

CASE STUDY

Business in the Front

How three B2B online retailers
use predictive data to increase
customer retention



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About the B2B Industry

Customer retention can be especially challenging in the B2B eCommerce industry. In fact, in a recent survey of B2B companies, 37% of respondents identified retention as a major difficulty for their business.¹

This could be for a vast array of reasons. Marketing to other businesses can be challenging because there can be obstacles to making purchases that don't exist for a regular consumer audience. Some of these organizational barriers include multiple decision makers, budget constraints, tax and shipping concerns.

Additionally, no two businesses are exactly the same. Because of this, personalized email campaigns are important for B2B marketing and can have a substantial impact on customer retention.

For instance, B2B retailers that offer replenishable goods to both large and small businesses should not send replenishment reminders to each of these groups at the same time because their product usage rates will likely be very different. Also, some businesses may be interested in certain items in your product inventory, but will have no use for others, so they should only receive marketing relevant to their needs.

Windsor Circle offers predictive marketing solutions to help retailers optimize marketing. Specifically, customer retention, product replenishment, and cart recovery campaigns that incorporate both dynamic product recommendations, and predictive re-order dates to ensure that relevant and personalized messaging is sent to customers at exactly the right time.



In addition to providing a powerful software solution, we have a team full of ESP-certified marketing strategists whose top priority is helping retailers get the most out of their data, with an individualized approach to building and managing campaigns.

This case study will detail how three of our B2B clients (POS Supply Solutions, MyBinding.com and USCutter) use lifecycle marketing campaigns with predictive analytics to deliver smarter content to their customers at the perfect time.

¹ https://www.accenture.com/t20160219T053327_w_/us-en/_acnmedia/PDF-8/Accenture-Organizing-For-Success-AI-POV.pdf



POS Supply Solutions

POS Supply Solutions is a B2B company that provides point-of-sale and transaction supplies, with equal amounts of online and offline business. They evolved their email marketing strategy from batch-and-blast messages into sophisticated lifecycle marketing to ensure that each customer is getting the right message at the right time.

Cart Recovery

Online shoppers abandon carts for numerous reasons such as trouble completing the checkout process, lack of confidence in store policies, or aiming to receive the lowest possible price. This issue was especially relevant for POS Supply.

According to CEO Stephen Enfield, "We have higher than normal cart abandonment because the eCommerce world is getting very accustomed to free shipping. But the B2B world lags behind the B2C world when it comes to free shipping. Since we don't offer free shipping, a lot of people get to checkout, calculate the shipping cost, and often abandon their cart. So, the Windsor Circle Cart Recovery tool works very effectively for us."

POS Supply has a three-part cart recovery email series to combat this problem. This series has been very successful, with has an average 32% open rate and 6% click rate.

Replenishment

Using data to automate replenishment messages to their individual customers, retailers can know their customers' needs before they do.

The typical lifecycle of a particular product is a key factor to consider when determining when to deliver the replenishment reminder email. Stephen Enfield explains, "We sell to retailers and restaurants, so we could have a small retailer that buys point-of-sale supplies once a year, and contrast that with a high volume restaurant or hotel that may order every three or four weeks. So the ability to cater that offer to that customer and get in front of them at the right time and understand the customer's order cadence is very powerful."

Replenishment has been a substantial revenue driver for POS Supply. These messages have an average 27% open rate and 5% click rate, as well as \$1.41 in revenue per email.



We noticed your cart was feeling a little lonely...
If for any reason you had difficulty with checkout, or just have questions, we are more than happy to help. We can be reached toll free at 888-431-5800 during business hours or by replying to this email. If you're ready to make your purchase now, you can complete the checkout process for your items listed below.

Oh...and as a bonus if you act now, you'll SAVE an Extra 5% OFF your purchase. Just enter the code **CartRecovery** at checkout.

[Return To Checkout](#)



24" X 300' 20# Inkjet Bond Wide Format/CAD Roll, 2" Core, 2 Rolls

[View Product](#)



POS Supply is consistently LIGHTNING FAST when it comes to getting you the product you need. We understand that success in your business depends on vendors who are super responsive, and deliver what you need, when you need it.

Stay Connected



We've got you covered for your POS needs!



2 3/4" x 150' White Bond Roll Paper, 50 ...

[Buy Now](#)

Time to stock up?

"Hi Jeffrey, we're just checking in to make sure you don't run out."

Other Items You Might Enjoy

Based on your interests, here are a few other items you might want to try.



2 1/4" x 55' Thermal Roll Paper, 50 roll...

[Buy Now](#)



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MyBinding

MyBinding is one of the largest retailers in the US for binding and laminating related products. As a B2B company, they use Windsor Circle to power targeted automated emails to customers based on their individual purchase history.

Replenishment

By sending replenishment emails, retailers show that they know what customers like and care about their needs.

According to MyBinding.com's VP of Marketing Jeff McRitchie "Replenishment is really the foundation of our business. We're all about getting people to come back for binding, laminating or other supplies, and it's evolved over the years. When we first started we were doing all batch-and-blast emails. We now have automated emails that go out based upon the individual products customers purchase, and are sent according to the calculated time that it will likely take to use the item."

