.52 %	6.77 %	10.45 %	7.23 %	9.39 %	5.67 %	3.1 M
Oct '19			1.7 M	14.76 %	14.23 %	5.86 %	5.38 %	7.09 %	6.50 %	10.73 %	7.69 %	11.53 %	6.32 %	3.3 M
Nov '19				4.6 M	13.58 %	4.00 %	3.73 %	5.79 %	4.75 %	7.73 %	5.47 %	7.65 %	5.03 %	7.3 M
Dec '19					6.2 M	5.41 %	3.48 %	5.45 %	4.99 %	7.41 %	5.47 %	7.37 %	4.49 %	9 M
Jan '20						2 M	6.78 %	7.08 %	7.11 %	11.14 %	7.88 %	10.81 %	5.99 %	3.1 M
Feb '20							2.1 M	10.19 %	8.03 %	11.17 %	8.62 %	11.38 %	6.30 %	3.2 M
Mar '20								3.1 M	10.44 %	11.97 %	8.33 %	11.28 %	5.95 %	4.5 M
Apr '20									4.1 M	15.13 %	8.80 %	11.19 %	6.71 %	5.9 M
May '20										6.9 M	10.12 %	11.25 %	6.04 %	8.7 M
Jun '20											4.9 M	14.30 %	7.15 %	6 M
Jul '20												7.8 M	9.72 %	8.5 M
Aug '20													4.5 M	4.5 M
Total in month	584.5 K	4.6 M	4.5 M	11 M	14.3 M	5.2 M	5.2 M	7.8 M	9.3 M	15.7 M	11.9 M	18 M	11.2 M	119.3 M
New contribution	34.64 %	36.52 %	38.54 %	41.84 %	43.49 %	38.21 %	39.77 %	39.18 %	44.37 %	43.76 %	41.21 %	43.14 %	40.21 %	41.68 %

The second month stickiness rate is fluctuating a lot - that means, despite the huge potential generated by the last months, going strong since then, there are things that need to be done to keep customer coming back:

- Understand the churn reasons
- Analyze the buying habits & product assortment of the retained customers
- Optimize customer journey

Cohorts by First Purchase Moment





3

Analiza Calitativa

Analiza calitativa este constituita de o serie de survey-uri care vor revela motivatiile si barierele de cumparare in functie de grupul fiecarui client. Cunostintele obtinute de aici vor deveni cruciale in a determina profilul clientului ideal (ICP)

Analiza Calitativa



Prepare the
email lists



Create the
Questionnaires



Send the surveys
(email/SMS/ads)

