



CUSTOMER ANALYTICS

Iterable Services Overview

EMAIL MARKETING

PERSONALISATION

Brands we have worked with



HEAL'S



PetsPyjamas
Where Smart Pet Lovers Go



CRM Services

01	The Customer Retention Accelerator	Full suite of services & support to advance your CRM from 'Spray & Pray' to 'Precise & Predictable'
02	Engine Room	Expert hands-on platform support to get projects built & implemented - faster and more efficiently
03	CRM CAMP	Coaching & Mentoring Programme for Junior CRM Execs & Non Specialists
04	Bridge	Technology solutions & tools to bypass resource constraints & capability gaps
05	Pulse	Audits of current CRM activity to uncover quick wins and growth opportunities.

These are just a selection of packages - talk to us about your specific requirements

1 The Customer Retention Accelerator

From 'Spray & Pray' to 'Precise & Predictable'

What is it?

Our 3-stage process for creating & executing a winning CRM strategy.

This includes:

- Detailed Customer Analytics exercise to expose customer behaviours
- Development of a full CRM Strategy using the Customer Analytics via workshops and a clearly prioritised staged plan
- Hands-on campaign execution including bringing the technology along to fill any resource or capability gaps

Who is it for?

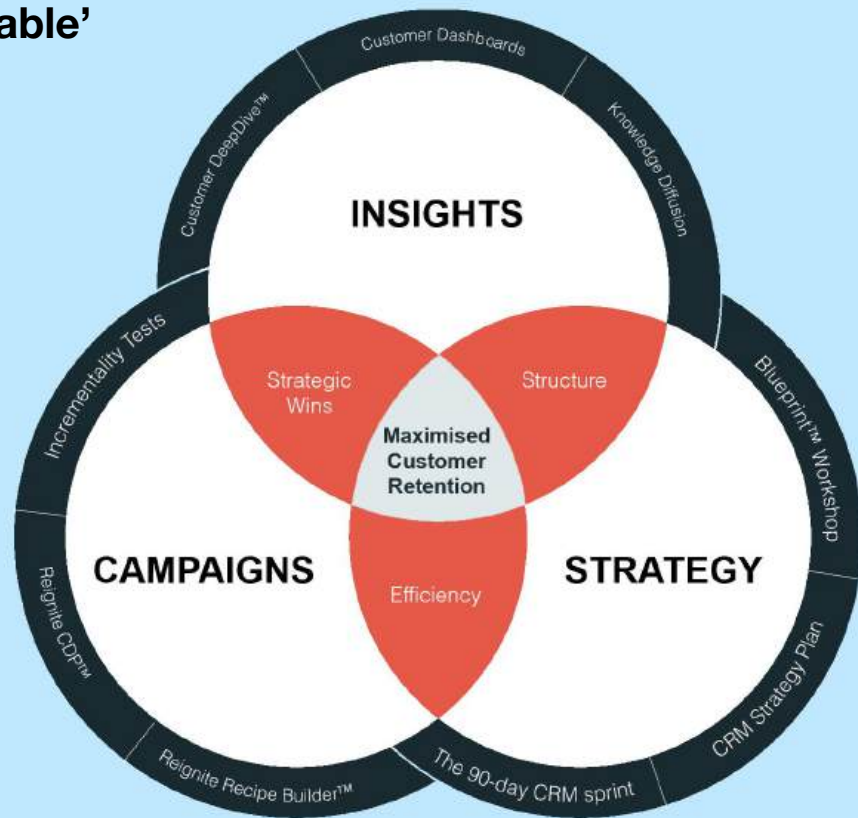
Ideal for brands with an immature CRM Strategy that want to accelerate the sophistication of their CRM activity.

Typically, brands get stuck in 'Spray and Pray' mode, leading to CRM underperforming it's potential. Our programme both maps out the strategy and executes activity to deliver strong incremental increases to CRM revenue.

How does it work?

The Insight & Strategy stages take anywhere from 4-8 weeks, with the 'Campaigns' stage broken into 30-90 day sprints.

