



# e-Commerce Supermarket Ztore's Email Revenue Soars 600%

## How Real-Time Segmentation and Personalization Drives Engagement

### Ztore Success at a Glance

**Ztore wanted to treat customers as individuals with email, but human-driven personalization does not scale. Ztore would not solve the problem with more manpower; they needed better tools that would enable their marketers to work more efficiently.**

As an online supermarket based in Hong Kong, Ztore differentiates themselves from competitors by offering their customers an easy way to buy quality groceries and home essentials online without having to stand in a checkout line or porting the groceries home. They offer home delivery and locker pickup for products, many of which are socially responsible and locally made, and provide customers with high flexibility on delivery options.

But what Ztore was really after was driving up conversion rates, and better personalization seemed like an excellent strategy. The problem? It was impossible to execute a data-driven strategy like that in real time with a limited number of staff and a nearly infinite number of data points to interpret.

The faster data flows, the faster an e-commerce marketing team has to move, and there is more data being generated every day than humans can manually sort through and glean insights from. Every customer requires segmentation and, where possible, automation, and the need for accuracy increases the deeper one drills into a segment. Calculating all that with traditional analytical and statistical tools was impossible. Ztore was hunting for a technology solution that would allow them to scale this kind of data-driven analysis.

**Limited funnel targeting**

**No analytical tool**

to connect sales data with email/social media

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“Emarsys assisted us on making our customer journey more seamless for our users. By targeting them in real time, we are able to provide personalized and specific messages, capturing customers at the most suitable time.”

— Silver Wong, Head of Product and Marketing, Ztore Hong Kong



## The Challenge

Competing against so many big brands in the e-commerce arena can be difficult for smaller or more localized brands, and Ztore was no different. With giants like Amazon, Target, and Wal-Mart dominating the online grocery shopping industry, Ztore needed to sweeten the interaction with their customers, but scaling the segmentation and personalized emails necessary to do this was beyond Ztore's means. They just needed a technology solution that was easy to use and powerful in terms of scaling.



### Personalize Each Customer's Interaction

One clear challenge was increasing Ztore's conversion rate. High conversion rates indicate that you're connecting with customers at the right time and with the right message. Instead of batch-and-blast email that doesn't precisely target products or the stages of the customer journey, Ztore's first personalization step was to include email content that would resonate with individual customers. But with the surge of data pouring into their system every second, Ztore's marketing team could not analyze their customer data fast enough to be able to react in real time.



### Segment Customers at Each Stage of the Funnel

Ztore had a common problem: They did not have an all-in-one analytical tool to help them design emails and include content that would appeal to customers at particular stages in the sales funnel and at times these customers would most likely respond to. The manpower necessary to do that kind of segmentation is simply not cost-effective. So other than difficult manual segmentation with tight deadlines, every campaign had to be a general top-of-the-funnel blast.



### Execute Campaigns Faster

When the job of building and launching campaigns grows beyond the means of a marketing team's capacity, choices have to be made: Launch a blast campaign as is? Or narrow down the customers you want to target? But no matter how many people you have on your team, you can never scale the level of segmentation necessary to target all customers with precise content that addresses where they are in the sales funnel.

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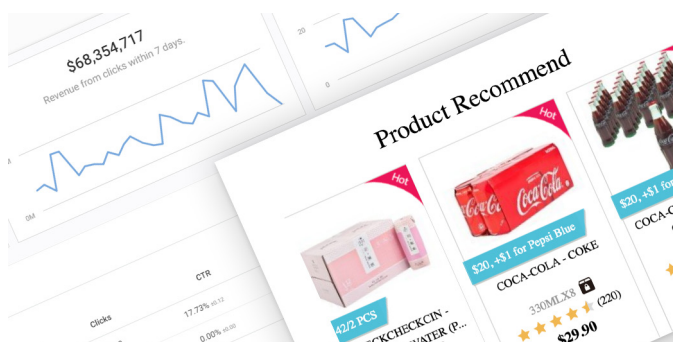
# The Solution

The solution that Ztore sought out had to vastly improve their ability to target individual customers, and it would be ideal to find a partner who could provide not just the specific tool to create and manage automated email campaigns, but a platform as well that would support real-time data analysis. That's where Emarsys entered the picture.



