



Business Impact Emails

Our Customer Success organization is constantly working to drive business value for our clients from the Dynamic Yield platform. Below, find two examples of emails they regularly receive as part of our ongoing services detailing campaign performance and highlighting additional revenue opportunities.



Hi team,

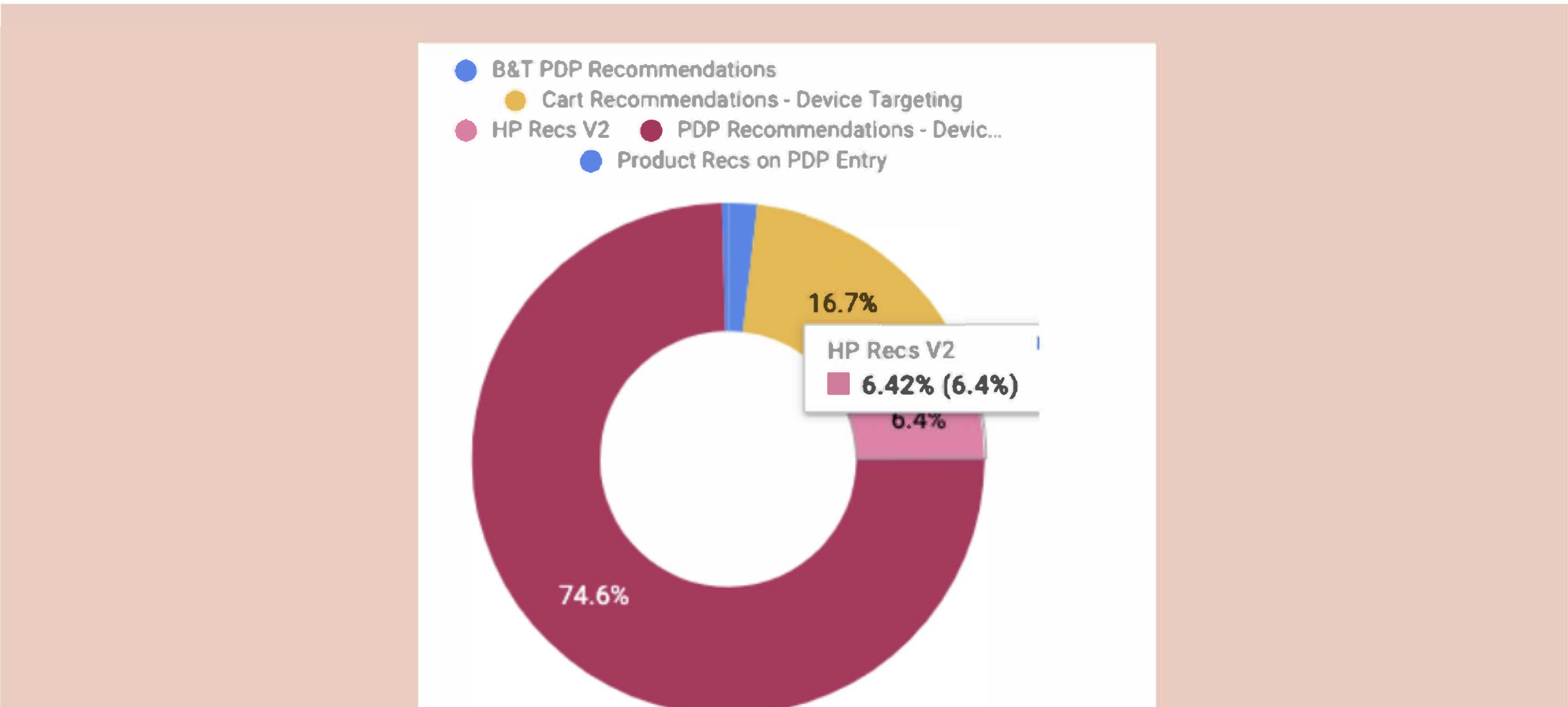
I hope all is well!

After launching our Homepage Recommendations about two months ago, I wanted to provide some analysis on what we are seeing, why, and where to go from here. The results of this campaign are incredibly interesting and I'm excited to share them with you below.

Main takeaway: During the last 14 days, we've driven \$23,029 in direct revenue (3-day attribution). The performance is trending upward lately, suggesting there could be more optimization opportunities to be gained.

