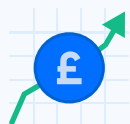


Case Study

Increasing email income by 44% in the first year using RedEye marketing automation



Overview



Email income increased by **44%** with RedEye



Personalised and targeted customer communication programmes



Conversion rates of up to **40.9%**

A one-stop shop for the best beauty essentials

allbeauty is a successful online retailer recognised by Which? as a Recommended Provider Beauty Retailer – amongst other accolades – specialising in providing the best beauty and fragrances from high profile best sellers to prestige, artisan, cult and niche.

With over 13,000 product lines they are a one-stop shop for beauty fanatics to get their favourite products quickly and reliably. With over 150,000 customers and growing – allbeauty's main mission is to continue to encourage their customers to replenish their beauty supplies with them and not let them fade away, or fall into competitors' hands.



The challenge

allbeauty were looking for a supplier that would support them every step, of the way to get the most out of their Marketing Automation investment.

This was critical for allbeauty as they have a myriad of groups of customers that they need to stay relevant to. allbeauty's business was expanding rapidly and was looking to fuel engagement throughout the customer lifecycle whilst driving more revenue.

They needed an advanced Marketing Automation platform to support this growth, without the technical support being sacrificed. To push their marketing forward allbeauty needed help delivering much more personalised and targeted communications, driven by data.

Using data in a more sophisticated way

To support allbeauty in their growth and help them ensure they're communicating in the most relevant way possible to their different groups of customers, they made the move to RedEye, which allowed them to use their data in a much more sophisticated way. The RedEye team were on hand to provide support in getting the most out of their new Marketing Automation platform. This was put in place right from the outset with allbeauty and RedEye working together to develop personalised and targeted customer communication programmes. Programmes that effectively communicate the brand and its offering consistently to its consumers across numerous markets.

The allbeauty communication plan took a two-pronged approach

1

Firstly, looking at the behavioural email programme. RedEye's in-house Strategy Team reviewed the customer journey to identify gaps in the allbeauty marketing automation strategy.

Using RedEye's platform, allbeauty were able to introduce new email campaigns such as 'Abandon Payday' and 'Abandon Category' emails to ensure the whole customer journey is covered effectively.

2

Secondly, looking at allbeauty's campaign emails, RedEye expanded allbeauty's core segment of customers who purchased in the last 15 months to include prospect customers and identified lapsed customers who could be re-engaged.

Their new investment in RedEye means they can delve into their data to create highly targeted segmentation tiered down to brand purchasing level. Support from the team at RedEye means that their messages are now much more tailored and genuinely relevant to the customer, generating excellent results.

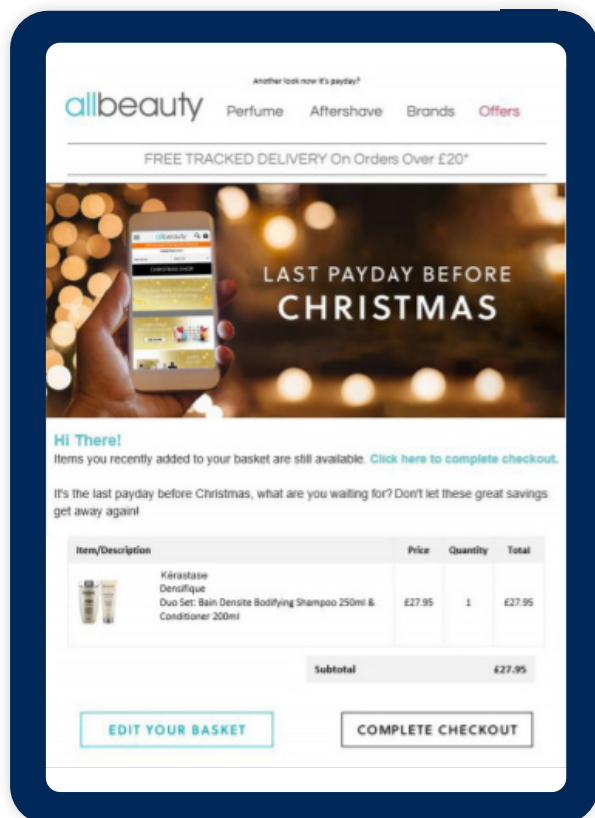


A rapid increase in conversion rate

With a new Marketing Automation platform that allows allbeauty to utilise their data on a new level, and a team to help them make the most of it, the new behavioural email campaigns have delivered fantastic results.

The 'Abandon Payday' email has seen a conversion rate of up to 40.9% and brought in an additional £19,885 in revenue over six months. The 'Abandon Category' email has seen an open rate high of 38.7% and click through rate of 23%, bringing in an additional £154,000 of revenue over six months.

These results are in addition to the abandon behavioural emails allbeauty already had live. Looking at the campaign emails with much more targeted segmentation, they have seen a YoY increase in revenue of 44%, with open rates increasing from 7.8% to 12.8%. This is all down to the creation of segments of active purchasers, customers who have browsed the brand recently and customers who were lapsed purchasers.



**'ABANDON CATEGORY' EMAIL
SAW A CLICK-THROUGH
RATE OF 23%
RESULTING IN
£154,000
IN REVENUE OVER SIX MONTHS**

“

We are extremely pleased with the results RedEye have helped us to achieve in our first year together.

We truly feel like they are in it with us, supporting our growth with an email campaign programme that aids us in targeting our different groups of customers with a personalised approach, which has driven fantastic results.

”

eCommerce Manager at allbeauty





RedEye

Get in touch to see how we can optimise your
marketing campaigns through automation

www.redeye.com

