



IMPROVED CUSTOMER EXPERIENCE THROUGH INCREASED PERSONALIZATION

TARGETED EMAIL CAMPAIGNS AND TRACKING WEB BEHAVIOR

REPLACEMENTS: SUCCESS AT A GLANCE

Replacements, Ltd. increased revenue and improved their ability to meet customer demands in a more personalized way by optimizing their email and tracking web behavior with AI-powered technology.

With over 11 million items in their warehouse, Replacements, Ltd. is a retailer that specializes in china, crystal, silver, and collectibles, and is dedicated to helping people create memories that last a lifetime. This focus has grown the business over 36 years into a \$80-million-a-year operation; an achievement made possible through a commitment to always placing customers first and constantly upping the ante on just how personalized the shopping experience could be. But no matter how successful they've been in the past, Replacements believes they can get better.

They needed a way to combine their superior in-store experience and outstanding phone service with their evolving e-commerce strategy. Having built their own technology solutions and overcoming challenges in-house for decades, they were confident in their technical capabilities and valued their independence. However, they knew their email practices were time-consuming and that they would be much more effective if they could use all of their valuable customer data to deliver more targeted and relevant campaigns to customers.

Ultimately, Replacements needed to migrate to a more powerful marketing platform. The solution Emarsys provided allowed them to optimize their email strategy and dramatically cut down on the time required to craft email campaigns while also addressing web behavior, like abandoned carts and browse abandonment, that could potentially generate additional revenue.

3.5 million

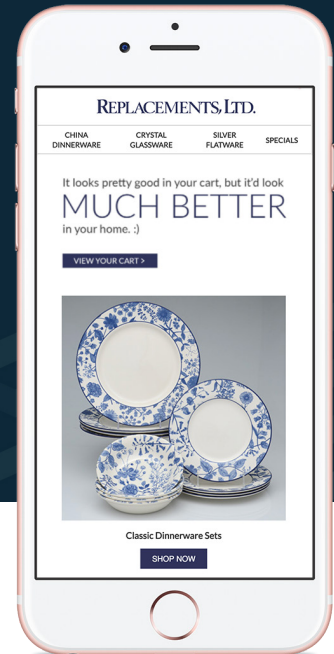
emails sent each month

+480,000

contacts

“In the past, I’ve received lots of hype and then a humongous price tag from salespeople offering all sorts of solutions. The thing that I appreciated from the interaction with Emarsys was that they heard us. They did their due diligence. The Emarsys platform was applicable to what we were looking for, and it didn’t feel exaggerated. I really appreciated the straight talk from Emarsys.”

— Linh Calhoun, Chief Marketing Officer, Replacements, Ltd.



THE CHALLENGE

Taking care of customers is the foundation of Replacements’ success. Whether they’re looking to replace a broken heirloom, a damaged piece of china, or a priceless collectible figurine that is no longer in production, customers have come to value and trust Replacements for decades, especially over the phone or when visiting their superb showroom.

However, Replacements knew their e-commerce presence needed some work to match their in-store and phone service. They wanted to radically improve their email campaigns and track website behavior.



INCREASE EMAIL PERFORMANCE

Replacements had developed their own email and CRM systems in-house, but deploying triggered campaigns with no automation took a long time. While their IT team had built in some 1-to-1 capabilities, Replacements wanted to move faster and take advantage of machine learning.



DRIVE UP REVENUE WITH ABANDONED CART REMINDERS

Without a way to track abandoned carts, Replacements was leaving money on the table. They needed a scalable method to entice customers to come back to their shopping carts and complete their purchases.



STRENGTHEN ONLINE CUSTOMER EXPERIENCE BY TRACKING WEB BEHAVIOR

Replacements was focused on taking the top-notch personalized service customers encountered in the showroom and on the phone and applying it to their website experience, because the more information Replacements has about a customer, the better they can serve them as an individual – not as part of a segment. Having never worked with an outside marketing technology partner before, Replacements wasn’t afraid of AI, but they weren’t sure how the technology could most benefit their customers.

