

5 Tried and True Acquisition Campaigns + Templates



About this ebook

Customer acquisition is notoriously expensive, but it's also a necessity. Having an influx of new customers is fundamental to business growth, and often signals your company's ability to adapt and stay relevant in a rapidly changing market.

Luckily, there are ways to pull off customer acquisition that don't involve burning through your entire marketing budget. Being strategic about the channels you prioritize, the audiences you target, and how you leverage automation are all key components of acquiring high-value customers in a cost-effective way.

Below, we outline 5 tried and true acquisition campaigns that have a track record of success – and we'll show you how to implement them, step by step.

Note: We've included templates below that show how to set up these campaigns with Twilio Engage. [Here's how to set up your own Engage workspace.](#)



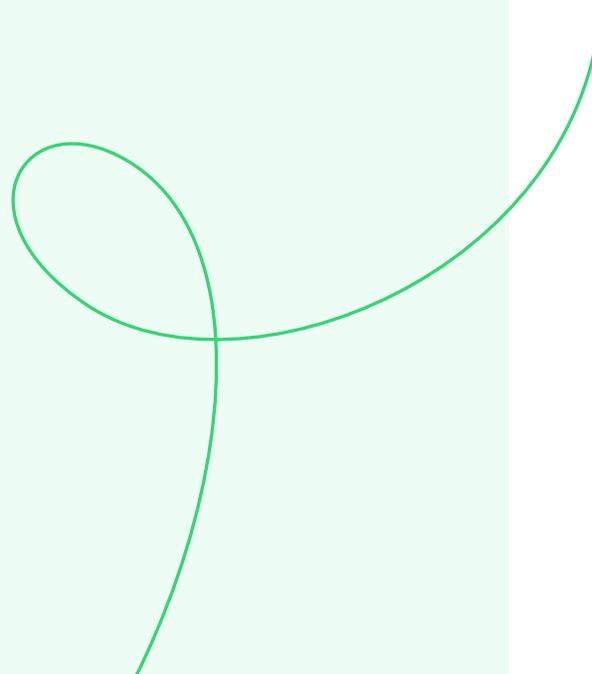
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1. Personalize based on customer preferences

With all the ads and offers that consumers receive on a daily basis, irrelevant messaging makes it easy for a person to pass on a business. Consumers nowadays expect personalization, and exceptional personalization is what will separate your company from the competition.

