



Marketer's Playbook: Using Re-targeting with Recommendations

blueshift

Marketer's Playbook: Using Retargeting With Recommendations

A large number of e-commerce website and app users abandon their session before completing their transaction. Marketers can target these users by merchandising the content related to their browsing and searching history, or their cart contents. Marketing messages can be composed using a combination of Retargeted content (the items that the user already saw and abandoned), & related recommendations (similar items, e.g. best sellers in the same category/brand). Targeted emails created in this way can convert as much as 30-50X the conversion rate of newsletter emails.

There are various ways in which you can merchandise re-targeted content along with related recommendations:

- » **Retarget Cart Abandoners** with cart content, along with recommendations of best-sellers from the same sub-category as the cart item
- » **Retarget Browse Abandoners** with items browsed by the user, along with items purchased by others after browsing these same items
- » **Retarget Search Abandoners** Retarget search abandoners with the best search results for a recent search performed by the user

User who browsed and abandoned a Roald Dahl book being retargeted, along with relevant recommendations

The screenshot shows a website interface for ACME. At the top, there is a navigation bar with categories: ALL, FICTION, BEST SELLERS, CHILDREN'S, and NON FICTION. Below the navigation, a banner reads "This caught your eye..." with the subtext "Get it now—our most popular books go fast!". The featured book is "SKIN AND OTHER STORIES" by Roald Dahl, priced at \$ 8.99, with a "SHOP" button. Below this, a section titled "You Might Also Like:" features three book covers: "THE UMBRELLA MAN" by Roald Dahl, "Charlie and the Chocolate Factory (Puffin Modern Classics)" by Roald Dahl, and "ROALD DAHL Charlie and the Chocolate Factory: A Play" adapted by Richard George. At the bottom, a black bar contains the text "Want even more? SHOP TODAY'S SALES NOW ▶".

Marketer's Playbook:

5 Steps to Retargeting with Related Recommendations

Here is how you can start merchandising retargeted content along with related recommendations:

- 1. Track views/searches/cart-updates/conversion events etc.** in real time: Since retargeting is based on a recent intent , aggregating data in real-time is the key to timely engagement
- 2. Determine the behaviors you want to retarget:** Select the behaviors you want to retarget against: e.g. abandoned cart, abandoned search, abandoned browse. For each behavior, plan the manner in which you intend to select the related recommendations
- 3. Plan the type of related recommendations for each behavior:** For each type of retargeting, plan the type of related recommendations you would like to showcase. If you are unsure, select two or more types of targeting to test
- 4. Set up templates:** Create content templates for retargeting, with additional recommendations, over emails, push notifications or other forms of marketing
- 5. Test & scale:** Test by sending out retargeting with recommendations to small audiences on one channel, and eventually scale it to larger audiences on every channel

Retargeting and Recommendations With Blueshift

Blueshift makes it extremely easy to launch various forms of retargeting with recommendations, on multiple channels including emails and push notifications.

First, create a dynamic segment of users you would like to target:

Edit Segment: Abandoned Browse, High Intent, Category Affinity Fashion

Recent activity Filter users by recent activity in past 90 days

Lifetime activity AND

Catalog Activity Select Event

Demographic Select Timeline

Predictive scores

Category Affinity + ADD FREQUENCY

Traffic source + ADD EVENT ATTRIBUTE (OPTIONAL)

User attributes

Custom lists

Messaging

Reset Save

Matching Users

Total	Email	Display	Push	SMS
103,912	27,486	61,249	6,934	6,832

Applied Filters

Recent Activity
Event is equal to pageload within past 3 Months

AND NOT
Event is equal to purchase

Completed

Then, customize your marketing templates using one of Blueshift's several personalization options, including multiple forms of retargeting:

View this email as a web page. To ensure delivery, add acme@email.acme.com to your address book. DOWNLOAD OUR MOBILE APP

ACME

ALL FICTION BEST SELLERS CHILDREN'S NON FICTION

This caught your eye...

Get it now—our most popular books go fast!

