

Email Optimization Client Solution

-- Consumer Products and Service Company --

Imagine if you could determine the exact point at which an email offer is both effective and profitable.

LiftPoint Consulting helped a consumer products and services company discover new insights and use those insights to optimize their email campaigns, realizing a 132% increase in email revenue and transactions.

Company Profile

This consumer product and service provider is the largest employee-owned company doing business in US and Canada. The online products this company sells are solicited exclusively through direct mail and email channels.

Challenge

The company's one-size-fits-all strategy consisted of monthly email blasts and 3x year direct mail campaigns. When this project began, the client was 3 months into their fiscal year. Transactions and revenue metrics were already down 7%. Client wanted to focus on effectiveness of email communications as the way to drive improving transaction and revenue results.

Solution

LiftPoint Consulting instituted a comprehensive testing strategy to identify the optimal combination of timing, information and offers to drive incremental purchase transactions.

- Step 1: Since client was concerned about customer push-back if email frequency exceeded 1x/month, the first test was a frequency test to determine the desired/acceptable frequency for their customer base.
- Step 2: New customer data was identified and added to the email database to allow for personalization of email sends. The marketing team had not been able to access this information in the past.
- Step 3: Additional tests evaluated different subject line messages to determine those with most opens and clicks. Different price points and offer combinations were tested to see which resulted in most sales. Time of day, day of week and week of month were also tested to see which outperformed the others.
- Step 4: These tests revealed that customers were comfortable with receiving multiple email sends weekly. They were more likely to open and click through on personalized emails and preferred early morning and evening email delivery times. The tests also revealed that specific categories of customers respond differently to different discount levels.

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Together, all of these tests created a picture of the most effective (transaction and profit producing) email language, offer and timing for each customer segment.

Results

When new email campaigns were designed and sent using the results of these tests, the marketing group went from a 7% decline to a 132% increase in email revenue and transactions for the year.

Marketing team also won the Chairman's Award for the strongest marketing performance of any team for the year.

Email Optimization Solutions from LiftPoint Consulting

LiftPoint Consulting takes a data-driven, analytical approach to email optimization, using your existing data and objectives. We can help you take your current strategy to the next level by integrating multiple sources of data to create customer segments or clusters, resulting in more targeted and effective messaging for each unique segment. The results are more clicks, more opens, more conversions and more revenue.

Our specialization is in developing the insights and analysis that complement industry email best practices. This can include:

- A/B testing
- Customization
- Database and list management
- Unsubscribe/opt out management
- Segmentation and tracking
- Reporting and analysis
- Social media integration

We are not a typical email agency. LiftPoint Consulting is a data-driven analytics firm with years of practical marketing experience. We merge your email responses with site performance data, transactional data or other behavioral metrics that are important to gain insight into your customers. By merging these various sources of data into one database, our clients receive a comprehensive view their customers segments. This results in more targeted email campaigns that delight your customers and improve your business results.