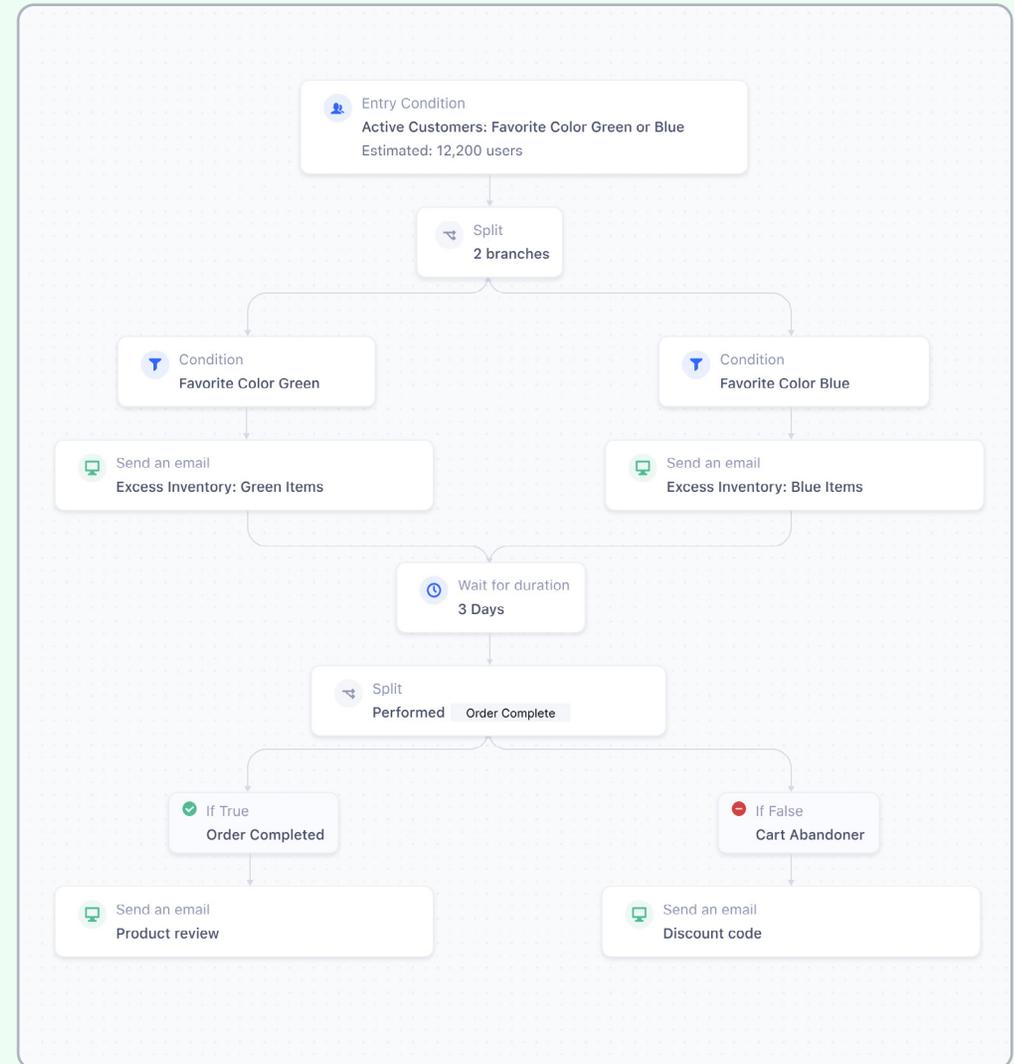
To pull this off, businesses need to leverage their customer data, and more specifically, unify the data they collect from each touchpoint. This real-time view of customer behavior allows marketing teams to identify trends and understand people's unique preferences. (These preferences may have been explicitly stated, like through a survey, or inferred, like through the landing pages that were viewed.)



Template

In this template, we take on the role of an e-commerce company that wants to launch a personalized email campaign to help sell excess inventory by promoting items we know are a customer's favorite color (either green or blue). Here's how we do it using Twilio Engage.

- To start, we'll create a Computed Trait for the most frequent product color viewed to determine a customer's favorite color, naming that trait: "**favorite_color**." This computed trait will be kept up to date on the customer's profile, to be utilized for marketing activation purposes.
- When creating your Entry Criteria, you can use events as well as traits. Here we have an Entry Criteria of all the people who **Page Viewed** at least once within the last 30 days, and have the Computed Trait, favorite_color = green or blue.
- Split your customers into two cohorts: Favorite Color Green and Favorite Color Blue.
- Send promotional email campaigns** comprised of green and blue items to the respective cohorts.
- Add a 3 day delay to give customers time to open emails.
- Add a True/False split. Split the customers into those who completed an order in the past week, and those who didn't.
- For the True branch, send an email to the users asking them to leave a product review.
- For the False branch, send the list of users a follow-up email that contains a discount code.



2. Re-engage cart abandoners

Abandoned cart emails reduce cart abandonment and increases sales



-6.5%

Decrease in cart abandonment



+20%

Increase online sales

Cart abandonment can feel like the epitome of the phrase “so close, yet so far.” A customer has shown enough interest and intent to add an item to their cart, but can’t commit to that final click that would secure their purchase.

[The rate of online cart abandonment hovers around 69%](#), and costs retailers billions of dollars each year in lost sales. Losing a customer so close to conversion can feel incredibly frustrating, but there is a way to turn things around – with the help of retargeting.

