

SOLETRADER **increase email revenues by 14%** with Fresh Relevance's Cart Abandonment Solution

CASE STUDY

Client
SOLETRADER

Website
soletrader.co.uk

Profile
Brings leading footwear brands to the high street, with shops across the UK and a multi-channel online presence.

SOLETRADER

Background

SOLETRADER brings the leading footwear brands to the high street, with shops across the UK and a multi-channel online presence. The company also includes SOLE for the most prestigious designer brands and SOLETRADER OUTLET that offers at least 30% off RRP.

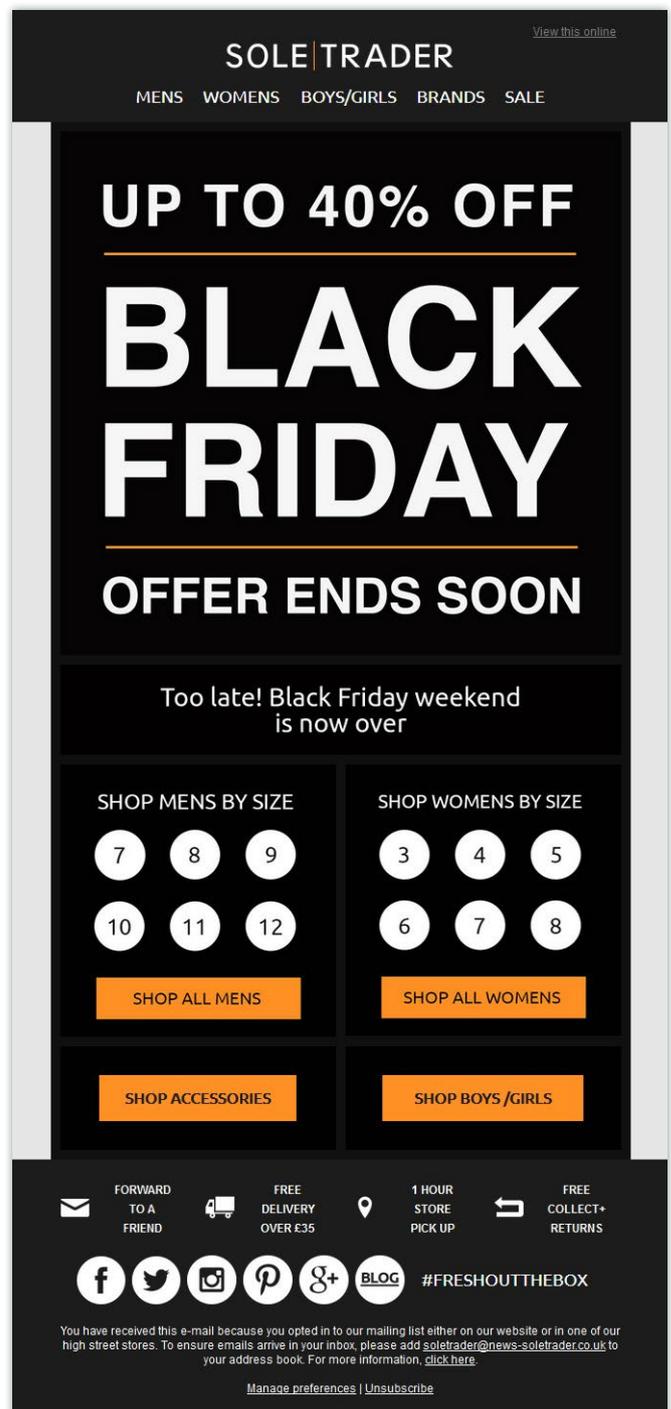
When the company launched its new website, the marketing team took the opportunity to introduce a **cart abandonment strategy** that would enable them to maximize online revenues.

After receiving several recommendations, they enlisted the services of Fresh Relevance, not only for its expertise in recouping lost revenue via abandonment emails, but also for its comprehensive suite of innovative SmartBlock features.

