Vue.ai

AI STYLIST

POWERED EMAILS

Follow your shoppers to their inbox

VueMail : A Case Study

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Introducing Vue.ai's AI-STYLIST POWERED EMAILS - VUEMAIL

What?

- VueMail is an AI powered personalized email recommendation tool that allows retailers to follow customers, right to their mailbox.

- VueMail content will reflect even the last point of interaction on the retailers website / app, thereby enabling efficient dynamic personalization.

Why?

- Key trends in email marketing for 2018 reveal that the two top strategies for email marketing are personalization and using dynamic content like recommendations carousel to boost engagement and conversion.

- Using VueMail, both these outcomes can be achieved at once. Get higher ROI, easy and automated.

How?

- VueMail, built on top of Vue.ai's AI stylist, not only leverages contextual data signals left behind by shoppers but also captures their visual interests.

- Using the data collected for each user, VueMail can be used to power personalized recommendations that will cater to the current and future needs of each user.

VueMail
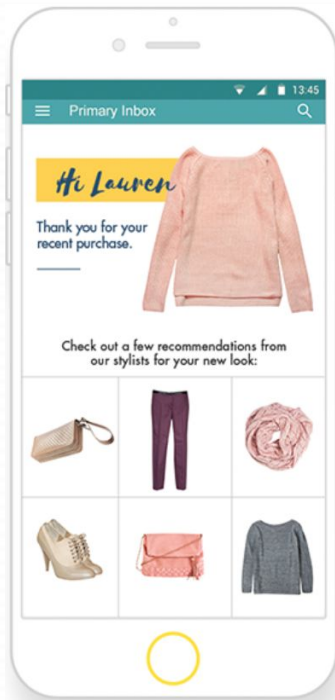
PERSONALIZED ORDER CONFIRMATION EMAILS

**Styling advice to keep the conversation going**

- Engage shoppers and see a lift in your revenue with personalized content for each shopper.

- Help shoppers complete the look / style based on products purchased.

- Can be included on transactional emails like order or shipping confirmation emails.

VueMail

PERSONALIZED CART ABANDONMENT EMAILS

Don't give up on your high intent shoppers

- Retain your customers and ensure higher customer lifetime value with personalized abandoned cart emails.

- Follow high intent shoppers straight to their inbox, and recommend products with their preferred colors, patterns, shapes & styles.

- Can be included on user targeted emails and sent to user segments with high intent to purchase.
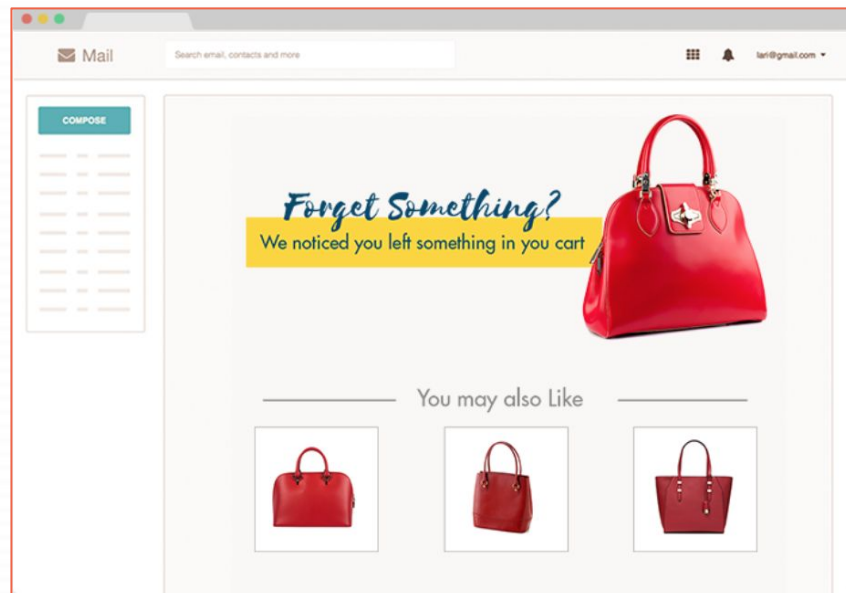
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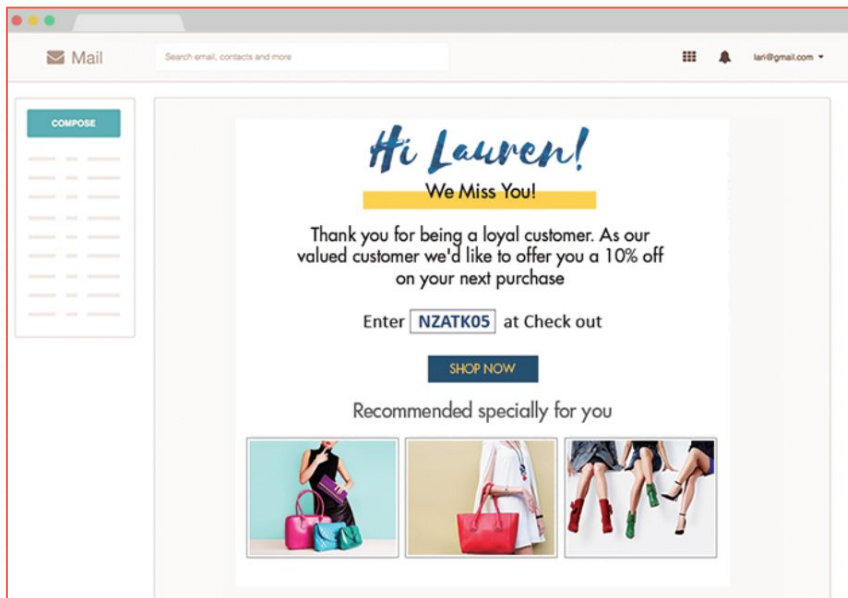
TAILORED PROMOTIONAL EMAILS

Make your shoppers feel loved

- Recover and re-engage inactive shoppers with promotional mails showcasing curated recommendations and offers, tailored for every individual shopper.

