GLOBAL SHOP DIRECT DRIVES UP CROSS-SELL REVENUE 20%

USING AUTOMATION TO IMPROVE THE CUSTOMER EXPERIENCE

GLOBAL SHOP DIRECT SUCCESS AT A GLANCE

Global Shop Direct wanted a faster and more accurate way to target customers and spark engagement with personalized email.

As a business that relies heavily on direct response marketing, Global Shop Direct takes customer relationships very seriously. Engagement is the priority, and in addition to selling through several well-known retailers in Australia, Global Shop Direct connects with its audience via TV, where customers can shop for fitness, outdoor, and homeware products. Aiming to build on the success of its call center and TV promotions, Global Shop Direct had its eye on omnichannel as the next logical expansion strategy.

Email, especially email tailored to the individual, is still one of the most effective channels through which to engage customers. Global Shop Direct wanted to make the most of the channel and drive ROI by focusing on increasing the average order value per customer and upselling and cross-selling related products.

The problem, though, was that the company had no way to personalize interactions that didn't involve creating and customizing every email by hand. To achieve its objectives, Global Shop Direct would need to revolutionize its email channel, but first, it would have to find a partner with the right platform, tools, and expertise to help.

3.5 million emails
sent a month

+95% email revenue
in 1st year of adoption

"The needs of our customers have changed, as have their preferred channels of communication. With this in mind, we knew our engagement strategy had to evolve. Emarsys has enabled us to increase our customers' lifetime value by focusing on retention through improved engagement."

— Jamie Dow, Managing Director, Global Shop Direct

THE CHALLENGE

Like many of today's brands, Global Shop Direct was challenged in its pursuit of personalization. Over its 15-year history, the company had steadily expanded its product portfolio, but recommending the right products to the right customers was difficult. To efficiently cross-sell, Global Shop Direct had to find a technology that would allow optimization of the customer journey while predicting and recommending products each customer might be interested in.

PLATFORM WISH LIST

Segmentation was a manual process that took the Global Shop Direct marketing team far too long to complete. The team felt that there had to be a data-driven platform available that would allow Global Shop Direct to give customers the most fulfilling shopping experience possible.
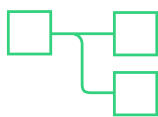
IF ONLY WE COULD AUTOMATE THIS

Global Shop Direct lacked the ability to automate, meaning the marketing staff had to segment, create, and send every campaign by hand — a severely painstaking process that took forever.
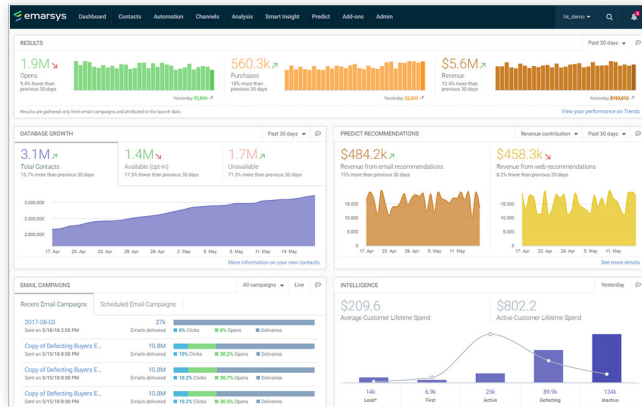
PERSONALIZATION HELP

To truly make customers feel like individuals, not part of a mass audience, Global Shop Direct wanted to not only personalize email campaigns, but it also wanted to recommend products based on data instead of subjective assumptions.

THE SOLUTION

The quest for the right platform with the integrated automation and personalization power that Global Shop Direct needed was realized in a partnership with Emarsys. Now all data aggregation and analysis would be streamlined through the AI-powered platform to create a record of each individual's various touchpoints throughout the customer journey regardless of channel. This freed up the marketing team for more strategic initiatives — work that's hard for a marketer to focus on when tied to a manual approach to personalization.


