



Sport Fashion Retailer Improves Email Revenue 105%

How Automated Personalisation Leads to Greater Retention

City Beach Success at a Glance

When City Beach partnered with Emarsys, the clothing retailer saw improved active customer numbers with better retention, drove up the amount customers spent, and doubled email revenue.

From a single store opened in 1985 in Brisbane, Australian fashion outfitter City Beach has grown into a series of huge outlets. With the explosive growth of e-commerce, the brand complements their in-store experience with online channels, making it as convenient as possible for their customers to buy their favourite brands and have goods delivered within just a few days.

City Beach wanted to better engage the 1.4 million contacts in their database and treat each loyal customer as more than just an email address. But they were limited by their previous ESP and marketing tools in how accurately they could target customers interested in City Beach's brand, product, and lifestyle.

They needed a scalable marketing platform with personalisation tools and the ability to automate key campaigns. City Beach also needed a platform that would improve their CRM channel performance and integrate with their loyalty program, points of sales, and related customer service touchpoints.

1.4 million

contacts

33 years

in business

“The biggest win was shifting our focus from short-term ROAS goals to long-term retention goals by working out customer lifetime value. This meant not just focusing on single transactions but focusing on engaging customers with the City Beach brand over a longer lifecycle.”

– Michael Doyle, Head of Marketing, City Beach



The Challenge

Tasked with improving an underperforming email channel and replacing a legacy email system, City Beach decided to combine forces with Emarsys to address this challenge. Emarsys stood out as the ideal partner, as the platform was able to deliver personal customer interactions across email, mobile, social, SMS, and web.



Build More Complete Profiles

City Beach was interested in creating unified customer profiles which merge all of a customer's online and offline shopping behavior and purchase history, producing priceless RFM and customer lifecycle data that would allow City Beach to strengthen their retention strategy.



Personalisation and Retention at Scale

As City Beach has grown and its customer base has expanded right along with the brand, it became more and more difficult to treat over a million customers as individuals. First, City Beach had to turn their data into actionable insights, by segmenting their audience according to customer lifecycles, lifetime value, and RFM. With a retention strategy in hand, City Beach next needed to personalise at scale which meant automation.

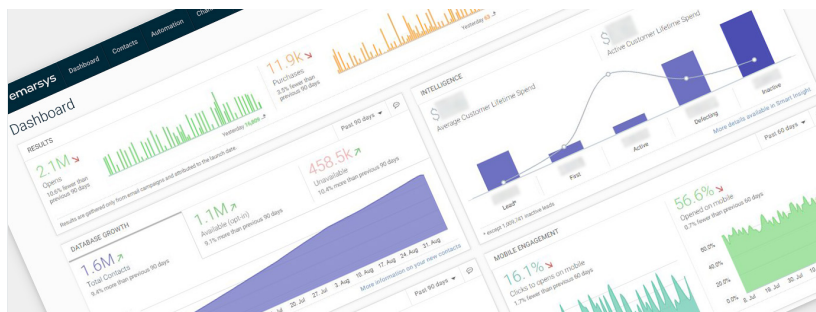


A Fully Integrated Platform

With so many points of sale and customer service touchpoints to maintain, City Beach was looking for a single marketing platform that would enhance their ability to retarget through their CRM channel and integrate all important touchpoints along with the brand's loyalty program.

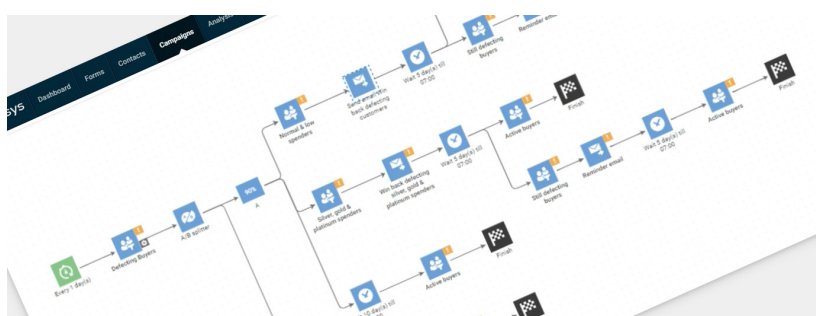
The Solution

From the start, City Beach and Emarsys engaged with each other to establish what the brand expected from the platform and partnership. They mutually set goals and had a shared vision of the database as more than just a bunch of email addresses; that data represented real people that had expressed interest in the brand, product, and lifestyle City Beach represents.



