LTV-Lab
for shopify

～ Scenario settings ～

1st edition

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　　　　＊Standard plan limited

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LTV-Lab for shopify

Date:2022-08-22

⏻ sign out

👕 Step mail by product | ✉ Step mail | ⚙ Various settings

✉ Mail setting

Normal plan

Standard plan

Mail-setting
■ Sender's from Address
■ Sender's name
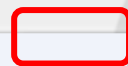
* Caution when downloading for the first time

👕🧴 **By product Step mail create**

Out-of-plan buttons
is a lock mark
I can't guess

✉ **Step mail create**

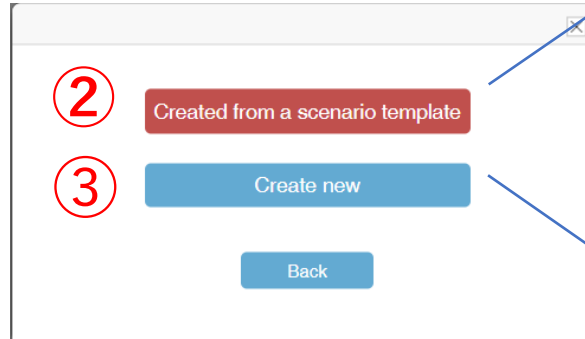⚙ **Various settings**

In the case of a contract plan change,
Please change it here

1 How to create a step-mail by each product （Standard plan）

User:admin PW change Date:2022-08-22 sign out

Step mail by product | Step mail | Various settings

Company: 149 : test

Make a copy | Create New | 1/1Page

Scenario name	validity	Creation date and time	Edit	Delete

Make a copy | Create New

① Make a copy | Create New | 1/1Page

シナリオ一覧

	シナリオ名
○	商品別購入テンプレート

④

確認 | もどる

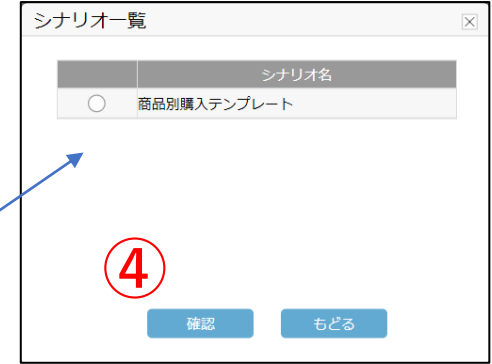② Created from a scenario template
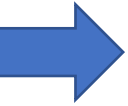
③ Create new

