

FASHION NEWS AND TRENDS WEBSITE SENDS 30 MILLION EMAILS WITH PERSONALIZED CONTENT USING ZETAHUB

About:

The website is a premier destination for latest fashion news and trends, beauty exclusives and the best sales and deals. The curated list of fashion trends, beauty tips, daily deals and life hacks makes it the go-to destination for modern women of all life-stages.

CHALLENGES:

The digital publication required an email solution that could provide reliable delivery of millions of emails, and could also personalize the email content per individual reader's behavior and interest.

SOLUTION:

ZetaHub's machine learning technology for content personalization based on user interests and their past website behavior.

RESULTS:

- » Total emails sent: 79 Million+
- » Personalized emails sent: 30 M
- » Email Open Rate: 20%



79M+
Total emails sent

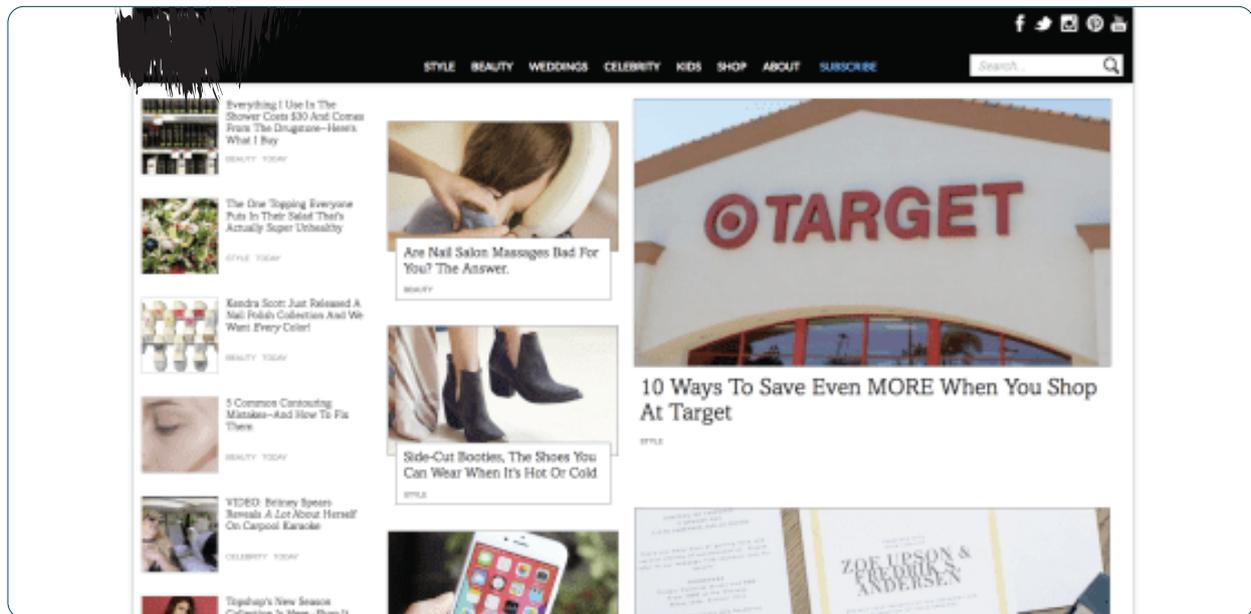


30M
Personalized emails sent



56%
Email Open Rate

Case Study



METHODOLOGY

ZetaHub's machine learning technology used a deep understanding of the website's visitors to create unique, personalized emails for every user. The marketing team of the company just had to create email templates, which were then populated with custom content for each website user based on their app usage.



The VP of Content and Product at the platform says:

It's a true partnership, and it has been a game changer to work with ZetaHub. The level of customer service and personalized attention has been amazing. With ZetaHub, the support team is always ready to jump on a call or share video tutorials to help answer questions. Learning the logic of how to build a filter, or a template with personalization elements that worked for their subscribers was helpful.

See how Zeta CRM helps today's marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.