

## BREAK THROUGH THE NOISE WITH EMAIL MARKETING AUTOMATION

Retailers that implement marketing automation increase sales. Without it, you're missing major opportunities to nurture and engage existing contacts. Celerant not only specializes in retail software and E-Commerce, we offer email marketing – from concept to delivery, making it effortless for you. We help “break through the noise” with personalized, automated marketing based on your consumers’ shopping behavior, past purchases and demographics. That way, your customers will receive emails that are actually meant for them, increasing the chances *they'll click it- not trash it!*

Did you know that **personalized emails deliver 6x higher transaction rates** compared to blind emails, according to a report by Experian?

### ✓ Merge customer and sales data from your physical store(s) and website

Consolidating data from duplicate records based on customers unique email address allows you to target your marketing based on their complete history

### ✓ Detect patterns in consumer behavior

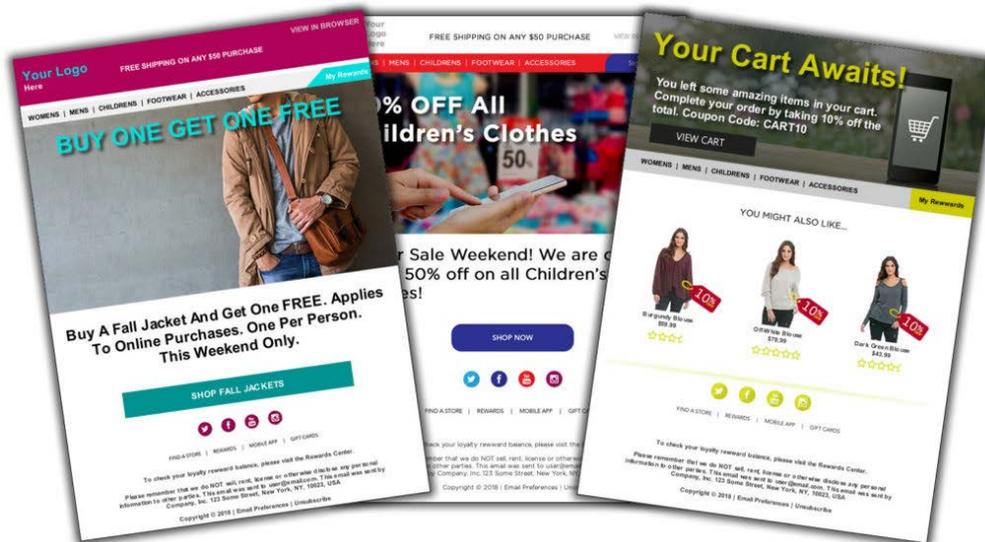
Understanding your customers’ buying patterns allows you to personalize marketing campaigns

### ✓ Automate post-purchase follow-up emails

Keeping in touch with your customers builds loyalty and encourages repeat purchases

### ✓ Invite customers to write product reviews

Posting online reviews based on prior purchases builds consumer confidence and increases content on product pages, boosting visibility to web crawlers for SEO



## WHAT IF I DON'T HAVE A WEBSITE?

You don't have to have a website to benefit from email marketing. Celerant's retail solution comes equipped with a robust CRM that captures customer/sales data from your physical store(s) too. Our marketing system consolidates this data and targets your marketing based on their complete buying history- increasing the chance shoppers will keep coming back to your stores.

## HIGHLY EFFECTIVE EMAIL AUTOMATION WORKFLOWS FOR RETAILERS

The power behind Celerant’s marketing automation is its ability to dynamically segment consumers based on their shopping behavior, past purchases, brand preferences, and demographics. The marketing tool pulls CRM/sales data from every retail channel they visit (i.e., POS, E-Commerce, third-party marketplaces), and consolidates all email addresses. By leveraging this data, Celerant’s in-house digital marketing experts can personalize email campaigns and set up automated workflows unique to your business.

### AUTOMATED WORKFLOWS EXAMPLES

There are many ways to set up automated workflows based on demographics, buyer preferences, specific purchases and customer lifecycle. Here are some examples of automated workflows:

✓ **Post-Purchase Workflow**

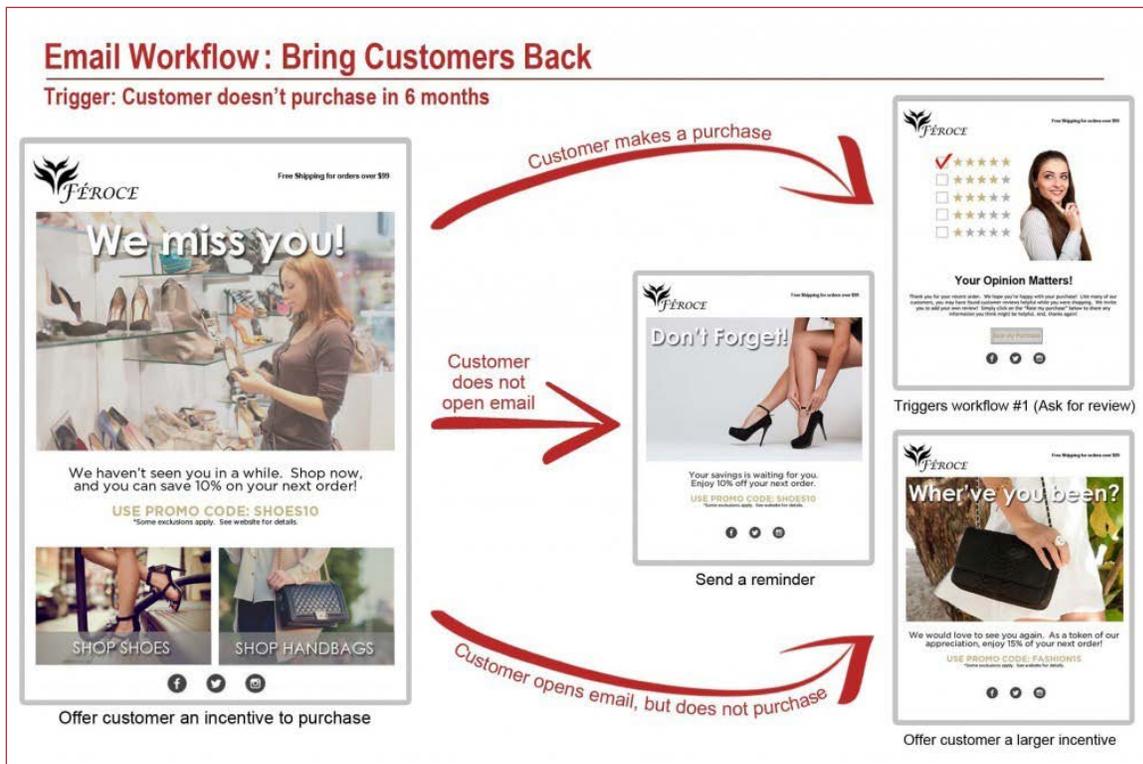
Email customers 2 weeks after purchase inviting them to write an online product review

✓ **Abandoned Shopping Cart Workflow**

Email online shoppers 30 minutes after leaving their cart with a reminder to complete the transaction

✓ **Customer Re-engagement Workflow**

Email customers who haven’t purchased in 6 months with your latest promotions



Celerant offers multiple levels of service. We provide the tools so you or your staff can easily execute your own marketing efforts. Celerant can also create and manage all of your email marketing, making it effortless for you.