

COMMERCE EVOLUTION

FUTURUM COMMERCIIUM

- I. How to survive the cookie-pocalypse
- II. Why the future requires selling together
- III. How to implement gamification into your brand

whym.

 Spellbound

Justuno

carro

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DIGITAL ARS IMPERATORIA

INTRODUCTION

Futurum Commercium was developed out of an explicit need for knowledge sharing. In a world full of certainty, one thing has become very certain. Technology is moving too damn fast.

As a brand, you can go viral overnight. From no sales to sold out, anything is possible.

With that said, success is impossible without the tech framework to support it.

Futurum Commercium is here to cover the topics du jour to help you get ahead, stand out, surprise and delight and succeed.

Thanks for joining us.

HOW TO SURVIVE THE COOKIE-POCALYPSE

I

The New Age of Personalization

Embracing First-Party Data in a Cookieless World



Kelly Nyland
Whym, Founder

PERSONALIZATION WITHOUT RELIANCE ON COOKIES

The imminent disappearance of cookies has raised concerns about maintaining personalized experiences—and with good reason. 75% of marketers depend on third-party cookies to execute campaigns and 80% of advertisers rely on them to target customers.

But with Whym, you can continue to deliver customized journeys for your shoppers, without traditional cookies. Our unique approach to data collection ensures that you have the filters you need to personalize shopping experiences.

GET ALL YOUR FIRST-PARTY DATA IN ONE PLACE

Managing multiple apps, widgets & integrations create data blind spots about your shoppers identity and preferences when they visit your product detail page(s). With Whym, you can gain a comprehensive understanding of your customers' preferences and behaviors while creating a more personalized on-site experience.

WHYM POWERS 'SAVE FOR LATER' ACTIONS SEAMLESSLY

Empower your shoppers to save their favorite items for later without the need for any logins. In fact, 80% of the customers that Whym captures are Net New - which means we identify your future shoppers earlier in the customer journey than any other tool in your stack. Whym's innovative technology enables a seamless 'save for later' feature for any product on site.

UNDERSTANDING SHOPPER NEEDS & BEHAVIORS

To collect valuable data on shoppers and their preferences, it's essential to optimize product pages.

“

At Whym, we believe that trust is not a commodity to be bought, but a relationship to be built. As the spotlight on data privacy and ownership grows, consumers demand more transparency and privacy from brands. Whym's first-party data tools are powering smarter shopping experiences for all. With Whym, your shopper's personal information remains just that - personal.

”

For example, after an influencer's product review on TikTok drives thousands of visitors to a product page, Whym's 'text me this item' feature encourages customers to take action before they leave the page. NOLA Skinsentials recently collected intent for another 1,270 products before customers created & abandoned a cart - leading to thousands of dollars in future sales.

HIGH-INTENT DATA FOR EFFECTIVE RETARGETING

Shoppers' actions, such as adding items to carts or abandoning them, hold valuable signals about their intentions. Whym enables businesses to rebuild their

shopper identity by capturing this high-intent data for retargeting and marketing efforts.

CREATING PERSONALIZED SHOPPING EXPERIENCES

When customers text the product link, Whym captures first-party data (phone numbers / email) linked to their specific product interests. This data can be integrated with messaging software, allowing brands to send personalized messages like price drop alerts, low-inventory notifications, or back-in-stock reminders. By resurfacing specific products when customers return to the site, brands use Whym to create personalized shopping experiences that foster

loyalty and repeat purchases - generating 2x more ROAS for messaging campaigns via email & SMS.

EMBRACING DISCOUNTS & COUPONS FOR EXISTING CUSTOMERS

Offering discounts and coupons can be an effective strategy to close sales with both new and existing customers. Instead of solely focusing on blasting entire lists of customers with a sales message, Whym attaches meta data to customer records so that they can easily be filtered, segmented and personalized campaigns can be automated. Brands use Whym to strategically target existing customers with price promotions for specific products they intend to buy.

“As control is shifting away from corporations back to consumers and the movement towards personal data ownership grows, Whym is exposing data blind spots that exist for shoppers and sellers alike. Through our powerful first-party data tools, we’re safeguarding the way personal data is collected, controlled and monetized.”

Getting the Data You Need for True Personalization



Elise DeCamp
Toki, Founder

PERSONALIZATION WITHOUT RELIANCE ON COOKIES

A world without cookies doesn’t have to leave your customers hungry. It just requires a little upfront cooking in the kitchen.

Okay, we are done with the jokes. In all seriousness, with the right onsite tooling and automated marketing follow up, you can collect enough information about your customers to deliver them a personalized experience every time they interact with you.

One of the most important things to do in order for deliver a personalized experience, is it get a holistic look at your customer.

Not just their IP address, their email and their location. But the critical data points that matter to your brand.

