

fresh
relevance

REAL-TIME MARKETING TACTICS TO...

REVOOLUTIONIZE

HOW YOU USE **IBM MARKETING CLOUD**



At Fresh Relevance, we know that real-time marketing and personalization are necessities in a marketer's arsenal. They allow you to ensure that your beloved customers receive the most intimate and exclusive experience possible when navigating the various channels you offer.

The brands that are slow to realize that consumers are demanding a more personalized experience from marketing they are presented with, will lose out. People no longer engage as before with generic mass marketing. They want to feel special, valued and important; content that has been designed for the majority will never have this effect.

The people will rebel. They will demand a better experience. They will leave.

The IBM Marketing Cloud is a great help. An advanced platform that goes a long way to improving and streamlining the marketing you present to your customers.

However, if you want to really revolutionize the IBM Marketing Cloud, Fresh Relevance is perfectly placed to supercharge your marketing activities.

With an approved and accredited integration via the IBM UBX (Universal Behavioral Exchange), the cutting-edge Fresh Relevance platform will enable you to orchestrate a consistent customer experience across platforms; quickly, easily and powerfully.

In this eBook, we will introduce some easily deployable tactics to:

- *Improve web conversions and efficiencies*
- *Get more out of email*
- *Grow your database*
- *Recover lost sales*
- *Integrate e-commerce and behavioral data with your Marketing Cloud*

Fight back against bland impersonal marketing and revolutionize how you communicate with customers.



COMMANDER - IN - CHIEF

CHIEF MARKETING OFFICER

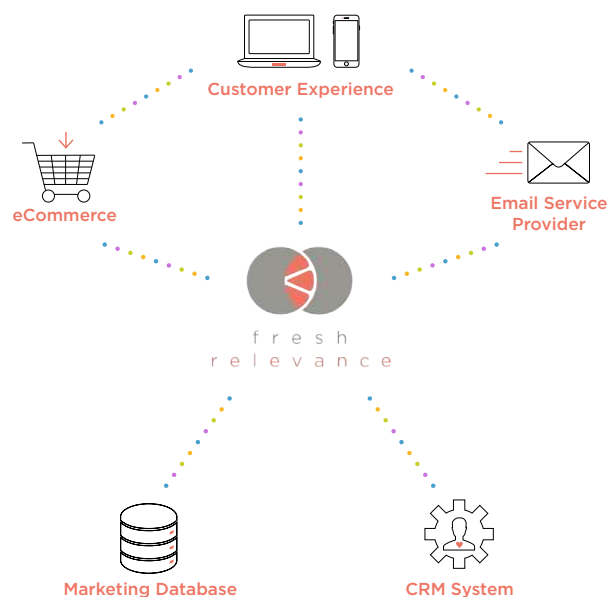
How do you manage costs and improve efficiency while giving your customers a personalized experience they will love?

If you are responsible for managing a team of marketing geniuses, you likely have a number of different skills represented within your team. Perhaps they work separately and silo their expertise or maybe you have already achieved good collaboration and are benefiting from the synergies.

With cross-channel customer engagement being a reality today, it's more important than ever for teams and channels to work together to attain a joined up customer experience that your customers will love.

Conversions don't happen within an email; they occur on your website. If the web team and email team work well together then the ROI uplift will be obvious.

Improve collaboration in your team, improve operational efficiency and drive revenue with this incredibly cost effective solution.





INTERFORCE TECHNICAL OFFICER

WEB MARKETER

Fresh Relevance integrates easily with your e-commerce platform, enabling you to quickly start utilizing transactional and behavioral data within hours!

Personalize your customer's website experience based on data taken, in real time, from Silverpop within IBM Marketing Cloud. Data is collected from the moment a shopper lands on your website, even before they are identified.

Each product they view or buy is tracked and recorded, not just the products they put in their cart.

Use this data to personalize your menus, product

recommendations, banners, and coupons, or use completely different layouts for different shoppers. You can use all or just some to find that sweet spot of consistent, successful conversions. The options at your disposal to present personalized web content are endless!

