

Popular Canadian apparel retailer uses Email Campaign Optimization to boost revenue-per-send by 120% within one year



- Established in 1976, Jean Machine was born from a passion for denim, and providing Canadians with the best styles and selections.
- Along with its signature lines of denim jeans, the company also offers a wide range of other apparel products, including coats and jackets, sweatshirts, formal and casual shirts and blouses, hats, ponchos, sunglasses and more.



Challenge

Use email to connect with customers in more meaningful ways, driving in-store traffic and cross-selling non-denim product categories without creating email fatigue and lower revenue.

While denim continues to serve as Jean Machine's central inspiration, the company also wanted to let customers know that they offer much more and escape the reputation of being "just a jean shop." It was crucial to expose customers to other product categories in a systematic manner, cross-selling in ways that would drive click-throughs and reliable in-store revenue in new categories.

Additionally, like many retailers, Jean Machine has worked hard to collect emails at points of sale, and wanted to use those emails to nurture strong customer relationships and build loyalty over time.



Solution

EMAIL CAMPAIGN OPTIMIZATION

Automated, data-driven campaign planning and audience management

Coherent Path's automated solution quickly integrated with Jean Machine's existing email software, analyzed a wide range of customer data points, and matched each customer with a personalized sequence of email messages featuring products from non-denim areas of the catalog.

Jean Machine leveraged this solution to:

- Cross-sell customers on under-exposed product categories
- Grow email click-throughs by 48%
- Achieve lift in sales of non-jean products:
 - **120%** in miscellaneous accessories including sunglasses and Swell bottles
 - **28%** increase in women's hats
- Fine-tune offers to drive engagement and loyalty

Email Campaign Optimization handles all of the above automatically, eliminating the uncertainty and guesswork that still holds back even the most advanced marketing departments.

Targeted email outreach immediately increased open and click-through rates. The software continued to learn from every customer interaction, fine-tuning campaigns to strengthen engagement and boost revenue.



RESULTS

120%
increase

in revenue-per-send

48%
increase

in click-through rate

25%
increase

in open rate

2X
increase

in purchase rate

What's Next

Excited by the dramatic increase in revenue-per-send, Jean Machine continues to use Coherent Path's Campaign Optimization tools to build stronger relationships with their customers through campaigns that reach each individual with the right message at the right time. Looking forward, the retailer plans to add more content and offers to its customer outreach programs, building on the customer loyalty they've been growing for decades, and driving it to greater heights than ever before.