

SEINŌ

Kevin Steba

Co-founder of SEINŌ

**Hoe haal je meer uit je
Deployteq data?!**



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Het is tijd voor nerd praatjes



Customer data

Gender Male ▼

Title

Initials K

First name Kevin

Middle name

Prefix

Surname Steba

Suffix



Marital status Married ▼

External id 1

Company name SEINŌ

Department

Job title

Contact person

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Customer options

Audience Promising

Market NL ▼

Number of orders 1 ▲▼

email_hash

SEINO

orders		🔍 ⬇ ⚙ ⤴
Field	Type	
orderId	String	
createdDate	Date an...	
orderStatus	String	
deliveryMode	String	
paymentMode	String	
subTotal	Decima...	
deliveryCost	Decima...	
totalTax	Decima...	
totalDiscounts	String	
currency	String	
isNet	String	
store	String	
totalPrice	String	

products		🔍 ⬇ ⚙ ⤴
Field	Type	
name	String	
code	String	📋
productImageUrl	String	
productUrl	String	
basePrice	Decima...	
bundleGroupNum...	String	
contentSize	String	
freeGift	String	
giftType	String	
marketingColour	String	
marketingFlavour	String	
productType	String	
quantity	String	

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Je kan al die data in SEINŌ gebruiken voor rapportages

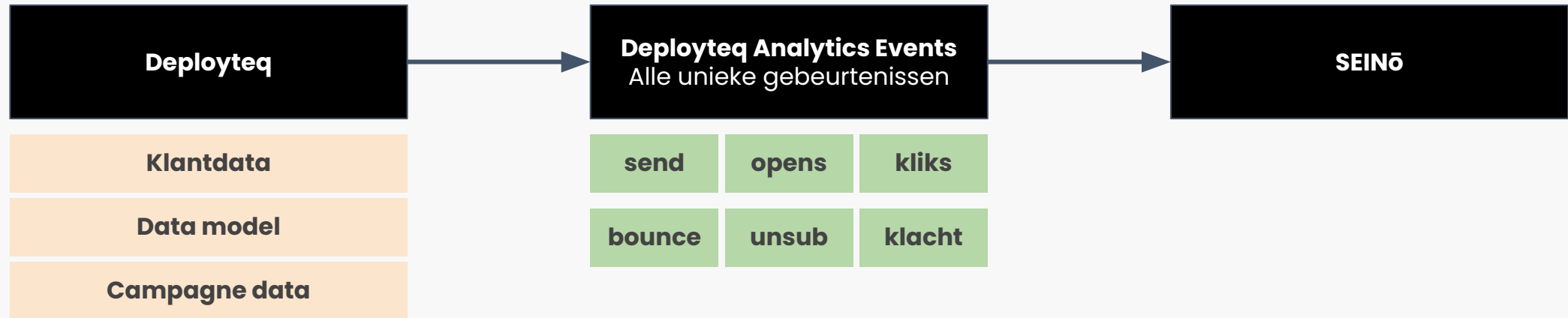
```
{  
  "bounce_category": null,  
  "bounce_code": null,  
  "bounce_type": null,  
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  "brand_name": "Seino",  
  "broadcast_event_sub_type": "CAMPAIGN",  
  "broadcast_event_type": "EMAIL",  
  "broadcast_id": 6620,  
  "broadcast_manual_options": {  
    "CustomerCount": 10,  
    "data": "Campagne mail",  
    "test": null  
  },  
  "broadcast_metadata": {  
    "language": "nl",  
    "nog iets": "kevin"  
  },  
  "broadcast_timestamp": "2023-01-23T11:31:17+01:00",  
  "broadcast_type": "MAIL",  
  "campaign_id": 17,  
  "campaign_name": "Daily send",  
  "campaign_object_id": 3,  
  "content_id": 584,  
  "content_name": "Dummy mail",  
  "customer_email_address": "bit-bucket+7@msdp1.com",  
  "customer_id": 7,  
  "email_address": "bit-bucket@msdp1.com",  
  "email_address_override": 1,  
  "email_domain": "msdp1.com",  
  "external_id": "7",  
  "ip_address": null,  
  "link_description": null,  
  "link_id": null,  
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  "metric": "broadcasts",  
  "metric_id": 0,  
}
```

