

BASED ON A STUDY OF OVER 300 RETAIL BRANDS



“Incomparably **insightful**
and **actionable**”

**GROWTH
STRATEGIES
USED BY TOP
RETAILERS**

RETAIL SECRETS REVEALED



EXPERIENCE-LED GROWTH

How to Drive Unlimited Customer
Loyalty, Maximize Lifetime Value,
and Stop Begging Customers to
Buy With Mass Promotions



Brand New ‘ELG’-Strategy Reveals The Secrets To Building Lasting Customer Loyalty At Scale

E-commerce is undergoing a **MASSIVE** change right now.

The current economy is creating one of the greatest e-commerce opportunities since 2010 when Dropshipping became a “thing”.

Our customers are already taking advantage of this massive change and we’re sharing EVERYTHING they are currently doing (including numbers)....

In fact... the biggest brands that everyone calls “slow” are currently laughing their way to the bank using this new ELG method that you’re about to learn.

Meanwhile, 90% of all “fast growing” cool D2C brands are holding on for dear life to their outdated playbooks:

- 80-90% of ad budget goes into customer acquisition
- Begging customers to buy using endless one-for-all promotions
- Use micro influencers as a “unique” tactic (like everyone else)
- Recoup losses from initial sale by blasting their list with promotions 5x a week
- Blindly launching new product variations which only results in heaps of unsold stock

To compete in 2024, 2025 and beyond... you need a **new playbook**.

And it’s exactly what you’re going to get in this workbook.



But before we dive in...

This is NOT a course on how to build or market an e-commerce brand.

If you have (or work at) a brand doing >€1M/year in sales or with more than 1 000+ customers...

This is an advanced workbook that reveals the secret strategy used by giants like Zalando, Amazon, Sephora to drive unlimited customer loyalty and keep customers coming back again and again.

Hundreds of brands before you have already used this exact strategy to generate millions of euros in sales.

Key terms:

First-Party Data

Information collected by a business from its customers through interactions on owned platforms, such as websites, email, or apps. Ex. "Visited pages".

Loyalty program

A customer club that rewards customers for repeat purchases or other desired behaviors.

CRM

Software for organizing and managing customer data, including email, to enhance communication and relationships.

Zero-party data

Data voluntarily shared by customers to your company, such as preferences, intentions, and other personal details. Ex. "Favorite Brand = Levis"

Customer Lifetime Value

The predicted net profit attributed to a customer throughout their entire relationship with a business.

Retention

The ability to keep existing customers engaged and coming back to make more purchases in your store.

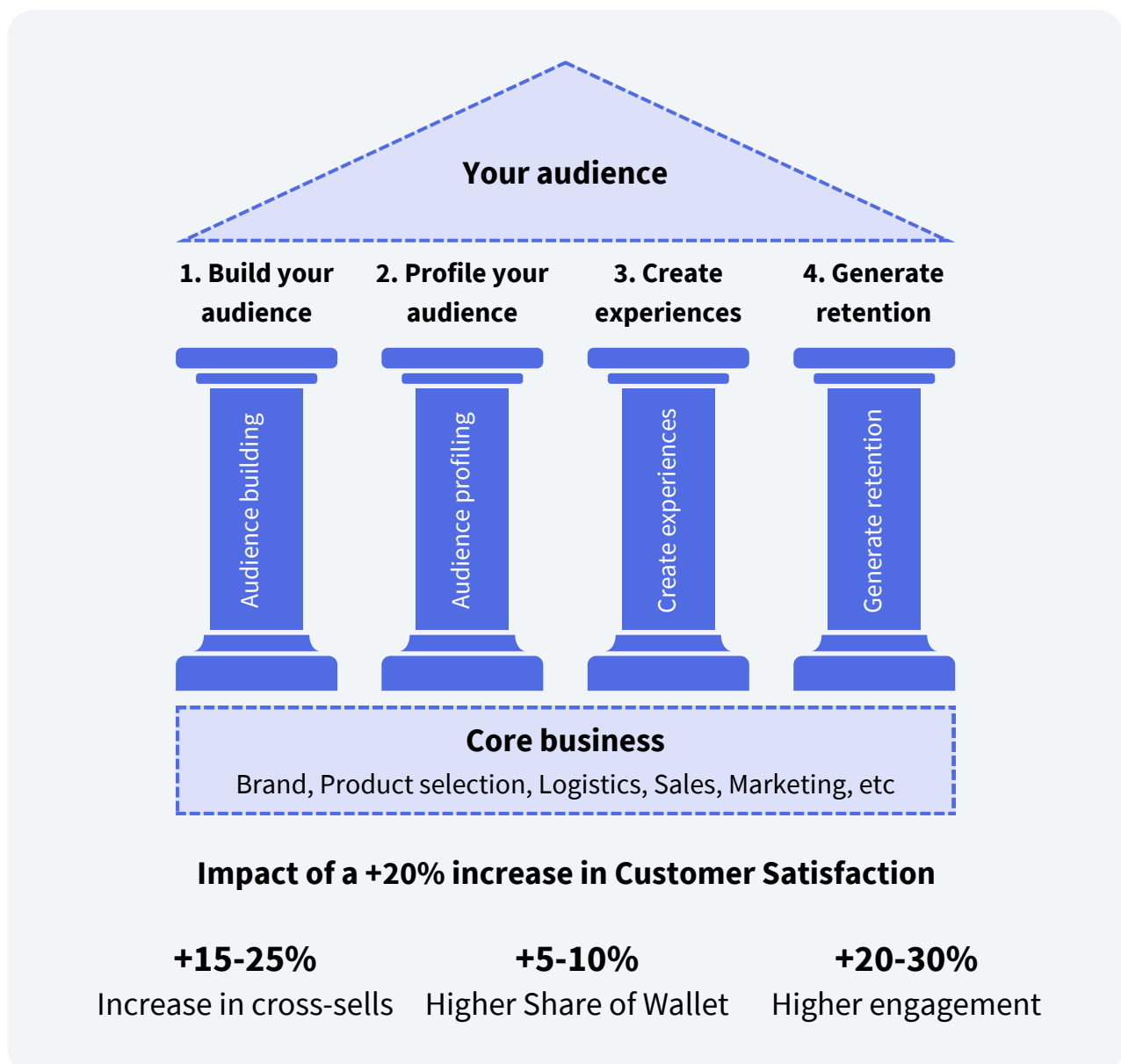


The ELG Strategy explained

ELG stands for “Experience-led growth”. The strategy revolves around collecting valuable data about your customers and using that data to create tailored and personalized interactions at every step of the customer journey.

