

*Yahoo! Store Case Study:  
How I got an \$826,221.62 Sales Increase  
Part 1 of 3  
By Rob Snell, [rob@ystore.com](mailto:rob@ystore.com)  
June 20, 2008  
Hosted by: Top Right, Inc. [www.topright.com](http://www.topright.com)*

*This webinar focuses on Email because it has been the most visible driver of sales for the past 12 months.  
I plan to do a couple more webinars about other stuff in the next couple of weeks.  
We will talk about store 9 – a revenue-share project where for the most part I get paid by the click*

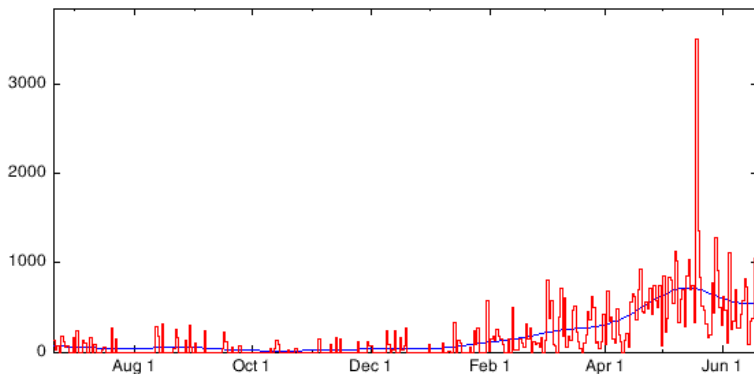
**DISCLAIMER**

*The STATS you are about to see are **true**.  
Personally identifiable information about the STORES used has been removed...*

*My primary business used to be Y! store development.*

*A few years ago I talked to a few clients who needed extra help and a couple now pay me on a revenue share basis – I only get paid if I grow sales.*

Graph  
Revenue: Custom  
Total: 65,025.17 [\[Spreadsheet\]](#)



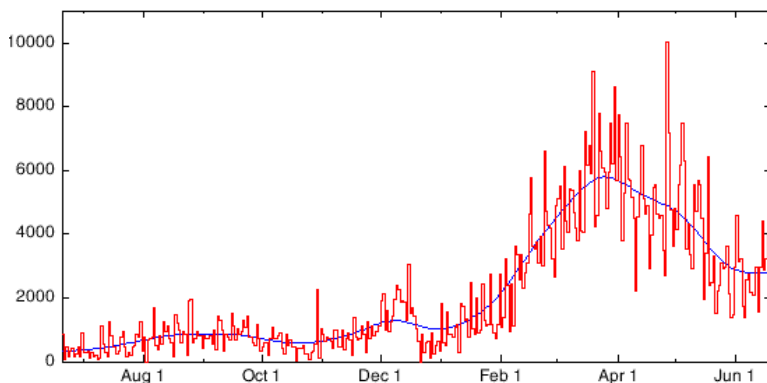
**Store9 year 0**

**The graph to left is what store9 revenue looked like the year before I took over.**

**What did I do to improve it?**

*design  
GOOG-friendly RTML,  
pimped the cart*

Graph  
Revenue: Custom  
Total: 781,153.65 [\[Spreadsheet\]](#)



