

Case Study

Using insight to optimise the customer journey



Overview



Going from no digital presence, to a fully automated multi-channel customer journey.



Creation of a rich single customer view to power personalised communications.



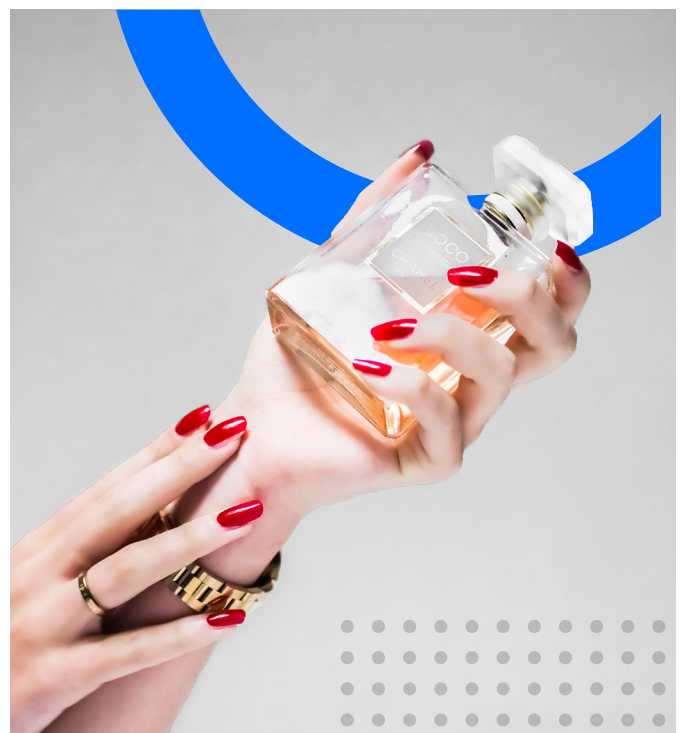
340% year on year increase in revenue from data driven automation.

Who are Penhaligon's?

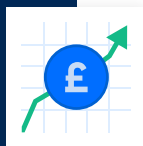
Penhaligon's are a luxury fragrance brand, with a long and rich history that began in the Victorian era. Through their stores and concessions nationwide and their online presence, they sell 38 unique fragrances, that have attained the biggest seal of approval – two Royal Warrants from HRH The Prince of Wales and HRH The Duke of Edinburgh.

Why RedEye?

Penhaligon's were looking for a supplier that could help them take their digital marketing to the next level, further highlighting their commitment to enhancing the all-important customer journey. It was clear RedEye were the right fit for Penhaligon's, as a business centred on technology that could also deliver the extra element that Penhaligon's were looking for – insight and in-depth support.



Penhaligon's required a partner that could...



Drive increased conversion and income to meet challenging targets



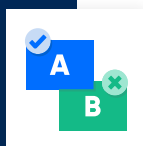
Take Penhaligon's rich data to the next level, harnessing its full potential



Bring new ideas to the table through high level strategic thinking from RedEye's expert Account Management and Strategy teams



Provide a Marketing Automation platform capable of supporting their ambitious marketing goals that support their premium offering



Generate new ideas to optimise their website through conversion rate optimisation



Help them get to know the Penhaligon's customer at a deeper level

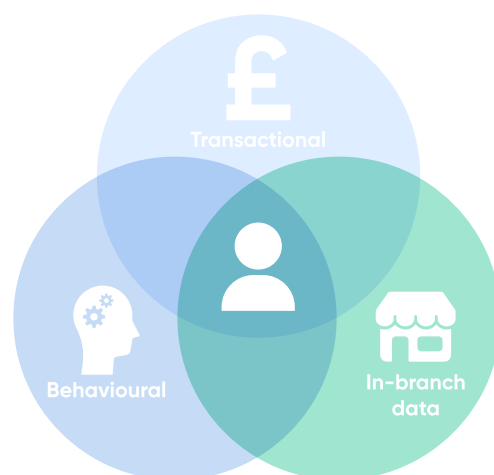


Tie together their two brands – Penhaligon's and L'Artisan Parfumeur – under one expert multi-channel marketing roof

Creating a Single Customer View

On joining RedEye, a cross-channel Single Customer View database was built for Penhaligon's. This database joined up many elements of their data, from transactional to online and in-store data, adding for the first time, website behavioural data to the customer record. RedEye used its unique customer identification solution to tie in anonymous browsing behaviour and device data to the relevant customer record creating a far richer customer understanding, driving personalised communications.

This was a crucial step towards creating an even more optimised journey for the Penhaligon's customer, as it provided much richer data for personalising the customer experience as well identifying a much higher volume of customers as individuals, rather than just cookies.



