



Leveraging the power of

# Email Marketing as a Consumer Packaged Goods brand

to drive growth and loyalty



**Dear reader,**

Between out-of-home campaigns, digital advertising, and in-store merchandising, Consumer Packaged Goods businesses have some of the busiest marketers. With the highest return on investment in the marketing mix and an unbeatable time-to-value, **email marketing is without a doubt CPG brands' best ally and one of the most powerful tools when used correctly.**

According to our 2023 Industry Benchmark, the retail industry has **an email open rate of around 19%**. More importantly, **retail industries have a click rate reaching 3%, again much higher than average.** This means that when it comes to choosing products, consumers value and want your emails.

From engaging consumers beyond the store to increasing loyalty, **email marketing can provide companies in the CPG industry with a unique competitive advantage** thanks to precise targeting, personalizing the customer experience, and providing valuable to audiences. It also makes understanding engagement and conversion easy, allowing you to deep dive on your analysis and strategy.

We created this ebook based on the experiences of our Enterprise clients and our own expertise in order to **help CPG brands unlock the potential of email marketing** and boost their brand attachment, drive more repeat business, and to drive loyalty.



Happy reading!

**Mickael Arias**

Chief Revenue Officer at Sendinblue



## Our clients



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INTRODUCTION

2

PART ONE

**Optimizing channels to build your audience**

Gathering data via interactive marketing	6
Reaching customers beyond the store	8
Analyzing your customer base	11

1

PART TWO

**Crafting campaigns that drive conversions**

Choosing key touch points along customer journeys	14
Fostering brand attachment via personalization	19
Reactivating dormant contacts	21

2

PART THREE

**Driving retention with quality engagement**

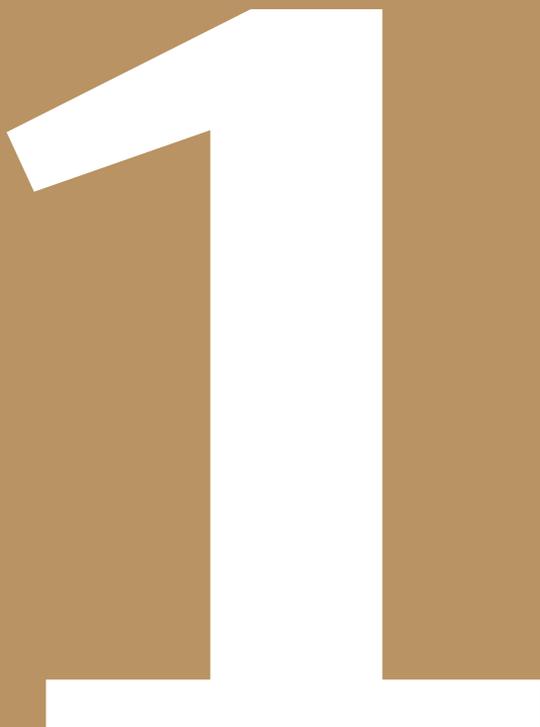
Optimizing customer experiences	24
Automating your loyalty program	28
Playing to email marketing's strengths	30

3



# PART ONE

Optimizing your channels to  
build your audience





# Gathering consumer data via interactive marketing

As a CPG brand, you're in luck — consumers are already walking through your doors (or your resellers' doors) organically. This puts you in **a unique position to capture their attention and more importantly, to learn about who they are and what they like to buy**. Keep reading to understand how to build on your in-store interactions and accompany customers along their journey with your brand.

## 1. What is interactive marketing?

Interactive marketing is a marketing tactic that leverages a two-way communication approach between customers and brands in order to create a unique one-to-one connection. And it works — **interactive marketing drives 2x the conversions compared to traditional methods**.

Interactive marketing can be as simple as engaging with your audience's reactions to your marketing content. But for the CPG industry, you should **drive consumers to participate in an activities like quizzes, giveaways, reposting on social**, and of course, offer some sort of reward behind it.





## 2. How to use interactive marketing as part of the in-store experience

We encourage you to make the most of your consumer's visit to your store to build that special connection and use it as an opportunity to collect data crucial to your subsequent marketing activities.

Setting up a **loyalty program** is a great way to get started with interactive marketing. It can be as simple as rewarding shoppers with redeemable points for each purchase. From time to time, reward your most loyal shoppers extra points to lock in repeat purchases but also as a thanks for their loyalty.

A loyalty program is also an excellent way to **grow your newsletter subscribers directly from the store, effectively perpetuating the in-store experience at home.**

Games, contests, and giveaways are also great ways to connect offline and online shopping. Consider rewarding customers who share purchases on social media with a discount, freebee, or reward points.

SEPHORA

Hi, Beautiful  
Sign In or Register

NEW BRANDS GIFTS QUIZZES COMMUNITY HAPPENING IN

BeautyINSIDER  
COMMUNITY

Real people. Real time. Real talk. Find beauty inspiration, ask questions, and get recommendations from members like you. You ready?

COMPLETE YOUR PROFILE ▶

GROUPS ▶  
Follow topics you love and connect with fellow members.

CONVERSATIONS ▶  
Ask questions, chat with brands, and keep up with breaking beauty news.

GALLERY ▶  
Browse, post, and get inspiration for looks created by people like you.

EVENTS ▶  
Score access to exclusive events and join community meet-ups IRL.

[Check out these three great examples to get you inspired](#)



# Reaching customers beyond the in-store experience

Customers nowadays interact with your brand across multiple channels. In addition to their in-store experience, they'll see your billboards, TV ads, and of course, they'll visit your website. In fact, **websites are often customers' first touch points with brands**, which is what makes it so crucial to your overall marketing efforts. Let's review some of the most important levers that you should keep in mind to quickly grow your subscriber list.