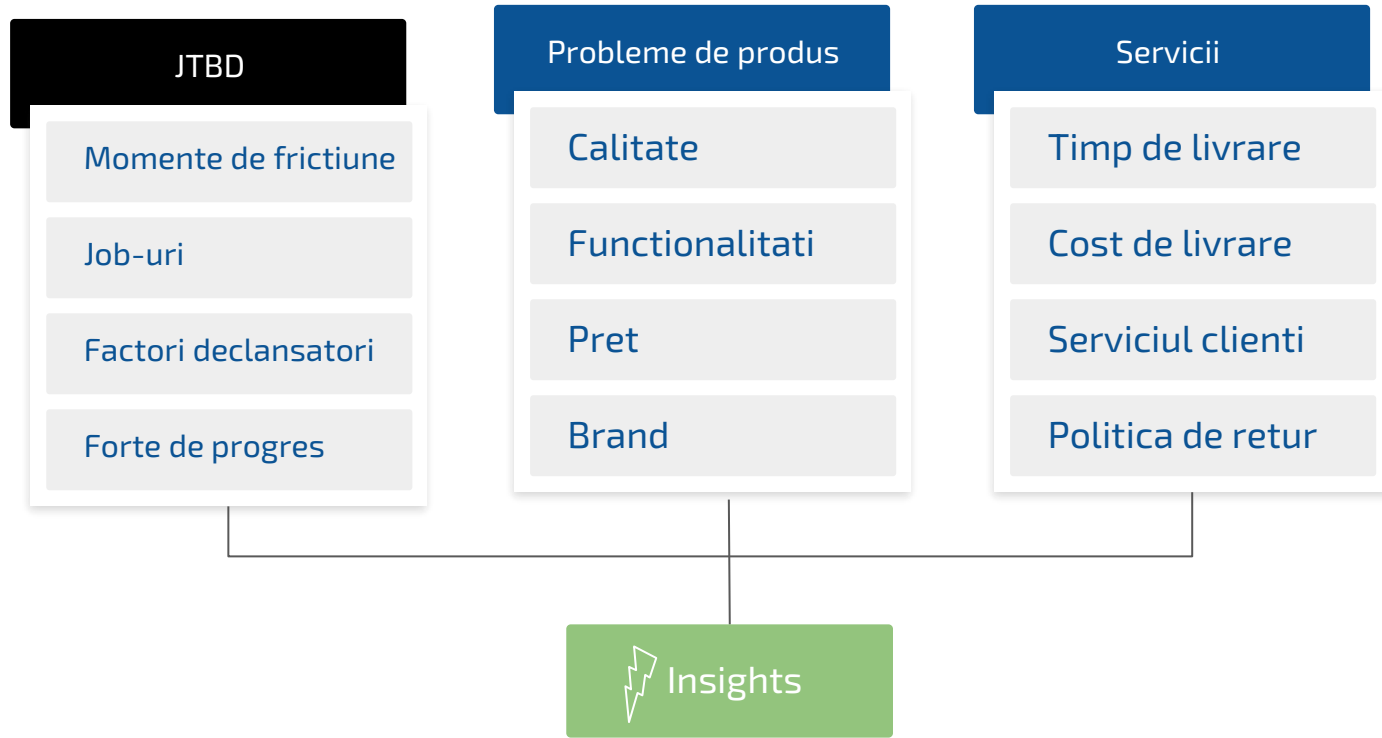


Create the
Reports



Generate the
Insights

Analiza calitativa



	# of recipients	NPS	Demographics	Reasons won	JTBD	Main Barriers	Reasons lost
Soulmates	15,402 (1.74%)	✓	✓	✓	✓	✓	
Lovers	52,438 (5.91 %)	✓	✓	✓		✓	
New Passion	13,353 (1.51%)	✓	✓			✓	✓
Flirting	25,197 (2.48%)	✓	✓	✓	✓	✓	
About to dump	196,299 (22.14%)	✓	✓			✓	✓
Breakup	192,160 (21.67%)	✓	✓			✓	✓
Ex. Lover	180,238 (20.33%)	✓	✓			✓	✓
Platonic Friends	72,267 (8.15%)	✓	✓	✓		✓	
Don Juans	35,559 (4.01%)	✓	✓			✓	✓

4

Profilul Clientului Ideal

Dupa identificarea si analiza calitativa a celor mai importante grupuri de clienti (True Lovers), se va putea identifica ICP-ul eCommerce-ului tau

De exemplu: Clientul Ideal **[site-ului tau]** face achizitii pe an, cu un margin de si este persoana juridica, iar sediul acestora este in orase mici / mari. Cel mai mult apreciaza la **[site-ul tau]** Factorul decident din companie este femeie/barbat, in varsta de, cu studii Cel mai mult si-ar dori ca **[site-ul tau]** in viitor sa

Sunt sanse mari ca alte grupuri decat "True Lovers" sa fie definiti de alte attribute.

Pentru ca intelege cine este clientul ideal, compania ta se poate concentra catre acesti clienti in vederea loializarii acestora, dar va putea si sa schimbe politica de targeting catre clienti similari.

ICP (Profilul clientului ideal)

Ad-uri mai bune si cost de achizitie mai mic
Asortiment de produse mai relevant
Customer service mai bun

Pe baza tiparelor de cumparare de la pasii anteriori, impreuna cu insight-urile obtinute din analiza calitativa, publicitatea, inventarul de produse si relatiile cu clientii pot fi imbunatatite.

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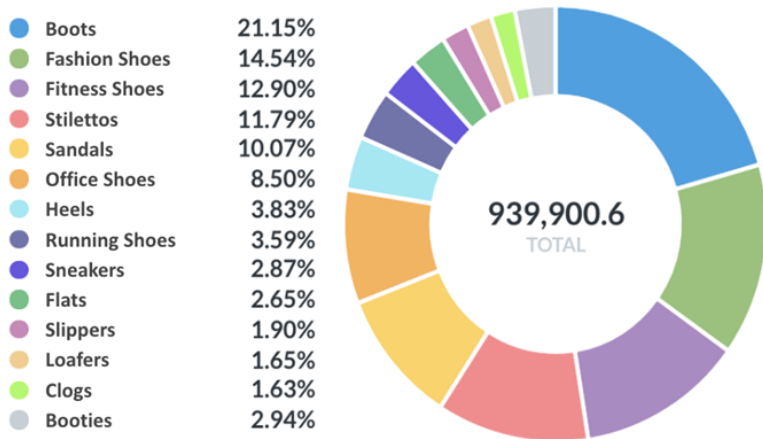
Customer Service mai bun, orientat catre cei mai importanti clienti, oferindu-le mai mult decat se asteapta.

