

Rytis Lauris

SPEAKERS

Matt Edmundson, Sadaf Beynon, Rytis Lauris



Matt Edmundson

Well hello, good evening and welcome to the eCommerce podcast live recording. That's right this evening. We are doing a live stream of our podcast recording. Okay, so if you're watching this a big warm welcome to you. My name is Matt Edmundson. This is the eCommerce podcast and it's a show all about how to help you grow your online business. Now, as we do these podcast interviews, we have started to broadcast out the interviews on YouTube live tonight. So that's going out where you're watching this, okay. And we literally are going to record the podcast in one take from beginning to end. And so I just wanted to pop in here and say good evening to those of you who joined do say hi, in the comments, be great to know where you're watching from and all that sort of good stuff, whatever questions you've got, put them in the comments below, and we will get around to them. But yeah, so that's that's basically what's gonna happen. I am going to play in just a few seconds here, the intro to the podcast. So you're going to see another intro and this is just basically the podcast recording as it's going on. So hang around for the intro, and then we're going to hit it properly. So hope that all makes sense. I will see you in I'm just looking for the button here on my control, here it is. State of the art technology, right so like I said, I'm just about to roll the intro for the podcast then we are going to get into the live recording with Rytis in just a few seconds. So here we go.



Sadaf Beynon 04:10

Welcome to the eCommerce podcast with Matt Edmundson, a show that brings you regular interviews, tips and tools for building your business online.



Matt Edmundson

Well, hello, and welcome to the eCommerce podcast with me your host Matt Edmundson. This is a show all about how to grow your online business. And every week I get to talk to amazing people from the world of eCommerce. And I get to ask them all kinds of questions about what they know. And more importantly, how's it going to help me run my own eCommerce business right, the question we all have in the back of our heads as we listen to the show. Now. Today, we have a very special guest in and I, I don't know if you've ever heard the phrase omni channel If you've been around eCommerce for a while, you have heard this phrase. What does omni channel mean, right? It's just one of these words that people throw out at dinner parties. Yes, I'm into my omni channel systems and you're just like, whatever. I don't know what that means, right? So and should should you even care, right? Especially if you're just starting out and eCommerce should you care about omni channel stuff? Does that or does that sound like something you know that the big boys should do? Well, in today's show, we have Rytis Lauris joining us. Now Rytis is the CEO of Omni Send, and they specialise in this whole thing to do with omni channel marketing. And he's going to help us get into this whole omni channel idea. let me tell you. He's going to bust some myths wide open. And yes, explain why we should be using the tactics he's going to talk about in today's show, whether you are just starting out in eCommerce or whether you've been trading like me, you know, for for donkey's years, right. So no pressure, but I think tonight's gonna be a bit of a masterclass in eCommerce marketing. So do grab your notebooks if you can, you are definitely going to want to take notes. But if you can't, if you're driving, if you're in the car, whatever you're doing, if you're watching the live stream, be assured that all of the notes from today's show will be available as a free download. As always, on our website, just head on over to ecommercepodcast.net/53 because this is episode number 53 of the eCommerce podcast. So ecommercepodcast.net/53. And you can download those free and without cost to you. And all of the links to Rytis and everything he's going to talk about tonight, we will also put in those show notes. So have at it. Go over. Now. That was a big buildup, right. So without further ado, let's bring on tonight's guest, let's bring on Rytis and we've we've had to change our technology systems a little bit tonight, so I'm hoping it's gonna work. So if I press this button, yes, we can see you Rytis. Hey, how you doing?



Rytis Lauris 07:07

Hey, Matt. Yeah, thanks for being real adaptable and changing technologists. Last minute it works.



Matt Edmundson

Thanks for persevering is good we work in IT we can make we can make these things work, right?



Rytis Lauris 07:22

Yeah, although sometimes we have too many technologies as yeah, we will be talking about Omnichannels are really sometimes not that easy to know, mingle different technologies, tools, channels, whatever. Yeah. As introduced today, we're gonna cover a little bit of how different channels could help you run your eCommerce business. So really looking forward to have this conversation with you.



Matt Edmundson

Yeah, you and me both. Thanks for joining us. Thanks for joining us. Now Rytis, listen, the first thing that people are going to notice if they're if they're tuning in, is the way you say technology. You've got a bit of an accent, right? So whereabouts in the world. are you right now?. You've got a bit of an accent, right? So whereabouts in the world. are you right now?



Rytis Lauris 08:05

Yeah, so not technology only. Yeah, so I'm Lithuanian and the I'm currently based in Vilnius, Lithuania Yeah, before the COVID era, you know, I was so we're struggling a lot. I used to live in London for a while and spending a lot of my time in the United States as the vast majority of our business is actually in the US but we have r&d r&d centre here and born here so kind of just for the COVID a stay stay here and yes vaccin from Central Europe Lithuania.



Matt Edmundson

Okay, now, this may be my ignorance Rytis, but in my head Lithuania in winter is going to be a cold place to be is that is that correct?

R

Rytis Lauris 08:47

That's correct. Yeah. That's correct. It's snowy. I mean, it's not that bad. It's not like super freezing. But yeah, that's definitely below zero Celsius, and snowy winter. So but you know, the more snow you get, the better you feel. Because it's nice to have some. Some, you know, white space outside and yeah, it's a bit brighter comparing to the British winter sometimes when it's cloudy and rainy. So that's, you know, yeah. Not bad, bad. I would say.



Matt Edmundson

No, no, not at all. It's um, I was talking to somebody the other day about this, you know, in the winter that we've had in England, and you know, I'm brought we're in Liverpool, right. So such as the wonder of technology, you're beaming in from Lithuania. I'm sat in Liverpool and this has gone up to a worldwide audience and you like this just incredible. But all that said, we, we had a two weekends ago, we had our snow for the for the year, it seems we had a what I would call a light dusting of the ground. It came in two days later and had gone. We had like half an hour for the kids to get out on the sledges, you know that was about it. So I'm slightly envious of your snow. I'm not gonna lie.

