



# RETENTION, PERFECTLY BREWED

How CoffeeForLess Made More than \$500k in 6 months  
from Data-Driven Lifecycle Emails



# getting more from existing customers

CoffeeForLess was founded by Jack and Lynn Kirshner 25 years ago as Coffee Serve. Inc in Philadelphia, PA, and is a top seller of brand name coffees and teas.

CoffeeForLess is an IR 500 company with over \$19 million in annual web sales. ▶



---

## AUTOMATED LIFECYCLE MARKETING

CoffeeForLess, an IR500 retailer, uses Windsor Circle to help build brand awareness and loyalty through automated lifecycle marketing, with the goal of getting more customers to make a third purchase, a critical retention metric.

***“THESE EMAILS HAD 66% HIGHER OPEN RATES AND 125% HIGHER CLICK RATES”***

CoffeeForLess made over \$500k in 6 months from data-driven lifecycle marketing powered by Windsor Circle. These emails had 66% higher open rates and 125% higher click rates (results on page 4) compared to their average rates for the same time period.

**WIN BACK CAMPAIGN** over \$200,000

**REPLENISHMENT EMAILS** over \$150,000

**BEST CUSTOMERS EMAILS** over \$200,000

---

# HOW DATA CAN DRIVE PERSONALIZED LIFECYCLE MARKETING

OLD SCHOOL EMAIL MARKETING: A 1ST TIME BUYER'S PATH



01. JOE MAKES HIS 1ST PURCHASE → 02. RECEIVES A WELCOME EMAIL → 03. RECEIVES MASS-MARKETING EMAILS → 04. NEVER MAKES 2ND PURCHASE & UNSUBSCRIBES



*“We were thrilled to make over half a million dollars in revenue in six months using data-driven lifecycle marketing powered by Windsor Circle. What’s more, this retention automation platform generates 25 times ROI.”*

*–Ben Kirshner,  
CEO, CoffeeForLess.com*

## NEW SCHOOL: PERSONALIZED LIFECYCLE MARKETING



### JOE WIN HIM BACK

DAYS	1st PURCHASE: \$5 FILTERS & \$15 COFFEE
↓	
01	CEO WELCOME EMAIL
↓	
05	POST PURCHASE THANK YOU
↓	
15	1st PRODUCT SPECIFIC EMAIL
↓	
17	RECEIVES PRODUCT SPECIFIC EMAIL
↓	
50	NO PURCHASES MADE
↓	
90	WIN-BACK EMAIL 1
↓	
100	WIN-BACK EMAIL 2
↓	
120	WIN-BACK EMAIL 3
↓	
135	2nd PURCHASE: \$20 TEA & \$75 K-CUPS



### SALLY REPLENISH & REWARD

DAYS	1st PURCHASE: \$22 TEA & \$35 K-CUPS
↓	
01	CEO WELCOME EMAIL
↓	
05	POST PURCHASE THANK YOU
↓	
15	1st PRODUCT SPECIFIC EMAIL
↓	
40	2nd PURCHASE: \$20 TEA & \$75 K-CUPS
↓	
47	REPLENISHMENT EMAIL
↓	
90	3rd PURCHASE: \$125 K-CUPS
↓	
135	REPLENISHMENT RE-MAIL
↓	
140	4th PURCHASE: \$250 K-CUPS
↓	
215	BEST CUSTOMER EMAIL

# HELP CUSTOMERS BUY MORE

The goal of any good marketing campaign is to make the buying process as easy as possible for your customers. CoffeeForLess optimizes their customer experience with 1st time product purchase emails and replenishment campaigns.



## 01. 1ST TIME PRODUCT PURCHASE EMAIL

Product specific emails are a great way to engage your customers and make it easier for them to purchase the products they need. CoffeeForLess sends 3 different automated emails to customers who have made their 1st purchase of one of 3 popular product categories: Keurig, Coffee People, and decaf K-Cups. These emails are “re-mailed” with a different subject line 2 days later if the original has not been opened.



This is a smart image. Using Windsor Circle data your email can pull in a different image for each customer based on their previous orders



## 02. REPLENISHMENT CAMPAIGNS

Product specific emails are a great way to engage your customers and make it easier for them to purchase the products they need. CoffeeForLess sends 3 different automated emails to customers who have made their 1st purchase of one of 3 popular product categories: Keurig, Coffee People, and decaf K-Cups. These emails are “re-mailed” with a different subject line 2 days later if the original has not been opened.



## KEEP CUSTOMERS FROM DISAPPEARING

CoffeeForLess created 3 emails to be sent 90 days, 100 days and 120 days after the most recent order date. Windsor Circle's data analysis enabled CoffeeForLess to time these win-back emails based on customer-specific predictive dates for those who had made 3 or more purchases.



03.

### WIN BACK EMAILS

CoffeeForLess created 3 emails to be sent 90 days, 100 days and 120 days after the most recent order date. Windsor Circle's data analysis enabled CoffeeForLess to time these win-back emails based on customer-specific predictive dates for those who had made 3 or more purchases.

- Win-Back campaigns, at 90, 100, 120 days, for customers with 2 or less purchases
- Win-Back campaigns, using predicted individual win-back dates, for customers with 3 or more purchases.

## REWARD YOUR BEST

Using Windsor Circle's custom segments, CoffeeForLess automatically identifies and rewards best customers when they match the following criteria:

- has not purchased in 75 days
- has placed 3 or more orders
- has spent more than \$500



04.

