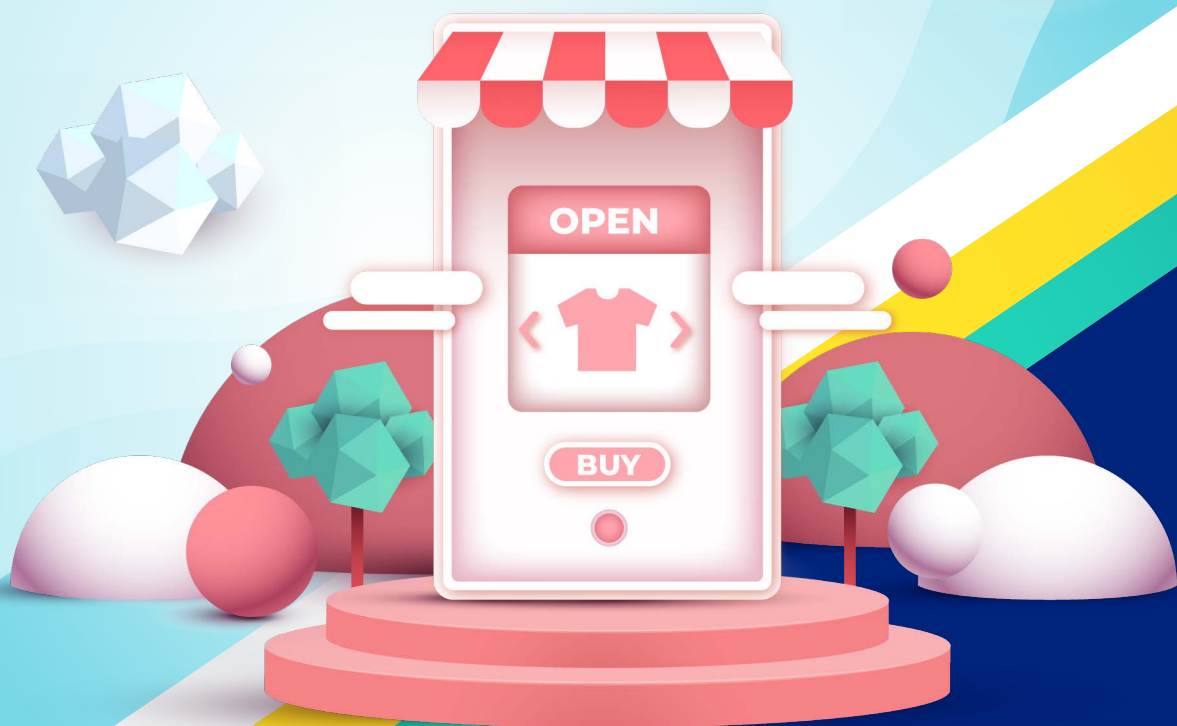


HOW-TO GUIDE

Connected Retail Marketing - Moving Users from In-store to **In-app Purchase**

Connected retail has emerged to be the most useful way of enabling shoppers to make or complete a purchase from anywhere, anytime. Be it buying in-store while opting for door delivery or purchasing online while surfing products in-store. Having an omnichannel retail store is a plus and the demand for the same is growing.

In this How-to Guide, our aim is to help you navigate your offline to online purchases while offering step-by-step directions for the same.



What is In-store Purchase to In-app (or Website) Purchase?

To put it plainly, it means allowing your shopper to shop anywhere (physical store, app, or website) with no alteration to their experience. Having sync between your channels will only allow shoppers to continue shopping thereby improving their LTV (lifetime value).

All you need is integrated offline and online data, 4-5 focus purchase channels, and a customer engagement tool to bring all this together. This is also while helping shoppers navigate their shopping experience without any barrier.



But before we lead on to a step-by-step approach on how to do it, you need to first opt for a customer engagement or marketing automation tool. The choice between the two would depend on various strategies and tasks you would want to execute using it.

However, here are the crucial parts of marketing this engagement tool should be able to execute:

- Integrate data across channels especially physical store and app store.
- Analyze and understand user behavior.
- Engage users using connected, dynamic engagement campaigns.

Now that we have this out of our way, let's get into it.



