

# The Ascent360 Marketing Playbook

10 Data-Driven Campaigns  
Everyone Should Be Running



All companies have data, but it's what you do with it that makes the difference and sets you apart from your competition. The Ascent360 Customer Data Platform (CDP) combines your data into a single source of truth allowing you to gain valuable insight and activate highly targeted marketing strategies to prospects and customers leading to increased revenue.

## Market Like a Pro with Ascent360!

<b>PLAY 1:</b>	High-Value Customers	<b>PLAY 6:</b>	Growing Your Database
<b>PLAY 2:</b>	Loyalty Programs	<b>PLAY 7:</b>	Welcome Emails
<b>PLAY 3:</b>	Unengaged Prospects and Customers	<b>PLAY 8:</b>	Post Purchase Survey
<b>PLAY 4:</b>	Upsell/Cross-Sell	<b>PLAY 9:</b>	Omnichannel Campaigns
<b>PLAY 5:</b>	Birthday/Anniversary	<b>PLAY 10:</b>	Look-A-Like Audiences

# PLAY 1

## HIGH-VALUE CUSTOMERS

### Why it's Important

Did you know that 20% of your customers make up 80% of your revenue? Makes sense, but do you know which 20% of your database are those high value customers? Your best customers are worth 16 times the revenue of your other customers. The single most important thing you can do for your organization – and yourself – is to spend more of your time marketing to your high value customers! Be a hero and find out who your most valuable customers are and start treating them differently.

### How it Works

The best way to identify high-value customers is to assign a recency, frequency, monetary (RFM) score to every person in your database. RFM analysis examines how recently a customer has purchased, how often they purchase, and how much the customer spends and gives them a number between 1 and 5. For anyone scoring a 5-5-5, you know that these customers purchased recently, they tend to purchase more frequently, and they spend a lot of money when they do. While RFM scores are automated in the Ascent360 CDP, any way you can identify high-value customers will help. Then segment these people so you can market to them specifically.

Once you know your best customers, start sending highly tailored messages and offers to these people. We recommend the following:

- Hand-write thank you notes
- Email special offers
- Direct mail exclusive promotions
- Celebrate anniversaries and birthdays

Because the Ascent360 platform centralizes and enriches your data, you can be sure the RFM scores are accurate. Meaning, regardless of the touchpoint – even Amazon – the CDP can process that data in real-time and provide you accurate information, insights and scores. What's more, the logic in the platform segments this audience for you and sends the campaigns you design out for you.



# PLAY 2

## LOYALTY PROGRAMS

### Why it's Important

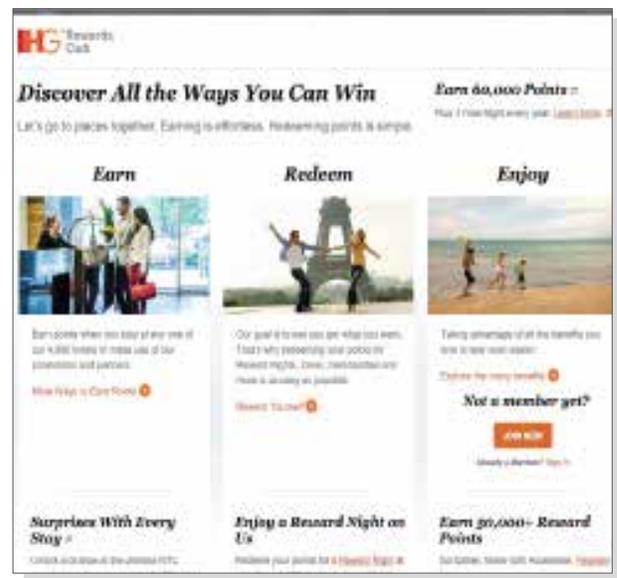
Since you now know that 20% of your customers drive 80% of your revenue, keeping these customers satisfied is extremely important to your business. Loyalty programs have two main functions: to incentivize and reward those high value customers with something different and better than a regular customer. It is one of the best ways to grow your revenue and is often overlooked but we have seen these campaigns have tremendous value and ROI.