Understanding the Penhaligon's Customer

To truly optimise Penhaligon's email marketing it was crucial to really get under the skin of the Penhaligon's customer, understanding their needs and wants. To do this, RedEye's dedicated Data Insight team carried out extensive research into what makes the Penhaligon's customer tick. This knowledge gave RedEye the opportunity to propose a new marketing strategy based upon decisions that were driven by data. This included proposing new email campaigns, in-store initiatives, website personalisation and usability tests.

With this in mind, a five stage data insight project was initiated to gain an understanding of who Penhaligon's customers are and more importantly, how they behaved. The objective was to use this insight to drive increased brand engagement, user experience, customer loyalty and conversion rates. The five stages of the project were: customer analysis; online purchase behaviour analysis; in-store purchase behaviour analysis; customer web behaviour and prospect web behaviour.

The data insight project resulted in a greater understanding of the Penhaligon's target market, and an in-depth view of their behaviour. The insight project also led to over 20 new email campaigns and 8 new customer segments to underpin communications across channels. A predictive model was also produced that highlights the likelihood of a prospect making a purchase based on their online browsing behaviour. This ultimately led to marketing communications that were more targeted and highly relevant.



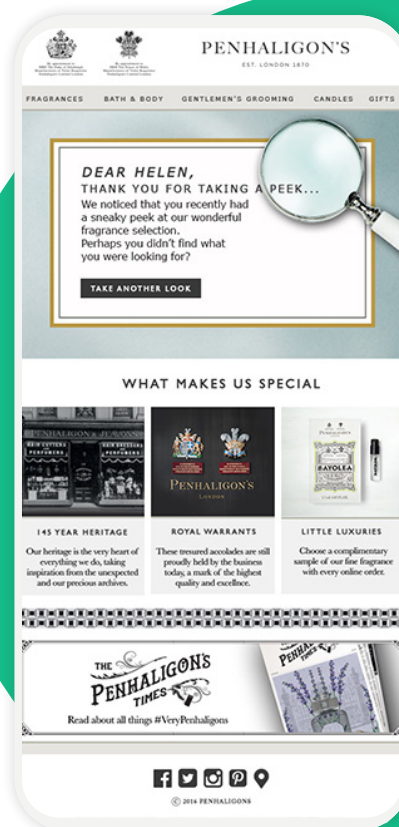
Building Customer Value

The extensive data insight RedEye carried out on the Penhaligon's customer was only a stepping stone, RedEye have since been on an optimisation journey with Penhaligon's. Using this rich insight to generate an abundance of ideas that takes their marketing to the next level – a data driven level. The research has enabled RedEye and Penhaligon's to work together towards a unified experience for their customers and prospects across their key channels.

Data Driven Strategies

Email plays a big part in Penhaligon's overall marketing strategy, with highly personalised messages providing their customer with the right content at the right time. Penhaligon's were looking for a platform they could really sink their teeth into and could provide the rich customer experience the brand demands. RedEye was the answer.

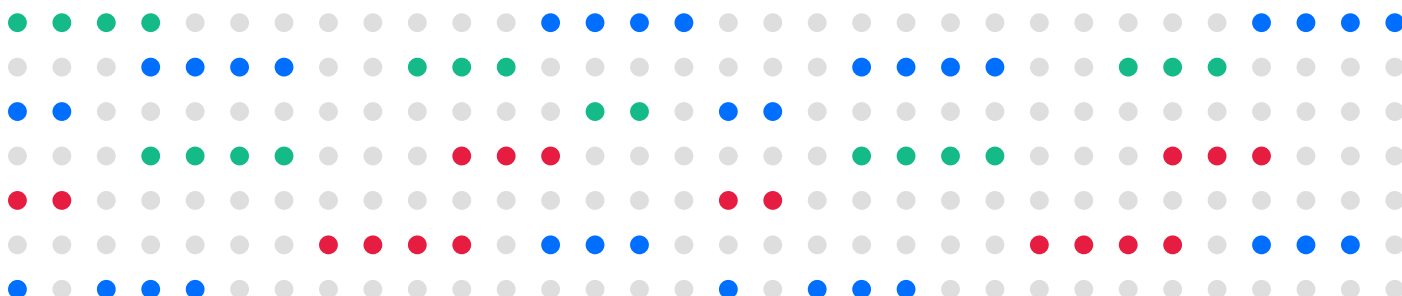
They were looking for a platform that could offer them a solution to enhance their data and allow it room to grow. Alongside this, RedEye's Account Management team supported them in finding new ways to grow their database, looking at online and in-store data. Stemming from the data insight, behavioural emails were a focus, with emails set up and managed by RedEye, ensuring the customer journey from website to email was as seamless as possible, providing an experience that really reflects their premium brand values. With RedEye, Penhaligon's have achieved a ROI of 776%, showcasing the success of the channel as a whole.



