

Sunuva **increase their sales by 8.9%** using Cart Abandonment Emails from Fresh Relevance

CASE STUDY

Client
Sunuva

Website
sunuva.com

Profile

UK-based retailer of kids UV swimwear and beachwear, stocked in major department stores and independent boutiques all around the world.

SUNUVA
KIDS UV SWIMWEAR & BEACHWEAR

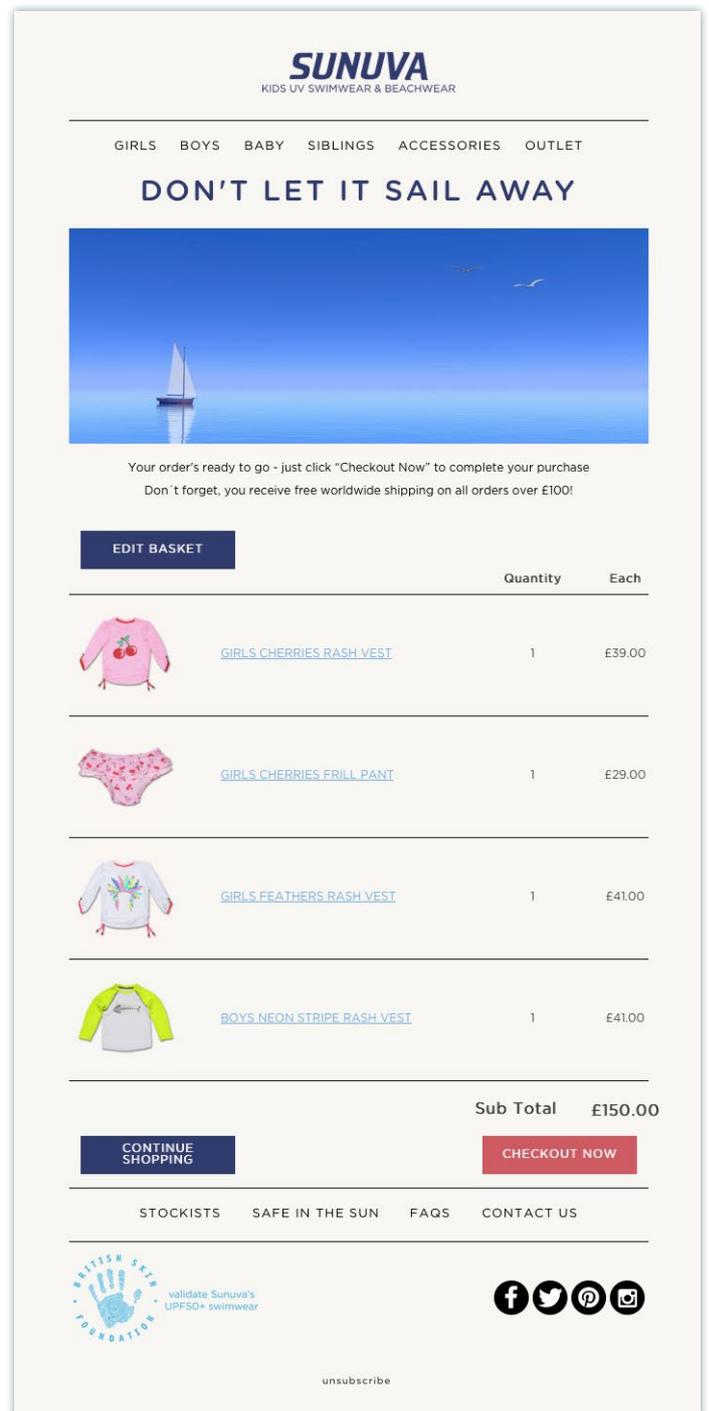
Background

Sunuva is a UK-based retailer of kids UV swimwear and beachwear that is validated by the British Skin Foundation. Its products are stocked in major department stores and independent boutiques all around the world, and the brand has a strong celebrity following. The company approached Fresh Relevance with the aim of increasing revenues from its eCommerce site.

