

INNOVATIVE INSIGHTS

Mastering 2021 with the Latest Tactics



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Intro

Traditionally, Q1 is a slow time for most eCommerce stores with the post-holiday lull. But as I'm sure everyone reading this already knows, Q1 2021 isn't going to look like the Q1s of previous years.

As we see more customers continue to shop online, post-holiday sales momentum is driving new growth opportunities for everyone in eCommerce. New customers are continuing to migrate more of their wallet share online, and returning customers are coming back to buy more as they get more comfortable buying online.

With all of this new opportunity comes one major challenge:

How do you capitalize on it?

With so much opportunity waiting to be seized, we decided to connect with some of the most innovative brands and technologies in the Shopify space to share what strategies and tactics they are using to set themselves apart this year.

You can catch all of their insights in our on-demand sessions [here](#). You'll find expert advice and tried-and-true tips covering Data & Ops, Customer Experience, Advertising, Onsite Experience, and Retention Marketing. Don't have the time for a video marathon? Not to worry. We've got you covered.

We've taken the best strategies and tips from these sessions and condensed them into this guide. You'll find the strategies that the fastest-growing brands in the space are using to drive their businesses forward.

We hope these insights provide new opportunities and inspiration for your business to keep the growth going in 2021.

Dan LeBlanc

Dan LeBlanc

Co-Founder & CEO, Daasity

Business Insights & Streamlined Operations



Success can come in many forms. More sales mean more opportunities and areas to optimize. As your company collects more data across your sales channels, some of the greatest wins your business has to find are the new opportunities that present themselves.

Find out how leading brands like Turtle Beach and Marketplace Valet are growing faster than ever with better insights into their business. There are also some actionable insights from the Daasity and Skubana teams on how brands are getting the most out of their data.

Identifying the Size of the Prize

What Dan's dashboard has done for us—and I think what's most important about it—is knowing the size of the prize. This segmentation data allows you to understand how big these groups are.

Understanding how big the revenue potential is drives prioritization. Without this level of insight, you could think that your business is normal and healthy because you've acquired a bunch of new customers. You've been growing over time as your new customer database gets bigger, and you look at GA and you say, “Look at all this email revenue I'm getting from repeat customers!” But when you break it down and see how you're doing against the customers you got from previous time periods, you can really understand what the lifecycle of a customer is. The number of customers you acquire can really distort your performance analysis.

Ryan Dell

[Turtle Beach](#)



Discovering the Customer Retention Journey

When you're thinking about retention, you're trying to get people to come back and buy and not re-up that acquisition cost. So, it's important to understand things like, are your customers making their second purchases? Are they coming through your paid channels or your non-paid channels?

We built the Retention dashboard to really help you answer a bunch of questions: What channels are your customers purchasing through? What segments are coming back and buying this month? Are you getting enough retention buyers (customers coming in to purchase a second time to drive a profitable business)? What types of products are those customers buying?

Dan LeBlanc

[Daasity](#)



Data-Driven Virtual Bundles

One of the most relevant things—at least with Amazon—is when we look at virtual bundles. Using data, we're able to see what the best-selling cross-sellers are, and believe me when I say that they are not the things that you normally think pair well together. When we get the data, it shows that someone bought a bracelet, and they bought a necklace.

That's invaluable data, and it lets you say, "Okay, we should be selling this together as a kit or a bundle." Kits and bundles are what help us take up more Amazon real estate space, and creating virtual bundles with proven data is really invaluable.

Will Land

[Marketplace Valet](#)



Marketplace
Valet

Profit-Driven Decisions

Tracking gross margin by product by channel is critical for your brand. It will help you identify how products are selling in each channel and how they are actually performing.

Based on sales data, you may want to sunset a specific product on one channel but not another. Target or Walmart may be far more profitable than selling on Amazon or Home Depot and vice versa.

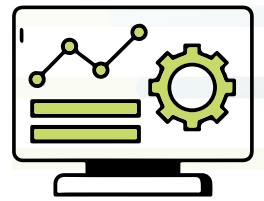
When you know how everything is performing at a profit level, you can start picking and choosing where you want to double down on those winners and where you want to sunset those losers on specific sales channels.

Chad Rubin

[Skubana](#)



SKUBANA



Leveling up Customer Experience



Spikes in traffic and sales also mean spikes in customer support requests. Every outreach from a customer is another opportunity to build another meaningful relationship. But how do you effectively scale your team to handle the increased CS volume?

