

Introducing Penny Black

the newest digital marketing channel

Penny Black is the only digital marketing channel that brings **marketing personalisation** into the **unboxing moment** for Shopify merchants.

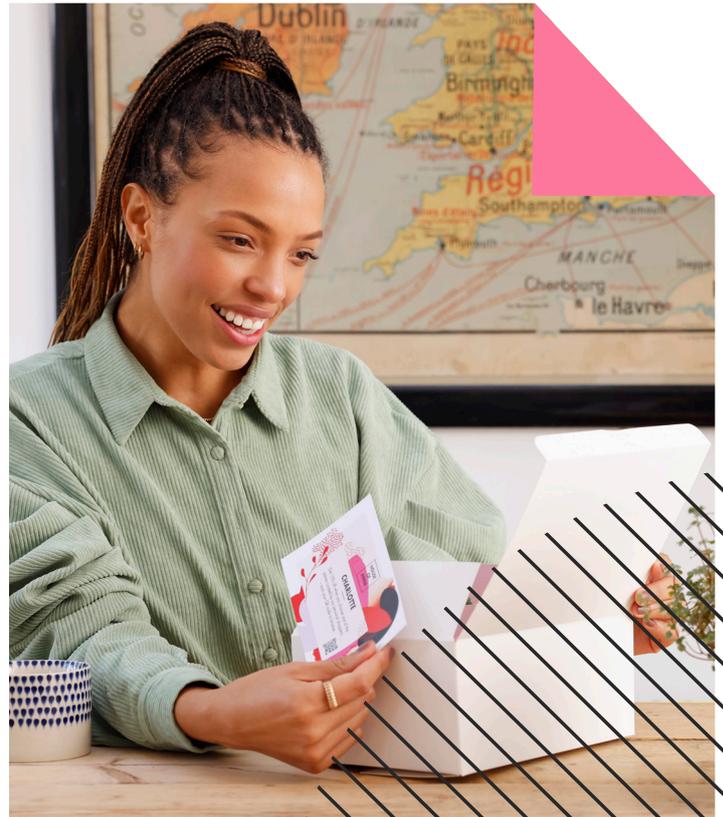
Become one of the first ecommerce agencies to create on-brand, personalised and high-quality inserts for your clients that are proven to increase repeat purchase rates, LTV and retention.



BLEND

"It's not often that something truly unique comes around in the Shopify App space - but Penny Black's done just that. As an agency, we can see big potential in what they offer for clients, but also in that we'll be able to use Penny Black to make the post-purchase experience more effective for merchants. What's great too is how we can manage Penny Black for clients as part of their retained service, which is a win for any agency."

Adam Pearce,
CEO of Blend Commerce, Shopify Design and Development Agency



➤ The value add

How penny Black benefits your agency

Increase retainers	Expertise	Client success
 <p>Include Penny Black in your retention retainer package, alongside the likes of Klaviyo, to create more sophisticated post-purchase flows</p>	 <p>Show you're experts in retention, personalisation and the post-purchase experience by mastering this new channel</p>	 <p>Improve the performance of all your clients' marketing initiatives – from email and SMS to on-site personalisation and reviews – by enriching segmentation with Penny Black data</p>
 <p>Add flyer design and Campaign management to your retainer fees</p>	 <p>Roll out advanced personalisation for your clients at every point in the customer journey</p>	 <p>Maintain and elevate your clients' brand identity and CX through to the unboxing moment</p>

