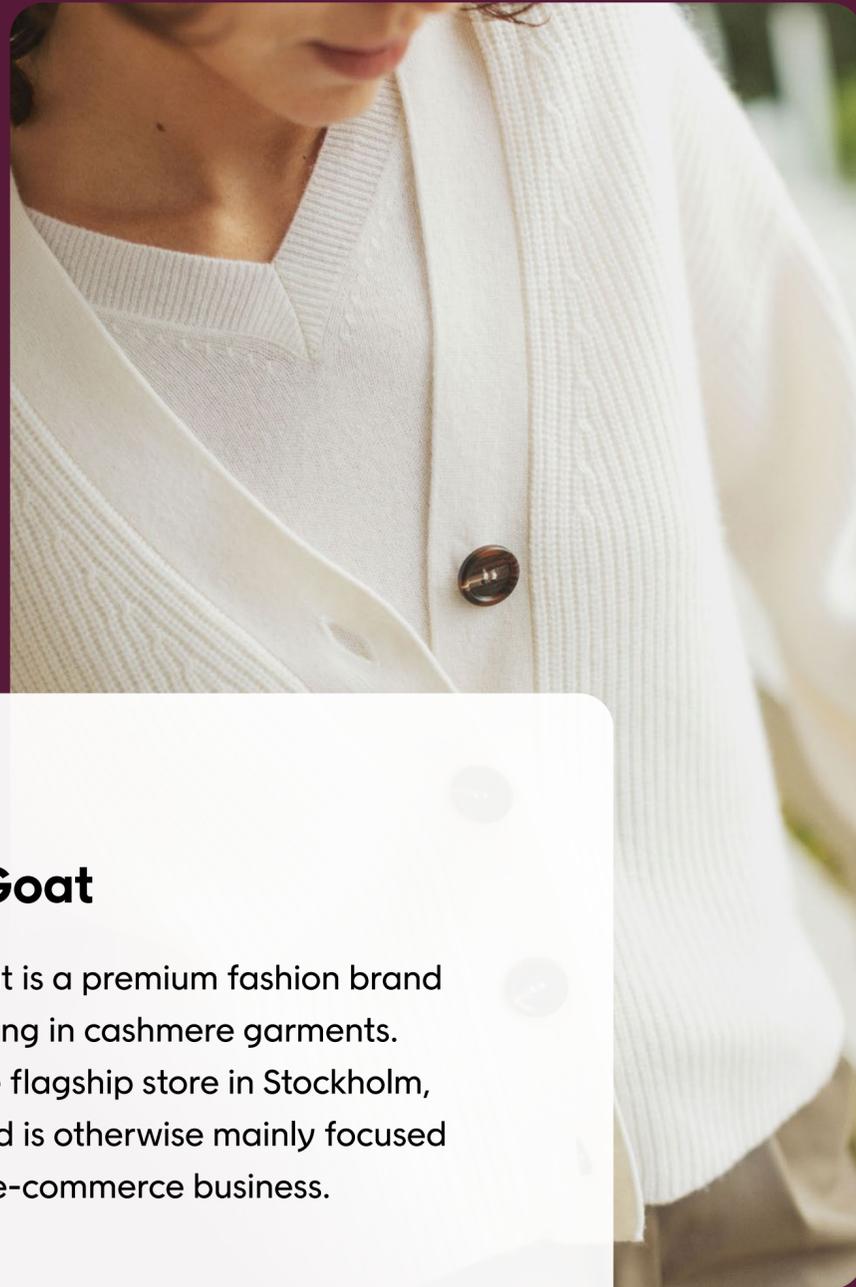


# Expanding into new markets

**SOFT GOAT**



## Soft Goat

Soft Goat is a premium fashion brand specializing in cashmere garments. With one flagship store in Stockholm, the brand is otherwise mainly focused on their e-commerce business.

Since working with Voyado, Soft Goat have seen:

