

TRESL.CO

Turbocharge your marketing with Segments.



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01

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Introduction

Tresl makes data-driven marketing easy. Our Shopify Plus certified app, Segments, is an e-commerce data intelligence platform for Shopify retailers to scale their business by leveraging 30+ pre-built customer segments, executive ready summaries, and our most advanced features, Product Journey and Product Relations. We give brands access to the same analytics capabilities enjoyed by enterprise stores with in-house data teams.

Think of Segments as your own data team at a fraction of the cost.



CERTIFIED APP

Loved by top brands on Shopify

Pier 1 imports®

TRUE BOTANICALS

ILIA

JS HEALTH
VITAMINS

milk

nanso

BJJFANATICS

SOL Janeiro

NUTRIMUSCLE

IUP
NUTRITION

MESHKI

CADDIS
EYE APPLIANCES

BRUNT

EVOGEN

CDLP

CANVAS
Beautyflock
CHICKEN CHIPS

HAYABUSA

RUOHONJUURI

NICK'S

apteekkiplus

NAKED
NUTRITION.

IN GOOD TASTE

REPLICA SURFACES

VALLILA

Fast facts

1700+

Installs

\$1B+

in transaction
data analyzed

2x

Shopify Staff
Picks

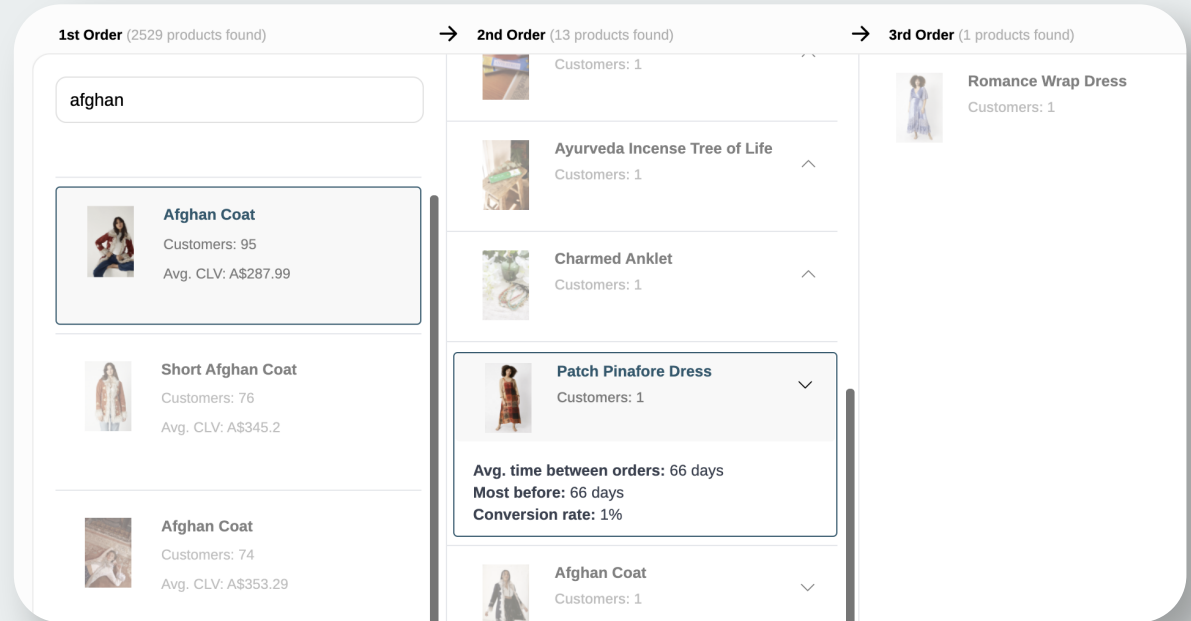
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02

Features to scale your eCommerce business

Product journeys
& Product relations:
advanced product
insights which visually
showcase what your
customers are buying
and what they are likely
to buy.

Product journey is an interactive discovery tool for understanding what your customers bought on their 1st, 2nd, and 3rd order. Aside from a new easy to use visual interface, we've made it easier than ever to identify what your customers bought after their first purchase.



Making the most of the Product journey report:



Find one of your most popular first order products, and see what the top second order products are.



Make a new segment of customers who purchased the popular first product from the previous step.



