



# How RevZilla Went Beyond Batch-and-Blast to a Lifecycle-Centric Email Marketing Program

Prior to 2018, RevZilla's email marketing was predominantly campaign sends. While triggered messages only made up 20% of the brand's email marketing volume, the RevZilla team discovered triggers produced 84% more revenue per thousand emails sent (RPM), prompting the team to go beyond batch-and-blast and master triggered messages.

Today, the team has a touchpoint for each milestone, including shopping a specific product, price point and brand in a customer's journey. Collecting — and appropriately using — data is at the core of RevZilla's strategy, ultimately determining whether they need to create specific lifecycle journeys to nurture their customers and at what point.

“Sailthru makes it *easy and practical* to map out the customer journey.”

- Andrew Lim

- 2017** • RevZilla's RPM for triggered messages was 5x higher vs. campaign
- 2018** • After investing more in triggered messaging with Sailthru, RevZilla's RPM for triggered messages grew 7x compared to campaigns

Total revenue for triggers  
**increased 987% YOY**

# Laying the Foundation for a Personalized Triggered Messaging Strategy

## **Sailthru's Lifecycle Optimizer**

automates individualized triggered messages using insights and predictions from customer profiles automatically created in Sailthru. These data-rich profiles, combined with a focus on testing, helped RevZilla tailor triggered email streams.

Once RevZilla saw triggers were driving higher conversions and customer lifetime value, the team decided to take steps to build upon and advance email series in Lifecycle Optimizer that were already working:

1. Browse abandon series
2. Welcome series
3. Interest-based promotional series

## **What sets Lifecycle Optimizer apart?**

1. Lifecycle Optimizer is designed with fully integrated AI, which gives you the ability to trigger messaging based on future action, like predicted future actions, such as purchases and opt-outs, among many others.
2. It supports a variety of flow entry points and custom entry points, including welcome series, cart and browse abandon, post-purchase campaigns, predicted churn, and more.
3. The key to Lifecycle Optimizer is channel optimization: You can automatically send a personalized message to someone based on where they are most likely to engage.
4. Every flow you create — and the emails sent in those flows — can leverage every datapoint in the Sailthru customer profile.
5. Lifecycle Optimizer enables you to test any factor of the flow from wait period to email sent and add test subjects to discrete cohorts for long-term engagement-tracking.



**“Partnering with Sailthru allowed us to work smarter. Together, we as a team have been able to find opportunities to increase program sophistication while also tailoring our strategy to ultimately impact our bottom line.”**

*Andrew Lim - Senior Manager, Email & Personalization*

# Betting on Browse Abandon: How RevZilla Turns Browsers into Buyers

A key feature in Sailthru's Lifecycle Optimizer is the browse abandon entries, which allows marketers to retarget products or articles to a customer who has explicitly browsed them in the past. This strategy helped RevZilla get high converting and relevant content in front of browsers.

RevZilla currently has 22+ unique browse abandon journeys throughout the website, sending relevant and personalized follow-up messaging. The journeys are segmented to be:

1. **Product-based**, which focuses on those products that are browsed frequently, but seldom purchased
2. **Gender-specific**, which helps RevZilla engage more female riders
3. **Exact-match URL**, which calls out specific products

When looking to invest time in triggered messaging, don't leave money on the table. Browse abandon is a great place to start and RevZilla's success speaks for itself:

**50%**  
higher AOV

**30%**  
higher RPM

**71%**  
lift in pageviews

## Sailthru as a Negotiating Tool

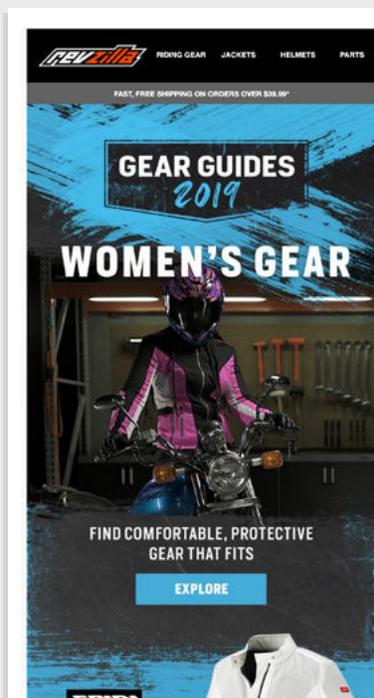
RevZilla is not only unique in the products they offer, but in the way they use our product as reference in negotiating. That's right. RevZilla takes the data from different types of email series and campaigns that feature their partners' and vendors' products. The performance data is not only enlightening for the partners, but it is a big win for the brand itself.