The thesis behind ELG is that a **better customer experience** will positively **impact your business growth**. In fact, experience leaders grow their revenue 2x as fast as their competitors.

Here are the 4 main pillars (or “layers”) of ELG:



What you need

You really only need a way to make use of the data you collect. Most brands love to talk about how data-driven they are. But in reality they only track conversion rates and traffic trends in Google Analytics.

In our experience, most brands just lack a way to use the customer data they already have, and a way to turn it into targeted content.

You need these two types of software:

CDP/CRM/Marketing Automation. Any software that can be used to communicate with your audience when they're not on your website. It's not uncommon for brands to use their email marketing software as their "CRM" or "CDP" since it's where they store all customer data.

- Emarsys
- Rule
- Klaviyo
- Mailchimp
- Voyado

Onsite Experience Platform. This software is what you'll use to design, build and publish "experiences" on your website . These platforms lets you capture first-party data with individual-level tracking and collect zero-party data with forms and signups.

- **Triggerbee** (CRM Targeting: Emarsys, Rule, Klaviyo, Mailchimp and Voyado)
- Optimonk (CRM Targeting: Klaviyo only)

Note: Make sure your **Onsite Experience Platform** has "**CRM Targeting**" so you can sync and target your existing segments from your marketing automation platform, when those contacts return to your website.

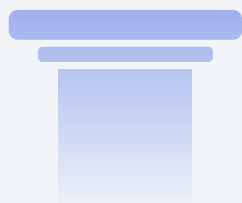
Most brands don't even have a strategy to grow an owned audience (let alone retaining them). If they do, they use a 10% welcome discount popup or rely on new purchases to grow their email list.

“ELG” is how ELITE brands like Amazon, Zalando, and Sephora operate. They lead with experience. As a result, Sephora reported in 2018 that more than 80% of their purchases came from existing members.

The biggest mistake we see brands make is they communicate with 100% of their audience, in a way that is only relevant to 2-3%.

As your customers progress in their journey, different tactics should be used.

1. Build your audience



- Email signups
- Member signups
- Welcome offers
- Cart abandonment
- VIP Access
- Raffles
- Gift with purchase

2. Profile your audience



- Product quizzes
- CSAT / NPS surveys
- Login nudges
- Exit intent discounts
- Preference collection
- Behavior data insight
- Web activity
- Interest profile areas
- Purchase feedback
- Email visits
- Visit intent

3. Create experiences



- Recommendations
- Personal promos
- “Continue shopping”
- Geo-targeting
- Tailored USP's
- Saved searches
- Login nudges
- Anniversaries
- Gift with purchase

4. Generate retention



- Discount reminders
- Login nudges
- Anniversaries
- Refer-a-friend
- Birthday greetings
- “Continue shopping”



Here's a real-life example what experience-led growth can look like:


Layer 1

Audience-building


Goal: Identify audience

Methods: Signup forms, purchases, natural interactions (i.e. out of stock, pre-signup, etc.)


Interchangeable



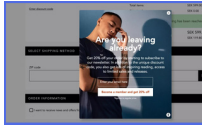
Type: Email sign up
Trigger: After 2 pageviews
Goal: Identify visitor
Security: Email validation to ensure only NEW customers / prospects gets a discount




Type: Membership sign up
Trigger: After 2 pageviews or high-intent behavior
Goal: Identify visitor
Security: Account log in validation



Type: Out of stock notification
Trigger: On-click
Goal: Identify visitor (by making them sign up to receive a notification)
Security: Email flow filters



Type: Abandoned cart sign up
Trigger: Exit intent, only in checkout
Goal: Identify visitor
Security: Email validation to ensure only NEW customers / prospects gets a discount




Type: SEO Firewall
Trigger: Instant, embedded form
Goal: Identify visitor
Security: Email validation to ensure only NEW customers / prospects gets a discount

Layer 2

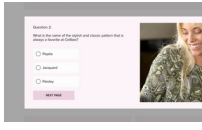
Profiling layer:

Goal: Collect data

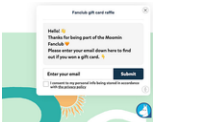
Methods: Behavior tracking, surveys, competitions, quizzes




Type: Embedded product quiz
Trigger: On-click
Goal: Engage visitors and get them to submit segment-worthy data



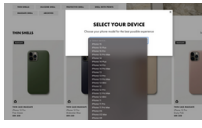
Type: Embedded profile quiz
Trigger: None, instant
Goal: Capture zero-party data and engage members




Type: Membership raffles
Trigger: Returning visitor
Goal: Member engagement and giving them a reason to come back regularly



Type: Self-categorizing interest survey
Trigger: Instant
Goal: Make visitors self-submit their interests and most important categories



Type: Choose your device / brand / etc
Trigger: Behavior
Goal: Use product filters to let users self-segment



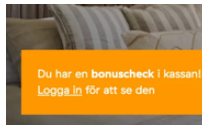
Type: CSAT Experience survey
Trigger: Post-activity or post-purchase
Goal: Get feedback on the overall experience from specific users.

Layer 3

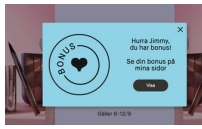
Experience layer:

Goal: Create habits, begin to create loyalty

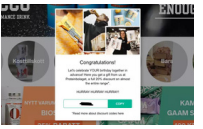
Methods: Login nudges, reminders, recommendations, tailored navigation.



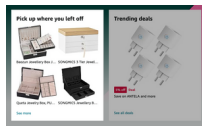
Type: Log in nudge
Trigger: Instant
Goal: Create a habit. Make returning members log in to see their offers.



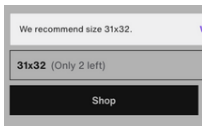
Type: Unused discount voucher reminder
Trigger: None, instant
Goal: Remind members of things they want to remember and build goodwill.



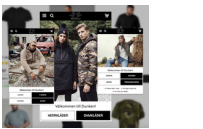
Type: Birthday greetings
Trigger: None, instant
Goal: Surprise and delight existing and loyal members.