Data Driven Website Optimisation Strategies

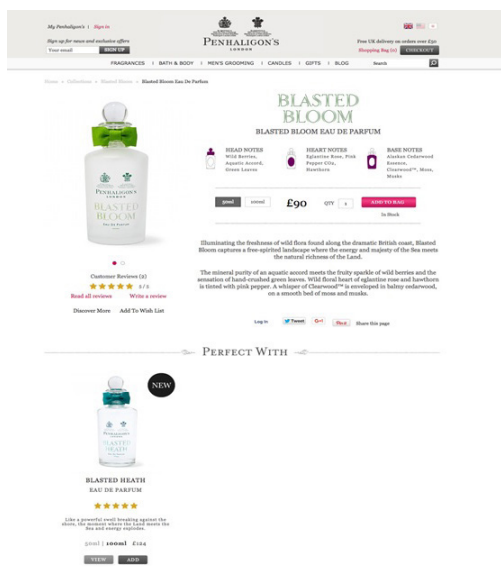
The data insight work was just as crucial to the optimisation of the Penhaligon's website. RedEye carried out expert UX reviews and user testing on the 'typical' Penhaligon's customer to gain an understanding of where the website could be further optimised. Using this user testing alongside the data insight work into the website behaviour of Penhaligon's customers and prospects, RedEye and Penhaligon's worked together to create a number of impactful test ideas for the website.

776% ROI WAS ACHIEVED

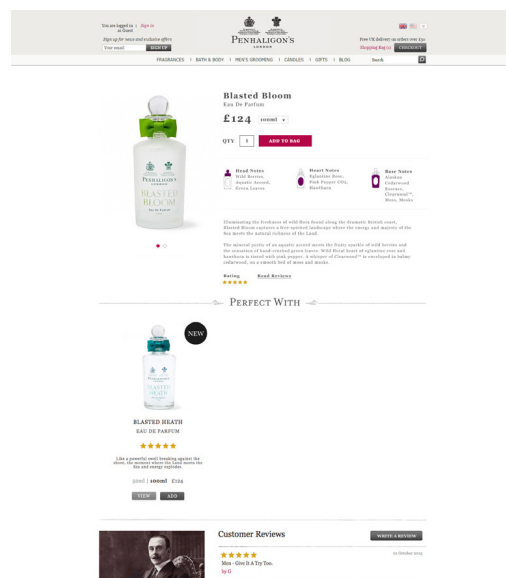
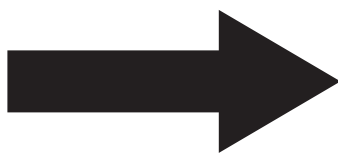


A/B Testing

One example of a successful A/B test to their website was on their fragrance product pages:

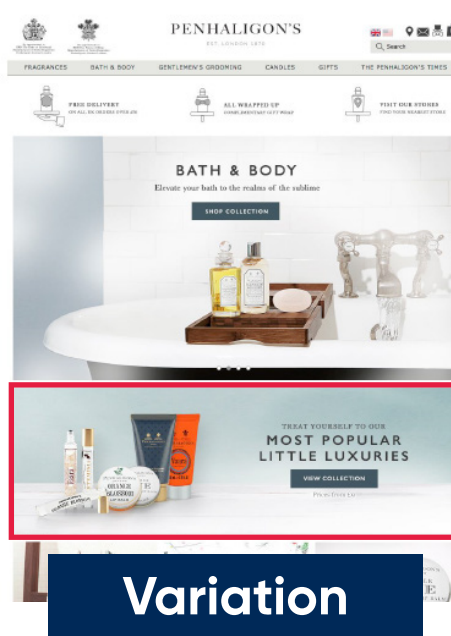
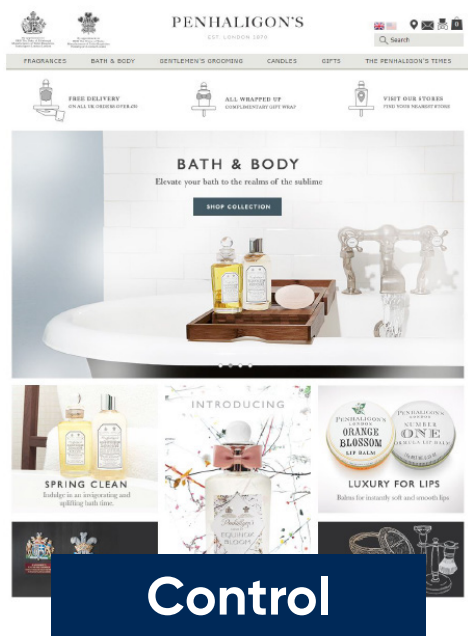