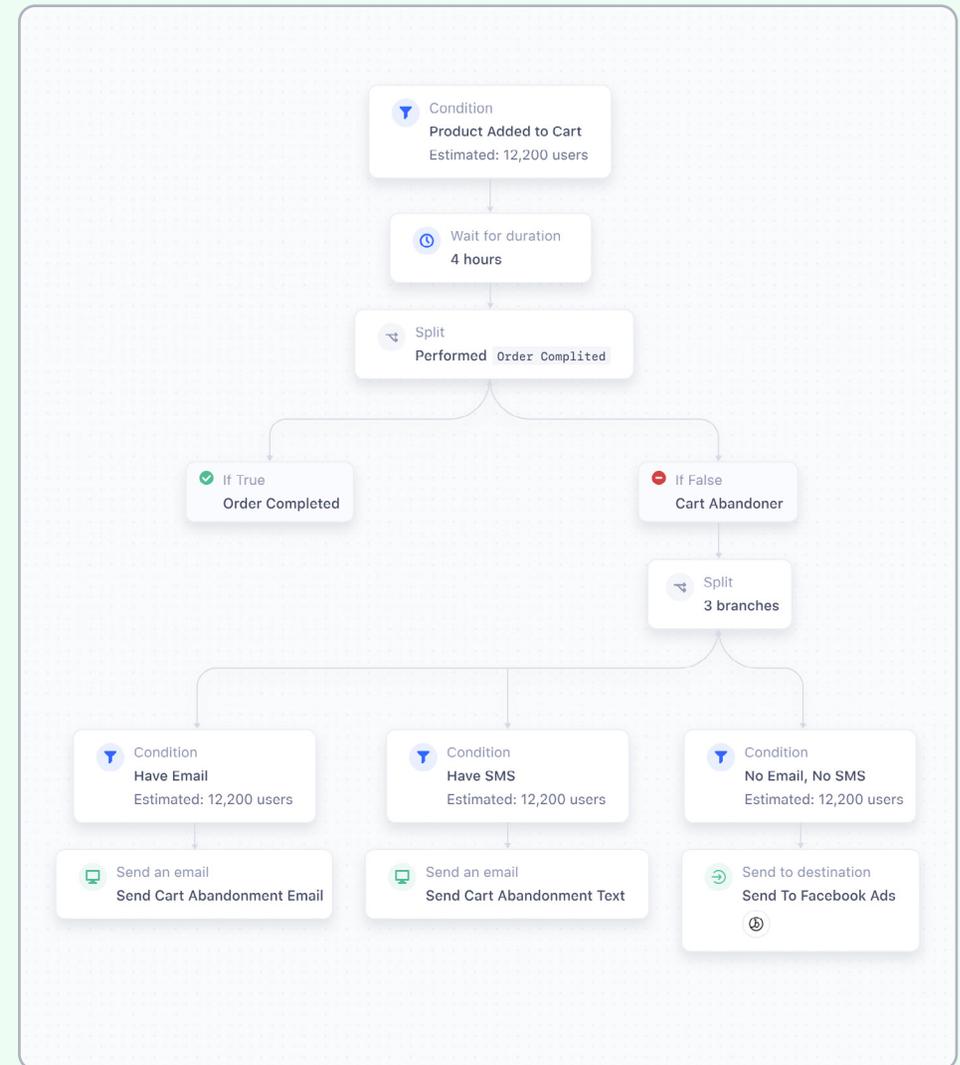
We usually think of retargeting in the context of digital advertising, but it can also be used for personalized email and SMS campaigns. The premise is fairly straightforward: companies advertise specific items to users based on their behavior and interests, (e.g., items they’ve added and abandoned in their cart).

It’s a method that’s proven to be highly effective – one study found that [re-engagement emails decreased cart abandonment by 6.5%, while increasing overall sales by 20%](#).

Template

In this template, we show how the first-party data you collect can be leveraged to automatically re-engage customers using Twilio Engage. First, we'll identify who recently abandoned their shopping cart, and then see whether they're opted in to receive emails or SMS alerts. Based on this, you can automatically send personalized reminders to the right channel, or launch a targeted ad campaign if someone hasn't yet been added to your database.

- Create the entry condition with the step name **Product Added to Cart**.
- Include all users who performed the **Product Added** event at least 1 time within the last 7 days and who haven't performed **Order Completed** at least 1 time in the last 7 days.
- Add a delay of 4 hours.
- Add a True/False split. Split the users around a Computed Trait of **Order Completed** at least 1 time within 7 days.
- For the False branch, add a multi-branch split.
- For users who have the Custom Trait **email_opt_in** equals true: Send an email to receive a purchase reminder.
- For users who have the Custom Trait **SMS_opt_in** equals true: Send an SMS to receive a purchase reminder via text.



