

*How Kiehl's
Has Increased Their Conversion Rate
Through Email Channel by **82,41%**
with a Cross Channel Campaign for
Black Friday Leveraging RMC Solutions?*

Kiehl's

SINCE 1851

CASE STUDY


related
DIGITAL

ALL IN ONE MARKETING
AUTOMATION

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OVERVIEW

UTILIZED RMC SOLUTIONS

- Customer Data Platform ✓
- On-Site Real-time Targeting ✓
- Personalized Email Marketing ✓

MULTIPLE BENEFITS: ALL KPI'S-IN-ONE

Uplift in

Lead Generation ↗

Conversion Rate ↗

Social Media Engagement ↗

Newsletter Subscription ↗

Average Order Value ↗

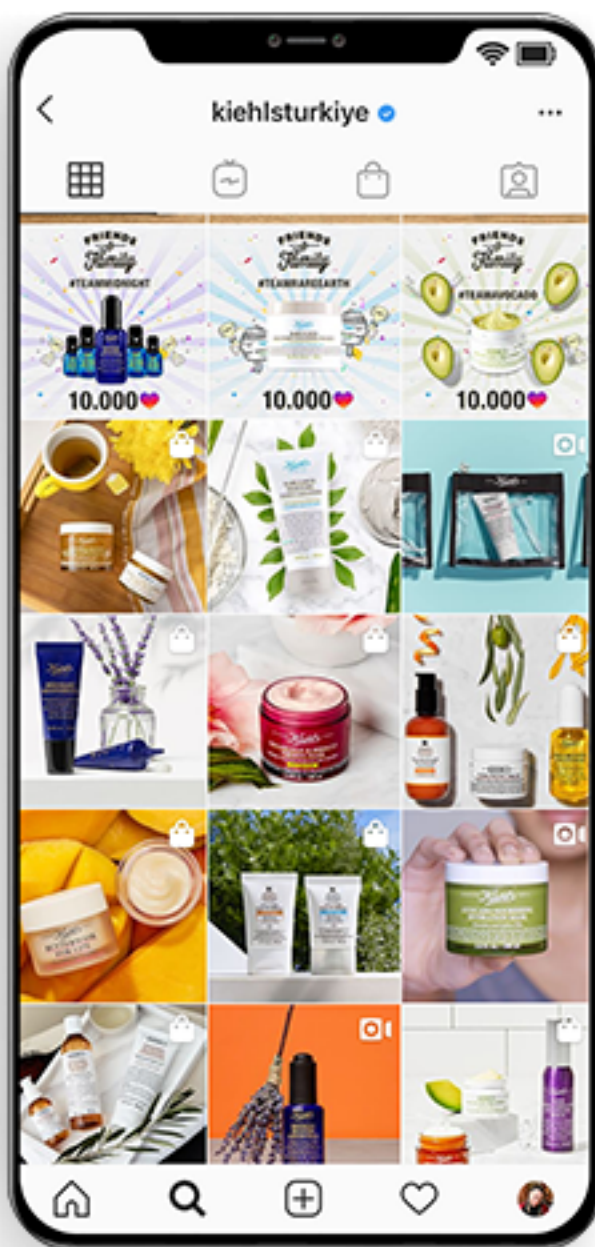
Per Session Value ↗

+

Multiplatform
Customer Navigation ↗

Highlighting
Hero Products ↗

Brand Recognition
Through Digital
Customer Experience ↗



ABOUT KIEHL'S

Kiehl's began as an old-world Apothecary in New York's East Village in 1851. The precursor to the original Kiehl pharmacy, "Brunswick Apotheke," begins to serve patrons in the East Village neighborhood. Inspired by their apothecary roots, Kiehl's uses powerful skincare ingredients drawn from nature and science within our unique formulas.

Unique formulations of Kiehl's are made with the finest ingredients to assure the premium quality their customers have come to expect from them since 1851. Their heritage and formulations include a long-established blend of cosmetic, pharmaceutical, herbal and medicinal knowledge. Their philosophy is to offer purposeful and scientific products with a story behind them.

As a brand heritage, commitment to helping others is intrinsic to Kiehl's. They strive to engage in social issues such as children's wellness, the environment, and HIV/AIDS awareness. The generous mission of Kiehl's dignifies sampling to their customers. Kiehl's Customer Representatives give each customer a sample of skincare products.