- Can be included on user targeted emails with promotions, coupons, etc.

VueMail

METRICS FOR MEASURING EFFECTIVENESS OF VUEMAIL

Click to open rate

Users who opened email

Campaigns powered

Users who click as they open

Users who clicked on emails

Images rendered in emails

Revenue per email

Increase in revenue

Products discovered through emails

Increase in revenue per visitor

VueMail

CLIENT CONTEXT FOR VUEMAIL CASE STUDY

VueMail

ABOUT THE CLIENT

- The client is a leading fashion resale website in the US for consumers to buy and sell pre-loved clothing online.

- The client is part of a larger Collaborative Consumption movement, which encourages consumers to live in a more collective, sharing economy.

- It is the world's largest online fashion resale shop with over 30,000 brands for women, kids and teens - at discounts up to 90% off retail.

CHALLENGE

- Our client was already using emails as a channel in their digital marketing.

- The key challenge was to create emails with compelling content that will improve click rates and increase engagement and therefore conversion.

- As consumer habits continuously change, marketers must adapt their programs to growing trends to keep consumers motivated and loyal and to increase ROI.

VUE.AI SOLUTION - VUEMAIL

- One important trend in email marketing trend currently that is proving to show great results is the inclusion of dynamic content that is hyper personalized for each user.

- Understanding user behavior through data signals helps VueMail create email content that is most relevant to each shopper.

- By taking into account these two main trends - personalized and dynamic content in emails, VueMail has helped the email marketing strategy of the client reap good ROI.

VueMail

Click To Open Rates of VueMail are in line with the industry standards for the retail sector

4x

increase in CTOR observed after implementation of VueMail

3x

Increase in time spent on site upon interaction with VueMail

61%

It is well known that people click on email content that is most relevant to them. We saw that **61% of users immediately click on VueMail content as soon as they open emails**

4x

Users who clicked on VueMail content **returned to the site almost 4 times more** during and post the campaign period

KEY TAKEAWAY: INCREASED ENGAGEMENT ON BRAND'S SITE, APP

VueMail

3x

Revenue / 1000 emails opened was about **3x the average selling price of each product on the site**

2.3%

increase in AOV for users who clicked on VueMail and purchased during the campaign period

15%

VueMail contributed to **15%** of the business' top line during the campaign period

28%

As an indicator of relevancy of recommendations in the emails sent to them, among people who purchased through VueMail, **it was observed that the time taken between two buys had reduced by 28%**

23%

of all users who clicked on VueMail content ended up **adding at least one product to cart** during the campaign period

Clicked	9,204
Browsed	9,195
ATC	2,092
Buys	303
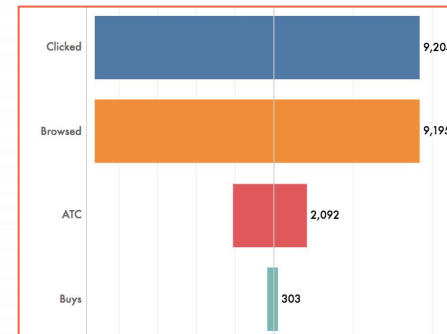
USER FUNNEL THROUGH VUEMAIL

KEY TAKEAWAY: HIGHER REVENUE PER VISITOR & REDUCED LATENCY BETWEEN BUYS

VueMail

PERSONALIZED EMAILS

SPEND   GAIN 2X

NON - PERSONALIZED EMAILS

SPEND 2X   GAIN

- The conversion goal of an email powered by VueMail is twofold
  - making a user who has never purchased to make their first purchase
  - making a user who has already purchase to continue to purchase
- To retain the same shopper during their lifecycle and make them purchase, the customer had to send two non-personalized emails vs. one personalized email
- This resulted in **reduced customer retention costs by about 50%**

KEY TAKEAWAY: LOWER CUSTOMER RETENTION COSTS, HIGHER CONVERSION

CONCLUSIONS, RECOMMENDATIONS & NEXT STEPS

- VueMail acts as a great source of traffic, helping digital marketers with their email marketing needs

- It can easily integrate with various email providers like MailChimp, Sendgrid, etc.

- VueMail improves user engagement with the site and thereby improving affinity to brand in the long term

- The use of VueMail has resulted in increased conversions and reduced user retention costs.

- In addition to focusing on single time benefits, our personalized emails result in long term paybacks to the business like better CLTV and decrease in customer acquisition costs because a high intent shopper will never be missed out

USING VUEMAIL - IMPROVED ENGAGEMENT, CONVERSION AND BRAND AFFINITY

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