

---

# Backend Scale post iOS15

Move from Rented Relationship Marketing to Zero-Party Marketing  
Power Your Backend Segmentation & Personalization

## What Is Rented Relationship Marketing?

Rented relationship marketing is when you rely on relationships with site visitors that are not owned by you, but instead owned by a 3rd party who rents them to you.

Ex: Facebook Ads - Google Ads

Traffic comes to your website from channels like ads, influencer marketing, SEO.. they don't give you contact information, an ad Pixel like Facebook Pixel tracks when they do on your website, and then you pay Facebook to show them a retargeting ad.

**This means that you are renting your relationship with these people from Facebook.**

---

## Why Rented Relationship Marketing Is Going Away ?

In 2021, Apple made a software update to all iPhone and iPads that blows rented relationships as you know them.

Apple now requires that people using iOS devices have to give permission to Facebook and other apps to track what they do when they are on your store.

This means that, for a huge number of people visiting your store, if you don't have their contact information and Facebook isn't allowed to track them using its Pixel - when they exit your website, you have absolutely no way to retarget them.

Therefore, you lost the ability to rent that relationship.

Google will also stop supporting pixels and cookies in 2023, which will reduce the ability to rent relationships even more.

**This App would like  
permission to track you  
across apps and  
websites owned by  
other companies.**

Your data will be used  
to deliver personalized  
ads to you.

Ask App Not to Track

Allow Tracking

## Zero-Party Data

After this Pixelocalypse, you'll need to implement a new strategy for your business where you stop relying on rented relationship and 3rd party tracking.

Instead, focus on building real relationships and personalizing the experience on your site, email and SMS for each person based on information you learn from them (like their Preferences, favorite colors, size, age, etc).

This data collected is called "Zero-Party Data" and it's the key to our backend-scale.

---

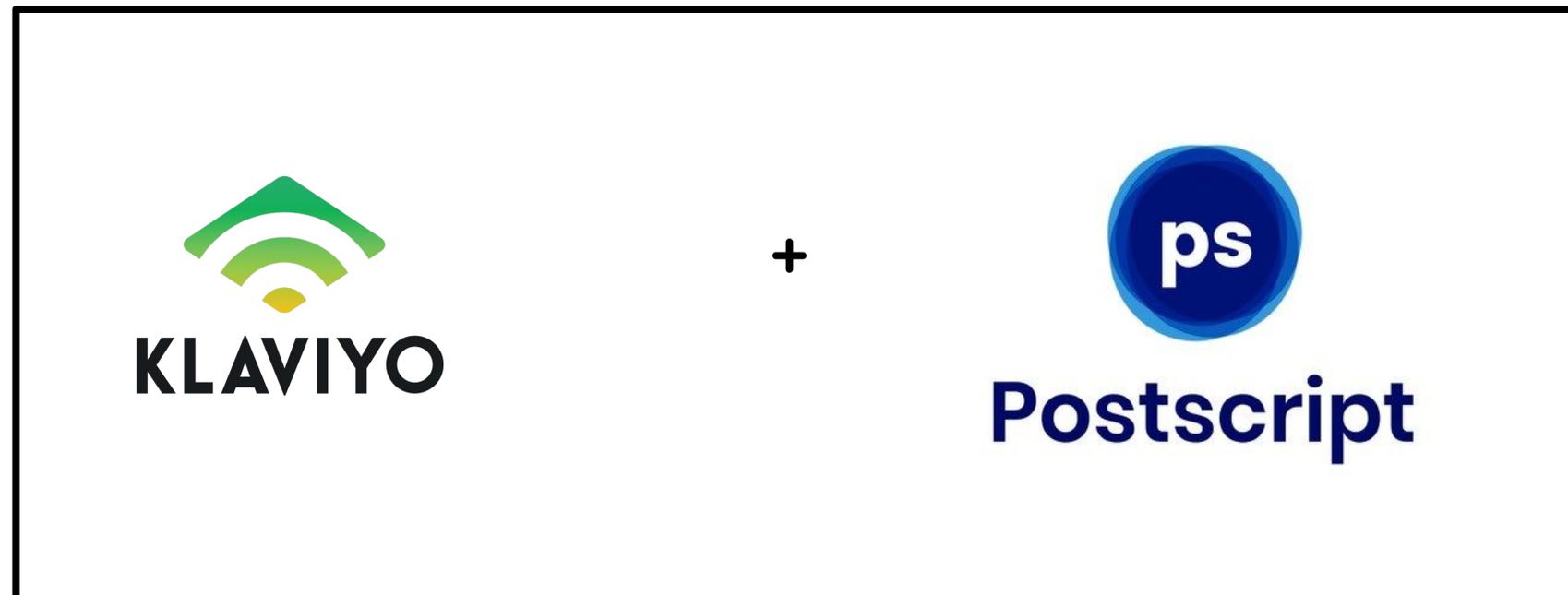
# Implement your FLOWS!

Before we dig deeper into backend scale and how to leverage it post iOS15 - You'll need to implement these flows into your Email / SMS platforms.

## Must-Have Email / SMS Flows

Make sure to implement these flows in your with your eCom business so you won't lose any touch point with your customers.

The stack we use in our backend :



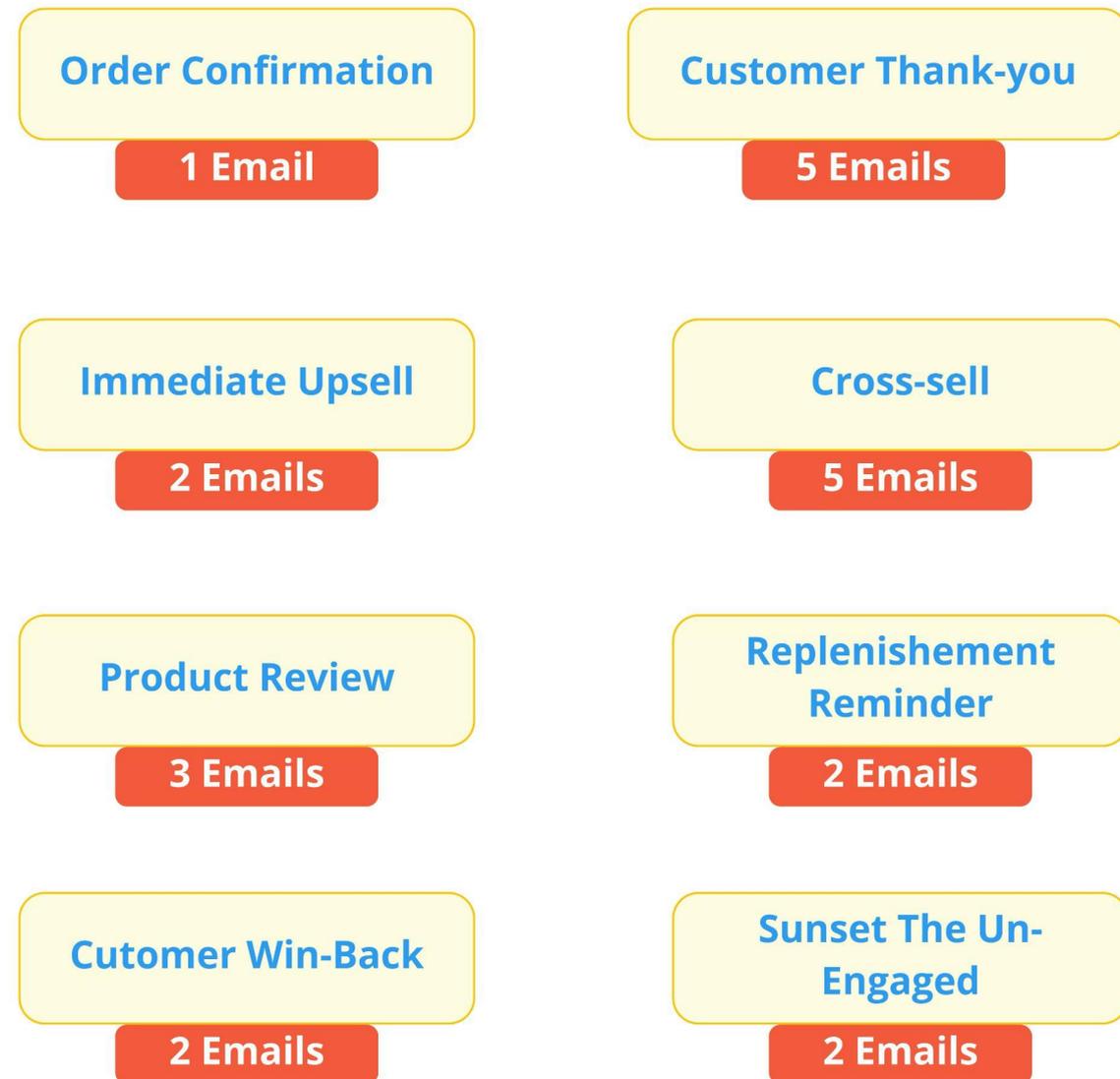
## Pre-Purchase Flows



Our pre-purchase flows structure for each account will look like this:

- Welcome Series is sent to welcome a new prospect and offer a discount
- Site Abandonment is sent to prospects who visited your home page and bounced back
- Browse Abandonment is sent to people who visited your product page and bounced.
- Cart Abandonment is sent to people who added a product to their cart and bounced.
- Checkout Abandonment is sent to people who didn't finish their checkout.