Back
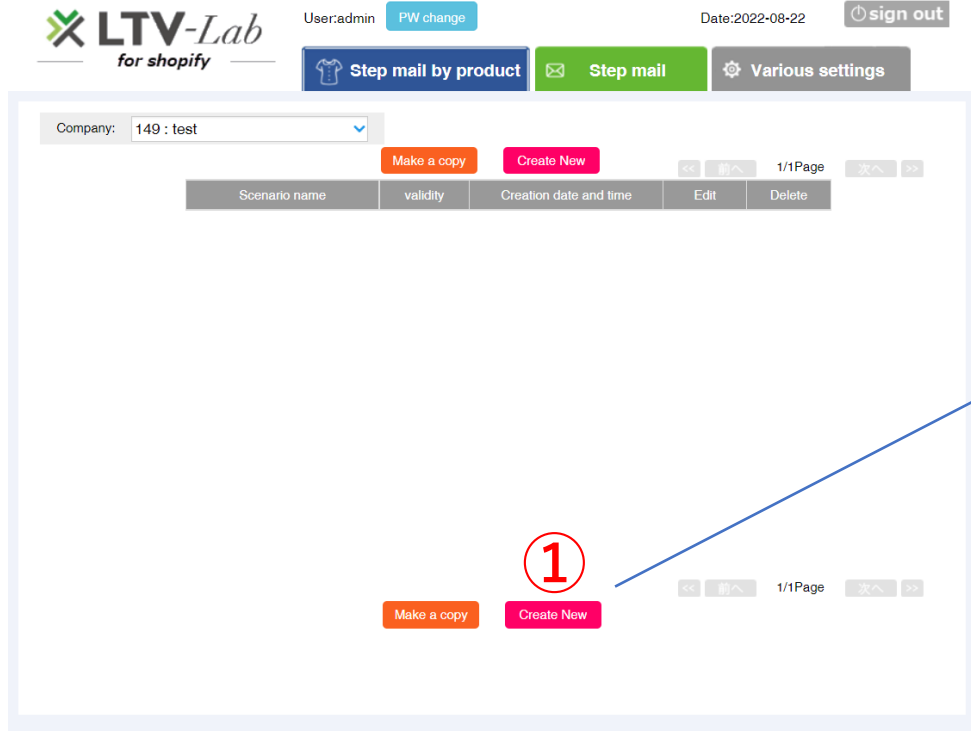
① 「Create New」

② 「Created from a Scenario template」
The pre-installed "template"
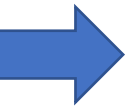If you want to process and use it, click here
Please use it.

③ 「Create new」
If you want to create a new scenario from scratch,Please use this.

④ 「Confirm」
In "Purchase template by product"Check the box and click
"Confirm"Push the button

scenario
create
screen

scenario
create
screen

＊ There is no template selection for customers using the normal plan, so you can go directly to the scenario creation screen.

By drag and drop
"Mail Add " "Stop"
is possible

Select a purchase to stop the scenario
(*For standard plan)

When the scenario becomes long, etc.
The size of the entire screen can be reduced

④

⑤

AutoScenario

②

Stopping the scenario
purchased product:

+ Mail Add **‖ stop**

商品購入ステンプ

Product selection

Effect ON

①

Double click
Change scenario name
You can do it.

Double click
You can change
the word.

mail illustration Double-click
Go to the compose email screen.

"Effect verification"
It's possible.

Email illustration in the following place
By dragging and dropping
Deletion and temporary standby are possible.

③

<Basic usage flow>

(1) "Compose an email"
If you double-click an email,
Go to the email composition screen.
(*The email text in the template is
It will be a temporary sentence, so
be sure to process it.
Please use it)

(2) "Mail Add" and "Stop"
Within a scenario, add or stop
emails If you want to, please use
this illustration Drag and drop to
add/stop I will.

(3) "Delete" and "Temporary
Standby"
In scenario creation, delete an email
If you want to wait for a while, click
hereDrag et al. illustrations & Doro
Plp and add/stop.

(4) "Scenario Stop Purchase
Products"
After purchasing the specified
product, the scenario is Select the
product that you want to stop.

(5) "Effect ON/OFF"
Effect verification is possible

(1) Composing an email

■Email composition screen

MailEdit	✕

Measure status	Validity ▾

| ID.42 Type | Follow ▾ | Memo |

Filtering conditions

Date condition
* ◯ From the latest shipping date   * ⦿ From the latest purchase date   7   After the lapse of days send

History condition

Latest purchase   [Product selection]   Number of purchases [ ] times ~ [ ] times

Transmission time	10:00 ▾

Validity period:	Delivery start date ~ [ ] 📅

☑ Click rate   ☑ Open rate   ※In the case of text mail, the open rate cannot be measured.

PC	Smartphone	*If you need help creating HTML email, please click this

| Subject | [ ] | Copy to Smartphone |

[text] [Free HTML] [(^-^)]

Text	

① **Set the delivery conditions**

② **Create a sentence**

*Please refer to the separate email creation manual for how to compose an email.

(1) **"Compose an email"**
If you double-click an email,
Go to the email composition screen.
**(*The email text in the template is
It will be a temporary sentence, so
be sure to process it.
Please use it)**

⬇

(2) **"Mail Add" and "Stop"**
Within a scenario, add or stop emails If you want to, please use this illustration Drag and drop to add/stop I will.

⬇

(3) **"Delete" and "Temporary Standby"**
In scenario creation, delete an email If you want to wait for a while, click hereDrag et al. illustrations & Doro Plp and add/stop.

⬇

(4) **"Scenario Stop Purchase Products"**
After purchasing the specified product, the scenario is Select the product that you want to stop.

