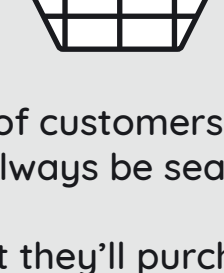


# A guide to FIRST-TO-SECOND PURCHASE CAMPAIGNS

Pandemic Edition



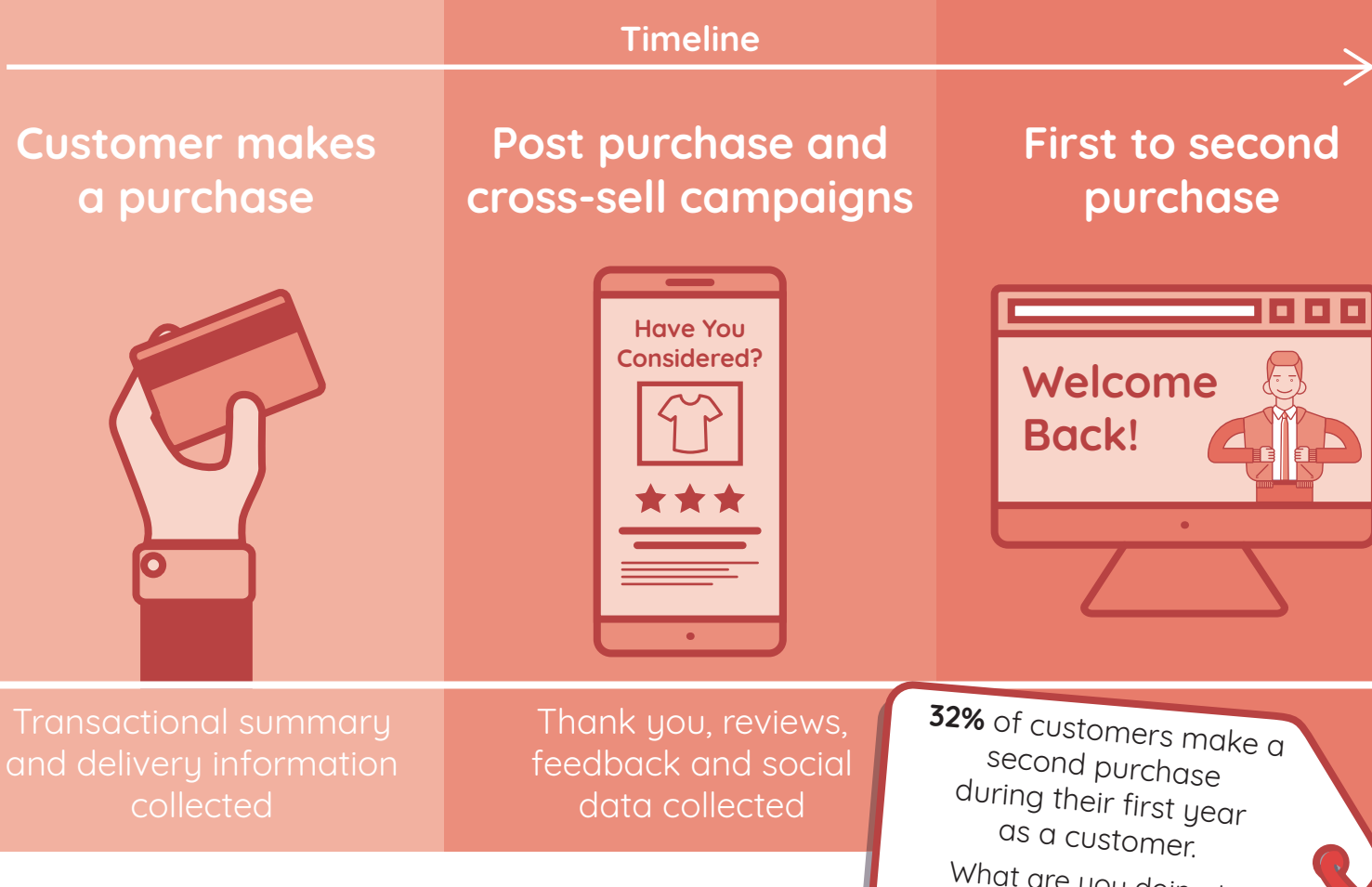
One of the largest segments of customers within your database after the pandemic will nearly always be seasonal single purchasers.

But with only a 27% chance that they'll purchase again, how are you going to convert them into multiple purchasers in 2021? These latest insights and tips from RedEye may well help ...

## LIKELIHOOD YOUR CUSTOMERS WILL PURCHASE AGAIN



## BEST PRACTICE FOR ADDRESSING YOUR FIRST PURCHASERS



## GETTING THE TIMING RIGHT

Many brands fail to target customers at the correct time. As a starting point examine when customers from peak period typically repurchase and create a campaign based around these timings. This will vary between the types of products and categories or whether it was a gift, which can be used to refine the timing and segments for your campaign.