Typical costs between £1.8K to £3.5K per month.



Phase one: Insights

Customer Data Deep Dive

- Audit of entire transactional data history to uncover key customer behaviour, patterns & trends that inform CRM & wider business strategy

Customer Dashboards

- Creation of a range of filterable dashboards & reports to enable self-service discovery

Insight Sync

- Delivering the stories uncovered to SLT & key team members for alignment of strategy & priorities

Phase two: Strategy

Blueprint Workshop

- Strategy workshop to develop transformational CRM initiatives

CRM Strategy Plan

- Document outlining strategy priorities, rationale & required dependencies with a 90-day CRM Roadmap

Phase three: Campaigns

CRM Campaign Execution

Implementation of CRM Roadmap with a series of incremental tests, supported by our Reignite Recipe Builder & CDP platforms.

- Create a robust CRM strategy
- Accelerate CRM projects
- Transform CRM revenue growth

Client guarantee

If you aren't satisfied after the first month we will give you your money back

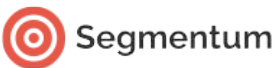
Customer Retention Accelerator

Problems

- 1 Limited depth of understanding of customer behaviour
- 2 Large proportion of high value customers lapsed, reliant on tiny % of regular shoppers
- 3 Small CRM team stretched building endless promo emails

Results

- 1 Dashboards & Insight used by Senior Management to make product changes leading to improved 2nd purchase rate
- 2 Reactivation initiatives including direct mail activity drove highest ever returning customer rates
- 3 Shift to 1-1 personalised product content increased conversion >10% & increased productivity of CRM team

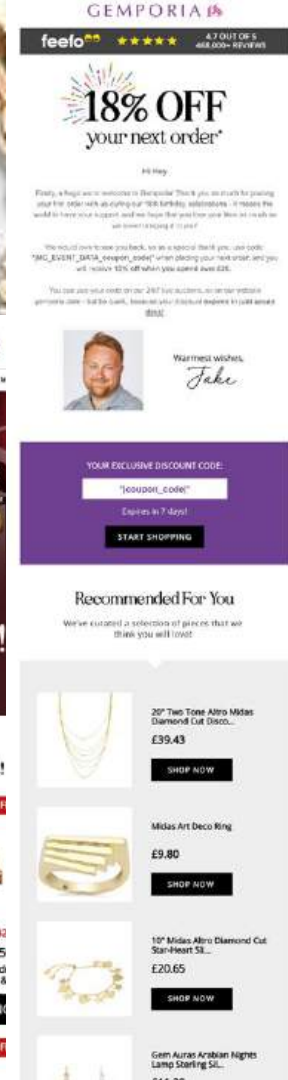
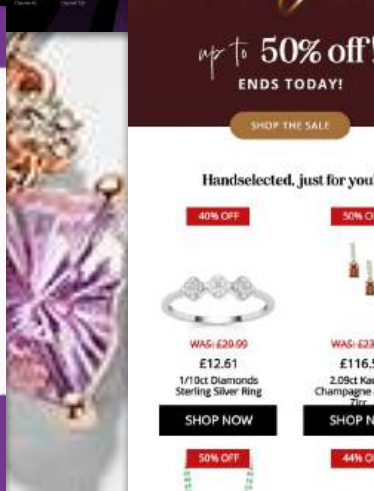


Customer Summary | Top Customers | RFM

Controls: Email Subscribed: 10000, Unsubscribed: 0 | Items Purchased: 0 | Total Items: 0 | Favourite Sales Channel: All

Customers by Total Orders vs. Recency

	7. Over 2 years	6. Within 2 year	5. Within 1 year	4. Within 6 months	3. Within 3 Months	2. Within 90 Days	1. Within 30 Days	Total
Total Orders								
2, 2 - 8	27,490	3,996	931	850	285	310	289	33,591
3, 4 - 10	12,789	4,213	1,575	1,046	576	660	600	21,657
4, 11 - 25	3,095	2,088	1,079	824	454	613	782	9,555
5, 26 - 50	1,132	951	580	488	264	444	512	4,861
6, 51 - 100	599	514	290	353	214	244	244	2,458
7, 100+								
Total								



2 Engine Room

Hands-on CRM platform support

What is it?