5

Tipare de cumparare

• Brands • Categories • Locations • Products •

Odata ce am definit grupurile RFM, putem identifica anomalie prezente in date, vom putea determina daca exista anumite brand-uri sau categorii toxice sau foarte benefice, care sunt preferate de clientii ideali.

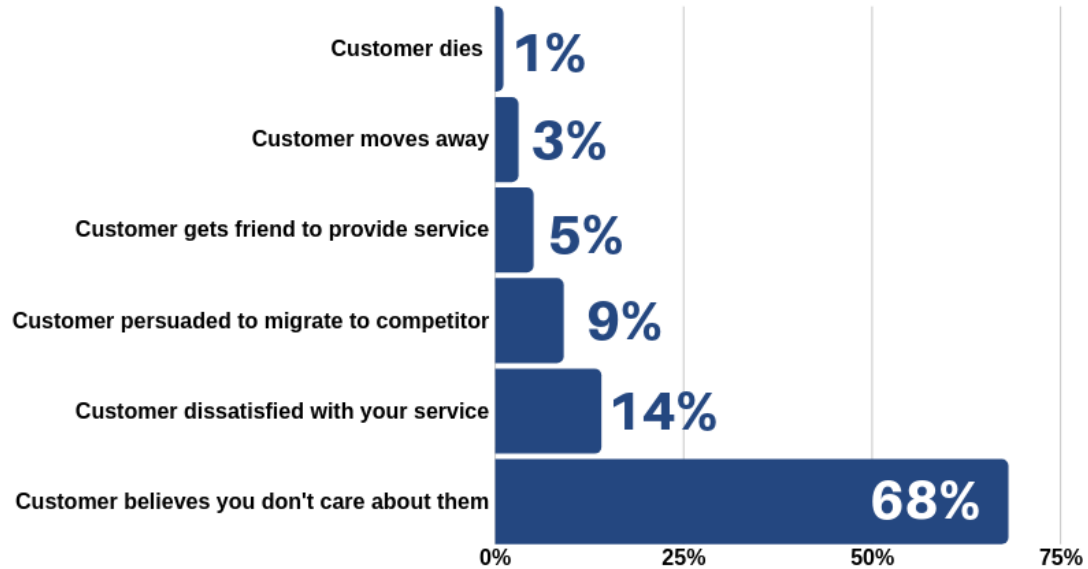


State/Province	Ex Lovers	True Lovers	Passionate New	About to Dump you	Potential lovers
Alba	1.55%	2.30%	1.21%	1.41%	2.38%
Arad	2.51%	2.30%	2.49%	2.48%	3.37%
Arges	3.06%	4.09%	3.30%	2.80%	1.58%
Bacau	2.47%	2.56%	2.15%	1.60%	1.58%
Bihor	2.84%	2.30%	3.56%	2.53%	2.77%
Bistrita-Nasaud	1.00%	1.02%	1.21%	0.82%	0.79%
Botosani	0.88%	1.02%	1.61%	1.07%	1.39%
Braila	0.85%	1.02%	0.87%	0.84%	1.78%
Brasov	4.28%	4.35%	4.77%	4.44%	5.54%
Bucuresti	20.68%	20.72%	17.75%	22.91%	18.61%

Monitorizarea Net Promoter Score pe fiecare segment RFM

Studiile au arata o corelare foarte stransa intre experienta clientilor si cresterea companiilor. Intr-un studiu de caz, British Gas, cel mai mare furnizor de gaz din Marea Britanie, au masurat si apoi au imbunatatit NPS-ul de la 45 la 75 in decurs de 2 ani, aceasta ducand la o scadere cu 75% in plangerile de la clienti si o crestere de 30% a vanzarilor in acea perioada.

Why do customers leave a company?

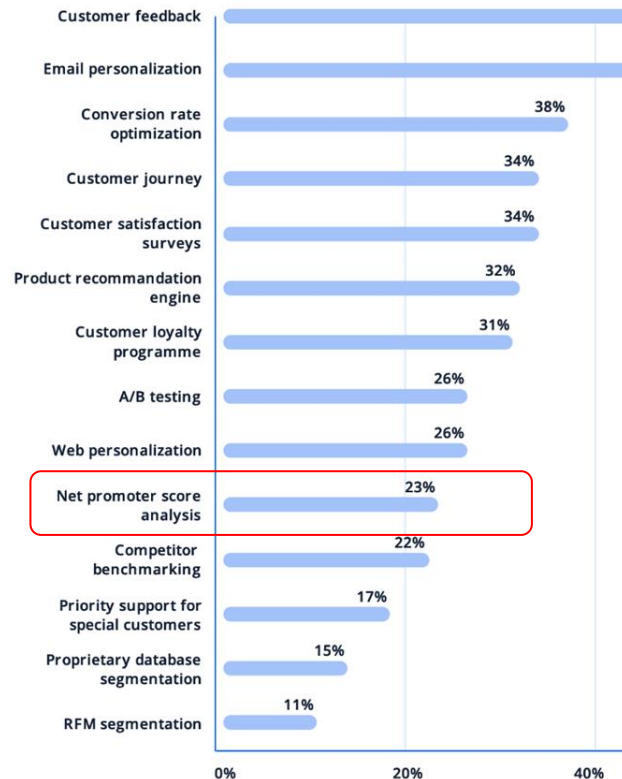


What methods are you using to
improve your Retention?