Type: Resume shopping
Trigger: Instant
Goal: Make it easy for returning customers to get in to "shopping mode" again.

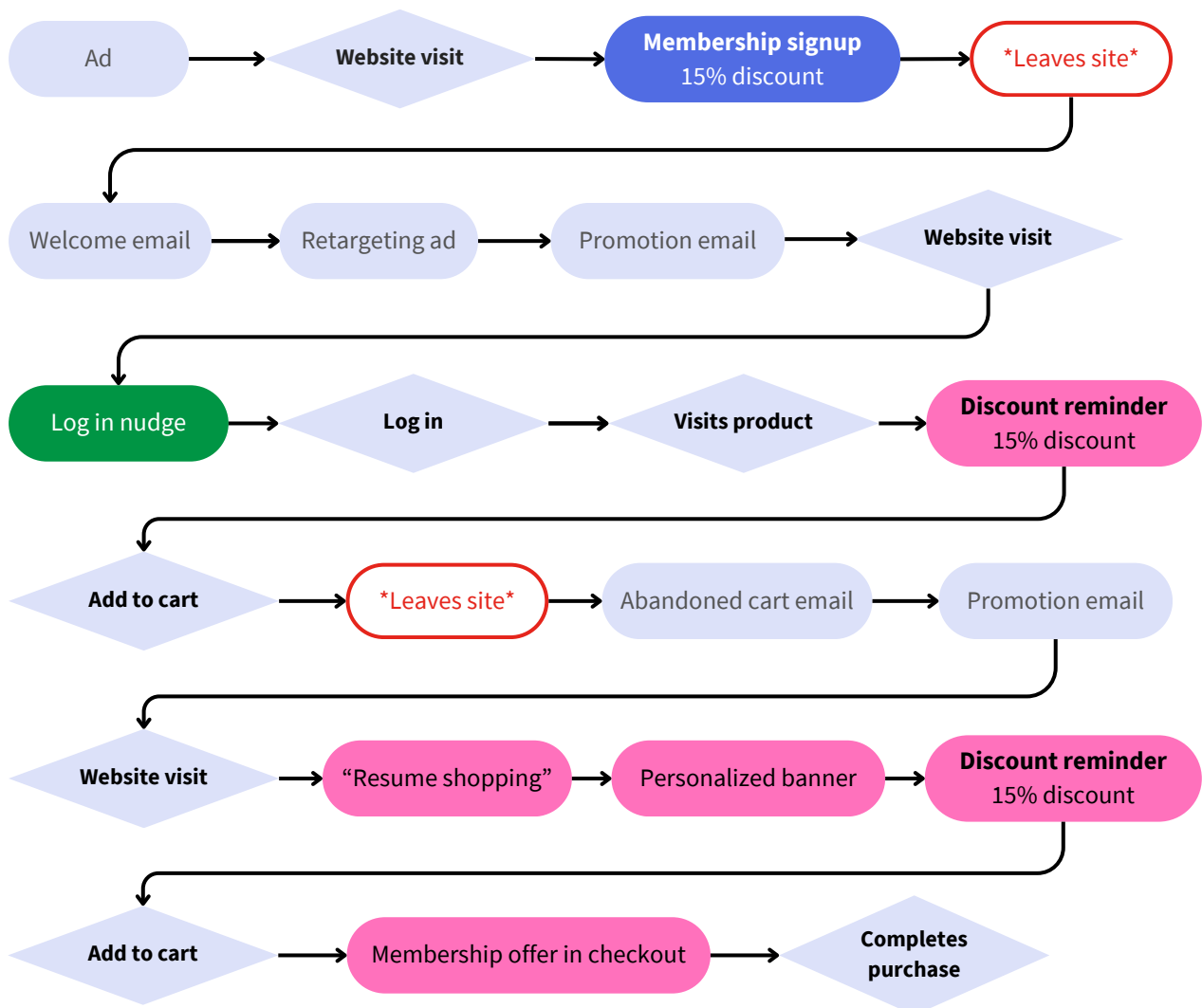


Type: Size recommendations
Trigger: None, instant
Goal: Remove friction for returning customers and help them make a choice.



Type: Personalized hero banners
Trigger: Embedded
Goal: Use customer data to tailor the website based on each visitors customer profile.

And here is a illustrated funnel demonstrating how and where elements of ELG is used in a funnel.



The Blue, Green, and Pink touch points are where ELG is involved.

Most online brands only use a static one-for-all customer journey giving everyone the exact same experience.

But brands using the **ELG strategy have an edge** because they can present content that is highly relevant to the customer and their history with the brand.

Now, let's dive into some examples and results from each pillar.

Pillar 1: Continuous audience capture

Most brands are spending millions on advertising, but make ZERO effort to capture their visitors emails. Big mistake!

The audience-building layer is how you capture and build your 100% owned audience (based on first- and zero-party data). Continuously building your list means a never-ending stream of new customers.

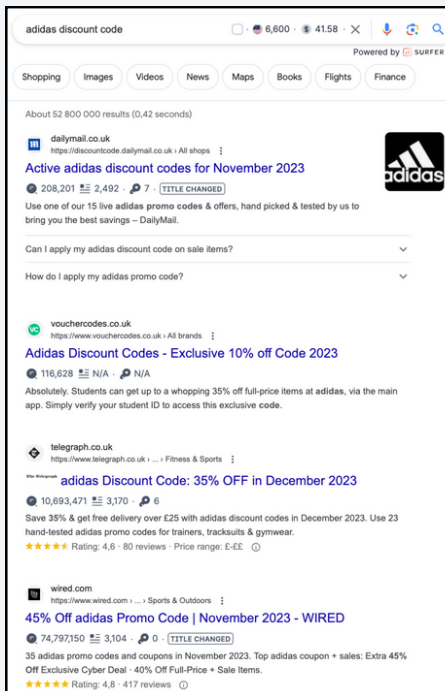
Yes, I'm talking about capturing emails. Building your email list or SMS list. Simple as that. And there are COUNTLESS ways of doing it.



The SEO “Firewalling” strategy

Firewalling means stealing back traffic that belongs to you, completely for free, and protecting your brand at the same time.

The bigger your brand is, the more companies will try to capitalize on it. Coupon scrapers, comparison sites, deal sites...



