Case Study

Dynamic email content leads to 400% increase in conversions for Black Friday email

Brand:
The Diamond Store

Industry:
Retail

Partner:
RealTime Email

Objective:
• **Make their Black Friday campaign stand out in the inbox**
• **Create urgency around their 24 hour sale and increase email-driven conversions**

The Result:
171%
higher click-to-open rate

400%
higher conversion rate

THE DIAMOND STORE
LONDON

RealTime Email
by LIVECLICKER

The Diamond Store have won the prestigious UK Jewellery Awards two years running in 2013 and 2014, and have been nominated again for 2015.

Their mission is simply "Luxury with Confidence". With their user-friendly website, avoidance of jargon and exceptional customer service they guide their customers to find the most suitable jewelry for their budget and help them make special occasions memorable.
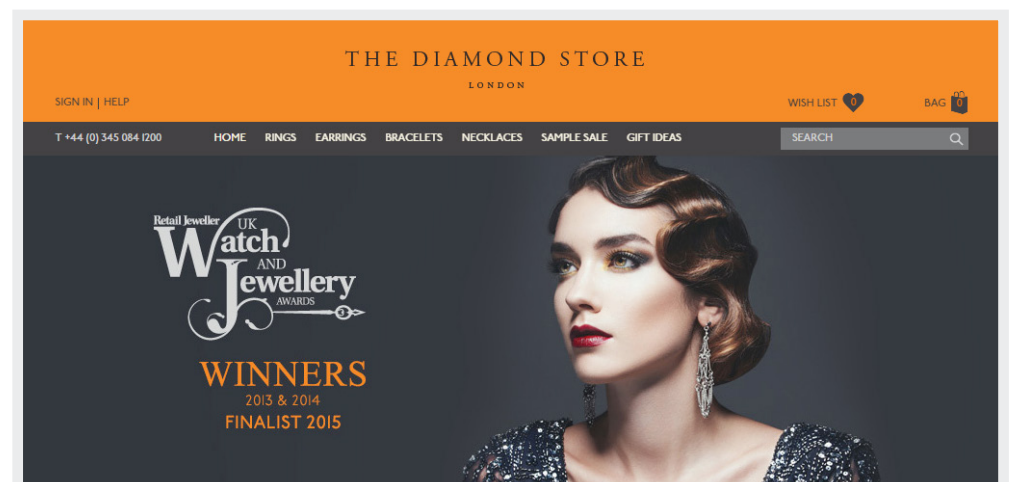
The Challenge
The Diamond Store knew that competition in the inbox on Black Friday would be intense. They wanted to make sure their campaign stood out and made a bold statement.

The Solution
They decided to use a live countdown clock to create urgency and excitement around their 24 hour Black Friday sale.

This was achieved by working with Adestra's Partner RealTime Email. The campaign had a bold simple design allowing the live countdown clock, which updates at the time of open, to have maximum impact. The Diamond Store launched a reminder email four hours before the end of the sale to create further urgency.

Campaign preview

The Result

The Diamond Store was really pleased with the performance of the campaign, both in terms of engagement (the click to open rate was 24%) and conversions.

We compared the performance of this email with previous 'big sale' campaigns featuring a similar single-minded design, but without the countdown timer. The uplift was impressive showing:

The Result

171%
higher click-to-open rate

400%
higher conversion rate

The Diamond Store plan to use the dynamic content technology to enhance their January sale campaigns, and to continue to monitor the impact of using this technology on campaign performance.

About Adestra

We have been empowering clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure and obsession with customer success have gained the trust of global and growing brands alike. Founded on the principle that marketing success takes more than technology, we're not just Software as a Service, we're Software AND a Service.

Could email automation help you boost sales?

Contact Adestra today to discover how we can help you take your email marketing to the next level.

RealTime Email brings email relevance to a higher order by enabling marketers to respond to each recipient's constantly shifting personal context, in real-time.