

Fresh Relevance provides customer clarity for Vision Direct with email acquisition and cart abandonment strategy

 CASE STUDY**Client**

Vision Direct

Profile

Europe's largest online contact lenses supplier, serving more than 1.9 million customers.

Website

www.visiondirect.co.uk

 VisionDirect.co.uk

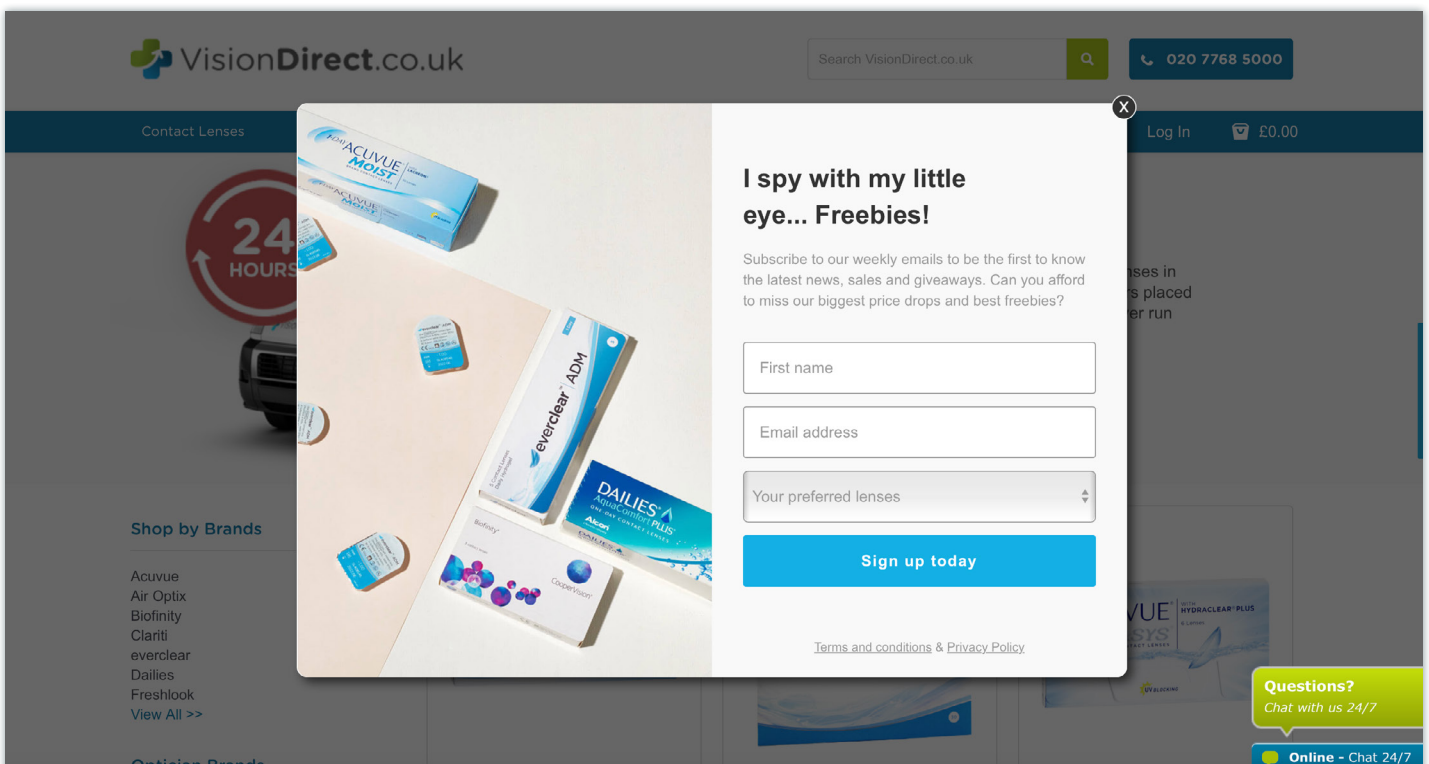
Background

Vision Direct is Europe's largest online contact lenses supplier that has helped more than 1.9 million customers save on the cost of their eye care every month, with brands such as Acuvue, Dailies and everclear.

Fresh Relevance was initially recommended to Vision Direct to assist with its cart abandonment email strategy across the UK, Spain, Italy and the Netherlands, however the company quickly realised the potential of its real-time personalisation platform including the use of pop-ups for email acquisition.

Solution

Customers buying contact lenses tend to remain loyal repeat customers, so when a visitor arrives on the website they are either interested in becoming a Vision Direct customer, or are looking to place a repeat order. However, in order to be able to engage with new prospects via email, shoppers must voluntarily provide their email address. Working with the Fresh Relevance services team, Vision Direct set up, tested and fine-tuned a best-of-breed GDPR compliant email acquisition initiative using popovers. Now, when a new customer visits the Vision Direct website, they are presented at the opportune moment with a pop-up encouraging them to register their details.



