

Targeted Emails Deliver a Seamless Experience

The problem

Like all online retailers, Boden cares deeply about the performance of its website. Unfortunately, consistent with average cart abandonment rates across online retail, company data showed that 70 percent of shoppers who put merchandise in their bodenusa.com shopping carts abandoned those carts without making a purchase. Moreover, their existing triggered email program was not identifying enough of these cart abandoners to enable follow-up. The result? Millions of dollars of lost revenue each year.

The solution

To capture this lost revenue and keep shoppers engaged, Boden turned to 4Cite to better convert abandoned carts into sales and further utilize the 4Cite Consumer Insight & Interaction Hub™ to acquire, retain and reactivate customers with real-time personalized offers.

4Cite was already boosting Boden catalog sales by sending targeted emails to catalog recipients who hadn't yet made a purchase, and felt certain it could add even more value to Boden's bottom line by strengthening both the company's abandon cart and abandon browse email programs.

"We know our proprietary technology consistently identifies more visitors to a company's website than our competitors," says 4Cite Senior Vice President Jack Sturn. "In the case of Boden, we were able to identify 40 percent more visitors, as well as their interests and shopping patterns. This enabled a comprehensive triggered email program that delivers bottom-line results and a seamless experience, whether customers are shopping online or via Boden's highly rated catalog."

That seamless customer experience includes hyper-segmented selling through highly personalized product recommendations and offers. "In the past, if a customer bought a dress, she was automatically recommended more dresses," says Sturn. "Now, depending on what



we know about her and her shopping habits, she might be recommended more dresses—or other items such as blouses, shoes or a bag that go along with the dress."

What's more, thanks to 4Cite technology, Boden can leverage when its customers are visiting other websites that are part of 4Cite's extensive network—everything from other apparel retailers to jewelers, airlines and hotels—and can choose to send these customers an email when they are in a shopping "frame of mind" and thus more receptive to hearing from Boden.

The result

Thanks to 4Cite's targeted emails, Boden has realized an 81 percent lift in its abandon cart program and its triggered emails now account for 30 percent of overall email program revenue (which stood at 13 percent before 4Cite and Boden teamed up).

The Boden/4Cite relationship has been so successful that 4Cite now supplements Boden's database with online shopping data and will soon be engaging site visitors in a highly personalized way via lightboxes on bodenusa.com.