



fresh relevance

# Emma Bridgewater drives a **10.5% sales uplift** via Abandoned Cart and Browse Emails with Fresh Relevance

## CASE STUDY

### Client

Emma Bridgewater

### Website

emmabridgewater.co.uk

### Profile

UK-based retailer known around the world for its range of high-quality, hand decorated pottery, made in its Stoke-On-Trent factory.

**Emma Bridgewater**  
FEELS LIKE HOME

## Background

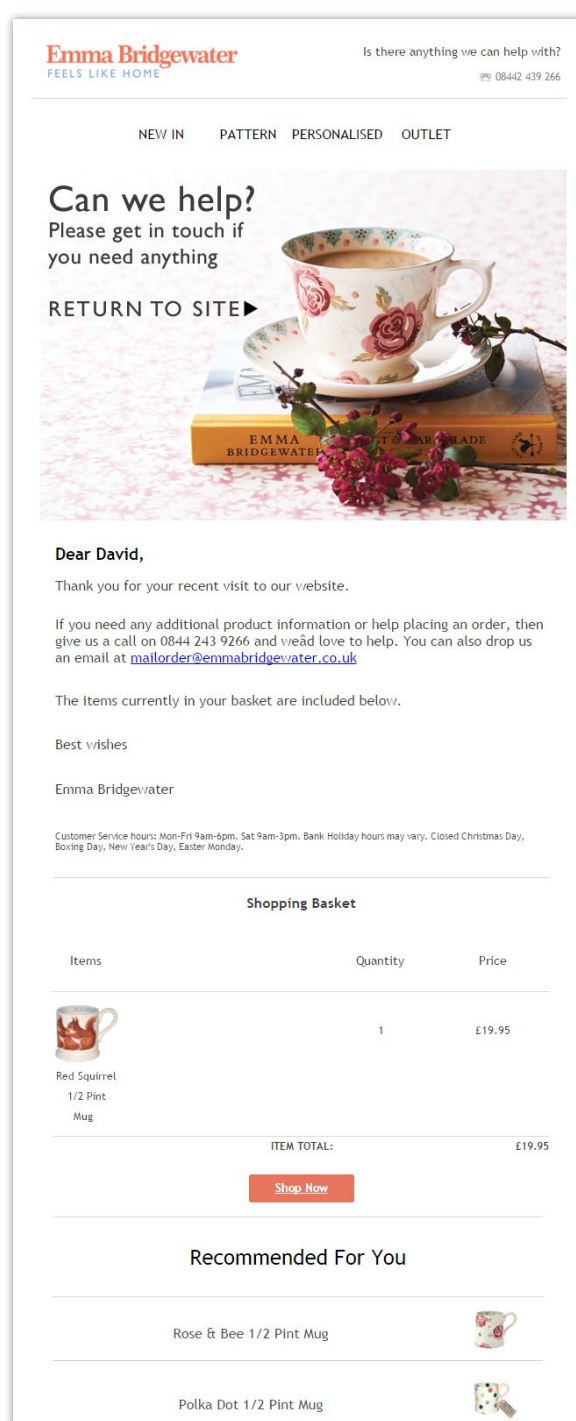
Emma Bridgewater, based in Stoke-on-Trent, is known around the world for its range of high-quality, hand decorated everyday use pottery. Collaborating with Fresh Relevance, this quintessentially British brand is achieving a consistently impressive online sales uplift.

## Solution

Email Marketing Executive at Emma Bridgewater, David Beaumont, comments: "When someone visits our website for the first time a pop-up prompts them to share their email address with us. This is invaluable as it means we know who is visiting us and we can keep them updated with the latest products and offers of interest to them." The capturing of the email address is the first step in a strategy developed by Emma Bridgewater and Fresh Relevance to maximize revenues from **cart and browse abandonment**.

When a visitor leaves the website without making a purchase, it triggers an email which is then automatically generated and sent within 30 minutes. This reminds them of what they were interested in and the items that remain in their basket, along with a call-to-action to return and complete the transaction. In one month Emma Bridgewater sent nearly 10,000 cart and browse abandonment emails.

An important factor in Emma Bridgewater's success is understanding its customers and optimizing its emails to have the **same look and feel across all devices**, as Beaumont explains: "Half of our customers will view their email on an iPhone, so we have worked hard to ensure we present a consistent brand experience across all devices."





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- David Beaumont, Email Marketing Executive

## Results

With Fresh Relevance, the company was able to drive a 10.5% sales uplift via abandoned cart and browse emails. Beaumont adds that the number of emails sent can increase exponentially during promotional periods:

“During a recent special offer we sent 850 cart and browse abandonment emails in a 24 hour period.”

## Development

Emma Bridgewater has expanded its work with Fresh Relevance in its preparation for Black Friday, Cyber Monday and the Christmas shopping season, introducing new recommendations that take advantage of SmartBlocks functionality.

Now, emails display the products that the customer placed in their basket as well as similar products that are likely to be of interest, with images pulled directly from the website. Beaumont adds: “We want our customers to have a personal experience with us, so we have also ensured that a customer will not be recommended a product that they have purchased within the last 30 days.”

Beaumont concludes: “The innovation and expertize of the Fresh Relevance team is a real asset to Emma Bridgewater. The quality-of-service and support from the team is helping us to recover potentially lost sales and driving revenues from the website.”



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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