



SYDNEY SHOPIFY MEETUP

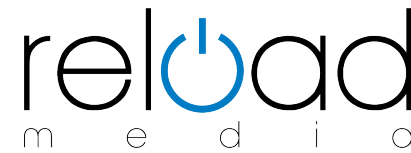
Wednesday 6 November 2019

HOSTED BY

Process

Andy Homan

THANK YOU TO OUR SPONSORS

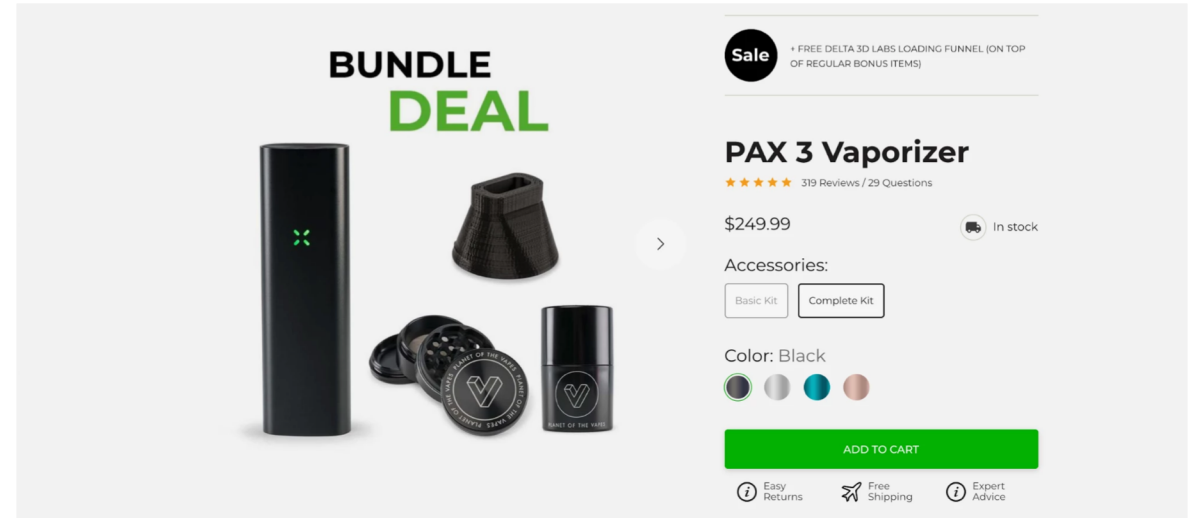


AMY ZOBEC

Enterprise Sales, Shopify Plus



Preparing for the holidays

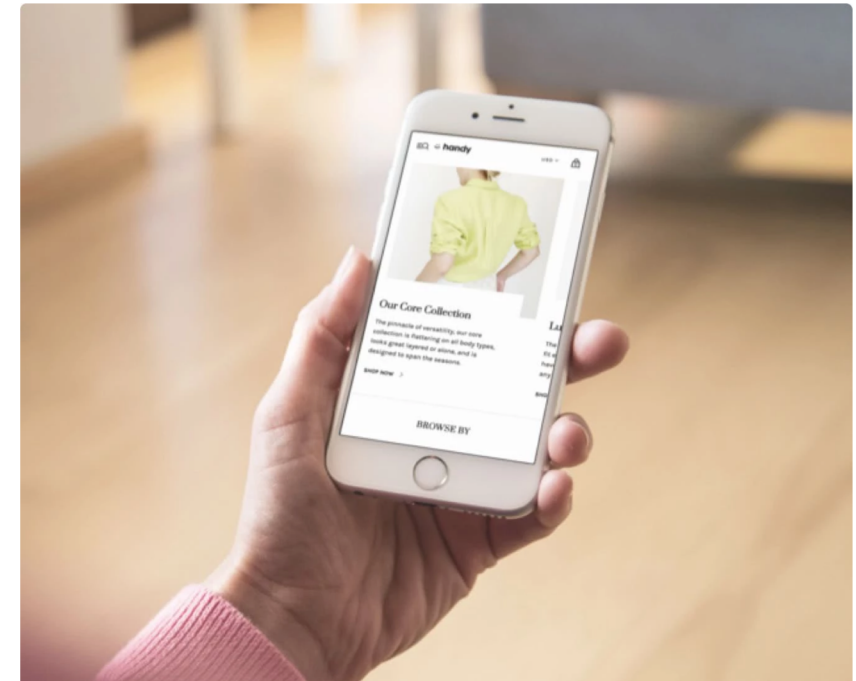


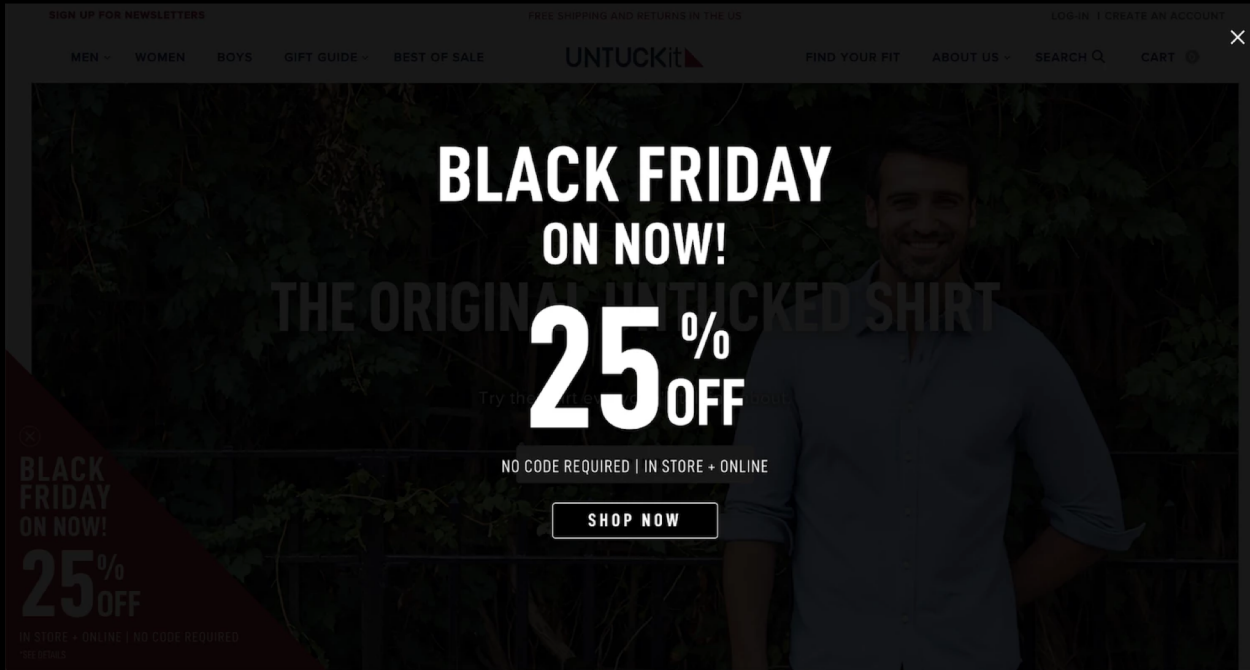
Agenda

1. New customer acquisition
2. Existing customer re-acquisition
3. Holiday offers and deal structures



1. New customer acquisition





Most effective new customer channels

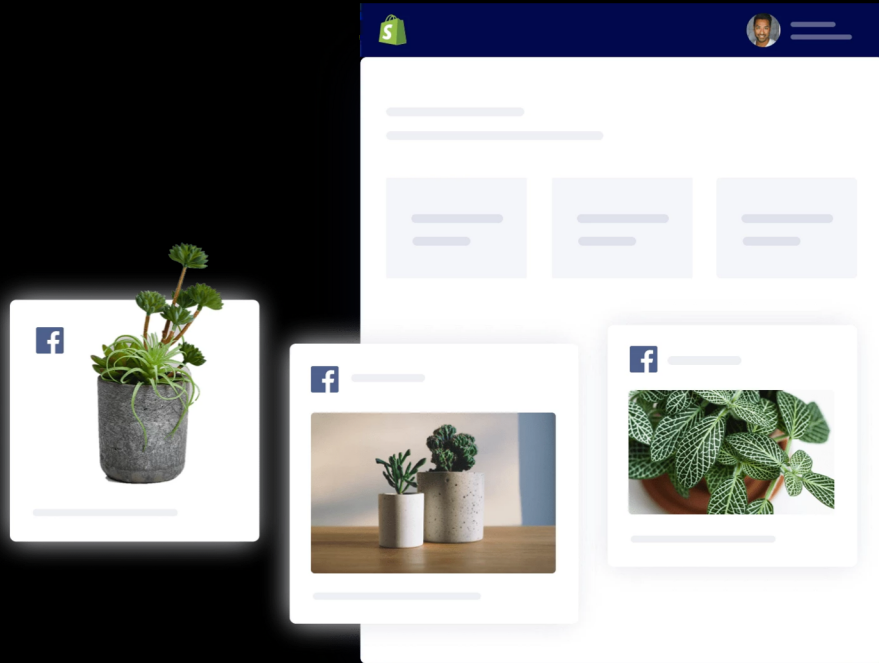
1. **Facebook paid 72.5%**
2. **Instagram paid 58.8%**
3. **Search paid 56.9%**
4. **Instagram organic 41.2%**
