USING MARKETING AUTOMATION TO POWER CUSTOMER LOYALTY

The leading German online optician, Brille24, uses the Selligent platform to create an automated, personalized e-commerce experience for its eyewear customers.

selligent
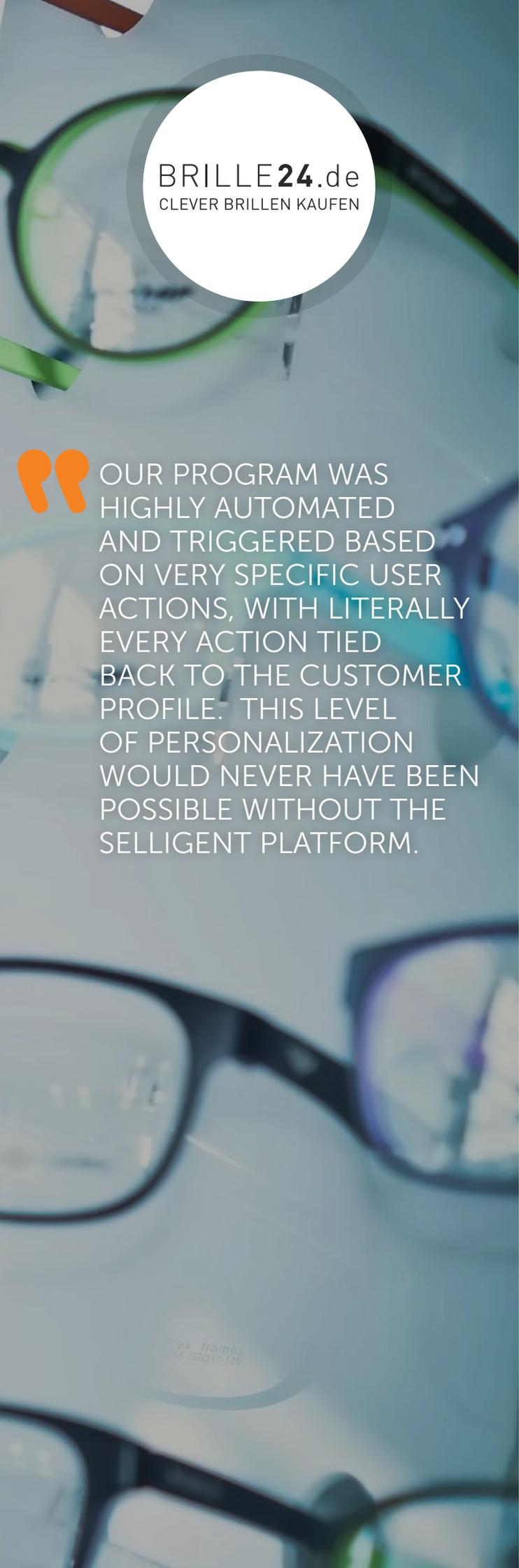
BRILLE24.de
CLEVER BRILLEN KAUFEN

"OUR PROGRAM WAS HIGHLY AUTOMATED AND TRIGGERED BASED ON VERY SPECIFIC USER ACTIONS, WITH LITERALLY EVERY ACTION TIED BACK TO THE CUSTOMER PROFILE. THIS LEVEL OF PERSONALIZATION WOULD NEVER HAVE BEEN POSSIBLE WITHOUT THE SELLIGENT PLATFORM.

COMPANY
Brille24

WEBSITE
www.brille24.de

INDUSTRY
E-Commerce

GEOGRAPHY
Germany, Spain, Portugal, France, Poland, Belgium, the Netherlands and Czech Republic

PROGRAMS
- Data enrichment
- Recommendations
- Dynamic Templates

Founded in 2007, Brille24 is Germany's leading online optician, offering reasonably priced glasses, progressive lenses, sunglasses and contact lenses to more than 1 million customers in 117 countries. With over 800 different eyewear frames available for purchase on its site, Brille24 is the only online optician offering German DIN-approved, high index lenses.

