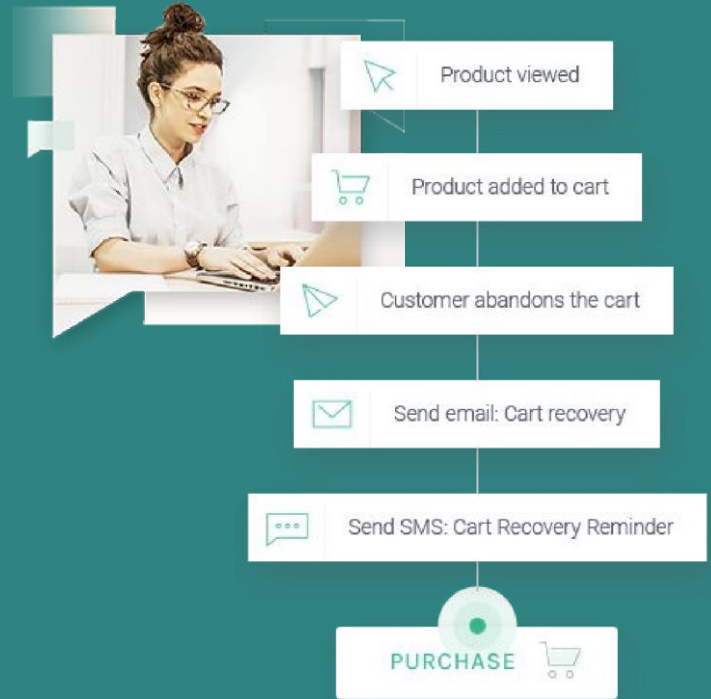




Quarterly Business Review



Index

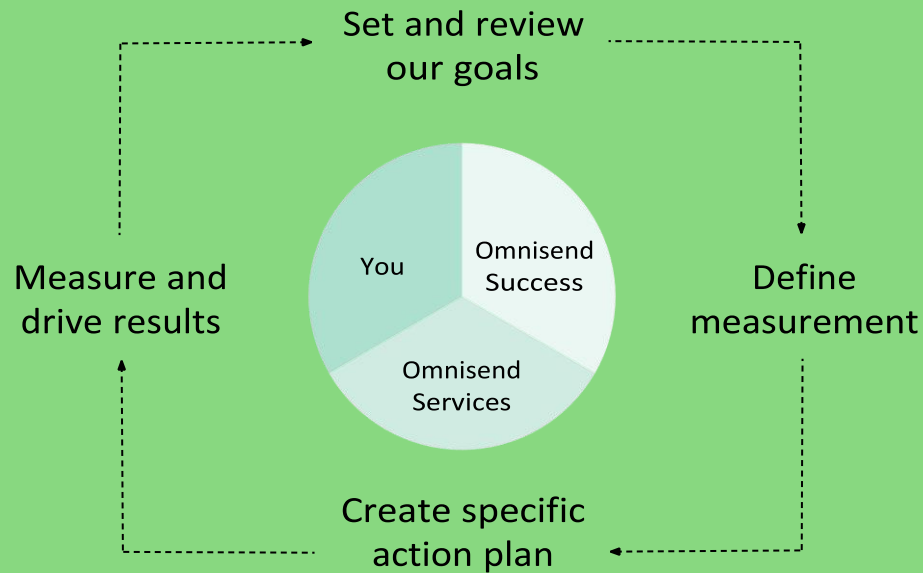
QBR purpose

01. Review of main metrics
02. Main challenges/recommendations
03. Email Report Card
04. Next quarter goals
05. Product roadmap
- 06.

01.

QBR purpose

Quarterly process designed to maximize the return on your investment.



02.

Review of main metrics

Type of marketing activity (*Consumer related)	Click rates (avg)	Sales (ttl)
Email Campaigns	2.87%	€ 9,907.10
SMS Campaigns	N/A	N/A
Automations	4.76%	€ 10,270
Total (from Omnisend)		€ 20,177.10
Spent on Omnisend (quarterly)		€ 254.41
Omnisend ROI for each €1 spent		€ 78

04.

Main challenges/ recommendations

Here's what main challenges and recommendations we have identified for you:

- Push Notification campaigns
- Custom Domain
- New subscribers - average on Omnisend is 3%, in your case it's 1.02%. A combination with a user friendly popup has shown good results



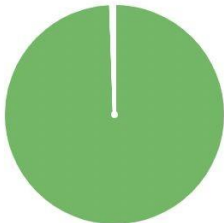
Audience list (risk)

List Validation Preview Results



List size: 26440

Summary



Deliverable: 99.47%

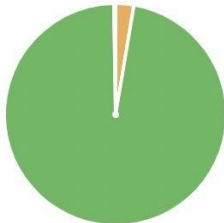
Do Not Send: 0%

Undeliverable: 0%

Catch All: 0.26%

Unknown: 0.26%

Risks



Low: 97.1%

Medium: 2.64%

High: 0%

Unknown: 0.26%

Close

Email Report Card

Phase 1 Email Strategy

Implement Today



	Life Cycle	Effort	Revenue	Active
Welcome	Acquisition	Low	\$\$\$\$	✓
Abandoned Cart	Conversion	Low	\$\$\$\$	✓
PopUp/signup bar	Acquisition	Low	\$\$\$\$	✓
Abandoned Product	Conversion	Low	\$\$\$	✓
Abandoned Browse	Conversion	Low	\$\$\$	✓
Thank You for Purchase	Retention	Low	\$\$	

Segment Engaged Users	Retention-	Low	\$\$\$\$	✓
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Phase 2 Email Strategy

Optimize Phase 1

Add Preference Form to Welcome Series to collect Birthday and more.

