



Customer Segments for Winning E-commerce Campaigns on Big November & Cyber Monday



**Big November &
Cyber Monday**



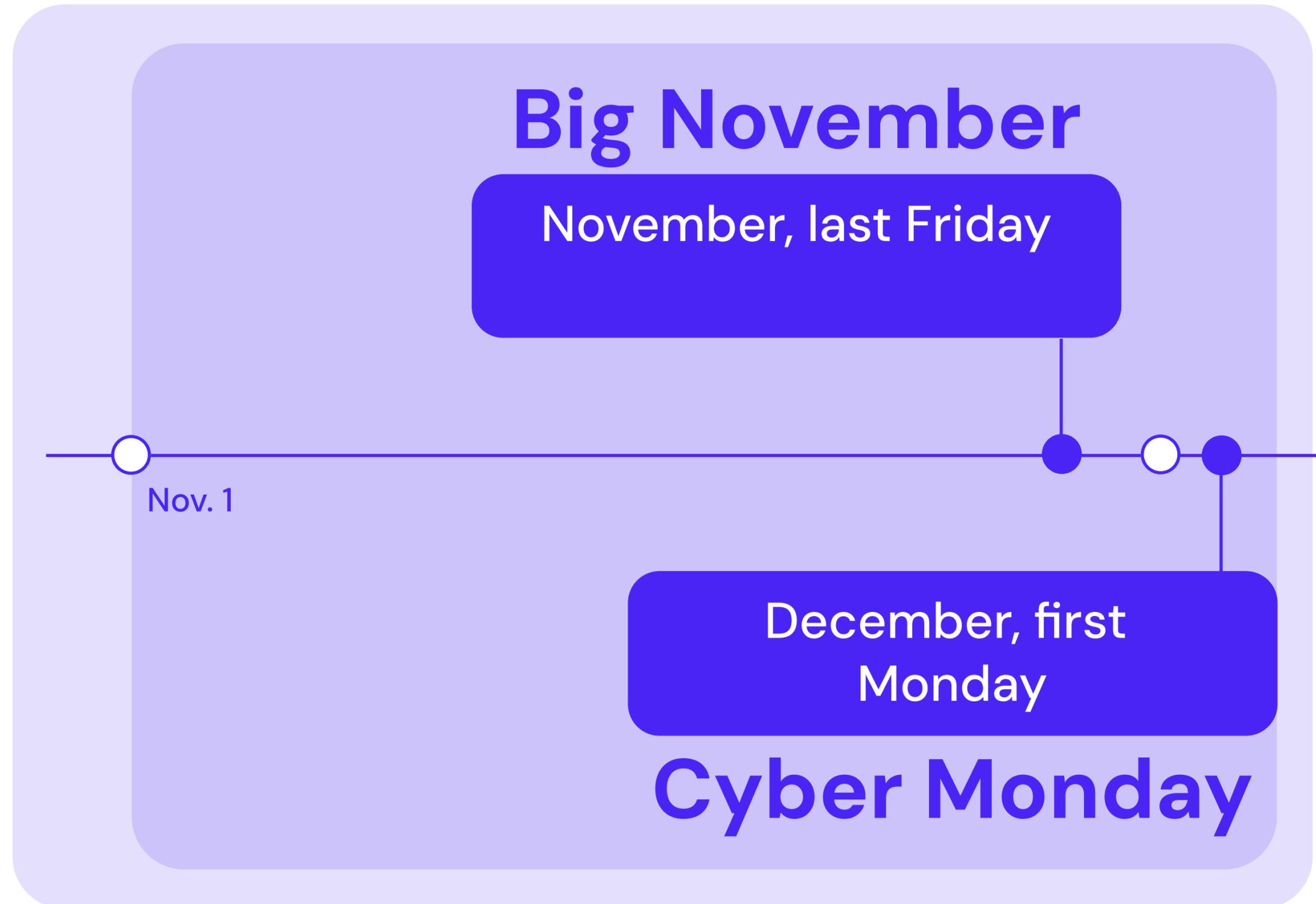
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Big November & Cyber Monday

Big November and Cyber Monday are known as key discount periods, but research shows that shopping activity rises throughout November.

Starting your campaigns at the right time and executing them with a solid plan is essential for achieving great results.





Segments Based on Purchase Data

1

Loyal Customers

✓ Target audience:

Customers who shop frequently from your brand, with above-average order values, and consistently engage with your campaigns.

- Your loyal customers represent a significant audience for your campaigns.
- Create personalized email, push, and SMS campaigns for this segment.
- Reward them by offering extra discounts and coupons.
- Consider starting your communications earlier.

Segment your loyal customers by selecting longer timeframes, such as **all-time or one year**.

Determine purchase **frequency** based on your products.

You can combine this condition with a new rule to segment users based on a **specific order value**.

The screenshot shows a 'Condition' configuration window with the following settings:

- Client events
- Has purchase
- Count in period
- More than
- 7
- For the period
- 1 week
- 2 months
- 3 months
- 4 months
- 5 months
- 6 months
- 1 year** (highlighted)
- All time

Frequent Buyers

✓ Target audience:

Customers who shop frequently from your brand, regardless of their order value.