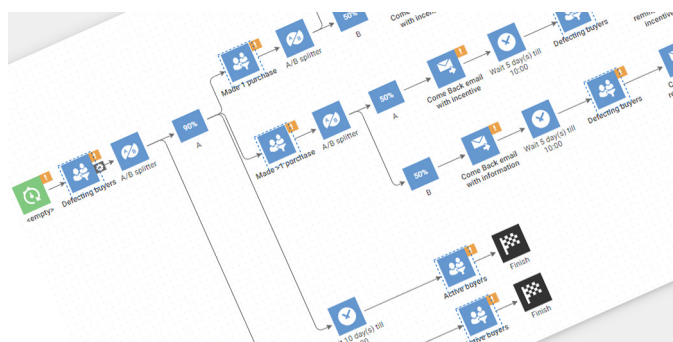
## A Platform That Can Handle Segmentation

To get the highest accuracy in targeting, Ztore looked for a platform that would include real-time customer segmentation. This not only upped the accuracy in initial targeting, but in retargeting as well. Ztore quickly discovered that being able to update segments before blasting e-mail was extremely useful for their electronic direct mail program. Both contact criteria and the data analysis tool Smart Insight eliminated the complicated process of segmenting through unwieldy statistical tools as well as granting Ztore more flexibility in the ways they wanted to divide their audience.



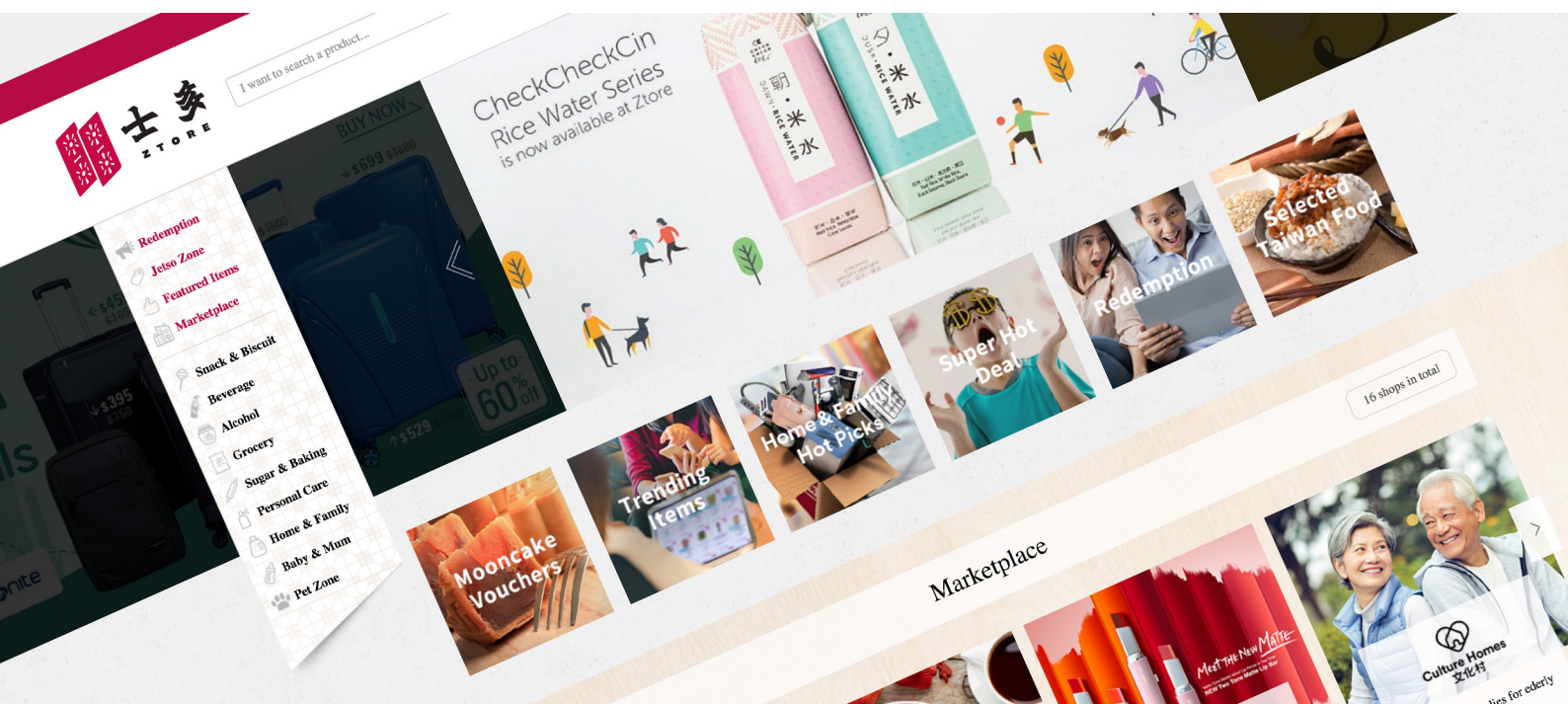
## Target Email with Far Greater Accuracy

Personalization requires more data than humans can dig through in a timely manner, and Ztore knew just how powerful personalized fields would be for their monthly eNews letter sent out to customers in their loyalty program. One Emarsys tool that stood out was Email Recommender, which Ztore used to suggest the most suitable products to their members. Another tool, Automation Center allowed Ztore to use SMS and CRM Ads as additional targeting features — something none of the other vendors offered — which proved to be really effective in re-activating opted-out users.



