



# Tupperware's Incredible Digital Transformation

How the Original Social Network Increased Email Revenue and Reinvented Itself with Customer Data

**Prioritizing digital transformation, longtime brand Tupperware sought out a platform partner to overhaul their email and data-gathering strategies.**

In 2018, Tupperware celebrated its 70th anniversary (with a party, of course), and over the course of those seven decades, the brand has stayed true to its original business model. Consultants are the ones establishing and maintaining one-to-one relationships with customers, most notably through demonstrating products at their trademark Tupperware parties. The customer gets an innovative, durable product that helps out in the kitchen, and the consultant gets to run her own business and develop her career at her own pace.

## The Original Social Network

The brand has always relied on word of mouth to bring in new business, so it's perfectly apt to think of Tupperware as the "original social network" – or at least an early example of influencer marketing. Women went to each other's homes and sold their products to each other. They would leverage their media networks, friends, and families – they'd even approach strangers and build relationships with them. From the beginning, Tupperware has always been about the relationships first and the products second.

**Every 1.4 seconds**

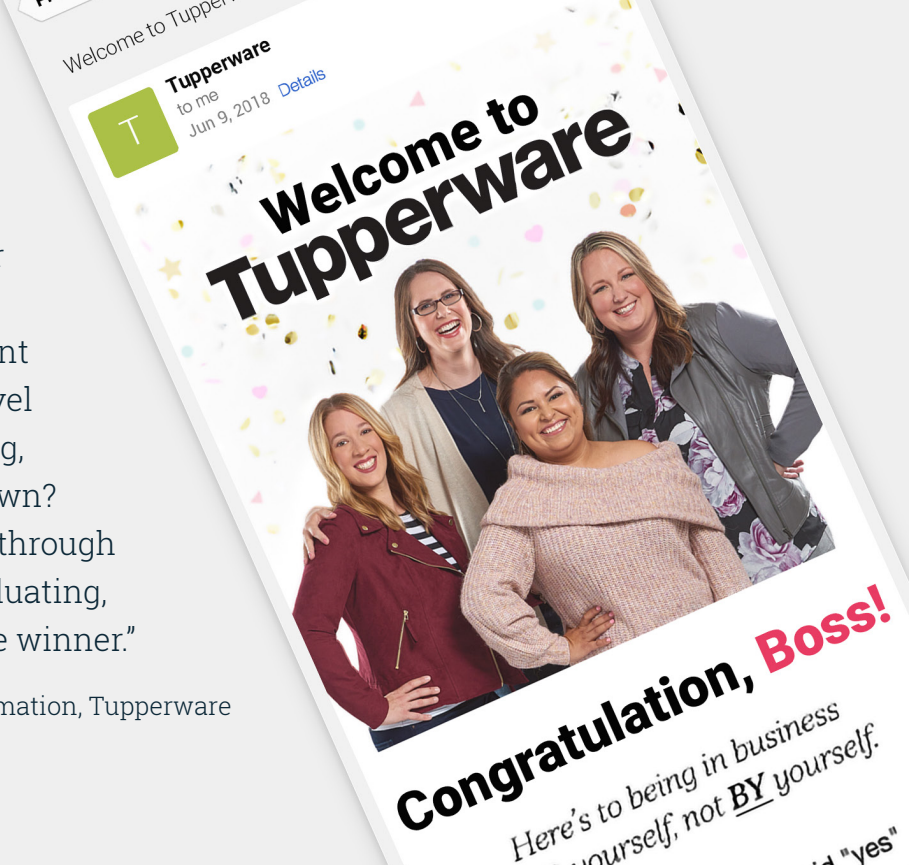
a Tupperware party is held

**3.2 million**

global sales force in 22 countries

“The key thing that we needed to do was figure out which marketing tool was going to help us scale and deliver the types of communications that we need, both from a consumer standpoint and a sales force standpoint. What level of personalization can we start driving, assuming we have our data nailed down? So after involving 52 marketers to go through each of the four vendors we were evaluating, Emarsys came out hands down as the winner.”

— Rick Medeiros, Global VP of Digital Transformation, Tupperware



But as a direct sales business, corporate Tupperware wants to be more than cognizant of the relationships consultants establish and maintain with customers. They strive to strengthen those relationships digitally, by engaging with the consumer on behalf of consultants in a way that enhances both the customer and consultant experiences.

### Digital Growing Pains

With remote consultants around the world, Tupperware has found digital transformation to be a challenging process. They're by no means alone in this regard, as they specifically aim to

make the consultant experience consistent from onboarding to every communication they have with customers, each other, and Tupperware's head office.

