AMMA ABURAM
CRM & Email Marketing Expert

I have over 7 years **CRM and Email Marketing** experience across multiple industries. My expertise includes:

- ❖ CRM Strategy
- ❖ Email Template Build & Design
- ❖ Segmentation Strategy
- ❖ ESP Audits & Operations
- ❖ Customer Lifetime Value
- ❖ Report & Analysis
- ❖ Automation Builds
- ❖ Campaign & Email Calendar Management
- ❖ CRM Database Management
- ❖ Database Growth
- ❖ Testing & Optimisation

Key clients I've worked with

HALEON

Thames &Hudson
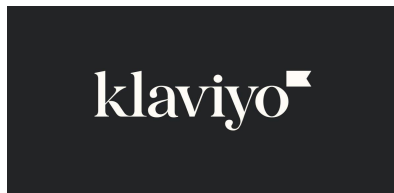
Debenhams

flexport.

ALLSAINTS

MAM

Allergan Aesthetics
an AbbVie company

Lucy & Yak

I'm an ESP pro!

I've used, researched and audited over 10 CRM tools over the years. I can find my way around any ESP in minutes. Here are a few I'm great at.

My general process*

1. **Health Check** - an audit of your ESP tool, website and marketing stack to understand current customer journey

2. **Health Optimisation** - a series of top recommendations to enhance your CRM strategy (from quick wins to developmental goals)

3. **Health Execution** - create an execution guideline for the recommendations or implement the recommendations for or with you

4. **Monitor progress** through reporting and analysis, A/B test and optimise where needed

*This can be tweaked depending on your needs.

Work examples - ESP Audits

I will conduct a thorough audit of your current ESP and marketing stack to identify key missed opportunities in your CRM strategy as well as unused tool capabilities. I can then recommend a strategy to optimise your CRM tool use and overall performance.

Performance KPIs and benchmarks based on e-commerce industry averages
Subtitle

EMAIL MARKETING KPIS	MAM BABY UK	BENCHMARKS (E-COM AVERAGES)	STATUS*	NOTES
Open Rate	29.7%	15.68%	Excellent	Strong open rate is a sign that customers are interested in MAM Baby content.
Click Rate	1.1%	2.01%	Poor	Click rate is below benchmark with significant room for improvement
Click Through Rate	3.5%	10.5%	Poor	Another area for significant improvement
Total Revenue*	Unavailable	Approx. 25% -35%	TBC	Sales data is not fully connected to Emarsys yet. There may be some pieces missing in the Web-Extend Script.
Unsubscribe Rate	0.2%	0.27%	Fair	On par with benchmarks, but can be improved.
Bounce Rate	1.1%	0.19%	Poor	This is quite high and likely an indication that customer list cleaning is necessary.
Audience growth MoM	TBC%	2.5%	TBC	An area we'd like to analyse going forward.

Email performance key findings and recommendations

	KEY FINDING	RECOMMENDATION
Email metrics	Open Rate is high compared to e-commerce industry benchmarks.	Ongoing optimisation, but not a key focus due to strong performance.
Email metrics	Click Rate and Click through rate are both low compared to e-commerce benchmarks.	Segmentation and content strategy implementation to ensure emails contain the most relevant information for every customer.
Email metrics	Bounce rate is poor compared to e-commerce benchmarks.	Recommend a deeper look into the customer lists and cleaning the data.
Data	Sales and MOM audience growth data is currently unavailable.	Complete Shopware connection to Emarsys to enable tracking and analysis of these KPIs.

What is improved?

Audience Management

Integration Status

Work examples - ESP Audits

A breakdown of integrations that Emarsys can work with
Subtitle

EMARSYS
Account type: Basic
Data integration and onboarding: completed
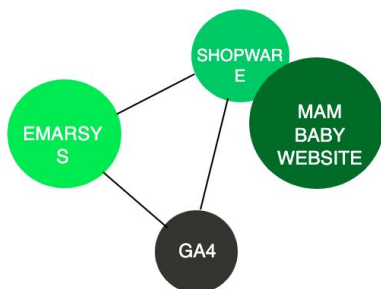**Data predict source page:** indicating some errors and fixes that need to be actioned (provided in next slide)

GA4
Integration: completed
Issues: We are not seeing email campaign tracking for UK in Google Analytics

SHOPWARE
Integration: actioned but incomplete

34

SHOPWARE
EMARSYS
MAM BABY WEBSITE
GA4

Automation & Journeys

Email Best Practices

Reporting

Reviewing usage and capabilities of Emarsys

CATEGORY	CAPABILITY USED	UNUSED CAPABILITY	NOTES
Features	Strategic dashboard	Tactics	Using tactics will help achieve the strategic dashboard goals.
Analytics	Audience reporting Email performance Email trends Email registration	Event attribution Value measurement	Recommend setting up conversion goals and tracking via event attribution. With value measurement, we can use measurement nodes in journeys to accurately see uplift in KPIs.
Automation	Automation programmes	Tactics Webhook nodes	Tactics is a key starting point to using Emarsys' AI recommendations to boost email performance. Webhooks is used to connect email contacts to other marketing stacks if needed.
Content	Forms Media database Vouchers Block-based templates	Personalisation Predict dashboard Email recommender Web recommender	Creating personalisation tokens for email will make it easy to incorporate in build. Start by activating email recommendations and checking the health of data for this to work.