Expert support to implement campaigns on your Marketing Automation platform – completed faster and more efficiently than non-technical CRM teams.

We support all aspects of platform support including but not limited to:

- Campaign Management
- Creation of journeys
- Enhanced segmentation support
- Personalisation logic & scripting
- Reporting & Analysis

Design & copywriting remains in your teams hands.

We work with all platforms but have additional expertise across Iterable, Adobe Campaign & Klaviyo.

Who is it for?

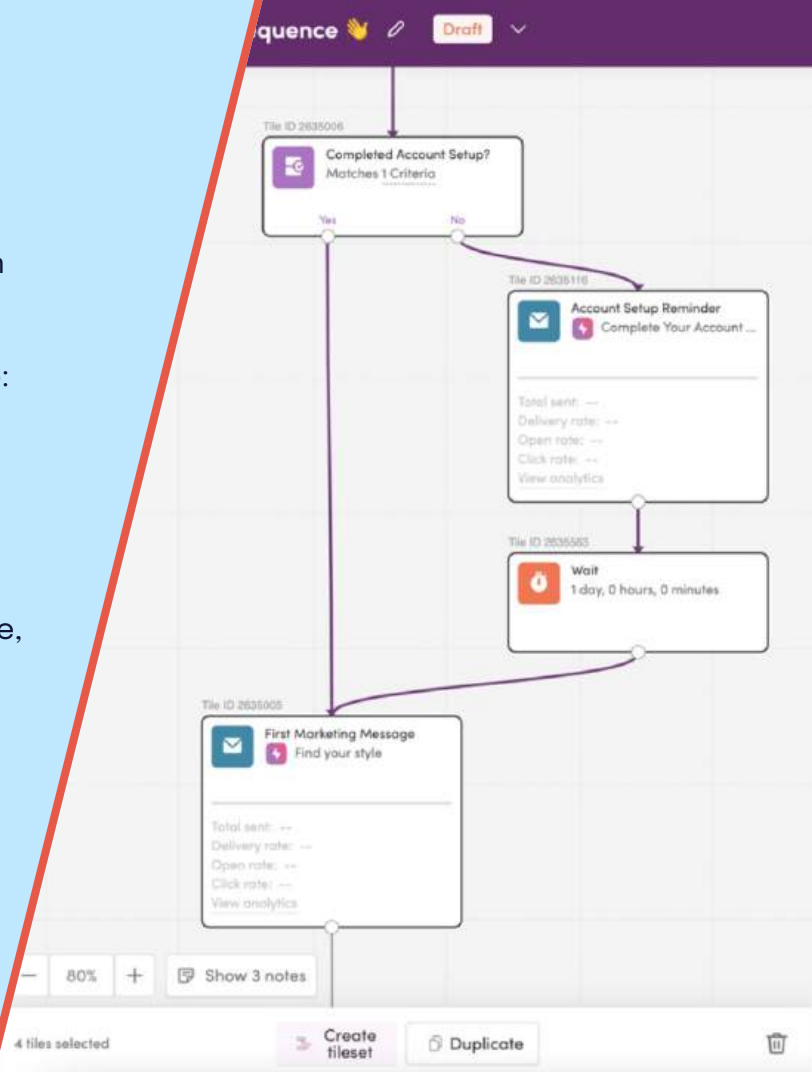
Brands typically come to us in 3 scenarios:

- Covering internal resource constraints
- Requirement for platform specific expertise
- Onboarding a new platform

How does it work?

Brands can choose to work with us on a fixed number of days per month, or on on-demand basis.

Pricing varies based upon size and length of commitment but day rates start at £500 per day.



