

Retention Fundamentals: How to Approach This Chaotic Growth Lever

PRESENTERS



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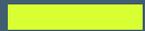
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Flow:

1. Shifting to a retention mindset
2. Retention based acquisition
3. Respecting the inbox
4. Building positive experiences

Shifting to a Retention Mindset



Retention at the Highest Level

- Is there a retention mindset throughout your company?
- Is there cross-departmental focus on the customer journey?
- From advertising to CS- are you building long-term engagement?
- Is the brand messaging consistent? Does it explore deeper values?
- Does the brand value my experience as a customer (and do everything to improve it?)



Taylor Holiday, Managing Partner of Common Thread Collective

“Don’t worry about trying to create branding. The most success comes when there’s **congruence in the entire customer journey**.”

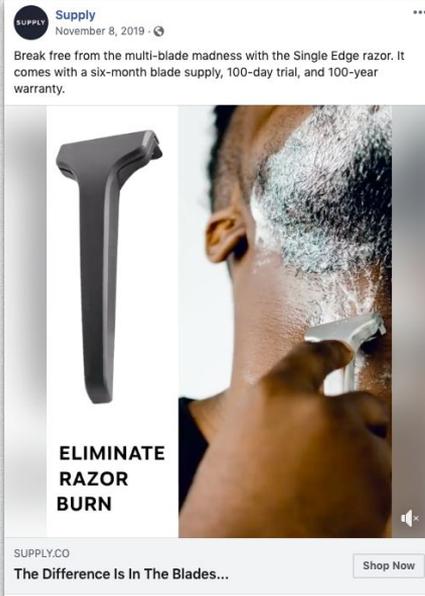
Meaning the promise you made in an ad is consistent with the promise they see on the website, which is consistent with the experience that they have when they actually interact with the product.”

Retention Based New Customer Acquisition

Prospecting with a Retention Mindset

- Does your ad tell your customer what problem in their life it's solving?
- Does the creative and copy speak to brand values?
- Does it make your customer the hero, or your brand the hero?
- Does it feature your hero product? (More on this later)

Bottom line: Am I strategic about the consumer's first-ever interaction with my brand?



The image shows a Facebook advertisement for Supply. At the top, the Supply logo is on the left, and the text 'Supply' and 'November 8, 2019' is on the right. Below this, the main text reads: 'Break free from the multi-blade madness with the Single Edge razor. It comes with a six-month blade supply, 100-day trial, and 100-year warranty.' The central visual is split: the left side shows a single black razor head against a white background, and the right side shows a close-up of a person's face being shaved with a razor. Below the images, the text 'ELIMINATE RAZOR BURN' is displayed in bold, black, uppercase letters. At the bottom of the ad, 'SUPPLY.CO' is on the left, 'The Difference Is In The Blades...' is in the center, and a 'Shop Now' button is on the right.

Supply
November 8, 2019

Break free from the multi-blade madness with the Single Edge razor. It comes with a six-month blade supply, 100-day trial, and 100-year warranty.

ELIMINATE
RAZOR
BURN

SUPPLY.CO
The Difference Is In The Blades...
Shop Now

Bambu Earth
June 26, 2019 · 🌍

Perfect for:

- Testing out a new product!
- Your Gym Bag!
- Traveling (our kit is airplane-friendly)
- Gifting (an affordable way to share the skincare you love with someone you love)

The Complete Mini Kit contains:

- Rosewater Cleanser
- Rosemary Toner
- Petitgrain Moisturizer

+++ Your choice of Glow & Mask +++



BAMBU.EARTH.COM
Bambu Earth Starter Kit
Mini Sizes Major Benefits

Love Wellness
Written by Common Thread Collective (?) · February 10

Loved your pH Balancing Cleanser?
Try some of our other best-selling products formulated for women with unique solutions for Gut Health, Hormones, Personal Care, and Intimacy.

Backed by OB/GYN's. Loved by Thousands of Real Women!

Shop Now

Backed by OB/GYN's. Loved by Thousands of Real Women!