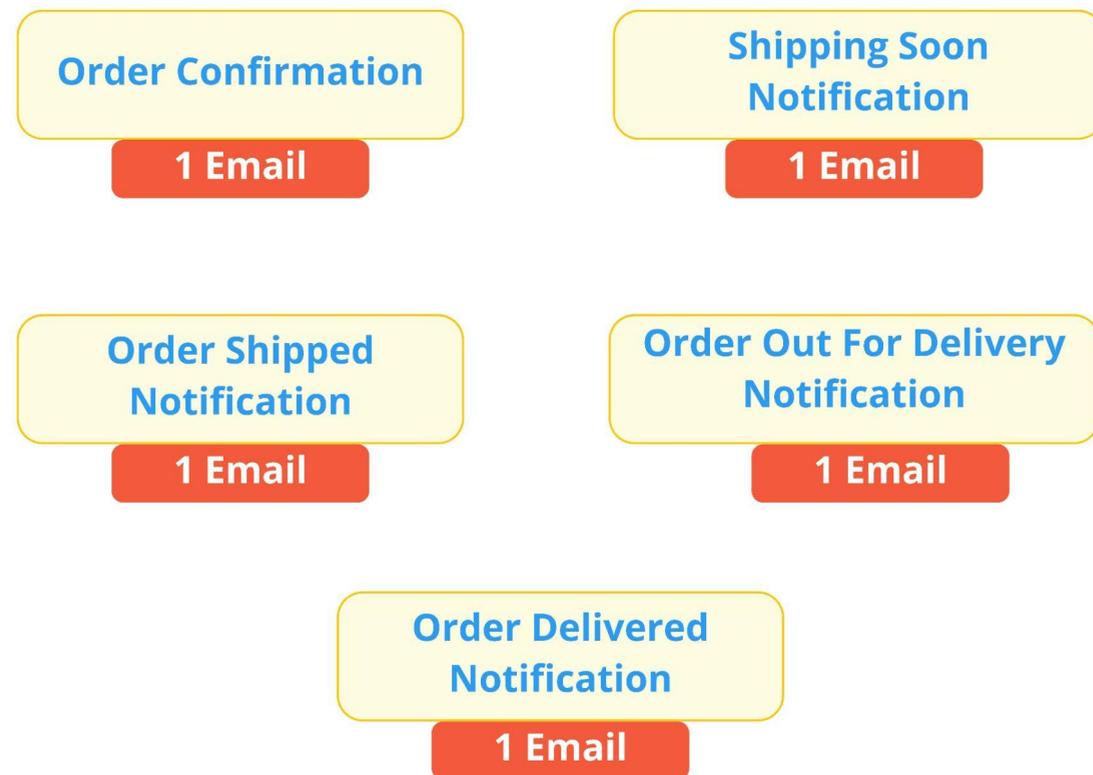
## Post-Purchase Flows



Now our post-purchase flows structure looks like this:

- **Order Confirmation**
- **Immediate Upsell** to offer a special 24h discount.
- **Customer Thank-you** to welcome new customers - share with them brand vision - ask them to join social channels
- **Cross-sell** to push other products and categories
- **Product Review** to ask for reviews and UGCs
- **Replenishment Reminder** to remind the customer to order again
- **Customer Win-Back** to win non-returning customers
- **Sunset The Un-Engaged** to re-engaged people who didn't open your emails

## Advanced Post-Purchase Order Notifications



But don't stop there with your post-purchase flows.

Go beyond the Order Confirmation Email & deliver a premium post-purchase experience to your customers.

Set up email flows that gets triggered whenever the order status gets changed.

## Advanced Post-Purchase Order Notifications



This helps:

- **Reduce WISMO:**

"Where is my order?" are often the majority of support tickets.

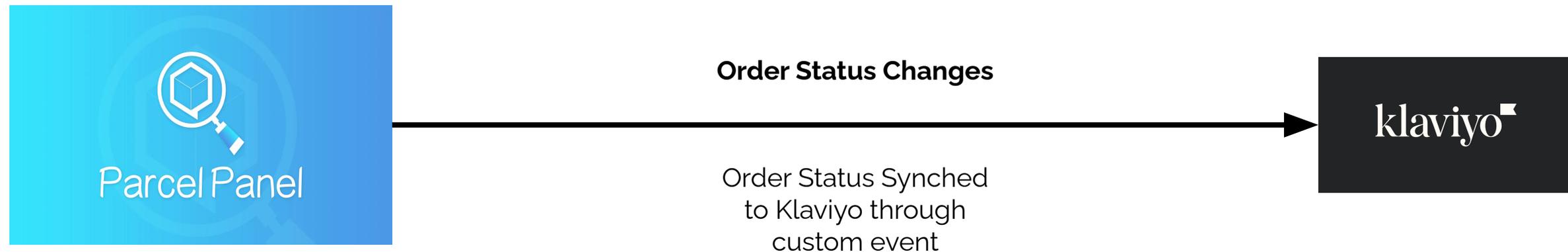
Reduce WISMO support tickets by providing customers the ability to track their orders on your website.

- **Drive repeat purchases:**

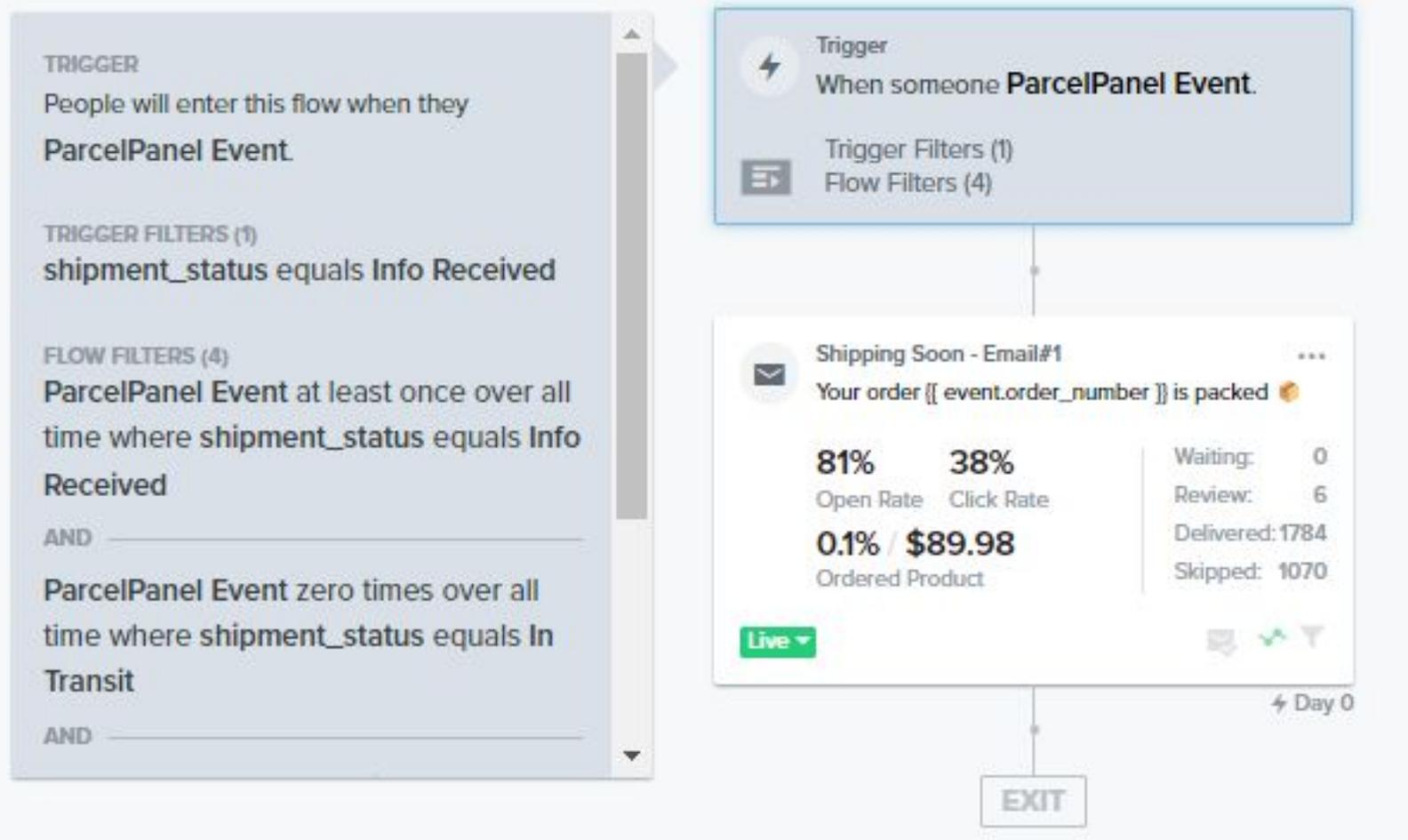
Branded tracking emails offer additional opportunities to cross-sell or up-sell during the time your customers are most engaged with your brand.

