**TL TAPLYTICS**

Retailers Guide To Driving Engagement & Revenue

A GUIDE ON ENGAGING YOUR MOBILE CUSTOMERS WITH PERSONALIZATION, TARGETED OFFERS, AND APP OPTIMIZATION TECHNIQUES

Embrace the evolving retail landscape

As competition in the retail space continues to heat up, modern retailers are coming up with creative ways to connect with mobile shoppers to build loyalty and drive revenue. Using experimentation and engagement technologies to deliver personalized content and mobile experiences is the way to set yourself apart, or at the very least, keep up.

Taplytics helps retail teams optimize their mobile apps, send targeted offers, and create personalized experiences with our suite of experimentation and engagement tools.
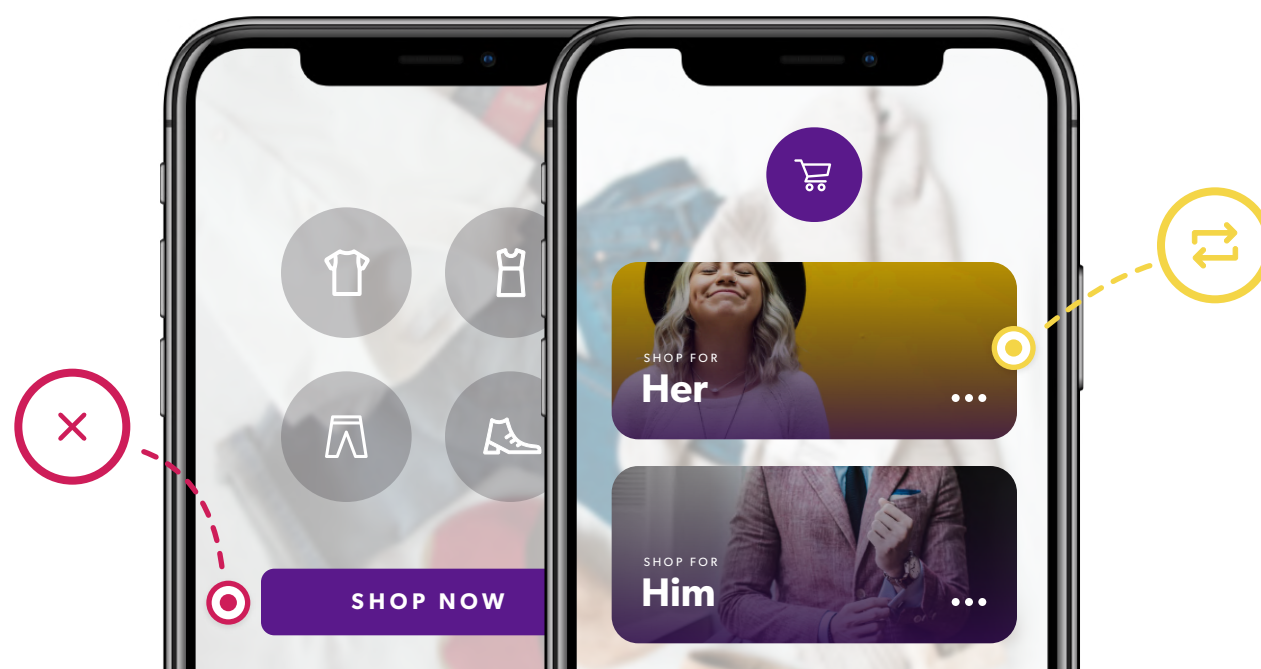
Optimize your mobile app with high-impact, code-free experiments

Simple visual experiments like changes to text, images, and CTAs can be done code-free with our visual editor. Once our SDK is installed, anyone can run experiments with a click and a tap, regardless of technical ability.

✻ CRAFT POWERFUL CODE-BASED EXPERIMENTS

To test more substantial changes that will have an impact on the experience of your app, rather than just its visual appearance, retailers can run powerful codebased experiments with Taplytics. Discover if you can convert more customers with additions like new page layouts, customized onboarding and checkout flows, or personalization and recommendation algorithms.

Anything you can deploy in code, you can deploy with Taplytics to test and validate which changes will truly move the meter.

✻ SEND AND TEST PERSONALIZED PUSH NOTIFICATIONS

Taplytics Push Notification Dashboard has a WYSIWYG editor that allows you to easily A/B test your push notification content, as well as create "if-this-then-that" event triggered push notification campaigns.


