

An Email Marketing Makeover Gets Stunning 41% Increase in Click Throughs for Image Beauty

Situation

Image Beauty, an online supplier of brand name cosmetics, fragrances, and professional beauty supplies, offers more than 30,000 products across various brands. The desired goal was to increase read and click through rates from its email campaigns to ultimately drive more sales.

Solution

Listrak implemented a new email strategy that included advanced segmentation using purchase history and customer preferences to implement dynamic content in its email campaigns to provide more targeted and relevant messaging.

Up to this point, Image Beauty used simple profiling to segment its list of more than 42,500 customers. Listrak used existing data to identify the top four selling brands and the top selling products in each category, of more than 30,000 products and 339 different brands. A single template was designed with creative that featured one common header, category navigation that mimicked the site, a large dynamic content section to promote the top four brands, and a second dynamic section for the top selling products.

There were 24 possible versions of the email based on the brand containers being matched with six category containers. Customers now receive an email version based first on their brand preference, or the brand they bought most, and then on their product preference, or the products they purchased most. If a customer did not fit into one of the brands or categories, he or she received a default version.

Results

This campaign was Image Beauty's greatest performing email campaign. It achieved significant lift from the dynamic content emails when brand preference was specified, including:

- 15% increase in opens
- 27% lift in read rates
- 41% increase in click through

Analyzing customer data and implementing preference-based, dynamic content campaigns to its email strategy has resulted in significant increases in ROI, without additional discounting.

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.