← Here are the results for the search term “Adidas discount code”.

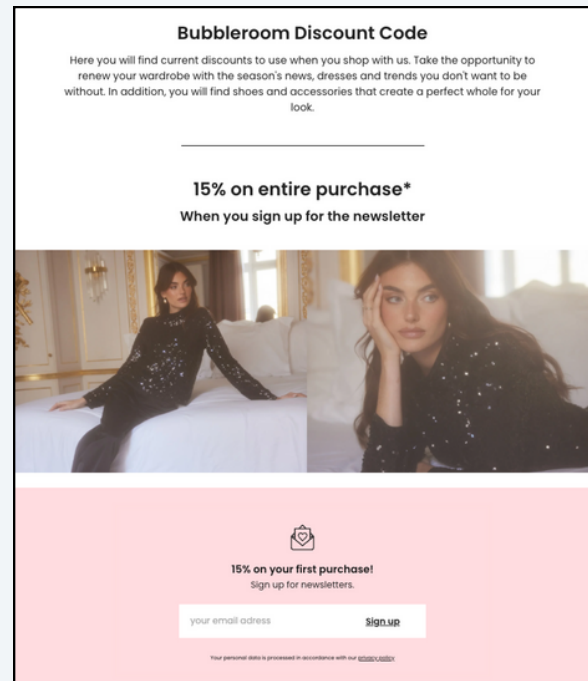
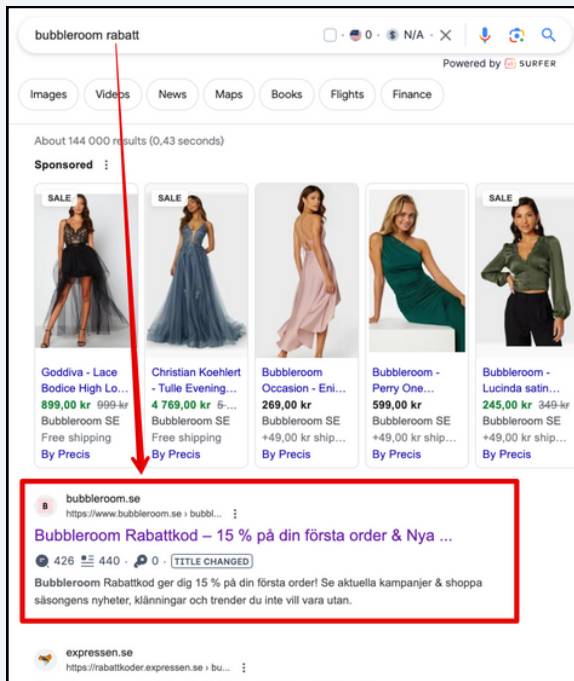
Adidas.com is nowhere to be found. It’s all coupon sites and deal sites. Huge mistake. I already know Adidas offers a 10% discount on their site for new members. Look, here’s the banner they use (as of Dec 2023):



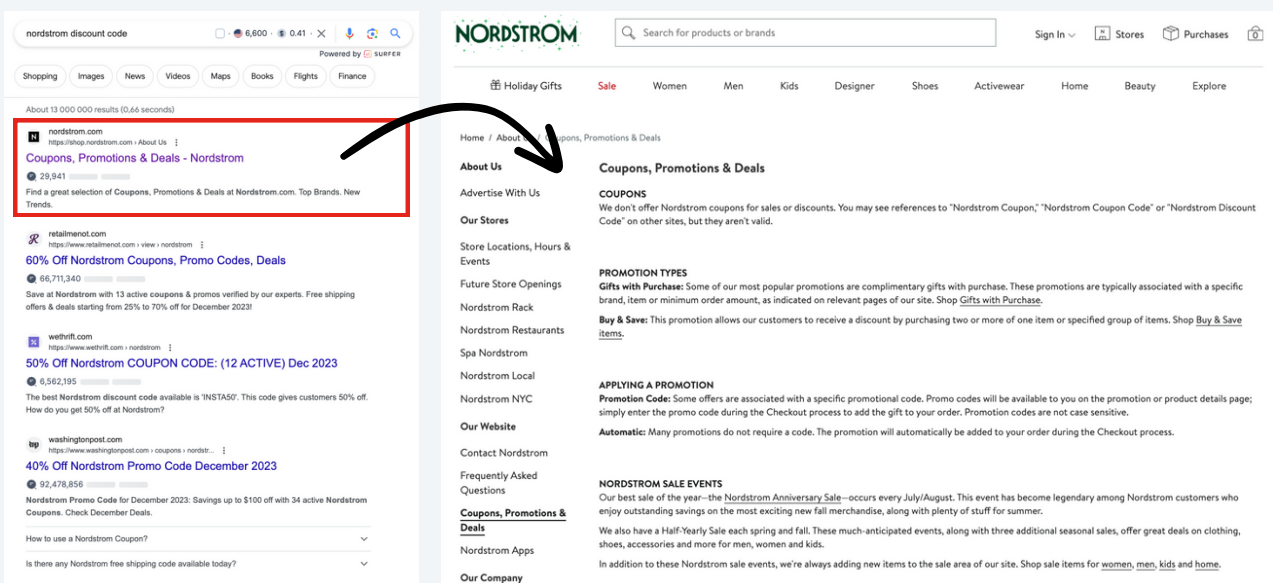
The search term “Adidas discount code” has an estimated search volume of 6,900. The real volume is probably 10x higher. So Adidas is losing customers every second. **Here’s what they should do instead:**

- 1 Publish a landing page with a title that matches the search term exactly: “Adidas discount code”.
- 2 Add a signup form directly under the header and offer new signups a 10% discount code.
- 3 Make sure the signup form has email validation to avoid existing customers taking advantage of the discount.

This is exactly what our customer Bubbleroom does. They rank #1 for the search term “Bubbleroom discount” (100+ searches every month). And by capturing the emails of HIGH INTENT visitors, they can use Triggerbee’s software to personalize the experience upon return.



If you’re a brand that doesn’t work with discounts... this works too. Nordstroms uses “Firewalling” and they do NOT offer discounts on that page, but they do link out to their current offers.

