

Movies Unlimited Increases Subscriber Value with New Order Confirmation Email Strategy

Situation

Movies Unlimited is regarded as the world's most comprehensive video provider. While it specializes in hard-to-find titles, it carries nearly every title currently available. It also hosts **Movie FanFare**, an online community for movie lovers, and publishes an annual, all-inclusive catalog that is known as the definitive guide for movie enthusiasts.

With tens of thousands of titles in stock and customers all over the world, Movies Unlimited needed a way to reach its audience with targeted, relevant messages. A single "one-sized fits all" marketing campaign wouldn't work due to the sheer diversity of products available. Working with Listrak, Movies Unlimited was able to develop a number of email campaigns designed to drive web traffic, increase sales, and enhance the engagement level and interaction each subscriber has with its brand.

Solution

In order to maximize the relevance of their targeted messages and ultimately increase sales, Listrak implemented a new transactional email strategy for the client's order confirmation process. The new email confirmation incorporates:

- Dynamic message assembly filling in the customer's name, order number and details, and recommended titles
- Creative and copy that highlight (through font treatment and placement on the page) the items most relevant to the consumer, such as the order confirmation number and the phone number to call if there are questions.
- A featured link to the recently launched Movie FanFare site to promote interaction and increase engagement
- Links to social networking sites
- Branding elements that mimic its website

Strategic business rules were incorporated into the automated product recommender engine to populate the Movies Unlimited order confirmation email with highly relevant movie titles. The recommender compares collected data from the Movies Unlimited customer and product database to promote three movie titles within the order confirmation email, based on past purchase history, product relevancy, and product availability. All of this is done dynamically to keep the content fresh and subscribers reading, clicking, and converting.

Results

The new order confirmation redesign is generating exciting results, including a conversion rate of 7.27%, equaling thousands of dollars in additional revenue.

Based on the success of this campaign, Movies Unlimited is planning to continue use of the revised order confirmation email and review other transactional emails they send to find opportunities to apply best practices applied from this campaign, such as including three recommended titles.

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.