## 1. Set up a newsletter subscription form

Get On The List!

Join our list for daily inspiration & first access to global fashion.

Enjoy 10% Off+ your first purchase when you sign up now.

Womenswear  Menswear

Sign Up For Our Newsletter

**SIGN UP**

[Already have an account? Sign in](#)

[To opt-out of email sharing or to view our Privacy Policy, click here](#)

\* Terms and Conditions apply

Consumers have become increasingly picky about who they hand over their personal data to. Offer new subscribers something of value as a sign of respect of their privacy. This could be a discount, free shipping, or special offer. In any case, **make sure that this benefit is clearly stated on your sign up form.**

Try placing your email sign up form in a few high-traffic locations on your website, such as the header/footer, a sidebar, thin banner at the top of the homepage, blog, contact form, or anywhere you expect high-intent visitors.





## 2. Use pop-ups

Pop-ups forms are another list-building tool. You can set them up to **only display for a specific segment of your audience**, for example, returning visitors or visitors in certain locations. Sendinblue has natively-built integrations, allowing you to design and implement pop-ups quick and easy.

Beware not to disrupt the user experience with a pop-up form. New website visitors are very sensitive to disruptive pop-ups.

To be safe, exit pop-ups are an excellent choice, as they catch visitors on their way out of your website. Plus, exit pop-ups can salvage up to 35% of otherwise lost visitors.

**Newsletter**

First Name

Last Name

Email Address

**SIGN UP**

## 3. Direct visitors to focused landing pages

Dedicated landing pages are another effective tool to grow your email list, as they can be **customized to each of your target buyer personas**. These pages usually consist of a quick description of the offering, followed by form fields to collect information for the signup process.

With Sendinblue, you can create easily customizable and responsive landing pages with our drag-and-drop editor. You can also **capture unique information with custom form fields and sync them immediately to your contact lists on the platform**.

So, if you're doing a special offer on bed linens, don't just send a newsletter linking to the bed linen section of your website. What you want to do is instead **create a dedicated landing page with curated content specifically matching the bedding your pushed in your newsletter** so there's content consistency along the customer journey and shoppers quickly find the product that made them click on your email in the first place.



## Analyzing your customer base

Now that we've covered the basics of growing your subscriber base, the next step is to get a better understanding of who they are.



The better you know your customers' needs, preferences, and dislikes, the better your brand can serve them. The more you know about your customers, the more appropriate your product recommendations will be, the more appropriate your communications will be, and so on. If customers know you understand what they want, their trust and attachment to your brand increase significantly. **This exercise is commonly known as persona development.**



Use the data you gather from in-store visits and website traffic to segment your audience for future campaigns. To maintain regular and relevant contact with your customers, you'll need to do **list segmentation**. This process consists of dividing a contact list into smaller "segments" according to shared characteristics. **List segmentation will allow you to create and send tailored campaigns to different groups** according to their preferences.



### **The benefits of using segmentation are :**

- Increased engagement and conversion rate
- Increased loyalty
- Improved deliverability
- Deeper understanding of your audience



## Getting started with segmentation

- ✔ Demographics is one of the easiest and most common ways to start targeting. **Location, age, gender, whether your customers have children, number of people in their household and dietary requirements** are some of the criteria you could use to personalize your content. Running a specific promotion on diapers in a certain store? Best to only inform those customers who are local to it and who have babies!
- ✔ Leveraging what your customers are buying is extremely powerful. **Large supermarket chains commonly use past purchases to suggest the same or similar products when a customer returns to their online store.** If your business is smaller, you can also use this data to your advantage in your next email campaign, which will be a lot easier than setting up a separate product recommendation tool.
- ✔ Engagement data also comes in handy when segmenting contacts. With **Sendinblue's advanced campaign statistics, you can easily identify who's opening and clicking through your emails.** If you have a segment of particularly engaged customers, you could **contact them more often or perhaps offer them special discounts as frequent buyers.** Likewise, unengaged contacts need special attention. (We'll cover this in a later section.)
- ✔ **Sendinblue Segmentation allows you to create lists of subscribers based on countless parameters and conditions.** Imagine you run a nationwide sporting goods business. With Sendinblue Segmentation, you could create a segment of contacts based in New York, who have opened your emails and clicked on at least two links for basketball products in the last three months. Then, you can retarget them with Web Push notifications next time they visit your website.



# PART TWO

Crafting campaigns  
that drive conversions



# 2



# Acting at key touch points in the consumer journey

Now that you've created a solid contact base both from your website and your store, it's time to use it effectively to generate repeat purchases and the ideal way to do this is to leverage key points in the consumer journey.

## 1. Welcoming new subscribers

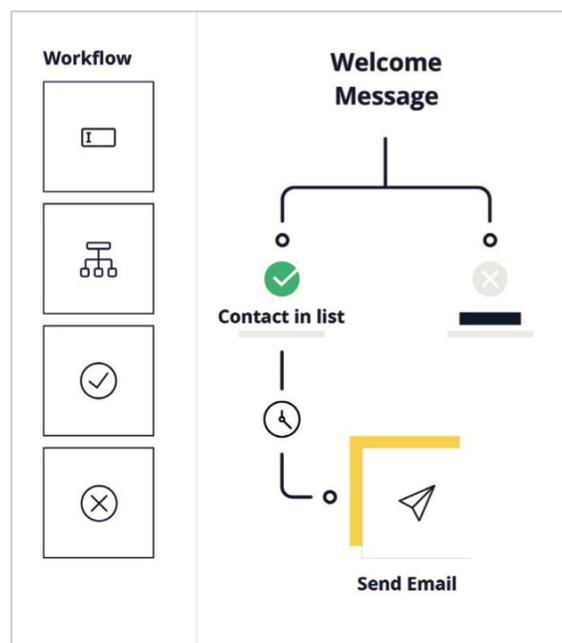
First impressions matter! What's interesting for CPG brands is that customers' first touch point won't necessarily be signing up to your newsletter. Oftentimes, your consumer will have already purchased an item and visited your store on one or multiple occasions, meaning your first campaign comes in mid-way through the customer journey.

