



# Fishing & Boating e-Tailer Reels in Revenue with Recommendations

How Automation and Predictive Analytics Engage Customers Who Spend the Most

## Marine Deals Success at a Glance

**As New Zealand's most popular e-commerce retailer for fishing, boating, and related gear, Marine Deals wanted to boost email engagement with greater personalisation, automation, and recommendations.**

Marine Deals expanded from a small business operated out of a garage into a full-scale e-commerce operation with its own warehouse. Initially, the business depended almost entirely on their email channel for connecting with their audience, but before Marine Deals could expand into web and mobile, they needed to master email engagement.

Despite consistently gaining new customers during their early growth, Marine Deals eventually hit a plateau. They knew email was probably the key to better engagement, but they didn't have an army of marketers to build and launch targeted campaigns. In fact, they were also looking for better segmentation features and the ability to automate campaigns.

With e-commerce in New Zealand increasing 10% YoY in 2018, Marine Deals needed tools, maybe a new platform, and most of all, they needed a partner who listened to their goals and understood their business without an endless series of sales calls.

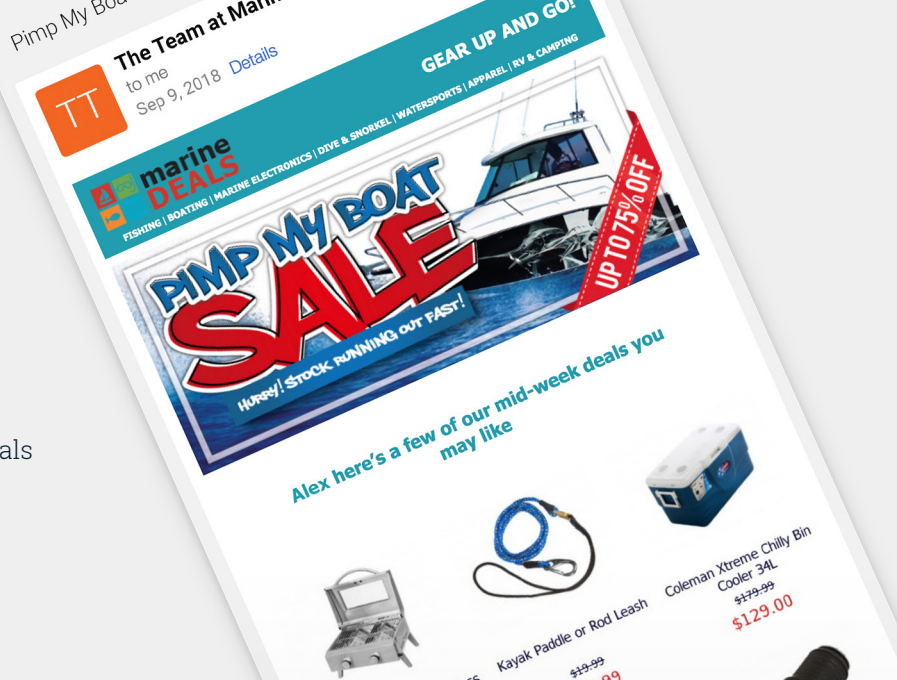
**9 years in business**

**90K customers**

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“Personalisation really works. We love Emarsys’ integrated approach between email marketing and on-site recommendations.”

– Graham Dekker, Managing Director, Marine Deals



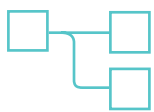
## The Challenge

Marine Deals had a growing audience, but they had trouble separating one customer from another, especially when it came to connecting with the customers who spent the most. Customer lifecycle marketing was the goal, and automated retention campaigns and recommendations were two possible solutions Marine Deals wanted to explore.



### Personalisation Relies on Excellent Segmentation

Marine Deals had great reach with tens of thousands of contacts in their database, but it was difficult to determine which customers were the most engaged, which weren't, and what they could do to improve both groups. Segmentation would be the key.



### Labor-Intensive Campaign Creation

Manually putting together each email campaign took a long time for Marine Deals, leaving little room for analysing how effective their retention programs were. In addition to poor performance analytics, personalising email was impossible without some kind of trigger-based automation.



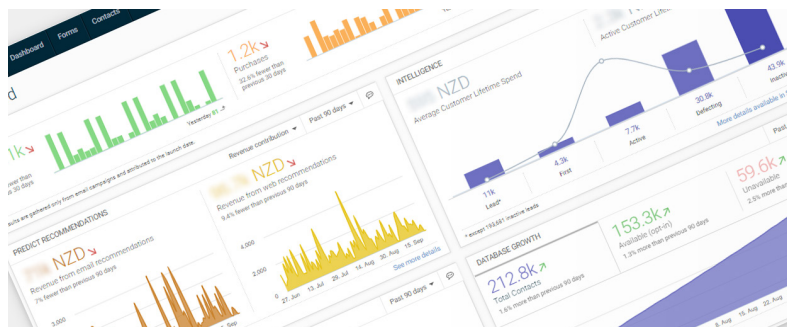
### Hard to Improve Engagement without Recommendations

Marine Deals realized how powerful a predictive program could be that offered products tailored to the individual customer. In an Epsilon survey, 80% of respondents said they are more likely to purchase when the experience is personalised and 3X more likely to frequently buy from that particular brand. Accurate recommendations are a huge part of creating that experience as shown in a Monetate study that revealed a shopper who is engaged by a recommendation is 70% more likely to convert than one shown no related product.



