

The background of the image shows a close-up of several hands holding smartphones. The focus is on the hands and the edges of the phones, with the screens being out of focus. The lighting is warm and soft, creating a sense of a busy, mobile environment.

15 Ways to Turn Your E-Commerce Data into **New Revenue Opportunities**

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“The best businesses are really ones that can combine passion, profits, and purpose.”

–Tony Hsieh

Go ahead and take a guess at how much more expensive it is to acquire new customers. Twice as expensive? Three times more? No...it's five times more expensive to go after new customers. If it normally costs you \$2.50 to re-engage a current customer and move them to buy from you again, it'll cost you \$12.50 to convert a new customer.

According to RJ Metrics, **53% of customers who purchase a second time come back to make a third purchase. And, among those who purchased a third time, 64% make a fourth purchase.**

These telling figures underscore the importance of customer retention. Retention is less expensive than going for that new prospect as 80% of a brand's revenue comes from 20% of customers, as Perry Marshall discussed in [Entrepreneur](#).

Sure, it sounds simple to focus on the next new sale, but there are a variety of reasons why customers don't buy from you.

This eBook looks at all the various ways you can leverage the data you currently have in your e-commerce database to increase your revenue.



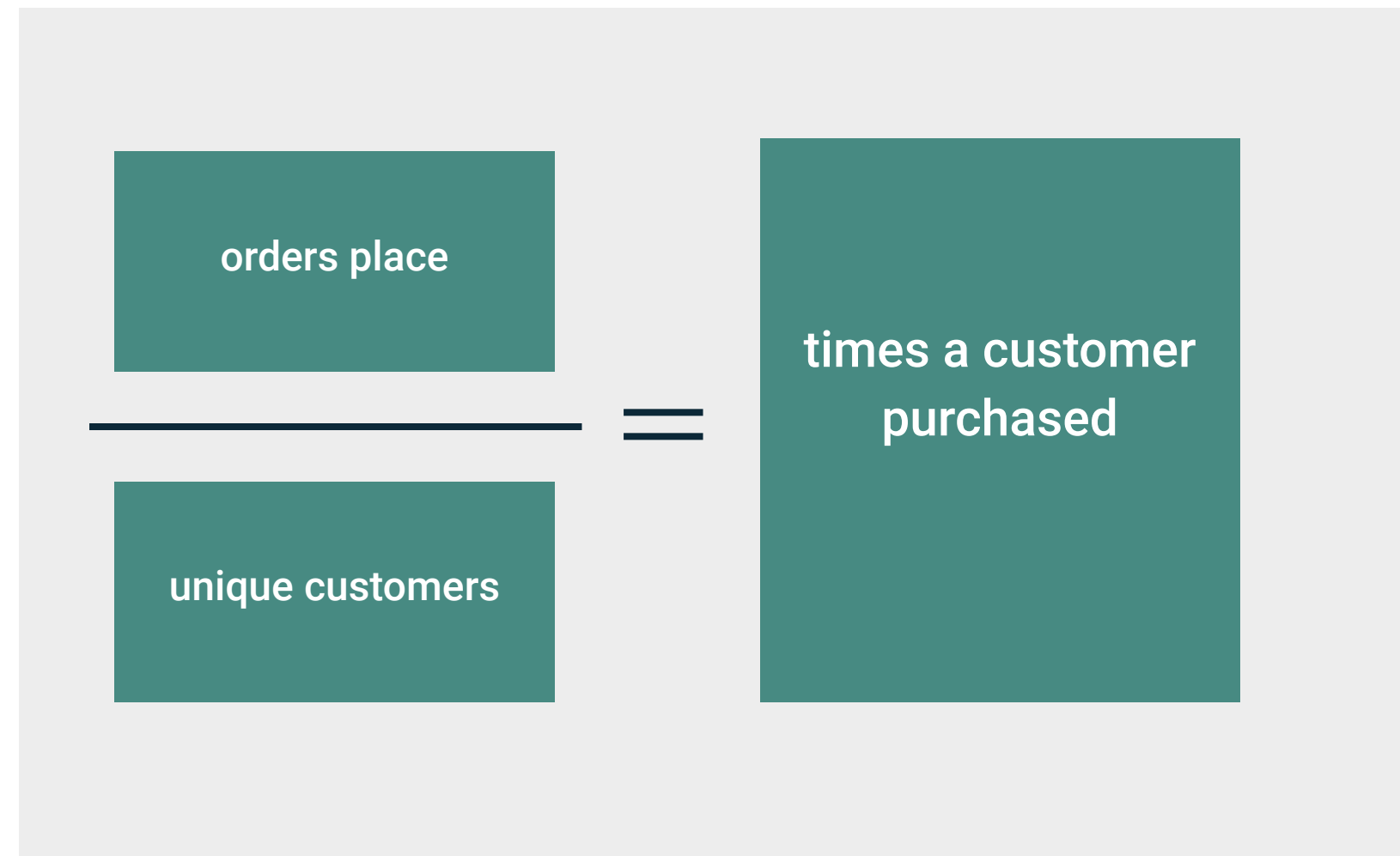
How to Increase Purchase Frequency



How to Increase Purchase Frequency

Every few months an online toothbrush company sends customers a gentle reminder to change out their toothbrush. Sometimes the company provides a coupon to help direct customers to purchase if they haven't done so within the past 3 months. This is an excellent example of a company using customer data to increase purchase frequency.

To calculate purchase frequency, perform the following calculation:



Want to Increase Purchase Frequency?

