@ GetEmails

ADVANCED ECOMMERCE PLAYBOOK: CREATE PRODUCT-SPECIFIC FLOWS W/ PRO INTEGRATIONS

The best ways for ecomm businesses to use GetEmails are to create a product-specific welcome series and capture more engaged visitors by only collecting those who have spent more than 5 seconds on your homepage.

⭐ **The Goal:** Create higher-converting ecomm flows

🕐 **Time:** 60 minutes

🔀 **# of Steps:** 3

The Strategy

The quickest way to get started with GetEmails is to install our script and send the contacts to an existing welcome series.

That works well enough for certain businesses, but it's not the best way to capture and convert your anonymous web traffic.

We recommend that you set the script to only collect those on your homepage after 5 seconds or so to make sure you aren't capturing totally unengaged visitors. It's easy with Google Tag Manager.

We also recommend that you create a welcome series specifically for your highest traffic and highest gross margin products (high traffic + high gross margin = success with GetEmails).

Step 1: Do the entire "Ecomm for Beginners" playbook.

Install the script, duplicate an existing welcome series, change the first email's subject line to say "Thanks for stopping by the site," and integrate w/ your Email Marketing application.

Step 2: Use Google Tag Manager to fire the script after 5 seconds

Refer to our "Installing the Script with Google Tag Manager" training video to fire the script after 5 seconds on the homepage.

We recommend delaying the script for 5 seconds on the homepage so that any visitors that bounce immediately aren't captured.

Step 3: Create Product-Specific Welcome Series

If you are an experienced marketer, you know that the more targeted you can be, the better your emails will convert.

We have two tools that will assist you in targeting specifically by product.

NOTE: The magic formula for GetEmails, ie, where we have seen 100% success rate, are products that see high traffic and have high gross margin with a high ticket price. Normally, anything that is high margin and over $100 works every time.

TOOL #1: Pro Integrations

Our Pro Integrations allow you to segment by landing page, and send only those contacts to a specific list in your Email Marketing app, or a different Email Marketing app altogether.

If you already created your main integration, build out additional, separate variations of your integrations to send contacts from a specific product page to a specific list or product-specific workflow.

**NOTE: We will still collect (and charge) for contacts from any page where the script is installed.**

If you DO NOT want to collect contacts from certain pages, make sure you remove the script from those pages.