WHAT YOU'LL FIND IN THIS GUIDE

We've highlighted for you the key mobile app areas that retailers are optimizing, testing, and personalizing with Taplytics' solutions. The following pages are packed with these insights, along with visuals, examples, and testimonials from our customers.
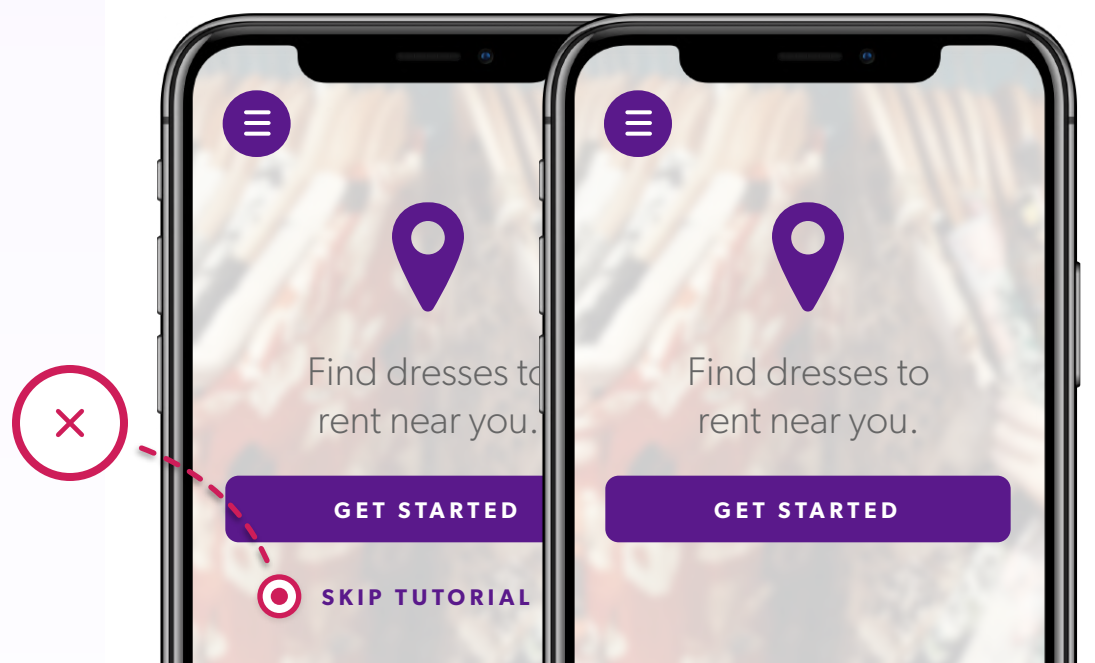
Optimize Your Onboarding

Your onboarding screens are the first elements users will interact with in your app, so naturally, this will be one of the highest impact experiments that you can launch. When properly optimized to give a great first impression, onboarding facilitates early usage, helping you increase retention and revenue.

Popular onboarding experiments that retailers can run with Taplytics

Buy. Sell. Rent.
Always free.

