REVEAL

by OMNICONVERT

-product overview-

- The big picture
- Solution
  - Reveal features & use cases
- Testimonials
- Case studies

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- **The big picture**
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Jay Abraham

There Are Only Three Ways To Grow Any Business

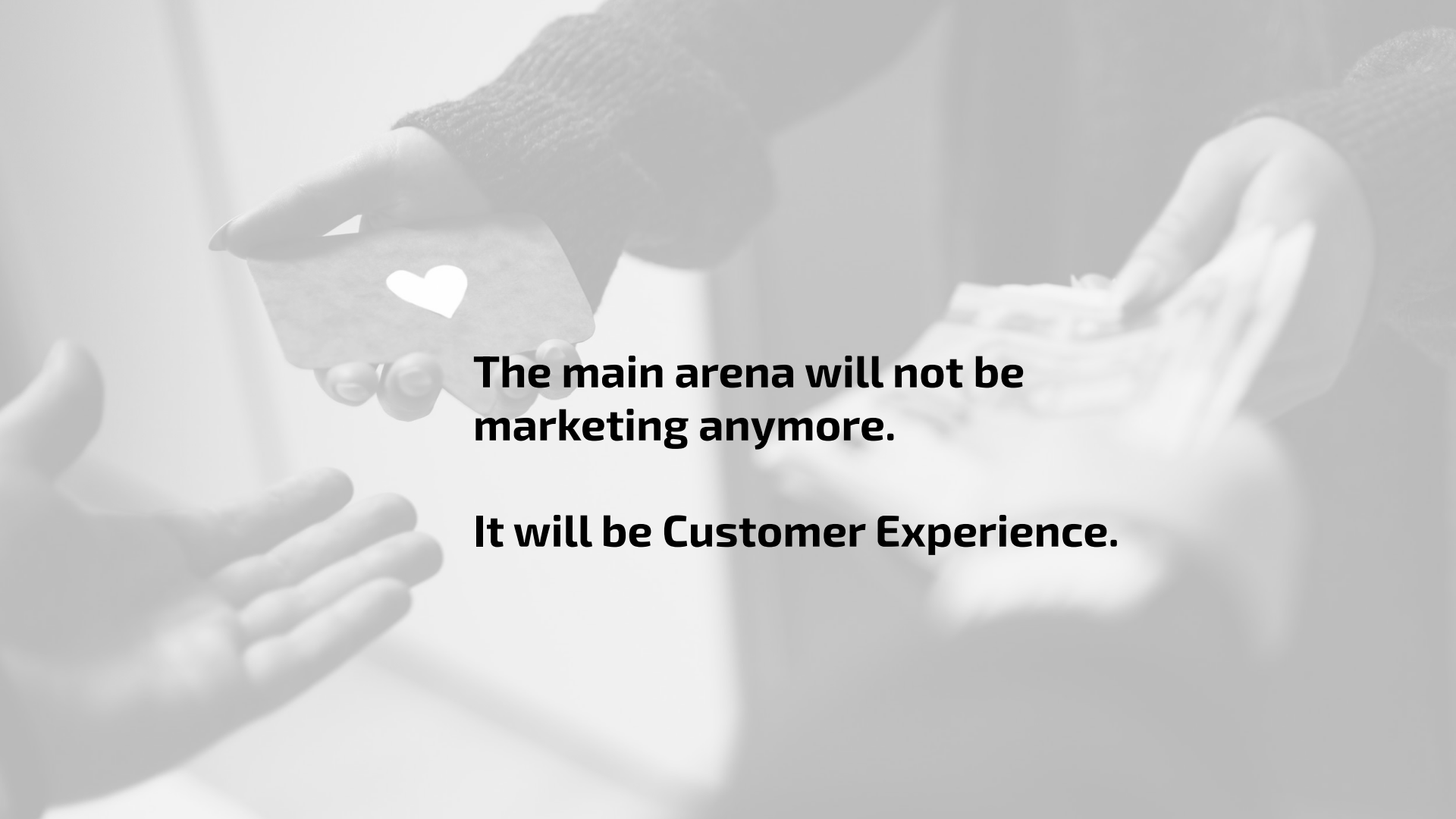
1. Increase the number of clients
2. Increase the average transaction per customer
3. Get each customer to buy from you more often

HARD TO DO EFFICIENTLY WITHOUT PROPER DATA

There’s a shift happening in the online retail game:

From unknown strangers

to ideal customers.

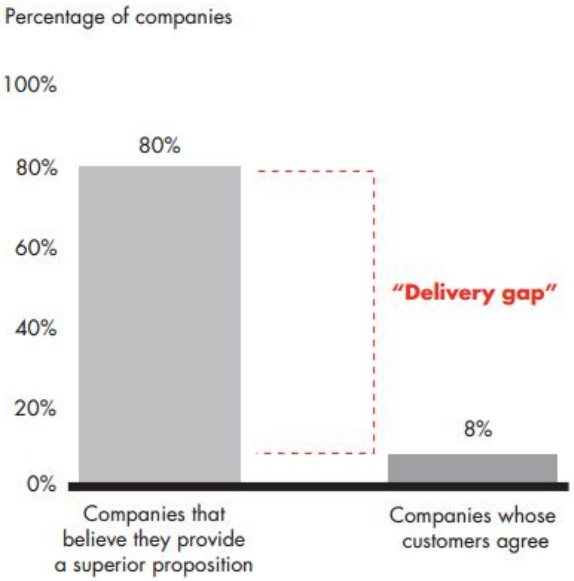


The main arena will not be marketing anymore.

It will be Customer Experience.

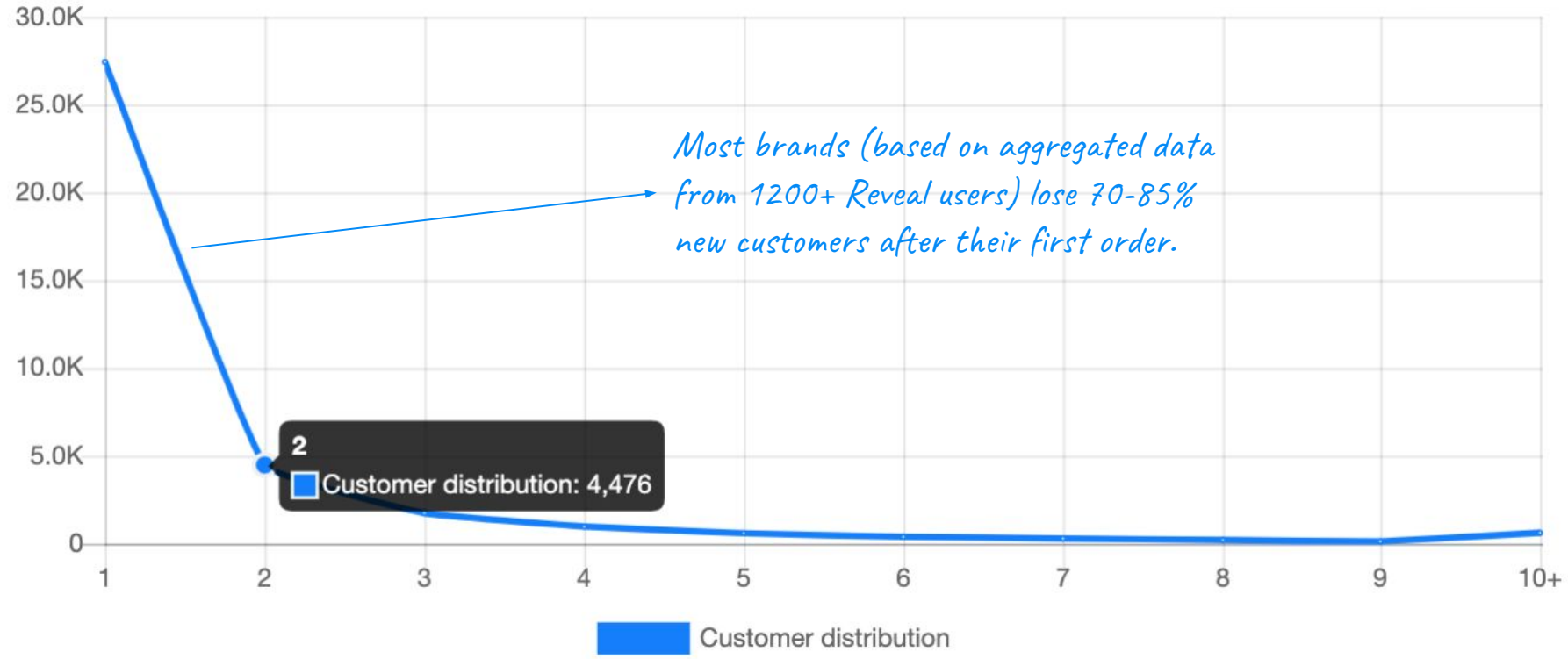
80% of the interviewed executives said that they offer a superior experience to their customers, but only **8%** of their customers agreed.

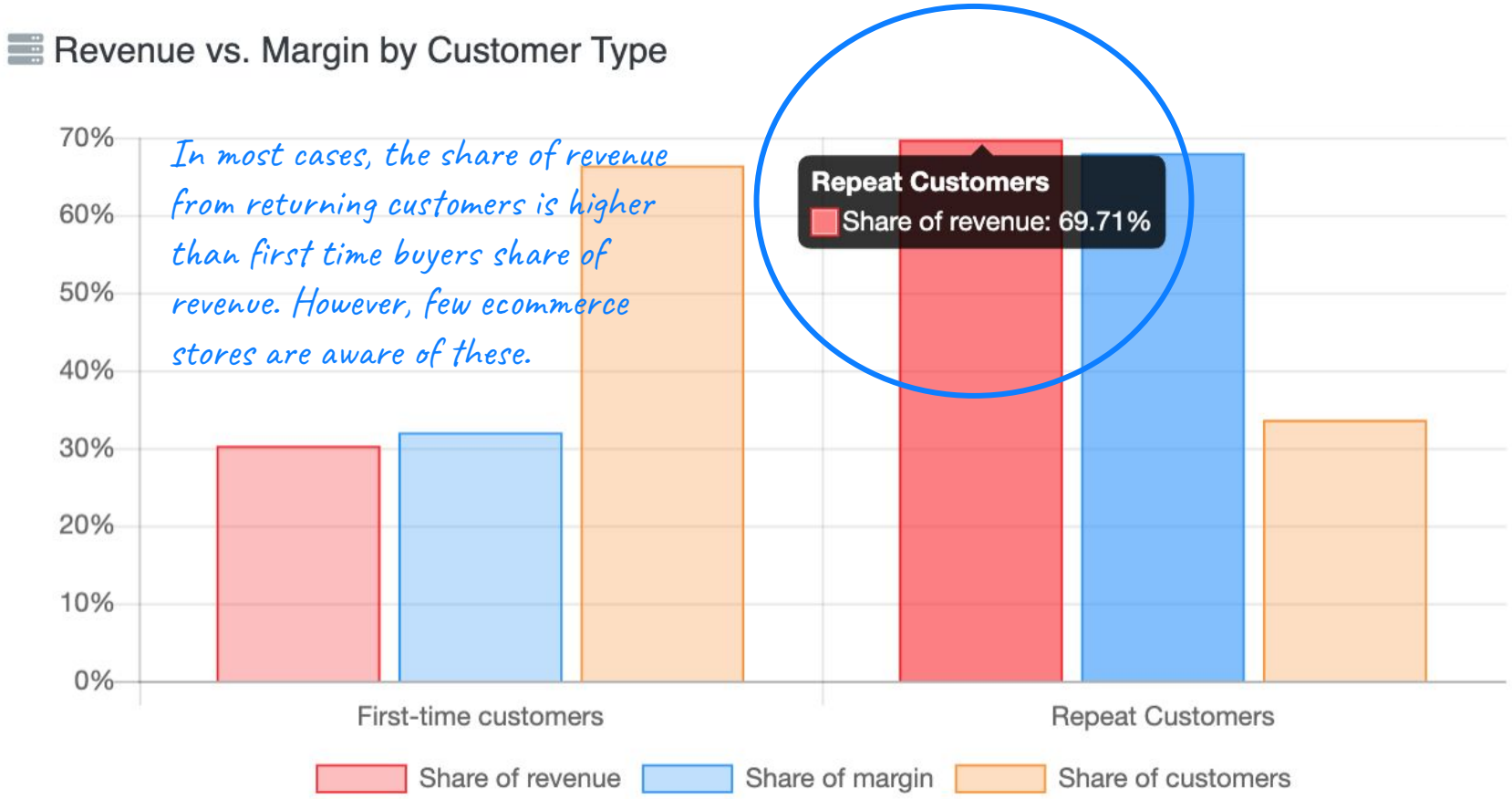
Figure 1: Identifying the delivery gap



Source: Bain Customer-Led Growth diagnostic questionnaire, n = 362; Satmetrix Net Promoter database, n = 375