5. **Search organic (SEO) 35.3%**

**How can you be sure
you're getting the most
out of the money you put
in?**



1. **Buy your traffic early to build audiences on social.**
2. **Focus the lion's share of your holiday budget on high-intent keywords.**
3. **Optimize your conversions from the ad to the product to the checkout.**

Shopify Facebook Marketing App

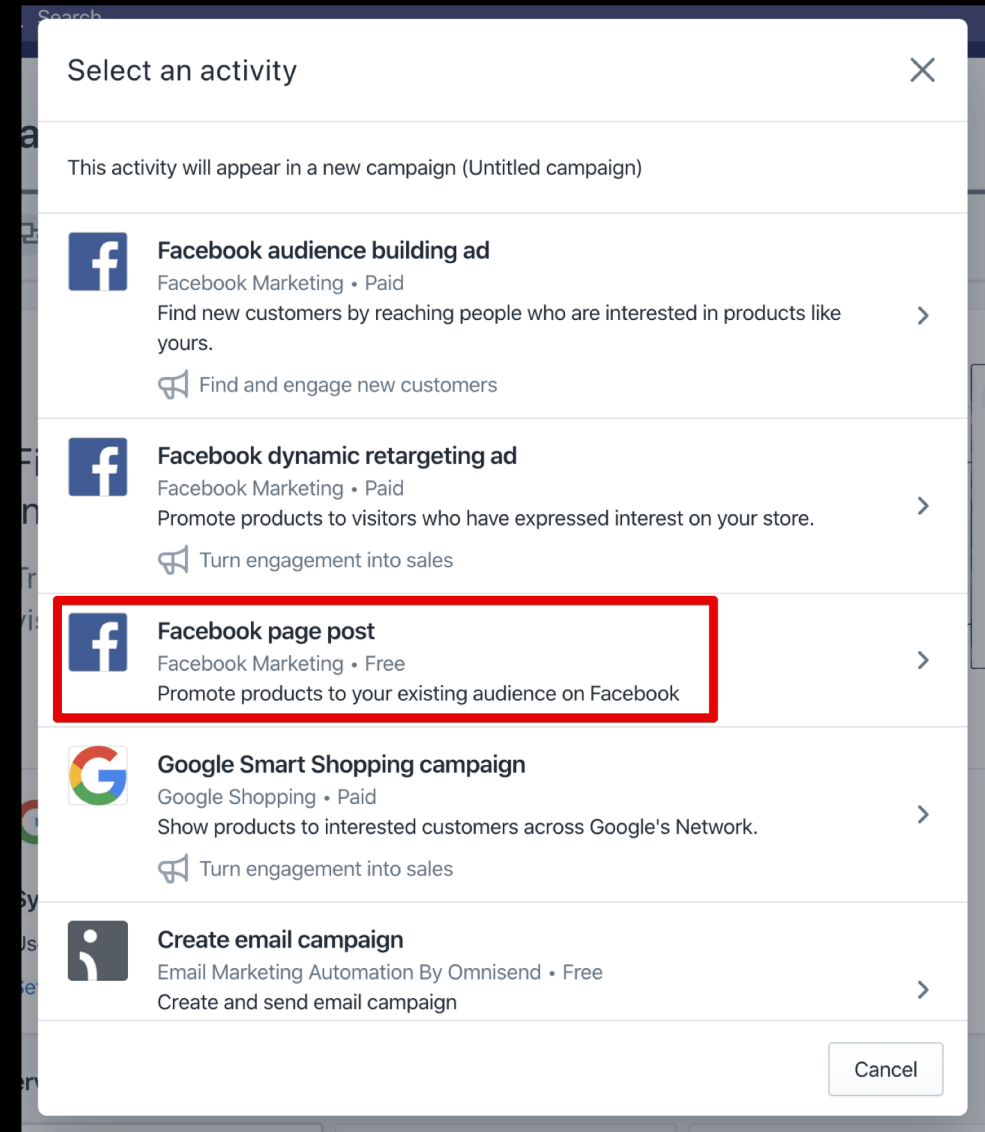


1. **Streamline ad creation:** Create campaigns in minutes, directly from your Shopify admin.
2. **Target with confidence:** Let Shopify help you choose the right Facebook audiences for your brand and products
3. **Reduce guesswork:** Get recommendations that will help fuel better campaigns over time.