Results: Homepage recommendations contributed 6.4% of the overall revenue driven by DY recommendations. These are never the biggest revenue contributors, so we wouldn't expect to see them contribute more than recommendations on the cart or product detail page (PDP).

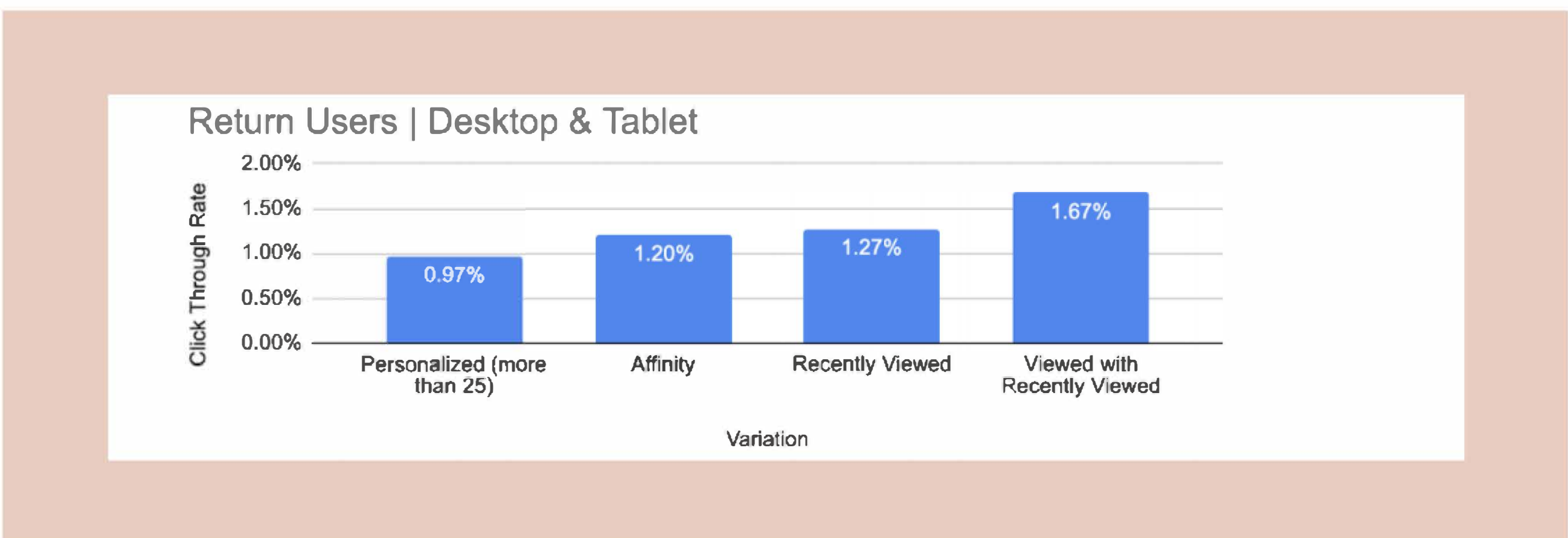
Campaign: Total Direct Revenue



Audience performance: While we've had three separate experiences running, I wanted to highlight the largest revenue driver: Returning Users on Desktop/Tablet. Our primary metric for this target audience was Purchase per Session, but I decided to focus on CTR, instead, as:

