



"Der größte ungenutzte Marketingkanal im
E-Commerce"



FARFETCH



BOSS
HUGO BOSS

BOSE

NESPRESSO



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Senior Consultant
parcelLab



Was wäre, wenn ich dir erzählen würde, dass es einen Marketing Kanal gibt mit folgender Performance:

- 10x höhere Email Öffnungsraten
- 9.2% Klickrate vs 3.2% Klickrate bei regulären Emails
- 75% wiederkehrende Besuche auf der Website
- Zweistellige Steigerung bei der Warenkorb Grösse
- Dreifache Anzahl an Kunden Reviews

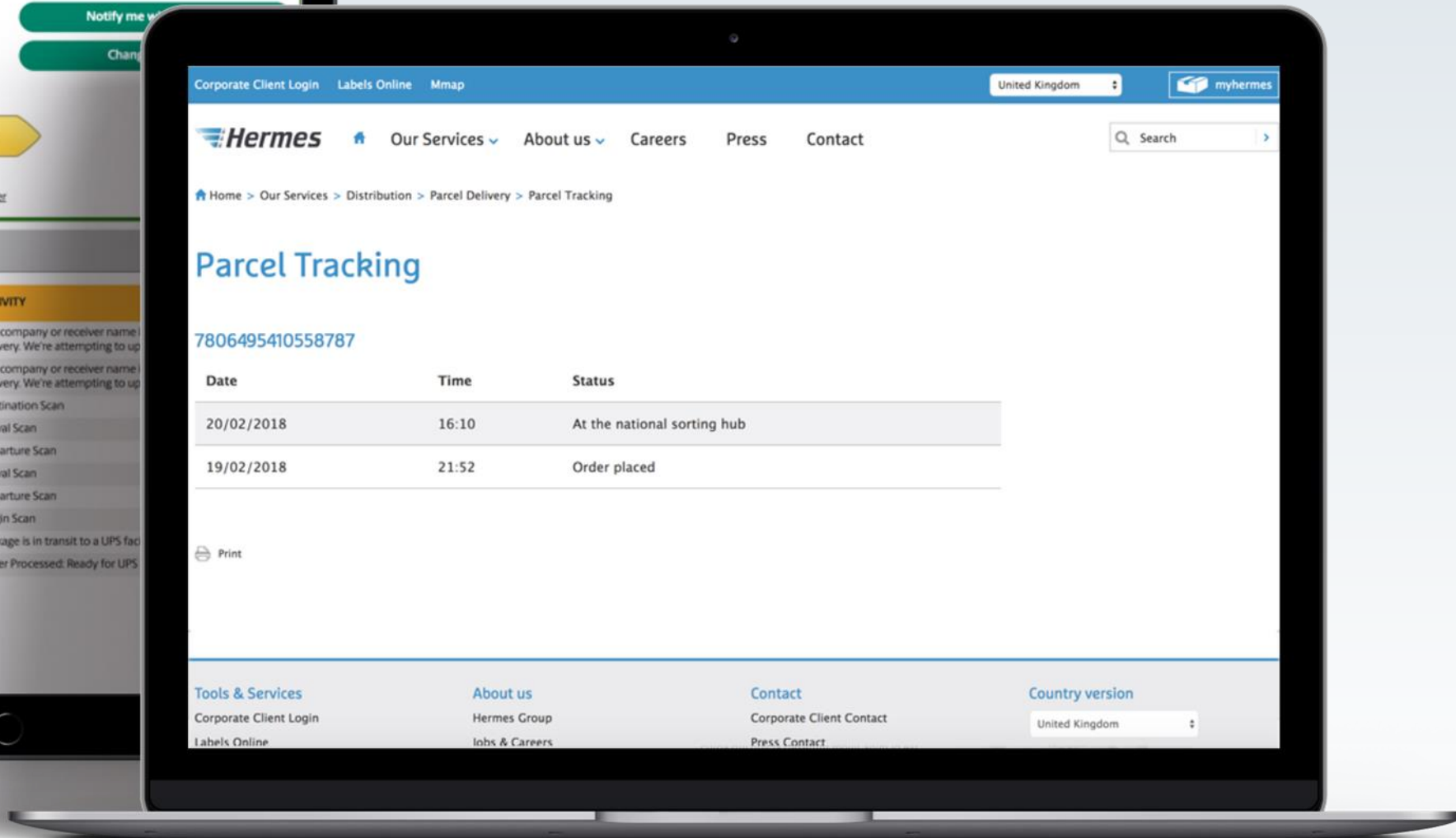
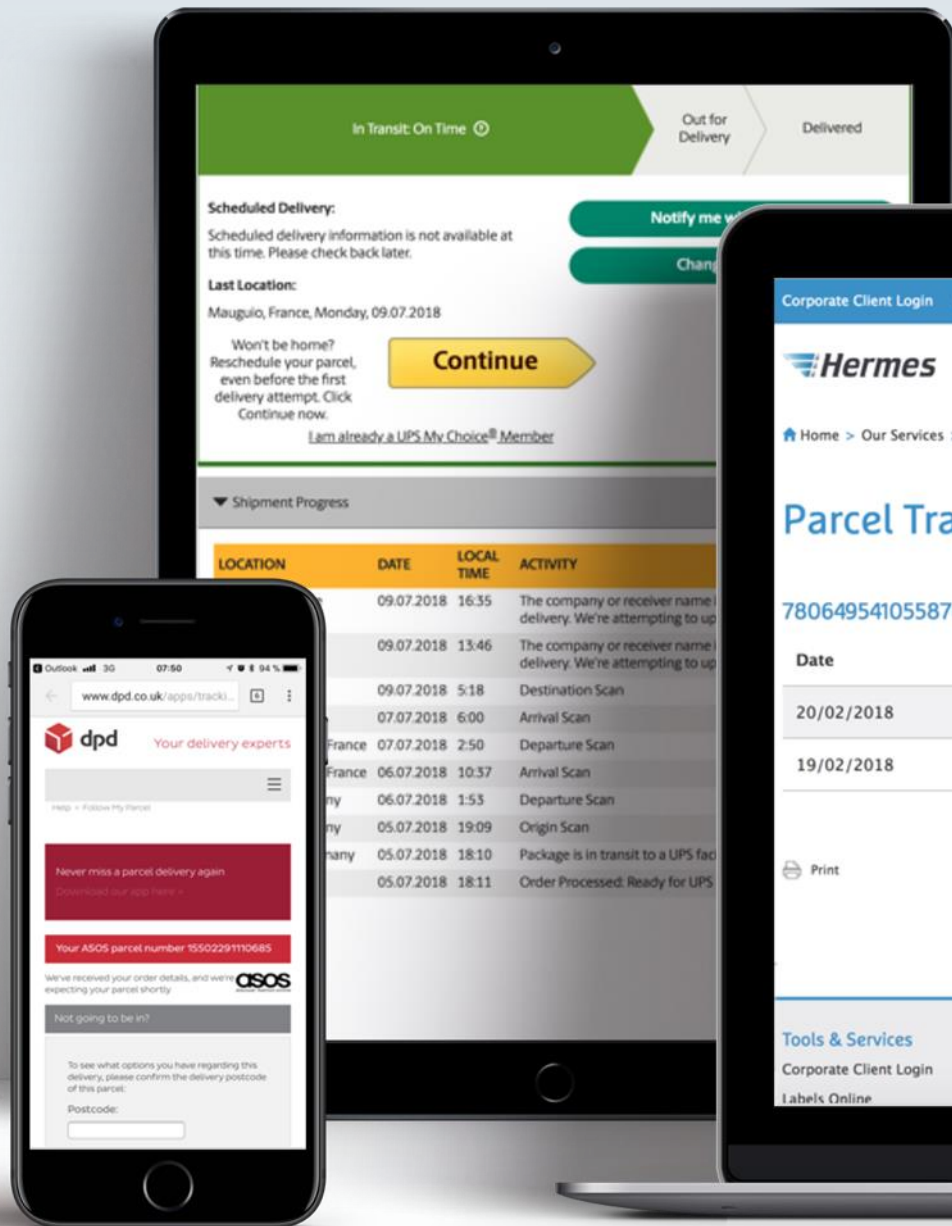


Operations Experience

Wir helfen Brands eine echte End-to-End CX zu erreichen mit Hilfe von Operations Experience