Use Case

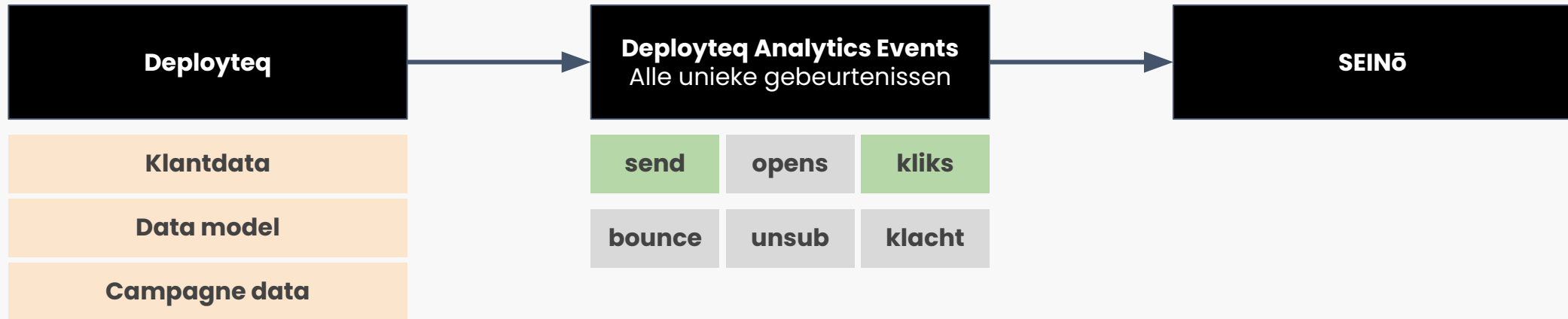
We willen graag meer terugkerende klanten via het kanaal e-mail.

Hoe rapporteren we op retentie vanuit onze e-mails?

Hoe werkt dat nou precies?



Hoe werkt dat nou precies?



Voorbeeld data van een verzending

Verzend ID	CAMP-34B	
Klant ID	KLANT-12A	
Datum & tijd	2024-10-24 18:16:20	
Type event	Verzending	
Campagnenaam	Welcome flow	*
Content naam	1. Welcome - Discount voucher - Initial	*
Link naar preview	https://previewlink.com/123456	

Klant taal	Nederlands	*
Klant aantal orders	Nooit eerder gekocht	*

Voorbeeld data van een klik

Verzend ID	CAMP-34B
Klant ID	KLANT-12A
Datum & tijd	2024-10-24 18:16:20
Type event	Klik
Link	www.website.nl?utm_campaign=campangenaam
Link omschrijving	Header image link
Klant taal	Nederlands *
Klant aantal orders	Nooit eerder gekocht *

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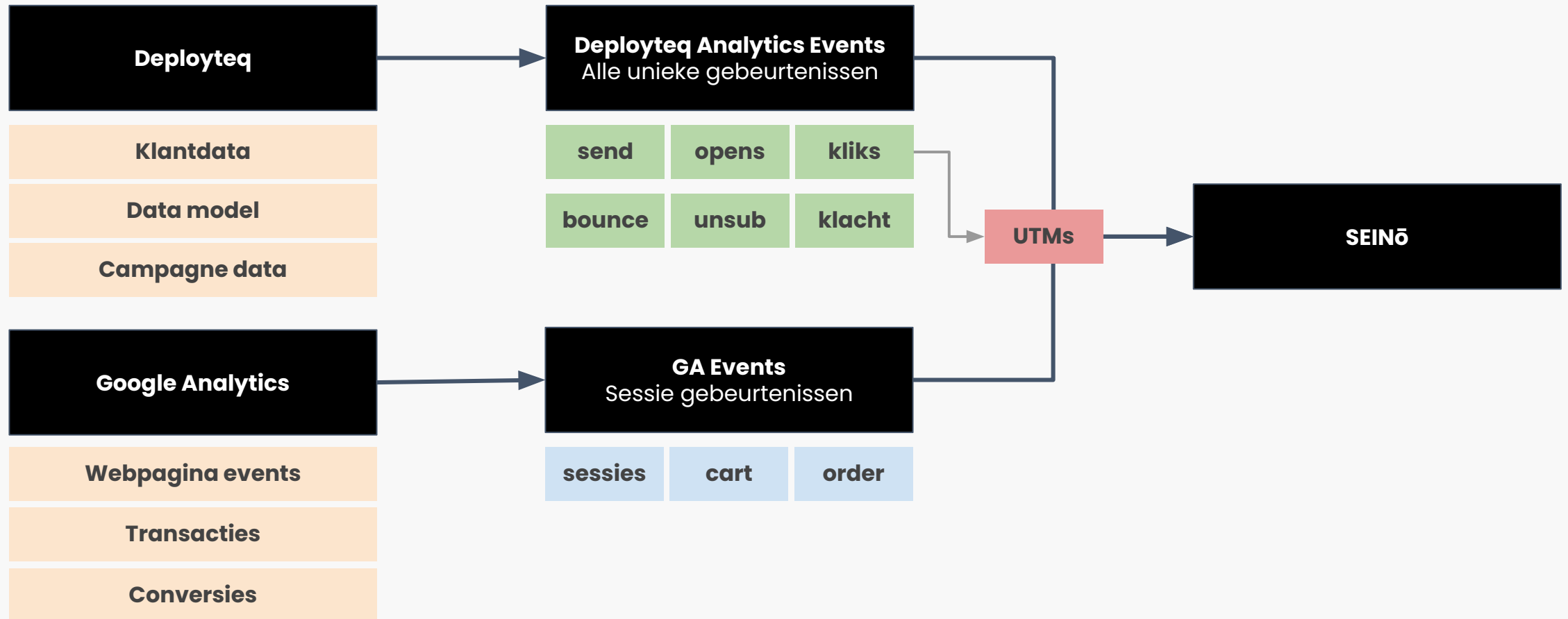
Campaign name ⊗ > Content name ↑ ⊗ > Market ⊗ > Customer bought before ⊗				
Group ↓↑	EMAIL			
	Sent unique	Open (%)	Clicks unique (sum)	Clicks unique (%)
> Welcome flow (30)	42.097	43,07%	1.569	3,73%