DID YOU KNOW:

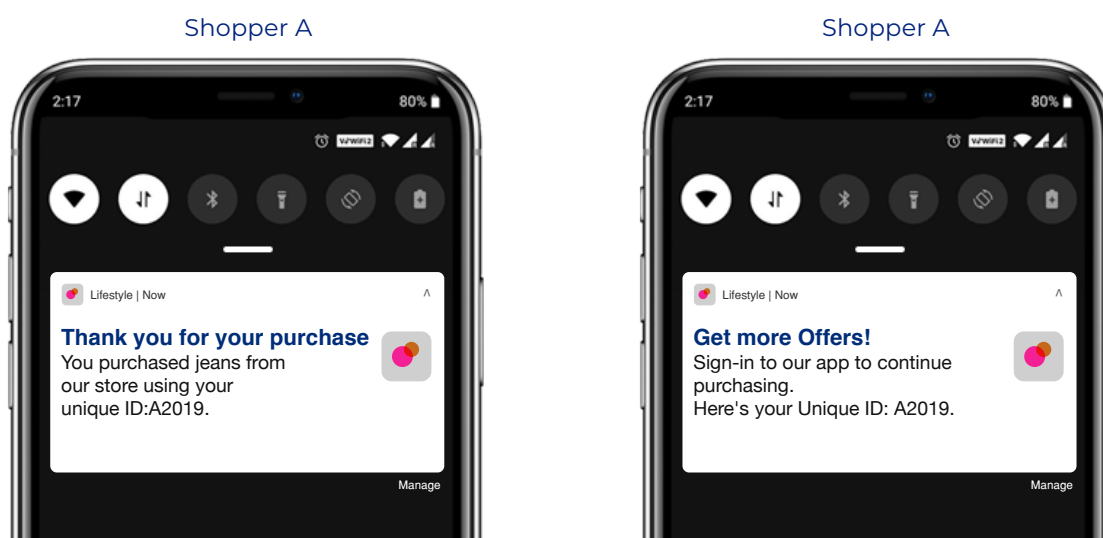
Push notifications can be used to meet a variety of user engagement needs on your retail app. Here are some use-cases, where Push Notifications can be used to drive better engagement and conversions:

- **Content / Offers Communication**
- **Transactional Alerts**
- **Cart Abandonment**
- **Geo-targeted Notifications**

Step 1: Data Integration

Even before you start running channel-specific campaigns for merging offline and online purchases, you need to first merge the data. Every retail brand has users whose first purchase occurred in a physical store. Every user gets a unique ID after their first purchase is complete. Also, these users usually share their phone numbers (for SMS) and email ID (for an email newsletter).

These three different user data fields need to be integrated with the mobile app store. This is to ensure that all data of a user is attributed to one single entity across channels such as physical store systems, online websites, and mobile app.



This data integration and merging will help the brand is disseminating the right engagement to the user ensuring continuity in the purchase journey.



DID YOU KNOW:

Approx. 20% app opens are influenced by push notifications and almost 45% CTR observed for push notification campaigns.

Step 2: In-store Purchase to App Purchase

Once the data is merged and user data fields are the same across channels, the brand marketing team can start running the first purchase (new user) or new purchase campaign (existing user). Also, the campaigns running from first/new purchase to repeat purchase should be active for 20 days only. Once the 20-day slot expires, revise the campaign based on new user events data.

Step 2.0 - Segmentation

Even before you begin sending out your campaign, you need to ensure that user segmentation is in place. This is to ensure automatic segmentation can happen based on user attributes, events, and actions once they are tagged as new users and existing users.

Another thing to complete at this stage is to filter and segment existing users (already made a purchase). This will allow you to begin Step 2.2 as soon as the data integration is complete.



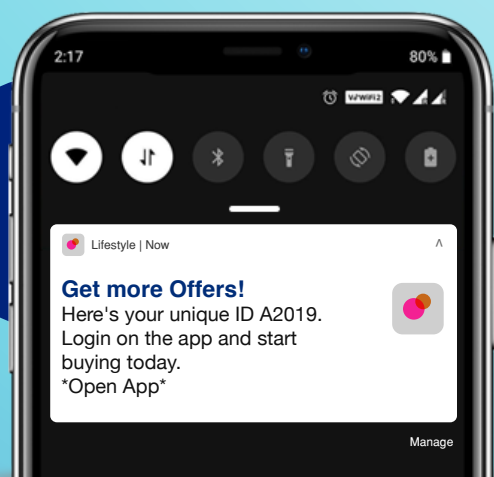
Success Story

One of our customers, Landmark Group utilized event-based segmentation during their White Wednesday Sale. This type of segmentation ensured that the brand was able to reach the right customer with the right offer. Eventually helping them grow their sale purchases to 3X.

