

Maplin supercharges website and email engagement with personalized content

CASE STUDY

maplin

Client
Maplin

Website
maplin.co.uk

Profile
Maplin is an online electronic goods retailer in the UK and Ireland. Products include security systems, audio and vision products, and computing.

Solution

When Maplin relaunched its website in 2019, personalization was high on the agenda. The company chose Fresh Relevance to send triggered emails and personalize website content.

The marketing team was pleased with the flexibility of the platform, which allowed them to implement personalization quickly, without relying on technical support.

Triggered emails

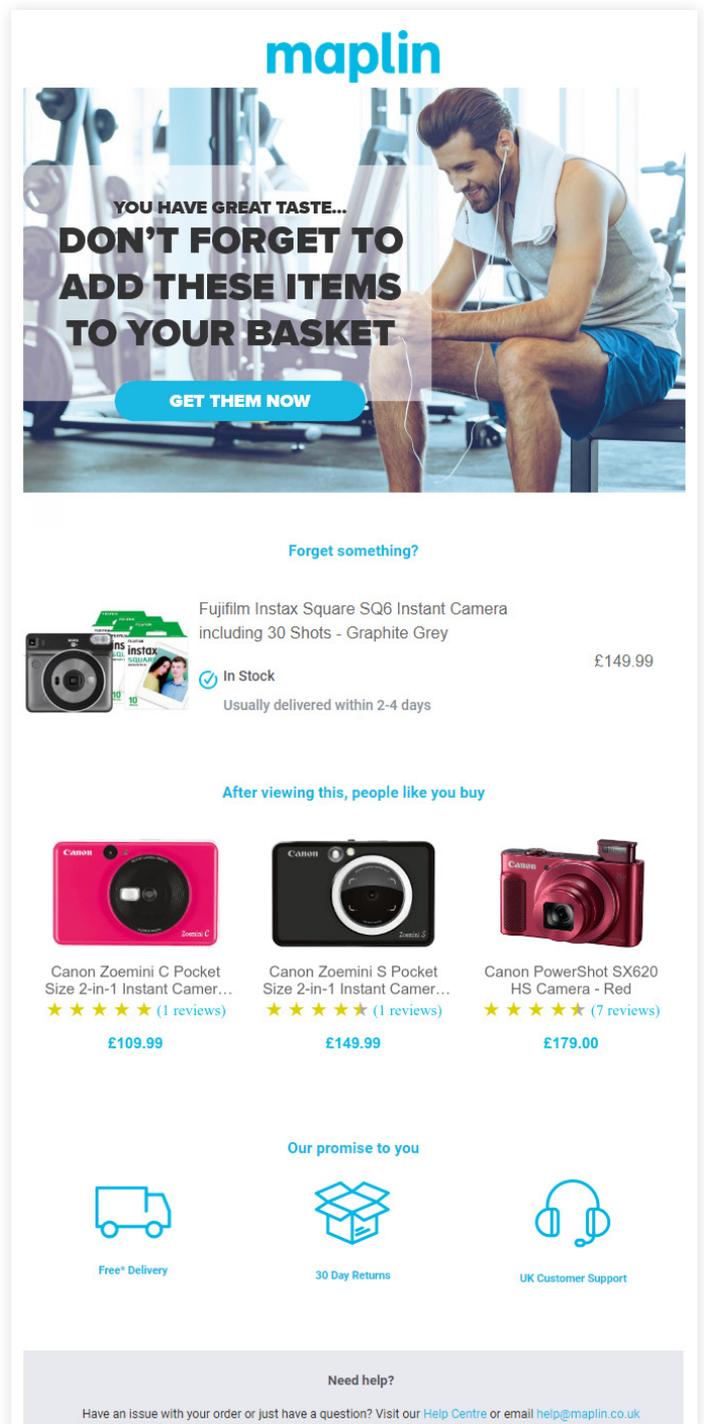
"We started out with cart and browse abandonment emails, which were an immediate success," says Laura Elliott, Digital Product Designer at Maplin. "Shopping recovery emails have generated a 6.2% overall sales uplift."

To get the most out of triggered emails, it was important to work out what kind of content resonated with Maplin's customers. The team decided to perform an A/B test using Fresh Relevance's drag and drop split testing feature. Four different email header images were split evenly between recipients.

The winner by far was an image showing a man using technology at the gym. This helped the brand to understand what resonates with its target audience – an insight that will be used to shape future campaigns.

Behavioral targeting

With cart and browse abandonment alerts proving successful, Maplin deployed more advanced



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triggered emails. The team was impressed by the ability to segment customers based on granular browse and purchase behavior. This made it possible to send price drop emails for items that the shopper had viewed, containing different creative depending on the discount amount.