This is where email marketing is so helpful. **Marketing automation allows you personalize your welcome email based on contacts' previous interactions with your brand.**

Welcome emails lay the foundation for your client relationships and give you the chance to introduce yourself, all while learning consumers' needs and preferences. But **in the case of CPG, be sure your welcome email takes into account where the customer is along their journey.**

### Your welcome email should:

- **Thank contacts** for signing up
- Entice contacts to **explore your brand**
- **Convey that you understand them** and are keen to get to know them even better
- **Get them used to opening and clicking** on your future email campaigns



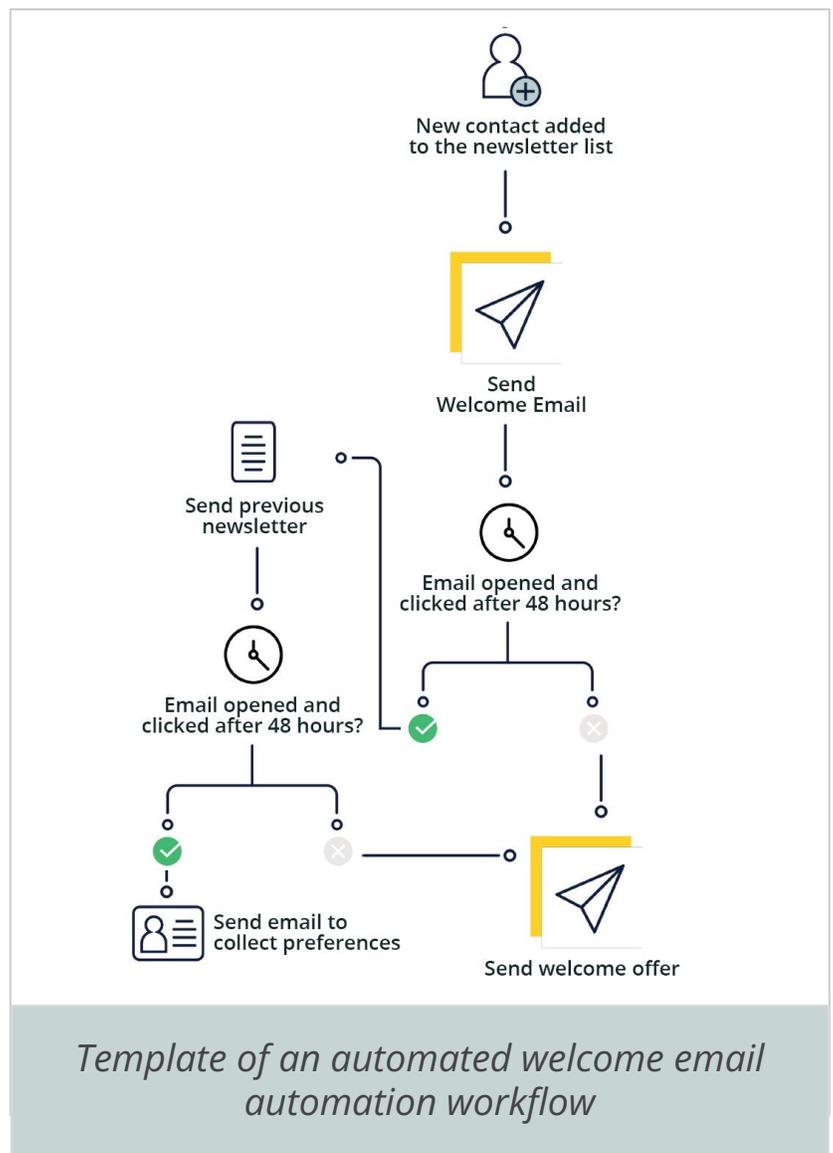


As such, **we recommend sending several messages over the first few weeks of their digital journey with you.** Depending on your business, there are multiple options available to kick off things your new contacts:

- ✓ **Benefits of the loyalty program** and how to use it
- ✓ **A welcome offer** (discount, free shipping, free item)
- ✓ **Extra points** for completing their profile and preferences
- ✓ **Confirmation of their local store** or resellers in their area
- ✓ Relevant information about your **payment or return policy** as well as how to contact customer support
- ✓ **A discovery guide to your products**, especially if you're operating in a niche market



Try combining some of these emails within a welcome automation workflow. Check out this example [→](#)





## 2. Chasing abandoned carts

According to the Baymard Institute, 70% of shoppers add items to their cart but leave before completing the purchase. The good news is that not all of these sales are lost. Sending an abandoned cart recovery can make all the difference.

