

STRATEGIC ENGAGEMENT AUTOMATION

THROUGH SMART OPTIMIZATION

LUISAVIAROMA.COM SUCCESS AT A GLANCE

Luisaviaroma.com transformed the customer experience with data-driven automation that uses an email treatment layer to provide tailored follow-up interactions to each individual.

Luisaviaroma.com identified email as the ideal channel to strengthen the customer experience and develop engagement, by pairing tailored campaigns to key events across their online touchpoints.

By developing their email capabilities and introducing strategic, automated email campaigns that would deliver data-driven customer journeys with automated optimization, Luisaviaroma.com were able to significantly boost conversions.

At the same time, the Luisaviaroma.com marketing team improved working efficiency by deploying customer journeys with built-in optimization that would tailor content across all 8 of their commerce languages.

Emarsys, with its blend of analytics, execution, and strategic guidance, enabled Luisaviaroma.com to design and optimize their entire strategy bespoke to their unique business case, and deliver an excellent, unified brand experience.

5,000,000

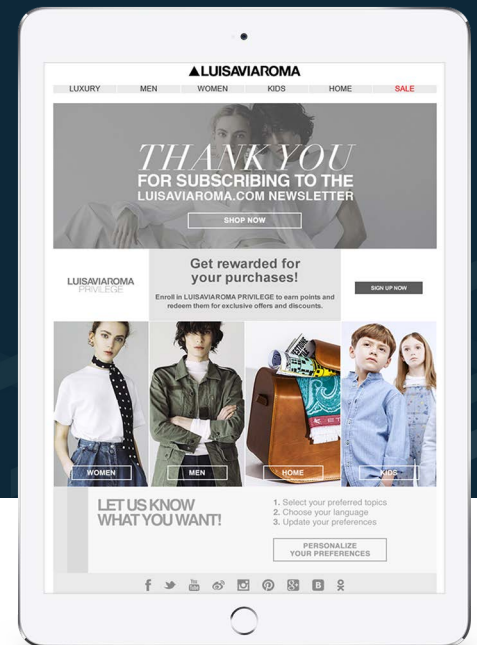
visitors per month

600+

designer collections on offer

“Using a one-size-fits-all strategy for all of our customers resulted in a loss of engagement and interest in our marketing communication. The simple truth was that this lower engagement was hurting our revenue.”

- Marco Ritratti, Email Marketing Manager, Luisaviaroma.com



THE CHALLENGE

The Luisaviaroma.com marketing team had been developing their online content strategy, leaning heavily towards automation with tailored content, and wanted to make sure that their solutions delivered experiences aligned with their brand values.

Every aspect of Luisaviaroma.com had to be luxury fashion, and to make sure that they were delivering a consistent quality experience, they wanted to:



INCREASE EMAIL PERFORMANCE

The Luisaviaroma.com marketing team identified significant growth potential for their email channel, but needed the tools and strategic guidance on how to maximize the potential of this revenue stream. Using only a handful of lifecycle campaigns and newsletters, Luisaviaroma.com wanted to develop their email campaign coverage without compromising the excellent brand experience they provided.



STRENGTHEN THE CUSTOMER EXPERIENCE

Thanks to their success and international growth, the size of the Luisaviaroma.com customer database kept expanding at such a pace that the marketing team were facing data overload. With so much content and so many subscribers to contend with, resource availability prevented them from being able to deploy complex customer journeys that could deliver tailored customer experiences.



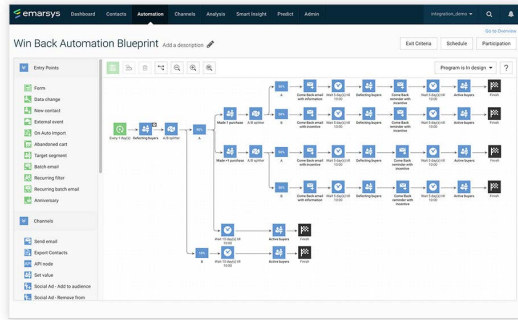
DEVELOP CUSTOMER ENGAGEMENT

The email channel was viewed as an underused resource for engaging online customers, with only a limited number of on-event campaigns available and no real way to verify that they were using the right automated strategy. The marketing team wanted to improve interactions with Luisaviaroma.com customers across the various touch points, developing a relevant and comprehensive follow-up email strategy that could use key browsing and purchase events.

THE SOLUTION

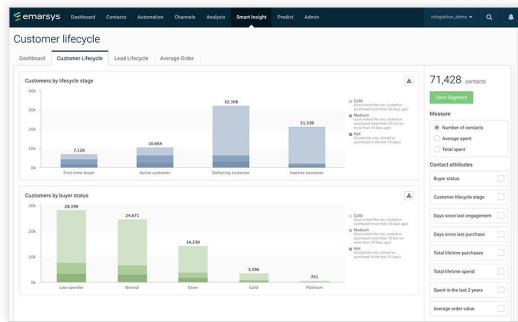
The deep data-driven technical capabilities provided the insights and tools Luisaviaroma.com needed to develop and build complex strategies tailored to their business needs.

Emarsys offered the perfect blend of technology and strategic guidance that would enable Luisaviaroma.com to implement:



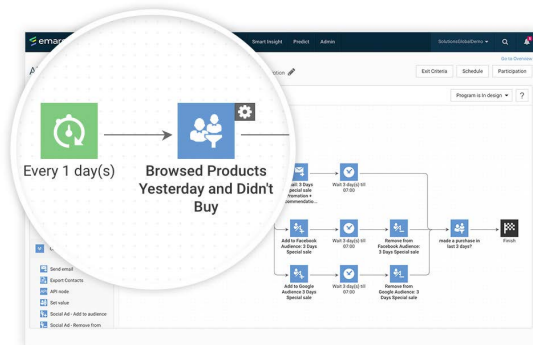
1. STRATEGIC EMAIL AUTOMATION

Emarsys provided intuitive analytic and automation tools that made it easy to build complex automated engagement programs using data-driven insights. But to make sure that Luisaviaroma.com developed the most relevant automation strategies, the Emarsys strategic team identified the best combination of programs to implement that would complement and enhance their existing business strategy.



