



How one retailer of electronic goods supercharges their website and email engagement with personalized content

Electronics Retailer

Profile

The company is an online electronic goods retailer in the UK and Ireland. Products include security systems, audio and vision products, and computing.

Solution

When this retailer of electronic goods relaunched its website, personalization was high on the agenda. The company chose Fresh Relevance to send triggered emails and personalize website content.

The marketing team was pleased with the flexibility of the platform, which allowed them to implement personalization quickly, without relying on technical support.

Triggered emails

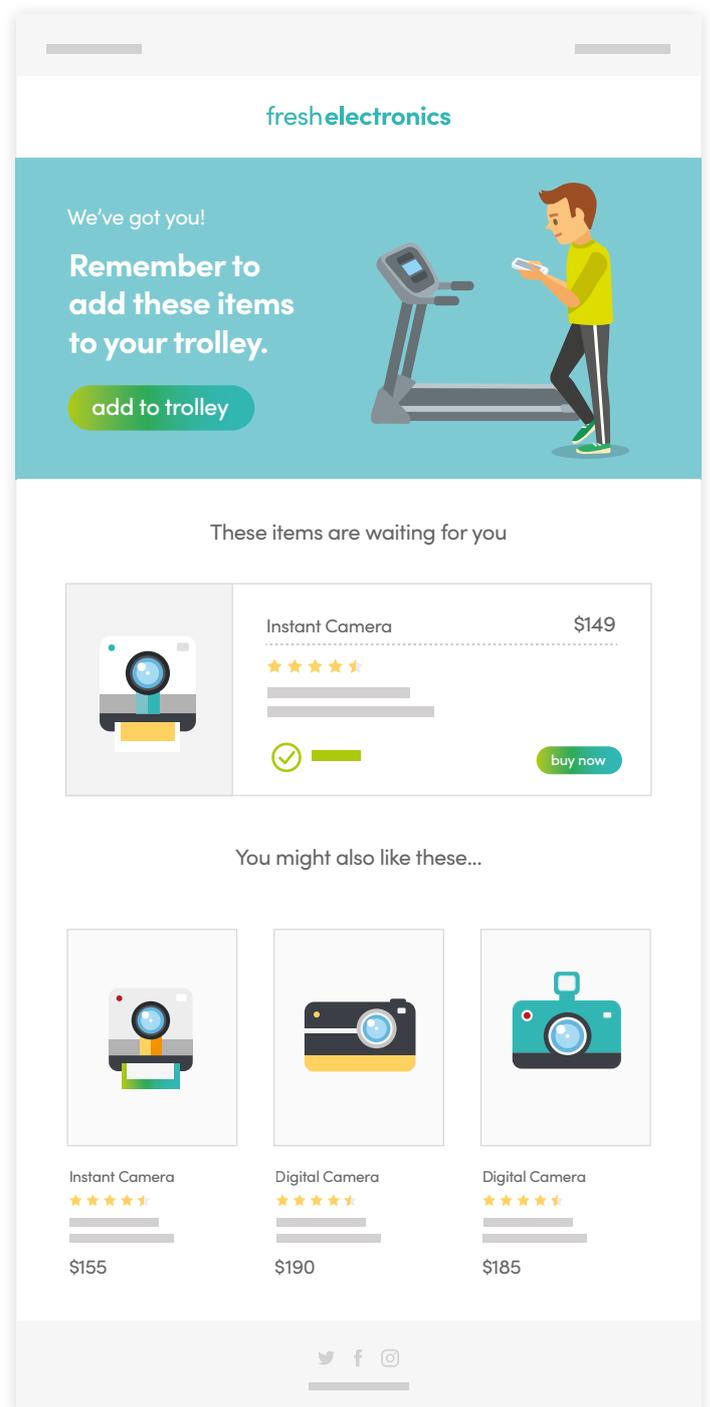
"We started out with **cart and browse abandonment** emails, which were an immediate success," says the company's Digital Product Designer. "Shopping recovery emails have generated a 6.2% overall sales uplift."

To get the most out of triggered emails, it was important to work out what kind of content resonated with the company's customers. The team decided to perform an A/B test using Fresh Relevance's drag and drop split testing feature. Four different email header images were split evenly between recipients.

The winner by far was an image showing a man using technology at the gym. This helped the brand to understand what resonates with its target audience – an insight that will be used to shape future campaigns.

Behavioral targeting

With cart and browse abandonment alerts proving successful, the company deployed more advanced triggered emails.



The team was impressed by the ability to segment customers based on granular browse and purchase behavior. This made it possible to send price drop emails for items that the shopper had viewed, containing different creative depending on the discount amount.

Segmentation proved particularly useful for customers who needed specific information related to the product they bought. For instance, anyone who buys a large drone in the UK needs to formally declare themselves as an operator. Segmentation allowed the company to send an automatic email reminding these customers to register.