- Frequent shoppers are likely to become loyal customers of your brand.
- During the campaign period, it's important to communicate with them specifically and plan your messaging accordingly.
- You can offer special discounts on all products or on categories they are interested in.

● More than 5 purchases in the last 6 months.

● More than 2 purchases in the last 3 months.

● At least 2 purchases in the last month.

Condition

Client events

Has purchase

Count in period

More than

5

For the period

6 months

Cancel OK

Category-Based Purchasing and Order Value

✓ Target audience:

Customers who shop from specific product categories / with a total order value above a certain amount.

- During the campaign period, promote your category bulk campaigns through discounts.
- Personalize offers for your customers based on categories and suggest complementary products.

Target users who have shopped from these categories (in the last 1, 3, or 6 months).

You can also select users who have spent above a certain limit.

For specific campaigns, you can exclude users who have been shopping from that category for a certain period.

A screenshot of a 'Condition' dialog box. It features several dropdown menus: 'Client events' (set to 'Purchase'), 'Category', 'In', and 'For the period' (set to '3 months'). There are 'Cancel' and 'OK' buttons at the bottom right.

A screenshot of a 'Condition' dialog box. It features several dropdown menus: 'Client events' (set to 'Has purchase'), 'Total value', 'More than', and 'For the period' (set to '3 months'). The 'Total value' field is set to '1000'. There are 'Cancel' and 'OK' buttons at the bottom right.

Discount Lovers

✓ Target audience:

Customers who are motivated by discount campaigns and make purchases.

- Customers who show interest in and make purchases during your specific discount campaigns are one of the key segments for the the campaign period.
- Guide them to relevant categories and products with personalized product recommendations.
- Communicate discount campaigns based on the rates at which they made purchases.

Customers from **last year's Black Friday** campaigns.

Customers from specific **discount campaigns this year.**

Customers that used specific discounts (**10%, 20%, 30%**).

The image shows two overlapping 'Condition' dialog boxes from a marketing automation platform. The background dialog lists several conditions, with 'Black Friday Kampanya Duyurusu - 12.11.2022 (FINISHED 12.11.2022)' highlighted in blue. The foreground dialog is a configuration window for a condition, with the following fields: 'Client events' (dropdown), 'Purchase' (dropdown), 'Parameters' (dropdown), 'In' (dropdown), a text input field containing 'blackfriday', 'For the period' (dropdown), and 'All time' (dropdown). At the bottom right, there are 'Cancel' and 'OK' buttons.

You can easily create segments based on specific discounts by providing parameters with rates or titles.

Recent Shoppers

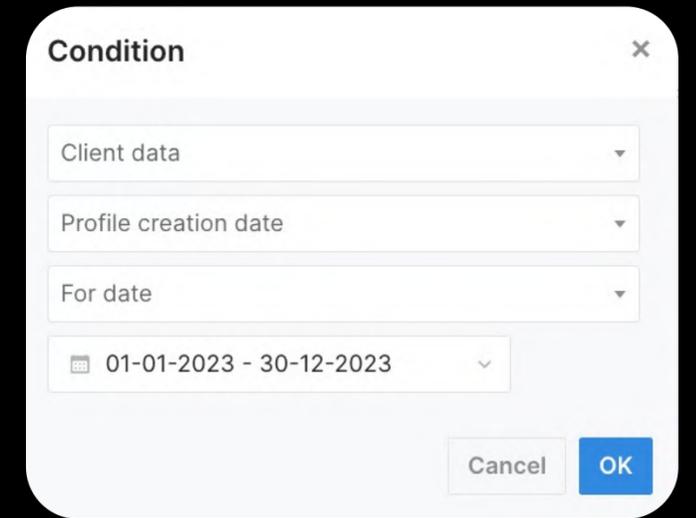
✓ Target audience:

Recent shoppers from your brand who have a low purchase frequency.

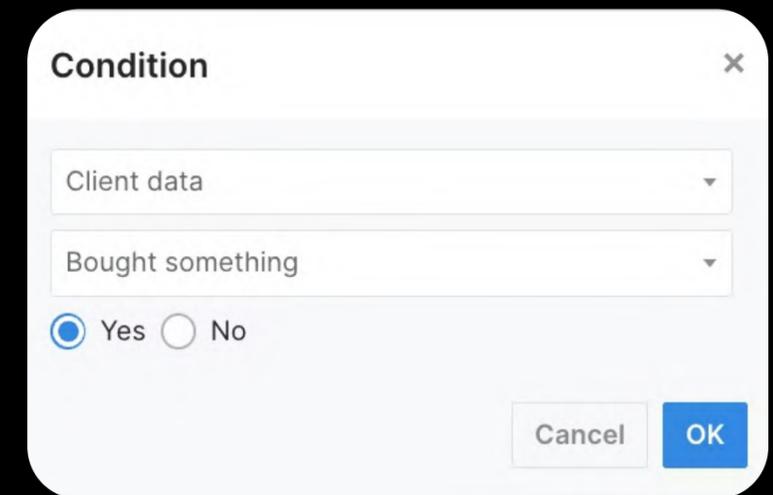
- You can target customers who have shopped from your brand recently but registered a long time ago and have long gaps between purchases during the campaign period.
- To increase their loyalty to your brand, you can offer early access to discounts during the campaign period.
- You can suggest personalized campaigns based on the products they purchased, the categories and products they browsed, and their wishlists.