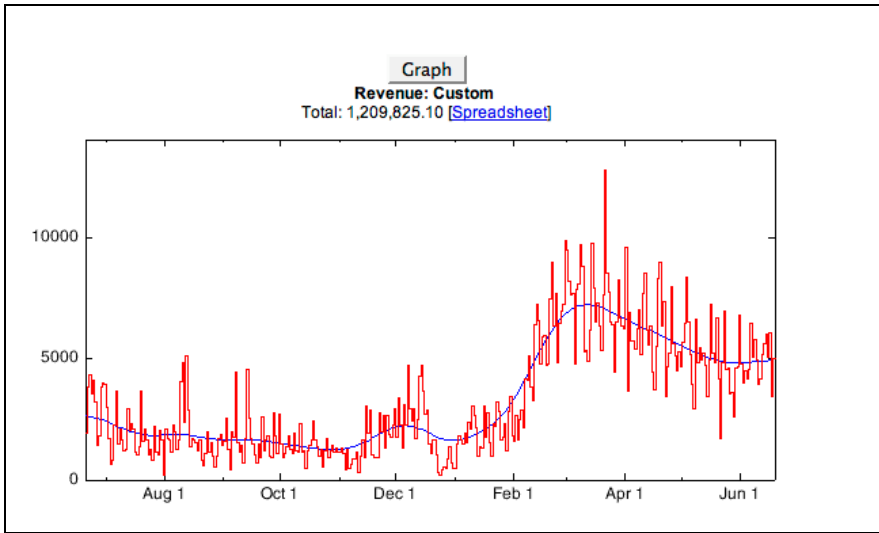
**Store9 year 1**

**Results?**

**From \$65K to over \$780K  
Peak Avg. Revenue = \$6k and  
Record one day Revenue = \$10K**

**Not bad, but plenty of room for improvement... The next steps:**

*seo + ppc  
converting keywords  
built some links*



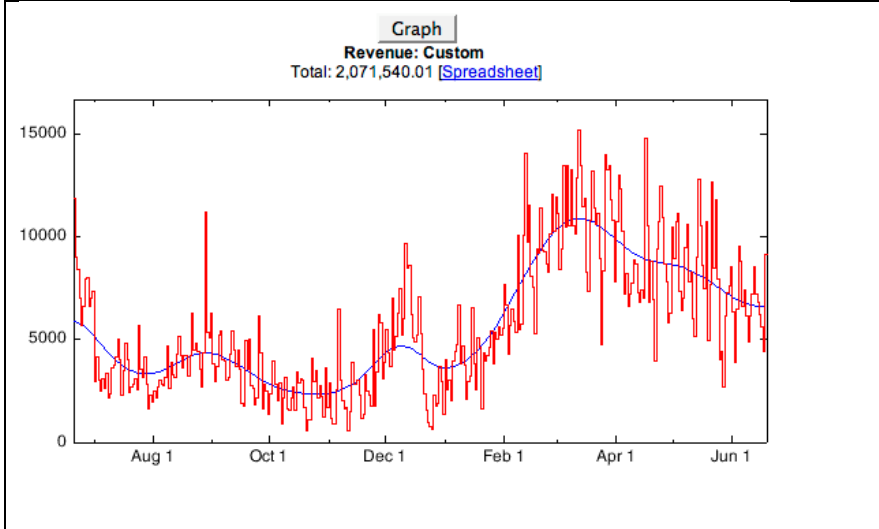
**Store9 year 2**

**Results?**

**From \$780K to over \$1.2M**  
**Peak Avg. Revenue = \$7k**  
**Record one day Revenue = \$15K**

**Getting there, but what next?**

*conversion*  
*free shipping model,*  
*free gift with purchase,*  
*& converting keywords*



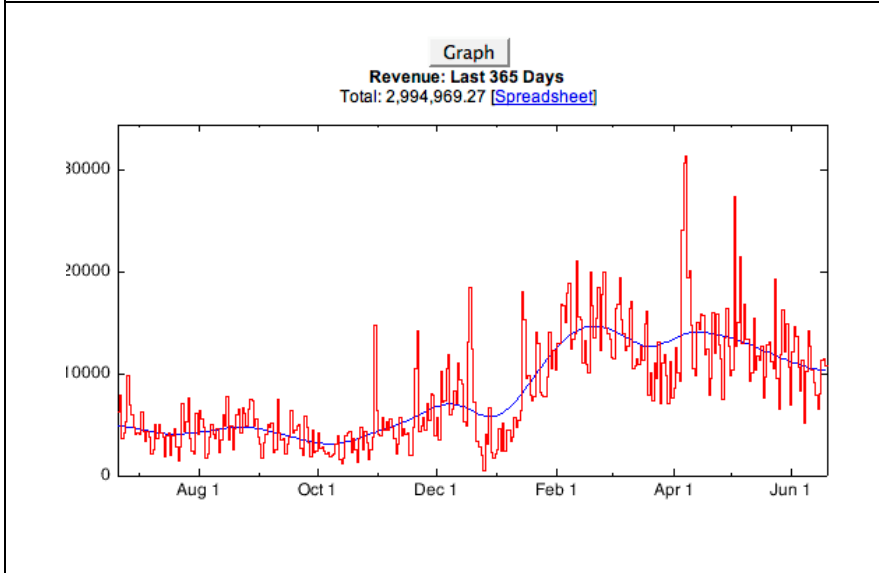
**Store9 year 3**

**Results?**

**From \$1.2M to over \$2.1 M**  
**Peak Avg. Revenue = \$11k**  
**Record one day Revenue = \$15K**

*More PPC? expensive/competition*  
*More SEO? effort/reward*  
*More conversion? – effort/reward*

