

# Shoeline.com increases click through rates by 78% using Liveclicker's RealTime Email Countdown Timer

## Goals

- Implement new technology in email marketing campaigns to increase click through rates
- Create a sense of urgency with consumers using a countdown timer

## Challenges

- Implement a consumer email campaign in a short timeframe with very little time to train the design team on a new technology

*"We were looking for a new way to demonstrate our value to customers and inform them about upcoming footwear sales," said Nate Hinds, director of marketing, Shoeline.com. "We needed a way to engage more actively and immediately in real time with consumers through email campaigns."*

One of the tools Shoeline.com uses to drive awareness and sales of its products is highly targeted consumer email campaigns.

Shoeline.com had been working with Liveclicker partner, Experian Marketing Services, on its email marketing for 10 years and was introduced to its RealTime Email suite of tools. With an email campaign about to go live, the company was interested in quickly using the RealTime Email solution to increase click through rates.

Within hours, Liveclicker was able to demonstrate the new real-time targeting technology and work with Shoeline.com's team to incorporate a countdown timer, one of the features in its suite of tools, into the email creative.

The screenshot shows the Shoeline.com website during a sale. At the top, the navigation bar includes 'shoeline.com', 'Customer Care: (877) 818-4461', and links for 'SHOP CAROLINA:', 'INSULATED', 'USA MADE', and 'WOMEN'S'. Below this is a banner for 'FREE SHIPPING. EASY RETURNS.' with social media icons and a 'SEND TO A FRIEND!' button. The main headline is 'BUY MORE SAVE MORE SALE' in large, bold letters. Below the headline, a message says 'Don't miss your last chance to save on thousands of styles during our Buy More, Save More Sale. Through Friday,'. Three discount tiers are listed: 'SAVE 15% ON ANY ORDER OVER \$100\*', 'SAVE 20% ON ANY ORDER OVER \$200\*', and 'SAVE 30% ON ANY ORDER OVER \$300\*'. A note states '\*Discount calculated automatically at checkout. Sale Ends Midnight Friday 4/4/14.' A button with a cursor icon says 'Click here to SHOP CAROLINA MEN'S'. Below this is a 'HURRY. SALE ENDS IN:' section with a large countdown timer showing '06:58:41' (Hours: 06, Minutes: 58, Seconds: 41). The timer is highlighted with a red box. Below the timer, there are two sections: 'Shop Carolina Men's:' and 'Shop Carolina Women's:'. Each section displays a grid of various work boots with their names and prices. At the bottom, there are two buttons: 'SHOP ALL MEN'S' and 'SHOP ALL WOMEN'S'.

Shop Carolina Men's:			
Carolina-8 Inch Plain Toe Black Logger \$97.67	Carolina-8 Inch Broad Toe Wedge \$127.67	Carolina-8 Inch Steel Toe Logger \$102.67	Carolina-16 Inch EH Linesman Boot \$186.00
Carolina-8 Inch Lace Plain Toe Logger \$136.00	Carolina-6 Inch Broad Toe Wedge Work Boot \$112.67	Carolina-8 Inch Comptee Logger \$167.67	Carolina-Kodiak Mid Boot \$177.67

Shop Carolina Women's:			
Carolina-8 inch logger \$102.67	Carolina-8 IN Womens Logger \$97.67	Carolina-Black Steel Toe Logger \$122.67	Carolina-6 WP Composite Toe Work Boot \$124.33

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RealTime Email  
by LIVECLICKER

*"The implementation process was very straightforward and easy to get up and running," Hinds added. "Our design team was able to add the countdown timer feature into our campaign within 10 or 15 minutes."*

Shoeline.com launched the campaign on a Monday for its five-day "Buy More, Save More" sale. The campaign consisted of three targeted emails: one sent out on Monday morning with an announcement of the sale; one on Friday morning reminding consumers it was the last day; and one with four hours remaining to alert consumers the sale was almost over. RealTime Email's countdown timer was used in both of the Friday emails to consumers.

Liveclicker's RealTime Email technology enables the countdown timer tool to merge data only known at the moment when a recipient opens the email, such as the time of day and time zone, with existing subscriber data. By allowing the delivery of highly targeted and engaging inbox experiences, Shoeline.com's campaign was uniquely relevant to the consumer at the moment of open. Shoeline.com experienced a 78% increase in click through rates for its Friday email campaigns that incorporated the countdown timer vs. the Monday campaign without it.

## Results

-  Increased click through rates by 78%
-  Technology implemented by the design team within minutes
-  Real-time data known only at the moment of open used to infuse a sense of urgency



## About Shoeline.com

Shoeline.com is an online shoe retailer offering the highest quality brands and the hottest styles from the industry masters of technologically designed, comfort footwear. With a large selection of footwear brands that are as comfortable as they are fashionable, Shoeline.com makes Internet shoe shopping easy.

As a leader in the online footwear industry, Shoeline.com values the impact technology plays on increasing consumer awareness for its products. From its product videos, alternate view photography, customer reviews and targeted email campaigns, Shoeline.com understands the effect that rich content "has on making Internet footwear shopping easy and informative."