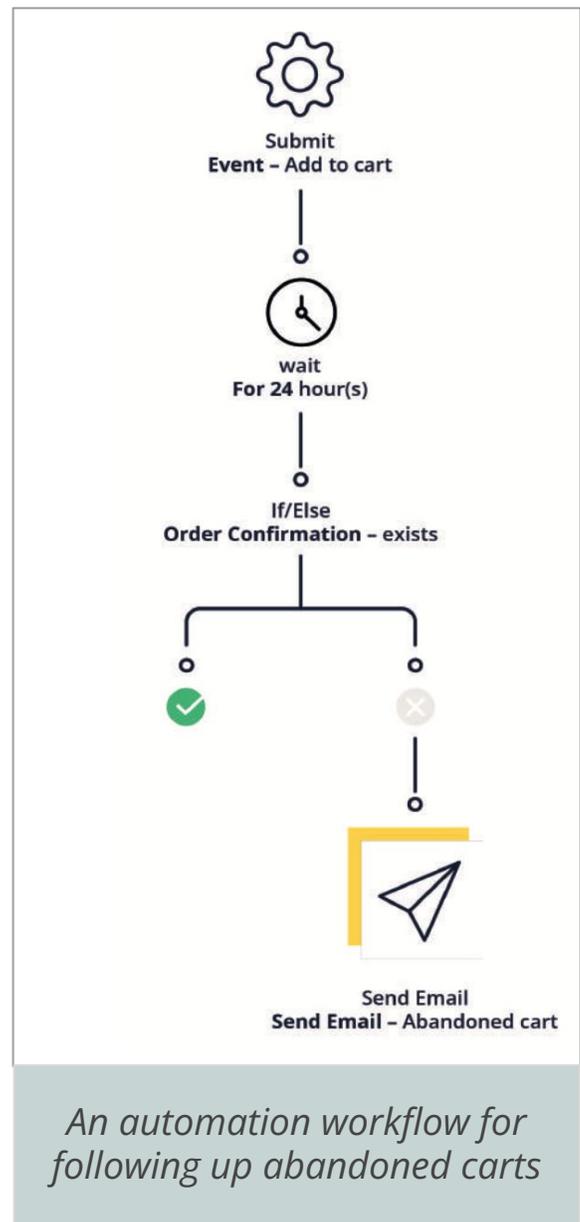
[Shopify](#) reports that almost **half of all abandoned cart emails are opened, and a third recover lost conversions.**

Use marketing automation to set up a simple abandoned cart workflow like this:

1. **A visitor adds products to their cart in your online store**, indicating that they are interested in making a purchase of those (or similar) items.
2. **An email is sent** if the purchase has not been completed after a certain period of time.

There are several strategies you can use to convince your customer to finish their purchase:

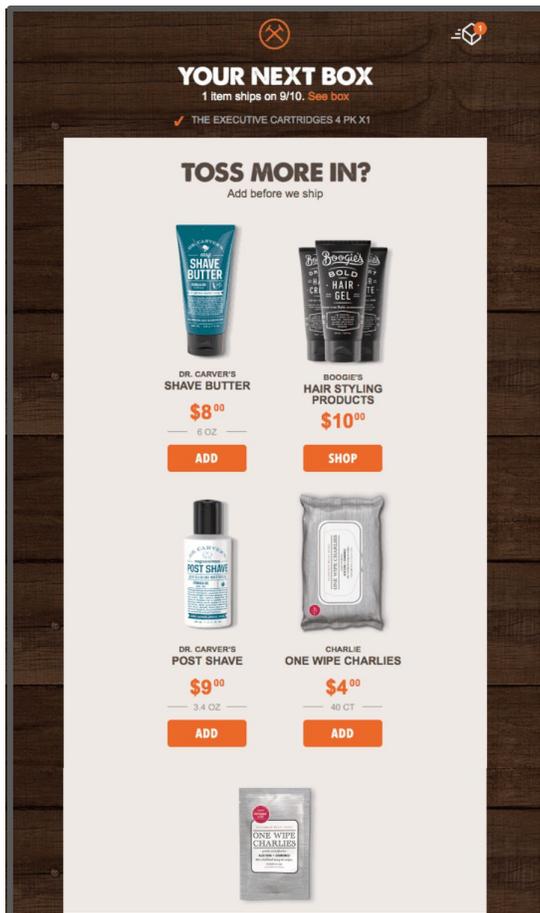
- ✓ Reminding them of what they left in their cart.
- ✓ **Providing reassurance on common concerns** that might have prevented them from completing their purchase.
- ✓ **Offering a discount** on their purchase.
- ✓ **Notifying them if the product is low on inventory** or if there is a sale that is about to expire.





### 3. Cross-sell and upsell opportunities

Depending on your product catalog and your customers' purchasing frequency, there are lots of options for cross-selling and upselling. Use **marketing automation to trigger personalized email campaigns based on past purchases** or preferences. Here are some options to consider for effective cross-sell and upsell campaigns:



1. **Brand-based:** If a customer has previously bought a specific brand's products, **promote other products of this brand** in your emails.
2. **Product-based:** If a customer has purchased, for example, a dog leash and dog toy, promote other items related to having a pet dog, such as a food bowl or pillow bed.
3. **Subscriptions:** Focus on products that your consumers need to purchase regularly, like shaving materials for example. This is a great way for CPG brands to build recurring revenue, brand attachment, and loyalty.



# Fostering brand attachment via personalization

Your branding is a key aspect of your marketing strategy. In the extremely competitive CPG industry, **your brand identity plays a hugely important role in consumer selection.**

Email marketing allows you to **develop brand attachment** by maintaining regular, relevant contact and communicating the key aspects of your brand identity. To make your brand stand out from the competition, content is key. It must be relevant, impactful, and highly personalized.

## Our tips for fostering brand attachment through personalized emails:

- **Use branded templates.** Your emails should feel familiar to contacts. With Sendinblue, you can upload your brand kit to ensure every message you send is on-brand. Our [Service Lab](#) is also available to design custom templates.
- **Offer value to your audience.** Your contacts subscribed to your list because they expect something of value. In addition to discounts/promotions, shopping guides and personalized recommendations are great ways to follow up on your signup promise.
- **Personalize your content!** Make sure you're tailoring the content to the readers' preferences. Try **building several versions of a newsletter each targeting different audiences**, even if this means that you can only send one campaign per month due to capacity limitations. It's much more effective to send a single email that is finely targeted with relevant content, than multiple campaigns that don't necessarily resonate with your audience.
- **Focus on one conversion event.** Yes, we know, you really want to promote multiple products and offers, but what you'll end up doing is confusing the reader who might just bounce without clicking. Instead, **consider placing a single call-to-action in different parts of your email**, and direct them to a dedicated landing page for all these products you wanted to showcase.