### RE-MAIL

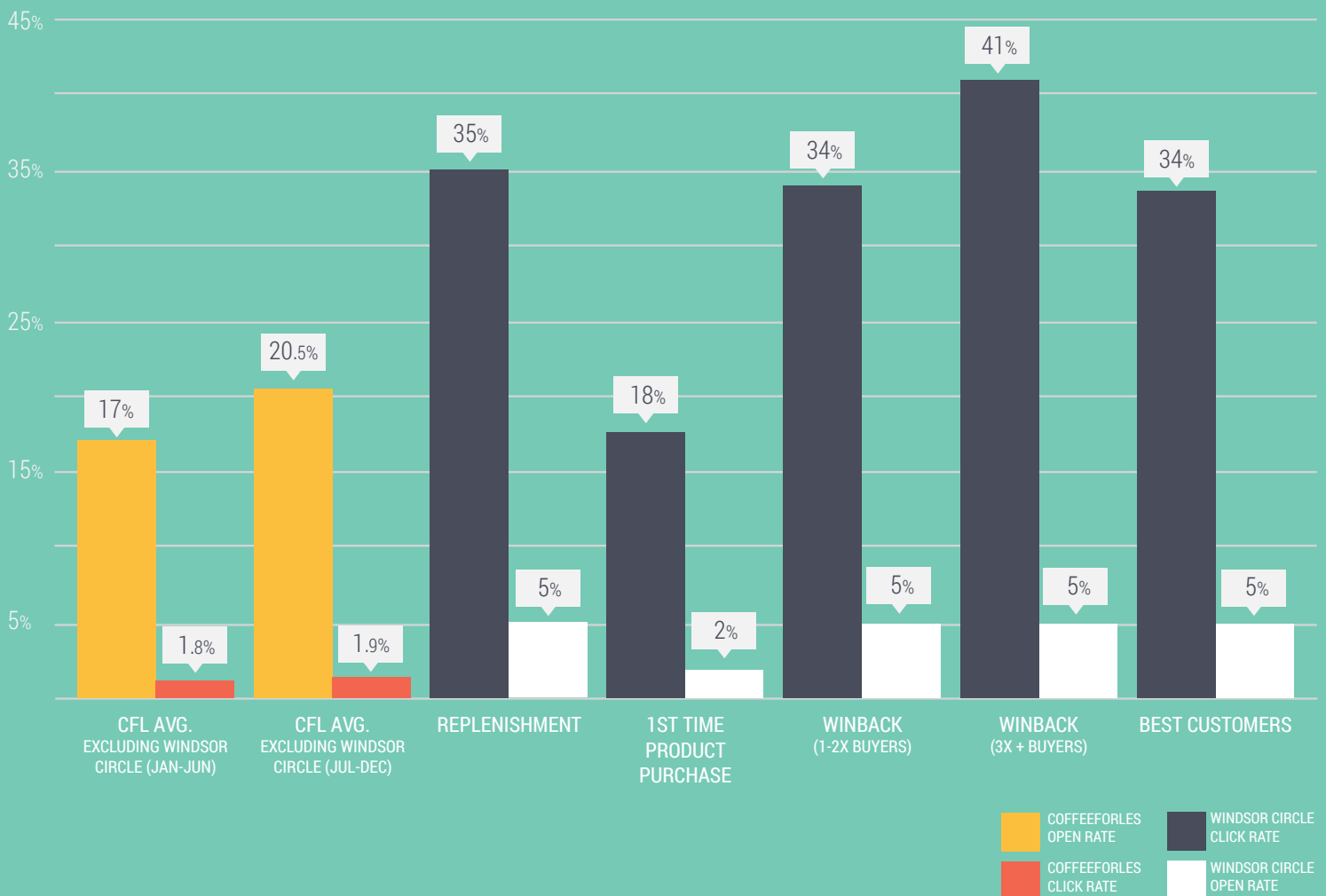
This email is re-email to customers two days afterwards, if the original email has not been opened. This automated Best Customer campaign generated over \$200,000 in revenue in just 6 months.



**66%** HIGHER OPEN RATE

**125%** HIGHER CLICK RATES

Windsor Circle's data-driven lifecycle emails generated 66% higher open rates and 125% higher click rates than all other emails during the same 6 month period. The chart below shows open and click rates for Windsor Circle campaigns in blue and for other CoffeeForLess emails in white and red.





# ROI & RETENTION RESULTS

Windsor Circle clients are driving more revenue, increasing engagement, and retaining more customers with data-driven lifecycle marketing. With the only revenue promise in the industry, our results speak for themselves. within 12 months, our clients, see an average of 10x ROI and a 12%+ Retention Rate Lift.



10X ROI



12% LIFT RATE



back in the habit

automated product replenishment



supply & demand

pos supply solutions



business in the front

B2B online retailers use predictive data to increase customer retention

*WHERE OTHERS MAKE CLAIMS, WE PRESENT THE FACTS. READ ABOUT THE REAL RESULTS OUR CLIENTS ARE PROUDLY AND PUBLICLY STATING, DRIVEN BY WINDSOR CIRCLE.*

*[windsorcircle.com/results](http://windsorcircle.com/results)*

see windsor  
circle in  
action.

request a demo today.

windsorcircle.com  
sales@windsorcircle.com  
+1.877.848.4113



WINDSOR CIRCLE