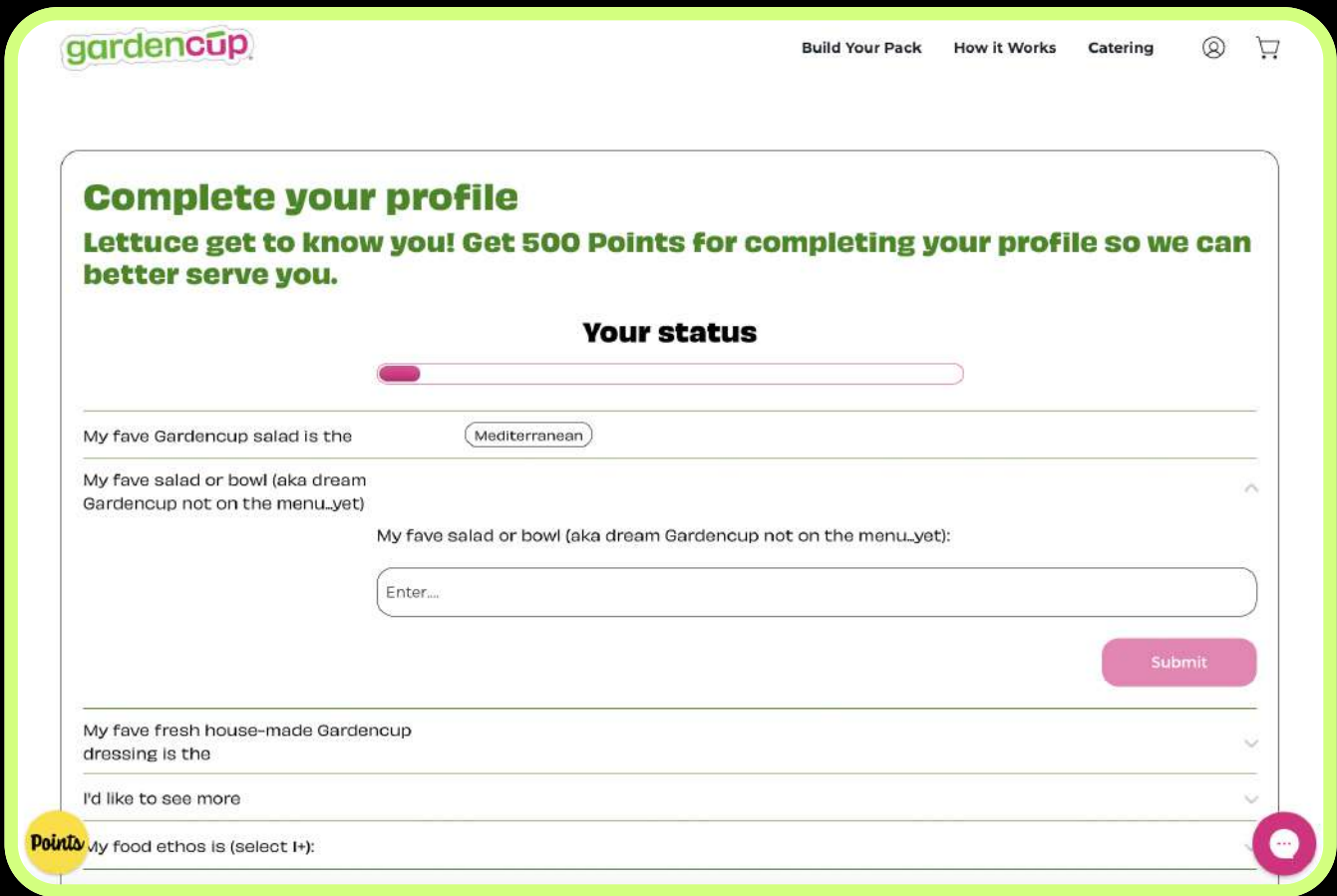
For example, if you are a beauty brand this is going to be:

- What their skin type is
- How many steps they have in their beauty routine
- What beauty influencers they follow
- Etc.

By collecting this information, you will be able to better serve your customer every other time they visit your site and even when you launch a new products. You will no longer need to blast them with 500 emails a day, because you will know exactly what matters to them and why.

However, it’s naive to assume that your customers are going to give you this information without any incentives. Which is why this needs to be integrated with rewards.

Rewarding your customers for store credit or cashback to complete their profile results in a 13x higher response rate than not offering any incentives.



Rewarding for profile completion can be communicated via automation in a post purchase email flow or within a pop up pre-purchase.

these data points can then be piped to all relevant channels - from Shopify metafields to customer support to your CRM. That way you can upsell your customer the products they care about ensuring you aren’t wasting your marketing sends on deaf ears and you are hitting customers with the highest intent and highest likelihood to convert.

WHY THE FUTURE REQUIRES SELLING TOGETHER

II

Collaborative Commerce — the recession-proof way to sell more and lower CAC



Blake Imperl
Carro, VP of Marketing

PERSONALIZATION WITHOUT RELIANCE ON COOKIES

Collaborative Commerce, or cross-store selling, is a channel expansion strategy employed by over 28,000 top DTC brands to enhance sales, boost average order value, and enrich customer experience. Let's explore why it's a stellar alternative to traditional wholesale and how to get on board.

Collaborative Commerce, or cross-store selling, reimagines traditional wholesale relationships and inventory commitments. It presents a zero-barrier avenue for merchants to expand their product

catalogs and customer acquisition capabilities by creating partnerships with other brands.

Traditional wholesale agreements, with their high entry barriers, have long pushed D2C brands to the sidelines. They are time and resource-intensive, making product diversification a challenging and lengthy process. Additional complexities arise from warehouse requirements and sales forecasting.

Enter Collaborative Commerce, an answer to these challenges. It advocates inventory-less merchandising, mitigating risks of warehousing and unsold stock. Brands can enrich their offerings without owning the inventory, enhancing the customer experience while alleviating operational burdens.