### How it Works

There are three different loyalty programs that are often implemented:

- **Rebate/Cash Back:** In this program, a customer can get money back after purchasing the products, which come in the form of a gift certificate or cash. This program can draw customers back into the store or website and gives them something to look forward to after purchase.
- **Point System:** Points most commonly equate to amount spent. Points can also be used in a tiered system. Typically, once a customer spends a certain amount, he or she is bumped up to the next level, in turn, giving them more incentives. This program tells customers that the more you spend, the more you'll get.
- **Discount System:** The customer receives a certain discount off their purchase, usually at checkout. This program provides the customer instant gratification.

Once you chose the program, segment the people you want to invite in base on the RFM score (see the High Value Customer Play) or another method and automate the campaigns based on their interactions and transactions.



## PLAY 3

# SPEAKING WITH UNENGAGED PROSPECTS AND CUSTOMERS

### Why it's Important

Re-engagement campaigns target database members who are no longer responsive and try to revive them. It is critical to create an automated campaign to re-engage these people to drive more value from your customer base because keeping people engaged is less costly than acquiring new prospects and customers.

### How it Works

Create a real-time campaign to anyone that has not opened an email in 6 months or more. Looking through your email subscriber history, you can see who is no longer interacting. In the Ascent360 platform you can setup a segment to look every day and pull in anyone new that meets that criteria. The CDP will then send them a re-engagement message. First, try to bring them back via email. If that fails reach them on other channels.

### Types of Re-engagement Campaigns

There are a couple types of re-engagement campaigns you can use; win-back and re-engagement and both are effective ways to keep interest.

- Win-back campaigns are aimed at getting lapsed customers to return and purchase.
- Re-engagement campaigns goal is to sort out the still interested emails in a database from the expired or no longer interested. email program to a previously ignored or "misplaced" list of subscribers that were never emailed before.

We have seen that these methods have high open rates and that the communications following this campaign show consistently lower unsubscribe rates.



# PLAY 4

## UPSELL AND CROSS-SELL

### Why it's Important

If a customer is going to purchase from you again, it is typically within 30 days of their first purchase. Our data shows too, that the path to becoming your best customer depends on repeat purchases. Create more high-value customers by ensuring sure your messages are timely and personalized to their purchase history.

### How it Works

While there are many ways to upsell/cross-sell your customer, especially given your industry, here are a few suggestions:

- Continue a purchase path. For example, if they recently purchased a tent, promote a sleeping bag, a camping pillow, a camp stove, etc. Really, anything that falls within that category they have not yet purchased is great content to run with.
- New products. When purchase product hits end of life status, send them an email to purchase the next version of the product they currently have!
- Next logical product. For instance, if they purchased shoes, send them an email about socks.
- Companion products or frequently purchased together items.

The simplest way to start is to create a target segment of people that recently purchased and send an offer. However, if you have a CDP you can create specific product segments to upsell/cross-sell them. Data from the Ascent360 platform can also tell you what products are most often purchased after each other or what a customer has already purchased. The Ascent360 system can also tell you if the customer purchased something on Amazon.

You can go as deep or as broad as you would like. You can segment by product and further personalize with demographic or psychographic

information. Once the relevant customer segments and email content are created, it's easy to set up a triggered email campaign. By setting the emails to go out a couple days after purchase, the customer will have time to receive and use the product or service. By subtly providing your customer with complementary offers from the product they just purchased, the chances are high that the customer will purchase again if they were happy with their buying experience.

