

Visualsoft Helps FitKit UK Gain Invaluable Customer Insights Through Email Polling

Visualsoft is the UK's most complete and client centric eCommerce ecosystem that engineers effortless growth for ambitious retailers in the UK and across the world.

FitKit UK, a provider of in-home and commercial fitness equipment, needed more in-depth understanding of its subscriber list so it could send more targeted, relevant content to recipients. The brand knew more personalized, engaging content would ultimately lead to better marketing results, so it turned to digital agency Visualsoft for help gathering the data it needed. Visualsoft helped design a campaign using interactive, dynamic polling embedded right in emails to directly ask subscribers about their needs and preferences, to great success.

When in doubt, ask

Although marketers have a variety of options when it comes to gathering customer data, sometimes there's nothing better than going straight to the source for the information you need. Visualsoft presented an effective, yet often overlooked, method for FitKit to learn what its subscribers want: simply asking them with direct, easy-to-answer questions.



From there, it was just a matter of choosing the right channel and approach. Email's flexibility and unmatched 1:1 messaging capabilities made sending questions to individuals and receiving discrete responses back easy and scalable.

Simplifying complex data collection

Setting up a traditional customer survey could involve a complex series of third-party vendors, tedious development work, and complicated data analysis tools. But using Liveclicker's dynamic content platform, it was easy to design and build a series of straightforward polls asking subscribers about their fitness needs and their familiarity with the FitKit brand.

These interactive polls were seamlessly embedded within emails to make responding fast and effortless, helping to maximize response rate.

Moving forward with a data-backed strategy

The data collected in these campaigns has proven invaluable in shaping and informing future messaging. Understanding how customers perceive the brand and their fitness needs means FitKit can consistently deliver more valuable, relevant offers and content. Since gathering insights and incorporating dynamic content, the company has seen substantial improvement in core KPIs, including a 272% increase on email clicks, nearly triple the increase in orders placed from email marketing, and a 59% increase in email conversion rates.

+272% Increase

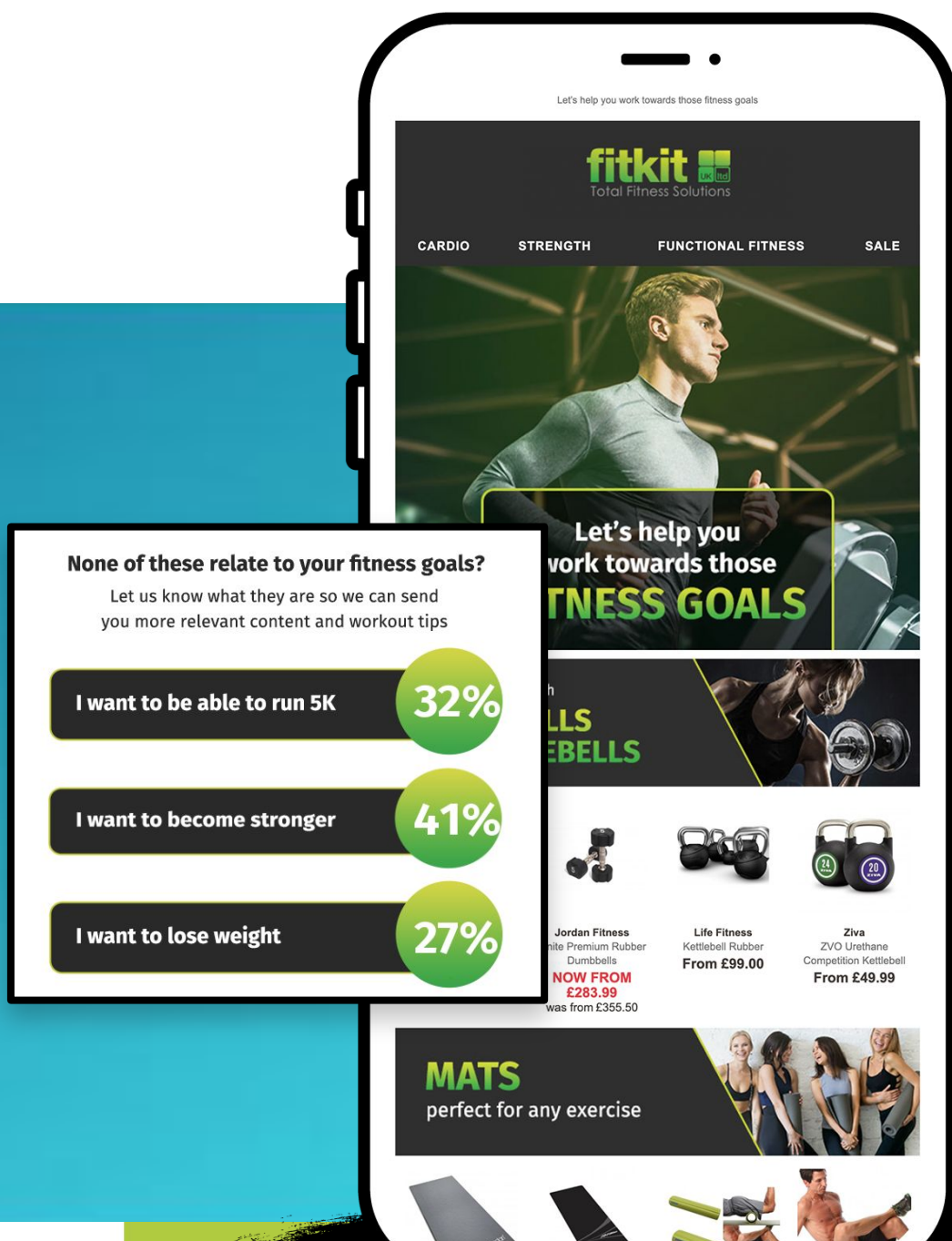
On email clicks

+298% Increase

In orders placed from email marketing

+59% Increase

In email conversion rates



Contact us
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