

How a Sport Fashion Retailer's Marketing Automation solution generated a 12x ROI



Success story: **4F** Industry: **fashion**

Leveraging customer behavioral and event data, whilst taking into account their purchase history and preferences can make for a significant ROI for retailers. Today, you'll learn how 4F's integrated marketing automation solution helped them achieve a dramatic ROI.

About

4F is a sports fashion retailer and the official sponsor of the Polish Olympic team. The brand will also provide uniforms for the Serbian, Latvian, Croatian, Greek and Macedonian representations for the 2018 Winter Olympic Games in PyeongChang. Their sportswear & accessories are offered in over 200 official and 500 supporting retail outlets in Poland and worldwide.

Industries

-  fashion
-  eCommerce
-  retail

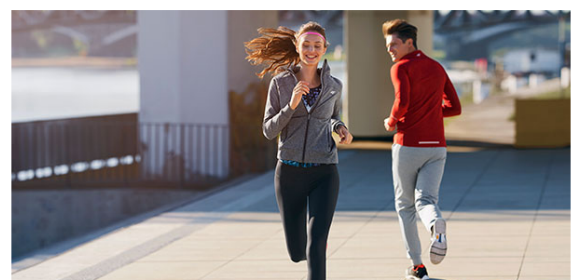
4F

LADIES

MENS

GIRLS

BOYS



RECOMMENDATIONS

FOR YOU



Women's fleece underwear BIDP351
- medium gray melange

Problem

Over 75% of shopping carts get abandoned by visitors who have the intention of returning. With segmented and targeted emails generating 58% of all revenue, there's a whole lot of data marketers can use to boost sales.

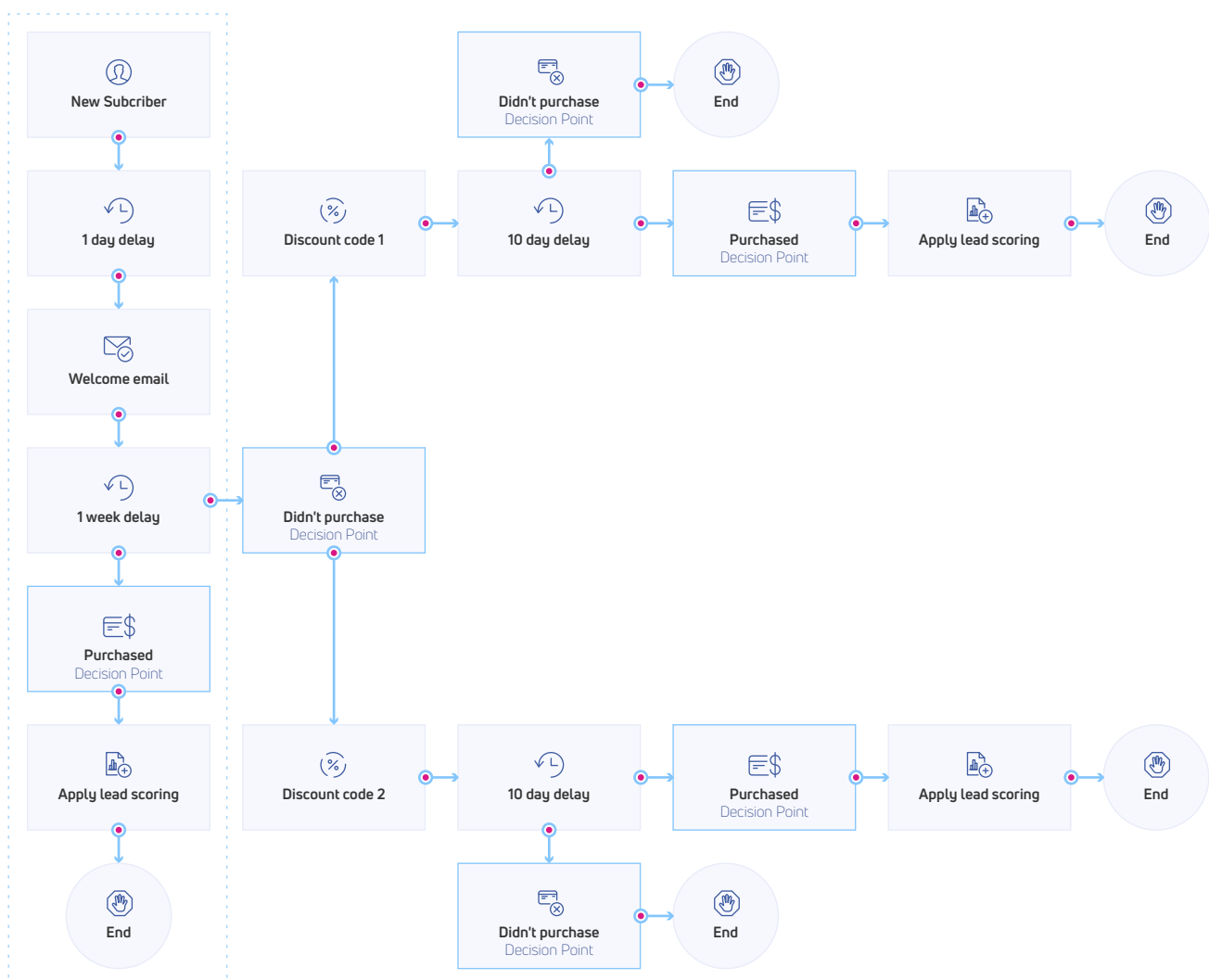
4F wanted to find an integrated marketing automation solution that would help increase online sales by leveraging their customer's behavioral data and purchase history.

