

B2B E- commerce Event

deply25ytec™

LEADSCOPE



KRAMP



Jasmijn Hemersma

E-mail en Marketing Automation Strategie

ALWAYS-ON B2B EMAIL: RELEVANTIE OP SCHAAAL BIJ KRAMP

B2B E-COMMERCE EVENT DEPLOYTEQ

B2B EMAILMARKETING

KRAMP

***ALS JE KLANT TOCH AL BIJNA
DAGELIJKS BESTELT, WAT
VOEGT EMAILMARKETING DAN
NOG TOE?***



B2B emailmarketing bij Kramp

- ✘ We forceren geen orders, maar supporten de customer journey
- ✓ Klanten sneller activeren
- ✓ Churn voorkomen
- ✓ Productverkenning vergroten

INTRODUCTION



JASMIJN HEMERSMA

Performance Marketing Specialist
Email & Automation



Kramp is de essentiële partner in onderdelen voor landbouw, bosbouw en groenonderhoud in Europa.

24

SALES OFFICES

3.6K

EMPLOYEES

60K

CUSTOMERS

500K

PRODUCTS

1.200M

REVENUE



Wie is de Kramp klant?

Journey van onze Kramp dealers



Hoe gebruiken klanten onze shop?

Klanten die dagelijks de webshop bezoeken
76,9%

Aantal zoekopdrachten per klant per werkdag
9.5

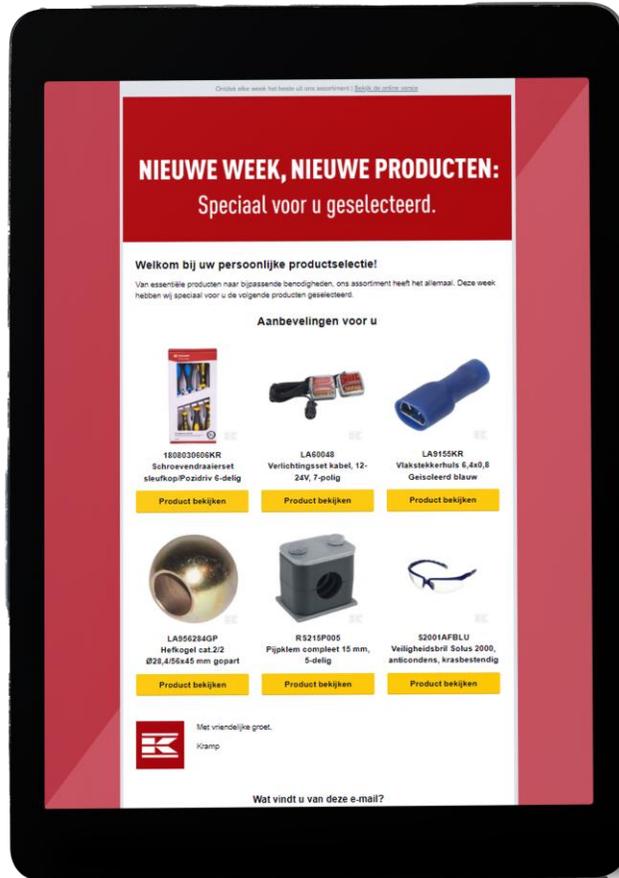
Aantal orders per werkdag per klant
1,6

WAT IS DAN DE TOEGEVOEGDE WAARDE UIT MARKETING?