Less than **30%**

Use segmentation in various formats to improve their retention (i.e buying behaviors segmentation, offer priority support for special customers, analyze NPS scores).

As customer experience becomes the norm, knowing your customers becomes a necessity.

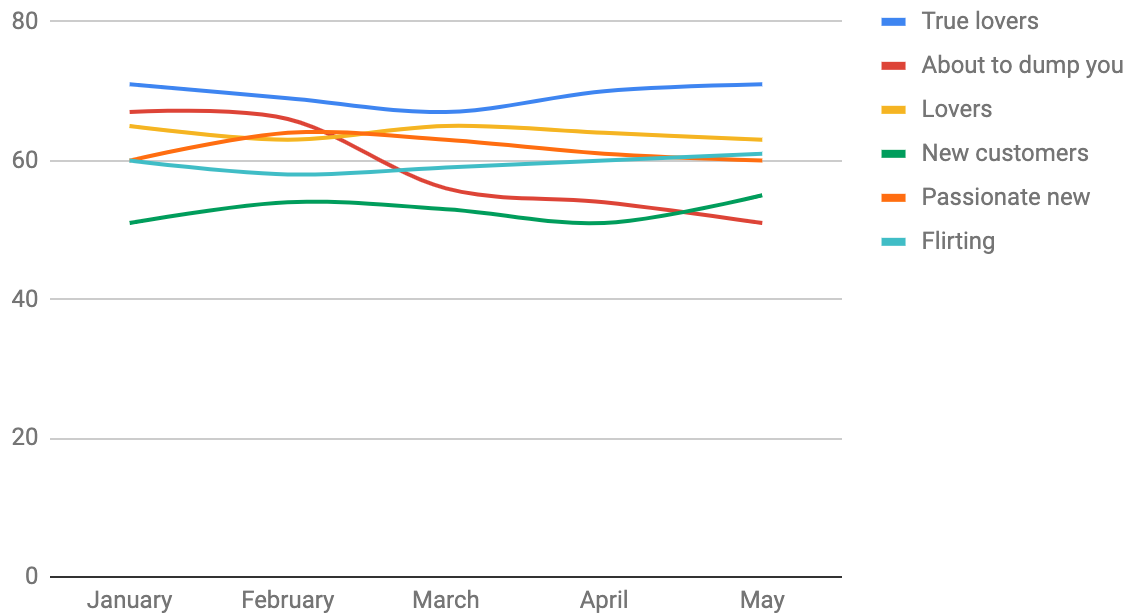


<https://www.omniconvert.com/customer-retention-study-intro>

Net Promoter Score monitoring

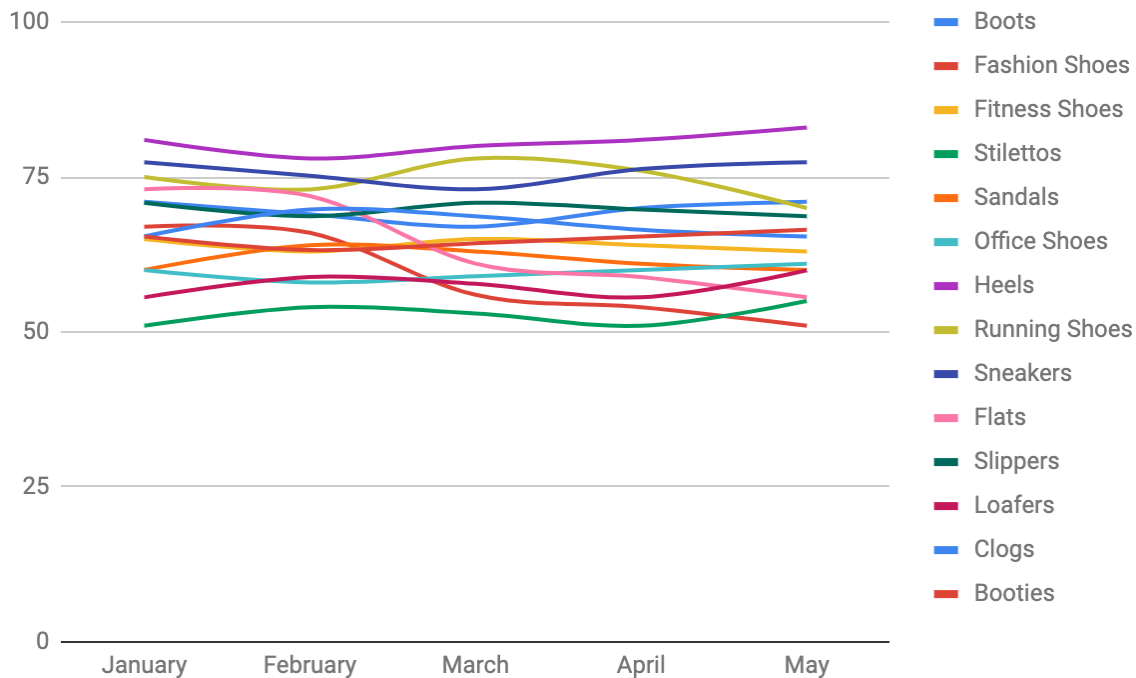
Ongoing NPS monitoring for each RFM group will allow **fast and prioritised** improvements in customer experience. It is useful in determining the success rate of recent retention tactics per groups.