JEAN-JACQUES ROUSSEAU
Reveries of the Solitary Walker

Reveries of the Solitary Walker
\$13.00
SHOP

You Might Also Like:

Elements Source Products Template Info

Abandoned search Show 8 for testuser@getblueshift.com

Show Personalization Data

JEAN-JACQUES ROUSSEAU
The Confessions

ROUSSEAU
The Social Contract

JEAN-JACQUES ROUSSEAU
Reveries of the Solitary Walker

JEAN-JACQUES ROUSSEAU
A Discourse on Inequality

JEAN-JACQUES ROUSSEAU
Of the Social Contract and Other Political Writings

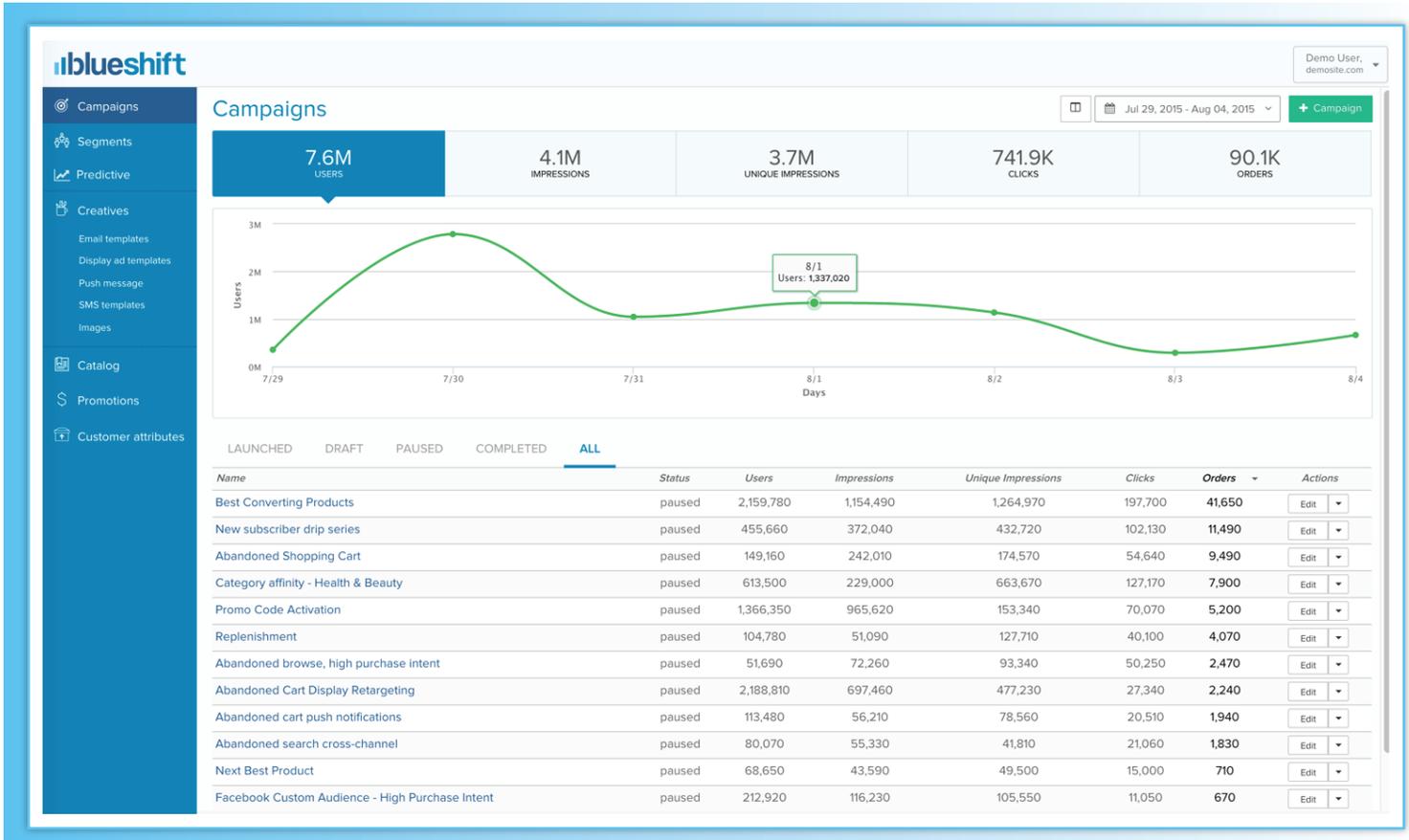
JEAN-JACQUES ROUSSEAU
THE SOCIAL CONTRACT

Paul Griffin
TEN MILE RIVER

Shop and subscribe

Launch & Measure Campaigns In Real Time

With Blueshift, you can launch & test retargeting and other automated campaigns instantly, and track real-time results:



Blueshift is already integrated with your favorite marketing tools: tag managers, ESPs, push notification providers & more:

Selected Data Integrations



Segment

Selected Delivery Integrations

