

Favorites

Demand test engagement deep dive



UNICOMMS ACQUIRE AND ACTIVATE

CARmax

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FAVORITES

Demand test engagement overview

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DESCRIPTION: FAVORITES DEMAND TEST GOAL

**Identify emails across various email types
that best engage customers who've
favorited cars**

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159,713



Email deliveries to customers
who have favorited cars from
June 17 – July 16.

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Sends – bounces = deliveries

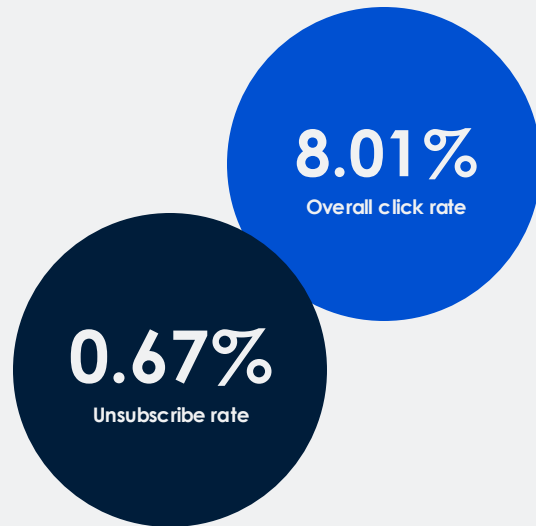
Deliveries/delivery rate: defined as the percentage or number of emails successfully delivered to recipients' mail servers

Favorites demand test overall rates

JUNE 17 – JULY 1

The favorites demand test officially ran from June 17 – July 1. The emails continued to run for an additional two weeks through July 16.

The engagement data contained in this presentation is pulled from June 17 – July 16.



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Industry average email click rate: ecommerce – 1.74% , retail – 2.08% (Mailchimp data)

CarMax all email click rate: 3.97% (SFMC intelligence report data)

Industry average email unsubscribe rate: ecommerce is 0.19% , retail is 0.21% (Mailchimp data)

CarMax all email unsubscribe rate: 0.28% (SFMC intelligence report data)

FAVORITES

Demand test individual email engagement deep dive

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Individual email click rate and *what element* is being clicked within each email



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We've already shared the demand test emails' overall click rate.

The following slides share each individual email's engagement performance. Additionally, the slides share crucial stats – what specific elements our customers are clicking within the email.

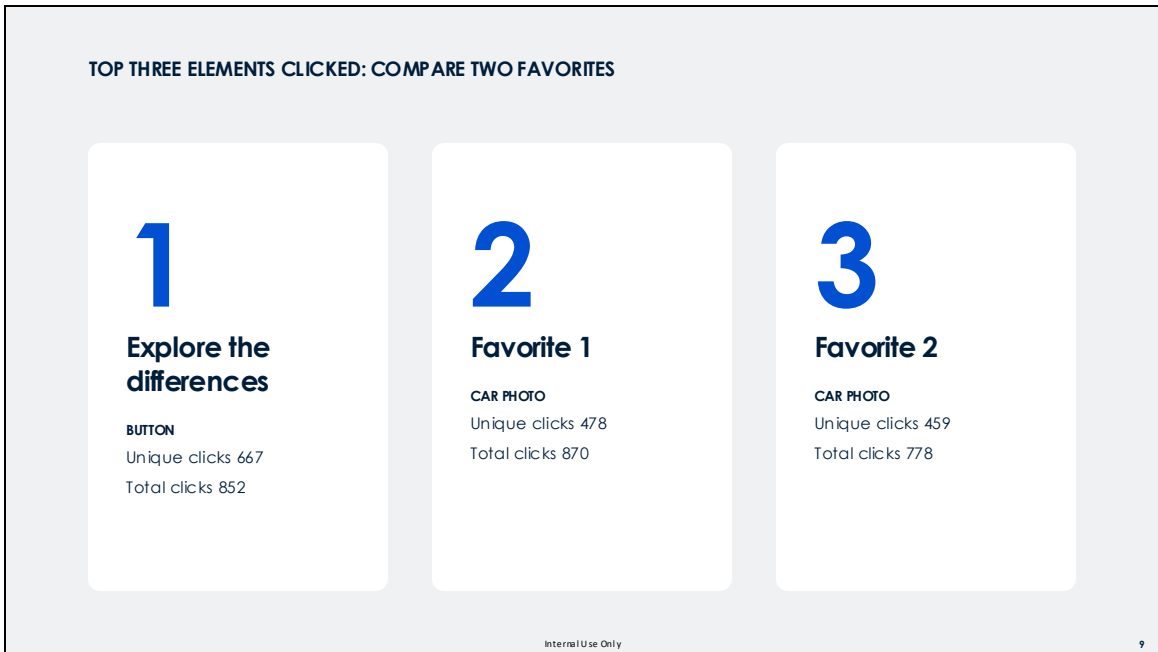
We then can evaluate how the data relates to our expectations for the email's influence on customer behavior, how behavior aligns with the email's goal, and then how we may optimize the favorites campaign.

