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ROI Case Study– Lift From Email Campaigns Get Revenue Bump Promoting to Active Customers:

Case Study I: ROI of a customer email address, over one year:

This case study shows the ROI from promoting over email—highlighting the potential revenue from adding customer email addresses to your CRM system.

This simple example shows a national company's revenue from active customers, for F14-15, where roughly 56% of customers had provided their email address. This group then received newly established, customer-centric, timely and relevant promotional email campaigns throughout the one-year time period, in addition to the mailed promotions that they'd been receiving. Revenue results were measured over this span.

Results:

Yearly revenue from customers with no email (mail-only): \$55mm

Yearly revenue from customers with email plus mail: \$182mm—**a 326% lift!**

Ask, promise.

What is the magic formula for getting these email addresses? In most cases, when a customer was simply asked, they provided an email address so that they'd get more timely notice of sales events. The way they were asked made all the difference. The more savvy salespeople had added the question to their regular in-person or phone conversations with the customers. Most customers appreciated being asked, knowing that the salesperson cared about getting timely and relevant information to them. This was not asked coldly, anonymously or flippantly, but as part of the ongoing customer relationship. Where less fluid salespeople had failed was in asking for an email address as if they were forced to ask "by Corporate."

Deliver, get ROI.

Then followed a new, well-planned email campaign to these customers, with really relevant content, positive imagery of what the customers' end game was: great results from the products being offered. One very successful campaign offered better early-order pricing on the products that the customer had historically purchased and was likely planning to stock up on for the coming season. The email blast schedule was efficient, and customers were not overloaded with messaging. We continued to respect the customer relationship, and saw a 326% lift in revenue across these customers.

Meaningful customer interaction, thoughtful offerings, and timely promotions can get you some real revenue lift. Do the math, and then do the bump!