Customer Distribution

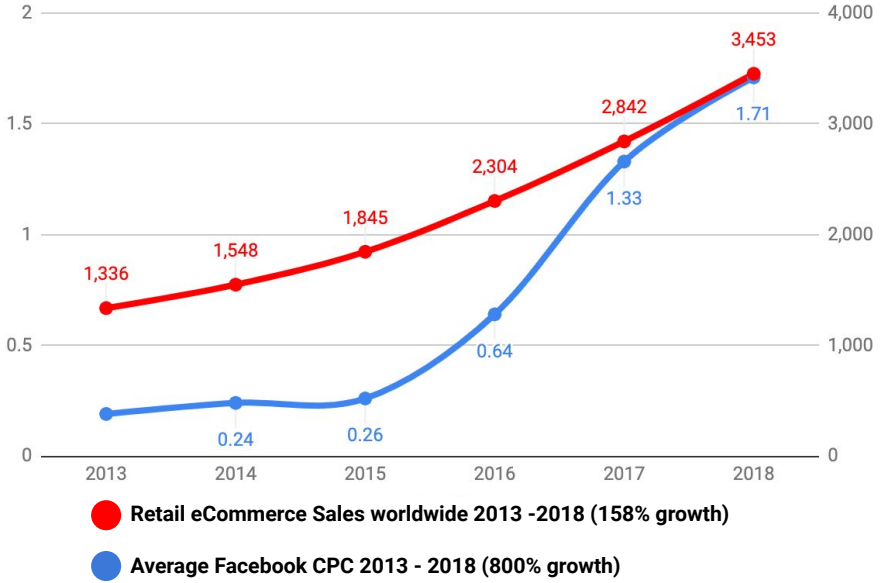



Revenue vs. Margin by Customer Type
In most cases, the share of revenue from returning customers is higher than first time buyers share of revenue. However, few ecommerce stores are aware of these.
Repeat Customers
Share of revenue: 69.71%
70%
60%
50%
40%
30%
20%
10%
0%
First-time customers
Repeat Customers
Share of revenue
Share of margin
Share of customers

More customers: Traffic

Acquiring customers is more expensive than ever

Since 2013, Facebook CPC has grown 8 times, while retail eCommerce sales worldwide have increased by 158%



Source: Wordstream state of Facebook Advertising, eMarketer and Statista

The regular priority list in eCommerce

1. Optimize Google Ads
2. Website refactoring
3. New ad campaigns

. . . . . .

114. Improve Customer Lifetime Value

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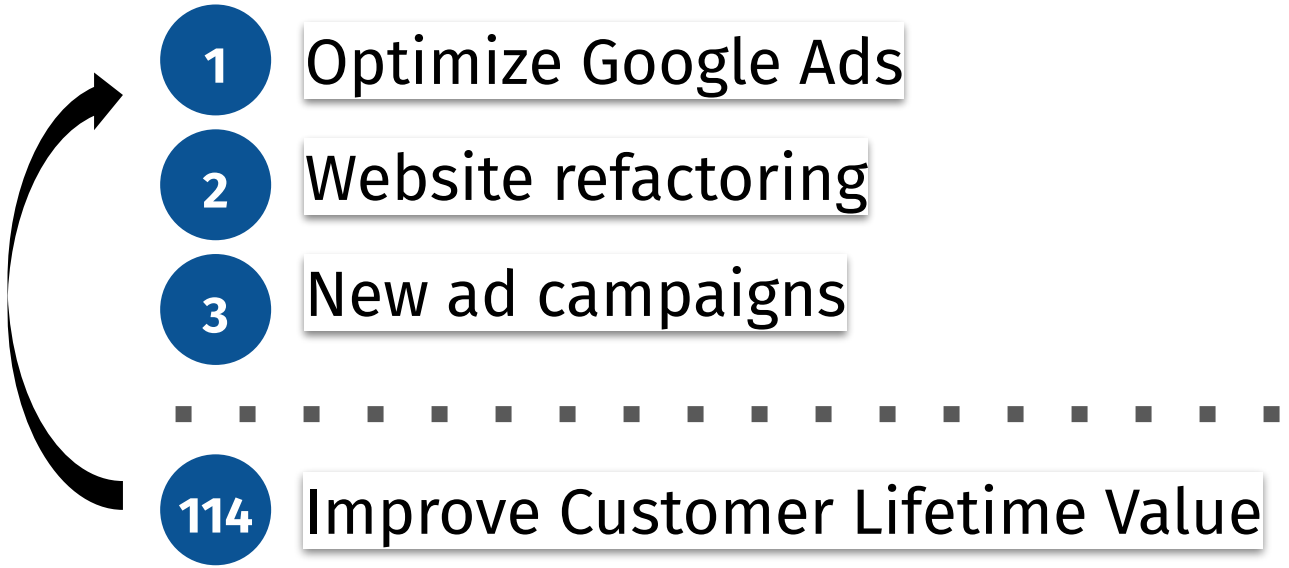
The customer-oriented priority list



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The customer-oriented priority list

1. Improve Customer Lifetime Value
2. Website refactoring
3. New ad campaigns

...

114. Other stuff

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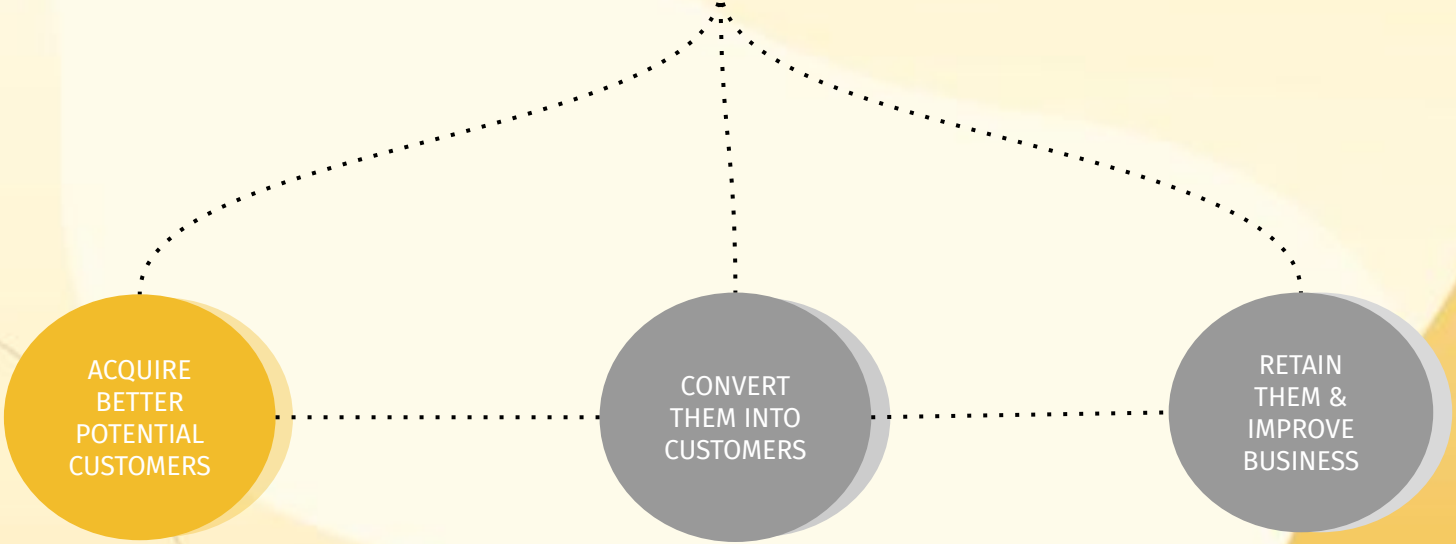

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RFM Customer Segmentation

*RFM segmentation is a method to identify the most important type of customers by **grouping** them according scores to their recency, frequency & monetary values.*
*That allows companies to target specific clusters of customers with more relevant for their particular behavior – and thus generating **higher rates of response**, **increased loyalty** and better **customer lifetime value**.*

RFM is an acronym for:

RECENCY

"How recently did the customer purchase?"

FREQUENCY

"How often do they purchase?"

MONETARY

"How much do they spend?"

RFM segmentation

Identify the most important types of customers by grouping them according scores to their recency, frequency & monetary values.

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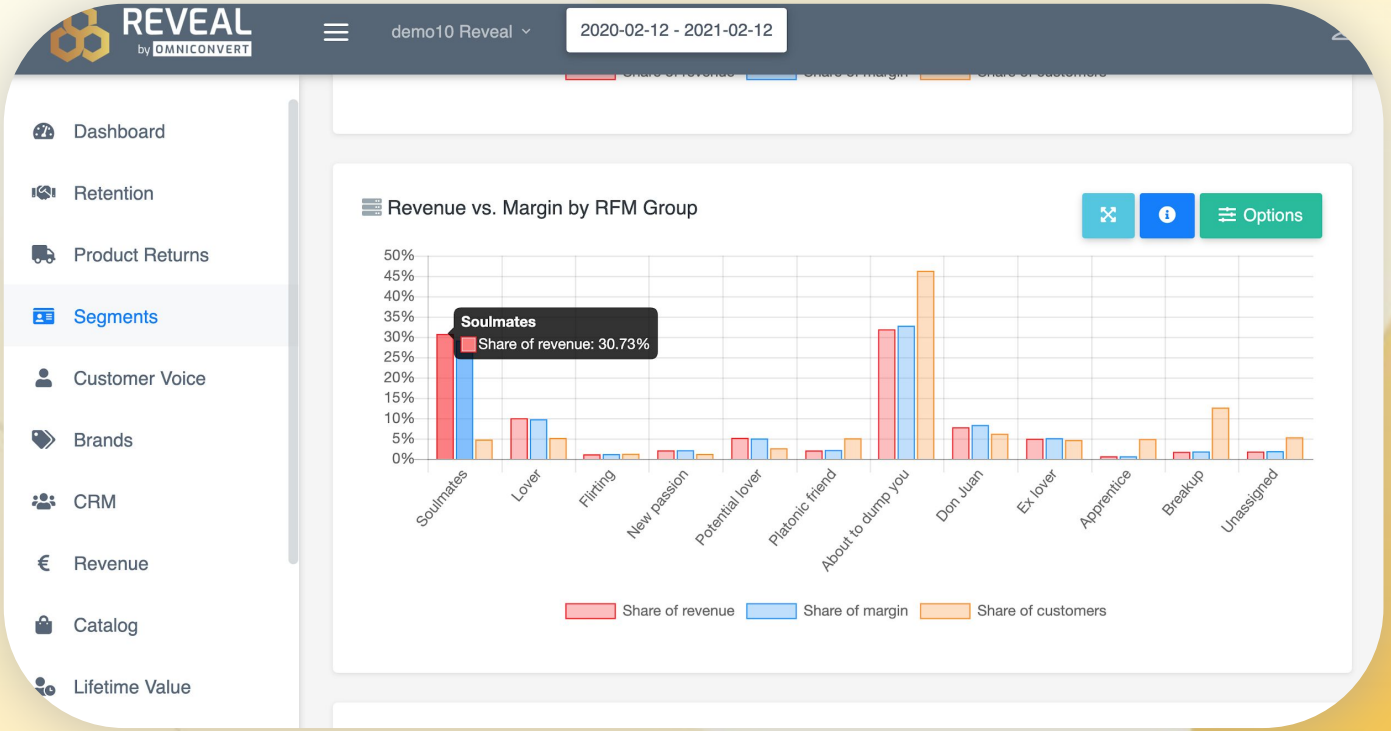
Ideal Customer Profile

Find out who are your best customers that sustain your business and bring more like them.



1 ICP generates margin
as much as
376 low-value customers.

It's not ~~fair~~ smart to treat everyone the same.

Lookalike audiences

Use existing customer data for marketing and retargeting to bring back newly acquired customers with High Order Value or attract new audiences that are similar to your Power Customers.

