

MyOptique Group Has an Expert Eye for Real-Time Marketing



CASE STUDY

Client
MyOptique Group

Website
myoptiquegroup.com

Profile
MyOptique Group's brands supply contact lenses, glasses and sunglasses to over 3 million customers in Europe.

MyOptique Group

Background

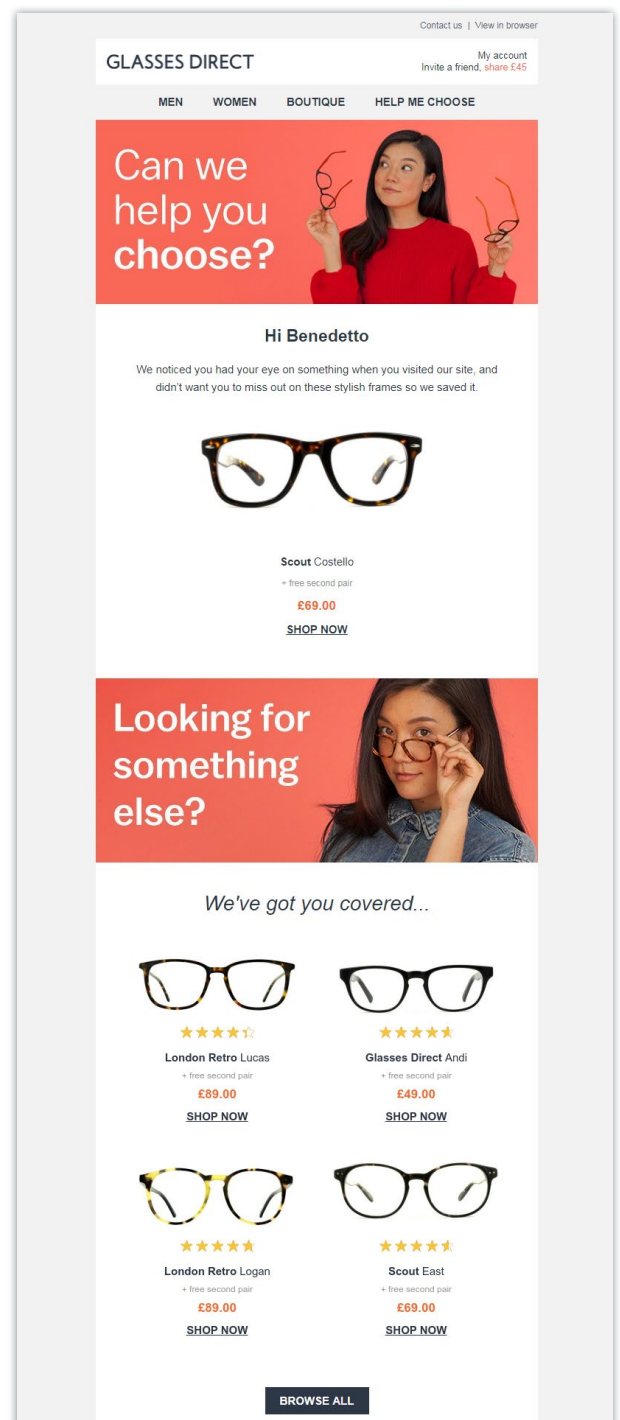
MyOptique Group is driven by a passion to provide the best possible customer experience through constant innovation. Its online retail brands - Glasses Direct, Sunglasses Shop and EyewearBrands - lead the European optical industry and were the first to introduce features such as the online sale of prescription eyewear, free home trials and virtual mirrors.

Solution

Looking for ways to bring the same innovative focus to its marketing in order to improve customer engagement and drive sales across all its brands, the company was delighted when its trusted Email Service Provider **Adestra** recommended **Fresh Relevance**. "We were reviewing several options but only Fresh Relevance with its real-time personalization platform for email, mobile and web, was able to meet all our requirements," explains Benedetto Ferretti, Senior CRM Database Executive at MyOptique Group. "What's more, because the platform was already tightly integrated with Adestra, it gave us the confidence that we could make quick progress."

Results

The speed of progress and results have been strong, with MyOptique Group now incorporating personalized real-time content such as product recommendations on its website and in triggered and campaign emails. Glasses Direct attributes 1.2% of online revenue to web recommendations. Cart and browse abandonment campaigns have already led Glasses Direct to recover revenue that equates to 4.2% of total sales, Sunglasses Shop 2% and Eyewearbrands a similarly impressive 4.3%.



The screenshot shows the Glasses Direct website interface. At the top, there are navigation links for 'MEN', 'WOMEN', 'BOUTIQUE', and 'HELP ME CHOOSE'. A user account link 'My account' with 'Invite a friend, share £45' is visible. The main content area features a red banner with the text 'Can we help you choose?' and an image of a woman holding glasses. Below this, a personalized recommendation for 'Scout Costello' glasses is shown, including a price of £89.00 and a 'SHOP NOW' button. A second red banner asks 'Looking for something else?'. Below this, a section titled 'We've got you covered...' displays four different pairs of glasses, each with a 5-star rating, a name (e.g., 'London Retro Lucas'), a price, and a 'SHOP NOW' button. A 'BROWSE ALL' button is located at the bottom right of the recommendations section.