This data gives RevZilla opportunity to negotiate inventory costs with their vendors and leverage margin points.

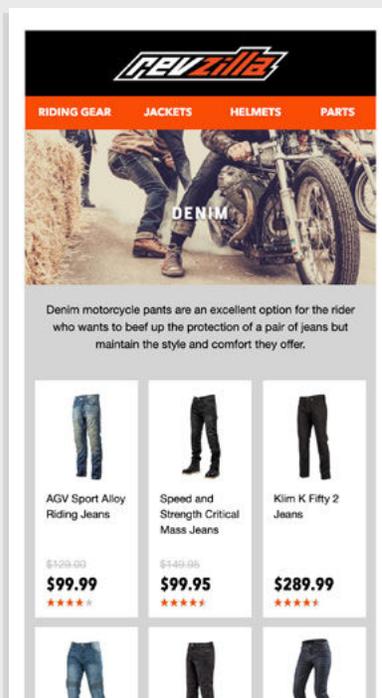
Product-based



Gender-specific



Exact-match URL



# How RevZilla Rolls Out the Red Carpet for New Customers

Most brands understand the importance of a welcome email, given that the early stages of a brand relationship is when consumers are most engaged. But many brands only deploy a single welcome email or leave their multi-touch welcome series stagnant.

For RevZilla, the welcome series evolution was quite dramatic. The brand started with a generic three-part welcome series to welcome new customers before moving them to a generic batch-and-blast email list. Recognizing the missed opportunity there, the brand began testing with Lifecycle Optimizer.

RevZilla wanted the revamped welcome series to be so engaging that it would speed up time to first purchase for new subscribers. After running a lifetime value analysis, the team discovered that the best opportunity or window to convert new subscribers to buyers was within the first 30 to 45 days. They went back to the drawing board to test and optimize with a variety of CTAs and templates.

Having blossomed into a true welcome lifecycle, the brand's welcome series is now personalized based on the type of bike a consumer owns and includes more than six touchpoints. The series is also tailored to a customer's riding style: adventure, cruiser, sport and track race.

To date, the brand has created over 12 welcome series iterations. The latest welcome experience features:

A heavier emphasis on **personalizing to customers based on riding styles** (track race, sport, cruiser or adventure)

Templates that are configured to **appeal to each individual customer's preference** while also providing them with the standard welcome experience

Year over year the brand has seen:

**34%** increase in site sessions from welcome emails

**39%** increase in revenue from the new welcome series



“We have deep category pages so if someone clicks on Harley-Davidson exhaust products, that tells us a ton about them,” says Andrew. “Without filling out a profile, they told us they might own a Harley and they might be looking for parts. They’re also not allergic to a higher price point. We have enough ammo to create a LO flow that tailors messaging to these people.”

# Welcome Series

Templates are configured to appeal to each individual user's preference while also providing them with the standard welcome experience

RevZilla RIDING GEAR JACKETS HELMETS PARTS

YOU HAVE \$30.00 IN TEAM ZILLACASH!

## TOP PICKS FOR YOU BASED ON YOUR INTEREST

SHOP ALL

Icon Hypersport Prime Jacket	Held Air N Dry Gloves	Alpinestars Oscar Brass Leather Jacket
\$375.00 <b>\$299.00</b> ★★★★★	<b>\$250.00</b> ★★★★★	<b>\$579.95</b> ★★★★★

Sailthru's personalization technology makes it easy for RevZilla to incorporate tailored recommendations based on behavior right off the bat

RevZilla

RIDING GEAR JACKETS HELMETS

## WELCOME TO REVZILLA

You're in! Thank you for joining the ZLA Army. Here at RevZilla, we pride ourselves in making our customers' satisfaction our #1 priority.

