BIG CUP LITTLE CUP

powered by OMETRIA

Big Cup Little Cup uses predicted repurchase dates to individually personalise their marketing campaigns.

ABOUT   A premium coffee retailer providing some of the finest coffee capsules
available at an affordable price. Their team boasts some of the world's
premier coffee experts including sought-after Q-Grader John Thompson.

INDUSTRY   Coffee Capsules

HEADQUARTERS   London, UK

Nespresso® compatible coffee capsules
Treat yourself to our luxury Nespresso® compatible coffee collection

FREE delivery*
on all orders over £40
FREE DELIVERY

SATISFACTION 100% GUARANTEED — IF YOU'RE NOT HAPPY **IN ANY WAY YOU DON'T PAY**

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THE CHALLENGE

Big Cup Little Cup sells a consumable product, coffee, which typically has a very high likelihood of consistent and frequent repurchase. However, each individual consumer is likely to have different consumption rates, and the chance of purchasing for multiple individuals in one order. BCLC wanted to increase the relevance and therefore effectiveness of their email marketing by sending individual personalised email campaigns to their customers, taking into account when each customer would be most likely to be ready to repurchase.

THE SOLUTION

Ometria's machine learning algorithms provided access to individual consumption rates which power personalised email marketing campaigns. These rates become more accurate over time as the algorithm continued to learn more about a customer's preferences and consumption rate based on both their transaction history and their interaction with the website. The data is then pushed into their email service provider to power lifecycle marketing. Rather than receiving a monthly, generic email, their customers now receive emails at a time when they are most receptive.

"We definitely see Ometria as a partner integral to our business and not just a company who happen to supply a useful tool. The team take a hands on and proactive approach, and their insights have already resulted in tangible benefits to our business. We're extremely excited about the partnership."

Peter Grainger, Director, Big Cup Little Cup.

RESULT

Big Cup Little Cup now uses predicted repurchase dates to target new and returning customers with timely reminders, increasing both relevance and revenue.