

n11.com CASE STUDY

n11.com Leverages Big Data with the
Related Marketing Cloud Integration





The Customer

n11.com is a membership-based e-commerce marketplace founded as a partnership by Turkey's Doğuş Group and South Korean SK Group in March 2013. The company is growing at astronomical rates, increasing members and adding brands and members on a regular basis. The number of stores operating under n11.com has reached 30,000 in 2015, offering a wide range of apparel, electronics and homeware products. With the ever-growing number of member profiles and product varieties, there is a constant stream of email and SMS campaigns targeting different segments, announcing new sales, and confirming orders and shipments.

n11.com was using various platforms and third party solutions for business intelligence and analytics, but they needed a scalable email platform with an extensive API and flexible integration capabilities. The Related Marketing Cloud(RMC) open platform allowed n11.com to funnel and aggregate all their data and insights in one place and use everything they know to deliver personalized email and SMS messages that convert.

COMPANY

n11.com

WEBSITE

www.n11.com

INDUSTRY

Ecommerce

SOLUTIONS

CRM Integration
Segmentation
Dynamic Templates
Deliverability Optimization
A/B Testing
Subject Line Optimization
Email & SMS Campaign
Management

RESULTS / KEY FIGURES

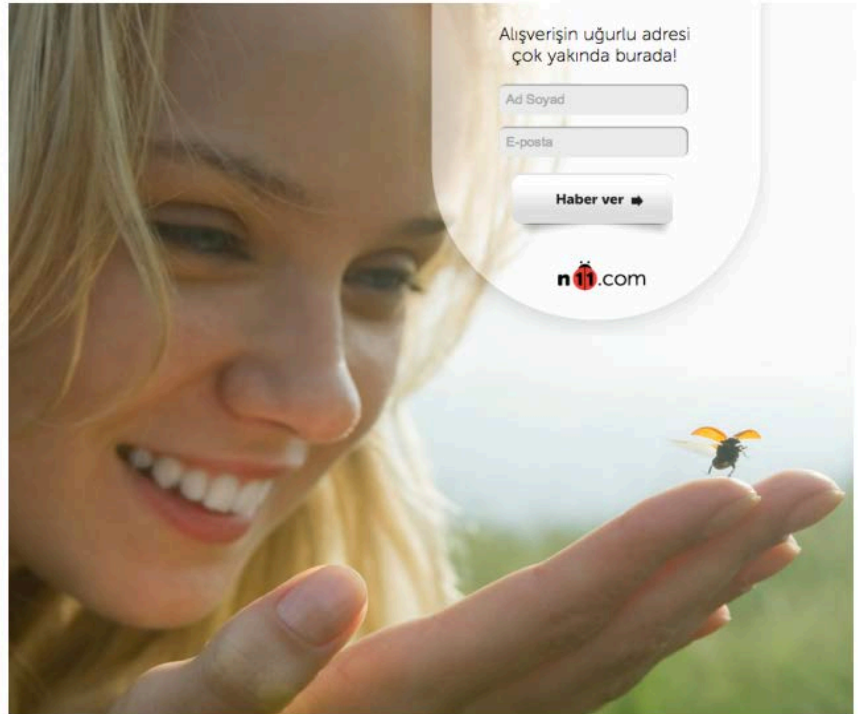
30,000 stores
5 million members
10-15 targeted campaigns/day
100% increase in Click Rate
100% increase in Open Rate

The Challenge

n11.com was generating actionable data and insights from various applications, but they needed to integrate and unify their data into a single digital marketing platform to send targeted, timely and relevant campaigns.

They needed a robust and scalable platform to build and develop their marketing strategy and effectively segment their ever-growing audience.

The goal was to increase engagement and retention with a 360° view of their audience, and the ability to generate and send multiple targeted campaigns to different segments on a daily basis.



WE HAVE TO SERVICE OUR EVER-INCREASING CUSTOMERS IN NEW AND DIFFERENT WAYS TO CREATE MEANINGFUL CONNECTIONS. RELATED MARKETING CLOUD PLAYS A SIGNIFICANT ROLE IN THIS BIG PICTURE.

Bora Işık
Marketing & Partnerships Director at n11.com

The Path to Success

INTEGRATION

The integration between the Related Marketing Cloud platform and n11's data sources and analytics applications is really what made the difference in effective segmentation and targeting. The RMC platform allowed n11 to create and deliver 10-15 different email and SMS campaigns to various segments.

MARKETING OPTIMIZATION

With RMC design optimization services and deliverability expertise, n11.com was able to reach their audiences' inbox and maintain a good reputation. RMC A/B testing and subject line optimization services allowed n11.com to meet their click rate and open rate expectations. n11.com was able to optimize their entire program by actively monitoring the results of their email and SMS campaigns and making decisions accordingly.

DEDICATED ACCOUNT MANAGERS

n11.com benefited from the guidance, support, and expertise of the RMC team at every stage whether planning, testing, optimizing or tracking. Our dedicated account managers worked closely with the n11.com team to optimize the full use of consumer data, budget allocation, and marketing effectiveness.

The Results

The RMC integrated marketing cloud platform allowed n11.com to optimize their email marketing program. They were able to integrate and leverage data from all sources to send targeted and personalized content to their audience.

With the added power of RMC data and campaign management, n11.com now has an integrated digital marketing platform that can trigger communication across channels based on actionable insights.

The RMC platform allowed n11.com to optimize their email and SMS marketing programs. They were able to analyze measurable results from the campaign dashboard and make reliable decisions accordingly.

RMC integrated solutions has enabled the company increase their click and open rates by 100% and helped them increase their conversion rates.

ABOUT Related Marketing Cloud

Related Marketing Cloud is a cloud based digital marketing provider that offers data management, predictive analytics, marketing automation and multi-channel campaign management solutions on a cross-channel platform. RMC uses customer data and individual behaviors, collected from a variety of sources to drive personalized interactions across email, mobile, social media and web. A future-focused company, RMC is recognized for excellence in customer service, sustainability and extensive marketing know-how. RMC is trusted by more than 1,500 brands across various industries in 15 countries.

For more information: www.relateddigital.com

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