The screenshot shows an email from Home Depot. At the top, it says 'THE HOME DEPOT' logo and 'More saving. More doing.\*'. There's a link to 'SIGN UP FOR THE HOME DEPOT EMAIL EXCLUSIVE SAVINGS >'. Below that is a navigation bar with categories: APPLIANCES, BATH, LIGHTING, FANS, FLOORING, OUTDOORS, TOOLS & HARDWARE. The main message is 'THANK YOU FOR YOUR RECENT PURCHASE ON HOMEDEPOT.COM' with a link to 'Sign Up to Receive Exclusive Savings >'. Below this is a section titled 'ADDITIONAL ITEMS THAT MAY INTEREST YOU' with four product cards: 1. 'Shavely Fossil Easy to Install Instant Screen Door' for \$19.98, 2. 'Cuisinart Power Blend Dual Blender Food Processor' for \$99.95, 3. 'Surge Jill Rosewood Coral 3 ft. 6 in. x 5 ft. 6 in.' for \$218.00, and 4. 'Elegant Home Fashions Tahir 6-Piece Complete Bath Set in Espresso' for \$114.99. Each card includes a star rating and a 'Shop Now >' link. At the bottom, there are three boxes: 'GOT QUESTIONS? We're Here to Help', 'THE POWER OF LOW PRICES. GUARANTEED.™', and 'HOW-TO COMMUNITY'. The footer includes 'FREE SHIPPING ON OVER 300,000 ITEMS.\*', 'NEED IT NOW? BUY ONLINE AND PICK UP IN STORE.', and various links like 'DOWNLOAD OUR MOBILE APP', 'HOW TO COMMUNITY', 'FOLLOW US ONLINE', and 'SAVINGS CENTER | LOCAL AD | STORE FINDER | THE HOME DEPOT CREDIT CARD | UNSUBSCRIBE'.

# PLAY 5

## BIRTHDAY/ANNIVERSARY EMAILS

### Why it's Important

Taking the simple step of acknowledging people on their birthday or anniversary goes a long way. These messages result in high open rates, ensuring your message will be read, well received, and your offer probably acted on. Overall, these emails are quick to set up and can give you a lot of bang for your buck.

A simple birthday campaign set up to send to a subscriber on their date of birth, or during their birthday month, is one of the best performing automated emails you can create.

Anniversary emails are another terrific way to increase email engagement and revenue. Thank them for being with you for as long as they have, with an offer to keep them shopping.

### How it Works

On an email sign-up form or possibly on check out, it is a good practice to ask for birth month and day. We have seen that while asking for year is helpful for knowing the exact age of an individual, it tends to have negative effects on conversion rate. Then automate the birthday email/offer from that date.

For the anniversary email, trigger the annual message by capturing their first interaction or the date of their first purchase. These emails typically have messages around celebrating your anniversary or thank you for being with us and often offer some incentive or gift for hitting this milestone. It makes the customer feel special and will hopefully lead them to their next purchase.

We are experts in date-based automations, plus combining data to personalize these happy messages even further.

Let us show you how!



# PLAY 6

## GROWING YOUR DATABASE

### Why it's Important

The greater the number of individuals in your database, the more you can reach and convert and thus the more revenue you can generate. Continuing to focus on growing your database should be a year-round effort. There are many different campaigns and tactics we recommend implementing to grow your database.

### How it Works

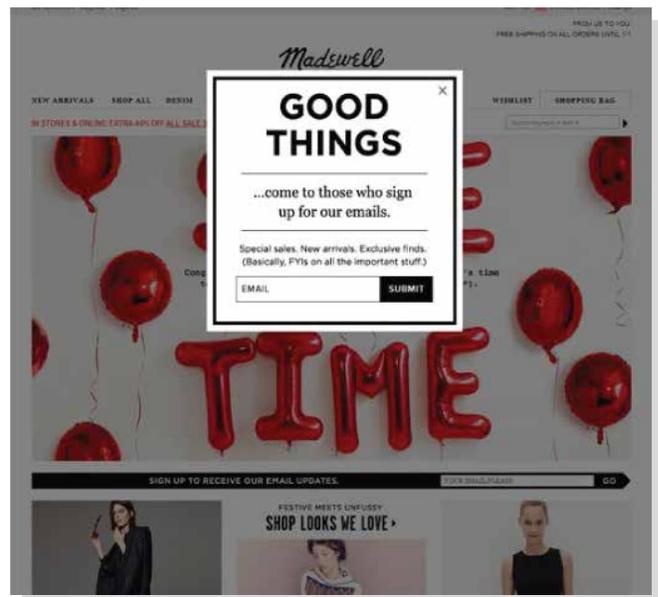
Social sweepstakes, event registration, and refer-a-friend campaigns are all other great ways to attract more individuals to interact with your company. We have also seen great results with email pop-ups and product registrations.

### Email Pop-Ups

While having a place on your site to sign up for emails is important and necessary, creating an email pop-up draws more attention and shows a much higher rate of conversion. Within this pop-up you can include giveaways, a percentage off your first purchase etc. to incentivize further growth. One client was able to get 20x more email sign ups when implementing an email pop up with a sweepstakes offer. With that increase in email volume, they were able to speak to and engage many new prospects!