Add Care Tips and Recommendations to Post Purchase (Care Tips and Cross-Sells)

	Life Cycle	Effort	Revenue	Active
Preference Form	Retention	Medium	\$\$	
Birthday	Retention	Low	\$\$	
Care Tip Notifications	Retention	Medium	\$\$	
Cross-Sell	Retention	Medium	\$\$\$	
Transactional Emails	Conversion/ Retention	Low	\$\$	

Phase 3 Email Strategy

Limit use of Campaign Booster - Big Sales & Product Launches



	Life Cycle	Effort	Revenue	Active
Never Purchased	Conversion	Low	\$\$	
Lapsed Purchaser	Retention	Low	\$\$	
Re-engagement	Retention	Low	\$\$	✓
VIP/Loyalty	Retention	Medium	\$\$\$\$	
Reorder Reminders	Retention	Medium	\$\$	-
Campaign Booster	Conversion	Low	\$\$\$	✓

06.

Next quarter's goals

Goals	Comment
Push notifications	you have the subscribers
Utilize Email Report Card	Look at other opportunities to generate revenue

Attributions from Omnisend workflows

The most attributed orders per automated email generating types of workflows (transactional excluded) are:

- Back in stock
- Welcome
- Birthday
- Browse abandonment
- Cart abandonment

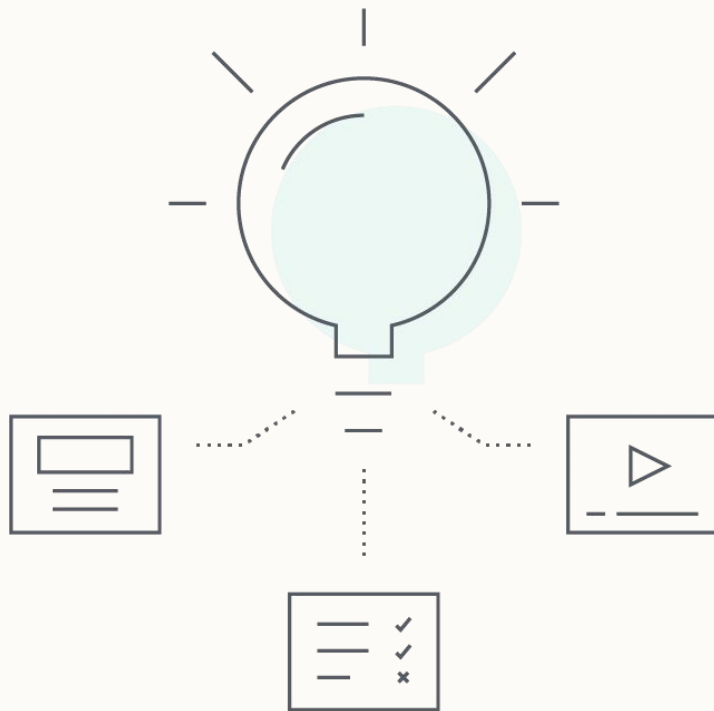
07.

Product roadmap

Here's what is new!

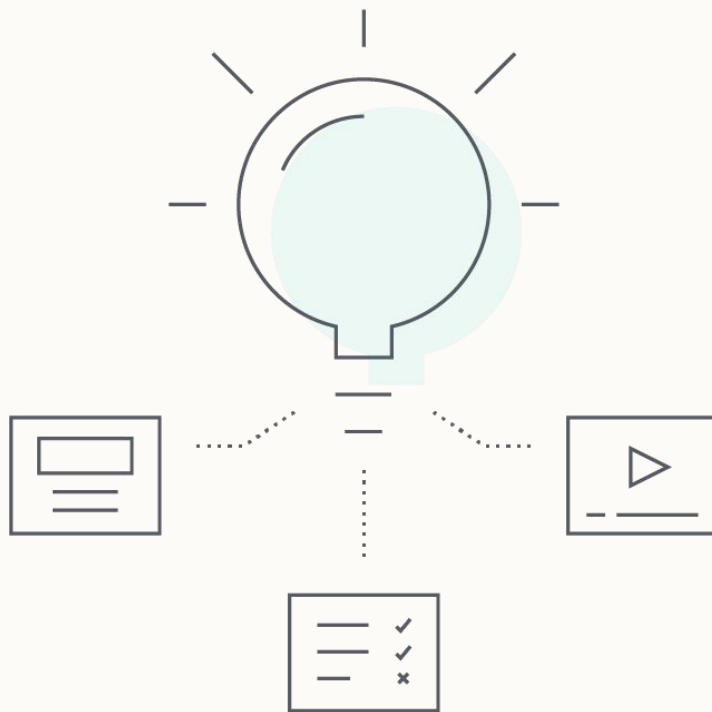
1. Forms Library (holiday templates, promotional forms)
2. Brand Assets
3. Buyer Journey
4. New Email Builder Updates (will be sunsetting Classic Builder at the end of September 2022)
5. New Segmentation Updates
6. Self-service List Cleaning Solution In-App
7. Back in Stock Solution

07.



Product roadmap

- 8. **TCPA checkbox on forms not required when
Phone number is optional
- 9. New Integrations - **YotPo Loyalty**, **Facebook**
Leads Ads, **POWR**, & **Typeform**
- 10. Menu on mobile no longer stacks
- 11. SMS Non-subscribes
- 12. Pre-built Segments
- 13. Delete Segments in Bulk



Current Integrated Apps



Facebook Custom Audiences

Sync your segments to Custom Audiences to retarget users who are familiar with your business



Connected

View



ShipStation

Streamline your order fulfillment, wherever you sell and however you ship



Connected

View



- Are you using any 3rd party apps that we might be able to integrate with Omnisend?
- Any integrations you would like to see with Omnisend?