[Read more ▶ Here](#)

Step 2.1 - Day 0 (New User)

For every shopper coming to your in-store on Day 0 tag them as a new user. Once this user(s) is at a checkout counter, get their phone number and email ID data. After the purchase completion in-store, generate an automated unique ID. Now using this ID you can begin your 'app purchase campaign'.



After an hour, send an SMS to this user to download the app using the unique ID.

The link in the SMS can redirect the shopper to the app store. Once the app is downloaded, the shopper needs to be redirected to the app to continue purchase.

Step 2.2 - Day 0 (Existing User)

For every shopper with a fulfilled purchase (or more) tag them as an existing user. This shopper has already given the three user data fields required to start the repeat purchase campaign. All you need to ensure is data integration under the opted tool is under work (see step 1). Now analyze this data to understand the user's last purchase and categories browsed. You can also ensure that dynamic segmentation is in place (see step 2.0). You can begin your 'app purchase campaign':

- to get them to download the app and make an app purchase, or
- to get them to start app purchases.

You can send SMS to these users with their current unique ID with prompts to make the next purchase from within the app.

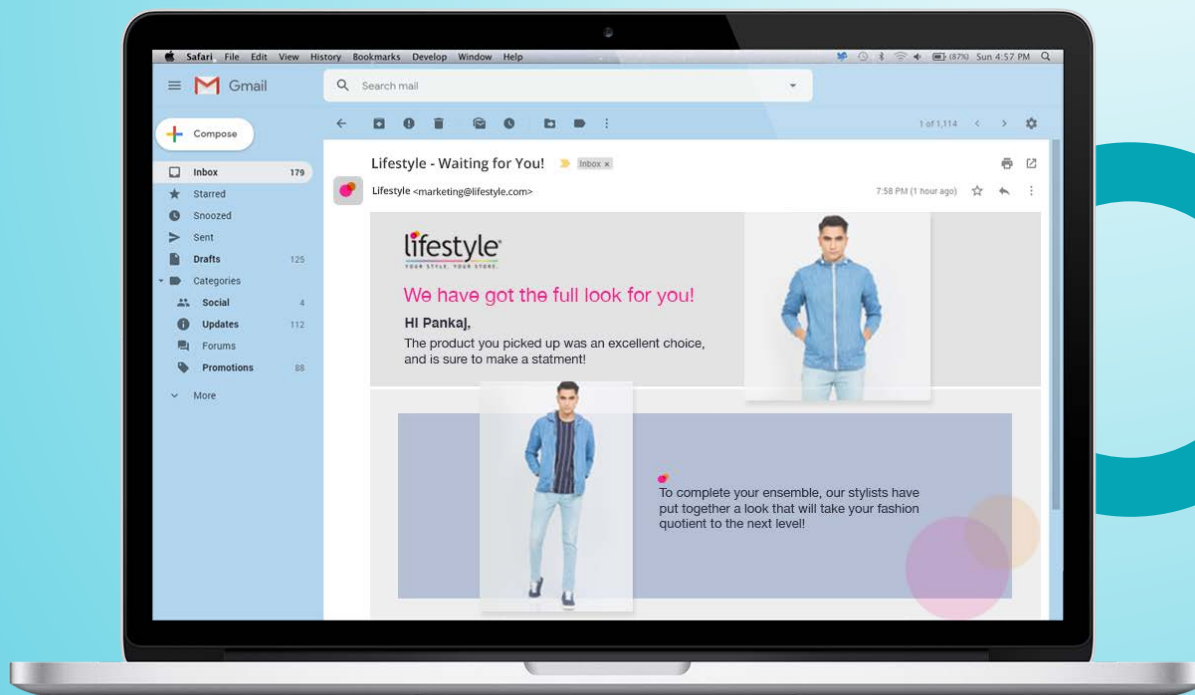


QUICK TIP:

Ensure that both the user group is segmented before you begin the campaign. As based on the segmentation and campaign flow you can offer relevant messaging.

Step 2.3 - Day 3

Two days later, you can send an email to both the user groups prompting them to make the app purchase. In the email, you can create a look book that will have related products from the last purchase. Showing the user a look book will drive them to complete the look, thereby driving in-app purchases.