Compare two favorites



8.47%

Compare two favorites
overall click rate



Unique unsubscribes are 29

Observations and considerations:

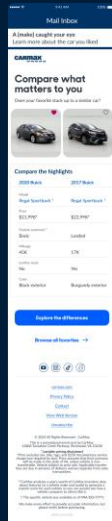
Total clicks indicate that customers are using the emails as re-entry points to CarMax dotcom.

Customers are using this email to truly compare two favorites more so than this email's companion email "compare a fav vs. similar car".

Pulling data around whether customers are (1) removing one of their favorites or (2) getting closer to reserving or testing driving one of their favorites could help us evaluate how customers are using this email. Customer interviews can supplement the data pull.

Regardless of what customer behavior shows downfunnel, data shows customers are returning to and using this email as they shop.

Compare a favorite car with a similar car



10.97%

Compare a favorite to a similar car overall click rate

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This email shows really good overall engagement.

Questions and considerations:

This email could potentially drive fear of better options, especially with customers who have favorited a high number of cars (i.e., this email could cause customers to swirl in their shopping, such that rather than beginning to make decisions about what's best for them, they spin and spin in a loop around too many choices as they shop).

We may want to learn more about customer behavior here. This email is also essentially a recommendations email – so would we want to use it at the same time as other recommendations emails, or would we want to swap out this type of recommendation email for a listicle type of recommendations email?

TOP THREE ELEMENTS CLICKED: COMPARE A FAVORITE WITH A RECOMMENDATION

1

Favorite car

CAR PHOTO

Unique clicks 657

Total clicks 1264

2

Explore the differences

BUTTON

Unique clicks 616

Total clicks 760

3

Similar car

CAR PHOTO

Unique clicks 442

Total clicks 779

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Unique unsubscribes are 39

Total clicks indicate that customers are returning to the emails as re-entry points to CarMax dotcom – especially with the favorited vehicle. And engagement shows that customers are more interested in comparing the similar car to the favorite (“explore the differences”) than in investigating the similar car. Revisiting the favorited car is the engagement winner here.

Favorite plus research article



7.18%

Article: Understanding
vehicle generations
overall click rate

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Hypothesis to test: Supplemental information such as an education article drives customers' decision-making and helps them feel more confident in those decisions, which will lead to progression.

TOP THREE ELEMENTS CLICKED: FAVORITE PLUS RESEARCH (ARTICLES)

1

Vehicle image

CAR PHOTO

Unique clicks 1129

Total clicks 1701

2

Vehicle data

YMM

Unique clicks 1013

Total clicks 1556

3

**Understanding
vehicle
generations**

RESEARCH ARTICLE

Unique clicks 229

Total clicks 272

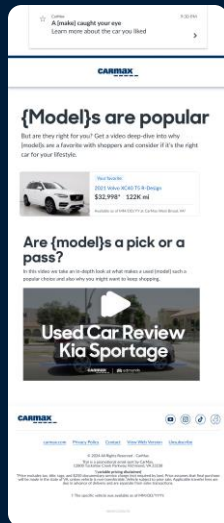
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Unique unsubscribes are 66

Using FullStory to learn more about the behaviors of customers who click "Learn more about generations" will be a good next step to identifying the role that supplementary material plays in car shopping and buying.

Favorite plus research video



8.51%

Video: Pick or pass overall
click rate

Due to the number of splits in the demand test as well as the specificity of this email, the number of customers who received this email are, as expected, low.

TOP THREE ELEMENTS CLICKED: FAVORITE PLUS RESEARCH (VIDEO)

1

Pick or pass

VIDEO

Unique clicks 11

Total clicks 12

2

Vehicle image

CAR PHOTO

Unique clicks 4

Total clicks 4

3

Vehicle data

RESEARCH ARTICLE

Unique clicks 2

Total clicks 2

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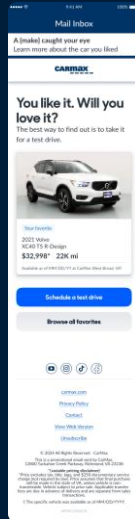
15

Unique unsubscribes are 0

A good next step will be interviewing customers who clicked the video link to learn more about their behavior as we begin to identify the role that supplementary material plays in car shopping and buying.

Due to the constraints of the test (an 6-split journey) and that only 5 vehicle models have Pick or Pass videos, the size of this population is low. It will be helpful to test this supplemental information within an email with more volume to gauge its efficacy in helping customers feel confident in their shopping decisions.

Confirmation of saving a car



7.60%

Confirmation of saving a car overall click rate

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This email is perhaps *not* best suited as a standalone email. Instead, this email type may benefit from supplementary material that could build brand equity or provide education to customers as they narrow their options.

