

# Dynamic Email Content Leads the Diamond Store to 400% Increase in Conversions for Black Friday Email



## ABOUT THE DIAMOND STORE

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.

## GOALS

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

## CHALLENGE

- Competitive Black Friday inbox – challenged to find a unique way to stand out and make a bold statement

## THE SOLUTION

The Diamond Store 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 Liveclicker's RealTime Email solution. 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 4 hours before the end of the sale to create further urgency.



**HURRY! ONLY 15:32:01 LEFT TO SAVE**

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RealTime Email  
by LIVECLICKER

## RESULTS

The Diamond Store was really pleased with the performance of the campaign, both in terms of engagement (the click to open 24%) and conversions. We compared the performance to previous 'big sale' campaigns featuring a similar single-minded design, but without the countdown timer. The uplift was impressive showing:

➔ **171% higher click-to-open rate**

↺ **400% higher conversion rate**

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



THE DIAMOND STORE  
LONDON