⬇

(5) **"Effect ON/OFF"**
Effect verification is possible

■How to "add" an email

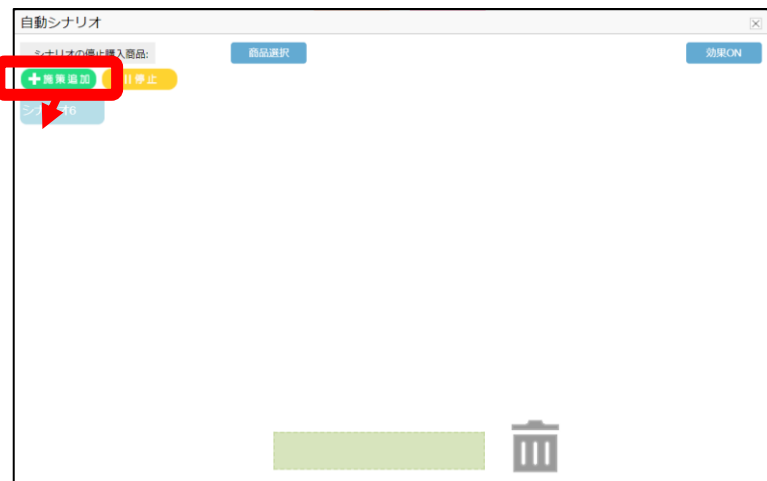**1) If you have a template**　　　　***If you want to add a fifth email**
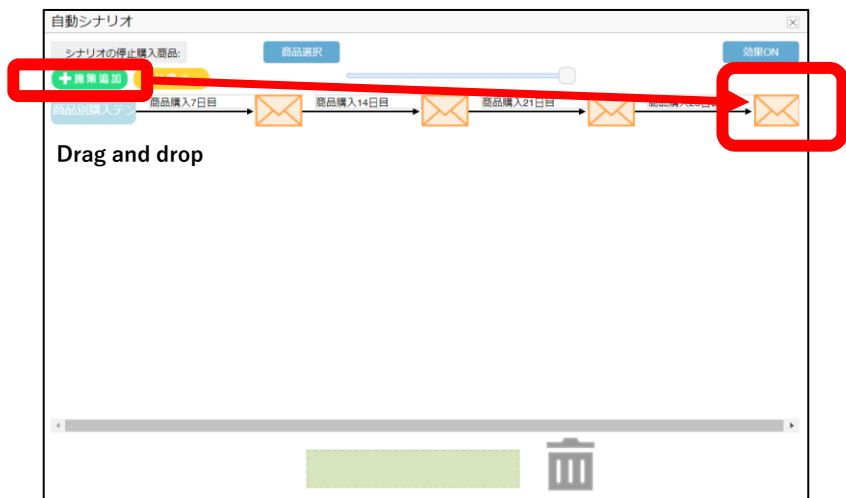
Drag and drop

① Drag and drop
Move to the fourth email

- If the sixth message is added, the fifth letter,
- and so on.
- Move to the top of the pre-mail illustration
-

② The compose screen for e-mail will appear.

2) In the case of creating a new product

① Drag and drop
Move above the scenario name

② The compose screen for e-mail will appear.

\<Basic usage flow\>

(1) "Compose an email"
If you double-click an email,
Go to the email composition screen.
(*The email text in the template is
It will be a temporary sentence, so
be sure to process it.
Please use it)

(2) "Mail Add" and "Stop"
Within a scenario, add or stop
emails If you want to, please use
this illustration Drag and drop to
add/stop I will.

(3) "Delete" and "Temporary Standby"
In scenario creation, delete an email
If you want to wait for a while, click
hereDrag et al. illustrations & Doro
Plp and add/stop.

(4) "Scenario Stop Purchase Products"
After purchasing the specified
product, the scenario is Select the
product that you want to stop.