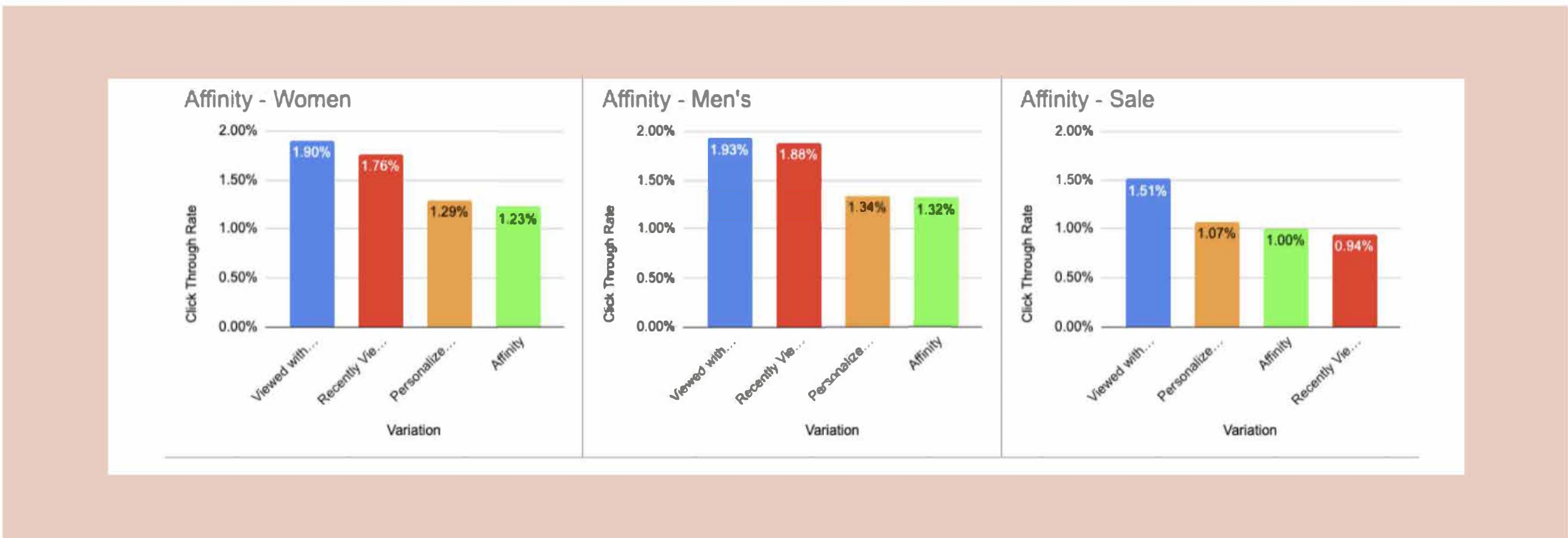
- 1. It's highly correlated (70%) with purchase
- 2. It provides more data for deeper audience analysis
- 3. It makes sense that if users click on a recommendation widget, their purchase behavior will be impacted either this session or in another

As you can see, on an overall basis, the clear winner in terms of CTR (and Purchase/Session) was the 'Viewed with Recently Viewed' strategy.



Here's why: Return users often come back to the homepage for inspiration. Of course they want to see products tailored to them, but they also want to be shown what's new and interesting. 'Recently Viewed' is highly relevant, but it doesn't inspire discovery, while 'Viewed With Recently Viewed' strikes the perfect balance between relevance and inspiration.

When looking at our core affinity personas: Women's, Men's, and Sale, 'Viewed with Recently Viewed' was the winner across the board.



It's very interesting to note how similar the Men's and Women's groups responded to each algorithm. This tells me two things: (1) the algorithms are doing their jobs in personalizing content to different users (2) men and women shoppers might use the homepage in very similar ways.

The Sale Persona was the outlier, with a much lower overall CTR and a huge drop-off between 'Viewed with Recently Viewed' and the next best algorithm. Relative to the other personas 'Recently Viewed' performed significantly more poorly.

Here's why: Sales are generally promoted above our recommendations on the homepage, so we are redirecting many Sale Affinity users before they have a chance to interact with the widget. We're also dealing with a very focused persona – they view less than half the pages as the average purchaser, so we need to merchandise our recs accordingly.

Next steps: Create another experience targeted at Sale Affinity users and merchandise the 'Viewed With Recently Viewed' algorithm and only include on-sale items. Consider merchandising all recommendations to all users during high visibility sale periods like Black Friday.

Overall, some pretty great results here. Let me know if you'd like to hop on a call to discuss further.