Take Gear.com, an outdoor retailer we partnered with. Through Collaborative Commerce, they added over 6,000 products to their catalog in less than a year, a milestone unachievable via traditional wholesale.

Additionally, Collaborative Commerce can significantly enhance average order value (AOV). Providing customers with more options leads to higher sales. BlendJet, a single-product company,



“**Brands can enrich their offerings without owning the inventory, enhancing the customer experience while alleviating operational burdens.**

”

wanted to expand into a marketplace to sell ingredients used in their blenders. However, traditional wholesale proved challenging. With Carro's help, BlendJet's marketplace now houses a range of complementary products, increasing their average order value by 81% and customer lifetime value by 71%.

A CPM FREE ACQUISITION CHANNEL

Collaborative Commerce also opens doors for co-marketing partnerships with leading brands as both a supplier and retailer, allowing your products to be featured in stores that align with your ideal customer,

all without traditional advertising costs. It's a new, effective, and cost-efficient way of customer acquisition. Rather than pay Meta to sandwich your products between dog photos on Instagram, brands are realizing they can get closer to their ideal customers by partnering with complementary brands.

For example, a protein powder company would want to sell their products on BlendJets site as they know those customers will need protein powder.

**COLLABORATIVE COMMERCE IX
CX ROCKETFUEL**

Brands aren't meant to be a one-stop shop like Amazon. They understand they can't meet all customer needs. But through Collaborative Commerce, brands can curate on-site collaborations with complementary products, thereby enriching customer experience.

Take the example of Schoolyard Snacks. This keto-approved, high-protein cereal brand realized that its customers wanted more than just cereal. They sought an array of keto-friendly snacks. Traditional product creation or wholesale wasn't feasible. With Carro,

Schoolyard Snacks transformed into a marketplace, seamlessly incorporating a variety of keto products from leading brands. The result was an enriched customer experience, extended product range, and increased average order values.

Collaborative Commerce is a gold mine of opportunities for brands willing to step beyond traditional channels. It's the future of commerce, a low-hanging fruit just waiting to be picked. Join this new wave of commerce and accelerate your eCommerce growth in 2023.

GETTING STARTED HAS NEVER BEEN EASIER

Join the ranks of over 28,000 forward-thinking DTC brands that are embracing Collaborative Commerce, propelling sales growth, and enriching customer experience. Seize this low-hanging fruit, unlock an entirely new channel, and sell more, together. With over a million products from the best DTC brands at your fingertips on Carro, the perfect pairing for your brand is waiting. Visit www.getcarro.com today and fast-track your eCommerce growth for 2023 and beyond. The future of commerce is collaborative—are you ready to be part of it?

carro

Customers Have Seen

3.5x

180%

3x

increase in revenue

lift in AOV for Carro orders

growth in product catalog size

shopify

BEAUTY MARKETPLACE

New Products

Beauty Skin

Beauty Skin

Beauty Skin

Beauty Skin

Beauty Skin

Collaborative Commerce in Loyalty

How the future is multiplayer, finally.



Elise DeCamp
Toki, Founder

WHERE LOYALTY WENT WRONG

For years, loyalty program engagement rates have been low. Every brand has wanted to have a loyalty program like Wegman’s or Sephora but few have been able to match them because they haven’t had the same repeat purchase rate be it due to the nature of their product, their AOV or a number of other factors.

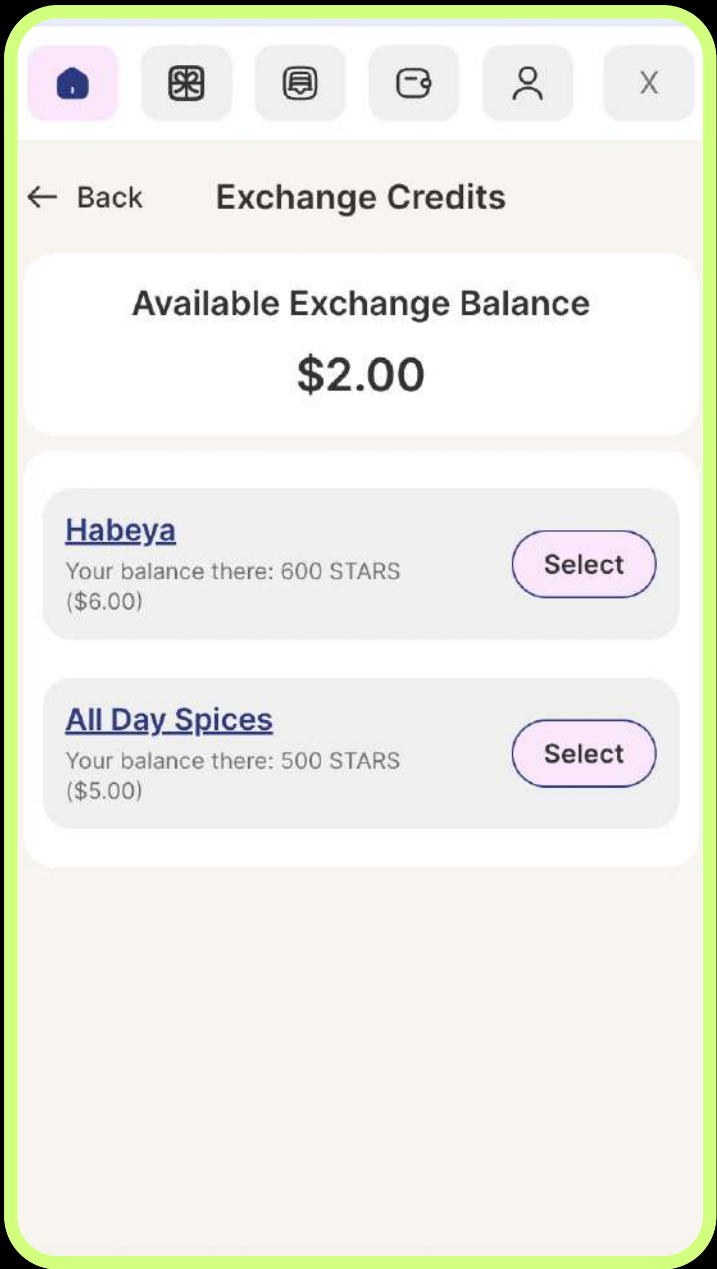
Loyalty works for Sephora and Wegman’s because they carry a wide breadth of products resulting a reason for regular return spending habits. The good news is that singular brands can mimic this same experience, by partnering with other likeminded brands.