The Challenge

With a homogenous list of over 80,000 email subscribers, Brille24 had no established method for differentiating one purchaser from another. Brille24 sought to enrich its customer profiles with additional data points so it could more effectively engage and activate its customers, boost sales, and build loyalty for the brand.
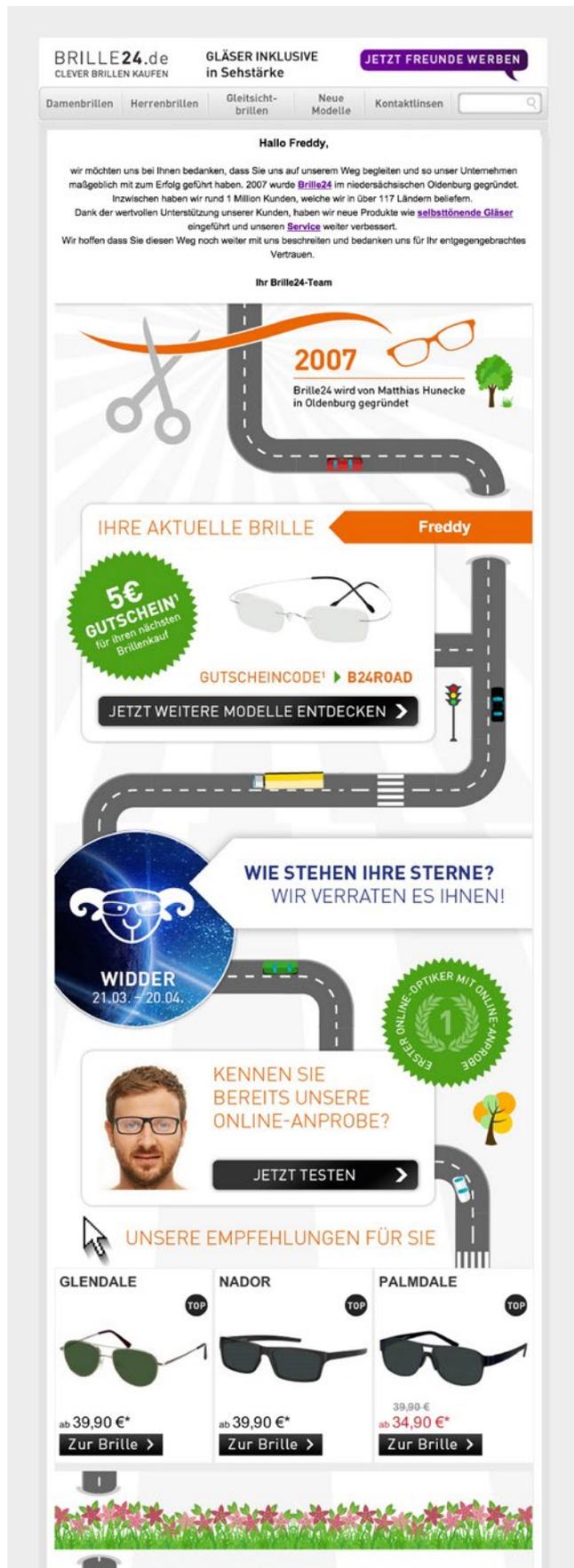
The path to success

In 2015, Brille24 launched its "Optician's Journey" campaign, which was designed to work with the Selligent platform to engage customers through automated, personalized content tailored according to their behavior and profile data. These highly personalized, playful communications used a combination of purchase information, gender, and birthdate to generate unique content per user. One of these communications—the "Glassify Your Horoscope" email—used a customer's astrological profile as the basis for eyewear recommendations. The customer contact strategy focused on the following program elements:

1. **Data-driven Content:** In order to increase its data points, Brille24's campaign creative encouraged users to provide their birthdate to receive automated customer loyalty rewards. Emails were sent dynamically, populated with content based on known or unknown user data points, i.e. first name, gender, birthday/zodiac sign, last purchase (or no purchase on record). Selligent integrated with a third-party voucher system to send unique birthday discounts, which included personalized images and messages.

2. **Dynamic Personalization:** To drive sales and boost traffic, email content was further personalized through the use of recommendations. The recommendations engine analyzed known and unknown data to determine display product suggestions based on user behavior, browse and shopping history (views, clicks, shopping cart items and wishlists). The email templates were populated with product images, pricing and details resulting in highly a customized version for each recipient.

Results

- **81,304** Emails sent
- **55.42%** View Rate
- **8.16%** Click-through
- **14.72%** Click-to-open
- **7,821** sessions
- **2,732** recorded birth dates
- **2,140** new users
- **5.50%** E-Commerce Conversion Rate
- **430 transactions** > 29.764,49 €
- Voucher redeemed **350 times** > 25.051,80 €
- **Winner of the 2015 Selligent Award**:
  Data-driven Content

The "Optician's Journey" campaign used the Selligent platform to drive personalization and dynamic content elements for each and every mailing, resulting in some 37,440,000,000 possible permutations of content. The platform succeeded in boosting conversions and engagement, enriching Brille24's customer profiles with additional data points, all of which can be leveraged for future communications. Because of the campaign's success, Brille24 continues to implement key elements of the campaign on a monthly basis.

About Selligent

Selligent is a global marketing automation provider that powers audience engagement programs for more than 450 leading brands in retail, financial services, automotive, publishing and travel. Our solution empowers brands to create meaningful omnichannel communications across email, site optimization, social, mobile and customer care at a competitive price point that makes Selligent the best value in the market.

The platform uses rich data analytics to provide 360-degree audience insights and offers customer journey mapping capabilities to deliver optimal audience engagement to customers and prospects alike. Serving brands in 19 countries across both Europe and the Americas, Selligent works with companies ranging from the mid-market to large enterprise, often partnering with its extensive network of agencies and MSPs.

www.selligent.com