The platform's Audience Analysis Dashboard has allowed the company to take segments a step further. By monitoring the average order value (AOV) generated by different groups, the company can keep track of the health and performance of individual segments.

Website personalization

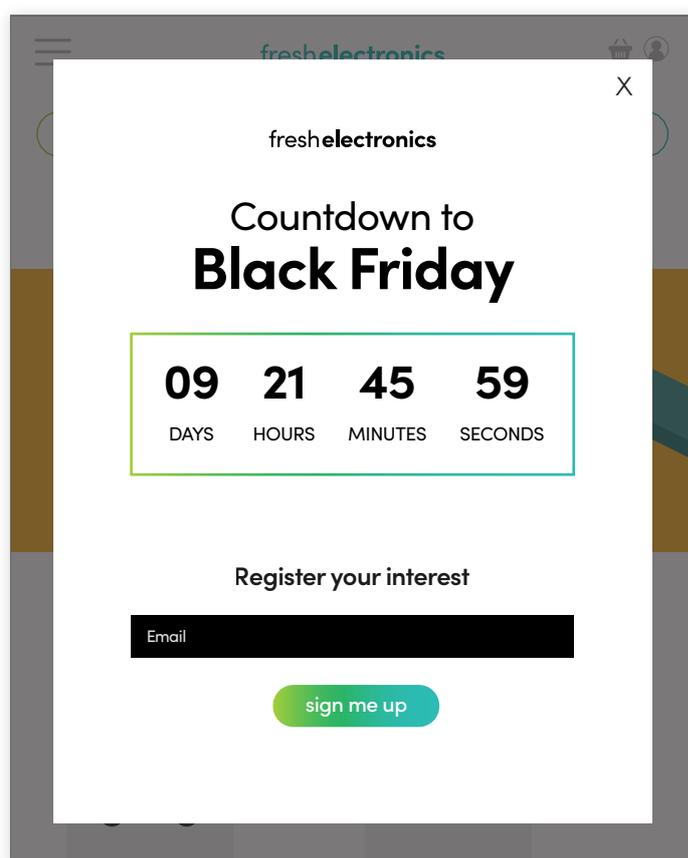
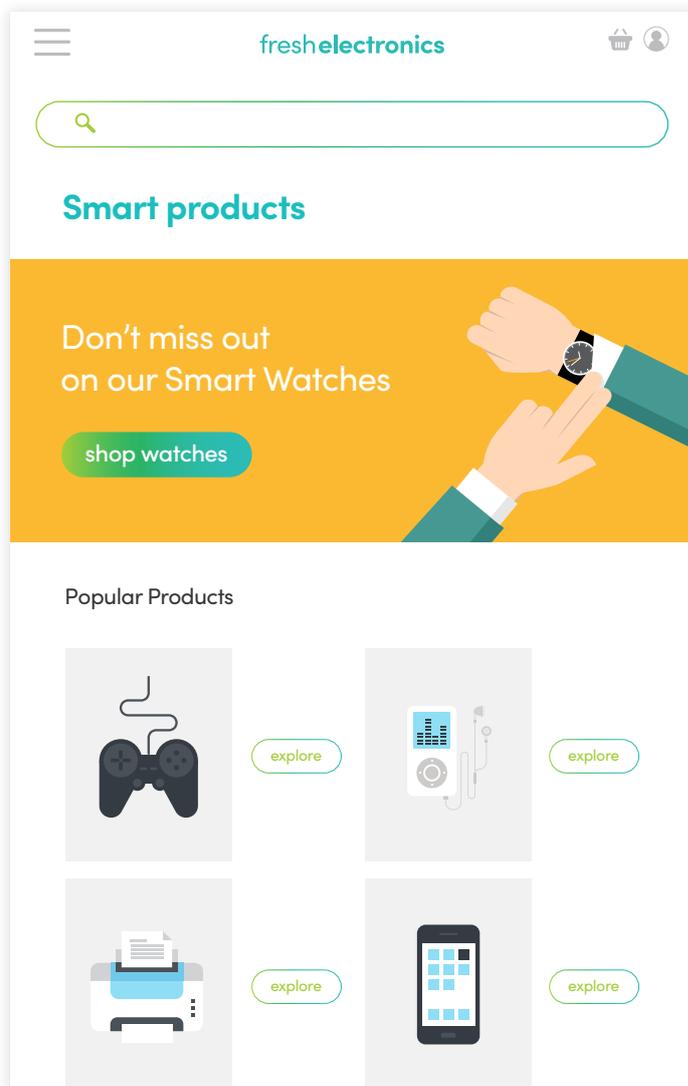
On the website, the company has adopted personalized banners to provide a more streamlined customer experience. Imagine a visitor has browsed multiple smart watches. When they return to the smart products category page, they'll see a banner promoting smart watches. This puts customers in buying mode and helps them pick up where they left off.