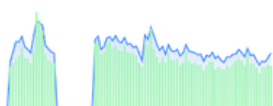


This is just one of the strategies you can use to continuously build an owned audience. Here are 12 more tactics our customers are currently using:

- | | |
|--------------------------------------|-------------------------------------|
| 1. SEO Firewalling | 7. Membership acquisition |
| 2. Product quizzes | 8. Pre-launches / VIP access |
| 3. Raffles and competitions | 9. Email/SMS signups |
| 4. Smart discounts | 11. Pre-purchase surveys |
| 5. Out-of-stock notifications | 12. Abandoned cart capture |
| 6. Transition campaigns | 13. Gamification |
| 7. Add to favorites | |

Depending on how aggressive you want to be, you can use popups, callouts or embedded html to achieve these.

Views:
2.7M
Click-throughs:
196.3K (7.23%)



Membership recruitment offer to a loyalty program with a 7.2% CTR.

Views:
2.4M
Form Responses:
109.7K (4.52%)



Smart discount code signup bringing in 100k+ new subscribers every 90 days

Total Views: **22.9K** Total Form Responses:
10.2K (44.5%)

VIP Signup converting 44% of visitors into HIGH INTENT subscribers

Total Views: **63.5K** Total Form Responses:
16.5K (26%)

Another **SEO Firewall** converting 26% of visitors into subscribers

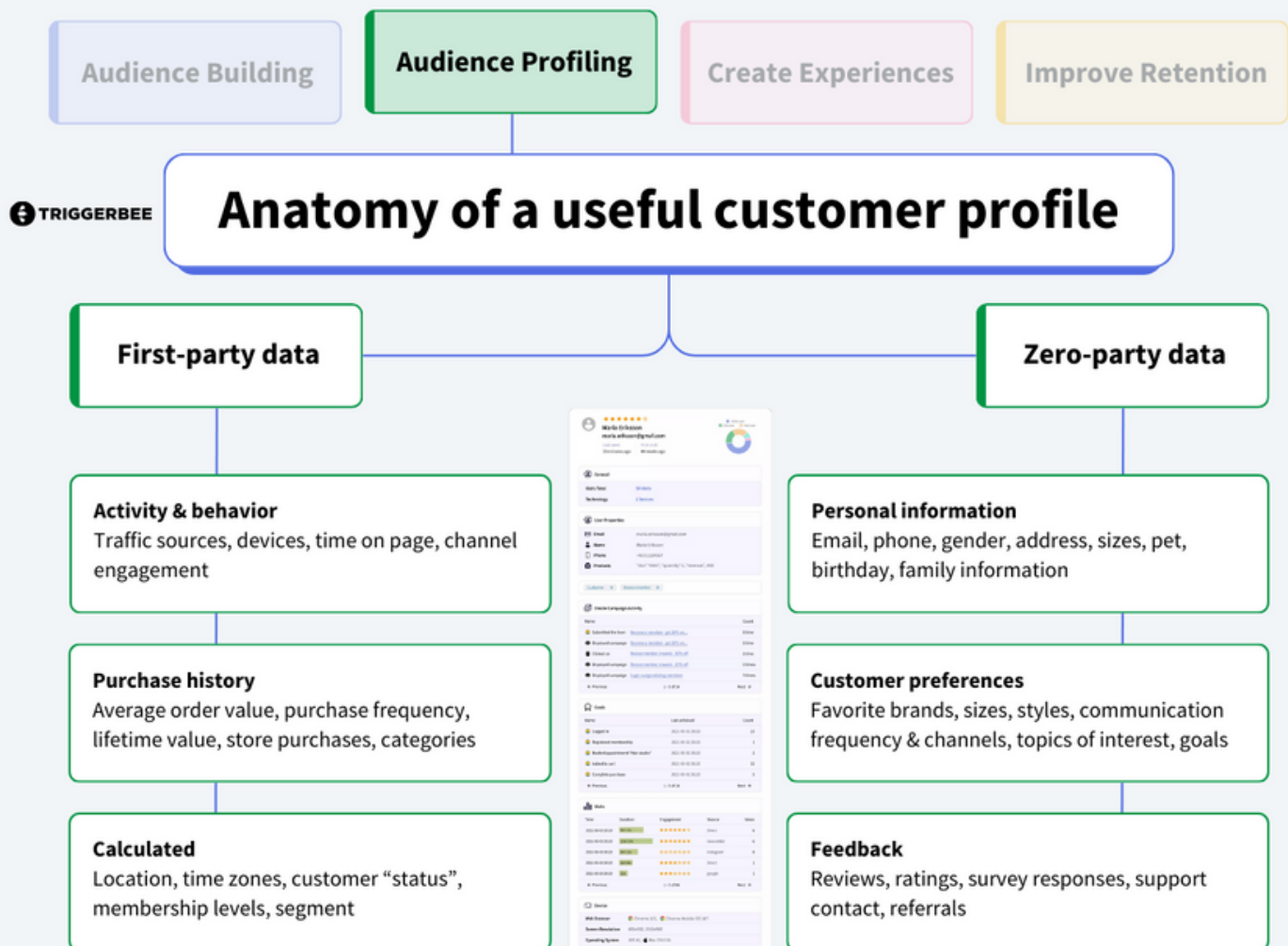
Pillar 2: Audience profiling

Profiling your audience means collecting data about your newly captured subscribers or members.

Usually these people are customers who are logged in, visitors from email, or recent customers returning again.

These people can be engaged with helpful and relevant experiences, content, and offers that 1) are relevant and 2) will give YOU first- and zero-party data.

You need to start building customer profiles.



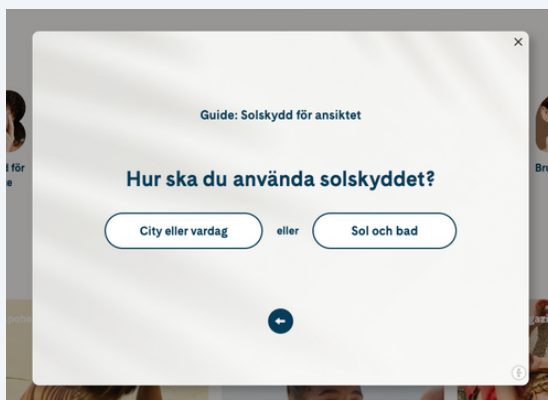
One of the best ways to start building your customer profiles is by quizzing them.

I'm serious. Product recommendation quizzes are a **GOLDMINE**.