(5) "Effect ON/OFF"
Effect verification is possible

# ■How to "stop" an email

*If you want to stop the second email
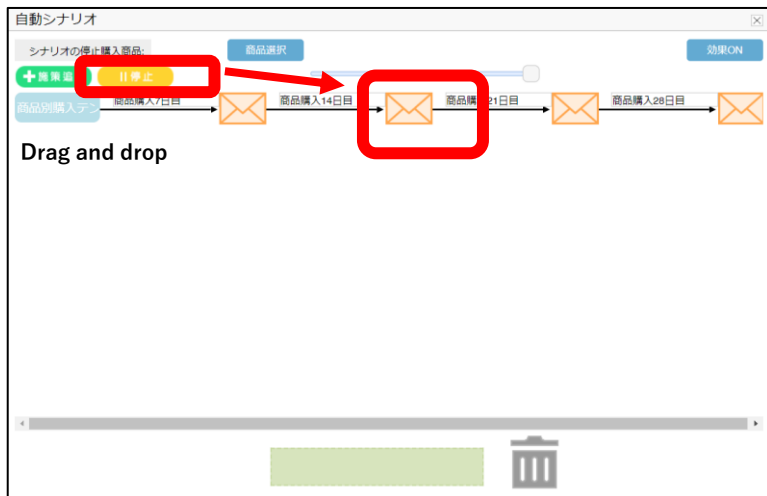
Drag and drop

① **II 停止** Drag and drop
Move to the second email

② Confirmation of suspension of measures

Are you sure you want to stop the measure?

[Yes] [No]
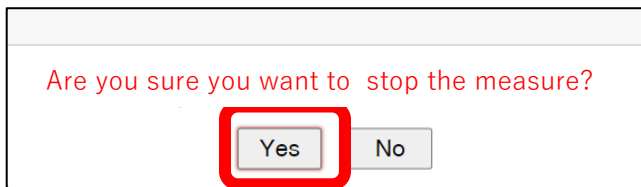
③ Confirmation of suspension of subsequent measures

Will you stop all subsequent measures?

[Yes] [No] [Cancel]
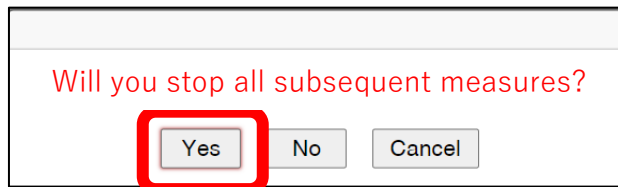
* Measures in the middle of the scenario
In case of outage, a confirmation is displayed

<Basic usage flow>

(1) "Compose an email"
If you double-click an email,
Go to the email composition screen.
(*The email text in the template is
It will be a temporary sentence, so
be sure to process it.
Please use it)

(2) "Mail Add" and "Stop"
Within a scenario, add or stop
emails If you want to, please use
this illustration Drag and drop to
add/stop I will.

(3) "Delete" and "Temporary Standby"
In scenario creation, delete an email
If you want to wait for a while, click
hereDrag et al. illustrations & Doro
Plp and add/stop.

(4) "Scenario Stop Purchase Products"
After purchasing the specified
product, the scenario is Select the
product that you want to stop.

(5) "Effect ON/OFF"
Effect verification is possible

■How to "delete" an email

*If you want to delete the second email
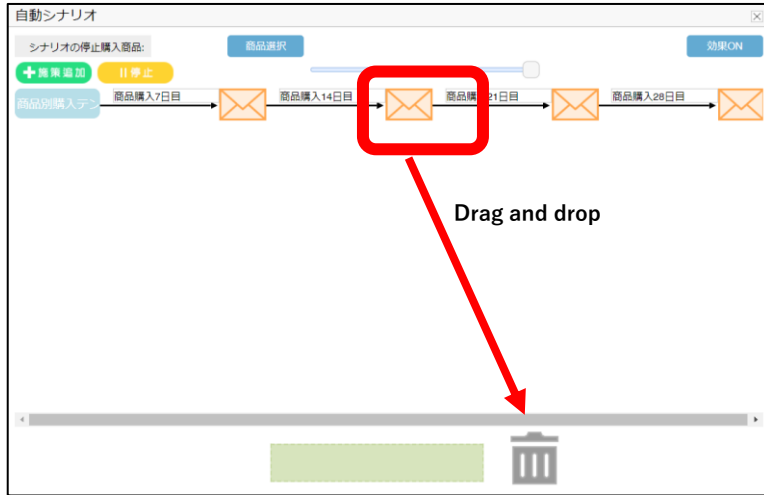
Drag and drop

① Drag and drop the target email
Move it to the trash can illustration

② Confirm deletion of measures

Once deleted, it cannot be recovered.
Are you sure you want to delete the measure?

Yes   No

③ Confirmation of deletion of subsequent measures

Will you stop all subsequent measures?

