



# Orlebar Brown achieves a 6.59% sales uplift with the use of Fresh Relevance's Product Recommendations

CASE STUDY

## Client

Orlebar Brown

## Profile

London-based fashion retailer providing a more tailored approach to men's beach and swim shorts.

## Website

orlebarbrown.com

ORLEBAR  
BROWN

## Background

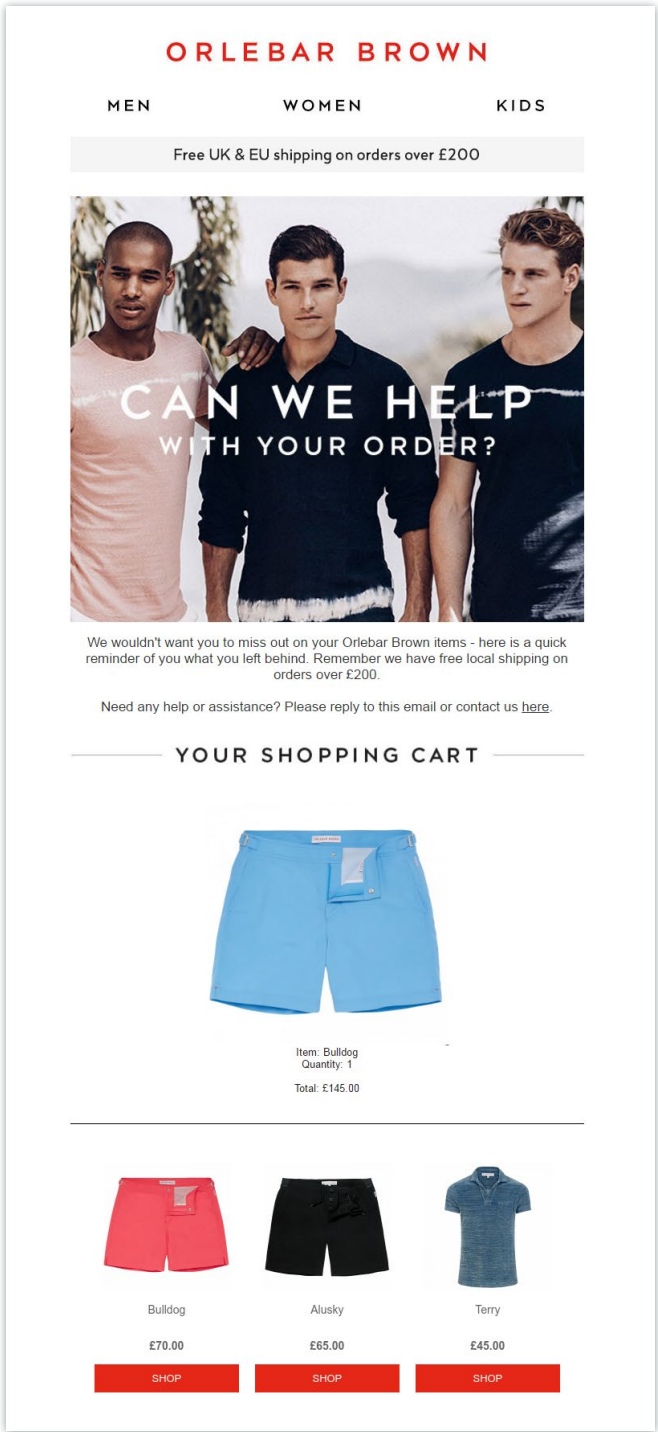
Orlebar Brown is a London-based fashion retailer that launched in 2007 to provide a more tailored approach to men's beach and swim shorts. Today, the range includes clothing and accessories for both men and children. Since opening its first store in Notting Hill, Orlebar Brown can now be found all over Central London, as well as pop up stores around the world, and of course, its thriving website.

## Solution

At the beginning of 2016, the CEO of Orlebar Brown led a business-wide initiative to drive upsell opportunities. It was the new Head of E-Commerce, Jamie de Cesare, and CRM and Email Executive, Amit Raj, who took on the challenge to increase revenues from its online visitors.

Orlebar Brown was already using Fresh Relevance to send **automated triggered messages** to every customer abandoning a shopping cart without completing the transaction. Together with Fresh Relevance, the team identified an exciting opportunity to take this program to the next level, through the introduction of the innovative new **product recommendation functionality**, recently added to the Fresh Relevance software platform.

In May, the Fresh Relevance product recommendation feature was integrated in to Orlebar Brown's abandonment emails. Now, every visitor that leaves the website without checking out receives a highly personalized message. Crucially, not only does it





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- Amit Raj, CRM and Email Executive

include images and information about the items they placed in their shopping cart (along with a direct link to the checkout), but also other products that they viewed during their visit, based upon the frequency of which they viewed them.

## Results

Amit Raj comments on the results: “Since the addition of product recommendations, we have achieved a healthy sales uplift of 6.59%. We send approximately 980 cart abandonment emails per month accounting for an impressive 17% of all Orlebar Brown’s email-based revenue.”

He adds: “Working with Fresh Relevance is fantastic and following the success of this project, we are now looking at other opportunities to incorporate product recommendations in other **email communications** with our customers.”



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