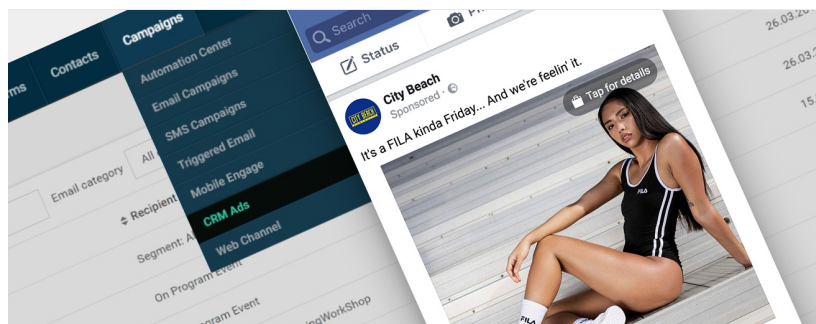
Getting the Data into Shape

As the largest independent marketing platform in the world, Emarsys first offered City Beach a way to consolidate all their customer data in one place. Then using Smart Insight (a powerful data analysis tool), City Beach cleaned up and organised the million contacts in their database.



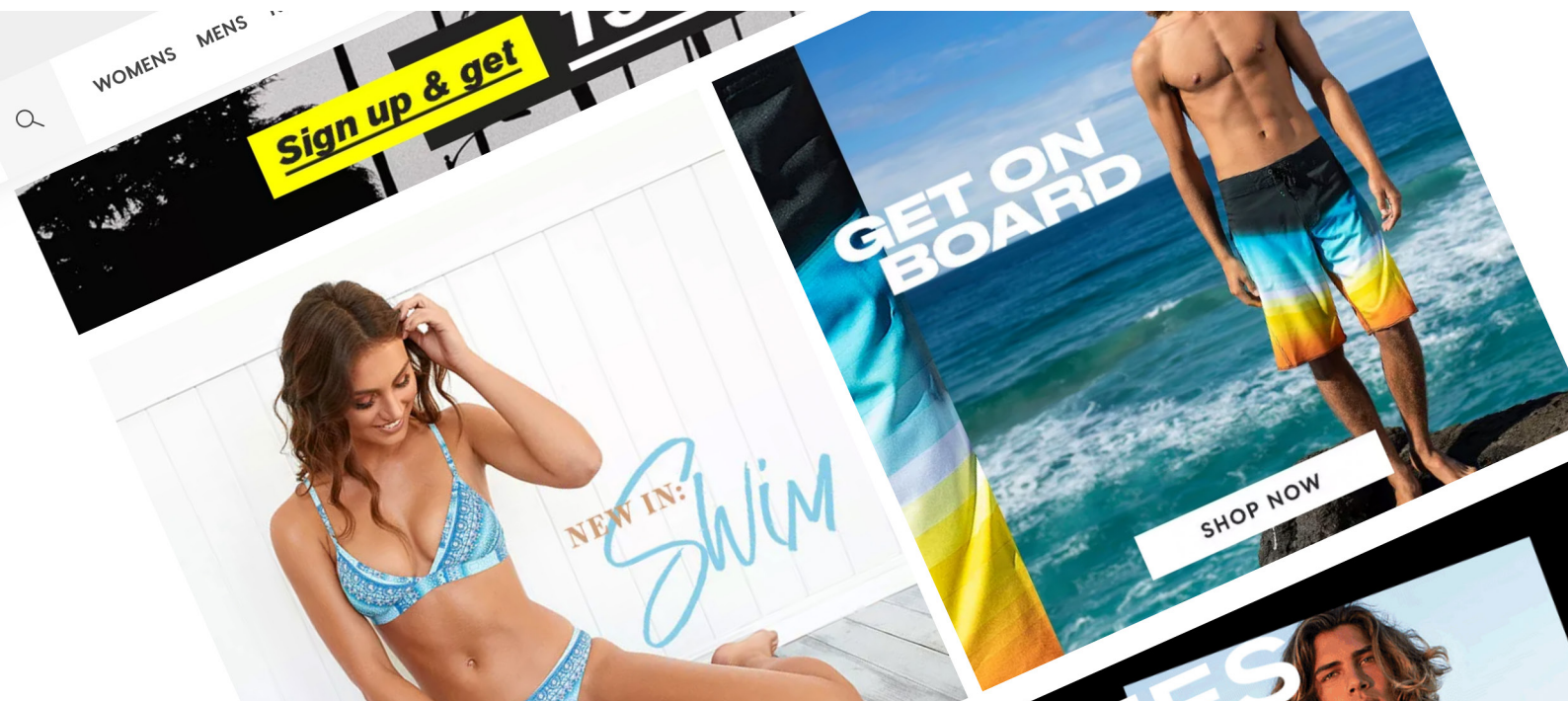
Automating the Personal Connection

The Emarsys marketing platform gave City Beach all the 1:1 personalisation tools they'd been looking for. Chief among these were campaign automation and segmentation which allowed City Beach to properly prioritise active customer segments.



