

Eddie Bauer uses ReMarketing to generate revenue from abandoned shopping carts

Automated messages driven by web analytics data incentivize customers to complete online purchases

• Overview

Eddie Bauer, a leading retailer of outdoor lifestyle apparel, wanted to increase revenue by reclaiming customers who had abandoned their shopping baskets before making a purchase. Working with CheetahMail and a third-party web analytics provider, Eddie Bauer achieved this goal by sending automatically-triggered emails reminding users to complete their previously abandoned online purchases. These ReMarketing messages significantly outperformed standard promotional mailings, with higher open rates, click-thru rates, and most importantly, increased revenue per message.

• Challenges

- Create a new subscription list of specific users who would receive this campaign
- Set up a daily, automated data import of subscribed users with an abandoned shopping basket
- Set up and deploy messages
- Manage inbound messages (including challenge responses) and funnel customer responses to Eddie Bauer

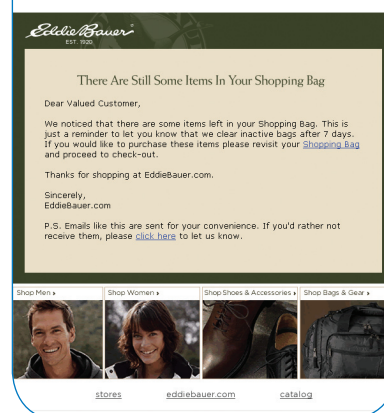
• Solution

To get their ReMarketing programme underway, Eddie Bauer worked with CheetahMail to create a special sub-list of their customers who would be eligible to receive ReMarketing messages. This list consisted of opt-in email subscribers who had abandoned a shopping basket within the previous five days.

Next, Eddie Bauer developed a standard creative template encouraging all eligible customers with an abandoned shopping basket to complete their purchases. Each message contained name personalisation, a unique shopper ID referenced in all outbound links, and an opt-out link that would only unsubscribe a user from further ReMarketing messages (rather than unsubscribing from all promotional campaigns).

CheetahMail then set up an automated data import of Eddie Bauer's web analytics data, allowing CheetahMail to deploy messages in real-time based on daily web activity on eddiebauer.com. Each time an opt-in subscriber placed an item in his/her shopping basket but did not complete the purchase, CheetahMail would automatically deploy the standard ReMarketing message five

An example of Eddie Bauer's abandoned shopping basket message.



• **“We were looking for a solution to specifically target opt-in customers who had abandoned their shopping baskets before making a purchase. CheetahMail’s Re-Marketing program has increased our ROI in a very simple and cost-effective manner.”**

Stacy Bennett
Email Marketing Manager
Eddie Bauer

days later. Since the baskets clear after seven days, this email would serve as a reminder to customers that there were only two days left to complete their purchase before their basket was emptied on the Eddie Bauer website.

- **Results**

By integrating web analytics and email, Eddie Bauer was able to increase the relevance of their emails – which in turn, increased message performance and ROI. Eddie Bauer's ReMarketing messages outperformed standard promotional messages in nearly all areas (see results, right), including Open Rate, Click-Thru Rate, Average Order Size, and Revenue Per Email.

- **Looking ahead**

Following the success of their ReMarketing efforts, Eddie Bauer is leveraging CheetahMail's Digital Analytics team to get the most value out of their existing data and create even more relevant email campaigns. Currently, they are merging their online and offline data to create more robust customer profiles, as well as using Affinity Targeting to determine which customers have a high propensity to purchase certain types of products.

Results

Eddie Bauer's ReMarketing messages, on average, outperformed standard promotional messages by the following factors:

REVENUE PER EMAIL
3.8x HIGHER

TRANSACTION RATES
3.2x HIGHER

CLICK-THRU RATES
3.3x HIGHER

OPEN RATES
2.5x HIGHER

About Experian CheetahMail

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