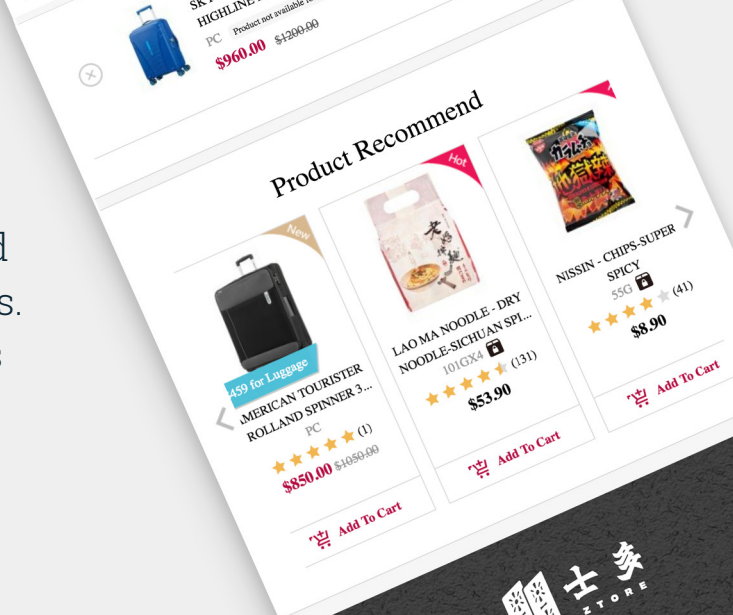
## Increased Efficiency for the Marketing Team

Aside from improving the customer experience through personalization, the Emarsys platform provided Ztore with a way for their marketing team to work more strategically, and Automation Center gave the brand that power. Automating e-mail campaigns took much less effort and time than having to set up campaigns separately every day. Automation also gave Ztore high flexibility in devising action plans for their customers at whatever stage of the customer journey they were at.



"The results were even better than we thought they would be. The Email Recommender has dramatically shortened the time it takes to create email campaigns. We now have several automated programs running, and we can still send ad-hoc campaigns without a hassle."

— Silver Wong, Head of Product and Marketing, Ztore Hong Kong



## The Results

After a year with Emarsys, Ztore's email campaigns are now performing off the charts because the segmentation and automation features give the brand so many ways to personalize their message while also freeing up the marketing team for more strategic planning.

### The Crucible of Implementation

Ztore's first challenge was syncing their data to the Emarsys marketing platform, a complicated process, but as the Emarsys implementation team worked with the brand through each issue, Ztore realized their concerns were addressed and solved more quickly than other vendors. Ztore never had to wait for days for support to get in touch, and once Ztore became familiar with the tools, they knew they had made the right decision to go with Emarsys.

### More Precise Targeting

The Emarsys solution allowed Ztore to break their audience into segments like they had never been able to before. The CRM Ads tool enabled Ztore to target customers based on their reaction to email on Facebook and Google. Ztore also could determine the percentage of their customers who could be matched on these platforms, which made estimating the size of a target group so much easier. Performance monitoring was also more convenient and allowed Ztore to monitor trends in real time.

### 6X Revenue Growth from Email in Less Time

Conversions prove your message reached the right people. Through Automation Center, Ztore earned an enormous 20% increase in conversions and a mind-blowing 600% increase in email revenue. All this, and Ztore's marketing team spends significantly less time building campaigns and monitoring their performance.

**+600%**

email revenue

**+20%**

conversion rate

**+22%-25%**

open rates



The word "Shi-duo" (Hong Kong-Store) is borrowed from the English "Store." A traditional Shi-duo is tiny and simple, yet offers a broad product line with a strong focus on regional customers. In the past, Shi-duo provided customer services such as pre-ordering, delivery and sale-on-credit. Human-natured kindness and helpfulness are the most valuable assets of Shi-duo, which cannot be easily experienced in giant supermarkets nowadays.

It is Ztore's mission to preserve and carry forward a similar kind of intimate service with the help of modern technology to provide customers with a one-stop solution. Ztore.com offers a flawless online shopping experience, where customers can enjoy the fastest and most convenient purchasing methods on a more cost- and time-efficient online shopping platform, with a high-quality delivery service. For more, visit [ztore.com](https://ztore.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. 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).