Segmentation proved particularly useful for customers who needed specific information related to the product they bought. For instance, anyone who buys a large drone in the UK needs to formally declare themselves as an operator. Segmentation allowed Maplin to send an automatic email reminding these customers to register.

The platform's Audience Analysis Dashboard has allowed Maplin to take segments a step further. By monitoring the average order value (AOV) generated by different groups, the company can keep track of the health and performance of individual segments.

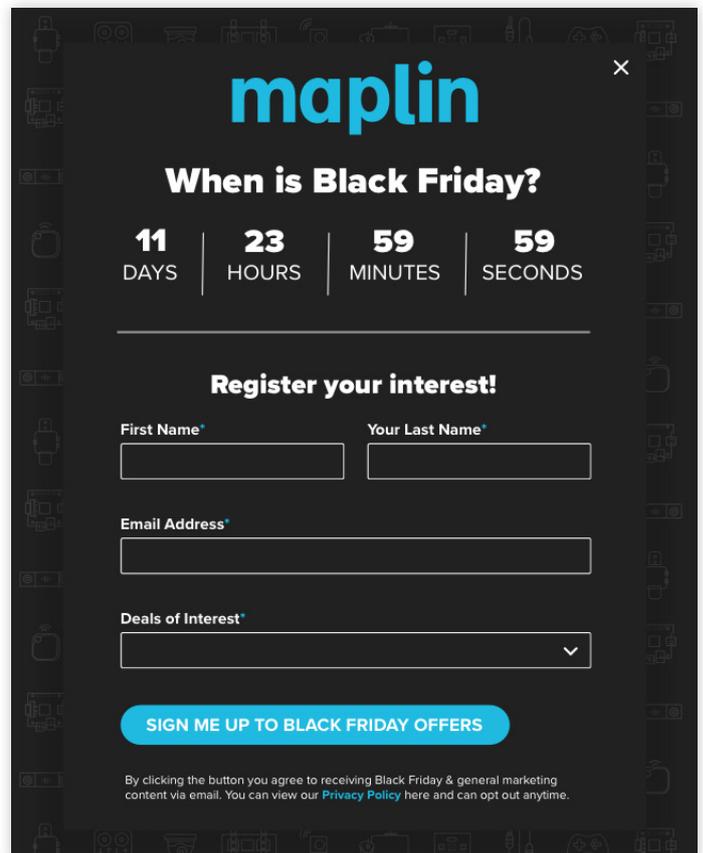
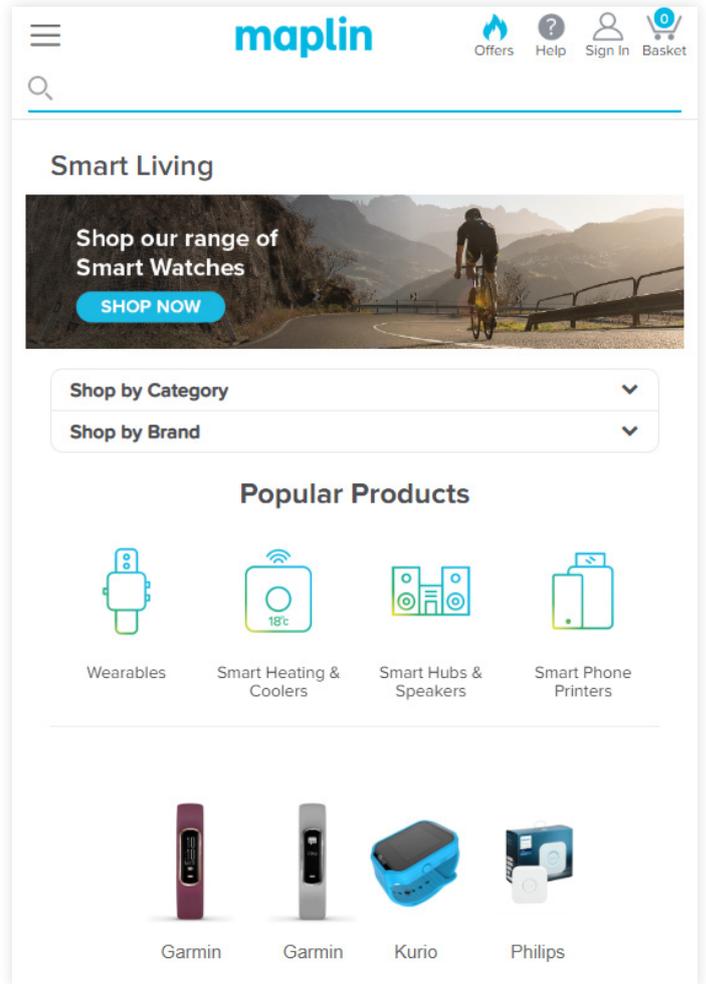
Website personalization

On the website, Maplin has adopted personalized banners to provide a more streamlined customer experience. Imagine a visitor has browsed multiple smart watches. When they return to the smart products category page, they'll see a banner promoting smart watches. This puts customers in buying mode and helps them pick up where they left off.