Find out how Tushy scaled its team to match the incredible increase in demand they've seen over the last 18 months. Gorigas also shares its best practices on how to properly support your support team.

Managing 300+ Macros

It can be really daunting for a new CX agent to take on the role. You have to learn all of these things, and we have a very intense training and vetting process for people who join. But it's a deluge of information. Currently, we have over 300 macros that really help our team provide accurate, helpful support.

Our support is also personalized. So, these macros can include anything, like installation advice or tutorial videos. And if it's the end of their shift, a CX agent might not be super thorough in how they reply to a customer. So, having detailed macros is an easy solution. Our CX agents can rely on an encyclopedia that can present things in an easy way for the customer to understand.

It's easier on the agents' side, or as we call them, Purus (poop gurus). Our Purus understand the macro guides, so they just have to understand how to find the one that's needed. Then, they can point the customer in the right direction. If someone's having a rough day, they can just look at the document and understand how best to help the customer.

Ren Fuller-Wasserman

[Tushy](#)



TUSHY

Managing Customer Support Automation Responsibly

Finding a fine balance between automation and personalization is key. You don't want to automate everything to where the support agent says, "I don't have to do anything."

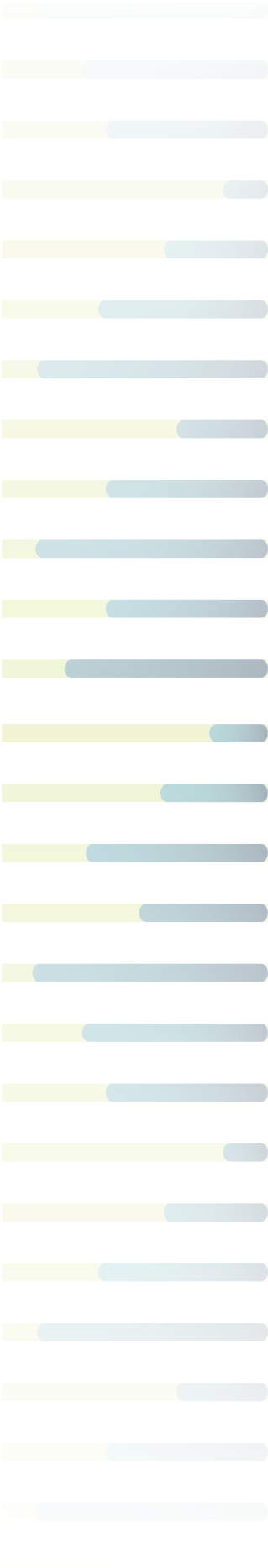
In that process, you may lose a lot of customers. You want to maintain that level of personalization that builds your relationship. You don't want to oversaturate your macro bin. People do have the tendency to create macros every time there's a specific question, so reducing that noise is pretty powerful.

We like to say of these macros, "With great power comes great responsibility." As people get more and more excited about macros, they want to create more



of them. So, it's really critical that you have someone who's overseeing that and making sure that everything is utilized in an efficient and proper fashion.

Chris Lavoie, PhD
Gorgias



Amplified Advertising



The ad landscape is rapidly changing, and 2021 will only accelerate the changes we've already been seeing. With US privacy concerns looming and ad costs rising, brands are working on creative solutions to attract more customers and better track attribution.

Discover how leading brands like Woken Coffee and Go Bros are navigating the changing landscape. There are also great insights from the Klickly and Elevar teams on how companies are pursuing new channels and attribution strategies.

Advertising to Humans vs. Bots

As a brand, you're already paying marketing costs on Google or Facebook, plus a vendor. It's great that Klickly doesn't have an upfront cost.

I really liked that Klickly seems really genuine and wants to help brands. They're also really transparent—since you're not paying up front, they really have to know what they're doing on their end. They're not getting my money first; they're only getting it after completing a sale.

When I first heard about them, I thought the commission-based advertising was a really strong selling point, and a light bulb went off in my head—bots don't have credit cards. So, Klickly really has to go after humans with actual eyes and actual credit cards, and that's what you want if you're using their service.

Amanda Harari

[Woken Coffee](#)



Offer : **FIX15** gives 15% off your first order

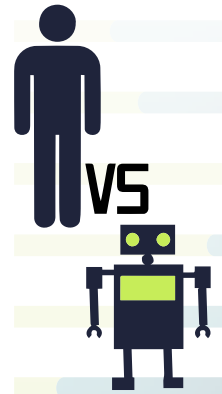
New Top-of-Funnel Growth

We've been able to drive more of that top-of-funnel traffic resulting in new customers, which allows for new feedback, new audiences, and great new areas to test in other channels. Leveraging the first-party data is not only useful in learning more about your existing customers, but it can also lead to new grapevines that flow through your other channels.