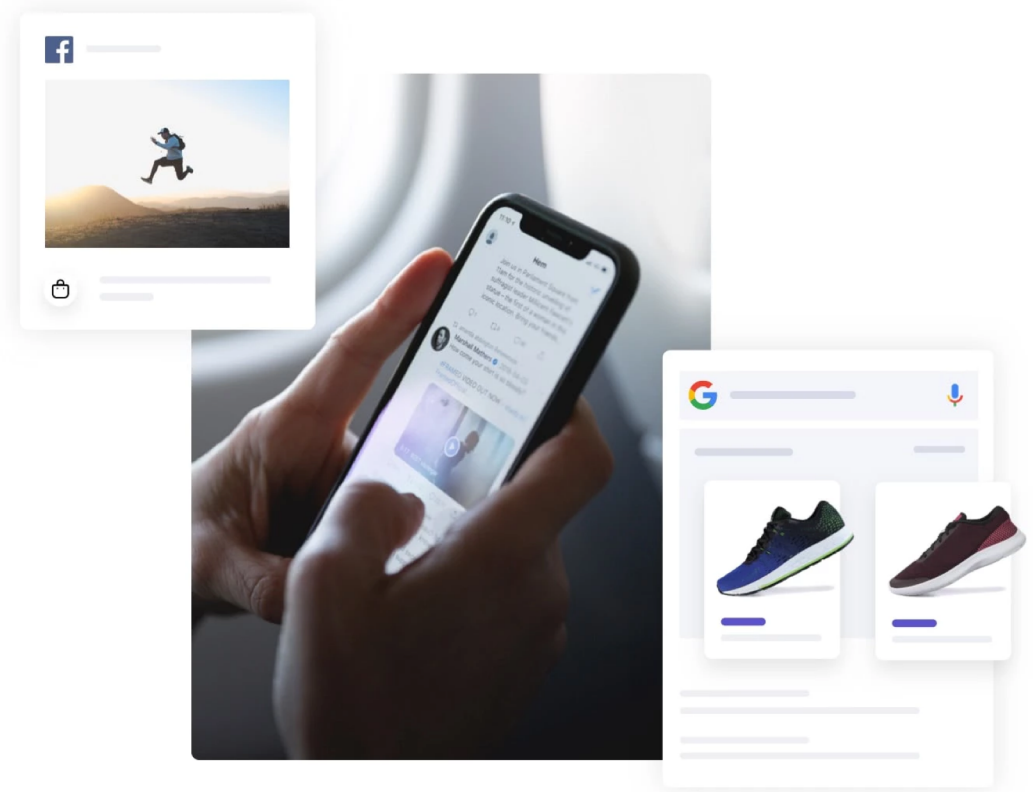
NEW!

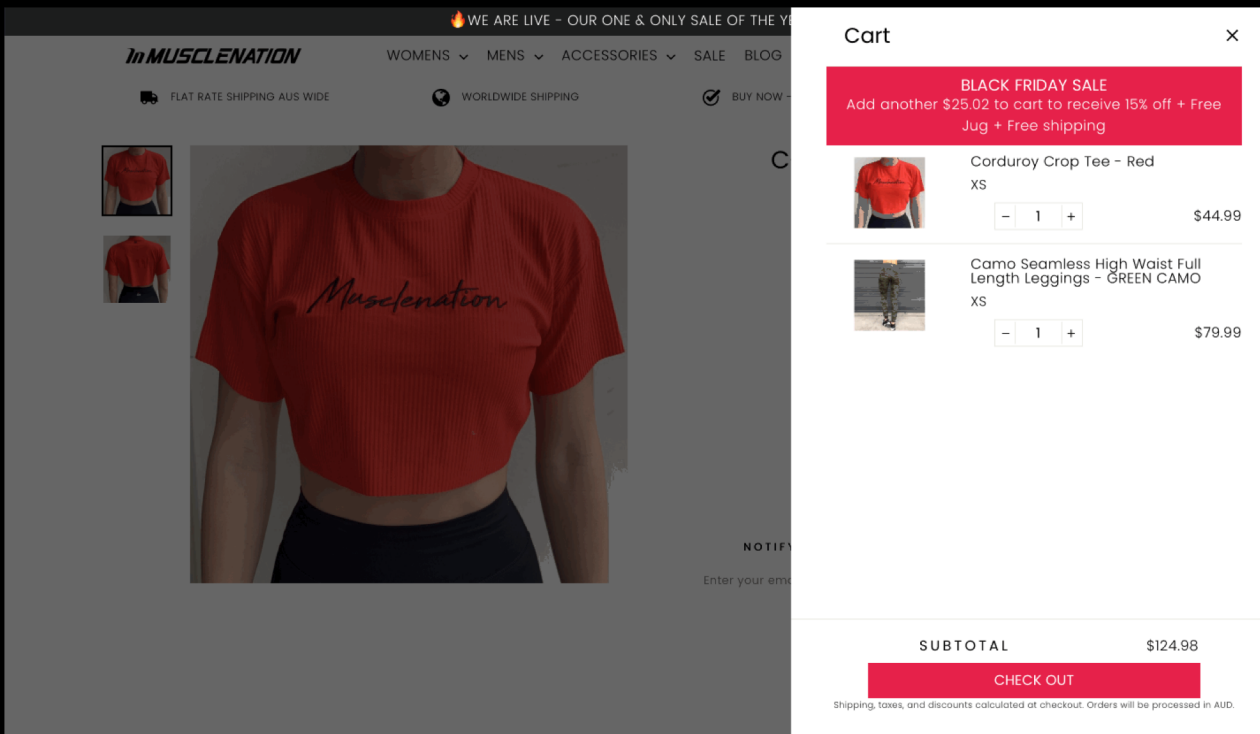
Facebook Page Post

Facebook Page Post allows merchants to engage with their existing Facebook page audience and turns that Facebook engagement into Online Store sessions with a 'Shop now' button.



2. Existing customer re-acquisition





By 2020, customer experience will overtake price and product as the key brand differentiator.

Most effective existing customer channels:

- 1. Segmented email offers 80.4%**
- 2. General email offers 74.5%**
- 3. Facebook retargeting for general site visitors 64.7%**
- 4. Facebook retargeting for pages or products 62.7%**
- 5. Instagram retargeting 51.0%**

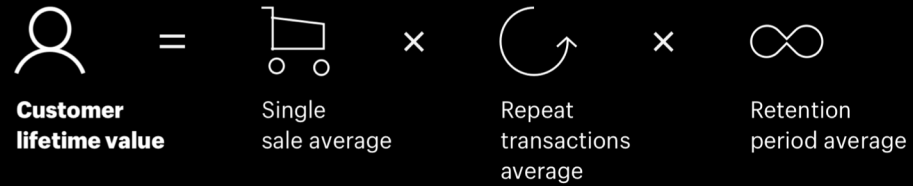


**Behold, the almighty
power of personalisation.**

“As you grow, and your audience grows, they shouldn't be getting the same messages as everybody else. You should segment certain messages to your VIP customers that are spending more each year. You should be segmenting messages differently to men and women.”

Chase Fisher, CEO of Blenders Eyewear

Make it personal

$$\text{Customer lifetime value} = \text{Single sale average} \times \text{Repeat transactions average} \times \text{Retention period average}$$


Customer Lifetime Value is the net profit contribution of the customer to the firm over time.



