DRIVING CONVERSIONS

WITH ACTIONABLE INTELLIGENCE

OUTNORTH SUCCESS AT A GLANCE

Outnorth transformed their ability to engage customers by analyzing existing data and extracting detailed intelligence that could then be used in automated, multi-channel marketing programs to drive conversion and increase retention revenue.

The powerful combination of historical data analysis, intelligent behavioral segmentation, real-time customer lifecycle status reporting, and cutting-edge automation enabled Outnorth to measure purchase patterns on-the-fly and boost overall engagement.

By redesigning the data approach, business intelligence became a major pillar of their marketing strategy that boosted both acquisition and retention.

With detailed reporting and analytics capabilities, Outnorth now have instant access to the most accurate and comprehensive performance information for both products and customers, allowing them to keep scaling their conversion results.

+12% Revenue

uplift from program participants

40 Programs

automated across customer lifecycle stages in six countries

"We knew that we could do so much more with our existing customer data, but the question was how. Using a one size fits all strategy didn't resonate with our customers, and trying to personalize content manually was affecting productivity."

- Henrik Wilnersson, Head of Online Marketing, Outnorth
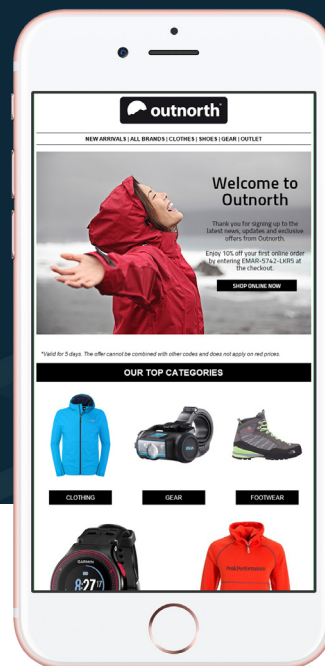
THE CHALLENGE

When Outnorth were looking for a new provider, their initial goal was to find a solution that would enable them to start creating more dynamic campaigns that would improve their productivity and ability to personalize customer communication. After researching various options, the marketing team's main requirement was to make sense of the data by revealing information about customer types and shopping behaviors, and then infusing their marketing strategy with those insights.

The marketing team needed a powerful, multi-channel execution platform that would enable them to:

UNDERSTAND THE INFORMATION BEHIND THEIR DATA

Outnorth wanted the ability to use their available purchase data in order to understand more about various customers and their interests. With all the historical purchase and activity data available to them, the marketing team wanted to turn this generic data into something they could use as the foundation for long-lasting customer engagement and retention strategies.

AUTOMATE SMART CONTENT DELIVERY

Outnorth wanted to move away from generic send lists, segment the data according to their different customer types, and start building individual strategies to target them. The broad nature of their previous targeting capabilities wasn't delivering the kind of engagement via the email channel as they were seeing on their website. The marketing team needed to be able to identify and segment their users to maximize relevance, without stretching their own marketing resources.

### PROVIDE A STRATEGIC EMAIL PERFORMANCE OVERVIEW

Outnorth needed the ability to see how well their email campaigns were performing, including the value and uplift that the email channel delivered. A product range of over 11,000 items, combined with standard newsletter blasts, meant that the marketing team had a hard time pin-pointing performance drivers and identifying valuable customer types.

THE SOLUTION

The powerful data processing and execution capabilities of the Emarsys B2C Marketing Cloud was the perfect solution to Outnorth's needs. With data-science driven insights, Outnorth were able to understand more about their customers, including distribution across the lifecycle and what factors drive engagement and conversion.

With the Emarsys B2C Marketing Cloud, Outnorth were able to use their data to increase customer engagement and uplift with:
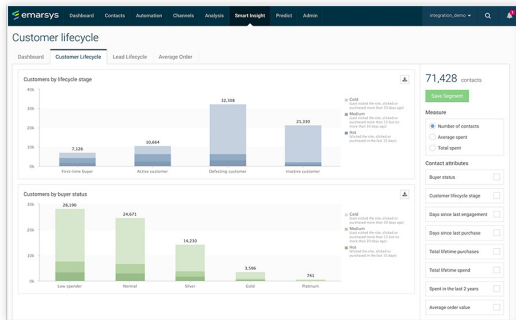

1. SMART-DATA DRIVEN INSIGHTS

The Unified Profile transformed Outnorth's ability to work with their data, revolutionizing how they could view and understand customer behavior. With Emarsys' intuitive interface, the marketing team could quickly and easily build highly refined and targeted segments, using virtually any aspect of contact or purchasing data in their campaigns. Using this customer intelligence Outnorth could anticipate behavior such as defection probabilities to build lasting customer lifetime value.
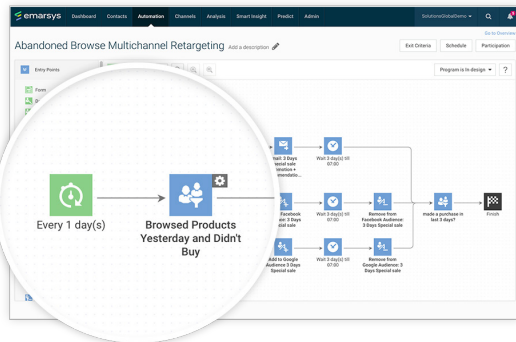