### Product Registrations

While you may not get customer information at the time of the sale, giving them a reason to come back, register, and provide more information is a fantastic way to capture an audience that could have otherwise been lost.



# PLAY 7

## WELCOME EMAIL

### Why it's Important

Once you have someone engaged, you need to keep them. A welcome email is one of the most beneficial ways to accomplish that. This communication allows you to welcome new subscribers, set communication expectations, and possibly convert an interested prospect into a customer. By reaching the person the moment they are interested, correlates to high engagement rates.

Ascent360 has found:

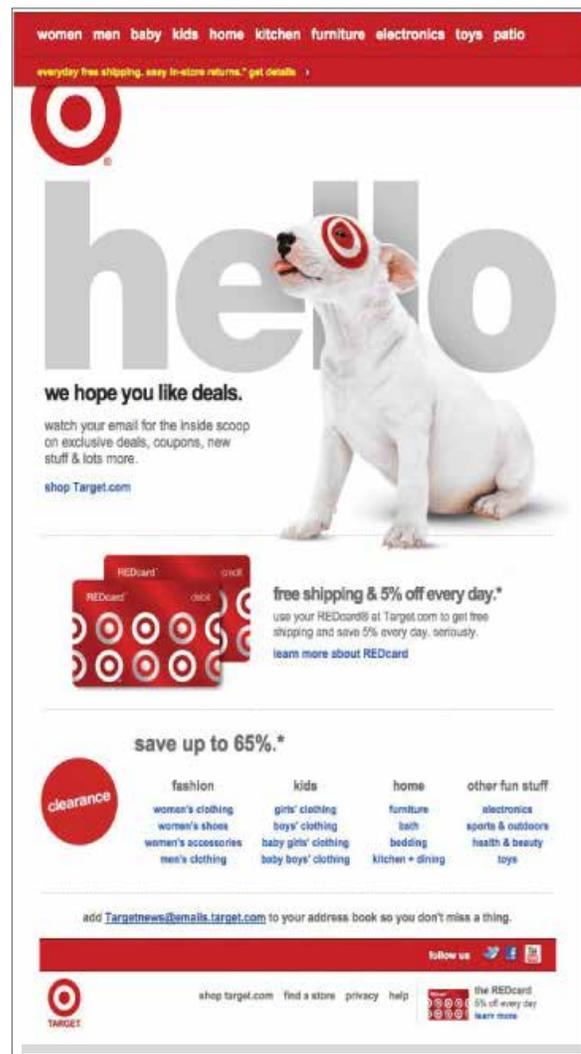
- Welcome emails are read 40% more often than promotional messages.
- A person that reads the initial welcome email is far more likely to read future messages.

### How it Works

Create two welcome streams: a customer welcome campaign and one for prospects. This way you can communicate with these audiences differently.

- **Prospects:** The prospect welcome stream needs to be sent immediately after the engagement and should include more educational information that allows the prospect to better understand your brand before jumping straight to an offer. A delayed response will only hurt your engagement rates and potential conversion. If you are capturing these email addresses through a form that integrates into your email service provider, you should set to trigger off a new addition to that list. With the Ascent360 CDP you can also customize the content and imagery to season, location or gender.
- **Customers:** This welcome email should be sent after a purchase. It makes sense to wait an hour or even a day for the receipt to come through, and then for you to follow up with a welcome and thank you for your purchase message. Be sure to personalize the content, imagery and offer based off the transaction data.

Need help? Ask us!