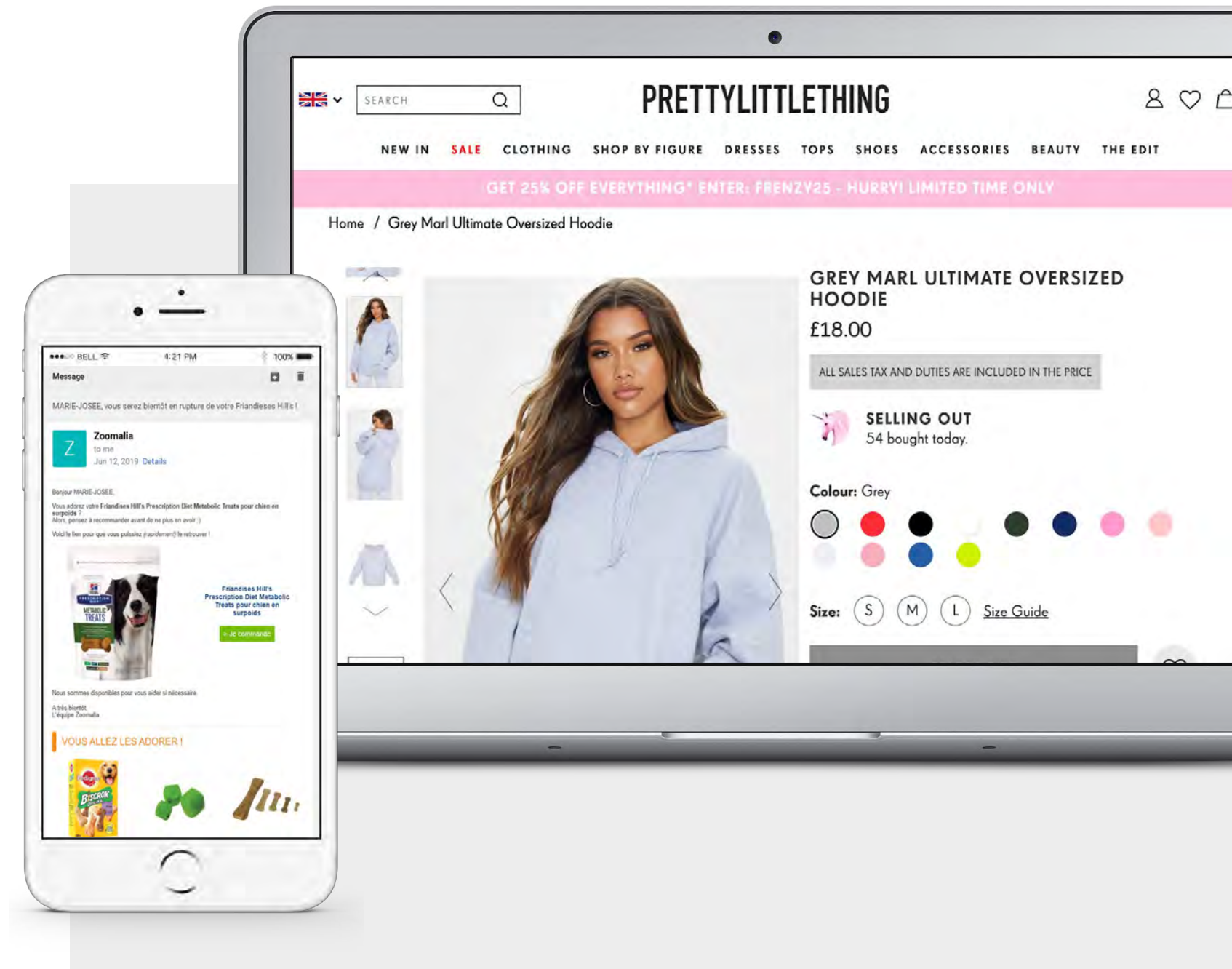
Now that you've calculated your purchase frequency, here are a few tips you can leverage to move customers to purchase again and again.

1. Email

Email remains one of the best channels to increase repeat purchases. If you understand your customers' purchase frequency, you can segment and target specific customers based on their purchase habits and email them when it's time to replenish their product or service.

2. Urgency

Another tactic you can use in your email marketing is urgency. You can use a countdown timer to encourage customers to buy, or display the quantity of items left in stock so they don't miss out. This could also be considered fear of missing out (FOMO).