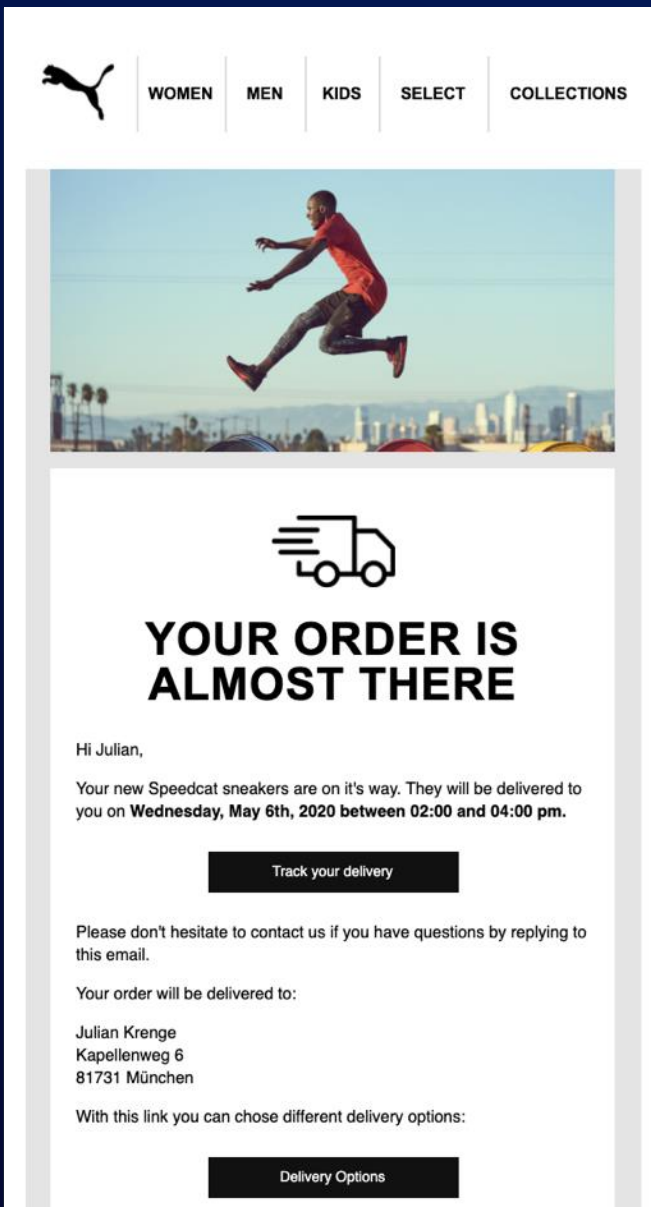


✘ Keine Kontrolle ✘ Kein Branding
✘ Keine Experience ✘ Kein Content





LOCATION	DATE	LOCAL TIME	ACTIVITY
	09.07.2018	16:35	The company or receiver name delivery. We're attempting to up
	09.07.2018	13:46	The company or receiver name delivery. We're attempting to up
	09.07.2018	5:18	Destination Scan
	07.07.2018	6:00	Arrival Scan
France	07.07.2018	2:50	Departure Scan
France	06.07.2018	10:37	Arrival Scan
ny	06.07.2018	1:53	Departure Scan
ny	05.07.2018	19:09	Origin Scan
ny	05.07.2018	18:10	Package is in transit to a UPS fac
	05.07.2018	18:11	Order Processed. Ready for UPS

Nahtlose Konsistenz in der Kommunikation aufbauen



WOMEN MEN KIDS SELECT COLLECTIONS




YOUR ORDER IS ALMOST THERE

Hi Julian,

Your new Speedcat sneakers are on it's way. They will be delivered to you on **Wednesday, May 6th, 2020 between 02:00 and 04:00 pm.**

[Track your delivery](#)