Standaard attributiemodel is niet toepasbaar



Kramp's attributiemodel



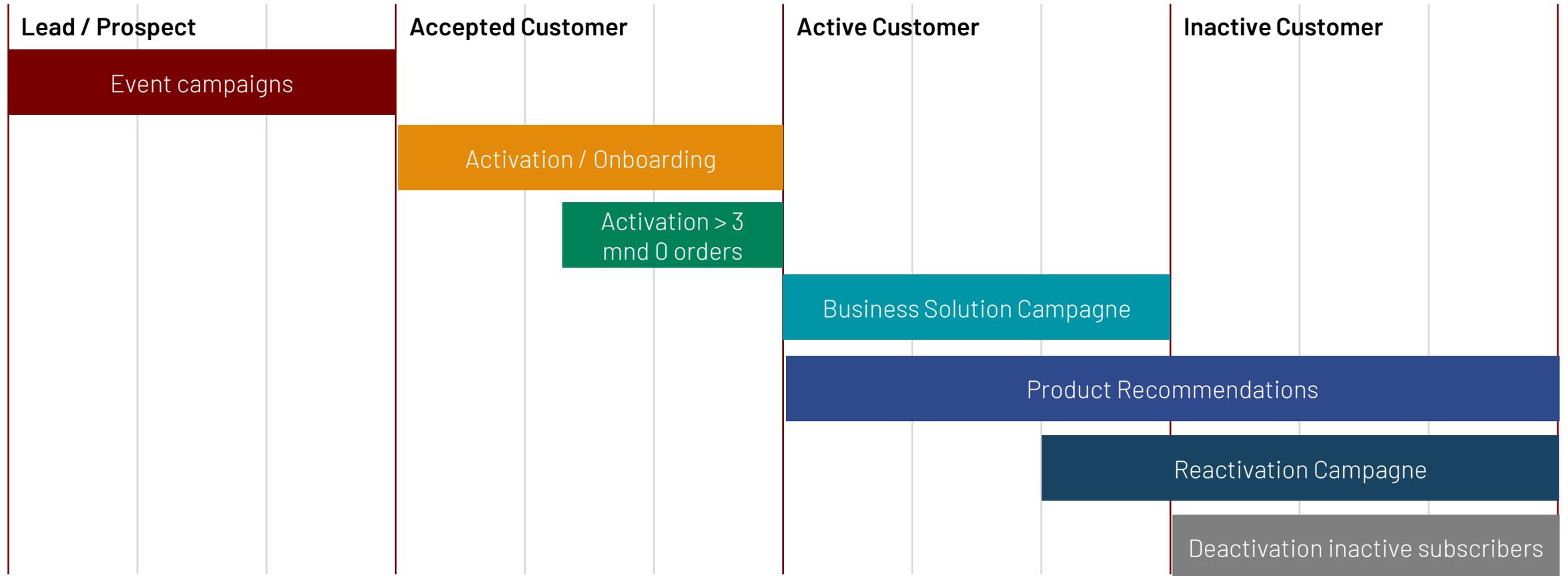
<input type="checkbox"/> Product	Eenheid	Aantal	Brutoprijs	Nettoprijs	
<input type="checkbox"/>  Fort F68605 Kruiwagen 80L gegalvaniseerd	Per stuk	- 1 +	€ 129,37 € 129,37	€ 83,00 € 83,00	<input type="checkbox"/>
Toegevoegd					
<input type="checkbox"/>  Stauff RS115ZPA Pijpklem compleet zwaar CI 15 mm PA	Per stuk	- 1 +	€ 12,25 € 12,25	€ 4,08 € 4,08	<input type="checkbox"/>
Toegevoegd					
<input type="checkbox"/>  Stauff RS215P005 Pijpklem compleet 15 mm (5)	Set	- 1 +	€ 12,88 € 12,88	€ 4,55 € 4,55	<input type="checkbox"/>
Toegevoegd					
Totaal					
			Excl. BTW	BTW	Incl. BTW
Brutoprijs			€ 154,50		
Totaal netto			€ 91,63	€ 19,25	€ 110,88
Totaal			€ 91,63	€ 19,25	€ 110,88