MULTIPLAYER LOYALTY

Enter the concept of multiplayer loyalty. Multiplayer loyalty means that by engaging with one brand, you are receiving benefits from a multitude of brands. Rewards with multiple brands results in higher interest to sign up for the original program as well as more reasons to come back and engage again and again.

Let’s think through a specific example of this. Let’s say you are shopping for couches. A couch is a big expensive purchase. You make it once, there is a low likelihood you are going to buy one again in the near future. However, most couch companies don’t just sell couches, they also sell pillows, lamps, tupperware, all kinds of day to day objects you might need. Despite the fact this customer purchased a couch, said furniture company needs a reason to get that customer to come back and purchase these other items. This is where the multiplayer loyalty system is perfect.

This furniture brand decides to create a loyalty alliance with a popular coffee chain, a popular clothing company and a popular fitness brand. Now, loyalty members that make their way into the furniture brand’s loyalty program get lifetime discounts at all of above brands.



These cross brand rewards result in a much more loyalty membership sign ups. At the same time, these brands now have the ability to cross sell to these new loyalty members, now with a close touchpoint they otherwise would not have had. A mutually beneficial partnership.

HOW TO IMPLEMENT GAMIFICATION INTO YOUR BRAND

III

Gamification is your best friend for growing your list



SJ Carcamo,
JustUno, Partner Marketing Manager

PERSONALIZATION WITHOUT RELIANCE ON COOKIES

Gamification tends to go through its own evolution with every brand it encounters. Don't worry, your visitors will let you know what they want to engage with (just look at your Justuno analytics dashboards for the insight!). I'll hit on gamification implementation as it relates to your lead capture efforts. And this extends into your zero-first-party data capture efforts too.

