

# Increasing full price shoppers with Voyado

BY MALENE BIRGER



In one year with Voyado,  
By Malene Birger have seen:

→ **31%**  
member base increase

→ **21%**  
average receipt increase

→ **44%**  
increase of full price shoppers

### 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. The collections embrace an eclectic vision of Scandinavian minimalism, finding a niche where refined and elevated style meets free-spirited ease. Everything created must serve an authentic purpose in the curated wardrobe of the By Malene Birger woman.



# The challenge

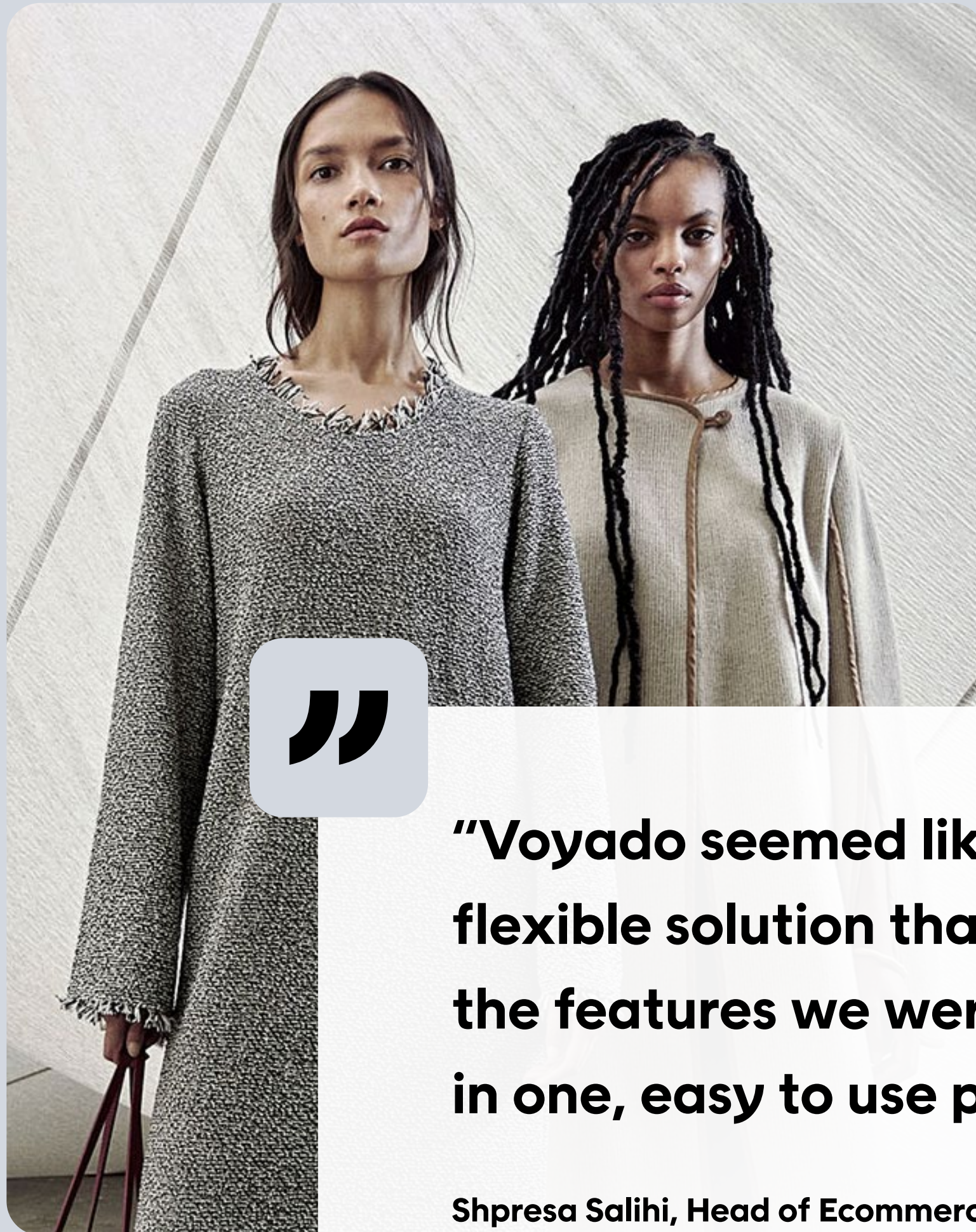
Before By Malene Birger decided to switch to Voyado, they were limited in terms of sending personal communication to their customers.