- For users who have the Custom Trait **email_opt_in** equals **false** and who have the Custom Trait **SMS_opt_in** equals **false**: Send to an ads destination.

Unsure of what user events you should be tracking for a cart abandonment campaign? We compiled a list of our suggestions on the right.

Event Name	Description
Product Clicked	User clicked on a product
Product Viewed	User viewed a product details
Product Added	User added a product to their shopping cart
Product Removed	User removed a product from their shopping cart
Cart Viewed	User viewed their shopping cart
Checkout Started	User initiated the order process (a transaction is created)
Checkout Step Viewed	User viewed a checkout step
Checkout Step Completed	User completed a checkout step
Payment Info Entered	User added payment information
Order Completed	User completed the order
Order Updated	User updated the order
Order Refunded	User refunded the order
Order Cancelled	User cancelled the order

3. Trial to paid conversion



Trial



Paid

If you could increase the conversion rate of your free trials by 10%, how much of a difference would that make? For most companies, even a 5% boost in their trial-to-paid conversion rate would transform their business.

The ultimate goal of using free trials for acquisition is to increase the number of paid users. Your program's success is based on how often people upgrade from a free plan to a paid one.

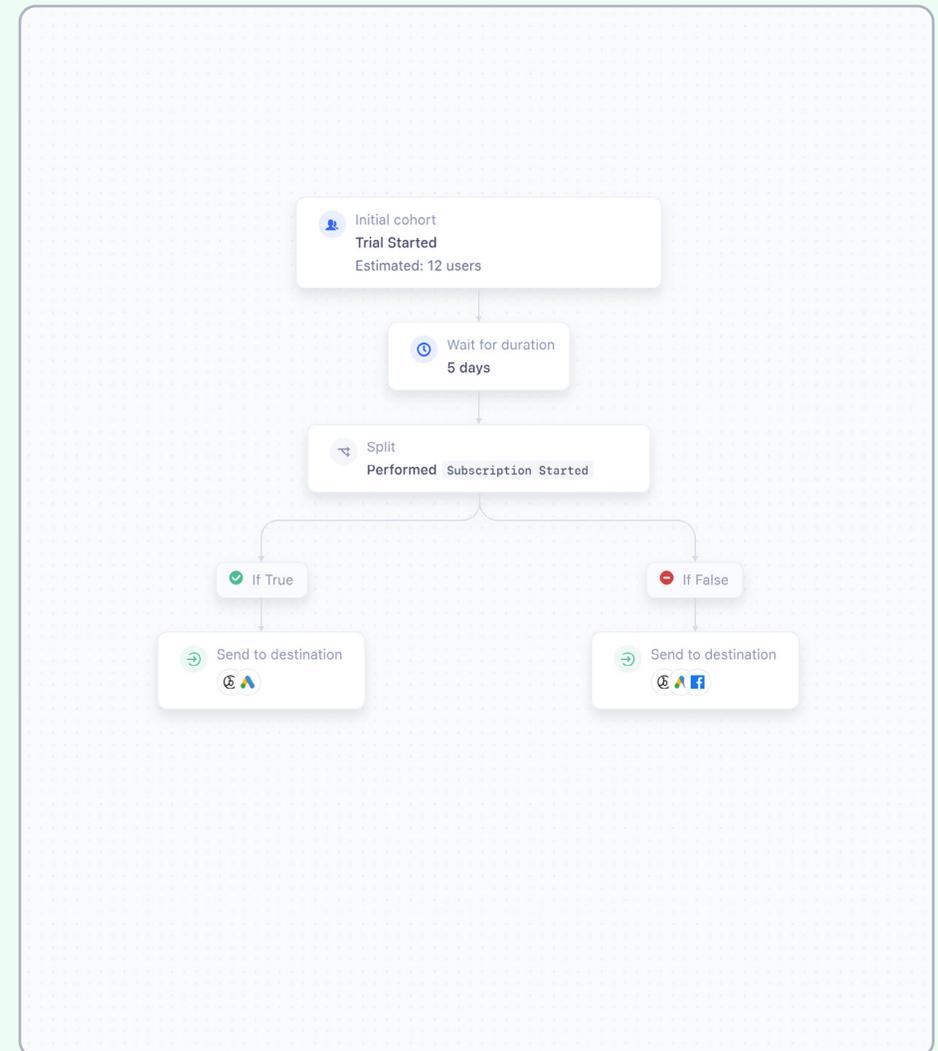
Most people view a free trial as a way to test the waters before diving in headfirst. Signing up for a free trial is a low-risk action for consumers, but it can turn into a high-value outcome for your company.