## Advanced Post-Purchase Order Notifications

To implement these flows: Integrate **Klaviyo** with **Parcel Panel Order Tracking** Shopify App.



## Advanced Post-Purchase Order Notifications

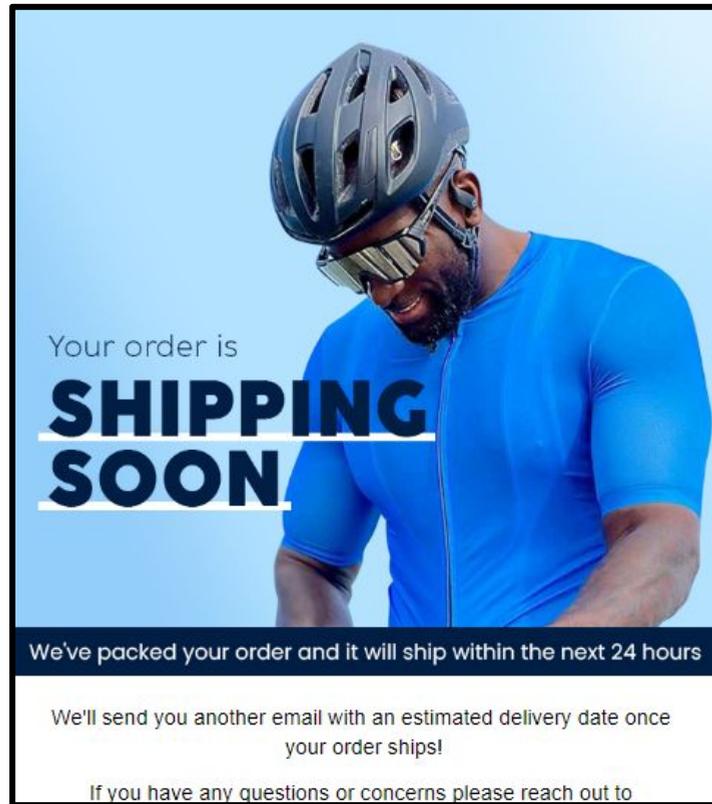


Here's how it's setup: Email gets Triggered by a custom event & a conditional split is set on the "shipment\_status" attribute.

Whenever an order status get updated, Parcel Panel app sends a custom event to Klaviyo which include the order information and the shipment status.

# Advanced Post-Purchase Order Notifications

Here's how your Order Status notifications should look like



Carrier info: [redacted]

Tracking number: [JJD00](#) [redacted]

Shipped to: Rebecca

Order number: #69 [redacted]



Include information information like the carrier, tracking number, order number & a CTA to Track My Order page.

[Track My Order](#)

## **Email Sequences :**

Please note that the number of emails in each flow may vary from business to business.

It depends on your product - brand, avatar and the amount of informations or angles you want to communicate to your customer.

## **SMS Flows :**

The same Email Flows should be implemented in your SMS backend.

However, it's advised to not bypass 3 SMS per Flow.

You shouldn't be spammy when it comes to SMS marketing.



# Power your FLOWS with Zero-Party DATA

## What Is Zero-Party Data Marketing?

Right now, you probably collect emails or phone numbers in exchange for a discount and then send every new prospect the same welcome series - treating everyone as if they are the same person.

### But what if you did something different?

What if, instead of treating everyone exactly the same, you talked to each customer and personalized their shopping experience, email and text messaged based on each person's preferences, concerns, and reasons for shopping with you?

That's exactly how zero-party data marketing works:

- \* Increases site conversion rate and AOV
  - \* Grows lists faster
  - \* Increases revenue and retention
  - \* Protects you from the changes from Apple and Google by giving you full control over your customer relationships and data
-

## What Is Zero-Party Data Marketing?



There is an infinite amount of data and questions you may want to learn from customers in order to help you personalize the experience for them.

For our case, with an Apparel website we collect this data:

- Style
- Size
- Fit
- Favorite colors
- Fit
- Gender
- Budget

# **Collect Zero-Party DATA**

## **Replace Classic Welcome Popup with a Product Quiz**

---

## Create Deep Relationships with Product Quizzes

What is it?

It can be difficult to figure out which products are right for you when exploring a new brand, especially if it is a product you have never purchased before.

In a local store, you can easily ask somebody for help, they can find out more about your needs and concerns, and then they recommend the best products for you.

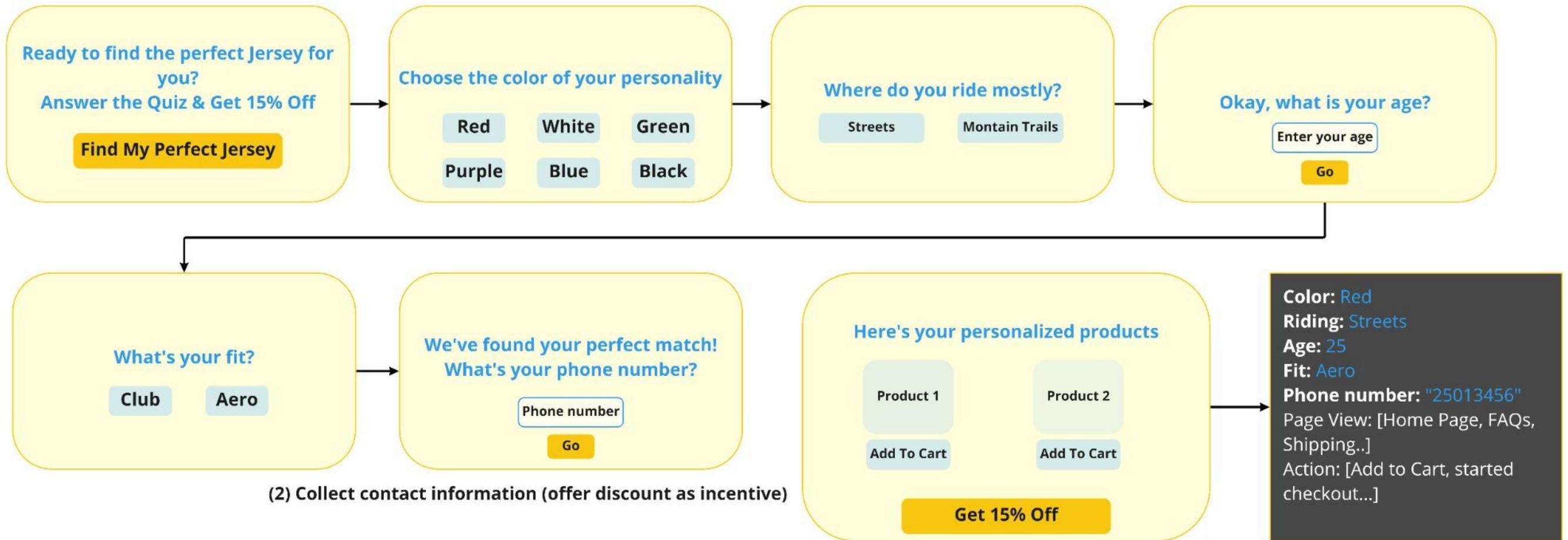
Product quizzes enable you to offer this experience for all of your site visitors.

