

Fashion Retailer Boosts Email-Related Sales by 164% with PostUp

THE CHALLENGE

In addition to facing list fatigue and an overcrowded inbox, the retailer competes for market share against larger, more nationally recognized brands. With the help of the PostUp Professional Services team, the brand identified the following goals for their email marketing program:

- Increase customer engagement, with specific metrics linked to opens, clicks and purchases
- Refresh email creative with clear calls-to-action
- Build a reactivation program

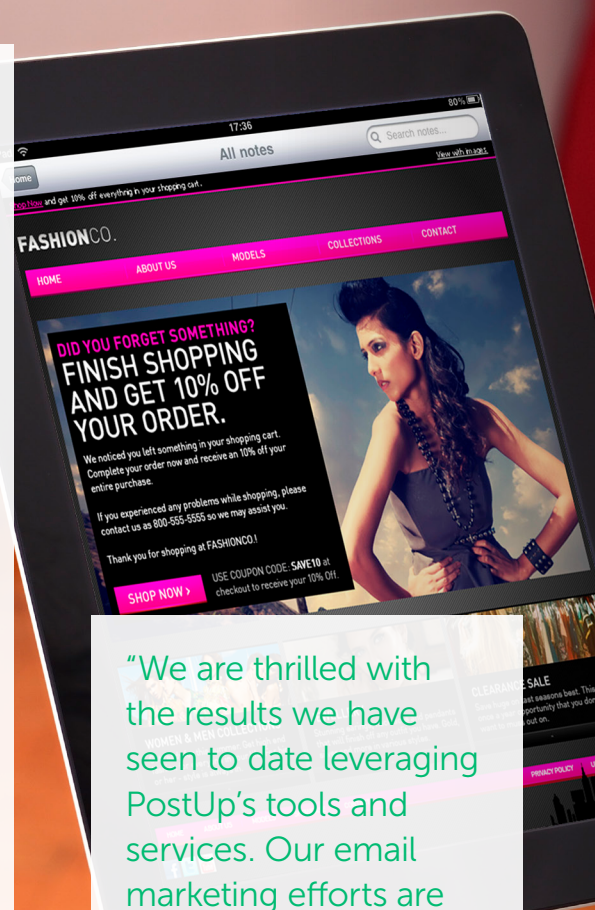
THE SOLUTION

Our team worked with the fashion retailer to uncover the following solutions for email marketing success:

- Developed new creative and email design that featured specific products in addition to promotional messaging
- Determined best days and times to send messages, as well as the most effective subject line formats based on testing results
- Discovered a new retargeting strategy that increased customer engagement
- Created an automated reactivation program that immediately targeted inactive recipients

THE RESULTS

- Improved deliverability 50%; 98% delivery rate on most messages
- Increased click-throughs from email to the website by 104%
- Automated reactivation campaign to convert inactive subscribers
- Saved money by increasing campaign efficiency
- Boosted email-related sales by 164%



"We are thrilled with the results we have seen to date leveraging PostUp's tools and services. Our email marketing efforts are more streamlined and efficient than ever before, and we are looking forward to achieving even more business growth through the channel."

Fashion Retailer's
Marketing Manager

Contact a PostUp Representative to learn more.

Phone: 877-250-2922 | Email: info@postup.com | Website: www.postup.com

