freshrelevance

How one consumer electronics provider achieved a 4.9% sales uplift YOY with triggered emails

Background

Consumer electronics stores face many challenges in today's competitive retail environment. Marketers must work increasingly hard to meet the expectations of customers used to multi-brand online shopping giants like Amazon.

But with the right tools, retailers can meet and exceed customer expectations to keep shoppers coming back.

Here's how one of our clients, a multi-brand electronics retailer, achieved a 4.9% uplift in sales YOY thanks to its new approach to triggered emails, including;

- Personalized triggered email work-flows
- Personalized email banners based on brand affinity
- Social proof product ratings in emails

Solution

The omnichannel retailer's key objective was to improve engagement and sales from first-time buyers and repeat customers. With Fresh Relevance, the company refined highly personalized triggered email workflows including cart and browse abandonment messages.

They took this a step further with an innovative four-part past purchase complete campaign aiming to secure that all-important second purchase. The messages invite new customers to leave a review and encourage them to purchase again by recommending related products.

FRESH ELECTRONICS
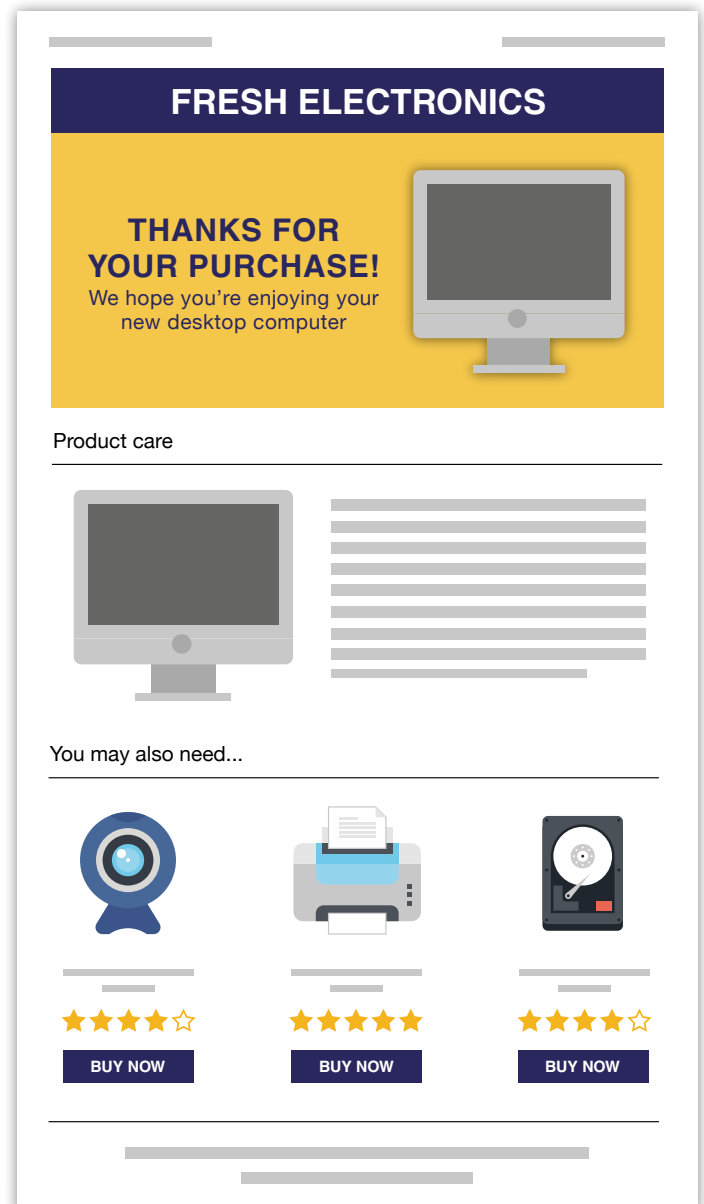
THANKS FOR YOUR PURCHASE!
We hope you're enjoying your new desktop computer

Product care

You may also need...

