REDEFINING ADVERTISING WITH CRM DATA

ENABLING ENGAGEMENT BEYOND THE INBOX

BRANDALLEY: SUCCESS AT A GLANCE

BrandAlley transformed their customer acquisition and retention strategies by introducing highly targeted cross-channel execution capabilities, fueled by CRM data.

BrandAlley is an online fashion retailer that uses a gated model to give its members access to significantly discounted designer products.

They needed access to a solution that would enable them to provide their various subscribers with highly targeted and relevant products across social and ad channels, without compromising on personalization.

CRM Ads enabled BrandAlley to provide more focused and individually relevant content, while also reshaping their entire acquisition and retention advertising strategy.

With Emarsys' powerful capabilities, BrandAlley opened up new revenue streams, strengthened the performance of their existing multi-channel strategy, and significantly refined their ROI.

8x increase

in customer reach

50% decrease

in cost per acquisition (CPA)

> "Attracting new members was never a problem, but converting them was. Our existing tools simply did not enable us to refine our acquisition strategy enough to target the right members, which hurt our cost per acquisition (CPA) and cost per sale (CPS)."
>
> - Alexandra Simion, Digital Marketing Manager, BrandAlley
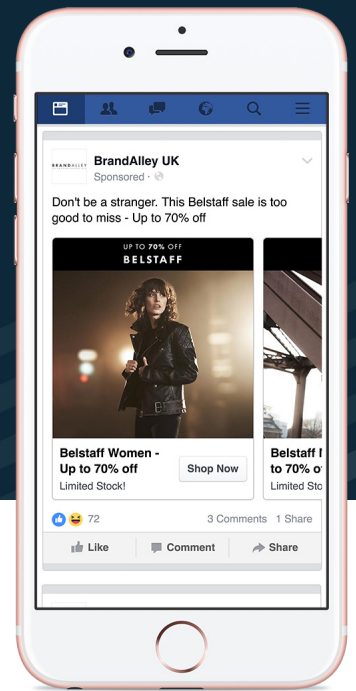
THE CHALLENGE

Keeping up with fashion trends and customer appetites meant that the BrandAlley marketing team spent a lot of time manually decoding and segmenting their Magento shop data. Constrained by available time and data, they used carousel ads populated with basic content defined by interest-based targeting.

BrandAlley needed a technical solution that would enable them to make better use of their data, and:

INCREASE CONVERSION RATES

BrandAlley's content strategy used a broad-spectrum approach to drive registrations, but the overheads involved in manually creating and executing the campaigns carried significant costs. Driving down the cost-per-conversion via improved targeting efficiency was viewed as a key requirement to improve conversion rates for both acquisition and retention campaigns.

STRENGTHEN CONTENT RELEVANCE

With so much data to make sense of, the BrandAlley marketing team relied on weekly 'top pick' campaigns, containing high-level product recommendations. Interest-based data indicators did not help them to differentiate between various customer interests, resulting in weekly carousel ads that appealed, but didn't necessarily engage.

GROW REVENUE STREAMS

Relying on manually segmented shop data in conjunction with interest-based affinity indicators was time consuming, resulting in delays between creation and execution, which BrandAlley wanted to reduce. A solution that would leverage their CRM data more efficiently, and improve their advertising capabilities with enhanced targeting and execution capabilities, was viewed as a key requirement to grow their revenue streams.

THE SOLUTION

Emarsys CRM Ads proved to be the solution for BrandAlley's marketing needs, increasing data accessibility while merging it with sophisticated multi-channel execution capabilities.

With sophisticated segmentation, and data-driven content execution, Emarsys enabled:
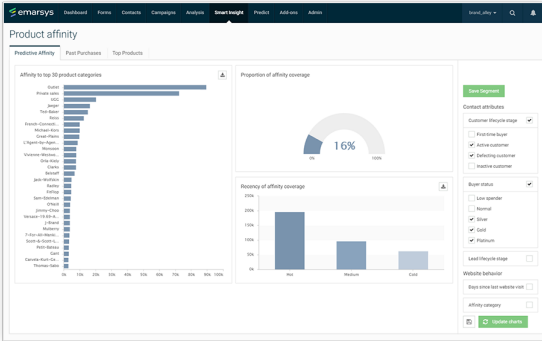

1. EXPANDED ENGAGEMENT REACH

CRM Ads opened up BrandAlley's contact database and enabled them to reach all of their contacts, but also allowed highly contextual lookalike audiences to be created. With focused and relevant lookalikes, they were able to improve the reach of their acquisition strategy to target new, high-quality audiences that were most likely to engage with their brand. Pairing this targeting with a highly sophisticated execution platform put the CRM data at the heart of their advertising strategy.
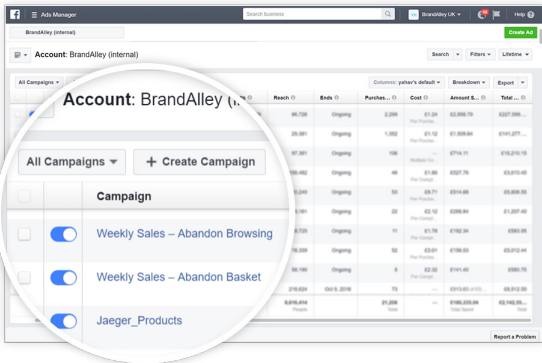