GLASSES DIRECT

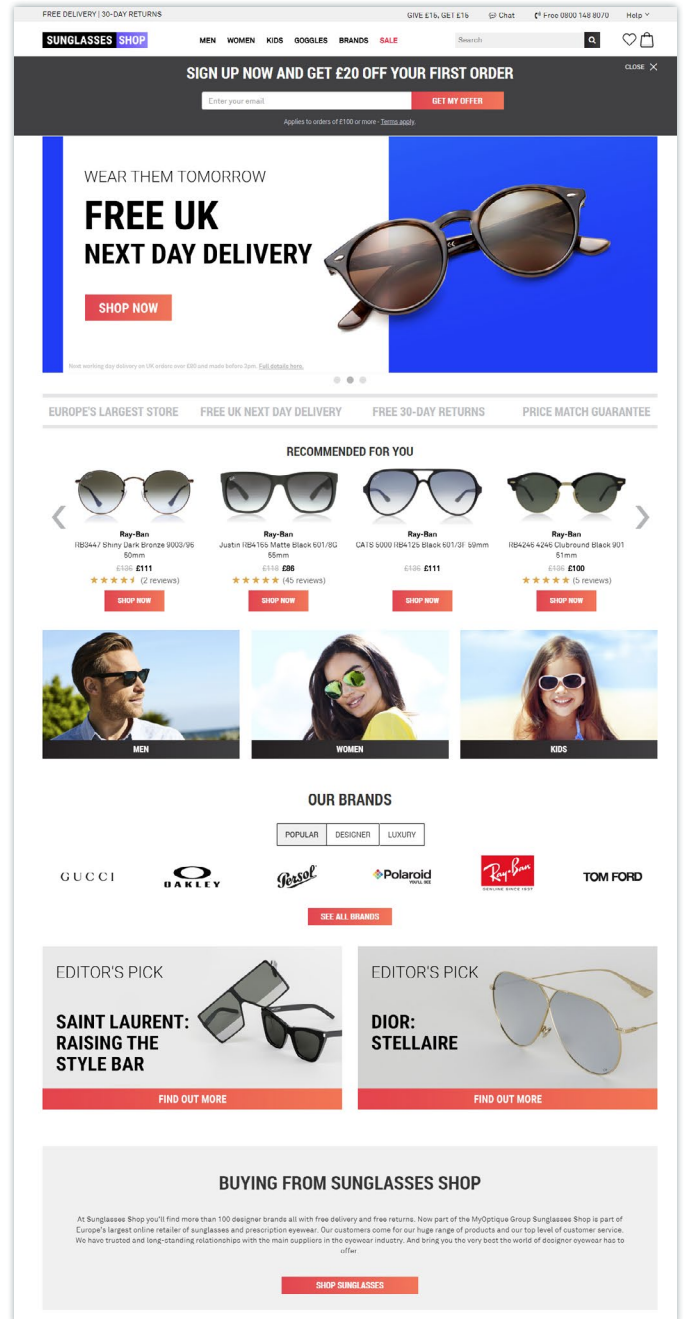
“Glasses Direct attributes 1.2% of online revenue to web recommendations.”

- Benedetto Ferretti, Senior CRM Database Executive

MyOptique Group also harnesses the power of social proof through the inclusion of user-generated content pulled from Instagram, Twitter and Pinterest in emails and displays on the product detail page how many people have looked at or purchased the item that day. The social proof feature has had over 5.7 million impressions since implementing.

The group was also part of an exclusive collective of retailers that collaborated with Fresh Relevance in the development and testing of its ratings & reviews functionality which launched in early 2018. The new feature enables MyOptique Group to automatically pull product and service reviews from the **Trustpilot** API and incorporate them across channels. “Our customers are fantastic advocates, going online to share pictures of their latest eyewear purchases and enthusiastically writing about the great experience they have shopping with us. It is something we are very proud of,” adds Jonathan Zetlaoui, Head of Product, Customer Experience & Analytics at MyOptique Group. “Fresh Relevance’s ratings & reviews feature is really easy to set up and use. It’s a great way to showcase the quality of our products to customers, either on site or in emails.”

Benedetto concludes: “Fresh Relevance is a robust platform which delivers advanced features and functions with the lightest possible integration. Thanks to its drag and drop SmartBlocks we have total control over how we present real-time content to our customers in all of our emails, in order to make the strongest impact possible.”



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Fresh Relevance is the comprehensive personalization platform for digital marketers that drives revenue and loyalty by delivering a targeted cross-channel customer experience. Powered by real-time data and machine learning, Fresh Relevance seamlessly works with the existing martech stack, unifies siloed data and tracks all customer behavior. Providing unique, actionable insights into each shopper, the platform helps select the most relevant tactics from an unrivalled range of digital marketing tools to guide customers along their journey across channels and devices.

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