3 REASONS TO UPGRADE

TO A COMMERCE-CENTRIC EMAIL MARKETING PLATFORM

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GENERATE MORE REVENUE

DO MORE WITH LESS

LEVERAGE YOUR E-COMMERCE ECOSYSTEM

You've reached that fork in the road that every commerce marketer gets to at some point: stay with your current email marketing platform or switch to a new one.

The decision to make a change is an important one that should not be taken lightly. You need a good feel for where your company is right now and where you want it to go. Ask yourself this question:

ARE WE GETTING THE MOST OUT OF OUR EMAILS?

To be able to answer "Yes," you need the right technology and the right long-term partner, with the right focus.

Here are three of the main reasons companies upgrade to a sophisticated email marketing platform designed for the commerce marketer.

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1. GENERATE MORE REVENUE

Consumers will buy more when the marketing they receive is personalized and relevant to them.

According to results of the 7th Annual Consumer Personalization Survey, your customers want and expect you to use data about their interests and behaviors to customize their shopping experience. That's good news because segmenting based on contact data, behaviors and preferences helps you create more targeted and relevant campaigns, which are much more likely to spark a connection and a purchase.

Think this can't be done on a large scale? Think again. Automation brings efficiency and scale to your one-to-one campaigns.

A commerce-centric email marketing platform makes it possible to collect customer data and segment with ease, even with limited resources.

Strategic email marketing translates into more revenue than a hit-or-miss approach.

Successful email marketing takes more than software. There are campaigns to plan, best practices to follow, emails to design and optimize, and results to be analyzed. Experienced marketing strategists and professional services consultants can help with all of those tasks and more.

A commerce-focused email service provider will offer proven marketing strategy and commerce expertise to help you achieve revenue goals.

Emails must first reach the inbox before they can generate revenue.

A high deliverability rate – the measure of how many messages are reaching the inbox - is critical to an email campaign's success. Companies that rely on email to drive revenue need an email service provider that will act as a long-term deliverability partner. High delivery rates mean more clicks, more conversions and more revenue. Strong deliverability monitoring ensures you're always covered, and "warm" dedicated IPs give you a head start on establishing a positive sender reputation.

A commerce-oriented email service provider offers strong deliverability features and resources as well as superb delivery and inbox placement rates.

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2. DO MORE WITH LESS

Lack of time and resources is the biggest hurdle to creating more relevant and lucrative campaigns.

Time, resources and budgets are scarce for many marketing teams. Without proper tools, tasks such as creating segments and building rules for automated messages can quickly become burdensome for the email marketer. Highly intuitive software and comprehensive professional services can remove those barriers and make sophisticated marketing attainable.

A commerce-focused email marketing platform empowers you to personalize messaging without consuming your valuable time.

Marketers need platforms with a wide range of easy-to-use features.

It's all well and good if your current system has a quality user interface. But it's not just about ease of use. It's about WHAT you're able to use so easily. When you have elegant ways to create intricate segments and workflows, and straightforward systems for analyzing the results of your campaigns, then you're ready to do much more with less and do it quicker.

A commerce-centric email marketing platform offers a highly intuitive, visual interface that makes it easy for you to use a wide range of powerful, resource-saving tools.

Nothing beats lifting revenue without lifting a finger.

Automating repetitive tasks increases efficiency and ROI. Having the ability to trigger welcome series, cart recovery series, birthday and anniversary, post-purchase, re-engagement and other campaigns with minimal effort makes you look like a superstar. Combining business logic, behavior filtering, multiple channels and specific contact actions to create campaign workflows with drag-and-drop simplicity opens all sorts of possibilities.

A commerce-centric email marketing platform will do the heavy lifting for you, again and again.

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3. LEVERAGE YOUR E-COMMERCE ECOSYSTEM

Past-purchase data and other e-commerce information play an important part in designing segmented one-to-many campaigns.

Segmenting based on contact profile data is good—better than not segmenting at all. Segments based on email behavior are better. Segments based on shopping behavior, purchase history and order details are best. Capturing this data and making it convenient for you to use in designing campaigns is a huge step forward in forging lasting relationships with customers.

A commerce-oriented email marketing platform can help you get the data you need to make your campaigns exponentially more powerful.

Properly functioning integrations allow real-time changes using the latest data.

Your email marketing should be tightly coupled with your business processes and your e-commerce ecosystem. Flexible, open APIs, along with JavaScript and other web technologies, open the way for seamless, real-time data exchange. But this often requires considerable effort and investment, and marketing teams are typically short on IT/development resources.

A commerce-centric email service provider offers in-house expertise and pre-built integrations with leading e-commerce, web analytics and personalization platforms.

Transactional messages have exceptionally high open rates.

Sending order and shipping confirmations through the right email service provider has many benefits. You can easily change the look and feel of your transactional message without having to involve your developer. You can add cross-sell and up-sell offers for more clicks and conversions. You can track metrics. And you gain control of email deliverability.

A commerce-driven email marketing platform makes it easy to send timely, engaging and measurable transactional messages that turn purchasers into repeat purchasers.

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SUMMARY

Are you looking to make your email marketing messages more targeted and personal? Do you want more powerful, yet easy to use, tools that can save you valuable resources? Do you want access to the kind of data that dramatically increases the revenue-generating power of your emails?

Did you answer "Yes," to all of the questions? If so, then you already know the answer to this one ….

IS IT TIME FOR YOUR COMPANY TO UPGRADE?

About Bronto

Bronto Software provides a cloud-based marketing platform for organizations to drive revenue through their email, mobile and social campaigns. Bronto is the number one ranked email marketing provider to the Internet Retailer Top 1000, with a client roster of leading brands worldwide, including Armani Exchange, Timex, Samsonite and Boot Barn. The Bronto Marketing Platform is deeply integrated with commerce platforms, including Magento, Demandware, NetSuite and MarketLive. The company is headquartered in Durham, NC, with additional offices in London, Sydney, New York and Los Angeles. For more information, **bronto.com**.