

Fresh Relevance Web Personalization and Recovery Emails help **boost revenue by 27%** for The Book Outlet

CASE STUDY

Client
The Book Outlet

Website
bookoutlet.com

Profile
The retail arm of The Book Depot Partnership, North America's largest book wholesaler, with 1 million titles and 500,000 square feet of books.



Background

The Book Outlet is the trading name for the retail arm of The Book Depot Partnership, which is North America's largest book wholesaler, offering over one million titles. The online retailer wanted to personalize their customer journey and boost online revenues.

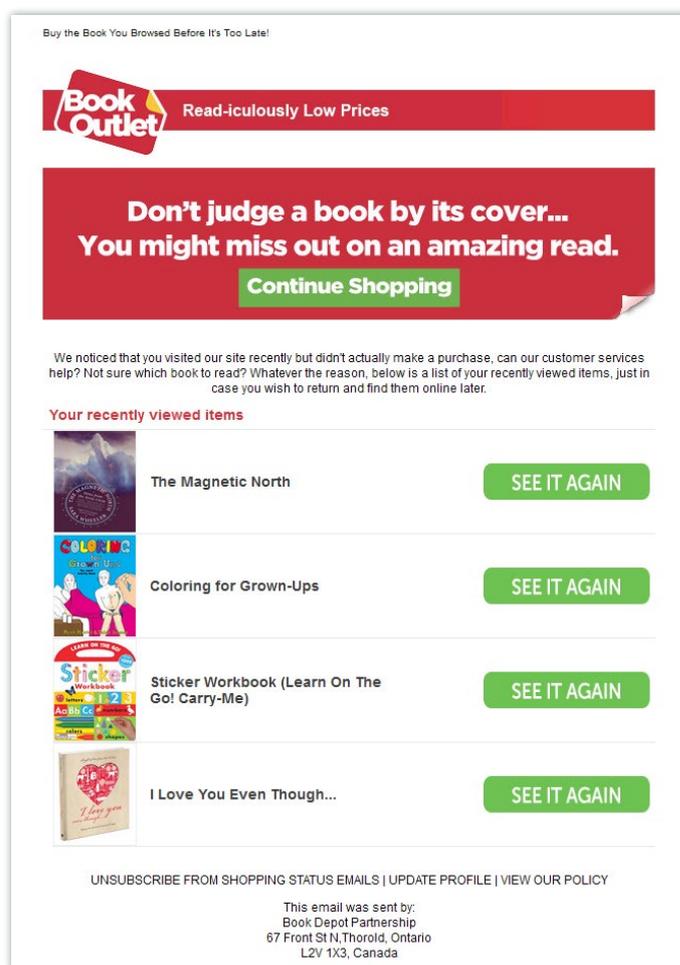
Fresh Relevance collects comprehensive, real-time visitor histories, both for individual visitors and aggregated into crowd-sourced data. It uses this to provide **cross-channel web and email personalization** - and triggered **cart and browse abandonment** recovery emails.

Solution

Fresh Relevance's real-time marketing software was deployed as part of a project completed by the software company's US partner, bubblebox:media, to migrate The Book Outlet on to the Salesforce ExactTarget Marketing Cloud.

Fresh Relevance adds highly-targeted, **real-time book recommendations** to The Book Outlet's web pages and emails, based on which book categories each shopper has been looking at. Relevant categories are promoted to each individual shopper, which helps to maximize conversions.

Trending books and genres are also identified in real-time and are automatically promoted to all shoppers, maximizing the ability to sell books relevant to celebrity or TV endorsement of books and other real-time trends.



Buy the Book You Browsed Before It's Too Late!

Book Outlet Read-iculously Low Prices

Don't judge a book by its cover... You might miss out on an amazing read.

[Continue Shopping](#)

We noticed that you visited our site recently but didn't actually make a purchase. Can our customer services help? Not sure which book to read? Whatever the reason, below is a list of your recently viewed items, just in case you wish to return and find them online later.

Your recently viewed items

	The Magnetic North	SEE IT AGAIN
	Coloring for Grown-Ups	SEE IT AGAIN
	Sticker Workbook (Learn On The Go! Carry-Me)	SEE IT AGAIN
	I Love You Even Though...	SEE IT AGAIN

UNSUBSCRIBE FROM SHOPPING STATUS EMAILS | UPDATE PROFILE | VIEW OUR POLICY

This email was sent by:
Book Depot Partnership
67 Front St N, Thorold, Ontario
L2V 1X3, Canada

Results

The Book Outlet has surpassed their original goals, with the online retailer experiencing an average of 20% monthly sales uplift rates.

Ian Michael, Marketing Director at The Book Outlet comments: "The flexibility offered by Fresh Relevance lets us tune and optimize the product ranges which we promote and helps us to maximize ROI."



“The flexibility offered by Fresh Relevance lets us tune and optimize the product ranges which we promote and helps us to maximize ROI.”

- Ian Michael, Marketing Director

Book Outlet Read-iculously Low Prices 1-888-452-7325

Facebook Twitter Help Login 0 Titles / 0 Units \$0.00 \$0.00

New Arrivals Scratch/Dent Tweens/YA Kids 50/50 Categories Other SEARCH ENTIRE SITE FOR...

Behind the Scenes at the Museum

Author: [Atkinson, Kate](#)
 Binding: Paperback
 List Price: \$16.00
 Our Price: \$4.99 USD
 Qty Avail: 79

[Add to Cart](#)
[View Cart](#) [Add to Wishlist](#)

In her profoundly moving, uniquely comic debut, Kate Atkinson introduces readers to the mind and world of Ruby Lennox, born above a pet shop in York at the halfway point of the twentieth century, and determined to understand both the family that precedes her and the life that awaits her. Taking her own conception as her starting point, the irrepressible Ruby narrates a story of four generations of women, from her great-grandmother's altar with a French photographer, to her mother's unfulfilled dreams of Hollywood glamour, to her young sister's efforts to upstage the Queen on Coronation Day. Hurting in and out of both World Wars, economic downturns, the onset of the permissive '60s, and up to the present day, Ruby paints a rich and vivid portrait of family heartbreak and happiness.

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Book Outlet

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freshrelevance Our job is to make you awesome at yours

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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