If you have any very low gross margin products, we recommend you pull the script from those pages.
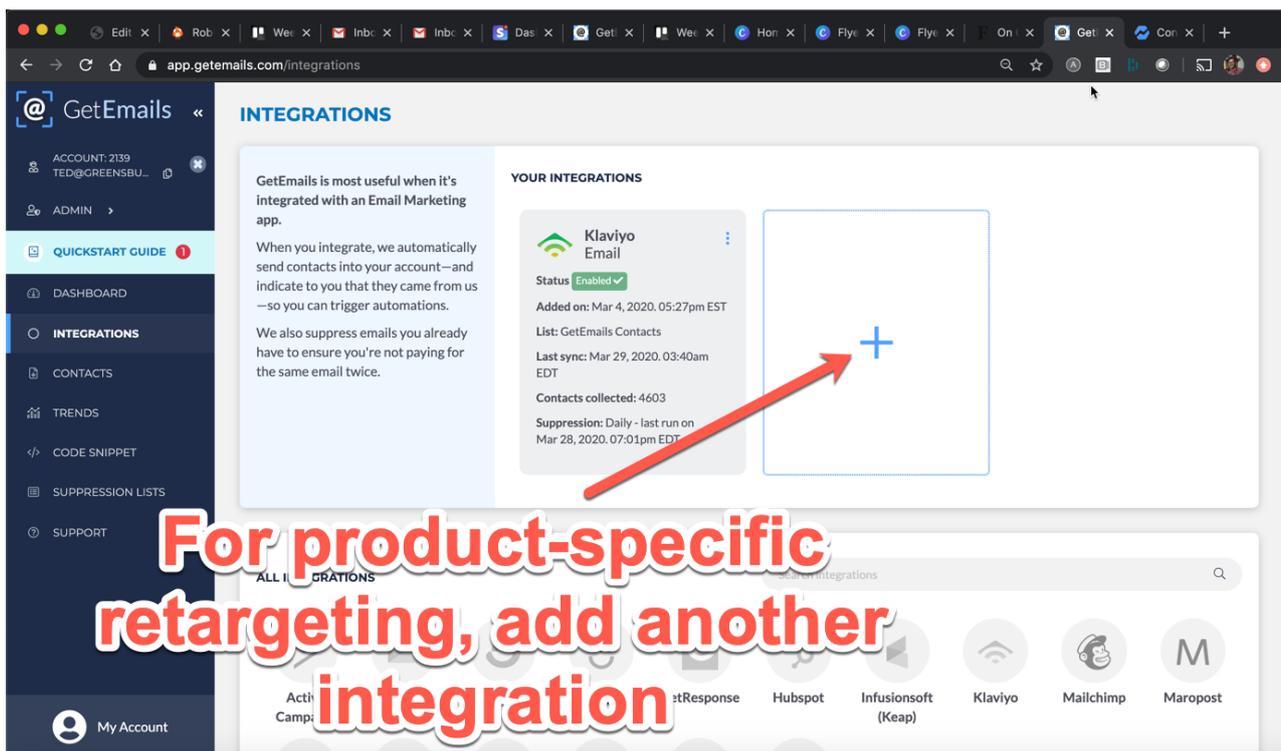
Once you've picked your Email Marketing app and put in the API key, scroll down to the bottom of the page and choose the "Enable Custom Sync" > "Filter by a Portion of Landing Page URL" options. Add the landing page URL, separated by commas if there are more than one.
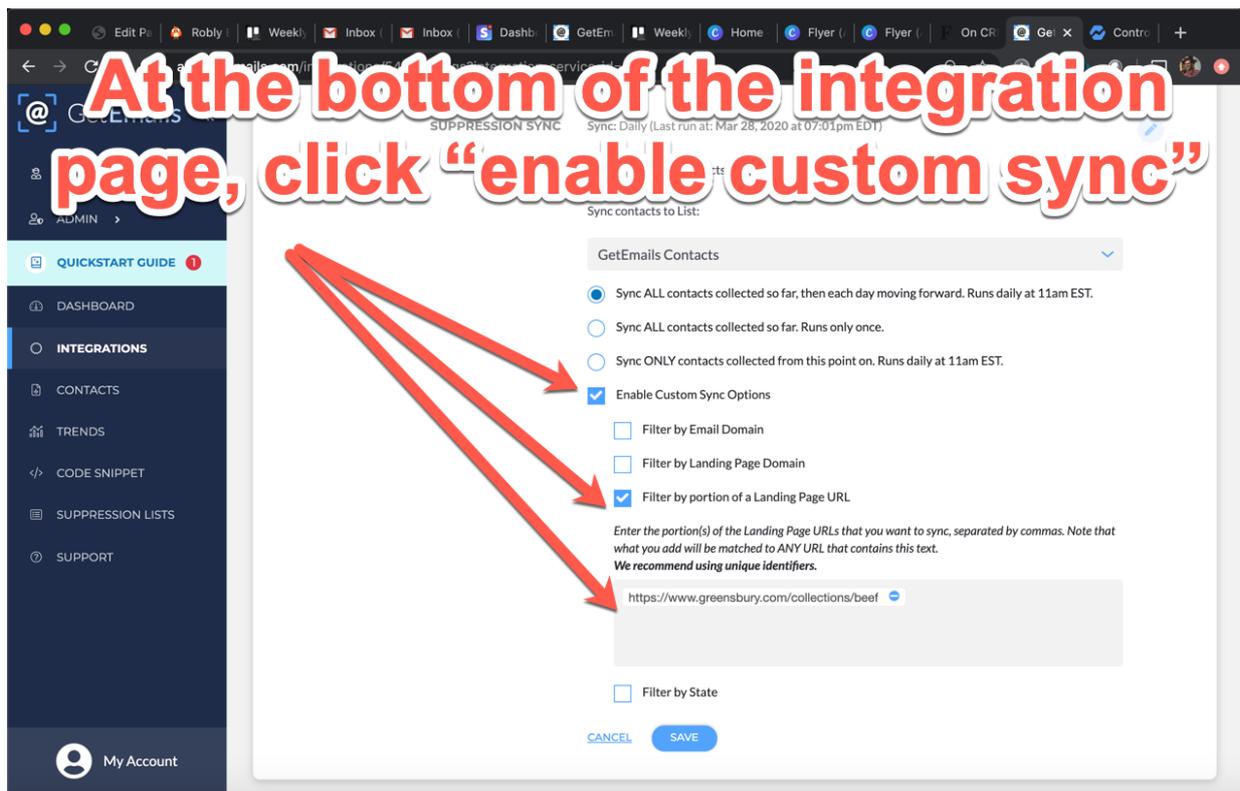

Send these contacts to the workflows that you have already created in your Email Marketing application that are specific to the product or category that you're retargeting, activate it, and watch it work.

