

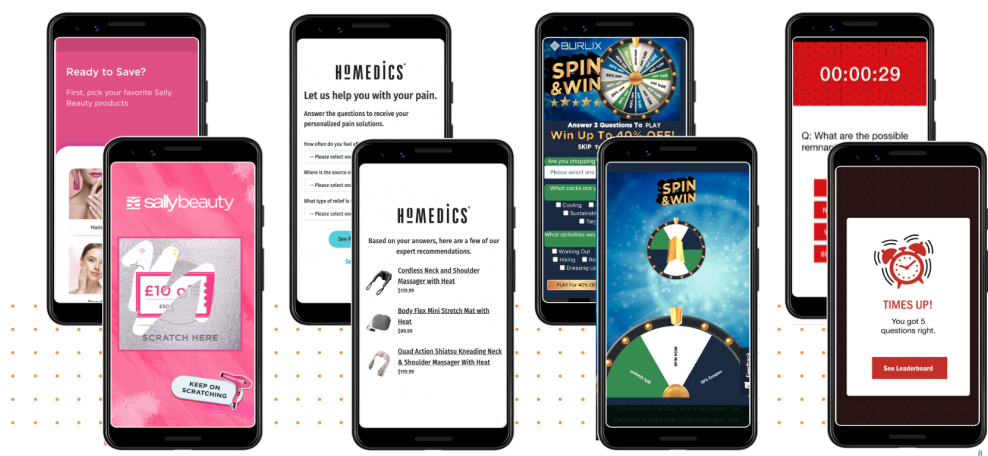
Camille Crutcher - Copywriting Example

With rising acquisition costs and the impending end of cookies, CRM and Loyalty teams know customer retention is more important than ever.

Consumers are looking for personalised, interactive, customer-driven shopping experiences.

But it's more than just a text message with their first name or an abandoned cart email, it's understanding your customers' needs, motivations, and intent. Why did they come to your website? What is it they're looking for? How can you ensure the most relevant products are displayed for each of your monthly visitors?

Our adaptive, experiential customer journeys can answer all those questions and more, earning valuable zero-party customer data for your company. Here are a few examples:



Our journeys can drive down your company's bounce rate, increase repeat purchases, and create loyal lifelong customers.

Still not sure if it's right for your company? Check out the results from our campaign with North America's largest arts and crafts retailer:

- 80,000 unique emails reactivated (\$400k value)
- 41% of those that clicked the email engaged with the experience
- 2,500 unique data points were captured

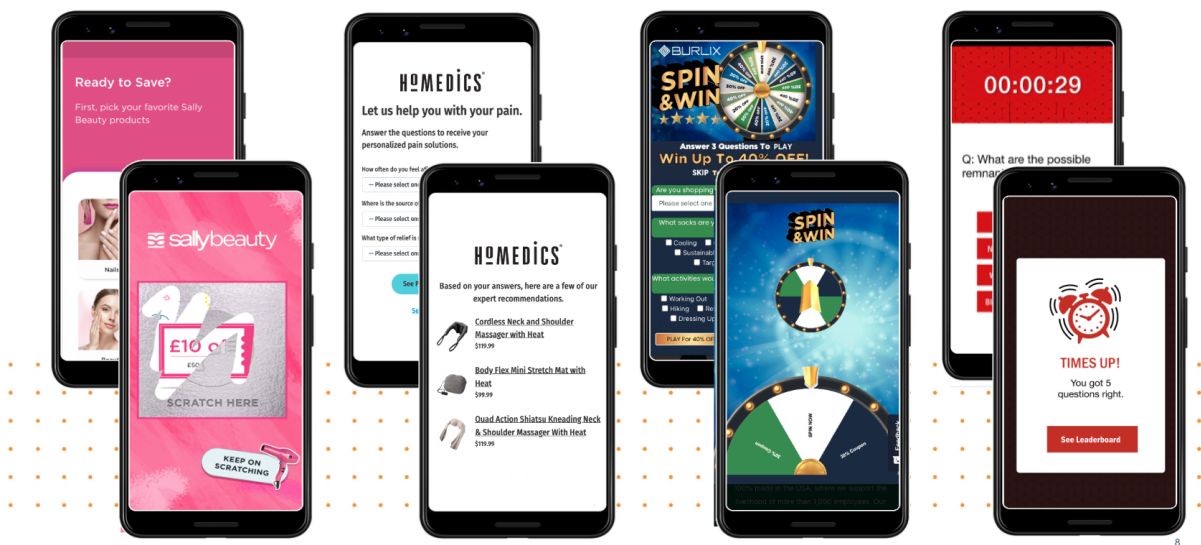
Ready to hear more? Reach out to [Account Rep Name & Email]

1. OMNICHANNEL

Omnichannel teams know that a consistent and cohesive marketing strategy is *only* effective if the consumer and their preferences are at the centre of the experience.