"There was a clear opportunity to grow turnover by improving our approach to cart abandonment," comments Head of E-Commerce at Sunuva, Jonathan Chapman. The company had been trying to manage the process manually with members of the team chasing lost leads one by one – but it was a time consuming process. Chapman had previous experience of using cart abandonment solutions and approached Fresh Relevance. "The company offers a very good **cart abandonment solution** in terms of both cost and functionality," explains Chapman.

Solution

By automating cart abandonment, Sunuva was able to eliminate the manual process. Chapman observes how this immediately benefited the company: "We are a small team, so the valuable time we have gained is now able to be spent on other initiatives that help to drive our business forwards." One such initiative was planning the relaunch of its new website, for which Sunuva and Fresh Relevance worked together to introduce a greater degree of **personalization**, improve the customer experience and drive revenue growth.



The screenshot shows the Sunuva eCommerce cart page. At the top, the Sunuva logo and tagline 'KIDS UV SWIMWEAR & BEACHWEAR' are displayed. Below the logo is a navigation menu with links for GIRLS, BOYS, BABY, SIBLINGS, ACCESSORIES, and OUTLET. The main heading of the cart is 'DON'T LET IT SAIL AWAY', accompanied by a large image of a sailboat on the water. Below the image, a message reads: 'Your order's ready to go - just click "Checkout Now" to complete your purchase. Don't forget, you receive free worldwide shipping on all orders over £100!'. There is an 'EDIT BASKET' button on the left. The cart items are listed in a table with columns for 'Quantity' and 'Each'.

	Quantity	Each
 GIRLS CHERRIES RASH VEST	1	£39.00
 GIRLS CHERRIES FRILL PANT	1	£29.00
 GIRLS FEATHERS RASH VEST	1	£41.00
 BOYS NEON STRIPE RASH VEST	1	£41.00
Sub Total		£150.00

At the bottom of the cart, there are 'CONTINUE SHOPPING' and 'CHECKOUT NOW' buttons. Below the buttons is a navigation menu with links for STOCKISTS, SAFE IN THE SUN, FAQs, and CONTACT US. At the very bottom, there is a logo for the British Skin Foundation with the text 'validate Sunuva's UPF50+ swimwear' and a row of social media icons (Facebook, Twitter, Pinterest, Instagram). A 'unsubscribe' link is also present at the bottom center.



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- Jonathan Chapman, Head of E-Commerce

Through our cart abandonment strategy we achieved a significant return-on-investment from day one, increasing turnover by 8.9%.” Chapman adds: “This gave us all the confidence and motivation we needed to explore the full range of services Fresh Relevance has to offer.”

Results

The new website now provides customers with helpful product recommendations based not only on their browsing behavior, but also real-time crowd-sourced

data of other visitors. In addition to the website, the content of customer email communications is also being transformed with content being tailored to the individual rather than generic offers.

“Fresh Relevance provides an indispensable service,” concludes Chapman. “Since we began working with the team we have received excellent support, technical expertize and account management, which has helped us to grow as a brand. For Sunuva this has been a winning formula.”

WHAT'S POPULAR

					
GIRLS MINI CUPCAKE FLOATSUIT	GIRLS POMPOM BIKINI	GIRLS POMPOM RASH VEST	GIRLS WHITE BOHO DRESS	GIRLS HEART RASH VEST	GIRLS REVERSIBLE HEART SWIMSUIT
£42.00	£38.00	£39.00	£45.00	£39.00	£38.00

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Fresh Relevance is the comprehensive personalization platform for digital marketers that drives revenue and loyalty by delivering a targeted cross-channel customer experience. Powered by real-time data and machine learning, Fresh Relevance seamlessly works with the existing martech stack, unifies siloed data and tracks all customer behavior. Providing unique, actionable insights into each shopper, the platform helps select the most relevant tactics from an unrivalled range of digital marketing tools to guide customers along their journey across channels and devices.

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