Sync this segment to your email platform. Create flows to recommend the 2nd product based on your research.

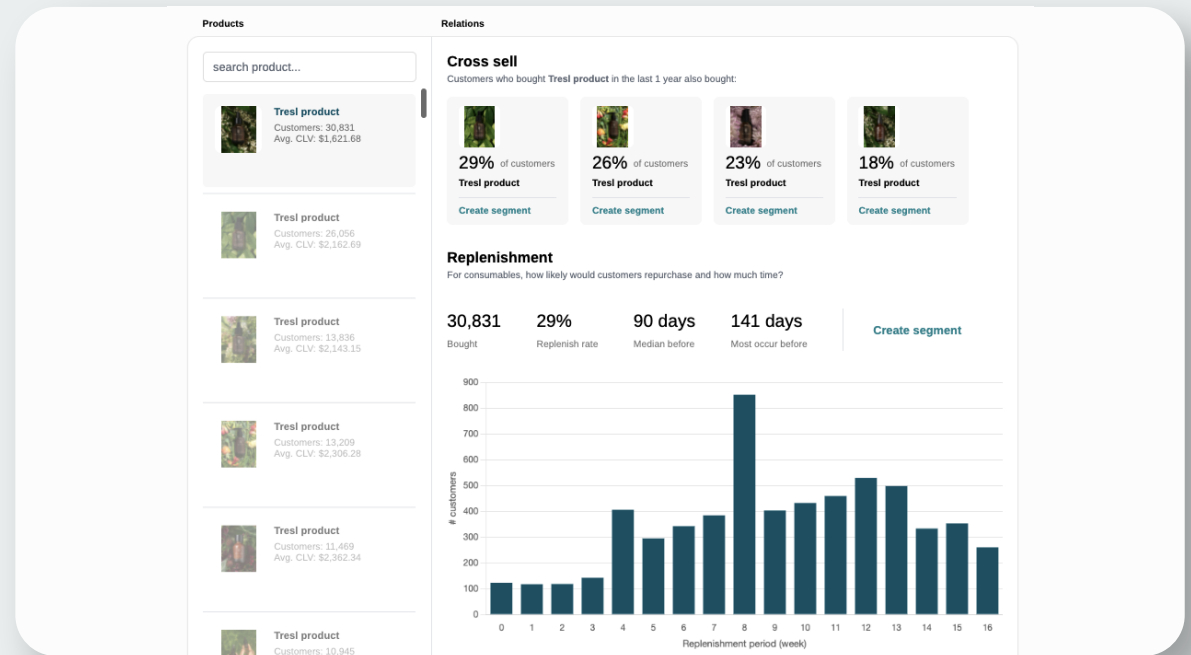
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03

Features to scale your eCommerce business

Product journeys & **Product relations**: advanced product insights which visually showcase what your customers are buying and what they are likely to buy.

Product relations is our most advanced module built for product combos, cross-sells, and replenishment. Product relations helps find cross-sell opportunities for any of your products, with a one-click solution to get your best combination.



Making the most of the Product relations report:



Create a segment of potential cross-sell customers out of your top selling products using product relations.



Sync the segment to email and Facebook Ads to cross sell the products highlighted using direct product ads.



Create a bundle offer for customers to purchase all 3x products together to increase your average order value.

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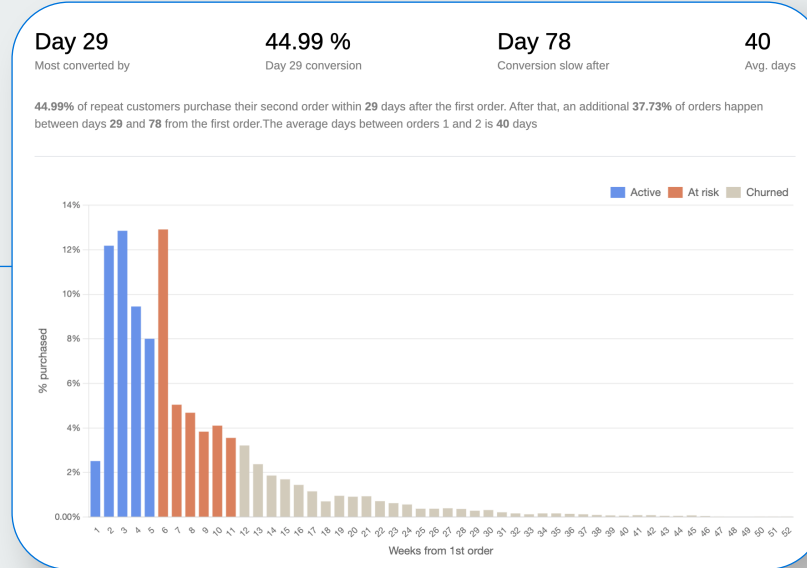
04

Advanced BI reports

I.

