

EMAIL OPEN RATE OPTIMIZATION FOR AN E-COMMERCE CLIENT

| ABOUT OUR CLIENT ◀

Our client is the first online e-commerce platform in the world which provides all frequently used products and services a household needs on one app. The App virtually provides whatever a customer wishes for, whether it is products or services (1000+ frequently used products in 16 categories and 200+ frequently used services in 19 categories). Instead of juggling with multiple vendors, shops, service providers and apps, the customer has the freedom to get everything on one App.

| PROBLEM FACED BY OUR CLIENT ◀

Users were downloading the App, but they were not integrating the wallet and placing orders.

| OBJECTIVE OF THE PROJECT UNDERTAKEN BY NETILLY ▶

The objective was to improve the number of wallet integrations and the number of orders placed using email marketing.

APPROACH

Netilly started with sending out product and service offers to all the registered customers whose email addresses were available in the ERP system of the client. However, the open rate of our email campaigns was very low initially.

So the next challenge was to improve open & click rate of the email campaigns sent to client's customers.

Our first focus was on improving the Open rates of the Emailers.

STRATEGY USED

Since we already had the database of customers provided by the client, our first approach was to segregate them in three categories & send them different emailers with relevant messaging instead of sending one generic emailer to all.

Post that we focused on customizing our messaging (Subject lines, creatives & Email text, etc.) as per each segment.

KEY TACTICS

The three categories that we made were -

No Wallet - People who had downloaded the App but not charged their wallet

Wallet & inactive - Customers who had charged the wallet but not placed any orders

Wallet & Active - Customers who made regular purchases

Since the Benchmark Open Rate for E-commerce Industry= 15% (app.), we set 15% as open rate target for each segment.

As per the best practices in email marketing, we executed according to the below plan.

Email Mktg Pointers	
Dedicated email id	Use Client's email ID
Timing & Frequency	Weekly three mails @ morning (2 in a weekend)
Mobile-friendly	Open OK in mobiles too
Content	Quality content
Subject line	Catchy Subject Line
A/B test	Send to 2 batches to check which gets more response

The audience to which the emailers were sent are detailed below:

Next 5 campaigns Audience Size						
Segment	Camp. 1	Camp. 2	Camp. 3	Camp. 4	Camp. 5	Avg. of Audience
Wallet & inactive	537	630	547	547	590	570
Wallet & Active	651	581	635	635	Client requested to leave this segment	625
No Wallet	441	448	443	443	447	444
TOTAL Audience	1629	1659	1625	1625	1037	1639

RESULTS ACHIEVED

Open Rates

Before

Summary - Last 5 campaigns Open Rate						
Campaign	Camp. 1	Camp. 2	Camp. 3	Camp. 4	Camp. 5	Avg. of 5 Camp.
Open rate (%)	3.0	3.5	3.3	5.1	6.8	3.6
Audience Size	2457	2482	2481	622	622	1733

After

Summary - Next 5 campaigns Open Rate							
Segment	Target	Camp. 1	Camp. 2	Camp. 3	Camp. 4	Camp. 5	Avg. of 5 camp.
Wallet & inactive	15%	10.9%	29.4%	2.9%	7.4%	10.9%	12.7%
Wallet & Active	20%	3.7%	4.2%	6.7%	9.4%	client requested to leave this segment	6.0%
No Wallet	10%	2.9%	8.5%	8.6%	3.6%	4.9%	5.7%