Leading With Your Hero Product

- What's the best initial experience with your brand?
- Customer first 60 days with Bambu Earth:
 - Skin Quiz Starter Kit as 1st purchase = LTV \$144
 - All other products as 1st purchase = LTV \$74
- Using up-sell/cross-sell campaigns to increase LTV

Determining Success Via Payback Windows

- Payback window calculation
 - $LTV:(CAC + COGS)$
- Are you factoring in your 60-day LTV when determining what your CAC target is?
- *KEY* for subscription products/consumables/cosmetics/wellness

Using Paid to Increase Retention Amongst Existing Customers

When to Pay to Remarket to Existing Customers:

- Stop remarketing WITHOUT proper exclusions
 - Exclude lifetime customers
- Utilize*free* channels first, and then start paying for your existing customers to come back
 - Sale Campaigns
 - New collection drops
- 10% or less of your paid budget to remarket to existing customers

 **APL - Athletic Propulsion**
Sponsored · 🌐

APL Kids | The world's finest and most comfortable athletic kid's shoes. Easy to take on and off & machine



Discover APL Kids Shoes [Shop Now](#)
Free 2nd Day Shippin...

 **Born Primitive**
Sponsored · 🌐

Don't miss our 20% OFF site-wide sale!

Shop the BEST workout apparel ... [See More](#)



BORNPRIMITIVE.COM
Shop 20% OFF Site-Wide! 🍌 [SHOP NOW](#)
Limited Time Offer Only.



It's A Far
Free 2nd D

Fielder's Choice Goods
Sponsored · 🌐

The FC Goods Classics wallet combines unique swatches of vintage baseball glove leather with full-grain U.S. ...See More



FCGOODS.COM
A Baseball Fan's Dream Gift
The Legacy Is In The Leather. [Shop Now](#)

Slick Products
Sponsored · 🌐

Pair our Off-Road Bundle with the Slick Products Foam Cannon to easily clean any bike in minutes. Simply... See More



3. Rinse and dry surfaces then apply the Shine & Protectant spray for a glossy, new bike look.

SLICKPRODUCTSUSA.COM
Three Easy Steps For A Cleaner Bike [SHOP NOW](#)

👍❤️👍 1.5K 499 Comments 358 Shares

👍 Like 💬 Comment ➦ Share

Retention-Focused Remarketing Ads

- THINK: What type of copy/creative will IMPROVE the brand experience?
 - Founder videos
 - How-to videos
 - User generated content
- Our LTV tool uses UTMs to track if these customers increased LTV overtime after engaging with these types of ads

Determining Lapse Point:

- Makes the most sense to pay money to re-engage customers AFTER their lapse point
- E.g. 90% of repeat purchasers purchase within X time period (and if they don't, they probably won't purchase again)
- [Shopify at-risk customer report](#)

< Reports

At-risk customers

Print Export Save as

Manage filters Edit columns

Is at risk is Yes

Customer name	Customer email	Accepts marketing	First order day	Last order day	Orders to date	Average order value	Total spent to date
Summary					11	\$156.48	\$1,699.06
Thomas Petty	t.petty@gmail.com	No	Jan 22	Oct 19	3	\$248.62	\$745.87
Brady Grey	hi.brady.grey@gmail.com	Yes	Oct 17	Sep 11	5	\$145.38	\$726.89
Mike Pensmyth	mikepensmyth@gmail.com	No	Jan 24	Oct 26	3	\$75.43	\$226.30

Retention-Focused Lapsed Customer Ads



Love Wellness Written by Common Thread Collective (7) · February 13 at 11:38 AM · 🌐 Like Page

Love Wellness disrupts drugstore offerings by providing natural solutions for vaginal health, balancing your cycle, glowing skin, metabolism, mood and more.

Discover our natural, organic goodness for you to feel your best.

"I tried Love Wellness' women's vitamins for 30 days and I'm convinced they cleared up my skin and helped me sleep better!"

BUSINESS INSIDER



LOVEWELLNESS.COM
Backed by OB/GYN's. Loved by Thousands of Real Women! Shop Now

- Again, don't pay to remarket to lapsed customers until AFTER you've utilized free channels
- THINK: What were their barriers to re-purchasing?
 - Didn't know how to use it?
 - Didn't connect to founder/mission/brand messaging?
 - Didn't feel celebrated after purchase?
- Address these barriers in your ads, and speak to your customer in an on-brand way that wins then back.
- If ALL else fails, offer a discount.