# Reactivating dormant contacts

Investing in less-engaged users might sound counterintuitive but it's a practice we're pretty insistent about at Sendinblue. **Unengaged contacts should be added to a dedicated list and should receive different and less frequent content than engaged contacts. Otherwise, you risk damaging your email sender reputation and overall deliverability.** Email clients such as Gmail have powerful spam filters that analyze whether the emails you usually send are getting opened and clicked on. And the more they are, the more likely your next campaign is likely to land in the inbox. Which is why you must be mindful of those contacts who don't engage.

**Low engagement doesn't necessarily mean that recipients are uninterested in your brand or products.** It can depend on the moment you're sending your campaigns and the frequency.

To assess this, you should send dedicated reactivation campaigns to evaluate contacts' interest based on their response to your messages.

The first step is to define the criteria to identify unengaged contacts. You could base this on campaign reactivity, or on whether they've recently made a purchase or if they haven't clicked on any of your emails in the past couple of months.

The image shows a screenshot of an email campaign from Sephora. At the top, there's a navigation bar with the Sephora logo and links for MAKEUP, SKINCARE, FRAGRANCE, OFFERS, GIFTS, and STORES. Below the navigation bar, the main content area features a large red and white striped graphic with a large "\$15" in the center. The text above the graphic reads "FOR BEAUTY INSIDERS ONLY" and "WHERE'VE YOU BEEN?". Below the graphic, it says "WE MISS YOU! COME BACK TO SEPHORA AND ENJOY OUR BIGGEST GIFT OF THE SEASON." The graphic also includes the text "BEAUTY INSIDER REWARD CARD", "ONE CARD PER PERSON", "VALID UNTIL MONDAY DECEMBER 16, 2015", and "\$50 MINIMUM PURCHASE IS REQUIRED". Below the graphic, there are two buttons: "SHOP ONLINE" and "SHOP IN STORE". Under "SHOP ONLINE", it says "Use the gift card field at checkout." and provides the gift card number "6094618505374952" and PIN "56486235". Under "SHOP IN STORE", it says "Present this email in store." and includes icons for a mobile device and a Passbook. At the bottom of the email, there's a footer with the text "GIFT FRENZY. GIFT HYSTERIA. GIFTTOPIA. GIFT NOW ▶".

[Don't miss our complete guide about Reactivation Emails](#)



From there, plan and design your reactivation campaign. You could start by grabbing contacts' attention with a message asking them to re-confirm their email address, sometimes that's all there is to it! In addition, unengaged subscribers can be reactivated by special offers or discounts, extra loyalty points, or a free gift. Don't forget to exclude the inactive segment from your other campaigns while you're running the activation flow!



## Tips for successful reactivation campaigns:



**Plan several touch points.** If a contact's engagement has dropped it's likely to take more than one email to win them back. Use a series of emails to gradually re-engage them and remind them of why your brand and products are the best fit for them.



**Be creative with your subject lines.** This is your one chance to get the email opened. Give the gist of what the email is about; use personalization to speak directly to the contact; and use action-oriented language to give a sense of urgency!



**Know when to stop.** If a contact still isn't interested, let it go. Reactivation emails also help you identify truly inactive contacts who should be removed from your list.



**Make the most of Sendinblue.** Select the **"Don't Send to Unengaged Contacts"** option before sending your campaigns. Try the **"Send at Best Time"** function to make sure you're reaching contacts at whatever time of day they're most likely to see your message. This will increase engagement and reduce complaints.



# PART THREE

Driving retention with quality  
engagement



# 3



# Optimizing customer experiences

No business can survive without loyal customers, especially in the CPG industry. If you've read [our ebook about retention and loyalty](#), you know that **it costs six to seven times more to acquire a new client than to retain one.**

A gold-colored sphere is partially visible on the left side of the page.

When it comes to retaining customers, **education should be the cornerstone of your strategy to help clients achieve their goals and eliminate their pain points.** Educating clients is a pretty broad topic. In this chapter, we'll review the tools and actions you can take to ensure a flawless customer experience while educating your customers along the way.

## Leveraging transactional emails and SMS

Often overlooked as a communication channel, **transactional emails are vital to maintaining customer relationships and driving repeat business.** They are particularly important for ecommerce purchases. These emails deliver messages that need to arrive as quickly as possible and are sent after being triggered by a transaction or event.

Our email deliverability experts are constantly at work optimizing the reliability and speed of our infrastructure. As such, **you can choose from API, SMTP Relay, plugins, or marketing automation** to connect your data to the Sendinblue platform, depending on what makes the most sense for you.