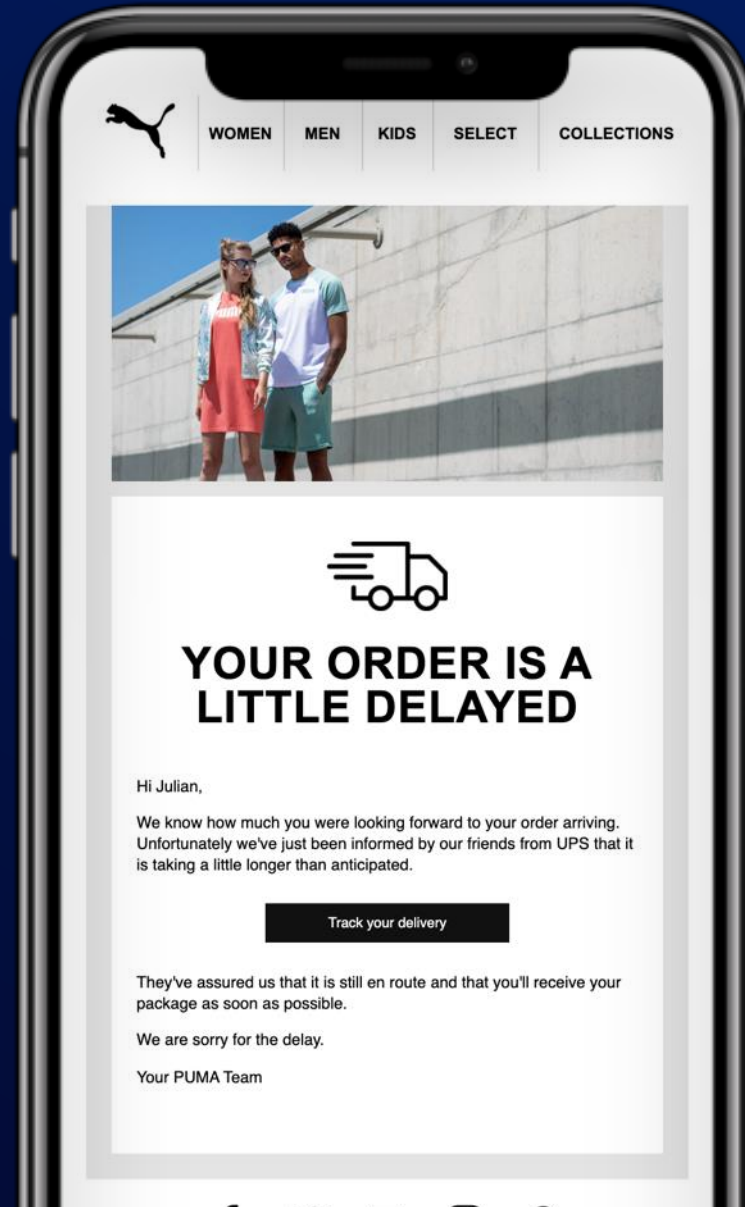
Please don't hesitate to contact us if you have questions by replying to this email.

Your order will be delivered to:


Julian Krengel
Kapellenweg 6
81731 München

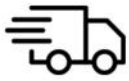
With this link you can chose different delivery options:

[Delivery Options](#)