How to Increase Your Average Order Value

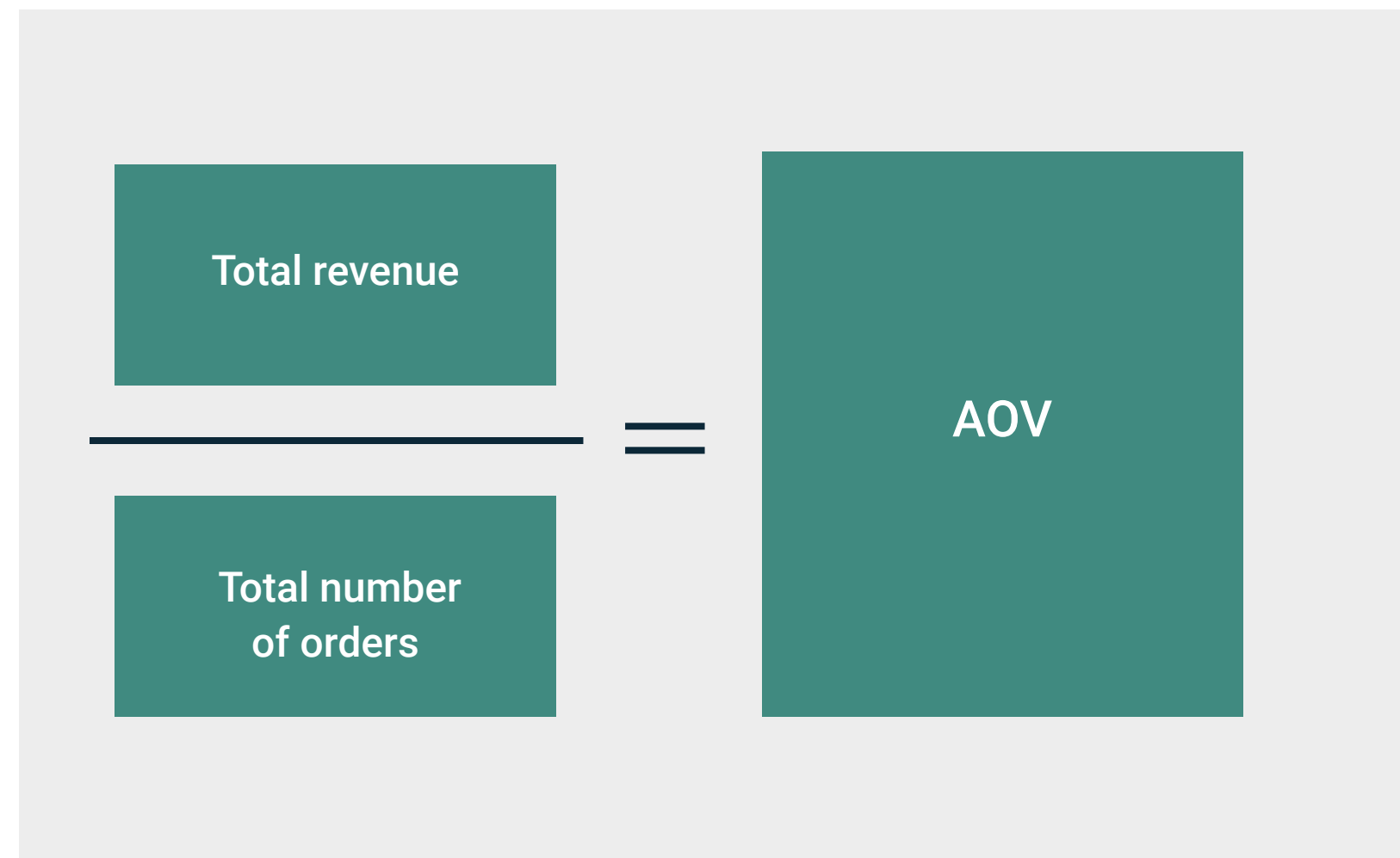


How to Increase Your Average Order Value

Another excellent way to increase your store's revenue is to increase the average order value. Although the tips below are common, your brand may leave potential revenue on the table if not implemented.

What is Average Order Value?

The Average Order Value (AOV) is the average amount each customer spends with you. To calculate your AOV, simply performing the following calculation:



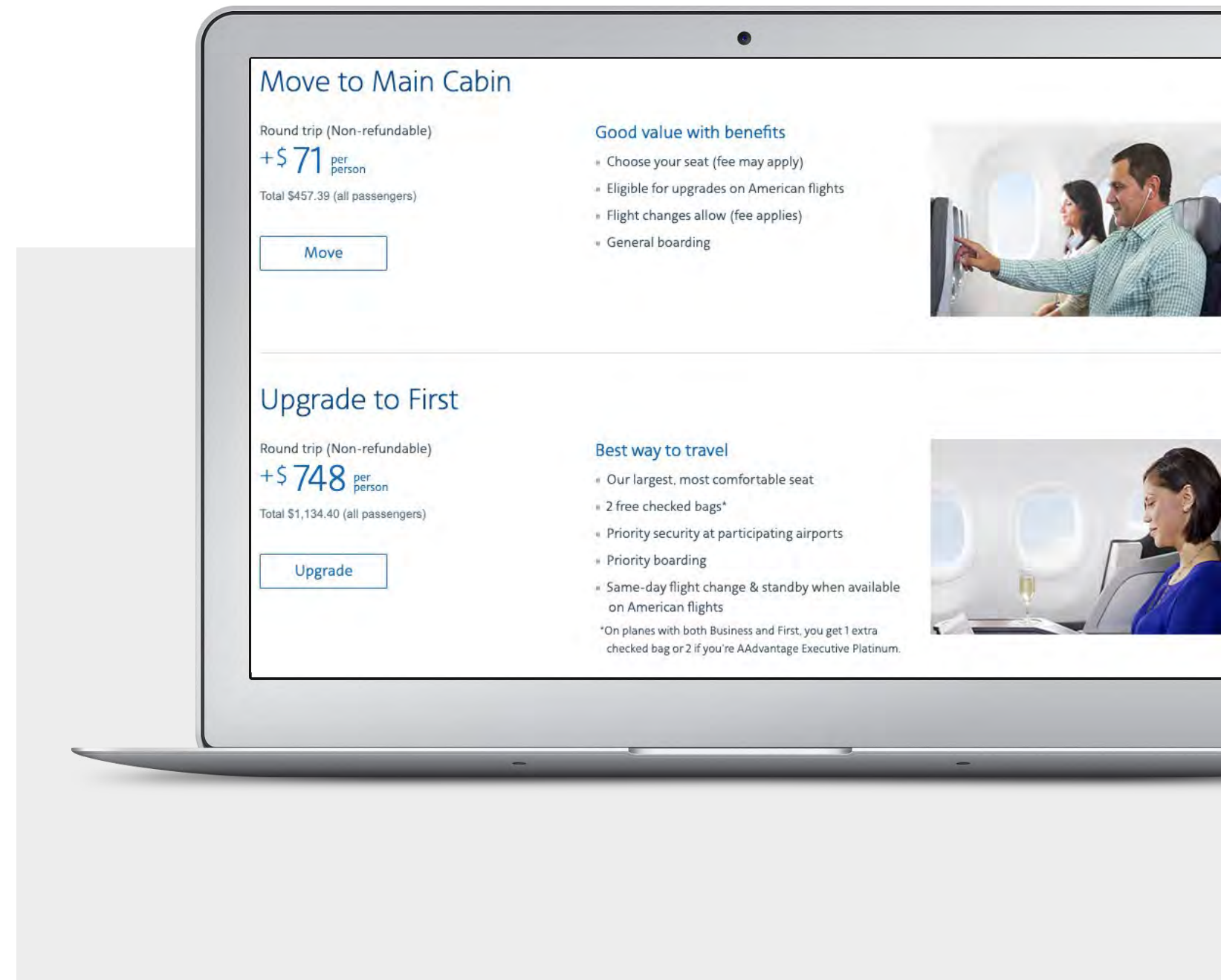
What can you do to increase your AOV?

In order to influence customers to purchase more from you, you must prove you know them at a 1:1 level with personalized offers, content, and discounts.

3. Upsell

Airlines are great at upselling. Try to buy a ticket and they'll show you how you can sit in a better seat for only a little more money.

An upsell provides a way for companies to increase AOV as customers can purchase a higher-quality product, service, or experience. From next-day deliveries to warranties, what are the services or products your business could upsell to customers?

