Case Study

Intelligent email marketing drives fourfold increase in revenue for Big Cup Little Cup

As an online exclusive brand Big Cup Little Cup needed to attract as many website visitors as possible to become customers, and try their products. Using email marketing and a clear strategy, they had fantastic success.

The Challenge

For this new online brand, it was a challenge to achieve these objectives within a restricted budget. A simple, effective strategy was needed to deliver great results.

The Solution

Big Cup Little Cup engaged Genie Goals to develop and implement an email strategy to achieve their objectives. Adestra’s MessageFocus was selected as the email platform due to its automation capabilities and easy-to-use split testing functionality.

With support from Adestra, Genie Goals implemented the following tactics for website conversions:

• Moved newsletter sign-up box to prominent position ‘above the fold’ to maximize email address capture. This was achieved very simply using Adestra’s Form Builder which created the necessary code to be embedded on Big Cup Little Cup’s website.
• Added incentive of 15% discount on first purchase
• Set up an automatically-triggered welcome email so subscribers could take advantage of the discount straight away.

The Result:

20% sales attributable to email

£12.59 revenue per email
Then, a three stage nurture program was created for new customers to enhance their experience and build brand loyalty, with a seven day delay between each one:

1. The first email provides recipes and advice on making the perfect coffee.
2. The second email explains how to recycle the coffee capsule packaging.
3. The third email talks about the origins of the coffee, and for the first time, includes a subtle sales message, encouraging readers to try different varieties of coffee.

The Result
The success of the email program has been overwhelming. Big Cup Little Cup saw a fourfold increase in revenue over 6 months, with more than 20% of sales directly attributable to email.

The welcome email program achieved an average conversion rate of 33% or £12.59 revenue per email, and the nurture program for first-time customers had open rates of over 60%.

The strategy also resulted in a 206% increase in newsletter signups in 6 months.

20% sales attributable to email | £12.59 revenue per email

About Adestra
We have been empowering clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure and obsession with customer success have gained the trust of global and growing brands alike. Founded on the principle that marketing success takes more than technology, we’re not just Software as a Service, we’re Software AND a Service.

Could email automation help you boost sales?
Genie Goals are a specialist paid search, Shopping Campaigns and email marketing agency that can help you reach your conversion goals.

Contact Adestra today to discover how we can help you make your data work harder with the use of powerful technology.

www.adestra.com  moreinfo@adestra.com