You need to continue this campaign from Day 1 to Day 7 while alternating between channels—SMS and Email. You can also use different variants of messaging by adding product catalog in email or hyperlinking to a category for SMS.



QUICK TIP:

At this stage, you can do quick predictive segments to understand 'recent', 'loyal', 'churn risk', 'lost' users list.



DID YOU KNOW:

Nearly 15% of retail app conversions are driven by notifications.

Step 3: Repeat Purchase

At this step, it is safe to assume that the users have completed atleast one in-app purchase. Now offline to online purchase is set-up as all your data between these two channels will communicate with each other with the help of the customer engagement tool. And you can continue to analyze the behavior and action-event made by your users.

The next step is to ensure users continue the purchase cycle whether in-store or in-app. So you need to create a 'repeat purchase campaign' where you'll target both the user groups to drive the next purchase.

Step 3.1 - Day 8

So 7 days after the 'in-app' campaign went live, you need to begin this campaign. The shoppers from both user groups need to be trickled down under this campaign based on their actions and events performed.

Under this campaign, your first communication should be to check if the user has completed the whole look. For instance, if Shopper A bought jeans from in-store and a top from the in-app store so now prompt them to buy accessories.

You can use email and push notification as your engagement channels to drive this. Also, continue this messaging for 2 more days by alternating between channels.



QUICK TIP:

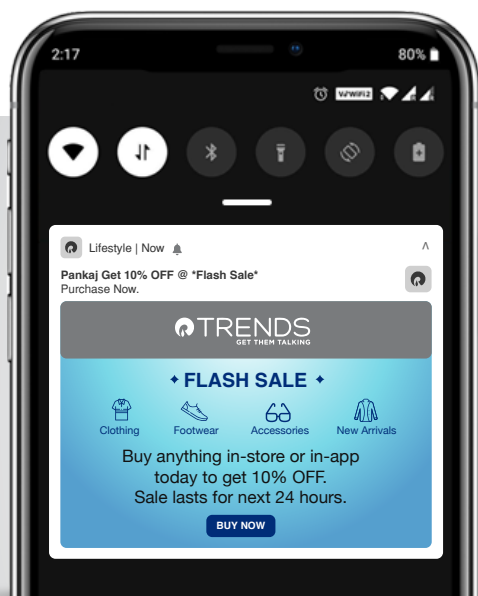
You can also personalize the messaging using product description or week of the day like **#ShoppingSundays** or **#TrendyTuesday**

Step 3.2 - Day 9

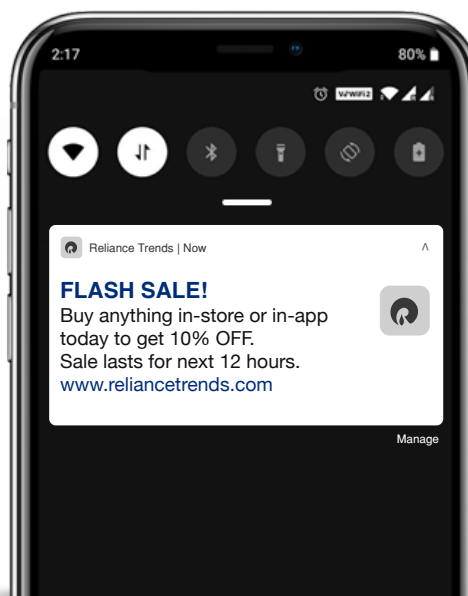
For your day-9 engagement, you need to move to more offer-based communication. Here you can drive more purchases in-store or in-app by offering special discounts to users based on which channel you want to drive them to. If you want face time with the shopper then offer a special 10% discount if shopping in-store and vice versa. Or you can also give open options allowing users to choose where they would want to purchase.

Add a time cap to this engagement by defining a limited time of 24 hours to 48 hours. You add more hours/days depending on how long you want the sale period. Some people opt for a week-long sale period as well. This engagement tactic will allow you to have more active users while driving more conversion.

Push Notification



SMS Notification



Step 3.3 - Day 11

Let's assume the users have made at least one repeat purchase, if not you can still target them on day-11 engagement. Starting from Day 11 to Day 15, you'll send users communication around new trends launched by their favorite brand. This brand can be the same from their last purchase or can be a brand they usually shop from. You can do this by using custom segmentation that allows segmentation based on user properties and events.



QUICK TIP:

You can use the event such as **'search <insert brand name>'** and segment users who have searched the same brand.

