

Thorntons' Triggered Emails from Fresh Relevance account for approximately 6% of all direct revenue

CASE STUDY

Client
Thorntons

Website
thorntons.co.uk

Profile
British company, who have been making chocolates, toffee and fudge for over 100 years.



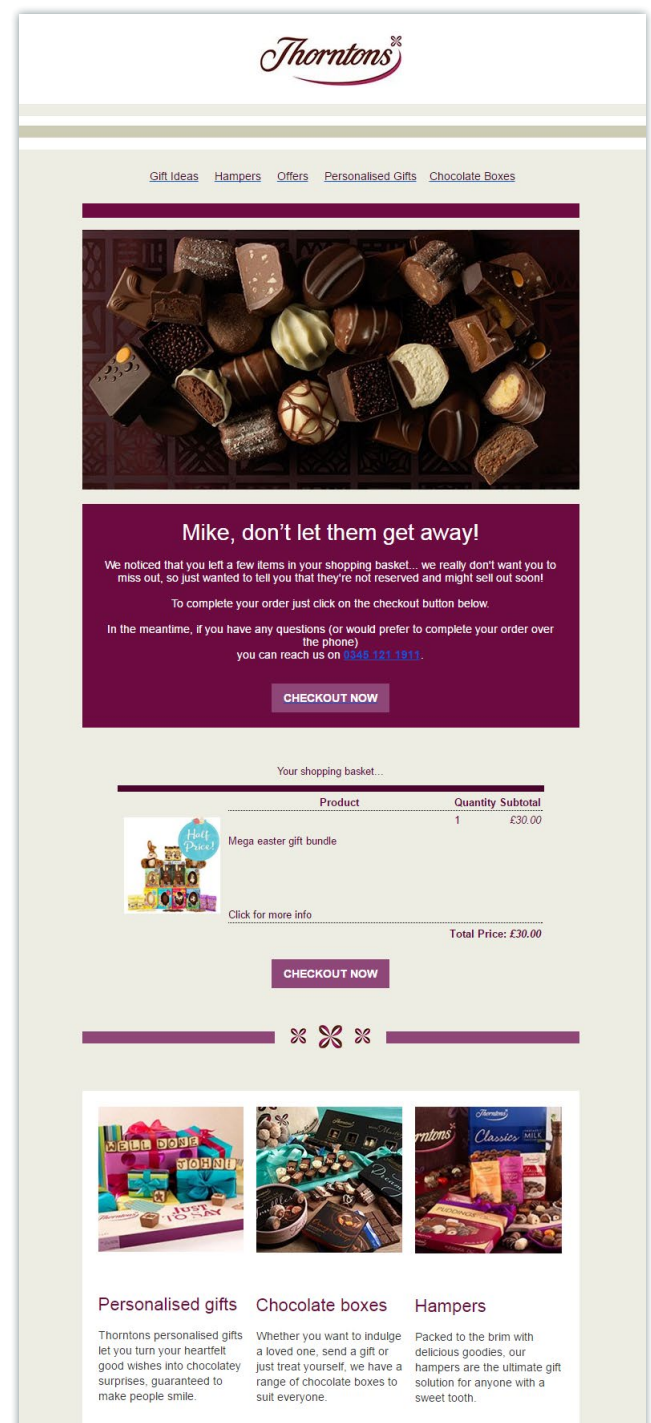
Background

Starting from a shop in Derbyshire in 1911, Thorntons has been making chocolates, toffee and fudge for over 100 years. In 1998, the British company opened its online store and today, the website sells a wide range of products including seasonal items, hampers, personalized gifts and flowers.


In order to maximize sales, Thorntons is always on the lookout for ways to increase the percentage of browsers converting to buyers, making life easy for shoppers to find the products they want, highlighting promotions and delivering a quick checkout. However, as with all eCommerce sites, it experiences **cart and browse abandonment**.

Initially, the company attempted to tackle the issue by proactively re-engaging with potential customers through re-targeting via paid advertising. eCRM Manager at Thorntons, Mike Aspinall explains: "This approach performed well, but we identified a clear benefit in moving our strategy towards email communications."

He adds: "We wanted a way to effectively capture cart and browse abandonment data and use it to communicate directly with shoppers, to persuade them to complete their purchase." Thorntons liked the approach of real-time marketing company, Fresh Relevance.