**OMZET
TOEGESCHREVEN
AAN E-MAIL**



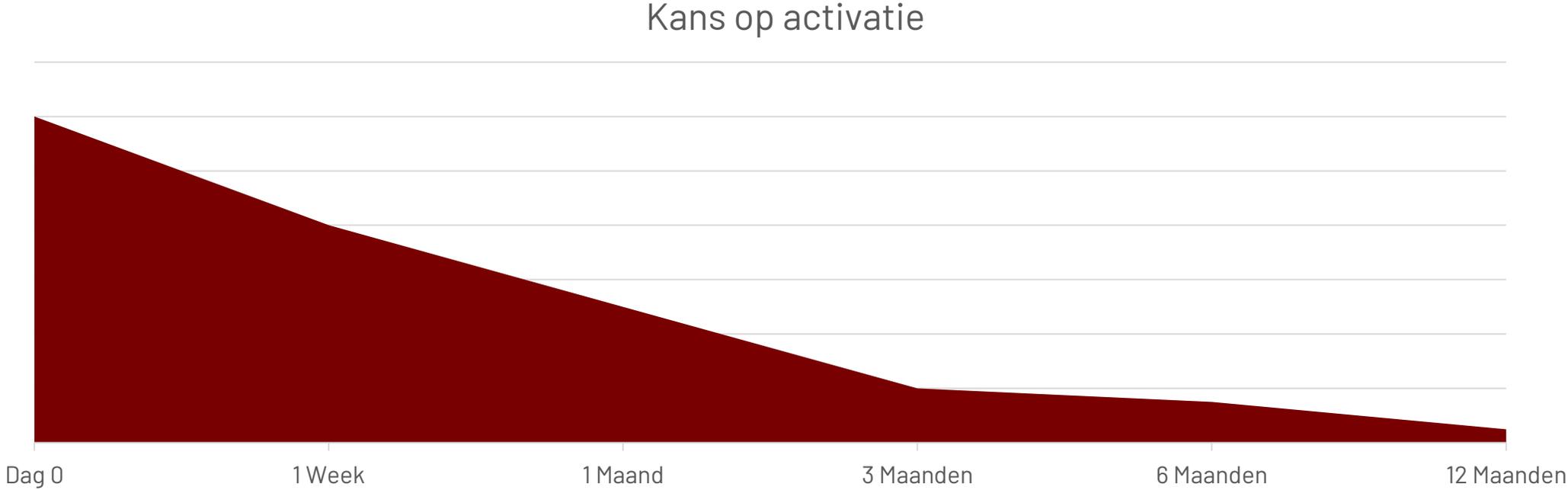
DRIE CAMPAGNES UITGELICHT

Marketing Automation campagnes in de sales funnel



ACTIVATION / ONBOARDING

De eerste order is het moment van waarheid in een gesloten webshop



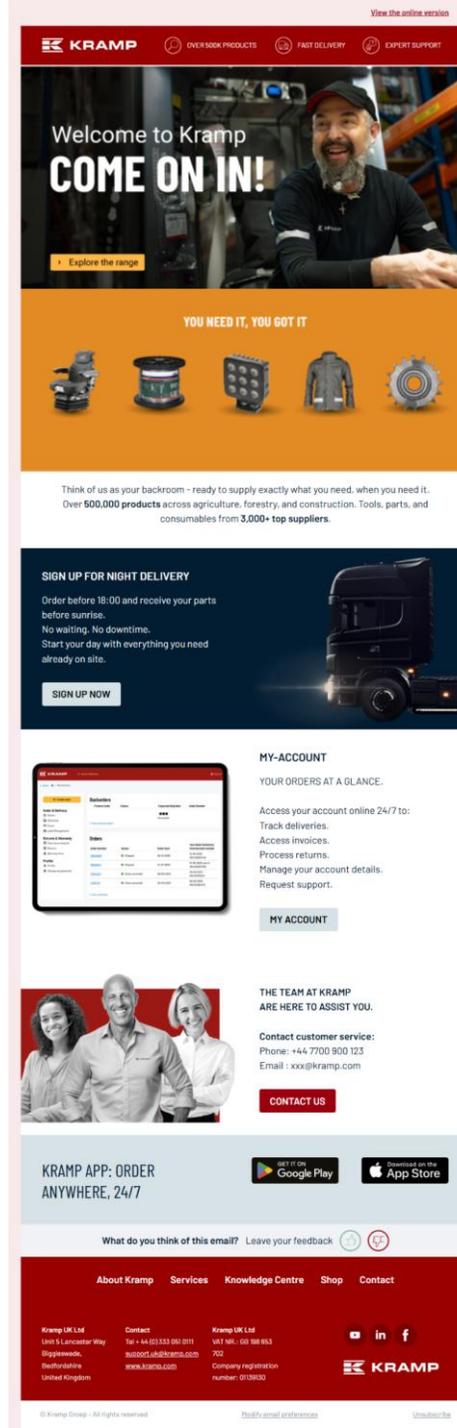
Activatie: Van toegang naar eerste order