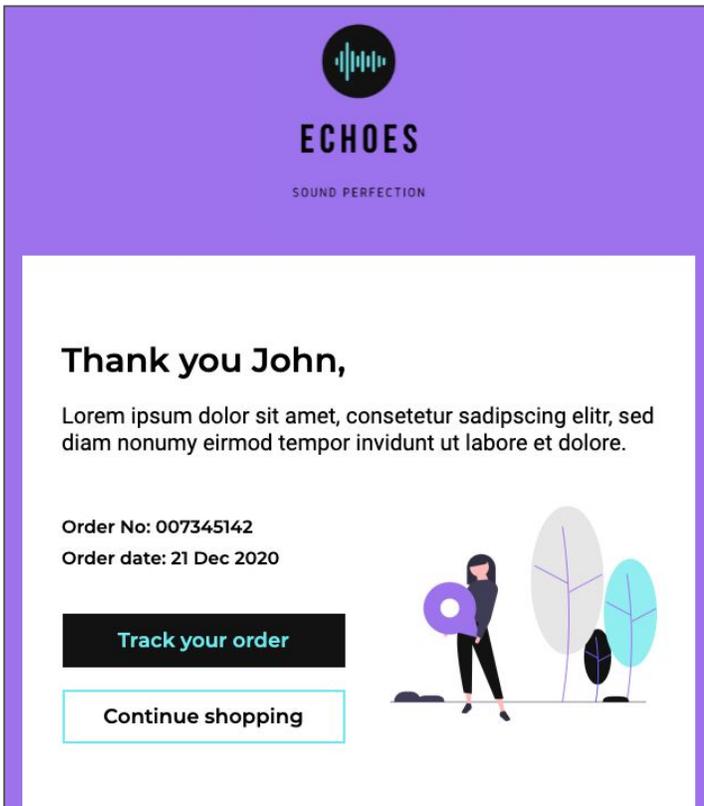
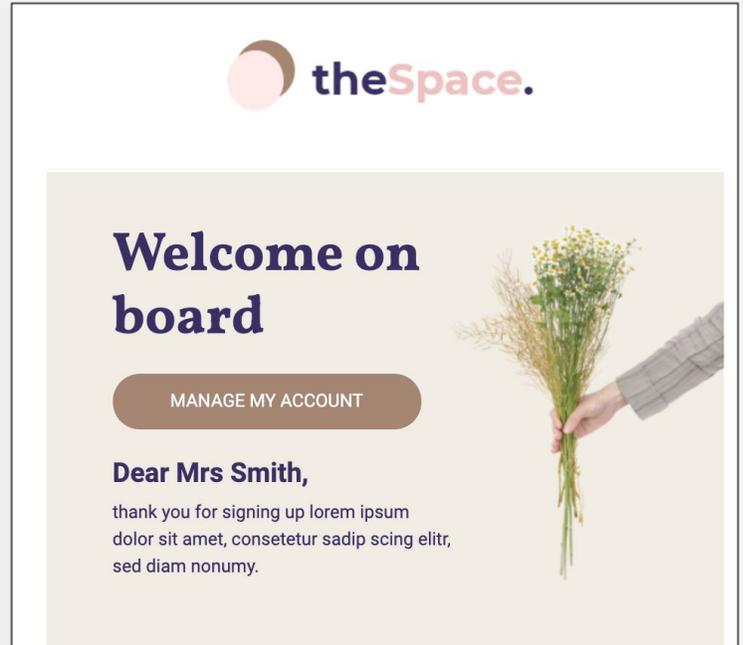




Here are a few of the most important transactional emails you should consider implementing.

### Account creation

Sent after a user creates an account, this type of transactional email typically serves as a **means of verifying a new contact's email address**. Be careful not to confuse the account or subscription confirmation email with the welcome email. The latter serves more of a marketing purpose and can be sent with simple email autoresponder software.



### Order or payment confirmation

Confirmation emails are a vital part of any online transaction and are eagerly anticipated by clients. They contain important information such as the order number, the amount paid, and the products purchased. This is particularly important for CPG transactions since customers expect immediate confirmation that their order will be fulfilled.



## Shipping updates

Shoppers want to be kept informed of where their order is and when they're going to get it, so make sure you're updating them at key points along the way, like shipment and pre-delivery. And if there's a problem, such as a delay or stock issue, **customers always prefer being informed and offered a solution** than having to chase down the order themselves.

### Your order is coming soon



Dear John,  
thank you for purchase.  
Your package will arrive  
within 1-2 workdays.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

### You could also like:



## Delivery confirmation

You might wonder why you'd need to send a delivery confirmation email, as customers obviously realize once they've received their order. True, but **this is the perfect opportunity for you to showcase the quality of your customer service**. Here are some options to consider:

- **User guide**, for example for their new hair dryer
- **Return policy**, in case they don't love their purchase
- **Leaving a review** on a trusted website
- **Look book**, to help them style their new jeans
- **Recipes** to make the best use of the ingredients they bought





## ***Dedicated infrastructure***



Let's get technical for a second! Because they're sent in large volumes, **transactional emails are sent over a dedicated SMTP server or transactional email API**, to ensure optimal deliverability.

As an Enterprise customer with Sendinblue, you get a dedicated IP address for each business unit or entity, meaning your transactional emails are well-delivered thanks to our SMTP solution. By having a dedicated email service for your transactional emails, **you have access to detailed reports giving you a clear view of your performance**. With Sendinblue, you enjoy real-time tracking of your transactional emails, statistics filtered by tag or sender, and customizable log history duration and filters.

## ***Branding***



Most businesses send transactional emails using their ecommerce provider, which doesn't typically allow you to adjust the creative content to match your brand identity.

This is a missed opportunity, as **transactional emails are an essential part of the customer experience**. For example, a password reset email shouldn't be boring and technical. **Everything you send is relevant to your brand positioning. Even password reset emails!** Focus on creating a branded and well-designed message.

In addition, consider **sending transactional SMS for password resets, since it provides an additional layer of security**.



