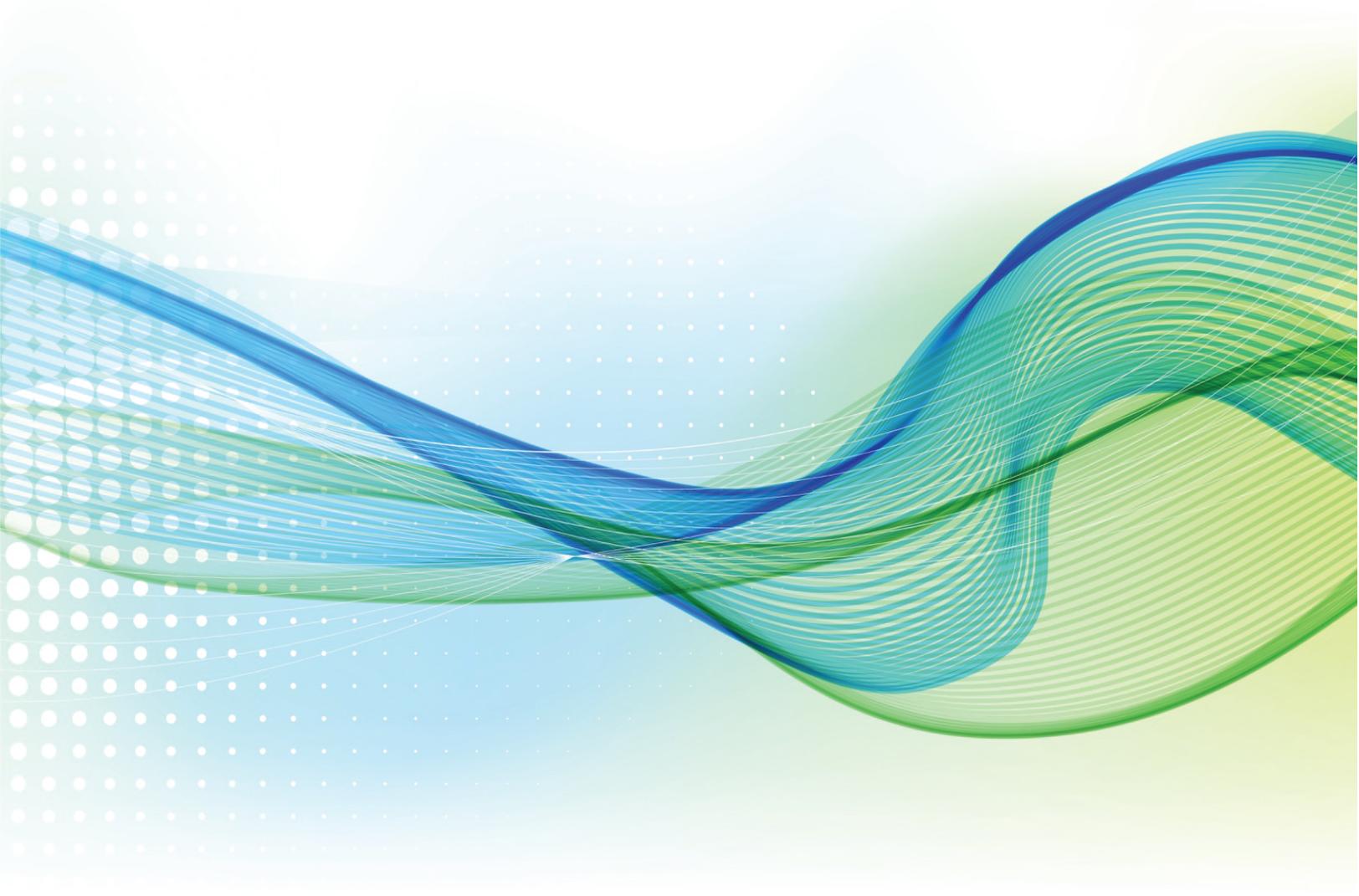


# Marketer's Playbook: Using Trending Content to Drive Sales & Engagement



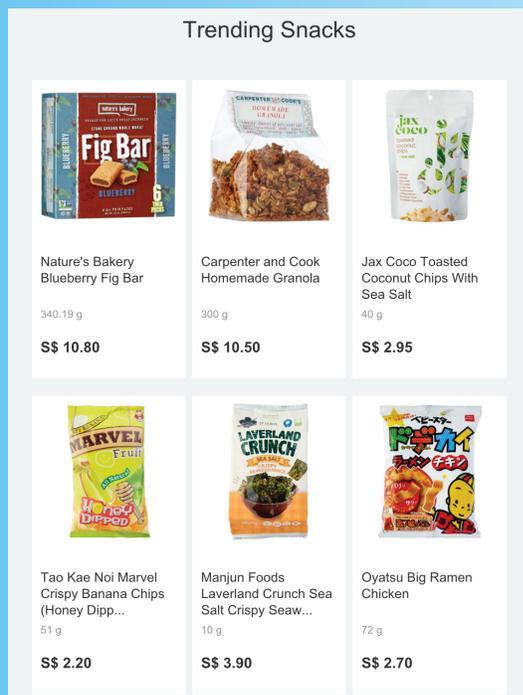
**blueshift**

# Marketer's Playbook: Marketing with Trending Content

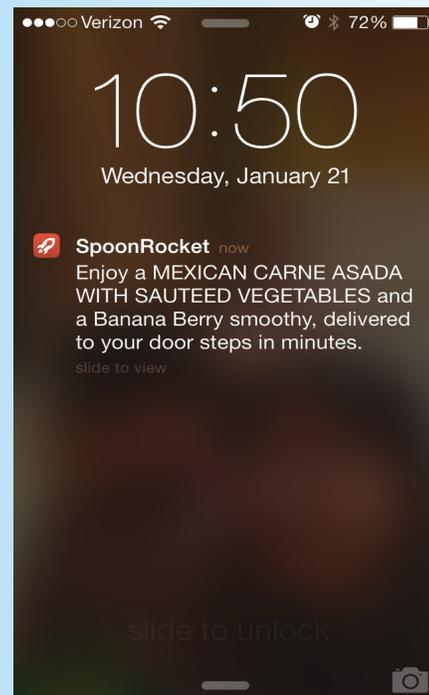
Users are always looking to find out trending content from your product or content catalog. As a marketer, you can drive higher engagement and purchases by merchandising this trending content in your emails, push notifications and other forms of marketing. Some examples include:

- » Recent **best converting** items
- » Recent **most viewed** items
- » Recent **best selling** items

Marketing messages with trending content can be highly engaging, and often show a response rate that is 3-10X higher than newsletters.



Email with trending content



Push notification with trending content

# Marketer's Playbook:

## 5 Steps to Marketing with Trending Content

Here is how you can start merchandising trending content to your users over different marketing channels

- 1. Track views/searches/cart-updates/conversion events etc in real time.** Real time tracking is critical to understanding & merchandising trending content
- 2. Determine the type of trending content based on your goals:** Since trending content comes in different forms, you should pick the right type based on your goals. For instance, if your goal is to drive conversions, you might want to merchandise the top converting items rather than simply the most viewed items
- 3. Find the right segment of users to target:** For news-based content websites and apps, or for fashion and flash sale businesses, trending content might be the most useful content for a majority of your users, and users might even welcome daily updates. Other businesses may prefer a different frequency of communication to a smaller group of users based on segmentation. Finding the right segment and cadence for your business is important when merchandising trending content.
- 4. Set up templates:** Create content templates for merchandising trending content over emails, push notifications or other forms of marketing.
- 5. Test & scale:** Test by sending out trending content to small audiences on one channel, and eventually scale it to larger audiences on every channel

# Trending Content With Blueshift

Blueshift makes it extremely easy to launch various forms of marketing, including emails & push notifications, with trending content.