Customers who registered in 2023 and made purchases only recently. (ex. between September 15 and October 15, 2024.

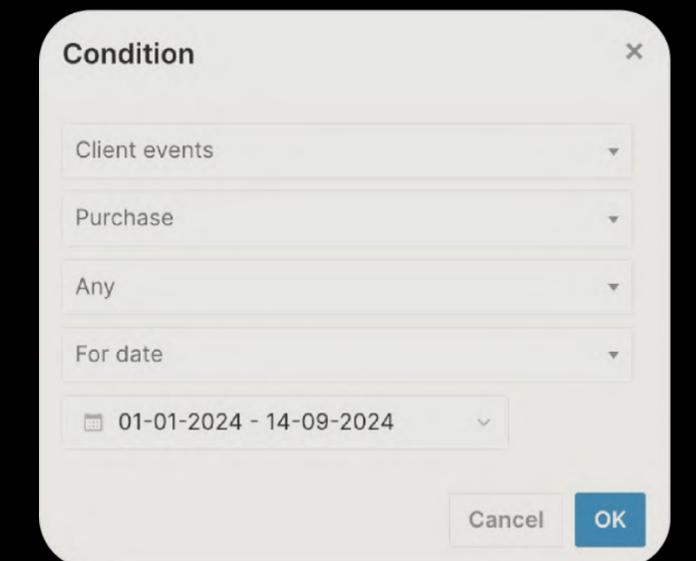
You can customize such segments using conditions like "and/or" based on your desired time intervals.



+ and



- exclude



Dormant Customers

✓ Target audience:

Customers who used to shop frequently until a certain period but have not made any purchases recently.

- This segment consists of customers who are familiar with your brand and have previously satisfied their needs by purchasing from you but have not shopped in a long time.
- Different brand preferences or a negative experience may have turned them into dormant customers.
- You can leverage the campaign period to win them back and personalize your campaign and communication strategies.

Customers who made more than three purchases in 2023 but **have not made any purchases in 2024.**

Customers who **shopped during last year's campaigns** but have not made any purchases since then.

Condition

Client events

Has purchase

Count in period

More than

2

For date

01-01-2023 - 30-12-2023

Cancel OK

Condition

Client data

User segment

Not equal

Alışveriş Yapanlar

No results found

Cancel OK

7

Registered but Never Made a Purchase

✓ Target audience:

Users who have registered on your website or downloaded your app but have never made a purchase.

- Convert users who registered due to a product they were previously interested in or a promotion you offered but have never completed a purchase for various reasons.
- Enrich the campaigns by offering new opportunities, discounts, and gifts specifically for their first purchase to encourage them to complete their transactions.

Condition ×

Client data ▾

Bought something ▾

Yes No

Cancel OK

- Users who registered 1 year / 6 months / 3 months ago and have never made a purchase.
- You can narrow down this segment to those who have not made a purchase but have:
 - Added products to their favorites
 - Added products to their cart
 - Viewed specific products or categories

RFM by PersonaClick

The RFM (Recency, Frequency, Monetary) module, automatically prepared by PersonaClick algorithms based on all purchase data, allows you to quickly and easily execute all your campaign and communication efforts.



Activated Through Email Campaigns

✓ Target audience:

Customers who engaged with email campaigns and made a purchase.

- Email remains one of the most effective tools for your campaigns in e-commerce today.
- You can segment customers who engage with your campaign emails. This allows you to design your campaign strategies specifically for those who make purchases through this channel.

Customers who made **purchases** from email campaigns.

Customers who bought from a **specific email campaign**.

Customers who purchased from **last year's BFCM email campaigns**.

Customers who purchased from email campaigns **in the last 6 months**.