If you want to know your customers hidden motivations and secrets... Ask questions like “What is bothering you the most right now?”, “What are your skincare goals?”

Offer them a tailored recommendation based on their answers, and you'll not only have a lot of more sales... But a **GOLDMINE** of data you can use for creating content, segments, ads and more.

Product Quiz Example - Apohem



Apohem created an 8-step product quiz using Triggerbee's multi-step functionality. 15% of those who completed the quiz went on to make a purchase.

Quizzes are great because the questions that are most helpful will also give you insight into your customers hidden motivations and challenges. You can use the responses to create content, guide your marketing, and create segments.

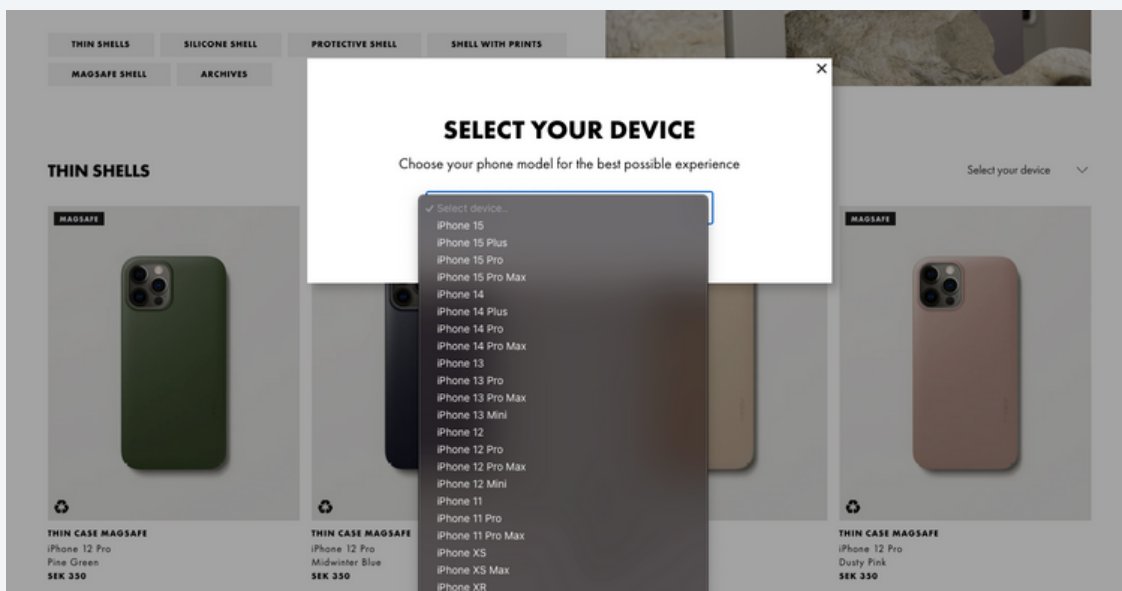
Here's another example from Nudient who sell modern phone cases.

Instead of quizzing their users, they asked every visitor to select their device before browsing their product category. Once a visitor selected their preferred device, the category page was tailored to only show the cases that fit that specific phone model.

The result? Over 80 000+ visitors selected their preferred device, and that data was synced to their CRM if the visitor was identified.

This was a huge deal for Nudient, because it meant they could see how many in their audience had an iPhone 12, Samsung S20+, or any other model *even* if they didn't purchase anything.

Audience profiling example: Nudient



Website visitors selected their preferred device in a popup, and Nudient tailored the category listings based on the chosen device.

The best thing about the profiling layer?

You can show content, quizzes, and surveys to the members in your profiling layer without ever asking them to submit their email.

How? Because software like Triggerbee remembers and recognize each visitor. If they have submitted their email in a Triggerbee form, in the checkout, or have clicked on an email from you... Triggerbee remembers who they are and their browsing activity when they return to your site.

The audience profiling layer should mostly have engagement-focused content. You already know who those visitors are, so your main goal should be to .

You will see EXTREMELY high clickthroughs and engagement rates. Because the messages will be very relevant and targeted.


Total views: ①
339K

Total click-throughs: ①
46K (13.44%)

Promotion reminder targeted to returning and identified visitors.

Views:
10.6K

Click-throughs:
5.7K (54.02%)



Targeted abandoned cart offer onsite, shown to returning customers.

Views:
44.9K


Click-throughs:
16.5K (36.8%)



Login nudge making 36% of returning members log in to the members area.

Views:
3.1K

Click-throughs:
1.6K (50.5%)