REVEAL

Soulmates Ideal Customer)

Lookalike audiences

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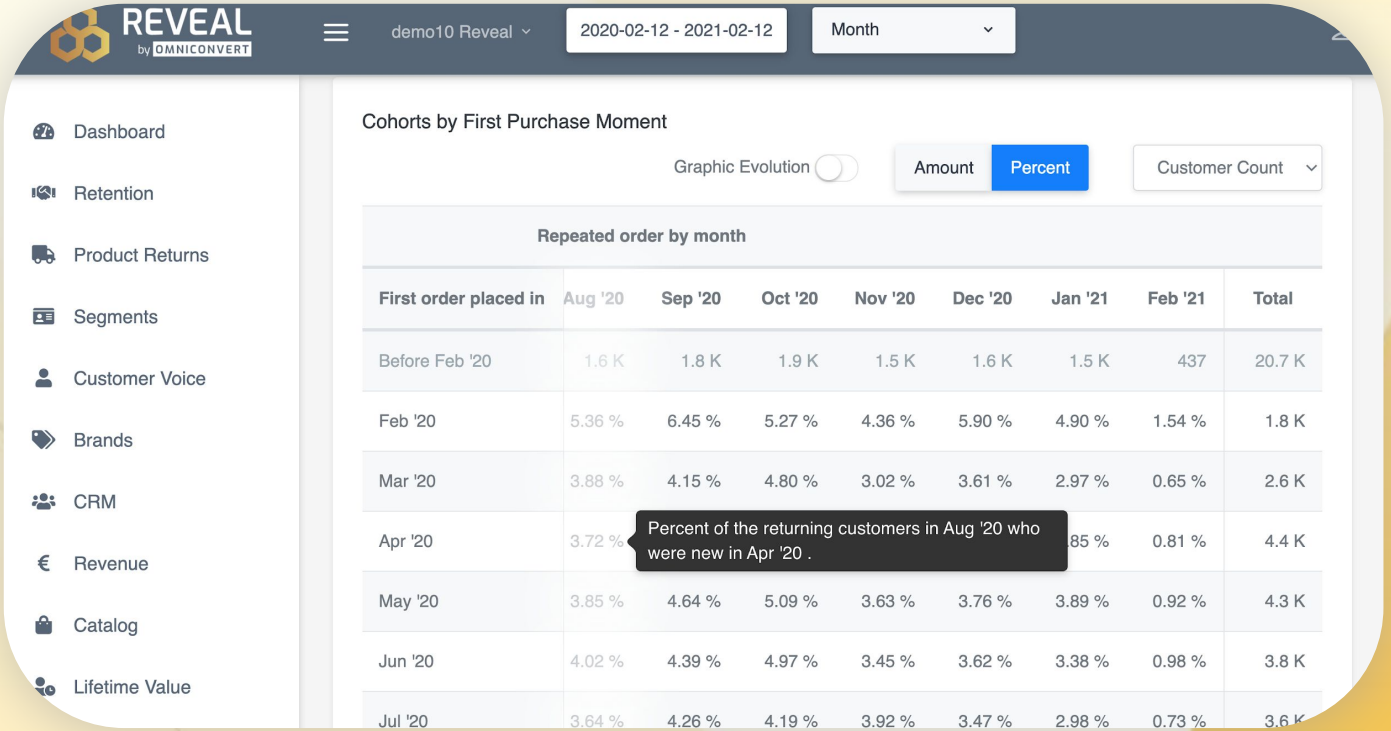
Cohort Analysis

Monitor the 2nd time stickiness for new customers you bring through different paid campaigns and check which ones bring loyal customers or just 1 time customers.



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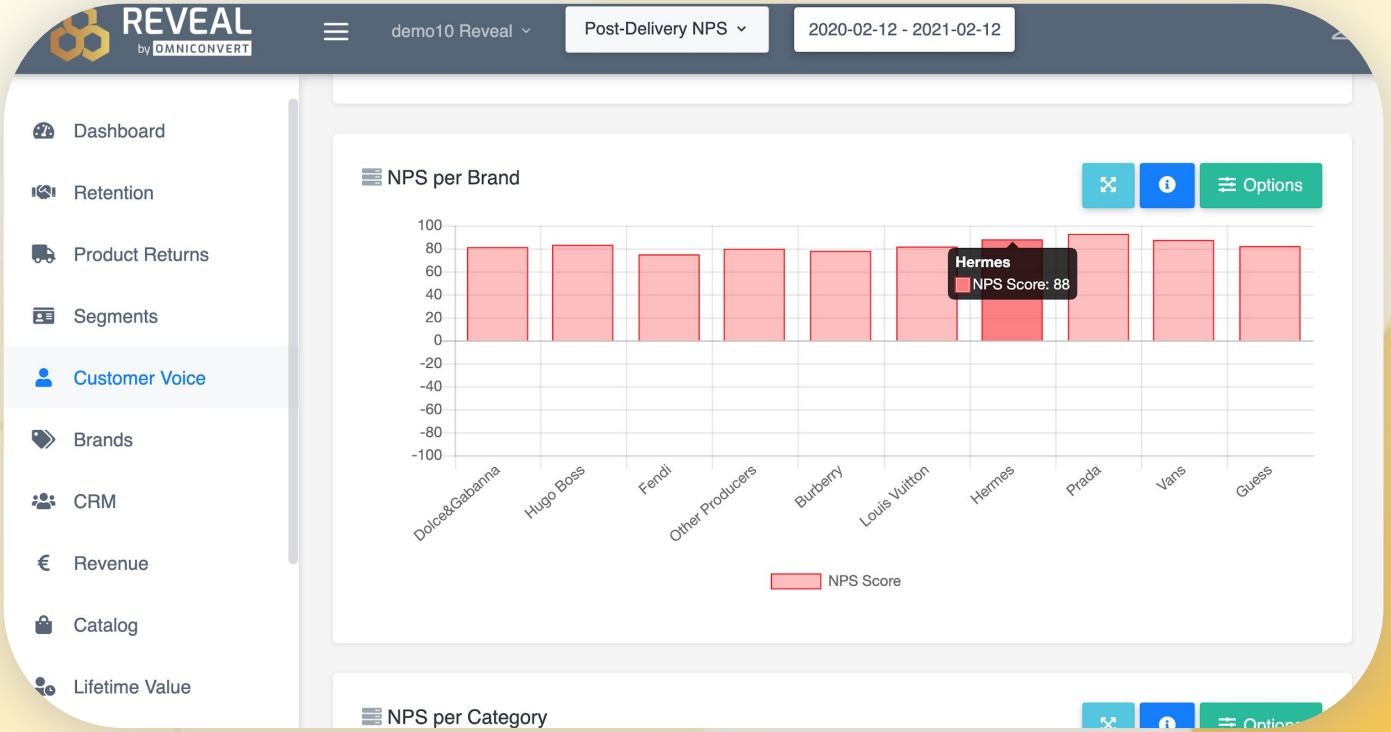
Customer insights

Improve your marketing efforts by knowing exactly what products your customers love, what tone of voice you should use and which are their buying behavior.



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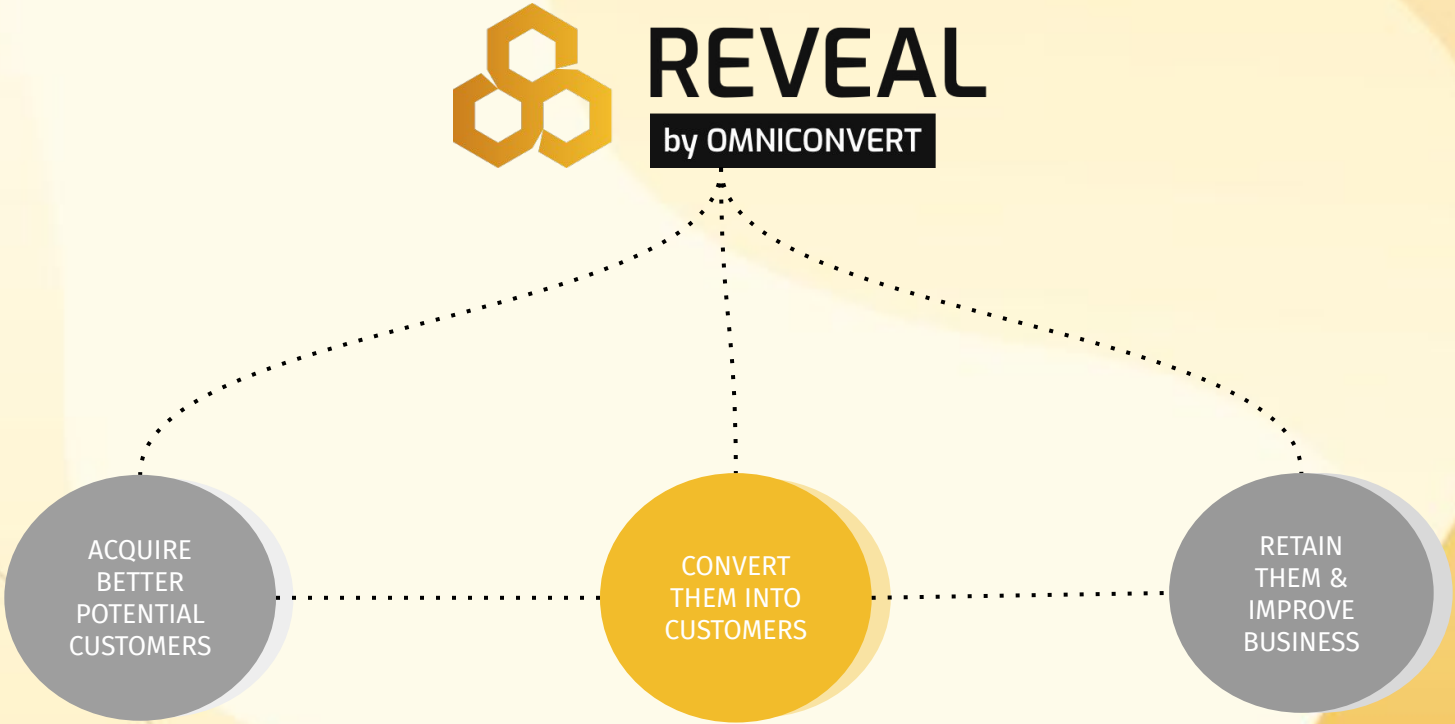
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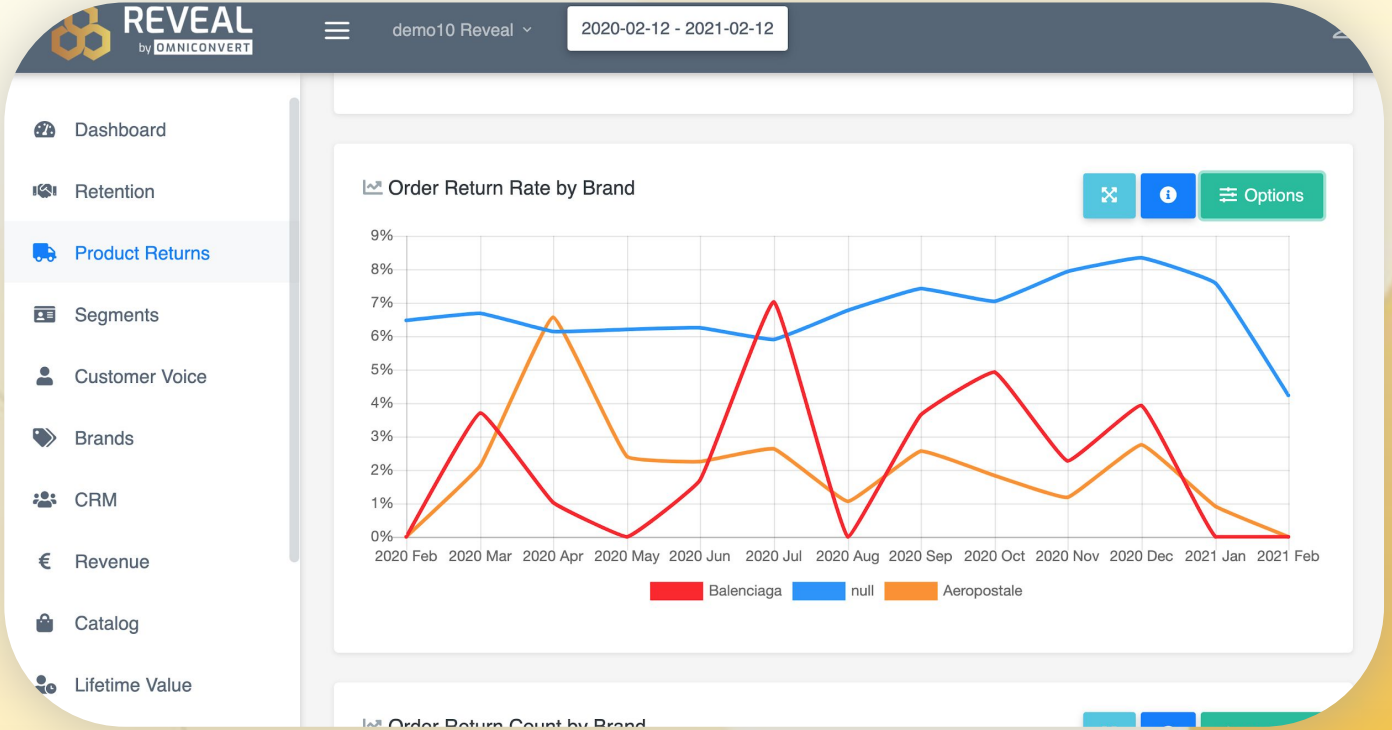
by OMNICONVERT
ACQUIRE BETTER POTENTIAL CUSTOMERS
CONVERT THEM INTO CUSTOMERS
RETAIN THEM & IMPROVE BUSINESS

Improve Product Assortment

Real-time product reports help you identify best and worst-performing items. Use REVEAL insights to improve product assortment and design more appealing offers for new and loyal customers.