But being able to tailor and adapt messages to an individual customer's preferences or past interactions requires unique, often difficult to obtain, zero-party data.

Enter 3radical's adaptive, personalised, experiential customer journeys:



With [X] number of customers visiting [company]'s homepage monthly, it can be a challenge to identify every consumers' needs and intent while shopping for home furnishings, but our journeys make it easy.

Our customer journeys can determine preferred style, room being shopping for, colour and brand preferences, and so much more. And this data can be used to drive future tailored marketing efforts as well.

Still not sure if it's right for [company name]? Check our out results from our campaign with North America's largest arts and crafts retailer, Michaels:

- 80,000 unique emails reactivated (\$400k value)
- 41% of those that clicked the email engaged with the experience
- 2,500 unique data points were captured

We've run the numbers and a similar campaign for [company name] could be worth [\$X] amount.

Want to see an example of what this could look like for [company name]?

Reach out to [Account Rep Name & Email]

2. E-COMMERCE

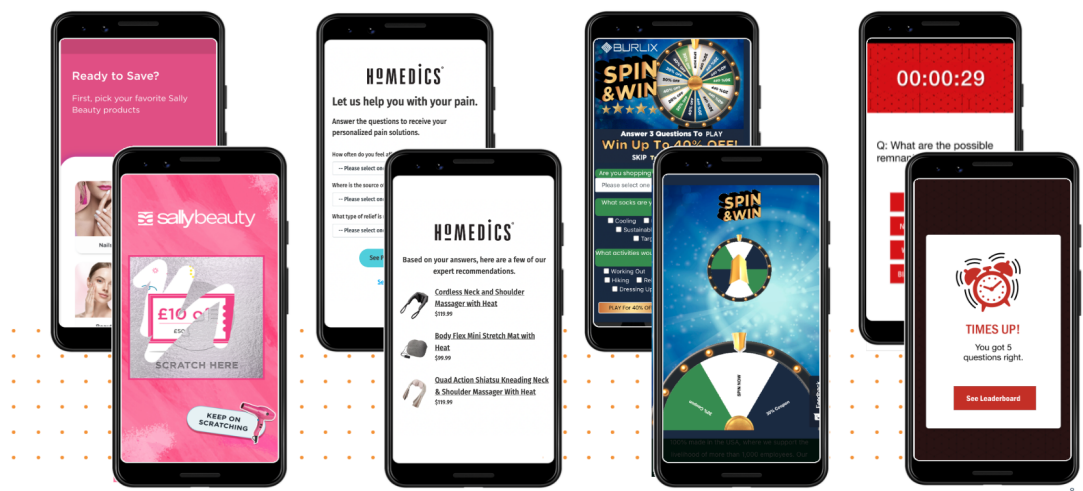
The essential, overarching goal of any e-commerce team is driving online sales. And that's harder than ever in today's oversaturated retail market with acquisition costs on the rise and the demise of cookies.

How can [company name]'s e-commerce team compete successfully against other home furnishing retailers?

Personalised, interactive, consumer-driven shopping journeys. Putting the exact products the consumer is looking for in front of them by asking questions to understand their needs and intent. Not only empowering the shopper to receive the ideal shopping experience, but also earning valuable zero-party data for [company name].

[Facet of info bolded about e-commerce and consumers desire for personalization]

Our adaptive, experiential customer journeys can do just that:



Our journeys can drive down [company name] bounce rate, increase repeat purchases, and create loyal customers.

Still not convinced if our journeys are the right fit for [company name]? Here are the results from our recent campaign with North America's largest arts and crafts retailer:

- 80,000 unique emails reactivated (\$400k value)
- 41% of those that clicked the email engaged with the experience
- 2,500 unique data points were captured

We've run the numbers and a similar campaign for [company name] could be worth \$X amount.

Ready to hear more? Reach out to [Account Rep Name & Email].