D&R: 98% Increase In Conversion Rates With Highly Targeted, Personalized Emails

D&R MUSIC BOOK STORE

CASE STUDY

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ALL IN ONE MARKETING AUTOMATION

ABOUT D&R

Founded in 1997, D&R is the bookseller with the largest number of retail stores and a retailer of toys, multimedia, electronic products, and gift items. D&R operates online and 207 stores located in 51 different cities in Turkey. The e-commerce site, www.dr.com.tr, offers a pleasant shopping experience with quality products and affordable prices all over Turkey.

CHALLENGE

The marketing team at D&R wanted to pursue targeted email marketing. They were sending daily emails to customers based on their interests that they collect from subscription forms.

Although most of the visitors of D&R website were known subscribers and pageviews were high, only a small percentage of visitors actually became customers. D&R wanted to convert these non-buyers into loyal customers.

However, online shoppers focus mostly on pricing, and it plays a major role in the purchase decision. With this challenge, D&R aimed to reach and attract price sensitive customers at the right time and with the right content. Without the use of general coupon codes, this audience can be targeted with personalized messages whenever the price drops for the interested products.



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OUR APPROACH

Related Digital came on board with D&R to establish a seamless customer experience and boost the conversion rates with highly targeted personalized messages.

Related Marketing Cloud's (RMC) unique omnichannel personalization methodology, USPA (Unify - Segment - Personalise - Automate) helped D&R to achieve its goal.

Firstly, we unified customer data by integrating the D&R website and collecting data into our Customer Data Platform. After the unification process, D&R became able to view and decide which customers they needed to focus on.

Secondly, we helped D&R to segment their customers by using both demographic and behavioral data. We provided rule-based and predictive techniques that can be used to create new segments.

With the help of our recommendation engine, based on machine learning algorithms and dynamic personalisation widgets, D&R was able to reach each and every customer with the right messages.

Finally, all repetitive communication tasks were automated by RMC to create very high return on investment with minimum effort.

SOLUTION

With the power of our built-in Mail Recommendation feature, D&R implemented a price drop scenario in the blink of an eye. The scenario notifies visitors when the products they viewed and did not purchase are on sale with an email that includes the items on sale. The expected result was to encourage non-buyers to become customers and increase overall conversion.

RESULTS

Compared to batch-and-blast practises personalized emails helped D&R to increase conversion rates by 98%.

Improvements in other metrics after the campaign:

- **Duration of visit increased 34%**
- **Pageviews per session increased 24%**
- **Unsubscribes decreased 17%**
- **Bounce rate from website decreased 10%**

When we analyzed the success of our highly personalized and targeted “price drop” emails in particular compared to bulk discount emails it helped D&R to increase conversion rates by 31%.

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D&R TESTIMONIALS

E-Commerce is expanding in terms of online traffic and revenue day by day. One of the main reasons behind this expansion is the convenience of customers in price comparison. Related Marketing Cloud exceeds our expectations in reaching the price sensitive customer in the right time with the right content which also increases customer satisfaction.

Cihat Kultur *Director of Online Channels - D&R*

The subscribers of D&R has been increasing day to day and it has been above the sector's average. We predict that in this competitive market, along with high advertising cost, it will be highly expensive to acquire new subscribers. Thus, retaining existing customers with the right campaign and personalized messages based on behaviours is an important outcome of analysis that we have done on our end.

Related Marketing Cloud provides us the right solutions to accomplish high conversion rates in retaining customers as well as communicating with personalized messages. Real-time price drop emails keep both our customers and us satisfied.

Taner Doguer *Digital Marketing Manager - D&R*

We are well aware that email marketing has evolved into real-time triggered personalized messages that replaced the mass bulk emailing at once to all subscribers. With the right successful algorithms, AI tool along with dedicated account

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managers to analyze the results, it is possible to target the right subscriber who quickly change the purchase decision with the right content at the right time. Related Marketing Cloud is able to capture the synergy with collaborative work and achieve efficient results.

Tolgar Sasmaz *Digital Marketing Specialist - D&R*

ABOUT RELATED DIGITAL

Related Digital deals with different retailers from every sector and is able to handle even the biggest and most complicated data sets, integrate it and segment it creating personalized campaigns on the fly. For example we send 50 million e-mails for Morhipo (fashion brand), mainly personalized and based on web behaviour. As part of the omnichannel customer journey we also personalize websites with product recommendations and targeted banners.

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