omnisend

Why Choosing an Ecommerce-First Email Provider Matters

While ecommerce and email marketing go hand-in-hand, ecommerce businesses have unique needs that not all email providers can meet. Many online DTC brands have realized that using a generalist email provider such as Mailchimp limits their ecommerce growth potential. To maximize their growth, they need an email service provider (ESP) specifically built for ecommerce.

Whether Mailchimp is too basic for your ecommerce needs—doesn't offer the channels, flexible automation, or ecommerce platform integration you need—or is simply too difficult to use, choosing a new ESP is an endeavor that requires forethought and a real understanding of what your business needs to grow, both today and as it scales in the future.

For those looking to grow their online sales by moving away from Mailchimp, navigating the different providers and choosing the right long-term partner can feel like a daunting task— but it doesn't have to be.

We want to make the process easier by exploring some of the top questions you should be asking, and which key functionality you should look for when choosing an email provider that will help your ecommerce store increase sales.

With this guide we'll break down the ecommerce-specific functionality that matters to online DTC brands looking to increase their sales. We'll explore what matters, why it matters, and the right questions you need to ask when graduating to an email provider built specifically to help your business grow.

Topics include:

Ecommerce platform and email provider integration

··· ➔

The most important ecommerce features and their ease of use

··· ➔

What matters, and key questions, when it comes to customer support

··· ➔

Automated workflow functionality, available channels, and what to look for

··· ➔

Does it integrate with my ecommerce platform?

Whether you use an ecommerce platform like Shopify, Shopify Plus, BigCommerce, WooCommerce, Magento, or a custom option, a deep and easy-to-use integration with your email provider is essential for allowing your brand to harness the power behind your customer data.

When looking for an email provider it's important to consider the following:

- **What is your store's ecommerce platform?** Does your storefront have a built-in integration with the email provider? This is critical. These integrations demonstrate the level of commitment between the email provider and ecommerce platform. If you use an ecommerce platform without a built-in integration, don't worry—just be sure to reference the API documentation to ensure your team can efficiently work with it.

  Omnisend has a built-in integration with each of the ecommerce platforms mentioned above. This is important because it allows retailers to:

  — Store all customer data in one place—simplifying your processes and saving you time;

  — Reduce the need for additional software providers, like email pop-up widgets;

  — Easily create automated messages, like cart abandonment, that generate sales while you sleep;

  — Segment customers based on just about anything, including what they've purchased, how much they've spent, or whether they're at risk of churning;

  — Use customer data across multiple channels, including email, SMS, Facebook, and Google.

"

We knew that to be successful at ecommerce we would need more capabilities than Mailchimp had to offer.

Laura Greenshields
@Silver Street Jewellers

Does it offer ecommerce features and is it easy to use?

An email provider built for the 'any company' isn't always going to have the features online merchants need to help their business grow. Choosing one that's specifically designed for ecommerce businesses can help you simplify your marketing efforts by bringing the features you need all under one platform—reducing the need to pay for extra software and services.

But just because there are more features doesn't mean you need to spend twice as long to create emails. The quicker you and your marketing team can adapt to a new platform the quicker you'll be able to increase sales.

When looking at the ability of your team to adopt a new tool consider the following questions:

- **How easy is it to create emails?** From pre-built email templates to ecommerce platform integrations, do they offer what you need to quickly and easily create messages?
  - Do they offer a variety of pre-built email templates?
  - Do they offer a drag-and-drop message editor?
  - Can you easily include scratch cards or gift boxes inside of your emails?
  - **Through your ecommerce platform integration can you:**
    ‣ Insert product details, such as images, price, and description directly from your online store into your emails?
    ‣ Insert coupon codes and product recommendations?

These are all questions you can address during a product demo.

- **Which list-building tools are available?** While a lot of ESPs will offer some kind of form to help you increase your list of contacts, generalized ESPs might only offer basic, static forms. To maximize your list growth potential look for:

  — Timed pop-ups

  — Exit-intent pop-ups

  — Landing pages

  — Customizable pop-up templates and timing rules

  — Gamified sign-up forms, such as a spin-the-wheel form

  — The ability to collect mobile number, email address, and field data on the forms

- **What's the ease and depth of segmentation?** Segmentation is essential for today's marketers, but not all segmentation is created equal. Look at what you can segment on, how easy it is to create segments, and the ease of using them in both day-to-day email campaigns and automated workflows.