Condition

Client events

Has purchase

Source channel

In

Email

For date

29-11-2023 - 03-12-2023

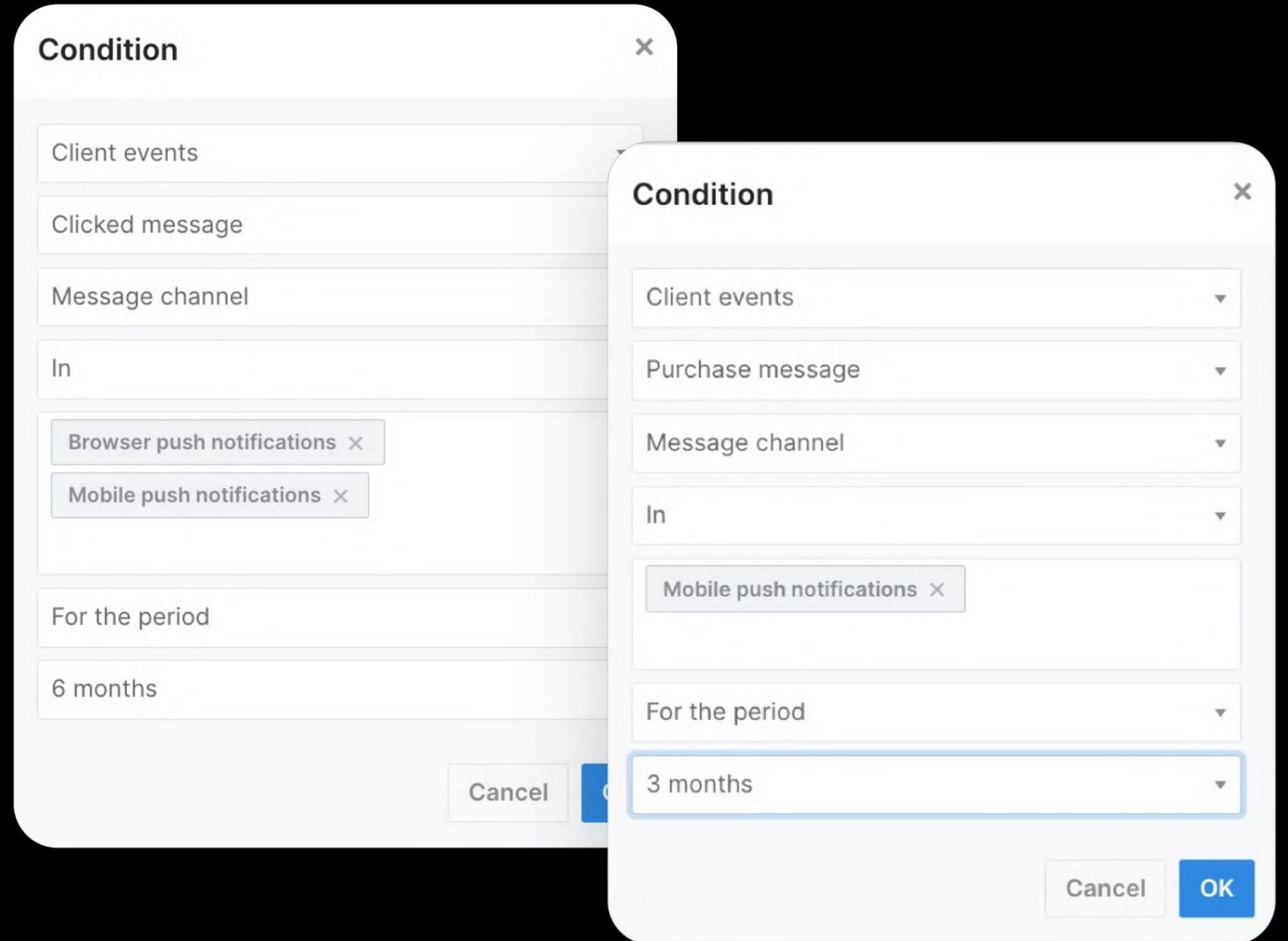
Cancel OK

Activated Through Push Campaigns

✓ Target audience:

Customers who engaged with Web/Mobile or App push campaigns by clicking or making a purchase.

- Segment users who clicked on and made purchases from the notifications sent to your opted-in users.
- By segmenting this audience, you can increase the success rate of your push campaigns for BFCM.



The image shows two overlapping 'Condition' dialog boxes. The background dialog has the following settings:

- Client events
- Clicked message
- Message channel
- In
 - Browser push notifications x
 - Mobile push notifications x
- For the period
 - 6 months

The foreground dialog has the following settings:

- Client events
- Purchase message
- Message channel
- In
- Mobile push notifications x
- For the period
 - 3 months

● You can provide a specific date range, such as 3 or 6 months.

● You can also reference last year's Big November & Cyber Monday periods.

Activated Through SMS Campaigns

✓ Target audience:

Customers who have shown interest in SMS campaigns and clicked.

- Plan communication strategies specifically for the campaign period with users who have previously clicked on your SMS campaigns.
- You can plan bulk campaigns as well as personalized messages that can increase conversion rates.

Users who clicked on your SMS campaigns within a specific period.

Condition

Client events

Clicked message

Message channel

In

SMS notifications ×

For the period

6 months

Cancel OK

Engaged with On-site Campaigns

✓ Target audience:

Users who engaged with 'spin the wheel' or copied coupon codes during your campaigns last year.

- Retarget users who showed interest in your campaigns.

You can create segments by selecting campaign names from the custom events section.

Condition

Client events

Custom

BFCM_Gamification

No results found

For date

27-11-2023 - 03-12-2023

Cancel OK

12 Unregistered Orders

✓ **Target audience:**

Customers who made purchases from your website without registering.

- You can offer personalization and on-site campaigns (like pop-ups) to customers who made purchases without registering on your website.
- If web push permission is granted, you can send web push notifications.

Condition

Client data

Registered

Yes No

Cancel OK

Condition

Client data

Bought something

Yes No

Cancel OK

• You can segment customers who made purchases without registering based on customer data.