### TOP TRENDING GEAR

SHOP NOW

Shoel RF-1200 Helmet - Solid	Icon Airflite Rubatone Helmet	REV'IT! Eclipse Jacket

RevZilla points customers to their blog, Common Thread

RevZilla RIDING GEAR JACKETS HELMETS PARTS

FAST, FREE SHIPPING ON ORDERS OVER \$39.99\*

## 5 REASONS TO CREATE AN ACCOUNT

### 1 EARN ZILLACASH

Why not earn \$5 Zillacash to apply to a future purchase for every \$100 you spend? No, really. Why not?

### 2 SELECT YOUR RIDING STYLES

Different likes for different bikes. We'll customize your experience to better suit your style.

### 3 BUILD YOUR GARAGE

Add one or more bikes to easily shop parts that fit and get relevant recommendations. Makes sense, right?

RevZilla promotes their loyalty program

RevZilla

RIDING GEAR JACKETS HELMETS

## YOUR HOME FOR ALL THINGS MOTO

The RevZilla blog, [Common Thread](#) is your home for rides, rants, and moto-life. Our team of writers cover the best on two wheels, all in the name of gas-fueled freedom and the common tread between us.

EXPLORE NOW

[Shoel vs. Arai helmets](#)

# How RevZilla Converts Customers with Interest-Based Triggers

People's taste and lifestyles are constantly changing and evolving, and it's up to brands to figure out how to get the most relevant messages and products to them at the right time. What's interesting about RevZilla's approach is, the brand doesn't limit its triggered messaging to classic behaviors like subscribing, purchasing, abandoning or disengaging. Given the overall value of triggered messaging, RevZilla consistently looks for ways to trigger relevant and timely messaging, versus simply blasting its audience.

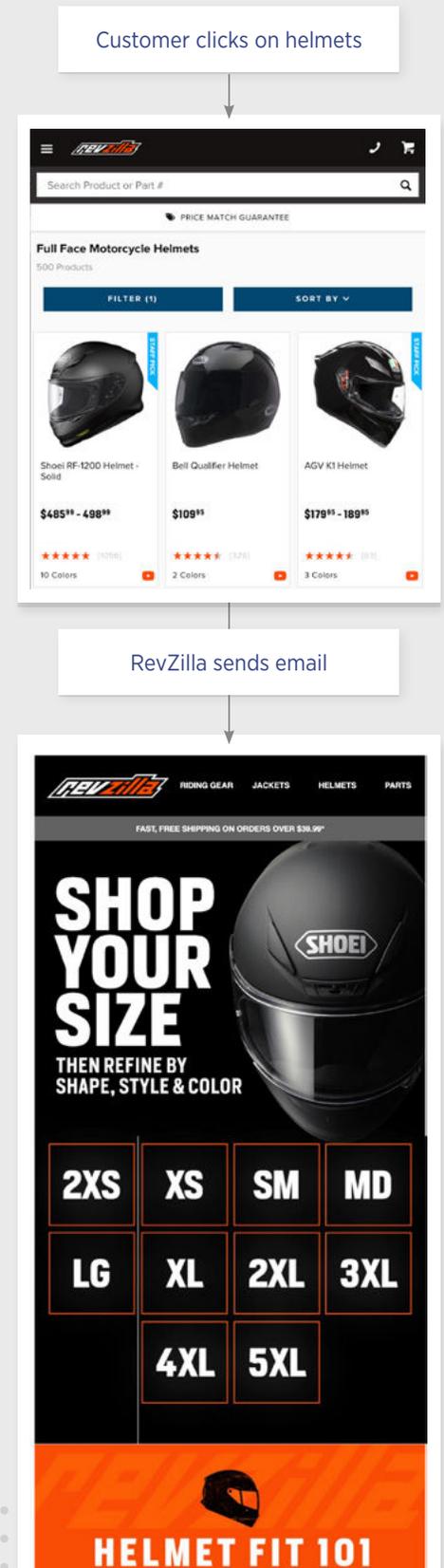
In the midst of an inventory-clearing exercise in early 2018, RevZilla discovered a new revenue driving strategy. The team was developing a "Your Size Helmet" campaign, targeting customers on their specific helmet size. The campaign consisted of 100 individual sends, which were split based on the 10 different helmet sizes offered by RevZilla. The campaign was a great success, but there was one problem: managing this process was highly manual.