Doel: dagen tot eerste order verminderen

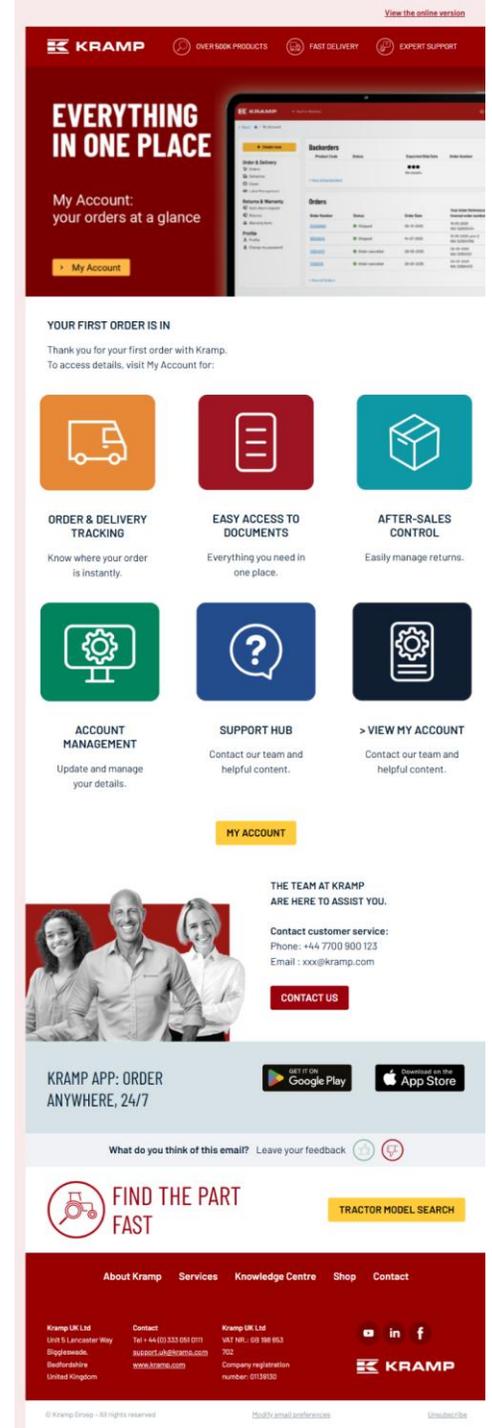
- Wegwijs maken in de webshop
- My account tips
- Partnership voordelen
- Startproducten voor nieuwe klanten

 +53% meer geactiveerde klanten

 -33% minder dagen tot eerste order



The screenshot shows the Kramp website homepage. At the top, there's a navigation bar with the Kramp logo and links for 'OVER 500K PRODUCTS', 'FAST DELIVERY', and 'EXPERT SUPPORT'. The main header features a large image of a smiling man in a workshop with the text 'Welcome to Kramp COME ON IN!' and a button 'Explore the range'. Below this is a section titled 'YOU NEED IT, YOU GOT IT' with icons for various tools and parts. A central message states: 'Think of us as your backroom - ready to supply exactly what you need, when you need it. Over 500,000 products across agriculture, forestry, and construction. Tools, parts, and consumables from 3,000+ top suppliers.' There are three main promotional boxes: 'SIGN UP FOR NIGHT DELIVERY' (Order before 18:00 and receive your parts before sunrise), 'MY-ACCOUNT' (Access your account online 24/7 to track deliveries, access invoices, process returns, manage account details, and request support), and 'THE TEAM AT KRAMP ARE HERE TO ASSIST YOU.' (Contact customer service: Phone: +44 7700 900 123, Email: xxx@kramp.com). At the bottom, there's a footer with contact information for Kramp UK Ltd, navigation links, and social media icons.