**Email – completely unoptimized (& I happened to meet Top Right at that time)**



**Store9 year 4**

**Results?**

**From \$2.1M to almost \$3M**  
**Peak Avg. Revenue = \$15k**  
**Record one day Revenue = \$30K**

*Email emphasis prolonged sales season – see 2 humps in Feb. & April Year4 vs. 1 hump in Feb. Year3?*

*Revenue share partner asks me not to send emails sometimes: too busy.*

**How did I do it?**

## *Shaking the tree*

- *Hit your email list regularly*
- *Track how emails perform*
- *Learn from your mistakes*
- *Segment your customers*
- *Keep what sticks*
- *Started working with Ron at Top Right to make the tools that make this possible for all Yahoo! store owners*

## *Background on me... Rob Snell*

***www.robsnell.com***

### ***Retailer***

*dog supplies, comics, baseball cards pokemon, copyshop*

### ***web marketer***

*Yahoo! Store dev, RTML, SEO, PPC, Conversion, Analytics*

### ***writer/speaker***

*blog (<http://ystore.blogs.com/>), Y! columns (<http://ystoreblog.com/blog/>), book ([http://www.amazon.com/gp/product/customer-reviews/0764588737/ref=cm\\_cr\\_dp\\_pt/002-2499729-7418427?ie=UTF8&n=283155&s=books](http://www.amazon.com/gp/product/customer-reviews/0764588737/ref=cm_cr_dp_pt/002-2499729-7418427?ie=UTF8&n=283155&s=books)), newsletters, webinars, search speaker, seminars – all available at [www.robsnell.com](http://www.robsnell.com)*

***email list info@ystore.com***

## *Ron and Top Right*

***[www.topright.com](http://www.topright.com)***

Started Top Right to solve a problem Ron had when Ron used the Yahoo! store platform in 2005.

By testing with Rob Snell and a few other smart Y! store marketers, Top Right has built a set of tools that help Y! store owners get the most out of their email marketing efforts.

Top Right's goal is to simplify, automate and improve email marketing by connecting the Y! store to a powerful set of tools that let you segment and target email.

More info is available at <http://www.topright.com/products.html> - back to Rob.

## ***THE HOW TO PART OF THE WEBINAR***

### ***Thinking about emails***

***Before you get started, you should think about two things..***

- ***Relevance – how do I create an email that is relevant and interesting because that is how you sell stuff***
- ***Customers (buckets) – to connect with your customers, think about who they are for a second and it becomes much more clear how to make a relevant email...***

***In the next few slides I walk you through the way we think about the customers on my family website [www.gundogsupply.com](http://www.gundogsupply.com) – we sell supplies for hunting dogs (collars, etc.)***



*This is a Pointing Dog – dog that points at birds*

*See the boots on him? Those are unique to this type of dog.*



*This is a Retriever – dog that retrieves birds*

*That's a collar that is specifically built for retrievers...*

*(Ron's note: Bet you didn't know that much went into training hunting dogs, did you?)*



*This is a Pet Dog – dog that provides pure companionship, humor and sometimes just a little too much noise and mischief*

*That collar keeps him quiet and in the yard...*

*Do you think the owner of each of these dogs wants to hear about the products for the other dogs?*

*Should we send them all the same email promoting whatever it is we find to promote that week?*

**No!**

*Each dog type owner has different product needs and interests.*

*The simplest way to connect is to feature relevant and timely products – the content almost takes care of itself.*