This new traffic and data has allowed brands to accelerate growth and focus more on the middle funnel, given that they may be receiving more feedback. Similarly, they've also been able to focus on the bottom of the funnel, the retention and loyalty, and increasing lifetime value, which helps business and baseline revenue growth.

Daren Limas

[Klickly](#)



Capturing More Facebook Data

Especially during peak sales, but also in general, we were missing some of our conversion data on Facebook. We wanted to be getting as accurate a reading of the conversions and data coming in as possible.

We've been working with Elevar since we launched on Shopify, and I was excited to be up on the latest and greatest and the data setup. We worked with them to get that up and running, and I think we've been on Shopify for almost a month with the conversion API. We've seen a 10% to 15% increase in capturing conversions on Facebook.

Judd Nolan

[Go Bros](#)



Losing Facebook Data

What, in general, Facebook has seen over the last couple of years is a degradation in the data that it is receiving. So, historically, maybe 5-10 years ago, if you had 100 orders placed on a store, your Pixel would successfully send one hundred purchases to your Facebook Business Manager.

Over the last couple of years, due to things like the ITP rollout, ad blocker growth, and now, iOS 14 data restrictions, instead of 100 Pixel events making their way to the Facebook Business Manager, only 70, 80, or 90 (if you're lucky) are coming in. So, now the Pixel is only sending 80% of conversions, which is going to have a direct impact on metrics like ROAS and cost per acquisition, et cetera.

Brad Redding

[Elevar](#)



Site Strategies That Drive Dollars



Your eCommerce store comprises your primary sales, and now more than ever, an optimized site is of paramount importance. Traffic increases bring new opportunities to optimize your current site and bring new experiences to maximize each interaction with your customers.

Find out how leading brands like Something Navy and Ellus & Krue are leveraging the latest onsite tactics to drive more revenue per visitor. There are also some insights from the Nacelle and Justuno teams on how brands are creating the next generation of online shopping experiences.

Crashing Nordstrom's Site 4x

Prior to launching our own Something Navy eCommerce store, Ariel had sold her products through Nordstrom. Nordstrom's website had crashed on four separate Something Navy collection drops because it could not handle the influx in traffic to the site from Ariel's incredibly loyal fan base.

Therefore, the team decided to launch our own site. Obviously, we were a bit worried about how our smaller site would handle that influx of traffic, given that an incredible retailer like Nordstrom suffered multiple site crashes with our collection drops in the past.

I was luckily connected with Nacelle, who helped us understand what we needed to know. Their team was phenomenal at helping me understand how having a headless progressive web app (PWA) would really help us to manage that influx of traffic.

Besides traffic support, the focuses were on site speed and making sure that our mobile experience (where most of our traffic comes from) were optimized and natural. Nacelle was a perfect fit to help us solve those three big issues.

Caroline Parker
[Something Navy](#)



SOMETHING NAVY

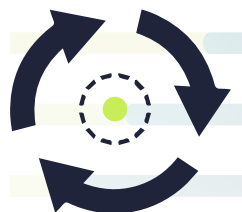
Consistent Branding across the Site

Having that consistent branding across pop-ups is crucial. You can't manage this with some of the other platforms for site messaging. Having consistent branding will be helpful for us.

Anthony Painter
[Ellus and Krue](#)



ELLUS & KRUE



Going Headless with PWAs

Headless decouples the back end and the front end of an eCommerce website and has a set of APIs that sit in between the two. The APIs ensure that data is being transferred between the front end and the back end without the need for them to be one system.

There are many benefits that come with this type of architecture, including maximum customization of the storefront and the fact that your team can make changes to the front end without disrupting anything on the back end and vice versa.

This extra customization and enablement of the storefront (front end) to run independently from the back end opens up the possibility for speed improvements, mobile-first functionality, and more that directly correlate to boosted KPIs, including conversion rates and higher average order values.

A popular front end type is a progressive web application (PWA). Using a PWA with enhanced functionality, retailers like Something Navy can support large spikes in traffic for collection drops.

Kelsey Burnes

[Nacelle](#)



Data-Driven Seamless Shopping

Using data from Justuno to have product recommendations sit naturally on a product or cart page and appear naturally on your website is very important to make the entire site experience more uniform.

