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THE CUSTOMER LOYALTY PLAYBOOK

# 5 MARKETING STRATEGIES TO DRIVE ENGAGEMENT AND RETENTION

Plus: 5 Case Studies  
from Top Brands

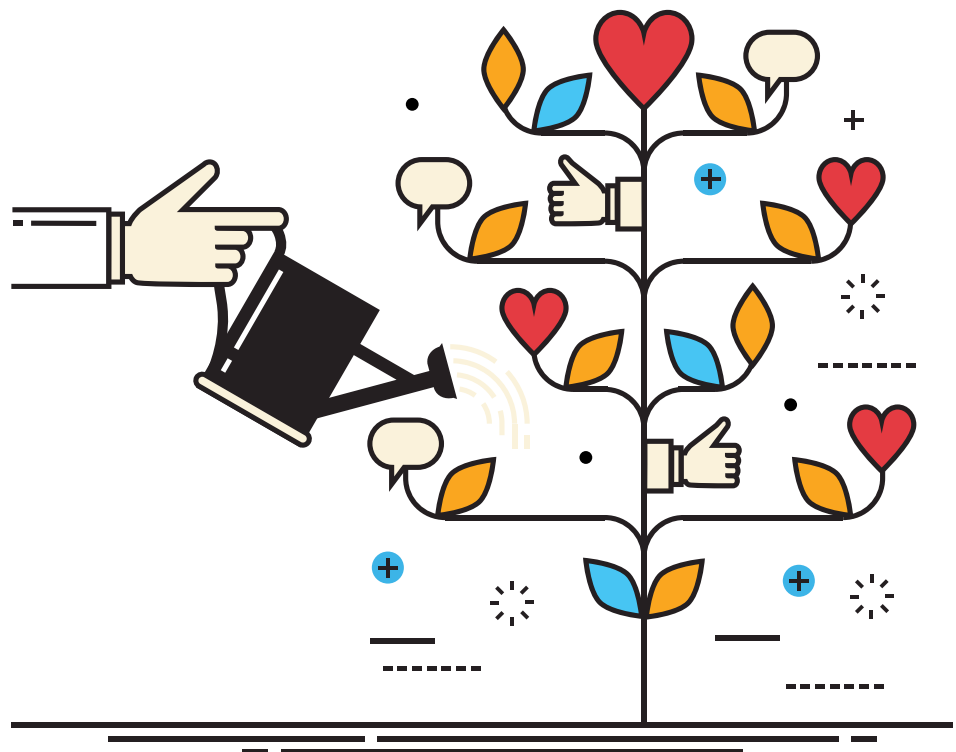
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**20% of customers will be responsible for 80% of profit** – or so says The Pareto Principle, also known as the “rule of the vital few.” So, while marketers are trying hard to increase market share, they should be equally (or even more) concerned about nurturing the customer relationships they already have. That means finding ways to strengthen bonds with your best customers and figuring out how to turn good customers into better ones.

Personalization, truly helpful support, data-driven contextual marketing, re-engagement strategies, gamification... There’s an almost overwhelming number of options out there, each touted as your golden key to an enduring bond with your users.

In the pages that follow, you’ll learn about five strategies to drive engagement and retention with actionable tips from Selligent clients – top brands that are at the forefront of creating and sustaining customer loyalty.



# Look past reward points

1

Take off your marketing hat for a moment, and consider as a consumer how many “loyalty” emails you delete every single day. The fatigue that customers experience poses a serious problem for email marketers. An increased unsubscribe rate is just the tip of the iceberg; loyalty programs that reduce customer-brand relationships to discounts and other monetary incentives will bring only high-churn buyers and will make it harder for your business to stand out from the crowd.<sup>1</sup>

To keep your customers sticking around, you just might have to dig a little deeper and work a little smarter. Specific rewards based on an individual’s behavioral data can be effective; so can value offers that prioritize long-term benefits over the instant gratification of points for each transaction. For example, marketers can design loyalty initiatives that help consumers build better habits or contribute to a social cause (such as letting your users donate their points to a charity).