However, legacy tech with very little automation presented Tupperware with an opportunity to make some drastic improvements. Without proper data collection, they had no way to customize content for the individual, let alone scale that customization for a global audience. You can't personalize beyond Hello [First Name Last Name] without knowing your customers in greater detail.

## The Challenge

Even though we're well into the Digital Age, that doesn't mean brands have easily adapted. Rick Medeiros faced this task when he came in as Tupperware's Global VP of Digital Transformation.

“The opportunity with undertaking digital here at Tupperware is change management,” Medeiros says. “So it's getting people bought in. It's also making sure they understand the opportunities and the results that come with that buy-in and then continually reminding them what those benefits are.”

Tupperware's unique organizational structure also made it challenging to get that buy-in from their remote sales force. Not everyone would see the solutions the same, at least initially.

The sales force is where the big problem existed. So much of a digital transformation depends on customer data, and while Tupperware has always stayed focused on their audience's needs, so much of what they knew about customers depended on the sales force in the field, which is also where all their customer data sat, in individual siloes on each consultant's home computer.



## Data Poor

Considering how long the company's been around, you'd think Tupperware would be sitting atop an Everest of data. Not the case, though. Lacking a data-centric platform through which data could be shared between Tupperware

and their consultants was an enormous hurdle to overcome. This data deficit meant that the brand had no unified view of customers. Consultants might have this but not in a unified way that was shareable or scalable.

"We were very data poor, and therefore we didn't do any personalization," Kiara Sanchez-Mora explains. As CRM and Digital Outreach Strategist for Tupperware U.S. & Canada, she already knew how crucial personalization is for any modern marketing strategy. "Our previous ESP wasn't properly connected to any of the data sources we had. So that was challenging to find a platform that could support our consultants and that would be flexible enough for everybody to work with. It had to be data-first with all the marketing automation capabilities that came on top of that."



## Previous ESPs Were Primitive

Usability was a serious problem with Tupperware's previous platforms, and as a result, Tupperware Associates were limited to only two kinds of email: massive one-size-fits-all blasts and lots of one-offs created from scratch. On top of all that, the

platforms were expensive for such limited features.

Tupperware's previous ESPs also weren't making campaign creation easy as they offered little to no training and every advanced feature would come with a price tag. All of this was compounded by poor support services that took a day or more to respond and an on-going problem with integrating must-have platforms like Magento.

Inept email seriously hampered corporate's ability to have any continuity in how they oriented new consultants. "It was a very simplistic welcome to the business," Sanchez-Mora says. "You know, here's your consultant ID, and that was pretty much it. The consultant was then on her own to figure out who her manager was, her director, her whole up line."

In addition to taking way too long to create campaigns, previous ESPs presented agility problems, as Sanchez-Mora describes, "Prior to Emarsys, we had only two or three people utilizing our previous ESP, and it was challenging because, at times, our workloads get a little out of control. You need to have all hands on deck, and when you only have a few people who have mastered one system, you end up with a bottleneck."

As the sales force migrated into digital, email was a natural first channel to reevaluate, and corporate Tupperware was looking for an AI solution. "Ultimately, I want the customer to have her personalized product recommendations whether it's in email or CRM ads or on the website," Sanchez-Mora says. "But if a customer wants to host a party, she can still go directly to her consultant without going through us. We really just want to facilitate more of the administrative work that's required to do business while retaining that customized experience for the customer."



# The Solution

Combing through the hordes of independent ESPs, CRM programs, and automation platforms that are out there, Tupperware's search for a solution went on for months until one day the answer presented itself to Kiara Sanchez-Mora.

"It was actually my IT counterpart that approached me," she recalls. "He met Emarsys at a Magento conference, and he approached me and said, 'You know, I have this great option for you that you should check out.' I immediately lit up and reached out to Emarsys, and within a few days, we had the demo. We went through the whole process, and I fell in love. I saw the single customer view. I saw that ease of use in the automation part of the platform. I saw how we could then connect to our CRM ads and start building that omnichannel experience.

"From there, we knew it was right for us, that it was flexible enough for us to adapt it for all our business cases. We're not just a retailer. We're not just an e-commerce business. We are somewhere between being a B2B and a B2C, and to find a platform that can tick both boxes was challenging until we met Emarsys."