R

Rytis Lauris 10:02

Cool. You know, there are always upsides of everything. Yeah. Towards this occasion you're currently having so.



Matt Edmundson

That's very true. Very true. Now Rytis and you say you've done a lot of travelling you got a lot of clients over in the states, in the UK. You've been living over here. What, what is your story? I mean, how did you get into Omnisend How did you get into this whole email marketing type thing that you're in now?

R

Rytis Lauris 10:28

So Omnisend as a tool is just a spinoff from digital marketing agency. So back in the days, they used to run digital marketing agency as like, you know, developing everything digital for the customers, and basically selling human hours, and creativity. And, and some of our customers were selling online. And the product, which currently is omnisend, was launched seven years ago, like very first version, which is was very basic at that time. But yeah, we've launched seven years ago, and we started again, those who do sell online, they

have a unique opportunity to better market to their customers. And the reason for that is because we have way more data on their customers behaviour. And the from the very first first touch point to the very last touch point for all the way to conversion, they, they are digital, that entire journey is digital. And therefore you really can analyse your customers behaviour and build better segments, better automations based on their customers behaviour, not on profile data, not on demographic data, which which is not always the case to build the best solution. So that's the way we kind of foresaw the opportunity. And back in those days, there were no kind of like, focus in email space, that was only email at that time and launched email service provider specialising on eCommerce. And since then, we have never changed this we, from email, one to omni channel, adding text messages, adding push notifications, even Facebook Messenger, which we duplicated that after some time, because it didn't prove itself as effective channel for for eCommerce merchants. Yeah, but but yeah, we never change our belief in eCommerce and better focus as we provide the service and we empower eCommerce merchants to really work better better communicate with their customers. Yeah. So



Matt Edmundson

How long has it taken for you to sort of get from where you were to where you are, now? How long have you been playing around with this?



Rytis Lauris 12:30

Yeah, so seven years. So initial, kind of, yeah, seven years initial couple of years was really, really, as I believe, for any business, although it was a spin off, and we had already running business. So we had a team, we had developers, which really helped alot to launch the first version. But in order to really, as I said, before, any business and especially those who are just thinking of maybe just launching their online stores, it's about just you know, understanding your customer. And that's what we learned ourselves as well. For initial two years, we had quite a good traction, but the churn was massive, and we didn't really understood at the time, like fully, what actually are the needs of our customers, online merchants. And normally, I would say after a couple of years of experiment, and a lot of talking to your customers a lot and reading their reviews and all those things getting get feedback, accumulate and get them we start understanding where we can create value for our customers. And then like I would say, two years of experimentation and backup five years only kind of proper running a business which is, which is I would say decent business already 10s of 1000s of online stores are using this globally. As you have already mentioned, the vast majority of of our customers are coming from the United States and Canada. UK is a very important market for us as well, Australia, and when it's long term, we at least have one customer from 130 countries globally. So it's really really a

worldwide and anyone who does sell online and who does understand English and is comfortable using English interfaces, we are in English. So so we can utilise as doesn't matter which platform we're using. With like Shopify with big commerce with WooCommerce, we have really seamless integration. So it's just click, click and to instal and click click this connect.



Matt Edmundson

So you've made it super easy then for people to use the system.



Rytis Lauris 14:28

Yeah, exactly, exactly. It's very, very easy to start using and our goal is really to bring to like small and medium level online merchants. To me it's sizeable online merchants like super easy to start using and benefiting solution but robust enough er once you grow to really utilise more and more of the tools. So we have a lot of pre built, pre built best best practices even like templates, even with a copy and some default images which you can start using just straight away with one dongle click. If you are willing, of course, you can segment you can you can run way more sophisticated campaigns so terminations and combine different channels, as well. So that's been we continued go this path, you know, just really empowering to what you said in the intro is omni channel just for like big guys or is for everyone. Yeah. So that's our mission is really to bring those capabilities of like marketing from big guys to the mass for anyone. Yeah. mainstream. Yeah, I think so that's that's the idea.



Matt Edmundson

So you call it Omnisend and and for those who are listening that have heard this phrase omni channel, but really don't know what it means. What, what does omni channel mean? And what does it mean for an eCommerce business?



Rytis Lauris 15:51

So I would provide two different definitions here. One is like, which is original definition of omni channel is really the one, that ability for your customers, for shoppers to buy at any channel via preferring anyway, I mean, in store, on your online store, maybe on social media may be via text messaging, just, you know, chat, chat conversation, or maybe once contacting your support on the phone, where they can complete. So this has been omni channel but that your customer, your buyer could purchase the product they're willing to

purchase anywhere. And at the same time, the same time, we can return anywhere, like purchasing online but returning to your physical store if you have one. So this is omni channel like original phrase of commerce in general. And we strongly believe like fundamentally that if you're running a store now, that's definitely what you have to be looking at. And I was kind of estimating that like 12 months ago, I was still estimating like seven to 12 months, that seven to 10 years, it will become a default, how we imagined there will be no eCommerce or online commerce, there will be just commerce retail, I didn't know which word will describe it, but it will be omni channel. And what happened COVID I believe accelerated that a lot. Yeah. And we see among our customers that those were kind of just traditional brick and mortar businesses stores, they really started going online and those who have who had just, you know, online presence, they are looking for other solutions, how people can return things, how people can fit things, if it's clothing, and maybe not that comfortable to buy without fitting and all those things. So recreating experience rooms and showrooms and all those things. Yeah, so that's original definition and what is omni channel marketing, which is kind of a copy from original definition. So if there is an opportunity for our customers to purchase to return to experience our products, any at any channels we prefer to invent. So marketing should be following this trend and we as marketers, as merchants, we have to offer them the best channels they prefer, their most preferred channels for us to communicate with them. Okay. So our customers should be careful when choosing if it's email, if it's text messages, it's push notification. Any other channels could be like added in the future, whatever pairs I've mentioned, we've tried out like WhatsApp, we've tried out Facebook Messenger. Those channels didn't work, but I have no doubt there will be other channels in the future. So basically the freedom for customers to choose the most preferred channels for the brand to communicate with a customer that's so



Matt Edmundson

That's great. But yeah, I think that's a really helpful definition that actually omni channel marketing is about communicating to your customers in in the channel which they prefer whether that's email SMS, push notifications. I'm intrigued why why you say that Facebook Messenger and WhatsApp didn't really work. I don't know if you've sort of got any insight into that.



