

BY MALENE BIRGER

By Malene Birger

How By Malene Birger increased full-price shoppers by 109% using an onboarding automation

To effectively communicate with customers at all stages of their lifecycle, track them in real-time, and make sure they stay loyal. These are just some of the reasons By Malene Birger uses marketing automation!

“Around 20 percent of all sales related to CRM activities comes from marketing automation – and the number steadily increases!” says Laufey Lúðvíksdóttir, CRM and Loyalty Specialist at By Malene Birger.

One of By Malene Birger’s most successful automation is the onboarding flow. The purpose is to welcome customers and make them feel like they’re part of their community. How the flow is built? Like this:

When a customer signs up to become a member, they receive a welcome email with info about the great member benefits. If the customer purchases within a certain time, they will be sent down one path. If the customer doesn’t purchase during that time, two things can happen. Either the customer receives an offer for a discount on their first purchase – or a reminder of the member benefits. The split test has shown that customers who receive the benefit reminder, instead of the discount, are the ones who provide By Malene Birger with long-term revenue and growth!

For more information, please contact:
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This is By Malene Birger

Founded in 2003, By Malene Birger is a Danish fashion brand devoted to the contemporary bohemian style – delivering long-lasting investment pieces with a conscious approach. By Malene Birger is a renowned name on the international fashion scene and is being sold online and in stores worldwide.

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“The customers that receive the benefit reminder email in the onboarding automation generate 66 percent more revenue than the customers that receive the email with the offer! Since launching this automation, the amount of new full-price customers has grown by 109 percent – and bargain hunters are becoming less and less common,” says Laufey.

Ways to improve customer engagement

There are a lot of things to include in an onboarding automation to make it flourish! If you want to do it the By Malene Birger way, here is some advice. The time between a customer sign-up and the first contact shouldn't be too long. You should label and track your customers in a way that is beneficial to your specific company. And you should test different content to see what makes people tick.

“Continuous testing is super important and impactful – because a flow can always be improved,” says Laufey.

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One of the easiest things to test, according to Laufey, is timing. By setting different time delays, you can easily see when your customers engage the most – and based on that, decide to contact them at a specific time during the day. And hey, a change of strategy can lead to great results.

“By testing and changing, open rates have gone up hugely, the engagement has become much higher, and the sales numbers have increased,” says Laufey.

When it comes to marketing automation, By Malene Birger has a lot of exciting things in the pipeline. They’re currently working on a new win-back automation with predictive scoring and shortly, they will introduce product recommendations.

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By Malene Birger's marketing automation tips and tricks:

"Label, label, and label your customers"

Group your customers by assigning labels along the way, such as bargain hunters, risk of churn, and high CLV. Use the labels to create segmentations and target audiences – and to prioritize what and when communication should be sent to the customer.

"Segmentation"

By separating customers into groups based on shared characteristics, you can deliver targeted and super-relevant content to every single customer.

"Don't over-communicate"

Use marketing automation to increase the level of personalization and relevancy when you talk to your customers – not to send out emails and text messages just because you have the tool and database to do it.