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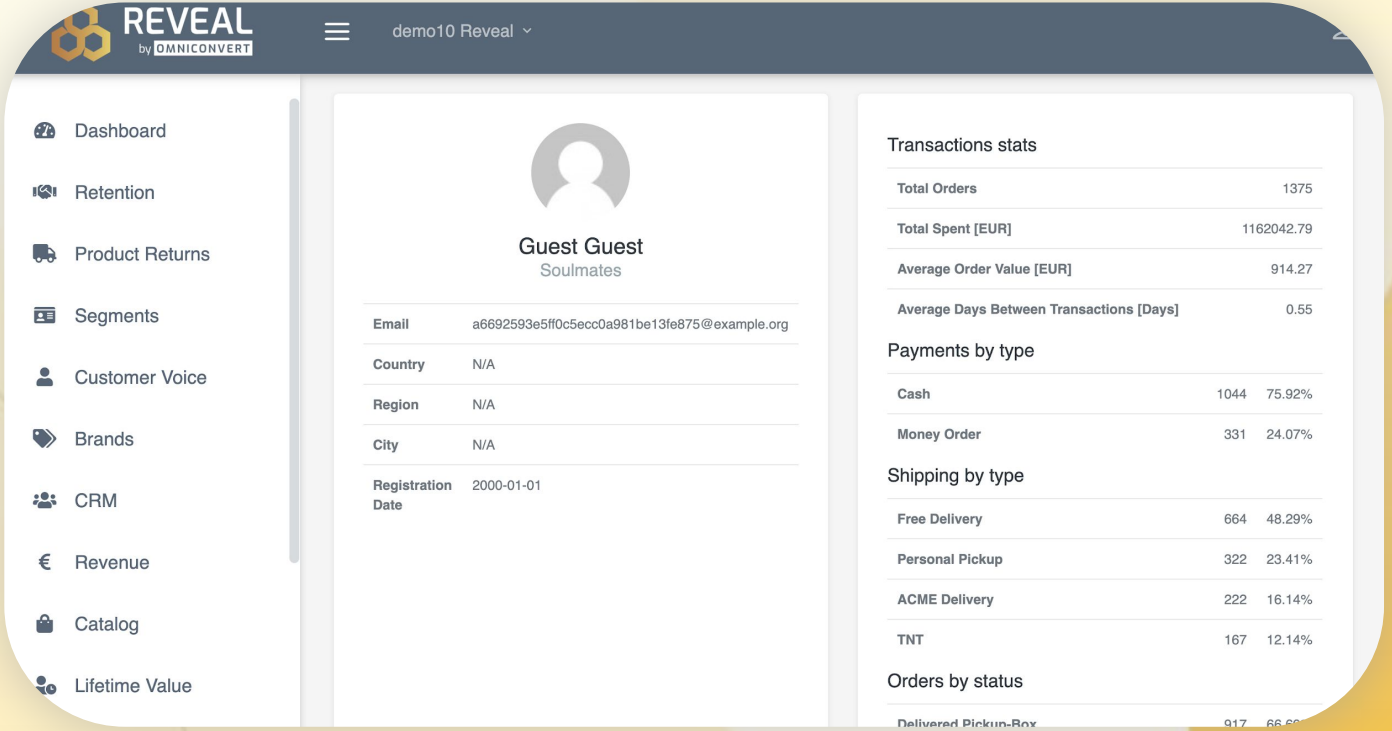
Personalize customer experience

Tag and segment customers based on buying behavior and value. Treat them differently throughout their journey.



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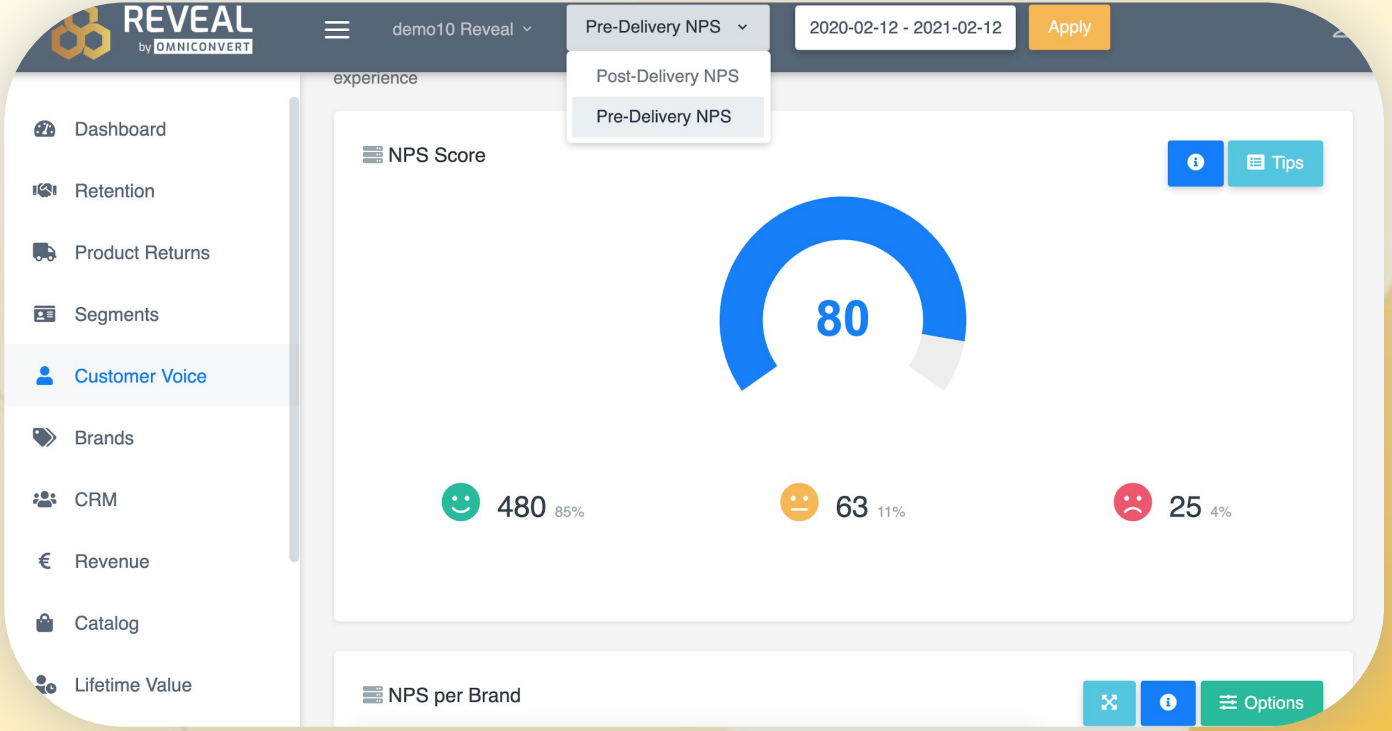
Pre-delivery NPS

Automated pre and post-purchase NPS surveys help monitor and use your customers' feedback for each interaction with your business.



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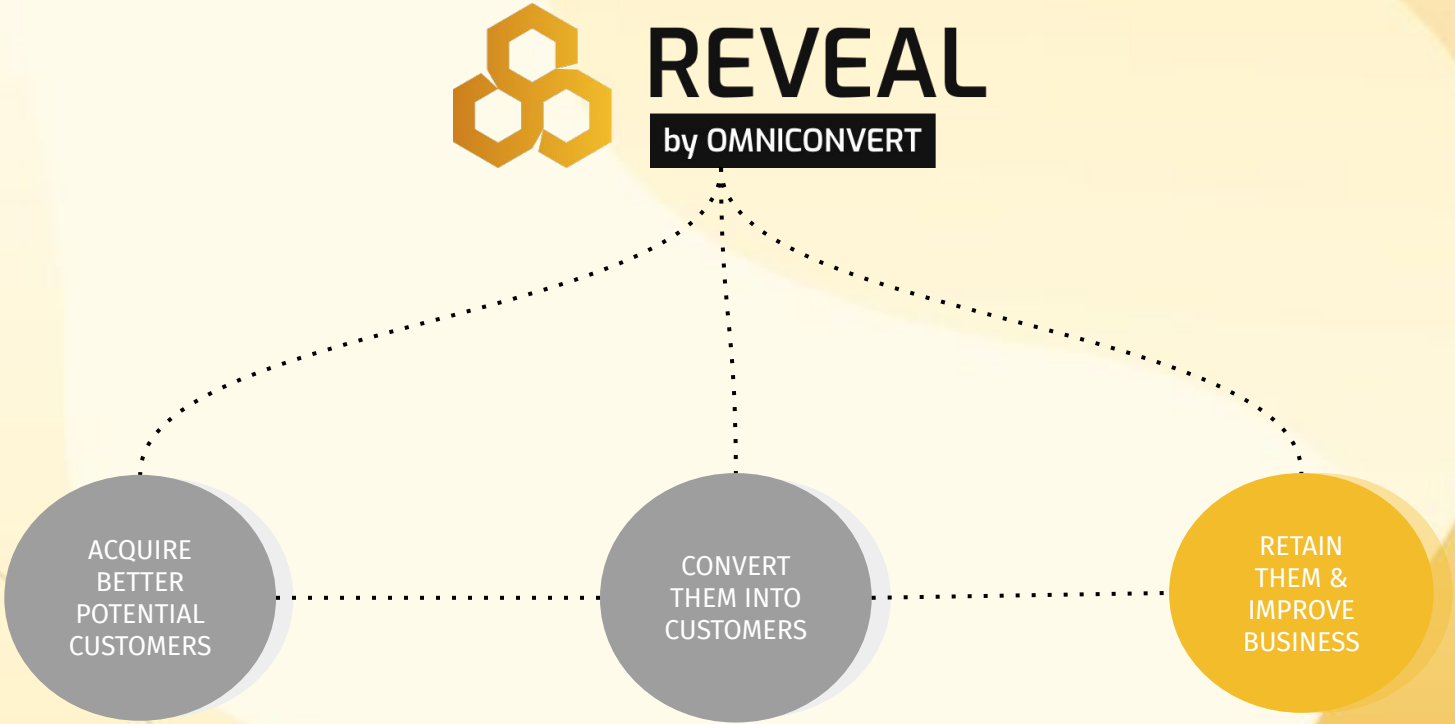
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ACQUIRE BETTER POTENTIAL CUSTOMERS
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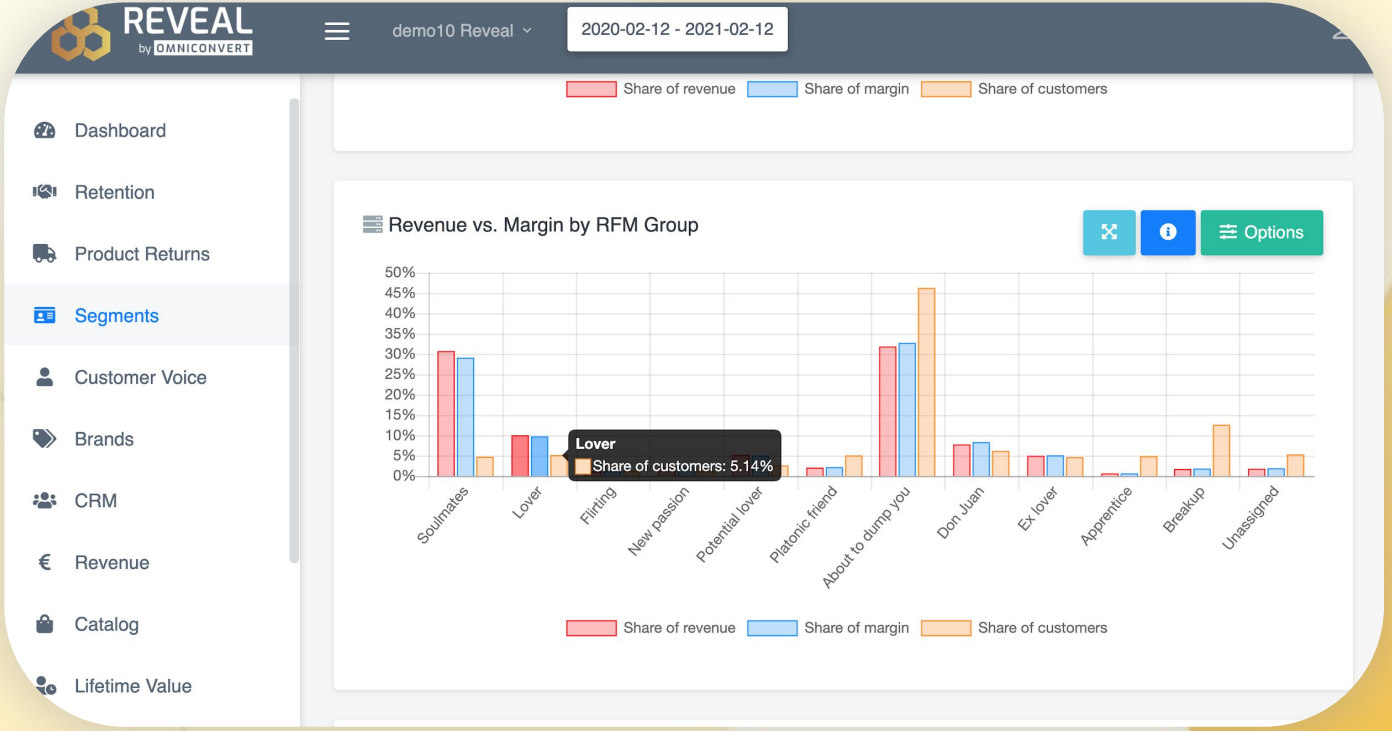
Enhanced Email Marketing