While [most companies never surpass a 10% conversion rate on free trials](#), offering a free trial is worth the effort, because a business never knows what the lifetime value (LTV) of that newly acquired customer will be.

Template

In this template, we show how to create an acquisition campaign designed to convert trial accounts to paid accounts with a paid media strategy, email reminder, or support outreach – first by identifying who signed up for a free trial, and then identifying who signed up for a subscription. Based on this, you can automatically send personalized reminders through the right channels based on their communication preferences, to encourage conversions from the free trial to a paid subscription.

- Create the entry condition with the step name **Trial_Started**.
- *All users who performed **Trial_Started** at least once and who performed **Subscription_Started** exactly 0 times.*
- Add a wait duration of 5 days.
- Add a True/False split.
- *Split the audience around users who have performed **Subscription_Started**.*
- For the True branch, send the list of users to Email and Support destinations to kick off onboarding/welcome messages.
- For the False branch, send the list of users to Email, Support, and Advertising destinations for targeted subscription reminders.



4. Ad suppression

One of the simplest ways to increase the efficiency of your advertising is to stop targeting consumers who aren't a good fit. This practice is known as ad suppression.

In simple terms, ad suppression refers to **not** targeting advertisements to groups of people on social media who do **not** share characteristics or similarities with your target audience. This enables you to boost the efficiency of ad spend by making sure that you're not wasting money targeting users who won't convert.

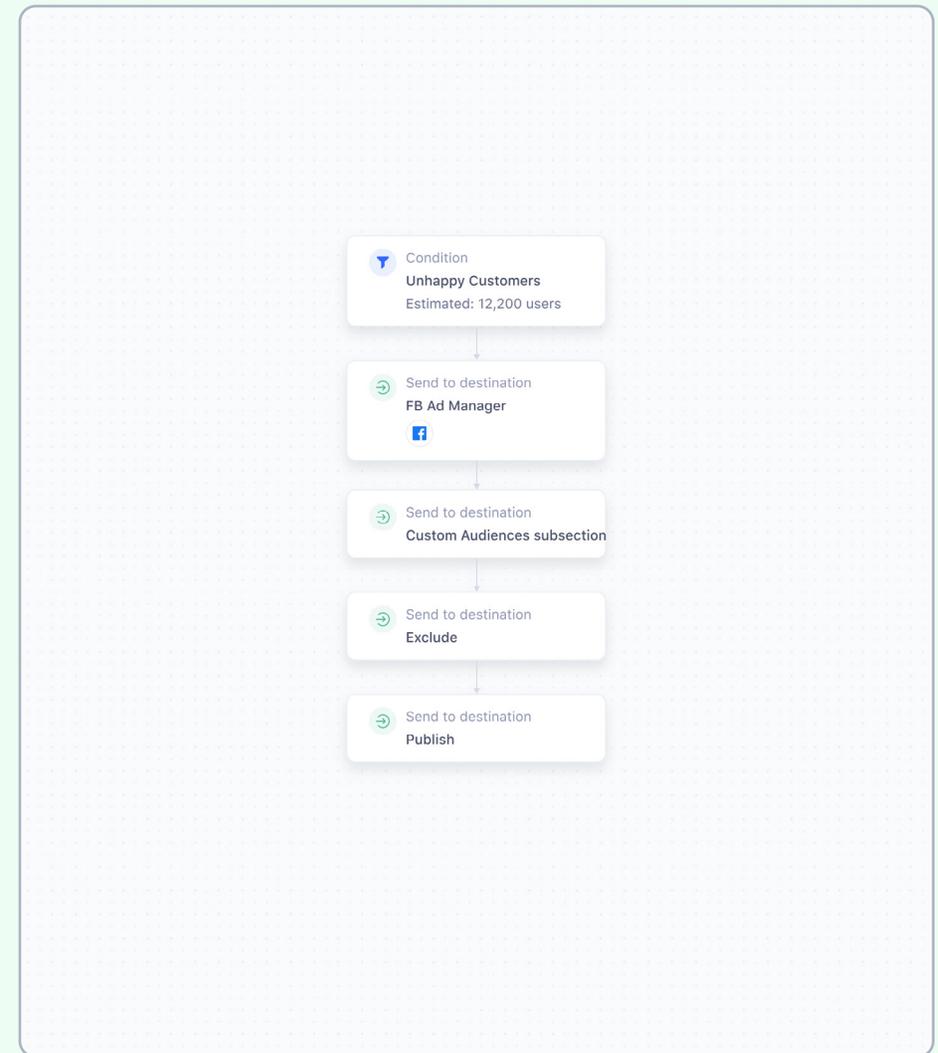
Ad suppression is an essential tactic for Google, Pinterest, Instagram, Snapchat, and Facebook ads. By using Twilio Engage and advertising platforms in tandem, you'll be able to granularly segment your lists to create "suppression segments," customers or former customers you may want to avoid in future ad campaigns.



