

Nourished Life

Within Six Months, Nourished Life Generated 50% of Email Revenue from Automation

Accelerating business outcomes with Emarsys, Nourished Life resulted in:

+54%

Lead conversion

-21%

Customer churn

+8%

Average order value

+15%

Units per transaction

+6%

First-time to repeat buyers



“After the initial implementation phase, we were quickly able to implement automated journeys targeting customers at different stages of their journey with us. Setting up and testing multichannel tactics was easy, and being able to identify which ones are most critical based on our data and benchmarks allowed us to prioritise and focus resources on areas with the most significant revenue potential.”

— Lani Barmakov, E-commerce Director



“Having the majority of products, transactional and consumer data in one place has allowed us to easily create and test a wide range of automated customer journeys. While trigger and recurring emails only make up a small percentage of our total send volume, they have a big impact on customer lifetime value and retention rates, and now contribute to more than half of our email revenue.”

— Sebastian Kuemmel, CRM & Marketing Automation Manager

The Business

Founded by Irene Falcone in 2011, Nourished Life is Australia's home of natural health and beauty and leading online store for toxin-free shopping. Starting as a clean beauty blog, today Nourished Life is an award-winning business with a mission to help people live more conscious, sustainable, and healthy lives. To continue their success in natural and certified organic beauty products online, Nourished Life needed to grow their businesses and knew it had to start with their customers.

The Outcome

- Adopted a customer-centric approach to grow their business with a customer engagement platform.

- A single technology solution to support future growth plans and operational scalability.
- With a small team leveraging actionable insights on their customers, they developed over 20 automated lifecycle campaigns to scale personalization across email, SMS, and ads.

The Challenge

- They wanted a solution that allowed them to be agile and focus on scaling their operations with limited resources.
- They wanted to ensure they could engage with customers across the lifecycle whether it was a lead, first-time buyer, active, inactive or loyal.

The Solution

Understanding and utilizing the insights on their customers and activating a successful automated winback program directly improved Nourished Life's customer growth. With Emarsys' customer engagement platform, the brand also scaled marketing and CRM operations and has accomplished:

- Deeper insights into their customer's past purchases, behavior, product affinity, propensity to buy, and predicted lifetime value.
- A personalized multichannel marketing approach for their lifecycle programs across email, SMS, and ads to effectively reduce customer churn.
- Improved average order values and units per transaction with the insight they gained from their products and category data.