Rytis Lauris 19:08

Yep. So mainly because because of the Cambridge analytica scandal, I would say probably that



Matt Edmundson

they screwed everybody up. Yeah,



Rytis Lauris 19:20

They screwed. And after that, like really, Facebook which WhatsApp is being owned by Facebook is really became like super suspicious about everything and then super aware of everything. And they kind of limited a lot that basically to run promotional campaigns and proactively outreach to your customers. You have like 12 hours window ad set, that's it. So it's still okay for support, let's say on for upsells or cross sells. Once a customer initiates the conversation, but not the other way around. When you as a brand have a message to deliver, you cannot do that. Basically, it's so limited only 12 hours after they opt in, opt in is valid, so nothing in comparison to other channels, which is valid until we practically opt out or?



Matt Edmundson

Yeah, that's great. That's such a good point. And I think it's probably just worth emphasizing that again, with Facebook and with WhatsApp. It's great for customer service, if you've got a chat going on, isn't it and you've got that instant chat. But that's where a customer contacts you. And what you're saying is you according to Facebook, Facebook's rules, you have 12 hours, a 12 hour window to communicate back to that person. And so it's if they contact you on a customer service basis, you can use it, but in terms of you marketing to them or communicating to them, the chances are great that they've not, they've not contacted you in the last 12 hours. So then Facebook Messenger and WhatsApp are not necessarily great channels, because they don't allow you to do those broadcast messages anymore. They used to at some point it didn't they in the past, they've they've stopped that service now.



Rytis Lauris 20:56

Correct? Correct. Yeah, they used to do that. And it was kind of like, we we we seemed like as a really effective potential effective channel, like back into the days before they kind of restricted a lot and introduced to this time or time window, 12 hours and all of those things. Yeah. So they used to bet the as he said, and I'm not kidding about Cambridge analytica I became everything. Just too much.



Matt Edmundson

They were, they were, quite rightly, under the microscope, as they say, they were quite rightly under the microscope. That's brilliant. Listen, if you are watching the live stream, and you just tuned in, we have special guests. Tonight, Rytis Lauris. Were talking about all things omni channel marketing, we are just getting into that. And so you're welcome. If you're watching this on the live stream, if you're listening to the audio version, do check out our Facebook page, a YouTube page, you can subscribe and just come and join in the live stream and get to ask your questions of our guests too, so why not? Now? Oops, I'm just nearly rocking my computer with this. So omni channel marketing then. So you talked about the five channels, email, SMS, push notifications, Whatsapp and Facebook. So we've discounted for the purpose of this conversation, Whatsapp and Facebook, which leaves us with email, text messages and push notifications, right. So last week, I don't know if you caught the show. Last week we had on Gabby, Gabby talked about email marketing, marketing, and she was fabulous. She was absolutely fabulous. And so she was not a big fan of Klaviyo, I'm not gonna lie. She just put it out there, she wasn't a fan. And there are certainly ESPs that she did like uncertainly ESPs didn't like, and it was just it was most amusing to listen. So let's, in some respects work you



Rytis Lauris 22:45

know, I wouldn't lie. It's a great news for me. You know more people don't like Klaviyo, more customers we have.



Matt Edmundson

Yeah, absolutely. Absolutely.



Rytis Lauris 22:54

This is kind of really, really our main competitor. But yeah, we admire all the competition, that's for sure. But both of us we have unique angles for whom we are the best tool. So yeah, it's still but let's let's, let's I wouldn't I wouldn't lie, you know, it's it's a good news for me.



Matt Edmundson

I saw that smile on your face like yeah, you go, Gabby, you go girl. Yeah. So let's let's, let's start with the first one. Let's talk about email marketing. And this idea, I mean, we've

mentioned it a few times in the past on the show, but I think it's so fundamental, right? Because even today, I had a conversation with a client, who is going to spend insane amounts of money on adverts to go and generate traffic. Facebook ads, Google ads. But still, even with all that expenditure planned has a really well let's just call it impoverished email marketing plan and system that they do. So email marketing is not dead. Is it? So what, what are some of the golden rules? Let's get into on email marketing that you see from the data that you see with all your customers using the the omniscend channel, what are some of the things that we should be thinking about?

R

Rytis Lauris 24:06

Yeah, so that's a very good point. I mean, because we throw a lot of money into customer acquisition now but retention marketing matters equally, even more, especially what we saw what we saw from our customer base during the COVID times and the crisis times is that customers are willing more and more to buy from the brands and stores they already know they have already experienced. They a bit more conservative than like saying bye to their pounds or dollars or euros and that's why we kind of taking less risk to purchase from brands who don't now so that's where retention marketing really works. And that's what we saw from our customer base that you know, we would like retaining purchases we have in way way more often, because we do have data not only about email marketing, but about how does our customer do in general. So the first time purchases has decreased the number of those and the repeated purchases has increased the level of it. So. And once we talk about retention marketing, there is no other better channel than email. So that's why email is not dead. And what we see among our customer base, so it's like to 15 to 30%, which is, which is a, I would say healthy percentage of entire revenue, which has been generated for email. And I kind of have some numbers from a freshly baked, which is a good could be found on our website and our blog. And like, research of previous year of 2020. So we kind of really saw a huge, huge uptick in, in conversion rates coming from promotional email campaigns, it grew by effectiveness of email, it has grown grown by 111%. So imagine, yeah, so constantly measuring from promotion promotion campaigns only and measuring, measuring conversion. So that's great. So effectiveness two way said yes. So because of this is their retention channel, and you retain a customer. So it doubled the effectiveness, it has doubled in the previous year, which is which is amazing. At the same time, at the same time, what is like extremely important trend, which we see in the market is really that promotional campaigns are good but automation is regenerating more and more of your revenue. Which in 2020, generated almost 30% of our entire revenue coming from the email channel, with only 2% of email traffic. So that's amazing. And once we launched on its own, like five years ago, it was like 12%, I remember etc. and now it grew to 30% it I believe it has a trend to grow, the more information as you set up, more revenue you