IMPLEMENTING A SEGMENTED AND PERSONALISED PROGRAMME WITH REDEYE HELPED WORLD OF BOOKS

## ACHIEVE AN 87% INCREASE IN SECOND PURCHASES, MONTH-ON-MONTH.

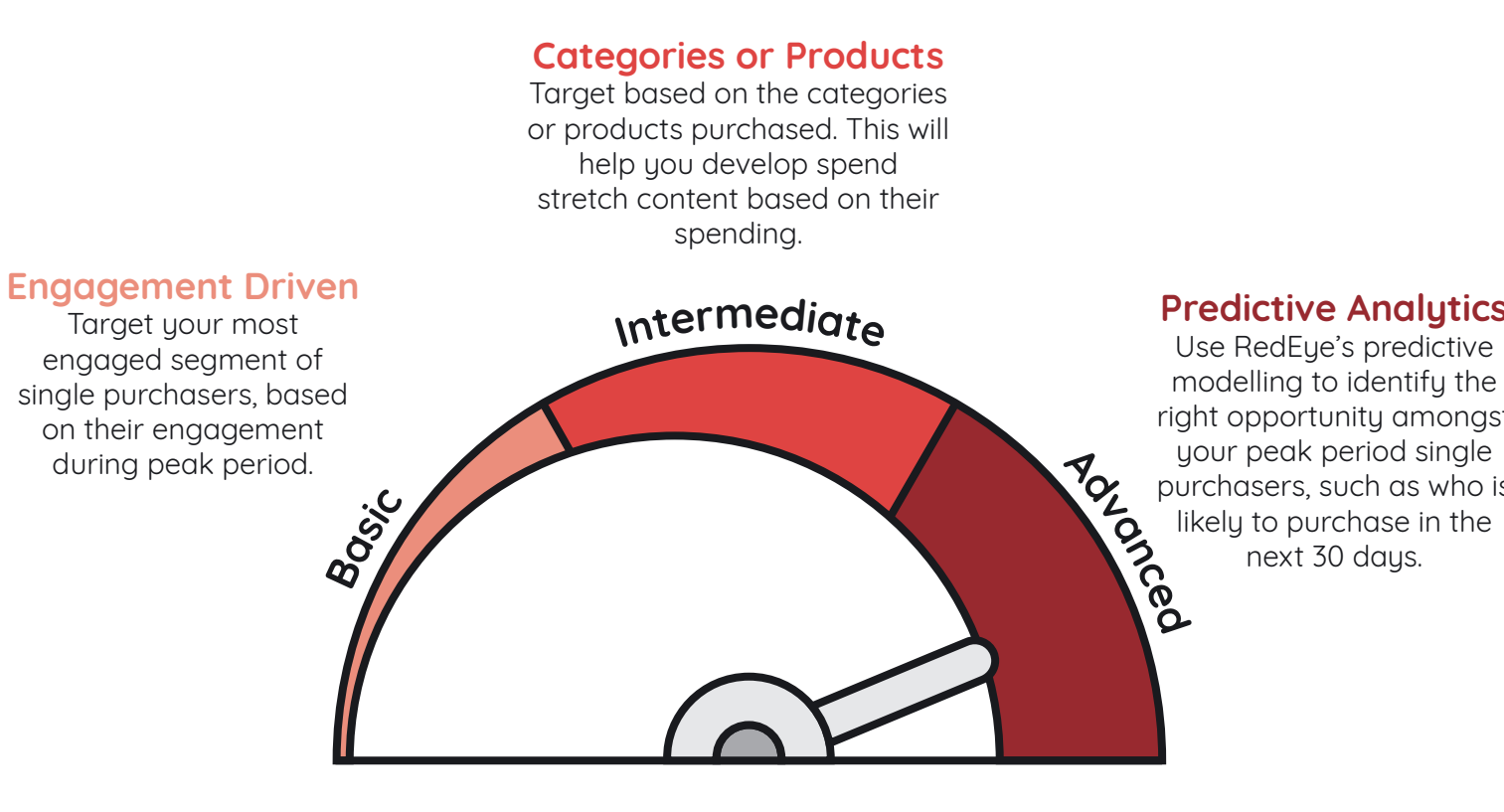
## CHOOSING THE RIGHT CONTENT

**Top Tip**  
A/B test your email campaigns to identify conversion driving content

- Latest ranges or trends
- Spend stretch
- Offers or rewards
- Recommended for you
- Loyalty offers