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

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 trending content:

**ACME**

**We thought you might like these great books**

**Ten Mile River** \$ 7.99

**The Lost Prince** \$ 16.00

**Non-Random Acts of Kindness** \$ 5.99

Top products Show 20 for testuser@getblueshift.com

Show Personalization Data

Paul Griffin **TEN MILE RIVER**

Selden Edwards **THE LOST PRINCE**

Lauren Myracle **NON-RANDOM ACTS OF KINDNESS**

Lauren Myracle **THE LIFE OF TY**

Travis Bassett **THE HISTORY OF THE VULCANS**

Daniel Halpern **THE ART OF THE STORY**

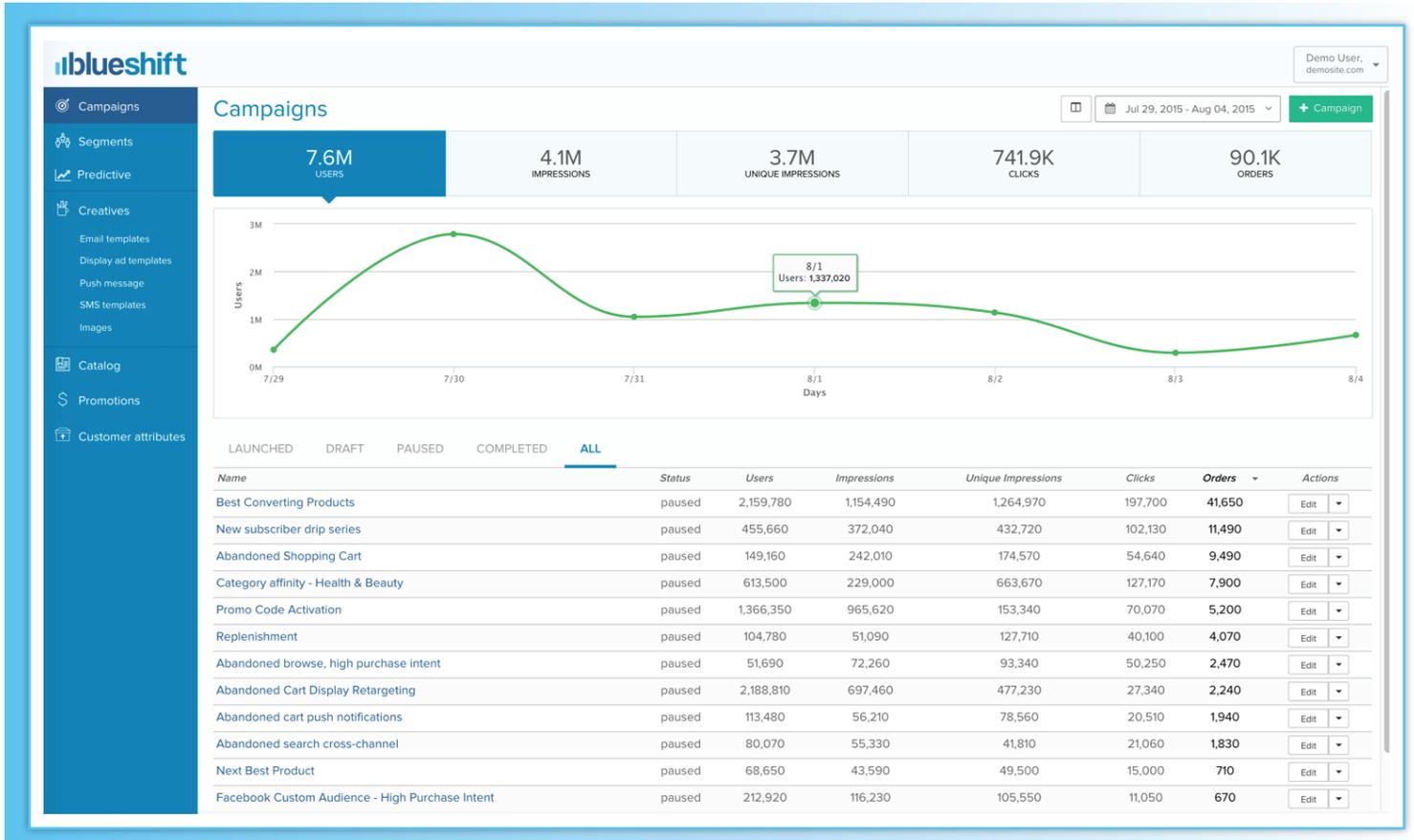
Heather King **REDEEMED**

James Mann **RISE OF THE VULCANS**

3 **The Giant Jelly Bean Jar**

# Launch & Measure Campaigns In Real Time

With Blueshift, you can launch & test trending content 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