SIGN UP

SIGN IN

Join Florida's Largest Real Estate Marketplace
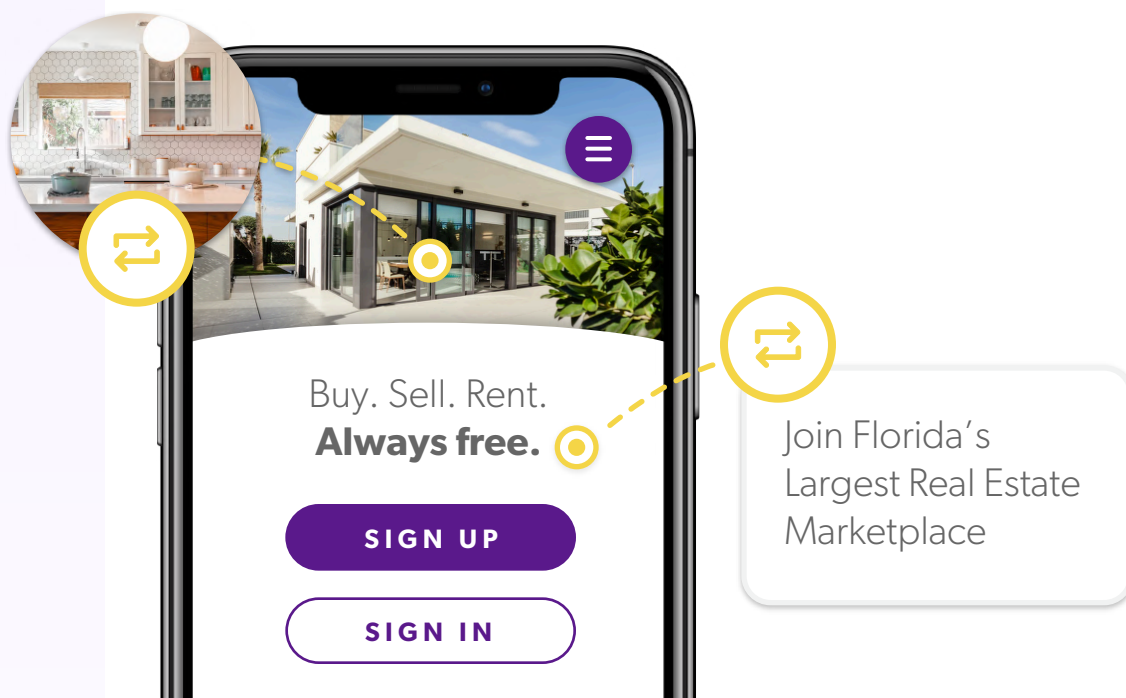
* **TEST THE ADDITION OF SOCIAL LOGIN BUTTONS**

* **TEST THE IMAGES AND COPY ON YOUR SPLASH SCREEN**

* **TEST CTAs AND PROMPTS IN THE ONBOARDING FLOW**

Find dresses to rent near you.

GET STARTED

SKIP TUTORIAL

Find dresses to rent near you.

