

PHOTOBOOK APPLICATION

Chatbooks Grows Customer Engagement by 100% with Sophisticated Event-Triggered Campaigns

Chatbooks is on a mission to strengthen families by helping them hold onto the memories that matter via affordable photo books. As Chatbooks expanded its photo sources, product lines, and customer base, they needed a solution that would help drive sustained growth by making smarter use of data and scaling unique, personalized experiences across the customer lifecycle.

THE TURNING POINT

Limited Customer View and Cross-Functional Dependencies Stalled Growth

As Chatbooks grew, the marketing team realized that their existing email and mobile push providers couldn't deliver the right customer experiences. These solutions limited their view of their customers, with data consisting of a constrained set of attributes that was rarely refreshed, and only supported traditional batch-and-blast messages. This made the team heavily reliant on their Business Intelligence (BI) team to do all their segmentation and pipe in data through manual CSV uploads. They also lacked the ability and visibility to test and optimize campaigns.

OBJECTIVE

Increase Customer Engagement from Initial Touch through Brand Loyalty

Chatbooks realized that to improve customer engagement and drive growth throughout the lifecycle they needed a sophisticated, scalable, cross-channel platform that would enable them to:

- ▶ **Turn Customers into Brand Loyalists**
Create positive, customized customer experiences starting with the first purchase to grow repeat customers and increase customer lifetime value.
- ▶ **Decrease the Customer Acquisition Cost Payback Period**
Improve customer engagement during the first 30-days to get back customer acquisition costs and repurpose those dollars for acquiring new customers, quicker.
- ▶ **Increase Conversion by Engaging Customers on a 1:1 Personal Level**
Strengthen customer relationships by talking to customers as individuals based on their interests.



CUSTOMER ENGAGEMENT (CTR) over the first 30 days onboarding



RETENTION through churn reduction campaigns



CUSTOMER LIFETIME VALUE within first 3 months of customer lifecycle



SAVINGS PER WEEK by cutting down BI dependencies

“ Blueshift allowed us to up-level our campaigns and provide 1-to-1 personalization using dynamic user information. We can now focus on high-intent customers that want to hear my message rather than email blasting and annoying my whole customer base. The result? + 100% increase in email engagement.”



Stephen Cruz
Lifecycle Marketing Manager
Chatbooks

STRATEGY

Scale Lifecycle Campaigns with Personalized Customer Experiences

Chatbooks turned to Blueshift to automate and scale their customer engagement and lifecycle campaigns because of its ability to easily create triggered campaigns off of live event feeds, the richness of the first-party data, and its ability to seamlessly marry email and push.

Chatbooks easily scaled its first 30-day onboarding automation into a series of personalized touchpoints that drove consistent customer engagement throughout the critical first month as a customer when drop-off is high. They added unique experiences throughout the customer lifecycle with more dynamic abandoned cart messages, win-back series, and seasonal campaigns. Best of all, Chatbooks' marketers had direct access to customer data, which allowed them to identify new segments and discover new campaign ideas without reliance on their BI team.

The following core capabilities were essential to Chatbooks' success:



Comprehensive Customer Profiles

Within Blueshift, Chatbooks had access to rich, continuously refreshed customer profiles, which included a range of insightful custom attributes and live event feeds.



Advanced Segmentation

Chatbooks marketers had a powerful, easy-to-use segmentation tool in which they could quickly build and test new high-intent segments and launch campaigns to these segments without waiting for their BI team.



Sophisticated Journey Flows

Chatbooks quickly and effortlessly developed sophisticated, multi-stage campaigns that layered in various conditions and tests.



Event-based Personalization

Chatbooks created event-based segments and immediately triggered actions to high-intent customers based on behaviors. They also personalized messages using customer data and photo uploads.

Next Steps

Chatbooks is now looking to take the same success it's had with data-driven automation on email and Push to SMS and improve their primary customer service channel.



“ Prior to Blueshift, we didn't have the ability to do anything special or welcome new users. With Blueshift's customer journey builder, we've been able to provide unique experiences, provide relevant information throughout the customer journey, and see LTV increase 7% in their first 30 days.”



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