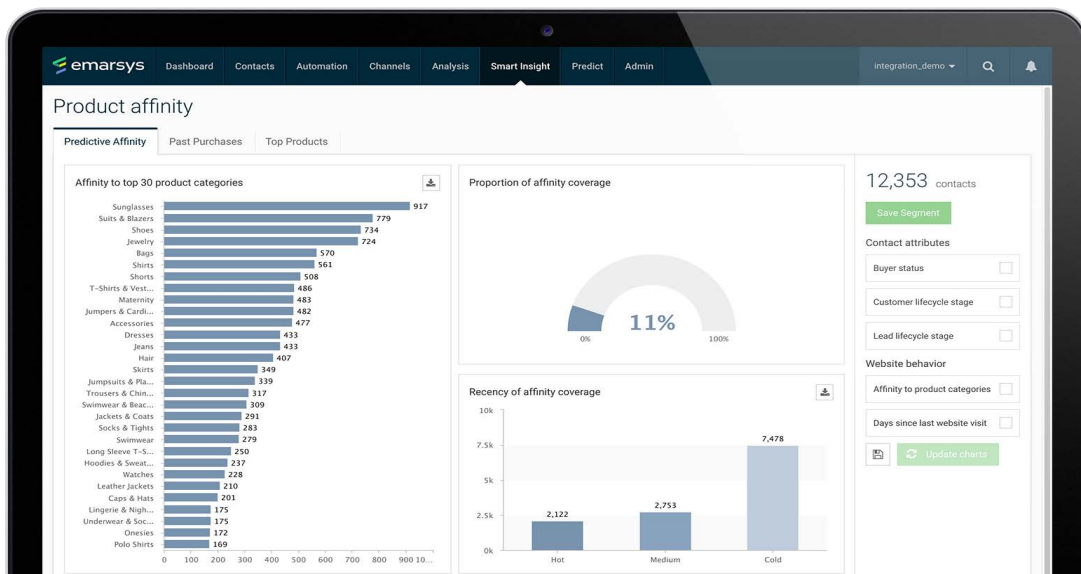
2. DATA-DRIVEN CUSTOMER JOURNEYS

Clear and detailed analytic capabilities enabled the Luisaviaroma.com marketing team to build complete customer overviews, and use key indicators such as email and website engagement, preferences, or purchase behaviors in their campaigns to optimize the customer journey. By creating content sections relevant to customer lifecycle stage or status, they were also able to automate treatment layers that delivered individually tailored content.



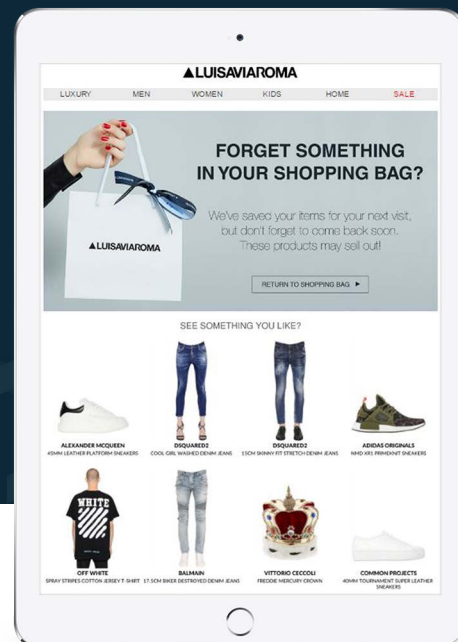
3. AUTOMATED JOURNEY OPTIMIZATION

Luisaviaroma.com were given access to both the tools and expertise to analyze and review the performance of existing automated journeys, identify gaps in coverage, and highlight areas for improvement. The marketing team developed and implemented a tailored automation strategy to strengthen customer engagement, and then applied this across all 8 languages to extend coverage and performance.



“Emarsys helped us to build and progressively optimize a strategy centered around our customer journey that not only resulted in a huge improvement in all of our CRM KPI’s, but also clearly quantifiable revenue gains.”

- Marco Ritratti, Email Marketing Manager, Luisaviaroma.com



THE RESULTS

The comprehensive data processing and analytical capabilities of Emarsys helped reveal the key aspects of the Luisaviaroma.com customers, which could then be strategically mapped to key automation events.

Using smart event triggers for campaigns that would automatically tailor treatment and content according to their value to Luisaviaroma.com, their marketing team were able to automate turning their valuable data into tailored content.

By providing a much higher level of content customization, Luisaviaroma.com enjoyed not only an increase in email engagement, but also improved conversion rates from their new customer journeys.

Strengthening the capabilities of their email channel with smart automation, developed to meet their specific business needs, even grew the performance of their web channel, and strengthened loyalty and retention.

+900%

increase in automated email revenue

+21%

increase in overall email revenue

+37.5%

increase in post-purchase campaign conversions

▲ LUISAVIAROMA.COM

Luisaviaroma.com is a top online luxury fashion destination that features an exclusive selection of new collections from 600 established designers as well as young emerging talents, which attracts over 5 million visitors per month from across the world.

Founded in Florence in the early 1930s, Luisa via Roma is now home to over 200 people from 15 different countries that take care of running Luisaviaroma.com in 8 languages.

www.luisaviaroma.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.

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