WOMEN MEN KIDS SELECT COLLECTIONS




YOUR ORDER IS A LITTLE DELAYED

Hi Julian,

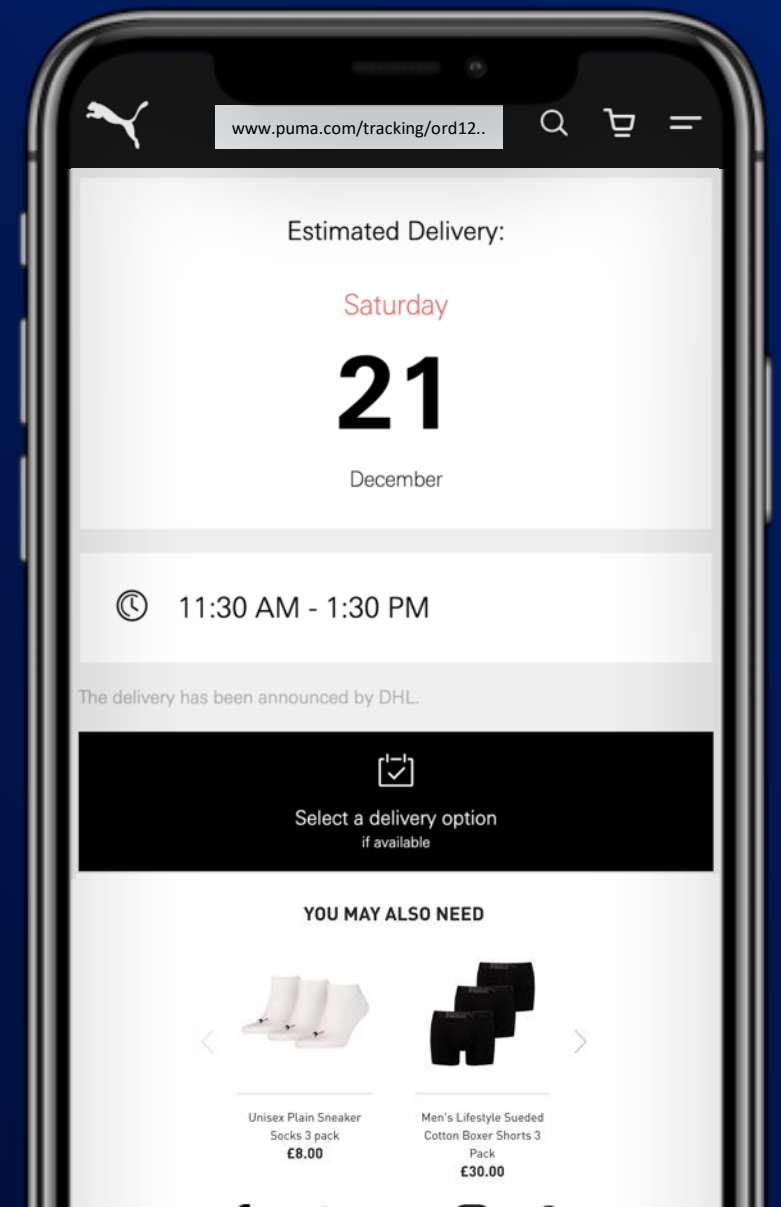
We know how much you were looking forward to your order arriving. Unfortunately we've just been informed by our friends from UPS that it is taking a little longer than anticipated.

[Track your delivery](#)

They've assured us that it is still en route and that you'll receive your package as soon as possible.

We are sorry for the delay.

Your PUMA Team



