

Expanding Reach. Identifying More Customers.

The problem

Offering luxurious bedding and accessories online and at exclusive high-end retailers, Annie Selke needed a way to gain visibility and grow its business while maintaining the look and feel of the company's exclusive brand. To achieve these goals, Annie Selke was running marketing campaigns through its existing email service provider (ESP), Bronto.

However, the campaigns weren't as effective as they hoped, leading the company to question both the reach and effectiveness of their lightboxes and cart abandonment programs.

"Annie Selke is a visionary brand, but our digital marketing efforts weren't meeting our standards," says Kaylie Bruno, email-marketing specialist at Annie Selke. "We were beginning to question the value of our existing campaigns, wondering if we could reach more of the kind of customers we wanted to attract."

The solution

To put suspicions to rest, Annie Selke tested Bronto's cart abandonment triggered email program against 4Cite's program, which uses proprietary web visitor identification technology and advanced analytics to identify previously unidentifiable customers. The results showed that 4Cite was able to increase Annie Selke's target customer reach by 200 percent. And, because of 4Cite's ease of integration with Bronto, Annie Selke was able to boost their current programs with real-time send capabilities without losing visibility into reporting capabilities on the current platform.

In addition, 4Cite's proprietary Send-Time Perfection™ with Shopping Elsewhere Triggers™ email technology enabled Annie Selke to engage offsite customers at the exact moment they were shopping.

The result

"After testing the two cart abandonment programs against each other, it was clear that we would target more contacts and bring in more revenue with 4Cite,"



says Bruno. "The test was such a success that we decided to try 4Cite's triggered lightboxes." One reason was to free up Annie Selke's internal IT team, which was often burdened with the need to do additional last-minute coding in order to ensure lightboxes displayed correctly via Bronto. With 4Cite, all we did was provide the creative file. Our IT staff was thrilled, and the ads went off without a hitch."

Using triggered lightboxes powered by the proprietary 4Cite Consumer Insight & Interaction Hub™, Annie Selke is now able to continuously optimize customers' digital interactions and purchasing activity. From initiating new relationships to reengaging customers who are less active, 4Cite's triggered lightbox service sends highly segmented, highly personalized messages to new and existing customers as they shop.

Believing that direct mail can be a powerful component of a multichannel marketing strategy needed to survive and thrive in today's retail environment, Annie Selke began cataloging in the fall. By coupling direct mail and digital marketing, Annie Selke ensured its message reached the right contacts via as many channels as possible providing a unified, supportive and personalized shopping experience.

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"Our lightboxes remind potential customers to use the coupon code on the back of their catalog," says Bruno. "We're strengthening our communication with prospects by connecting offline and digital." That not only means a better consumer experience, it also means more sales.

4Cite was able to reengage customers with the Annie Selke brand prompting a 16 percent open rate on emails to unengaged customers. "We wanted to better target and engage shoppers, keeping them on a path to purchase," says Bruno. "Since starting with 4Cite, we've increased the number of programs we are running and together are building a more sophisticated marketing program. 4Cite has saved us time and delivered an immediate return on our investment."