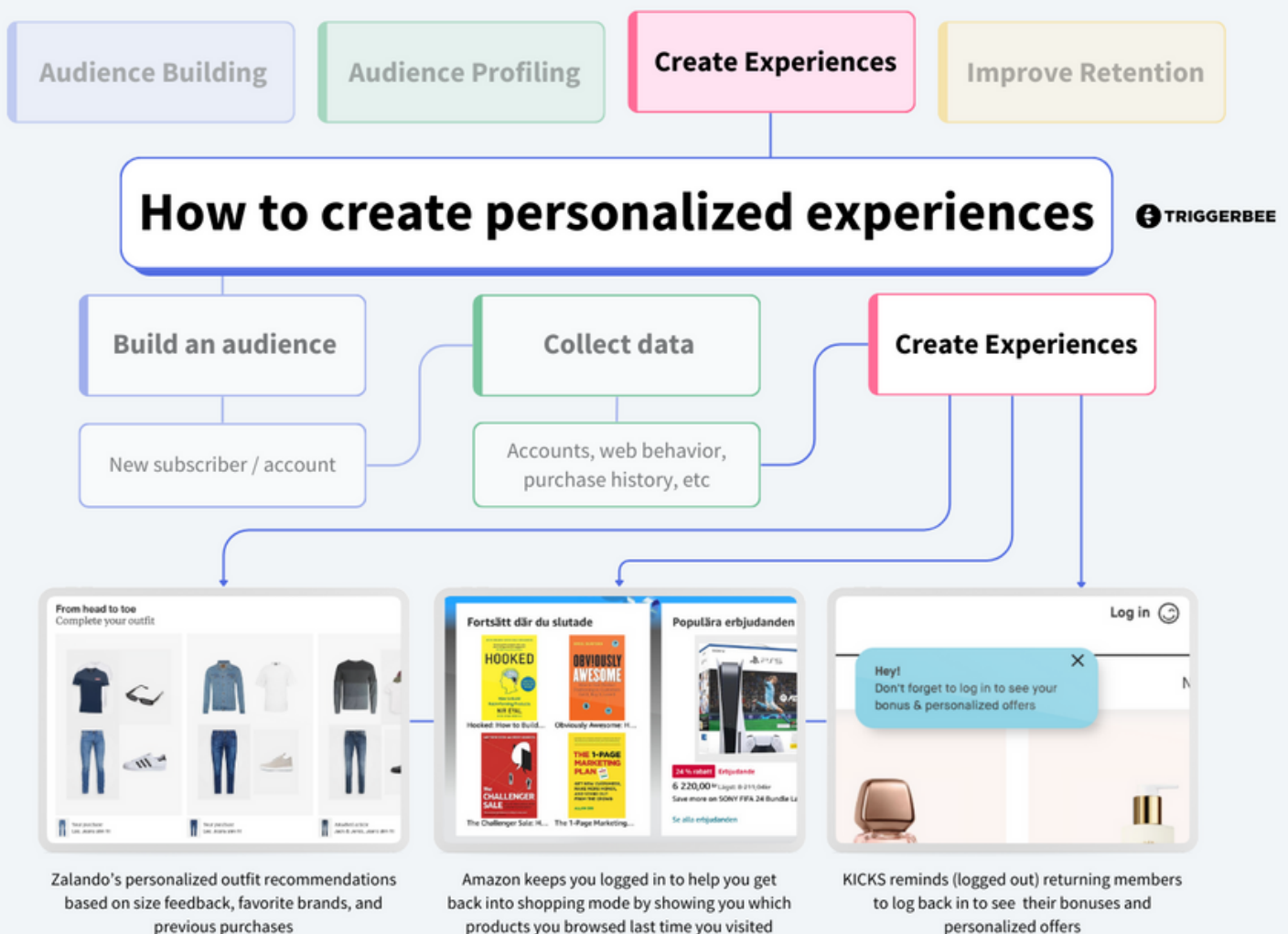
Another **abandoned cart** offer converting visitors into customers.

Pillar 3: Creating experiences

The experience layer is how you activate and use the data from the customer profile to create experiences and interactions that are meaningful, relevant and individually tailored.

If you don't know who your visitors are, how are you supposed to tailor anything? How are you supposed to provide tailored product recommendations to an anonymous visitor?

You can't. That's why you shouldn't focus on personalization until you have a customer profile. You can customize content based on location, traffic source, and other things. But not personalize.

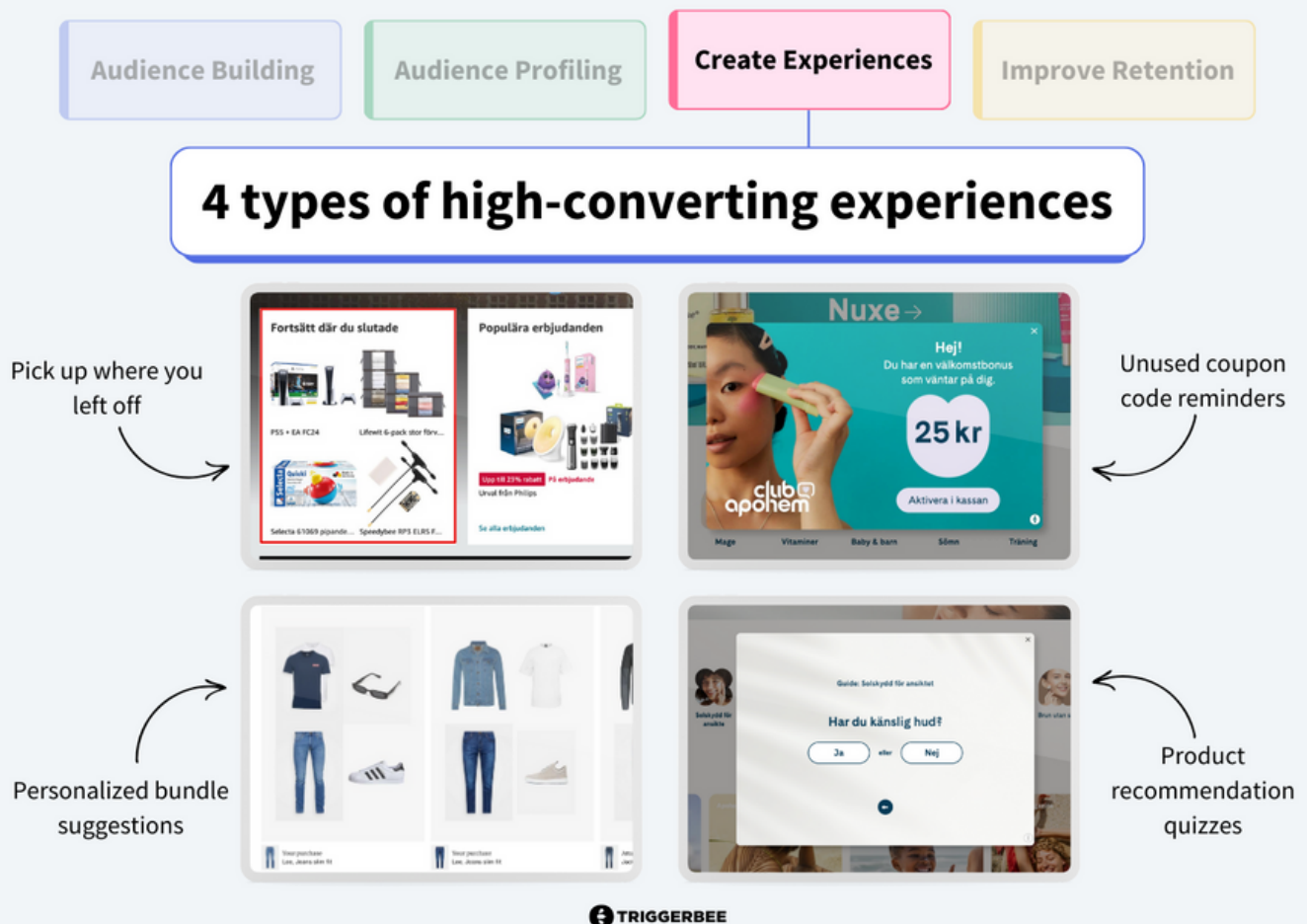


An “experience” is just an interaction with content tailored based on your customer’s previous activity and stuff you know about them.

