



ZETA GLOBAL HELPS ONLINE RETAILER INCREASE OPEN RATES BY 29%

Founded in the 1900s, this online retailer provides a large selection of private-label and name-brand products offering consumers a comprehensive line of flavors and price options. The company prides itself on delivering the freshest products to consumers via its retail web site and mail order business.

GOALS

- + Increase sales of recurring product purchases
- + Build customer brand loyalty

CHALLENGES

- + Diverse product line with many SKUs and various replenishment schedules
- + Determining appropriate cadence for trigger campaigns that produce the greatest return

RESULTS

- + Touch One YTD
 - 29% increase in open rates
 - 4% increase in total click rate
 - 4% increase in unique click rate
 - 11% increase in click to open rate
 - .05% unsubscribe rate
- + Touch Two YTD
 - 29% increase in open rates
 - 6% increase in total click rate
 - 4% increase in unique click rate
 - 14% increase in click to open rate
 - .07% unsubscribe rate

PROGRAM OBJECTIVES/ METHODOLOGY

The company's products typically are purchased from consumers on a regular schedule. Knowing this, we recommended creating a replenishment sequence to remind customers to reorder products. Zeta worked with the client to launch a multi-touch cadence strategy to learn which sequence would result in the greatest open and click rates and increase sales.

REPLENISHMENT TRIGGER LOGIC & CADENCE STRATEGY

The company created a daily data sync with its qualifying records, SKUs and replenishment dates. Each record qualifies for up to three SKUs for replenishment and each SKU is active status on its product table (refreshed daily). The client owned the logic to determine when a customer should receive the replenishment reminders based on individual SKUs.

Zeta Global created a multi-touch sequence with Touch One targeting consumers 10 days prior. Touch Two was deployed 11 days after the replenishment date and included a free shipping offer.

Launched in August 2016, the campaign achieved a 29% increase. Both campaign touches promoted reorder with a call to action. The second touch featured a free shipping offer.

Can Your Business Benefit from

A REPLENISHMENT TRIGGER CAMPAIGN

- + Do you sell products that customers purchase on a regular basis?
- + Would "Remind Me" messages prompt customers to repurchase?
- + Do you have other product recommendations in your line that might be of interest to the consumer?
- + Particular shifts in customer buying habits for individual products?

See how Zeta helps today's marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.



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