## SELLIGENT CLIENT SPOTLIGHT: ALLSTATE & DELUXE REWARDS

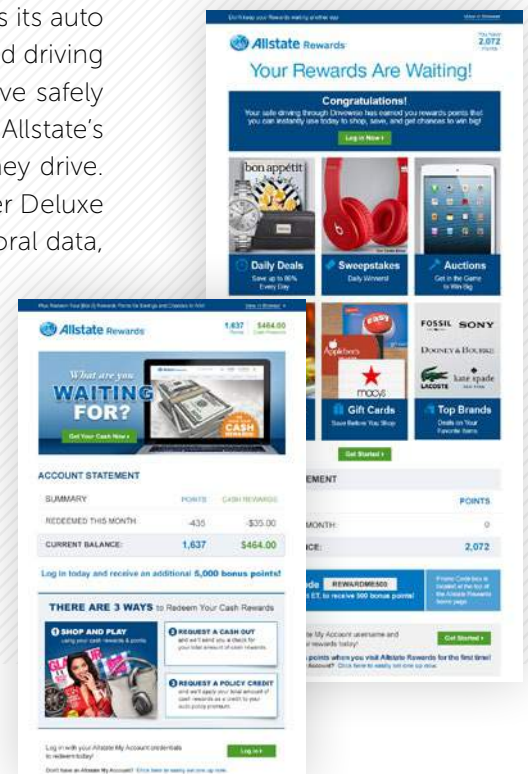


Allstate Rewards, the insurance company’s loyalty program, encourages its auto policy customers to drive safely by rewarding them with “points” for good driving habits. Drivers who install and use Allstate’s smartphone app – and drive safely – can redeem these points for gift cards and merchandise. Drivewise, Allstate’s branded app, analyzes a driver’s speed, braking, and the time of day they drive. Using Selligent’s dynamic content features in conjunction with its partner Deluxe Rewards, Allstate targets different customer segments based on behavioral data, and personalizes all their emails by cash and points balance, dynamically populated in real time. As a result of its unconventional approach to loyalty points and smart email personalization, Allstate captures **452% more registrations** and **93% higher conversion rates** on days when emails are sent vs. non-send days.



Learn more at [www.selligent.com/Allstate](http://www.selligent.com/Allstate)

Allstate uses Selligent dynamic content features to target users based on behavioral data and personalize emails by balance of points and cash.



1 <https://www.forrester.com/report/Be+A+Loyalty+Company+Not+A+Company+With+A+Loyalty+Program/-/E-RES117744>

## 2

# Focus on the customer journey

Loyalty comes from time and trust, and emerges gradually. Journey mapping helps marketers understand and facilitate this process better by posing a question: What does a customer need and expect at each buying stage? With journey mapping, marketers can identify all the touchpoints in the customer lifecycle where they can add value – and where they can use technology to tailor consumer experiences to each buying stage.<sup>2</sup> From the first “hello” to helpful onboarding tips to a thoughtful good-bye email<sup>3</sup> that leaves a door open for future engagement, journey maps that focus on consumers versus upsells and cross-sells will better achieve both tactical and strategic marketing goals.



<sup>2</sup> <http://www.selligent.com/blog/advice/5-steps-to-cross-channel-success?swl=en>

<sup>3</sup> <https://www.forrester.com/report/Brief+The+Most+Popular+Customer+Journeys+To+Map/-/E-RES133821>



