The impact of Email Personalization

CUSTOMER RETENTION COSTS REDUCED BY 50%
REVENUE LIFT OF 5-15%

VUEMAIL FOR DESIGNER FURNITURE COMPANY IN SINGAPORE
VUEMAIL FOR LARGE MARKETPLACE IN UNITED STATES

RESULTS FROM A U.S. APPAREL MARKETPLACE CASE STUDY

10% Total products served through VueMail
1.3% Unique products clicked through VueMail
2x Higher average revenue per email (compared to the industry average)

5.1 Million Emails opened
19% Click to open rate
46% Increase in CTOR after implementation of VueMail

The VueMail advantage

- Provide your shoppers with a truly personalized, email based product discovery experience that not only understands your shoppers’ buying affinities like price points and brands, but also their visual interests such as colors, patterns, and designs
- Ensure higher AOVs through upsells to engaged customers, or cross-sells to customers who have a high intent to purchase
- Achieve higher transaction rates with AI curated content and recommendations that are timely, relevant, and highly personalized, with the Vue.ai personalization engine
- Fast and easy to integrate through an API based integration approach that’s flexible, and ESP (email service provider) agnostic
- Improve engagement and experience across channels with dynamic content and responsive templates

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Introducing VueMail
AUTOMATED EMAIL PERSONALIZATION
Engage. Retain. Recover

AI driven email personalization
Open new channels for monetization with omnichannel AI tools that improve acquisition, retention and conversion

Marketers state that they prefer email over any other channel*

OVER 73%

is the average return for every USD1 spent on email marketing.

USD $38

Email volume has been growing consistently, with shoppers receiving close to 86 promotional emails a day.

YOY 20%

Higher volumes lead to higher inbox scrutiny, with most of your emails getting lost in the promotions tab. So your click rates get lower, and your marketers continuously fail to cash in on a revenue making opportunity.

Email personalization that makes ‘customer-centric retailing’ a reality

OVER 54%

Shoppers state that they’d end their relationship with a retailer if they are not given tailor-made content and offers.

The key to being noticed, and not getting lost in the pile of promotional emails lies in email personalization at scale, driven by Visual Artificial Intelligence

VUE.AI
Powered by Mod Street Den
VueMail features

VueMail is an AI powered personalized email recommendations tool that allows you to follow your shoppers, right into their mailbox. Built on artificial intelligence that not only leverages contextual data signals left behind by your shoppers, but also their visual interests - VueMail ensures your shoppers convert, and come back for more.

Effectively personalize each stage of shopper engagement with VueMail

ENGAGE

Complete the look & cross product recommendations for order confirmation emails & more

- Provide cross product recommendations to engaged shoppers
- Help shoppers complete the look based on products purchased

See a lift in your revenue

RECOVER

Top picks & personalized trends for promotional emails & more

- Recover, and re-engage inactive shoppers with promotional mails showcasing personalized recommendations
- Remind your shoppers why they love you

Algorithms that learn visual preferences & behavioral patterns of shoppers

RETAIN

Visually similar recommendations for abandoned cart emails & more

- Follow up with shoppers who have abandoned their shopping carts
- Follow up with high-intent shoppers who have browsed products, but not completed their purchase
- Ensure higher customer lifetime value

ONBOARD

Initiate a purchasing experience

- Nudge first time shoppers to complete a purchase through deals and trending recommendations
- Shoppers who have created an account but never purchased

UP-SELL

Drive higher average order values

- Showcase higher priced alternatives to shoppers with an affinity for higher price points

Computer Vision algorithms dynamically design ensembles for shoppers

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