NPS by RFM Group



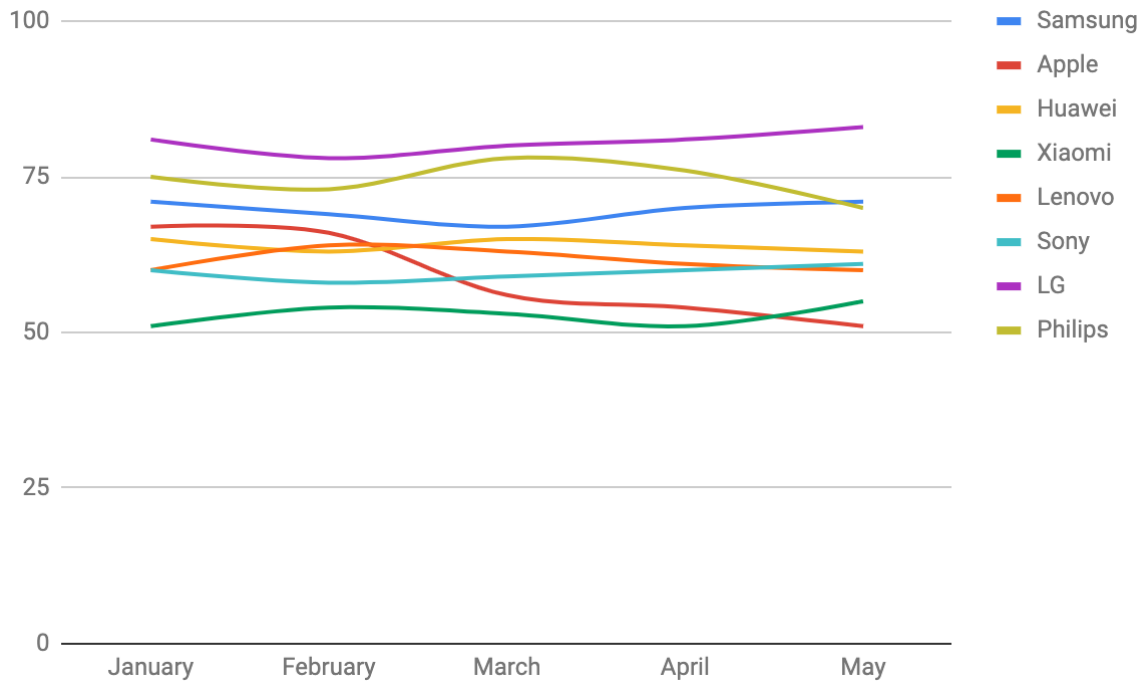
NPS by product category

Monitoring NPS for each product category allows marketers and CX to work closely with merchandising and acquisition departments so that they fix potential issues with various product categories.