Or you can go ahead with the users automatically flowing to this stage based on their user actions and conversions made in the previous flow. You can use SMS, email, or push notifications to drive this engagement using messaging and creative variants. Again you can personalize the messaging based on products and brands, and you can tweak 'send time' based on user activity.



DID YOU KNOW:

Retail apps observed approx. 4X engagement for push notifications that are personalized in comparison to general/ batch push notifications.



Next Steps: Building a Perfect In-App Purchase Journey

Here's how some of the retail brands utilize automated workflow to engage users at every step of their user event. These are step-by-step workflows can be utilized for app download, in-app purchase, and repeat purchase. In fact, here's another success story:



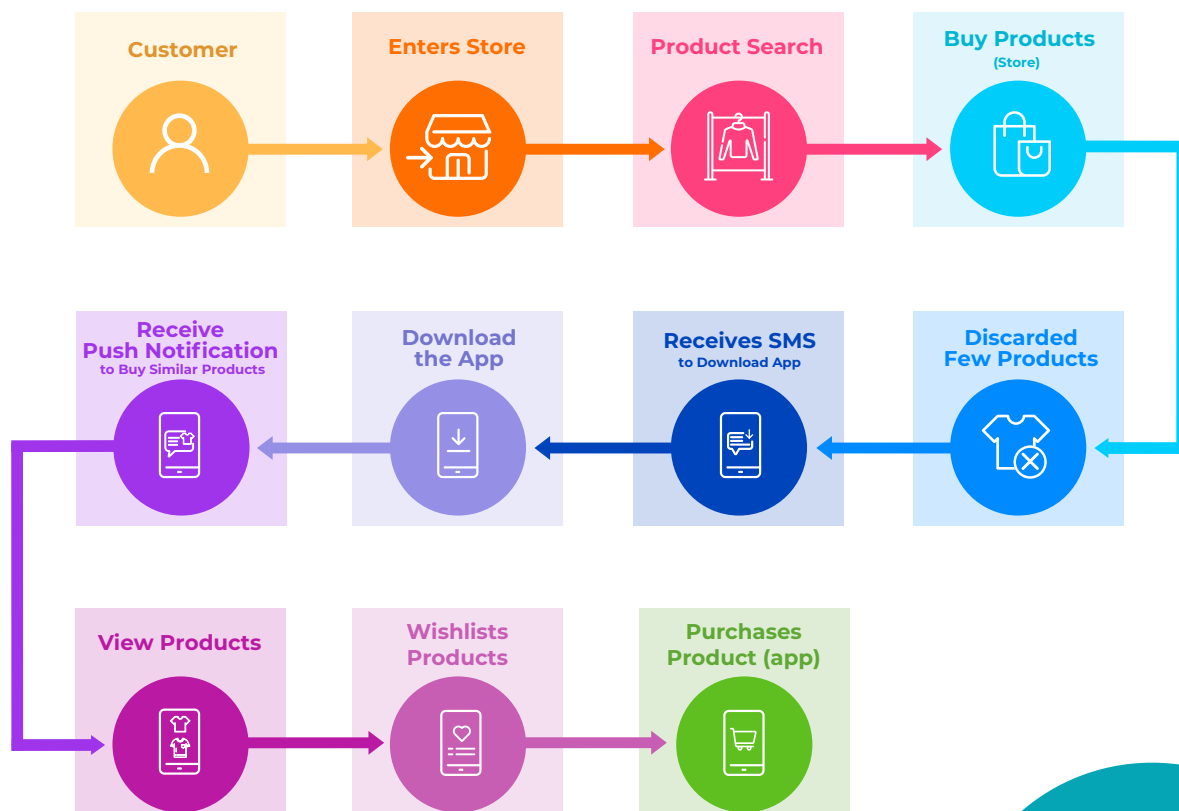
Success Story

One of our retail customers, Lifestyle utilized a similar step-by-step campaign and was able to improve the conversion time to 15 minutes which earlier went up to 14 hours to 2 days. The brand realized that employing MoEngage Omnichannel Flow campaigns allowed the brand to mark a 4X increase in their conversions.