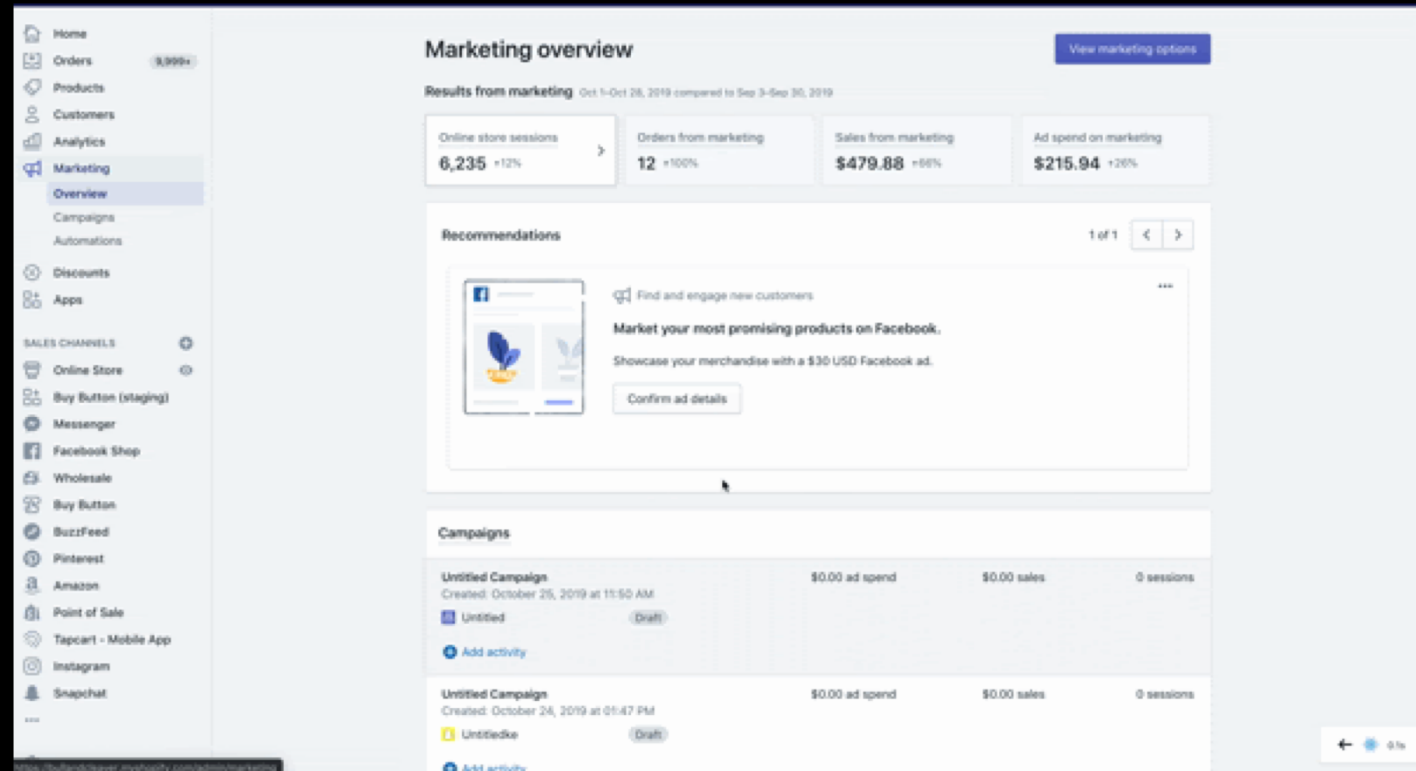
Know Your Customer Lifetime Values

[How to Increase Customer Lifetime Value](#)

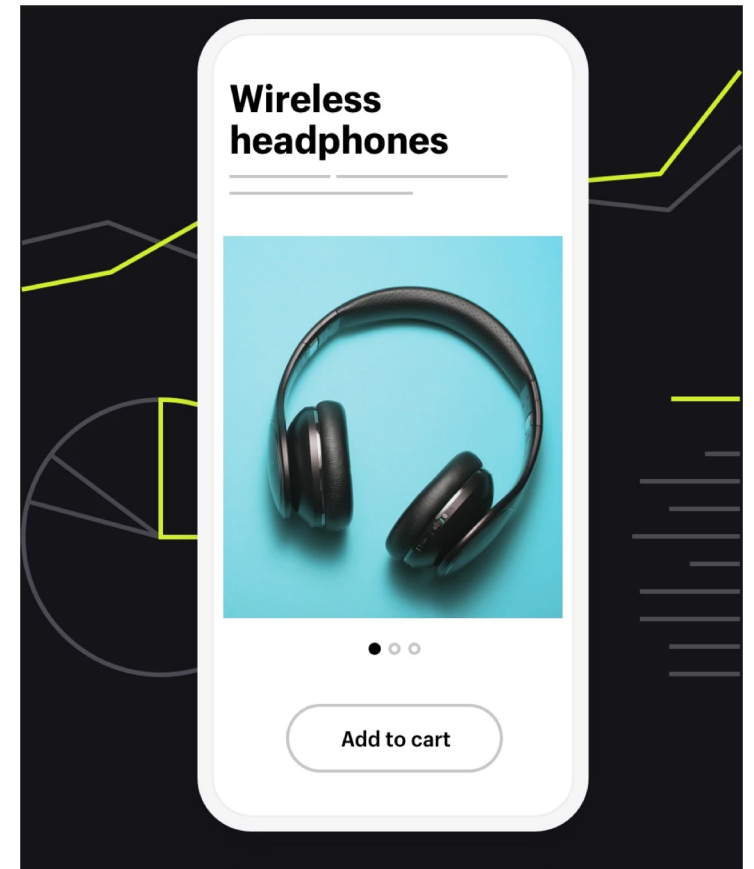
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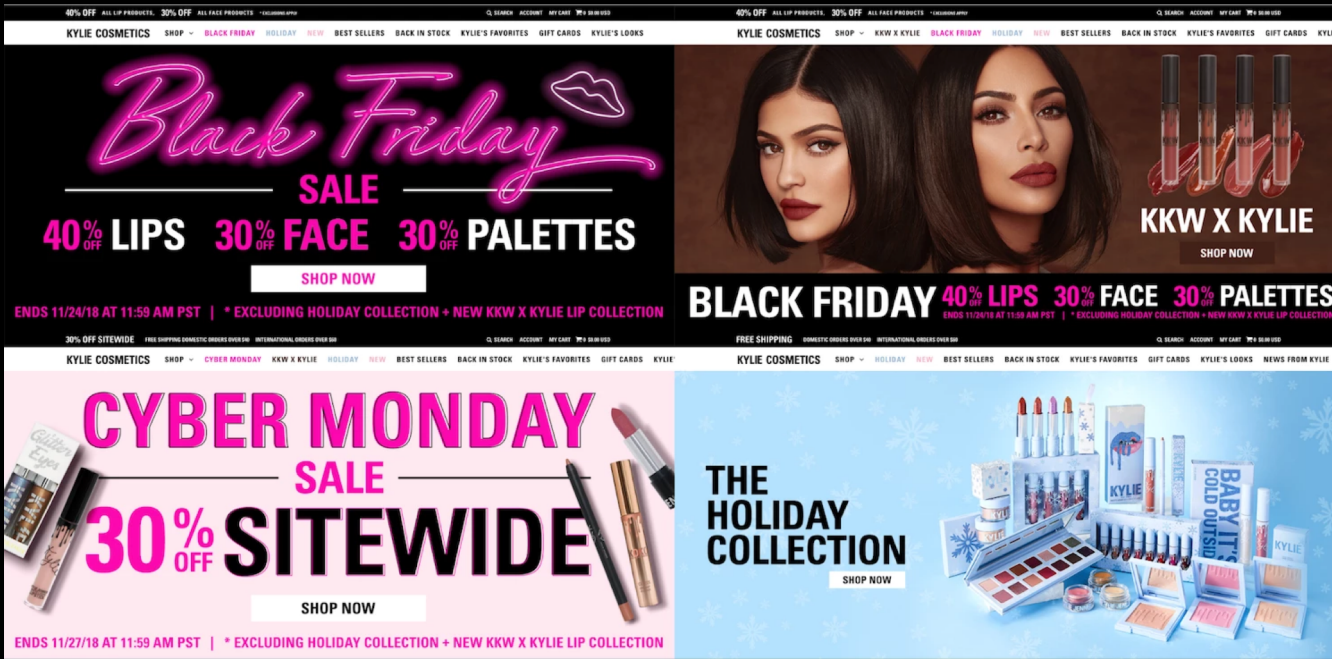
Insights on Marketing Section

You can learn more about the quality and quantity of the traffic that your marketing campaigns bring to your online store.