  Segmentation criteria to look for includes:

  — Purchase data (e.g., RFM-related, categories, products)

  — Email behavior (e.g., openers, non-openers)

  — Field criteria (e.g., gender, birthday, country)

  — SMS activity (e.g., sent, clicked)

Learn more about
templates

\.\.\.→
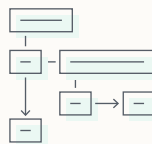
Learn more about
segmentation

\.\.\.→

Does it offer customer support— and at what level?

For many Mailchimp users, the lack of support is a commonly heard point of frustration. Whether it is a simple how-to question or something more complex, getting the support you need **when you need it** is important.

Think about these support-related questions when looking to partner with an ESP:

When it comes to customer support, be sure to ask:

- **Do they offer support such as live chat, or can you only submit help tickets?**

- **What hours is support available?**

- **Do you have to pay extra for it?**

- **Is a detailed, self-service knowledge base available?**

- **Do they offer migration services?** Finding a platform that is easy to self-migrate may be important for some businesses. For others, finding one that can actively help you do it is necessary. Ask about available migration services, what's included with them, the expected completion time, and the cost. Some things to consider with the migration are list imports, the creation of segments, automated workflows, contact forms, and email templates.

- **Is there deliverability support and IP warming?** Email deliverability is too important to ignore, and great email providers will have an IP warming plan customized for your store. This will help ensure your emails will be delivered reliably, and you'll rest easy knowing that your messages are getting in front of your customers' eyes. Also ask whether the email provider offers list cleaning services, which can help ensure on-going list health and maximum deliverability.

See how **to import your Mailchimp contacts into Omnisend** in under 60 seconds.

●●● →

Learn more about **integrations**

●●● →

Learn more about **migration services**

●●● →

# Does it offer visual, ecommerce-specific automation workflows?

Lifecycle message automation delivers relevant, personalized messages that customers expect from today's DTC brands. That's why these messages routinely outperform promotional campaigns in just about every metric. In fact, **Omnisend users on average generate 26% of their email revenue from automated messages—which account for less than 2% of their total email sends.**

These automated messages are too important to leave to an email provider who isn't 100% focused on ecommerce—it's like leaving money on the table. When it comes to marketing automation be sure to ask the right ecommerce-focused questions.

- **How easy is it to create and edit automation workflows?** Just because automated messages are powerful revenue-drivers doesn't mean that creating them needs to be difficult or time-consuming. When looking at workflow builders pay close attention to whether:

  - They offer pre-built workflow templates for different types of automation

  - The workflow editors are visual and easy to understand

  - Whether it is easy to add and delete steps

- **What types of automated messages can be triggered?** Being a DTC brand you don't want to be limited by the types of automated messages you can send—nor do you want to be unable to customize them. You want the ability to send the right message at the right time. Be sure to find out:

  - What types of messages can be sent (birthday, post-purchase, lapsed-purchase, etc.)?

  - Can you create your own custom workflow?

- **How customizable are the workflows?** Pre-built workflow templates are a great starting point, but you will eventually want to customize them to deliver the best customer experience to your customers. When it comes to the ability to customize workflows, be sure to ask:

  - Can you use previous message activity (e.g., open, click) to determine the workflow path?

  - Can you use conditional splits inside of the workflow?

  - Can you perform A/B testing inside of a workflow?

  - Can you add multiple channels (email, SMS, push) to the same workflow?

  - Can you use segmentation inside of the workflows?

