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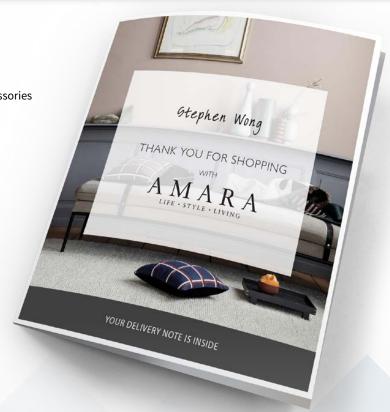
Amara's key challenge however was improving customer loyalty, and turned to Retain.me for help.

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.
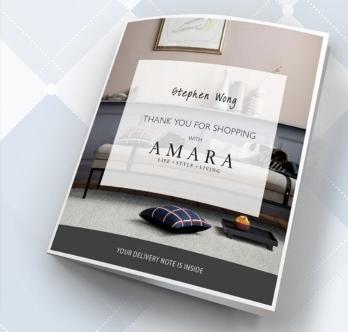
How Amara Measured Results

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.

SMART**Slip**®

COMMENTS: FROM THE CONSUMER

Customer feedback 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:

Win a £50 Amara Voucher
With #AmaraWin

Stephen Wong
THANK YOU FOR SHOPPING
WITH
AMARA
LIFE · STYLE · LIVING

SPREAD THE WORD AND EARN REWARDS

HEALTHY LIFESTYLE
S'well

HOW CAN WE HELP?

CUSTOMER FEEDBACK
94% Customer Service Satisfaction