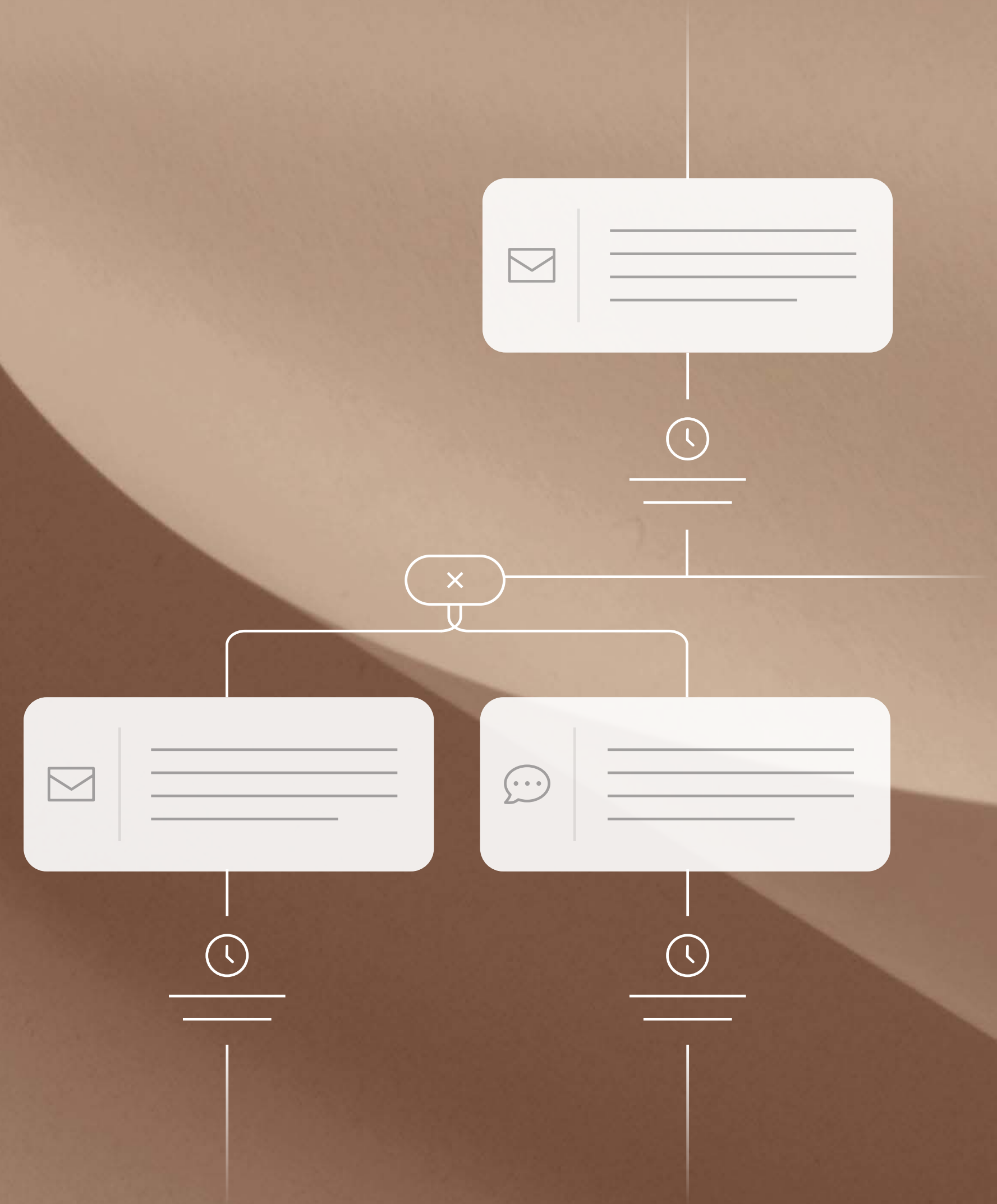


BY MALENE BIRGER | POLARN O. PYRET | panduro®

How 3 leading retail brands use marketing automation



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How By Malene Birger increased full-price shoppers by 109% using an onboarding automation

To effectively communicate with customers at all stages of their lifecycle, track them in real-time, and make sure they stay loyal. These are just some of the reasons By Malene Birger uses marketing automation!

“Around 20 percent of all sales related to CRM activities comes from marketing automation – and the number steadily increases!” says Laufey Lúðvíksdóttir, CRM and Loyalty Specialist at By Malene Birger.