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Hoe koppel je dat met GA4?



Met nog meer nerd power



Voorbeeld data vanuit GA4

Datum & tijd	2024-10-24
utm_source	deployteq
utm_medium	email
utm_campaign	welcomeflow_m1-discount-voucher
utm_content	header_image_link
utm_term	
sessies	100
transacties	5
omzet	200

Voorbeeld data vanuit GA4

Datum & tijd	2024-10-24
utm_source	deployteq
utm_medium	email
utm_campaign	20241024_welcomeflow_m1-discount-voucher
utm_content	header_image_link
utm_term	nederlands_nooit_eerder_gekocht
sessies	100
transacties	5
omzet	200

Voorbeeld data vanuit GA4

Datum & tijd	2024-10-24
utm_source	deployteq
utm_medium	email
utm_campaign	20241024_welcomeflow_m1-discount-voucher
utm_content	header_image_link
utm_term	nederlands_nooit_eerder_gekocht → f28dcea94cc07b4a0f2e22aecc6cf554
sessies	100
transacties	5
omzet	200

Wat kan je dan in SEINō?

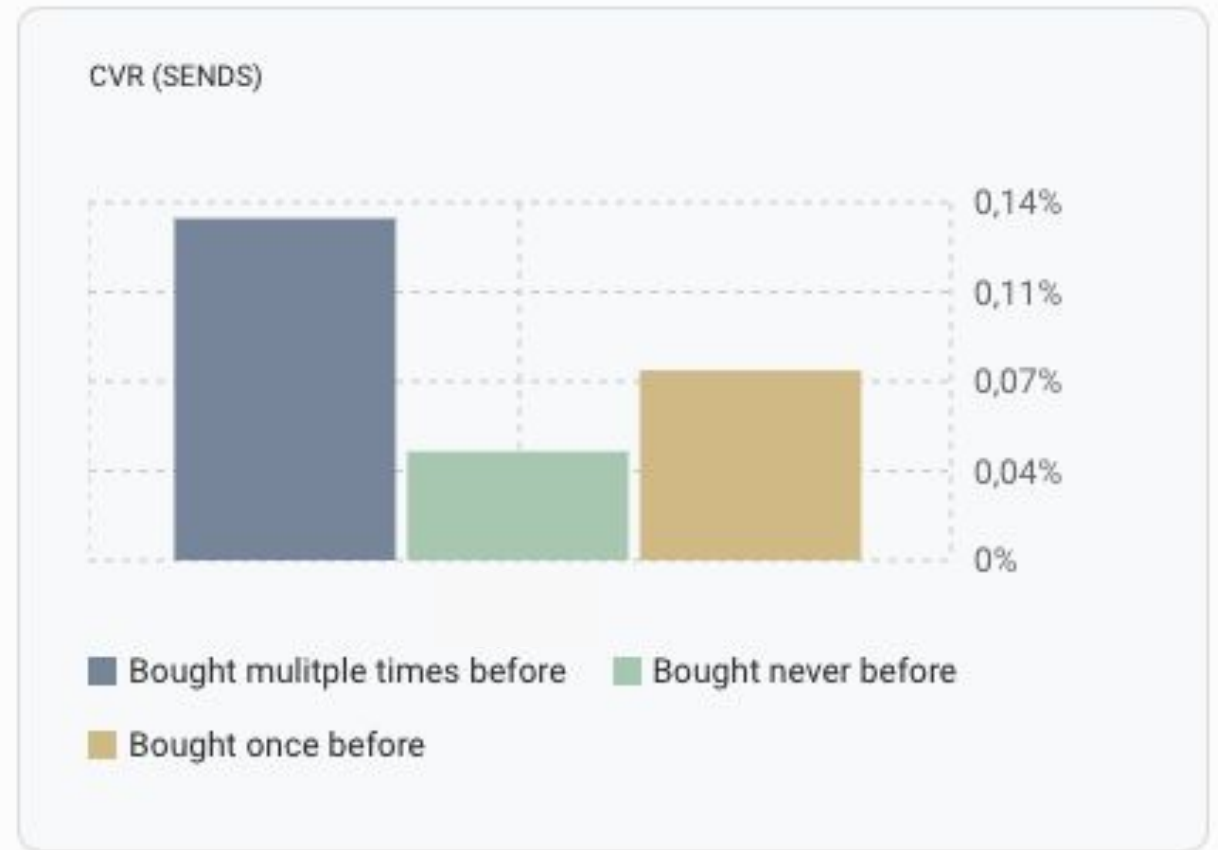
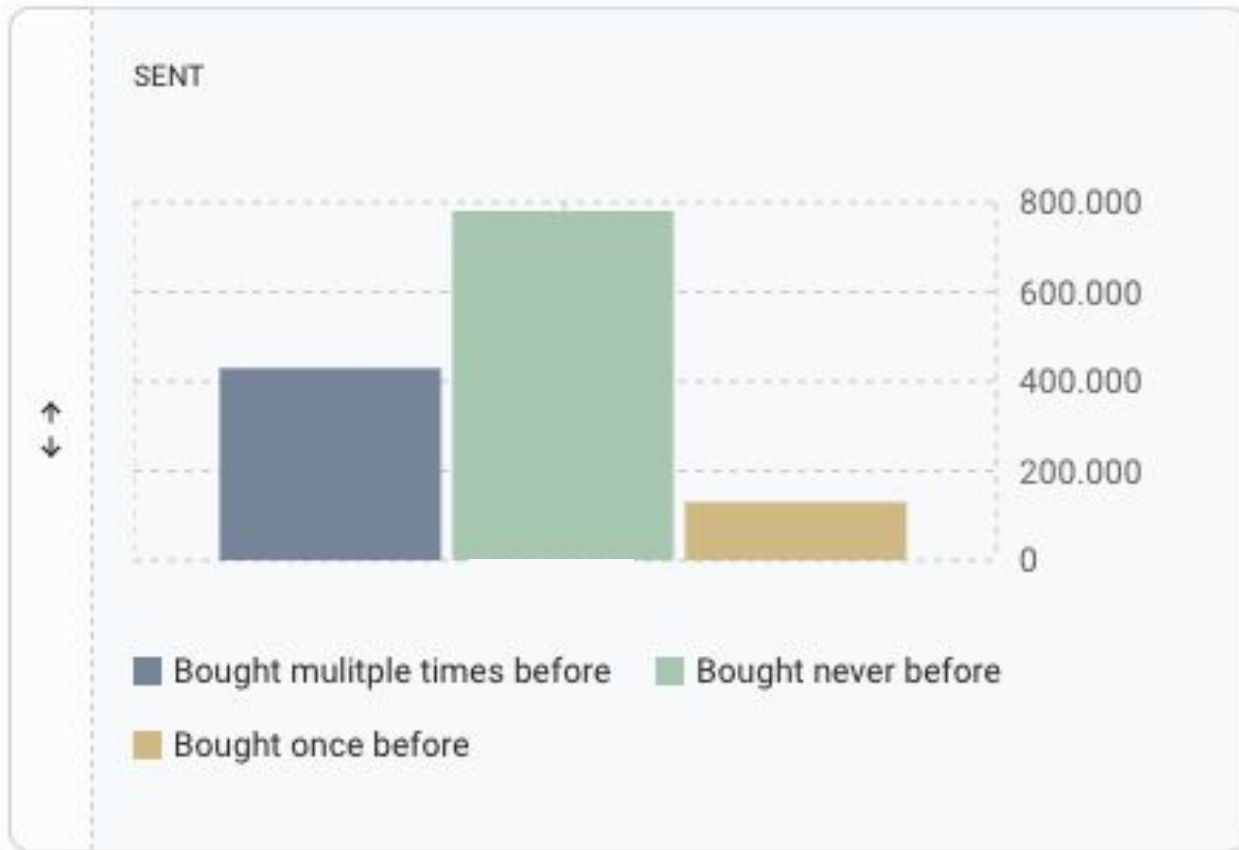
Campaign name ⊗ > Content name ↑ ⊗ > Market ⊗ > Customer bought before ⊗									
Group ↓↑	EMAIL				WEBSITE				
	Sent unique	Open (%)	Clicks ...	Clicks ...	CVR (sends)	CVR (opens)	CVR (sessions)	Revenue	Revenue per email