## The Winning Platform – 52 Marketers Can't Be Wrong

When it came time to choose the one platform that would rule it all, Medeiros wanted to make an informed decision based on Tupperware's needs. "I needed everybody on board with this. So I involved 52 marketers across the company, and the key thing that I wanted to do there was not look for consensus. I knew what functionality we needed. What I'm looking for now is usability. I had to make sure that our marketers, who are probably wearing 10 different

hats in each market, could also see that usability, and they saw exactly what I saw. Emarsys came out hands down as the winner."

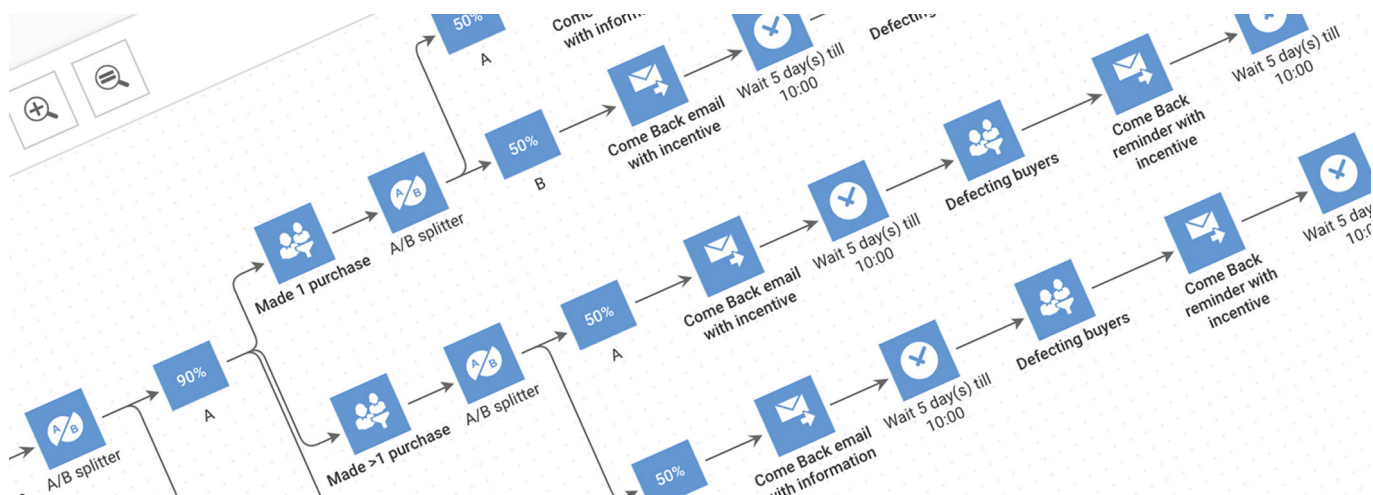
Kiara Sanchez-Mora notes one other thing that made the decision easier to make: "When we first spoke to Emarsys, you guys were very open and very receptive to our unique needs. We're Tupperware. We're a unique company, we're a unique business, and you guys were able to adapt to that. That was really the key differentiator. You guys adapted to us. We didn't have to adapt to you, and that is something that in my experience has never happened before."

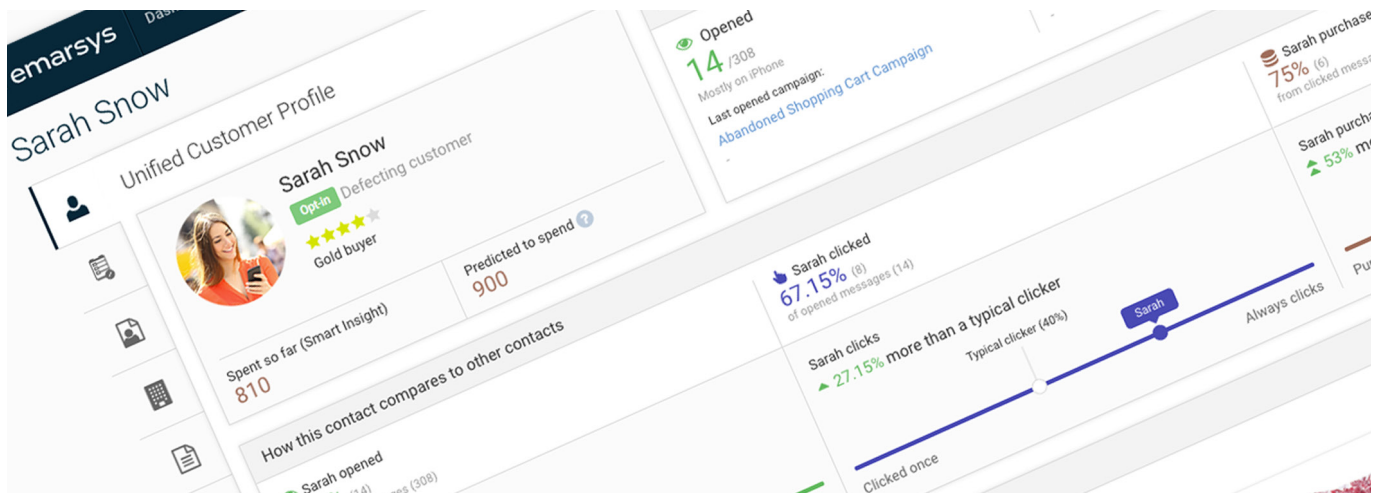
## Data and the Unified Customer Profile