2. TRULY AUTOMATED MULTI-STEP LIFECYCLE CAMPAINGNS

With smart segments kept automatically up to date with contact behavior, Outnorth created intelligent automated campaigns, ranging from a highly engaging welcome program to all key stages of their customer lifecycle. As contacts transition across stages, they are moved from one program to another, freeing up the marketing team to spend more time designing campaigns and less on managing targeting, delivery times, and recipients.
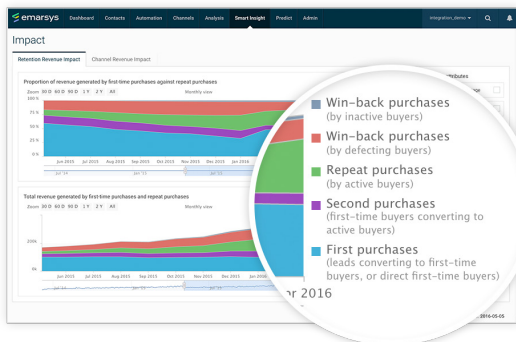

3. INSIGHTFUL AND ACTIONABLE REPORTING

The clear and responsive reporting capabilities of Smart Insight provided a highly strategic overview, enabling Outnorth to scale success by highlighting growth drivers, star performers, best-selling products and conversion drivers – and that's just the tip of the iceberg. With the ability to drill-down on product data, Outnorth were also able to work more closely with suppliers to create targeted, high-impact campaigns across the entire customer lifecycle.
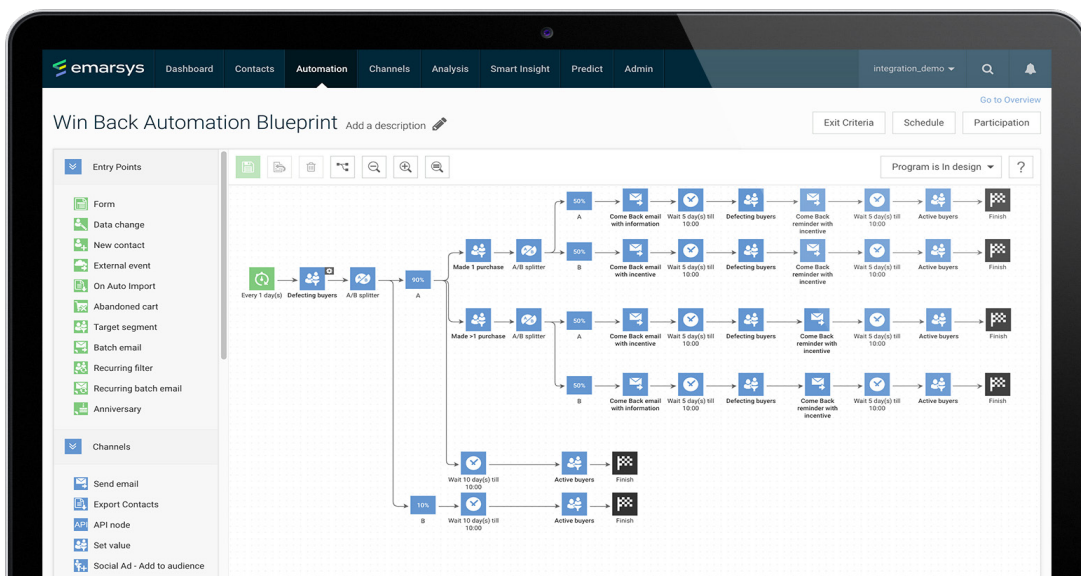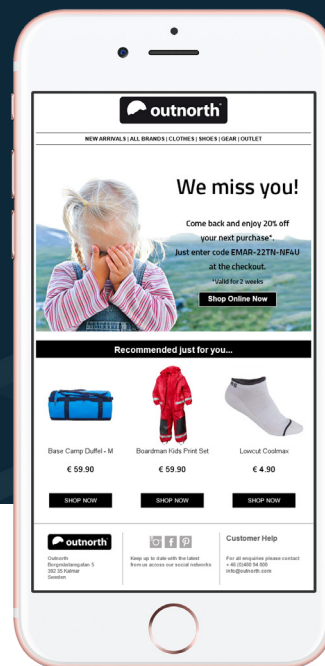
THE RESULTS

With Emarsys, Outnorth have transformed their operational data into smart data, allowing them to understand their customers, purchasing behaviors, and product affinities.

The combination of smart segmentation, powerful multi-step automation, and highly responsive reporting has enabled their marketing team to better understand customers, act on the new information, and refine their marketing strategy.

With insightful reporting capabilities and instant, real-time performance information at their fingertips, the Outnorth marketing team are enjoying a new level of strategic marketing agility that is truly driving results from acquisition to retention.

+24.6%
uplift from First-Time Buyer programs

+17.9%
uplift from Inactive Buyer programs

+270%
uplift from Birthday campaign programs

outnorth

Outnorth is an online store focusing on Scandinavian outdoor activity brands. The brands represent high quality, beautiful design, and excellent functionality.

With an online presence since 2005, Outnorth has roots back to 1926, and is a well-known distribution partner for name brands that offers secure safe payment and world-wide shipping.

www.outnorth.com

emarsys

Emarsys is a leading global provider of cloud marketing software for B2C companies, and the first B2C Marketing Cloud. The company provides actionable intelligence to enterprises targeting their customers, combining machine learning and data science with true personalization and multichannel delivery to reach customers most effectively, while maximizing engagement and results. With more than 500 employees in 16 global office locations, Emarsys serves more than 1,500 clients in 140 countries.

www.emarsys.com