GET STARTED

* **TEST THE ORDER AND LENGTH OF SCREENS**

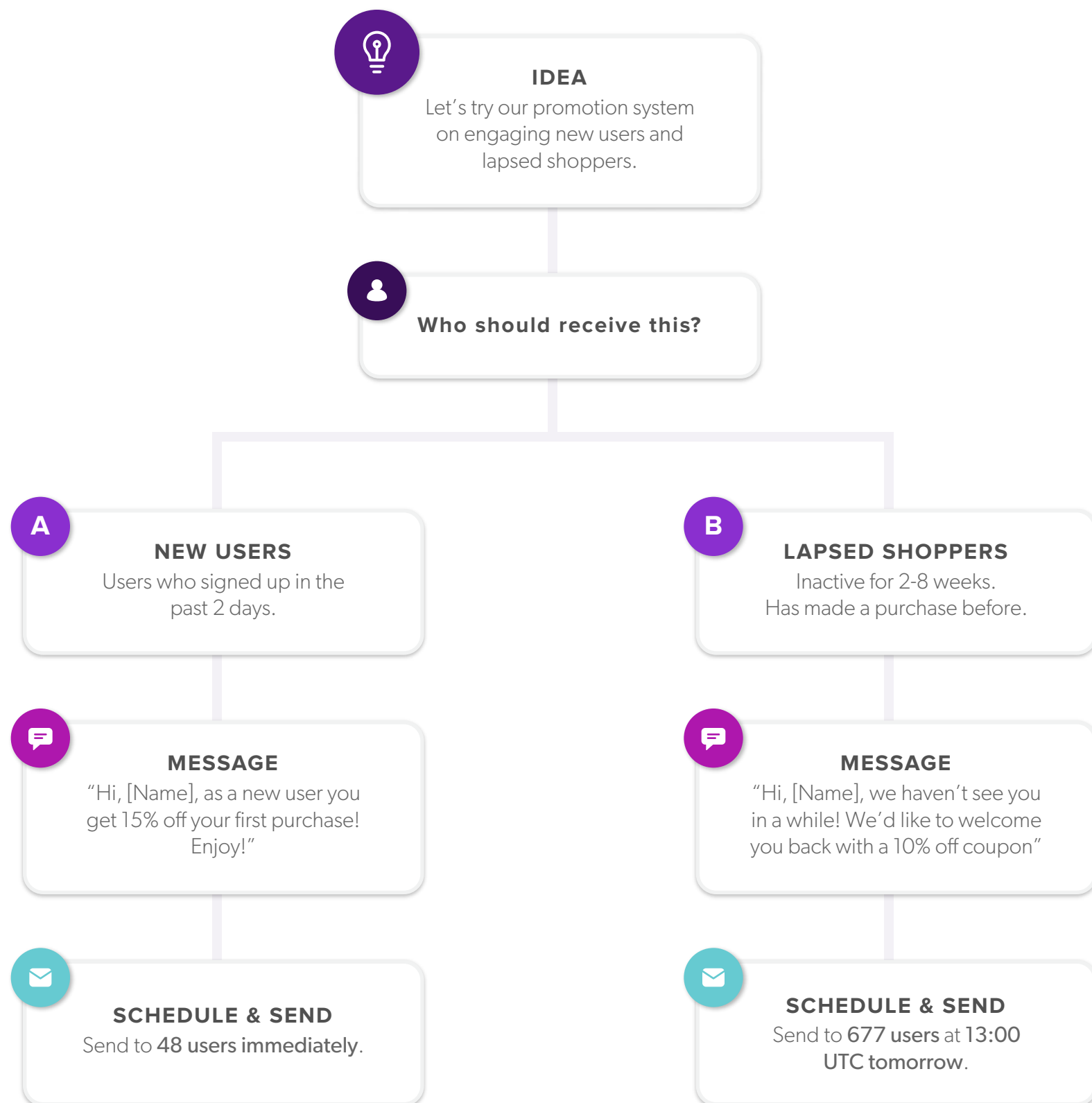* **TEST THE ABILITY TO SKIP SCREENS OR ACCOUNT REGISTRATION**

"Implementing an optimized onboarding flow was a low cost, low tech investment with an extremely high impact - for first time users, we **increased registrations by 59.7%** *and* ***purchases by 9.08%****"*

— *Product Manager @ TodayTix*

Create Contextual Push Notification Campaigns

As a retailer, it's important for you to be able to customize which customer receives what message – be that an offer, coupon, or store opening announcement. Taplytics' advanced segmentation capabilities let you be selective of who is receiving what message to make your pushes engaging, and feel more personalized.

IDEA
Let's try our promotion system on engaging new users and lapsed shoppers.

Who should receive this?

A **NEW USERS**
Users who signed up in the past 2 days.

B **LAPSED SHOPPERS**
Inactive for 2-8 weeks.
Has made a purchase before.

MESSAGE
"Hi, [Name], as a new user you get 15% off your first purchase! Enjoy!"

MESSAGE
"Hi, [Name], we haven't see you in a while! We'd like to welcome you back with a 10% off coupon"

SCHEDULE & SEND
Send to **48 users immediately**.

SCHEDULE & SEND
Send to **677 users** at **13:00 UTC tomorrow**.

Segment your campaigns by attributes like city, last active session, or custom user data, and schedule the pushes to send whenever you would like. The Taplytics push dashboard will help you track your open and engagement rates.

Optimize your push notification campaigns

Once you've created and launched push campaigns, they may not be performing as well as you'd like, or you may wonder if a different message would make users engage more.

Additionally, you know that mobile users are bombarded with dozens of pushes every day, and you need to get creative in new ways with your pushes to see what makes you stand out from the crowd.

2:23
Wednesday, July 5

1 ✈️ FLIGHT SAVER — 1 min ago
Summer Sale
Flights to Portugal are on sale now for under $500 RT 😮

2 ➕ FURNITURE PLUS — 15 min ago
Clearance Event
Our annual clearance event is right around the corner…seriously. Come visit and save 20% with the code: CLEARANCE20

3 🍱 SUSHI HOUSE — 53 min ago
Midweek Special
Happy Wednesday! Get 15% off your order 🍣

How to get creative with your pushes

1 EXPERIMENT WITH CAPTIVATING CONTENT
Try fresh copy, emojis, and even images in your push notifications.

2 TRY GEOLOCATION TRIGGERED PUSHES
Greet users with a relevant offer or message when they step into your store or within a specific proximity.

