

ABOUT:

Client: Amara Living Ltd
Site: Amara.com
Languages: EN, DE, FR
Sector: Luxury Home Accessories
Brands: 250
Products: 40,000
Revenue: £20m

Amara is a rapidly growing online interiors business, committed to bringing the very best in luxury home fashion to its customers. Aside from its huge range of products & brands, its key differentiator is customer service, which has always been first class.

Amara's key challenge however was improving customer loyalty, and turned to Retain.me for help.

FAST FACTS

Nursery Campaign Beat Email by x 2.09 GP
ROAS of £11.49 (first time customers)
Reduction in Variable Marketing of 2pp
Increased AOV for Repeat Customers of 11%

AMARAS GOALS

Improve Customer Experience
Increase Customer Retention
Reduce Variable Marketing Spend
Improve Product Visibility



ANDREW HOOD
CEO AMARA.COM

Retain.me have helped us deliver on our strategy to personalise the Customer Experience.

Feedback from customers has surpassed expectations whilst we can see a tangible return on investment.



CAMPAIGN DETAIL

Amara's marketing team are innovative thinkers who seek to maximise value at every turn. They already had existing in-house and 3rd party tools working collaboratively to deliver a personalised experience to their customers online. The team turned to Retain.me to help deliver that same personalised experience in print. The print

replaced the humble delivery note with a high quality, booklet style, full colour printed document, a SMARTslip®.

The SMARTslip® is printed at the DC, during the pick & pack process, comprising 6 panels, each personalised to the individual customer, based on their profile as shown below.



Personalisation

- Transactional data.
- The usual delivery note information, accompanied with full colour images of the items purchased.

Customer Profile

- A new customer received a nursery campaign offer (unique code).
- A repeat customer is shown a Buyapowa (refer a friend) promotion.

Customer Reviews

Each customer has a unique QR code to review shopping experience and the products purchased.

Destination Country

Relevant customer service and returns information is presented based on delivery destination and transaction value.

Language

Based on which language version of the website was used during the purchase path, the SMARTslip® is natively translated into the correct language: EN, FR, DE.

Products Purchased

Post purchase product recommendations can be presented using the own-platform recommendations engine.

IMPLEMENTATION

Whilst the concept was simple, the execution had the potential to be complex. There were two elements to consider:

1. DATA INTEGRATION

- Flat file feed from Ecommerce engine
- Set up of Adobe InDesign templates
- Logic development (business rules)

2. WAREHOUSE IMPLEMENTATION

- Install print devices at DC
- Zero interruption to workflow

DIRECTLY ATTRIBUTABLE RESULTS

The Nursery Campaign

New customers represent 70% of all orders and each new customer received a 15% off offer by both email and via the new SMARTslip®, both with unique promo codes, to encourage second purchase:

Retain.me Solution Beat Email by:

Revenue: x 2.00
Gross Profit x 2.09
With a ROAS of £11.49

First Time Customer Cohort

Increase of 4.62% on 2016

Repeat Customer Mix

11.1% Increase in Existing Customer Mix

Average Order Value

Repeat Customer Transaction Value Increased by 11%

Testing

The campaign ran for a full 12 months, for the calendar year 2017. Over 100,000 customers received the new style delivery note.

Theory

WORKING ON TWO THEORIES:

1. The most effective time to target a customer for a repeat purchase is between 0 and 7 days of purchase.
2. Personalised offers and relevant content would resonate with the customers and inspire them to shop again.

How Amara Measured Results

KPI'S

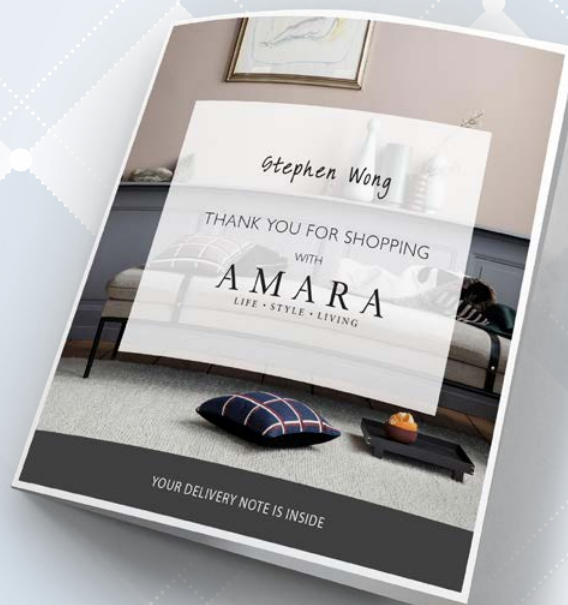
- Nursery programme vs email: ROAS
- First time customer cohort analysis
- Repeat customer mix
- Average Transaction Value

Social Media

- Twitter posts
- Feefo Reviews platform

At What Cost?