Solution

In their integrated solution, 4F implemented an array of automated campaigns.

This covered abandoned shopping cart recovery, abandoned web views, product recommendations, and welcome emails, all of which helped them increase their online revenue.

Welcome series email workflow



4F Welcome series emails generated the highest average unique click rate and average order values out of all their automated campaigns. Orders were on average 25% higher in value than in other automated campaigns.

**2.8x**

Unique Open Rate

**2.5x**

Unique Click Rate

Automated campaigns had better unique open & click rates than standard newsletters

Results

The integrated solution resulted in a **12x return of investment** with automated campaigns generating on average **3.7x better conversion** rates than standard newsletters. Furthermore, average **order values were 2% higher** for automated campaigns.



Behind the bottom line there were also some compelling differences between the performance of automated campaigns and standard newsletters. Automated campaigns had a **2.8x greater unique open rate** and a **2.5x greater unique click rate**.

ExpertSender's marketing hub allowed us to implement a wide range of automated campaigns that significantly outperformed standard newsletters.

These campaigns generated fourfold better conversion rates with substantially higher average order values.

Tomasz Koźbiał
eCommerce Director 4F, OTCF S.A.

Technology used

-  workflows
-  segmentation

▼ **Email Marketing Automation** is creating a defined sequence of steps and tasks that automate different business scenarios. This sequence will have strict rules and conditions that will lead your customer down their desired path.

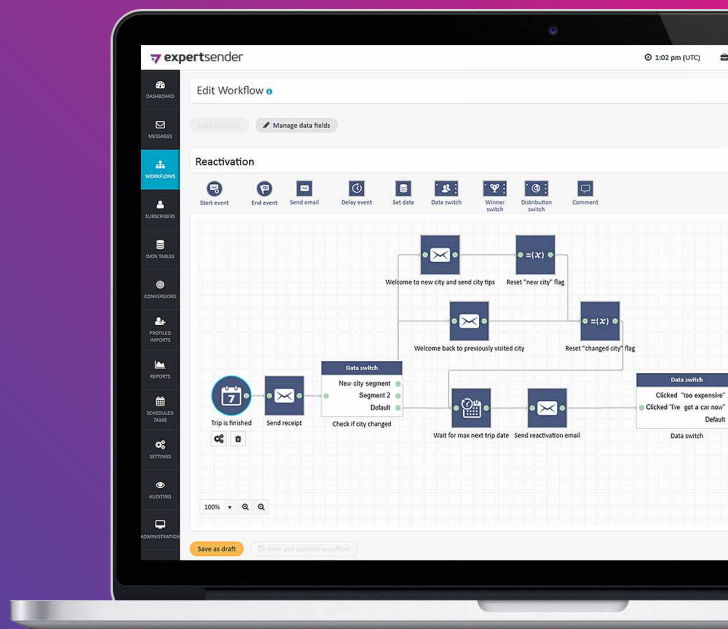
Your **workflow** is a canvas of drag and drop elements representing marketing automation events. A series of predefined interconnected blocks that represent the various paths a customer may take in a marketing campaign. Example scenarios that can be executed using workflows include: lead nurturing, reactivation, abandoned shopping carts and continuously running split tests.

▼ **Advanced segmentation** is comprised of speed, flexibility and dynamic calculation abilities. ExpertSender processes segment definitions in less than a minute, allows for dynamic segment calculations in real-time and are just as easy to use for business users as they are for seasoned SQL veterans.

Thanks for taking the time to read our success story. We'd love to talk to you about your email marketing program and help your business grow.

Schedule a demo today

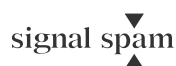
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