Ask a series of questions and then recommend a set of personalized products.

---

# Create Deep Relationships with Product Quizzes

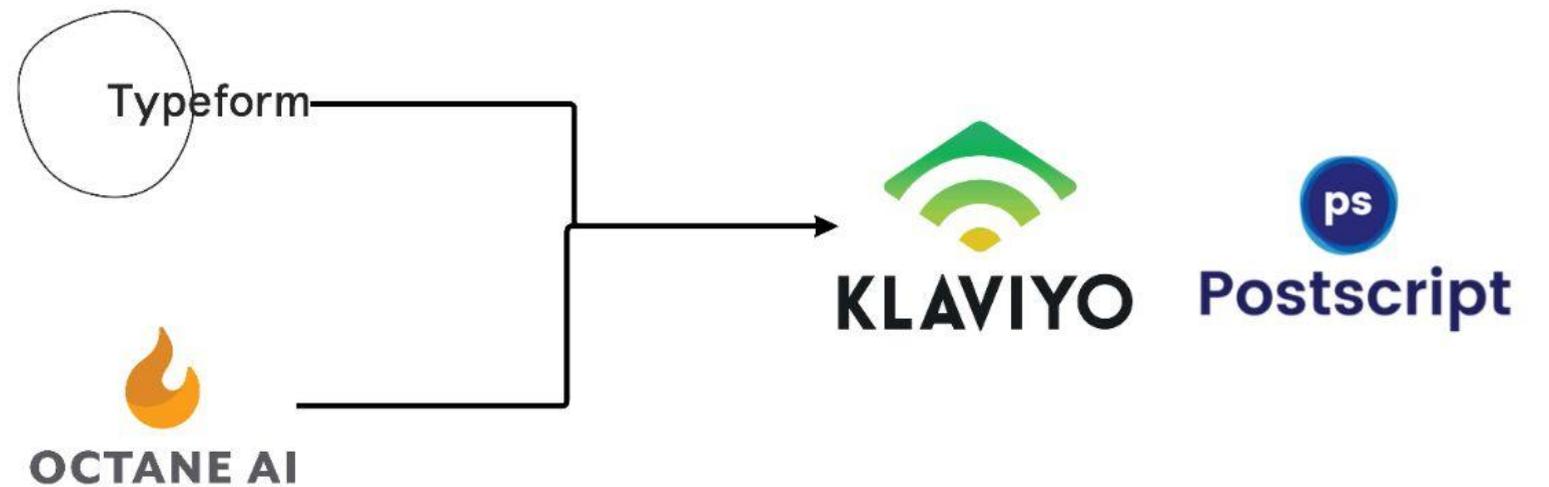
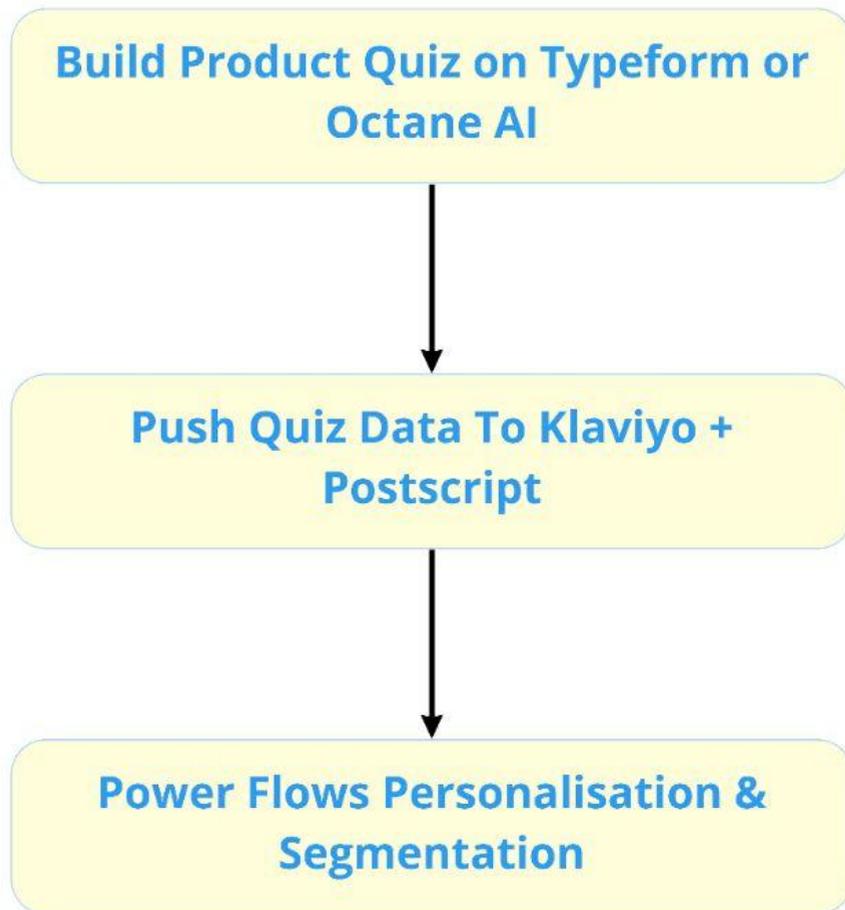
(1) Ask a series of questions:  
Question help figure product recommendations and collect targetable data for email and SMS.



(2) Collect contact information (offer discount as incentive)

(3) Save data and instantly sync it to your email, SMS platforms:  
Use the data to personalize your email and SMS flows and

## Create Deep Relationships with Product Quizzes



# **How To Personalize Your Emails, SMS With Zero-Party Data**

## **Power Personalization**

---

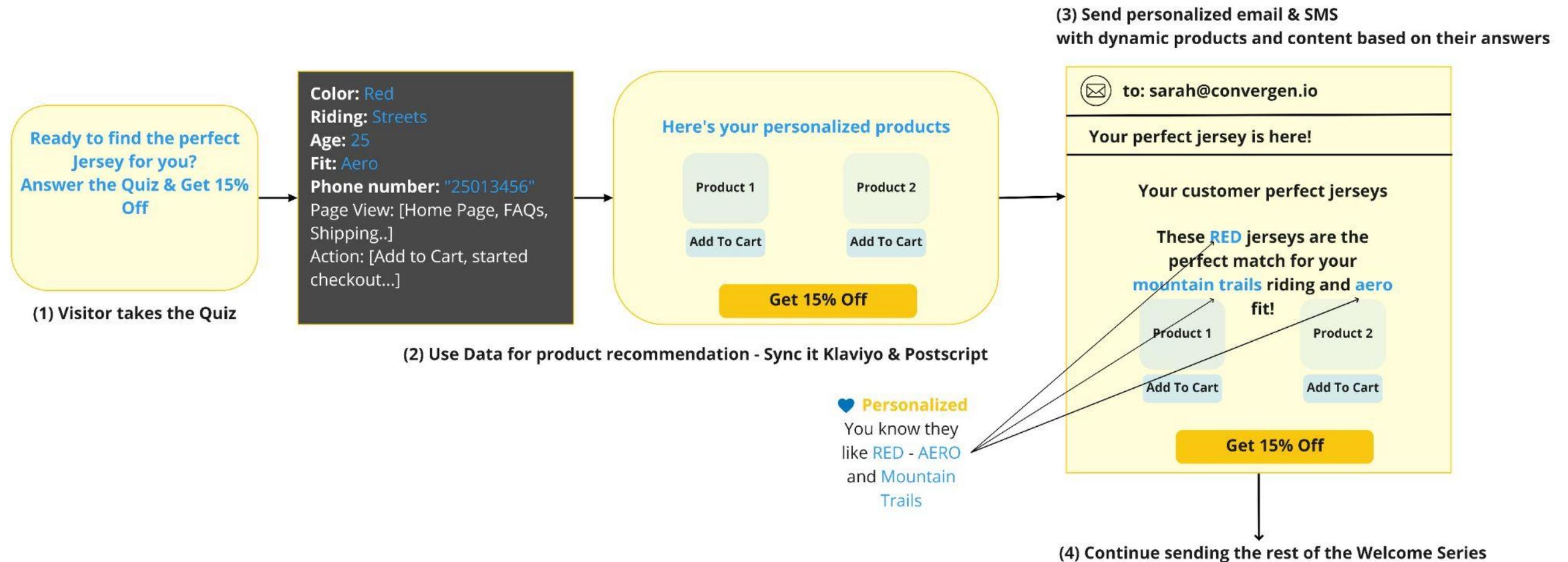
## Personalize your Welcome-Series with Zero-Party Data

Every customer is unique - so why send them the same email when they first sign up for your newsletter or SMS?

