

# Love, Bonito

Increased online revenue  
**by 15% within 6 months**  
of implementing Emarsys

Delivering channel-agnostic customer-centric personalization, Love, Bonito achieved:

**+67%**

Lead to first-time buyer conversion

**+18%**

Repeat purchases

**5x**

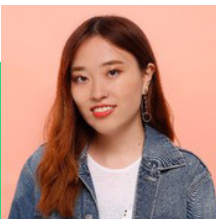
Higher spend from active customers

**+32%**

Average order value

**+6%**

Win-back defecting customers



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Emarsys has enabled us to create automated personalized customer journeys across email, onsite, and paid channels. Their automation capability has powered our rigorous A/B testing, achieving 15% revenue uplift on these journeys. Beyond that, the product recommendation capability from Emarsys is very robust in generating personalized recommendations for our online visitors, resulting in a 3x higher conversion rate from Emarsys-powered recommendations. We are super excited to see how Emarsys can further help us drive more results with our omnichannel initiatives in 2020.”

Isabella Zhou, Head of Growth, Love, Bonito

## The Business

Love, Bonito began as an online blog shop and has transformed the women's online and offline shopping experience. With 15 stores across four Southeast Asian countries, they deliver omnichannel personalization while driving acquisition and retention.

## The Outcome

- Improved customer acquisition by increasing lead conversion and optimizing return on advertising spend.
- Improved retention by increasing purchase frequency and average order value from existing customers.

## The Challenge

- Basic email programs took too much time and resources to activate with their previous platform.
- Siloed organization and unintegrated technology stack impacted customer experience and made it difficult to personalize digital communications across each stage of the lifecycle.
- Lacked customer and marketing analytics to inform strategic decision making that drives better business outcomes.
- Inability to personalize communications across key customer touchpoints (>60% of customers encounter 4 or more touchpoints with Love, Bonito's brand before converting).
- Needed a single platform to support scalability and future growth plans in the retail industry.

## The Solution

Following a quick implementation after choosing Emarsys, Love, Bonito was able to accelerate their business outcomes and optimize their acquisition and retention goals by:

- Removing organizational silos and reducing their total cost of ownership with Emarsys' fully integrated customer engagement platform, personalization, automation, and analytics.
- Delivering channel-agnostic customer-centric personalization by delivering the right product recommendations to the right person through email and website.
- Personalizing Facebook and Instagram CRM ads for targeted segments through product recommendations that drive lead conversion.
- Optimizing and improving their ROAS by 60% with audience suppression and by personalizing product recommendations across relevant customer touchpoints that drive conversion.
- Love, Bonito website and web recommendations powered by Emarsys are showcased on in-store iPads to deliver consistent web experiences and online recommendations.
- Launching crowdsourced e-commerce-specific use cases built into the platform such as lead to first-time buyers and win-back defecting customers – Love, Bonito's marketing team rapidly aligned their business objectives to customer engagement strategies to achieve an online revenue increase of 15% within six months.

