Case Study – CME Consumer Marketing:

Curious B Outdoors (CBO)

- Donna Chow is the VP of marketing for Curious B, one of the top Outdoor Supply companies who specialise in fishing, camping and boating supplies.
- Donna uses a creative agency to design and deploy a monthly email to her customers.
- The email has 2 objectives. Firstly, to keep CBO top of mind for outdoor supply purchases and secondly it is used to generate online sales.
- CBO have noticed an increase in in-store sales generated from this marketing but have been disappointed with the relatively minor uplift in online sales which she needs to justify the time and cost of the campaigns.
- In an ideal world Donna would know who her customers were and generate 3 separate emails (which would cost 3 times as much) for those interested in fishing, camping and boating but she is also aware that with so much cross over in the categories that there would be some customers who would like to see a mix of all 3 categories or just fishing and boating or just boating and camping specials so 3 emails won’t solve the issue perfectly either.
- Donna has turned to CME Connect to help bring her email marketing in-house and regain control of her customer relationships.
- CME has built a single customer view of her customers as well as some models of purchase behaviour. They have also automated and personalised the emailing process so that every customer now gets a different email based on the products on special that are most relevant to them.
- CBO’s marketing costs have decreased, their on-line sales have doubled. They have seen a further 10% lift in in-store sales and, because the emails are more relevant, email engagement (clicks) have increased and there has been less email unsubscribes.
- The active and engaged customer database is now growing.
- Another benefit is Donna now only needs to write the initial email copy (and she can experiment with different versions of this copy) and is now able to send out the email in hours rather than days.
- She also loves that the email images can be embedded directly in the email rather than needing to be downloaded on opening giving 30% greater engagement and a better customer experience.

Note: This is a fictional company but results are based on real customers
Here’s what they had originally:

Below is an example of the old generic monthly email sent by CBO’s agency for Waitangi Weekend which is New Zealand’s national day.

This generic email was trying to be everything to everyone with a bit of fishing, boating and camping product

Interestingly, the email has no relevance to myself because I only buy clothes there. (They have a great range of summer outdoor clothing!).

The problem with this generic agency email is it’s trying to be everything to everybody.

It shows one or two products from each major category but it’s hit and miss whether these are even relevant to the audience.

Consumers these days expect targeted and relevant comms or they will unsubscribe.

This email says to the customer …

“I don’t know who you are”
Here’s what CME Connect did:

By integrating with Curious B’s online store CME was able to model customer buying behaviour and pull CBO’s product catalog into the CME desktop system.

Using these behavioural models and the CME Desktop application, CME automatically selected the most relevant products for each customer based on their previous buying behaviour and the buying behaviour of people who look like them. Donna only needed to write the opening paragraph each month to make the email topical and hit the deploy button.

The sales banners eg. ‘20% off’ or ‘Save $150’ are automatically generated at deploy time. These can be calculated or set directly for each product.

Below is an example of emails that were sent to 3 different people based on their buying behaviour. Susan looks like a she enjoys camping and boating (but not fishing) and James is definitely a camper. Notice how even though they are in similar categories they still see different products. This is shows the power of data modelling Susan buys softer camping products while James buys camping hardware.

Susan the camper and boater’s email.

James the camper’s email.

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For this 3rd example, Donna had a promotion on ‘Rod and Reel’ combos that she wanted to send out to the fishing enthusiasts only. She decided to put these combos on the top product line with the bottom line being left to CME’s modelling to decide so still some personalisation. Donna was also able to change the copy text for the individuals receiving this promotion.

Sales banners are generated automatically at deploy time and can have multiple styles. This means Donna does not need to have her agency create the sales banners for her.

Products are selected automatically for each individual based on previous buying behaviour and on the products recently purchased by people who look like them.

John the fisherman’s email