Track and reward customers based on their lifetime spend. Identify your most valuable customers and convert the ones with high potential into your Power Customers.



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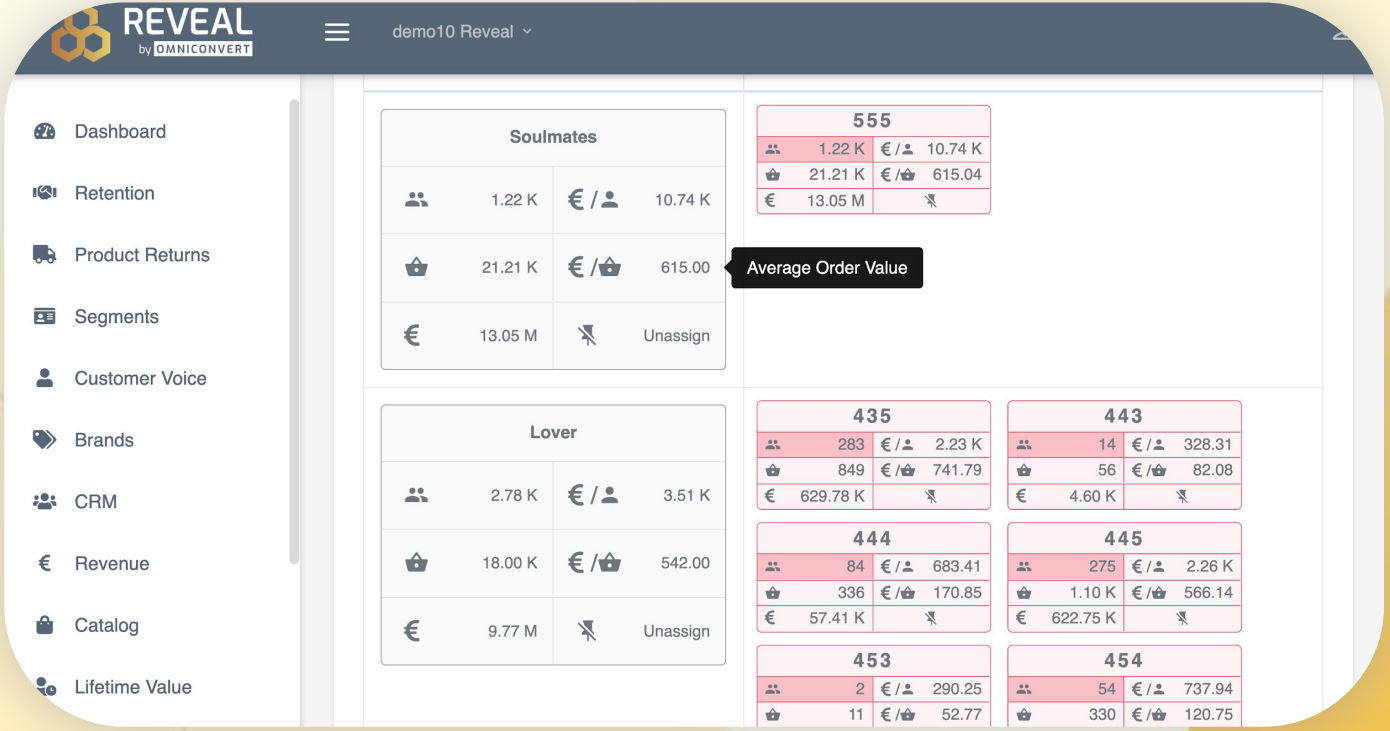
Customer Value Optimization

Create advanced and highly personalized email flows and campaigns using our customer segmentation.



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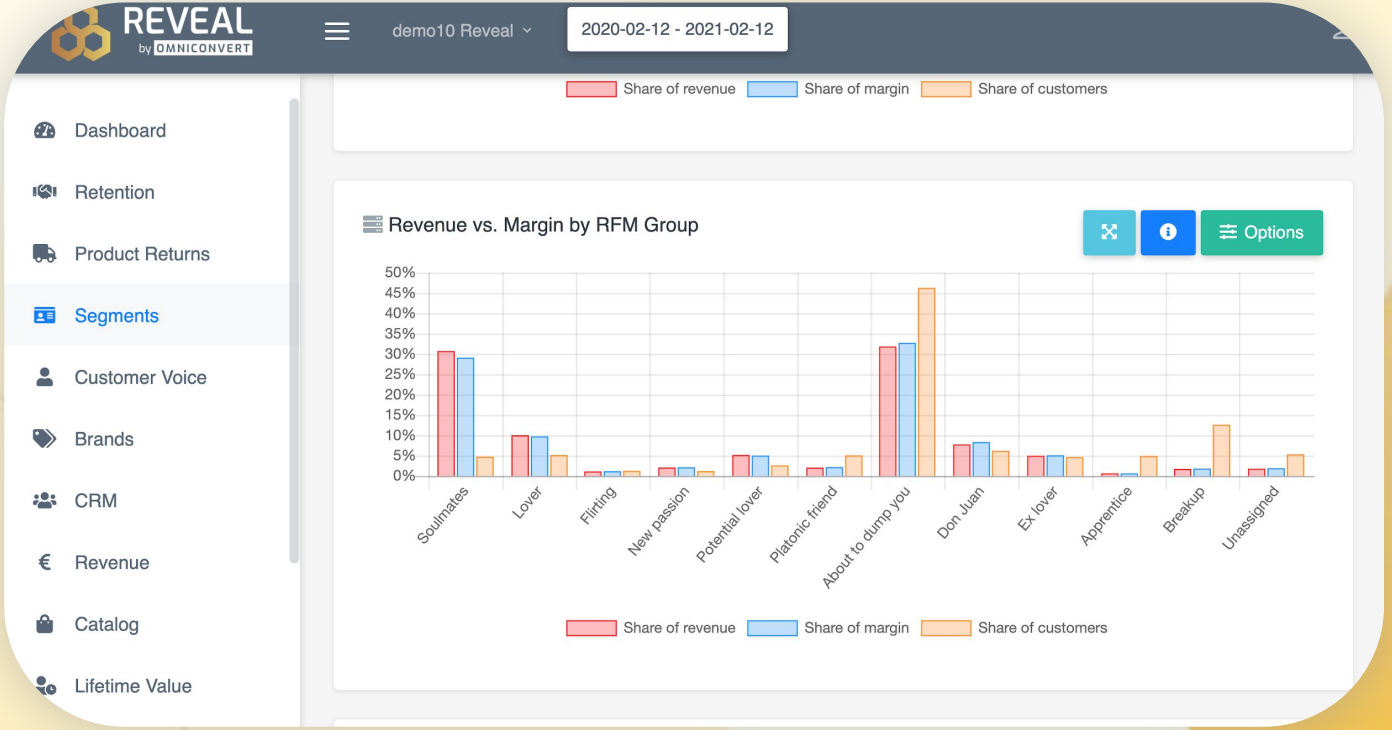
Convince *about-to-lose* customers to stay

There are a lot of customers that you can save from abandoning your store and go for another competitor. Through personalized emails at the right time, you have a higher chance to bring them back.



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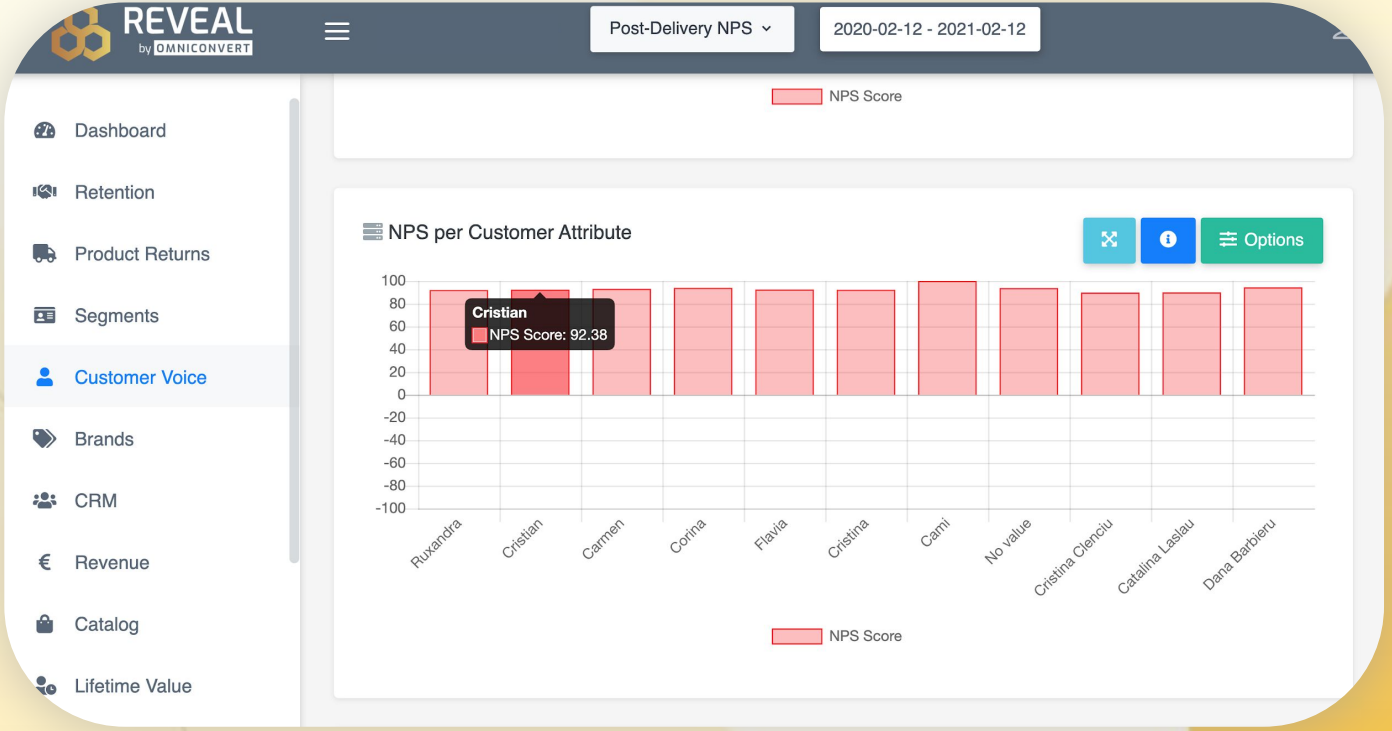
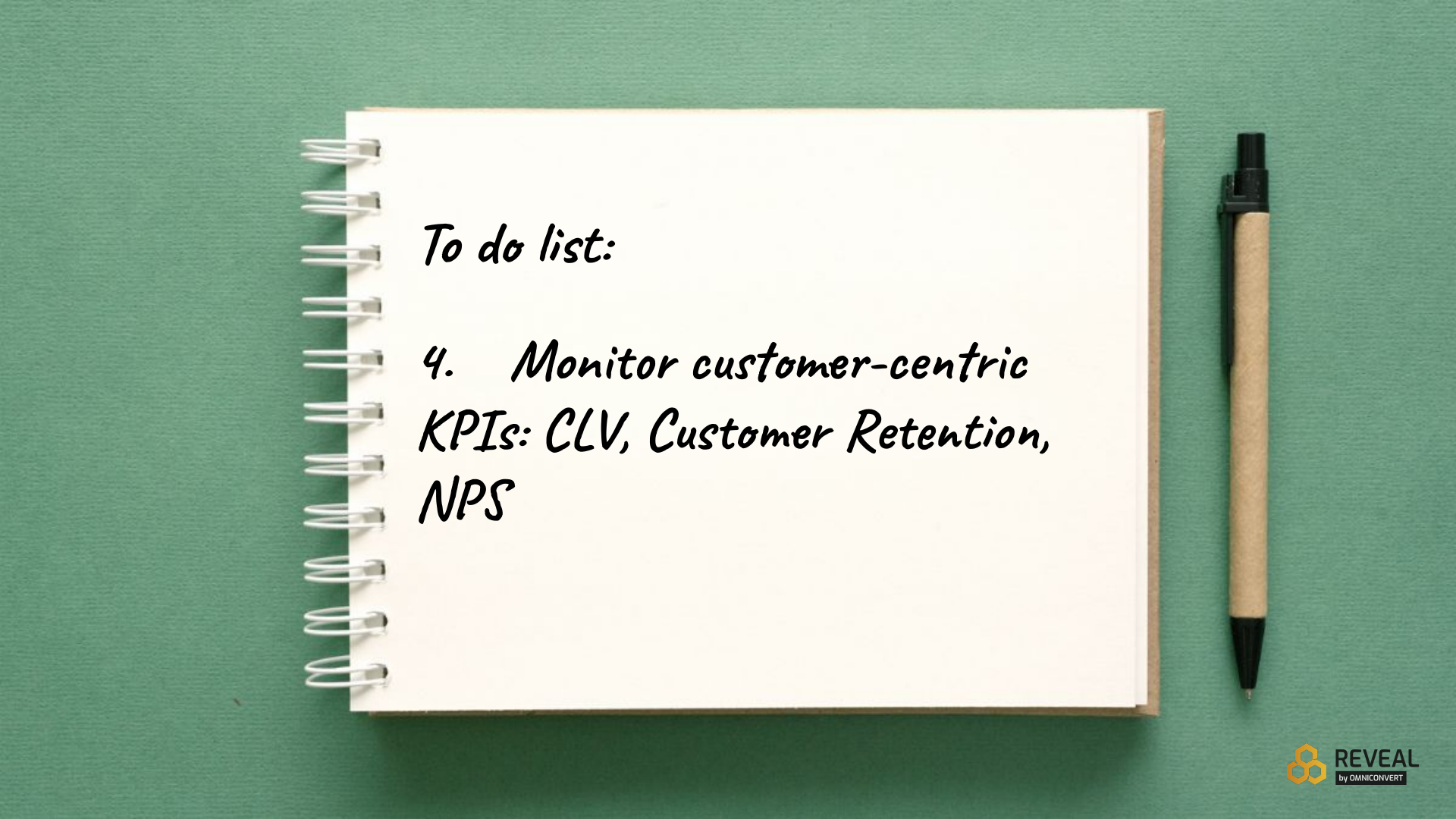
Improve Customer Service