With their data in the Emarsys platform, Tupperware realized they had a goldmine to explore. Finally, all the data they could capture would be stored and accessible by all responsible parties. This would ultimately give Tupperware the power to personalize, most apparent in a feature that marketers treat as the Holy Grail: the unified customer profile.

"A single customer view is so important," Sanchez-Mora says. "Because then we can understand how we can talk differently to each customer, and how we can send them down different journeys. We can then start leveraging the platform and automate these communications, with the end goal of connecting customers with consultants to host a party and purchase the products."

Medeiros tells the story of the moment of discovery, "I was really looking for someone who was going to give us exactly what Tupperware needed. So I investigated Emarsys. I got to know them. The account team came on site, and in that first meeting, I got a look





at the unified customer profile. That's where I got hooked. I wouldn't say I was converted at that time, but I was actually hooked right then and there. I saw the pricing. I saw the usability of what the platform could offer to make it easy to create and manage campaigns. And that's when I knew that Emarsys was right for Tupperware."

### The Email Revolution

Considering the lack of email tools they had before Emarsys, it's not surprising how the platform revolutionized the way Tupperware builds email campaigns. The HTML Editor alone made campaign creation and deployment much more efficient, and having everything you might need, like on-site popups, in one tool delivered a kind of convenience Tupperware had been looking for.

### For Tupperware Headquarters

Not only was there an obvious cost reduction per email, but it was pretty easy to use. "Everybody in our digital team has an account," Sanchez-Mora says. "They know how to work it from a usability standpoint. It is so simple for them to go in and customize the content blocks and show for certain segments or not. That's something that wasn't so easy before.

"We also have two team members who work on the Emarsys platform as well as send email communications to our consultants — and they're not HTML-savvy, but they use the block builder. They drop and drag content into it. They can edit the copy. They can customize the blocks to ensure that it's displayed for the correct recipient, and they can get an email done in probably less than an hour or so."

### For Consultants

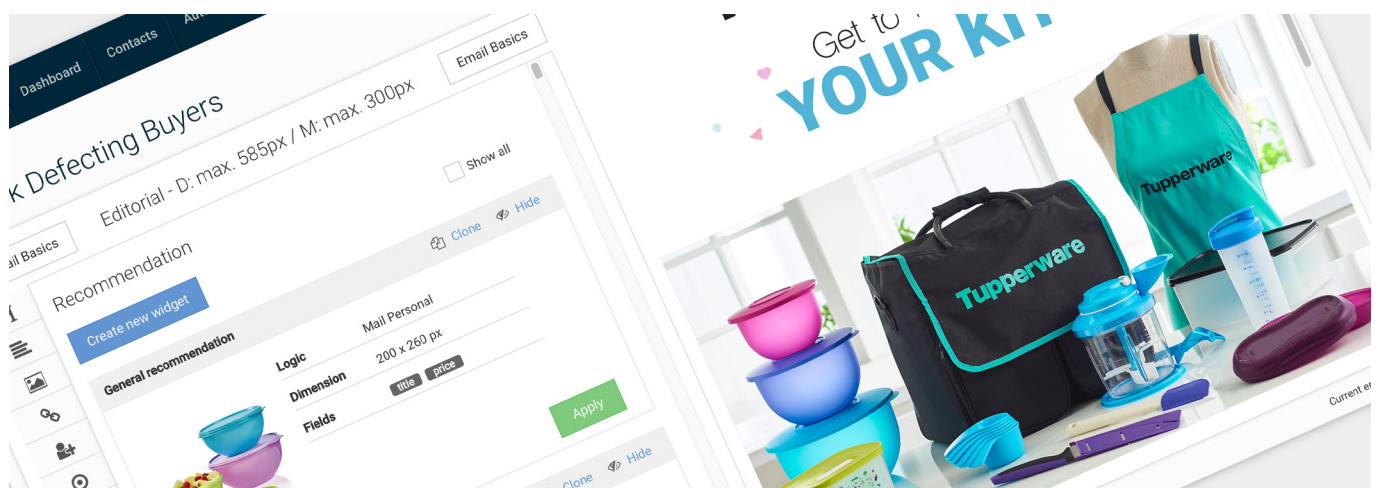
The platform also allowed Tupperware to provide a consistent process for internal communications, as Sanchez-Mora describes, "Now whenever a new consultant comes into the business, we can welcome her with an email that says: 'Hey, you're now part of this team, and these are your team members. Here's your manager or your director, your business leader.' That is something that we were never able to do before."