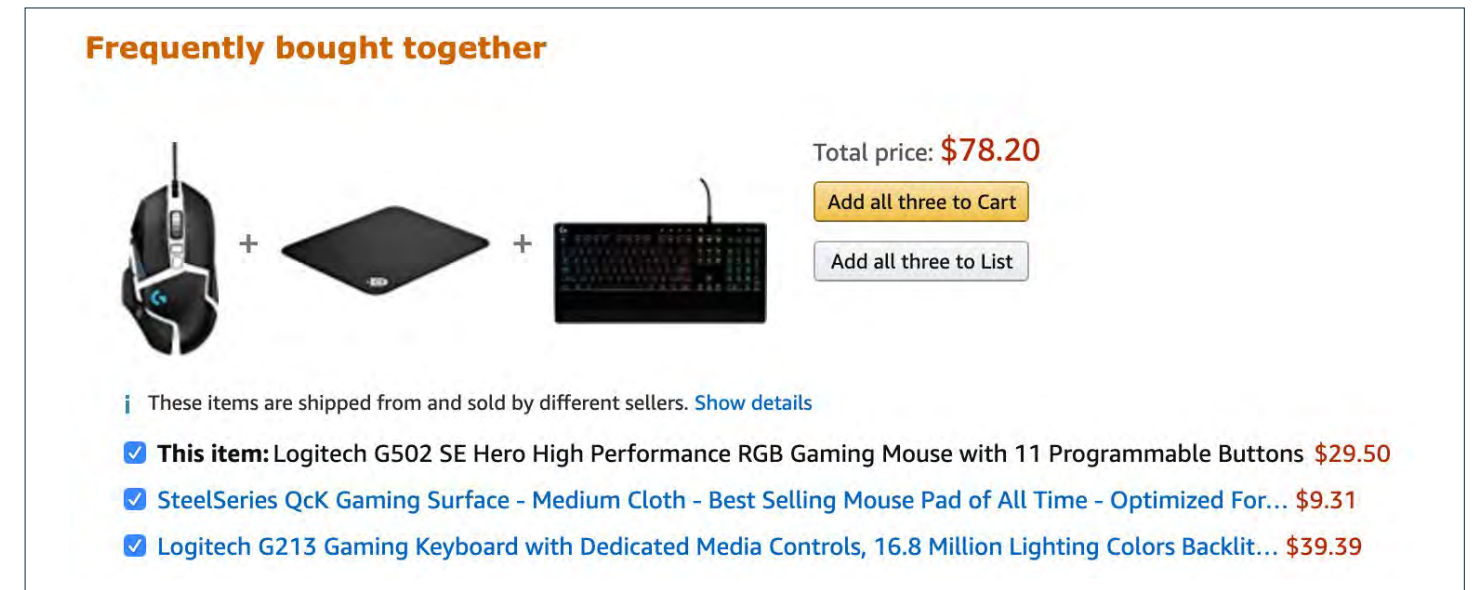
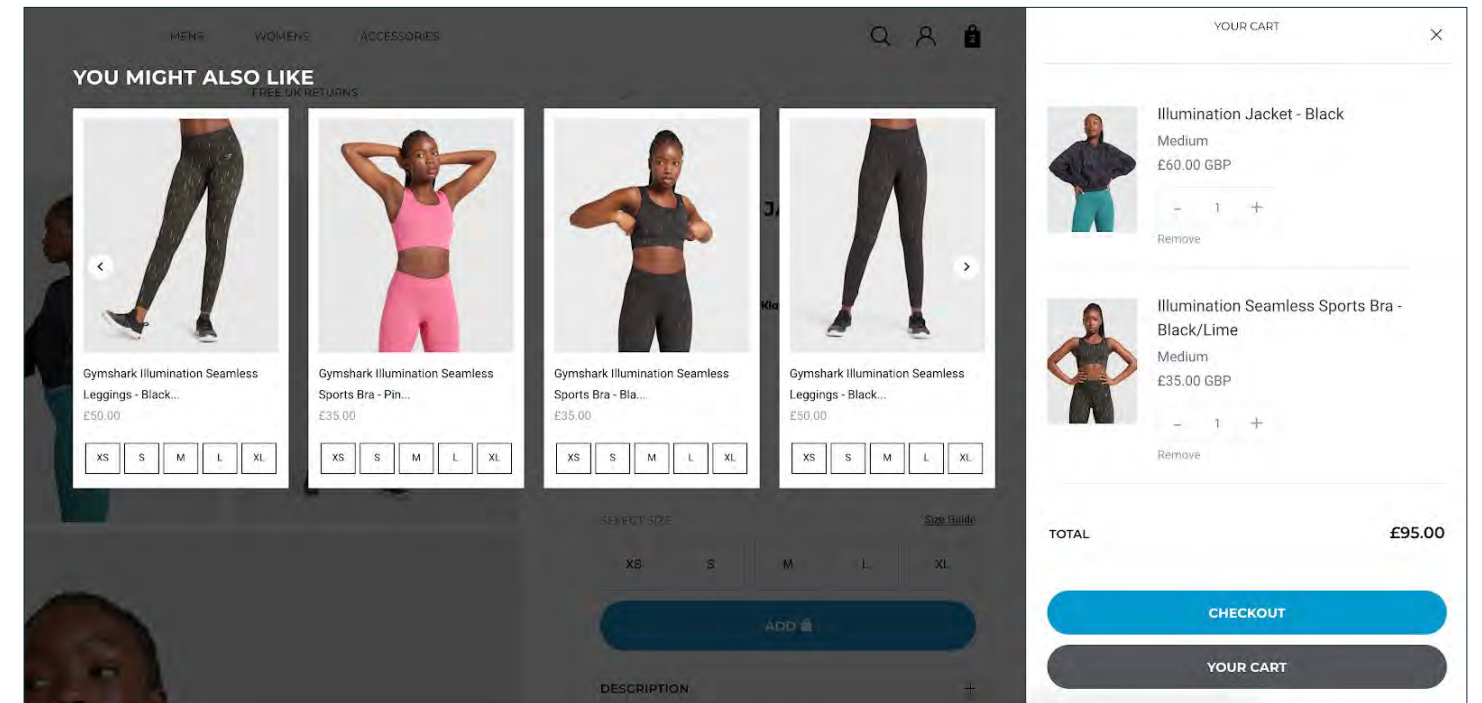


4. Cross-Sell and Complimentary Products

There's a myriad of products a customer may want when searching for specific items. You can increase AOV by making it simple for customers to see and buy complementary products.

For example, you can cross-sell products in the same category. So, if a customer puts a pair of shoes in their cart, you can serve up socks, laces, and shoe polish they can quickly add to the cart. If they choose a pair of black sneakers, maybe show them a pair of white ones too. You can even create a carousel of products other customers viewed or purchased, to inspire customers to buy a product or service they didn't consider before.

