

Marketing automation,

Activate the multichannel customer journey



Product recommendation

43%* open rate



Welcome email

45%* open rate

Receipt/ Order confirmation

80%* open rate

Abandoned basket emails

58%* open rate
(Related products recommendation, stock availability alert)



Delivery confirmation

92%** of SMS messages are read within 4 minutes of receipt

Complaint tracking

67%**** expect to communicate more with their brands via instant messaging in the coming years

Request customer review after the purchase

20%* open rate
(related products recommendation)



Birthday

65%*** more use of loyalty cards and coupons thanks to mobile wallet

Re-engagement if inactive customer

27%* open rate
(related products recommendation)

*Average open rate noticed by our customers who set up these programs on the email channel
** Mediametrie *** Captain wallet **** Nielsen Study