★★★★☆   BUY NOW
★★★★★   BUY NOW
★★★★☆   BUY NOW

Key Stats

53%
identification rate

4.9%
sales uplift YOY from triggered emails

59%
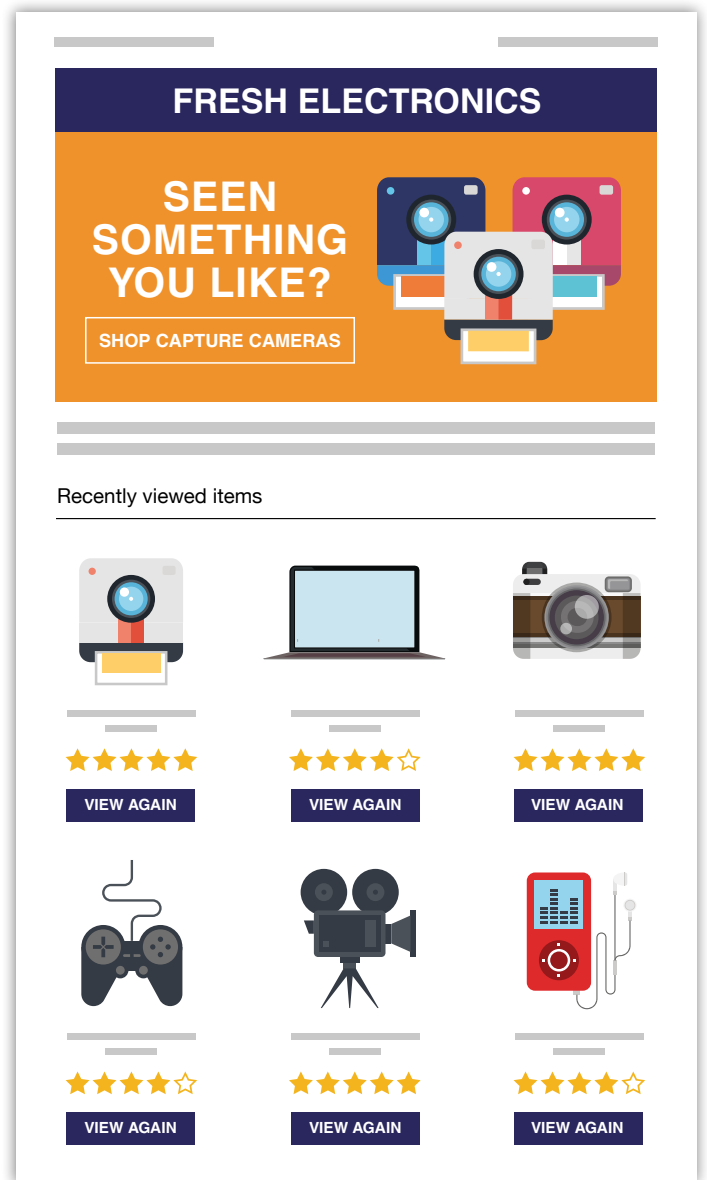increase in AOV with star ratings

Results

Fresh Relevance's innovative approach to data collection allows the company to identify 53% of its website visitors – meaning they can now send a far higher volume of triggered emails like cart and browse abandonment.

Each browse and cart abandonment message is topped with a banner, specific to the brand of product the shopper has browsed online.
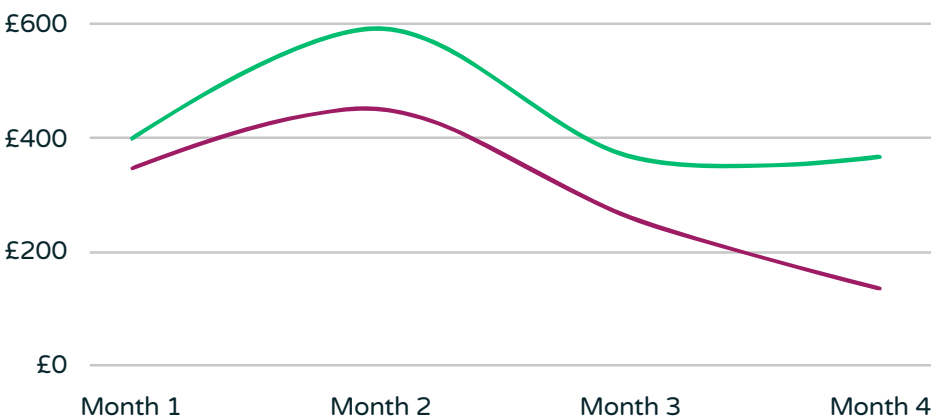
The message also contains all the information they need about the specific products they expressed an interest in to help them make a purchasing decision.

Fresh Relevance also pulls information from the company's social proof provider to automatically populate triggered emails with reviews of the products browsed and/or carted. Including customer ratings and reviews in triggered emails is a great way to reduce purchase anxiety and drive click throughs. During extensive A/B-testing of the feature, the company recorded a significant sales uplift when product ratings were included.

Over a four month period, the monthly AOV generated by browse abandon emails containing star ratings was on average 59% more than that of browse abandonment emails without star ratings.

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SEEN SOMETHING YOU LIKE?

SHOP CAPTURE CAMERAS

Recently viewed items

★★★★★ VIEW AGAIN
★★★★☆ VIEW AGAIN
★★★★★ VIEW AGAIN

★★★★☆ VIEW AGAIN
★★★★★ VIEW AGAIN
★★★★☆ VIEW AGAIN

Average order value from browse abandonment emails

- £600
- £400
- £200
- £0

Month 1 Month 2 Month 3 Month 4

● Version A (with ratings)
● Version B (no ratings)