Integration status: Emarsys and Shopware
Product data

The MAM Baby 'Predict Data Sources' dashboard highlights ways in which data integrations can be improved:

• Currently only 3% of products are marked unavailable in your product data

Next steps to rectify errors:

1. Add currently unavailable products to product file with available field to false
2. Validate and upload correct data files at the Product Data Page
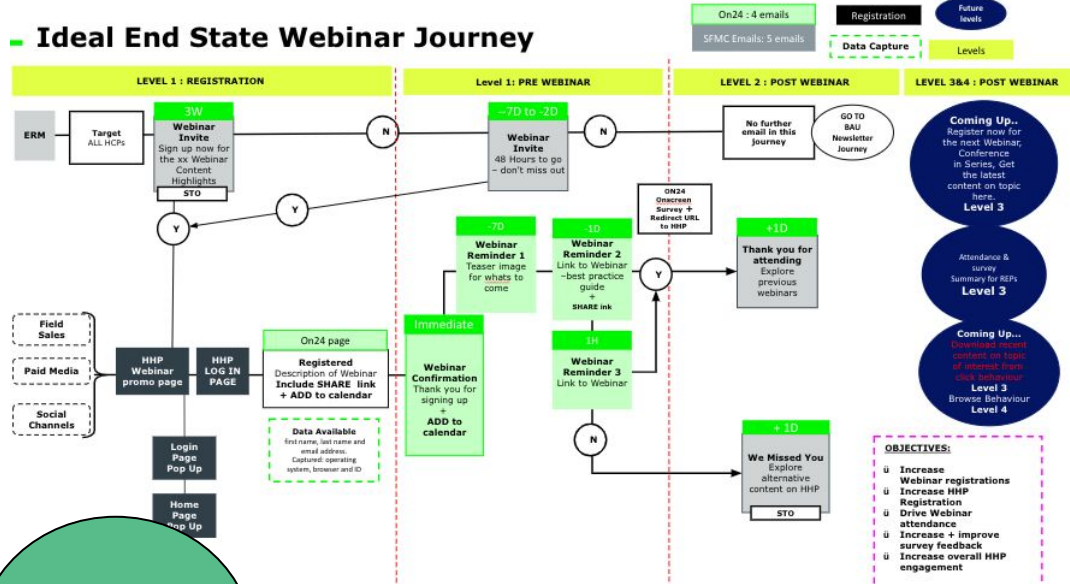3. Regularly update product data file

Work examples - Automation & Journeys

I will assess your current segmentation and automations to recommend and build (if needed) future journey that will engage and convert your customers based on your business needs.

What is improved?

Segmentation

Automations

Work examples - Automation & Journeys

Welcome Trigger

KPI (only available in Mailmunch)

Insights
- This is the email customers receive when they sign up. It's HTML and technical, simply giving information about logging in. It is also a password setting email.

Recommendations
- Create a Welcome journey with a first email that introduces customers to who and what Squarebooks has to offer
- Confirmation email → Welcome to Squarebooks (incentive/your preferences + password) → Who we are/what we do email → Latest news & updates → BAU emails

Copy & Design
- Add design and branding to make this uniquely Squarebooks.
- Content ideas from top book sellers:
  Discount
  Quizzes
  Downloadable content
  Articles
  Exploration
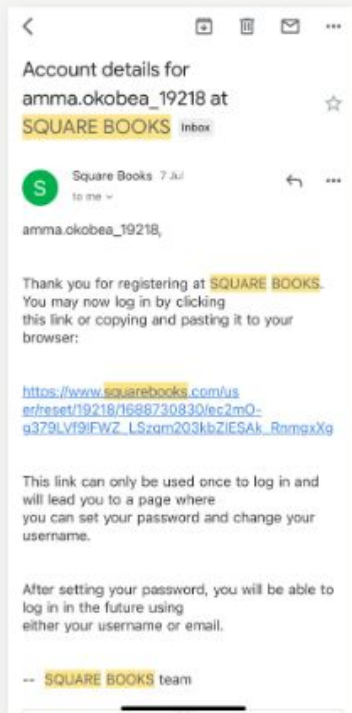
Work examples - Campaign Creation

I will assess your current email content and build to recommend amends or template rebuilds that will boost your key KPIs.
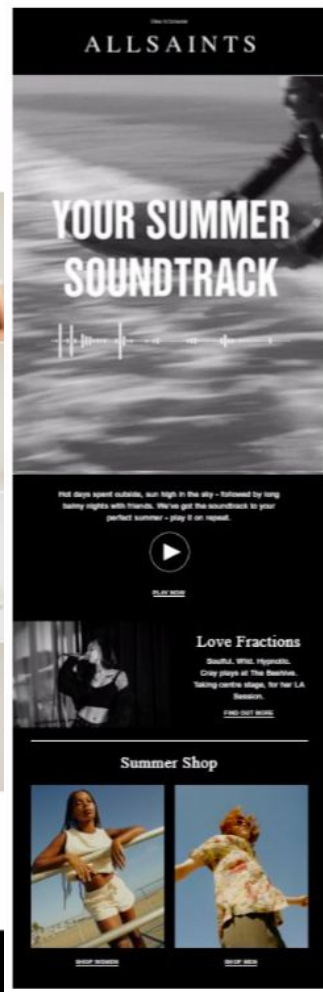
What is improved?

Email Templates

Email content and copy

Work examples - Campaign Build & Copy

Thank you for your time.

For further insight on my experience and how I can tailor my skills to your business, please reach out to:

amma.okobea@gmail.com

I look forward to hearing from you.