### **How I doubled \$\$\$**

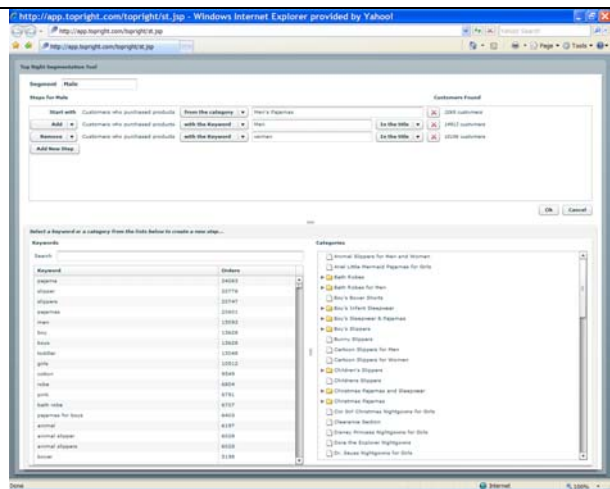
**Segmented 90% of customers into 3-5 buckets**

**What segments?**

- *What products customers bought – that’s what we focus on...*

**You can also focus on:**

- *What activity customers do*
- *What level of expertise*
- *How much \$\$\$ spend*
- *Where they live*
- *How often they order*
- *How long since ordered*



### **How Top Right segmenting works...**

*The point and click segmenting tool uses the words in the product’s title. For example, anyone who purchased (or purchases in the future) a product with the word “retriever” in the title gets added...*

*You can also add based on the products purchased from categories on your website.*

*You can also use your product codes if you have some way of knowing what a product is based on the product code...*

*You can also use refining terms like “keep only” or “remove” that allow to create super-targeted segments*



Find Contents Variables Files Templates Types Datab

New Siberia

- [-] [index](#) main. page2
  - [+] [dogtraincolm](#) item. page2
  - [+] [dog-training-collars-buyers-guid](#)
  - [+] [tri-tronics](#) item. page2 Show Par
  - [+] [sportdog-collars](#) item. page2 Sh
  - [+] [innotek](#) item. page2 Show Parents
  - [xxx](#) item. nil
  - [+] [tritbar](#) item. page2 Show Parents
  - [+] [consys](#) item. page2

*Go to the CONTENTS page*

*Now, in the store editor, we take the steps necessary to create a page in my store....*

Create New Object

Id:

Type:

(Ids can only contain letters, digits, and dashes.)

*Create a NEW ID*

*We use a few tricks like keeping Ids the same to remember where emails are located...*

Update New Property Override Variable Help

Edit object properties

ID: example-email

Type: email-builder

Template: -e

Object properties

Main-object: delmar-smith-volume-ii-dvd

Featured-objects: delmar-smith-products, delmar-smith-volume-ii-dvd, delsmitlex

Headline: Train Your Bird Dog The DELMAR SMITH WAY

Howdy: Delmar Smith is one of my heroes. I met him in 1983 when I was 15. Mr. Delma seminar. I remember he let me come to the seminar at no charge!  
OK. We think you have a BIRD DOG because of other products you bought, and i instructional videos, and bird dog training tools.

Image:

*Enter the stuff*

*List out the products you want to feature in the main body of your email and those you want to have along the margin*

*Write an interesting "Howdy" message.*

*Remember your subject line, it is very important and connect the contents back to it...*

**GUNDOG SUPPLY.COM** Prefer to order by phone?  
 —Serving Training & Field Dog Owners Since 1972. Call 1-800-624-6378

Howdy! This is Steve Snell with Gun Dog Supply. Delmar Smith is one of my heroes. I met him in 1983 when I was 15. Mr. Delmar came to Jackson and taught a dog training seminar. I remember he let me come to the seminar at no charge! OK. We think you have a BIRD DOG because of other products you bought, and if you do check out these training books, instructional videos, and bird dog training tools.

**Train Your Bird Dog The DELMAR SMITH WAY**

**Delmar Smith Volume II DVD - Training Gun Dogs to Retrieve Video (Force Retrieving) -**  
 Delmar Smith Volume II DVD - Training Gun Dogs to Retrieve Video (Force Retrieving) List: \$49.95  
 Order Yours: \$47.95

Place your order on-line at <http://www.gundogsupply.com>, by fax at 1-662-324-6011, or call us at 1-800-624-6378. We will be glad to help you if you have any questions. Give me a call or drop me an e-mail at [sales@gundogsupply.com](mailto:sales@gundogsupply.com)

We appreciate your business and friendship!