With the aim of taking some of the administrative work off the consultant's plate, Tupperware went on to develop their "on behalf of" emails, where they interact with customers on behalf of their consultants.

"Whenever a customer receives an email," Sanchez-Mora says, "it looks like it's coming from their consultant. They can click through to their consultant's website and purchase directly from them. That way we preserve the relationship between the customer and the consultants."

Now if there's a special offer, Tupperware can send an email to that customer on behalf of the consultant, encouraging the customer to contact the consultant directly to purchase a product or host a party.

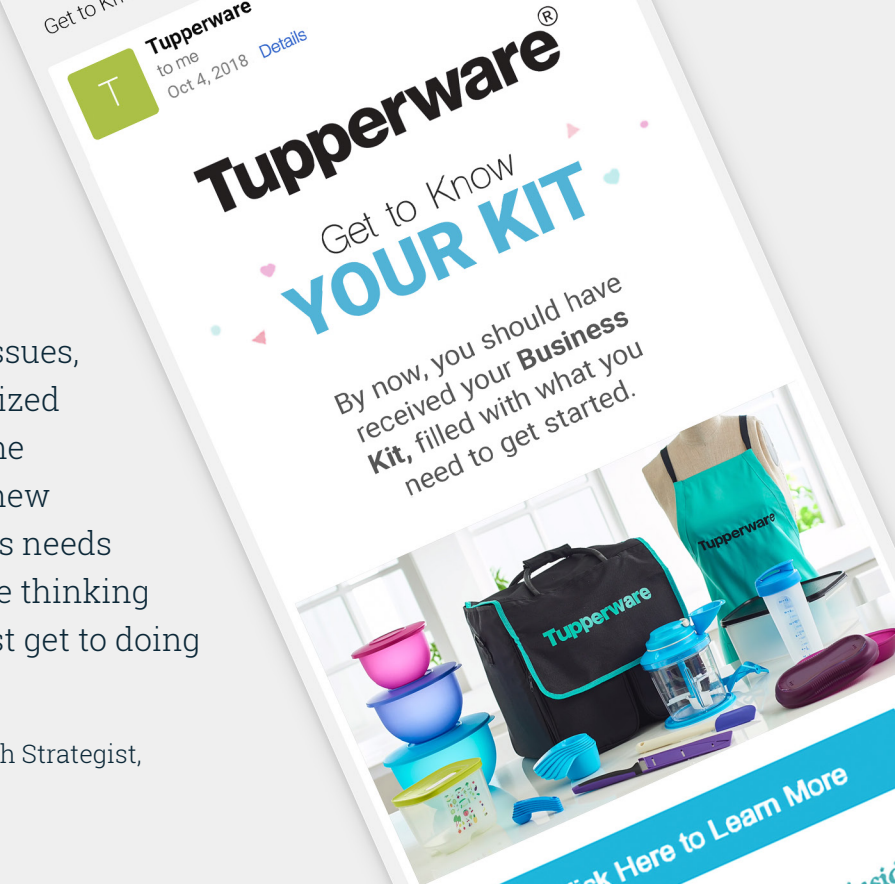
That's not all. Consultants will now be able to build their own email lists, and corporate Tupperware can also track email performance among consultants, so they know who's opening, who's clicking, who's activating, or who's not activating.



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“I think of all the email service providers and marketing automation technologies I’ve ever used, I have learned the most with Emarsys about different ways to approach the same issues, and with you guys, that has revolutionized the way I work because I’m able to come up with answers quickly. I can create new automations to respond to the business needs on the fly. You don’t have to spend time thinking about how you can do this. You can just get to doing it, which for me is incredibly valuable.”