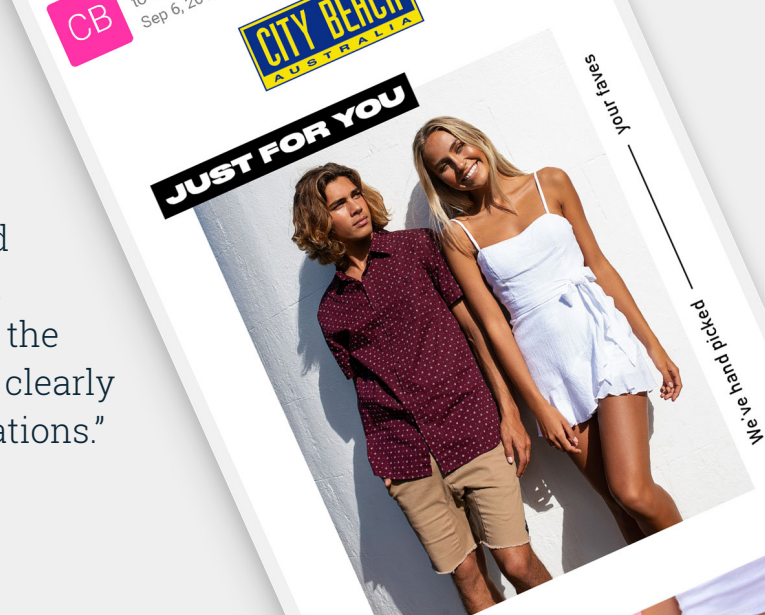
Better CX with Integrated Must-Haves

City Beach took all the gains they made with their new and improved email strategy and applied that knowledge to every channel through which customers sought out the brand. With Emarsys tools like Web Extend and CRM Ads, City Beach optimised performance in these channels, connected their great in-store experience with their loyalty program, and integrated all touchpoints into the Emarsys platform.



“City Beach integrated Emarsys and hasn’t looked back. With a 100% increase in revenue from key channels, improved speed to market, deeper customer insights, and all with a decreased cost base, Emarsys is now the marketing team’s ROI engine and one that’s clearly designed and tuned for modern communications.”

— Michael Doyle, Head of Marketing, City Beach



The Results

After partnering with Emarsys, City Beach significantly improved not only customer engagement through their email channel, but the brand was able to scale personalised interactions through mobile, social, SMS, and web channels as well. Within the first 4 months of the Emarsys launch, City Beach saw the following results:

Unified Customer Data

With a cleaner, more organised database, City Beach could accurately build unified profiles for each customer. As a result, their undeliverable email rate dropped from 28% to 1%, and as they continued to fortify their profiles and add new customers, email collection in-store shot up 420% over the previous year.

Targeted Campaigns Drive Up Revenue and Retention

By targeting campaigns at the individual customer, City Beach’s email revenue increased 105% YoY. Their messaging definitely resonated as active customers increased by 38% with a 36% retention rate and site sessions driven by email increased 97.6% YoY.

A Better Omnichannel CX

City Beach’s ultimate goal was to provide a stellar, personalised customer experience no matter which channel their audience came to the brand through. Not only did their ROAS explode in CRM performance (14X growth for Facebook and 11X for Google), but lifetime spend went up 71%.

+105% YoY

email revenue

+38% active customers

with 36% retention

14X Facebook, 11X Google

ROAS with CRM ads



With stores in Perth, Darwin, Sydney, Brisbane, and the Gold Coast, City Beach now has an online store and continues to grow and serve our customers with high-quality sportswear and clothing.

Our people are our strength. Our Buying Teams regularly scour the globe to ensure we’re bringing you the very latest fashion trends fresh from around the world. From casual employees to store managers, our people set standards in customer service for which City Beach is renowned. We are constantly assessing what it is that you want. Start shopping **City Beach** online now!



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 1,500 brands in over 140 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**.