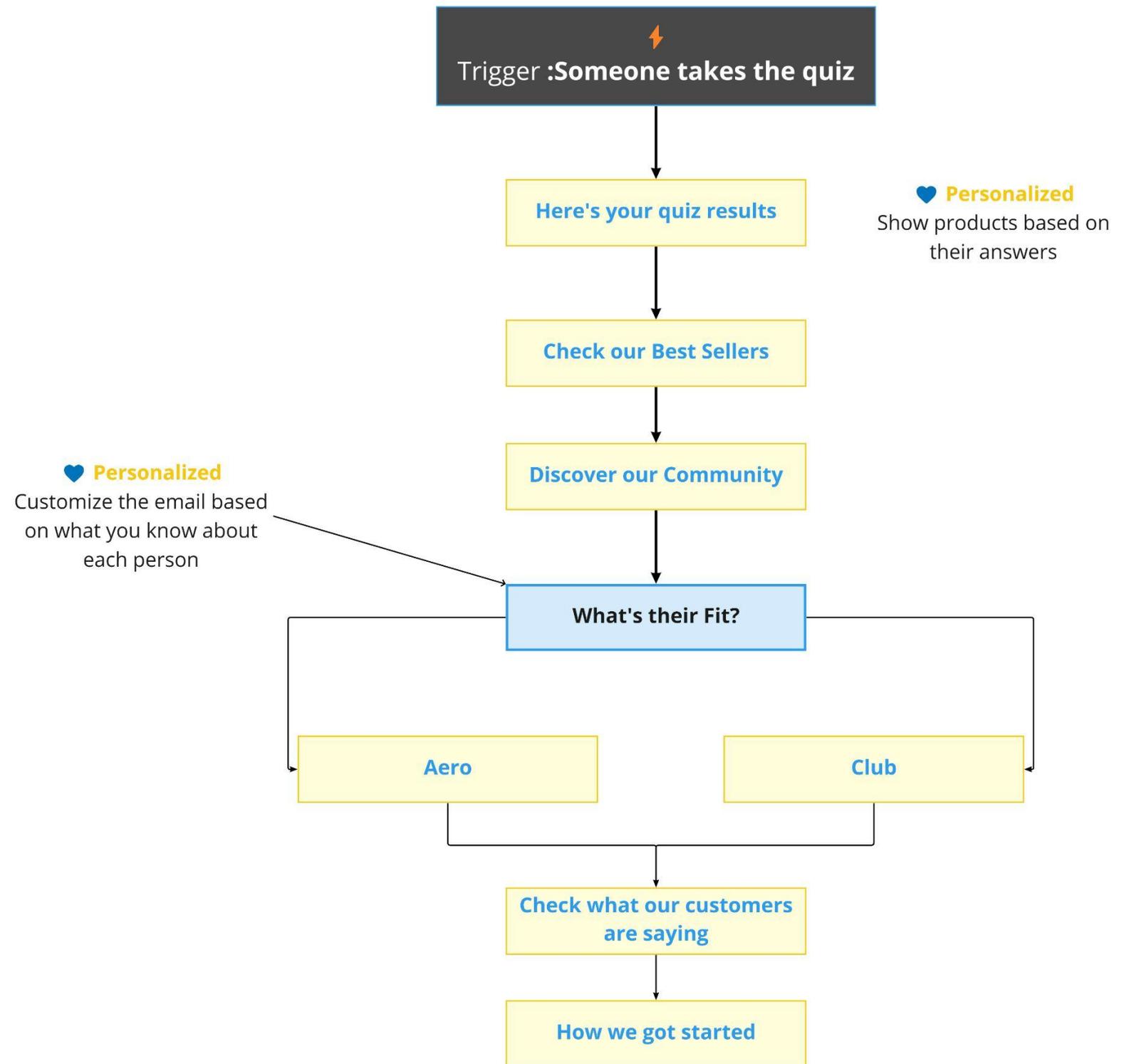
Zero-Party data allows you to dynamically personalize the subject lines, copy, images and recommended products in your emails and SMS based on the answers of each person.

That will increase click rates and conversion rate.

And also builds better relationships with customers by sending them emails that are catered to who they are, what they're looking for, and how they are feeling.