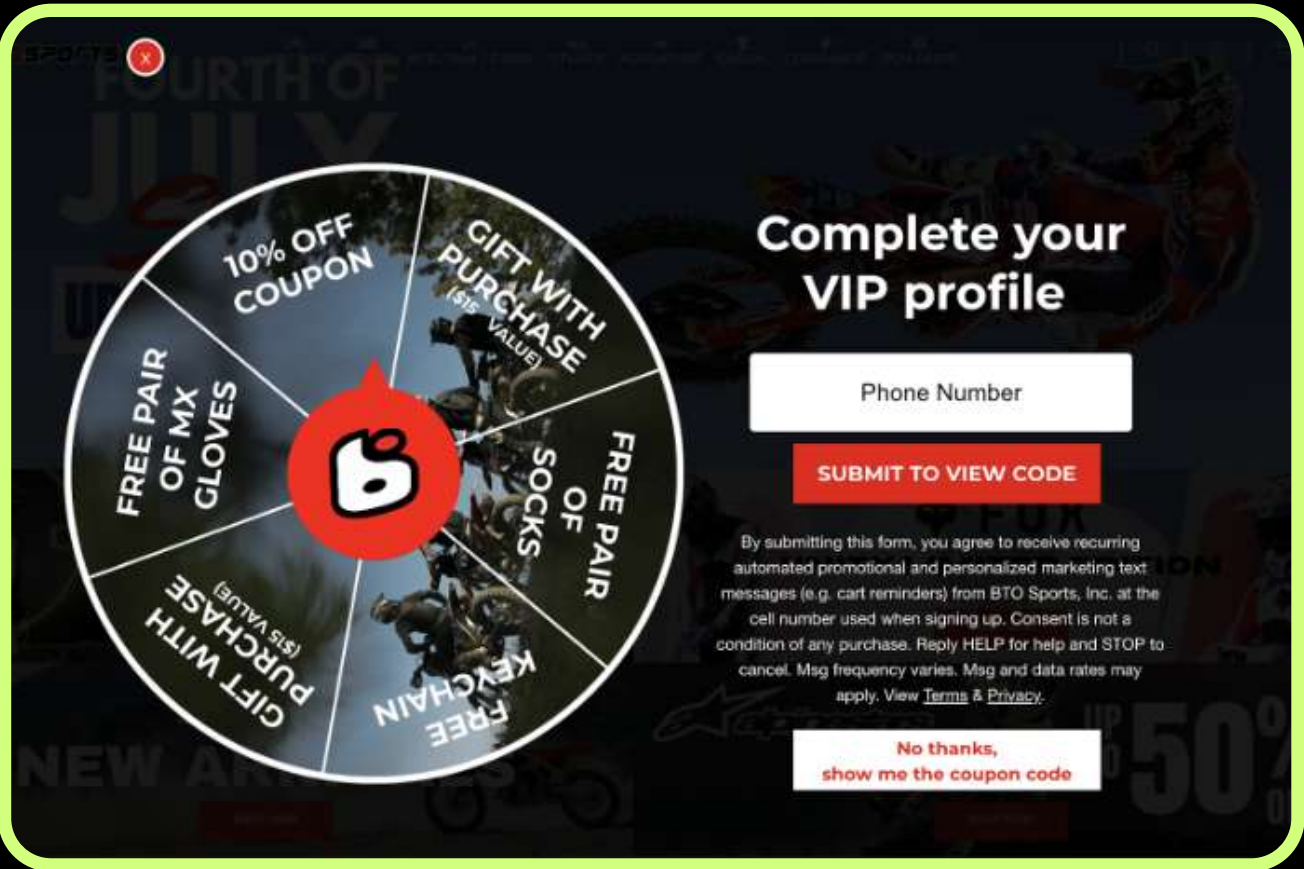
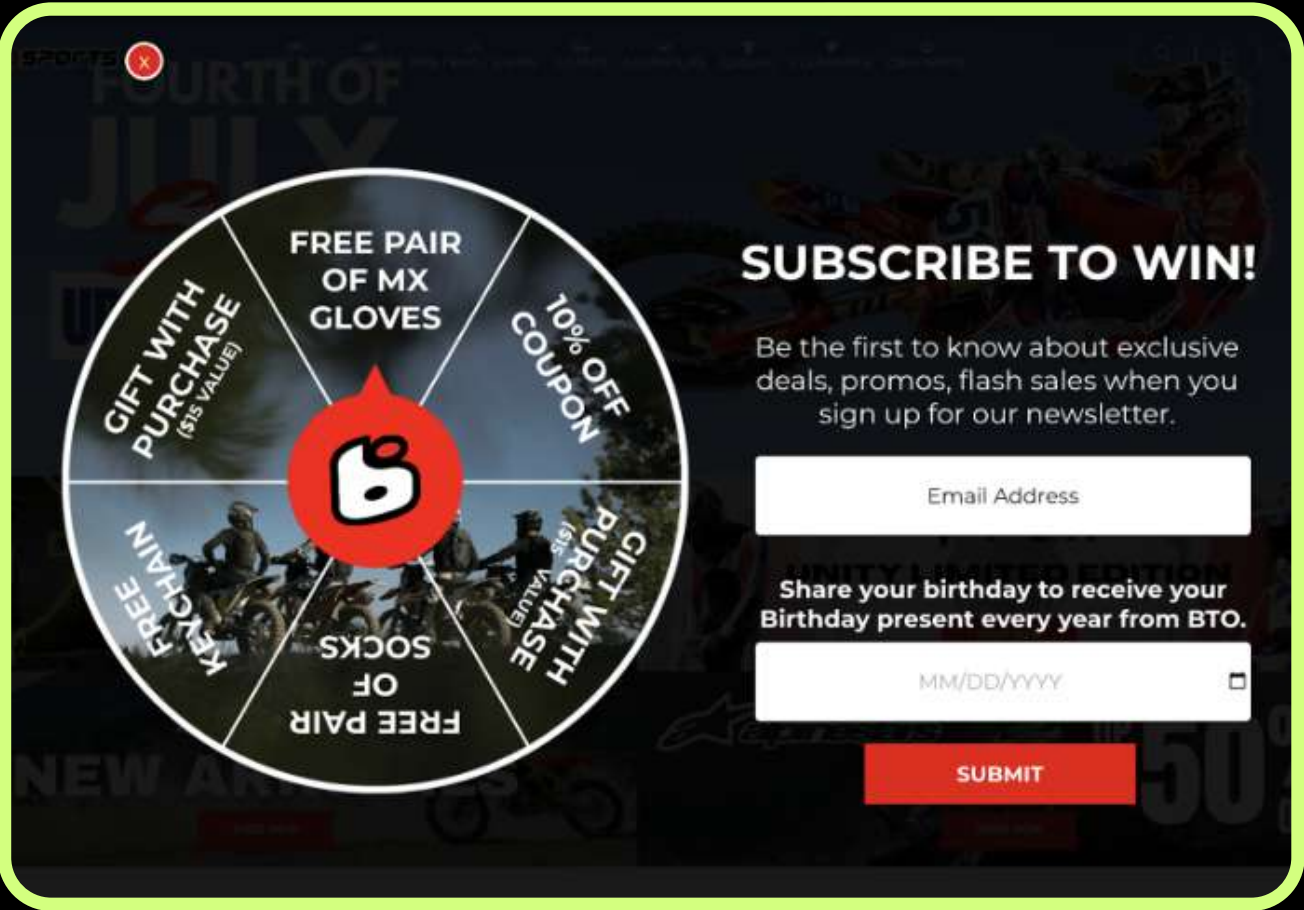
A couple elements are key to implementing a successful gamified lead capture to your website.