The screenshot shows the 'My Account' page on the Kramp website. The header includes the Kramp logo and navigation links. The main content area is titled 'EVERYTHING IN ONE PLACE' and 'My Account: your orders at a glance'. It features a 'My Account' button and a screenshot of the account dashboard. Below this, there's a section 'YOUR FIRST ORDER IS IN' with a thank you message and a link to 'My Account for:'. The page is organized into a grid of six service tiles: 'ORDER & DELIVERY TRACKING' (Know where your order is instantly), 'EASY ACCESS TO DOCUMENTS' (Everything you need in one place), 'AFTER-SALES CONTROL' (Easily manage returns), 'ACCOUNT MANAGEMENT' (Update and manage your details), 'SUPPORT HUB' (Contact our team and helpful content), and '> VIEW MY ACCOUNT' (Contact our team and helpful content). A 'MY ACCOUNT' button is positioned below the grid. At the bottom, there's a section 'THE TEAM AT KRAMP ARE HERE TO ASSIST YOU.' with contact information for customer service (Phone: +44 7700 900 123, Email: xxx@kramp.com) and a 'CONTACT US' button. The footer includes the Kramp logo, navigation links, and social media icons.

REACTIVATION

In B2B is churn vaak stil, tot het te laat is

Frequency/ mon. value	Hoog	Champions	Loyal Customers	Can't Lose Them
	Middel	Potential Loyalists	Promising	At Risk
	Laag	Recent Customers	Irregular Customers	Losing Interest
		Hoog	Middel	Laag
		Recency		

Reactivatie: voorkom churn

Doel: klanten die bijna gaan slapen heractiveren

- Waarde van partnership aantonen
- Breedte van het assortiment
- Tevredenheidscheck
 - Bij tevreden: relevante producten
 - Bij ontevreden: signaal naar accountmanager



+5% van segment geactiveerd



Grotere opbrengst over de klantlevensduur



View the online version

KRAMP OVER 500K PRODUCTS FAST DELIVERY EXPERT SUPPORT

DEAR JOHN RIMMER,

As your valued partner, at Kramp we want to make things easier for you, so that your focus can be entirely on your customers. We can help your business run smoothly through our huge assortment, next day delivery on most items, [product advice](#), and [innovative added value services](#), we aim to ensure a flawless flow in your business.

Save time & effort with Kramp's innovative business solutions:

PREPARING FOR THE FUTURE: KRAMP WORKSHOP SOLUTIONS

Organize your physical supply with a complete and comprehensive service for saving time with simple reordering, and keeping track and finding parts quickly, with a professional appearance.

OPTIMIZE YOUR WORKSHOP

THE COMFORT OF ORDERING AT KRAMP FROM YOUR OWN DEALER MANAGEMENT SYSTEM (DMS)

As dealers take care of lots of daily operations during the day like administrative processes, bookkeeping, and ordering, fulfilling each of them in another system leads to inefficiency and loss of time. With Kramp Open Catalog Interface (OCI), it is possible to streamline your order process in your own DMS.

DISCOVER DMS

INTRODUCING THE REVOLUTIONARY KRAMP APP

Designed with the help of our customers to save them time. From reviewing orders to barcode scanning and reaching the entire Kramp assortment easily, Kramp App is here to simplify your day-to-day tasks.

MEET THE APP

BOOST YOUR BUSINESS WITH EDI

Do you work with a number of different suppliers and colleagues? If so, there is a good chance that you manually duplicate a lot of data - from sales and purchase orders to invoices. Electronic Data Interchange (EDI) takes the task of manually inputting data off your hands.

BOOST NOW

View the online version

KRAMP OVER 500K PRODUCTS FAST DELIVERY EXPERT SUPPORT

DEAR JOHN RIMMER,

Your feedback matters the most to us, and we are committed to making your experience with Kramp the best it can be.

For this reason, we kindly ask to get your feedback on your satisfaction with our services by clicking on the emojis below. If you don't want to share your feedback via this email, you can choose the last emoji to be directly contacted by your account manager regarding your satisfaction.

IM HAPPY **IM NOT HAPPY** **CONTACT KRAMP**

Thank you in advance for your time and feedback.