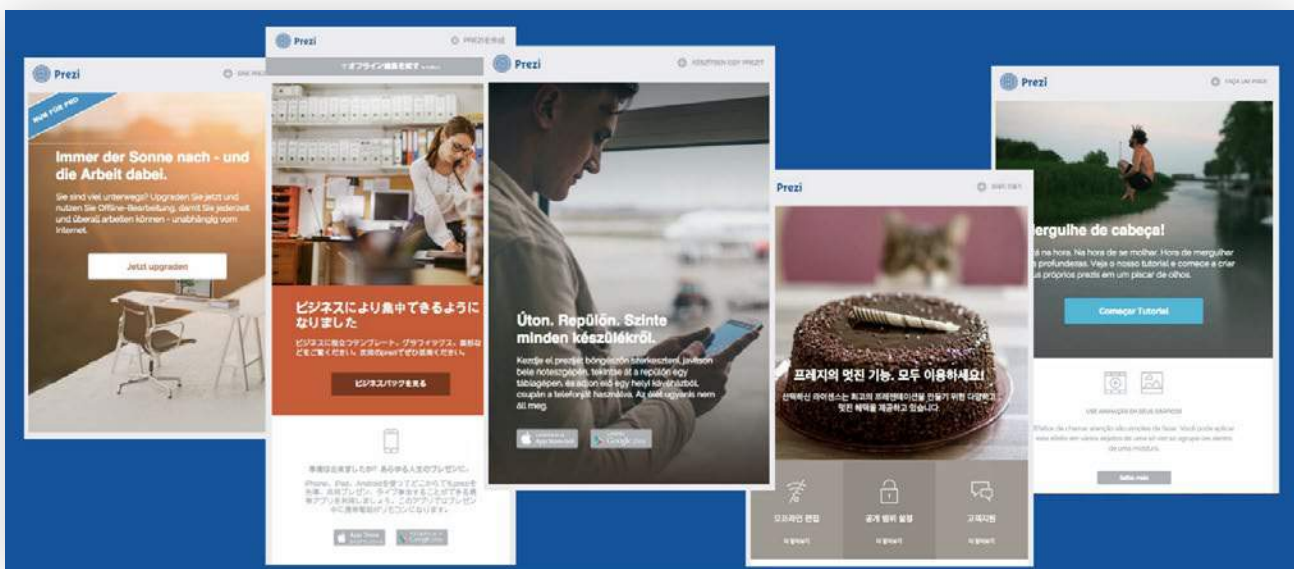


## SELLIGENT CLIENT SPOTLIGHT: PREZI

For Prezi, a cloud-based presentation platform, onboarding is a critical part of its customer retention program, because higher success with the product ultimately leads to higher renewals. With thousands of users signing up every day in nine of their supported languages, Prezi needed a way to help users onboard in 30 days, treat them personally, and do it at scale. To identify onboarding gaps and craft a corresponding content strategy, Prezi looked up the top 50 Google searches around Prezi and questioned their own account managers about their customers' top concerns and pain points. They also dug into feature-use data and found that they had two distinct product use cases: Presenters and Creators. The Prezi team created content that addressed the most pressing product issues for both use cases and brought in Selligent to personalize its onboarding communications across 35 distinct emails in nine supported languages. These emails varied in messaging based on a user's license type and payment status.



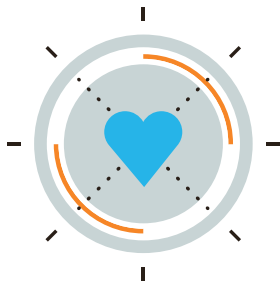
Learn more at [www.selligent.com/Prezi](http://www.selligent.com/Prezi)



Prezi personalizes onboarding emails based on a user's license type, country, and language.

# 3

## Show empathy



Meeting rising consumer expectations is a challenge. Marketers who want to understand what today's entitled consumers really care about must relearn the skill of empathetic listening.<sup>4</sup> Without insight rooted in solid and accurate data, you're working with assumptions – and those may lead to decisions that won't produce the expected return on investment. For example, marketers may spend a big chunk of their advertising budget on creative video commercials, while their target segment may belong to the generation of "cord cutters" who don't even consume TV content anymore. Perhaps their target consumer doesn't want a mobile wallet app or a free shipping offer; perhaps, instead, they just want to be reminded to buy a birthday gift for their significant other before the shipping cut-off time, and will gladly trade a beautifully designed interactive website for simpler navigation and faster loading time.



<sup>4</sup> <http://www.mediapost.com/publications/article/291680/entitled-consumers-need-your-empathy.html>



## SELLIGENT CLIENT SPOTLIGHT: EXTRA SPACE STORAGE

Almost half of Extra Space Storage customers have never used self-storage before. They have no experience with selecting or leasing a storage unit; they don't know what questions to ask before they visit the facility. More than 20% of storage renters underestimate the space they need and place an order for a unit with the wrong attributes and dimension. To help its customers, Extra Space Storage gathered the main questions customers had at the point of rental and then addressed them with helpful videos that they featured in targeted communications. The end goal was to address customer issues and concerns even before customers visited their facility or realized they had these questions. As move-in day approached, Extra Space Storage used Selligent's live content functionality in its email welcome program to feature videos, interactive maps, and live weather forecasts. If inclement weather was expected on move-in day, Extra Space Storage used that forecast data to trigger a message that featured tips for moving in the rain (such as a reminder to pick up tarps and covers to keep items safe).




Learn more at [www.selligent.com/ExtraSpaceStorage](http://www.selligent.com/ExtraSpaceStorage)

Your Storage Unit Has Been Reserved | [View online](#)

ExtraSpace Storage MY ACCOUNT VIDEOS CONTACT US

### What to expect when renting storage



Moving day can be the longest day of your life, if you're not prepared.

At Extra Space Storage, we move, pack, and store like it's our job, because, well it is. We want to make your moving and storage experience easier, so we've compiled all of the things you need to know when renting a storage unit.

