

10:57:40 From Peep Laja to All Panelists : yep I can hear you

10:57:52 From Drew Sanocki : you aren't on mute?

10:58:00 From Peep Laja to All Panelists : nope

10:58:05 From Peep Laja to All Panelists : checking my mic settings right now

11:01:32 From Drew Sanocki : can everyone see and hear me?

11:01:38 From Zac to All Panelists : yep

11:01:48 From Omar to All Panelists : Yes... see and hear you fine

11:01:48 From Tamasine to All Panelists : hi, i can hear you well

11:01:52 From mike to All Panelists : yep

11:01:52 From Chad Myers to All Panelists : I can hear and see you

11:01:54 From ananda to All Panelists : I can hear and see you

11:01:54 From Mark to All Panelists : good here

11:01:55 From asimplertime to All Panelists : Yes!

11:01:58 From Eben to All Panelists : i can hear you

11:02:11 From Peep Laja to Drew Sanocki (Privately) : Don't forget to make those chapters we talked about as you're teaching!

11:02:20 From junaid : its sunny @ uk :p

11:02:21 From Donagh to All Panelists : Yes

11:02:30 From Joe Rollinson to All Panelists : can see and hear you

11:02:32 From Tamasine to All Panelists : we got sunshine in Nottingham, that's a first this year!

11:02:55 From jurgen to All Panelists : hi

11:04:23 From Ahmad - Izmir : Hey!

11:04:56 From adam casey : Hello again, looking forward to session 2

11:05:14 From Pawel : yes

11:05:15 From Kinga Dow : yes

11:05:15 From Shaker to All Panelists : I see it

11:05:16 From Omar : yep

11:05:17 From Chad Myers to All Panelists : yep

11:05:17 From Ahmad - Izmir : yup

11:05:18 From Tamasine to All Panelists : yes

11:05:19 From Hector : Yep

11:05:19 From Kinga Dow : yes

11:05:20 From Shaker to All Panelists : yes

11:05:20 From Omar : si

11:05:21 From Eben to All Panelists : yep

11:05:22 From Amanda : Yes!

11:05:22 From Carlos Baldominos to All Panelists : yes yes

11:05:23 From Kinga Dow : yes

11:05:24 From Tamasine to All Panelists : yes

11:05:25 From adam casey : yes

11:05:26 From vittorio.mauriello to All Panelists : yes

11:05:27 From jurgen to All Panelists : perfect! Go ahead

11:05:31 From Chad Myers : that's odd

11:05:33 From Spencer to All Panelists : audio is good, but volume is low unless you hold up the mic ;)

11:05:34 From Shaker to All Panelists : lol

11:14:23 From Amanda : Yeah I can hear you great!

11:14:24 From jurgen to All Panelists : your goog

11:14:41 From Ahmad - Izmir : I guess you can safely leave the mic as well,

11:24:24 From Ahmad - Izmir : I don't have that "enable Related" button in my GA?

11:25:56 From Kinga Dow : i love Klaviyo and flows!

11:26:46 From Tamasine to All Panelists : I worry about offers like the incentives as I am a premium brand - do you have an opinion on that... don't want people to expect a discount if they hang on...

11:27:08 From junaid : is full margin email to everyone?

11:27:11 From Micah Cranman to All Panelists : Links don't seem to be working?

11:27:40 From jurgen to All Panelists : @Ahmad: same here. It used to be there I believe?

11:28:10 From Jeff Hale to All Panelists : Junaid - yes, I believe, to everyone who bought the trigger item 30 days earlier.

11:28:10 From Eben to All Panelists : If someone wait 60 days, won't he has 4 discount codes instead of just one 20%?

11:30:07 From Amanda : @junaid It should be only to the F1s that ordered X, then if they don't buy, they get the next, if they don't buy again, they get the next one, and so on.

11:32:32 From junaid : so you don't segment f1 who are going to be f2? u send to all f1

11:32:50 From Shaker : What is the highest you go with discounts?

11:33:00 From Pawel : do you automate those campaigns in any way?

11:33:04 From Ahmad - Izmir : I have EE setup

11:33:13 From Ahmad - Izmir : Completely implemented

11:33:37 From adam casey : For the 1st campaign it shows get this in the next hour? How do you deal with say a secondary shipping cost? Plus are you trying to get the products in the same parcel?

