The Timeline

Key Takeaways

The consumer's perspective. It's a piece of the marketing puzzle that can get lost in the shuffle. While Nike collected some personal data, they still provided no incentive to convert our email. The subject line “Still thinking about Nike Adilette Lite gold. Nike already has the information, which is the right first step, but going further can lead to greater personalization right away.

Using What You Know

Adidas took zero-party data a step further by calling out the browsed item directly. The copy starts with “You were browsing our new Adilette Lite“ and the CTA is “buy this one before we even looked at our inbox. The discount within the email is small and the CTA isn’t to “buy”, it’s to browse into a purchase. A promo code or free shipping would be a great incentive to get users to check out what new items are on the market.

Optimizing Send Times

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Adding images is especially effective for an abandoned browse or abandoned cart. The copy starts with “You were browsing our new Adilette Lite“ and the CTA is “buy this one before we even looked at our inbox. The discount within the email is small and the CTA isn’t to “buy”, it’s to browse into a purchase. A promo code or free shipping would be a great incentive to get users to check out what new items are on the market.

The welcome stream for Nike isn’t as individualized as it could be. When becoming a member, you choose a “relationship area” and Nike sends the same or similar messages, be sure to space them appropriately. Nike is really good at reminding users of the products they’ve looked at or added to their cart. For both abandoned cart and abandoned browse, Nike sent multiple emails, hoping to tap into that initial interest the user showed while shopping the first time.

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