Segments Based on Customer Behaviors

13 Cart Abandoners

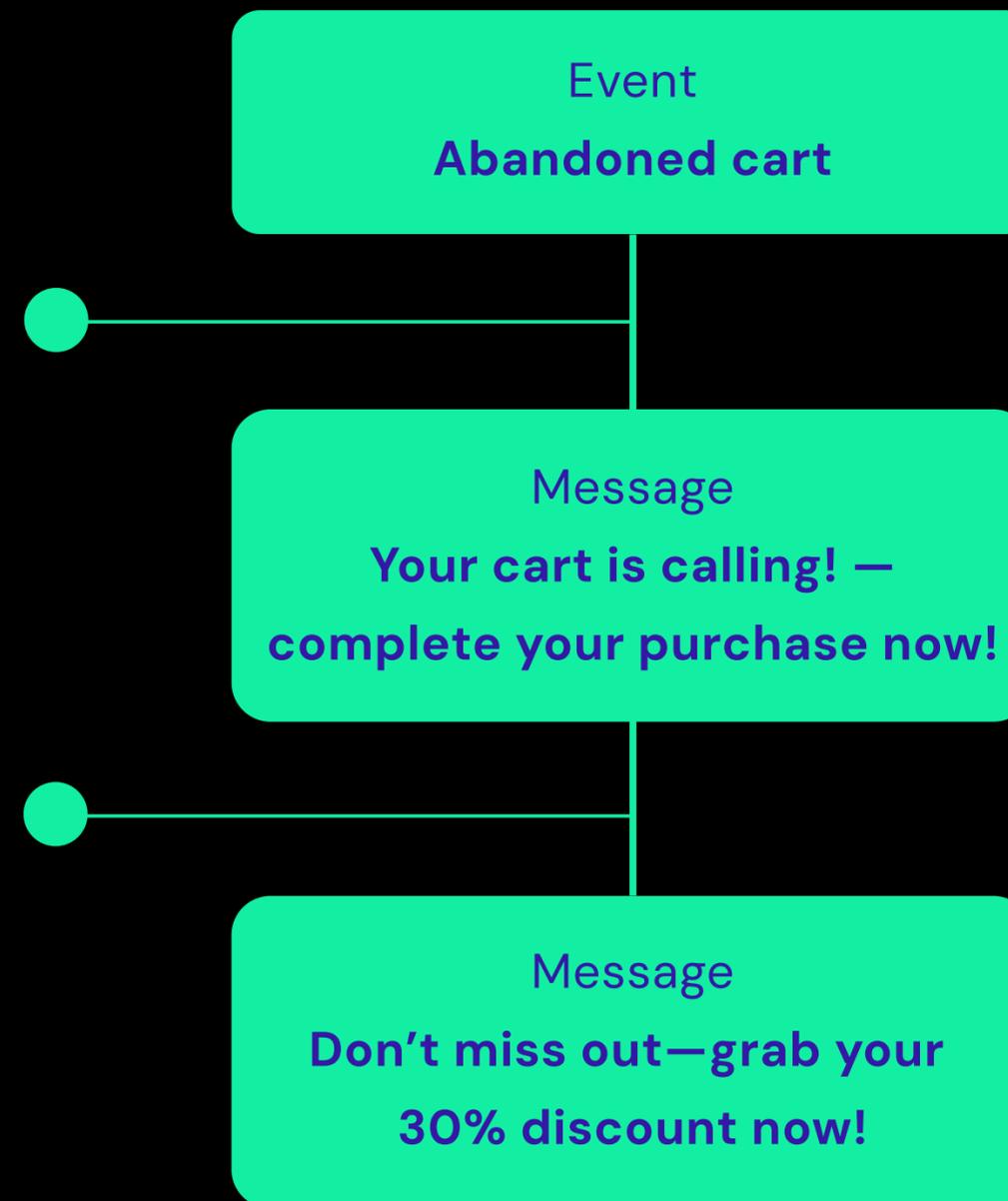
✓ Target audience:

Customers who added products to their carts but did not complete the purchase before or during Big November & Cyber Monday.

- When customers add items to their cart, they're at the point of making a purchase.
- They may leave without completing the transaction for various reasons.
- If there's a discount on the items they left in their carts before BNCM, you can send them a reminder.
- During BNCM, you can encourage them to act before the discount opportunity expires.

You can create a **sequence of email, push, and SMS** campaigns tailored to user permissions.

You can also add **optimal timeframes** in terms of hours and days between your sends.



14 Searched but Didn't Purchase

✓ Target audience:

Users who searched for specific products but didn't complete the purchase.

- Users who directly search for products after landing on your website know what they want, are actively researching, and have a strong intention to buy.
- For high-priced products that are part of a major discount campaign during BNCM, you can segment users based on their search criteria to target those specifically interested in those products.

Users who search for specific product names or include certain keywords in their searches.

In this segment, you can target highly interested users who are actively researching, focusing on time frames like one week or one month before BFCM.

Condition

Client events

Search

Contains

Search query

For the period

1 week

Cancel OK

Category / Product Viewers

✓ Target audience:

Users who browse specific category and product pages before or during BNCM.

- Engaging current users who are particularly interested in categories and products on sale for BNCM is a key segment for increase sales.
- Present personalized product recommendations alongside these offers.

In automation workflows, you can **automatically remove users** from the communication automation **when a purchase is made** based on specific rules.

Event
Viewing a product page

Message
Don't miss your Black Friday discount!