Looking forward to another great quarter!
Best,
Erika



Alex Fitzgerald alex@dynamicyield.com
to me

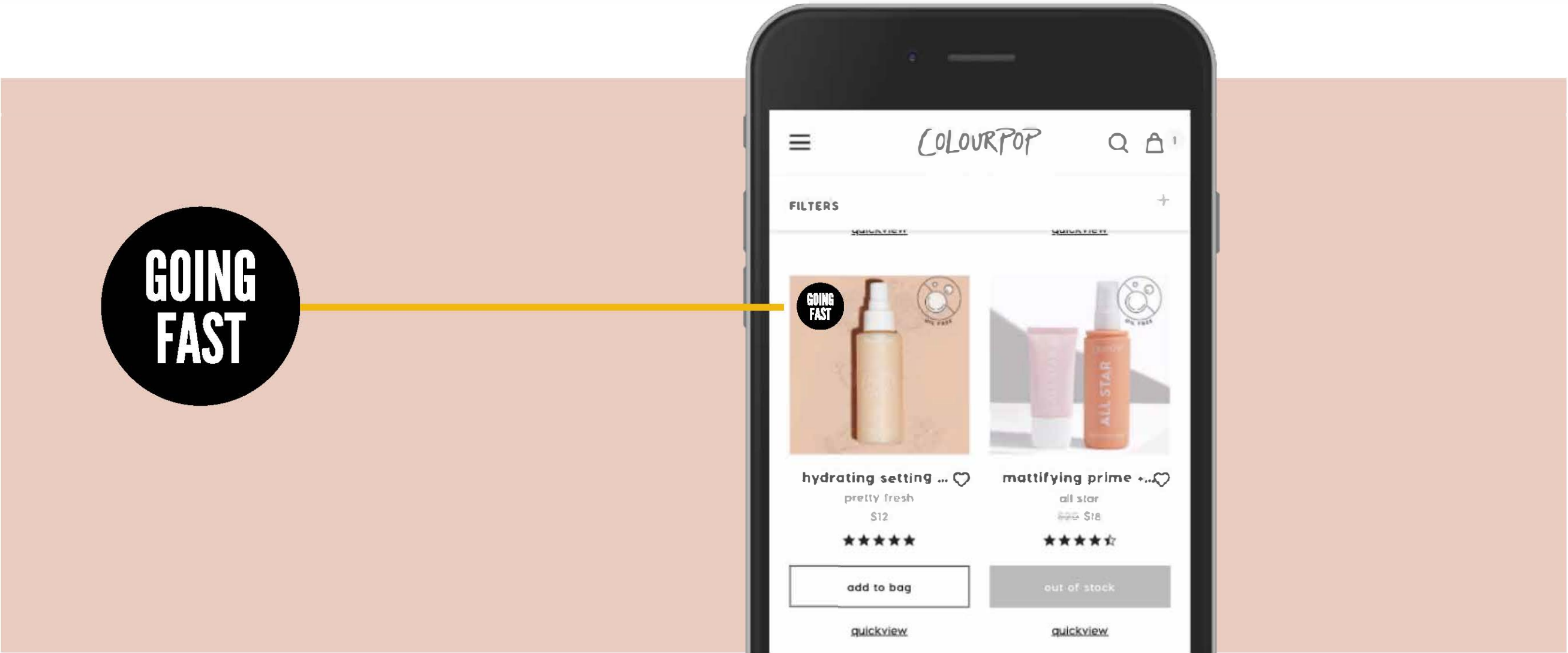
12:37 (1 hour ago) ☆ ↩ ⋮

Hi team,

Happy Friday eve!

I wanted to note the excellent performance of our first use case, **Catalog “Going Fast” - Badging** and walk through some interesting insights about the campaign, in addition to how we can further maximize performance.

Main takeaway: If delivered to all users (without a control), the campaign would have driven an additional **\$601,860** on a monthly basis. I'm not suggesting we remove the control but, rather, highlighting an opportunity to dive deeper into the audience results to determine next steps.



Hypothesis: Adding a 'Going Fast' badge to products that have sold a high percentage of the total inventory will increase purchases per user by creating a sense of urgency and validation.