## CREATE YOUR SEGMENTS

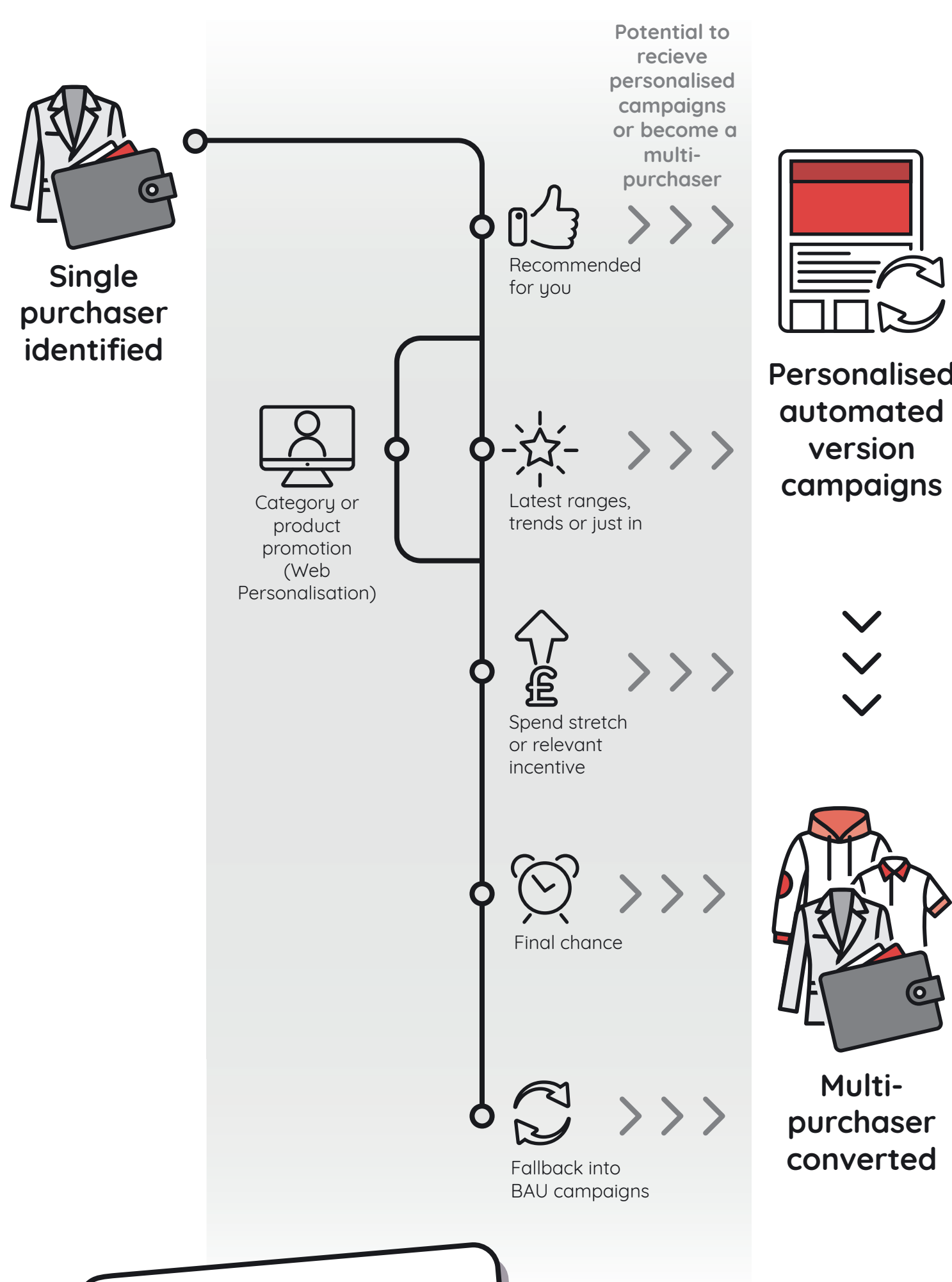
Using segmentation to target customers delivered a year-on-year revenue increase of 44% for allbeauty.



83% OF BRANDS INTERVIEWED IN A RECENT CENSUS USED **BASIC** SEGMENTATION SUCH AS WHETHER THEY ARE A PROSPECT OR AN EXISTING CUSTOMER

BUT ONLY 38% OF BRANDS USED **ADVANCED** SEGMENTATION

## TIME TO TARGET YOUR CUSTOMERS



75% of marketers have seen benefits of cross-channel communications, increasing conversion, retention and brand advocacy.

## CHANNEL MIX



SMS USED IN CONJUNCTION WITH EMAIL CAN INCREASE OPEN RATES BY UP TO **20%** (Smart Insights)

WHEN YOU USE PAID SOCIAL AND EMAIL TOGETHER YOU CAN INCREASE CAMPAIGN REACH BY **77%** AND LIKELIHOOD TO PURCHASE BY **22%**

To find out how RedEye can help you to generate more 2nd purchasers contact us today.