[Read more ▶ Here](#)

Day 0 - Day 15: Milestone Framework

- Onboard In-store Users on the App Store
- Ready-to-implement Workflow Campaigns
 - ▶ Workflow #1 Day 0 to Day 2: Nudge App Downloads
 - ▶ Workflow #2 Day 3 to Day 8: Drive In-app Purchases
 - ▶ Workflow #3 Day 9 to Day 15: Abandoned Cart Purchase



Onboarding In-Store Users

Focus: Driving store users to download the app and complete first in-app purchase

User Segment Type

Segmentation #1	Segments based on user type—new user, existing user, etc
Segmentation #2	Segments based on user attributes—city, store location, etc
Segmentation #3	Segments based on user events and actions

* A complex segmentation using all the three-segment types can be used for better reach and relevance

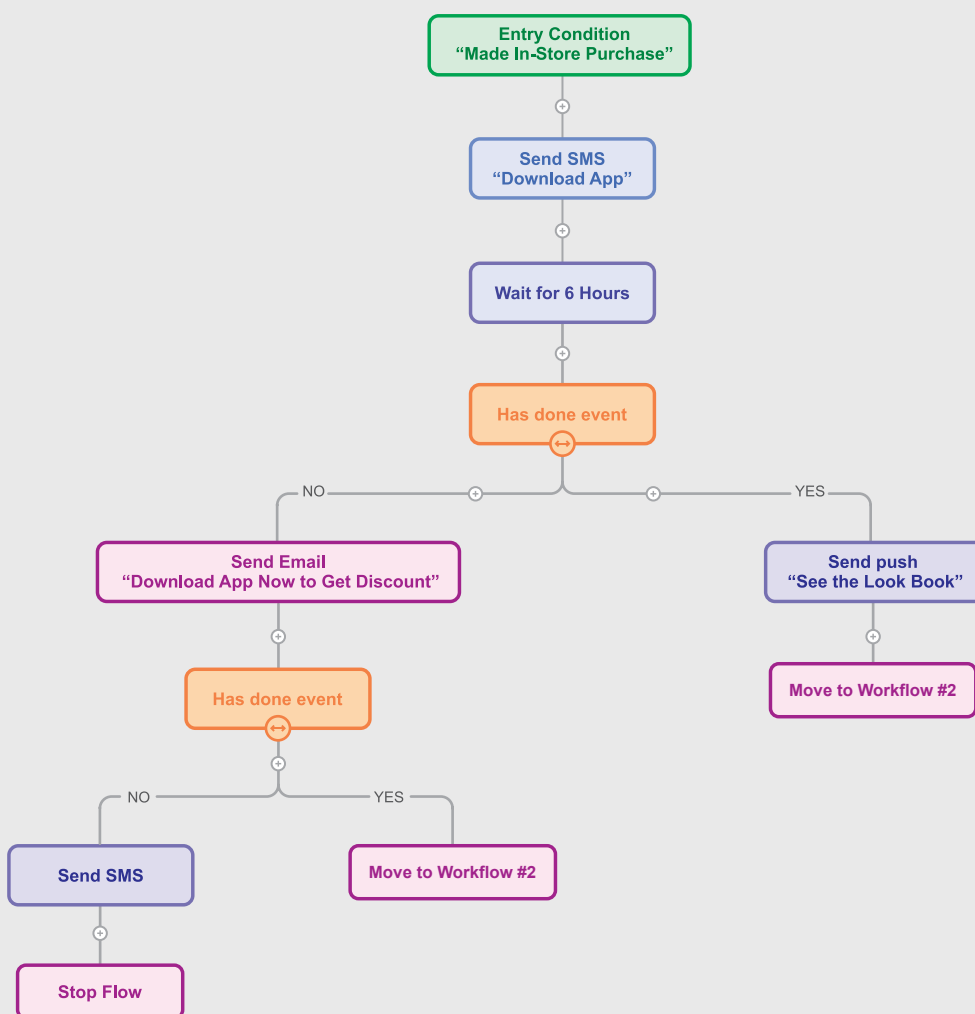


Ready-to-implement Workflow Campaigns

Workflow #1 Day 0 to Day 2: Nudge App Downloads

Campaign Rationale	Encouraging store users to download the app
Communication Intent	Showcase ease in purchasing using the app
Channels	SMS and Email
Trigger Periodicity	6 hours, 1 day, 3 days, and 7 days
Primary Conversion Goal	App download complete
Second Conversion Goal	App profile creation complete

• This workflow will help you drive users to download and explore the app.