Their replenishment messages have an average **20% open rate** and **3% click rate**.

End of Year B2B Incentives

B2B companies can run into challenges based on the typical work schedule of most businesses. For example, because the winter holidays tend to be a slow time of year for many businesses, retailers trying to reach this audience may have to be more aggressive in their email marketing to keep their customers' attention. However, this timing can also work in their favor.

McRitchie explains, "We do a really big sale at the end of the year to allow people to take advantage of end-of-year tax savings. We're combating lower order volume because a lot of people take the week between Christmas and New Year's off from work, so we're trying to finish the year strong for the company and allow people to get those tax savings by making purchases before the end of the year."

For example, this email, which was sent during December, suggests stocking up on supplies for the next year. It has an **11% open rate** and **1% click rate**.



Is It Time to Stock Up?

Just checking in to make sure you're all set.

Fellowes Punched ID Card Laminating...

[Buy Now](#)

Test First Name- Be Ready for the New Year & Take 12% Off.

Email Not Displaying? [click here](#)



1-800-944-4573



- Questions People Ask -

Laminating Pouches
How Do I Choose the Right One?
[\(click here\)](#)

New Uses For Trimmers
Laminated Items - Scrapbooks - More
[\(click here\)](#)

Binding Books at Home
DIY Book Binding
[\(click here\)](#)

Choosing the Right Stapler?
There Are Sooooooo Many Kinds
[\(click here\)](#)



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USCutter

USCutter is an online retailer that provides high quality, yet low cost vinyl cutters as well as complementary items like vinyl, software, and application tools. Although they are primarily a B2B retailer, they have recently acquired a new audience of hobbyists interested in vinyl cutting. They use email marketing tactics like personalization and segmentation to optimize communication with their customers.

Win-Back

Keeping customers engaged at all times can be a difficult task. Win-Back messages can serve as the reminder that some customers need to return to your brand to make another purchase.

To make their win-back series more targeted, USCutter has two different versions. One for 1-2x purchasers and another for more engaged customers who have made at least three orders.

The 1-2x series is triggered based on the customer's last order date, while the 3+ series is sent based on the individual customer's predicted order date. Combined, both series have an average **19% open rate and 2% click rate**.

Personalization

USCutter has a vast product offering, so specificity in the targeting and messaging of their promotions helps them connect with each customer individually. USCutter's Email Marketing Manager Jackie Delaney explains, "We want to understand the customer better to be able to really personalize the emails because people are more likely to open messages if the content is relevant to them. We have a varied customer type so we want to be able to speak individually to those customers."

USCutter makes sure their email subscriber lists are segmented so that their business audience and individual consumers receive different messages. For instance, individual customers are sent emails on DIY projects while B2B customers receive promotions on larger quantity or higher ticket items.

More specifically, this email is the first in a three-part series that educates customers about the variety of craft projects they can make with their recently purchased vinyl cutter, including t-shirts, signs, banners or wall decals. Overall, this email series has a **28% open rate and 3% click rate**.

Equipment - Vinyl Cutting - Digital - Banner & Substrate - Apparel & Sublimation - Craft & Hobby - Tools & Software - Vehicle & Mask

We Miss You!

We noticed that we haven't heard from you in awhile, and we would like to invite you to come shop with us again.

Exclusive Offer to You:
10% off your next order!

[SHOP NOW >](#)

Hello << Test WC_FirstName >>.

We noticed that we haven't seen you in awhile so we wanted to take a moment to remind you about us. USCutter is a leading, low cost supplier of vinyl cutters and accessories. Because you were such a great customer in the past, we would like to offer you 10% off your next order. Just use coupon code #123456789 at checkout through 11:59 PM PST on 2/29/16 to enjoy 10% off each item you purchase.* [Shop now](#). Coupon not valid with other offers.

[SHOP NOW >](#)

Best Wishes,
-USCutter Marketing

*Excludes items already on sale

Equipment - Vinyl Cutting - Digital - Banner & Substrate - Apparel & Sublimation - Craft & Hobby - Tools & Software - Vehicle & Mask

Make T-Shirts & Apparel

with a Heat Press & Heat Transfer Vinyl from USCutter

Same Day Shipping if You Order By 5:30 PM EST [Click here to SHOP NOW >>](#)

Hello Test WC_FirstName,

USCutter.com thanks you for your purchase of a MH vinyl cutter! Your new vinyl cutter is the gateway into a world of possibilities for custom designs and unique products, whether it's wall art or vehicle decals, professional-looking signs and banners, or countless other creative money-making opportunities. One of the most popular questions we get is how to get started making t-shirts. The first thing you'll need is a **heat press** to accurately measure, set, and evenly disperse heat and pressure while applying your heat transfer vinyl.

Our most economical heat press option features a roomy 15" x 15" platen for accepting large transfers onto garments, totes, and other apparel, with digital controls for easy intuitive setting of time and temperature conditions, and a knob for adjusting pressure. Right now, this **heat press**, which normally retails for \$299, is on sale for **only \$199**.