3 TEST THE TIMING OF DELIVERY
Do your users want to hear from you in the morning or the afternoon? It's easy to find out!
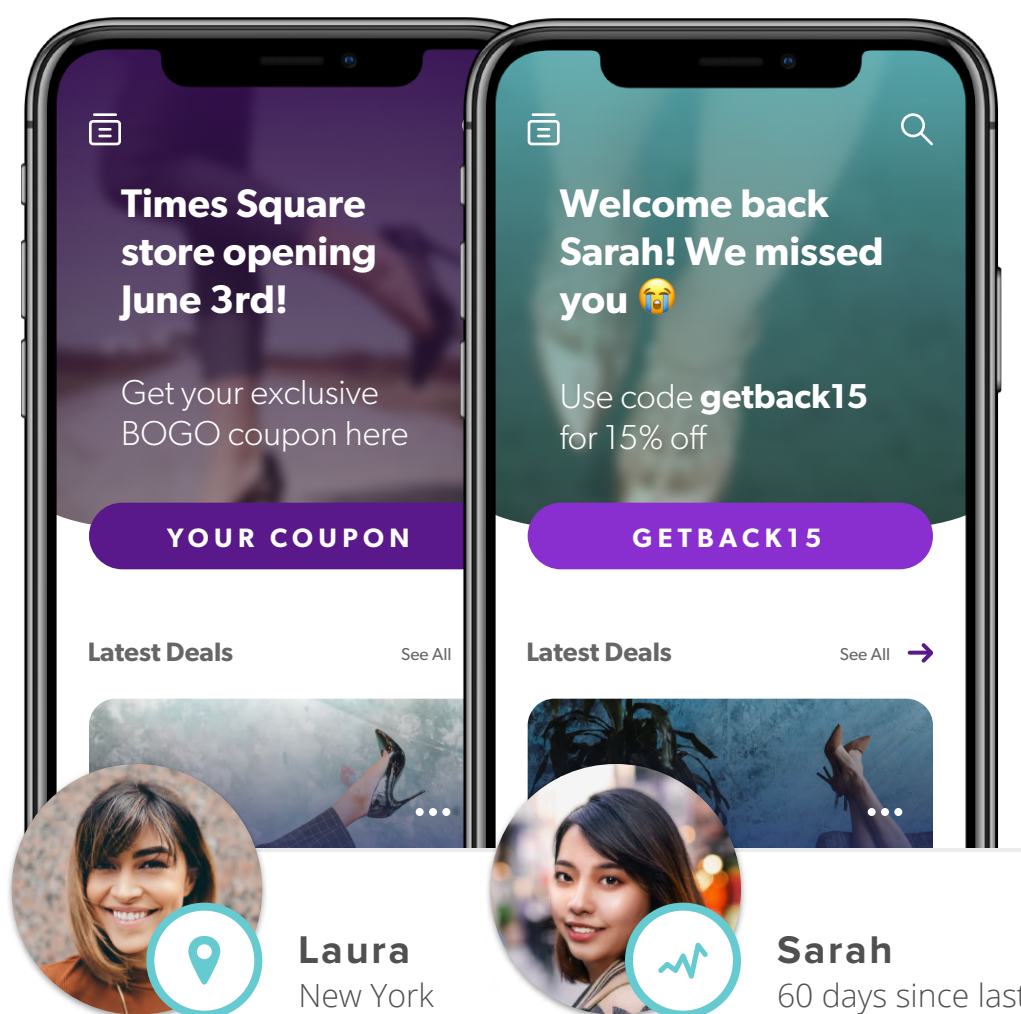
KEY METRICS

By running a push experiment campaign, a Taplytics customer saw a **133% lift** in engagement for those users who received the push.

Personalize your in-app experience and communication campaigns

When creating experiments, push campaigns, or launching new features, Taplytics lets you safely leverage your customer data to create personalized content.

Aside from our standard list of segments, you can choose to pull in custom data from any source right into the Taplytics dashboard. Segment by your own custom attributes like paid subscriber, number of purchases, or total revenue, to choose who has access to specific experiences and what messages they receive.

Experiments you can run that leverage granular personalization

Times Square store opening June 3rd!

Get your exclusive BOGO coupon here

YOUR COUPON

Latest Deals   See All

Laura
New York

Welcome back Sarah! We missed you 😭

Use code **getback15** for 15% off

GETBACK15

Latest Deals   See All →

Sarah
60 days since last session

1. **SPLASH SCREENS & PAGE VIEWS**
Create splash screens and page views that match browsing, search, viewing, and purchasing history from all devices.

2. **PUSH & EMAIL CAMPAIGNS**
Create and test push and email campaigns that are personalized.

"The traditional marketing cloud concept falls short of connecting with an individual - it gets companies in the habit of viewing people as numbers. Taplytics changes the way that brands create experiences that are personalized, relevant and ultimately engaging".

