

A New Email Marketing case study from Promodo

Las Vegas, Aug 22, 2019 ([IssueWire.com](https://www.issuewire.com)) - Ecommerce owners have a misconception about email marketing, which doesn't allow to use 100% of their business potential.

However, sending emails to customers is not spam, it is an opportunity to increase sales and consequently, revenue. In the new email marketing case study, [Promodo](#) shared insights on how they managed to help the Stylus online store improve their email marketing performance.

Client —

Stylus.ua is one of the leading retailers of home appliances, electronics and accessories in the Ukrainian market.

Contractor —

Promodo is a digital marketing agency that develops [ecommerce businesses](#) with the help of digital marketing.

Period of cooperation

2017 — 2019.

Mission

- To increase revenue from the email marketing channel
- To increase the number of subscribers
- To introduce email marketing automation and a multi-channel approach

After the audit of email marketing strategy followed by the client, Promodo created a plan on how to achieve each goal.

Over 5 quarters, the team presented the following introductions:

- New design for emails based on the age of subscribers. Young customers received more bright and emotional emails when the elder audience — informative and discreet.
- A series of welcome emails were designed to attract new users. They included product reviews, invited customers to visit their social media profiles and direct them to a website page with discounts.
- Subscriber base segmentation. The analysis of the target audience made it possible to sort out a group of active subscribers. This helped optimize the email marketing budget.
- The reactivation emails were designed to remind subscribers of the store and offer to go to the website and buy something with a discount. As a result, 5% of inactive users were re-engaged.
- A callback widget was implemented to collect contacts of customers. Moreover, this was an extra chance for subscribers to get a promotional code.
- After A/B testing, the best time to send emails was defined — between 5:00 pm and 8:00 pm.
- Promodo recommended adding Viber messages and Push-notifications to standard SMS marketing campaigns to ensure a multichannel approach.
- A new recommender system was implemented to triggered emails. The system assorted products

cts by factors of customer interaction with the online store and other key parameters.

- To improve customer engagement, the team used a gamification approach in emails. Subscribers needed to complete a certain action to receive a discount code. As a result, website transactions after clicking on games increased by 35%.
- Before the holidays, we developed a content plan for emails which would be sent at specific days: Defender of Ukraine Day, Black Friday, Christmas, and New Year. We included games and discount codes for interaction in the email marketing series. Subscribers who have opened all emails during the year received a discount code.

Results

The integrated Promodo approach to achieving the client's goals included the launch of advanced triggered and thematic email marketing campaigns. Consequently, the revenue from this digital promotional channel tripled. The number of subscribers increased by 150%, 30% of them are active. The full version of the case study can be found [here](#).

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Source : Promodo

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