



3 ways to keep up with customers in Cyber Week (and beyond)



Contents

Introduction

3

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4

1. How THG's 1 billion emails and 3 million text messages build Black Friday engagement

5

2. How Domino's used Twilio Segment and Engage to drive a 700% increase in ROAS and boost customer loyalty

7

3. How Shopify drives growth beyond 1 million customers with fabulous, fast, and personalized experiences

9

Twilio Marketing and Promotions: Drive easier conversions and deeper customer relationships

11

Ready, set, build brilliant customer relationships with Twilio

12



Introduction

To say holiday sales are good business for retail is an understatement bigger than the world's heaviest turkey (**39.09 kg**, in case you're wondering). In 2023, global retailers gave thanks for **\$38 billion in US sales** on **Thanksgiving Weekend** and a 7.8% spike in online consumer spending during Cyber Week. While retailers' bottom lines rejoice come the holiday season, the experience isn't always as joyful for consumers.

The year-end **shopping frenzy** often takes a significant mental toll on customers. In fact, 32 percent of people say it's hard choosing gifts people will like, **21% worry about lack of deals and availability**, and 13% are concerned about time constraints and delivery options.

So how can retailers seize seasonal opportunities while still making holiday buying more jolly for consumers? Thoughtful, personalized marketing can be the answer.

Twilio research found that:

64%



of consumers would quit a brand if their experience isn't personalized.

32%



consumers are willing to spend 32% more on brands that use their preferred channels.



4 out of 10

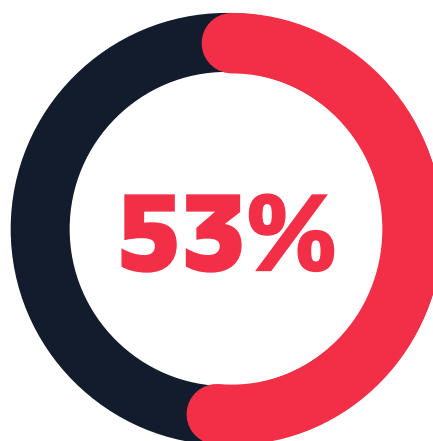
customers admit to searching for alternative products or services when brands fail to personalize their experience in real time.



During the holiday season, sending the right message to the right person at the right time becomes even more crucial. With customer inboxes inundated with never ending marketing emails, standing out is harder than ever. That's where Twilio can help.

Twilio customers reliably sent **64 billion emails and 4 billion text messages** during Cyber Week 2023 – with **10.3 billion emails and 830 million messages sent on Cyber Monday** alone. While text and email are two of the most popular holiday marketing channels, usage of **over-the-top (OTT) channels** like WhatsApp, Messenger, and Chat notably increased during Cyber Week 2023 by **14% year over year**. Whatever channels you're using to communicate with your customers, having accurate data is essential for driving personalization, streamlining their buying experience, and adding a touch of holiday cheer.

Personalized customer experiences are gifts that keep giving the rest of the year (and all the years ahead) too. Here are three ways you can build a marketing and promotions platform with Twilio to charm customers during Cyber Week and beyond.



of people get stressed out about buying gifts (YouGov), but meeting customers on their favorite channels with timely deals can reduce friction.



Holiday season sales last year grew 3.8% to a record \$964.4 billion and Twilio customers sent 64 billion mails and 4 billion messages during Cyber Week.



Combined, Twilio customers could have sent 8 messages or emails to every person in the world during Cyber Week 2023.