3. Holiday offers, deals and discounts





Most effective e-commerce offers

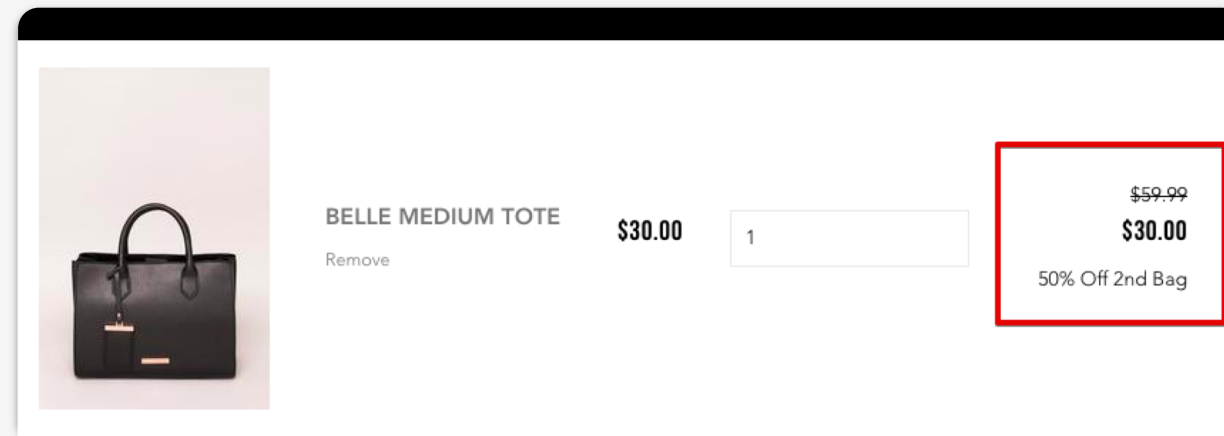
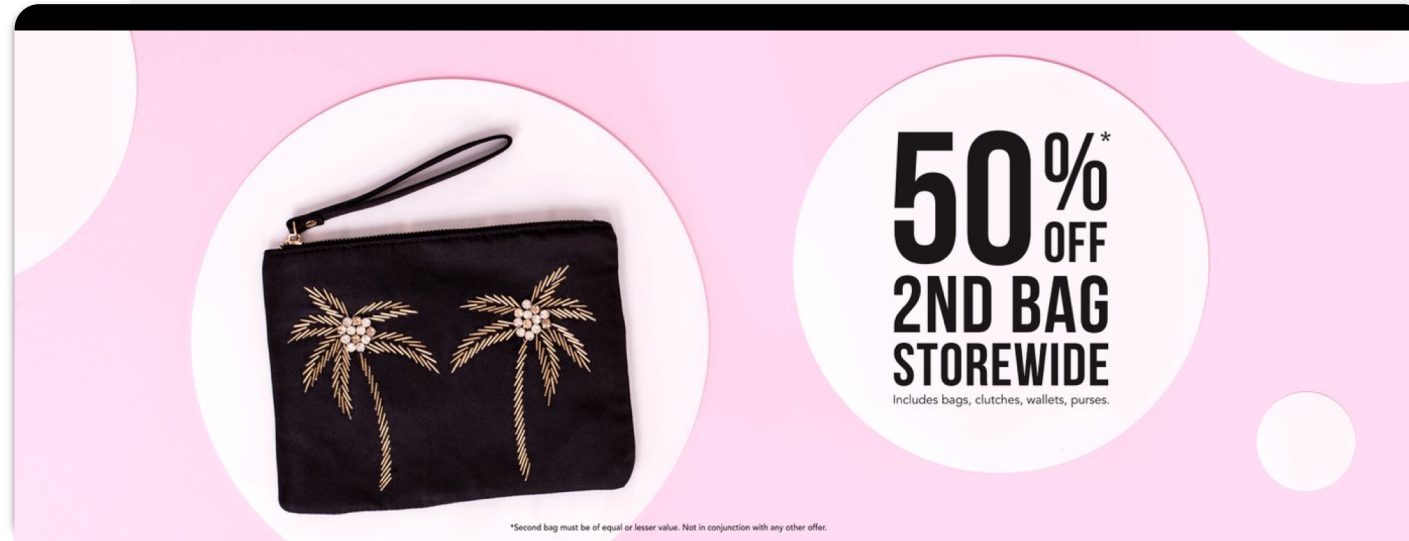
1. Site-wide discounts 74.5%
2. Specific product discounts 58.8%
3. Coupon codes 52.9%
4. Free shipping on all orders 43.1%
5. Free shipping by order value 41.2%

Discounting and Promotions

Discount codes: You can create codes for a dollar value discount, a percentage discount, or a free shipping discount. Customers can enter discount codes online at checkout.

Automated Discounts: You can offer your customers discounts that apply automatically at checkout and on cart. You can create percentage, fixed amount, or buy X get Y automatic discounts.

Shopify Scripts (Shopify Plus): Deliver personalised customer experiences, no coding needed. Line item, shipping, and payment scripts mean you can provide powerful targeted promotions that simplify your customer's journey.



The winning combination turned out to be a free gift with purchase, in conjunction with three spending thresholds for dollar-off discounts, which they used Shopify Scripts to implement:

- Spend \$250, get \$50 off
- Spend \$500, get \$100 off
- Spend \$800, get \$200 off

Strategies in action

The screenshot displays the Brooklinen website's checkout process, which is divided into three main sections, each with a progress indicator (STEP 1, STEP 2, STEP 3) and a 'Choose a' button. Each section also features a 'UP TO 20% OFF EVERYTHING!' banner with a countdown timer.

- Section 1: What are you shopping for?**
 - STEP 1: Choose a product
 - STEP 2: Choose a weave
 - STEP 3: Choose a bundle

Products shown: Sheets (100% cotton and linen sheet sets, duvet covers, and pillowcases) and Towels (Turkish cotton bath towels, hand towels, washcloths, and bath mats).
- Section 2: How do you like your sheets to feel?**
 - STEP 1: Sheets
 - STEP 2: Choose a weave
 - STEP 3: Choose a bundle

Product shown: Crisp, Airy, and Cool (Our Classic percale weave transforms your whole bed into the cool side of the pillow).
- Section 3: Bundle more and save**
 - STEP 1: Sheets
 - STEP 2: Classic
 - STEP 3: Choose a bundle