Engine Room Case Studies



Platform migration & custom integration - completed within 1 week

Despite no native integration between their booking platform Fisikal and Iterable, we were able to migrate them to Iterable with a full integration including customers, events & subscriptions within a week.

We helped the non-technical team at Frame navigate the complexities of data schemas to deliver a solution that enabled them to segment on any customer behaviour within the platform, with no need to do any manual slicing and dicing outside of Iterable. Beyond the initial migration we continue to support Frame on all aspects of Iterable including journey creation, personalisation & segmentation.



300+ Automated Emails Configured

Having supported easyfundraising with Adobe Campaign Classic for several years we helped them find a new modern platform suited to their needs in Iterable.

We simplified the migration process of over 300 automated email and push notifications by building a synchronisation tool. This extracted the templates from Adobe, parsed the merge syntax and replaced it with updated Iterable tokens, and injected it via the API into Iterable complete with any email headers, tracking tags and subscription settings.

This saved hundreds of hours of effort, and reduced the possibility of manual error that in return reduced the required testing time. **All 300+ templates were migrated in under 2 weeks.**

The full migration was complete in 10 weeks including IP warmup, schema and events setup, configuration of dozens of journeys, creation of new streamlined processes, team training & documentation - all happening smoothly despite this coinciding with the busy Q4 trading period.

3

CRM CAMP

Coaching & Mentoring Programme

What is it?

CRM CAMP is our Coaching & Mentoring for B2C Brands that need on-demand expert support & guidance without the costs & commitments of in-house CRM specialists or agencies.

The programme consists of a mixture of bi-weekly video calls, live chat & hands-on support.

All of this is delivered by Sean Duffy, a multi-award winning CRM Consultant with over 20 years experience.

- Bi-weekly calls covering any CRM
- On-demand support via email & live chat
- Up to 4 hours hands-on platform support per month

Who is it for?

- Junior CRM Execs who would benefit from specialist mentoring & support from experienced CRM professionals
- Marketing teams without specialist CRM resources who need that expert guidance

How does it work?

CAMP is a fixed cost of £475 per month with no ongoing contract.

Typical CRM topics include:

- Develop a CRM Strategy
- Customer Analysis & Reporting
- Optimising Creative & Messaging
- Personalisation & Segmentation
- Setup your email marketing platform (or help chose the next one)
- Improving Production Efficiency
- Data Integrations
- Planning A/B Testing
- Deliverability issues
- List growth
- And much more...

4

Bridge

CRM Technology & Services to overcome technical resource & capability gaps

What is it?

At Segmentum, we've built a wealth of CRM technology and expertise over the years to support client projects, including:

- Reignite Email Personalisation Platform
- Customer Data Platform
- Bespoke integrations with Marketing Automation platforms
- Microsites including 'Refer a Friend' and personalised web pages
- Custom Data Feeds for Content Personalisation

Who is it for?