The company is also using targeted data capture to build an engaged email list. In the lead-up to Black Friday, popovers showed a countdown timer to first-time visitors. If a visitor was already signed up, they were instead served information about deals they could shop.

"We benefited from the ability to set rules so that popovers aren't intrusive. For instance, if we want to avoid showing the popover to someone who already saw it in the last two weeks," says Elliott. "With the smart pop-up, we saw many more visitors signing up than when the data capture form was only in the footer."

In addition to data capture, Maplin has made the most of Fresh Relevance's product recommendations.





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- Laura Elliott, Digital Product Designer

On the homepage and product pages, visitors are served suggestions based on items they’ve browsed.

“Recommendations are so easy,” says Laura. “You don’t need to be tech savvy to use them. And the results speak for themselves: A sales uplift of 11.2% has been attributed to Fresh Relevance website content.”

Social proof

To make product recommendations more compelling, the company has taken advantage of the platform’s social proof feature.

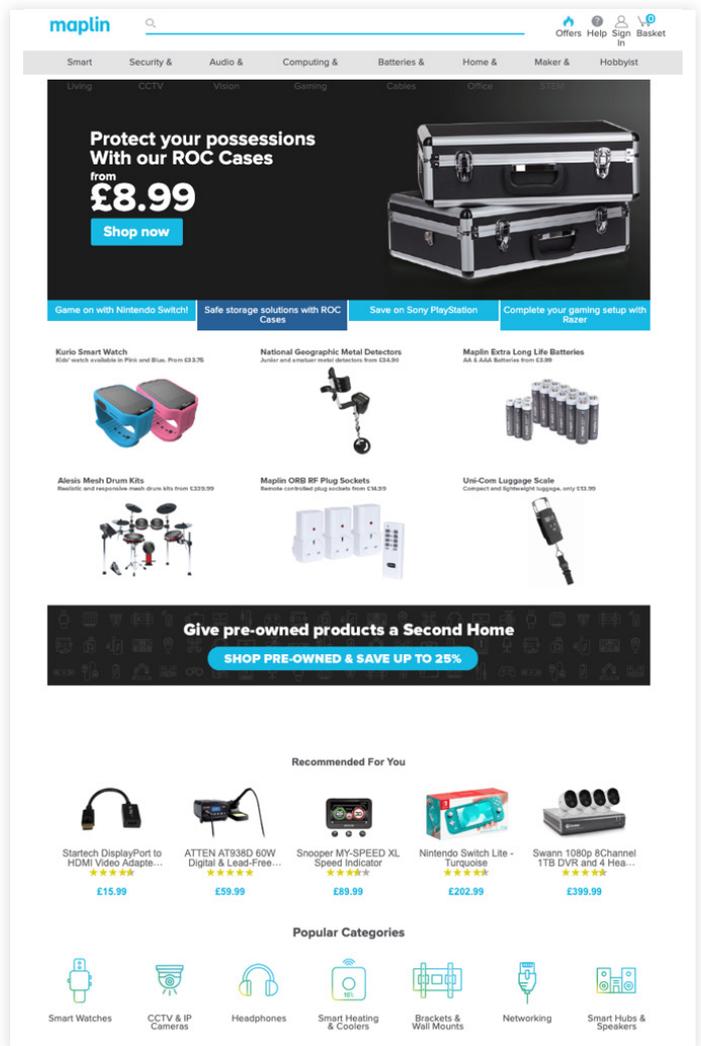
It enables Maplin to automatically pull product ratings from the Reevo API, and incorporate them in web and email recommendations.

Laura says: “It makes sense for us to use the social proof feature. We have all this great user generated content – why wouldn’t we use it everywhere possible to build trust and increase conversions?”

Future plans

“The overall experience has been positive,” explains Laura. “Any time I have questions, the team responds quickly. It’s great to be able to touch base with someone who knows what you’re working on – it saves time as you don’t have to run through all the details each time you’re on a call.”

Building on the success of website campaigns, the company is planning to use more personalized banners and dynamic content SmartBlocks going forward. “The platform is so flexible. We could easily personalize the entire website,” explains Laura.



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