Ashley Lewis — *Director Of Product, Dollar Shave Club*

Optimize checkout to maximize conversion rates

Creating personalized campaigns to bring customers inside your app seems like a waste of time if shoppers are abandoning their carts when they get to the checkout.

Many of the common cart abandonment causes, such as frustration with a lengthy process, or the absence of a guest checkout option, can be addressed with app optimization. Using concrete data from experiment results, you can optimize the checkout experience to dramatically improve conversion rates.

Taplytics makes it easy to experiment with your checkout flow, the number of required fields, and the addition of new elements. You can quickly test copy and button changes with our visual editor.
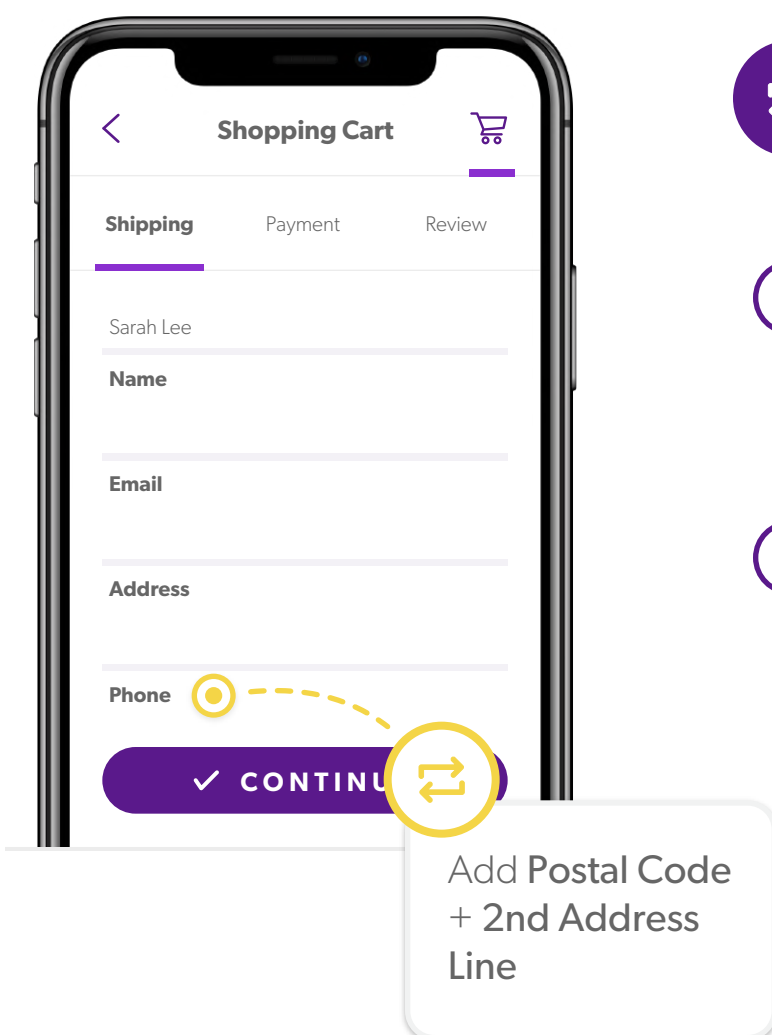
Checkout experiments you can run

1 EXPERIMENT WITH FLOW

Test the number of fields to fill out, steps to complete, or options for shipping and payment.

2 ADD OR REMOVE ITEMS

Test the addition or removal of a guest checkout option or test showing vs hiding recommendations for related items.

Shopping Cart

Shipping   Payment   Review

Sarah Lee
Name

Email

Address

Phone

✓ CONTINUE

Add **Postal Code + 2nd Address Line**

KEY METRICS

By simplifying the checkout experience through experimentation, a Taplytics customer saw a **6% increase** in purchases, and eliminated all customer service inquiries at checkout.

Re-invent your mobile app experience with Taplytics

Taplytics partners with some of the world's most renowned retail brands like Crate&Barrel, Zappos, and Ticketmaster to create engaging shopping experiences that their customers love.

If you were inspired by something in here that has you itching to launch an experimentation or engagement program, book a call with us! We're happy to chat about your mobile engagement wishlist, and create a custom solution for you.

KEY METRICS

1.6 Billion +
devices reached through experimentation so far

Trillions
of individual events processed per month

Billions
of unique experiences created to date