TOP THREE ELEMENTS CLICKED: CONFIRMATION OF SAVING A CAR

1

Car tile

IMAGE & DATA

Unique clicks 1744

Total clicks 3382

2

Browse all favs

BUTTON

Unique clicks 339

Total clicks 549

3

Schedule a test drive

BUTTON

Unique clicks 321

Total clicks 408

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Unique unsubscribes are 88

This engagement data indicates that customers are in shopping mode rather than test driving mode. Interviews and Fullstory reviews can help understand customer behavior. Positioning test drives as *shopping behavior* may also help alleviate customer concerns of the “hard sell” from associates if those customers go to the store when they are still “browsing” or “shopping” online (if those concerns are playing a part in reluctance to test drive).

Positioning taking a test drive as “just like trying on a pair of pants” or something similar might be a good test to run to normalize reservations and test drives as shopping behavior and not a serious commitment that the customer may feel they aren't quite ready for.

Recommendations



8.45%

Recommendations based on a favorite overall click rate

Questions to be answered:

How does this work for people who save cars across vehicle types?
Are recommendations at a potential "wrong" time contributing to confusion and fear of better options?

How are recommendations helping customers *narrow their options* and progress forward?

TOP THREE ELEMENTS CLICKED: RECOMMENDATIONS (LIST-STYLE)

1

Vehicle image

IMAGE & DATA

Unique clicks 1508

Total clicks 3063

across multiple recommendations

2

Vehicle data

BUTTON

Unique clicks 1277

Total clicks 2618

across multiple recommendations

3

Shop similar button

BUTTON

Unique clicks 103

Total clicks 145

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Unique unsubscribes are 71

Strong shopping behavior. A deep dive into customer behavior using FullStory and interviews will help unpack if high engagement leads to narrowing of choices, or simply more churn.

Additionally, checking reservation rates from the population clicking the "Shop similar" button will be helpful in understanding customer behavior here as well.

Shop with prequalification



9.04%

Shop with your prequal
overall click rate

Questions and considerations:

A similar email exists within the prequal flow, which some of these customers may also be in. Do we need to encourage them within the favorites flow if they are being encouraged to shop with PQ in the PQ campaign flow?

TOP THREE ELEMENTS CLICKED: SHOP WITH PREQUALIFICATION

1

Take another look

BUTTON

Unique clicks 318

Total clicks 470

2

Vehicle image

BUTTON

Unique clicks 287

Total clicks 430

3

Shop similar cars

BUTTON

Unique clicks 238

Total clicks 368

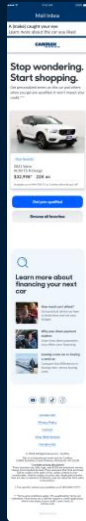
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Unique unsubscribes are 49

Engagement indicates customers are more interested in reviewing the favorite than shopping with PQ. Backing up behaviors with FullStory and UserTesting may provide insight into why this might be.

Get prequalified promotion



7.04%

Promote pre-qualification
overall click rate

TOP THREE ELEMENTS CLICKED: GET PREQUALIFIED PROMOTIONAL EMAIL

1

Vehicle image

CAR PHOTO

Unique clicks 642

Total clicks 1112

2

Vehicle data

CAR TILE DATA

Unique clicks 447

Total clicks 861

3

Get prequalified

BUTTON

Unique clicks 164

Total clicks 284

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Unique unsubscribes are 61

Engagement indicates customers are more interested in reviewing the favorite than getting prequalified. And yet, the email is convincing a portion of the email's audience to click "get prequalified". Checking behaviors with FullStory to see what the fall off is after the click of the "get prequalified" button will be helpful, as well as using FullStory and customer interviews to garner insight into how customers have been using this email.

Status updates



4.55%

Status update on a favorited car overall click rate

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This is an example of an email type that utilizes a moment of transactional updates – “Customer, a car you’re interested in has sold” – to promote cars (or progression, such as PQ or MaxCare or test driving another car, etc.) to the customer. This may always be a low volume engagement email, but it’s ability to inspire a fear of missing out could be its superpower for certain customers.

TOP THREE ELEMENTS CLICKED: STATUS UPDATES (FAVORITE CAR SOLD)

1

Vehicle data

CAR TILE DATA

Unique clicks 1277

Total clicks 2618

across multiple car recs

2

Vehicle image

CAR PHOTO

Unique clicks 794

Total clicks 1352

across multiple car recs

3

Shop similar cars

BUTTON

Unique clicks 103

Total clicks 145

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Unique unsubscribes are 12

Strong shopping behavior. For customers who clicked, they are showing interest in the pivot cars on offer, and they are returning to those cars as reentry points to shop. This indicates that for those who click this email, they continue to use it for their shopping purposes.

FAVORITES

Up next Favorites campaign v1

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LOOKING FORWARD: FAVORITES CAMPAIGN GOAL

Provide customers who've saved cars **clarity through enticement and education, encouraging them to narrow their vehicle choices and assess those choices through test driving.**

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Stay tuned...



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