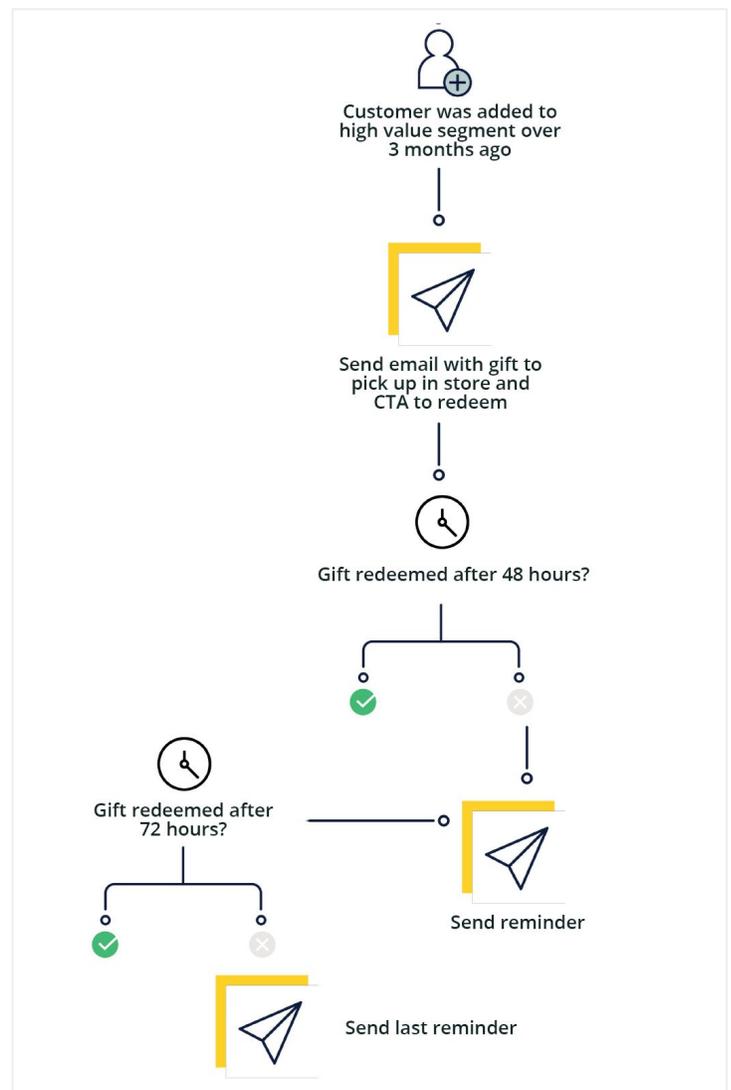
# Automating important moments along the customer journey

Thanks to marketing automation, **you can use data from your website to trigger different automated scenarios.** The possibilities are endless, and you can create as many scenarios as you need to cover and enhance experiences across the entire customer journey.

## Random acts of kindness

If your segmentation is done well, you'll have one or several high-value customers segments. It's a good idea to reward them from time to time with a gift or a discount.

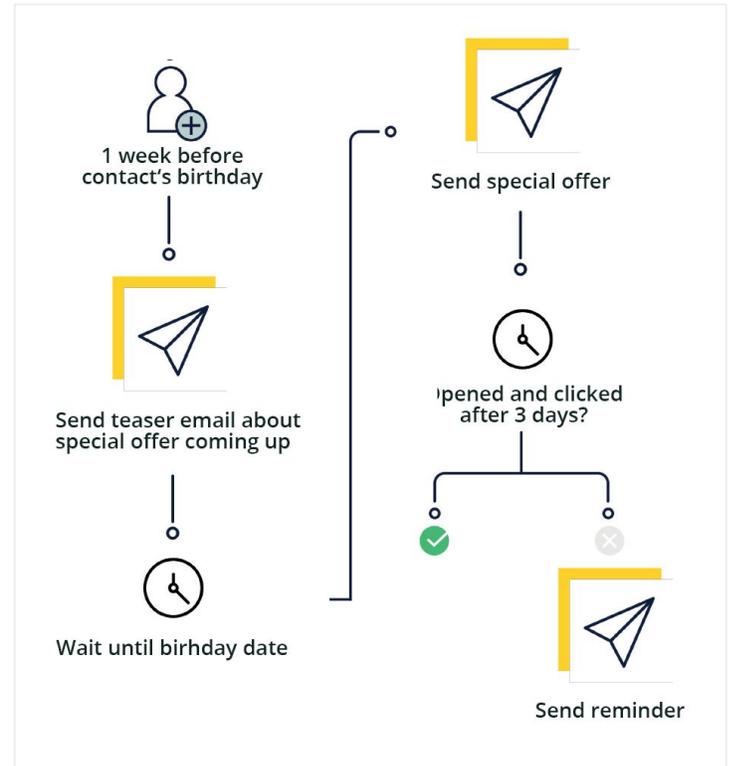
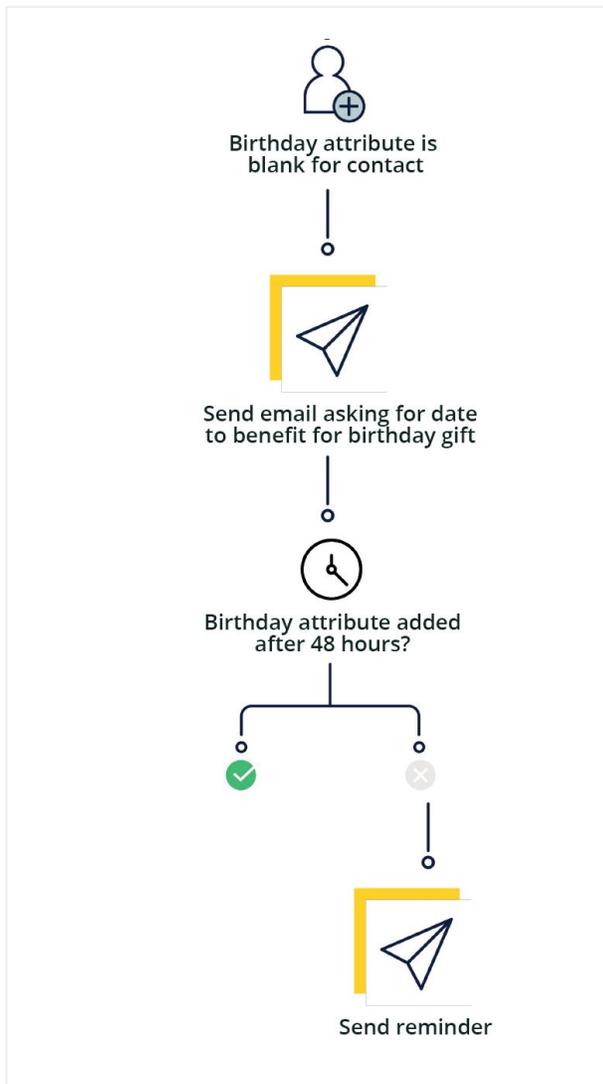
This is **a great way to build excitement and attachment** as well as repeat purchases with little effort. Here's an example of how you could automate it