generate. And the best thing with that is that while you sleep, your marketing automation tool earns you money. So that's it that fit into



Matt Edmundson

that a little bit.



Rytis Lauris 26:52

That's Yeah, so the last just seen under that, you know, this 30% is not being taken from your promotional campaigns, it's being added on top. So that's an advice for one who is still not utilising like automations properly. Do it, please do it. I mean, if you are beginner, if you're advanced, but maybe even in large companies, where sometimes they just trumped basic information, like credit card to cover, let's say, yeah, it's very effective, like super effective 34% of conversion rate, which is like amazing for our 2020. But add that automations on top, there are plenty of hours depending on your business. Like vertical, whatever you sell, there are different automations, which you can utilise, and really increase the volume of revenue, which emails generates you.



Matt Edmundson

Okay, so, um, it's really fascinating. You talk about this with retention and COVID and lock down in the changes that have happened with the effectiveness of email going higher and higher. Because I I've never really thought that through actually, I'm more likely to buy from people that I already know and I you are conserving cash. So you tend to stick with what you know, especially if they're a small local business, you're certainly in the UK, there's been this big push to buy local, and not from, you know, companies that shall remain nameless, but have just lost their CEO. Anyway. So we all know who I mean. Yeah. And you talked then about marketing automations, you said, you know, setting up your automations. Let's just be clear, what do you what how, what is an automation? What do you mean when you say that in relation to email?



Rytis Lauris 28:30

So automation is really like the trigger based campaigns, which is when the content and the time of sending and the audience is being selected by the tool by the machine omniscend have a tool Yeah, so basically set of rules. And then then once someone the customer like triggers, so probably, not probably, the most popular and most effective automation is abandoned cart monitor currently covered, it's being called sometimes. So

what happens actually, we, as a tool, tool, identifies that someone that Matt is browsing, that Matt is adding specific product to a shopping basket, and then abandons the cart. And this is the trigger. One, so you analyse the customer's behaviour you have a trigger, then the content is being actual for that, because the products we're putting into the email is exactly the ones which Matt was looking. And on top of that, let's say we recommend look like similar products or the next best purchase products. So maybe based on the previous Matt's purchases, that he might be interested in those products. So that's just the most popular example of automation. So, the timing is set by the triggers which are being based on customers behaviour. The product, that content itself is being defined by the customers behaviour. Yeah, that customer, the audience is being defined by the customers behaviour so that's when we increase the level of personality and the level of relevance by far. And there are in many other cases, let's see, reactivation campaigns which could be automated. So we know that Matt has purchased six months ago and we have not seen him again. So that's when on autopilot automation. Like reactivation campaign starts. Within reactivation campaign, let's say we put some discount like free shipping, free delivery, all those things have incentives. Yeah. Or let's say purchase campaigns where we know that Matt has purchased product x, we send the review, how did you like it? Can you evaluate that, Matt gives us 10 and we say thank you, Matt, could you please leave a public review? By the way, there is a 20% discount, or 10% discount for our next purchase, which is valid for three months. Then you set another automation campaign, that after two months and two weeks, the system checks if Matt has used his discount code or not. If not, another automated campaign is going out to Matt with a reminder, by the way, you will still have you still have your discount code for next purchase and it's still valid for two weeks. And it could be the sequence of reminders, sent via email sent via text messages as well push notification, you can combine those different channels as well. So that's example of automation, or a few examples of automations, which you just sent up once you think about the your customer behaviour, and based on how to setup them and they being sent out on the time that they are needed to send out to that person.



Matt Edmundson

Yeah. Yeah, no, that's brilliant. And it's, it's such a powerful email tool, isn't it, we call the you know, the automations the sequences that a piece of customer behaviour and customer behaves or acts in a certain way, triggers an automation, and you've set it up once and it's just gonna do whatever you want it to send this email Three days later, send that email four days later, send this email, and if they're still not done anything, you know, send them a final email or whatever it is. And some of the some of the automations that you talked about - so you talked about the abandoned cart automation, you talked about the sort of reactivation of customer automation. What are some of the others that maybe

we should think about?



Rytis Lauris 32:16

And so I would suggest like, abandoned cart, that they're like little part of abandoned cart is like browse abandonment, then if if a customer is browsing on our online store and even doesn't add any product to a shopping cart, we able to identify some of those customers and send them just a reminder, you have been looking at those products. So maybe you are willing to purchase them and by the way, those are the products which we recommend, which is which are similar to that ones which you were looking at. So this we found is very effective as well. So browse



Matt Edmundson

Browse abandonment.