RESPECTING YOUR CUSTOMER'S INBOX

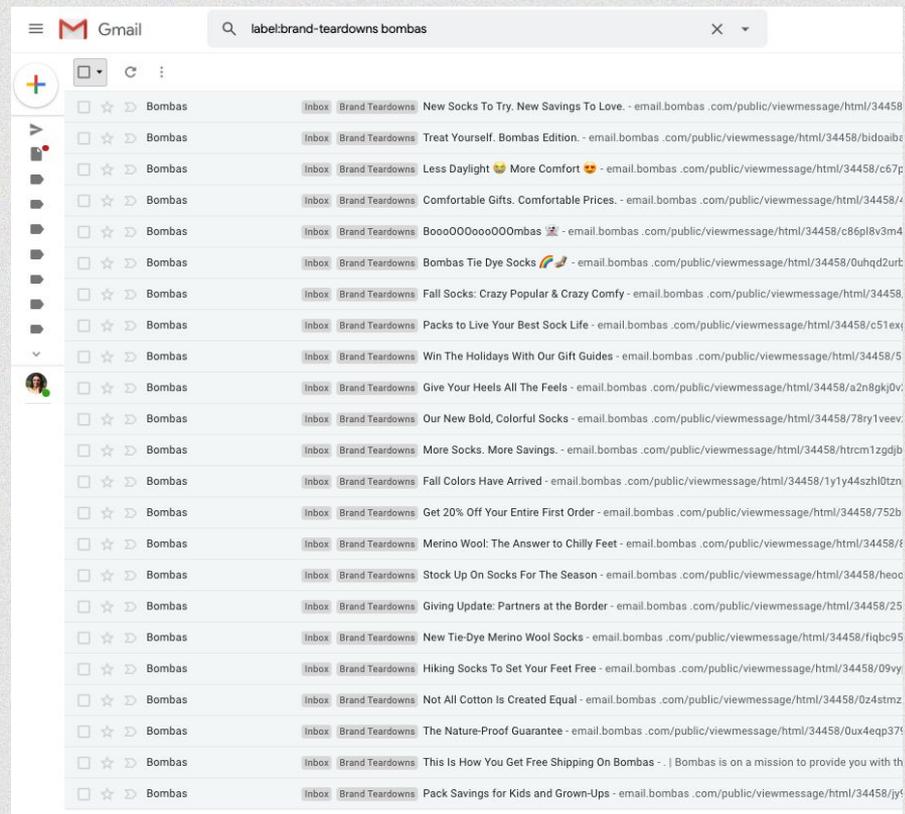
Focus on engagement, protect your relationships

Retention in the Inbox

- **Email isn't dying:** For every \$1 spent, email marketing generates \$38 in ROI.
 - Well-performant email marketing has the potential drive ~20%–30% of total revenue.
- Email is the biggest opportunity in retention for most brands
- Think about email as a key channel for ***building up brand equity*** with potential and existing customers, even if the **immediate sales results aren't always clear**

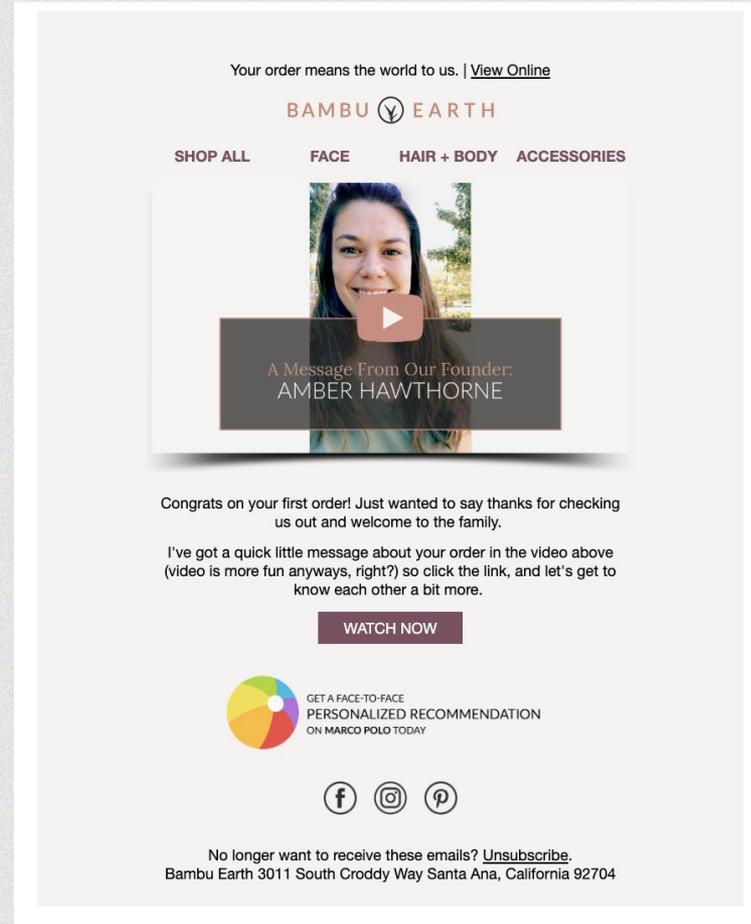
Email Gone Wrong (Bombas):