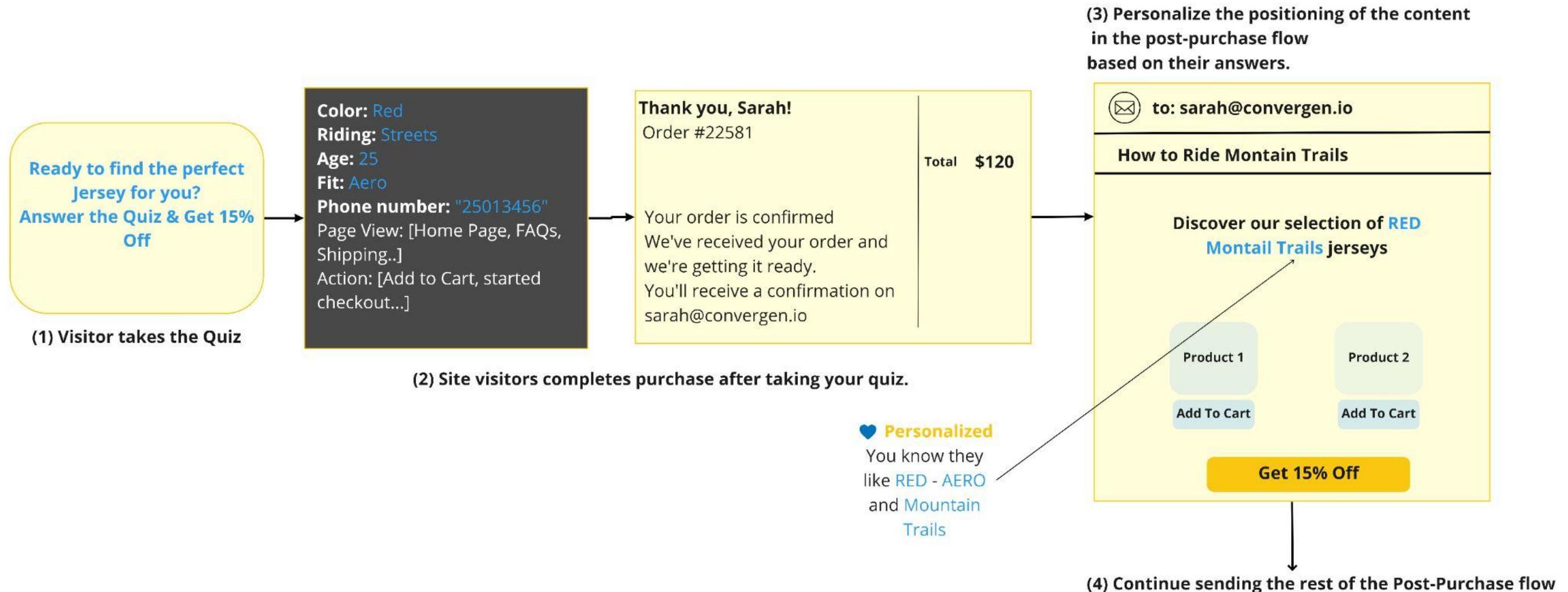


# Example: Personalized Welcome-Series with Zero-Party Data

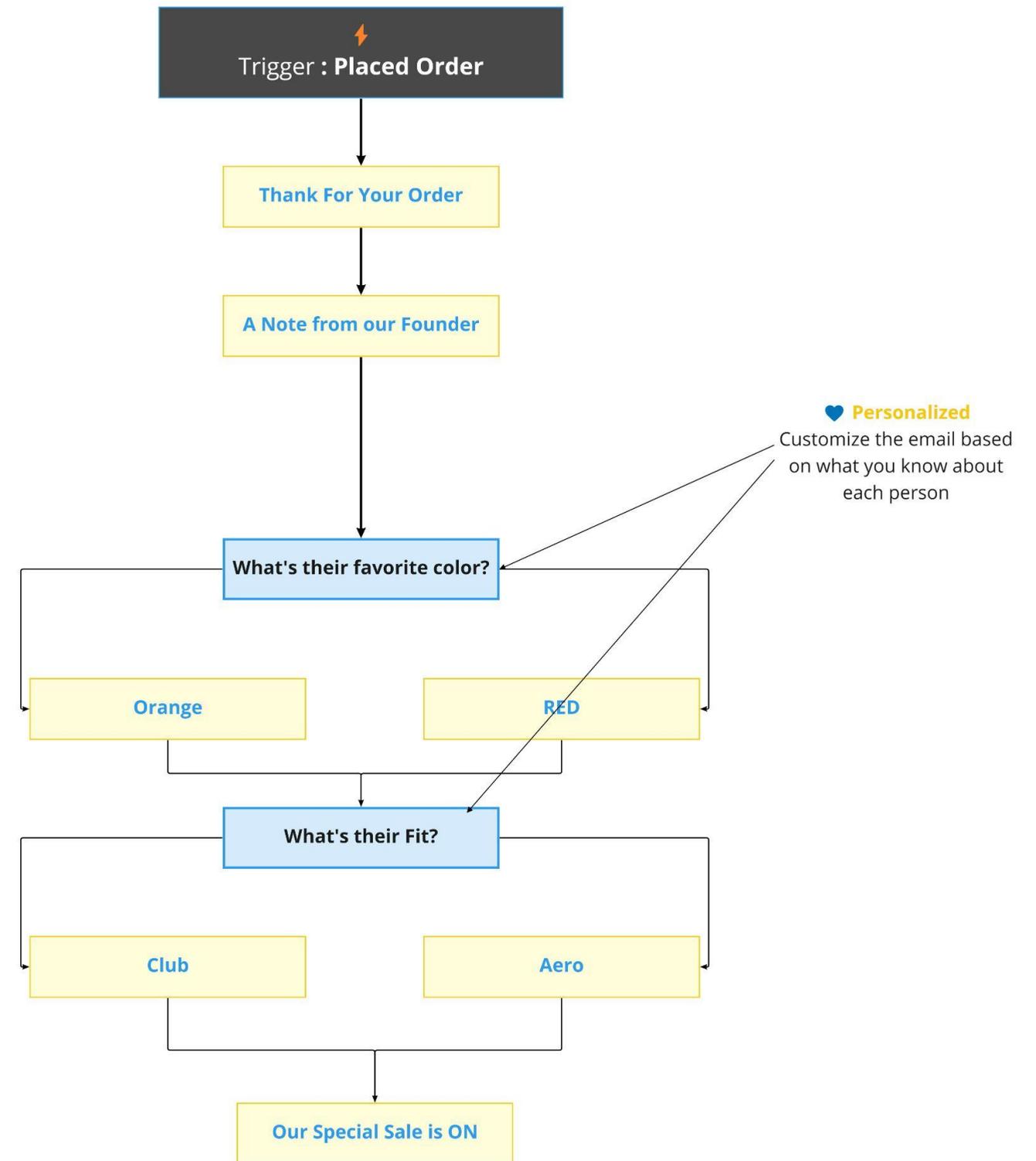


# Personalize your Post-Purchase with Zero-Party Data

Your post-purchase flow is critical to turning a one-time customer into a repeat customer. Utilize data you collect in Quizzes to elevate your post-purchase experience and increase their LTV with your brand. The better zero-party data you collect, the better experience and the more value you can provide.



## Example: Personalized Post-Purchase with Zero-Party Data



# **How To Personalize Your Emails, SMS With First-Party Data Power Segmentation**

---

## Power Segmentation With First-Party Data

What is it?

First-Party Data is data you collect from your customers or audience through their behavior.

Common examples of first-party data include website activity, purchase history, conversion rate, order value.

It also includes data you have in your CRM or CMS such as: address, city, region & country.

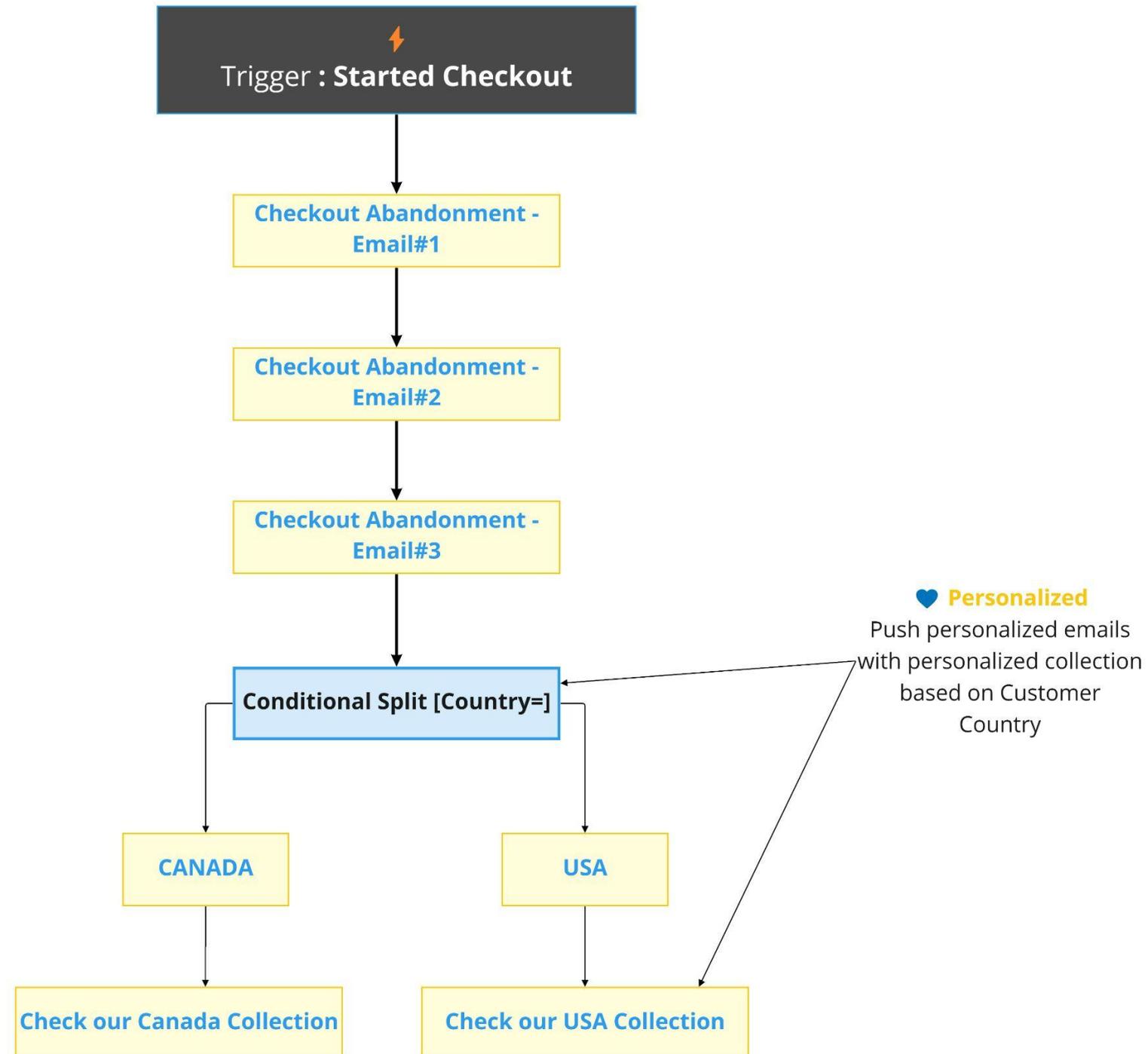
You can leverage this data to create more segmented pre-purchase & post-purchase flows on Klaviyo & Postscript.