	▽	▽	▽	▽	▽	▽	▽	▽	▽
<ul style="list-style-type: none"> Welcome flow (30) <ul style="list-style-type: none"> 1. Welcome - Discount voucher - Initial (6) 2. Welcome - Brand Intro (6) 3. Welcome - Goals (6) <ul style="list-style-type: none"> BE (3) NL (3) <ul style="list-style-type: none"> Bought once before (1) Bought never before (1) Bought multiple times before (1) 4. Welcome - Bestsellers (6) 5. Welcome - Discount voucher - Reminder (6) 	42.097	43,07%	1.569	3,73%	0,33%	0,77%	8,81%	€ 8.631,49	€ 0,21
> 1. Welcome - Discount voucher - Initial (6)	9.858	60,03%	702	7,12%	0,58%	0,96%	10,18%	€ 3.418,38	€ 0,35
> 2. Welcome - Brand Intro (6)	8.265	43,73%	246	2,98%	0,1%	0,22%	5,16%	€ 484,19	€ 0,06
<ul style="list-style-type: none"> 3. Welcome - Goals (6) <ul style="list-style-type: none"> BE (3) NL (3) <ul style="list-style-type: none"> Bought once before (1) Bought never before (1) Bought multiple times before (1) 4. Welcome - Bestsellers (6) 5. Welcome - Discount voucher - Reminder (6) 	8.527	37,53%	271	3,18%	0,18%	0,47%	4,44%	€ 984,92	€ 0,12
> BE (3)	2.243	38,34%	62	2,76%	0,58%	1,51%	6,53%	€ 922,15	€ 0,41