# PLAY 8

## POST-PURCHASE SURVEY

### Why it's Important

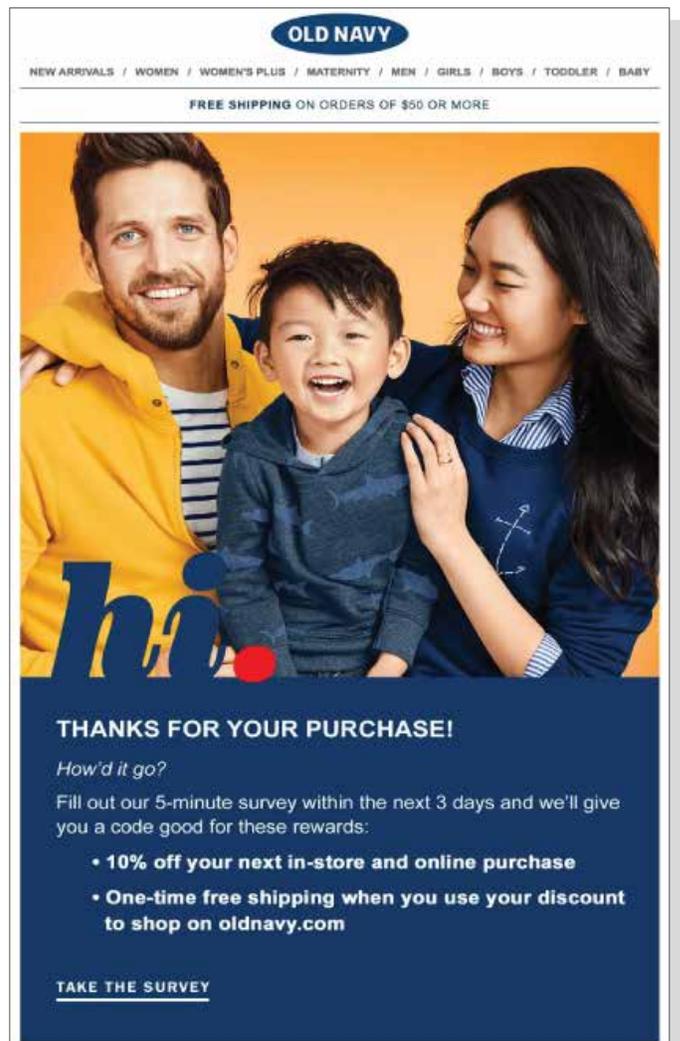
Once a customer has made a purchase, it is very important to follow up with them regarding their experience. You gain valuable feedback and it gives you the ability to act quickly if something is wrong. It also enables you to encourage customers to post product reviews on other sites as well. However, be sure not to survey too often and keep the number of questions to a minimum.

### How it Works

If you do not have a Customer Experience system in place, just set up automated email after a purchase. Ensure the customer has had enough time to receive and use the item. Within the email, it is good to clearly call out exactly what the action should be such as, "Tell us about your recent purchase!" It is also important to include how long the survey might take to complete. Keep your surveys short! They should only take seconds to complete.

Be sure to have follow up action plan. If the feedback is poor, an email from the manager acknowledging their poor experience and offering something to make up for it shows the customer that they are not forgotten about and that their opinion and their purchase truly matters. On the opposite spectrum, an email is automated to go out to those who rated them favorably, pushing them to review them on other sites such as Yelp, Google, etc.

While this email should not push for a purchase, adding an incentive will increase the likelihood of the survey being completed. And if the customer has already purchased from you, had a pleasant experience, this could be all it takes to make a repeat purchase.



The image shows a screenshot of an Old Navy email. At the top, the Old Navy logo is centered. Below it, a navigation bar lists categories: NEW ARRIVALS / WOMEN / WOMEN'S PLUS / MATERNITY / MEN / GIRLS / BOYS / TODDLER / BABY. A banner below the navigation bar reads "FREE SHIPPING ON ORDERS OF \$50 OR MORE". The main content area features a photograph of a smiling family: a man in a yellow jacket, a young boy in a blue hoodie, and a woman in a blue sweater. Below the photo, the text reads "THANKS FOR YOUR PURCHASE!" followed by "How'd it go?" and "Fill out our 5-minute survey within the next 3 days and we'll give you a code good for these rewards:". Two bullet points list the rewards: "10% off your next in-store and online purchase" and "One-time free shipping when you use your discount to shop on oldnavy.com". At the bottom, a button labeled "TAKE THE SURVEY" is visible.

# PLAY 9

## OMNICHANNEL CAMPAIGNS

### Why it's Important

Marketing is constantly changing, as are the channels of communication. Direct mail used to be the main way of communication until email came, now with social, search, display and other channels, it is hard to know where to market to your customers. In combination, all marketing channels could likely be effective to some degree, but it's helpful to know the channels your customers are on and prefer.