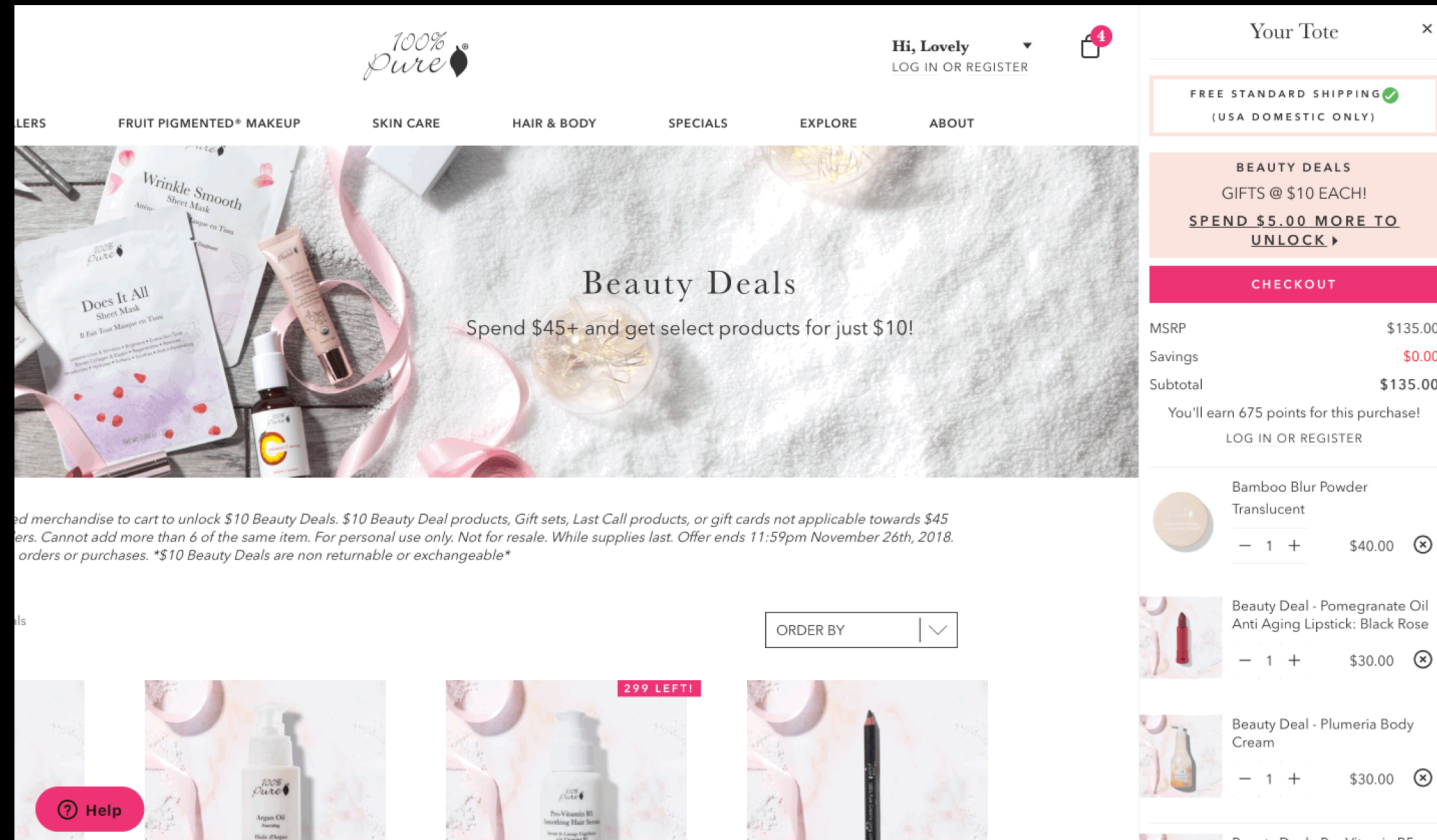
Product shown: Core Set (1 fitted sheet, 1 flat sheet, 2 pillow cases).

On the right side, the 'Your Cart' section shows a progress bar for discounts: Free Gift, 10% off, 15% off, and 20% off. The cart summary includes:

- Subtotal: \$149.00
- Shipping: Free
- Total: \$149.00

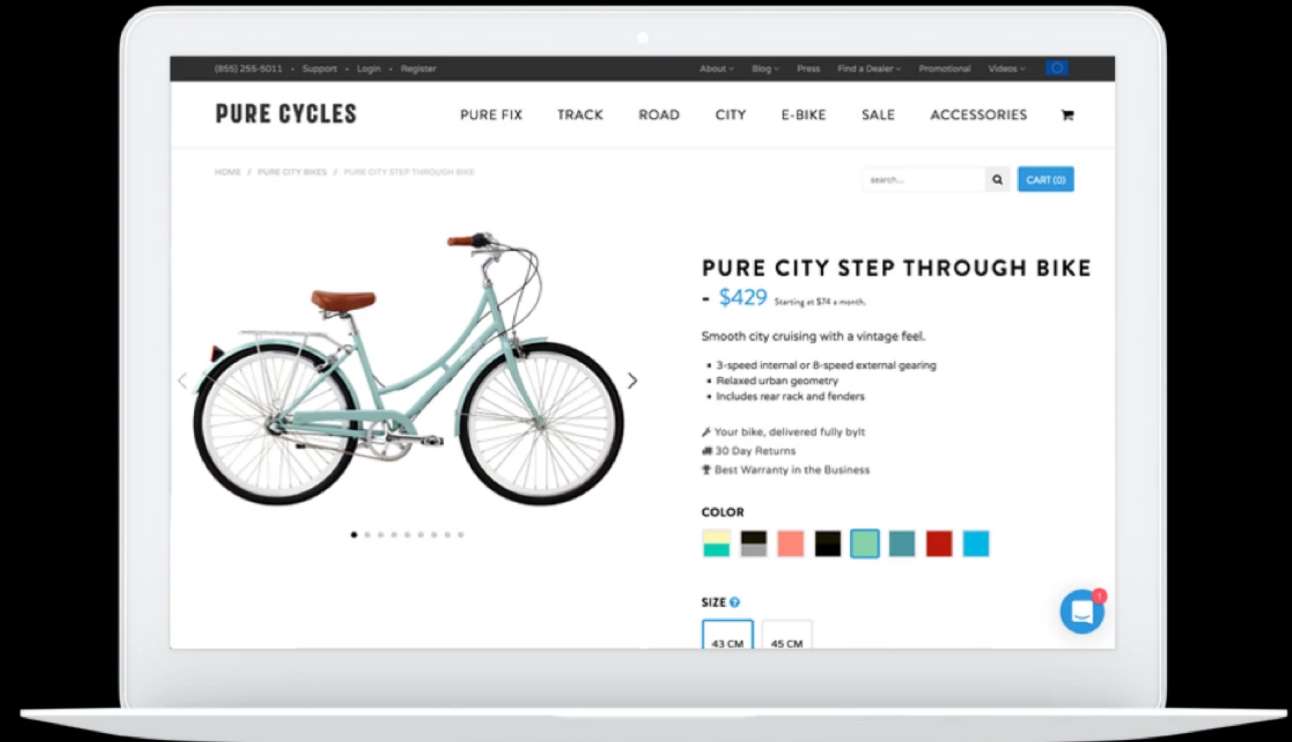
Below the cart summary is a checkbox for 'Include a handwritten gift message?' and a 'Checkout' button.

Strategies in action



100% Pure created collections of deeply discounted products and then promoted and rotated them during the holiday season. The catch was that customers could only purchase items from those special collections when they passed a \$45 spending threshold, unlocked at the cart-level using Shopify Scripts.

Thank you.



ZOLTAN CSAKI

Co-Founder, Citizen Wolf

SKUs to SKYOUS.

Hacking Shopify to tailor the clothes
we wear everyday.