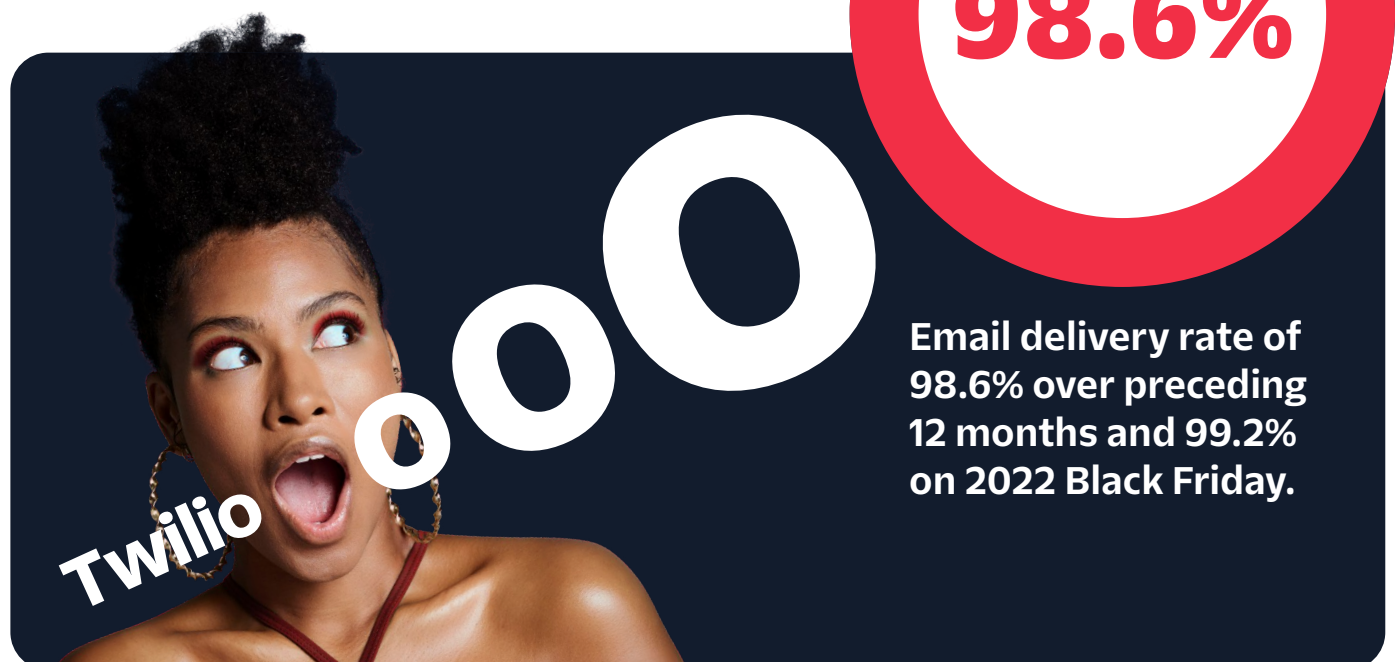
How THG's 1 billion monthly emails and 3 million text messages build Black Friday engagement

Personalizing customer communication is a challenge for any brand. This was the hurdle faced by **THG**, a major player in beauty and nutrition eCommerce, as they sought to create an email and SMS marketing platform flexible enough to **support their global expansion** and growing retail brands.

With Twilio, THG built an **end-to-end eCommerce solution** enabling international email and SMS marketing (in the US and other key territories), while providing flexibility for growth via new channels like WhatsApp. Today, THG uses **Twilio SendGrid** and **Programmable Messaging API** to send **1 billion emails and 3 million SMS per month**, keeping things personal and relevant with segmented campaigns delivering **customized content based on previous purchase behaviors**. The company also analyzes campaign results from discount promotions, abandon cart campaigns, and loyalty programs and feeds them into its CRM, enhancing future personalization opportunities.



Growth across 195 territories (and counting)





Twilio also boosts the company's performance during oh-so-critical Cyber Week. THG's regular email volume can triple on Black Friday, but with **Twilio Professional Services**, THG experienced a **99.2% delivery rate last year**. Plus, monthly SMS volumes double to 6 million in November, driving dynamic engagement and sales in this peak time slot.

10-20%



of THG customers sign up for SMS marketing.



THG's SMS volume doubles in November, from **3 million to 6 million**.