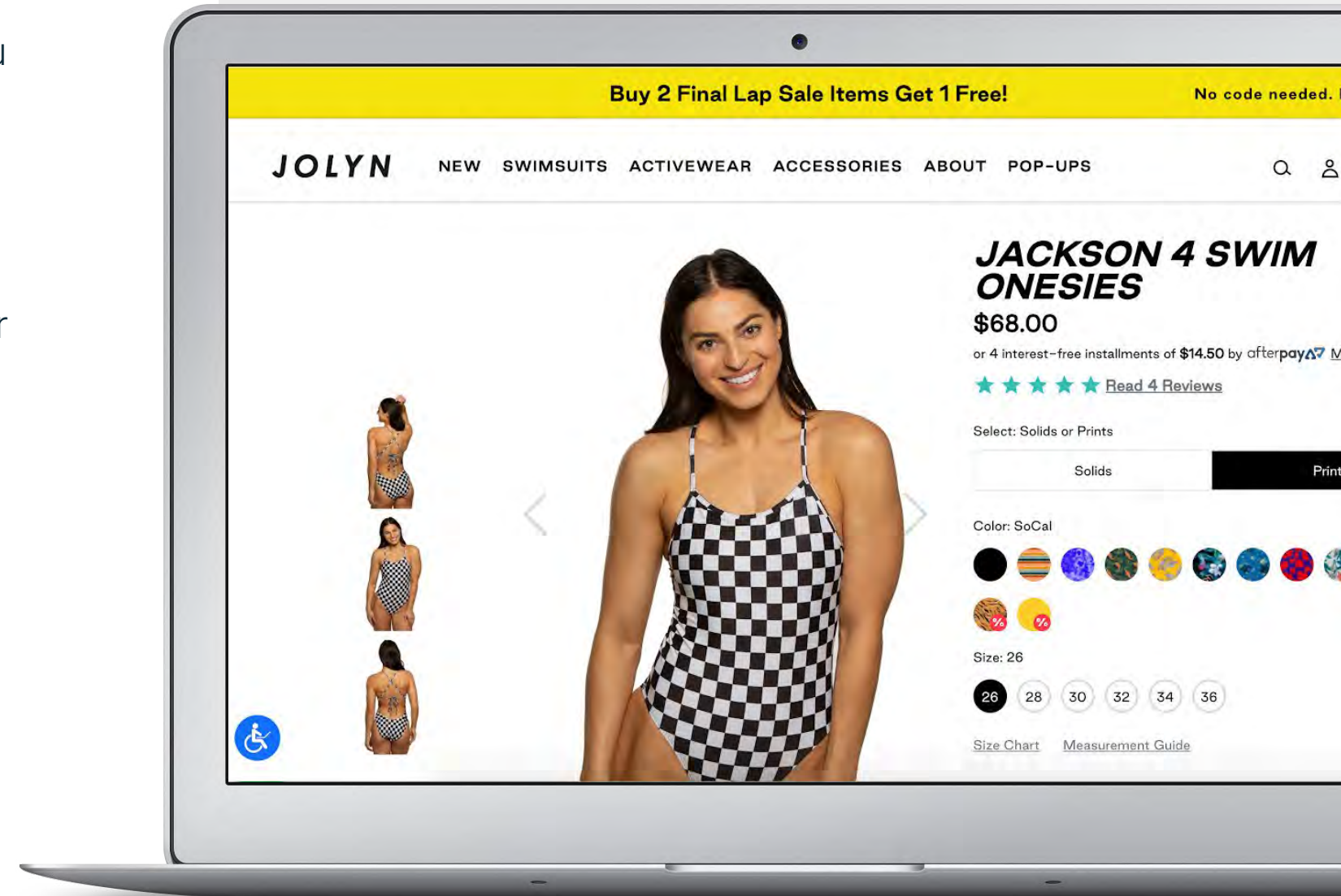
Amazon is the master of the cross-sell and bundling products together to drastically increase basket value. Choose a product and they offer several alternatives and complementary products.



5. Reviews

Word of mouth marketing is the most powerful form of marketing. When you ask friends for recommendations on movies, a restaurant, or an electrician, their recommendations are powerful because you're seeking advice from a trusted source who's willing to share their insight.

No wonder so many sites adopt reviews. Not only does it help your customer find a great product, but it can save them from having to make a return, and the customer has the insight to weed through the reviews and find the best product for them... sometimes even a more expensive product that brings you more revenue. Just don't forget to send a post-purchase email asking customers to review their purchases.

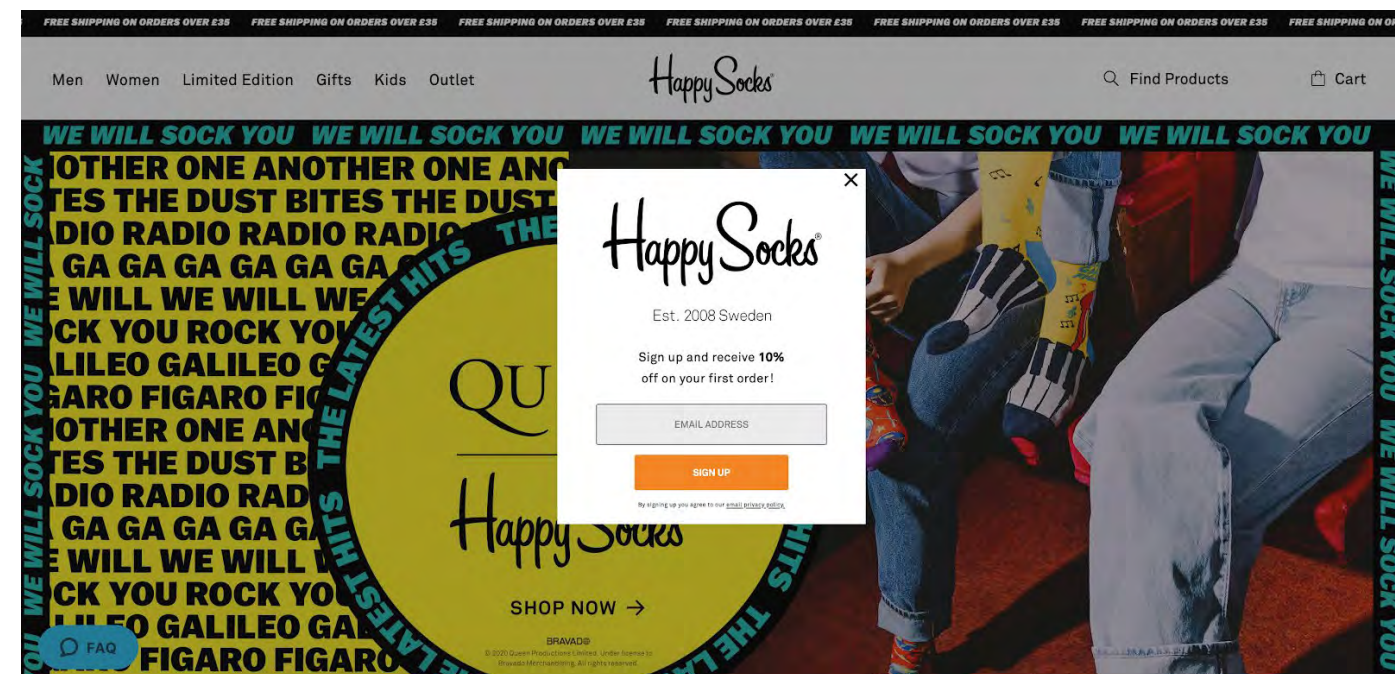


How to Increase the Number of Second Purchases

A faint, stylized shopping cart icon is visible in the background, rendered in a darker shade of green than the background itself. The cart has a rounded top, a handle, and two wheels at the bottom.