*STONE*

Best Way To Train Your Gun Dog - The Delmar Smith Method Book by Bill Tarrant  
 Delmar Smith Videos Set Vol I, II, and III  
 Delmar Smith Volume I - Training Gun Dog, Yard & Field Training DVD  
 Delmar Smith Volume II - Electronic Collar Gun Dog Training Video  
 Delmar Smith's

*Click on publish and you have an easy peasy mail.*

*It's simple in design and clean to read in an email reader – remember people have even shorter attention spans with email so keep it simple.*

*Also email readers don't like images so keep them light and focus on grabbing attention with your copy...*

*With it, I am able to create my 5 segmented/relevant emails in 15 minutes.*

*The Top Right Product Grabber works almost the same way.*

*Top Right's easy Product Grabber tool does all the steps above with no custom RTML required and it's Free.*

*It comes with a simple customizable template.*

*REDUCING the time it takes to create emails is key if you want to send out targeted/segmented mails.*

*Once I have the Email creative part done, all I do is login to my email marketing tool from Top Right to PASTE the html from my web page, TARGET and SEND my messages.*

*The Top Right tool tracks bounces, subscriptions, opens, clicks and all that stuff.*

*Plus it comes with some neat-o A/B testing features, triggers, automation and more stuff I haven't touched yet.*

## How I track \$\$\$

### My favorite email stats

- Total Revenue
- Number of orders
- Conversion Rate of campaign
- Number of emails sent
- Unique clicks
- Unique emails opened

**Top Right's magic number: Revenue per Email Sent (RPE) – for each recipient how much do you sell? It combines the open rate, order size, and conversion rate into one simple number.**

- When you have automated campaigns AND a good RPE even messages with a small number of recipients add lots of sales over time

### Bringing it all together

**Subject lines for select emails from past few months**

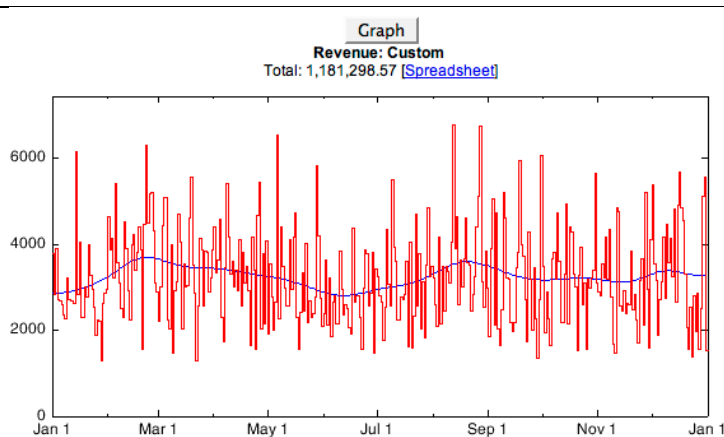
**Each subject line emphasizes relevance, timeliness and a sense of urgency.**

**{COMPANYNAME}: {BUCKET} {PRODUCT} liquidation ends Monday 12Noon ET  
\$1.68 Revenue Per Email Sent – across all segments**

**2009 {MANUFACTURER} {BUCKET} {PRODUCT} + 7 new closeouts + apparel sale  
\$.85 Revenue Per Email Sent – across all segments**