This by launching product - collection based on your customers data like: country - region ...

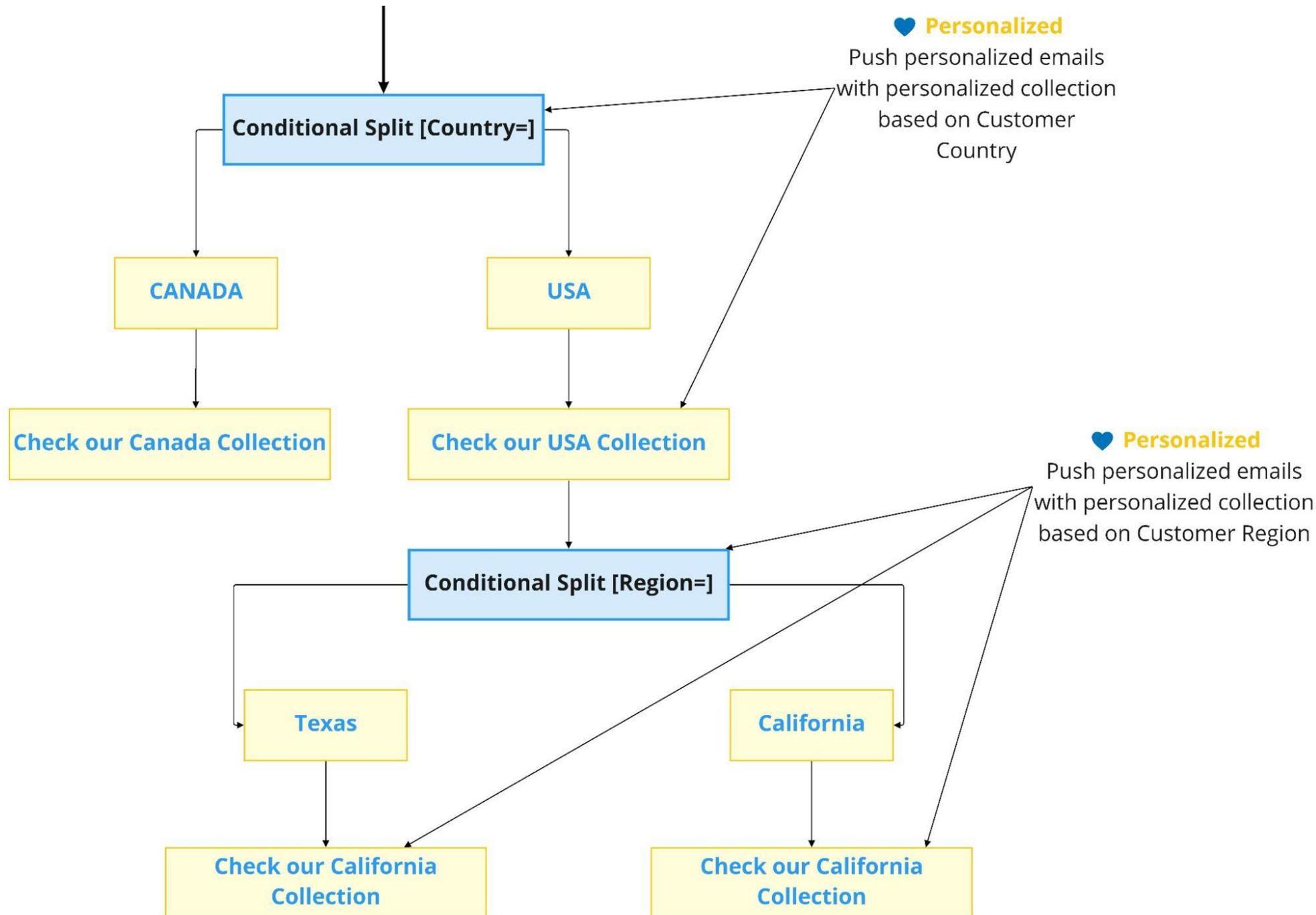
If you're an apparel business and your biggest customer base is from USA - Canada for example, you would build & launch new American & Canadian collections.

---

# Example: Personalized Pre-Purchase with First-Party Data: Country



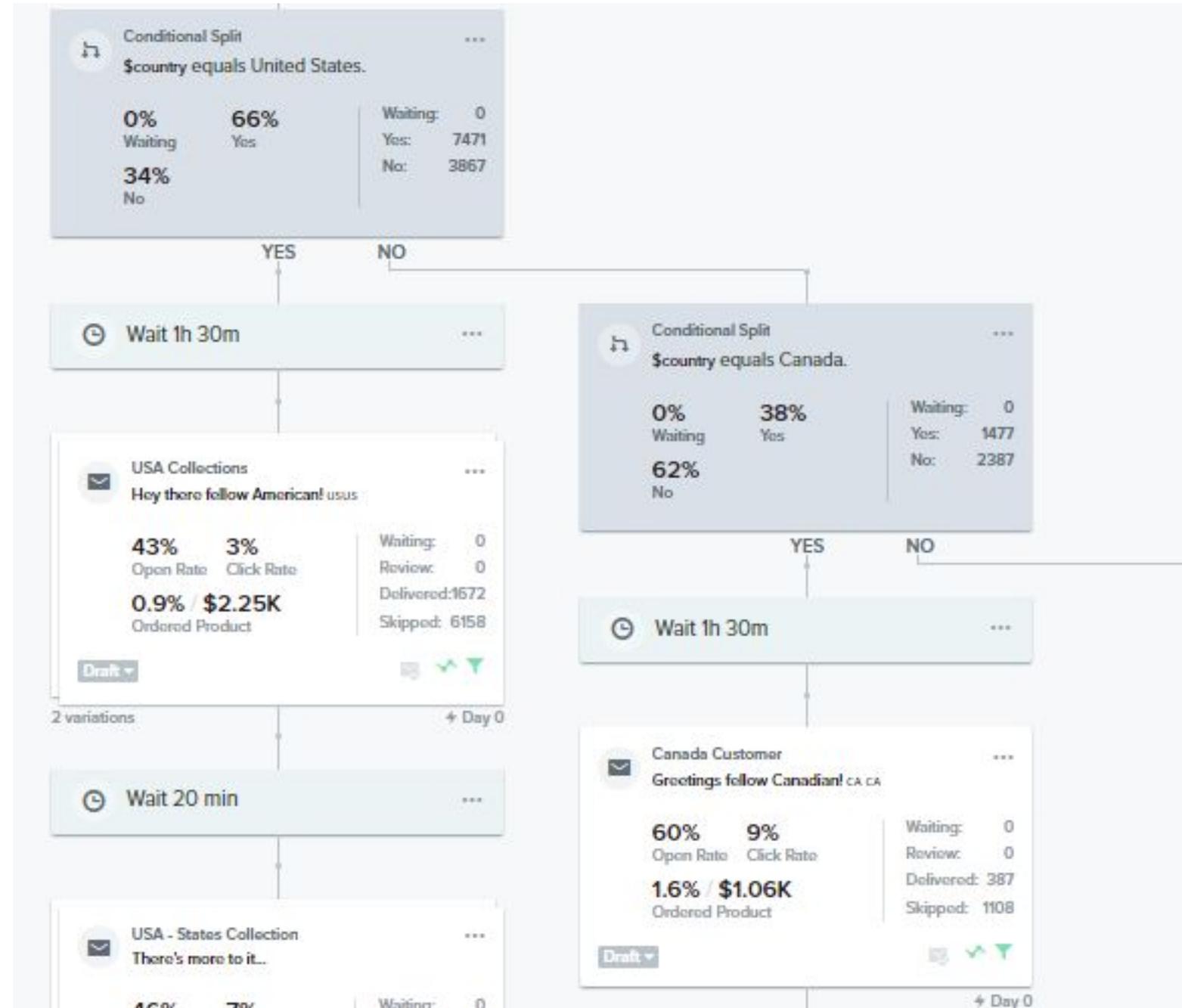
## Example: Personalized Pre-Purchase with First-Party Data: Region



Now if your biggest USA customer base is from California & Texas  
You can go beyond Country personalization and power more your segmentation with Customer 1st Party Data: Region.  
This by launching Texas & California specific collections.