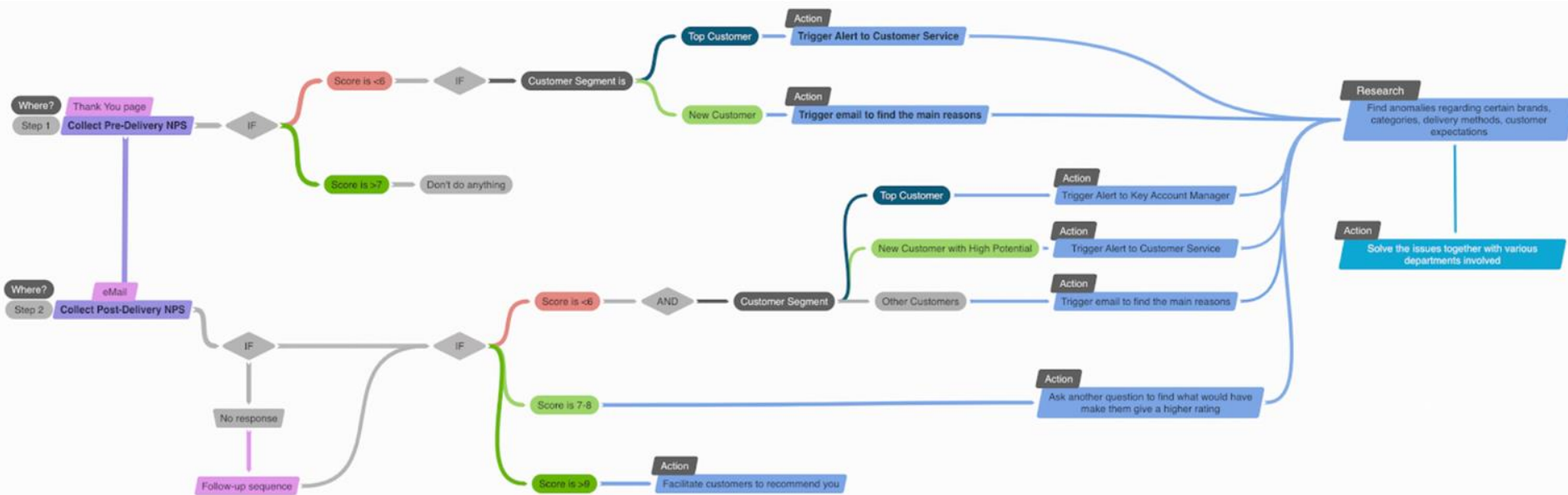


NPS by brand

Ongoing NPS monitoring per each brand will allow **fast and prioritised** improvements in product offerings.



NPS Objection treatment journey

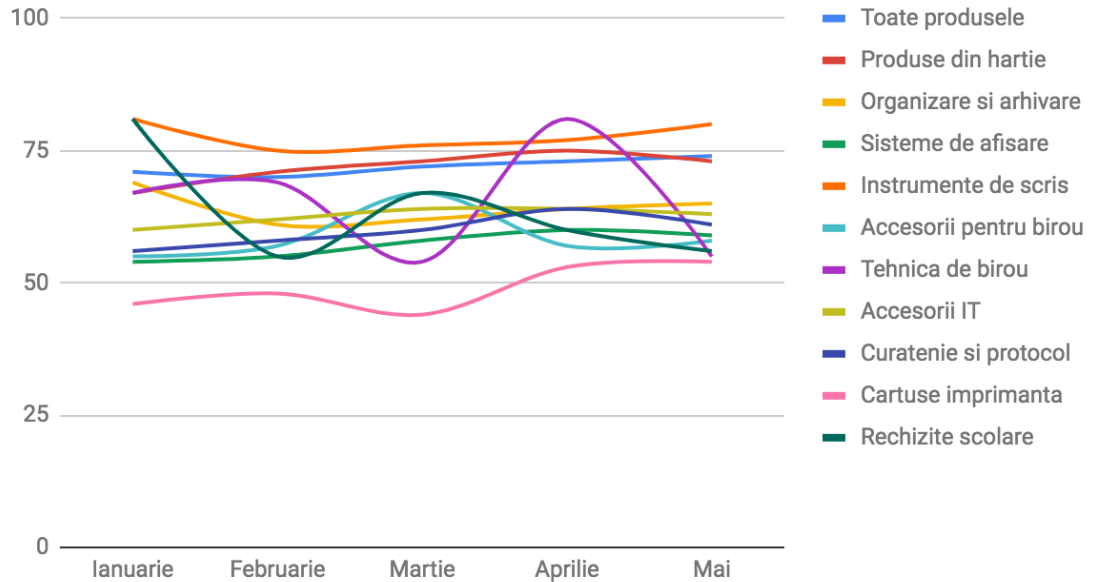


[See it here>](#)

Monitorizarea Net Promoter Score pe fiecare segment RFM

Monitorizarea satisfactiei si a NPS-ului ongoing in functie de categoriile si produsele cumparate ne va arata ce se intampla in timp real