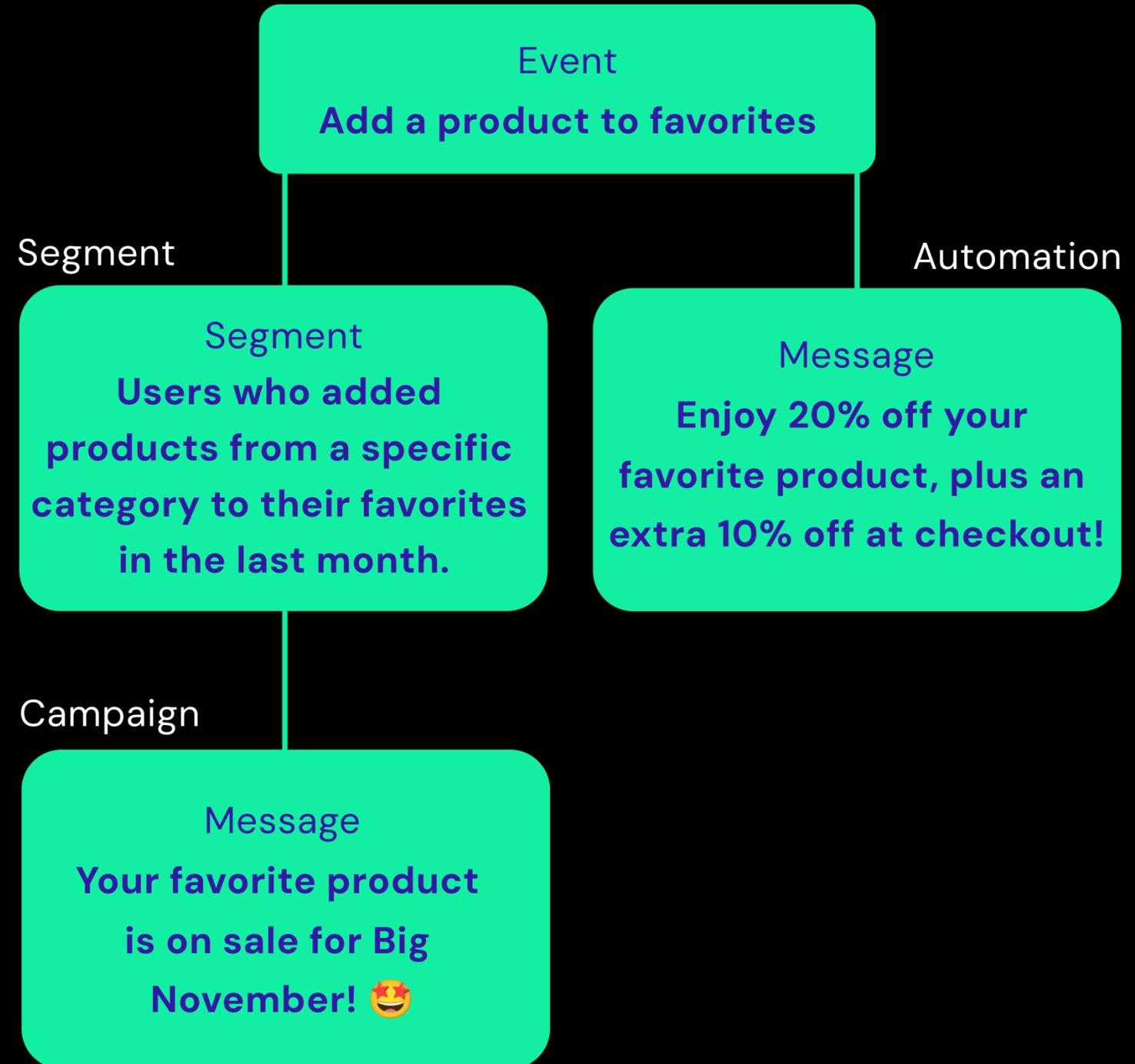
Message
Check out similar products and grab your 30% discount!

Users Who Added Products to Favorites

✓ Target audience:

Users who added products to their favorites before or during the campaign period.

- Encourage these customers by initiating automated messages about discounts and offers on those products.
- Segment users who have added items to their favorites before Big November. You can then run a campaign highlighting discounts on those products.
- Keep sending automated reminders during Big November. This will encourage them to finalize their buying journey.