www.puma.com/tracking/ord12..

Estimated Delivery:


Saturday

21



December

🕒 11:30 AM - 1:30 PM

The delivery has been announced by DHL.


Select a delivery option
if available

YOU MAY ALSO NEED

 Unisex Plain Sneaker Socks 3 pack £8.00	 Men's Lifestyle Sueded Cotton Boxer Shorts 3 Pack £30.00
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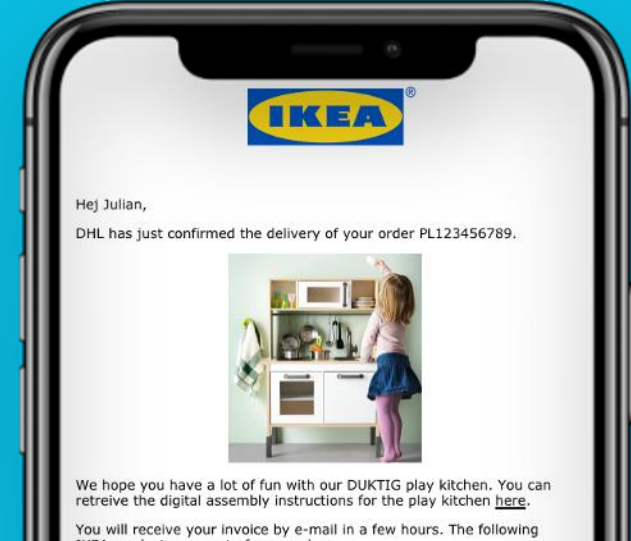
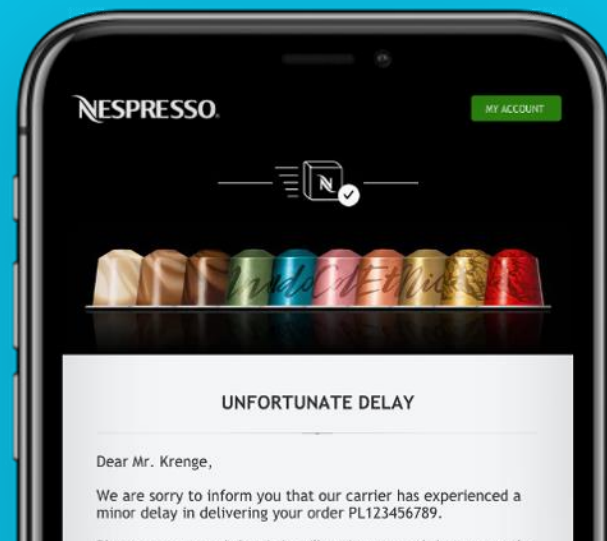
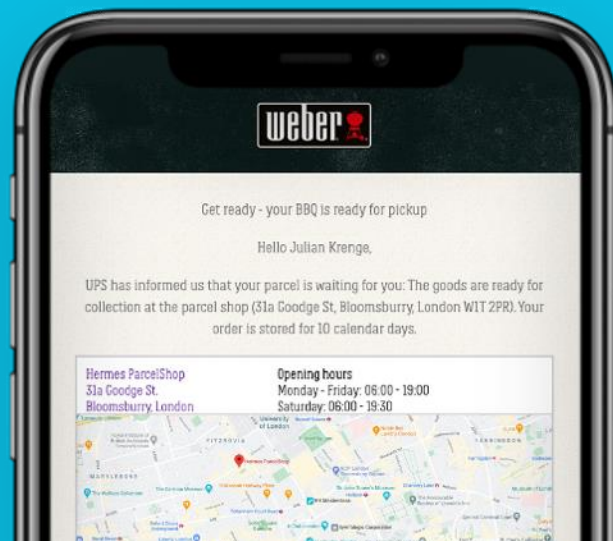
Kundenzentriertheit optimieren