## Birthday and anniversary

Birthdays and customer anniversaries are ideal moments to offer a little something special. You can easily set up an email for this occasion using an automated scenario. All you need is their birthday or customer anniversary in the contact attributes:



## Customer profiling

Marketing automation is a game-changer when it comes to updating your client list and CRM. As we mentioned earlier, segmenting your leads and clients according to their activity, engagement, and other shared characteristics is important to your campaigns' performance. For instance, if a customer signs up to your loyalty program, this is a great opportunity to learn more about them. Consider giving them extra points or entering them into a raffle if they provide some extra details about their preferences.





# Content inspiration

## Product recommendations

This is probably the most common newsletter for CPG. Based on past purchases, promote similar products or products other customers bought after buying this one, in order to drive repeat purchases. Another option is to recommend products that pair well together. What's important here is to **show the consumer that you understand what they're looking for and you're here to help them.**

Get 15% off your first Prose [GET YOUR FORMULAS](#)

prose

ALL HAIR LOVES CUSTOM CARE

Over +177K 5-star product reviews



★★★★★

TABLES & CHAIRS  
MODERN HOME FURNISHINGS



INTRODUCING OUR NEW  
**MODERN OFFICE COLLECTION**

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Seating for Work  
DESK & CHAIR COMBO  
\$299  
[BUY NOW](#)



Seating for Play  
4-PIECE CONVERSATION SET  
\$499  
[BUY NOW](#)

Join the T&C Loyalty Program

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do incididunt ut labore et dolore magna aliqua. Ut enim inim.

[JOIN NOW](#)

## Feedback or reviews collection

Build a survey and email it to customers, or send an invitation to leave a review on a trusted third-party website. You may wish to offer a discount or gift card to encourage participation. And remember, you can also use marketing automation to trigger these campaigns based on purchases or any other event!



## User guides

Imagine you run a clothing shop and you've identified that your customer is currently interested in jeans. Sending a look book or fit guide is an effective technique to drive purchases! It builds trust too, as the customer knows they can rely on your brand to provide them with expert advice, making them more likely to return to your shop next time.



[View in browser](#)

IQONIC

[SHOP WOMEN](#) | [SHOP MEN](#)



[SHOP THIS OUTFIT](#)

## New in

This is another recurring campaign used by many CPG brands, where you offer a selection of new products that have just arrived. We recommend tailoring the frequency based on the consumer's frequency of purchase, which you can do using contact segmentation. And as stated before, focus on a single call-to-action to generate better engagement.





# Ready to boost your email strategy? Let's go!

We hope that reading this guide has helped you realize the benefits of a solid email marketing strategy and how important it is for any CPG brand to use email as a channel to drive sales.

**Get in touch today** to learn more about Sendinblue and what we can do for your business.



If you have questions, our dedicated customer care team is standing by to help! Send us a message at [\*\*contact@sendinblue.com\*\*](mailto:contact@sendinblue.com)

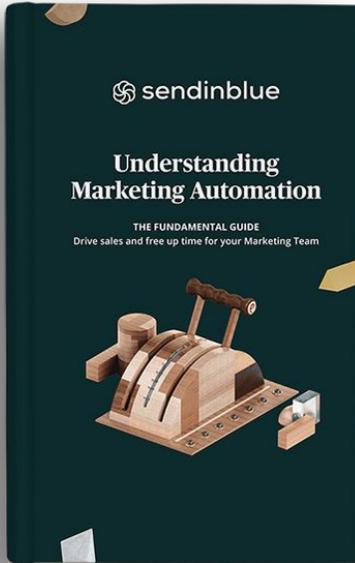


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# Further Resources



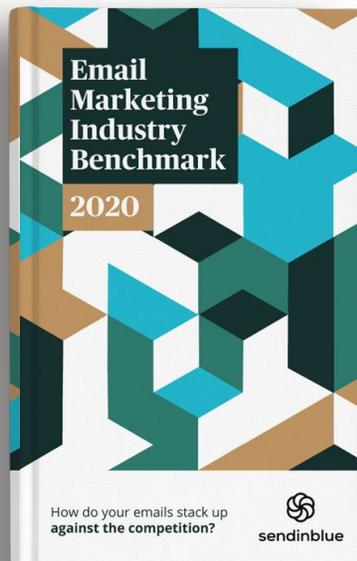
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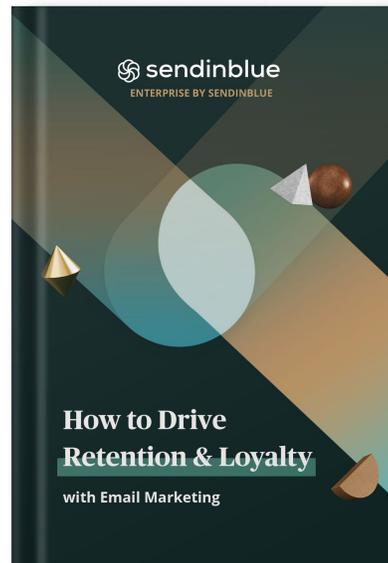
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