Targeted, Relevant Email Boosts Revenue by 2500% at L'OCCITANE EN PROVENCE

For retailers who market both online and through brick-and-mortar outlets, email is vital to customer retention and loyalty. Online marketers at L'OCCITANE EN PROVENCE have used email for years to help build excitement about campaigns and entice customers with free shipping and gift-with-purchase offers.

L'OCCITANE
EN PROVENCE

As much as possible, the marketing team seeks to recreate the highly experiential environment of L'OCCITANE boutiques in their email campaigns. They refer to these campaigns as windows because of the close alignment with boutique windows and in-store displays, which are updated approximately every three weeks.

But bringing the in-store experience online is complex. Email "shelf space" is limited. Featuring all of the secondary offers that are available throughout the stores would overwhelm email recipients. Consequently, marketers have had to pick and choose the items they promote through email.

In addition to this challenge, the staff recog nized that many consumers today suffer from email overload. Increasing email frequency was reaching the point of diminishing returns. Customer engagement through email was declining. To counter these trends, marketers sought to increase the relevance of email through smarter, more effective segmentation and thorough testing of content and offers.

A Solution for Customer Engagement

To get the job done, L'OCCITANE combined the power of online marketing and business optimization solutions from Coremetrics with industry-leading email marketing solutions from e-Dialog. The tight integration of Core-metrics LIVEmail™ with e-Dialog permission-

based email marketing services and database technologies enabled L'OCCITANE to achieve remarkable improvements in open rates, unique click rates, conversion rates, and revenue per email message sent.

Extraordinary Results

The results of L'OCCITANE's Immortelle campaign clearly demonstrate the value of using behavioral web analytics data to seg-ment customers and deliver targeted messages based on product affinities. Marketers created a segment comprising visitors who recently purchased, carted, or browsed products online from the Immortelle skin care line. They com-pared the results of this segment against those of a control group using a message containing the same creative and same subject line.

As the table below shows, key performance indicators for the targeted message were off the charts compared to the control group. In particular, the conversion rate was 17 times higher and the revenue per email was 25 times higher.

"By segmenting visitors based on behavior and tailoring email content accordingly, we are able to deliver highly personalized messages that generate much higher open rates, conversion rates, and revenue per email. We're also better able to accommodate secondary offers that are available in our boutiques. Instead of trying to second-guess our customers, we can present them with offers that we know will interest them."

—Director of Ecommerce
L'OCCITANE EN PROVENCE

	Personalized Email, Gift w/Purchase	Control Group
Open rate	43.1%	26.1%
Unique click rate	19.5%	3%
Conversion rate	2.43%	0.14%
Revenue per email message	$2.84	$0.11

Rich Insights

As part of the Immortelle campaign, the marketing staff also tested the effectiveness of a gift with purchase. Marketers created two versions of the email message for visitors with an affinity for the Immortelle skin care line. The content and subject lines were identical for the two groups except that one included a gift-with-purchase offer in the creative.

As the table below shows, the revenue per email message is 1½ times higher for the gift-with-purchase group. With this information, the staff was able to calculate incremental ROI and determine that the gift-with-purchase offer was a good investment for customers who have a clear product affinity.

About L'OCCITANE EN PROVENCE

For more than 30 years, the fields of Provence and the traditions and techniques of this unspoiled land have been the secret and inspiration behind L'OCCITANE beauty products. L'OCCITANE has drawn inspiration from Mediterranean art de vivre and traditional Provencal techniques to create natural beauty products devoted to well-being and the pleasure of taking care of oneself. The company markets its products through boutiques in more than 70 countries around the world as well as through its usa.loccitane.com web site.

	Personalized Email, No Offer	Personalized Email, Gift w/Purchase
Open rate	41%	43.1%
Unique click rate	19.9%	19.5%
Conversion rate	1.5%	2.43%
Revenue per email message	$1.92	$2.84

Additional Advantages

Marketing team members are convinced that the ability to segment and target customers more precisely is key to increasing the overall performance of the email channel over time. More personalized messages will also help keep customer engagement high and drive repeat online purchases.

The joint solution of Coremetrics LIVEmail and e-Dialog is also allowing L'OCCITANE to leverage secondary in-store promotions that previously would not have been included in email campaigns. By matching these offers to customer segments that have demonstrated a product affinity, marketers are able to drive incremental sales that enhance the bottom line.

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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