### How it Works

The best way to figure this out see where your customers are listening! We recommend segmenting your database by age as a first step. Then, send a campaign out over multiple channels and see what worked best. It is good to know which channels each age group are most actively engaging on.

For your second step, take your lapsed email audience and engage with them on Facebook or Instagram. Have a list of email unsubscribes? Great, use other channels. Maybe send them a direct mail piece with a coupon code to use on their next purchase, or use Google Ads to draw them back in.

Here is another example. During last year's holiday push, one client wanted to expand the reach of whom they have targeted in the past. A best practice would be to start with email, as it is the cheapest of the communication channels. They broke out their audience into life stage groups (young, family, mature) and began email campaigns. They noticed that while email was working for some segments, it simply wasn't working for others. They pulled out anyone that wasn't responding to email and pushed them into other channels. This test showed that social was working great for one segment, so they put more of their budget there, and took them out of email.

Everyone in your database is not the same, test different channels, look at the results, and adjust accordingly to increase your marketing ROI, which this client did by 1400%. As the marketing channels evolve, so will your marketing strategy.



# PLAY 10

## LOOK-A-LIKE AUDIENCES

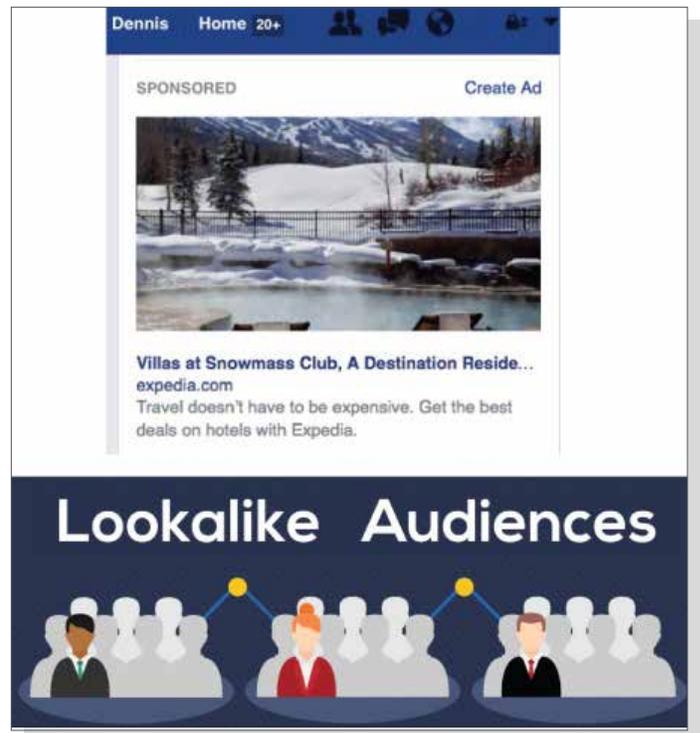
### Why it's Important

Acquiring new customers is difficult and costly. However, if you already know who your best customers are, why not create a segment to target with elements that mirror these best customers? Creating Look-a-like Audiences for our clients is one of our most successful plays.

### How it Works

Within Facebook, Google, Instagram and other social channels, you can push through a list of your best customers and use elements of those customers to create a model and find others that look just like them! This not only decreases the amount of effort you need to put into creating new prospect segments, it also allows you to find highly relevant prospects that look just like your current best customers.

We have a client who was looking to increase their reach on a specific product launch. To do so, they created a segment of anyone who had purchased a similar product in the past. From there, they pushed that list into both Google and Facebook to create look-a-like segments from them. These channels allowed them to reach an additional 2 million prospects whom then accounted for more revenue than any other of their current customer segments.





**Ascent360 partners with B2C marketers to simplify today's increasingly complex data world and enable authentic relationships with prospects and customers.**

Our Customer Data Platform (CDP) creates a single source of truth from your siloed data sources. The Ascent360 solution also includes the marketing guidance to develop successful revenue-generating campaigns. With us, you realize both immediate return and sustained value year over year. We get your company where it belongs – at the top!

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**If you are a B2C marketer who wants to easily run plays like these (and more) reach out to us at [hello@ascent360.com](mailto:hello@ascent360.com) or visit [ascent360.com](http://ascent360.com).**