One of By Malene Birger’s most successful automation is the onboarding flow. The purpose is to welcome customers and make them feel like they’re part of their community. How the flow is built? Like this:

When a customer signs up to become a member, they receive a welcome email with info about the great member benefits. If the customer purchases within a certain time, they will be sent down one path. If the customer doesn’t purchase during that time, two things can happen. Either the customer receives an offer for a discount on their first purchase – or a reminder of the member benefits. The split test has shown that customers who receive the benefit reminder, instead of the discount, are the ones who provide By Malene Birger with long-term revenue and growth!



This is By Malene Birger

Founded in 2003, By Malene Birger is a Danish fashion brand devoted to the contemporary bohemian style – delivering long-lasting investment pieces with a conscious approach. By Malene Birger is a renowned name on the international fashion scene and is being sold online and in stores worldwide.

BY MALENE BIRGER

By Malene Birger



“The customers that receive the benefit reminder email in the onboarding automation generate 66 percent more revenue than the customers that receive the email with the offer! Since launching this automation, the amount of new full-price customers has grown by 109 percent – and bargain hunters are becoming less and less common,” says Laufey.

Ways to improve customer engagement

There are a lot of things to include in an onboarding automation to make it flourish! If you want to do it the By Malene Birger way, here is some advice. The time between a customer sign-up and the first contact shouldn't be too long. You should label and track your customers in a way that is beneficial to your specific company. And you should test different content to see what makes people tick.

“Continuous testing is super important and impactful – because a flow can always be improved,” says Laufey.

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One of the easiest things to test, according to Laufey, is timing. By setting different time delays, you can easily see when your customers engage the most – and based on that, decide to contact them at a specific time during the day. And hey, a change of strategy can lead to great results.

“By testing and changing, open rates have gone up hugely, the engagement has become much higher, and the sales numbers have increased,” says Laufey.

When it comes to marketing automation, By Malene Birger has a lot of exciting things in the pipeline. They’re currently working on a new win-back automation with predictive scoring and shortly, they will introduce product recommendations.

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By Malene Birger

By Malene Birger's marketing automation tips and tricks:

"Label, label, and label your customers"

Group your customers by assigning labels along the way, such as bargain hunters, risk of churn, and high CLV. Use the labels to create segmentations and target audiences – and to prioritize what and when communication should be sent to the customer.

"Segmentation"

By separating customers into groups based on shared characteristics, you can deliver targeted and super-relevant content to every single customer.

"Don't over-communicate"

Use marketing automation to increase the level of personalization and relevancy when you talk to your customers – not to send out emails and text messages just because you have the tool and database to do it.



POLARN O. PYRET

VOYADO

How Polarn O. Pyret strengthen their customer loyalty and sustainability work with automations

For Polarn O. Pyret, marketing automation is first and foremost about enhancing the customer experience! They want the automated communication to engage, inspire, and bring value to the customer – but at the same time drive sales and more purchases. Besides post-purchase journeys and automations that encourage customers to reach another membership level, PO.P has set up several automations as part of their sustainability work.

“We have a benefits program that helps the customer to act more sustainably. For example, we reward members that hand in or buy second-hand pieces in our stores – or repair their garments so that they can be used for a longer time,” says Åsa Axelsson, CRM Manager at Polarn O. Pyret.

So, what role does the second hand and repair automations play? When a member uses the second hand or repair service, they get triggered into an automation. An email is sent out to confirm that the customer has done a sustainable choice – and to hand them a reward.

This is Polarn O. Pyret

With the desire to make comfortable, high-quality clothing that allows children to be children, Polarn O. Pyret was founded in 1976. Since then, they have designed clothes to be loved, worn, and handed down through generations – always with sustainability in mind.

POLARN O. PYRET



How PO.P measures the effect from automations, in general? To make sure the automations have desired effect, PO.P uses control groups. They measure everything from increased frequency to average receipt during a specific period. If they don't like the result, they revise the communication. Overall, PO.P sees high opening rates in their automated emails – probably because they're connected to a customer's action or behavior and therefore feel relevant.

"In our 'aftercare emails', which the customer receives after buying specific garments, the opening rate is around 50 percent," says Åsa.

They can also see that follow-up emails that feature relatable product recommendations inspire more purchases. Many more, actually.

"Some of these emails have contributed to over 44 percent in additional sales," says Åsa.

“Some of these emails have contributed to over 44 percent in additional sales.”

– Åsa Axelsson, CRM Manager at Polarn O. Pyret

Ways to successfully build automations

The most important thing to have in mind when building an automation, according to Åsa, is to create value for the customer. Make sure to convey a relevant message that rewards the customer or makes their everyday easier. Also, take timing into account and make sure the customer doesn't receive communication too often. Last but not least, make sure the message is super personal since it's triggered by something the customer did.