THE SOLUTION

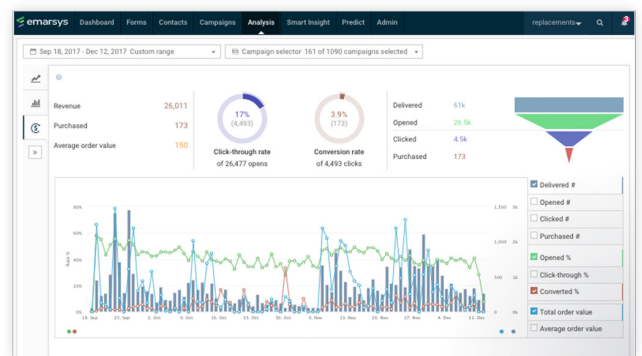
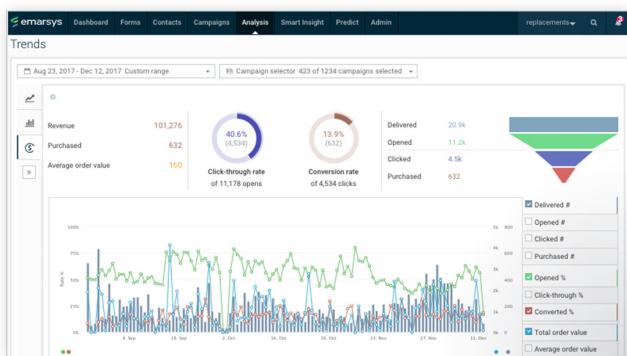
Contrary to the journey many companies take when selecting a marketing platform, the technology was never the focus of the process for Replacements. Sure, the company felt there were other ways to maximize the data they collect, but Replacements was never overly concerned with how the algorithms worked. They were far more interested in what those algorithms could do for their customers and how it would change the roles of the marketers on their team.

Emarsys offered the perfect blend of technology and strategic guidance to support what Replacements wanted to accomplish:

1. STRATEGIC EMAIL OPTIMIZATION

By implementing Smart Insight, Replacements could rely on AI-driven data science to create more effective email campaigns in far less time. In addition to growth in purchases and revenue, Replacements was able to achieve a 16% average open rate among highly engaged customers. Then, by further segmenting this audience

based on their engagement level, Replacements modified their communication frequency, reduced opt-out rates, and realized a 20% open rate among their more qualified segments. Replacements was able to focus their marketing energy on strategy, content, and creative - not the technology.