11:34:29 From Shaker : Does klaviyo stop the ladder discounts after they buy using say for exampe the first 10% discount you ordered

11:34:30 From jurgen to All Panelists : Is there an easy way to find about multi path purchases within Google Analytics?

11:35:19 From adam casey : The 1/2 punch campaign, sounds like it would work really well when the customer is buying the products for themselves, does it work as effectively in say the gift industry? (We are in toys)

11:35:34 From Shaker : If you have a discount ladder should the have a time limited discount code?

11:36:17 From Eben to All Panelists : Do you offer this one-two punch just one time?

Because people who learned this sequence can just wait for discount code to pop up

11:37:07 From Ahmad - Izmir : @adam I used to do this before, and we manually merged their orders. A bit haard from operational perspective

11:41:59 From Hector to All Panelists : What kind of conversion do you get on a VIP campaign? No incentive for the VIP client for giving feedback?

11:45:25 From adam casey : Thanks @Ahmad

11:46:49 From Brian : Is this defection table looking at all orders or just MVP type customers?

11:48:20 From Tamasine to All Panelists : can you use this for customers older than this - I've never done this and have a database where people may not have ordered for a long time... would this work

11:49:27 From Chad Myers to All Panelists : I would like the contact info of the Excel analyst please

11:49:57 From Tamasine to All Panelists : .. you've answered my question

11:50:37 From jurgen to All Panelists : Referring the Sheepdog campagaing: Based on your experience would the table presented be typically accurate?

11:50:43 From Joe Rollinson to All Panelists : Any of these NOT avaiable in Mailchimp? Seems pretty limited from a technical perspective

11:51:45 From Amanda : Do you segment out people in these flows from any blast campaigns? We do "smart sending" in Klaviyo, but it's whichever email sends first, I can't choose which email has priority.

11:51:48 From mike to All Panelists : Starting from scratch, seems like you're recommending doing these in the order you talked about them in

11:51:54 From Hector to All Panelists : Thx

11:52:06 From Shaker : Will you be talking about the broad campaigns at all? Can you talk about at a hight level what the broad campaigns should have in them?

11:52:34 From Omar : So what happens to people who get a sheepdog campaign and order again? In which group will they be put after a sale?

11:52:46 From Shaker : What is the most you discount?

11:52:54 From Todd Honeycutt : Should VIP campaigns be limited to stores doing >\$500k?

11:53:13 From Chad Myers to All Panelists : send me his info! :)

11:54:06 From junaid : @shaker discount based on profitability

11:56:40 From victordelacruz to All Panelists : Our first product is a yearly calendar and has some traction (net margin 75%—7500 customers in 1st 4 months months). What is our best strategy for retention since we're seasonal?

11:57:22 From Shaker : what questios do you ask in the thank you survey?

12:04:35 From john to All Panelists : What kind of ROI did you get from snail mail? The initial expense seems really high when we have looked into it.

12:05:44 From Jeff Hale to All Panelists : What about sms messaging campaigns vs or in addition to email campaigns? I've been hearing good things about sms mkt

12:07:14 From adam casey : Sorry to repeat this one.. The 1/2 punch campaign, sounds like it would work really well when the customer is buying the products for themselves, does it work as effectively in say the gift industry? (We are in toys)

12:07:16 From Joe Rollinson to All Panelists : Do you consider payment tokenization and auto-login mandatory to get repeat purchases

12:07:20 From Shaker : Can you a little about the blast communications at a high level? What should they entail?

12:07:22 From Kinga Dow : great stuff

12:07:57 From jurgen to All Panelists : Can you explain the RO / F1 or table again?

12:09:06 From Shaker : Are we going to talk about how to use landing pages effectively?

12:09:52 From vittorio.mauriello : Have any tip on how to increase retention for seasonal ecommerce?

12:10:18 From Mark : A little OT, but speaking of email lists, do you ever clean out non-responders?

12:11:28 From Joe Rollinson to All Panelists : saving the credit card data so the customer doesn't have to re-enter

12:11:47 From Tamasine : yes please - blast communications is all we do at the moment and would love to hear your opinion re content, frequency etc

12:12:01 From adam casey : Thanks, we do get bulk orders from businesses which I will certainly want to target. This lesson has sparked an idea that's just gone on the backlog! ;)

12:12:20 From Todd Honeycutt : What is the typical ROI for bounce back and win back?