Track the employee performance in one place





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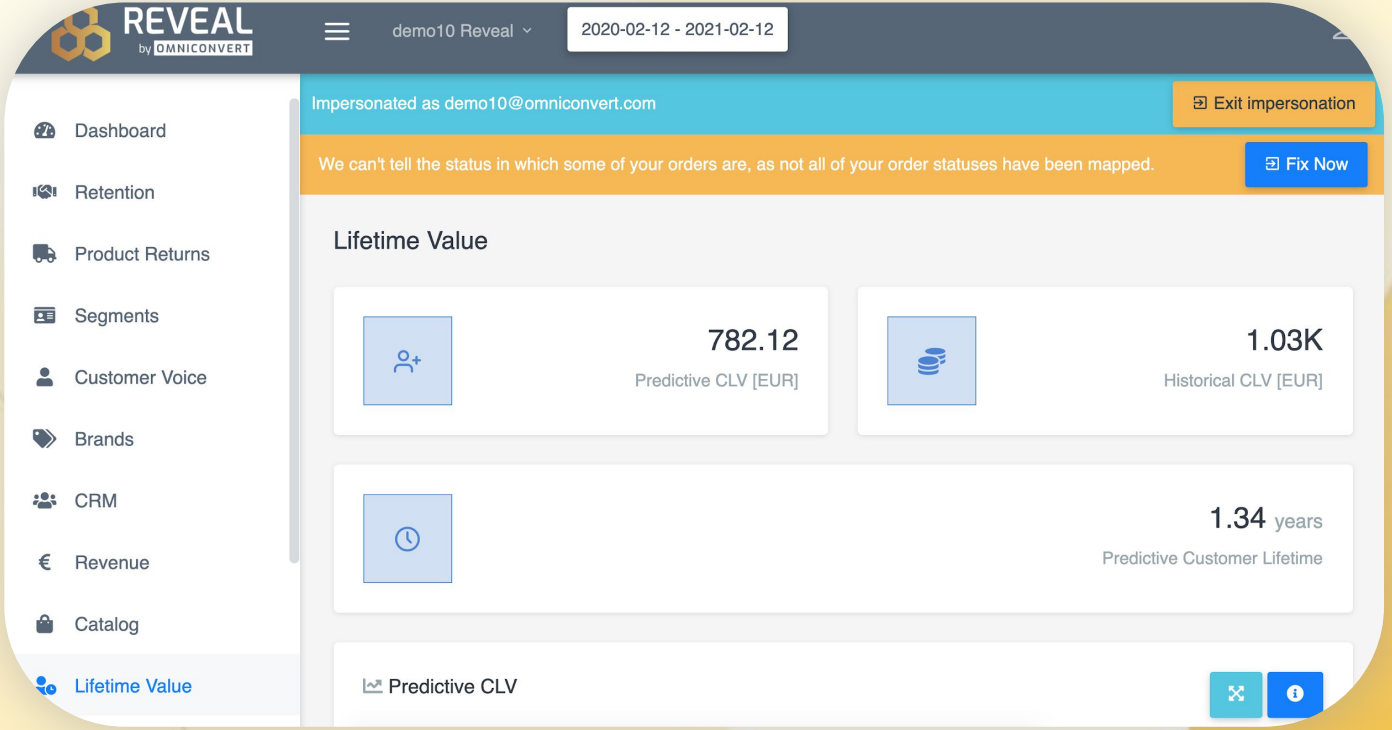
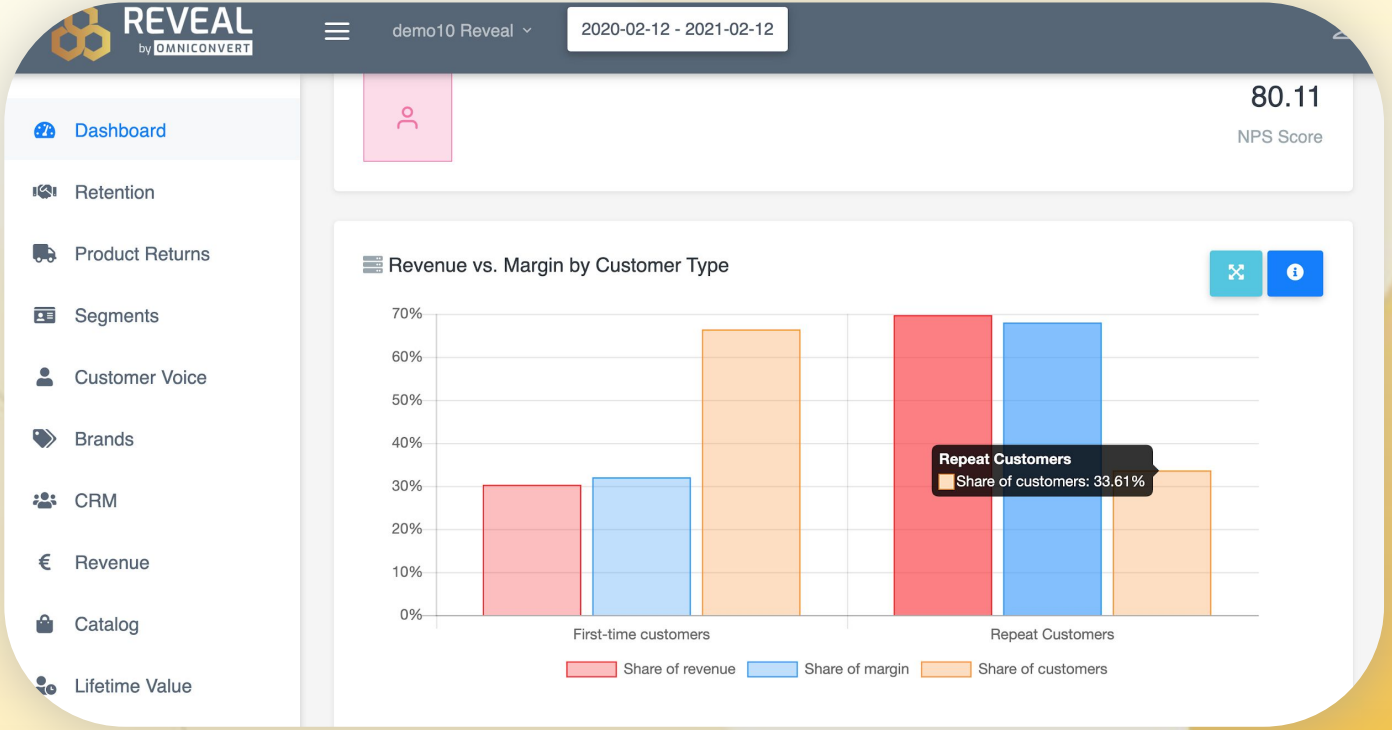
Customer Lifetime Value

Monitor your historical and predictive CLV and optimize it continuously by addressing your customer segments in a personalized way.



Customer Retention

Find out how many of your customer place the 2nd order.



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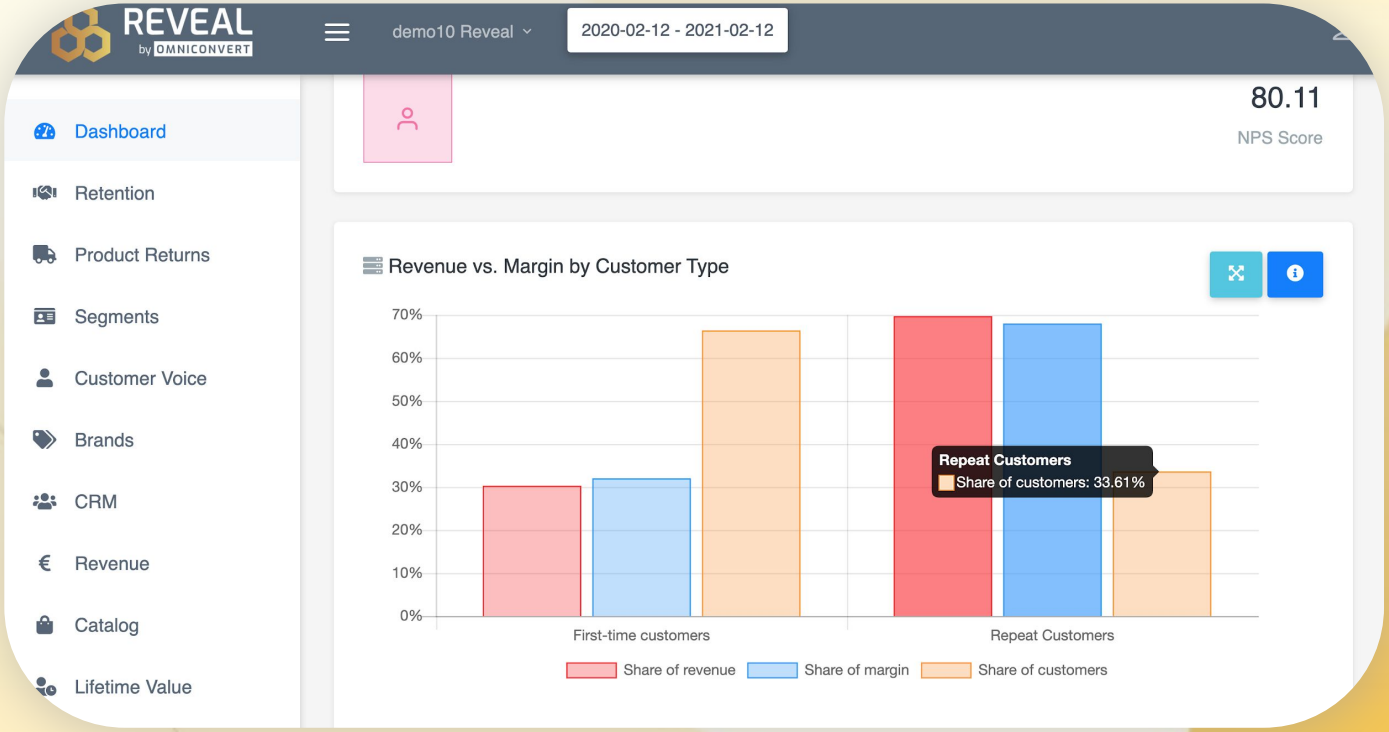
Net Promoter Score (NPS)

Monitor NPS per brand, category, RFM group to improve Customer Experience.