Workflow example
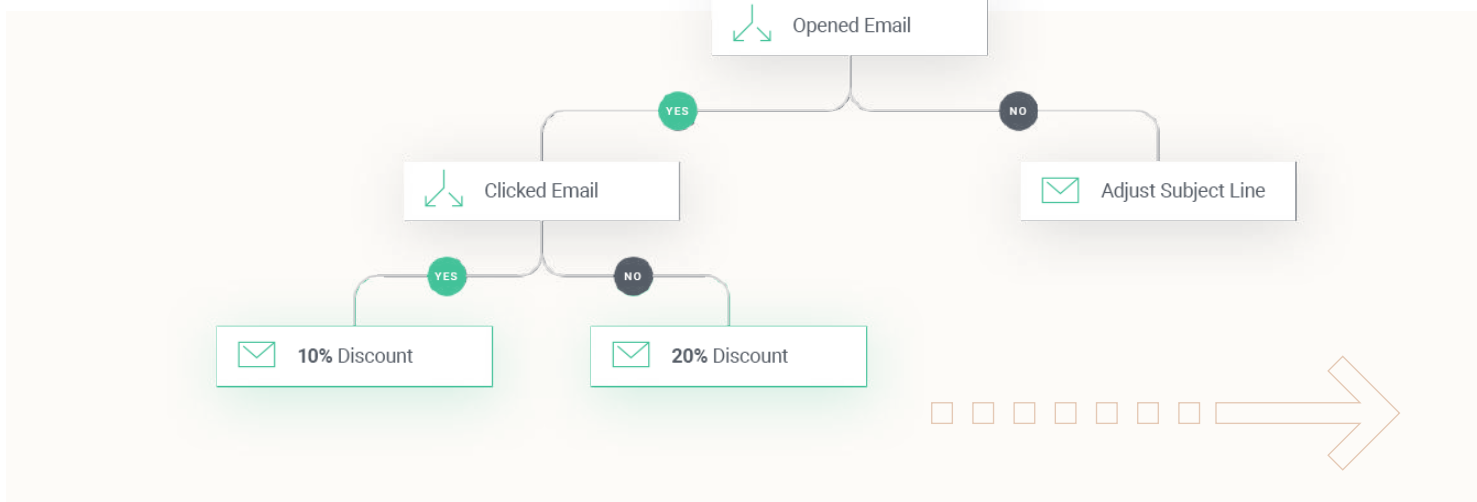
- **Why workflow customization matters.** Not being able to send specific types of messages not only limits your ability to deliver the right message at the right time but also impacts your long-term growth potential. Here are some of the key automated messages every retailer should send, customization options, and why they matter.

  - **Welcome series.** New email subscribers have a high interest in your brand and a strong intent to purchase. **That's probably why Omnisend users average a 48% conversion rate with their welcome messages.** Make sure you can not only send a series of messages but also personalize them based on the source of sign up or message activity (.e.g., open, click), and by adding product recommendations and additional channels to the workflow.

— **Cart abandonment workflows.** Likely the most profitable message you will send from your email program. With more than 70% of all shopping carts being abandoned these messages are too important to leave to those not focused on online sales. Also, ask whether you can trigger these before the checkout process actually begins—**there is a difference between cart abandonment and checkout abandonment.**

Beyond that, be sure you have the ability to split the workflow, customize messaging based on cart total or purchase history, and add multiple channels. Increasing your recapture rate by just 1% can mean tens-of-thousands of dollars in increased revenue.

Product Abandonment Workflow
Email + SMS

⚡ **Abandoned Product**

🕐 Wait for 1 hour ⋮

💬 +91(934) 563 4532 ⋮

Hi! Thanks for visiting us. If you need any assistance in selecting your perfect platinum ring at [brand name], call us! Reply STOP to opt-out

SMS as US recipients will see it

🕐 Wait for 1 day ⋮

▢ Do a double-take ⋮
There are only a few of them in stock

🕐 Wait for 7 days ⋮

▢ Get Your Unique Jewelry Today! ⋮
Shipping on us!

Exit

— **Other ecommerce-first workflows.** While generalized email service providers may offer simple automation workflows, they won't always offer workflows built to target your customers at precise moments of their customer journey. Be sure to check for the following workflows:

  ‣ Browse Abandonment
  ‣ Product Abandonment
  ‣ Lapsed-purchase

  ‣ Post-purchase
  ‣ Birthday
  ‣ Reactivation (re-engagement)

— **Add multiple channels to the same workflow.** Can you seamlessly combine other channels, like SMS or push notifications, into a single automated sequence? Workflows involving three or more channels receive 287% higher purchase rates than those using a single channel.