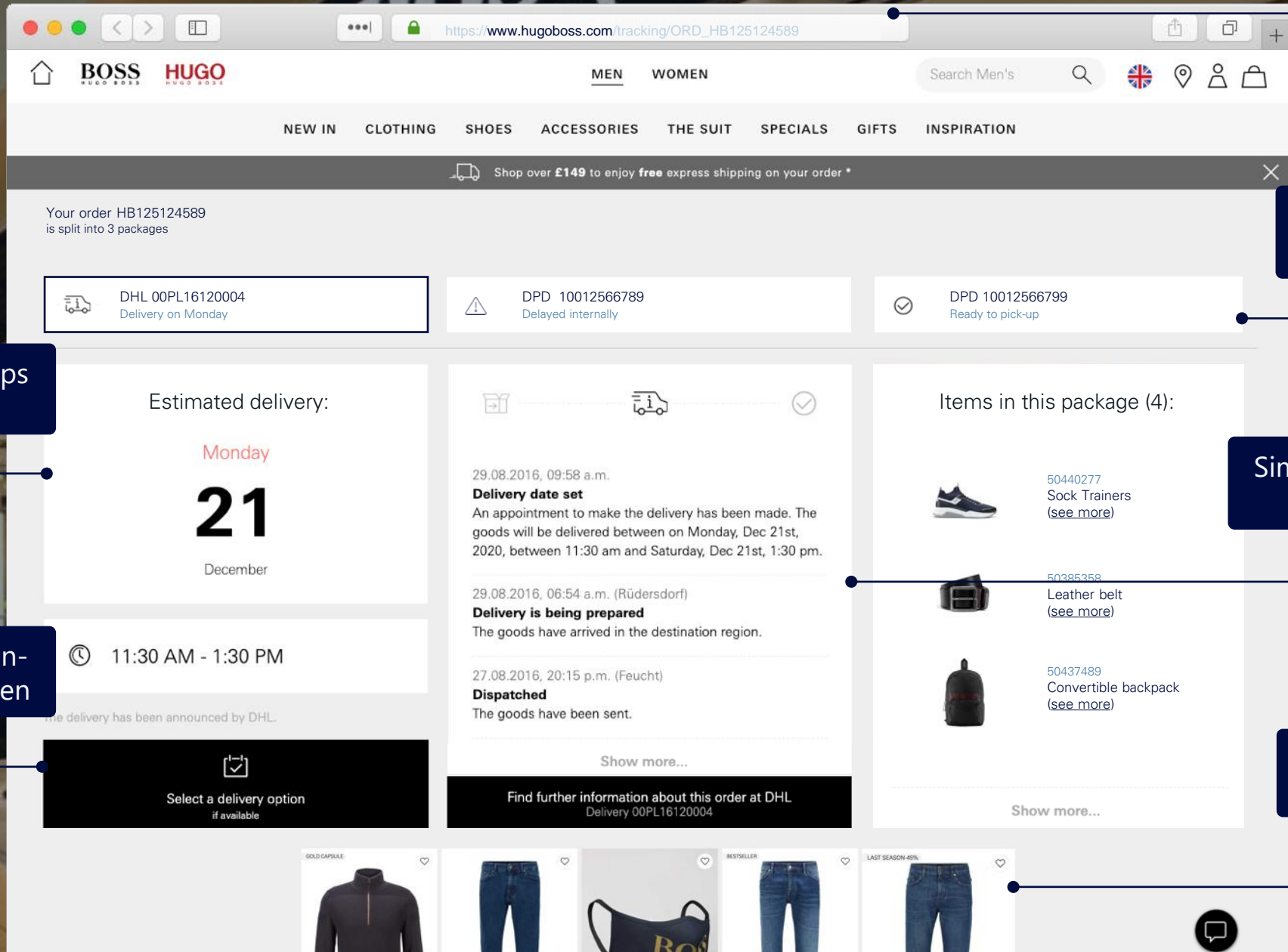
personalisiertes &
gebrandetes Erlebnis

Pro-aktives
Engagement

Upselling &
Platzierung von Content



Innerhalb des Web Shops



Immer next Steps hervorheben

Split Aufträge managen

Lieferdienst in-flight Optionen

Simplifizierter End-to-End Status

Integrierter Content

500+ zufriedene Kunden weltweit

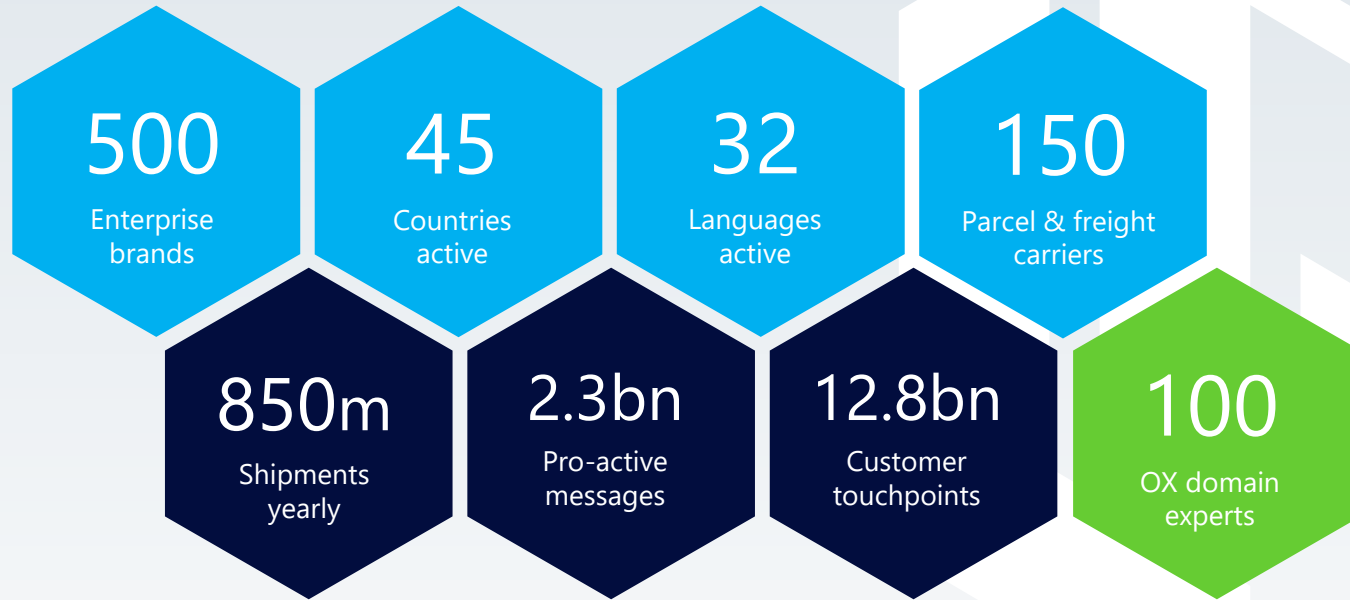


FARFETCH



We are the unique #1

in Operations Experience Management



Munich
parcellab GmbH



London
parcellab Ltd.



Paris
parcellab SAS



New York
parcellab Inc.



VIELEN DANK!