Solution

Today, a **personalized email** is automatically sent to a customer 30 minutes after a cart has been abandoned, reminding them of the products that remain in their basket and inviting them to checkout. Each month SOLETRADER sends 800 emails, with SOLETRADER OUTLET sending a further 700.

In the first year since its cart abandonment programme began, the company has recorded some impressive results, as Digital Marketing Executive, Toni Bowater explains: "Compared to our bulk email campaigns, our abandonment emails have an open rate that is 333% higher, as well as a 1000% increase in click through rates." Toni adds: "Since we launched with Fresh



The screenshot shows a Black Friday promotional email from Soletrader. At the top, it says "SOLETRADER" with a "View this online" link. Below that are navigation links for "MENS", "WOMENS", "BOYS/GIRLS", "BRANDS", and "SALE". The main headline reads "UP TO 40% OFF BLACK FRIDAY OFFER ENDS SOON". A message states "Too late! Black Friday weekend is now over". There are four sections for shopping by size: "SHOP MENS BY SIZE" (7, 8, 9, 10, 11, 12), "SHOP WOMENS BY SIZE" (3, 4, 5, 6, 7, 8), "SHOP ACCESSORIES", and "SHOP BOYS /GIRLS". Each section has an orange button labeled "SHOP ALL [category]". The footer contains social media icons for Facebook, Twitter, Instagram, Pinterest, and Google+, along with a "BLOG" link and the hashtag "#FRESHOUTTHEBOX". It also includes service icons for "FORWARD TO A FRIEND", "FREE DELIVERY OVER £35", "1 HOUR STORE PICK UP", and "FREE COLLECT+ RETURNS". At the bottom, there is a disclaimer: "You have received this e-mail because you opted in to our mailing list either on our website or in one of our high street stores. To ensure emails arrive in your inbox, please add soletrader@news-soletrader.co.uk to your address book. For more information, click here." and links for "Manage preferences" and "Unsubscribe".



“Since we launched with Fresh Relevance we have added 14% to our email revenues and we expect to add an impressive 18% to our email profits in the following year.”

- Toni Bowater, Digital Marketing Executive

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Development

With its cart abandonment programme working well and plans afoot to introduce browse abandonment soon, the team has also taken the opportunity to introduce what Toni refers to as 'exciting additions' to strengthen customer engagement. One such extra is the use of Fresh Relevance's Animated **Countdown Timers** which are now in use in its weekly SOLETRADER OUTLET promotional emails.

“The use of Countdown Timers represented a first for us, so we ran an A/B test to put the feature through its paces, and this gave us the confidence to introduce it in to our weekly promotions email from SOLETRADER OUTLET,” adds Toni. These promotions last 48 hours so the Countdown Timer lets the recipient know exactly how long they have left until the offer expires, regardless of when they open the message. In addition, SOLETRADER has used the feature to good effect in other sales activities such as the lead up to Black Friday.

Toni concludes: “We selected Fresh Relevance for its features but also the ability for us to have full control over how they are used. What's more, the quality of support is exceptional.”

The screenshot shows a promotional email for SOLETRADER OUTLET. At the top, it says 'SOLETRADER OUTLET' with a 'View this online' link. Below that are navigation links for 'MENS', 'WOMENS', 'BOYS/GIRLS', 'BRANDS', and 'ACCESSORIES'. The main headline is 'MANIC MONDAY'. A large countdown timer shows '35 : 55 : 57' with 'Hours', 'Minutes', and 'Seconds' below it. Below the timer are three circular icons: '48 HOURS ONLY', the 'ROCKET DOG' logo, and '£40 OFF'. The email features three product listings for boots. Each listing shows a product image, the original price (£64.99), the sale price (£24.99), and a 'BUY NOW' button. The first listing is for black boots, the second for brown boots, and the third for a pair of brown boots.

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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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