



fresh relevance

Fresh Relevance's Triggered Emails increase sales for Wasserstrom by 5% within just 90 days

CASE STUDY

Client

The Wasserstrom Company

Profile

The world's leading restaurant supplier and distributor of foodservice supplies and equipment.

Website

wasserstrom.com



Background

The Wasserstrom Company is the world's leading restaurant supplier and distributor of foodservice supplies and equipment. The company carries one of the most diverse and comprehensive product lines in the foodservice industry, offering everything from tabletop items, to maintenance tools and catering supplies.

It has been awarded dealer of the year 2014 by the Foodservice Equipment and Supplies magazine.

Solution

Using the latest database architecture, Fresh Relevance processes eCommerce data and web behavior in real time, at a lower than ever price point, and with great ease of use. Using the clients existing email and eCommerce platforms, it drives conversions on client websites with highly targeted, relevant, **real-time content**.

Tracey Gordon, bubblebox:media, said "In today's online marketplace it is important for retailers to be at the forefront of what technology can offer. This is where Fresh Relevance really comes into its own, real-time data is collected as the customer shops online and then this data is used to trigger real-time, targeted messages."

Tracey went on to say "The software not only allows the retailer to capture abandoned cart data but now also abandoned browsing information, a powerful advantage to any marketer."

The screenshot shows an email from Wasserstrom with the following content:

- Header: Wasserstrom logo and "Continue Shopping" link.
- Image: A wine glass on a table.
- Text: "Not Ready to Order? We have saved a list of your recently viewed items."
- Button: "CONTINUE SHOPPING" with a shopping cart icon.
- Item 1: Image of a 3-tiered glass platter stand. Text: "Isinglass DP005-SET-1 Clear Glass 3-Tiered Platters With Stand".
- Item 2: Image of a square tempered glass plate. Text: "Rosseto® GTS14 14" x 14" Square Tempered Glass".
- Item 3: Image of a 3-sided acrylic riser. Text: "Clear Solutions 8241 Acrylic 10" 3-Sided Riser".
- Item 4: Image of a 3-piece set of frosted acrylic risers. Text: "American Metalcraft AC579 3-Piece Set Frosted Acrylic Risers".
- Bottom Button: "CONTINUE SHOPPING" with a shopping cart icon.



“...enabled my team to really push the boundaries of our email marketing strategies without compromising quality or budgets.”

- Dale Edman, Vice President of eCommerce and Online Marketing

Results

The Wasserstrom Company experienced a 5% sales uplift within 90 days of starting to use Fresh Relevance.

Dale Edman, Vice President of eCommerce and Online Marketing and Wasserstrom states that the Fresh Relevance solution has “enabled my team to really push the boundaries of our email marketing strategies without compromising quality or budgets.”



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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