For Black Friday, we will often check in with Twilio and talk about our infrastructure and setup because we've grown to need new IP addresses and new IP pools to manage the volume...Twilio has been super-helpful over the years to work out the best way to set this up and continue to evolve it.


Paul Bonner, Group CRM Director



How Domino's used Twilio Segment and Engage to drive a 700% increase in ROAS and boost customer loyalty

How do you serve customers better and claim your own piece of the pie in the delivery restaurant business? For [Domino's](#), the most successful pizza chain in Mexico, it started with building a **universal view of the customer**. The pizza giant struggled with siloed data across its 718 stores, resulting in a poor ROAS (return on ad spend) that needed to improve.

At the same time, Domino's regional parent company Alsea wanted to relaunch its loyalty program across 16 brands (and data sets) with personalized coupons and emails. By creating a Snowflake data lake powered by [Twilio Segment](#), it **simplified its data collection process** with a single API, broke down silos and **built a pipeline to scale across dozens of digital touchpoints**.

 **Domino's**

Domino's built custom audiences directly on top of customer data sources with Twilio Engage to target the right customers at the right time with the right messaging.

Twilio



When you feed 550,000 families a week (and counting), your messaging has to hit the spot before your food does. By using **Twilio Engage**, Domino's identified eight customer cohorts, creating personalized journeys based on their unique behaviors. This better targeting and visibility drove **hyper-personalized, highly effective ad campaigns**.

Build a customer data platform with Twilio and you've got a tool for all seasons – leveraging short-term sales results and long-term brand love.

23% increase

in acquisition conversions
on Facebook.



16% increase

in retention conversions
on Facebook.



65% decrease

in month-on-month customer
acquisition cost on Google.



700% increase

in ROAS on Google.





How Shopify drives growth beyond 1 million customers with fabulous, fast, and personalized experiences

Picture this challenge: your agents have to provide **1 million retailers in 175 different countries** with the **personalized customer support** they need to run their businesses effectively online, offline, and everywhere in between.

Shopify evolved from an online snowboard store in 2004 to today's go-to eCommerce platform, offering a powerful suite of services including marketing, shipping, payments, point of sale, and customer engagement tools. In order to support even more explosive growth, the company needed a **custom, flexible, scalable customer contact solution** to replace its patchwork legacy setup.



1000+

Shopify customer agents using Flex, saving 3-5+ minutes per call.



Flex changes the game. It allows us to build an experience the way we want, without having to change our business. We can wrap Flex around Shopify, without having to wrap Shopify around Flex.

Chris Wilson, Director of Support Technology



Twilio Flex gives Shopify support agents the most relevant **customer contextual information** for every interaction, so they can personalize conversations, solve issues quickly, and get clients back to business.

With just three developers and two interns, Shopify went from concept to roll-out in only four months with Twilio. The new setup included a Flex telephony system, routing engine, skill trees, and **interactive voice response (IVR)**. Contextual pops **give agents the most useful information** about the customers they're connected to (like their unique history and issues across all channels) and they can **customize each relationship** by easily integrating dozens of apps and software.



4 months

from scoped to shipped.



3 developers

and 2 interns built
the Flex solution.

Innovations like a custom PIN system **save upwards of three to five minutes per call**. And by integrating features like Twilio Chat channels, Shopify's UX-focused team anticipates integrating all of its one-to-one messaging and conversations into **a scalable, omnichannel experience for agents and merchants** with Flex, supporting the smooth, seamless experiences needed to nurture the next million customers.



