

EMAIL ACQUISITION RETAIL CASE STUDY

CHALLENGE

An ecommerce furniture retailer needed to boost sales and acquire new customers. Previously, the company had utilized a one size fits all email marketing approach. With sales slowly on the decline, they recognized that this method was inefficient. Additionally, their email software system was difficult to manage, consuming costly time and resources.

SOLUTION

After a thorough selection process, the home furnishing website chose V12 to fulfill their email marketing needs. V12 provided an acquisition database of over 200 million individuals, 110 million households, and 86 million opt in email records. Using this data, the company was able to target individuals using over 300 different demographic, geographic, lifestyle and interest selects. Their emails could now be tailored and made more relevant to specific target audiences.

The content, imagery, and subject line of each email was personalized for each of the five segments:

- Female, Single, Ages 30-55, Zero Children in Household
- Male, Single, Ages 30-55, Zero Children in Household
- Married, Ages 30-55, Zero Children in House
- Female, Married, Ages 30-55, 1 or More Children in Household
- Male, Married, Ages 30-55, 1 or More Children in Household

RESULT

The segmentation strategy resulted in 21% higher open rates and 15% higher click-through rates. Matchback files consisting of the names and addresses of email recipients were shared with the home furnishing company and compared to all purchasers over a three-month period. This analysis supported a 500% ROI over the course of the campaign.