Template

In this template, we show how to suppress an audience list to exclude them from seeing your ads on Facebook.

- Create an audience in Twilio Engage for “unhappy customers” (using a Computed, SQL, or Custom Trait).
 - *For example, you could define “unhappy customers” as those who completed at least two orders but returned 100% of them in the last 60 days.*
- Send that real-time audience to your FB Ad Manager Destination as a suppression list.
- From your FB Ads Manager, navigate to the ad set you want to modify and click the edit icon.
- Under the Audience settings where you had set up your targeting, locate the Custom Audiences subsection.
- Click ‘Exclude’ and start typing the name of your custom audiences list and select it.
- Click ‘Publish’ when you’re ready to implement the changes.



How Veronica Beard decreased customer acquisition costs by 20%

For Veronica Beard, every customer data point creates an opportunity to optimize the customer experience, including in paid channels. The clothing brand turned to Twilio Segment to build sophisticated audience segments for its marketing campaigns that personalize the customer experience. Part of that process also includes excluding specific types of consumers.

Using ad suppression, Veronica Beard transformed its Facebook Ads strategy into one of its high-quality acquisition channels. The company collects product review information from its review platform, and creates a Twilio Engage audience of users that have only left one-star reviews, then delivers this group of users to its advertising channels as a real-time suppression list.

The company also delivers a “Low Value Customer” exclusion audience of customers that have at least two orders, but have returned 100% of their orders, based on order and return data from its data warehouse.

Engage Audience: “Low Value Customers”



Engage Audience: “Unhappy Customers”



By using Twilio Engage’s real-time audience capabilities for suppression in its advertising destinations, Veronica Beard saves these unhappy, low-value customers from unwanted ads, conserves marketing spend, and, in the case of social media platforms, prevents having negative comments on their posts.

Read the full story [here](#).

5. Target high-value prospects

A lookalike audience is a group of people who share similar characteristics to your existing customers (and as a result, are more likely to be a good fit, targeting wise). Lookalike audiences can significantly drop the cost of customer acquisition by not wasting ad spend on indifferent prospects.