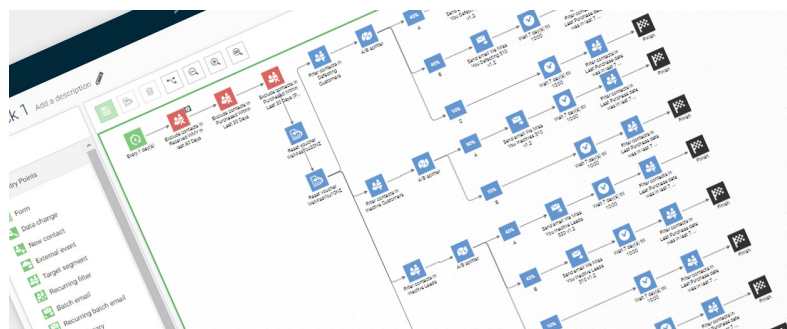
# The Solution

The marketing platform Emarsys provided had all the email tools Marine Deals had been searching for, and the data analysis that the platform allowed revealed data-driven conclusions about which customers were most likely to convert and why.



## Segmenting by Lifecycle Stage

Once the Emarsys platform was implemented, Marine Deals identified a highly engaged group of leads and active customers (21%). Looking more closely at which customers were spending the most, Marine Deals found that more than half of their revenue (72%) came from this small group. Drilling down further, they found that their active customers converted far more than the other lifecycle stages (52%). This showed Marine Deals where to really focus their email campaigns.