The screenshot shows the Thorntons website interface. At the top, the Thorntons logo is displayed. Below it, a navigation menu includes links for Gift Ideas, Hampers, Offers, Personalised Gifts, and Chocolate Boxes. A large image of various chocolates is featured. Below the image, a purple banner reads "Mike, don't let them get away!" and contains a message: "We noticed that you left a few items in your shopping basket... we really don't want you to miss out, so just wanted to tell you that they're not reserved and might sell out soon! To complete your order just click on the checkout button below. In the meantime, if you have any questions (or would prefer to complete your order over the phone) you can reach us on 03448 121 1811." A "CHECKOUT NOW" button is visible. Below the banner, a shopping basket summary is shown with a table:

Your shopping basket...		
Product	Quantity	Subtotal
 Mega easter gift bundle	1	£30.00

Below the table, there is a "Click for more info" link and a "Total Price: £30.00" label. A "CHECKOUT NOW" button is also present. At the bottom, there are three promotional tiles for "Personalised gifts", "Chocolate boxes", and "Hampers", each with a brief description and an image.



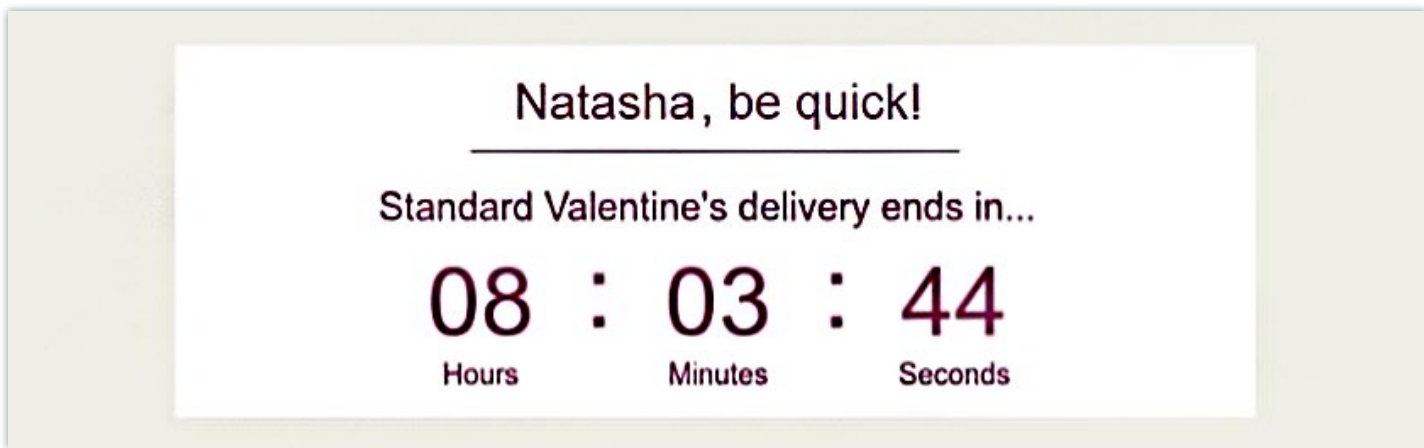
“The Countdown Timer from Fresh Relevance adds a sense of urgency to our email communications, which is especially important in the lead up to Valentine’s Day, Easter and Christmas to ensure customers know the cut-off dates for deliveries.”

- Mike Aspinall, eCRM Manager

Solution

Thorntons and Fresh Relevance developed a series of triggered emails that are live all year round, specifically targeting shoppers who abandon their transactional journey. Aspinall adds: “We use two variations, one focusing on abandoned baskets and the other browse sessions. These are specifically designed to re-engage the shopper at their specific point in the journey and convert otherwise lost sales opportunities.”

To capitalize on seasonal periods, Thorntons have also introduced **Advanced Countdown Timers**, as Aspinall notes: “The Countdown Timer from Fresh Relevance adds a sense of urgency to our email communications, which is especially important in the lead up to Valentine’s Day, Easter and Christmas to ensure customers know the cut-off dates for deliveries.”



Results

Since deploying Fresh Relevance 10 months ago, Thorntons have reported return on investment. “The triggered emails account for approximately 6% of all direct revenue from the email channel and most of this revenue is incremental.” Aspinall adds: “This is a great result, especially as both our email and Countdown Timers require minimal resource to manage after the initial setup.”

Following the success of the project, Thorntons are currently exploring how the company can utilize the wider range of solutions offered by Fresh Relevance. Aspinall concludes: “The Fresh Relevance team has been great to work with, very helpful and willing to assist with any queries we have. We’ve developed a very positive working relationship with them and I’d certainly recommend them to others.”

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