Case Study

Boden builds customer engagement with targeted email marketing strategies

Experian™ CheetahMail

Effective targeting and segmentation ensures that Boden speaks to individual customers, building engagement and the bottom line.

"Experian CheetahMail has enabled Boden to send smarter and more targeted emails to our customers, resulting in healthy revenue per message. We believe in the system, its scalability and stability – but overall, we trust in the expertise of our Experian CheetahMail support team to help us achieve our business goals."

Sarah Blair Gould, eCommerce Manager, Boden

Boden

Background

Boden is a great example of how the web has transformed retail. Launching its internet operations in 1999, it's grown from a tiny home-based business into a major international brand. Today, more than 75% of sales come from the web and it ships over 5,000 products every day in the UK alone.

Boden works with Experian CheetahMail to ensure that customer insight drives targeted email marketing, serving customers' needs and delivering demonstrable ROI.

Challenge

Boden's success comes from offering customers what they really want and so it's always fast to react to new trends. In 2009 the company realised that the explosion in customer generated data offered their business new growth opportunities, but also that their existing email marketing solution simply wasn't up to the job.

Sarah Blair Gould, eCommerce Manager at Boden, said, "It was a one size fits all approach and very restrictive. We wanted to be smarter, treating people more as individuals, with communications targeted specifically to their needs."

Boden turned to Experian CheetahMail to start sending targeted messages to the right people at the right time.

Objectives

- Segmenting customers based on transaction history
- Enabling a higher degree of targeting and personalisation in email communications
- Deploying targeted cross-sell and up-sell messages
- Generating and analysing campaign data to inform future strategy

Solution

With such a high volume of revenue generated from online activity, Boden needed a partner with a secure and stable platform that had the ability to send emails straight to the inbox. Experian CheetahMail understands the challenges that marketers face; customers don't want to be spoken to, but instead engaged with. Targeting and segmentation would be the key to increasing the client's ROI.

As a self-service client, the Boden Marketing team was trained on how to use the system to its best effect, understanding how to optimise each mailing to really build a 121 dialogue with each customer, strengthening engagement, transactions, and overall a real customer affinity with the brand.

Results

Sarah Blair Gould said, "Experian CheetahMail has enabled Boden to send smarter and more targeted emails to our customers, resulting in healthy revenue per message. We

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An example of a Boden email campaign deployed through the Experian CheetahMail platform.

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Experian CheetahMail is able to prove its worth, with detailed reporting on campaign effectiveness, helping Boden to develop ever more effective strategies.

"Experian CheetahMail has delivered what we've asked and we are looking forward to doing a lot more with it," added Sarah Blair Gould.

Experian CheetahMail forms part of Experian Marketing Services. The wider group's suite of products and services spans both digital and offline. This helps our clients to really harness the profitability of their multi-channel marketing strategies.

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