How to Increase the Number of Second Purchases

As we've discussed, it's extremely valuable for you to capture a second purchase, then a third, and a fourth... eventually converting the customer into a lifetime brand ambassador. To begin the process of gaining more sales, you must identify first-time buyers and move them towards a second purchase in a timely manner.



6. Incentive

An easy way to get customers back is to show you appreciate them by providing an incentive... normally in the way of a coupon with a personalized discount code.

Now, you don't want to come off as desperate, offering a blanket 50% coupon to everybody. While one customer may only require a 10 or 20% coupon, another may need a half-off, or maybe no coupon at all. AI-enabled tech can distinguish these details, and offer insightful suggestions as to the customers who need coupons and what they might buy with it.

With all the data you have, you can target customers with an overlay on your site (desktop or mobile), through email, SMS, or social media ads.

7. Segmentation and Relevancy

If you don't have anything currently in place, you can take your list of customers and segment them by the products they purchased. Then, find complementary products for these customers and send them a personalized email that includes that perfect discount and cross-sell products.

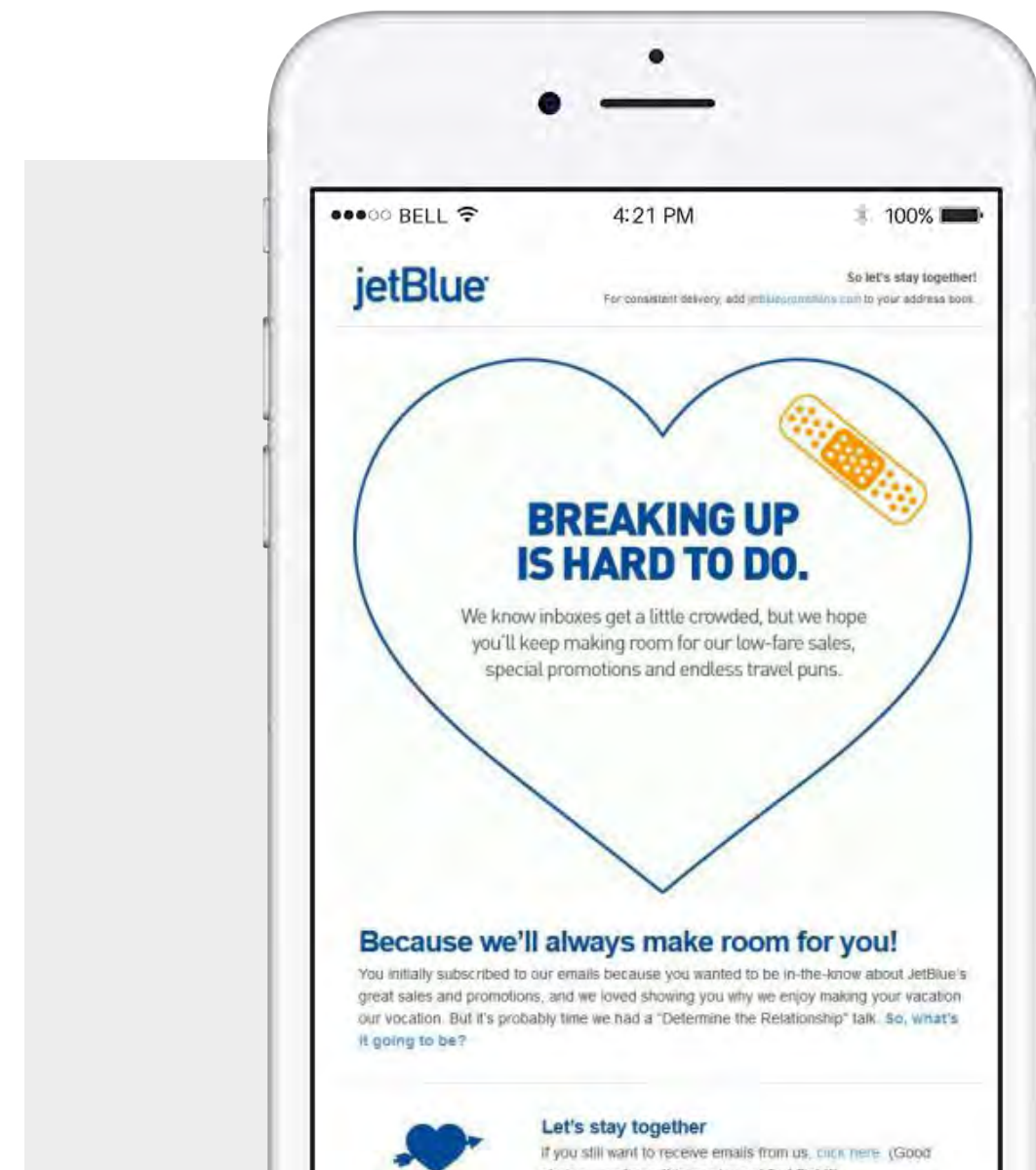
This will help drive a second purchase and shows customers you're sending personal emails instead of batch-and-blast.

8. Re-Engagement

Have a list of customers who purchased in the past but haven't recently? You can try a re-engagement email. The goal of a re-engagement campaign is to put you back in the good graces of customers. These are typically sent in a series.

Put in the due diligence before sending your re-engagement emails.

Find out why customers are not buying from you. Is it because they don't feel a connection with your company? Maybe they bought what you offered and moved on? Share something with them, or make a recommendation about past purchases. The more personal the email, the better your chances of making another sale.



