

Increasing turnover from emailing



The campaign was aimed at **increasing turnover from sending e-mails**, increasing the deliverability, open rate and click-through rate from newsletters sent and **winning new customers**.

Initial challenges

- Increasing turnover from sending e-mails
- Implementing automated programs responding to customer behaviour
- Increasing the deliverability, open rate and click-through rate
- Winning new customers

Automated programs

Welcome program

Increasing turnover by hundreds of thousands CZK per month.

Abandoned shopping cart

Assistance or help with order completion.

Reactivation process

Offers a high discount for a completed order.

Happy name day

Offering the customer his/her favourite assortment.

Results

- Increasing the attendance by 20%
- Total turnover increase by 56%
- Thousands of new contacts in the database
- Achieving the deliverability rate of 99.22%
- Open Rate 30 – 70%, CTR up to 50%
- 7.5 times higher conversion rate

How did we help?

Thanks to the score model we removed non-active contacts from the database and included them in the reactivation program. We used new automated programs with dynamic features and achieved high deliverability, retrieving a part of non-active contacts and a high increase in Open Rate and CTR.

Conrad.cz European brand of smart ideas has increased its turnover from emailing by 56%



BEFORE OUR COOPERATION

Before we started cooperating with Conrad, the company sent to its customers a promotional newsletter twice a week. All customers received the same offer with the same level of motivation to buy.

AFTER WE STARTED OUR COOPERATION

Starting intelligent emailing

Intelligent emailing means sending relevant messages responding to customer behaviour and motivating them to shop. The right timing for the newsletter and sending it in a non-obtrusive frequency is as much important. The steps we took were the following:

- Setting **the score model** to find out how updated (viable) the database is
- Introducing **reactivation process** for non-active customers
- **A/B split testing** of e-mail subjects
- Setting so-called **Send Time Optimization** – e-mails are sent to customers at the time when each of them typically opens them
- Implementing **dynamic features** – the best selling products, salutations or news from the customer's favourite category

Implementing automated campaigns

An important change was brought about by implementing automated programs, i.e. e-mails that are activated on the basis of the customer's action or data match in the database. We carried out the following campaigns:

- **Winning new customers** and setting so-called welcome program
- Invitation to complete an order – the **abandoned cart** program
- **Happy name day wishes** – contains dynamically inserted customer's favourite assortment



Viral expansion of the newsletter



E-mails include a "Share on Facebook" button. In three months customers **shared over 1000 times the newsletter** on their profiles. Silverpop is a tool enabling to monitor these customers and work with them.

RESULTS

Quick return on investment

Conrad achieved return on funds invested into intelligent emailing in 3 months. Year over year **revenue growth was 56%** despite cutting the number of e-mails sent.



Jan Penkala
(CEO)

"We will further continue in optimizing automated campaigns while adding new ones as there is the greatest potential for increasing the revenue, gaining a competitive advantage and, last but not least, these e-mails are beneficial for customers."



Ferdinand Valent (Marketing manager,
Conrad Electronic Czech Republic)

"Although we are very happy what emailing has brought us, there are still dozens of programs and possibilities we haven't used yet. I appreciate prompt and professional support from ACOMWARE consultants who assist us with further development of our company."