- ~60 days, 24 emails
- 23/24 were 100% product or sales based
- ~1 product email/2.5 days for 2 months



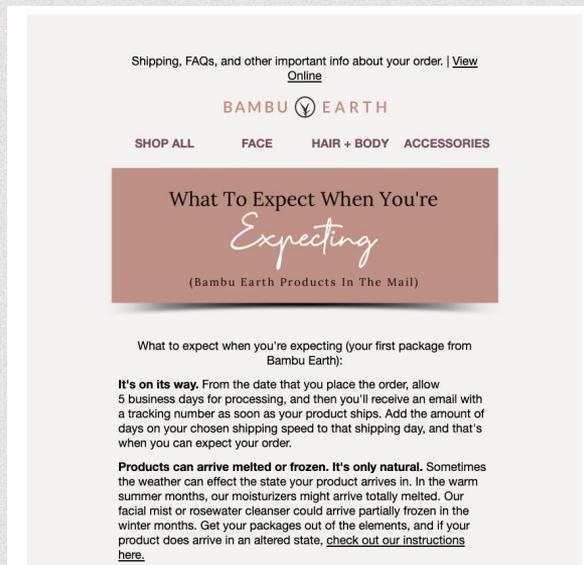
Email Done Well (Bambu Earth):

- **Email 1: Order Confirmation**
 - Building brand equity from day 1
 - Connecting with the Founder
 - Value, value, value



Email Done Well (Bambu Earth):

- **Email 2: The Nuts and Bolts**
 - Building positive expectations
 - Keeping branding consistent
 - Building excitement



Give it time. Natural products can work miracles, but they rarely work miracles overnight. Because our skin is often so used to products that contain alcohols, detergents and toxins (like shampoos, face washes, toners, moisturizers, soaps, foundation, and sunscreens), that skin may go through a short detox period when you start using natural products. In this time, keep the faith and stay consistent so your skin can start to adjust to them. As a rule of thumb, products that are good for your skin should take 4-6 weeks before you start to see results. I know that as a society, we are generally pretty short on patience, so I've formulated recipes to catalyze these benefits as quick as possible without introducing any chemicals. Just keep applying, and feel totally free to reach out if you start experiencing something that doesn't seem right.

Any other questions? Reply to this email or click the link below to keep shopping.

GO SHOPPING



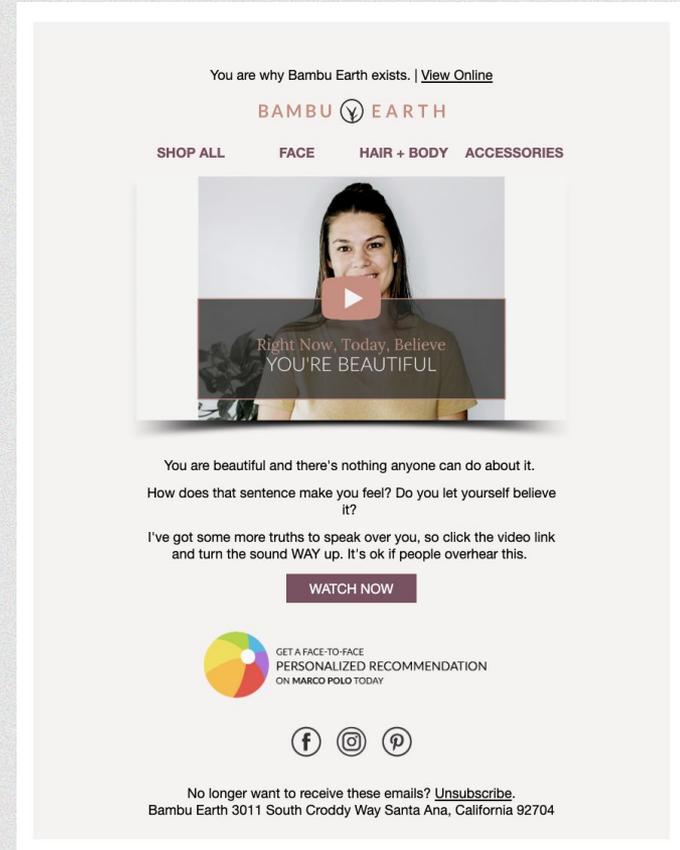
GET A FACE-TO-FACE
PERSONALIZED RECOMMENDATION
ON MARCH 10/20 TODAY



No longer want to receive these emails? [Unsubscribe.](#)
Bambu Earth 3011 South Croddy Way Santa Ana, California 92704

