

Crystal Clear Results: Waterford Drives Holiday '09 Sales through Aggressive Email Strategy

Luxury retailer surpasses revenue goals through email marketing

Situation

Waterford Crystal – one of the core brands manufactured, distributed and sold by WWRD, and one of the world's leading luxury entertaining, home decorating, and fine gift manufacturers and retailers – thrived during the '09 holiday season due to its new aggressive, and potentially risky, email marketing strategy. With the primary goal of increasing online revenue through the holiday season, Waterford worked with Listrak to change its email marketing to balance traditional branding strategies with much more frequent email campaigns to keep the brand top of mind and increase online sales at Waterford.com.

Solution

In a quest to increase sales, Waterford implemented a much more aggressive email strategy to increase reach and brand exposure. Keeping their traditional email campaigns for Black Friday, Cyber Monday, and Thanksgiving, Waterford deployed a total of 27 campaigns during a thirteen week period promoting new collections, holiday products, and gift giving ideas. To maximize the effectiveness of each campaign, Listrak closely monitored opens and reads, and implemented a customer engagement strategy by resending messages with a new subject line to subscribers who did not open the first message.

The strategy also included efforts to increase brand recognition and customer engagement. Listrak developed different creative and identified the two most effective email templates and made those the standard for every Waterford campaign. The templates creatively highlighted particular products and included clear purchasing calls to action. The consistent look made it easy for customers and subscribers to recognize the brand and relate to the products. Additionally, this approach greatly decreased the time and resources needed to create and deploy each campaign.

Results

This aggressive email marketing strategy enabled Waterford to surpass online sales and revenue goals for the 2009 holiday season. In fact, when many online retailers, especially luxury retailers, were struggling in the poor economy, Waterford.com increased sales 37.3% over 2008, for the period of September 29 through December 31.

The customer engagement strategy proved successful as well in increasing customer interaction; by sending the second email to non-openers, Waterford encouraged an additional 64% of recipients to open, resulting in 68.6% more orders and 68% in additional revenue over the initial sends.

“Email is one of the most effective and cost efficient ways for us to stay top of mind with our consumers and drive our online sales,” said Joe Schmidt, Director of eCommerce, Americas for WWRD US, LLC. “Email marketing remains one of our top marketing priorities, as we plan to include more segmentation and automation with the goal of increasing engagement through relevant messaging that offers the greatest return on investment.”

To learn more about Listrak and how it can help you plan and integrate an email engagement strategy, contact us today.