## Example: Personalized Pre-Purchase with First-Party Data: Region

You Klaviyo pre-purchase & post-purchase flows should look like this:



# Leverage Zero-Party Data & First-Party Data Power Segmentation & Personalization

---

## Leverage Zero-Party Data & First-Party Data

How?

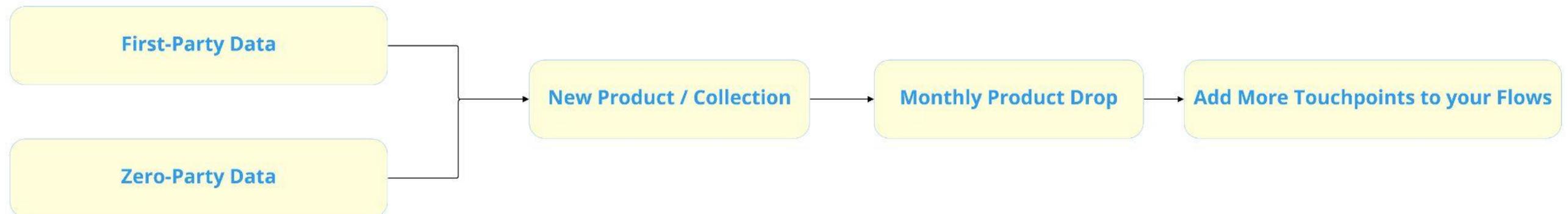
Remember how we personalized our flows with Zero-Party data & segmented them using First-Party data?

Now imagine combining both!

That will allow you to launch hyper segmented and personalized pre-purchase & post-purchase flows.

Adding more touch points and selling opportunities into your customer journey.

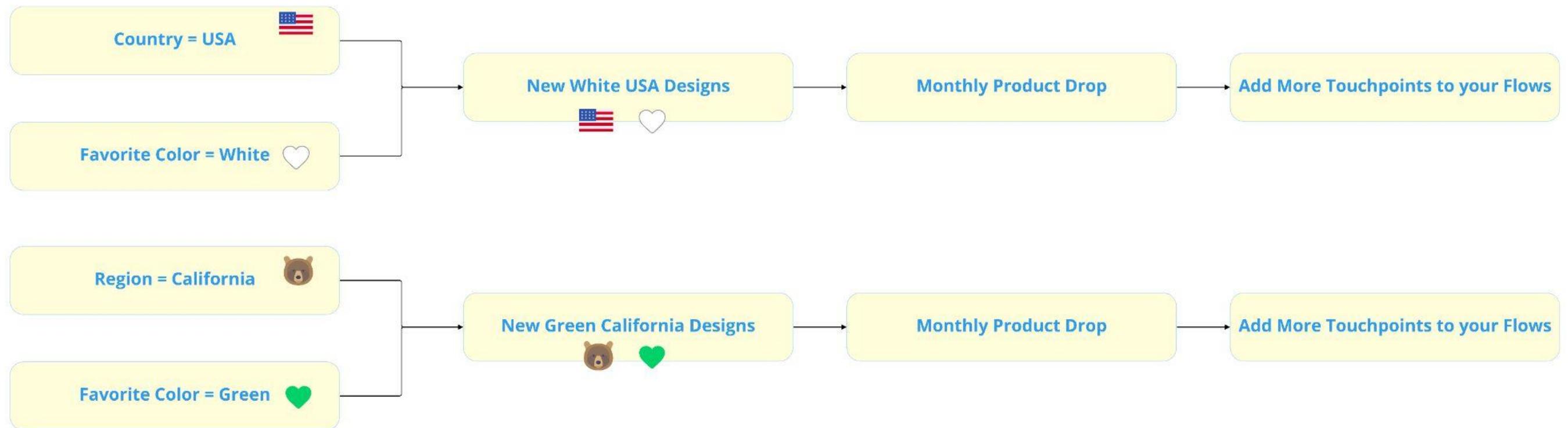
It will increase the conversion rate of your traffic and lifetime value of your customers.



## Leverage Zero-Party Data & First-Party Data: Monthly Product Launches

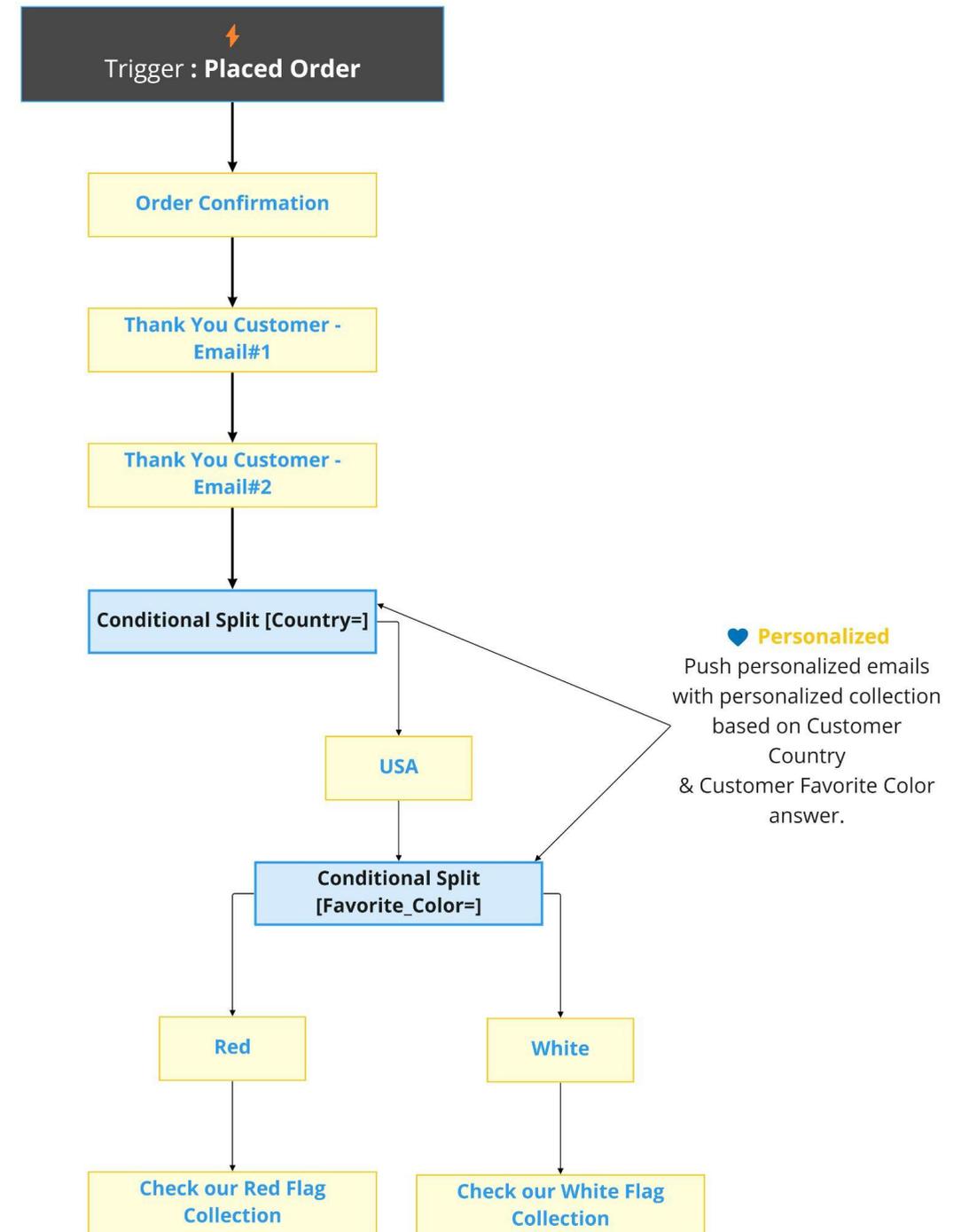
For example; if your biggest customer base is from the US and the “favorite color” answer from the US was mostly “white”.

You would launch a new white USA design and launch it to that segment. Then you use the same product to power your pre-purchase & post-purchase flows segmentation.



# Leverage Zero-Party Data & First-Party Data: Monthly Product Launches

Your Klaviyo / Postscript Flows should look like this:



---

**If you want us to setup this for you,  
Ping us on [hello@convergen.io](mailto:hello@convergen.io)**

---

**Thank You**

---