

Fresh Relevance's Cart and Browse Abandonment help IronmongeryDirect achieve a **7.2% average sales uplift**

CASE STUDY

IronmongeryDirect

Client
IronmongeryDirect

Website
ironmongerydirect.co.uk

Profile
The UK's largest specialist ironmongery supplier, providing architectural ironmongery to builders, joiners and shop fitters for over 40 years.

Background

IronmongeryDirect is the UK's largest supplier of specialist ironmongery, supplying architectural ironmongery to builders, joiners and shop fitters for over 40 years. Impressively, the company won consecutive ECMOD Direct Commerce Awards in 2014 and 2015.

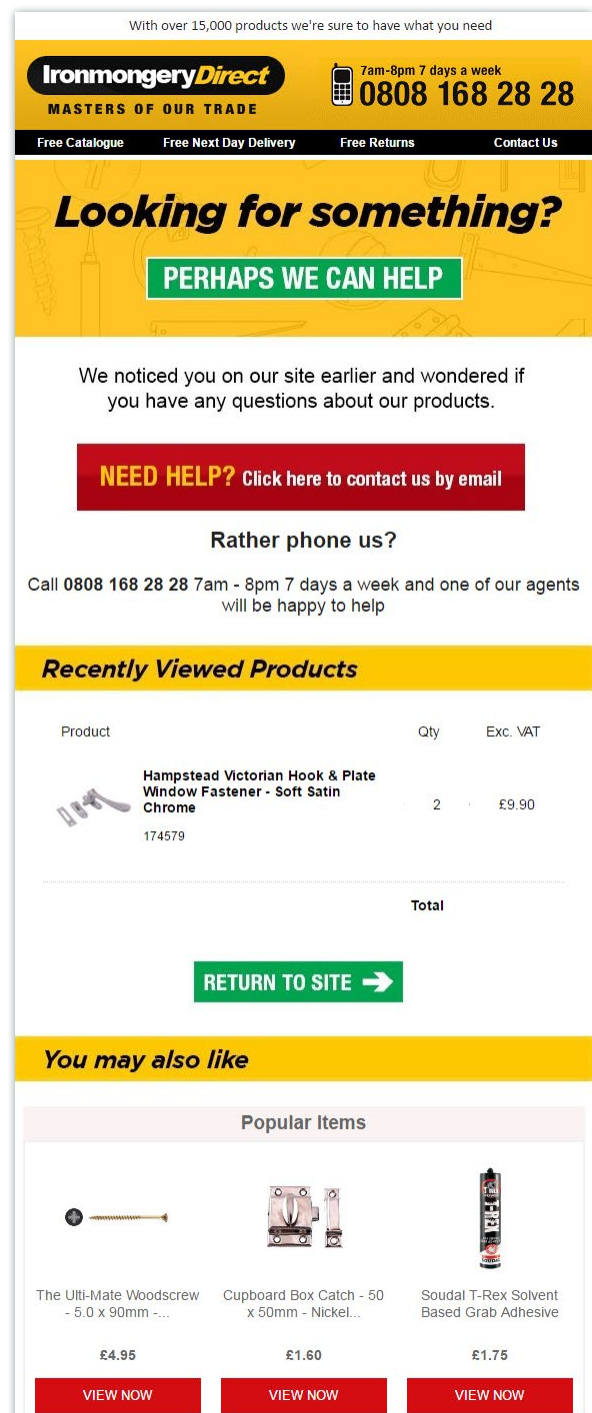
The company was first introduced to Fresh Relevance in 2014 when they asked their email service provider (DotMailer) to recommend a new cart abandonment solution.

CRM & Retention Executive at IronmongeryDirect, Yolanda Denkmayer explains the reason for seeking out a fresh approach: "At the time our abandonment emails were being fulfilled by an external agency, which gave us little control over the creative and also made accessing data and reporting a challenge."

Solution

Through the deployment of both **cart and browse abandonment solutions** from Fresh Relevance, the company has not only taken back control of its abandonment strategy, but reinvigorated the entire program. One example has been the ability to implement specific abandonment strategies to take new and lapsed customers on different journeys.

Denkmayer adds: "We asked the Fresh Relevance team if this was possible and before we knew it the program was set up and ready to go!"



With over 15,000 products we're sure to have what you need

IronmongeryDirect 7am-8pm 7 days a week
MASTERS OF OUR TRADE 0808 168 28 28

Free Catalogue Free Next Day Delivery Free Returns Contact Us


Looking for something?
PERHAPS WE CAN HELP

We noticed you on our site earlier and wondered if you have any questions about our products.

NEED HELP? Click here to contact us by email

Rather phone us?
Call 0808 168 28 28 7am - 8pm 7 days a week and one of our agents will be happy to help




Recently Viewed Products

Product	Qty	Exc. VAT
 Hampstead Victorian Hook & Plate Window Fastener - Soft Satin Chrome 174579	2	£9.90
Total		

RETURN TO SITE →

You may also like

Popular Items

		
The Ulti-Mate Woodscrew - 5.0 x 90mm - ... £4.95	Cupboard Box Catch - 50 x 50mm - Nickel... £1.60	Soudal T-Rex Solvent Based Grab Adhesive £1.75
VIEW NOW	VIEW NOW	VIEW NOW

“Today, whatever we want to do with our abandonment program we can just do it. That is the control, flexibility and confidence that Fresh Relevance gives us.”

- Yolanda Denkmayer, CRM & Retention Executive

In IronmongeryDirect's journey, a customer will receive an email 30 minutes after they have abandoned their shopping basket, and again after 24 hours, if they have not returned to complete their order. This has resulted in some impressive statistics. "At least 4% of our weekly sales revenues can be directly attributed to our abandonment activity, which in 2016 represents an average sales uplift of 7.2%," explains Denkmayer.

Development

With its cart and browse abandonment working perfectly and a "brilliant working relationship" with Fresh Relevance, the team at IronmongeryDirect is now looking to take their customer email communications to the next level, through the introduction of **Countdown Timers**.

A strong selling point is that we deliver next working day on orders placed up to 8pm the night before and for free on purchases over £45," explains Denkmayer. "By including countdown timers in all of our emails, not just cart and browse abandonment, we can help our customers place orders in time for next day. We can also let them know how much more they need to spend to get free delivery."

Denkmayer concludes: "Today, whatever we want to do with our abandonment program we can just do it. That is the control, flexibility and confidence that Fresh Relevance gives us."