

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

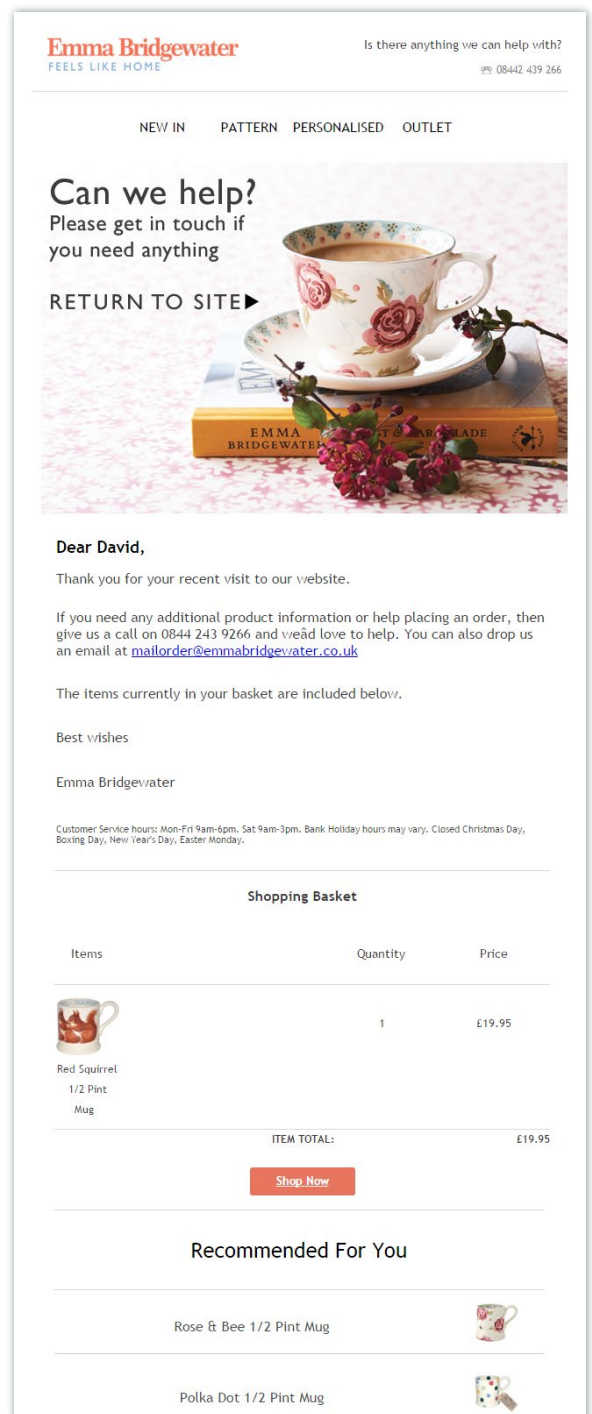
Emma Bridgewater, based in Stoke-on-Trent, is known around the world for its range of high-quality, hand decorated everyday use pottery. Collaborating with Fresh Relevance, this quintessentially British brand is achieving a consistently impressive online sales uplift.

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."



The screenshot shows an email from Emma Bridgewater. At the top, it says "Emma Bridgewater FEELS LIKE HOME" and "Is there anything we can help with? 08442 439 266". Below this are navigation links: "NEW IN", "PATTERN", "PERSONALISED", and "OUTLET". The main heading is "Can we help? Please get in touch if you need anything" with a "RETURN TO SITE" link. Below this is a photo of a floral mug on a saucer. The email body starts with "Dear David," and "Thank you for your recent visit to our website." It then offers additional product information or help placing an order, with contact details: "0844 243 9266" and "mailto:mailorder@emmabridgewater.co.uk". It lists items in the basket: "Best wishes" and "Emma Bridgewater". A "Shopping Basket" section shows a table with columns for "Items", "Quantity", and "Price". The table contains one item: "Red Squirrel 1/2 Pint Mug" with a quantity of 1 and a price of £19.95. Below the table is an "ITEM TOTAL: £19.95" and a "Shop Now" button. A "Recommended For You" section shows two mugs: "Rose & Bee 1/2 Pint Mug" and "Polka Dot 1/2 Pint Mug".

Items	Quantity	Price
 Red Squirrel 1/2 Pint Mug	1	£19.95
ITEM TOTAL:		£19.95



“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.”

- 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.”

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