NPS in functie de categoriile de produse cumparate

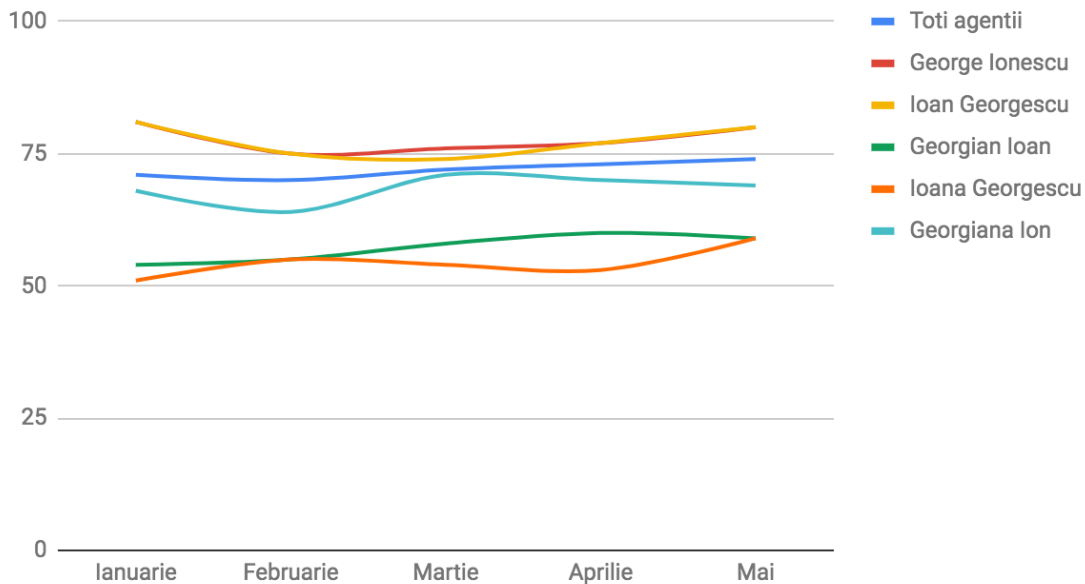


6

Monitorizarea Net Promoter Score pe fiecare segment RFM

Monitorizarea NPS-ului in functie de agentul de vanzari va aduce insight-uri valoroase privind performanta acestora si va revela zonele in care acestia au de facut imbunatatiri

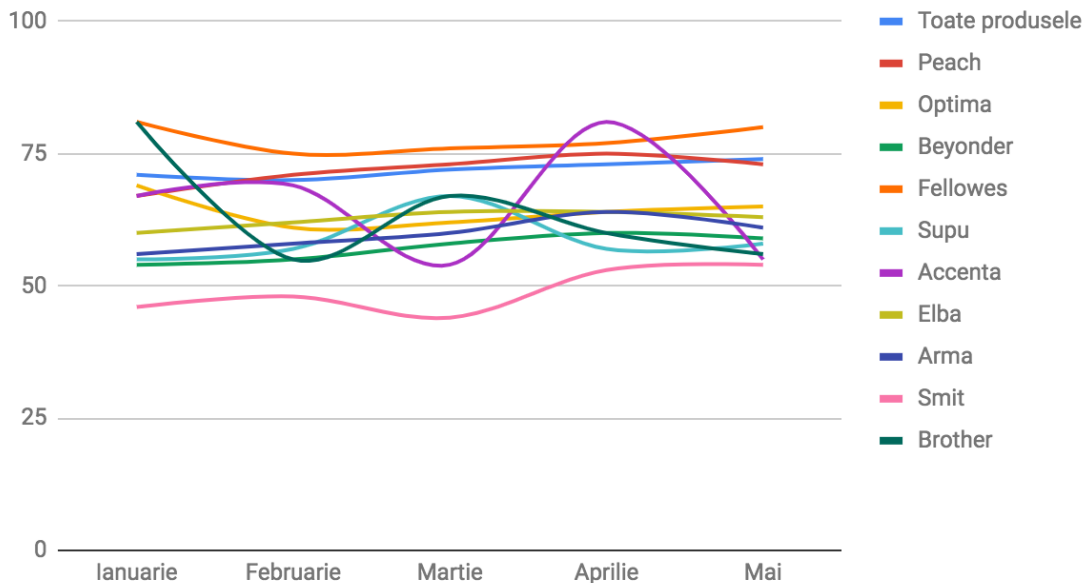
NPS in functie de agent



Monitorizarea Net Promoter Score pe fiecare segment RFM

Monitorizarea NPS-ului in functie de brand va aduce insight-uri valoroase privind performanta acestora si va revela brandurile care merita a fi promovate mai departe.

