

Case Study

ONLINE GADGET ACCESSORIES STORE INCREASES WELCOME **EMAIL** **REVENUE BY 54%**

About:

The brand manufactures premium protective mobile technology cases designed to survive the rigors of the digital lifestyle (or your own butter fingers). Its focus is on driving new visitors to its site, but also on identifying customers and learning how they use the website.

CHALLENGES:

- » Initially, the brand used Mailchimp to send emails to its promotional subscriber list of 25K customers. It offered a 10% discount to customers if they signed up for their email list, and used paid search campaigns for advertising.
- » The biggest challenge however was to increase its promotional list, segment users, send targeted emails, and to create email templates faster without the help of a developer.

SOLUTION:

- » A cart abandonment program
- » A rate and review program

RESULTS:

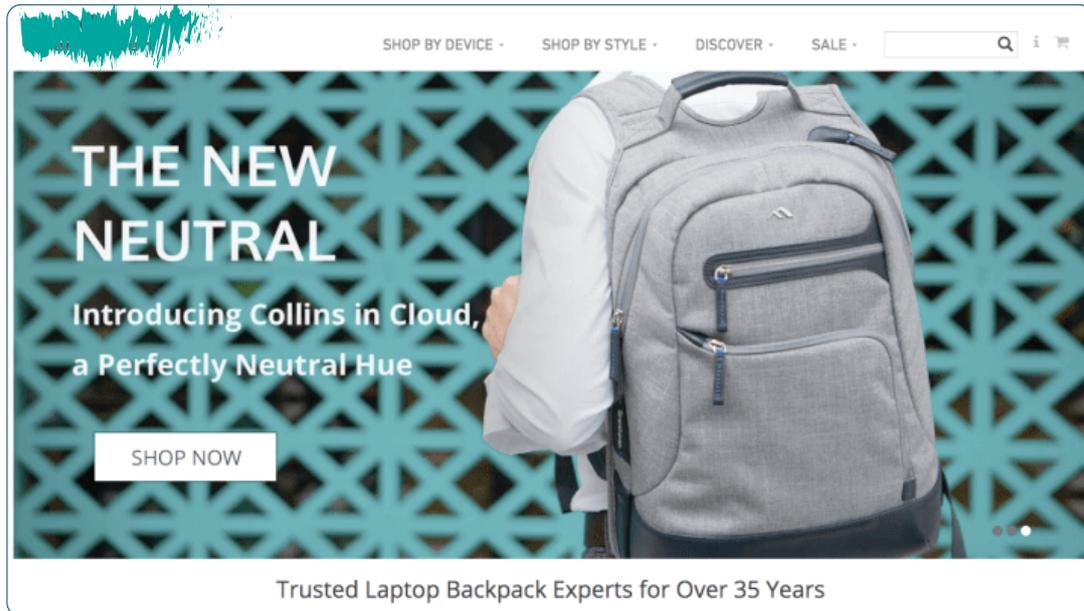
- » Increase in overall subscribers after the first month: 3%
- » Increase in welcome email sends: 150%
- » Increase in revenue generated through welcome emails: 54%



150%
Increase in welcome
email sends



54%
Increase in revenue
through emails



METHODOLOGY

ZetaHub partnered with the brand to create specialized segments and create triggered emails that move beyond simple purchase confirmations. The idea of having live chat support of a dedicated relationship manager put them at ease when it came to their support needs. Together, customer success representatives at ZetaHub have worked with the brand team to set up:

- » A cart abandonment program
Where customers receive a lightbox offering a 10% discount when they are in their cart. They also get personalized messages reminding them about their purchase along with a coupon code for a discount.
- » A rate and review program
Where a customer receives a review request three weeks after they make a purchase, and can share their experience and feedback on the product. Once a review is submitted, a “thank you” email containing a promo code for their next purchase is triggered, encouraging returning customers.

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.