**Things to keep in mind as you're preparing to move:**

- ✓ Storage units are rented on a month-to-month basis
- ✓ Rent is due each month on the same day you sign your lease - either paid online, in-store, by phone, or easy pay
- ✓ Adding an additional person to your account can be done when you sign your lease
- ✓ A 2-day verbal notice is required when you're ready to move-out

**You made the right storage choice.**

- ✓ On-site manager gives you extra security

**Your Facility Address:**  
300 Bruckner Blvd  
Bronx, NY 10454  
★★★★★ [Get Directions](#)

**Your Facility Manager:**  
David Smith  
(212) 955-5555

**Office Hours:**  
Mon-Fri: 9:30am-6:00pm  
Sat-Sun: 9:30am-5:00pm  
**Access Hours:**  
Mon-Sun: 6:00am-9:00pm

**Unit Type:** 05X10  
**Monthly Rate:** \$39.00  
**Promotion:** First Month Free  
[Change Size](#)

**Account Id:** 123456789  
**Username:** james@email.com  
**Appt. Confirmation #:**

**EXPRESS MOVE-IN** save time at move-in! [START LEASE NOW](#)

**Choose the right size Storage Unit for you**  
Use our custom tools to find the best unit size for you.  
[FIND YOUR UNIT SIZE NOW](#)

**Up to 1 month FREE!**  
[LEARN MORE](#)

 **“””**  
I had the best experience. The property was clean and the manager was so helpful. I loved having a unit with them.  
— Ashley Duenez  
Lubbock, Texas

Let us help you prepare for your move:  
[Packing tips](#)  
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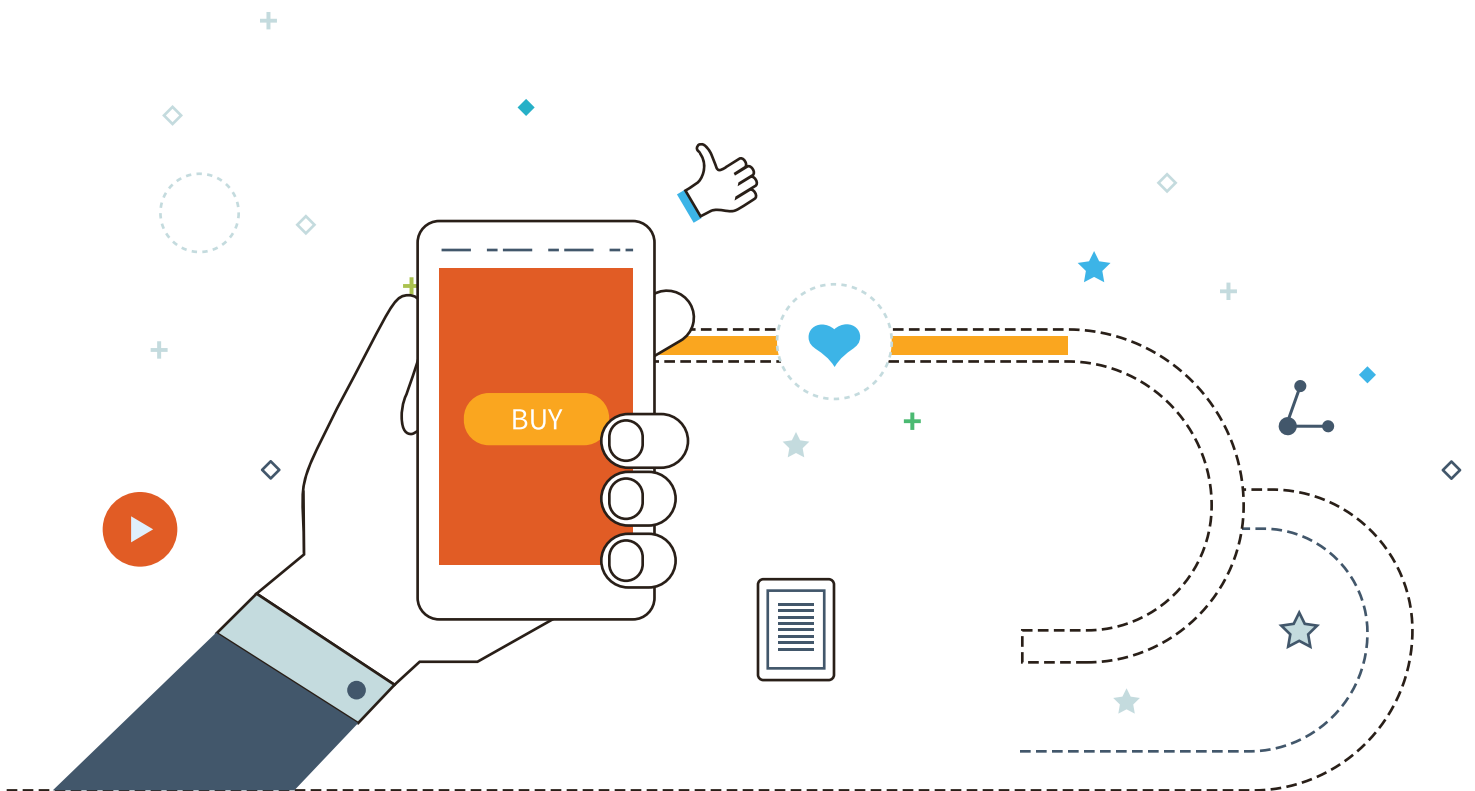
  