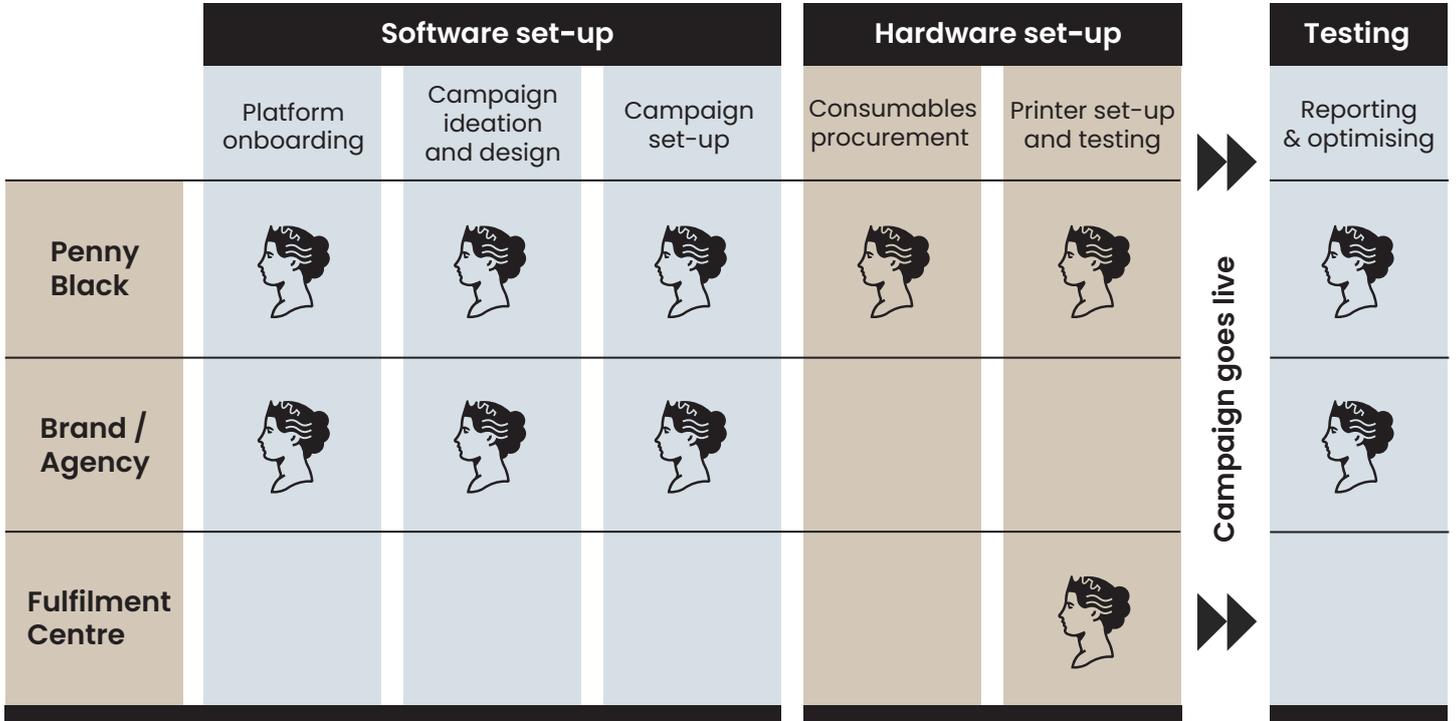
➤ How we support you

Right now, ecommerce brands are coming to us for support on flyer designs, Campaign advice and to track their success.

But, we're not the experts. You are...

New business	Support, training, advice	Guaranteed results
 <p>We'll refer new ecommerce brands to your agency for design and Campaign support</p>	 <p>We'll set you up, onboard and train your team on how to use the platform</p>	 <p>As the only marketing channel with a 100% open rate and a 10-15% conversion rate, we help you get more eyes on your clients' brand, grow their revenue and prove your agency's value</p>
 <p>We also post partnership announcements on social media and run co-marketing initiatives</p>	 <p>Deliver lunch-and-learns and training sessions for your team</p>	 <p>Feel the love from your clients!</p>
	 <p>Ongoing support and advice whenever you need it</p>	

▶ Working together



*You don't need to be fulfilment experts. Whether your clients do fulfilment themselves or work with a 3PL, we take all the hardware setup and maintenance off your hands.



**FULL FAT
COMMERCE**

"It's exciting to find something new in ecommerce SaaS that hasn't been done before. Penny Black gives us a whole new suite of services to sell and delight our clients with. We're excited by the possibility of adding unboxing expertise to our retention retainers and using Penny Black alongside other tools to increase our clients' long-term revenue."

James Lane,

Founder of Full Fat Commerce,
Shopify Design and Development Agency



Interested? Make the most of Penny Black for your clients

Be an early adopter of the newest marketing channel and give your clients:



Full access to our platform



Hardware implementation at your clients' fulfilment centre



Procurement of print resources (ink and paper)



Ongoing support to consistently optimise your clients' campaigns

I WANT IN!

To make the most of this offer, email info@pennyblack.io and we'll check your eligibility.



**OR SCAN HERE TO BOOK
A CALL AND UNLOCK
THE LIMITED TIME OFFER**