<ul style="list-style-type: none"> NL (3) <ul style="list-style-type: none"> Bought once before (1) Bought never before (1) Bought multiple times before (1) 4. Welcome - Bestsellers (6) 5. Welcome - Discount voucher - Reminder (6) 	6.284	37,24%	209	3,33%	0,03%	0,09%	1,44%	€ 62,77	€ 0,01
> Bought once before (1)	529	49,15%	26	4,91%	0%	0%	0%	€ 0,00	€ 0,00
> Bought never before (1)	4.918	35,05%	149	3,03%	0,02%	0,06%	1,09%	€ 45,79	€ 0,01
> Bought multiple times before (1)	837	42,53%	34	4,06%	0,12%	0,28%	4,76%	€ 16,98	€ 0,02
> 4. Welcome - Bestsellers (6)	8.204	34,62%	125	1,52%	0,18%	0,53%	6,85%	€ 1.275,68	€ 0,16
> 5. Welcome - Discount voucher - Reminder (6)	7.243	35,34%	225	3,11%	0,62%	1,76%	14,2%	€ 2.468,32	€ 0,34

Oh ja, de use case...

**We willen graag meer terugkerende
klanten via het kanaal e-mail.**

Hoe rapporteren we op retentie
vanuit onze e-mails?

Verzendingen vs Conversie Ratio



Transacties per Retentie Groep

0 > 1 ORDERS

107,44%

1.834 (+7%)

≈ 1.707

1 Sep - 30 Sep

1 > 2 ORDERS

110,06%

361 (+10%)

≈ 328

1 Sep - 30 Sep

2+ ORDERS

109,66%

4.642 (+10%)

≈ 4.233

1 Sep - 30 Sep



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**Bedankt voor jullie
aandacht!**

Vragen? Stel ze gerust!