16%
UPLIFT IN
REVENUE



This particular test resulted in the new variation, created by RedEye, generating an impressive 16.2% uplift in revenue. Highlighting how simple changes to the order of a page, can have a massive impact. Website personalisation was also implemented, adding that extra element of targeted content to their customer's digital journey.

The first website personalisation test undertaken, looked at targeting Penhaligon's prospects with a specific product group. This personalisation resulted in a 46.17% uplift in revenue and a 26.55% uplift in conversion for Penhaligon's.



46.17% UPLIFT IN
REVENUE

The variation was shown to a segment of prospects who had visited the website but never made a purchase

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Optimising the website experience for our customers is our priority first and foremost. RedEye have helped us to understand our customer and their behaviour online in much more depth, providing insights into our data and user testing. These insights have allowed us to make valuable optimisations to our website that really enhance the journey across our website.

The results A/B Testing and Website Personalisation have generated highlight the success of the website optimisations we have undertaken with RedEye, especially the ongoing improvements we have seen on our conversion rate.

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Digital Marketing Manager at Penhaligon's



The Benefits of Working with RedEye

The most obvious and clear benefit of the relationship Penhaligon's have with RedEye, is the results that are now well within reach. RedEye have helped them generate emails that enhance the customer journey and website revenue increases they are ecstatic to see.

Penhaligon's have seen a massive 58% increase in direct conversion YOY through their email channel and since utilising RedEye's conversion rate optimisation capabilities, Penhaligon's have seen an overall site-wide RPV (Revenue per Visitor) uplift of 3.28%.

Including these incredible results, another benefit of working with RedEye was the support Penhaligon's received. They required a supplier that wouldn't just throw technology at them and run, they wanted a supplier that could become an extension of their team and offer expert digital marketing and strategy support.

The competencies RedEye can offer across the business with regards to data, is another significant benefit. From the dedicated Data Insight team, analysing and evaluating data to draw real and actionable insights, to the Account Management team, that work tirelessly to find new ways of growing databases. All the way through to RedEye's Marketing Automation platform, with its market leading customer identification and deduping capabilities.

The Journey Continues...

RedEye have helped Penhaligon's achieve some significant successes, including getting to know their customers that bit more in-depth. But what do Penhaligon's say about the relationship:

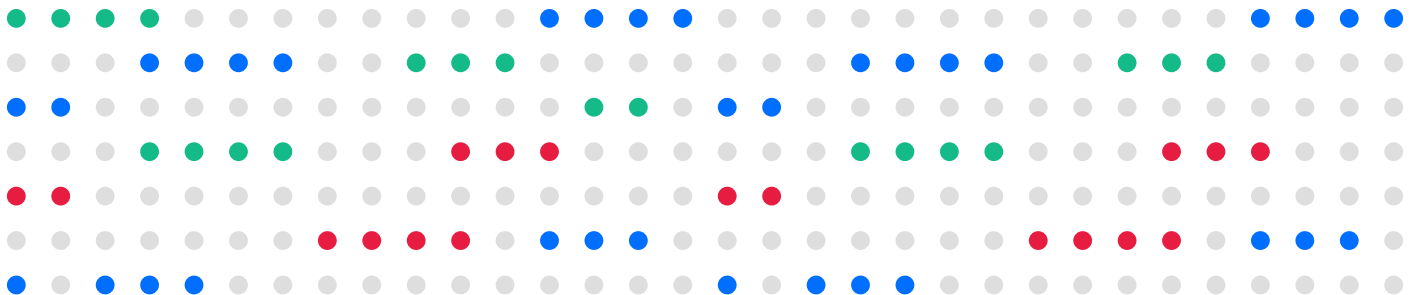
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From the outset it was obvious RedEye were the right fit for us, it was clear they had the levels of expertise we required and they could provide the perfect amount of account management support, meaning we knew they were always there when we needed them. This was something other suppliers just could not provide.

The results we have achieved during our relationship with RedEye so far really speak for themselves. We are now looking forward to the future with RedEye, ensuring we are always enhancing the experience our customer's receive.

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Online Content Manager at Penhaligons





RedEye

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

www.redeye.com