Rytis Lauris 32:52

Yeah, it's called browse abandonment. But yeah, then there are kind of more basic, different more graphical basis like birthday campaigns, which can be automated. Yeah, I know a lot of like post purchase sequences, which, which I still find as being underused and underutilised, like our spreadsheets that sometimes and what's the great about post purchase campaigns, automated, whatever automated, automated, but automate is just way easier to run, it's that you can send even for those who didn't provide you a consent to send marketing messages. We just have to play like well with those you cannot, like advertise any other products directly. But what you can do, you can ask for opinion, you can ask for review. And it's it's still interaction with your brand. So you can't advertise because you don't have a content and it's against GDPR. And but you can send transactional emails transactional SMS, text messages, with some encoded like incentive to purchase like a discount By the way, the script on this is just a discount for a next purchase. And that's perfectly fine. You do not you do not like you you obey all the privacy regulations, etc. and you have more interactions with your brand. And if customer is overall happy with the product, which you send out and what you sold to the customer, so definitely it's it's good to have those interactions with with your brand.



Matt Edmundson

Yeah, absolutely. No, it's very, very good. Well, I hope you're getting something out of this so far with returns. We've just scratched the surface. We're just talking about email, but we

are just going to take a quick two second break to thank this week's show sponsor Kurious Digital and we will be right back. Do not go anywhere. We'll be back in just a second. Let me give a big shout out to one of our show sponsors Kurious Digital. You know what I love, its flexibility. It's such a great platform. You know how when you start out you might typically use an online platform because they're cheap, they're easy to use, super accessible, but you know what, they aren't that flexible and as your business grows. You ended up moving to an agency, right? Because that's just what you do. And at some point you're going to have this nightmare to deal with. And it can be incredibly expensive. And the thing for me that I love about KD is it will grow with you, you can start out on the platform easily and as your business grows, then KD will adapt with you. And I don't know of any other platform that does all of that. So if you're in the market for a new e commerce platform, make sure you follow the links from mattedmundson.com. Take advantage of the offers that they've got for you. And let me know what you think.



Matt Edmundson

Well, we are back with Rytis Lauris. Rytis, I'm looking forward to the second part of this conversation. So so far, let me just give a quick recap. We have talked about omni channel marketing, we have defined omni channel as communicating with your customers through their preferred channel of communication. Yes, right. You can get tongue tied with this stuff quite easily. So we've talked about email, we talked about how email is not dead, we've broken down some of the automations that we should look at. And I guess one of the questions I was thinking there was will listening to the Kurious digital thing sort of go around. How do you? How does the system know that I'm on the website looking at such and such a product right now? And I think this is one of the big questions are quite a lot of people ask me this, like, it's witchcraft. I was looking at this page here and then 20 seconds later, Facebook has shown me that exact same product, what is going on there? How does that work?



Rytis Lauris 36:51

Yeah, so that's the tricky part. So basically, it's still a lot of that it's, it's based on cookies. That basically kind of when you are subscribing to something, and you are giving permissions either you accept cookies initially. So what's the the system for remarketing knows like Facebook or Google retargeting, network, etc, all those networks. So we use we're seeing similar technologies. Yeah. So once you subscribe, we do we understand that this is Matt, this is a particular person who is like looking now at that entry tool. So as a product and browsing, browsing your store, so once you subscribe on whatever, it's gonna be like pop ups or checkout pages, we do identify who is exactly the person. The same once you read emails, once you click on the emails, it's one thing it's really weird just to

right click another thing which you we identify who is the person - emails, text messages, WordPress, notifications, etc. So that's what allows tools like ours, to identify who is actually the person and then define person. And then for for, for certain time window, it depends on those 30 days, sometimes 90 days to really be capable to track its activities online in that particular store. You cannot, which for us as marketers, like, the tool developers would be perfect to be capable to track you from our different stores that's actually very rare capability which Google does have which Facebook does have, but but yeah, you you don't have this once when talking about emails, because it's really like, like more sensitive data. Yes, so personal data and personal identifiable data. So far more restrictions here.



Matt Edmundson

Yeah. Okay. So it's not witchcraft is just basic common sense science, isn't it that just kind of users, the good old fashioned cookie notifications that you see on your computer, they're basically following what you're doing. So we've talked then about email. Let's talk about a topic that I don't hear talked about an awful lot. And that's SMS marketing as a channel, should we think about SMS? How should we go about using SMS for marketing?



Rytis Lauris 39:08

Absolutely, so you not only should think, but you should be using I would say. That would be my statement. So that's, that's really, really, and again, like from the research, which was like growing of because we have not only analysed our email performance for our customers, but other channels as well. So as someone has actually had almost the same increase in effectiveness by 102%. Okay. So which which is which is great and like overall conversion rate is like 2.6%, which, which is a really, it's it's those are really good numbers, and it's still under utilised across the market in general. So people don't receive that many text messages as they do receive emails. Then they're just you know, that inbox placement, it's immediate and it's almost impossible for the customer to to avoid opening or seeing the content of it. So that might be kind of some of our people might treat it as being a bit too intrusive. But what's good and why I believe SMS kind of, I call it like renaissance of SMS. It used to be effective channel, yeah, in the past, but it was used in very spammy and intrusive way. And you just send bulk campaigns without having any permissions to do that, etc. and they and the customer can't can't unsubscribe, that's the main thing. So now, it really depends on location. So with within Europe or rest of the world, what do we do? We just include a short link unsubscribe. So from the SMS, as all of us are using smartphones nowadays, yeah, so it's so easy. On the text message, just click the link and it's as easy to unsubscribe as from an email. In various locations like United

States and Canada, we just can reply with the word stop. And it's an obligation to immediately stop the campaign. Yeah. Remove from the subscriber list. Yeah, so that was kind of the the major technological shift as we're talking about technology today a bit in general. So that was a major technological shift, which happened and which really allowed customers to subscribe, like, be willing to subscribe to text messages as well. So and their effectiveness is yet due to that immediate thing and another thing is really high. Still, that that subscriber lists smaller comparing to email subscribers. And that's another which I heavily suggest to all the marketers to make a shift a bit. Because still, usually once we named subscriber, we have in mind email subscribers, the one which subscribed for our email communication, which is not the case anymore. Subscriber could be subscribed to any channel, or multiple channels. So that the person who's subscribed for your text messages communication is equally as subscriber as the one who subscribe for push notification or, or email campaigns or the best what you can get as a marketer to actually have multiple permissions from the same customer. That you know, you have subscribed for email, text messages, communications, Web Push communication, so that's the best because then you can put different channels on the same campaigns on the same automations. And if a person is really ignoring at that time, let's say your email communication venue, following it by, by text message, and that's maybe the channel which the person is feeling more comfortable. Okay. Now, and maybe next time, it's gonna be different. No, that's fine. And to what we talked about, omni channel is really about the customer and his ability to choose which is the best channel for the brand to communicate with them.