Retain.me structure their billing on a per-order basis, offering Amara a totally variable cost, to manage their marketing spend in line with their business' sales profile.



COMMENTS: FROM THE CONSUMER

Customer feedback on Feefo

See them online at Amara.com
(and click on Feefo)

“**Amazing!** Amazing service, very quick delivery, **very personalised packaging**. Very happy customer!”

“**Good Experience.** Easy to order online and product came quickly **and very nicely packaged.**”

“**Exceptional Customer Service.** Incredible customer service and delivery! ...**The packaging and customer support were exceptional** and I am very impressed with Amara!”

“**Very Impressed...** Very impressed by how well this company does their packaging and receipts. Looking forward to purchasing from again in the future!”

“**Shopping does not get better than this..** Always first class service. Good communication and delivery. **Loved the personalised touch in the parcel.**”

“**Absolutely thrilled with our purchase.** The price, speedy service, great packaging & wrapping, even the **lovely personalised card.**”

Stephen Wong
YOUR ITEMS FOR THIS DISPATCH:

Stephen Wong
Room 11, 11/F, Block B
HongKong Industrial Building
485-491 Castle Peak Road
Kowloon

Order Number: R-8017642
Order Date: 11 Feb 2019
Customer Name: Stephen Wong
Delivery Type: Standard Delivery

ITEM	QTY
Rosewhl Tutenamen - Peach Vase - 18cm	1
LSA International Ukkyi Ukkyi Pot & Leather Handle - Pepper Black	1
Formasit Terra w Vanzoson Drinking Glass - No. 137	2
Formasit Amatura Scented Candle - 300g	1

DISPATCH: D-8017642-785515 HAND-PICKED BY: DC

Win a £50 Amara Voucher
With #AmaraWin

STEP ONE
Take a photo of your latest Amara products

STEP TWO
Upload your photo to Instagram tagging us (@AmaraLiving) and using the hashtag: #AmaraWin

We will choose our favourite image each month and that lucky person will receive a £50 Amara voucher.

For more information and to read the terms & conditions of the competition please visit: <https://www.amara.com/content/amarawin>

[facebook.com/amara.wing](https://www.facebook.com/amara.wing) [@AmaraLiving](https://www.instagram.com/amara.wing) [@AmaraLiving](https://www.instagram.com/amara.wing) [linkedin.com/amara.wing](https://www.linkedin.com/company/amara.wing)

Stephen Wong

THANK YOU FOR SHOPPING
WITH
AMARA
LIFE • STYLE • LIVING

YOUR DELIVERY NOTE IS INSIDE

SPREAD THE WORD AND EARN REWARDS

Give your friends 15% off their first order with us and as a thank you, we'll give you £25 for every friend who shops!

REFER A FRIEND & EARN:

www.amara.com/refer

15% off discount is valid on full price purchases only - sale items not included. Referrals subject to a minimum spend of £70. T&Cs apply

HEALTHY LIFESTYLE

Swell

Search 'Swell' online

HOW CAN WE HELP?

Customer service is extremely important to us, should you need to contact us please do so using one of the following:

BY TELEPHONE:
0800 587 7645

BY EMAIL:
customerservice@amara.com

BY POST:
Amara Living Ltd, Little 4 Concord Farm, School Road, Rayn, Essex, CM77 6SP, UK

feefo GOLD TRUSTED MERCHANT 2017

THANK YOU FOR SHOPPING AT AMARA.COM

CUSTOMER FEEDBACK

94% Customer Service Satisfaction

Feedback compiled from 5318 independent customer reviews

RETURNS INFORMATION

Please obtain a returns reference from the 'My Account' area at amara.com. If you have not created an account please call Customer Services who will happily provide you with a reference.

Check you have a returns reference please send the item unused, in its original packaging and in a resalable condition to:

Amara Returns, C/O Delamode, 700 Avenue West, Skyline 120, Great Notley, Essex, CM77 7AA, UK

Please return the parcel via a recorded courier service. We recommend using DPD Pickup or Collect+

We can also offer a DPD weekly collection at a cost of £10 per parcel. For further information of any of the above please contact Customer Services.

Once the item has been received and checked, your refund will be processed within 48 hours of receipt.

Recycle