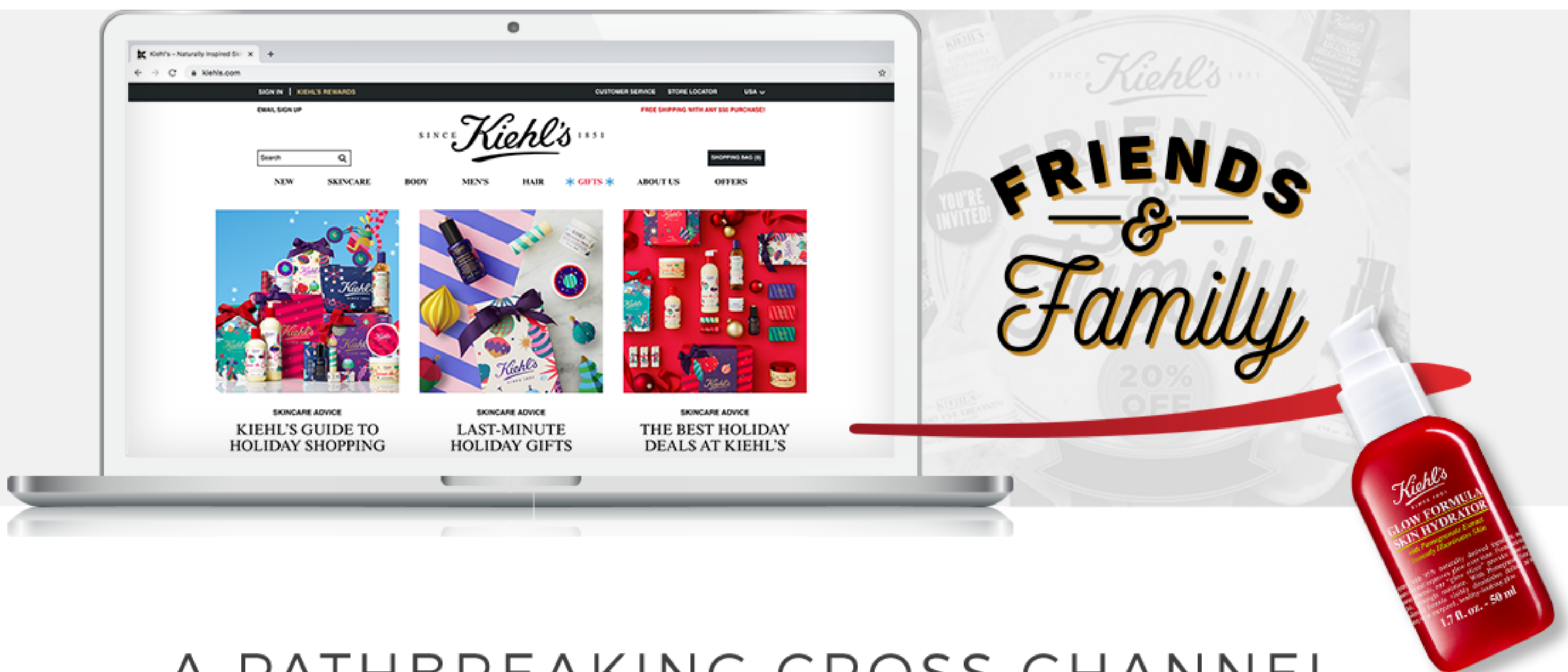
INTEGRATED MARKETING STORY OF KIEHL'S



AN EXTRAORDINARY CROSS CHANNEL SUCCESS STORY

CHALLENGE

Black Friday season is a shopping frenzy for cosmetics, especially when underscored with **exclusive offers**. For Kiehl's, Black Friday is a globally surefire campaign time. This season, Kiehl's endeavored its hero products to come forward with their traditional Friends&Family campaign and create a **WOM-Effect** in digital way of advertising.



A PATHBREAKING CROSS CHANNEL EXECUTION WHERE TECHNOLOGY MEETS CREATIVITY

Kiehl's wanted to add more social media involvement to their Black Friday campaign and spice it up with a great sense of curiosity accompanied by ultimate **customer interaction**.

Alongside creating a fun atmosphere between audience and brand, the campaign had numerous rewarding outcomes **in terms of conversion**. Leveraging Related Marketing Cloud's Technology with genuine **game-changing strategies**, Kiehl's whole dynamic configuration of the Black Friday campaign was one of a kind in its own rights.

READY TO TAKE-OFF!

1 Social Media Engagement

On the first day of the campaign, three hero products were shared in multiple posts on Instagram, announcing an upcoming secret campaign evoking curiosity.

