THE POWER OF PERSONALIZATION

INCREASED REVENUE FOR RUSSIAN E-TAILER

BABADU: SUCCESS AT A GLANCE

Babadu earned substantial gains in revenue and conversions through automation and incentive recommendations.

Headquartered in St. Petersburg, Babadu is one of Russia's top ten online retailers of goods for children and families. The company was founded in 2008 by CEO Natalia Shkirtil who struggled as an expectant mother to find a retailer that catered to her buying needs and preferences.

Over the past few years, the e-commerce side of the children's goods market has grown tremendously. With over 800,000 contacts in their database, Babadu has enjoyed

many years where their annual growth rate climbed more than 100%. And since 2013, the company's revenue has grown tenfold.

However, they were doing all that using only the most basic email campaigns which delivered average results and targeted impersonal segments. This approach had worked up to a point for the growing children's webstore, but now Babadu needed to advance their email strategies and work to retain their loyal customers with much more personalized and meaningful interactions.
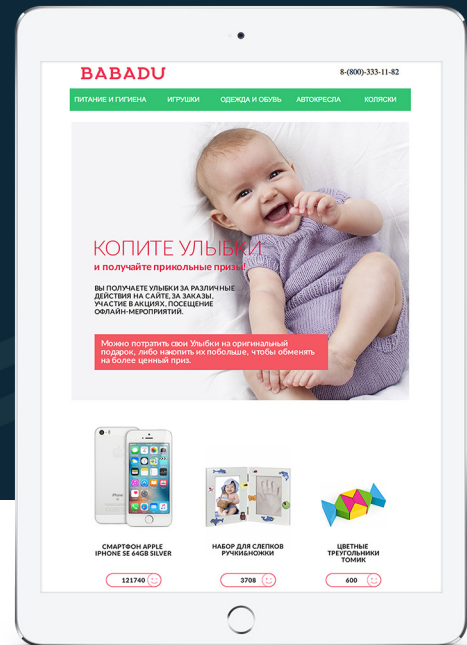
800,000+

contacts

5 million

messages sent in one month

THE CHALLENGE

Babadu's presence in the market was growing. They were gaining customers, but communicating with these customers was an imprecise activity. They needed to improve email performance and identify more effective ways to personalize, including how much of a discount they should offer to customers.

IMPROVED EMAIL CAMPAIGNS THROUGH AUTOMATION

Executing a well-targeted email campaign complete with effective, engaging content is quite difficult. Not only did Babadu have to manually analyze their data, but they had to pick the right content for each customer group, which was incredibly time-consuming. Then they still had to manually deploy the campaign and measure results. The process was anything but scalable.

MORE DEFINED SEGMENTATION FOR PERSONALIZATION

Not only were there multiple steps involved in Babadu's email marketing process, but the actions taken depended on their marketers making sense of the customer data they were collecting. Without understanding the data and the key insights hidden inside, Babadu couldn't take action in real time, meaning they were missing opportunities taking place in the moment.

TARGETED INCENTIVE RECOMMENDATIONS

Russian customers are often more likely to make a purchase if they are offered a discount, but offering the maximum discount to everybody will impact your margins. Babadu needed to be sure that they offered the right discount amount to the specific customer that would respond to that particular discount rather than offer a general 40% off discount to every customer.

THE SOLUTION

Babadu came to Emarsys two years ago after using an email provider that only provided basic service. From the moment implementation of Emarsys began, the potential gains became obvious.
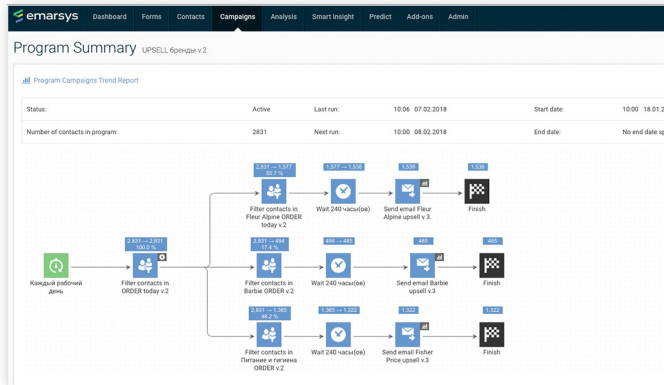

