



Increasing active customers through automation and personalization

Within six months:

+96%

Average Order Value

+113%

First Purchases

+283%

Number of Orders

+282%

Active Customers



Emarsys allows us to build all of our templates and logic for different campaigns, which increases the effectiveness of the strategies we are rolling out. We can also use the Strategic Dashboard to inspire designs for our loyalty program as well as analytics from Customer Lifecycle to understand more about our customers. **We are now able to run several automated targeted programs and send many ad-hoc campaigns without a hassle.** We are looking forward to building more campaigns and generating more revenue through the Emarsys platform.”

Erica Lau, Marketing Director, Big Big Shop

The Business

big big shop is an online shopping platform owned by Television Broadcasts Limited in Hong Kong. The business sells across a wide range of product categories, including food, home goods, and as-seen-on-TV kitchenware using a “show-and-sell” approach. With nearly one million customers actively shopping online or in-app during television broadcasts, the company has been able to grow customers and drive repeat purchases in this new age of cross-channel shopping.

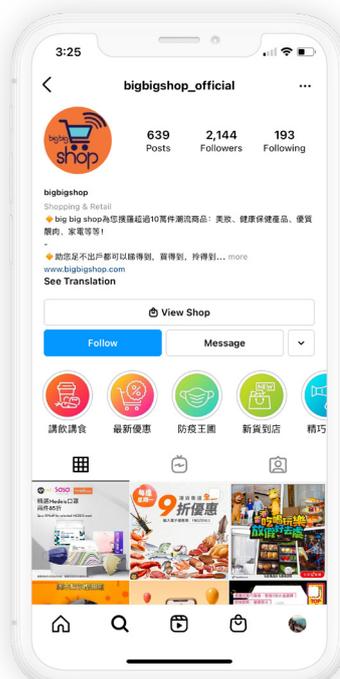
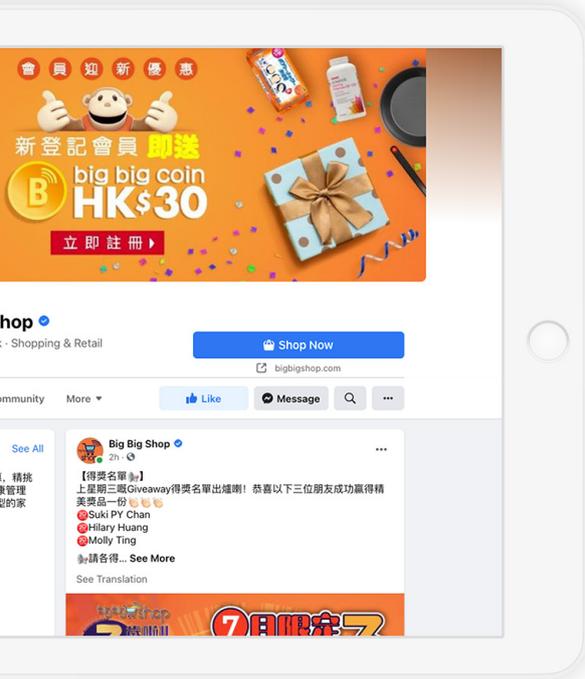


The Challenge

The TV-based sales approach used by big big shop allows the business to quickly capture audiences' attention and inspire an immediate purchase. During the pandemic, the business model was especially advantageous. As more people were watching TV and unable to go in store, big big shop had a unique opportunity to build customer loyalty through repeated purchases from newly acquired customers

However, although the recent wave of instant purchasing brought about a surge of new customers, the brand was unable to fully capitalize on this increase because they lacked a solution for readily identifying shoppers and retaining loyal customers.

big big shop also needed better engagement strategies than the generic batch-and-blast emails they had been sending. Instead, they needed to communicate with customers on a personalized 1:1 level throughout the entire customer lifecycle. Without the technology needed to automate and scale customer journeys and personalization across channels, big big shop relied on manual and time-intensive processes.



The Solution

With Emarsys, big big shop was able to personalize communications with their customers across all lifecycle stages by delivering the right messaging and at the right time, all while driving revenue. After launching over 15 omnichannel automations, the brand was able to continue growing and retaining their customer base at scale, without having to increase internal resources.

- Using customer intelligence analytics, big big shop gained insights across their customer lifecycle to provide better personalization across channels, including their website and mobile app.
- With pre-built industry use cases in the Emarsys platform, the brand could rapidly automate key customer journeys to automate 40% of their revenue with abandon cart, abandon browse, and post-purchase surveys.
- Using marketer-friendly AI, big big shop knew that the right product recommendations were automatically served to the right customers consistently across email, website, and mobile app.
- With first-party audiences created in Emarsys and then automatically used across Facebook and Google Ads, big big shop acquired new high value customers based on their existing loyal customer profiles.
- Leveraging real-time data and event synchronization, personalized engagements were sent in the moment across website and mobile-app channels based on customers watching the show to drive conversions. The brand used Emarsys to help personalize engagement across their website and mobile app, and accurately target customers with real-time data informing them of products that have dropped in price or come back in stock across channels such as email, CRM Ads, and mobile.

The Result

With a wave of new customers engaging with the business during the COVID-19 pandemic, big big shop rapidly identified, converted, and retained both new and loyal customers beyond the pandemic. Using Emarsys, big big shop achieved the following results within 12 months of onboarding the solution:

- **Increase AOV: 96.34%**
- **Increase first purchase: 112.73%**
- **Increase number of orders: 283.26%**
- **Increase active customers: 282.42%**