Kind regards
Kramp

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KRAMP

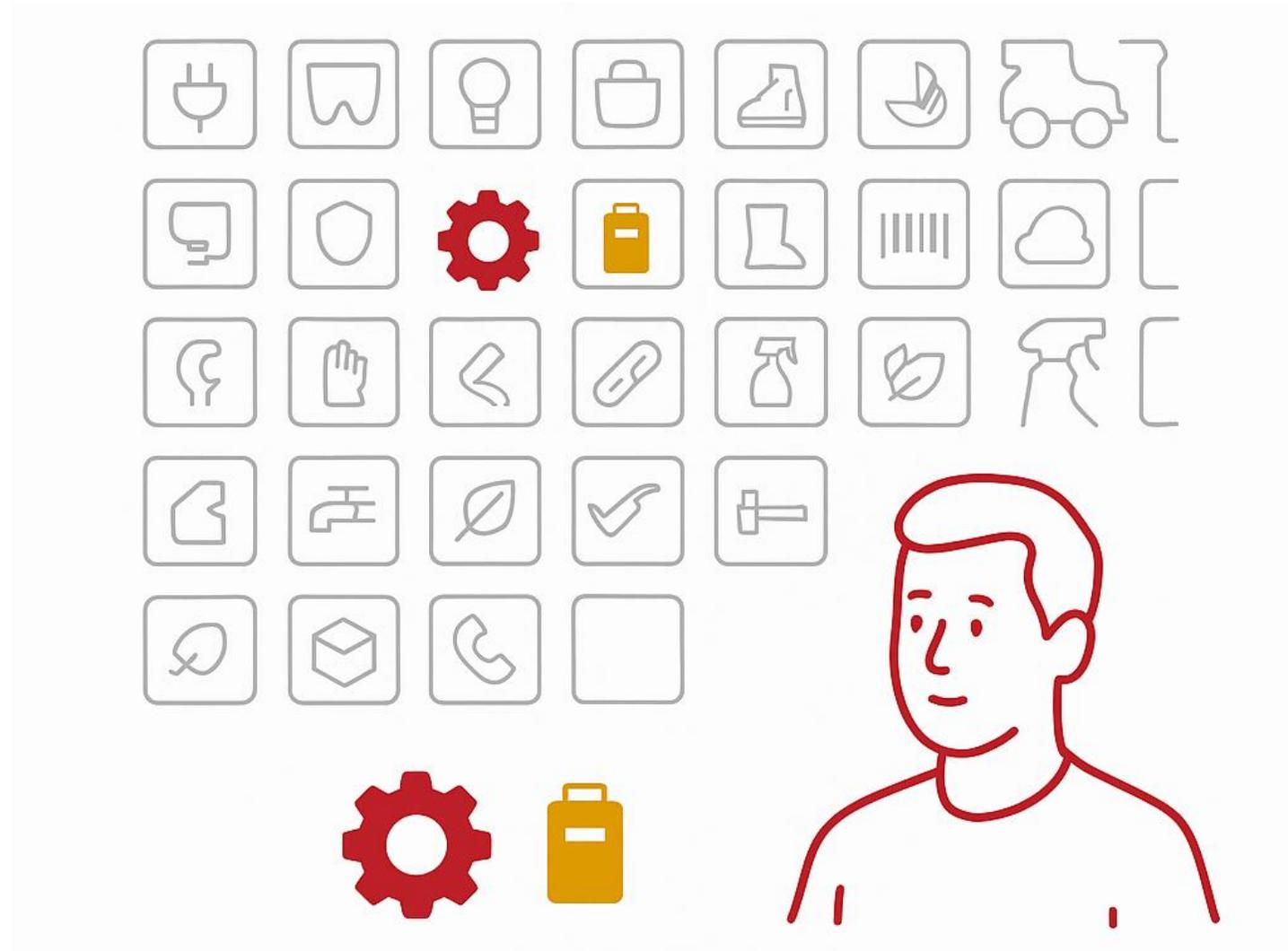
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PRODUCT RECOMMENDATIONS