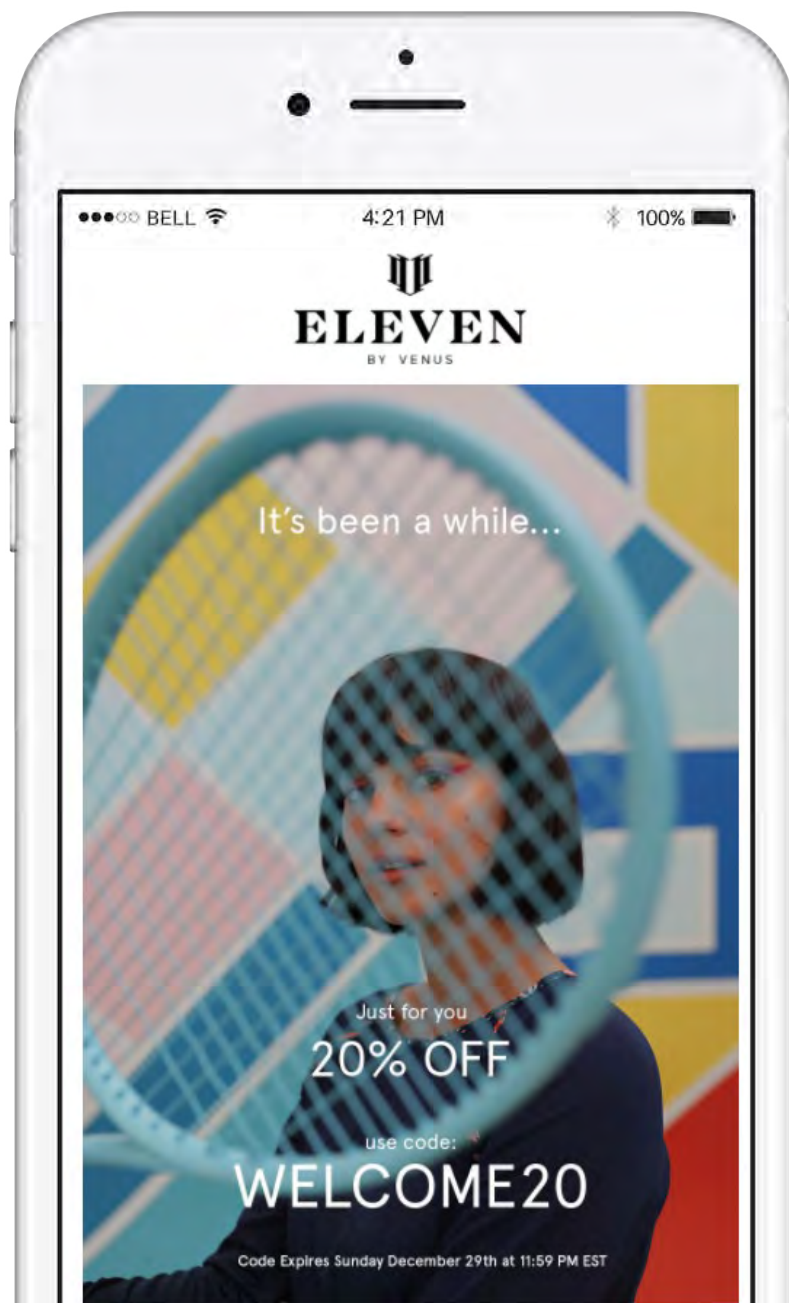
9. Coupons... or no coupons?

Some brands wonder if a coupon is a good strategy. Will it dilute the brand? Will customers expect coupons every time they're looking to

buy your product or service?

If you offer a coupon to first-time buyers, you risk coming off as lower quality, and customers may expect coupons every time before they purchase from you in the future.

A coupon is good for a second purchase to incentivize customers to buy from you again (especially when it's right after the first purchase).



10. Cross-sell Automated Campaign

An easy way to get that second purchase is to create an automated cross-sell campaign that happens at checkout.

Say a customer purchases a hairbrush. They enter their credit card and, right before checkout, they're shown hairspray they can purchase at a discount for a limited time. This is an excellent way to drive an additional purchase, especially since the customer has already entered their payment information.

11. Manual Setup

If there is no automated setup in place, you can manually target those who've purchased something once, but not again, by segmenting your list and sending out an email with a coupon and complementary products, personalized based on what they've already purchased.



How to Increase Your Volume of First-Time Buyers

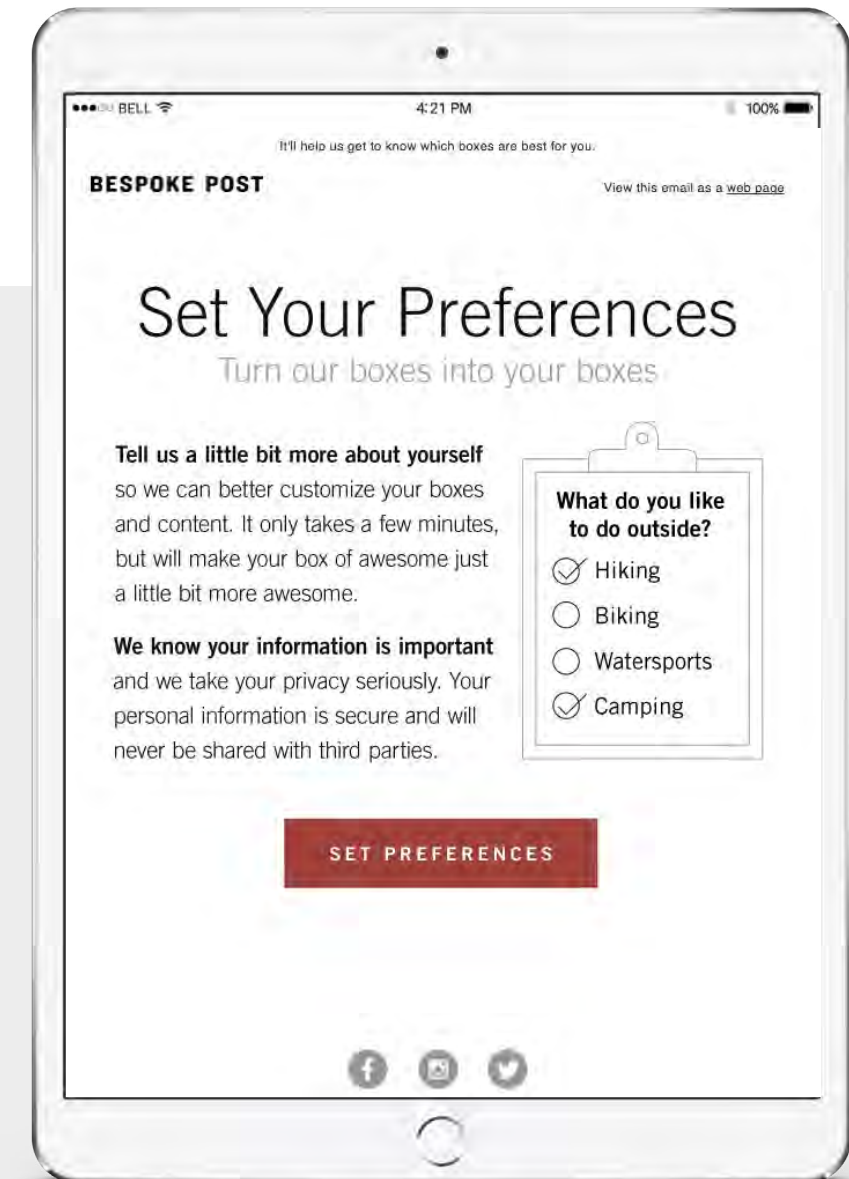
How to Increase Your Volume of First-Time Buyers