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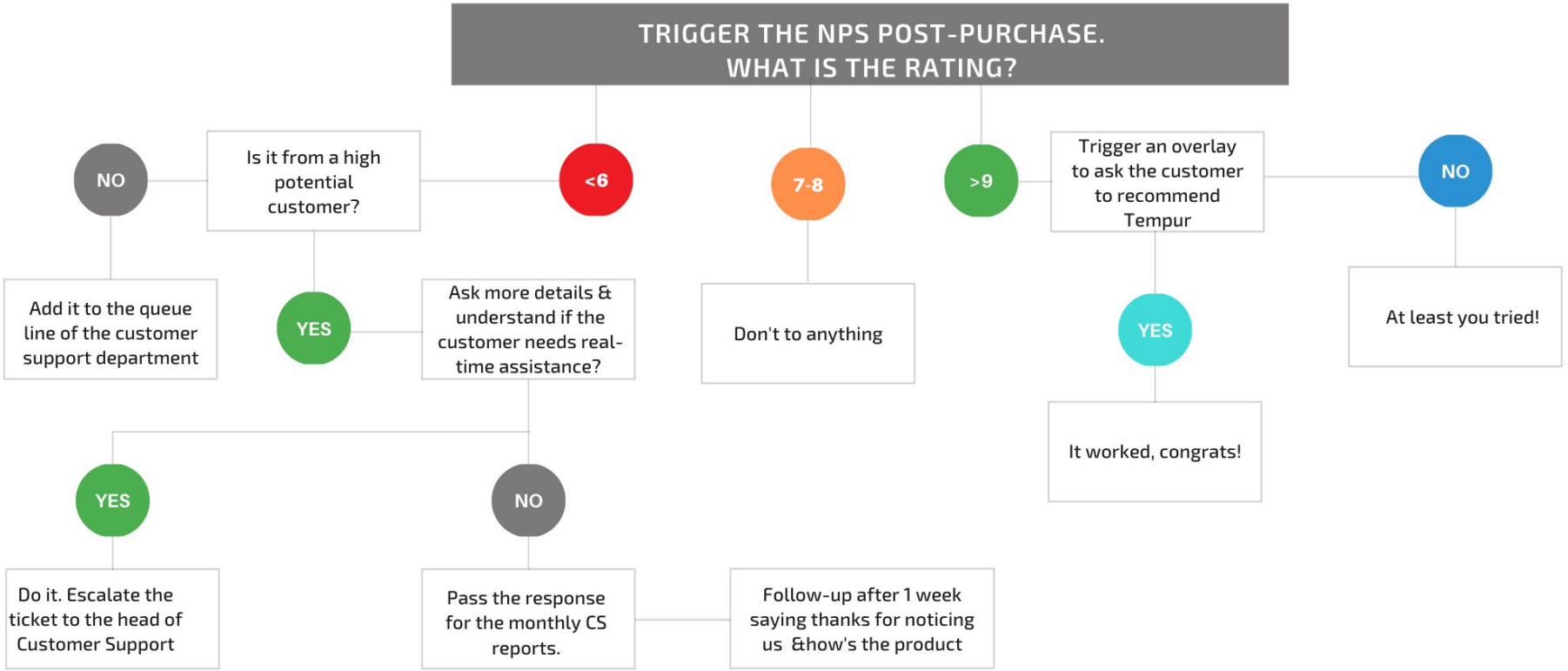
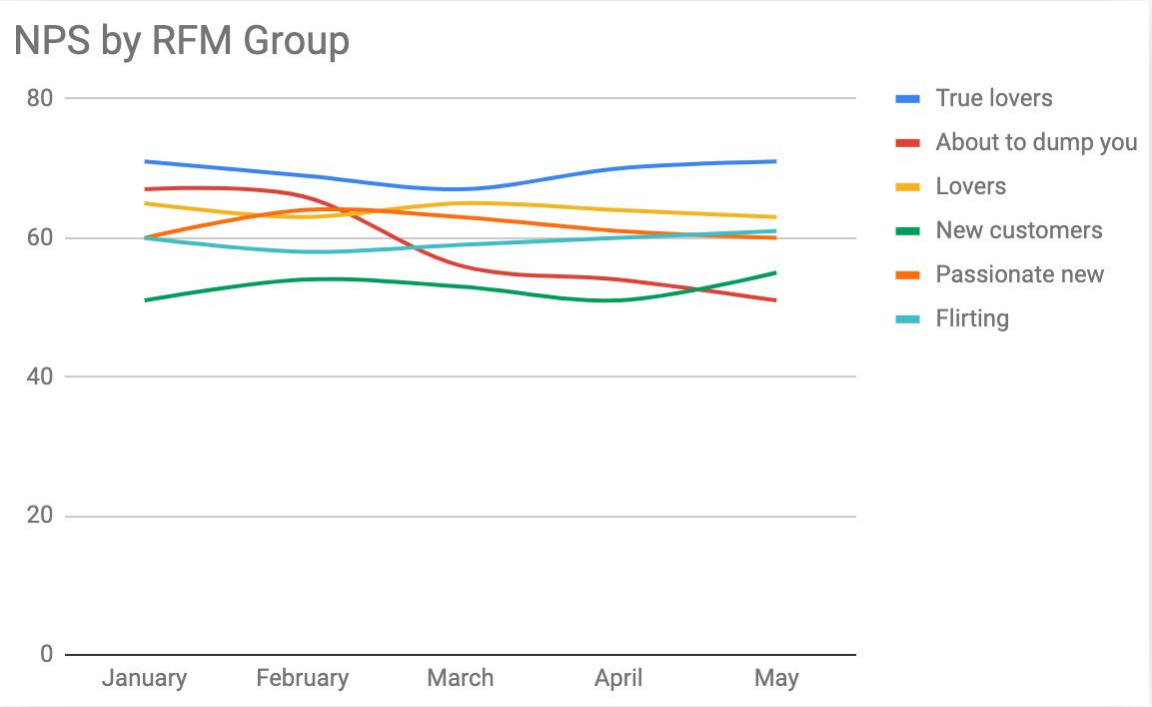
How to Improve Customer Service based on NPS



Net Promoter Score monitoring

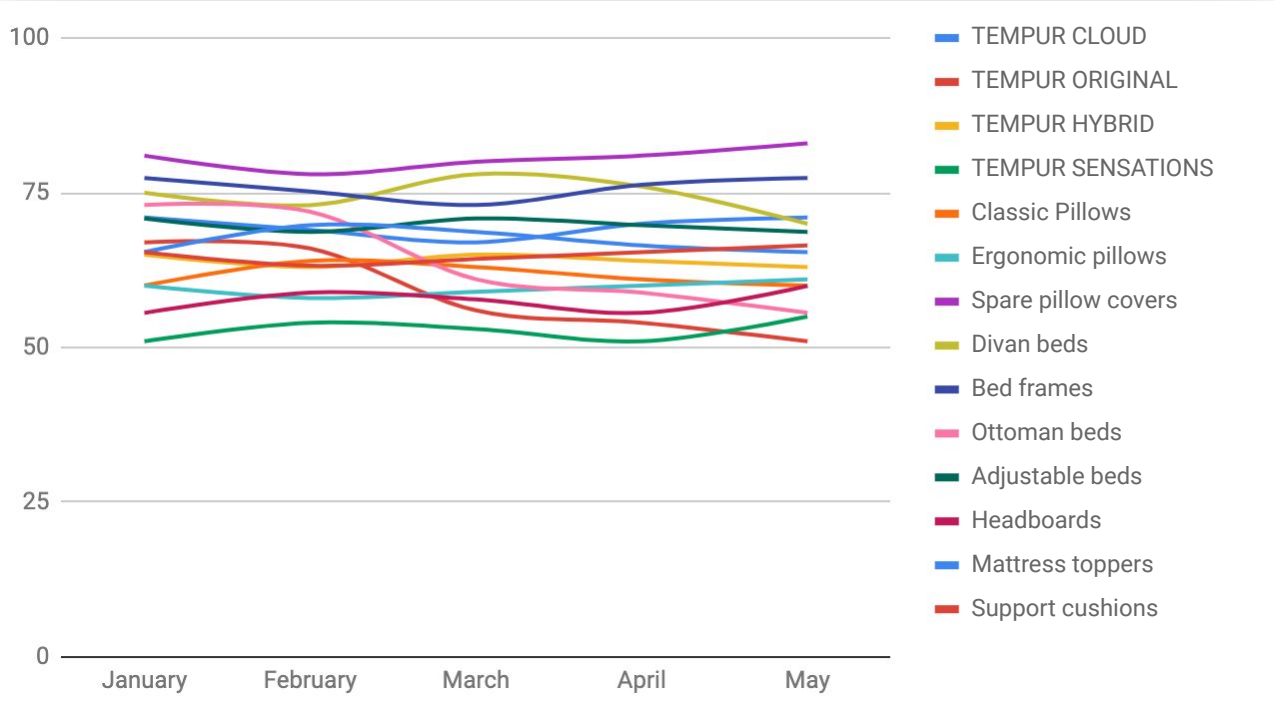
Ongoing NPS monitoring for each RFM group will allow **fast and prioritised** improvements in customer experience.

It is useful in determining the success rate of recent retention tactics per groups.



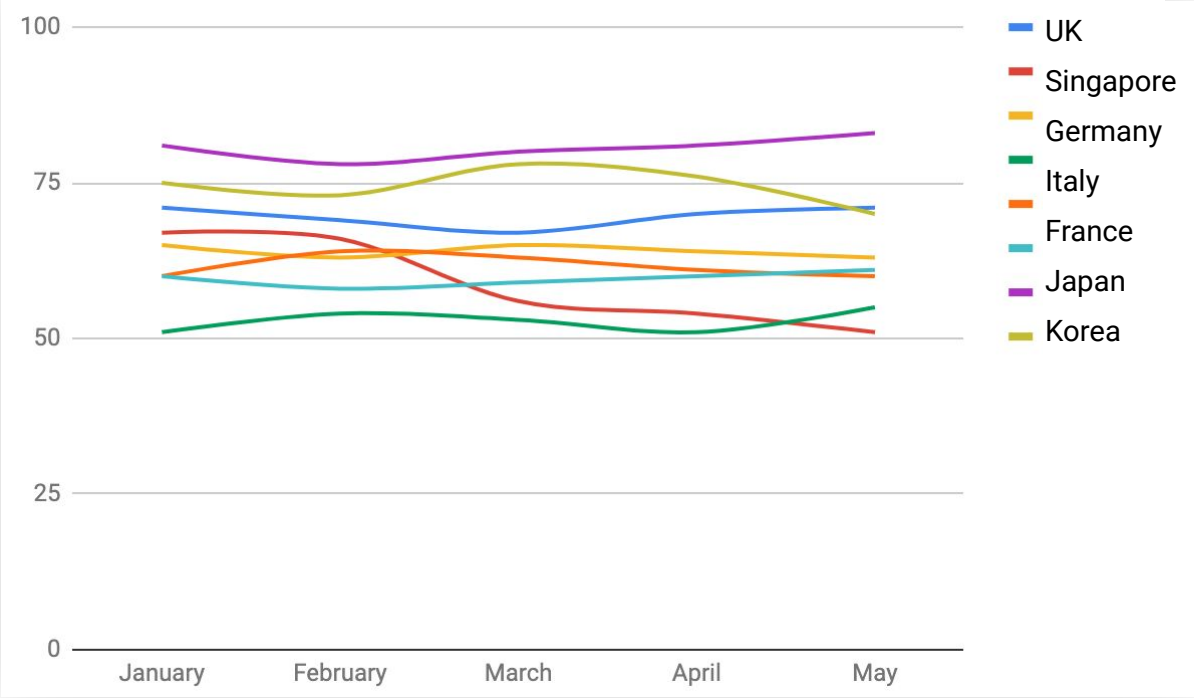
NPS by product category

Monitoring NPS for each product category allows marketers and CX to work closely with merchandising and acquisition departments so that they fix potential issues with various product categories.