IMPROVED CAMPAIGN PERFORMANCE AND EFFICIENCY

Out of the potential partners in the email arena, Emarsys was the only one that offered Babadu a unique and complete way to automate email campaigns. The interface was intuitive and easy to understand. More importantly, though, the Emarsys email solution lifted the burden of all the manual campaign work from the marketers, leaving them with more time for strategic and creative tasks.
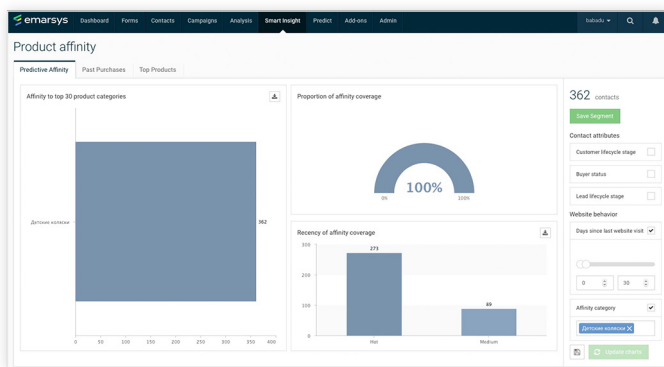

USING DATA INSIGHTS TO BUILD PERSONALIZATION

Using Smart Insight, Babadu could finally create extremely relevant segments, and while one of their overall goals was to increase revenue, Babadu was intently focused on predicting and offering their customers what they wanted in the moment by providing personalized content.
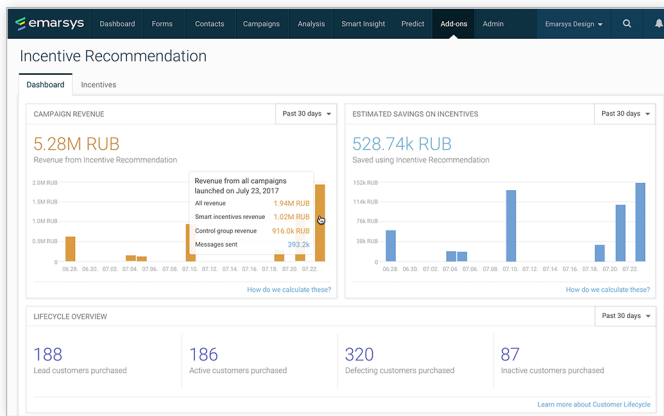