Extra Space Storage uses Selligent's live content functionality in its email welcome program to feature videos, interactive maps, and live weather forecasts.

# 4

## Win on convenience

Today's customers are empowered and have more choices than ever; chances are, they're already enrolled in multiple loyalty programs. But they're also likely to be overwhelmed with choices and have less time to shop around. Winning on convenience may be as simple as removing obstacles: one-click purchase, timely reminders to repurchase a product before a customer runs out, multiple delivery options, no-hassle returns, etc. Build your shopping experience with repeat customers in mind, and create a delightful experience from checkout to post-purchase, with tips to make it easy for your new customers to keep coming back.



4 <http://www.mediapost.com/publications/article/291680/entitled-consumers-need-your-empathy.html>



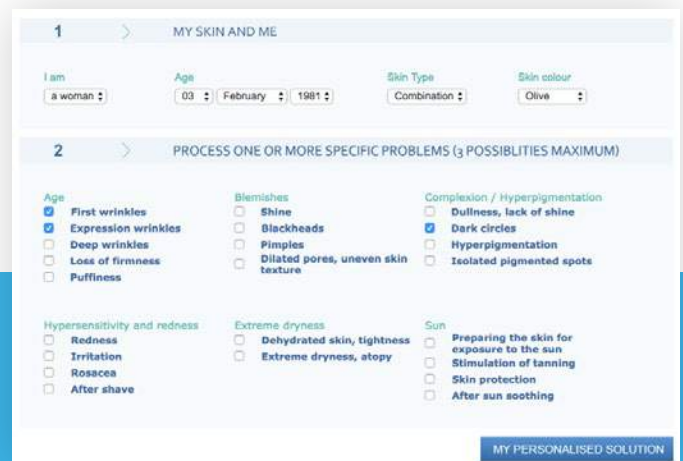


## SELLIGENT CUSTOMER SPOTLIGHT: ETAT PUR

Etat Pur offers an online skin care assessment quiz on its website to help shoppers find a plan tailored to their skin type – and give them a personalized product “prescription” in less than two minutes. By giving consumers the ability to customize their experience, Etat Pur makes it convenient for them to find the right products quickly - while also collecting valuable data for retargeting. Etat Pur uses Selligent to leverage this data, along with feedback from past purchases, to make highly personalized suggestions based on a four-dimensional profile (customer skin type, environment, lifestyle, and preferences). Detailed segmentation with Selligent Consumer Intelligence tools helps Etat Pur set the right cadence of email communications at each step of the customer journey, which results in more repeat purchases triggered by timely reminders.



Learn more at [www.selligent.com/EtatPur](http://www.selligent.com/EtatPur)



By giving consumers the ability to customize their experience, Etat Pur makes it convenient for them to find the right products quickly.

## 5

# Use loyalty data to drive better acquisition

Data about current “best customers” can help marketers better acquire and engage prospective ones. Use the data you’ve collected from your current customer base to identify customer loyalty drivers and apply the insights to your retention and acquisition efforts. You can also combine the data you’ve collected about your most loyal customers with behavioral data to segment your audience based on a user’s attitudes and behaviors, psychographics, and real-time situation. This will allow you to deliver relevant messages when they can have the biggest impact. Using your own customer data to guide your acquisition efforts will not only lead to more loyal and profitable customers, it will also make your marketing more efficient.



