



Case Study // **TARGETED EMAILS**

Personalized Email Yields 33% Click-to-Order Conversion at S&S® Worldwide

Personalization creates relevance and context around a user experience. Email recipients who receive personalized emails with relevant content are more likely to be engaged and respond to the email. Savvy online brands understand this, and have begun replacing traditional broadcast email with personalized messages triggered by customer behavior. The rewards of this targeted approach are many, including higher click-through and conversion rates, resulting in increased revenue.



Email is an important part of the online marketing strategy at S&S® Worldwide. In recent years, S&S marketers have leveraged technology to increase the effectiveness of the company's email campaigns.

For example, the staff has been using triggered email messages in a variety of ways to draw customers back to www.ssw.com. Messages are sent automatically to acknowledge orders and catalog requests, to invite customers to write reviews of recently purchased items, and to encourage shopping cart abandoners to complete a purchase.

To determine the effectiveness of these and other online marketing efforts, S&S relies on Coremetrics® web analytics and marketing optimization solutions. Coremetrics enables the marketers to capture browsing and buying behavior on the site and analyze the data collected to better understand S&S customer interests and needs. The staff uses the insights gained to continually improve site design and marketing effectiveness.

Increasing the Level of Personalization

The success of triggered email campaigns prompted the staff to ratchet up the level of personalization. To achieve their goal, the staff implemented Coremetrics LIVEmail™ and partnered with email service provider Silverpop.™

Coremetrics LIVEmail is a closed loop email marketing solution that enables email service providers like Silverpop to tap into Coremetrics online profiles of visitor and customer activity to send highly targeted messages to site visitors.

Implementing Coremetrics LIVEmail was an easy process because the solution takes advantage of the existing Coremetrics Analytics™ standard tag implementation. In addition, like other Coremetrics Connect™ Certified Partners, Silverpop has completed a rigorous accreditation process that enables seamless integration of the two solutions. Consequently, data feeds occur automatically, minimizing the time and effort involved in generating messages.

The initial campaign using Coremetrics LIVEmail involved identifying people who browsed items on the site but did not put any items in the shopping cart. These visitors received an email message that included content regarding products browsed along with suggestions for other items within the same product category.

“Coremetrics LIVEmail is the next logical step in our strategy for personalizing interactions with our customers. Coremetrics is providing the data we need to populate email messages with highly relevant content. The result is that we are generating more effective communications that provide higher conversion rates and higher ROI.”

—Marketing Manager
S&S Worldwide, Inc.



33% Conversion; Open Rate Up 50%

The campaign yielded remarkable results that left no doubt about the value of personalization. The click-to-order conversion rate was 33%, which is approximately three times higher than the average rate for similar campaigns. Moreover, the open rate was 60%, approximately 50% higher than that of previous, similar campaigns.

The return on investment was equally impressive. S&S pays a fraction of a penny per email message, yet the campaign earned \$1.32 per message sent.

Leveraging the Power of Coremetrics LIVEmail

The results of the campaign had senior management asking, "How can we do more of this?" Marketers are already looking at a variety of additional ways to tap the power of personalization to make email more relevant. For example, they are investigating ways to turn the campaign into a series, following up on people who didn't come back to purchase as a result of the first email message. The follow-on messages might include an offer such as a discount or free shipping.

Marketers report that they are also using LIVEmail data to gain a better understanding of their customers. The data provides additional "pieces of the puzzle" that help the staff create a roadmap of how people interact with the site,

and the S&S catalog, and the call center. Product managers are using the data to explore which products people browse and what they buy. In the future, data — particularly data on customers browsing higher-priced items — might be used to prompt inside salespeople to follow up by telephone to assist customers in choosing the right products.

Next Steps

Within the next three months, S&S will implement Coremetrics Intelligent Offer™ to bring additional personalization to customer interactions. Intelligent Offer automates the selection of highly relevant product recommendations for cross sell and up sell as visitors browse product pages and go through the checkout process. Tight integration of Intelligent Offer with LIVEmail will allow S&S to use Intelligent Offer recommendations to further personalize email messages. Marketers expect that this additional level of personalization will enhance the shopping experience and strengthen customer relationships even more.

About S&S Worldwide

S&S Worldwide is a national distributor of arts and crafts and sporting goods products for recreation, health care, and education professionals. S&S is headquartered in Colchester, Connecticut, and has been in business for 104 years. Currently the company employs approximately 300 employees.

To learn more about Coremetrics or to schedule a demo, please contact your account representative. Call 1.866.493.2673 or visit coremetrics.com



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