Campaigns and triggers

What	Why this is important to consider
Data cleansing and unification: - How and based on which characteristics are user profiles merged. - Whether actions, purchases and bonus point balances are merged. - Whether segments are recalculated. - Whether customer action history is stored. See how importing and initial data cleansing and unification are organized. Control of data integrity and purity. History of price changes and order statuses.	Cleansed and unified data is critical for campaigns and reporting to work correctly. Targeted marketing is pointless without achieving clean and homogeneous data.
Control and complexity of integrations: - What is the process for monitoring the appropriate setup and functioning of integrations with backends, apps, and websites? - Monitoring tools, integration management tools, and means of correcting logical errors in integrations.	Broken integrations can cause campaign failures and financial losses, not to mention customer dissatisfaction. Given the tendency of integrations to change and break, it is crucial to monitor them to ensure smooth and error-free operation.
Segmentation: - Segmentation by personal data, change history, website and in-app behavior, purchases and their properties, as well as product properties, values, and order statuses. - Absolute and relative dates and periods. - Nested segments. - Scheduled and real-time segment recalculation. - Customizable additional fields for all entities (person data, purchase, order, product, behavior).	The more capabilities the segmenter has, the greater the potential for generating insightful reports and launching successful campaigns. Real-time segmentation of complex data (purchase history, behaviors, and product properties), coupled with the ability to track and store changes in customer segments (transition to churn → campaign start trigger), is crucial.
Flexibility in setting up automatic campaigns: - Trigger conditions (timing, frequency, the ability to start before the planned date of the event). - Linking uniform start conditions to different segments. - Customizable channels and trigger steps. - Automation of A/B tests for triggers (different conditions, same content or same conditions, different content), automated decision-making on the best option. - Segmentation management: priority of campaigns and channel, control of overlapping of campaigns and channels. - A tool to quickly clone campaigns and libraries.	The following points are important: - Flexibility of launch conditions. - Automated control of communication policies: frequency and overlap of different channels and campaigns. - Test automation: efficiently test different offers for the same segments and the same conditions, or different segments and conditions for the same offer.
Content management automation (templating tool) Email composer and A/B test options for different channels. Templating tool (online email composing	Workflow: Each specific customer should receive an email with tailored promotions, the delivery terms in effect in the customer's region, personal promo code, and items from the customer's last order + recommended products. The product prices should match the

according to the properties of a particular segment). Availability of template generator functionality for all connected channels.	prices of the city or region. The same concerns the SMS channel and includes multiple discount options for different segments. If this workflow requires a lot of manual work, targeted marketing will get bogged down in routine.
Control groups - Automatic calculation and updating capability. - Confidence interval. - Estimation of yield relative to the control group.	This is the only relatively reliable way to count the added income from personalization. If there is no control group, it is impossible to assess the real added effect of the campaigns, and the feasibility of the launch is questionable.
Available Out-Of-Box channels, readiness for integration, flexible provider selection and availability (or absence) of additional traffic fees: - Email. - SMS. - Mobile push notifications (is there an SDK?). - In-app pop-ups (is there an SDK?). - Web-push notifications. - On-site pop-up mechanics. - Webhooks.	In the case of local providers, it is most likely that the cost of traffic will be higher.
Ready to launch an Out-Of-Box set of automatic campaigns	Will help you get results faster.
Performance and speed are integral indicators that: - Show companies where the target marketing is actually launched: 40 or more triggers, two or more channels, revenue by direct channels from 20%, estimated relative to control groups, estimate the degree of automation. - Evaluate integration timing and quality, as well as ease of implementation based on feedback and use case demonstrations.	

Promotions and loyalty

What	Why this is important to consider
Segmenter flexibility, similar to campaigns: by customers, actions, products (and their properties such as color, size, heel height, certain collection, etc.), prices and their history, cart, days and time, with absolute and relative times, channel, particular store.	We regulate the value of the offer on the audience and don't give out unnecessary discounts.
Real-time calculation of the discount, taking into account the established marketing rules: - Availability. - Storing the logic for calculating the discount for the audit. - The logic of exclusion and summation, as well as the priority of shares	The most common type of promotions. Critical features are aimed at controlling the discount amount and being able to audit it, as well as describing the interaction between promotions.
Supported benefits: - Bonus points: multiple bonus accounts, arbitrary bonus expiration rules. - Increasing threshold of bonus payment (discount for an order, a product, a product group, next purchase). - Gift products. - X+1 product with a discount or for free (sets with a discount). - Purchase of gift using bonus points from special catalog (badges). - Promo codes and related infrastructure (promo code generation, activation, logic, support).	Typical workflows
A/B testing infrastructure: one offer - different audiences, different offers - one audience	Searching for optimal response rates and margins.
Promotion arbitrage: - Priority control by exclusion and aggregation of different types of promotions. - Audit and macrobusiness rules and restrictions, such as "the maximum discount rule", limitation of payment by bonus points not more than X, etc.	Not to give too many discounts.
Communication of promo rights to customers: - Recalculating the old-new price view in the catalog on the website and in the app. - Real-time recalculation of cart totals when adding an item on the website, in the app, at the checkout, and the call center. - Hints on applicable promotions for a particular shopper, including "how can I participate" hints at the checkout, app, web, and the call center. - Highlighting promotional items in electronic channels. - Complexity (or simplicity) of providing marketing rules into communications in direct channels.	Upsell and cross-sell mechanics
Seamlessness The customer gets the message → the customer is transferred to the website or app (deeplink or hashed links for the website) → the	Easy customer journey

customer immediately sees the right offer.	