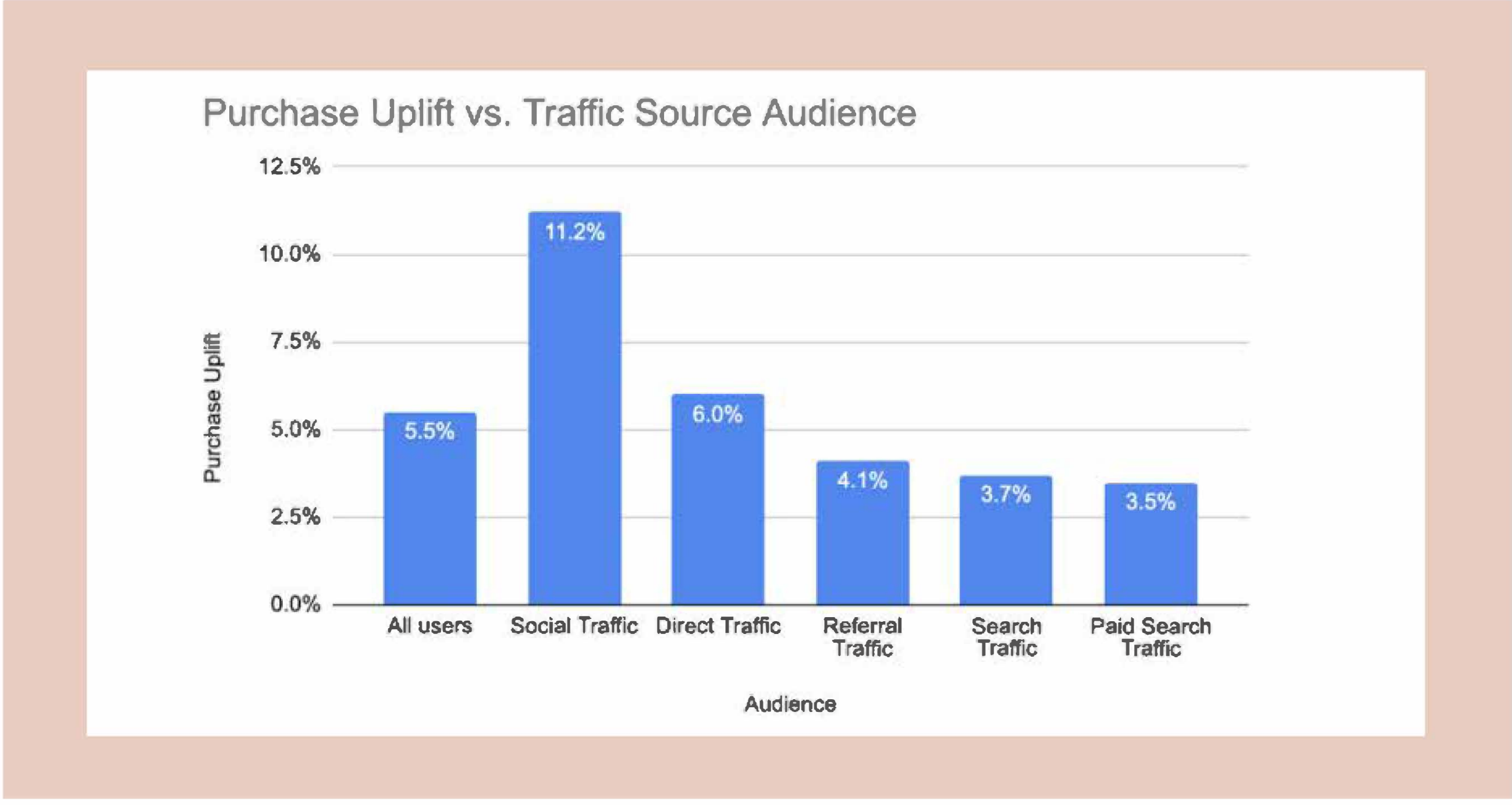
Results: Looking at the time period from 2/7 to 2/22, the campaign drove a **5.5% uplift in purchase per user**. Additionally, the increase in purchases would have led to a monthly increase of 12,706 purchases if every impression had performed like our variation, translating into \$601,860 in incremental revenue. As for uplifts in secondary metrics:

- Add to Cart: +1.13%
- Revenue: +5.0%

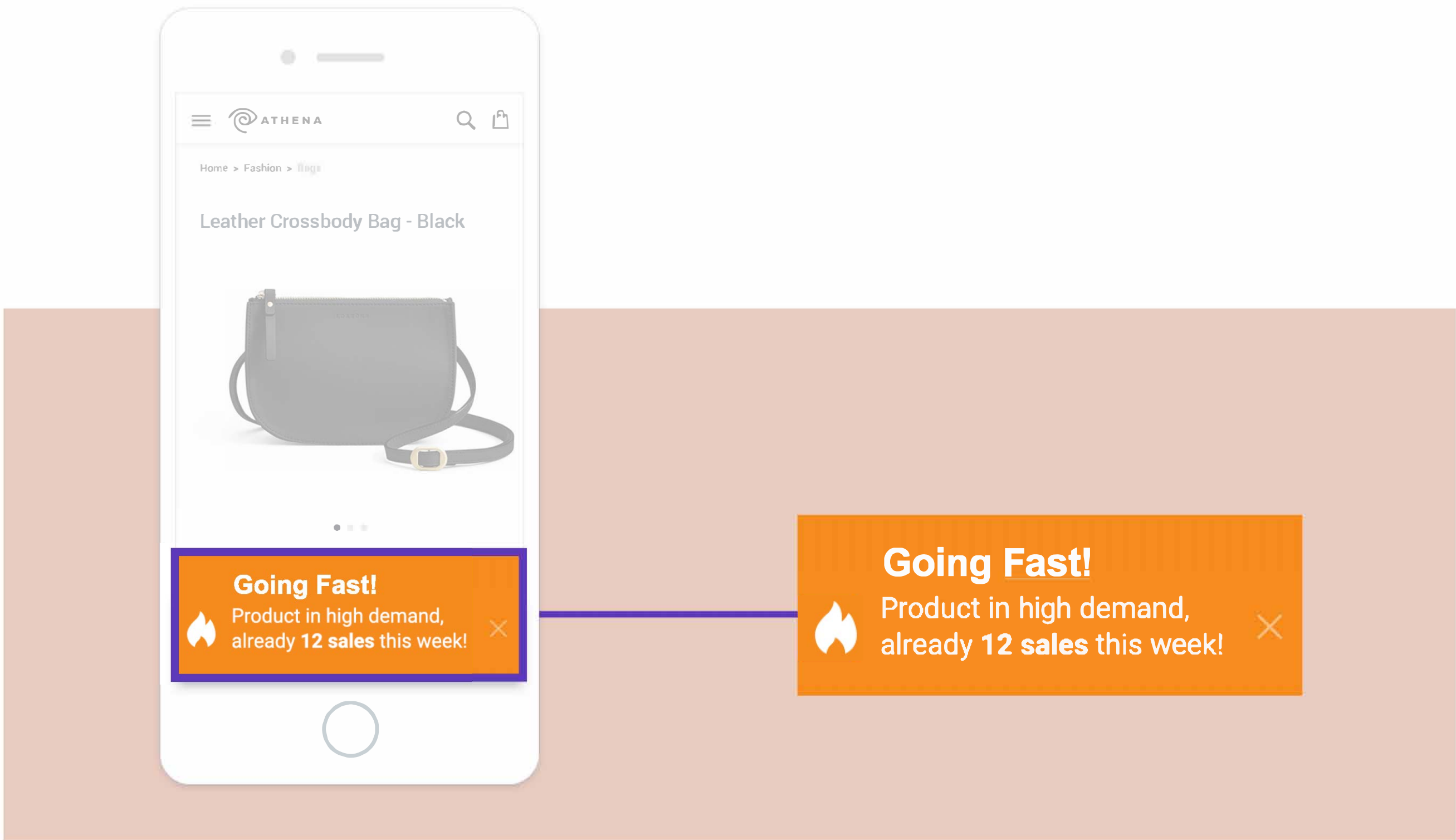
From a high level, we can't be sure if the increase in purchases per user was the result of leveraging urgency, social validation, or both. It was likely a combination of the two, with the strength of each perhaps differing by audience.

Audience performance: To better understand who reacted to the urgency vs. social proof messaging, I broke down the audiences by traffic source. Social traffic experienced a massive purchase lift of +11%, nearly 2x more than Direct traffic. We can assume that Social traffic would be more influenced by social validation than by increased urgency.

Overall, the campaign performed well for each audience, indicating that it was effective in creating a sense of urgency and social validation.



Next steps: Create a few more persona-based audiences for the Influencer (“Approved by X), Newness Seeker (“Brand New”), and Deal Hunter (“Great Deal”). We can also test alternative badging tactics for key audiences. Finally, I suggest we echo the "Going Fast" messaging on the product detail page (PDP).



I look forward to seeing the continued success this campaign brings! As always, if you have any questions at all, don't hesitate to ask.

Best,
Alex