— Kiara Sanchez-Mora, CRM and Digital Outreach Strategist, Tupperware U.S. & Canada



## The Results

After an incredibly efficient implementation of the Emarsys platform, Tupperware has achieved their goal of improving email communication and providing consistency in the way they interact with their consultants and the way consultants engage with customers. Now Tupperware is focusing on growing that sales force on a global omnichannel scale.

### Data Collection, the Omnichannel Keystone

“When we came to Emarsys, we not only had email, but we had data,” Sanchez-Mora recalls. “We had CRM Ads enabled. We just leveraged Web Channel and all of that for less cost than our previous ESP. So for us, it has been a vast improvement of our capabilities for less money. That’s a huge win in our book.”

By collecting better data, Tupperware has reinforced their email channel along with their overall omnichannel strategy. Typically, an initial email may start the interaction, but then the consultant and the customer complete the transaction offline. Tupperware is moving

beyond this, though. For example, by using the Web Channel tool, Tupperware’s data collection grew 500% in the last year. Plus, good data results in more accurate targeting, as proven by Tupperware’s CRM return on ad spend (ROAS) growing by 30 times.

### Doing More, Faster with Email

Since implementation, Tupperware has seen a 5X-7X increase in email revenue, and over \$1 million in annual revenue over the last year. With a relatively small database of contacts, that is a staggering accomplishment.

These days, Tupperware is sending a lot more email, in large part because it’s so much easier on an operational level. This has allowed them to develop a new consultant welcome series, completely personalized, with an eye on lift KPIs and increased activation rates from automation, not to mention an \$8,000 revenue increase from email due to email recommendations. In all, the transformation has clearly increased productivity.

## Ongoing Integration and Support Services

When a brand evaluates moving to another platform, implementation is only the first indication of how the partnership might play out. It's only when you have a problem that you really find out what the people behind the marketing platform are made of.

CRM and Digital Outreach Strategist Kiara Sanchez-Mora describes her experience, "You guys have always been receptive, always welcoming, and also you have provided solutions in different ways for us to leverage that technology."

One game-changer that finally works for Tupperware is the Magento integration in the Emarsys platform, enabling Tupperware to load thousands of SKUs into the database – something they could never have done before.

With so much riding on picking the right platform, Tupperware's VP of Global Digital Transformation would not settle for something that's just good enough. "I have very high expectations with any vendor I do business with, so I'm expecting Emarsys to knock the ball out of the park for me," Medeiros says. "And they have done that on a number of different aspects. I didn't expect this going into the relationship. I expected to find issues with the way they're managing my account or with the technology not integrating well. And I haven't seen that yet, to be honest with you, and I'm not saying that just to be grandiose and reinforce the relationship I have with Emarsys. It doesn't matter to

me which vendor I have as long as they've got the technology and the account management I need."

## Tupperware's Marketing Secret

This is just the beginning for the brand. Now that they've found the right tech solution, the sky's the limit on what's next.

"We don't want to just implement Emarsys," Medeiros says. "What we want to do is build the foundation and be able to show the countries that have data how effective they can be in their communications. Once they see that benefit, then they are going to be coming back to me, saying 'Rick, how soon can I get this?' So that'll be a fun problem to have."

Word of mouth remains a powerful influencer, as Sanchez-Mora explains, "I actually have talked to prospective Emarsys customers as a client, and I always share that it sounds too good to be true, but that it really is true. For us, the experience has been awesome. I can't think of a better word. And I've talked to other prospective clients that have since come on board, which speaks for itself. It really is kind of our marketing secret that we're spreading to one another."

"If you're thinking about it, if you're hesitant, if you think that it has to be a challenging and tedious, long process, it doesn't have to be," Sanchez-Mora advises. "And with Emarsys, it really is simple to implement a technology that you can leverage in your business right away."

**5x-7x**

email revenue growth

**30x**

growth in CRM ROAS

**+\$8K**

email revenue from email recommendations



# Tupperware®

Tupperware Brands Corporation, through an independent sales force of 3.2 million, is the leading global marketer of innovative, premium products across multiple brands utilizing social selling. Product brands and categories include design-centric preparation, storage, and serving solutions for the kitchen and home through the Tupperware brand; and beauty and personal care products through the Avroy Shlain, Fuller Cosmetics, NaturCare, Nutrimerics and Nuvo brands. For more, visit **Tupperware Brands**.



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](https://emarsys.com)**.