

WoolOvers **doubles Cart Recovery Email Revenue** in its first month with Fresh Relevance

CASE STUDY

Client
Woolovers

Website
woolovers.co.uk

Profile
Established in 1989 and based in West Sussex, UK, Woolovers sells its natural world-class knitwear to more than 1 million customers around the world.

WoolOvers
EST. 1989

Background

In the world of online retail, being agile and open to change can have a hugely positive impact on the bottom-line. WoolOvers is an exemplary story of how it is possible to transform the fortunes of a cart and browse abandonment program, turning potentially lost sales into loyal and profitable customers.

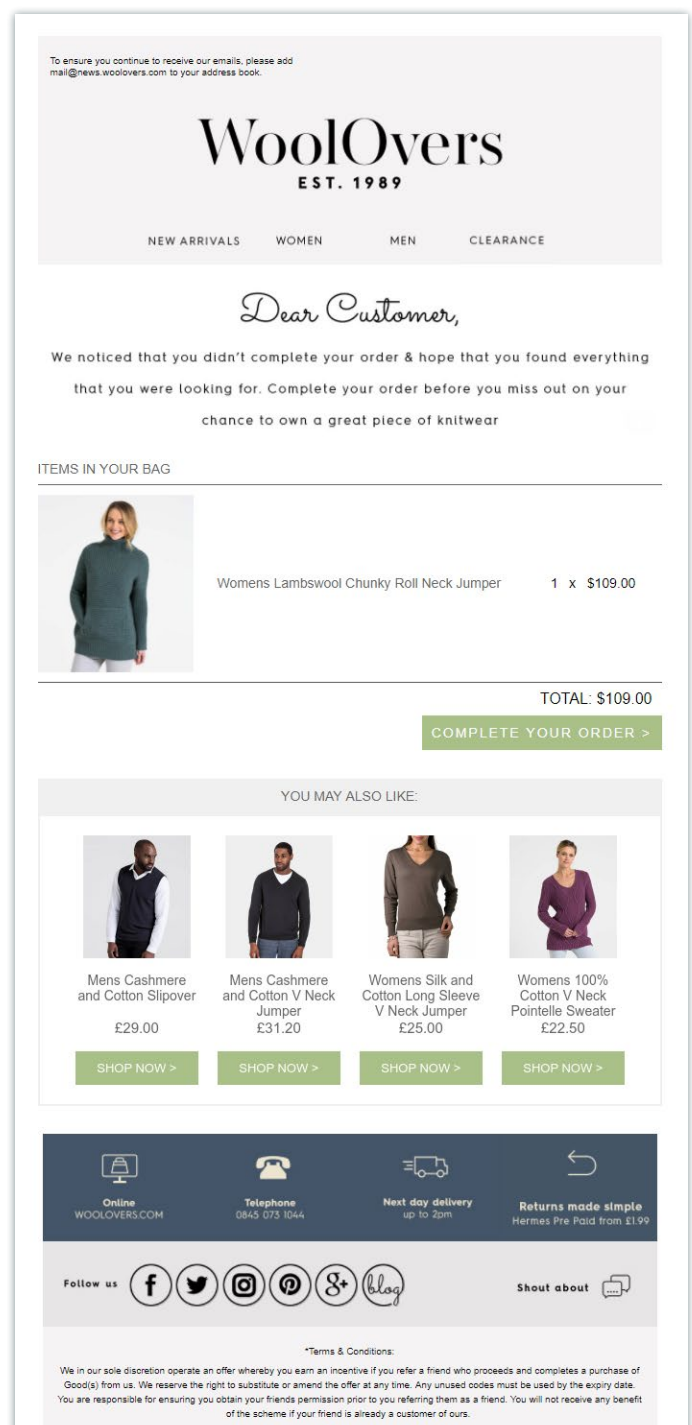
Established in 1989 and based in West Sussex, UK, the retailer sells its natural knitwear to more than 1 million customers around the world.

Solution

Fresh Relevance was the first choice when WoolOvers took the decision to reinvigorate its **cart and browse abandonment** program in early 2017.

The Head of Trading at WoolOvers, Nash Vadher, explains: "The abandonment system we had built in-house with our email service provider was not delivering the returns we knew were possible. I had experienced what the Fresh Relevance platform is capable of and as such it was the natural choice for us to roll-out."

Such was the speed of the set-up process that WoolOvers was sending out automatic cart and browse abandonment emails to customers in less than weeks. The timely emails also use the Fresh Relevance Product Recommendation SmartBlock to include details of the products browsed, or placed in the shopping cart, along with suggestions including 'You may also like' and 'New arrivals'.