Present hyper-relevant content that is personalized based on browse behavior or past purchases. Your customer doesn't even need to have actually clicked on a product they are interested in to register as a behavioral action; simply browsing a category is enough for Fresh Relevance to understand that the customer is a fan of mountain bikes, for example.

Example Web Design

FREE STANDARD DELIVERY ON ALL ORDERS OVER £50 + FREE UK RETURNS

Register / Sign In £19.99 (1 item)

Ella

HOME TOPS DRESSES TROUSERS SHOES ACCESSORIES **SALE**


For Emilia

EXCLUSIVE VIP OFFER


Get 15% off when you shop before Monday 1st June

CODE: EMILIAVIP15


Our Top Summer Picks




British Blue Dress
£28




White Strappy Summer Dress
£45




Purple Short Sleeve Summer Shirt
£20



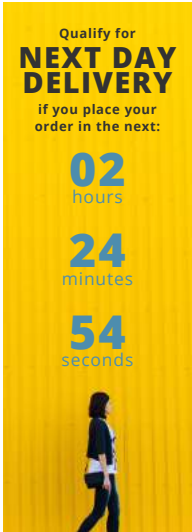
Short Blue Flower Strappy Summer Dress
£38



Floral Summer Jacket
£32




Black Summer Hat
£16




Qualify for **NEXT DAY DELIVERY** if you place your order in the next:

02 hours
24 minutes
54 seconds


Handpicked just for you




Blue and White Stripy T-shirt Dress
£24



Coral Full Length Prom Dress
£95



Ripped Knee Jeans
£40






Yellow Stappy Top
£14

END OF SEASON SALE!

Get up to 80% off hundreds of items!






SHOP NOW

Get involved!    Sign up to our newsletter to stay up to date with our latest products and special offers.

Popular product ranges
Dresses
Tops
Trousers
Shoes
Accessories

Customer Information
FAQs
Delivery and Returns
Privacy Policy
Terms and Conditions
Live chat

Contact Us
Telephone: 01234 567890
Email: hello@ellafashion.com

We accept
     Secured by SecurePay

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Personalized Banner

Coupon

Countdown Timer

Product Recommendations

Custom Content



FRONTLINE ENGAGEMENT OFFICER

EMAIL MANAGER

Are you responsible for revenue connected to email? Are people buying from your emails?

With Fresh Relevance tools you can create innovative real-time recovery, post-purchase, and personalized bulk email programs that connect revenue to your email sends.


Our integration with the IBM Marketing Cloud, utilizing the latest UBX functionality, powers exciting and innovative marketing.


We ensure that the message your customers are presented with, in the correspondence they receive, is consistent when they navigate through to your website.

- Include real-time email content such as live coupons, countdown timers and product recommendations
- Enjoy a seamless integration with your existing e-commerce platform and leverage transactional and behavioral data easily
- Cart and browse abandonment programs
- Back in stock alerts
- Price change email (drop)
- Web personalization based on customer's email activity
- Location based emails

Real-Time Content

View in [browser](#)





Shhhhh...you're invited to our secret sale!

[SHOP NOW >](#)

As one of our top customers, we want to give you exclusive access to our HUGE range of sale items before we tell anyone else.

Not only that we'd like to give you a further 10% off all sale items! Just enter coupon code **AMY10** at the checkout.


Be the first to treat yourself to one of our fantastic deals!

You have...


5:24:53:41

...until everyone has access to our **HUGE** sale!


Sale items handpicked just for you!



Brown Leather Belt
£12 ~~£5~~



Blue Stone Bracelet
£18 ~~£10~~



Butterfly Charm Bracelet
£15 ~~£7~~


Your nearest store is in *London*


[FIND OUT MORE >](#)

We hate to see you leave, but if you no longer want to receive our emails, [click here to unsubscribe](#)
Copyright 2016 Pacific Accessories

Cart Abandonment Emails

Can't see this email? [View in browser](#)








Did you forget something?

