HOW TRY THE WORLD REDUCED CHURN BY 8% IN ONE MONTH WITH SIMON DATA

Blocked by a lack of marketing resources and inefficient workflows, the Try the World team turned to Simon to help empower them to run sophisticated and lucrative marketing initiatives that were not possible before.

> "Simon frees up our time so that we can run more experiments and campaigns. Simon then powers those, too – it's great! Plus the Simon team is always around to help out if we have any questions, which is huge for us."

Vincent Bourzeix
Chief Marketing Officer

TRY THE WORLD

Simon

THE TRY THE WORLD STORY

Try the World is a subscription box service that provides internationally-themed boxes of gourmet food products to aficionados each month. Founded in 2013, Try the World has grown from two Columbia students' side project into a multi-million dollar business offering the traditional gourmet box, an e-commerce shop, and a new snack box initiative.

THE NEED FOR SIMON

Before working with Simon, Try the World's marketing resources were stretched thin across inefficient manual workflows required to maintain lists in Mailchimp, Facebook, and their other marketing channels. Reporting was similarly difficult and manual, which cost the team even more time. Spending so much time performing basic marketing tasks blocked Try the World's team from bringing their talents to bear on more interesting – and lucrative – marketing initiatives.

ENGAGEMENT GOALS

Working together, Simon and Try the World identified three major objectives:

- Unifying Try the World's data sources (e.g. Mailchimp, Google Analytics, Shopify) for more powerful segmentation

- Replacing frustrating manual workflows with time-saving automation

- Win back churned customers by powering a series of reactivation campaigns

SIMON IN ACTION

UNIFYING DATA SOURCES

Following an initial discovery process, Simon's engineering team handled all aspects of integrating Try the World's customer data into the Simon platform.

This involved collecting historical data for subscribers and customers of Try the World's e-commerce shop, sorting one-time gift recipients, cataloguing customer support tags, and more.

INDUSTRY
E-COMMERCE

LOCATION
NEW YORK, NY

SIZE
$6.1M IN TOTAL FUNDING

BY THE NUMBERS

After integrating with Simon, Try the World saw an **8% reduce in churn** in February 2016

Simon saved the Try the World team **40+ hours per month**

Simon

SIMON IN ACTION

TIME-SAVING AUTOMATION

With their data all in one place, Try the World set about using Simon to automate their workflows and save time.

Their marketing team worked with Simon to replace their post- purchase workflows - which historically demanded legacy FTP drops and manual list processing in order to work with Mailchimp's workflow restrictions - with fully automated campaigns that can run independently for months without needing any manual tinkering.'

Simon automatically syncs and maintains both lists and campaigns, saving the team at Try the World over 40 hours every month.

REACTIVATING CHURNED CUSTOMERS

No longer burdened by list management, Try the World launched a series of sophisticated reactivation campaigns powered by Simon.

Using Simon, the team defined key segments of churned customers using a number of criteria: subscription length, cancellation reason, offers received, time since cancellation, their history of customer service complaints, and other relevant factors.

The granularity of these segments allowed Try the World to test various reactivation offers, match the best offers with the customers most likely to return, and to avoid mistakenly marketing to their small number of dissatisfied former customers.

📊 THE RESULTS

Try the World had never run a reactivation campaign before using Simon. Now Try the World's churn has declined every month since these campaigns began, including an 8% reduction in February alone.

BY THE NUMBERS 📈

Try the World is now running **6+ targeted reactivation campaigns** powered by Simon

◖◗ Simon