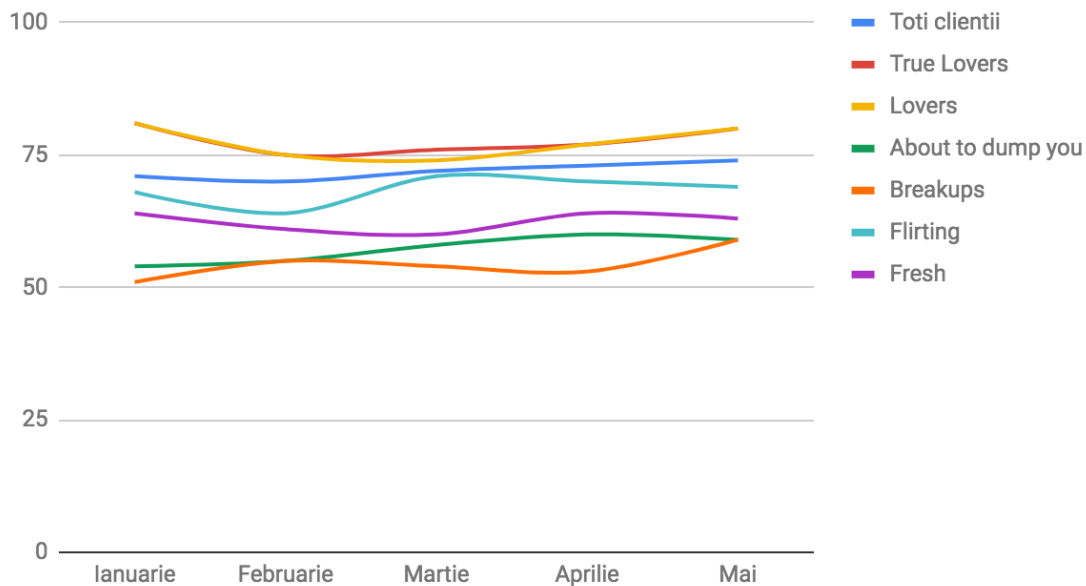
NPS in functie de brand



Monitorizarea Net Promoter Score pe fiecare segment RFM

*Monitorizarea NPS-ului in functie de segmentul de clienti va revela satisfactia acestora si va alerta compania in timp real despre acei clienti importanti care intampina situatii ce pot fi rezolvate rapid si **trebuie** sa fie prevenite pe viitor.*

NPS in functie de grupul RFM



Insights »

Brainstorming »


Program de retentie si loializare clienti

From the initial ongoing NPS scores per groups, the aim is to raise them throughout a customer's lifetime. Growing NPS scores from month to month will ensure that customers stay loyal and generate higher revenue. Growing NPS scores & revenues can be achieved through a sequential loyalty program.


*A **loyalty program** helps push customer **loyalty** by providing **rewards** to customers that frequently engage with and/or buy the website's products and services.*

Vom analiza calatoria clientului prin fiecare punct important si vom stabili la fiecare moment ce experienta vom oferi clientilor.

ISI FACE CONT	A CUMPARAT DE 2000 lei	A IMPLINIT 1 AN DE CAND ESTE CLIENT
A PLASAT 10 COMENZI	I S-AU RETURNAT BANII	A PLASAT 50 COMENZI



Implementare strategie de personalizare
Personalizare continua in functie de RFM



Personalizare continua

- › Tratamente speciale pe website, email, ad-uri, SMS
- › Oferte personalizate catre audiente custom
- › Serviciu clienti adaptat fiecarui grup RFM pe website

Personalizarea continua ne va permite comunicarea relevanta cu fiecare client la nivel individual, tinand cont de achizitiile anterioare, de agentul de vanzari, de valoarea acestuia determinata de grupul RFM si de experienta anterioara. Aceasta metoda va duce la o imbunatatire continua a experientei clientilor importanti.

Personalizarea continua tine clientul conectat nu numai la website, dar si la alte medii precum social media, email, SMS & alte website-uri vizitate de acesta, prin reseaua GDN.

Cu cat este mai important clientul, cu atat mai mari eforturile de a-i oferi o experienta unica si cu atat mai mult va aprecia asta, in conditiile in care acest tratament este personalizat, neintruziv si relevant pentru el.

Exemplu: Un client important:

- Este intampinat pe website de agentul sau de vanzari
- Primeste o nota de multumire la anumite momente-cheie (a 10-a comanda, aniversarea a x luni/ ani de cand este client, etc)
- Primeste acces la o gama de produse speciala mai devreme
- Primeste un tratament special privind anumite brand-uri / categorii.



Concluzii:

1. Focus pe factorii realid de generare crestere
2. Customer-centricity
3. Automatizare



OMNICONVERT

Photo by [Miguel Á. Padriñán](#) from [Pexels](#)

Multumesc!



Valentin Radu

valentin.radu@omniconvert.com