Matt Edmundson

Yeah. Okay. Now that, that, that all sounds fantastic, and that makes me think Rytis, I'm glad that there's technology that can cope with all of that, because if you had to do it manually, there's just no way is there there's just genuinely there's just not going to happen. Let's be real. And



Rytis Lauris 43:12

I think we absolutely that's, that's just impossible.



Matt Edmundson

Yeah, it is. So when, if I've got this SMS channel, and when should when good to actually use SMS versus email? I get that with email, I can send my you know, my weekly offer or my weekly newsletter, I can send my email sequences but what should I be thinking about

with SMS?

R

Rytis Lauris 43:35

So I would recommend like start using SMS for automations sometimes you can run like campaigns as well as like blast inbox sending. So blasts bulk sending is okay when you have like limited time offers, that's it, so you can play with them as well and incentivize people - this is a very limited time offer a limited stock offer and first come first served and all those things yeah, so then, because of that the placement is immediate. And the open is is way way more immediate comparing to email because email, we control our inbox and maybe sometimes we read those promotional emails after a few days. With SMS you can you can raise of urgency, so that's occasion which you can be using it. Second is really what I would suggest is just as basic as welcome campaign. So when someone is subscribing to you usually what happens we as marketers only send the welcome emails but we rarely send the welcome text messages, which is again could be very effective and then show that okay, we will be sending from this practical number. That's how our text messages will look like etc. So again, it's another interaction with a brand. Yeah, even though you're not trying to directly convert from text message from that particular welcome message, but you have another interaction which, you know, it's very important because today's buyer journey is so complicated and you need so many touch points. So you just add some extra touch points to that. I would really suggest using for all the ways like post purchase. So announcements about, okay, we have dispatched your parcel. Here you can find your tracking link. Yeah, then route the link with a tracking code. And you can do it in two ways. First way is really just tracking code and go to whatever UPS, DHL or whatever provider you use. Or I never think you can use various tools in the market, which really built a beautiful landing page with a tracking information, but some promotional material live with that as well. So it's just transactional text message. But if you play it well, it's not intrusive, it's compliant with law and regulations and you still send some promotional message in, like having this work around applied. So those are kind of the most effective occasions where I recommend to send text messages. Yeah, brilliant. Over and like subcategory of text messages is MMS. So when you attach visuals, yeah, so it is media rich, not that much of a media, but still you can send image. So it's very, very, very effective for once you have, especially if you're selling products, which have visual and clothing, accessories, and web, I mean, if you're selling books, maybe not that important, but those visual ones, where the decision to buy is being made on emotional matters, like and visual is very important. So adding, like new collections, new arrivals, sales, and you just added visuals to to SMS in MMS format. And it's again, it's so they have great great open rates, great click through rates and integrations are very, very great as well for that such category of text messages.



Matt Edmundson

And is it is it expensive to use SMS for for marketing or are the prices, because when SMS first came out, you're like, this is 10p ago, right? Or 10 cents ago, whatever it is, I'm assuming the costs have shot way down.



Rytis Lauris 47:09

Yeah, that's true. So I would I would phrase it that way. So it's not 10 cents, but your ROI is very good. Okay, so it's actually this negative word because the for sending it doesn't matter how does matter how much it earned you. So the ROI of SMS is like extremely high. Now, as I said, it's still like the traffic is not very high. So those who do you use this channel will get greater return on investment. But yes, and definitely have a price went down to to to 1 cent. So it really depends on the on the on the country, by country by country to our eyes. So for United States, let's say we charge, we charge as low as nothing ourselves like the Thompson if you are going with our pro plan. So we you pay 100 bucks for pro plan, you get 100 bucks for SMS credits. So so basically, that's doesn't cost you anything with omniscend. But yeah, other tools and competitors. So like as low as one cent per text message.



Matt Edmundson

That's really interesting. Okay, so and you're right, it's the ROI that matters. And so the ROI, from what you see on SMS marketing is high. So we as eCommerce business owners should definitely be using SMS, especially if we you know, you can automate it like you can with email and merge the two things together and have them sort of join up. That makes a lot of sense to me. So the third one that you mentioned, is push notifications. Let's just again, start off by defining what do you mean by push notification?



Rytis Lauris 48:48

Yeah, so in in the case, I'm talking so it's Web Push notifications. So then brings up like a kind of pop up which pop ups ones you are browsing something and really asks for permission to send web push notification. So there are other kind of push notifications, which are mobile apps push notifications. So it's a different kind of beast. So we're not talking about those because those have been being used to for mobile apps to provide information so, reactivate you and all those things. But it's web push notifications, but they could be equally used on your desktop browsers, and as well as in your mobile browsers. So that that's fine, like both both works mobile and desktop that so yeah, so that's web push notification. This is that correct name of that channel.



Matt Edmundson

Okay. So you do see this in browsers where you're on a site and something will pop up on the screen. And so you found this to be an effective sort of marketing channel, you found this to be a good way of doing things, again, from an ROI, is the ROI good on sort of push notifications?



