



THE STING

Cotton Club

COSTES

The Sting and Voyado:



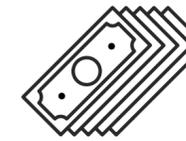
68%

Membership base increase



21%

Increase in unit per transaction for members



11%

Increase in average receipt for members

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– Bart Overbeek, IT Director at The Sting

VOYADO

The Sting is a Dutch fashion retailer with multiple brands under their umbrella

In 2020, Voyado was still relatively new to the Dutch market, and The Sting heard about it through their POS system Centric.

“Voyado is the platform we didn’t yet know we needed; we just knew we needed to change our previous platform at that time.”

Their email marketing solution at that time was complex and out of date. “We could have updated it, but we knew it would be a hassle and that would take a long time. **Instead, we’re sitting here, 6 months into using Voyado!**”

Centric recommended the switch to Voyado, and The Sting team decided to go for it. “Everything lined up, it was the perfect timing. **We knew we need to create a better omni channel experience and Voyado was able to fulfil that need.** We immediately got a good feeling with both the team of Voyado and the demo of the solution. Their platform had everything we wanted – and more”





“The implementation was quick and easy, especially considering we have different brands, each with their own interface, email templates, modules and requirements.”

As a start The Sting have started using Voyado to segment and create personal email communication. Each brand has their own look and feel and their own automations based on brand specific requirements. Email flows are set up for new member signups, transactional and service communication and of course for commercial campaigns.

“The process for creating emails is so much easier now. With Voyado’s easy to use drag and drop modules, we can quickly set up or adapt our communication whenever we want. Most convenient is that everything is managed in one place, under the same hood!”

The customer profiles are also something which Bart and the team very much appreciate. **“Having a 360 view of our customers improves relevance** which results in an improved relationship with our customer.”

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The results

“Just a few months in, we see a definite improvement already! We track all our KPIs in Voyado and see an increase in all the numbers.”

Bart thinks this is partly due to Voyado’s ease of use, how straight forward it is to work with and the possibilities to optimise in the life cycle flows for the customer. **“The subscriber base is growing steadily and we notice a stronger commitment with our newsletter subscribers.”**

Bart sees a bright future for the brands with Voyado as their partner. The sky’s the limit for what they can accomplish in the near future...

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