AI RECOMMENDATIONS DELIVER COST SAVINGS

One of the Emarsys tools that Babadu found most useful was Incentive Recommendations. The e-tailer applied this easy-to-use tool to do all the deciding about the discount amount a customer should receive. Previously, Babadu had always offered the maximum discount to the entire database, but now they could more precisely target customers with a discount relevant to that individual customer – and this alone saved Babadu money.
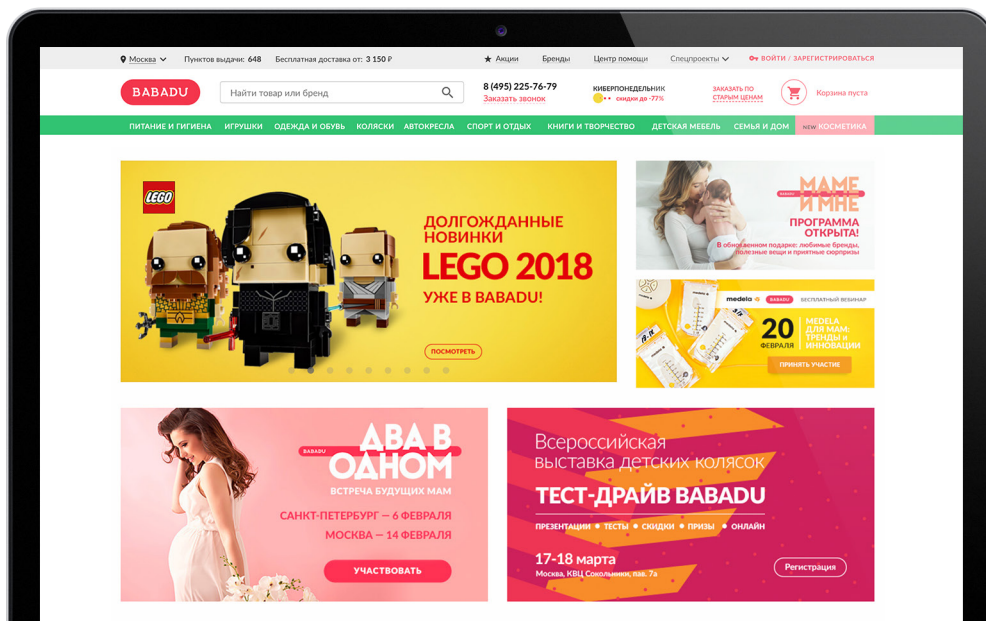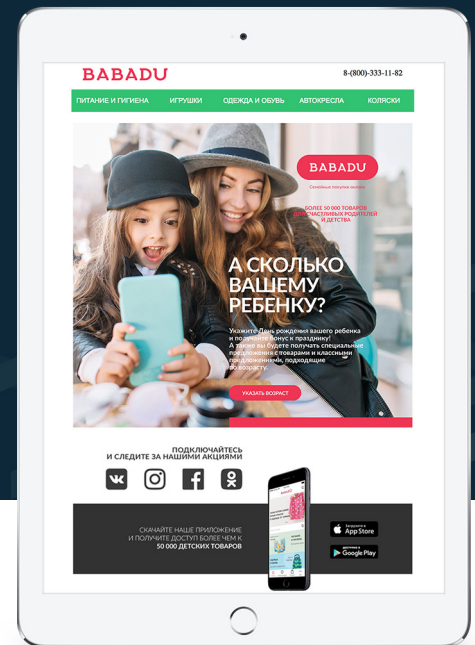
THE RESULTS

With the adoption of the Emarsys platform, Babadu's marketing staff now spends more time developing ideas for new campaigns, strategies, and other innovative ways to interact with their customers and meet their demands.

Now when Babadu's marketers want to create a targeted marketing campaign, it doesn't take days to plan and prepare. By providing faster and more efficient campaign execution, the Emarsys platform has also given back critical time to these marketers so that they can work more strategically.

Automation proved to be a key solution in campaign execution. Babadu increased revenue from their triggered campaigns by 60% using the Emarsys Predict tool, and their conversion rates went up by 7%.

Using Incentive Recommendations, Babadu enjoyed better targeting on discounts which improved margins and drove up conversions by 3%.

+60%	+7%	+3%
increase in revenue from automated campaigns	conversions for automated campaigns	conversions for incentive recommendations

BABADU

Babadu sells toys, books, and clothing for children, as well as baby strollers, monitors, and other gear for expectant mothers and newborns. In addition to all of Russia, they serve customers in Belarus and Kazakhstan, as well. By shipping goods directly from supplier warehouses and having an effective SEO strategy in place to draw in customers for special sales and discounts, Babadu's success has come from taking care of their repeat customers, which make up 40% of the company's revenue.

To find out more, visit **babadu.ru**

emarsys

Emarsys is the largest independent marketing platform company in the world. Our software enables truly personalized, one-to-one interactions between marketers and customers across all channels — building loyalty, enriching the customer journey, and increasing revenue. This enables companies to scale marketing decisions and actions far beyond human capabilities.

Since 2000, Emarsys has helped over 2,200 brands in over 70 countries to connect with 3 billion customers around the world. Each day, we deliver more than 350 million personalized interactions across email, mobile, social and web, leading to millions of daily purchase events on our software. Learn more at **emarsys.com**