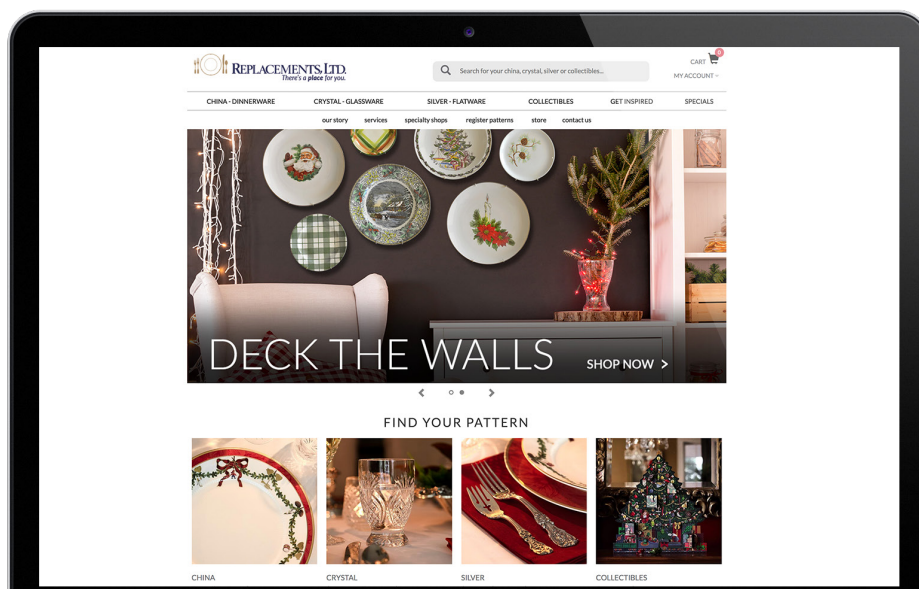


2. REACHING CUSTOMERS WHO ABANDON CARTS

Replacements used Web Extend to track all visitor behavior on their website, and among other things, they found a huge opportunity in cart abandonment reminders, generating more than \$10,000 from their first campaign and a total of more than \$101,000 in additional revenue within the first four months.

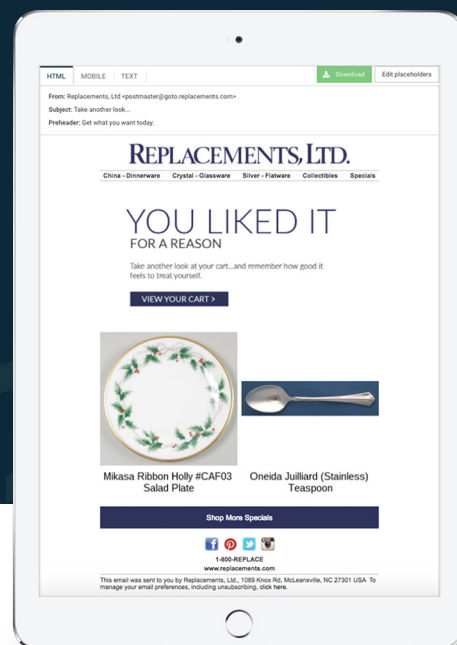
3. PERSONALIZATION BASED ON WEB BEHAVIOR

The moment Replacements began using the Emarsys platform, they were able to collect additional customer data. With that information, they could apply the same personalized customer service that they provided over the phone to their website visitors. In particular, they saw an increase in incremental revenue upon implementing a browse abandonment campaign, which generated more than \$26,000 in the first three months.



“Emarsys gave us a more systematic and efficient way to segment and send out more one-to-one messaging. It’s a fairly easy integration, and we are actually seeing how it has created a positive return on our investment in the partnership and the cost of the tools that Emarsys has provided us.”

— Linh Calhoun, Chief Marketing Officer, Replacements, Ltd.



THE RESULTS

Partnering with Emarsys allowed Replacements to significantly improve their personalized interactions with customers through email and web browsing, as well as increasing revenue with abandoned cart and browse abandonment campaigns.

Moving from a batch-and-blast approach, Replacements used the Emarsys platform to create email campaigns faster and target them more accurately at the individual customer.

The Emarsys solution also gave Replacements the ability to track web behavior, starting with abandoned carts and browse abandonment. By reaching out to these customers, Replacements immediately saw increases in conversions and revenue that they’d never had before. Abandoned cart campaigns alone shot up to a 13.9% conversion rate.

Using Web Extend and Smart Insight, Replacements could now deeply personalize their interaction with customers browsing the site with the same attention to detail they received in-store and on the customer service phone line.

+100% ROI

within weeks of implementation

+\$101,000

in abandoned cart revenue in first four months

+\$26,000

in browse abandonment revenue in first three months



Founded by Bob Page in 1981, Replacements, Ltd. has dedicated the past 36 years to helping people reconnect with their favorite memories and create new ones. Explore their timeline to discover how Replacements went from Bob’s part-time hobby to the world’s largest supplier of vintage and current dinnerware, crystal, silver, and collectibles. For more, visit their website:

www.replacements.com



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. Our AI-enabled marketing platform offers an intuitive, easy-to-use solution for marketers, enabling companies to scale marketing decisions and actions far beyond human capabilities.

www.emarsys.com