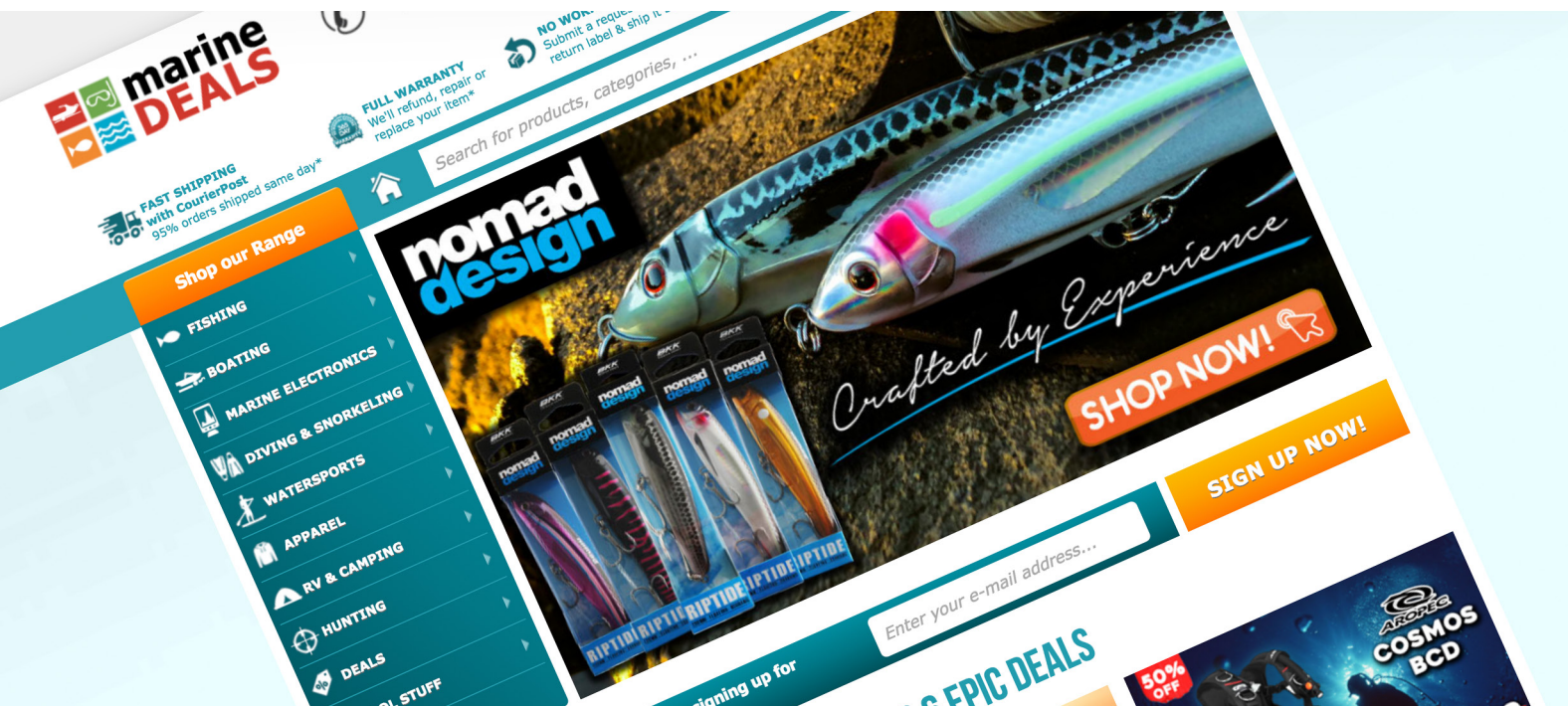
## Automated Campaigns

The Emarsys Automation Center opened up new revenue streams for Marine Deals. They now have 6 campaigns triggered by customer behavior, including successful active customer retention, win-back, and abandoned cart campaigns. Another Emarsys tool, Send Time Optimization, enabled Marine Deal's marketing team to fine-tune the timing of email based on real data.



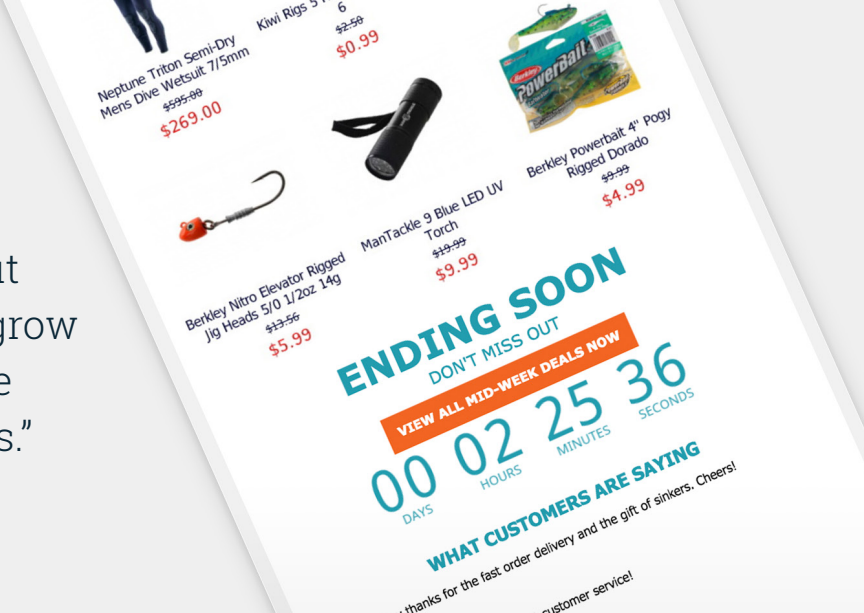
## Keeping Customers Engaged with Recommendations

Marine Deals realized the power of predictive recommendations when they began using two tools from the Emarsys platform: In one 90-day period, Web Recommender brought in 6.7% in revenue (more than the top-performing Emarsys clients), and Email Recommender contributed 4.5% in revenue (4X higher than the top-performing Emarsys clients).



“Getting automation right is like creating a perpetuating money machine, and we’re excited about the possibilities to intelligently grow and improve the relevancy of the conversation with our customers.”

— Graham Dekker, Managing Director, Marine Deals



## The Results

Over the course of a year using the Emarsys marketing platform, Marine Deals accomplished so many of their goals, from personalising their automated campaigns and recommendations to driving up revenue through the email channel.

### Identifying Your Best Customers

With segmentation and data analysis features in the Smart Insight tool, Marine Deals identified their best customers (Platinum) who spent 5X to 6X more per order than all their other customer categories, placing the e-tailer right up there with the top-performing Emarsys clients.

### Greater Customer Retention

With the Automation Center, building and scheduling targeted emails became much simpler for the Marine Deals marketing team. With 6 campaigns running, email conversions have gone up 19%, active customer retention up 24%, and win-backs up 9%.

### Prediction Increases Revenue

Recommendations now contribute 11.7% in revenue, 2X higher than the industry average, with Web Recommender accounting for more than half of that growth. With even more tools available in the platform, Marine Deals will be looking to improve on these gains in the near future.

**+19%**

email conversions

**+24%**

active customer retention

**+11.7%**

recommendations revenue



Launched in October 2009, Marine Deals is dedicated to offering marine and fishing equipment at the lowest prices! In 2013, the e-tailer was recognized by Deloitte as one of the 50 Fastest-Growing Companies in New Zealand. For the more than 90,000 Kiwis who shop with Marine Deals, items are usually shipped within 24 hours of placing an order and often the same day. They stock over 25,000 individual fishing, boating, and diving products from the best brands, and their selection continues to grow every day. All products come with a full manufacturer warranty, and Marine Deals has come to be known for their no-hassles returns policy. For more, visit **Marine Deals**.



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**.