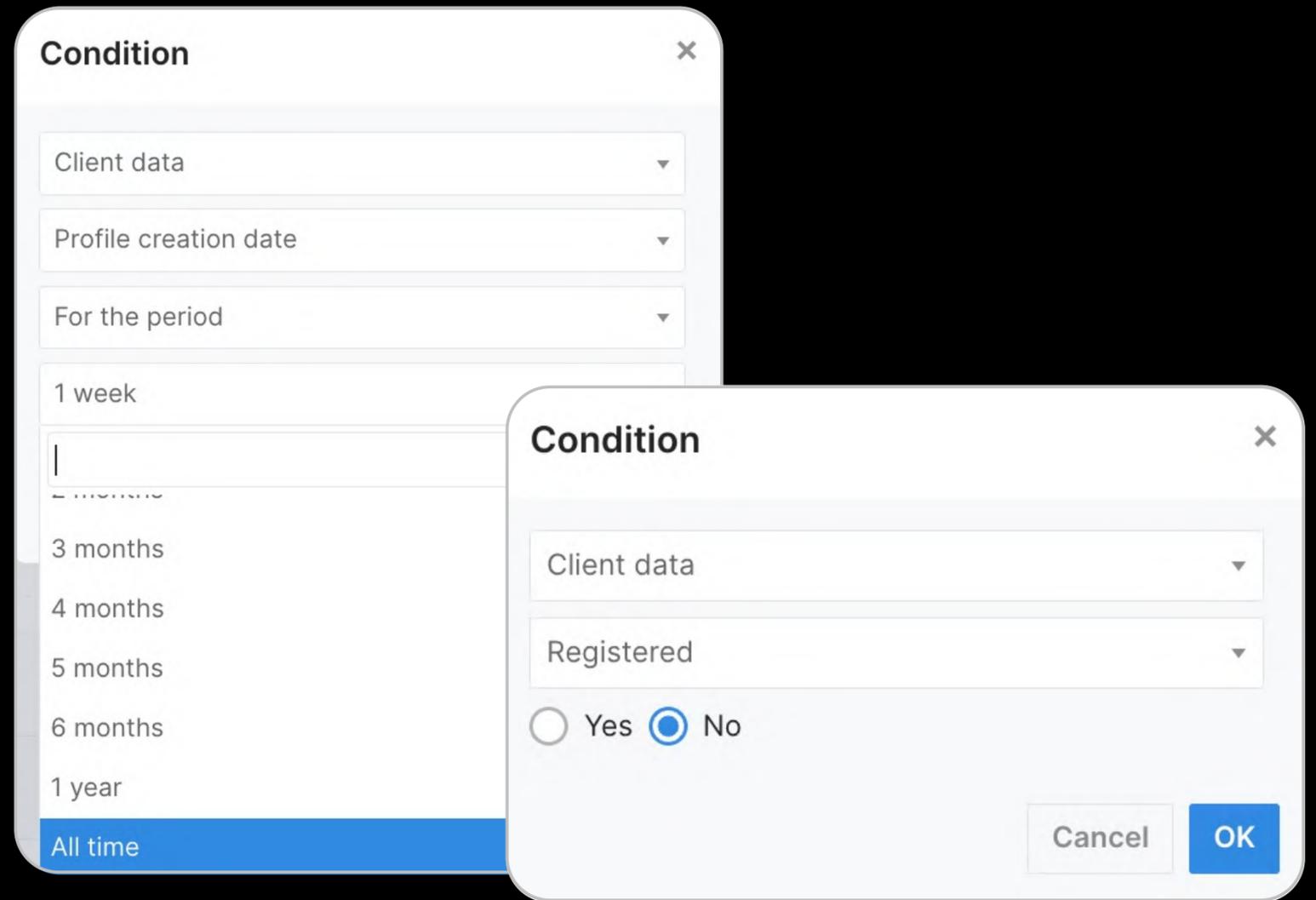


17 Anonymous Users

✓ Target audience:

Users who visit your website for the first time or anonymous users who have been visiting for a while but haven't made a purchase.

- Convert visitors into registered users by customizing on-site marketing campaigns such as pop-ups, banners, notification bars, and gamification elements.
- By offering personalized product recommendations and search options, you can enhance the customer experience and turn traffic into sales.



The image shows two overlapping 'Condition' dialog boxes from the PersonaClick interface. The background dialog has a dropdown menu for 'For the period' that is open, showing options: 1 week, 2 months, 3 months, 4 months, 5 months, 6 months, 1 year, and All time (which is highlighted in blue). The foreground dialog shows 'Client data' and 'Registered' as conditions, with radio buttons for 'Yes' and 'No', where 'No' is selected. Both dialogs have 'Cancel' and 'OK' buttons at the bottom right.

- PersonaClick creates **a profile** for all users visiting your website or app, **even if they are anonymous**.
- When creating segments, you can choose various date ranges for the **Profile Creation Date condition**, from one week to all time. This allows you to segment and target anonymous users within your audience effectively.

Calculated Profiles

✓ Target audience:

Calculated profile data is automatically generated by the PersonaClick algorithm based on the pages and products users visit. You can leverage this data for your segments as well.

You can create relevant segments for your campaigns using automatically calculated profile data, such as:

- Size information
- Gender
- Income level

Calculated profile

Gender	f
Fashion sizes	shirt: [50, 42]
Income level	cheap



Segments Based on Customer Preferences

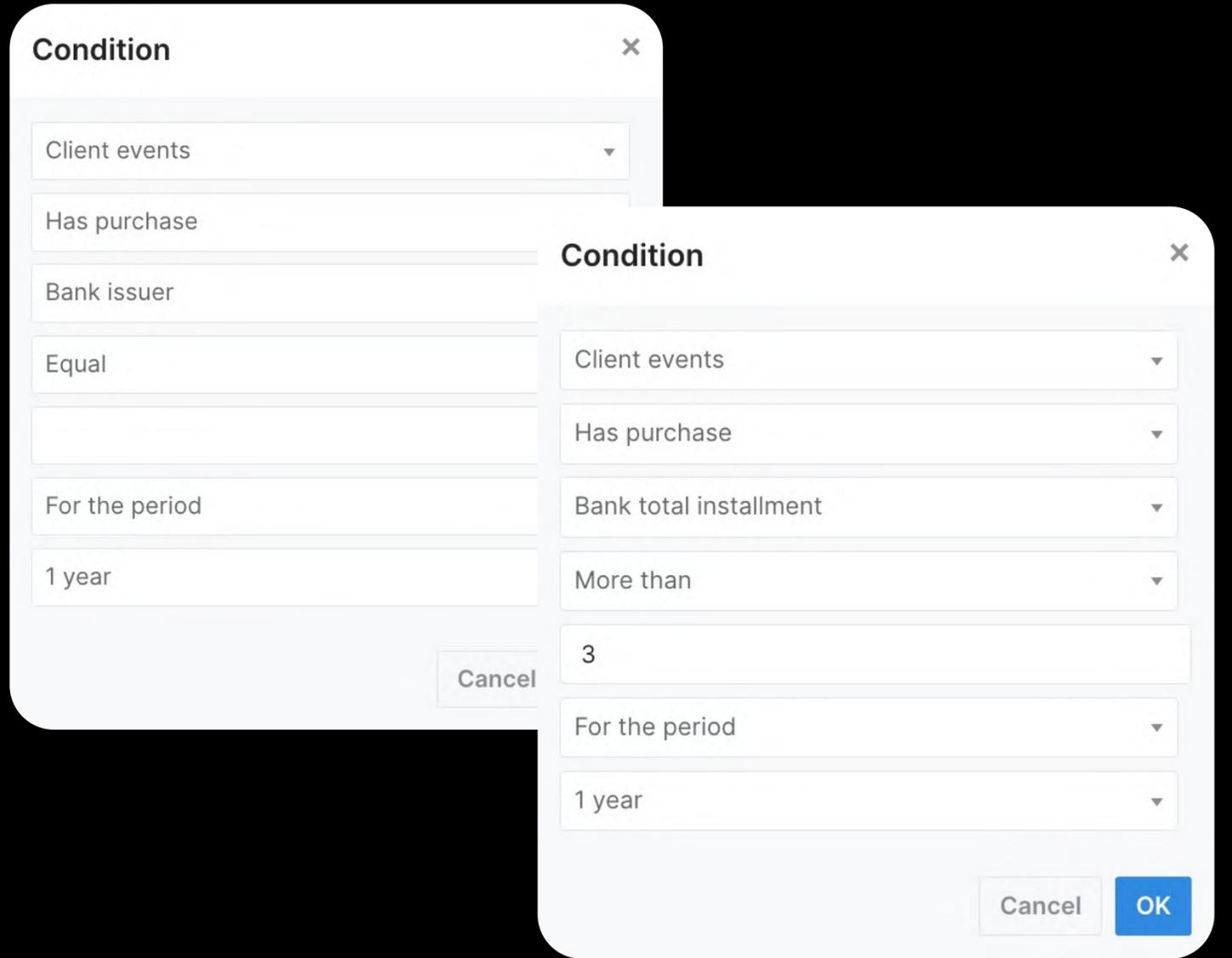
Payment Method and Type

✓ Target audience:

You can create segments based on the bank cards and installment options users select for their payments.

- If you offer benefits and installment options for specific cards during your BNCM campaigns, you can target customers who may be interested in these offers.

*To use this segment effectively, brands need to share this information with PersonaClick through the provided parameters.



The screenshot displays two overlapping 'Condition' configuration windows. The top window is for 'Client events' and includes conditions for 'Has purchase' and 'Bank issuer'. The bottom window is also for 'Client events' and includes conditions for 'Has purchase', 'Bank total installment', and 'For the period'. The bottom window has a value of '3' for 'More than' and '1 year' for 'For the period'. Both windows have 'Cancel' and 'OK' buttons.

- Paying with a specific bank card for 1 year
- Paying in more than 3 installments for 1 year

20 Offline Shoppers

✓ Target audience:

Users who shop at your stores.

- You can run targeted communication campaigns for users who have previously shopped in-store, informing them about the discounts you'll offer during BNCM.

*To use this segment effectively, brands need to share this information with PersonaClick.

Condition ×

Client events ▼

Has purchase ▼

Offline ▼

Yes No

For the period ▼

6 months ▼

Cancel OK

Your Segment Checklist

1. Loyal Customers
2. Frequent Buyers
3. Category-Based Purchasing and Order Value
4. Discount Lovers
5. Recent Shoppers
6. Dormant Customers
7. Registered but Never Made a Purchase
8. Activated Through Email Campaigns
9. Activated Through Push Campaigns
10. Activated Through SMS Campaigns
11. Engaged with On-site Campaigns
12. Unregistered Orders
13. Cart Abandoners
14. Searched but Didn't Purchase
15. Category / Product Viewers
16. Users Who Added Products to Favorites
17. Anonymous Users
18. Calculated Profiles
19. Payment Method and Type
20. Offline Shoppers



Don't be afraid of change.

Be the #change.

Let's talk!_____