

# ActionPack™

## 360° Personalization In-the-Box

CPGs are launching direct-to-consumer (DTC) brands at a rampant pace as Covid-19 accelerates the demand for home delivery options. While brands see success in the launch of DTC models, at the same time, they realize the challenges of retaining loyalty in a purchase environment with few consumer touchpoints.

Enter: ActionPack™ – a powerful retention marketing strategy that acts on the excitement of unboxing to transform the eCommerce narrative from product to 360° brand experience.



## About ActionPack™

Packing slips play a vital role in the growing popularity that is the unboxing experience, but are often not treated as a customer engagement opportunity due to the challenges of on-the-fly personalized content creation and logistics process integration. An all-in-one insert marketing program, ActionPack provides the digital printing systems, distributed marketing software and managed services needed to produce personalized packing inserts with targeted product recommendations, offers and rewards directly from your fulfillment center.

## How It Works

Automated production of personalized inserts is made effortless through a campaign management approach that enables rules-based customer targeting and content generation.

### 1. Schedule Campaigns

Schedule automated insert campaigns with a planning workflow that collects essential details, including campaign ID, run time, business objective and key creative.

### 2. Create Segments

Create customer segments by defining condition-based rules that our data analysis system can run against, such as order value must be greater than 'X' or order must feature 'X' product.

### 3. Assign Segments

Assign audience segments to specific campaigns to automate campaign distribution and enable test-and-learn campaign response analytics at the segment level.

### 4. Build Templates

Work with our template programmers to define the layout, branding and variable data rules of each campaign insert to enable real-time personalized PDF file generation.

### 5. Print Inserts

Print the inserts just-in-time during the packing process using ActionPacks' digital printing systems. Scanning of the order barcode triggers the printing of the correct dynamic insert.

# Own the Post-Sale

Staying competitive in an online market dominated by eCommerce giants like Amazon means maximizing every available customer touch point for retention. While packaging was once viewed as a necessity, today, it is fast-evolving into a key driver of customer experience and loyalty building.

Discover how you can transform your packaging from necessity to post-sale opportunity with personalized inserts from ActionPack:



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## Benefits

Convert unboxing excitement into post-sale action with dynamic inserts that deliver the following benefits:

### Reinforces Brand Value

As many as 40% of shoppers report that branded or gift-like product packaging influences brand perception<sup>1</sup>, and the packing slip is a vital component of packaging. By converting the packing slip into an extension of your brand, you can tell your brand story from pre- to post-purchase and deliver tangible proof of your commitment to service value and personalized care across the complete customer journey.

### Drives Repeat Business

The unboxing experience is inherently an exciting moment, but by layering personalized product recommendations and exclusive discounts on top of it, you are giving your customer another reason to purchase from you. Since the order itself gives insight into what your customers like, this provides an easy opportunity to cross-sell complementary products or to offer a discount promo code on their next purchase.

### Increases Social Promotion

One in four online shoppers would share an image of their purchase on social media if it came in branded packaging<sup>2</sup>. By including your social handles on your insert and a call-to-action message, you can encourage your biggest fans to share their unboxing experience with their followers. You can also offer giveaways if customers post using a specific hashtag—an easy way to increase user-generated content and word-of-mouth.

### Leverages Free Delivery

The cost of delivering and fulfilling online often erodes gross margins, but by turning the unused space within the boxes into vehicles of targeted marketing, businesses can turn packaging overhead into profitable revenue. By converting basic order data into dynamic 'Scan-to-View' product QR codes and individualized coupons delivered in an elegant brochure format, every box can be turned into a measurable driver of basket growth.

### Maximizes Ad Spend

Online ads can be blocked, unsolicited emails can be sent to spam and direct mail can go unopened, but delivery boxes have a guaranteed open rate and are one of the few touchpoints where brands have customers' undivided attention. Consumers are already accustomed to reading packing slips to confirm their order, but by converting the piece into a part of the unboxing moment, brands can reach customers when they're most receptive.

### Supports Omnichannel

Packing inserts can also serve as an effective medium for driving email opt-in, as well as traffic to the nearest retail location where your brand is sold. Bridge your eCommerce business with brick-and-mortar by offering in-store only coupons and event promotions alongside a picture of the store and its address via our geo-targeting content capability.

Sources: 1. DotCom Distribution. eCommerce Packaging Study 2016. *Driving Customer Loyalty With Fast Delivery and Quality Packaging*.  
2. DotCom Distribution. eCommerce Packaging Study 2015. *Unwrapping the Customer Experience*.