NEZILIO WOLF



**Fashion
expects you
to fit into
their clothes.**



PROBLEM

NEZILIO WOLF

**$\frac{2}{3}$ clothes* made every
year end up in landfill
within 12 months.**

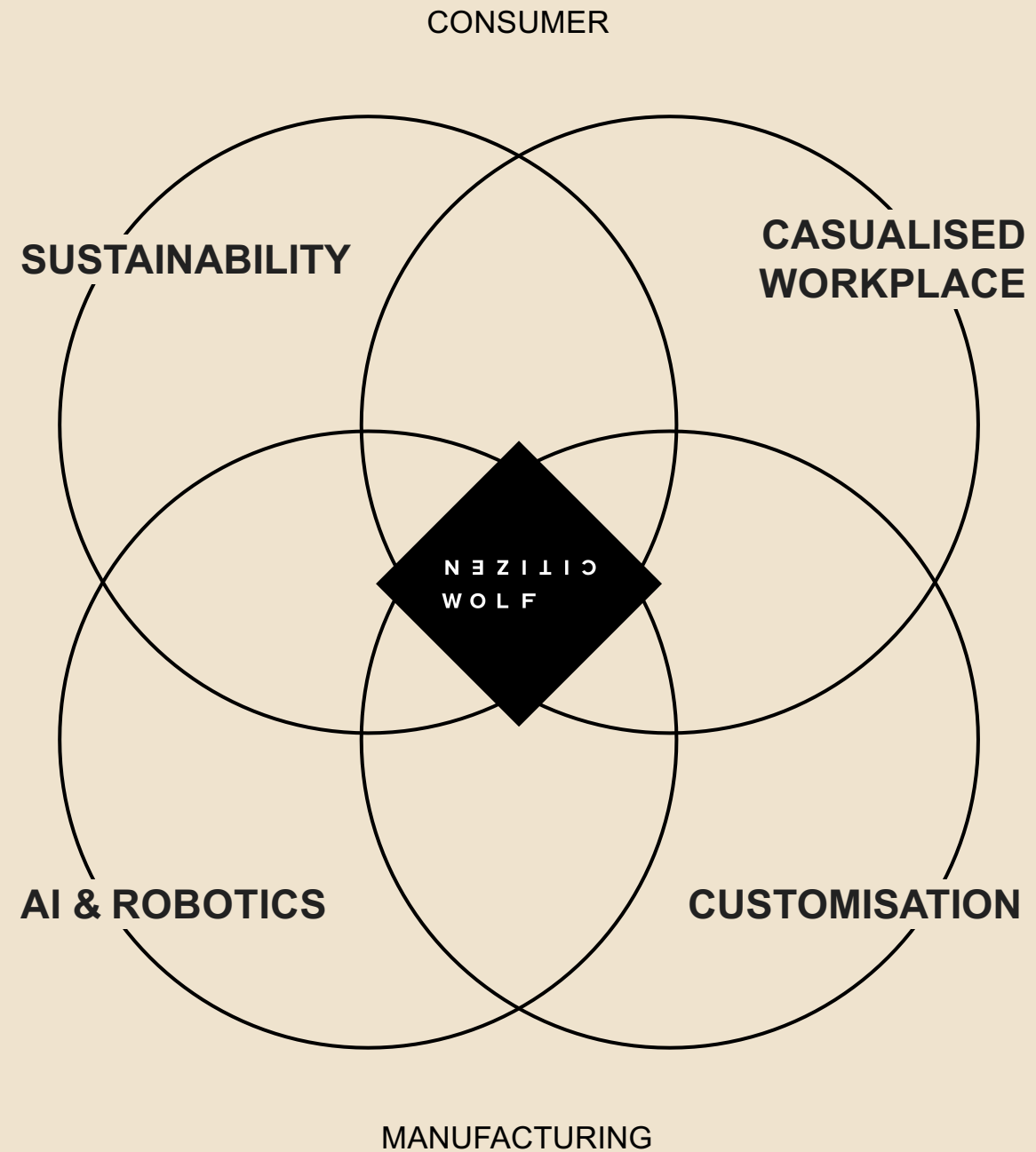
*** 66 BILLION GARMENTS**

Clothes made on demand to fit your unique body.

- BETTER FOR CUSTOMERS
- BETTER FOR BUSINESS
- BETTER FOR PLANET

Citizen Wolf combines algorithms and on-demand manufacturing to create the future of fashion today:

- . MADE TO MEASURE**
- . ZERO LANDFILL**
- . FREE REPAIRS**





**In the future,
manufacturing will
be reborn through
customized,
tailor-made &
data-driven
production.**

Jack Ma

BE QUICK! FREE 2-WEEK SHIPPING UNTIL NOVEMBER 20.

 DRAG TO ROTATE

→ SIZE

STYLE

STRAP

TOE TYPE


HEEL TYPES & HEIGHTS

DECORATIONS

COLORS / MATERIALS

GOOD TO KNOW

→ PICK YOUR SIZE

 SEE SIZE GUIDE

Size



Width



BUY

\$149

→ PICK YOUR STYLE



CLOSED



HALF D'ORSAY



D'ORSAY LACE UP



SLINGBACK



D'ORSAY



BROGUE

CLUTCH

Design Your Own
€259.00

Step 2 / 6

LEATHERS:

<

>

+

CHOOSE LUXURY LEATHERS FOR YOUR MON PURSE ⓘ

Two leathers are complimentary, additional leathers are €29 each. Vegetable Tanned leather is an additional €69.

a. CHOOSE A PART:

Strap

b. SELECT YOUR LEATHER TEXTURE:

Smooth



c. SELECT YOUR LEATHER COLOUR:

Lilac



Drag image to rotate
Scroll image to zoom
Right-button drag image to pan



- **Hard to make = expensive.**
- **Hard to use = too many options.**
- **Choice paralysis = low conversion.**

**One product.
Millions of variations.
No configurator.**

ON A SYSTEM BUILT FOR SKUs...



WOMENS MENS GIFTS

CITIZEN WOLF

REORDER CART (0) BOOK A FITTING



The Short V
From \$59 (or 4x payments of \$14.75)



The Short Crew
From \$59 (or 4x payments of \$14.75)



MAGIC FIT® MEANS TAILORING



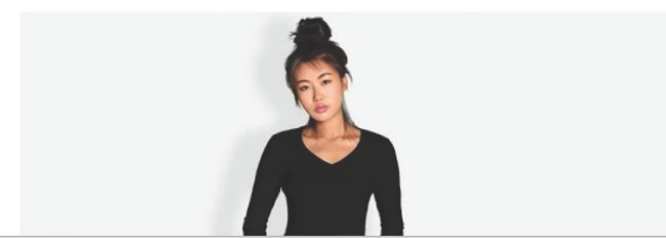
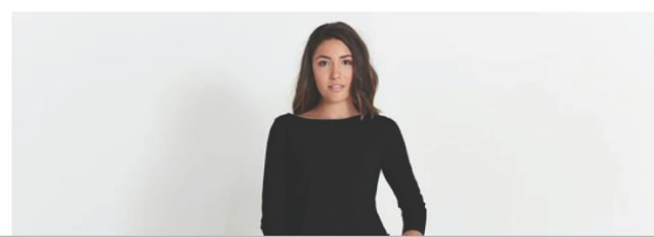
The Rolled Half-Scoop w/ Pocket
From \$59 (or 4x payments of \$14.75)



FREE ALTERATIONS



The Cropped Half-Scoop w/ Pocket
From \$59 (or 4x payments of \$14.75)



Good Design Gold.
Awarded innovation.



SAVE \$10 ON YOUR FIRST TEE. FREE SHIPPING AUSTRALIA WIDE. X

Personal fit needs honest answers.

Magic Fit uses maths to create your custom Tee. It's 94% accurate and risk free, because alterations are included. Your data is secure and will never be shared.