Save \$100



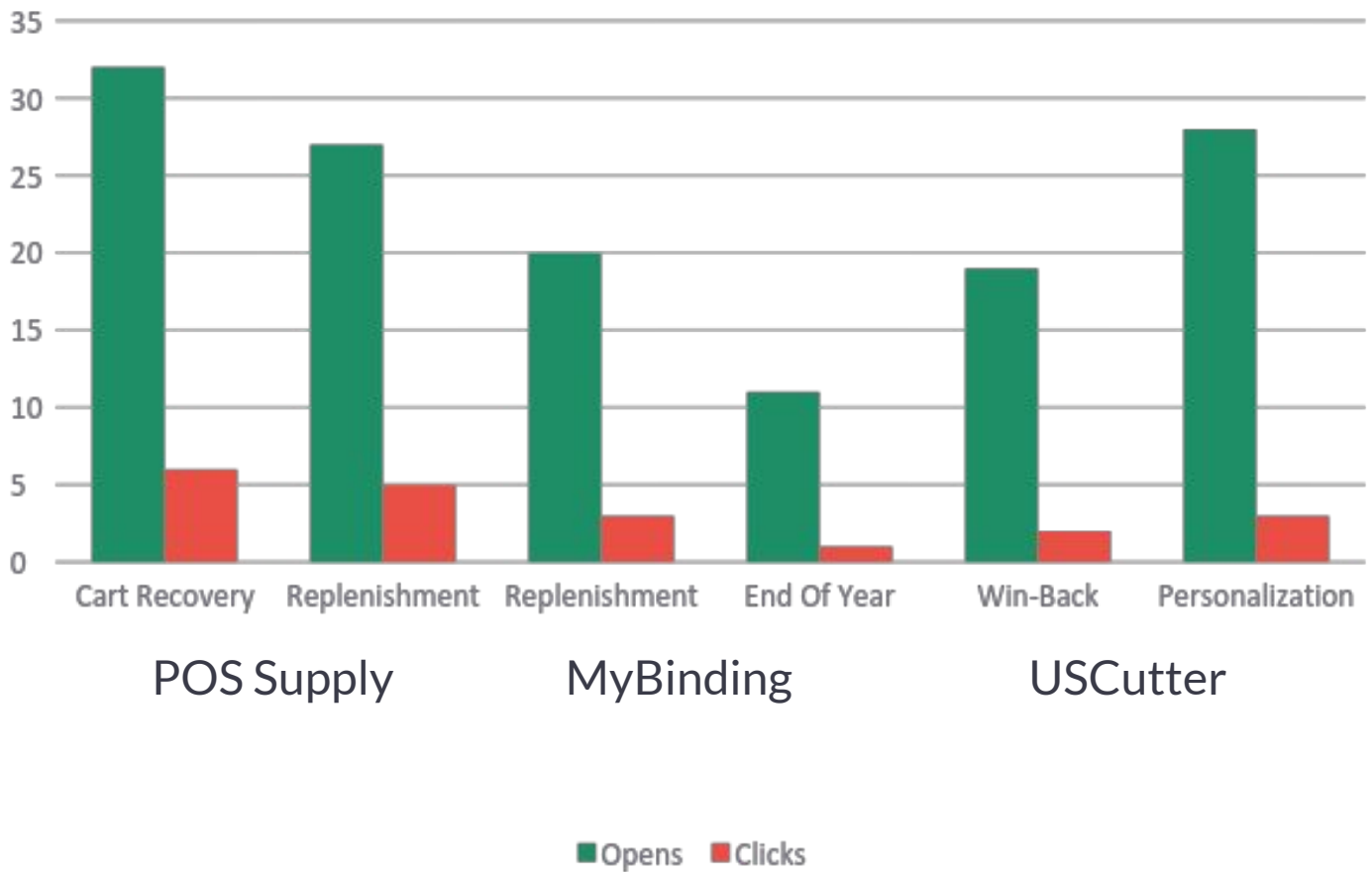
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Data Drives Results

With the lifecycle marketing campaigns featured in this case study, these three retailers have seen an **average 23% open rate and 3% click rate.**

23% Open Rate

3% Click Rate





Keep your customers coming back for **more.**

If you're not engaging consumers at every stage of their lifecycle in a relevant, personalized way, then you're losing valuable revenue from customers you already have! That's where we can help.

Windsor Circle grows your overall customer value through predictive lifecycle and retention marketing. Simply put, we help you know, grow, and keep your customers.

Our integration connects your eCommerce platform to your ESP, within 5 business days, to help you:



- Maximize customer value, retention and loyalty with automated email campaigns
- Automate product replenishment programs based on individual consumption patterns
- Combat browse abandonment with behavioral marketing campaigns
- Regain lost revenue by capturing cart abandoners
- Build advanced customer segments
- Analyze customer, product and order data
- Generate revenue within 30 days

Windsor Circle is a team of data scientists and digital marketers with deep eCommerce expertise, hundreds of global clients, and scores of public success stories.

To try Windsor Circle for free for 60 days, visit WindsorCircle.com/60DayTrial.

**Average results 12 months after start date.*