Rytis Lauris 49:58

Extremely good, because Push Notifications more or less, it's for free. Like extremely cheap. So if you are using tools like omniscend offers, which have push notifications included to basically pay for email, and you get push for free. And then yeah, as he said, in our case, we give you SMS text messages for free as well. But there are tools as well. Or if you use like standalone, like point solution for push notifications only. So the prices are like very, very low compared to any other chat. So you know, ROI, it's sometimes difficult to



Matt Edmundson

Try divided by zero. Yeah, it's infinity, right? It's infinity. So I'm, so I'm thinking here, I'm thinking, well, I've got these three channels I get what email is I get what SMS is and I'm thinking push notification is good. And I could do with a tool to do that. But of course, it leaves me with one fundamental big question, right? You know, and maybe we'll sort of, we'll kind of close here with this question, because I'm aware of time, and we could, we could talk about this for hours. But I guess if I'm, if I'm starting out, if I'm starting a business, I'm thinking, I'm thinking to myself, this sounds great, Matt, this sounds great, Rytis, but how do I get the subscribers? How do I get people to sign up to my email list, to sign up to SMS to sign up to push notification? How does that all work? Right? Have you got any tips on on how to build your your list and start getting subscribers?



Rytis Lauris 51:35

So that's a question which I actually kind of get quite often from our customers. So once I speak, like, run some seminars, webinars, etc. So yes, and they kind of simplified it to one sentence answer just by asking. That's the key thing. Okay. Ask yep for permission. Yeah. So that's, that's the key. That's where everything starts. And then it really like being creative when and how can you ask for permission to communicate? Yeah. So kind of like technologically, so pop ups highly effective. Some people still even sometimes marketers. Oh, I see. But they are intrusive. I mean, they're papagayo. Yes, you can make them intrusive, or you can make in the good way, that's, you know, you can automate that the pop up appears only when the customer the visitor is visiting for, let's say, 10 seconds to

20 seconds or maybe third page, which shows the level of engagement. And you can have one one size fits all pop up across your website, or you can have some individual copy, individual visuals for that specific page or product that is browsing you tell yourself tyres and, and mobile mobile phones and whatever fans. Yeah, so if someone is visiting the fans category, so show the images and so will show the copy with fans, not not with tyres. Yeah. And so that's the thing. On checkout, and check out once person is checking out your customer. So ask for permission to do to send promotional materials via email via text messages. The same with web push notifications. Yeah. So make this pop ups contextual, not just someone is entering your website and then immediately pop up. I have been visiting. I have never visited before website and you asked me the permission to exchange your personal data. Yeah. So of course I will not I will close it out. But you know, if you use it contextual people are willing to change. And of course, usually incentives work. It does work. But there is kind of a dummy way and there is a smart way How can you do so what I would suggest is really to use incentives, which are really somehow relates with what that you sell. So the bad the bad example, I'm selling shoes, and then the gap and I'm promising that okay, win an iPad for subscribing to our newsletter. Yeah, So definitely going to get that a lot of trash subscribers, which will never convert shoes. But if you provide, let's say exchange, free shipping, or discount for your product, or one pair of shoes or like free consultant service, or if you do have an offer, so you can be creative, but it has to be related with a service. So that's pretty fine to incentivize people to exchange their personal data for some other value, which can provide it just has to be related to what actually you sell if it's product or service whatever.



Matt Edmundson

Yeah, yeah, no, it's very good. I like that. So how do you build your email list? You just ask for permission. It's as simple as that you ask for permission at the most appropriate time for you guys. Now Rytis, I'm you know, we've not talked massive about your software now. I'm just gonna assume, right? If someone's listening, and they're like, I need a tool on how to do this, everything that you've talked about tonight Omnisend is, is a tool that can do that and can help people. And will it be, is it a good tool for the startup as well as the, you know, the multi million pound business as well?



Rytis Lauris 55:22

So for all the way from startup to growing business. We're not we're not targeting an enterprise level customers. So if I, although we do have some of them, like Samsung Lego, and then Unilever are using Omnisend, but but yeah, our key market is really from the very beginning, Mom and Dad store and all the way to multi billion, but but not enterprise, I would say. So, so, so that's, that's where our SMB, what you could define SMB so

ourselves, we define it from zero to like, 20 - 30 million in Germany. So that's our sweet spot, that's where we can create the most of a value. Okay, because, as I already mentioned, we simplify things, it's just very straightforward. It's just really, really, the learning curve is very low. And you can start benefiting just immediately after, after you instal, we sync your data. We have pre built sequences, examples for your like, based on the market market, you know, knowledge and deep understanding which we already have.



Matt Edmundson

Yeah, from all the data that you've got. And I'm Yes, and you've mentioned once or twice about your blog. So you've got a whole bunch of educational materials on there. If people want to find out more about specific examples like to do with, how do I do the web notification thing that that's all on there and, and all that training, and so on and so forth?



Rytis Lauris 56:48

Yeah, absolutely. Yeah. And yeah, and if you're okay, we can share and just you know, that the link on the notes to the, to the research, which I have shared some data about, you can find a lot of useful information there as well. And yeah, blog, we believe we work a lot on content on helping our customers all potential future customers to succeed in their marketing.



Matt Edmundson

Yeah, absolutely. I think the very least people should do is go to your website and sign up for your email newsletter, just to see how you do it, right. These guys, these guys are the top of the tree, they should, they should, they should have a good idea on how to do this well, and just sign up and see what happens. I'd be intrigued. It was funny, I mentioned that to Gabby last week and she went no, no, no, don't sign up to me. It was really funny. So I'm



Rytis Lauris 57:35

You know Matt, but being honest, when you said that when you said that actually, there was a bit of doubt in my head - are we really good ourselves?



Matt Edmundson

This is great, it's a first question.



Rytis Lauris 57:48

But I have an explanation for that. But you know, because your eCommerce businesses were SAAS business software as a service businesses so that actually the way we you apply the same channels is different. So we are not comparing eggs with eggs. Yeah, yeah, exactly, exactly. So the best way actually to learn is really again, so the best way to learn is to visit our blog and beginning to find case studies there of the companies which really apply email marketing and text, SMS marketing and push notification marketing work well, and then subscribe to their communication and that's where you can really learn things which we gonna be directly applicable to your business to selling online. Yeah, so that's, I would suggest.