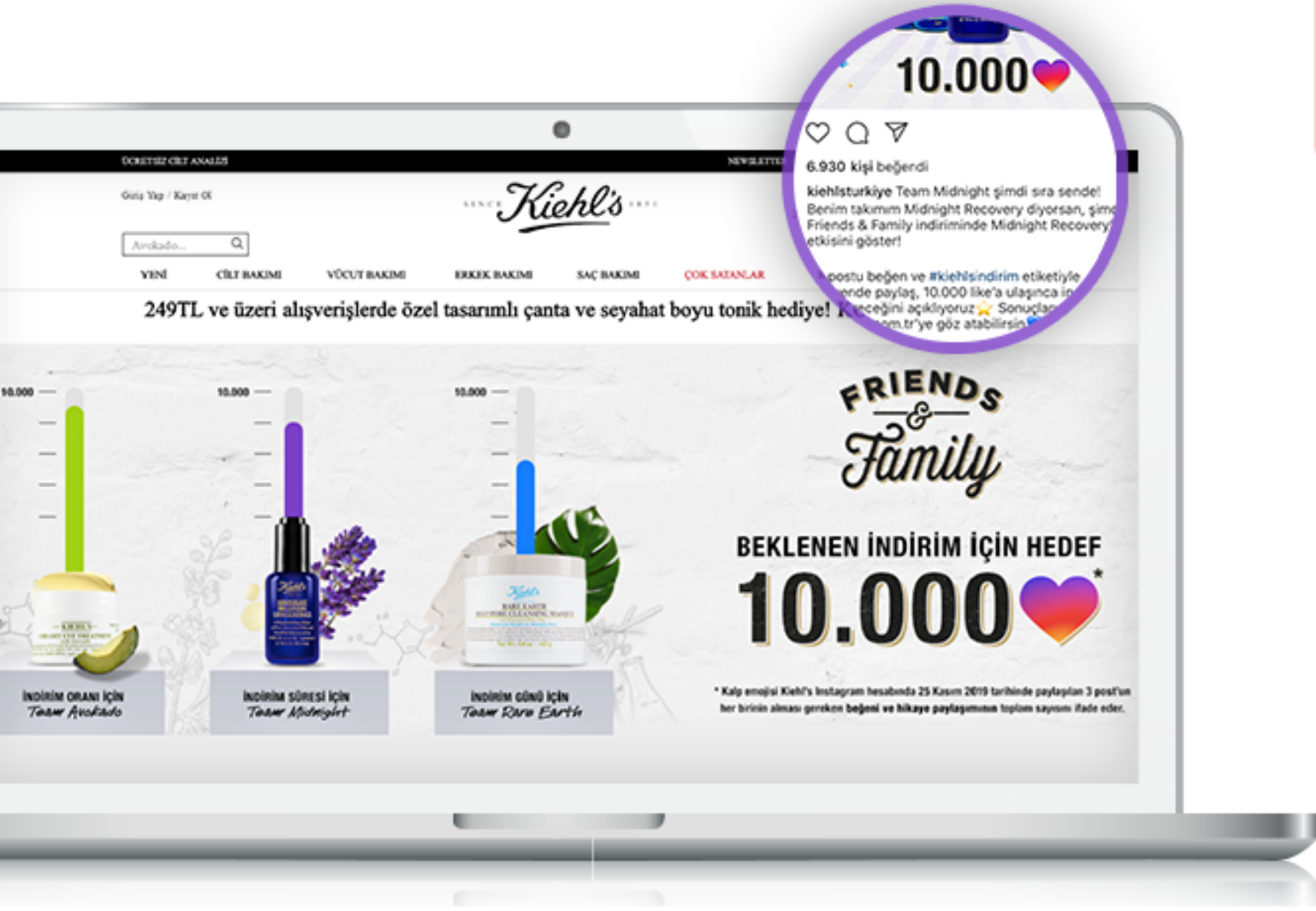
A threshold of 10K engagement each, was required to unveil the campaign's details on Kiehl's website.



2 Newsletter Lead Generation

Kiehl's website visitors were greeted with a **pop-up** in the foreground, encouraging them to **subscribe to the newsletter** if they want to uncover the campaign's progress.