"Every automation should deserve its place. If it doesn't bring added value to the customer or the business, then question whether you should keep it," says Åsa.

What's next for PO.P, marketing automation-wise? They're currently working on an onboarding automation to welcome new members in a positive and warm way. They want to make it easy for every customer to see the value of being a member, get the help they need from experts – and, of course, dive into all the lovely benefits!



"Every automation should deserve its place. If it doesn't bring added value to the customer or the business, then question whether you should keep it."

– Åsa Axelsson, CRM Manager at Polarn O. Pyret



Polarn O. Pyret's marketing automation tips and tricks:

"The post-purchase customer journey is underrated"

A lot of brands miss out on, or can definitely improve, these customer journeys. Receiving information on how to wear and take care of items brings value to the customer.

"Seize the opportunity to be more personal"

As automated communication can be triggered by specific actions and behaviors – make sure your messages are super relevant and always sent to the right people at the exact right moment.

"Get help from those who know the customer the best"

People who work in physical stores or at customer service often know how the customer will react to the automated message – and what to add to increase the value for the customer.

Panduro



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VOYADO

How Panduro re-engaged 4% of their churning customers using a “we miss you” automation

Creating well-thought-out customer experiences that run themselves is Panduro’s thing. They basically have a dedicated automation for every step in the customer lifecycle: an onboarding automation to welcome and activate new customers, post-purchase automations to retain the customers, and a churn automation to re-activate customers that are about to leave them.

“With the help of predictive scoring, we can act as soon as a customer deviates from their purchase behavior – and win them back before they churn,” says Anton Rydje, CRM Manager at Panduro.

Although the churn automation hasn’t been up and running for that long, the result is pleasant. After only one month, the conversion rate is 1,2 percent and Anton believes that the number will increase – a whole lot.

This is Panduro

Panduro was born through sheer creativity and opened its first store in Denmark in the mid-1950s. Today, Panduro is a market leader in hobby materials in Europe, with an online shop and 103 stores in six countries that offer everything for anyone who loves to create with their hands.

panduro®

Panduro



Besides the churn journey, Panduro has set up a “we miss you” automation with the purpose to re-engage customers that haven’t shopped within 23 months. This is the very last step in the customer lifecycle, and it looks something like this:

The customer who enters the flow gets excluded from any other communication. A conditional split takes the customer down different paths based on if they’re reachable by email or SMS (email being the prioritized channel). A message saying “we miss you – here’s a create and craft discount” is sent out, and the customer has 30 days to redeem the offer. The email also contains product recommendations to increase the chance of conversion. Once every seven days, a reminder is sent out to customers who haven’t shopped with the discount. If a purchase hasn’t been made within three weeks, the very last reminder is sent out via SMS – even to those who are reachable by email. This has led to great results.

“Since launching this automation in May 2020, we have re-activated 4 percent of our churning customers. We can see that SMS is the most effective channel because a total of 7,5 percent of customers that are only available by SMS have redeemed their offers. We can also see that SMS reminders sent to customers available by email have had a great effect on conversion,” says Anton.



“We can see that SMS is the most effective channel.”

– Anton Rydje, CRM Manager at Panduro

Ways to optimize future communication

For a few years, Panduro has also worked with abandoned cart automations to bring customers back to their shopping carts to complete their purchases. A popular automation that Anton is very fond of.

“Over 3 percent of customers who opened the abandoned cart email have made a purchase. That’s pretty amazing, considering no manual work is needed to achieve this,” says Anton.

Making sure that the automations you’ve set up are successful and bring great results is essential – and this can be done in several ways.

“We look at the redemption rate for offers and follow statistics from emails and SMS to be able to optimize our future communication,” says Anton.

So, what now? Panduro’s next step within the space of marketing automation is to increase the number of post-purchase and refill automations – and to focus more on cross-selling flows to get customers interested in items that are similar to the ones they’ve already bought.



“We can also see that SMS reminders sent to customers available by email have had a great effect on conversion.”

– Anton Rydje, CRM Manager at Panduro



Panduro's marketing automation tips and tricks:

"Use the abandoned cart automation – it's amazing"

Increase sales by communicating with customers who have left something in their shopping cart without buying it. These emails have an open rate of around 50 percent, and a lot of those customers will go back and complete the purchase!

"Perform A/B tests on content before you automate it"

Learn from what works and what doesn't when it comes to copy, content, and offers – then take what's best and make it part of the automated communication.

"Build broad and well-thought-out flows"

Instead of building many small automations that connects to each other, try to get the whole journey into one flow. By setting up comprehensive automations, you will see how each step contributes to the flow – and it will be easier to follow up on the result!