

Lifecycle optimization drives revenue uplift for multichannel retailer Ardington

Using the Upland Adestra platform for email automation

Retail

Ardington Ltd. is the parent company that owns multichannel retailers Pia Jewellery, Museum Selection and Culture Vulture Direct.

The Challenge

Ardington had lifecycle programs in place across their three brands using Upland Adestra's Automation Program Builder. However, they realized that the programs were not performing as well as they could be. They had all the basics in place, but they needed to build on this, and optimize for their differing brand audiences as well as online and offline customer journeys. For example, they discovered that in some cases customers were being sent post-purchase upsell emails before receiving their initial order.

The Solution

Supported by their Account Manager, Ardington reviewed their email communications across the customer lifecycle, analyzing performance and customer behavior, and looking for opportunities to enhance the customer experience and encourage repeat purchase. They also worked closely with different teams within their business such as the catalogue team, buying team and suppliers to get a better understanding of the processes and the customer journey for each brand.

Using this insight they worked on optimizing the timings, segmentation and content of their existing programs and adding new journeys and triggered emails as appropriate.

Ardington



Objectives

- + Improve customer loyalty
- + Increase engagement for automated emails
- + Enhance customer experience – provide regular communication, build trust, and recognize and reward returning customers
- + Improve conversion rate and revenue

Results

- ✓ 65% average increase in email revenue
- ✓ 15% average increase in conversion rates
- ✓ 46% average increase in email traffic

The Result

As a result of this optimization, Ardington were able to deliver a better customer experience and achieve better results across their lifecycle programs and business as usual campaigns. In the following 6 months after implementing the changes, each brand reported the following results:

Museum Selection:

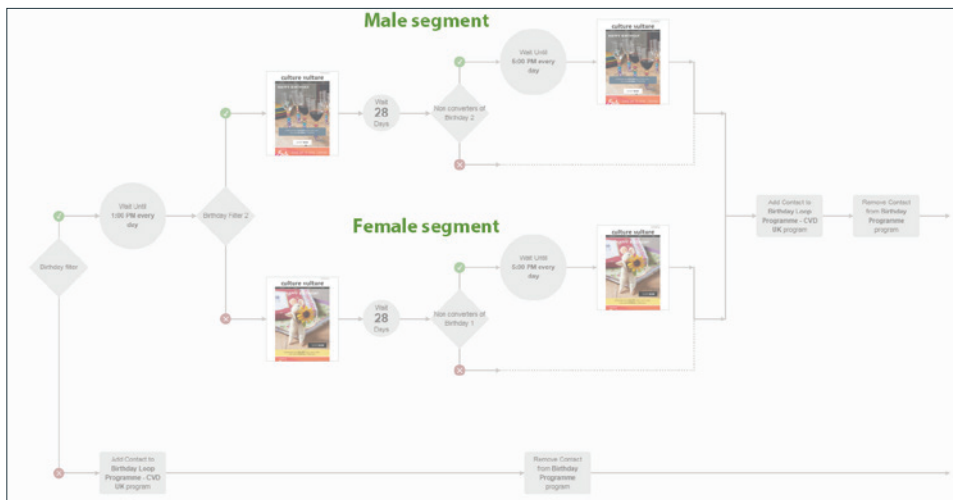
- + 80% increase in email revenue
- + +17% uplift in conversion rates
- + +50% email traffic growth

Culture Vulture:

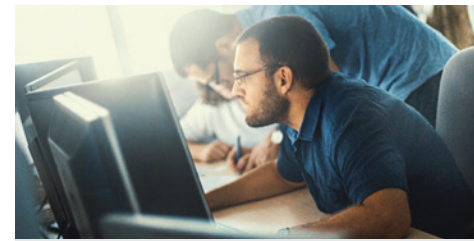
- + +91% growth in email revenue
- + +21% increase in conversion rates
- + +60% increase in email traffic

Pia Jewellery:

- + +23% uplift in revenue per email
- + +6% uplift in conversion rates
- + +29% increase in email traffic



Culture Vulture automated birthday program

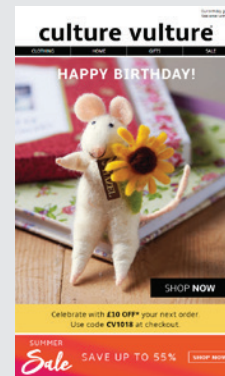


65%

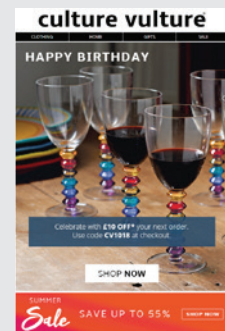
Average uplift in email revenue

15%

Average uplift in conversion rates



Culture Vulture birthday email [female segment]



Culture Vulture birthday email [male segment]

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100% customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit uplandsoftware.com.



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