Yes   No   Cancel

* Measures in the middle of the scenario
In case of deletion, a confirmation will be displayed

<Basic usage flow>

(1) "Compose an email"
If you double-click an email,
Go to the email composition screen.
(*The email text in the template is
It will be a temporary sentence, so
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Please use it)

(2) "Mail Add" and "Stop"
Within a scenario, add or stop
emails If you want to, please use
this illustration Drag and drop to
add/stop I will.

(3) "Delete" and "Temporary
Standby"
In scenario creation, delete an email
If you want to wait for a while, click
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Plp and add/stop.

(4) "Scenario Stop Purchase
Products"
After purchasing the specified
product, the scenario is Select the
product that you want to stop.

(5) "Effect ON/OFF"
Effect verification is possible

■ "Temporary evacuation" method of e-mails（used to change the order of e-mails, etc.）

*Example）If you want to change the order of the second message and bring it to the end
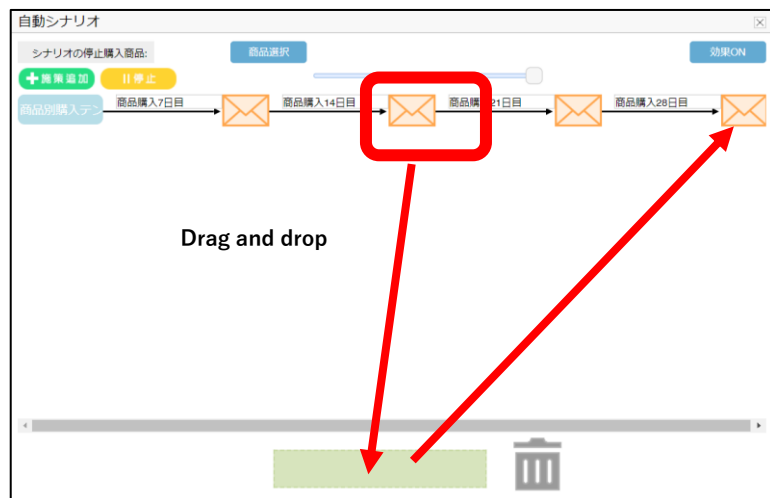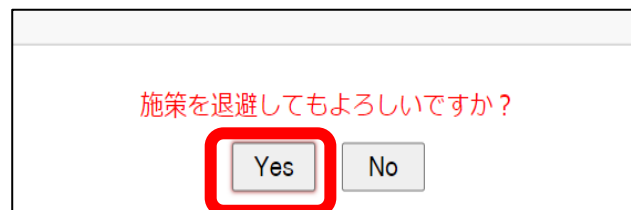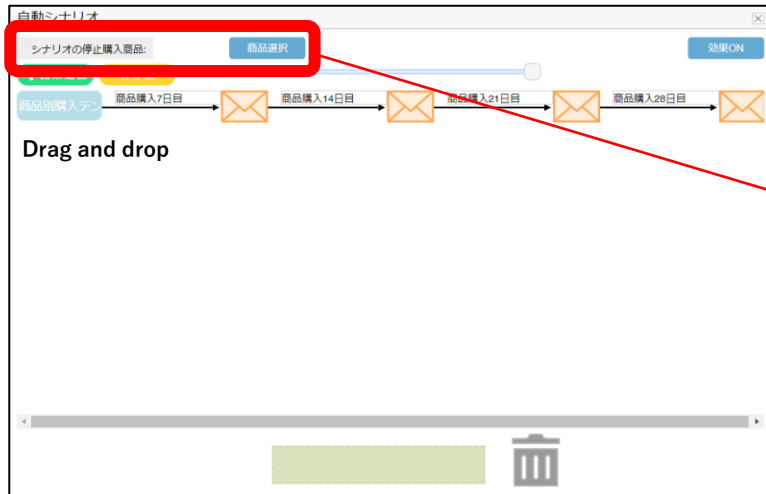

Drag and drop

① Drag and drop the target email
Move to green frame

* Measures in the middle of the scenario
In case of deletion, a confirmation will be displayed

② Confirmation of evacuation of measures

施策を退避してもよろしいですか？

Yes　No

③ Change at the end of the scenario

Drag saved emails &
Drop and move to final email

* If the sixth message is added, the fifth letter, and so on.
Move to the top of the pre-mail illustration

<Basic usage flow>

(1) "Compose an email"
If you double-click an email,
Go to the email composition screen.
(*The email text in the template is
It will be a temporary sentence, so
be sure to process it.
Please use it）

(2) "Mail Add" and "Stop"
Within a scenario, add or stop
emails If you want to, please use
this illustration Drag and drop to
add/stop I will.