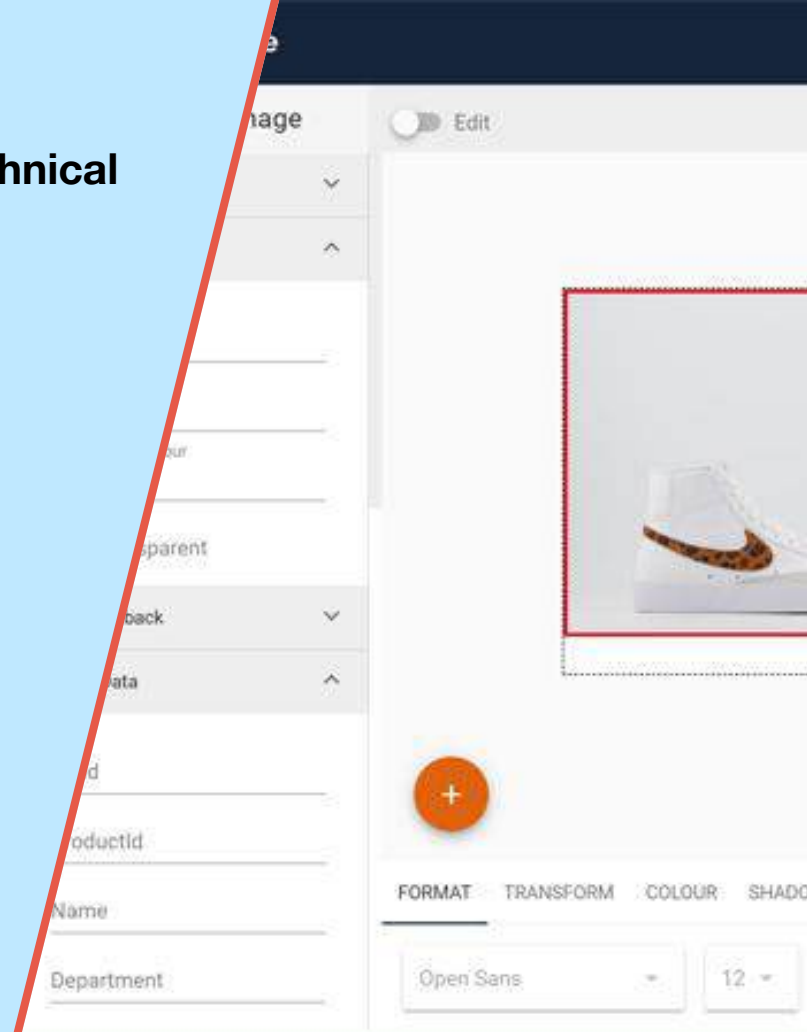
Brands without dedicated tech teams or with limited resources turn to us to accelerate CRM project delivery.

We also specialise in creating bespoke integrations for business platforms that lack native compatibility with Marketing Automation tools.

Reignite provides a cost-effective alternative to well-known personalization platforms, offering excellent value without compromising functionality.

How does it work?

Talk to us to discuss your specific needs.