DID YOU KNOW:

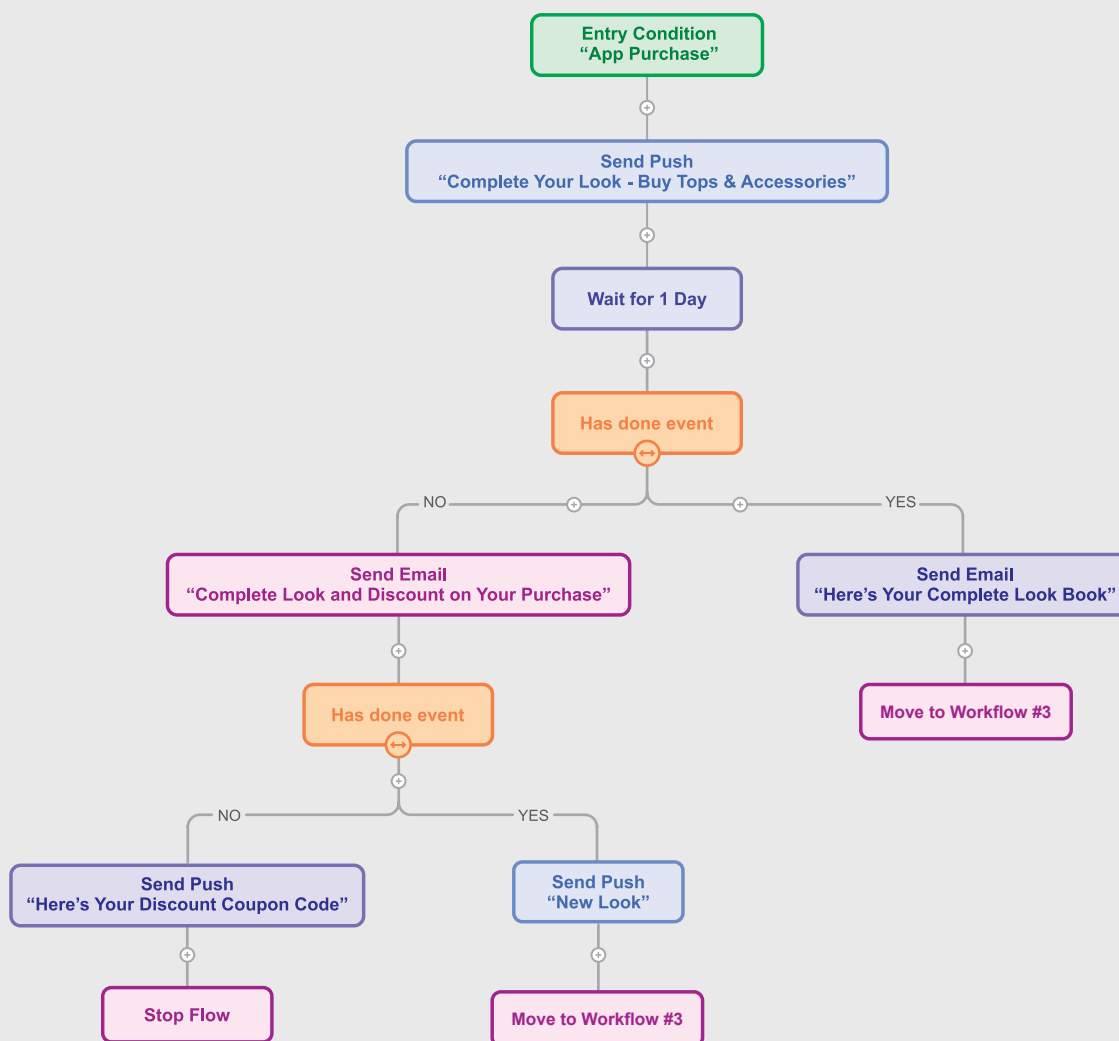


Future Retail observed increased engagement by 15% on purchase journey workflows using MoEngage Flows.

Workflow #2 Day 3 to Day 8: Drive In-app Purchases

Campaign Rationale	Encouraging first in-app purchase
Communication Intent	Showcase lookbooks based on the last store purchase
Channels	Push, Email, and SMS (optional)
Trigger Periodicity	2 hours, 1 day, 3 days, and 7 days
Primary Conversion Goal	Complete first in-app purchase
Second Conversion Goal	Create wishlist

• This workflow will help you drive users to complete their first in-app purchase.



