

Stella & Dot Double Click Activity with Contextual Imagery

Since 2003, Stella & Dot has grown from a night and weekend, part-time business to a global, social selling company, empowering entrepreneurial women with home-based job opportunities. Based in San Francisco, Stella & Dot enables over 5,000 flexible careers in Canada, Germany, the United Kingdom, and the U.S. One of a kind boutique-style jewelry and accessories are available exclusively through in-home Trunk Shows by Independent Stylists and online.

Goals

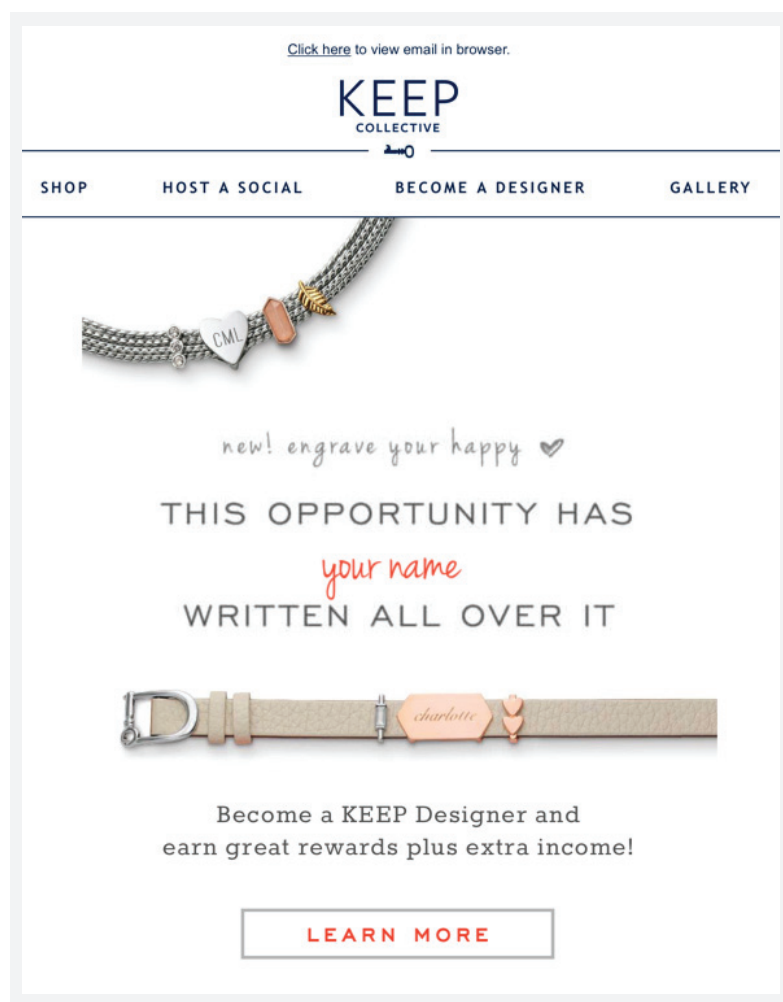
- Customize images with first names
- Improve email performance
- Test contextual vs. static content

This year, Stella & Dot were looking for a creative way to tell email subscribers about its KEEP Designer program while also promoting the new KEEP Collective jewelry line. The goal was to creatively combine new products with the Designer program offerings in its next email campaign. Using RealTime Email, a campaign quickly came together using contextual email technology to engage openers. The ease of setup allowed Stella & Dot marketers to work from design to deployment as they normally would, integrating LiveImages by pasting the HTML code into the email template.

Using LiveImages, Stella & Dot personalized the hero image of each email using the recipient's first name in a custom font - adding immediate context to the call-to-action. Subscribers responded en masse to the contextual imagery. Duration of open metrics for the campaign showed a strong 13.3 second average time of engagement with recipients.

Challenges

- Creatively combine KEEP Collective products and programs in one email
- Personalize imagery for every recipient



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Results

Looking back at previous email campaign metrics, Stella & Dot had doubled click-through activity in the hero image section of its email using personalized LivelImages. Another email was sent to test contextual images within the secondary call-to-action, further down the email template; LivelImages boosted engagement 50% compared to previous, static secondary images. Each test proving that contextual email personalization improves engagement performance.



Doubled click-through activity by using personalized LivelImages



LivelImages boosted engagement 50% compared to previous, static secondary images



About Stella & Dot

An Inc. 500 Fastest-Growing Company, Stella & Dot is a San Francisco based social selling business that creates flexible entrepreneurial opportunities for women. A part of STELLA & DOT Family of Brands (Stella & Dot, KEEP Collective and EVER Skincare), Stella & Dot has helped sell over \$1 billion in boutique-style jewelry and accessories; earning over \$300 million for more than 50,000 independent business owners in 6 countries. Stella & Dot was also featured in the *New York Times*, *the Wall Street Journal*, on *the View*, *The Today Show* and in countless fashion magazines like *InStyle*, *Glamour*, and *People*.

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