PRODUCT RECOMMENDATIONS

Man vs machine

GROOT ASSORTIMENT



BEKEND BIJ DE KLANT

MAN V MACHINE

EXPERIMENT 1



THE RESULTS

	MAN V MACHINE
OPEN RATE	NO SIGNIFICANT DIFFERENCE
CTR	MACHINE SIGNIFICANT HIGHER
CTO	MACHINE SIGNIFICANT HIGHER
UNSUBSCRIBE RATE	NO SIGNIFICANT DIFFERENCE
INCREMENTAL TURNOVER	NO SIGNIFICANT DIFFERENCE
ROI	MAN SIGNIFICANT HIGHER

CONCLUSION:

Han wins (this) pilot based on incremental revenue and ROI



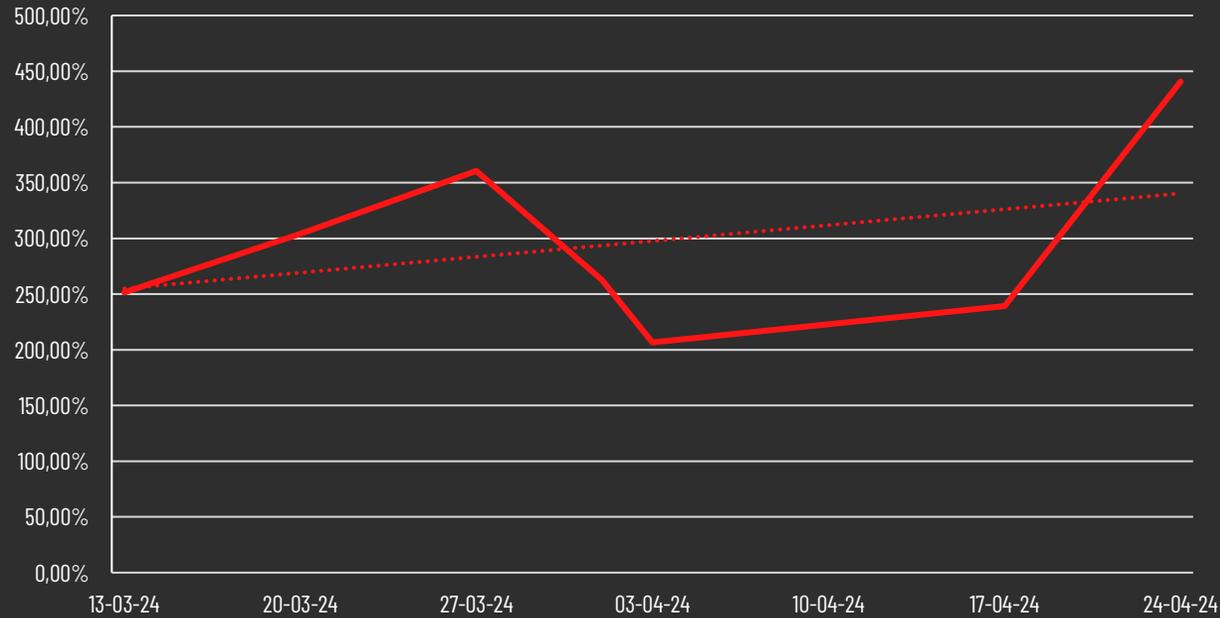
MAN V MACHINE

EXPERIMENT 2



THE RESULTS

GROW IN TURNOVER AUTOMATED V.S. MANUAL RECOMMENDATIONS



CONCLUSION:
Machine wins!



THE RESULTS



De campagne is
live in 24 landen



Meest succesvolle e-
mailcampagne ooit
voor Kramp



De recommendation
engine wordt ook
gebruikt op de
webshop



Er is een dedicated
team gevormd voor
recommendations

LEARNINGS

Learnings

1. Toegevoegde waarde zit in frictie wegnemen, niet in extra volume
2. Zorg dat je kunt meten wat je wilt meten
3. Meet conservatief, pas dan kun je conclusies trekken
4. Lifecycle flows winnen van losse campagnes
5. Goede content is essentieel, timing maakt het relevant
6. Begin klein, bewijs succes, schaal op, en blijf vernieuwen

BEDANKT!



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