Order Data



Customers



Products



Website Visits

Custom Integrations



Gemma Carter

gemmacarter@gmail.com

Orders	Items
12	32
Net LTV	AOV
£2,784	£232

Calculated Traits & Predictions

Most Frequent Brand

REISS

Items Returns Rate

6.25%

Spend last 90 days

£112

Last Order Date

11th March 2023

Predicted Next Order Date

July 30th 2023

Status

At Risk



Email Platform



SMS & Mobile



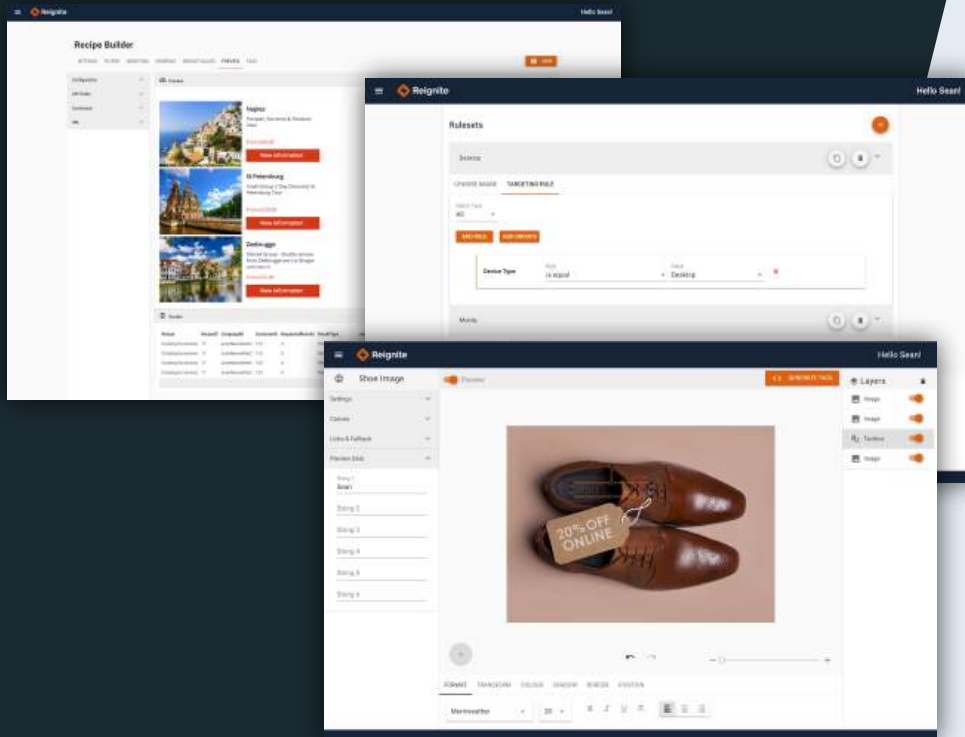
Social Ads



Postal



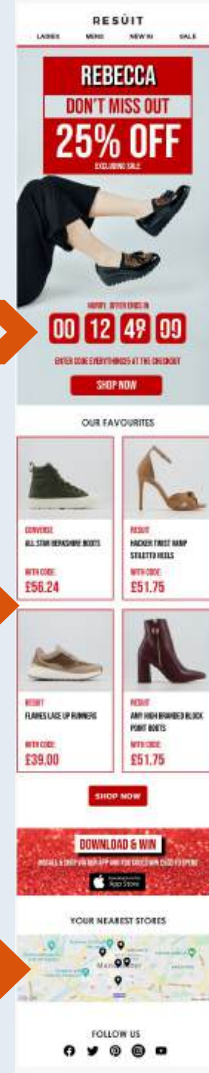
Personalisation Recipe Builder AI Product Recommendations Real-time Email Content



Live animated
timer to drive
urgency

Products tailored
to individual
taste based upon
recipe using AI,
merchandising
rules &
contextual data
such as weather

Live store locator
based upon
customer
location

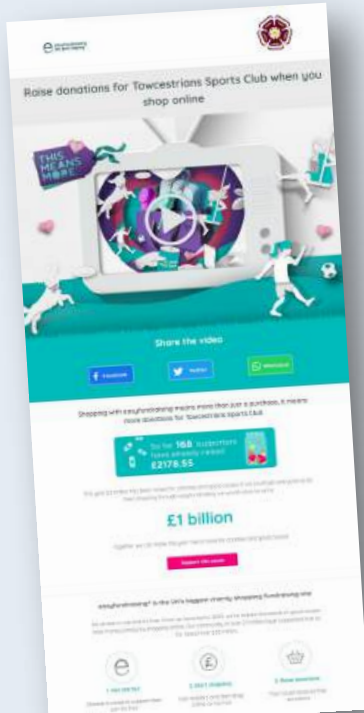


Personalised
image hero in
custom font &
drop shadows

App promotion
based upon
device email is
opened on

Bespoke CRM Solutions

Personalised Microsites



Custom Data Capture



Referral Programmes



5

Pulse

Audits of current CRM activity to uncover quick wins & growth opportunities

What is it?

Sometimes, it's hard to see the bigger picture and find fresh ideas for your CRM program.

Pulse, our health-check service, takes a deep dive into your existing CRM program to identify issues, uncover opportunities, and deliver a clear list of quick wins.

Who is it for?

Brands that need a comprehensive CRM health check.

How does it work?

Brands need to provide us with platform access and share relevant resources, including insights into past initiatives, key priorities, and areas to avoid.

At the conclusion of the audit, we'll present our findings and recommendations - whether for you to implement independently or with our support.

Comprehensive audits typically take around 4 weeks to complete and are priced between £3,000 and £6,000, depending on scope.

Recent Audits
include:

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PetsPyjamas
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Ready to learn more?

If you want to maximise your CRM potential, but lack the expertise to do it alone? Or maybe you just need an extra pair of hands?

We'd love to speak to you to see how we can help get you there.

Book a call with our Founder Sean Duffy at a time that suits you:

<https://tidycal.com/segmentum/>



segmentum.co.uk

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