NPS by country

Ongoing NPS monitoring per each category will allow **fast and prioritised** improvements in product offerings.



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REVEAL
by OMNICONVERT

veestro

"Reveal is an amazing app. The consumer insights are really valuable and it's information that would take me hours to pull from many different sources in one single dashboard! I highly recommend it!"

Rating

DECATHLON

"Omniconvert Reveal is a great tool for the infinite war of customer retention: understanding your customers and their behavior."

Rating

BLADE

Heineken

"We use this app with Shopify and Klaviyo to get a better understanding of our customers and various customer groups. The app integrated very nicely with Shopify and Klaviyo. The onboarding is also top-notch! Highly recommended."

Rating

REVEAL
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Sleep Easy
Sleep well, live better.

"Very useful app in taking our CLV efforts to the next level. And the TEAM!! Best support experience I've ever had with a SaaS!"

Rating

ESSE™
REAL FRUIT • ESSENTIAL OIL

"Amazing analytics for any Shopify store. The ability to see this data in neatly organized dashboards and understand the customers is extremely valuable. The customer service is A+"

Rating

YOUR SUPER .COM

"This app is truly exceptional! Friendly and operationally focused app infused with the best class RFM modeling and customer segmentation. For companies focused on growing their business by maximizing Customer Lifetime Value, this is the platform to take you from start to finish.

Rating

REVEAL
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truBRAIN

"We looked for help with customer segmentation for our email list. Reveal offers so much more! It helps with data analytics, LTV, cohort, etc. Also, their support is amazing!"

Rating

100% Pure

"Reveal has completely helped us get a full scope of who our customers are and provide us accurate data in order to pull an analysis of where we are falling short with our customers. If you are struggling to see a full picture of your customers, Reveal is highly recommended!"

Rating

The Turmeric Co.

"The customer service is fantastic."

Rating

GOOD MYLK CO.

"This app and customer experience are top shelf. Powerful tool to better understand customer behavior, LTV, and strategize for an improved customer experience and increased retention. "

Rating

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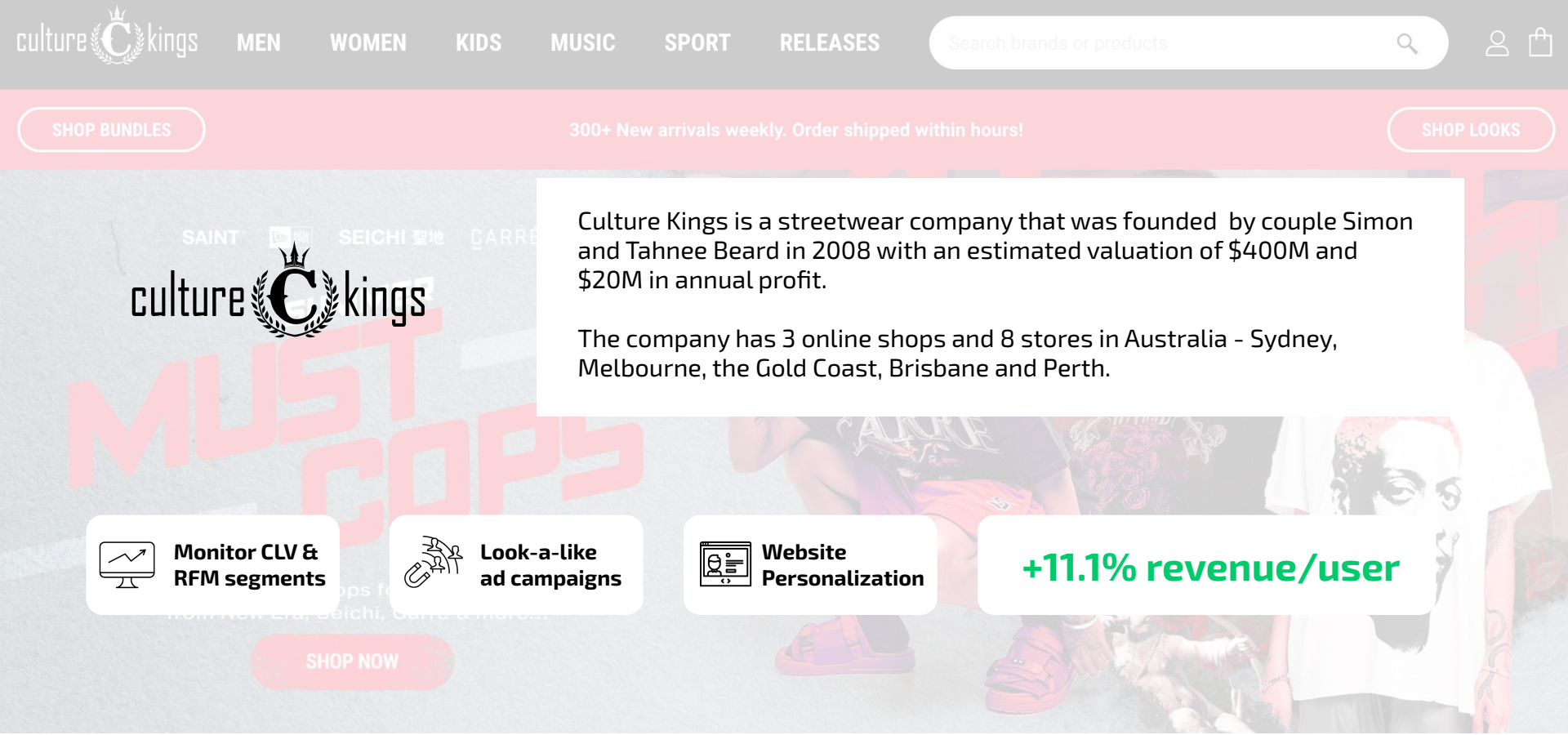

Culture Kings is a streetwear company that was founded by couple Simon and Tahnee Beard in 2008 with an estimated valuation of $400M and $20M in annual profit.

The company has 3 online shops and 8 stores in Australia - Sydney, Melbourne, the Gold Coast, Brisbane and Perth.

Monitor CLV & RFM segments

Look-a-like ad campaigns

Website Personalization

+11.1% revenue/user

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OFFICE DIRECT

Office Direct is one of the main B2B players in the office supplies verticals in Romania and one of the early adopters of Reveal.

"Reveal is a great tool for the infinite struggle of retaining customers. The customer segmentation is extremely well done - it allows us to monitor NPS for each customer group and to become aware of the challenges that our customers are facing."

Monitor CLV & RFM segments

Real-time NPS treatment

Product assortment optimization

+14% NPS

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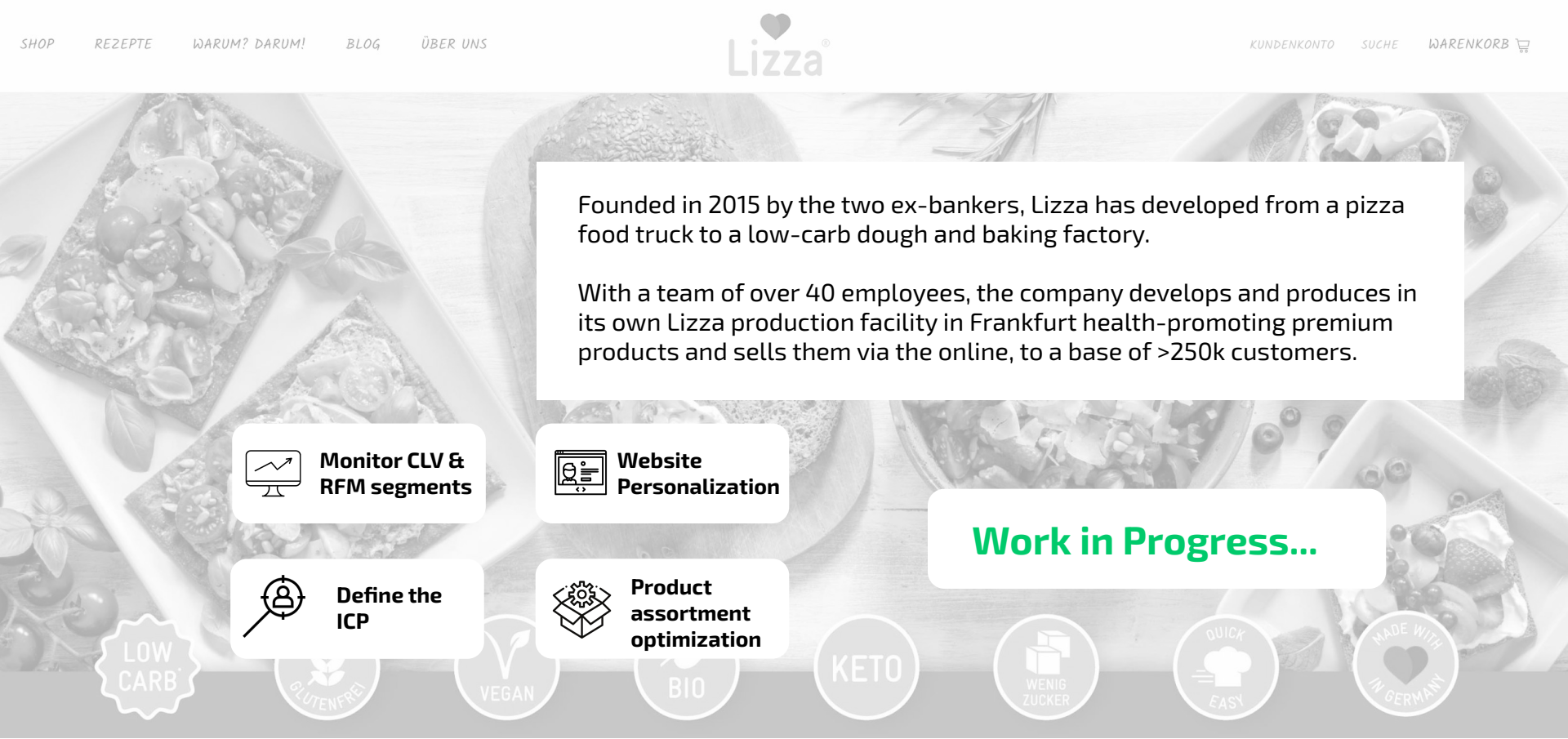

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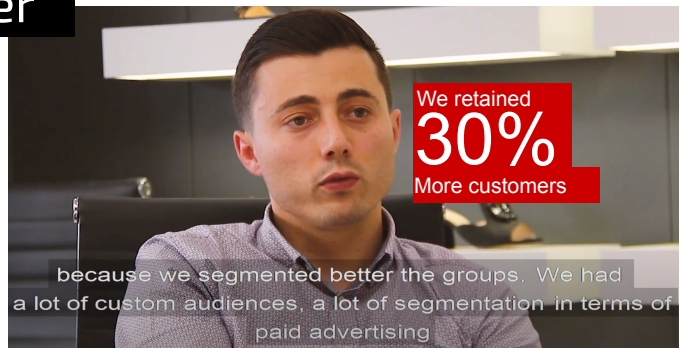
Delivering undoubtful impact

before

after



OTTER®

6 months after the start of our collaboration, we reached a 30% uplift of the customer lifetime value

Cristi Movila, former eCommerce Manager at Otter

See the customer story **here >**

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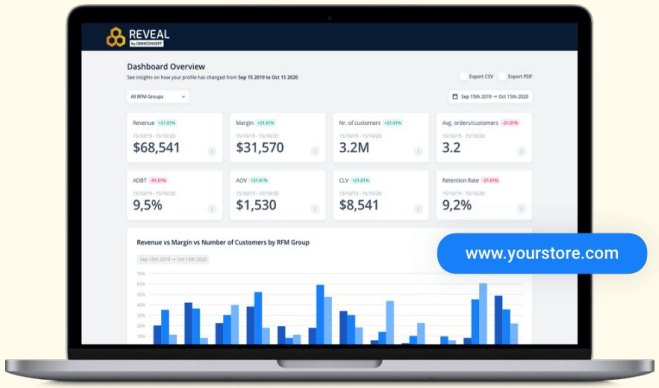

Oana Andruc
Onboarding & Support specialist

Book a live product tour

Teodor Rogojina
Business eCommerce Analyst

Book a live product tour

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Reveal short product walk through

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