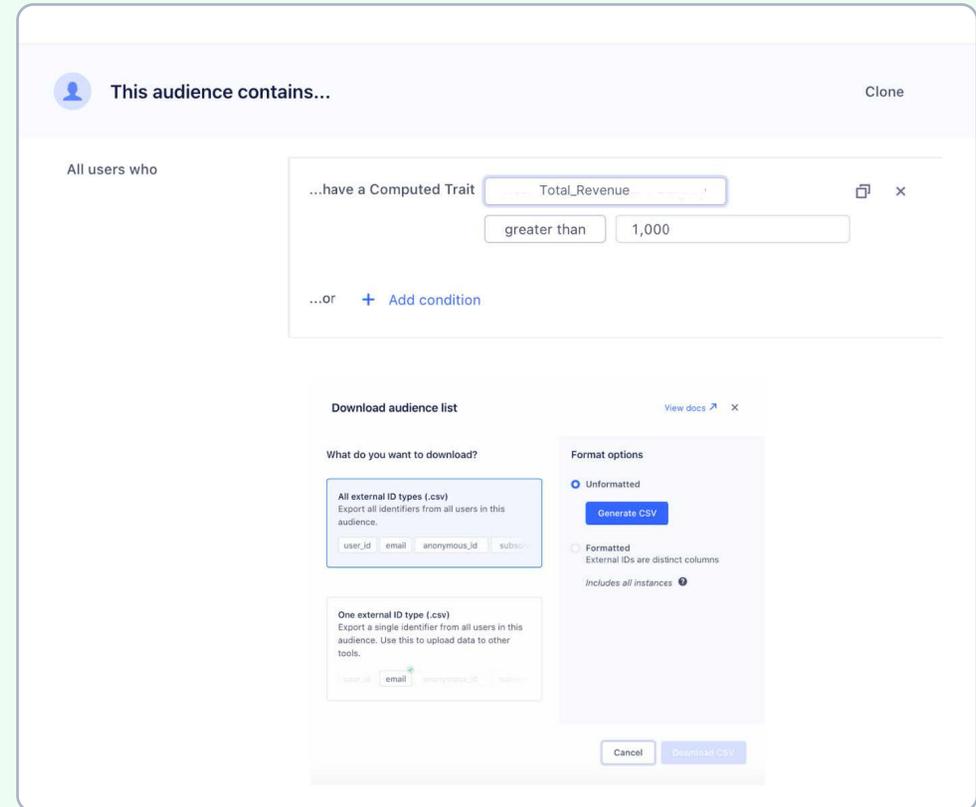


Template

In this template, we show how to create a lookalike audience that targets high-intent leads on Facebook, using Twilio Engage.

Step 1: **Create a custom audience in Twilio Engage for your high-value customers. This is what your lookalike audience will be modeled on.**

- In Twilio Engage, select *Audiences* then the *New Audience* button.
- Create an audience with the Computed Trait, **Total_Revenue**, and use the “greater than” condition to set the desired amount (this should represent the monetary value of who would be your top spenders).
 - Set a time constraint, if desired (e.g., “any time within X days/months”).
- Click *Preview* to make sure everything looks correct.
- Name your audience something specific, e.g., **Customers - Big Spenders** and click *Create Audience*. Make sure to leave the *Gather historical data* checkbox toggled on.
- If set up, select *Destination* and choose Facebook Ads Manager. (For steps on how to set up a Destination, click [here](#).)
 - Or, you can choose to export the audience as a CSV file list, and upload it to Facebook manually.



Step 2: **Set up your lookalike audience in Facebook Ad Manager.** [See the recipe.](#)

- In your Facebook Ads Manager, choose *Create Audience > Lookalike Audience*.
- Click *Select Your Lookalike Source*, and navigate into the *Other Sources* tab. Choose your synced or uploaded customer list, which we just created.
- Under *Select Audience Location*, specify the country you're targeting.
- For *Select Audience Size*, choose 1%. Going any higher would dilute the efficiency of the targeting.
- Click *Create Audience*.

Step 3: **Create a new ad, targeting the lookalike audience you just created.**

- Create a new ad set in your Facebook Ads Manager by clicking the *Create* button. Give it a name like *Lookalike Big Spenders - 1% US*.
- Scroll to the *Audience > Custom Audience* section. Type the name of your lookalike audience and select it.
- Set up the rest of the ad as usual and click *Publish*.