The company is also using **targeted data capture** to build an engaged email list. In the lead-up to Black Friday, popovers showed a countdown timer to first-time visitors. If a visitor was already signed up, they were instead served information about deals they could shop.

"We benefited from the ability to set rules so that popovers aren't intrusive. For instance, if we want to avoid showing the popover to someone who already saw it in the last two weeks," says the company's Digital Product Designer. "With the smart pop-up, we saw many more visitors signing up than when the data capture form was only in the footer."

In addition to data capture, the company has made the most of Fresh Relevance's **product recommendations**. On the homepage and product pages, visitors are served suggestions based on items they've browsed.

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- Digital Product Designer

Social Proof

To make product recommendations more compelling, the company has taken advantage of the platform's **social proof** feature.

It enables them to automatically pull product ratings from their review provider's API, and incorporate them in web and email recommendations.

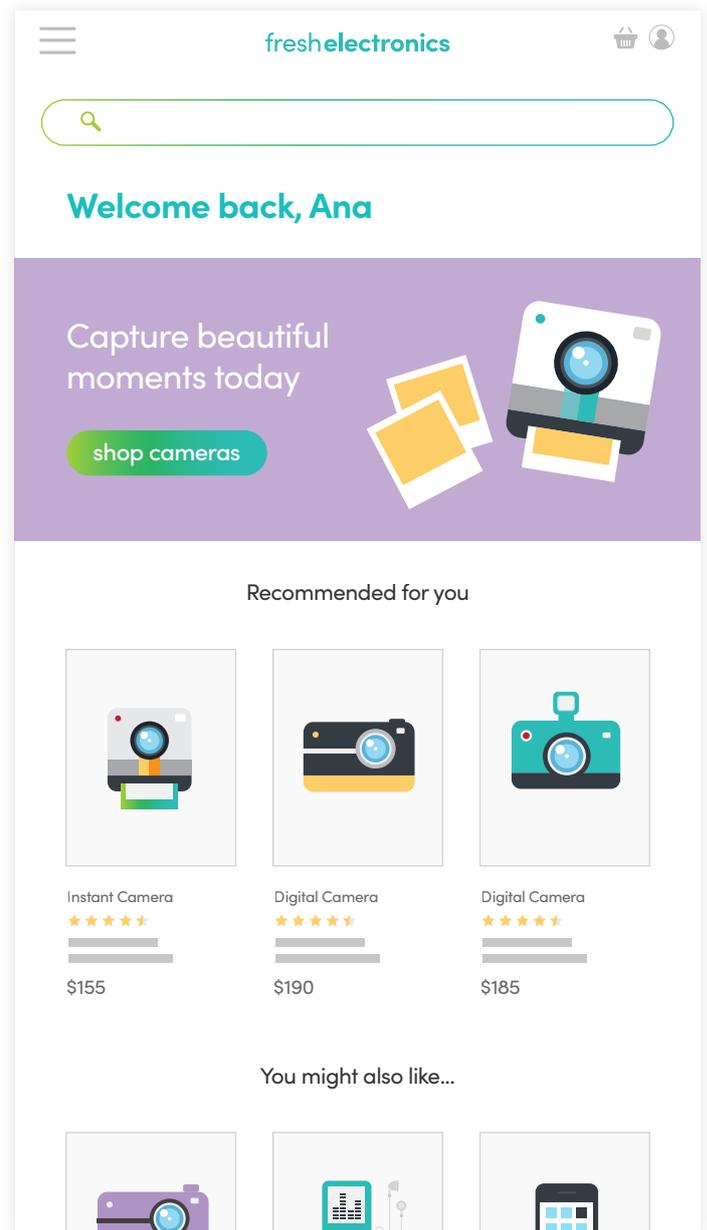
The company's Digital Product Designer says:

“It makes sense for us to use the social proof feature. We have all this great user generated content – why wouldn't we use it everywhere possible to build trust and increase conversions?”

Future plans

“The overall experience has been positive. Any time I have questions, the team responds quickly. It's great to be able to touch base with someone who knows what you're working on – it saves time as you don't have to run through all the details each time you're on a call.”

Building on the success of website campaigns, the company is planning to use more personalized banners and dynamic content SmartBlocks going forward. “The platform is so flexible. We could easily personalize the entire website,” explains the Digital Product Designer.



 **freshrelevance** The personalization platform to boost ROI

Fresh Relevance is the real-time personalization and optimization platform. We analyze customer data and use it to maximize the customer experience for each individual across email, website & app. By increasing engagement across devices and channels, we help digital marketers and eCommerce professionals drive revenue and customer loyalty.

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