

Orvis significantly increases email revenue

The challenge

Founded in 1856, The Orvis Company is a trusted source of outdoor discovery and adventure that's rooted in a strong sporting heritage, inspired by a love of the wild, and backed by a 100% guarantee of satisfaction. The company's more than 5,000 offerings include distinctive clothing for men and women, home furnishings, gifts, innovative dog gear, and travel experiences. With catalog circulation in excess of 45 million, the company relies heavily on its website to work in tandem with its well-established catalogs as well as optimize online engagement and sales.

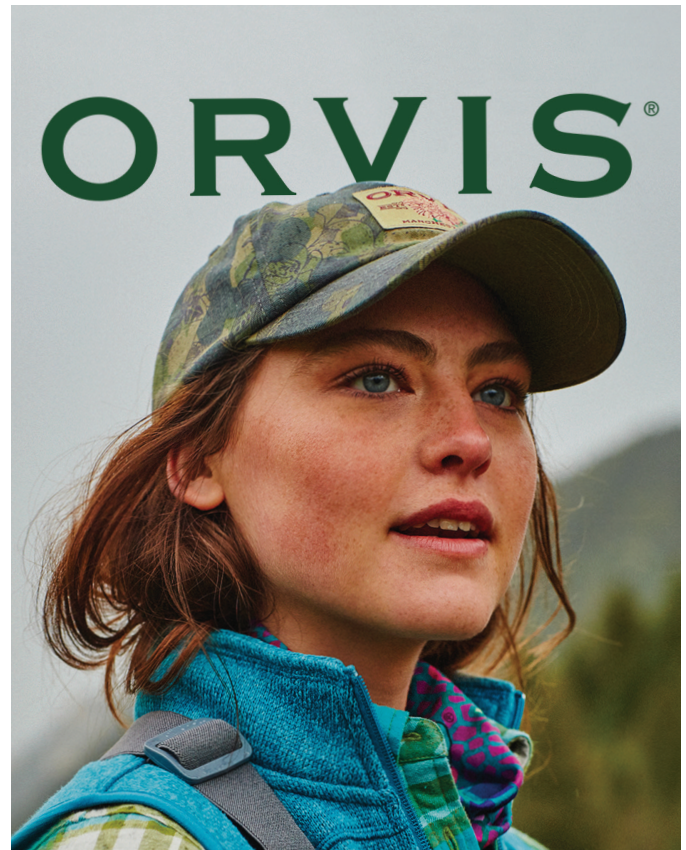
Orvis recognized the importance of identifying website visitors to support both online-only and catalog shoppers driven to the website (when a catalog mails, online sales increase). For both groups, triggered email offers a high return on investment when visitors leave without making a purchase. The company also recognized the opportunity to improve catalog mailing decisions with shopping data linked to identified website visitors.

"In order to deliver a more personalized online and offline customer experience, we knew we had to identify and understand our online visitors better," says Tim Delles, Senior Marketing Manager at Orvis. "We needed more data to inform our marketing decisions and 4Cite delivers on that need."

The solution

Orvis retained 4Cite for its superior identification technology, more than doubling their website visitor identification rate. In addition, they implemented 4Cite's unique Shopping Elsewhere email trigger, which deploys bulk emails individually at the moment a customer is demonstrating shopping behaviors online, such as opening another retailer's email.

Orvis also subscribed to 4Cite's Triggered Data service, which provides a simple and easy to digest data feed that tracks each web visitor's activity and interests.



Orvis uses this information to create predictive models that strengthen catalog mailing decisions.

The result

Increased identification capabilities enabled Orvis to significantly increase email revenue. By simply augmenting their existing ESP's triggered email program with 4Cite's capabilities, 4Cite increases abandoned cart email deliveries by 44% and abandoned browse emails by 20%. This represented an additional seven-figure increase in annualized sales revenue for the company.

In addition, by leveraging the Shopping Elsewhere trigger, Orvis was able to re-engage 15% of their email base who hadn't opened a single email in 120 days. With non-openers, there came a host of complications including lost revenue, cloudy metrics and potential deliverability issues. This re-engagement tool has become a valuable asset for optimizing email performance and return on investment.