Email Done Well (Bambu Earth):

- **Email 3: The Context**
 - Bambu Earth clearly differentiates themselves
 - Build deeper connections through a broader mission



Email Done Well (Bambu Earth):

- Email 4: The upsell/cross-sell
 - Waiting until appropriate time
 - Connection first, sale second

An all-natural routine staple. | [View Online](#)

BAMBU EARTH

SHOP ALL FACE HAIR + BODY ACCESSORIES



SHOP NOW

"I have used many different toners over the years for my combo skin type. This has helped even out my skin and keep away unwanted blemishes." - Sarah I. (July 2019)

Did you know that your skin takes about an hour to naturally restore its protective barrier after exercising, cleansing, washing, or scratching your face?

If you're like us, you can't wait that long. So let our Rosemary Toner do the work.

Real INGREDIENTS

Ingredient	Functions
Organic Unfiltered Apple Cider Vinegar	Balances pH and oil production and helps protect skin against free radicals and bacteria.
Organic Alcohol-Free Witch Hazel	Anti-inflammatory helps reduce skin irritation, helps fight acne-causing bacteria and contribute to clearer skin.
Rosemary Essential Oil	Antioxidant, antimicrobial and helps keep skin clear.
Lavender Hydrosol	Anti-inflammatory, antibacterial, helps to reduce redness and blemishes while soothing irritation.



Rosemary Toner
\$24.00
BUY NOW

GET A FACE-TO-FACE PERSONALIZED RECOMMENDATION ON MARCO POLO TODAY

[f](#) [@](#) [p](#)

No longer want to receive these emails? [Unsubscribe.](#)
Bambu Earth 3011 South Croddy Way Santa Ana, California 92704

Other Key Emails to Audit

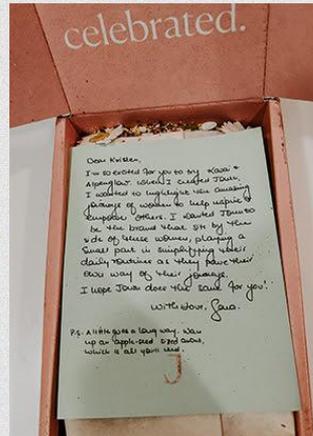
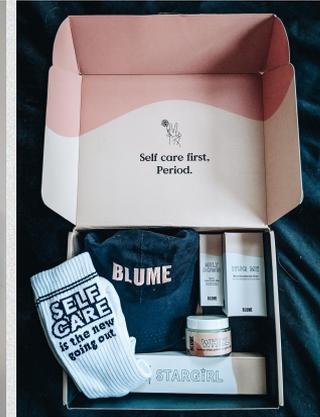
- Initial transactional emails
 - Order confirmation
 - Account creation
 - Shipping/delivery
- Survey request emails
- Referral emails
- Failed payment recovery emails
- Email balance: Content vs. Sales

BUILDING POSITIVE EXPERIENCES

Two important customer touchpoints for retention

Delivery and Unboxing

- "You know which customer experience has a 100% open rate? The package that arrives on their doorstep."
 - What are you doing to optimize that touchpoint as a lever towards customer delight?
- Perfect spot for deeper product/brand education



Customer Support Interactions

- Lots of brands take a really friendly, conversational tone in their marketing, but that doesn't always apply directly to their processes on the ground
 - Ensure CS is trained and empowered to uphold brand standards
 - It's not just solving issues, but actively helping customers find success



form®

Damian Soong, CEO and Co-Founder at Form Nutrition

“Some of our **best, most loyal customers** are those that first had an **initial bad experience**. But then they came to us and said, “Oh, I don't like this one... etc.

And we'd spend **four or five emails coaching them** through finding a way to make it work for them, or maybe swapping it out for another product.

And then they find a mix or they find the flavor that they love, and they're **the most evangelical customer you could wish for**. And this, for us, is key. “

Extra-Credit Retention Drivers

- Loyalty program- Do you have one? Is it driving repeat business?
- How easy and streamlined is subscription or account management?
- Referrals- Would you refer a friend based on the communications from your brand?
- Upsells/Cross-Sells- Are you doing them? Do they feel natural?
- Surprise and delight- How are you wowing your customers?

Retention Doesn't Have to be Chaotic

Invest in touchpoints. If you value your customer's experience over anything else, if you shift your focus to winning in the long-run instead of quick sales, you're on the right path.

So, now what?

Q/A