Using Lifecycle Optimizer, RevZilla was able to set up similar product-specific series for shoppers that had clicked on a link from the helmet campaign.

1. First, the team identifies a particular item — in this case, a helmet — that it wants to push inventory on or promote.
2. Once a rider clicks on any of those particular items, they are flagged with a custom field called "clicked\_helmets," set to that day's date using native Sailthru logic.
3. Shoppers are then automatically flagged as interested in helmets.
4. And, like magic, shoppers are treated with a 1:1 personalized trigger message based on their unique interests and behaviors.

Turning smart tactics like these previously manual, one-off campaigns into automated triggered email series allows RevZilla to execute on a much larger scale, and is an ongoing series in its arsenal.

So far, the automated Lifecycle Optimizer drip series based on interest triggers has **generated 100% more in revenue** compared with the previous manual campaign sends. The total volume of purchases is also 30% higher.



# How RevZilla Automates and Enhances Out of Stock Messaging

With RevZilla's previous back in stock process for out of stock items, shoppers input their email address on the product page, and were served a confirmation on the product page of the future notification once the item is back in stock.

RevZilla automatically sends the customer an email confirmation that they are tracking the out of stock item. Plus, the email features other recommendations for in-stock products the customer may like, using Sailthru's collaborative filtering algorithm.

## The results:

**43%**  
open rate

**10%**  
click rate

**30%**  
higher site  
session value  
vs. average

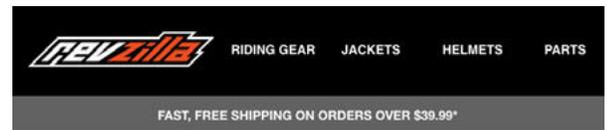
## Why use Lifecycle Optimizer for these kinds of campaigns?

Reduce manual efforts and focus on building out strategies

Build one flow for limitless personalized triggered messages

Easily deliver highly personalized messaging based on what a customer has explicitly expressed interested in

Show customers you care about their interests and convert them at a higher rate



## You are now tracking this product



TCX Hero WP Boots

## Customers who viewed this item also viewed



TCX X-Blend WP Boots

**\$199.99**



REV'IT! Marshall Boots

**\$299.90**



Stylmartin Ace Boots

**\$265.00**



Stylmartin Rocket Boots

**\$315.00**



Stylmartin Indian Boots

**\$295.00**



TCX Metropolitan Boots

**\$199.99**

# What's Next for RevZilla

RevZilla is continuing to focus on all things triggers. The team will be launching:

## Search abandon triggered messaging

Since customers often search the website's robust categories but bounce from the page, RevZilla will set up specific triggers to target those customers with relevant and personalized email.

## Interest-based abandon triggered messaging

Focused on communicating with niche categories of users, such as female riders, the team will fine tune their communications toward different subsets of customers.

## Custom attribute triggered messaging

RevZilla keeps their messaging targeted down to the specific bike a customer rides. When a customer tells them the type of bike they ride, a timestamp is triggered and the customer is added to an email flow that includes products and content specifically for that bike. For example, a Harley rider will receive emails about Harley bike parts and accessories.

## Advancing with a master browse abandon flow

Covering every aspect of the RevZilla website, the flow will branch based on engagement and interest data, such as riding style and previous purchases.

## About Sailthru

Sailthru, a CM Group brand, helps modern marketers drive higher revenue, improve customer lifetime value and reduce churn by using its powerful suite of connected capabilities. Sailthru's high-performance email, website personalization, mobile marketing automation, and unique integrations power new customer acquisition by leveraging machine learning and first-party data to easily deliver relevant, personalized engagement across all channels. The world's most innovative publishers, including Business Insider, Refinery29 and Food52, and the world's fastest growing ecommerce companies, including Rent the Runway, JustFab and Alex and Ani, trust Sailthru to help them succeed.

Sailthru can help you execute on all these strategies and more with our powerful technology and expert in-house retail strategists. [Ready to level-up your marketing?](#)

The fastest-growing internet retailers trust Sailthru

JUSTFAB™

F FABLETICS

minted.

ALEX AND ANI

Frank And Oak

FILA

FOOD52

THRIVE  
- MARKET -

βetabrand

Raise