- Those are
- type of game you choose and...
 - How branded you get with design and the voice you use in your copy

The type of games you can set up with Justuno include Spin to win (a classic), Slot Machines, Pick Your Mystery Prize (like the Toy Story Claw machine!), and Scratch off (a newbie but a goodie for those mobile thumbs). Next, combine the game of choice with your lead capture & messaging of choice. Maybe that's email, sms or a social handle capture.

Pro tip: Decide if you will include any other data capture (like asking when their birthday is or asking what they're shopping for today) and who to target with your lovely gamified design. Below is an example of btosports.com making their gamified lead capture a whole event on site —starting with spinning the wheel to then highlighting where the VIPers hang out (in SMS land for them).

Keep in mind that different channels and visitor behavior may respond differently to the same game. I have had Justuno clients test out a Spin to Win design as their welcome lead capture while using a Pick your Prize game for the exit offer pop up.



“Justuno makes it possible to bring to life the next-level strategies we like to create for our clients. They are a crucial part of our toolbox along with Shopify & Klaviyo when it comes to helping brands take their website and email marketing to the next level using zero-party data for personalization.” — Lisa Oberst, Director of Email Marketing, Fuel Made

capture, and a control group if you'd like. You can also test based on traffic sources. Aim to get enough data to make the best decision when it comes to placement and firing triggers for your gamified design.

Pro tip: Use a TAB on site that recalls the design if a visitor is quick to close. Check out the GIF and dice examples below for creative ways to design a TAB onsite.

We must consider that they may need more time on your site (aka getting to know you) before they want to play a game with you.

Keep in mind that different channels and visitor behavior may respond differently to the same game. I have had Justuno clients test out a Spin to Win design as their welcome lead capture while using a Pick your Prize game for the exit offer pop up.

The idea is to keep engagement up at key touchpoints on site and introduce a unique shopping experience that converts. Gamification engages an average 15% of website visitors, leading to a 24.74% average conversion rate for those who engaged with the game. These numbers are benchmarks for you to use as you implement the games and A/B test.

Justuno's [A/B testing](#) capabilities allow you to test your gamified lead capture against your standard lead

Just like e-commerce, your gamified experience on site should evolve. This means your offers can change (based on the feedback you get from visitors on what they want to see aka [zero-party-data capture!](#)), your design, and your firing triggers can change all with the idea of increasing engagement and same-session conversions.

Adding Magic to Your Brand's Emails: Feastables' Spellbound Success



Brian Blum
Spellbound, Growth

Looking to inject a sense of novelty and excitement into your email campaigns?

Feastables, Mr. Beast’s better-for-you chocolate brand, found the answer with Spellbound, and the results have been nothing short of magical!

UNLOCKING THE POWER OF INTERACTIVITY

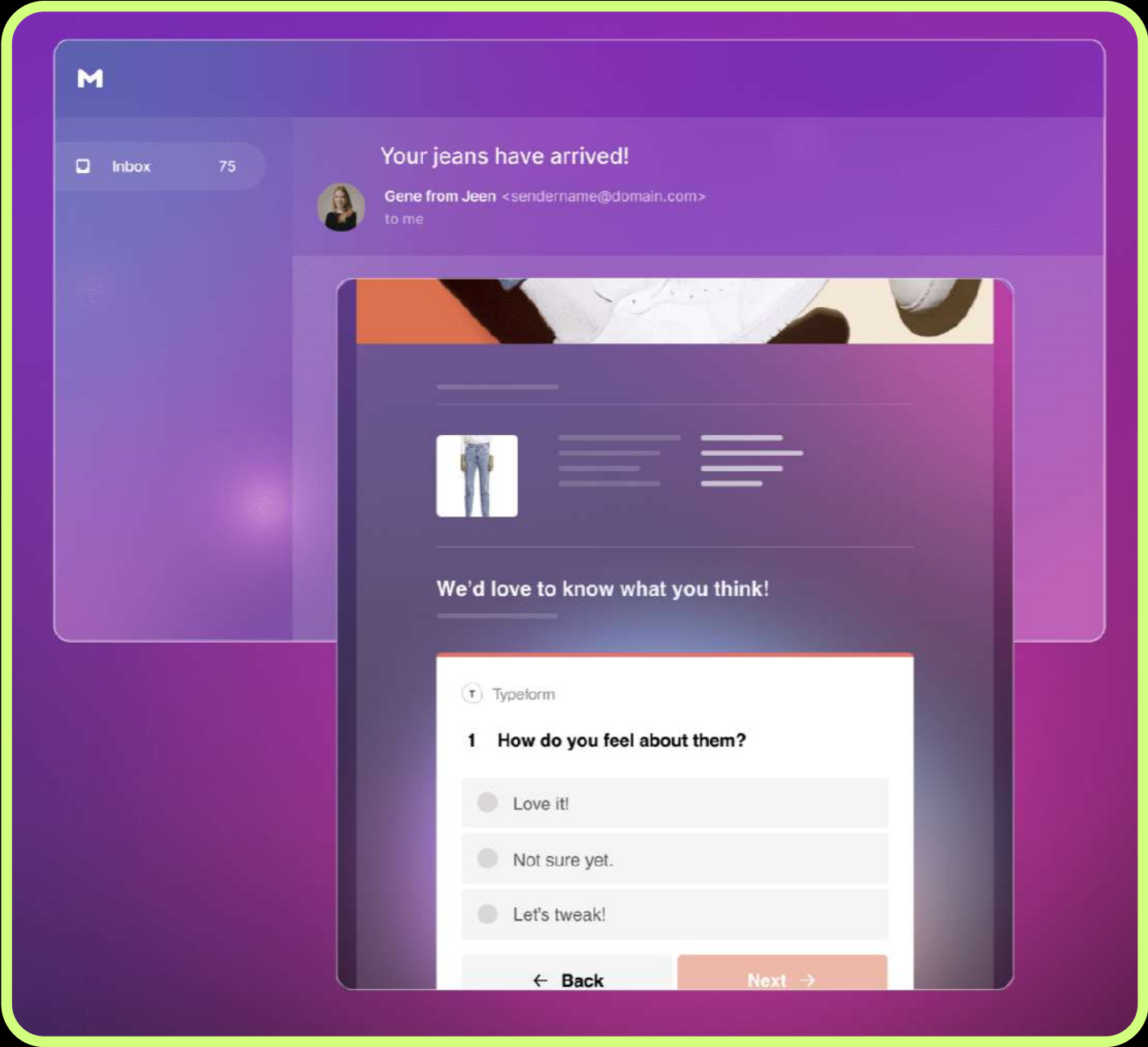
Feastables, known for its massive retail presence and distribution in major stores, faced a challenge of engaging their young audience through email.

