



## BACK IN STOCK & REPLENISHMENT

# Product Alerts

Proactively notify customers when products are back in stock or ready to replenish to drive engagement and conversions.

### Brands struggle to retain customers and capture revenue when:

- Customers leave when items go out of stock and don't return once inventory is replenished
- Regular buyers lapse when they forget to reorder consumable products, leading to preventable churn
- Static, one-size-fits-all communications miss customer intent and timing, leaving reactivation opportunities on the table

### Product Alerts help you capture more revenue and keep customers coming back coming back

- **Drive revenue growth** by recovering lost sales and re-engaging high-intent customers the moment inventory is replenished
- **Increase repeat purchases** and lifetime value through timely replenishment reminders that keep customers coming back on a natural buying cycle
- **Strengthen customer relationships** by delivering proactive, value-driven experiences that anticipate what your customers need before they have to ask
- **Improve conversion rates** by replacing static, one-size-fits-all communications with relevant, well-timed alerts that match customer intent

#### How to measure success:

##### REVENUE:

Attributed sales from alerts, revenue per email, sell-through rate

##### LOYALTY

Repeat purchase rate, purchase frequency, retention rate, AOV, CLV

##### ENGAGEMENT

Open rates, CTR, CTOR

### Why Zeta for Product Alerts

Most platforms can send a back-in-stock email. Zeta connects the full chain from identity to intent to action to measurement in one system, so your alerts reach the right person, on the right channel, at the right time, and you can prove it worked.

- **Zeta Identity Graph:** Reconnect anonymous browsers to known profiles once they're identified to expand your addressable audience for every alert.
- **Real-Time Triggers and Dynamic Audiences:** Ingest live inventory updates and leverage captured customer behavior signals to fire alerts the moment they're relevant.
- **AI-Powered Recommendations:** Increase AOV by surfacing complementary or similar products within the same alert, driven by individual browsing and purchase behavior.
- **Cross-Channel Orchestration Without Extra Integrations:** Activate and prioritize alerts across email, SMS, push, and in-app from one platform without third-party connectors, additional vendor contracts, or data lag between systems.
- **Advanced Personalization at Scale:** Tailor each message to individual purchase patterns and preferences using ZMP's built-in segmentation and content personalization tools.
- **Closed-Loop Attribution:** Track downstream revenue impact from every alert and tie performance directly back to the campaign. Know what's working and where to optimize, without stitching together data from multiple tools.

## SUCCESS STORY

A leading men's apparel brand turned high-demand stockouts into a growth opportunity with Zeta's automated product alerts, driving **+135% CTR lift** and **+80% more revenue per email**.

### Getting started with Product Alerts

1

Define who should receive the alert

[View Guide](#)

2

Define the message and channels

[View Guide](#)

3

Define when alerts are triggered

[View Guide](#)

### Key Considerations

- **Product and inventory readiness:** Confirm your product catalog and inventory feeds are set up to trigger alerts in real time.
- **Customer opt-in strategy:** Define how customers will subscribe to alerts, whether through product pages, account preferences, or during checkout.
- **Channel strategy and prioritization:** Decide which channels (email, SMS, push, in-app) will carry each alert type and in what order.
- **Personalization approach:** Determine how deeply you want to personalize alerts, from basic product details to recommendations based on browsing and purchase history.
- **Frequency and timing:** Set rules for how often customers receive alerts and how quickly after a restock or replenishment window they go out.
- **Compliance and preference management:** Make sure your alerts respect opt-in status, frequency caps, and any regional regulatory requirements.

### Data Requirements

- Product inventory data
- Purchase history
- Customer preferences
- Engagement data
- Loyalty or membership status

### Required ZMP Tools

- Audience Explorer
- Campaign Builder
- Push Notifications
- Experience Builder
- Data Feeds/Flows

### WHAT'S NEXT?

Reach out to your Zeta Client Success Team to get started.