Purchase timing reports

takes the guesswork out of your email marketing campaigns and flows. Find the best time to email customers when they are most active and likely to purchase again. Know when to increase the urgency of your messaging when they are most likely to churn.



Find best email timings

II.

30+ powerful prebuilt customer segments

like Top spenders and Most likely to churn. Build campaigns by segment to target MVPs, win back churned customers, and increase your conversions.



1-click customer segmentation

Customers

Segments

View, favorite, create, and sync to your email marketing service for targeting. We have automatically created segments for you using business rules + advanced algorithms such as RFM and CLV.

Create New Segment

Sort by CLV

search Segment...



Segments	Users	CLV	Frequency	AOV	Gross Margin	ACR	Integrations
Loyals ⓘ	20,211	C\$1,164.71	6.3	C\$150.91	83%	7.0%	2 Auto Sync
Canadian customers ⓘ	129,792	C\$1,002	1.9	C\$140.74	84%	10.3%	Details
Repeats ⓘ	18,023	C\$827	6.3	C\$150.91	83%	7.0%	0 Auto Sync
One timers ⓘ	120,129	C\$801	6.3	C\$150.91	84%	5.3%	2 Auto Sync
Active loyals ⓘ	12,123	C\$736	6.3	C\$150.91	84%	1.1%	4 Auto Sync
Increase purchase frequency ⓘ	23,157	C\$512	6.3	C\$150.91	83%	2.2%	2 Auto Sync
Most likely to buy ⓘ	64,123	C\$333	6.3	C\$150.91	81%	1.9%	8 Auto Sync

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05

Advanced BI reports

III.

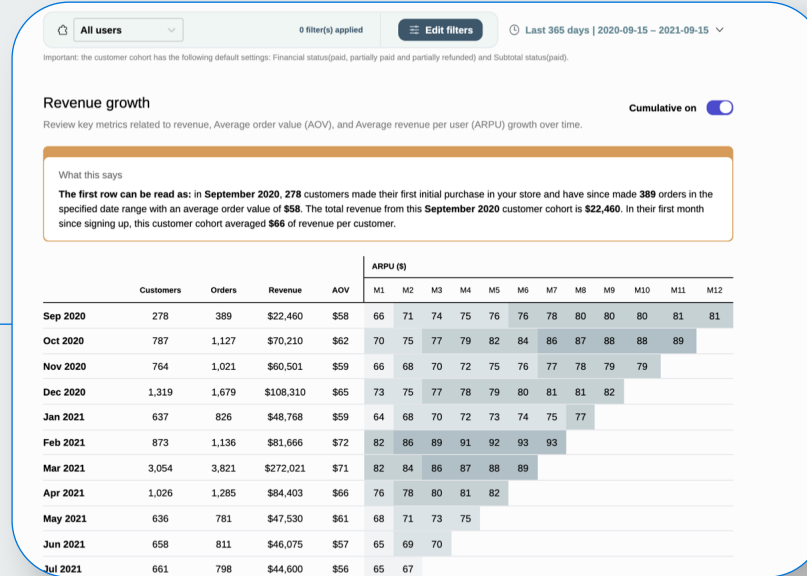
Cohort analysis for every segment

helps monitor the revenue growth and repeat % of new customers every month, fully filterable by every segment you have.

Sync across all your channels

Target customers across email, advertising, and SMS

with these powerful integrations, you can create targeted campaigns across all your channels and increase conversions.



Analyze customer profitability by cohort



Easily plug and play segments



Postscript



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Ready to get started?
Kick off your FREE
14 day trial today.

No contracts, no commitments.
100% 5-star reviews on the Shopify App Store.
Turbocharge your marketing with Segments.

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