How Domino's decreased cost of acquisition by 65%

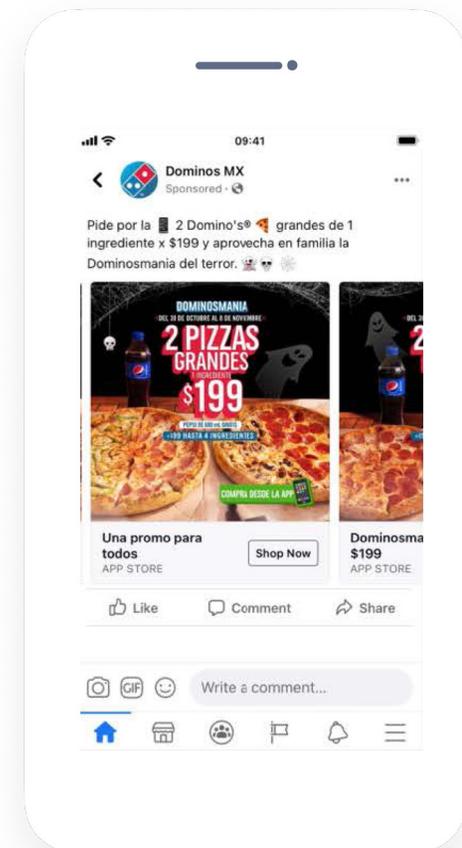
In Mexico, Domino's has more than 718 stores that serve over 550,000 people each week. In an effort to streamline acquisition campaigns, Domino's turned to Twilio Engage to help build custom audiences.

Using SQL traits, Domino's created an RFM model, which stands for "recency, frequency, and monetary value." This is a way of segmenting customers based on how recently they made a purchase, how frequently they made a purchase, and the value of their purchases. In doing so, Domino's identified eight different cohorts and created personalized customer journeys for each group. (For example, targeting users who usually bought a pizza every 60 days, or every 90 days, with a well-timed ad that was in lockstep with user intent.)

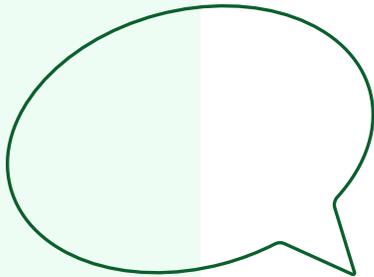
These hyper-personalized customer segments also informed Domino's lookalike audiences, which resulted in off-the-charts improvements. Not only did Domino's decrease customer acquisition costs by 65%, they saw a 700% increase in return on ad spend (ROAS) for their Google campaigns,

and a 23% increase in acquisition conversions on Facebook.

Read the full story [here](#).



Conclusion



As you've learned from this guide, acquiring customers is a multi-step process. We've shared 5 tried and true customer acquisition campaigns and templates that have proven to get results. Now, we invite you to put this information into practice.

Identifying the right acquisition channels, and personalizing communications based on customer preferences is a great place to start. Then, you can begin focusing on re-engaging cart abandoners with personalized messaging based on custom and computed traits – both known and inferred based on their actions.

If you offer free trials, increasing the number of trial to paid conversions with prompts shortly before the free trial ends is the next logical step. Sometimes a gentle nudge at the right time is all it takes to acquire a new customer. The final two acquisition campaigns discussed often go hand in hand: using ad suppression to decrease customer acquisition costs (CAC), and targeting high-value prospects by building lookalike audiences to increase return on ad spend (ROAS).

How you proceed from this point is up to you – whether you choose to experiment with all five acquisition strategies or focus on one or two. The most important step is just getting started: set clear goals, take action, and measure your results.

Drive efficient growth with Twilio Engage

Twilio Engage uniquely puts the power of a native customer data platform (CDP) and native omnichannel together in one marketing solution to help companies deliver data-driven personalization and drive efficient growth.

Powered by real-time data, Twilio Engage is a customer engagement solution with which you can build, enrich, and activate Audiences. Engage Channels builds on top of these Audiences, helping you connect with and market to your customers through email and SMS campaigns.

[Schedule a demo](#) to learn how to get the most out of your customer data with Twilio Segment.



Want to learn more?



Customer Acquisition Cost (CAC) Guide

Learn about customer acquisition costs, how to calculate CAC, and ways to improve your LTV:CAC ratio for long-term success.

[Download guide >](#)



The Fundamentals of Customer Acquisition

Learn how to cut through the noise online to master the art of customer acquisition and turn prospects into customers consistently.

[Download guide >](#)



6 Ways to Drive Customer LTV

Learn how to increase retention and customer loyalty while building scalability and profitability to achieve customer lifetime value.

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Thanks for reading



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