



fresh relevance

Fresh Relevance increases turnover for 7dayshop by 6% and recovered 20% of Abandoned Carts

CASE STUDY

Client
7dayshop

Website
7dayshop.com

Profile

Established online seller of photography, digital and computer products.

 **7DAYSHOP.COM**

Background

7dayshop was founded in 1997 and has become an established online retailer of photography, digital and computer products for over a million customers.

7dayshop.com use Magento Enterprise and a plug-in system which sends transactional emails via ExactTarget. However, it does not load any of the data about customers before they log in, so there is a huge gap in the data available to the marketer.



7dayshop.com wanted to be able to use the full history of the customers – for example, whether they have visited recently and the products they browsed before selecting one to purchase.

Solution

Fresh Relevance deployed their gold solution for 7dayshop.com. This covers both the **real-time cart abandonment messaging** and loads the browse carted data into an ExactTarget Data Extension so it can be used for bulk mailings.

Method

They did this by:

1. Deploying one line of JavaScript into Magento.
2. Creating the Cart Abandonment Email.
3. Configuring Fresh Relevance for ExactTarget.

Results

Bill Majot, Marketing Director at 7dayshop.com comments: "We are very happy with the increase in turnover achieved by Fresh Relevance."

For Cart Abandonment, the recovery emails have a conversion rate of around 20% and turnover has increased by approximately 6%. Fresh Relevance is identifying 400% as many abandoning shoppers as Magento's built-in cart abandonment feature.

Development

For **Targeting and Personalization** with Shopping Data, the data is being loaded into ExactTarget and 7dayshop.com are revising their email marketing to use it. This provides a wealth of data to improve targeting, personalization and revenue.



Fresh Relevance provides real-time personalization and automation across email and web that optimizes revenue for eCommerce companies. We track all behavior in real-time and use this to personalize the shoppers journey on all channels and devices.

The range of content tools in Fresh Relevance is unrivalled and includes product recommendation, live email content, social proof, and social content. It's like having multiple tools in one, saving you time and money.

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