Being able to utilize multiple channels to complement one another will help you scale your marketing sophistication as your customers demand. While you may not be thinking of adding additional channels at the moment, knowing they are there when you want them will help you scale with ease when the time comes. And with our free SMS credits, scaling does not necessarily mean it needs to be expensive.
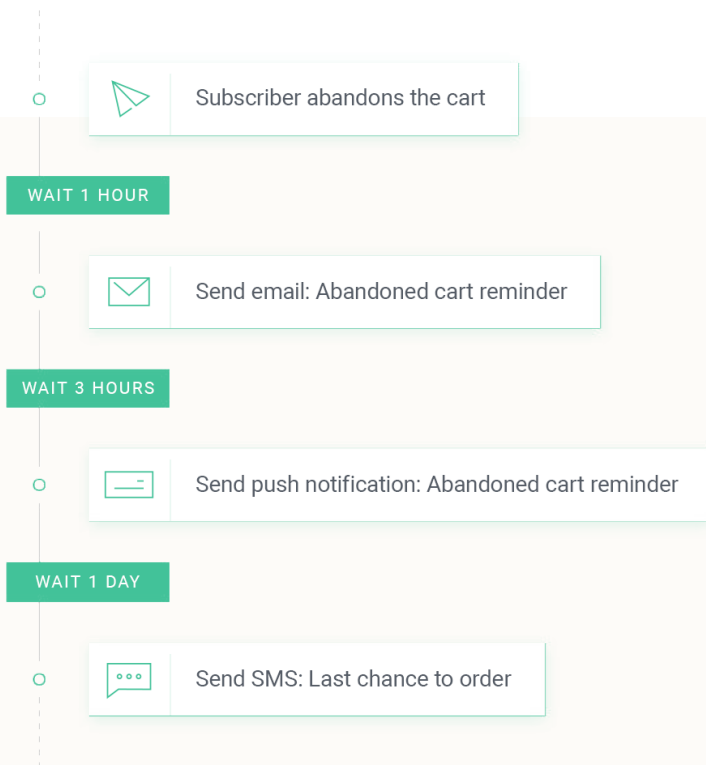
> "
> Emails are easy to build, no coding necessary, and automations are a snap to set up.
>
> **Bahzad Trinos**
> Sales and Creative Director
> @Tate+Yoko

Subscriber abandons the cart

WAIT 1 HOUR

Send email: Abandoned cart reminder

WAIT 3 HOURS

Send push notification: Abandoned cart reminder

WAIT 1 DAY

Send SMS: Last chance to order

Learn more about **marketing automation** ····→

Learn how INGLOT Cosmetics Canada uses email, SMS, and push notifications **to create an immersive customer experience** ····→

If you are an ecommerce DTC brand that's serious about growing your business, you need to use an ecommerce-focused email provider that integrates with your ecommerce platform. Doing so will allow you to maintain all of your data in one place, reduce the need for multiple technology partners (saving you money), and allow you to create a more personalized email marketing program that increases revenue.

Choosing the right email marketing provider for your business is far from a simple decision, butit doesn't have to be a scary one. Knowing the right questions to ask and what to look for can help you side-step hidden landmines, and identify the right long-term partner that is 100% committed to helping you **successfully grow your business.**

See what Omnisend can do you for you.
Schedule a 1-on-1 demo now

BOOK A DEMO

Increase your sales, not your workload

Omnisend is an ecommerce-tailored email & SMS marketing automation platform built to help nimble teams drive more revenue without increasing their workload. One-click ecommerce stack integrations, pre-built workflows and intuitive drag & drop editing make it easy to get up & running without diving into the gritty details, unless you want to.

More than 50,000 ecommerce brands use Omnisend to grow their businesses on autopilot, converting their customers with quick-to-build, highly-relevant emails & texts.

50,000+ Nimble Ecommerce Brands Choose Omnisend

Unilever

SAMSUNG

FABER-CASTELL
since 1761

JIGGY

DUKE CANNON SUPPLY CO.

INGLOT CANADA

G2 Leader SUMMER 2020

Capterra TOP 20 2020

GetApp CATEGORY LEADERS 2020

With thousands of 5-star reviews on G2Crowd, Capterra, and GetApp, our **50,000 customers love us,** and we think you will too.