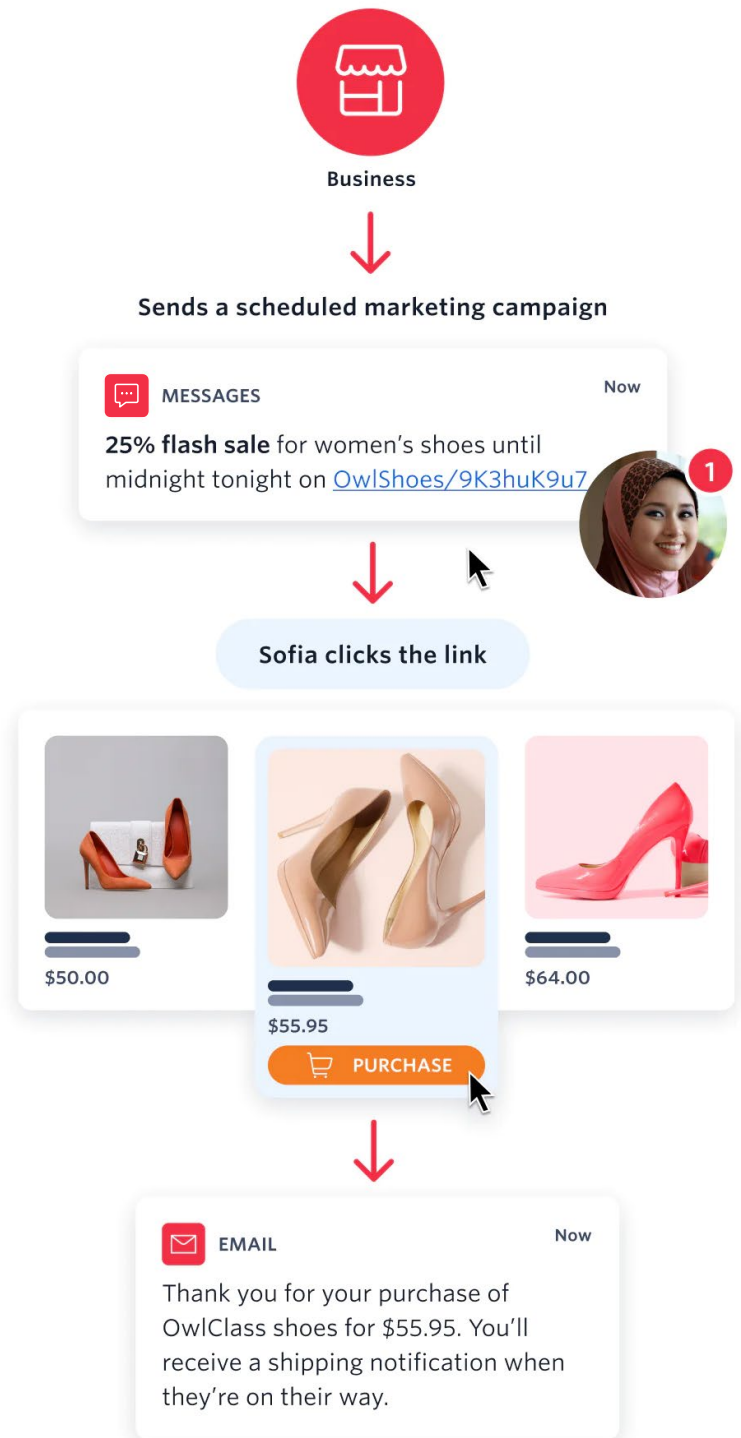
Twilio Marketing and Promotions

Drive easier conversions and deeper customer relationships

Ambitious brands build with Twilio to move faster, reach further, and dive deeper with **hyper-personalized, conversion-focused campaigns** customers love across SMS, RCS, WhatsApp, voice, email, and more.

Multichannel and omnichannel marketing allows you to **increase engagement and ROI** with creative and impactful campaigns – including surveys, promotions, re-engagement, upselling, cross-selling, seasonal sales, and customer loyalty programs.

With the correct tools at your fingertips, **you can consistently delight your customers at the right times in all their favorite places** to make buying simple and seamless.



Ready, set, build excellent customer relationships with Twilio

Twilio Marketing & Promotions helps the world's best brands deliver engaging campaigns customers love.

We can't wait to build something special with you.

To talk to a friendly team member about how Twilio can transform your business

To get your hands on Twilio Messaging, SendGrid email, and Segment within 30 seconds

Start a free trial

Twilio

oooooooooooo

