Perfume.com Boosts Its MoM Mobile Email Revenue by 92.2%



Email opt-in rate increased by 30% and outpaced other channel conversion rates by more than 300%

+ CHALLENGE

Perfume.com (PCOM) wanted to raise the efficiency and value of its lifecycle strategy. PCOM struggled to create an effective email campaign that avoided both generic messaging and siloed personalization. PCOM sought WITHIN's lifecycle and retention team to future-proof their program through best-practice test and scale strategies and optimizations tailored to their industry.

○ SOLUTION

WITHIN created several dynamic email series with cross-channel campaigns to boost growth and engagement throughout the customer experience. Using data-driven LTV segmentation, WITHIN targeted customers that were more likely to convert profitably long-term. WITHIN implemented appropriate email asset optimization techniques such as modular design and mobile footer variations to boost conversion rates. Beyond creative, WITHIN went back to basics and redesigned the audience segments from the ground up.

+ RESULTS

WITHIN enhanced Perfume.com's email delivery, engagement, conversion rate, and incremental revenue significantly. In April 2021, PCOM's month-over-month orders rose by 70%, revenue increased by 92%, and email conversion rates grew by 36%.

86%

Increase in Mobile Orders

97%

Increase in Incremental Revenue

22%

Increase in Revenue per Email Sent

EMAIL
hello@within.co

WEBSITE
within.co

WITHIN