In reality, a lot of personalization is more or less based on segments. True 1:1 personalization is only a bunch of dynamic tags (similar to the ones you use in email. You know... “{FNAME}”).

Because the same principle applies to content on the website as well.

A software like Triggerbee makes it a whole lot easier as well. You don’t have to write any code to be able to show personalized content to different visitor segments.



What you want to focus on in this stage is providing relevance.

Make sure that each interaction is intentional.

But you also need to consider privacy and the emotions. Go too personal and you're creepy. Go too broad and your message will be perceived as generic.

The main interactions to focus on in the experience-stage are:

- Reminders (personal vouchers if you have a loyalty program)
- Outfit suggestions
- Pick up where you left off
- Nudges that motivate action (i.e. Log in nudges)

Nudges are especially important because they will help you create a behavior.

Total views: ①
33K

Total click-throughs: ①
6.1K (18.65%)

Incentive for community members to perform tasks with points as a reward.

Views: ①
28K

Click-throughs: ①
10K (36.68%)



Personalized coupon code reminder onsite, shown to logged in members.

Views: ①
5.1K

Click-throughs: ①
1.4K (28.08%)



Website birthday greeting getting 28% of recipients to click and copy a discount

Total views: ①
400

Total click-throughs:
118 (29.5%)

Another **personalized coupon reminder** increasing redemption rate.

Pillar 4: Improving retention

The retention layer is where you keep your customers coming back and expand your reach using your existing audience. Your retention strategy is where you can truly gain an edge over your competitors, and start turning customers into loyal brand ambassadors.

Unfortunately... There are no silver bullets. There is NOT one single tactic, email template or experience that will improve your retention.

Instead, your retention rate will be affected by a combination of:

- Avg shipping times
- Browsing experience / membership experience
- Value for money / points (if you have a loyalty program)

There are however two things you need to do in the retention layer.

1. **Keep** your existing audience engaged
2. Use your existing audience to **grow**

Let's start with number one...

Keeping your existing audience engaged



"Refill" & Buy
again emails



"We miss you"
emails



Browse
abandonment



Birthday
emails



Retargeting
ads



Influencer
marketing



Personalized
offers



Member-exclusive
promotions

Keeping your existing audience engaged means being present in the channels where your audience spend most of their time (aka social). And every time a visitor *returns* to your website, reminding them of things they have forgotten. These things just needs to exist.

Use your existing audience to grow

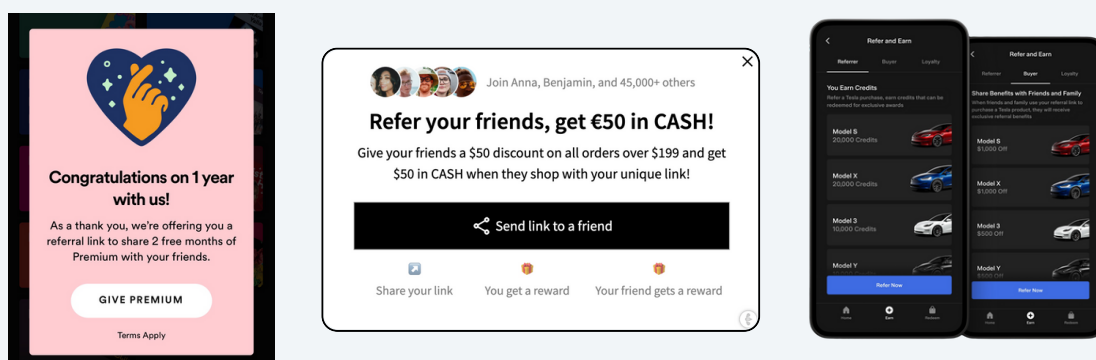
When you have built an audience and profiled them, you are well on your way to unlimited loyalty.

You have two choices to make when it comes to using your existing audience to grow (and one is easier than the other).

1. Ask customers to recommend your brand to their friends
2. Spend millions over many years on branding.

The first option - **Referral marketing** - is definitely the easiest and fastest way to grow. Especially since you by now have identified at least 20-30% of your website visitors.

Grow your audience with referral marketing



Referral marketing is still used by brands like Spotify, Tesla, and many more. Why? Because it works. But if you want to succeed with it as an e-commerce brand, you need to wait to ask for a referral until you are almost certain a customer is a TRUE loyal ambassador.

And that's a wrap.

This is THE strategy to use if you want to improve your customer loyalty and build a resilient online brand.

It's this exact strategy that giants like Amazon, Zalando, Nordstroms and many more use to stay ahead.

But now you may be asking yourself - how can I be sure that I actually EXECUTE this strategy the right way?

Because it's one thing to know a strategy...

...But it's an entirely different thing to actually EXECUTE that strategy.

And by this point you likely see how Experience-led growth has the potential to add hundreds of thousands of Euros, if not millions to your business.

So I would like to invite you to request a demo of our software where we show you exactly how to boost your website conversion rates and wow your customers with the best online shopping experience.

[Request a demo](#)

[Try Triggerbee FREE](#)

[View customer cases](#)

[Visit triggerbee.com](#)



Who are we to talk about this?

Triggerbee is a SaaS (Software-as-a-service) company based in Stockholm, Sweden. We're a small team of 17 people, but we are working hard to do the work of a company twice our size.

Our software is used by brands like KICKS, Bubbleroom, Maya Delorez, Cervera, Efva Attling, J.Lindeberg, Apohem, Caia, NN07, Vita, Floyd, and many more to personalize the website experience.

Every year we release a MASSIVE research report which involves manually analyzing 150+ websites and scoring them based on how good they are at using personalization. Each website is scored on more than 45 different criteria, and we do this work ourselves.

We compile all the insights in a yearly report called "Personalization Index".

Thanks to the research project, we can see what the big brands are doing. And we can see which tactics or trends shape the online landscape year after year.

If you combine the research project we do with the communication we have with our customers and users at a daily basis, we have a unique insight into what's working, and WHY things are working.

And the difference between the top 1% brands and all the others is... You guessed it. Some form of ELG-approach. Whether they are aware of it themselves, or not.