

Plus-size intimate apparel retailer
sees up to **8% lift in open rate and
14% lift in click rate**

The Zeta Innovation Lab Reinvigorates Product Line

When this National Intimate Apparel company saw its plus-size brand struggle to find growth, Zeta Global proposed the Innovation Lab to help. The organization had lost a significant conversion channel due to a decision to cease widespread catalogue mailings and was seeing a drop in sales despite a growing industry. Zeta Global designed and developed a customized Innovation Lab to develop valuable insights and plot a path toward increased conversions throughout the funnel, leading to substantial improvements in customer engagement.

Challenges

- + Email subscriber engagement rates were **underperforming** in comparison to their prior success
- + Messaging frequency was **driven by deliverability** instead of engagement and segmentation
- + Audience segments revolved around buying behavior only, **missing opportunities** for other subscribers like non-buyers

Objectives

- + Improve the customer experience through **analytics** and **testing**
- + Increase the number of **unique openers, clickers** and **converters**
- + Simplify **list selection** operations
- + Determine the optimum **messaging frequency** by segment

Results



7-8%

increase in unique email open rate



10-14%

lift in unique click rate



Up to 15% growth
in revenue/net delivered



Just wanted to give a shout out to the team for all the work on the Innovation Lab. Completion of the frequency testing, subject line testing & content testing has been a great team effort. We look forward to executing our learning in the upcoming months."

-Sr. Manager eCommerce Marketing

Solution

When this leading retailer of intimate apparel shared challenges faced with their plus-size line, Zeta Global quickly identified this challenge as a huge opportunity to find major growth with a **Zeta Innovation Lab**.

A project within an Innovation Lab is an intensive, focused initiative executed by a team of subject matter experts from across Zeta Global. The Lab is initiated to discover and recommend test plans based on advanced analytics like natural language processing, customer experience best practices, analytics and strategy testing expertise, creative critiques and interactive elements in the retail industry. Zeta Global rigorously tests and optimizes a series of variables to identify improvements throughout the conversion funnel, ultimately providing the client with a powerful 'Playbook' of tactics they can then apply to their marketing to improve engagement and grow revenue.

Methodology

The Zeta Innovation Lab went to work identifying the most important 'levers' to improve email conversion along the purchase funnel.

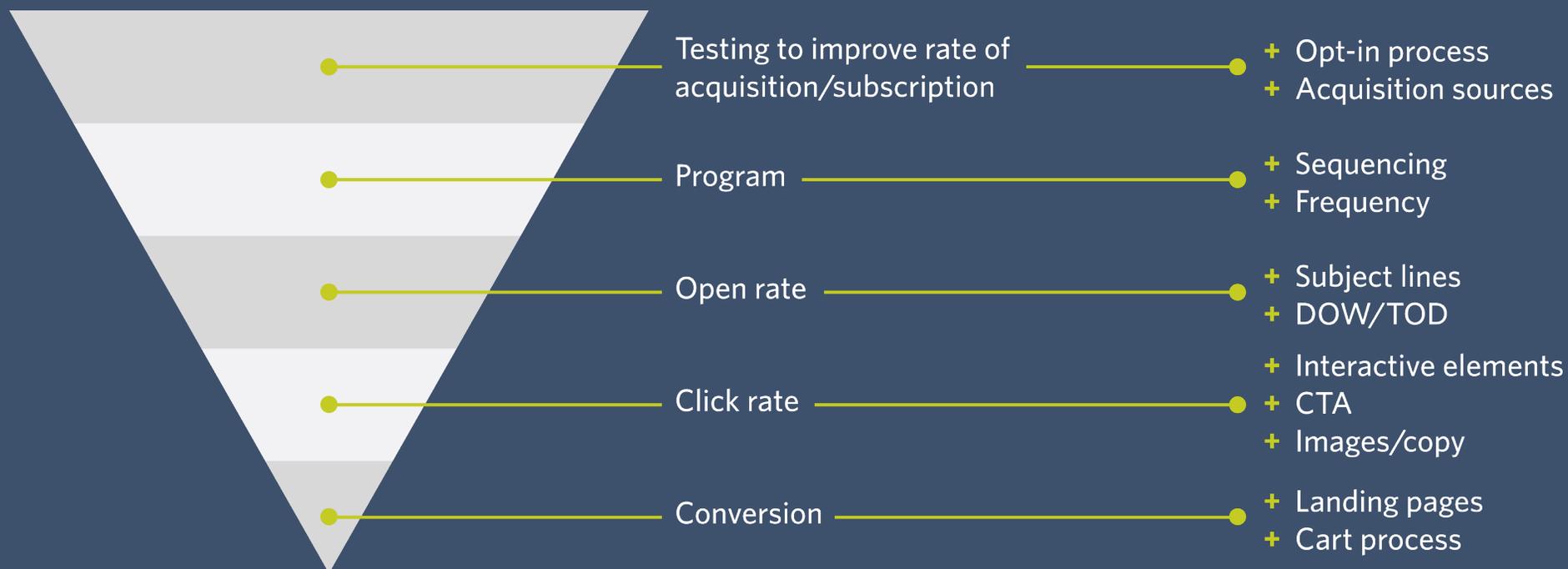
In the discovery phase, Zeta Global used advanced analytics, natural language processing and a specialized analytics framework to conduct sophisticated subject line testing. Additionally, a thorough analysis of subscriber engagement to inform the frequency test to lift open rates was performed.

Critiques from Zeta Global's award-winning creative team and development team's recommendations on interactive elements informed a content testing strategy to enhance engagement and click rates.

Finally, Zeta Global used content testing results and core metrics analysis to recommend landing page tests for increased revenue per net delivered and conversion rates. The Innovation Lab found a key set of opportunities overall that dramatically improved email marketing effectiveness among specific segments. The results of these tests were combined into a 'Playbook' for the client to use in their future marketing planning.

Zeta Innovation Lab Testing Process

Zeta Global identified the best test options for every phase of the sales funnel.



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