



PERSONALIZATION WITH OPEN TIME CONTENT

ADDING THAT DYNAMIC TOUCH TO ENGAGE CUSTOMERS
WITH YOUR BRAND

POSTERXXL: SUCCESS AT A GLANCE

PosterXXL leveraged their data to personalize emails, create a sense of urgency, and increase their customer engagement.

The print product market in Germany was heavily dominated by offline print businesses. Priding themselves as a simpler and competitively priced contender, posterXXL needed a way to disrupt the offline retail print arena.

With email as their most important channel in terms of revenue and reach, posterXXL wanted to refine their

engagement approach but also expand into other channels, such as mobile and social media to increase retention rates among VIP customers.

Already using segmentation tools, posterXXL added personalization to insert customer names into emails and dynamic content features, resulting in a rise in opens, click-throughs, and average order values.

Founded in 2004

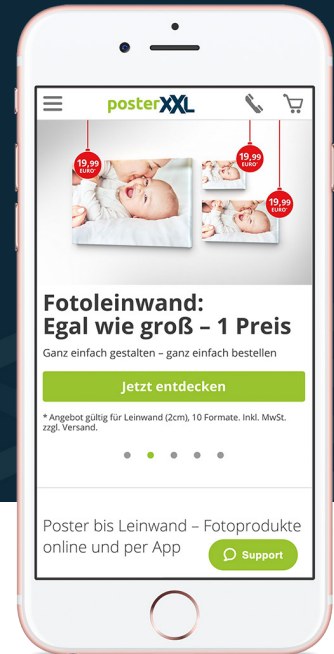
and serving Germany, Austria,
France, and Benelux

Over 80,000

contacts

“It’s very hard for us to decide at which point we should send a particular email. Should we send the weekly newsletter? Or should we send the birthday campaign? The micro moments are always better than the standard one-to-all communication, but if you had an algorithm that decides which campaign to send, that would really help improve the relevancy and outcomes of the response from our customers.”

— Martin Berky, CRM Team Manager, posterXXL



THE CHALLENGE

Trying to stand out from the rest of your competitors has become harder and harder as retailers flood both the offline and online markets. As a print company, posterXXL has had to claw their way up through the crowded German market, and while their pricing is both competitive and transparent and their product is easy to purchase, they needed to go to another level and differentiate themselves based on engagement.

Although they have been pursuing mobile and other channels, email was posterXXL’s main channel of engagement, but complicating the matter, email had been a static medium for decades that didn’t make updating content or images easy.

PosterXXL needed a scalable solution that would increase the open and click-through rates for the email routinely sent to customers:



PERSONALIZE IMAGES AND DESIGN

A one-to-many approach shows the same image and design to everybody who receives an email, regardless of their individual preferences. PosterXXL had to find a better way to tailor their emails for specific customers.



AUTOMATICALLY PERSONALIZE GREETINGS AND SPECIAL OCCASION EMAILS

They needed a way to address their emails to customers, something that would free the marketing staff from having to manually build emails for thousands of customers. Automated personalization was the answer.



CREATE A SENSE OF URGENCY TO BUY

Standard emails may deliver a message, but that message is frozen the moment you hit Send. PosterXXL sought a method to make their emails more dynamic, something to build additional purchasing interest that would for example notify customers that they have only three more days to purchase and then countdown the hours and minutes left.

THE SOLUTION

PosterXXL decided to explore a technology solution. Already using the Emarsys marketing platform and products like Web Extend, they looked further into the available tools and experimented with Open Time Content, which allows the marketer to automatically personalize email as well as include dynamic content that is updated every time the email is opened.

Using these Emarsys tools, posterXXL was able to better engage their vast audience just through email alone:



1. ENGAGING IMAGES AND EMAIL DESIGN

The Emarsys solution allowed posterXXL to place images that appeal to different segments, such as men and women. They could also further refine the designs of the email to see which ones led to higher engagement, and all of the results were tracked through the Emarsys platform.