The screenshot shows an email from WoolOvers, EST. 1989. At the top, it says "To ensure you continue to receive our emails, please add mail@news.woolovers.com to your address book." Below this is the WoolOvers logo and navigation links: NEW ARRIVALS, WOMEN, MEN, CLEARANCE. The main body of the email starts with "Dear Customer," followed by a message: "We noticed that you didn't complete your order & hope that you found everything that you were looking for. Complete your order before you miss out on your chance to own a great piece of knitwear". Below this is a section titled "ITEMS IN YOUR BAG" showing a "Womens Lambswool Chunky Roll Neck Jumper" for 1 x \$109.00. A "TOTAL: \$109.00" is shown, and a green button says "COMPLETE YOUR ORDER >". A "YOU MAY ALSO LIKE:" section features four product recommendations with images, titles, prices, and "SHOP NOW >" buttons. The footer contains contact information: Online (WOOLOVERS.COM), Telephone (0845 073 1044), Next day delivery (up to 2pm), and Returns made simple (Hermes Pre Paid from £1.99). It also includes social media icons for Facebook, Twitter, Instagram, Pinterest, Google+, and a blog icon, along with a "Shout about" icon. At the bottom, there is a small "Terms & Conditions" link and a disclaimer: "We in our sole discretion operate an offer whereby you earn an incentive if you refer a friend who proceeds and completes a purchase of Good(s) from us. We reserve the right to substitute or amend the offer at any time. Any unused codes must be used by the expiry date. You are responsible for ensuring you obtain your friend's permission prior to you referring them as a friend. You will not receive any benefit of the scheme if your friend is already a customer of ours."



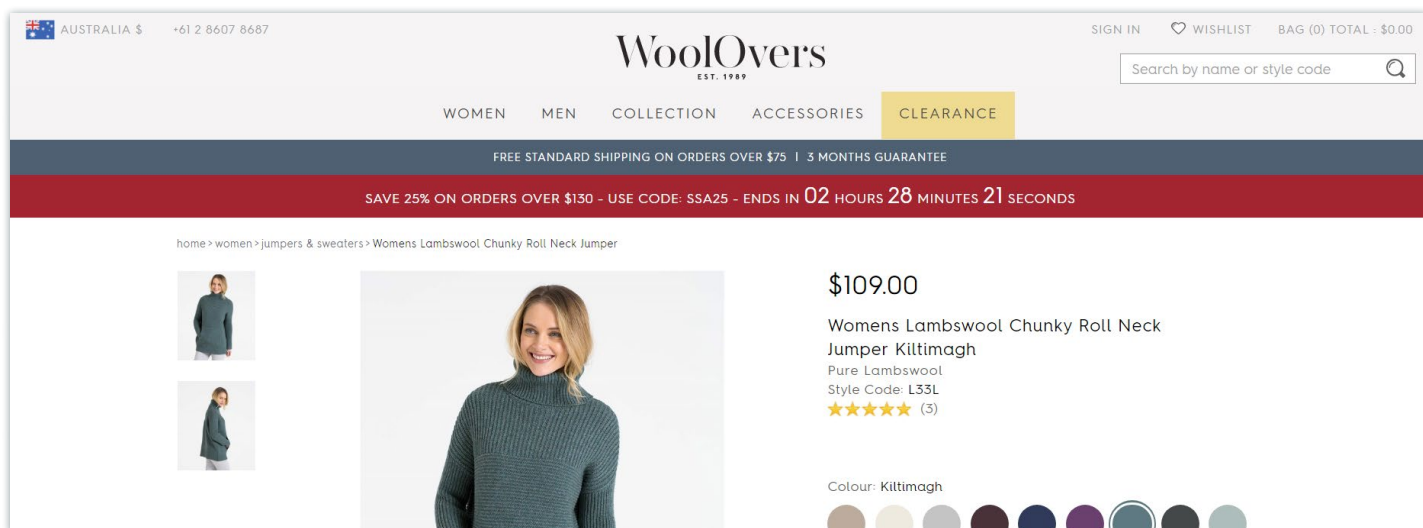
“We improved cart recovery email revenue in our first month with Fresh Relevance and they have increased by 118% YoY. The speed at which we have recorded such a strong return-on-investment has far exceeded our expectations”

- Nash Vadher, Head of Trading

Results

The results have already proven to be outstanding as Vadher states “We improved cart recovery email revenue in our first month with Fresh Relevance and they have increased by 118% YoY. The speed at which we have recorded such a strong return-on-investment has far exceeded our expectations.”

The success of its new cart and browse abandonment initiative has seen WoolOvers roll out the program internationally, with Fresh Relevance now being relied upon for its online Cart Recovery operations in the UK, USA, Australia, France and most recently Germany. In addition, the company is also taking advantage of **Fresh Relevance’s rich array of features**, such as its Countdown Timers, to create a sense of urgency and boost online sales.



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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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