With the help of Spellbound, they unleashed a custom interactive "don't click this" campaign that captivated their subscribers like never before.

Joseph Siegel, Director of Retention for Feastables, emphasized the importance of innovation and novelty in their email strategy. "Our goal in using Spellbound has been to increase engagement within emails, whether that's through shopping, reviews, or SMS collection. They expect to be 'wowed,' and Spellbound helps us do that," he said.

THE MAGICAL EXPERIENCE: REVERSE PSYCHOLOGY IN ACTION

Feastables' creative approach to the campaign involved using reverse psychology to entice their audience. The email commanded the reader not to click a button, tempting them to defy the order. As expected, curiosity got the best of their subscribers, leading them to click the button repeatedly as the email transformed into a captivating interactive experience. Eventually, it led them to the product page to shop for their delicious chocolate.



“They expect to be 'wowed,' and Spellbound helps us do that.”

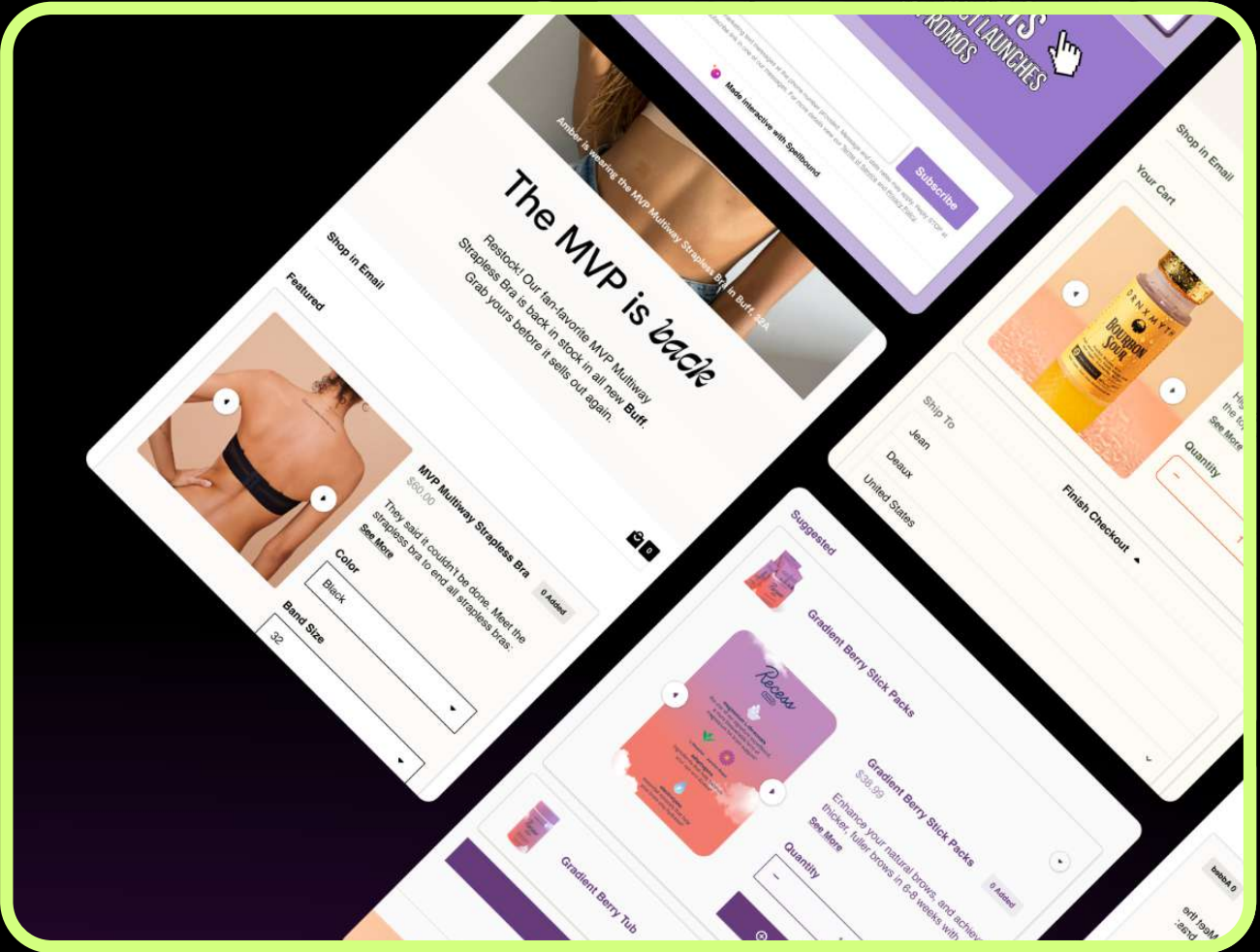
ENCHANTING RESULTS:
UNPRECEDENTED ENGAGEMENT

