

Avenue® triggered emails deliver results 50 out of 52 weeks

The problem

One size does not fit all, something the Avenue Stores know well. That's why the trend-focused, plus-size retailer of women's clothes, shoes, and accessories works so hard at keeping shoppers engaged via personalized marketing. Unfortunately, Avenue's personalized triggered emails only reached shoppers who logged in to the company's website. What's more, the majority of site visitors weren't being linked to its database to enable personalized treatment based on purchase and spending history or how often they shopped.

The solution

To better target and engage its online shoppers and keep them on "the path to purchase," Avenue turned to Consumer Insights & Interaction Hub™ technology to help identify website visitors. This technology also tied real-time web visit data to Avenue's database, enabling Avenue to send—at the precise moment shown to be most effective—dynamic, real-time "one-size-fits-me" personal messages and product recommendations. These messages are tailored to each shopper's unique web browsing, carting and purchasing history.

"Now, even shoppers who are not logged into our site receive triggered emails for abandon browse or abandon cart," says Joe Kassa, Avenue's chief marketing officer.

Avenue also uses 4Cite's Shopping Elsewhere™ triggers to identify customers who are shopping on other retailers' websites or have opened another retailer's marketing email. These customers receive special offers designed to entice them to return to Avenue's website.

Avenue also relies on 4Cite's triggered lightbox service to send highly segmented, highly personalized messages to new and existing customers while they are on the website. These messages—which are not subject to pop-up blockers—are particularly effective because the messages appear in display boxes on top of Avenue's regular website content.

"We even go a step further by connecting website visitors directly to our database," says Kassa. "This enables us to use real-time data to decide what we want



to do with these customers based on their shopping habits, their purchases, and their lifetime value."

The result

In 50 out of 52 weeks, Avenue outperformed its incremental sales projections by using 4Cite's suite of interactive prospecting and reactivation technologies.

"Avenue's Joe Kassa is open minded and builds on the ideas we bring to him," says Matt Draxler, 4Cite's Director of Client Services. "He's really thought through how to segment Avenue's target market based on very specific customer profiles. In large part, that's why Avenue now has one of the most complex triggered lightbox programs of any retailer we do business with."

"But none of it would be possible without 4Cite's commitment to service," says Kassa. "Our small internal marketing department is asked to do a lot, especially in terms of the creative for the real-time, dynamic messages we send. We thought we might have to scale back to meet our quality standards, but were pleasantly surprised to learn we didn't need to. Also, 4Cite stands by its pricing, which means we never get nicked and dimed or find ourselves facing unexpected charges."