**“We had a system that was extremely limited in terms of CRM. It was lacking a lot of features and wasn’t forward thinking. We couldn’t create segments and the UX really wasn’t built for personalization,”** says Shpresa Salihi, Head of Ecommerce at By Malene Birger.

**“We wanted to be able to send out offers from the customer’s local stores, for example, and couldn’t even do that.”**







**“Voyado seemed like a really flexible solution that offered all the features we were looking for in one, easy to use platform.”**

**Shpresa Salihi, Head of Ecommerce at By Malene Birger**

# The solution

They searched around for the perfect CRM platform that would cover their needs and more.

**“We looked at everything from big, complicated American platforms to the smaller email service providers.”**

The decision ultimately landed on Voyado because of its user friendliness. Their sister company Tiger of Sweden had recently purchased Voyado and were very happy with it as well.

**“It seemed like a really flexible solution that offered all the features we were looking for in one, easy to use platform. And it was in our price range as well, that played a factor of course!”**



# Working in Voyado

One of By Malene Birger's main KPIs to track is which of their customers who shop on sale and who shop at regular prices.

**"By tracking this, we know whether it's worth having a sale for this group of discount shoppers and exclude the regular, full price shoppers. We have several strategies for this, including working with marketing automation."**

Following the customer journey over time is extremely important for any retail brand. This is why Shpresa and her team track and set up target journeys for their customers.

**"A discount shopper might be a young student who, later in life, with a career and more money will be a full price shopper who may not have become a loyal**

**customer if we hadn't been there for her those first few years,"** says Shpresa.

There is so much more to having loyal customers than price setting. By Malene Birger have a loyalty program where their members are called "Darlings" and receive early access to collections, dedicated events and free deliveries, only to name a few benefits.

"There's so much added value in our loyalty program, so having a platform where we can manage it all has been extremely important. One thing we work with and is appreciated by our customers is sending out care recommendations after a purchase. We're not all focused on the customer making a new purchase, but the journey the customer is on."

## Performing tests

To find out whether discounts really made their customers buy more and become loyal, By Malene Birger set up a randomized split in their onboarding automation. Half the people who entered the automation received a 10% off voucher and the other half received an email promoting all the member perks their "Darlings" would receive.

**The results showed that not only did the customers who received the member perks email spend more from that email, they also spent a lot more over time compared to those who received a discount.**

# The results

**“Everything is easier now! We can be super flexible and come up with ideas in the morning and act on it the same day. That would’ve taken several days before.”**

The By Malene Birger team can now create segments and be truly personal in their communication. The email modules are easy to adapt based on what they want to promote on any particular day.

**“If we know it’s going to be a particularly sunny weekend we can promote our summer dresses for example. We also add modules in our emails from the customer’s local store or send out communication**

**on paydays, which is particularly effective in Sweden where everyone gets paid the same day.”**

Overall, By Malene Birger can be much quicker on their feet now. “Strategies can change in an instant, and if they do, we can set up communication and marketing automation the same day as a new decision was made, which would have been impossible before.”

So what’s next for By Malene Birger? **“We’re excited to work on and develop the structure we have built. We’re going to continue A/B testing a lot and become even more data-driven. AI is very interesting!”** Shpresa says.

**“In just one year since implementing Voyado we’ve actually seen the share of full price shoppers go up 44%.”**

Shpresa Salihi, Head of Ecommerce  
at By Malene Birger

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