

Fresh Relevance help Tap Warehouse achieve **43% conversion rate uplift** from Cart and Browse Abandonment Emails

CASE STUDY

Client

Tap Warehouse

Profile

UK online retailer of bathroom and kitchen products.

Website

tapwarehouse.co.uk



Background

Tap Warehouse is a UK online retailer of bathroom and kitchen products, with around one million visitors to its website each year. The company recognized that engaging its customer-base email was a powerful way to enhance the customer experience and also increase revenues, so when Senior Digital Marketing Executive, Frode Myklebust, joined in 2014, his remit was to build an email marketing programme from the ground up.

Solution

Putting the right foundations in place was essential, so Myklebust listened to a recommendation from a development partner and turned to the real-time engagement marketing company, Fresh Relevance. Working together, Fresh Relevance and Tap Warehouse developed and implemented a successful strategy for managing **cart and browse abandonment**.

Myklebust explains: "In the 13 months that we have been working together we have been able to attribute a 7% sales uplift direct to our activity with Fresh Relevance, which constitutes a very decent return-on-investment and provides a steady stream of revenue for the company."

Results

Tap Warehouse now sends approximately 2,000 abandonment emails per month (a customer receives an initial email after 30 minutes for an abandoned cart and an hour after a browse session), achieving an

Your basket qualifies for free delivery!
Here's what you left behind:



Kitchen Taps Kitchen Sinks Bathroom Taps Bathroom Furniture Shower Sets

Did you forget something?

We noticed that you left some items in your shopping basket, so we saved them for you. Feel free to reply to this email or get in touch on 01202 55 66 55 if you have any questions or concerns, or go to the checkout to [complete your order](#).

	1 x Clearwater Utility White Ceramic Large Laundry Sink	£210.24
	1 x Mayfair Café Royal Kitchen Mono Mixer	£117.13

Basket total: **£327.37**

Your basket qualifies for free delivery

[Complete your order](#)

— **Choosing the Right Kitchen Taps**
As the hardest working tap in your home, your kitchen tap needs to be robust, practical and easy on the eyes. [read more](#)

— **How to Choose the Best Material for Your Kitchen Sink**
Whilst it's easy to pick a sink that looks nice, it's important to consider the material, too. After all, functionality and cost are just as important as aesthetics. [read more](#)

Have a great day,
The Tap Warehouse Team

Verified by    



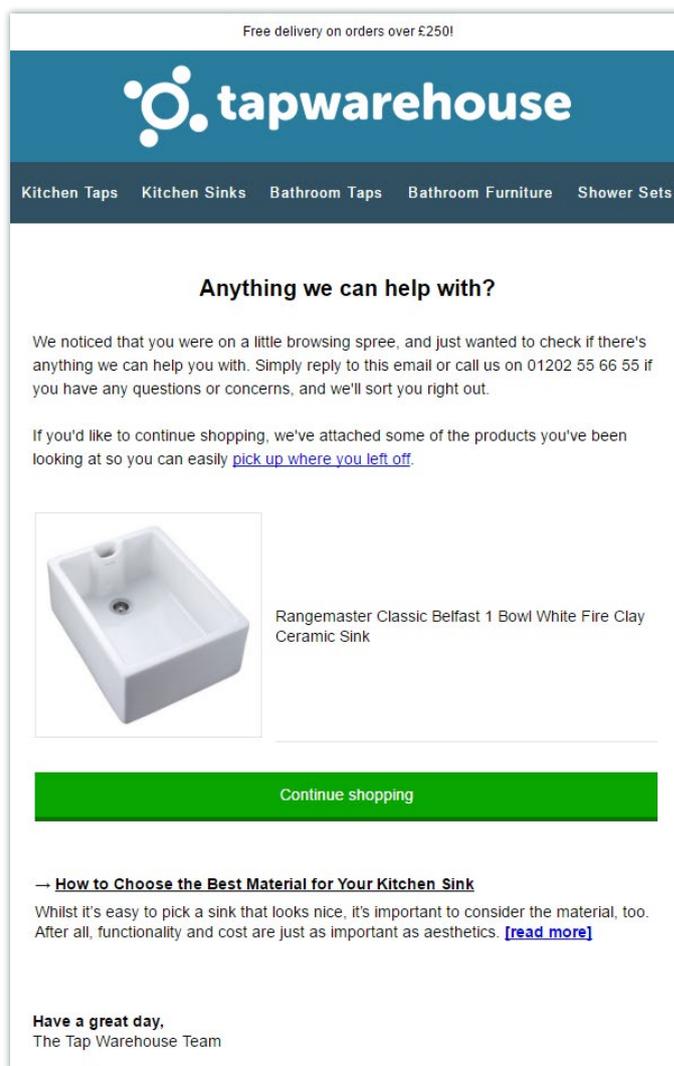
“Fresh Relevance leads the field in providing the technology and expertise that enables Tap Warehouse to not only provide our customers with a better shopping experience, but also maximize our sales opportunities.”

- Frode Myklebust, Senior Digital Marketing Executive

impressive 50% - 60% open rate. However, Tap Warehouse expect to raise this rate even higher and is continually testing to improve its open and conversion rates.

Myklebust cites a recent **A/B test**. “We offer free delivery on orders over £250 and wanted to assess the impact of dynamically including a message in the pre-header and body of our cart abandonment emails, which qualified for this service.” He adds: “Working collaboratively with Fresh Relevance we conducted the test and recorded an impressive 60% improvement in click-to-open rate, but more impressively it also resulted in a 43% conversion rate uplift!”

Myklebust concludes: “I love **email marketing!** It sits head and shoulders above other methods of customer engagement and Fresh Relevance leads the field in providing the technology and expertise that enables Tap Warehouse to not only provide our customers with a better shopping experience, but also maximize our sales opportunities.”



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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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