Matt Edmundson

Yeah, very good. That was that was very good manoeuvring, well done.



Matt Edmundson

Listen, Rytis, how do I how do I, if people are listening, watching the show, they want to get a hold of you, how did they reach out? How do they connect with you?



Rytis Lauris 58:52

Yeah, so LinkedIn is my most preferred social network, so [rytis.lauris](https://www.linkedin.com/company/rytis-lauris). Find me on LinkedIn, let's connect there. I also use Twitter. Not a big fan of other social networks. And of course, anytime you use rytis@omnisend.com, so you can reach out to me via email, because I believe in email a lot. And I use email for both not only promotional communications, but for personal one, as well.



Matt Edmundson

Yeah, emails not dead, right. And we'll put all of those links, of course, in the show notes in terms of how you can connect with Rytis. We'll link to his LinkedIn, we'll link to his Twitter. And we'll put all of that there if you need that you can head on over to eCommercepodcast.net/53. Listen, Rytis, it has been an absolute pleasure to talk to you.

It's, it's I always I always enjoy talking about the tactics and the marketing and the strategies and I'm just like, I have got a few ideas already. So I'm, you know, it's I always talk to my marketing team on Friday mornings after recording these podcasts and we're like, right, who was on the podcast last night? That's how do we implement it X Y and Z and they're all like 'here we go'.

R

Rytis Lauris 1:00:04

That's very good. That's very good. Yeah, really Matt with what you said, I'm a strong believer. And you know, if you learn something new, I mean, listening to podcasts, going to webinars seminar, when it's being like live, etc. And if you don't start applying just immediately straight after, usually just forget it. And you get back to your routine to the same way and then you turning back and you just never apply things. Yeah. So I really admire this approach is you know, you learn things you start apply. Now, there is no better time and now so.



Matt Edmundson

Absolutely. Well, between your conversation and Gabby's conversation last week about email marketing, we've started to radically overhaul how we do email marketing now in our in our company. And I think it's good actually, I mean, we turn over, you know, a fair few shillings, as they say, here in the UK. And we've got a lot of customers and I think, I would say our email marketing has not changed in the last two years. And just getting that, that energy and that, that excitement, go, No, look, we can do this better guys do I mean, let's just not rest on our laurels. Let's something that was set up two years ago, let's look at it. Is it working? Is it not working? Let's figure out what's going on. And so even for us who are a bigger eCommerce company, it's still good to revisit and to get into this stuff. And to set it up, right? Because for me, email is the primary marketing tool, you've got to nail, right. If you're starting out, you've got you've got to nail it, you've got to get it sorted out from day one as much as you can. And so using tools like Omnisend is is is high on my list. If you're starting out, you need an eCommerce platform, you need an email marketing platform. The rest of it you can figure out once you've got those things set up, right.

R

Rytis Lauris 1:01:52

Couldn't agree more, Matt. I couldn't agree more.



Matt Edmundson

I'm preaching to the choir. Yeah.



Rytis Lauris 1:01:59

In your case, in your case, what you said, Yeah, maybe 40 years you have not even reviewed etc so I would advise to really augment with our channels if you have not done yet. Text Messages web push notifications, etc. So that's, that's a really, really great augmentation for email, which is still a core, but, but you can really increase your revenue, which is the main goal of any business.



Matt Edmundson

Always the key goal. This is brilliant. Rytis, thank you so much for being with us. Really appreciate your time really appreciate you sharing your wisdom around these key areas. Thank you so much for being with us. And hopefully, we will get to talk to you again, very, very soon.



Rytis Lauris 1:02:40

Thanks for inviting no problem. It's a great pleasure to talk to you and to the audience. So talk to you next time.



Matt Edmundson

Bye. Thanks Rytis, by now. Well, that was ladies and gentlemen, Rytis Lauris. Now, wasn't he fantastic. I mean, absolutely fantastic, super generous with his information there. So I hope you've been taking notes, the three areas, which you need to look at as an eCommerce business, your email marketing, your SMS marketing and your web, push notifications, have a look at those three things. And if you if you start deep diving into this, I know you're also going to look at things like custom Facebook audiences stuff that, you know, is just on a whole new level. And you can use this platform to do all these kind of really cool things. But start with those basics and build up to what you need. I really, really enjoyed that, like I say, lots to talk about with my marketing team tomorrow. So let us know what you're going to change as a result of listening to readers. I love what he said right there. In the end, did you capture that pearl? If you don't take action straight away, you may as well forget it. And so take action today on whatever you've learned from Rytis, okay, because it's gonna pack value. And maybe the first action is just connecting with

him, just reaching out to him on LinkedIn and saying, Hey, thanks for what you shared on the show. Thanks for what you said about x, y, and zed. I really got a lot out of this or even ask him a question. I'm sure he'll be super helpful and be willing to help you. So if you did get some good stuff out of this, I would also appreciate it if you could rate the show on iTunes, and even share it out so we can connect with more folks around the world as we're all learning to grow our eCommerce businesses. As I said at the start all of the notes, links and transcripts transcript of the whole word, say transcripts to today's show are online and you can get them for free at eCommercePodcast.net/53 or just head on over to the website, eCommercePodcast.net, eCommercePodcast.net and just search for Rytis and the show notes will come up. So that's all from me. Thanks for listening. Thanks for watching. If you've been on the live stream, make sure you come back next week as we are going to carry on interviewing some more great guests on how to grow our own online businesses. Thanks for watching. I'm just looking for the button on my pad. Here it is. Thanks for watching. My name is Matt Edmundson and I will see you again very very soon.



Sadaf Beynon 1:05:09

You've been listening to the e commerce podcast with Matt Edmundson. Join us next time for more interviews, tips and tools for building your business online.