So, we can know when someone's looking and how many pages they travel. Also, a strategy that we like to implement across the board is targeting those window shoppers: we use Justuno's Commerce AI to show them the most popular products that they are most likely to buy.

Maybe they visited five times and never made a purchase, so let's target them. Let's show them the top products are and encourage them to purchase to get that Average Order Value up.

Stephanie Charon

[Justuno](#)



Justuno



Retention Marketing



Every new customer who makes a purchase from your brand presents a great opportunity to build a profitable lifelong relationship with your brand. Now is the time to retain as many holiday purchasers as possible and convert them into raving fans of your brand.

Find out how leading brands like Outland Denim and Olipop are growing faster than ever with better insights into their businesses. There are also insights from the Okendo and Postscript teams on how brands are leveraging their Retention Marketing to connect with customers and profitably grow their businesses.

More Reviews = More Insights

We were excited to hear about the new Okendo - Klaviyo integration and the deployment of new features.

Understanding the importance of getting reviews in front of people is key. For us, putting reviews in front of customers who, for one reason or another, decided they weren't yet ready to purchase—alongside the exact item they're interested in through abandoned cart emails—yielded very strong results.

Now, one thing we have started doing is collecting data from our customers when we request reviews from them in a more nuanced way. The benefit of this—especially working in apparel—is that we're collecting a lot of unique customer attributes. This can be their size, their height, their bust, or their body composition.

You can go in two directions with this data. The first, which is the less obvious one, is that we can use the data for non-marketing purposes. It is data that we can use for product development.

The data also allows us to be much more specific in the emails that we are sending to our subscriber base and our customers. So, we have a better sense of our customers: who they are specifically and the type of messaging that they want to be receiving from us in the future.

Darren Ford

[Outland Denim](#)



OUTLAND DENIM

Offer : **Daasity10** for 10% off



Keeping All Emails in One Place

Brands want to keep all their emails in one place. They want the ability to send review request emails and flows through Klaviyo.

Now, brands have the ability to send more than simple, generic emails through their reviews platform. They can now use Klaviyo and their custom design built-in tools to create a seamless brand experience for their customers. This also opens up a lot of opportunities for using the A/B testing functionality.

Brands ask, "What works best for my community base?" "How do I approach them in the email subject line?" "What should the imagery within the email itself look like?"

These are all things we want brands to start testing so they can establish the best optimized practice for their audience and achieve the best results.

Scott Goodman

[Okendo](#)



Offer : **Extended 30 day trial - mention this e-book!**



SMS Research = New Products

We announced a new flavor, and we basically gave the customers two options through text: blueberry vanilla or blackberry vanilla. Our CEO and formulator, Ben, was actually working on both of them at the time, and we wanted to know which one hit home.

So, we essentially grabbed those two keywords from Postscript: “blackberry pop” and “blueberry pop.” Any customer that sent either one of those keywords A) got signed to our list and B) got tallied towards the flavor counts. We ended up seeing significantly more people going for blackberry vanilla. And that was our limited holiday launch, which was a huge success.

For a customer to feel like they had a hand in choosing an upcoming flavor, it must be super.

Eli Weiss

[Olipop](#)



Offer: Discount Code

Daasity20 takes 20% off our bestselling variety pack



Making Texts Personal

A great way to create personal experiences is by using a CX team member's name in text messages.

Before joining Postscript, I had a brand, and “Steadman” is too unique a name, so I couldn't use Steadman in the text. We couldn't have multiple Steadmans on the team. So, I used the name Evan instead. Then, every message that we sent to subscribers came from Evan, and it was like, “Hey it's Evan from the team. Just checking in.” Because of that strategy, it allowed us to create a really great trusting experience upfront that we could leverage later on.

This helped for other things, too, like reviews—we could open the door for people to feel more comfortable, because it's a real person texting back.

Steadman Dinning

[Postscript](#)



Conclusion



There was a lot covered in these eighteen insights. in the previous pages. Don't feel like you need to go and implement all of them today. The year is still young. Rolling out these changes to your team over the next couple of months will help you capture the incredible opportunities that are ahead of us this year.

On behalf of all our partners, thank you for giving us the opportunity to share these Innovative Insights with you. It's an honor to be able to share what's been working and driving wins for successful brands.



Want an extra dose of these 2021 strategies and tactics? We've packaged them up into short videos.

WATCH NOW