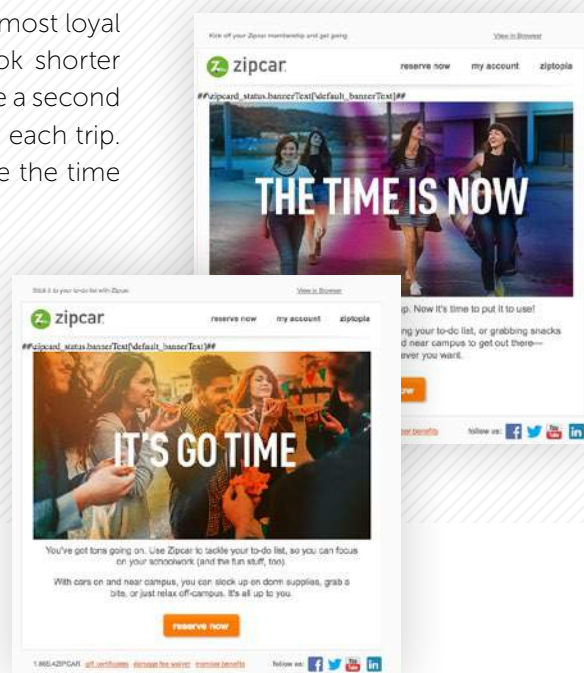
## SELLIGENT CUSTOMER SPOTLIGHT: ZIPCAR

Zipcar boosted acquisition rates by digging into the data from their most loyal customers. They found that their most loyal customers often took shorter rides but booked cars more often; they were also more likely to make a second reservation right after the first one and book different car types for each trip. Armed with these insights, Zipcar developed a campaign to reduce the time between the first and second reservation, increase awareness of vehicle options, and encourage more consistent reservations. Using Selligent, Zipcar then triggered these dynamic messages based on the type of trips taken by each member.



Learn more at [www.selligent.com/Zipcar](http://www.selligent.com/Zipcar)

*Allstate personalizes emails by balance of points and cash, using Selligent's segmentation and dynamic content features to target users based on behavioral data.*



Armed with these five guidelines – and the examples set by these successful brands – you, too, can be prepared to make the most of the customers you already have and to create lasting relationships built on trust.

Customer loyalty is built on meeting or, even better, exceeding customer expectations – and those expectations are on the rise. Consumers expect brands to use data to personalize experiences, tailor relevant messages, and respond to needs in real time. As a retention marketer, it's your job to make sure you have the right strategies and tools in place to make sure you stay one step ahead of your customers' expectations. Selligent is proud to work with the brands featured in this white paper, and we hope their stories have inspired you to take a fresh look at your programs and find new ways to surprise and delight your customers.

# Putting it into practice

## CUSTOMER LOYALTY CHECKLIST



### Look past reward points

- Consider using specific rewards based on an individual's behavioral data
- Design loyalty initiatives that help consumers build better habits or contribute to a social cause



### Focus on the customer journey

- Map customer journeys to identify all the touchpoints in the customer lifecycle where you can add value
- Use technology to tailor consumer experiences to each buying stage



### Show empathy

- Drop all assumptions and use data to guide your product and marketing strategy
- Prioritize the most pressing needs of your "Entitled Consumer"



### Win on convenience

- Reduce friction on your website, make your checkout effortless, and offer auto-replenishment options to optimize conversion
- Decrease cognitive load by limiting product offers based on past purchase data and other behavioral data



### Use loyalty data to drive better user acquisition

- Use data about current "best customers" to better acquire and engage prospective ones
- Combine the data you've collected about your most loyal buyers with behavioral data from the newly acquired customers to deliver relevant messages



# About Selligent

**Selligent's omnichannel marketing platform empowers marketers to engage with consumers using relevant insights.**

Our technology was built to support our Consumer-First Marketing philosophy, which makes consumer needs the trigger for all brand actions. With Selligent, B2C brands can bridge the gap between big data and real-time campaign execution, creating valuable interactions across channels that become more relevant over time.

Built around a universal consumer profile that paints a complete picture of each consumer by incorporating all of her brand interactions, Selligent's natively integrated platform meets the needs of relationship marketers better than any solution on the market. Today's entitled consumers expect relevant and valued messages in the moments that matter, and Selligent's solutions make that possible.

More than 700 brands across retail, travel, automotive, publishing, and financial services rely on Selligent's proven platform, including **Netflix**, **InterContinental Hotels Group**, and **ING**. With 10 offices across the United States and Europe and more than 50 agency partners and resellers, Selligent serves over 30 countries with local, personalized service.

Learn more at [www.selligent.com](http://www.selligent.com)