2. AUTOMATE THE CREATION OF SPECIAL OCCASION EMAILS

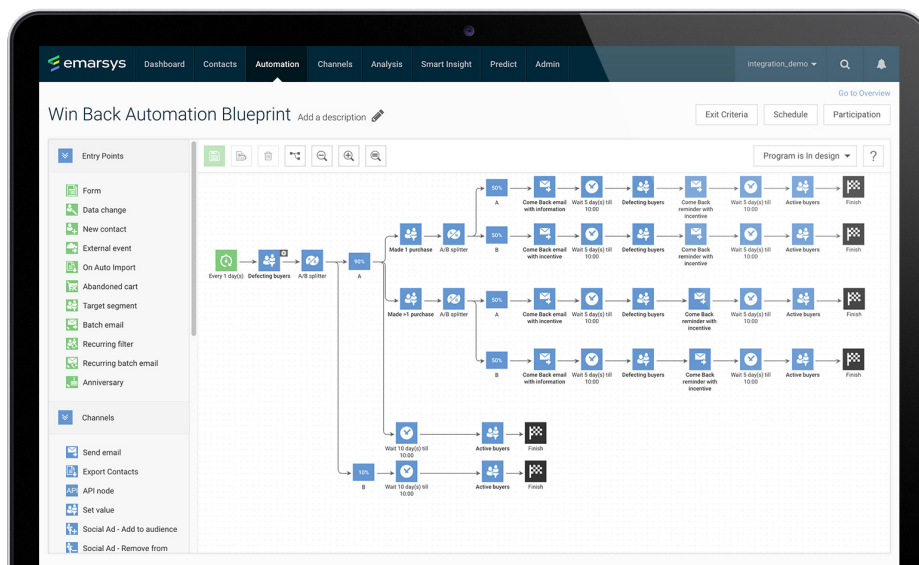
Moving beyond the standard "Hello [first name]" email salutation, posterXXL used the Emarsys platform to automate special occasion emails, like for birthdays or anniversaries where the greeting would contain the customer's name. In fact, the Emarsys solution allowed them to embed names or any other required values in their products or image design. This individualized attention not only engages customers but will build loyalty going forward.



3. GENERATE URGENCY TO BUY WITH COUNTDOWN TIMERS

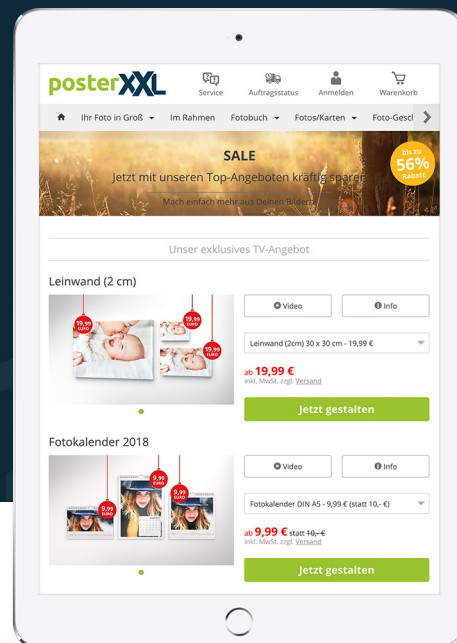
Nothing encourages customers to take advantage of a one-off sale or a special offer than knowing how little time is left before the offer expires. PosterXXL put this to the test in the form of countdown timers, a dynamic piece of content embedded into an email that will be updated every time the email is opened to show the most current time left.

PosterXXL saw great KPIs, driving up their open rates and click-through rates, and their conversion rates and AOVs were also very positive.



“The general mission is to personalize the dialog for every customer, and this has been made possible for us with Emarsys. The automation programs, the personalization features, the conditional targeting, etc. — this is all very good. What I wish is to continue the implementation of machine learning into the system.”

— Martin Berky, CRM Team Manager, posterXXL



THE RESULTS

After only a few months of using Open Time Content, posterXXL saw an increase in engagement with their thousands of customers.

Offering a 40% discount to everybody in a generic email may attract a few conversions, but now that posterXXL can customize their emails, even in a basic way like including the customer's name in the email greeting or sending personalized birthday or anniversary messages, some customers will be more likely to open, click, and purchase. Going forward posterXXL can further test email designs and personalized images to determine which designs and images resonate best with each customer.

One of the most powerful features of Emarsys' Open Time Content is that it allows marketers to include dynamic content in their email. Through A/B testing, posterXXL was able to easily place a fully integrated countdown timer in their email that showed how many days or hours were left to capitalize on an offer or promotion, and the engagement KPIs went up.

With the success of Open Time Content in their email, posterXXL is expanding their personalization initiative into the mobile channel and has already implemented push notifications in their app. Next they'll move into social media and look for ways to improve the retention of their high-value customers.

+20%

open rate

+40%

click-through rate

+5%

average order value

posterXXL

Founded in 2004 in Munich, posterXXL is one of the biggest players in e-commerce. Bought by PhotoBox Group in 2015, posterXXL serves Germany, Austria, France, Belgium, the Netherlands, and Luxembourg, and PhotoBox has a strong market presence in France and the UK. Offering simplicity in online printing services and competitive pricing, posterXXL produces personalized print products, photobooks, posters, maps, and calendars.

www.posterxxl.de

emarsys

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