

Carbon2Cobalt achieves significantly higher open and conversion rates.

Known for its effortlessly cool clothing, footwear and accessories, Carbon2Cobalt (C2C) has been a customer of 4Cite's direct mail services for years. "We've always been satisfied with 4Cite's unique blend of strategic guidance and analytics that optimized our return on direct mail investment," says Bill Cuttler, C2C's CFO and COO. "Our close partnership with 4Cite has been a hallmark of our success since inception, and we rely on this partnership for continued profitable long-term growth."

The challenge

Though C2C's email marketing program was experiencing rapid growth, the team realized they were missing out on a valuable opportunity to personalize email content. "As a brand that focuses on details to enhance each customer's personal style," says Cuttler, "personalized email marketing emerged as a priority."

C2C knew that the key to personalizing email is website visitor identification – so that a customer's interests can be captured as they shop – but didn't have the technology infrastructure in place to accomplish this. Without it, the company was also missing out on valuable opportunities to identify prospective customers on their website and find ways to reach out to them.

The solution

Recognizing that 4Cite's digital suite of services was grounded in superior website visitor identification technology, C2C turned to 4Cite to implement triggered email with dynamic personalized content based on demonstrated customer interests.

"We had a great relationship with Carbon2Cobalt through our direct mail services, and we're excited to show them what we could do for their email marketing," says Jack Sturn, Senior Vice President at 4Cite. "With our superior website visitor identification and data capture capabilities, we were able to quickly



demonstrate outstanding results. And because of 4Cite's ease of integration with their existing ESP, it all happened very fast."

"We knew 4Cite quality, so we knew they would do it right," says Cuttler, "and we were very impressed with how easy 4Cite made it for our IT team. I frequently recommend 4Cite and advise other e-commerce companies not to be concerned if they have limited technical expertise or IT infrastructure in-house. 4Cite is a full-service company, with highly skilled people who work closely with your team through the initial implementation, and continue with ongoing support whenever you need it."

The result

C2C's triggered email program launched in the fall of 2017, immediately achieving significantly higher open and conversion rates than their regular email program. Pleased with these results, C2C is now working with 4Cite to incorporate dynamic product recommendations and offers using 4Cite's LiveContent™ service.

"With LiveContent™," says Cuttler, "we'll be able to further personalize our marketing to strengthen customer loyalty and expand profitable growth. 4Cite has been a valuable partner from the beginning, and continues to help us expand the sophistication of our e-commerce marketing to achieve our company's goals and long-term growth objectives."