Tool #2: The Trends Page

We recommend you set up product-specific integrations and workflows for any high margin products.

You can also find pages that are capturing lots of contacts on your Trends page.

Use your best judgement to either create product-specific workflows from those pages, or do nothing and let them flow into your generic welcome series. Or, if you know the traffic is useless and doesn't tend to convert, pull the script from the page and stop collecting contacts.
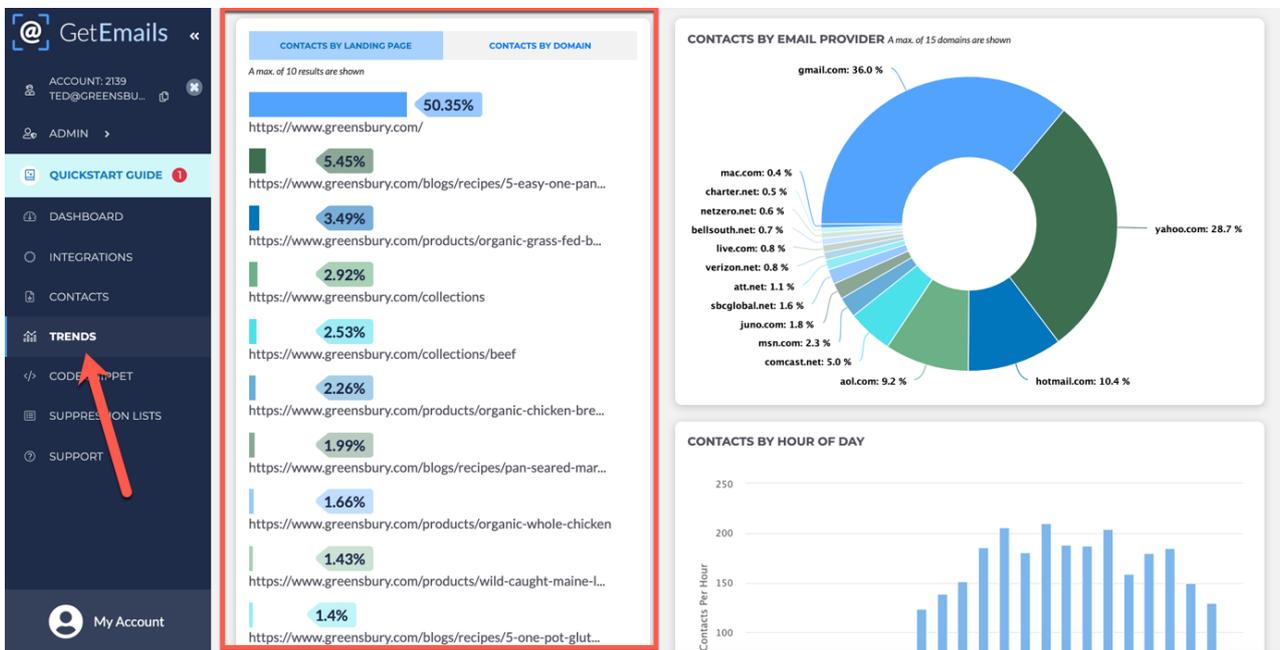
Conclusion

"The Beginner's Playbook" is the quickest and easiest way to get started, but the highest ROI from GetEmails will come from executing on the following best practices:

1) Fire the script after 5 seconds on your homepage
2) Create separate product-specific workflows/integrations
3) Focus on high gross margin products that have high traffic
4) Take the script off of any low gross margin product pages
5) Use the Trends page to help figure out what pages to create product-specific integrations and workflows for, and what pages to remove the script from

If you have any questions, just email us at support@getemails.com.