



How Vitaminstore uses marketing automation



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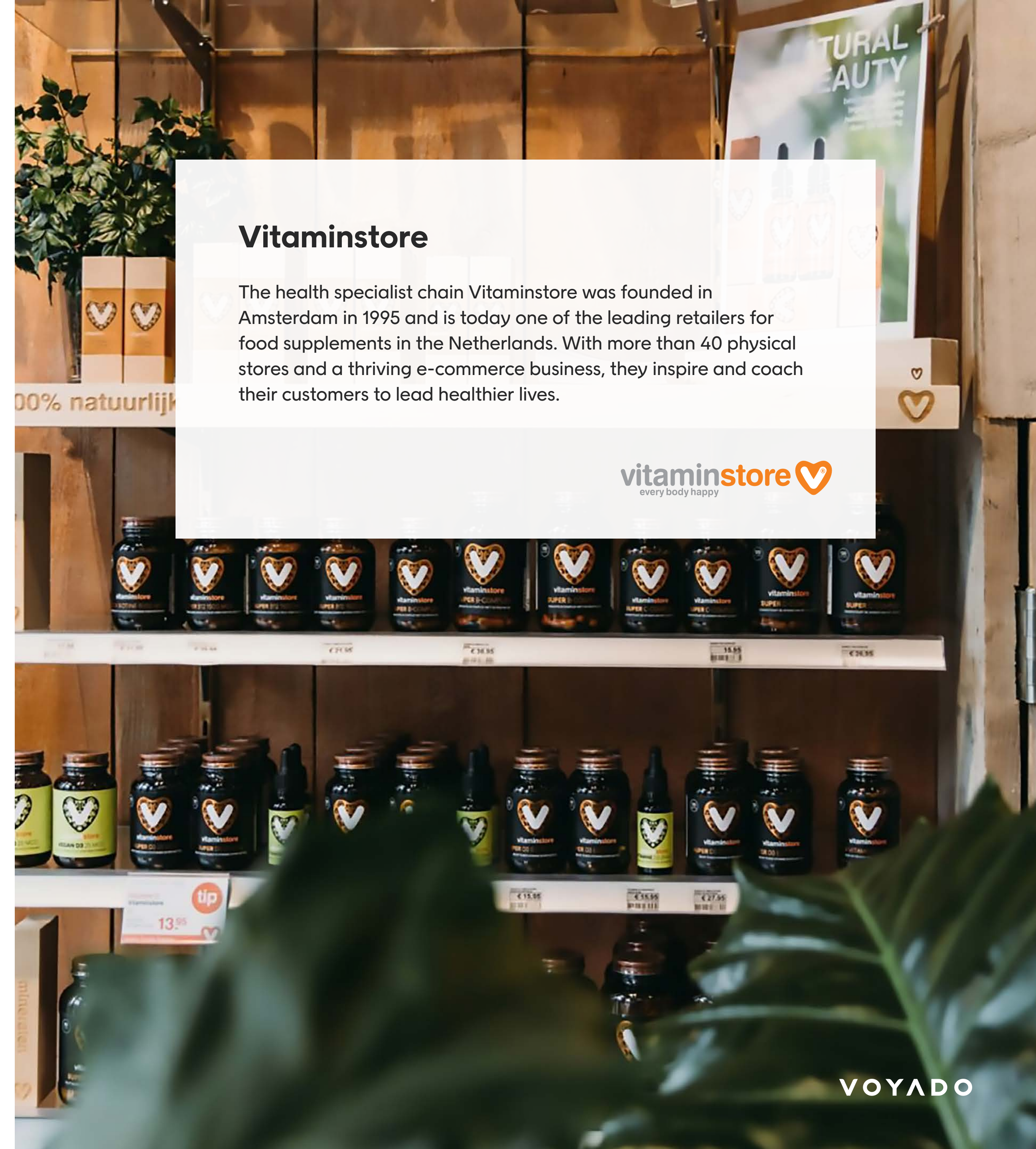
VOYADO

How Vitaminstore achieved a 26% conversion rate using a post-purchase automation

It's no secret that a good post-purchase experience means satisfied customers – and that those who are satisfied are likely to buy more! With this in mind, Vitaminstore set up automated flows to keep encouraging new customers who chose a specific product or a specific brand the first time they shopped with them.

“We want to deliver an exceptional first-time experience by welcoming people and letting them know that what they just bought was a good choice,” says Matthieu Vermeulen, CRM manager at Vitaminstore.

Besides the first purchase-affirmation email, the automated flows feature a series of emails with a mix of inspiration, cross-selling, and discounts to increase the chance of a second purchase. These automations differ from the regular onboarding flow, which mainly focuses on welcoming the customer and introduce the member benefits.



Vitaminstore

The health specialist chain Vitaminstore was founded in Amsterdam in 1995 and is today one of the leading retailers for food supplements in the Netherlands. With more than 40 physical stores and a thriving e-commerce business, they inspire and coach their customers to lead healthier lives.





Thanks to the automated, personal, and relevant approach, Vitaminstore has seen that open, click-through, and conversion rates have increased (a lot!) – while the unsubscribe rate has decreased. All according to plan.

“The average open rate for these automated emails is as high as 40-45 percent, which is super good! We can see that up to 26 percent of customers who receive the post-purchase communication complete a second purchase within the first four weeks. This compared to customers who receive the regular onboarding email where the conversion rate for completing a second purchase is 20 percent annually – and that’s a great uplift!” says Matthieu.



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– Matthieu Vermeulen, CRM Manager at Vitaminstore

Ways to make a workflow work

So, what's the secret to succeeding with an automation? According to Matthieu, you need to utilize customer data to really understand your customers and enhance the experience along their journey. Take advantage of the fact that you know your customers, based on their actions and purchase history, and make sure to deliver relevant communication at the right moment and with a personal touch!

“You need to get it right from the customer’s point of view. So right that you positively surprise them – and that way manages to retain them!” says Matthieu.

Moving forward, Vitaminstore will launch an automation for educating and recommending products to women that are expecting a baby. The goal is to keep the specific audience equally engaged after the pregnancy as during it.



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Vitaminstore's marketing automation tips and tricks:

"Send refill reminders automatically"

Most people take some kind of supplement every day. With a refill automation, you can easily remind your customers when their vitamins are about to run out.

"Think very long term"

If you sell a washing machine or fridge to someone, surprise them a few years later by sending an email with instructions on how to clean or how to take care of the product at that stage.

"Nurture your relationships"

Not all automations need to be about selling more. Set up a few emails that communicate what your brand is up to sustainability-wise, for example. This to build brand awareness and keep the customer relationships going.

Grow faster with e-commerce marketing automation

With Voyados e-commerce marketing automation, you can create personalized emails and text messages that engage and send themselves. That way, you can grow sales without growing your workload. It's simply a win-win situation!

3 reasons you should get started with marketing automation in Voyado:

1. Increase customer satisfaction
2. Successfully onboard new customers
3. Turn abandoned carts into sales

[Find out more →](#)