(3) "Delete" and "Temporary Standby"
In scenario creation, delete an email
If you want to wait for a while, click
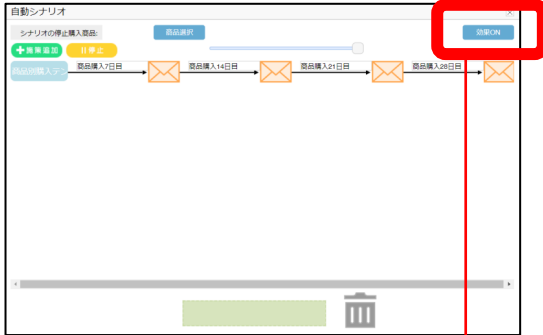hereDrag et al. illustrations & Doro
Plp and add/stop.

(4) "Scenario Stop Purchase Products"
After purchasing the specified
product, the scenario is Select the
product that you want to stop.

(5) "Effect ON/OFF"
Effect verification is possible

By product
Step mail
create

■ How to set "Scenario Stop Purchase Products"

1) In the follow-up scenario of product A, if you want to stop the email after purchasing product A

自動シナリオ

シナリオの停止購入商品:　　商品選択　　　　　　　　　効果ON

商品別購入ステ　商品購入7日目　商品購入14日目　商品購入21日目　商品購入28日目

Drag and drop

① Drag and drop

商品名:　　　　　　　　　　　　　　　　　　　　　● AND ○ OR
商品番号:　　　　　　　　　　　　　　　　　　　　　● AND ○ OR
商品並び順:　アルファベット順　　　　検索
□ 全ページ選択　　　　　　　　　　　　　　　　　　◁◁ ◁へ 1/1頁 次へ▷ ▷▷
■　　　　　　　　商品名称　　　　　　　　　　　　商品番号

複数選択した場合、いずれか当てはまる顧客が対　になります。　◁◁ ◁へ 1/1頁 次へ▷ ▷▷

確認　　戻る

<Basic usage flow>

(1) "Compose an email"
If you double-click an email,
Go to the email composition screen.
(*The email text in the template is
It will be a temporary sentence, so
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Please use it)

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(2) "Mail Add" and "Stop"
Within a scenario, add or stop
emails If you want to, please use
this illustration Drag and drop to
add/stop I will.

↓

(3) "Delete" and "Temporary
Standby"
In scenario creation, delete an email
If you want to wait for a while, click
hereDrag et al. illustrations & Doro
Plp and add/stop.

↓

(4) "Scenario Stop Purchase
Products"
After purchasing the specified
product, the scenario is Select the
product that you want to stop.

↓

(5) "Effect ON/OFF"
Effect verification is possible

■How to confirm "effect measurement"

*Purchase count is

効果測定画面

The period can be specified.

AutoScenario

Stopping the scenario purchased product:

Product selection

Effect period: ___ ~ ___   Effect   Effect OFF

+ Mail Add || stop   ☑PC ☑Smartphone

商品別購入テン

商品購入7日目 → 商品購入14日目 → 商品購入21日目 → 商品購入28日目

delivery 0Case	delivery 0Case	delivery 0Case	delivery 0Case
click 0Case	click 0Case	click 0Case	click 0Case
open 0Case	open 0Case	open 0Case	open 0Case
cv 0Case	cv 0Case	cv 0Case	cv 0Case

You can see the numerical value of each effect.

You can check the details of each delivery   You can check the details of each delivery

<Basic usage flow>

(1) "Compose an email"
If you double-click an email,
Go to the email composition screen.
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It will be a temporary sentence, so
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(3) "Delete" and "Temporary Standby"
In scenario creation, delete an email If you want to wait for a while, click hereDrag et al. illustrations & Doro Plp and add/stop.

