

Sony Electronics increases customer engagement, boosts click-through rate 300-400%

Goals

- Spur customers to purchase with RealTime Email solution featuring countdown timers
- Communicate exciting key features of new Sony products via email in an engaging way
- Leverage video in email to engage consumers and drive them directly to ecommerce site
- Drive product sales via dynamic and interactive video and email content

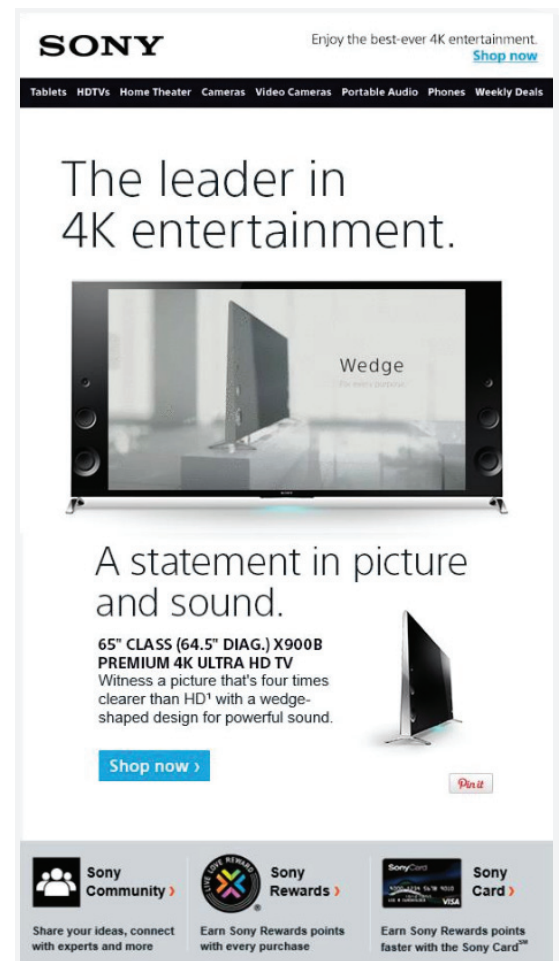
Challenges

- Playing video in email to engage customers without having them visit YouTube
- Showcasing latest product innovations and designs in email
- Personalizing engagement with customers via timely communications

About Sony Electronics

Sony Electronics (SEL) is the U.S. sales and marketing arm of Sony's global electronics business. It is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, sales, marketing, distribution and customer service. Sony has played a key role in the development of Blu-ray Disc, CD, DVD and Super Audio CD technologies, among many others. The Company produces and sells a wide range of consumer products, such as BRAVIA® high-definition televisions, Cyber-shot® digital cameras, Handycam® camcorders, VAIO® personal computers and Walkman® digital music players. SEL is headquartered in San Diego, CA.

As a leader in developing complex audio and video electronics, Sony was looking for a way to communicate more effectively with its customers to highlight exciting product features and key benefits. It needed a way to harness the power of existing customer reviews and recommendations and deliver those powerful messages to its consumers. In addition, the company wanted to create personalized email content that was timely and relevant.



Sony Electronics increases customer engagement, boosts click-through rate 300-400%

Sony Electronics began working with Liveclicker to enhance its email marketing programs with real-time functionality to create a sense of urgency and power embedded video in email. The company identified three campaigns in which to launch the Liveclicker features to consumers:

- 4K Pre-Sale Email
- Monthly Fan Favorites Email
- Winback Email with Countdown Timer

SONY

4K Pre-Sale Email

The introduction of Sony's 4K technology has been significant in the TV industry this year. One of the newest SONY 4K UHD TV's, "The Wedge," offers a design and image quality that is difficult to showcase in a static, flat email. Sony decided to promote the Wedge with a video that was displayed in the email as if it was playing inside the TV. The embedded video in email allowed the company to showcase the TV's sleek design, as well as the detail and color quality the TV delivers, in a dynamic way that could not have been achieved without using video. The results have been outstanding: increasing click-through rates by more than 300%.

Monthly Fan Favorite Email

Sony has validated through testing that the use of user-generated content yields higher engagement and revenue versus promoting standard product specifications. Every month Sony sends a "Fan Favorite" email with new products that have high customer ratings and positive reviews on its ecommerce site. Using Liveclicker's RealTime Email capabilities to power embedded video in the body of the email, Sony included its current -and moving - ad campaign, "Join Together," focused on the latest Sony innovations and several of its featured products, in this campaign. Doing so increased customer engagement and boosted the overall click-through rate by 430%.

Winback Email with Timer

Utilizing RealTime Email to make this email program more meaningful, Sony recently implemented a campaign for inactive customers featuring a countdown timer. It was created for a recent microsite launch that featured limited-time offers available to a select group of customers, by invitation only. The campaign lasted for six weeks and customers received four emails featuring a countdown in each campaign to enhance the urgency of the message and build excitement around the campaign. Waves one through three featured the timer at the top of the email and the last wave moved the timer into the body of the email. Preliminary results are in and Sony is convinced that its use of real-time email technology will continue to boost consumer engagement with its brand.

Results

Using Liveclicker video in email and RealTime Email functionality, Sony Electronics was able to achieve the following results from its campaigns:

- ➡ Fan Favorites click-through rates increased by more than 400%
- 🔗 4K Pre-Sale campaign click-through rates increased by more than 300%
- 🕒 Preliminary results for the Win-back Email with Countdown Timer mail are very positive and will lead to Sony's expanded use of real-time content in email.