

Fortune 500 Retailer Achieves \$8.4 Million Revenue Boost via Self-Optimizing Email Campaigns

FORTUNE
500
RETAILER

Challenge

This top apparel retailer sought to expand their business to reach a younger demographic, via a solution that could be deployed within 4 weeks and would:

- Identify ideal campaign topics
- Pinpoint the right audiences
- Drive revenue through targeted outreach

Solution



Coherent Path's Campaign Optimization solution analyzes customer data to build a machine learned calendar with campaigns individually tuned for each customer. The easy to integrate software identifies specific products and categories that would engage younger audiences, along with the optimal sequence of offers that would generate maximum engagement over time.

Identifying Engaging Products



Customer data insights enabled the optimization platform to pinpoint products and categories that were missing or underexposed in campaigns. A variety of emails featuring these offerings were added to the Campaign Optimization Content Library, an ever-growing library of content from which the platform can choose when targeting an individual customer.

Reaching the Right Customers



Deep learning software compared a wide range of customer data points against all emails in the Content Library, pinpointing a series of ideal matches between each email message and its target audience. All outreach was optimized around the client's specific business objectives of building engagement with the younger demographic and increasing their lifetime value.

Targeted email outreach immediately increased revenue and engagement. The software continues to learn from every customer interaction, fine-tuning campaigns to further raise revenue, strengthen loyalty, and maximize life-time value.


RESULTS

5.6%
revenue lift

among younger demographic

18%
engagement lift

among younger demographic

\$8.4
million increase

in email revenue

What's Next

After experiencing remarkable success with their initiative to increase engagement and revenue in the younger demographic, this retailer is now implementing the Cadence solution to determine shopping frequency, and to convert even more one-time shoppers into loyal repeat customers.