



ActionPack™

Actionable packing inserts.

Online retailers do everything in their power to get their visitors to click the buy button, but after the click, the attention to customer experience falls flat. Customers receive their purchase in a brown shipping box with a static black-and-white packing slip. Recognizing that unboxing is a critical touch point within the online purchase journey, Cierant developed ActionPack—actionable packing inserts that individually engage customers in-the-pack.



The In-Pack Personalization Possibilities

While many e-retailers include product catalogs in their packages, catalogs are expensive to produce and every customer gets the same generic content and offers. With ActionPack, the personalization possibilities are vast and fully adaptable to your content requirements. Inserts can feature season or event-related campaign designs, along with the following personalized elements:

Personal Greeting

Uniquely address customers with a personalized greeting on the insert cover that incorporates first name and tailored messaging based on whether the customer is a returning or first-time buyer. Background imagery can also be personalized based on purchased category or theme.

Recommendations

Accelerate the repurchase lifecycle with personalized product recommendations driven by the customer attributes that best align with your existing recommendation logic, including purchased item(s), purchased category, gender, order value and more.

Editorial Content

Maximize the value of your digital content with the inclusion of how-to articles, product usage tips and other informational content related to your products or brand lifestyle. Editorial can be targeted to customers based on purchase history, gender or campaign theme.

Dynamic Coupons

Optimize the ROI of your promotions with the ability to dynamically issue promo codes and coupons based on defined customer targeting rules, such as order must include 'X' product, order total must be greater than 'X' or lifetime value score must be within 'X' range.

Local Store Referral

Seamlessly bridge your brick-and-mortar businesses with your online shop by referring customers to their nearest store location. Our geo-targeting capability allows for integration of customers' local store information, including the address, business hours, upcoming events and news.

Own the Post-Sale

In the world of e-commerce, customer relationships are built not when ordering, but when experiencing your product in the physical world. In fact, 52% of consumers say the post-purchase experience determines their loyalty, yet 60% rate their experience as underwhelming. By personally engaging customers in the most pivotal moment of the post-sale, e-retailers can exceed expectations and strengthen customer relationships.

Maximize customer lifetime value with a post-purchase strategy that merges the targeting capabilities of digital with the intimacy of the physical world.



Unpacking the Benefits

Break through the digital noise and GDPR confines with personalized packing inserts that offer exclusive benefits other media cannot provide, including:

Guaranteed Customer Receptivity

The moment of unboxing is the most emotional touchpoint of online retail. Consumers await their packages filled with anticipation and relate the experience of unboxing to that special feeling of unwrapping gifts on Christmas or a birthday. It is in this moment that the retailer has customers' complete and positively-charged attention. By channeling the excitement of unboxing, retailers can reach customers when they're most receptive with messaging that feels less like advertising and more like personalized advice from a friend.

High Return on Ad Spend

Online retailers typically devote the majority of their marketing budget to customer acquisition, but as e-commerce competition intensifies, a growing number are re-investing in retention. With 40% of an online retailer's revenue generated by only 8% of its customers, e-retailers can dramatically improve their ROAS by investing in retention-focused media that maximizes the lifetime value of active customers. Specifically designed as a retention tactic, packing inserts capture loyalty in the post-sale with 1:1 recommendations and rewards that make customers feel valued.

Omnichannel Retail Integration

Today's brick-and-click retailers are focused on creating a seamless and connected shopping experience that converts customers by delivering relevant content and offers across every point of the shopper journey—regardless of channel. Personalized packing inserts unite e-commerce with brick-and-mortar by using the data garnered from online to deliver targeted offers for in-store. By referring customers' to their neighborhood store and offering a unique incentive, the personalized experience of online is united with in-store.

Turn Packaging Overhead into Profitable Revenue

Discover how you can turn the unused space within your boxes into a high-performance marketing channel!

Call **203-731-3555** or email **inquiries@cierant.com** to schedule an introductory call.