You probably have an amazing newsletter sent to subscribers. The bad news is some subscribers never purchase from you.

This may be a shock to you because you send out amazing content... and these subscribers have yet to make an investment.

Remember that people buy things to solve problems. If your products or services don't solve problems or create an emotional desire, it doesn't matter how deep of a discount you give, or how well your emails are written because it will all be for naught.

You must understand the needs of your audience, and one of the fastest ways to do so is to send a survey or leverage preference center so your subscribers can share the type of communication they wish to receive.



12. Welcome Emails

Welcome emails have an average [open rate](#) of 82%, much higher than the average open rate [of 32%](#). As soon as someone becomes a newsletter subscriber, you'll want to send them a welcome email series that takes them on a journey toward making a purchase.

Think about the emails you receive each day. Your brand will need to stand out above all the inbox noise. You can do so by not repeating what every other brand does in their welcome emails.

Many welcome emails are all about the brand, they showcase products they offer, use the word "we" a lot, with exclamation points everywhere, all wrapped in a neutral voice.

To stand out you have to do something different. Share a story of how the company began, ask your subscriber a question, send them a survey, or simply write the email in an informal, first-person style.

Even better, you can provide something valuable for free, such as an eBook, video, audiobook, report, etc. Your subscribers will enjoy receiving

something valuable for free, and you'll build a deeper connection.

Inside your welcome email, you can also create a journey, where each email is connected to the next and focused on providing value and then on generating a sale. Don't forget to include a compelling call-to-action.



13. Timely Manner

Your welcome email should be sent out as soon as possible. The longer it takes to provide new subscribers with something of value, they'll quickly forget about you.

If you sent out an email a month after a subscriber signed up, they may forget about you and the reason they signed up... and they might decide to unsubscribe.

But if your subscribers have already been through your welcome emails, re-engage with them in a personal way. For example, you could send out an email that looks like it's personal, void of your standard HTML template, that comes from someone in your company. A simple black and white text email is extremely powerful.

14. Reminder of Who You Are

Your emails may get lost in the inbox because a subscriber was busy when they received it. Like we talked about above, engage them as soon as they sign up.

How to Increase Your Units Per Transaction



How to Increase Your Units Per Transaction

You have access to loads of data, anonymous and identified, when someone interacts with your site, signs up for your newsletter, or makes a purchase. You can see every interaction, every page visit, the length of time on your site, how often they visit your site, and so much more.

Units per transaction, also known as items per sale, is the number of items sold per transaction, for a specific period of time. So if yesterday you had 41 sales and sold 125 items you had 3 units per transaction.

Your sales yesterday averaged to every customer making a purchase of three items.

What can you do with all this information to increase your units per transaction (UPT)?

15. Triggered Communications

If someone is on your site, looking at a product or service, you can trigger a personalized message that encourages them to buy an additional product. For example, say a product is in their cart and it shows shipping is \$8. You can inform them of the free shipping you offer if they add more to their cart.

You could also provide a free gift with a purchase of a specific dollar amount.

Or, if they're buying from you again, you can offer a coupon for a set dollar amount that's more than the amount they have in their cart. For example, if they have a \$40 product in their cart, you can give them a coupon for 10% off \$50 or more.

These are just some examples that can raise your units per transaction.

There are a multitude of ways you can turn your e-commerce data into revenue opportunities.

If you're like most marketers you probably have a tech stack with several databases spread over several tools such as an EMP (Email Marketing Platform), CRM (Customer Relationship Management), customer service software, SMS platform, ad platform, and social media management.

Marketers use anywhere between 6–10 different martech systems on a daily basis. Since each data piece lives in a separate silo, and doesn't provide a true 360-degree view of the customer, other internal departments may have to get involved to give you the data you require... and then you have to sort through it all.

Sure, you may have some data integrated within your e-commerce store, but not enough to enable your marketing team to create a true omnichannel approach.

All is not lost though. There's a much quicker way to do everything you need in order to generate additional and continual revenue all while reducing your time to value.

You can connect all your e-commerce data to deliver predictable, profitable outcomes through complete automation workflows based on top-performing industry practices.

Not only will you have access to a true 360-degree view of your customers, but you'll be able to drive a true 1:1 personalized omnichannel experience to build lasting customer relationships.

How We Help

The integration between your data and the Emarsys Customer Engagement Platform offers you the ability to:

- ▶ Launch solutions faster than the competition
- ▶ Improve your customer's experience
- ▶ Create and deploy omnichannel campaigns
- ▶ See a single, unified view of your customers and their buying patterns
- ▶ Rapidly deploy proven marketing strategies and tactics
- ▶ Empower your marketing team with strategic metrics to demonstrate their impact on revenue growth
- ▶ Deploy a loyalty program to increase CLTV

The Emarsys Customer Engagement Platform leverages embedded AI that provides insights and predictions such as the future value of each customer, purchase probability, engagement probability, future value, and product affinity.

Emarsys is dedicated to supporting your business goals and growth and empowering your team to make the best decisions with the data you already have.

Ready to find all your additional revenue opportunities and save your company months of time?

[Sign Up for Your Demo Today](#)



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