2. TAILORED CONTENT AT SCALE

Combining each individual's affinity data with Emarsys' analytic and segmentation capabilities revealed key customer product and category affinities that enabled BrandAlley to create hyper-contextualized lookalike audiences. Sophisticated automation capabilities enabled tailored content to be matched with audiences, improving output and enabling the marketing team to generate more focused campaigns, in greater numbers, and in less time.
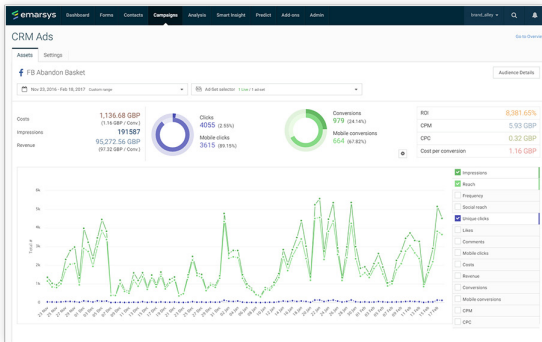

3. CRM-FUELED WEBSITE REMARKETING

With more time and resources available, BrandAlley were able to identify gaps in their existing lifecycle strategy and start strengthening revenue streams. They developed automatic cross-channel revenue recovery programs that would deploy highly targeted ads in response to abandoned carts and browse sessions, populated with tailored content designed to convert.
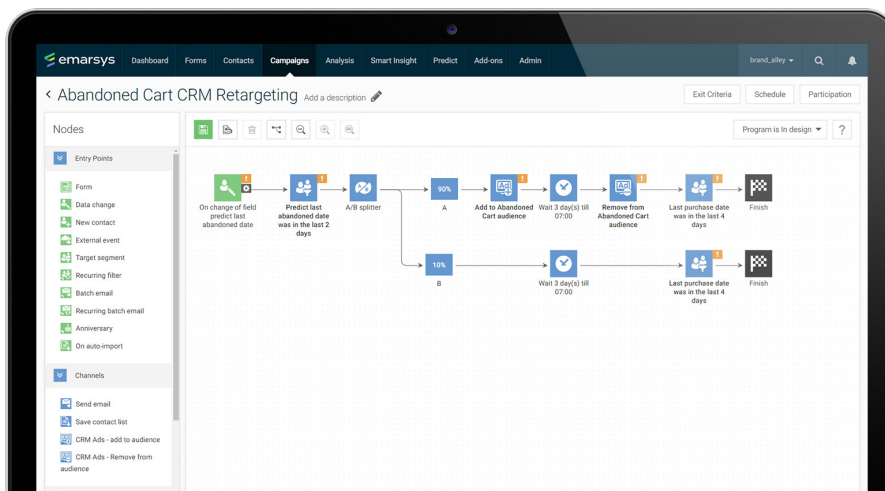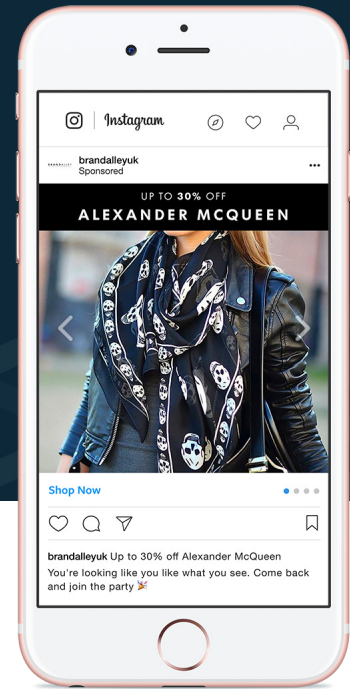
THE RESULTS

The sophisticated targeting capabilities of CRM Ads generated significant growth in ad spend for BrandAlley's last-click attribution rates, while also opening up brand new revenue streams.

By unlocking the rich CRM data for each contact, and automatically infusing it in cross-channel campaigns, they were able to start providing truly relevant and engaging content across social and ad networks.

With the ability to target every single individual in their database, BrandAlley have significantly extended both their reach and their ability to deploy highly relevant and content-focused campaigns.

In addition to all the new possibilities that BrandAlley have opened up, they have more resources available for content generation and strategic campaign creation.

+52%	+50%	+230%
Growth in orders	Increase in inactive reactivation rates	Increase in Facebook registrations

BRANDALLEY
THE NON-STOP DESIGNER SALE

BrandAlley is a members-only flash sales website. Shipping within the UK, BrandAlley provides each of its 2.5 million members with several daily fashion, beauty, and homeware sales, lasting for up to a week at a time.

They work with over 200 premium brands such as UGG, Reiss, Agent Provocateur, Thomas Sabo, Hackett, LK Bennett, and Gant.

www.brandalley.co.uk

emarsys

Emarsys is the largest independent marketing platform company in the world. Our software enables truly personalized, one-to-one interactions between marketers and customers across all channels — building loyalty, enriching the customer journey, and increasing revenue. This enables companies to scale marketing decisions and actions far beyond human capabilities.

Since 2000, Emarsys has helped over 2,200 brands in over 70 countries to connect with 3.2 billion customers around the world. Each day, we deliver more than 350 million personalized interactions across email, mobile, social and web, leading to millions of daily purchase events on our software. Learn more at **emarsys.com**.