(4) "Scenario Stop Purchase Products"
After purchasing the specified product, the scenario is Select the product that you want to stop.

(5) "Effect ON/OFF"
Effect verification is possible

■How to install the "CV (purchase) tag"

*This screen is Japanese ver

(1) "Settings" at the bottom left of the screen

①

(2) "Checkout" → "Additional scripts"

Paste the tags on the next page

■CV Tag

Please paste the following

```
<script type="text/javascript">

window.tr=window.tr||function(){tr.q=[];tr.q.push(arguments)};
window.sendTrack = window.sendTrack ||
function(obj,event) {
obj["sendId"] = "○○○.myshopify.com";
tr.tr_obj=obj;tr("send",event);tracking();}</script>
<script src="//shopimail.k-crm.jp/tracking.js"></script>

<script type="text/javascript">
var trackBody = [];
trackBody["userId"] = "";
trackBody["userMail"] = "{{ checkout.customer.email }}";
trackBody["orderId"] = "{{ checkout.order_number }}";
trackBody.push([]);
sendTrack(trackBody, "purchase_rate");</script>
```

(1) Please enter the URL of your store

By product
Step mail
create

* Multiple scenarios can be set, so you can choose which scenario to enable (multiple scenarios are also possible)
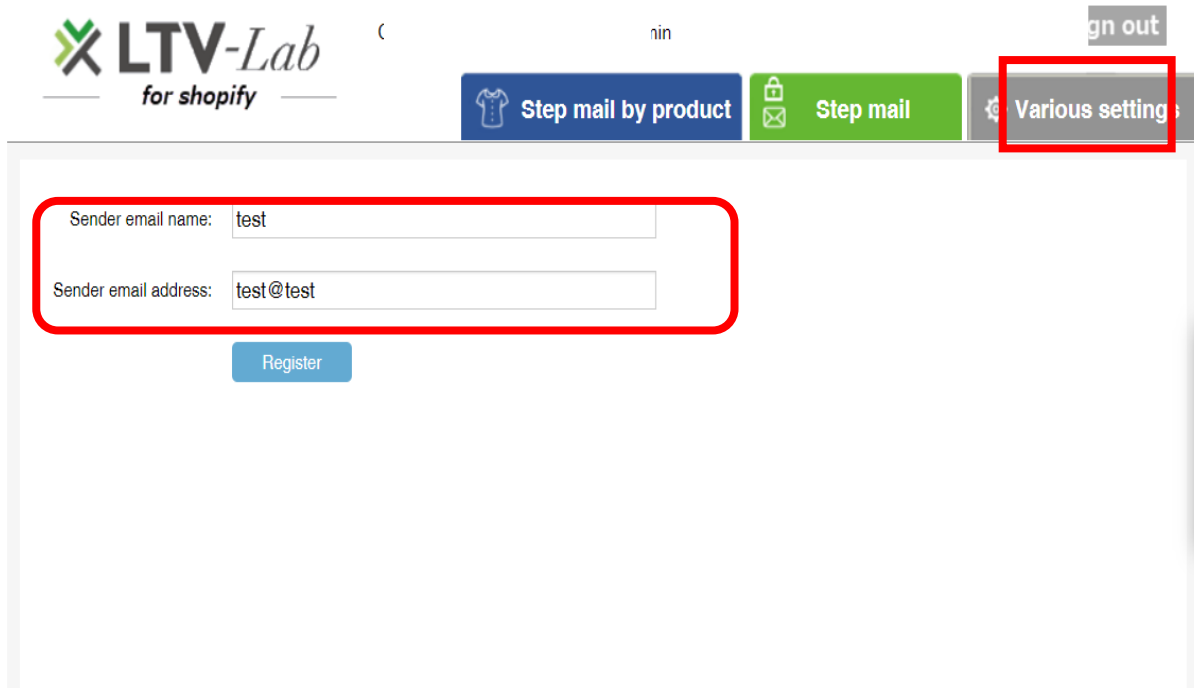

Turn on the scenario you want to enable

* Customers using the normal plan do not have multiple scenarios, so there is no screen here.

■How to set "sender mail name" and "sender email address"

The default setting is the "email address" that you set up in Shopify.
If you want to change it, please enter it and register.