HEIGHT

e.g 183

CM

WEIGHT

e.g 85

KG

D.O.B

dd/mm/yyyy

DATE

BRA

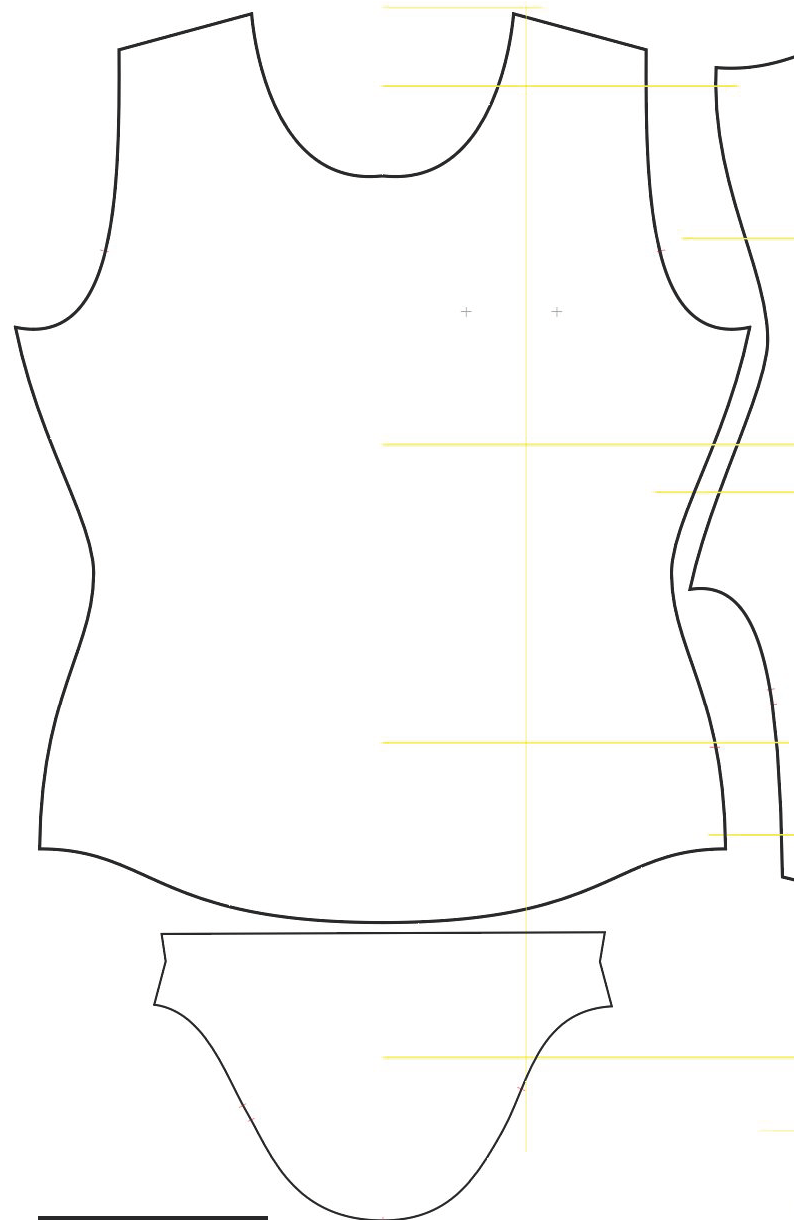


AU

[Conversion Chart](#)

MAGIC FIT®

CONTINUE

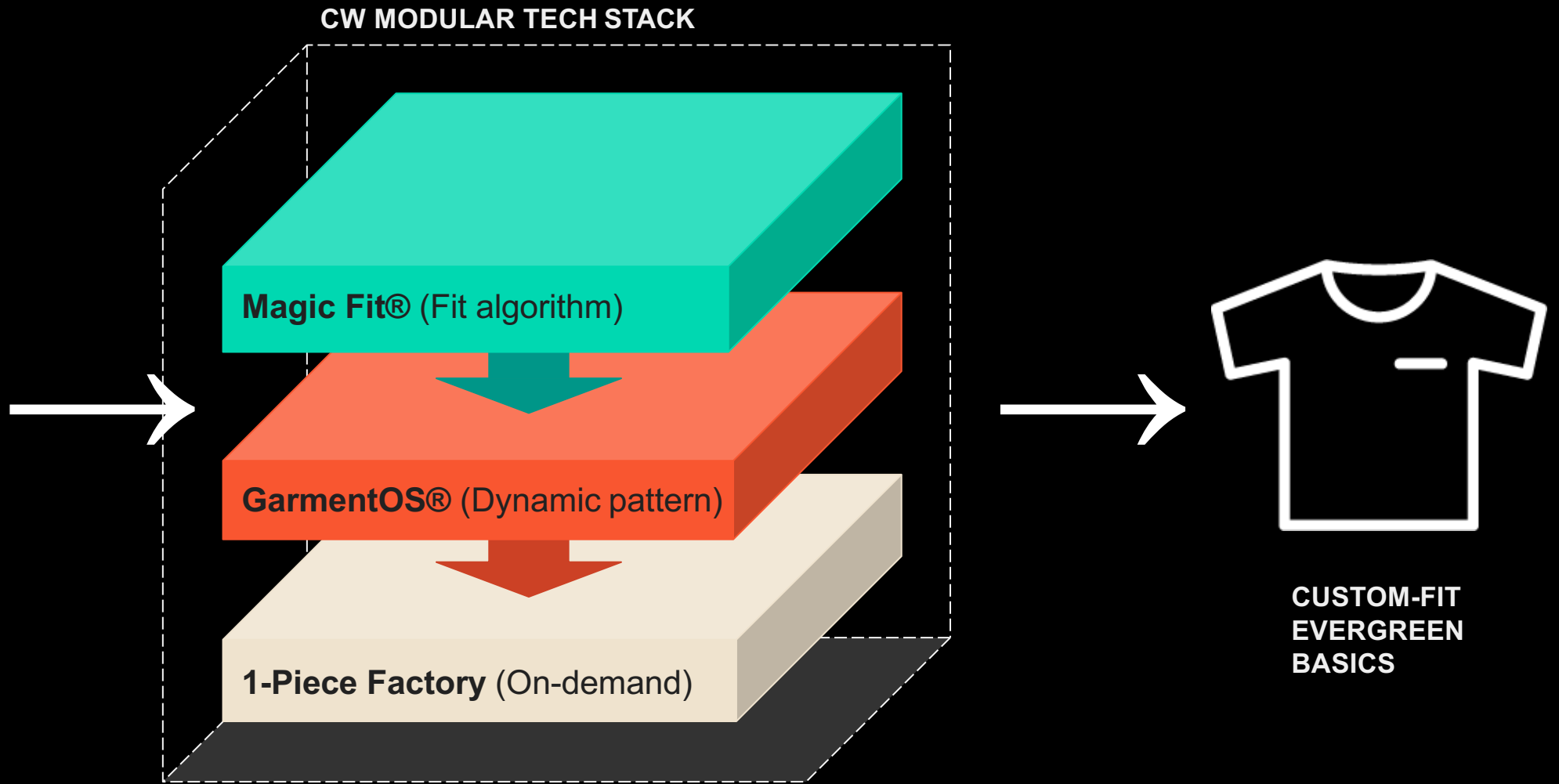


GARMENTOS®



SINGLE PIECE FACTORY

Height
Weight
Age
Bra*



10x FASTER TODAY THAN MANUAL TAILORING.
42x FASTER TOMORROW WITH ROBOTICS.

NEZILIO WOLF

- **Variants too granular for analytics**
- **Variants do not map to CRM / EDM**

Thankyou.

ZOLTAN CSAKI

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@citizen_wolf

NEZILIO WOLF



SAVE THE DATE

Next Sydney
Shopify Meet Up
Wednesday 11 March 2020

THANK YOU TO OUR SPONSORS