→ **50%**  
member base increase

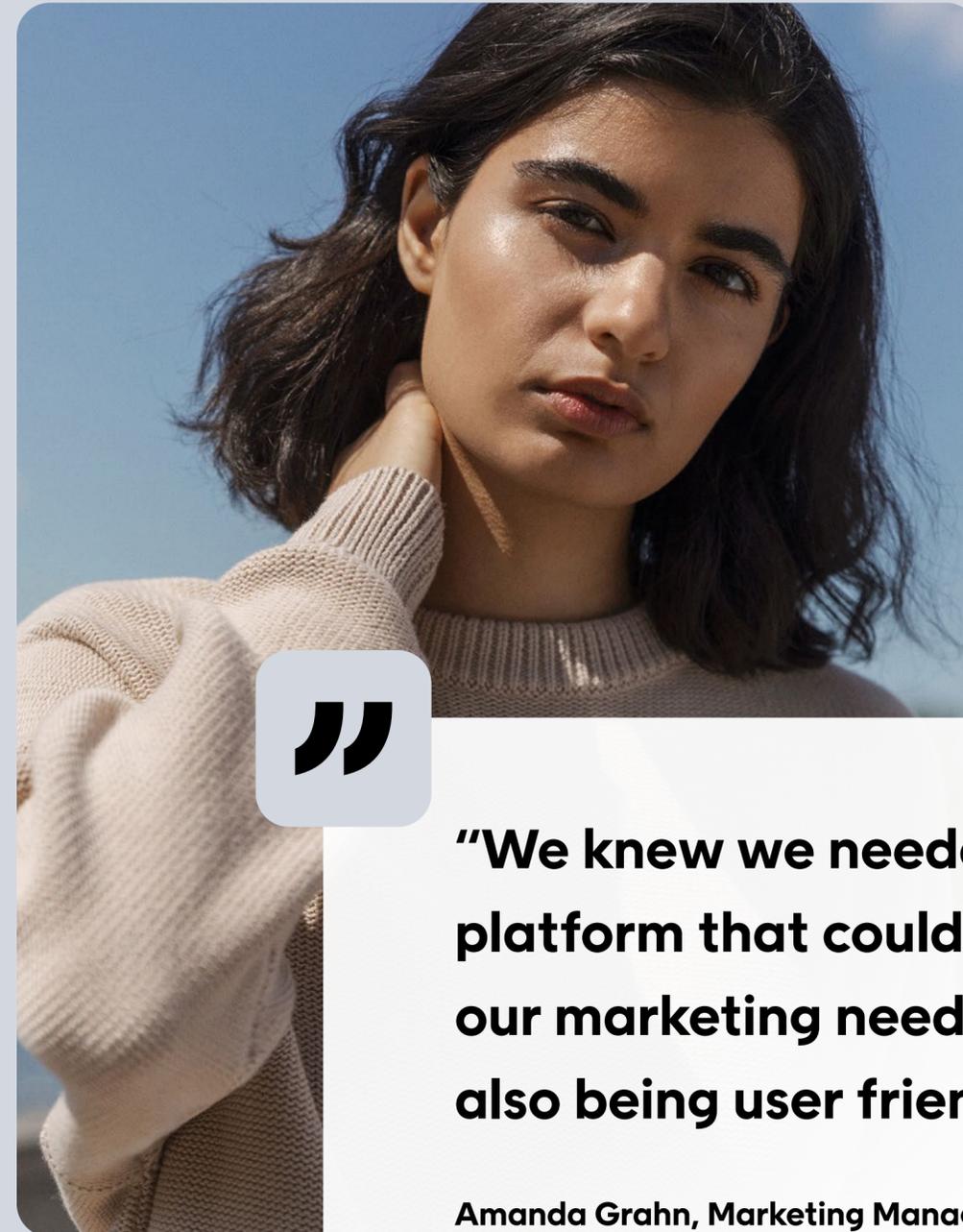
→ **70%**  
increase in email open rate

# The need for personalized communication

**“Soft Goat’s business idea is to make cashmere accessible for everyone. By not having any retailers we are able to keep the price low and quality high,”** says Amanda Grahn, Marketing Manager at Soft Goat.

Before Voyado, Soft Goat had a complex CRM system where even the simplest tasks were very time consuming.

**“Creating email designs and templates could take weeks, months even! We had to copy paste content into our emails, and it still didn’t look good. We knew we needed a new platform that could serve all our marketing needs while also being user friendly.”**



**“We knew we needed a new platform that could serve all our marketing needs while also being user friendly.”**

Amanda Grahn, Marketing Manager at Soft Goat



Erik Magnuson, founder of Soft Goat was recommended to check out Voyado and took a meeting. **“We immediately saw a lot of opportunities and potential with it,”** says Amanda. The implementation was smooth and quick due to tight working teams on both sides and support from Voyado’s integration partner Centra.

**“Centra is a huge part of our day to day business as our e-com is on their CMS, and they handle all of our orders. They’re great at connecting with their partners which made the transition to Voyado even smoother.”**

**“Today, Voyado is essential for our work with order confirmations, returns and newsletters in general. Our newsletters are a crucial source of revenue stream, they convert really well! We’re not discount focused at all, so it’s important to build a relationship with our customers so they remain as customers for as long as possible.”**

Working with marketing automation in Voyado has helped Soft Goat work more efficiently by automating reactivation of churning customers, welcoming new ones and reminding customers of their abandoned carts.

**“We also send care and repair emails 30 days after a purchase and a year on, as we want our items to last long and this has been really appreciated by customers.”**

# The results

Soft Goat is now expanding into markets outside the Nordics and have tested their way to find out which countries to focus on first.

**“We saw the results spike in Germany and wanted to increase our efforts there. By using Voyado and Facebook’s Lookalike audience feature we could find new customers using data from our current ones. Germany is a huge market, and we saw gained traction on our ads there. We started increasing the budget for Germany and saw great results. Last year on Black Friday we launched a German site, held a few events and started collaborating with local influencers.”**

Overall, Amanda says they couldn’t be happier with the switch to Voyado and look forward to using more of its capabilities in the near future.

**“Voyado is so easy to use! The UX is really intuitive. It’s great when user friendly platforms actually look good and inviting to use as well. We’re constantly coming up with new things we can and want to do. Since we’ve started with Voyado we have seen an 50% increase in our member base, and our opening rate has gone up from 12–15% to 24%, which we’re really happy about and look forward to what’s ahead,”** Amanda says.

**“Since we’ve started with Voyado we have seen an 50% increase in our member base, and our opening rate has gone up from 12-15% to 24%.”**

Amanda Grahn, Marketing Manager  
at Soft Goat

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