Hi Sophie,

We noticed you recently left our website without making a purchase. We've saved your cart so you can come back and complete your order. If you need any help, please don't hesitate to contact our customer support team on [01234 567890](tel:01234 567890).

	<p>White, Milk and Dark Chocolate Selection Box</p> <p>x1</p>	<p>Was £24.99 Now £14.99</p>
	<p>10 Choco Pops</p> <p>x1</p>	<p>Was £18.00 Now £15.00</p>
	<p>5 Luxury Pralines</p> <p>x1</p>	<p>Was £7.50 Now £5.35</p>

Subtotal: £35.34


[CONTINUE SHOPPING](#)


[CHECKOUT](#)

If you no longer want to receive emails or have received our email in error, you can unsubscribe [here](#).
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Back In Stock Alerts

View in [browser](#)






Almost out?

Our Premium Dog Kibble is **back in stock!**

Order in the next 24 hours and get free delivery.

[RE-ORDER NOW](#)



10kg bag of Premium Dog Kibble

1 x £29.99


[BUY NOW](#)

[f](#) [t](#) [p](#) [e](#)

Click here to [unsubscribe](#)


Price Drop Emails

Can't see this email? [View in browser](#)



PRICE DROP - SAVE £70!

Great news! An item in your cart has dropped in price! Simply return to the site to [complete your purchase](#). Hurry, we don't want you to miss out!



Digital SLR Camera with 18-55mm Lens

~~£399.99~~ **£329.99**

[BUY NOW](#)

NEED HELP?

[SEND US AN EMAIL](#) | [GIVE US A CALL](#) | [COME AND VISIT US](#)

[t](#) [f](#) [i](#) [p](#)

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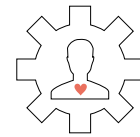


COMBAT INTELLIGENCE OFFICER CRM/DB MANAGER

You want to leverage the power of data and provide your customers with the personalized experience they love and crave.

Fresh Relevance compiles all of your customers transactional and behavioral data, in real time, for you to firehose into your own database to do with as you wish. Use this high quality data to inform your own marketing efforts.

Do you have segments set up in IBM Marketing Cloud? Use the behavioral data and e-commerce data that Fresh Relevance collects to broaden your customer view and make better, more informed marketing programs.



CRM System



fresh
relevance

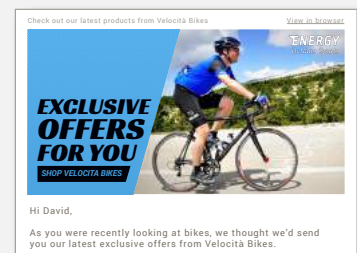
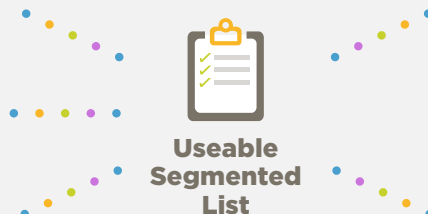


Marketing Database

Segment Builder

Segmenting your customers into lists based on demographics such as gender, age, nationality etc. has a lot of value. But people don't only buy for themselves, and it's not the 1950s anymore, so you really shouldn't assume that everyone who looks alike buys alike. The solution is to segment on behavioral data.

Enter Fresh Relevance's Segment Builder, which will build you usable lists of customers, segmented using detailed knowledge of their behavior whilst on your website and their shopping activity. It lets you query directly on product groups / categories, and it's all consistent between browse and purchase data.



Send your list to your ESP...



...or to Facebook

Easy to use, all in one place and ready to be exported, Segment Builder saves you time whilst creating excellent quality lists.

They're your customers. It's their behavior. Own the data. In real-time.

We are aiming to showcase the challenges we face every day and how you can revolutionize these with your already existing IBM Marketing Cloud platform.

We can apply these features into practice and to our roles as marketers. Let's start this now! Let's make a difference and confront the challenges that we face in our day to day marketing roles.

It's time to put your feet in your customer's shoes and personalize at every digital touch point.

www.freshrelevance.com

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**VIVA LA REAL-TIME
REVOLUTION**

