

# VOYADO

## BUBBLEROOM



Bubblerooms' journey with Voyado



# The need for personalized communication

Bubbleroom was founded in 2005 as an online fashion retailer and is now one of Scandinavia's largest e-commerce sites. They have a clear vision of becoming the obvious destination for luxurious, glamorous, and feminine fashion.

When it was time to work in a more personal way with their customers, Bubbleroom's team knew they **needed to implement a new CDXP platform**.

Before switching to Voyado, they were using a complex American CRM that took too much time and resources to be able to do anything quickly and efficiently. The choice landed on Voyado because of its user-friendliness, **anyone in their organization could go in and learn it in a matter of hours**.

"There is so much we can do now in one, easy-to-use platform. Our marketing is very focused on marketing automation" Emma Kvist Magnusson at Bubbleroom says. **"We send communication based on how much customers engage with us** and have a strong focus on personalization."

"Thanks to Voyado we can segment our customer data and send out personalized offers. For example, we send out recommended graduation dresses to young women who we know are in the right age group. These personalized emails and SMS have converted really well for us."



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– Emma Kvist Magnusson at Bubbleroom



To scale up customer retention efforts in Voyado, Bubbleroom involved Senior CRM Consultant, **Miona Matar** from Beyond Retail. With Voyado's insights, she has mapped the customer journey and developed a multichannel strategy.

When building loyalty, **it's important to know customer's reachability and preference of communication**. Some customers have only consented to be contacted by email and some SMS, or they may have much higher open rates in one channel. **Segmenting based on reachability** is a great way to connect with as many customers as possible. "It's so easy to segment in Voyado. Small efforts like these generate great results in a short amount of time," says Miona.

"With the help of the Voyado platform we know exactly who Bubbleroom's customers are and where they're in their customer journey, and **this enables us to tailor our communication in an efficient way**. We've seen great results due to this and I look forward to working in an even more personal and automated way in the near future".

During the last year, Bubbleroom has seen **substantial growth** within their email marketing performance and improved customer retention metrics.

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