**Check out these {MANUFACTURER} closeouts + {BUCKETS}  
\$.46 Revenue Per Email Sent – across all segments**

**It costs me about \$.01 to send each email & I make from \$.46 to \$1 .68 – GO FIGURE!!!**



### Old School....

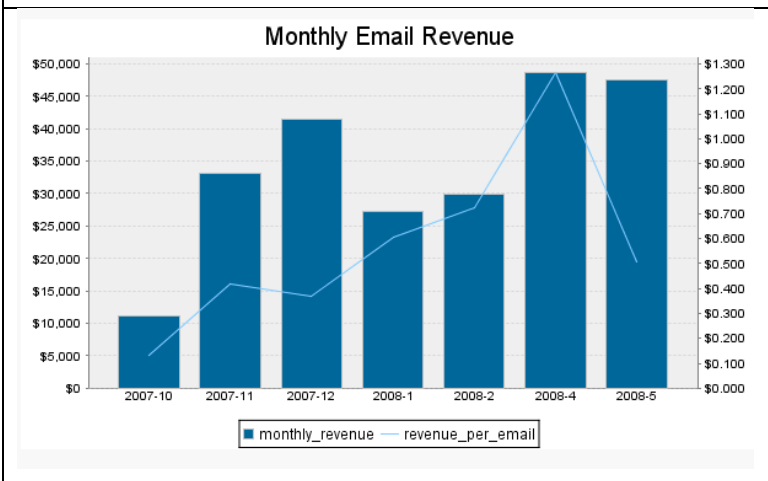
**Just look at the revenue spikes and guesstimate that email is “working”...**

	Visits	Page Views	Action	Conversion	Revenue	Avg. Order Value
&publish=1207421233	1,003	7,843	31	3.09%	\$4,570.20	\$147.43
&publish=1207419568	387	2,972	14	3.62%	\$3,788.80	\$270.63
&publish=1207421233	308	2,209	22	7.14%	\$3,588.45	\$163.11
&publish=1207421233	231	1,976	13	5.63%	\$2,103.88	\$161.84
&publish=1207421233	179	1,627	9	5.03%	\$1,551.29	\$172.37
&publish=1207421233	149	1,305	2	1.34%	\$79.80	\$39.90
&publish=1207419568	123	837	9	7.32%	\$1,170.25	\$130.03
&publish=1207421233	117	645	2	1.71%	\$1,599.60	\$799.80
&publish=1207421233	116	1,399	6	5.17%	\$365.30	\$60.88
&publish=1207421233	115	1,306	7	6.09%	\$589.20	\$84.17
	2,728	22,119	115	4.22%	\$19,406.77	\$168.76
	6,713	58,154	282	4.20%	\$40,719.31	\$144.40

**Indextools: sales by entry page**

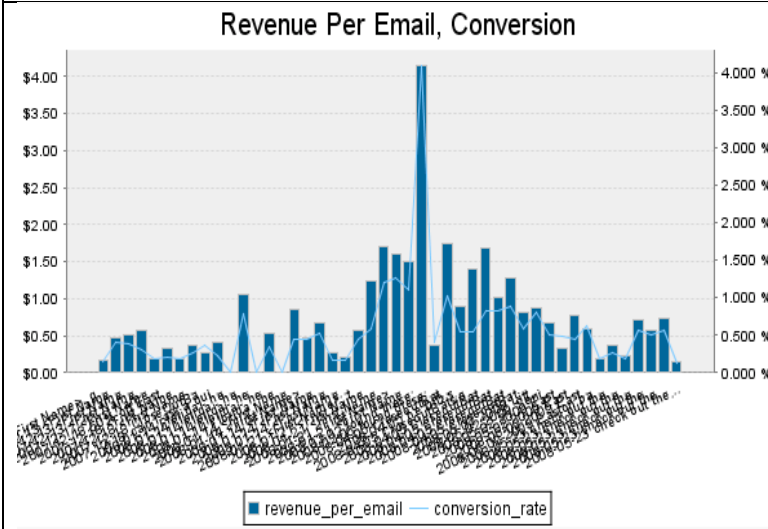
*I love Indextools and glad they are part of the Y! family.*

*We add tracking URLs to each of the links in our email so we can measure it that way as well as looking at Top Right's stuff....*



**Top Right Revenue Reporting**

*Top Right measures email revenue by looking at emails that are opened and then seeing if that same email address appears in an order.*



*That eliminates the step that you have to create additional tracking codes and stuff like that.*

*Then you can look at Revenue Per Email Sent and focus on what works and what doesn't.*

**How I got an \$826,221.62 Sales Increase**

**Rob Snell**  
**SNELL BROS.**  
[rob@ystore.com](mailto:rob@ystore.com)



*Get started with your free customer dashboard at <http://app.topright.com/topright/register.jsp>*

*Get your free one on one consultation with Top Right.*

*Use the Top Right service to send targeted relevant emails.*

*More Information:*

*[Ron@topright.com](mailto:Ron@topright.com) or <http://www.topright.com/products.html>*

*415-217-7017*