The impact was huge! With an impressive 10.6% click rate on a 44% open rate, this interactive email became Feastables' most engaged campaign to date. However - the real magic unfolded after the campaign.

Since sending that email, their click-through rate skyrocketed by nearly 200% compared to the previous period.

Joseph explained, "The only thing that has changed was sending that email. Customer excitement and anticipation about our emails have never been higher. More so, it feels like customers are clicking on emails to test them out and see if it's interactive again."

As a result, the "placed order" rate soared by almost 25% as well!



Working with Spellbound proved to be an easy experience for the Feastables team. Collaborating on a quick turnaround, the Spellbound team was able to bring their creative vision to life.

Joseph himself expressed his satisfaction, saying, "Working with the Spellbound team is a great experience. They took our idea and brought it to life on a super quick timeline. We're excited to continue pushing the boundaries of what's possible in our emails with them moving forward."

UNLOCKING MAGIC FOR YOUR
EMAILS

Now, Feastables is taking full advantage of Spellbound's capabilities, leveraging our Okendo widget for reviews, Postscript widget for SMS collection, and integrating forms / survey's to collect first party data about their audience. If you're interested in doing the same, book a demo at the link on our site spellbound.io. We can't wait to chat with you soon!

Using Gamification to grow organically, without paid media



Lauren Padko
Brand.co, Marketing Manager

FROM THE EYE OF THE AGENCY

Get ready for a fresh and exciting twist in your eCommerce growth journey. In the evolving landscape of eCommerce, one thing never changes: the importance of user engagement. Let's shift gears and think beyond traditional paid media for a moment and towards something more fun, more engaging - Gamification. It's more than a buzzword; it's an exciting way to engage, retain and grow your audience, all while keeping your budget intact.

Gamification is the secret sauce that can transform your Shopify store from a basic eCommerce site into an interactive playground that customers love to explore. It takes the playful, immersive elements of

gaming and infuses them into your digital shopping experience. But remember, it's not just about pasting badges on your website and calling it a day. You have to be ready to flex your creative muscles and develop something that really speaks to your audience.

First, let's talk about rewards points. Now, this isn't just about getting points for purchases. Imagine giving your customers points for leaving reviews, sharing your products on their social media, referring a friend, or even for being loyal shoppers! It's about fostering loyalty by turning everyday transactions...

“The key to successful gamification is aligning your strategies with your customer's desires.”



...into opportunities for rewards. The more points they gather, the more they're going to want to come back and redeem. Now, picture this: You're playing a game, you level up, and there's a moment of excitement. What if we took that feeling and applied it to shopping? Leaderboards. Boom. Now you're adding a social element. Craft a leaderboard that highlights your top customers, fostering a sense of achievement. People start to see how they rank and they start to get competitive. Who doesn't want to be number one? Tapping into this, you can create a friendly competition amongst your customers. They'll spend more time on your site, make more purchases..

“ As a woman in marketing, I’ve learned that engagement is everything. With gamification, we’re not just asking consumers to buy; we’re inviting them into an interactive experience that fosters organic growth. ”

..all while building a community around your brand that thrives on engagement. Finally, the secret sauce: unlockable content. Unlocking secret levels in a game can be thrilling. Now, imagine giving your customers the same feeling. It could be an exclusive discount or early access to products. The idea here is to make your customers feel like they’re part of an exclusive club. They’ll not only come back, but they’ll bring others with them.

Take Frank Body for example, a body care brand best known for their scrubs. Their loyalty rewards program takes an interactive approach to unlocking levels using a “Hotel Pink” theme. The more Pink Points earned, you’re bumped up to the next level and have access to higher discounts and perks. The key to successful gamification is aligning your strategies with your customer's desires.

Make sure the game is relevant and the rewards are desirable. If your users aren't into what you're offering, they won't play along. Know your customers, cater to their aspirations, their motivations, their habits – and you've got a winning game.

So why not take a break from the conventional, and turn shopping into a game where everyone wins?

CONCLUSION

We are entering a new age of commerce. The recipe for success from 2013 to 2023 looks very different than the recipe for success in 2023 to 2033.

Whether you are a creator-led brand or a mom and pop shop, the tool kit is simple but advanced. And while having the right tooling is important, having a level head is the ultimate tool to get you through.

High level the best way to traverse the landscape is to put your consumer perspective first. Before making any conversion optimization or supply chain decision, think to yourself “As a consumer, would I engage with this post? As a consumer, would this be appealing to me?” And so on.

Thank you for reading the first edition of Futurum Commercium.
Keep your eyes peeled as we put out our next edition in the coming months.