SINGLE INTEGRATED PLATFORM

From the intuitive interface and easy-to-use dashboard to various tools, like Smart Insight, Automation Center, and Product Recommendations, the Emarsys marketing platform had all the personalization and omnichannel capabilities that Global Shop Direct wanted. The straightforward tracking and reporting provided the at-a-glance picture of the business, and best of all, the platform gave Global Shop Direct what it wanted most: a measurable, visible, and timely way to keep a special focus on improving ROI.
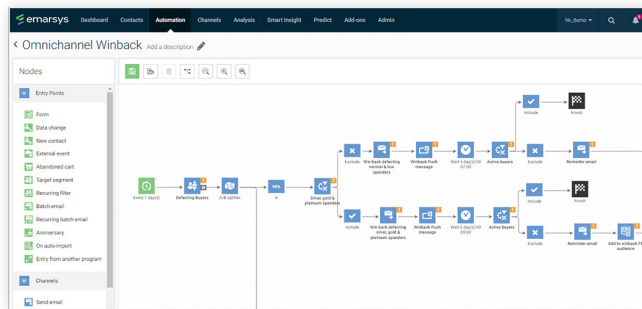
FASTER AND MORE ACCURATE CAMPAIGN MANAGEMENT WITH AUTOMATION

The counterpart to simplified segmentation is the automated campaign, and when the two work together like they do in the Emarsys platform, not only does campaign deployment become more manageable and agile, but now the marketing team can focus on the things that humans still do better than machines; namely strategy, creative, and content.
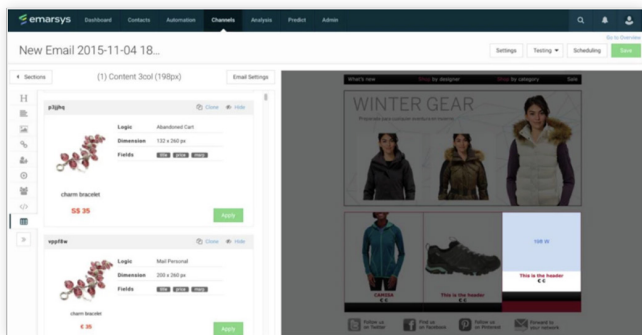

PERSONALIZATION WITH PREDICTIVE ANALYTICS

The personalization that's built into Emarsys email templates paid off right away as Global Shop Direct's newsletter revenue started to increase. In addition to the newsletter, the company also discovered the personalizing power of product recommendations, giving Global Shop Direct the ability to make decisions — not hunches or guesses — based on real customer data in real time.
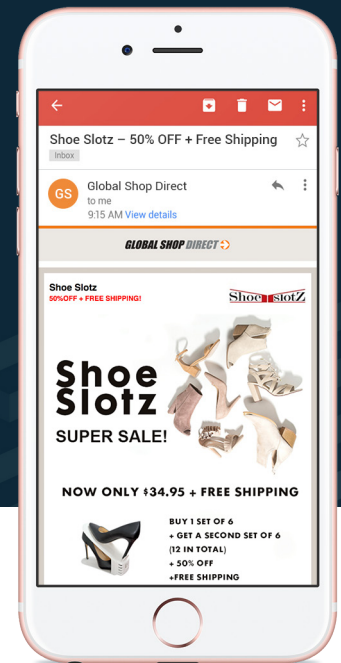
THE RESULTS

With so much of the time-draining data manipulation, manual segmentation, and analysis now handled by Emarsys' integrated platform and related tools, Global Shop Direct boosted email performance by leveraging automation and predictive analytics to deliver highly personalized interactions with customers.

PLATFORM PROS

The Emarsys platform gave Global Shop Direct an easy-to-navigate dashboard and a new set of tools that would allow it to connect with its customers in far more engaging ways. Throughout implementation, Global Shop Direct found the Emarsys customer support team was always available in a moment of crisis.

ENGAGEMENT WITH AUTOMATION

Within four weeks of signing the deal with Emarsys, Global Shop Direct launched its first-ever win-back campaign. This campaign significantly improved engagement as well as earned the company new revenue. Global Shop Direct also coupled automation with the Predict tool to recommend the right products for the right customer.

PERSONALIZED COMMUNICATION

Emarsys templates made it much easier to customize each email for the individual, and as a result, open rates went up nearly 10%, bounce rates stayed low at 0.5%, and conversions went up to 3.5% — three quarters of a percent higher than the top performers in this space.

+20%
revenue uplift on automated product recommendations

Up to 3X
newsletter revenue increase from launch

+9.7%
increase in open rates

GLOBAL SHOP DIRECT

Global Shop Direct is a privately owned Australian company with over 15 years' experience in the Direct Response TV (DRTV) and Retail industry across the Home Fitness, Health, Outdoor, Well Being and Household categories. As a market leader in Australian DRTV marketing, Global Shop Direct maximize sales of a diverse range of products selling directly to the consumer and through leading Australian retailers. The company's adoption of a "multi-channel" marketing strategy has enabled Global Shop Direct to successfully exploit traditional channels as well as embrace and maximize new online opportunities. Global Shop Direct holds the status as the Australian Distributor of Choice for leading Global DRTV suppliers. Learn more at **globalshop.com.au.**

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. 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.**