24 HOURS

Shop by Brands

- Acuvue
- Air Optix
- Biofinity
- Clariti
- everclear
- Dailies
- Freshlook
- View All >>

Optician Brands

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020 7768 5000

Log In £0.00

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First name

Email address

Your preferred lenses

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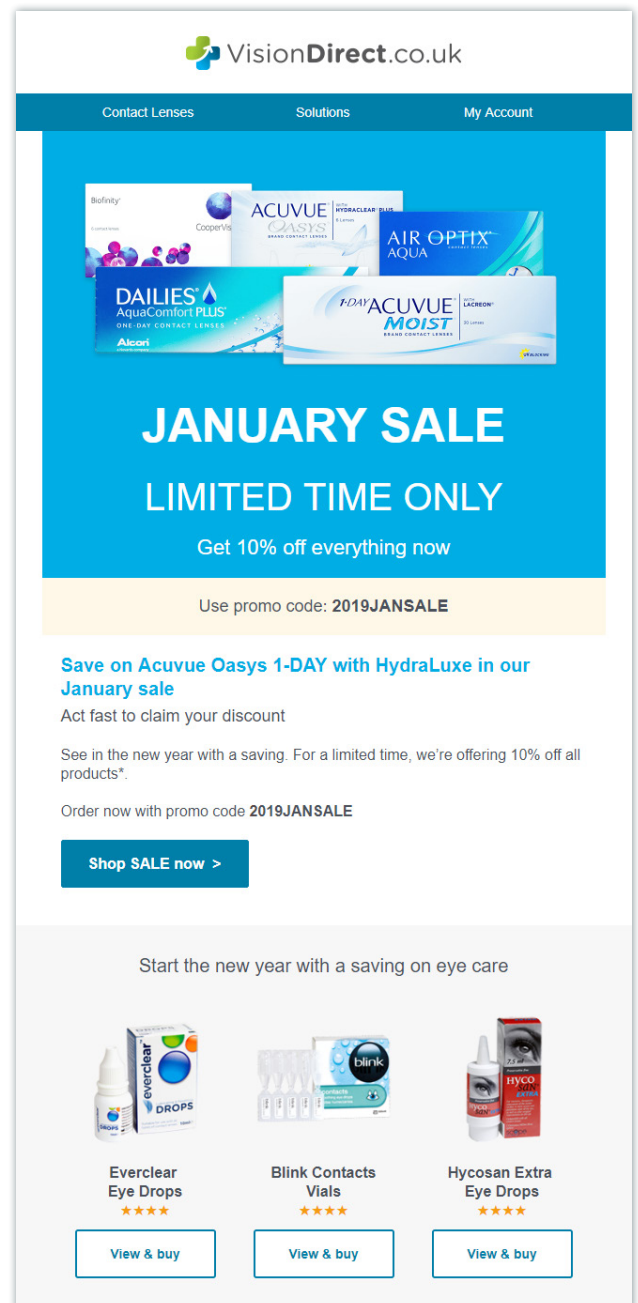
- Emma Haskell, Head of Customer Retention

In addition to helping with new acquisitions, Vision Direct has introduced Fresh Relevance dynamic content SmartBlocks in its marketing emails, which are sent via its email service provider dotdigital. SmartBlocks prominently positioned within the body of the email are automatically populated with relevant and personalised product recommendations. They include recently viewed products and latest purchases, as well as social proof, such as crowd-sourced information on what other people have been recently looking at on the website. The impact of these product recommendation on click-throughs has been impressive with the company recording a 557% increase.

Emma Haskell, Head of Customer Retention at Vision Direct, said: “We want to make it simple for new and returning visitors to find and purchase the products they need that match their prescription, as well as provide them with timely reminders about when to place a repeat order.” She added: “By working with Fresh Relevance we are able to build levels of functionality into our eCommerce operations that we simply do not have the time or resources to build ourselves.”

Outlook

Looking to the future, Vision Direct is hoping to incorporate TrustPilot ratings and reviews into their emails, as well as integrate closer with online prescription glasses retailer Glasses Direct to provide the full vision experience to their customers.



The screenshot shows an email marketing campaign for VisionDirect.co.uk. At the top, there's a navigation bar with 'Contact Lenses', 'Solutions', and 'My Account'. Below that, a large blue banner features images of various contact lens products like Bofity, CooperVis, ACUVUE OASYS, AIR OPTIX AQUA, DAILIES AquaComfort PLUS, and 1-DAY ACUVUE MOIST. The main text in the banner reads 'JANUARY SALE LIMITED TIME ONLY' and 'Get 10% off everything now'. Below the banner, a yellow box contains the promo code '2019JANSALE'. The main body of the email has a white background with a blue header that says 'Save on Acuvue Oasys 1-DAY with HydraLuxe in our January sale' and 'Act fast to claim your discount'. It includes a paragraph about the offer and a 'Shop SALE now >' button. At the bottom, there's a section titled 'Start the new year with a saving on eye care' featuring three product recommendations: Everclear Eye Drops (4 stars), Blink Contacts Vials (4 stars), and Hycosan Extra Eye Drops (4 stars), each with a 'View & buy' button.