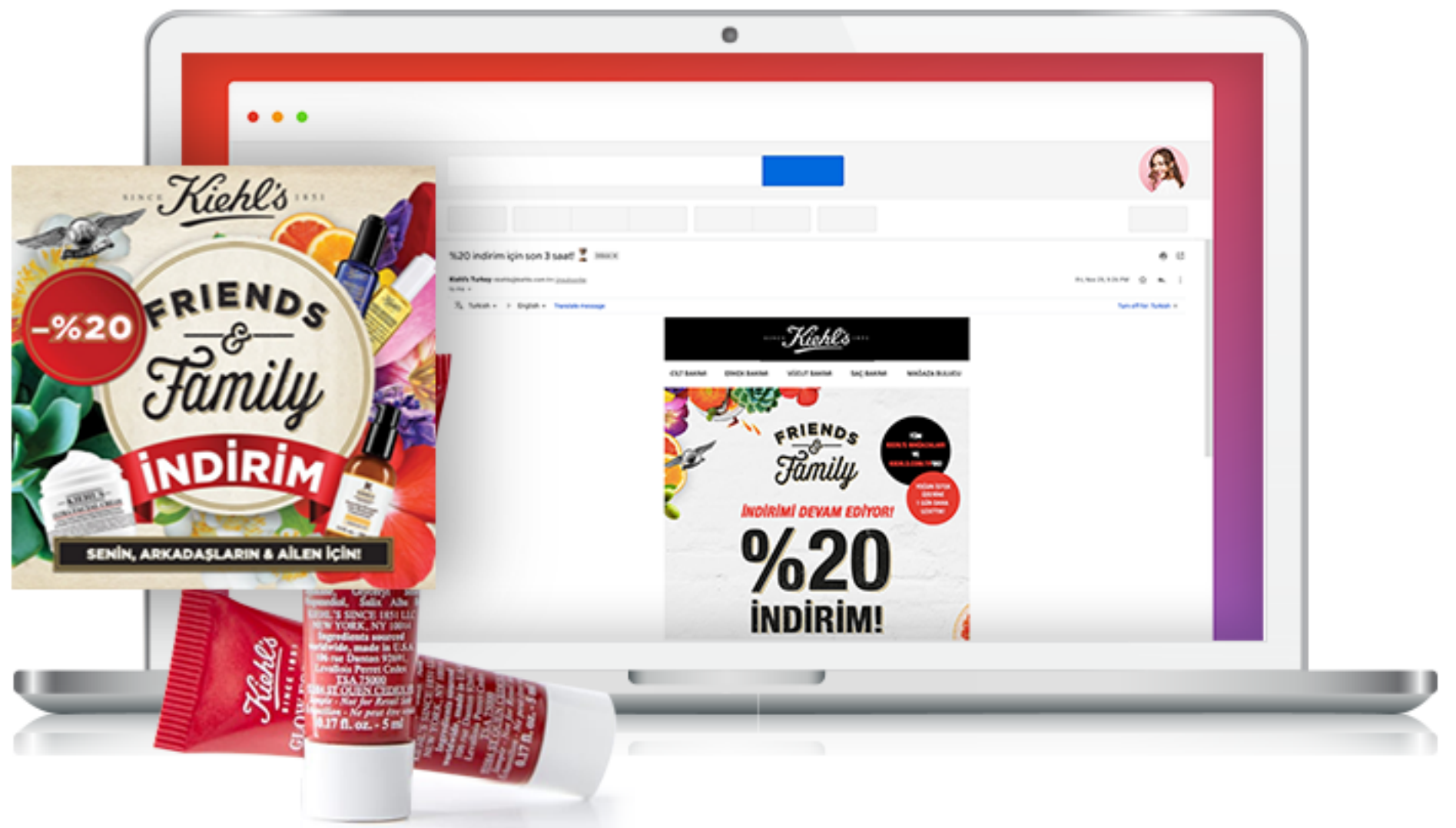
3 On-Site Real-Time Action

By utilizing the Crawler solution by Barlas Global, who is one of our partnership program members, the number of engagements on Instagram was counted and displayed on the bars, on-site real-time.

Reaching the predefined threshold, which was 10K for each post on Instagram, bars have finally uncovered the details, announcing the exact date, rate and duration of the campaign.

4 Email Marketing

On the campaign day, emails announcing campaign details were sent to collected leads, inviting customers to shop online and in-store for 20% off only limited to campaign day.



Only
With a
One-Week
Campaign

DAZZLING UPSHOTS

Kiehl's has leveraged RMC solutions in a **uniquely crafted cross channel campaign**. It has awakened a great curiosity among both Instagram followers and website visitors. Alongside fostering a solid brand and product recognition, the campaign triggered a sense of urgency via **email newsletters**, announcing the campaign's duration and scope, which **boosted the sales** at a rate of knots.

SOLID NUMBERS

CONVERSION RATE
UPLIFT



82,41%

AVERAGE ORDER VALUE
UPLIFT



31%

PER SESSION VALUE
UPLIFT



98,87%

LEAD GENERATION
UPLIFT



3958,82%

RMC's solutions are best to streamline the acquisition of new customers from website visitors and to personalize offers in the future. Now with collected newsletter leads at hand, Kiehl's can tap into the knowledge of **omnichannel marketing solutions**.

ABOUT RELATED DIGITAL

Related Digital, established in 2002, is a pioneer Marketing Automation Platform, helping companies from every sector with its brilliant omnichannel marketing solutions. Having four offices around the globe and being active in 30 countries, Related Digital is carrying on business with more than 1500 global brands. The growth of the company has been excitedly rapid within the last years both on the global and local scale. Related Digital is a leading tech company in advanced marketing technologies such as customer journey manager, personalized web and mobile marketing, segmented retargeting for Facebook, Google and Criteo ad platforms, email and SMS campaign management, and on-site product recommendation solutions.