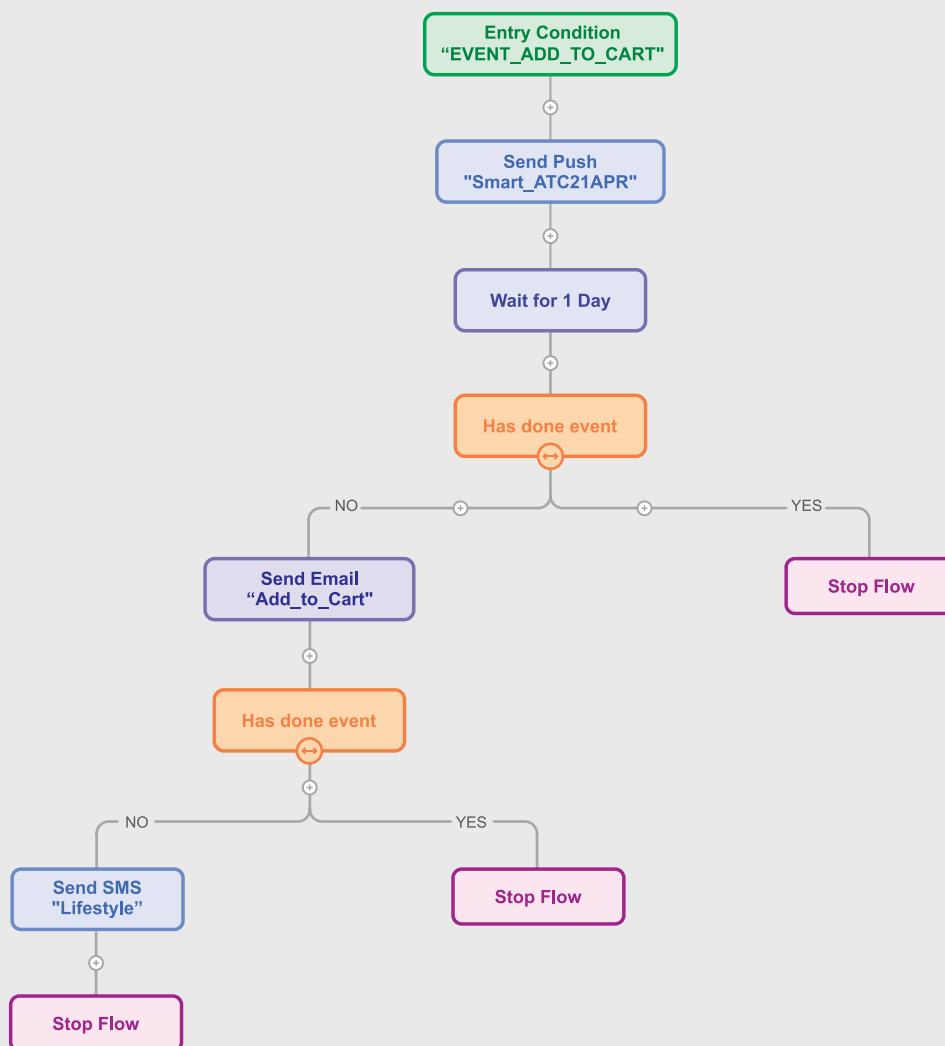
DID YOU KNOW:

10% DAUs (daily active users) on your can be driven through MoEngage Push Notifications.

Workflow #3 Day 9 to Day 15: Abandoned Cart Purchase

Campaign Rationale	Encouraging users to complete purchase
Communication Intent	Showcase ease in purchasing using the app
Channels	SMS and Email
Trigger Periodicity	6 hours, 1 day, 3 days, and 7 days
Primary Conversion Goal	App download complete
Second Conversion Goal	App profile creation complete

• This workflow will help you drive users to complete a purchase for the items added to the cart.



DID YOU KNOW:

Smart-trigger campaigns should be the go-to option for any retail brand. Because messages sent to your shoppers during their micro-moments with relevant messaging can result in 50% more open rates.

ABOUT moengage

MoEngage is an intelligent customer engagement platform, built for the user-obsessed marketer. With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and messaging channels. Fortune 500 brands and Enterprises across 35+ countries such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee along with internet-first brands such as Flipkart, Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate efficient customer engagement. The recent Gartner Magic Quadrant 2020 named MoEngage as the Leader under Mobile Marketing Platforms. Also, MoEngage has been identified as a Strong Performer in Forrester Wave Mobile Engagement Automation 2020 report.

Read More ▶ [Here](#)



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