12:13:10 From Lana to All Panelists : When syncing with Facebook via Klaviyo targeting F0s who have never signed up for your list, does the segment look like: Someone has placed an order zero times over all time AND has been active on the site zero times in the last 30 days. Or would that just target ALL F0s?

12:14:34 From Shaker : When you're starting out in the beginning how important is it to be on social media? Not paid ad and stuff like that but normal post and the like.

12:15:24 From jurgen to All Panelists : Can you explain the High R or Good R / F1 or table again?

12:16:32 From Todd Honeycutt : What do I do about customers who opt out of "marketing" in Shopify?

12:16:35 From Joe Rollinson : Sorry - restated: Do you tell merchants they HAVE to save payment data (tokenized) from customers to facilitate the re-purchase?

12:16:56 From asimplertime : Do you ever worry about people becoming numb to the marketing emails? Like the coupons at BBB? We notice that if we email too frequently our open rate decreases a lot.

12:17:22 From Shaker to All Panelists : How do you figure out what type of content should you talk about on social media? Aside from the promotional content.

12:17:41 From ananda : How would you structure the bounce-back campaign if you already have an immediate upsell/crosssell offers for related products during

checkout? Should the campaign be sent only to those that don't take any of the additional offers?

12:19:04 From Tamasine : For the trigger emails, should they be personalised depending on what the F1 has bought, or can we create a 1 size fits all for this segment?

12:22:05 From junaid : Drew i think tamasine meant what offer to present?

12:23:07 From Shaker to All Panelists : How do you figure out what type of content should you talk about on social media? Aside from the promotional content.

12:23:14 From adam casey : I know in session 1, you said you didn't want to get into tools, as it's the strategy that matters. But I noticed you mention Klaviyo a few times. If you were to start a new site up tomorrow, what's your go to tool set, to get this retention strategy up and running with minimal hassle?

12:23:15 From Tamasine : No - I loved the lesson - just trying to get my head around it!

12:23:30 From Ron : This is great stuff!!!!

12:23:31 From Kinga Dow : i loved it too!

12:24:08 From Jeff Hale to All Panelists : great stuff.

12:24:10 From Amanda : We love Klaviyo!

12:24:18 From Ron : How is Active Campaigne

12:24:35 From Ahmad - Izmir : There are email providers that caan insrt personalised product recomendations in transactional emails based on what was F1 purchase backed by machine learning. Nosto can push recommended products in MailChimp as well.

12:24:44 From Kinga Dow : Klaviyo have a good price breakdown and it's very compatible with MailChimp

12:25:09 From Amanda : Mailchimp seamlessly imports to Klaviyo. That's what we did a while back and it was a very easy integration/data transfer.

12:26:35 From Shaker : Other than GA what other analytic tools to like for ecom?

12:26:40 From Tamasine : Amanda - have you found it worth the extra cost. We're sub \$500 but I need to grow - do you think Klaviyo worth that?

12:26:48 From Tamasine : ... £500K

12:27:10 From Ahmad - Izmir : +1 , do you guys think Kalvyio works for under \$500K

12:27:23 From Tamasine : Yes please!!

12:27:25 From Amanda : If you setup and utilize the flows, then yes.

12:27:32 From Peep Laja : ok :)

12:27:36 From Drew Sanocki to Peep Laja (Privately) : Rejoiner

12:27:40 From Tamasine : Thanks - I need to get smart - so I'll look at it.

12:27:43 From Drew Sanocki : Rejoiner

12:28:08 From Amanda : I just did a townhall with Klaviyo too and the stuff that is coming this year is SWEET.

12:28:33 From Tamasine : sorry what's a townhill?

12:28:47 From Amanda : A townhall meeting...like a Q & A

12:29:05 From Tamasine : Ah - Ok - sorry!

12:29:20 From Joe Rollinson to All Panelists : Great session - thank you!! Gotta run

12:30:15 From Tamasine : May I ask - are you going to talk about conversions of paid FB ad acquired customers - I have great traffic but they're not converting!

12:30:17 From Melissa Lin to All Panelists : how to i join your facebook group?

12:30:18 From Ahmad - Izmir : GUy on Shopify check Conversio as well, they offer one-time personalised discounts in email and a bunch of ther features, I'm yhinking of setting up what I learn here using their system

12:30:25 From Ahmad - Izmir : They do personalised recommendations as well

12:30:50 From Tamasine : Thank you - great session

12:30:52 From Ahmad - Izmir : Thanks You!

12:30:55 From Shaker : Thanks!