

Case Study

**Wolesley offer  
a seamless,  
multi-channel  
experience for  
their clients**



## INDUSTRY

Construction Supplier

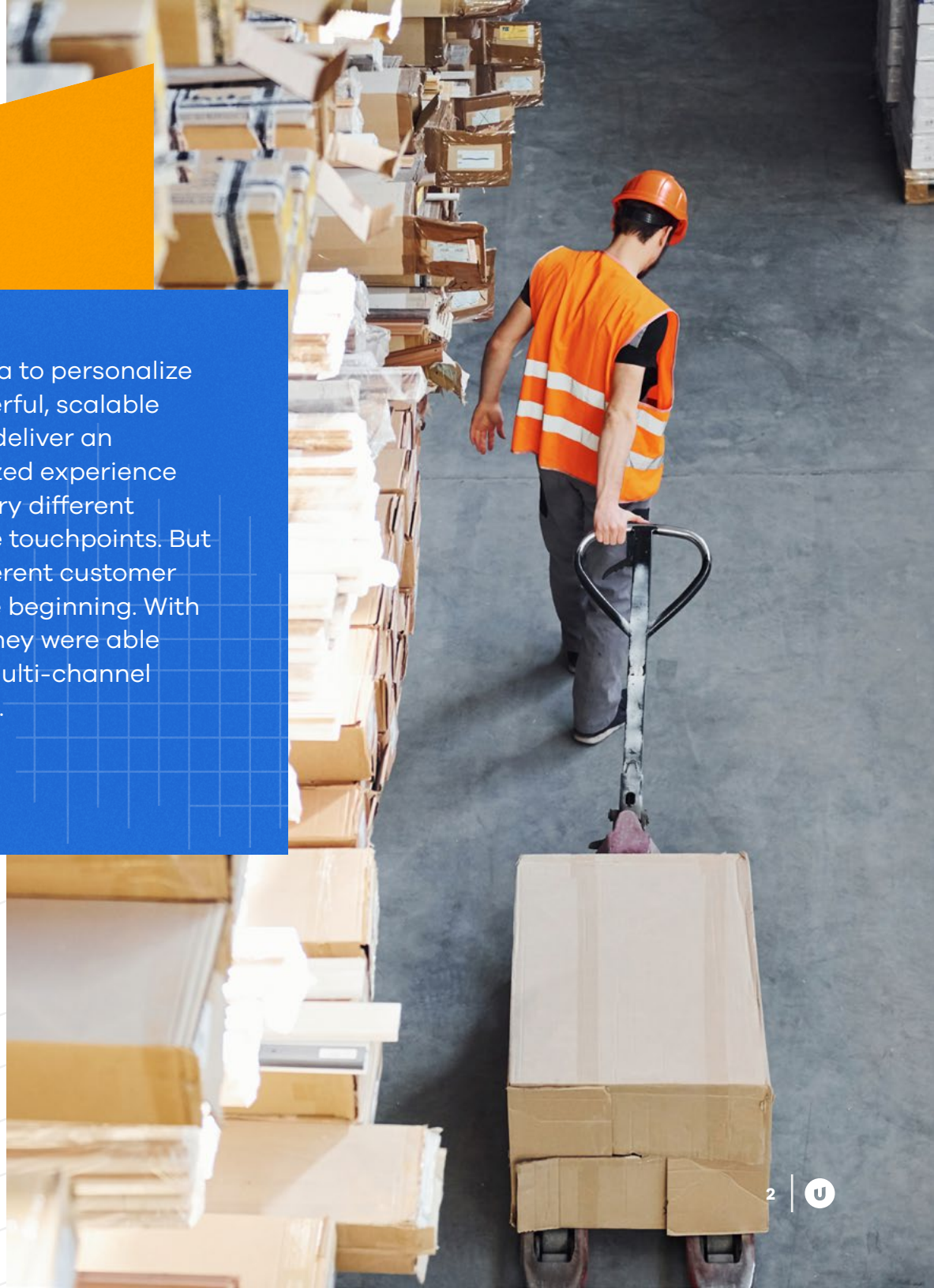
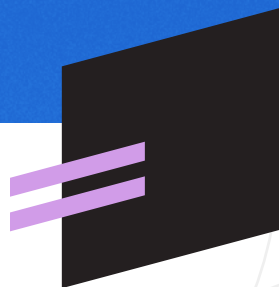
## COMPANY

**Wolseley**  
United Kingdom  
[wolseley.co.uk](http://wolseley.co.uk)

Wolseley is known across the global construction industry as the world's largest specialist trade distributor of plumbing and heating products

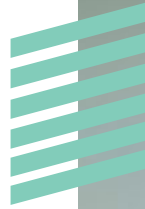
# WOLSELEY

**Wolseley** used Adestra to personalize their emails in a powerful, scalable way. They needed to deliver an integrated, personalized experience for customers with very different needs across multiple touchpoints. But identifying those different customer personas was just the beginning. With the help of Adestra, they were able to offer a seamless, multi-channel experience for clients.





# How do you communicate with customers who have vastly different needs?



## Wolseley put the power of Adestra to work for them

Wolseley's clientele ranged from casual customers who bought their products on an ad-hoc basis to industry professionals who ordered daily and demanded consistency. Getting this segmentation right helped develop content and messaging effectively for different types of customers. They now needed to find a way to deliver that content seamlessly and at the right time across multiple brands and channels.

## Streamlining campaign creation for more powerful results

Wolseley took advantage of personalization tools to provide relevant product recommendations to customers. With Adestra's help, they created a template to speed up campaign creation through set layouts and configurable modules – all easily updated within the Upland Adestra Email Editor. This resulted in a significant increase in the effectiveness of their email campaigns.



# Wolseley was able to do so much more than cater to personas

## They're reaching the right customers with the right information at the right time

Wolseley worked with Adestra's Digital Design team to develop a mobile-responsive template solution that could be used across their core trading brands. The aim was to create consistency across brands but be flexible enough to meet broad-ranging content requirements.

Next, Wolseley started working with Adestra's partner Fresh Relevance, utilizing their personalization tools to deliver relevant content across their websites and email communications. Automated product recommendations allowed them to present their customers with products of interest to them at the right time, based on what they have browsed or ordered in the past.

They used Fresh Relevance's Popover SmartBlock to streamline the customer journey for large

orders that involve specific multiple parts. When the customer is adding products to their order, a Popover appears on-screen with advice, helping to ensure everything they need is in their cart. Wolseley is also using Fresh Relevance for cart abandonment and targeted campaign emails, achieving a massive uplift in open, clickthrough and conversion rates.

## Wolseley's efforts have had impressive results

Wolseley's new suite of templates greatly increased the speed of campaign creation. But campaigns aren't just faster; they're significantly more successful.

- The new template resulted in an average open rate of 28% up from 23%, and an average click-through rate of 2.5% up from 2.1%.

- For the targeted email campaigns, Wolseley achieved a 39% open rate, 4.3% average click-through rate, and £5.6K sales directly from email and assisted branch and other online sales.
- Campaigns featuring product recommendations based on browsing or purchasing behavior are seeing much higher engagement. Average open rate has increased from 28% to 45% and average click-through rate from 2.5% to 5%.
- The abandoned basket campaign resulted in an impressive 44% open rate and, more importantly, £66,446 in recovered value – that's a 2.9% sales uplift overall.

### Results for Wolseley

**28%  
open rate**  
after new template  
was implemented

**39%  
open rate**  
for targeted email  
campaigns

**£66,446**  
recovered value  
from abandoned  
basket emails

**Upland Adestra** Email automation, built to suit your needs. Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.